

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions.



1. Name of Property

Historic name: United States Playing Card Company Complex
Other names/site number: US Playing Card Company/HAM-4535-58
Name of related multiple property listing:
N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 4590 Beech Street
City or town: Norwood State: OH County: Hamilton
Not For Publication: NA Vicinity: NA

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination X request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property X meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

 X A B X C D

<u>Barbara Bowen</u> DSHPO Inventory & Registration <u>12-31-2014</u>	
Signature of certifying official/Title:	Date
<u>State Historic Preservation Office, Ohio History Connection</u>	
State or Federal agency/bureau or Tribal Government	
In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

Patrick Andrews
Signature of the Keeper

2/24/2015
Date of Action

5. Classification

Ownership of Property

(Check as many boxes as apply.)

- Private:
- Public – Local
- Public – State
- Public – Federal

Category of Property

(Check only **one** box.)

- Building(s)
- District
- Site
- Structure
- Object

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Number of Resources within Property

Contributing	Noncontributing	
<u>4</u>	<u> </u>	buildings
<u> </u>	<u> </u>	sites
<u> </u>	<u> </u>	structures
<u> </u>	<u> </u>	objects
<u>4</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use
Historic Functions

INDUSTRY/PROCESSING/EXTRACTION; Manufacturing Facility

Current Functions

VACANT

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

7. Description

Architectural Classification

LATE 19th and 20th CENTURY REVIVALS; Neoclassical Revival

Materials:

Principal exterior materials of the property: Salt Glazed Brick, Concrete, Sandstone

Narrative Description

Summary Paragraph

The United States Playing Card Company Complex is located in Norwood, Ohio, a suburb of Cincinnati, Hamilton County, Ohio. Norwood has enjoyed a strong tradition of industry and manufacturing ideally situated between several major railways, state roads and later interstate highways, and along the north side of Cincinnati city limits. Norwood was once described as the "Chicago of Hamilton County", with 49 manufacturing enterprises located within the city limits in 1909.¹ The manufacturing complex encompasses Hamilton County parcel #651-0019-0125 of 20.4 acres and is bordered by Beech Street to the west, the Baltimore and Ohio Railroad to the north, Harris Avenue to the east, and Kenilworth Avenue to the south. Surrounding industrial properties include the United States Printing Company to the south, Siemen's Industries to the west, and residential homes to the southwest of the complex. Interstate 71 is located to the east, with additional manufacturing complexes further east and Shea Stadium to the north. The United States Playing Card Company manufacturing complex is composed of four (4) contributing resources:

- 1. Main Manufacturing Building (1899-1922)** includes: the Main Building (1899) and 1922 Clock and Bell Tower; the (1902) Warehouse Building and (1922) South Addition; the (1920-22) Cafeteria and Addition, and the (1921-22) North Addition, all which are physically connected by multi-story bridges.
- 2. Boiler and Power House (1899)**, connected to the Main Building in 1902.
- 3. Lunch Room Building (1903)/ Machine Shop 1920**, relocated to present site in 1920.
- 4. Pump House (circa 1946).**

¹ Miller, Zane L. *Boss Cox's Cincinnati Urban Politics in the Progressive Era*. New York: Oxford University Press, 1986, 26.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

The original manufacturing facility, constructed in 1899, is centrally located and identified by the 1922 four-story Clock and Bell Tower all designed by Samuel Hannaford & Sons from 1899 to 1922.² All of the buildings are a yellow salt glazed brick with either stone or concrete accents. The Central Court plan Main Building exhibits the Neoclassical style, specifically Italian Renaissance design motifs most notably expressed on the Clock and Bell Tower. The Main Building was connected to the south 1902 Warehouse building, and the 1899 Boiler and Power House in 1902 by bridges at the second floor level. The Main Building was connected to the 1903 Lunch Room Building at the time of the Lunch Room's construction; it was relocated to the east in 1920 to make way for the North Addition. In 1920 the Cafeteria Building located at the south end was constructed as a two-story building and in 1922 two more floors were added to the front half for the purposes of a recreational room and hospital. In 1921, construction began on the North Addition and in 1922 the 1902 Warehouse Building received a four-story addition along Beech Street, referred to as the South Addition. All of the 1920-22 additions are reinforced concrete and connected by bridges.

Narrative Description

Setting

The complex consists of four contributing buildings. The manufacturing complex stretches approximately 360' to the east of Beech Street, ending directly on the city limit line of Cincinnati along Duck Creek Road and Interstate 71. The complex sits on 20.4 acres with direct rail line access to the Baltimore and Ohio Railroad (photo:39), which marks the northern boundary with a spur entering the complex between the manufacturing facility and the Boiler and Power House and extending south along the south side of the Main Manufacturing Building. On the west side of the complex, Park Boulevard is centered on the main entrance and was plotted to serve the Norwood-Oakley streetcar line to the United States Playing Card manufacturing facility with construction commencing in 1902. The site is accentuated by the 475' complex façade facing Beech Street and a U-shaped drive with knee walls composed of glazed brick capped with stone highlighting the entrance and running along the sidewalk along Beech Street (photo :7-15, historic images: page 7) Historically, the site was lined with a white picket wrought iron decorative fence (historic images: page 8, 13), which was replaced with the knee brick walls during the 1922 expansion (historic images: page 17, 18). Open areas of lawn are located between the façade and the knee walls, and also between buildings which serve as courtyards, with unmanaged tree canopies and central concrete sidewalks. The walls provide directional flow at each of the entrances, between the North Addition and the Main Building, the U-shaped drive at the main entrance, again at the bridge locations between the Main Building and the South Addition, and at the South Addition and along the south elevation of the Cafeteria Building. Originally, the bridges between buildings had vehicular access at the first floor level allowing vehicular passage through the courtyard areas to the rear of the manufacturing facility. These openings have been modified to prevent vehicular passage. The brick knee wall element is found along Park Street and at Dorl Field, which are separate from the United States Playing Card Site.

² Samuel Hannaford & Sons, United States Playing Card Company Architectural Drawings, 1899-1946.

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

A reservoir (photos 33,34) which no longer provides a functioning purpose, is located directly east of the Boiler and Power House and smoke stack. A small circa 1946 Pump House is south of the reservoir. The concrete supports from the former water tank flank the pump house. North of the Boiler and Power House is the 1903 Lunch Room Building, which was relocated in 1920³ and repurposed as the machine shop. East of the Lunch Room Building are miscellaneous sheds and a transformer station. The remaining lot is largely asphalt for parking purposes, with concrete pad remnants of former warehouse buildings which were demolished shortly after the company left the site in 2009. Chain link fencing and gates border the property, along with miscellaneous concrete stairs and guard rails.

HISTORIC RESOURCES

The complex is made up of four (4) historic buildings, the 1899-1922 Main Manufacturing Building, the 1899 Boiler and Power House, the 1903 Lunch Room Building and the ca. 1946 Pump House. The Main Manufacturing Building is located at the front of the property facing Beech Street. The building is composed of multiple additions which are connected by bridges at both the east and west ends; the North Addition connects to the Main Building's North wing, the North and South wings of the Main Building are connected, the Main Building is connected to the Warehouse Addition and the Warehouse, the Warehouse is connected to South Factory Addition to the west and the Cafeteria which received a two-story addition at the west end. The bridges are brick varying in length with no projecting bays, and the fenestration is consistent with the buildings they connect. The bridge from the Boiler and Power House is the only exception, as a corrugated metal bridge leading to the Main Building which was installed in 1902. Between the buildings are courtyards which are open flat lawns, some with trees and sidewalks. The central courtyard was in-filled at the first floor level for mechanical purposes. Underground mechanical tunnels run from the Boiler and Power House to the different sections of the complex.

- 1. MAIN MANUFACTURING BUILDING (1899-1922)** includes: the Main Building (1899) and 1922 Clock and Bell Tower; the (1902) Warehouse Building and (1922) South Addition; the (1920-22) Cafeteria and Addition, and the (1921-22) North Addition, all which are physically connected by multi-story bridges.

1899 Main Building, 1922 Bell and Clock Tower

(Photos:1-6, 9, 11, 17-19, 23, 27, 40, 41)

The Main building consists of the Central Court plan building with north and south wings. The front of the building is defined by a four-story nine bay façade with a projecting central bay emphasized by a four-story bell and clock tower (photos:1, 9, 11, 18, 19). It was originally designed in the Romanesque Revival style and then adapted to the Neo-Classical style during the 1922 expansion. The front portion is four bays deep which terminates at the stair and

³ Montgomery, Rick. Facility, Maintenance and Security Manager, The United States Playing Card Company, Oral History. 12 May 2014.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

elevator core, which also contains the men and women's bathrooms. The central court plan building is comprised of a north and south wing which is three bays wide and seventeen bays long. The central area was roofed over for mechanical purposes at the first floor level (photo:19). A second elevator and stair core is located at the sixth bay from the east connecting the two wings.

The building rests on a stone foundation, with a basement which is made of low-head tunnels for mechanical purposes, leading to the Boiler and Power house. The bays are defined by paired 2/2 single-hung pivot windows divided by a brick pier. The sills and hoods are stone. On the façade the bays are arched at the fourth floor and the windows are segmented arched with the pivot window in the center flanked by multi-light casement windows. All the windows are finished with a brick surround. The bays are separated by projecting brick pilasters. Originally, the façade pilasters were capped with finials, similar to those on the north and south pilasters, but were most likely removed during the 1922 renovation (historic images: page 6).⁴ The finials located on the wings are roofed over. The parapet is accented with corbel dentils and capped with stone coping. The two central bays create a raised central parapet. A wide stone band separates the first and second floor. The roof is a flat built-up membrane system. The rear (east elevation) first floor is defined by a loading dock and an overhanging roof sheathed in corrugated metal (photo:27).

The main entrance, centered on the façade of the protruding clock tower, is flanked by stone quoining and contains replacement brass rotary doors, which are protected by a bronze canopy held to the building by cast-iron escutcheon plates (photo:2). The escutcheon plates from the original 1899 canopy remain on the wall. The arched window above the entrance is built of roman brick fanning at the opening with a stone acanthus leaf bracket serving as the keystone. A stone entablature is directly above the arch. Historically, the building had awnings along the façade (historic image: page 9). The windows in the Bell and Clock Tower are paired 2/2 double hung wood sash, separated by a brick pier. The clock faces, one on each of the four elevations are outlined in three rows of brick and an inner row of curved stone. The 11' iron dials and second hands, roman numerals and minute ticks are black. The glass is 1" frosted glass (photo:6). Above the clock faces are four small Italian Renaissance-style arches supported by a stone bracket with a stone diamond inlaid at each arch. The Tower is accented by a stone entablature supported by stone brackets and each elevation is divided into two arches supported by an unadorned byzantine capital and slender column (photo:5). Stone diamonds alternating with shields lay directly below the dentilated entablature which supports a terracotta pyramidal roof.

The interior of the building is open with steel columns and steel connectors supporting large wood or steel beams with all interior elements exposed (photos:40, 41). The underside of the wood decking is painted, along with the perimeter brick walls. The restrooms are located at the stair and elevator core. The stairs are utilitarian in design with either cast-iron or wood treads

⁴ Cincinnati Memory Project. United States Playing Card Company Historic Images. Available at www.cincinnati-memory-project.org.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

and risers and simple railing. The main entry and front portion of the second floor were renovated in 1967 with a new curved stair with a solid wood paneling balustrade and white travertine steps. The second floor has been gypsum offices and column build-outs along with dropped acoustic tile ceilings. These interior alterations are outside the period of significance and is not historic.

1902 Warehouse, 1922 South Factory Addition

(Photos: 3, 13, 14, 20, 22, 23, 24, 25)

The Warehouse, located south of the Main Building, is two-story post and beam with load bearing masonry wall construction. The 221' long building is divided into five bays, which are articulated with a single four-light divided pivot window (photos: 20, 22, 24). The design is generic with three fire walls dividing the building into sections expressed at the roof line, as noted in photo 20. The roof is essentially flat. The front of the warehouse was added to in 1922 (photo: 14 & historic images: 9,13, 17). A four-story bridge was built at the same time as the addition to connect the Warehouse to the Main Building at the west end (photo: 26) and a two-story bridge at the east end (photos: 20, 22). A second two-story bridge connects the building to the South Factory Addition. The four-story 1922 South Factory addition, with its three by five 20' bays, was constructed in line with the façade of the Main Building. Each bay is defined by a projecting masonry pilaster and contains three windows with stone sills and hoods and separated by brick piers. A north side entrance is Neoclassical in design employing Tuscan pilasters and sidelights flanking the main entry door (photo: 13). The pilasters support a canopy with a simple entablature which is tied back to the building with iron tie rods and escutcheon plates. A dentilated cornice is in line with the canopy and a rounded pediment extends above the top of the canopy. The sash on the South Factory addition are 3/3 steel-sash windows with the center sash divided as a 5/5 (photo:14). The parapet is pedimented at the end bays. The parapet is accented with stone monogrammed cartouches at the façade corners, with the Monogrammed "U" and "S" intertwined in the center and flanked with "P" and "C" (photo: 3). The cartouches are set within a stone frame of rope molding. The rear (east) elevation first floor serves as a loading dock and has an overhanging roof clad in corrugated metal (photos: 22, 23).

The interior of the building is open with steel columns with steel connectors supporting large wood or steel beams with all interior elements exposed at the addition. The warehouse is wood post and beam with angle irons and steel beams added for extra reinforcing (Photos: 42, 43). The underside of the wood decking is painted, along with the perimeter brick walls. The restrooms are located at the stair and elevator core which is located at the bridges. The stairs are utilitarian in design with either cast-iron or wood treads and risers and simple railing.

1920 Cafeteria and 1922 Addition

(Photos:14-15, 21, 25, 44-47)

The Cafeteria section was added in 1920 and was originally two-stories in height at the façade and one and half stories to the east (photos:14, 15). In 1922, two stories were added to the west end to provide for a recreational room and hospital for the employees (photo:47 & historic images:13-17).

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

The Cafeteria is composed of the one and half-story building constructed in 1920 and the four-story, approximately 20' square four bay by five bays reinforced concrete fire-proof 1922 addition. The one and half-story Cafeteria section is defined by the monitor roof. The reinforced concrete building has a formed reinforced concrete foundation which is expressed on the exterior with brick bays at the second floor and projecting pilasters at each bay. The bays on the façade are divided into three window openings separated by brick piers, as well as the windows of the first bay on both north and south sides. However, the remaining bays on the north and south elevations are steel sash (photo: 14) with a pair of steel casements centrally located within the industrial sash along the one and half story section (photo: 21). The pilasters are capped with pedimented stone caps. The parapet is pedimented at the end bays and is accented with stone monogrammed cartouches, with the "U" and "S" intertwined in the center and flanked with "P" and "C". The cartouches are set within a stone frame, with each corner representing a carved stone playing card suit: "heart", "spade", "clover" and "diamond", matching the North Addition. A bridge once connected the building at the second floor to the United States Printing Company building to the south, but was disconnected when the company vacated the building (Photo:15). The interior of the building is open with reinforced concrete mushroom column and capitals, supporting a gallery running east/west (photo:45). Floors are concrete and walls are painted brick. The stairs are located at the north and south ends of the bridge connectors and are formed reinforced concrete with pipe-railing and square newel cast-iron posts (photo: 46).

1920 North Addition

(Photos: 7-11, 16, 28-29, 30-31, 48)

The North Addition is a four-story approximately 20' square bay - 6 by 18 bays reinforced concrete fire-proof building. Each bay is defined by a projecting masonry pilaster with industrial style steel-sash windows framed with stone sills and hoods (photos: 7, 8). The pilasters are capped with pedimented stone caps. The end bays on the façade are divided into three window openings separated by brick piers. The spandrels have simple decorative brick pattern work. The parapet is pedimented at the end bays. The roof is flat with a monitor; the clerestory windows have been covered over (photo: 16). The parapet is accented with stone monogrammed cartouches, with the "U" and "S" intertwined in the center and flanked with "P" and "C". The cartouches are set within a stone frame, with each corner representing a carved stone playing card suit: "heart", "spade", "club" and "diamond". The rear (east) elevation first floor serves as a loading dock and has a corrugated metal overhanging roof (Photos: 28, 29). The building is connected via bridges at both the west (photos: 10, 30, 31) and east end (photo: 16).

The interior of the building is open with reinforced concrete mushroom column and capitals (photo:48). The diameter of the columns is wider on the lower levels and the height of the columns is taller as the building ascends. The underside of the concrete deck expresses the concrete forms. Concrete stairs are located at the bridges and have simple pipe railings.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

2. BOILER AND POWER HOUSE (1899), connected to the Main Building in 1902.
(Photos: 32-35, 50)

The Boiler and Power House is two-stories in height and retains the same corbelled bays as the Main Building, including brick work around window openings and arches, along with stone accents at sills and hoods. The roof has been altered from its original configuration, demonstrated at the parapet with the change from a flat roof with a monitor to a gabled roof. The building is three bays by ten bays. The windows are industrial steel sash. The building is entered on the north elevation through a set of double-leaf metal doors surrounded by industrial steel sash (photo: 32). A 1902 corrugated metal bridge connects the Boiler and Power House to the Main Building. A large smoke stack with an octagonal base and a taper stack is located at the southwest end (photos: 32, 33, 35). Mechanical equipment is expressed on the exterior including vent stacks, tanks, and metering equipment.

The interior of the building is wide open with equipment throughout and steel stairs and walkways to access equipment (photo:50). The masonry walls are exposed on the interior.

3. LUNCH ROOM BUILDING (1903), 1920 Machine Shop, relocated in 1920.
(Photos: 37, 38, 49)

The Lunch Room building is a one-story rectangular-plan building that was originally located where the North Addition stands today (historic images: pages: 7, 10). It was moved in 1920 to its present location on logs and pulled by horses, according to employees of the United States Playing Card Company.⁵ The architectural language is similar to the Main Building, employing the corbelled bays, and stone and brick accents. The west façade is three bays wide and is characterized by paired 2/2 double hung sash with sash horns and screens separated by brick piers with both stone sills and hoods (photos: 37, 38). The central features paired round-arch windows, and the brick and stone arch, located above the windows has a stone carved wreath motif with the date 1903 carved within the spandrel. A “club” and “spade” are at the springing of the arch on the west elevation and the “heart” and the “diamond” are on the east elevation. The raised parapet is capped with stone coping and flanked with carved brackets. The building is fifteen bays long. The side bays have paired double hung 2/2 sash with sash horns and screens. The flat roof overhang is supported by brackets. The entrance is located on the south elevation and has a pair of double doors with a blocked in transom. It has a raised parapet that connects to an L-shaped monitor roof located on the center section of the building’s otherwise flat roof (photo: 37). A basement was dug at the east end and concrete foundations were constructed.

The interior of the building is open with steel columns with simple flared capitals supporting large wood beams with all interior elements exposed and painted (photo: 49 & historic images: pages 11,12). The underside of the wood decking is painted, and the side walls of the monitor

⁵ Montgomery, Rick. Facility, Maintenance and Security Manager, The United States Playing Card Company, Oral History. 12 May 2014.

United States Playing Card Company Complex

Name of Property

Hamilton, OH

County and State

are painted wainscoting. Additional steel posts and beams are installed for the purpose of a crane system. The floor is cork on the first floor level. The basement is reinforced concrete with square mushroom capitals with the form of the concrete expressed on both the walls and on the ceiling. The floor is concrete in the basement as well.

4. PUMP HOUSE (Circa 1946)

(Photo: 36)

The pump house is a one-story rectangular brick building with a concrete foundation and a flat roof. The four-bay side elevations feature industrial steel sash windows in each bay. The concrete foundations, which supported the water tank, flank the building. The tank was removed in 2009.

Integrity

The historic uses of the building have varied over time as indicated on Sanborn Fire Insurance Co. maps and company material flow charts. The 1902 Warehouse has consistently served as storage, while other areas adapted as the card making process refined and machines were upgraded. In 1974, the company stressed concern regarding vertical factory inefficiency, yet remained in the Norwood location until 2009 when they moved to Kentucky into a more modern facility allowing for horizontal production flow.⁶ The general condition of the complex demonstrates typical deterioration of a complex over 100 years of age with building envelope concerns such as carbon build-up on the masonry and rusting on metal windows. The complex has been vacant since 2009 but fortunately has been conditioned as a result of the Boiler and Power House.

The complex retains a high level of historic architectural integrity. This is exhibited in both exterior and interior elements in the Neo-Classical architectural language demonstrated on the Main Building with segmental arched fenestration and stone quoining at the entrance and more specifically associated with the Clock and Bell Tower through the clock frosted glass faces, one on each of the four elevations outlined in three rows of brick and an inner row of curved stone, the 11' iron dials and second hands, roman numerals and minute ticks along with the Seth Thomas mechanisms. In addition, the four small Italian Renaissance arches supported by a stone bracket with a stone diamond inlaid at each arch and the Tower accented by a stone entablature supported by stone brackets and unadorned byzantine capital with slender columns demonstrate the retention of historic fabric, materials, and craftsmanship. Consistently, throughout the complex the roof lines are accentuated by masonry pattern work and stepped parapet motif from the early Romanesque Revival style except at the Boiler House where the roof line was altered most likely during mechanical equipment upgrades. The interior of the buildings represent an open factory plan with minimal partitions to provide for the flow of product and material and adaption to the change of equipment, technique and evolution of the manufacturing process. Masonry walls are exposed and painted with no need for plaster.

6 United States Playing Card Company Archives, Real Estate Files.

United States Playing Card Company Complex

Name of Property

Hamilton, OH

County and State

Floors and ceiling decking are exposed wood or concrete, as well as the columns, referring to the type and date of construction. The only area build-out occurs at the Main Building entrance and the front portion of the second floor where the offices were renovated in 1967 by A. M. Kinney Associates, Cincinnati architects, to reflect the architectural interior trends of the time.⁷ The Site and architectural language denote the same feeling and association as noted in historic images of the buildings in their historic setting.

⁷ United States Playing Card Company Archives, Real Estate Files.

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

8. Statement of Significance

Applicable National Register Criteria

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

- A. Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B. Property is associated with the lives of persons significant in our past.
- C. Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D. Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

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

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

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Areas of Significance
(Enter categories from instructions.)

INDUSTRY
ARCHITECTURE
COMMUNICATIONS

Period of Significance
1899-1964

Significant Dates

Significant Person
(Complete only if Criterion B is marked above.)

Cultural Affiliation

Architect/Builder
Samuel Hannaford & Sons, Architects

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Statement of Significance Summary Paragraph

The United States Playing Card Company manufacturing complex is significant under **Criterion A** for **Industry** as the largest playing card manufacturing business in the United States⁸ and also for **Communications** as the owner/operator of the WSAI-AM radio which was located at the United States Playing Card Company Norwood facility from 1922 until 1930, operating in 1922 as the most powerful commercial radio broadcasting system in the United States and later sold to Crosley Radio Corporation in 1930.⁹ The United States Playing Card Company factory complex is also significant under **Criterion C** for its Neoclassical Italian Renaissance style design by the prominent Cincinnati architectural firm of Samuel Hannaford & Sons between 1899 and 1922 through the evolution of the factory complex as it grew to accommodate the manufacturing and marketing needs of the company.

The **period of significance is 1899 to 1964** beginning with construction of the 1899 manufacturing building for the United States Playing Card factory complex in Norwood, Ohio and ending in 1964 based on National Register fifty-year guidelines, due to the company's continued operation as the largest playing card manufacturer and distributor in the world, at this location until 2009.¹⁰

Narrative Statement of Significance

CRITERION A

Early History-Formation

The United States Playing Card Company was founded in 1894 in Cincinnati, Ohio, as an outgrowth of the United States Printing Company, which began as Russell, Morgan & Co. in 1867. Anthony O. Russell and Robert J. Morgan along with financial partners James M. Armstrong and John F. Robinson Jr. set up operations for their printing company with the purchase of the *Enquirer* Job Printing Rooms from the local newspaper, the *Cincinnati Enquirer* at 20 College Street in Cincinnati, Ohio.¹¹ Their business initially focused on printing theatrical and circus posters, placards and labels. Within five years, the company had increased in size requiring a move to a new four-story building on nearby Race Street in November of 1872.¹²

In early 1880, partner A.O. Russell proposed that the company embark upon the manufacture of playing cards to challenge the East Coast playing card manufacturers who held a monopoly and

⁸ *Cincinnati Enquirer*. 28 August 1894.

⁹ International Directory of Company Histories. *United States Playing Cards*. Farmington: Gale (St. James Press), 2014. Bicycle Playing Card History. Available at [http://www.bicyclecards.com/about/bicycle-cards; Russell-Morgan Co.](http://www.bicyclecards.com/about/bicycle-cards; Russell-Morgan Co)

¹⁰ International Directory of Company Histories. *United States Playing Cards*.

¹¹ *Cincinnati City Directory* 1863, 1876, 1878; Bicycle Playing Card History; Russell-Morgan Co., Learning About Movie Posters. Company History. Available at <http://www.learnaboutmovieposters.com/newsite/index/countries/US/HISTORY LITHOS/RussellMorgan/RussellMorgan.asp>.

¹² Bicycle Playing Card History.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

were charging exorbitantly high prices.¹³ Partner Robert Morgan travelled to New York and employed Samuel J. Murray to come to Cincinnati to launch this new venture. Murray, a New York City native, learned the trade of a printing pressman and was employed at the *New York Herald*. As a young man, he had gone to London and worked in the playing card manufacturing business at the Charles Goodall plant, eventually returning to America.¹⁴

Russell, Morgan & Co. completed their first pack of Congress 606 playing cards in June, 1881. Congress 606 card decks would become the finest and most expensive playing cards produced; featuring lavish artistic backs, gold edges, jokers and decorative Ace of Spades.¹⁵ Two additional stories were added to the Russell, Morgan printing manufacturing building on Race Street where machines likely designed expressly by Murray for the company were installed.¹⁶ With 20 employees, the company was manufacturing 1600 packs of playing cards per day.¹⁷ The company would expand in 1881 to make six grades of cards, with American trade names and numbering including:¹⁸

101. Tigers	404. Congress
202. Sportsman's	505. Army and Navy, gold edges
303. Army and Navy	606. Congress, gold edges

In 1885, Russell, Morgan & Co. introduced its signature "Bicycle" brand playing cards, picking the name after the popular high wheeled bicycle of the time.¹⁹ The Bicycle brand would become widely successful and the most well-known playing card brand in the world. A total of 82 different back designs would eventually be issued for the 808. Bicycle line featuring bicycles, motorcycles or automobile motifs, and for a short time, bi-planes and warships.²⁰

Beginning of United States Playing Card Company

Russell, Morgan & Co. changed their name to the United States Printing Company in 1891, but still continued to operate a portion of the business under the Russell-Morgan Company name.²¹ Shortly thereafter, it acquired "Bee" playing cards from Consolidated-Dougherty, which had recently begun to manufacture the brand. The company was housed in their five-story building at Lock and East Sixth Street in Cincinnati enjoying success with the playing card portion of the business located on the second, third and fifth floors.²²

¹³ United States Playing Card Company. Available at University of Cincinnati www.libraries.uc.edu/research/.../USPC.pdf.

¹⁴ *Cincinnati Enquirer* 1880-1922. 2003-2010, Cincinnati Public Library, 24 August 1915.

¹⁵ The World of Playing Cards. Available at <http://www.wopc.co.uk/usa/standard-pcc.html>.

¹⁶ Hargrave, Catherine Perry. *A History of Playing Cards*. New York: Dover Publications, 1966 reprint, 348.; Smith, Joseph P., ed. *History of the Republican Party in Ohio*, Vol. II. Chicago: The Lewis Publishing Company, 1898, 889; Bicycle Playing Card History.

¹⁷ Bicycle Playing Card History.

¹⁸ Hargrave, 349.

¹⁹ Hargrave, 352.

²⁰ The World of Playing Cards.

²¹ U.S. Lithographers - Russell-Morgan Co. History. Available at www.learnaboutmovieposters.com/.../RussellMorgan/RussellMorgan.asp.

²² Sanborn Fire Insurance Maps, 1891.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

By 1894, the playing card business had grown to such proportions that it was split from the United States Printing Company, and Russell-Morgan Company became a member of the trust known as "The United States Playing Card Company" of New Jersey.²³ The National Card Company of Indianapolis located at 5th Street and Eggleston Avenue in Indianapolis was founded in 1886 by former Russell-Morgan employee Samuel Murray after a falling out with the firm. In 1894, Murray was reunited with the United States Playing Cards after becoming a formidable competitor. The National Card Company factory was absorbed by the United States Playing Card Company with the arrangement that Murray be given a block of stock in the merger and full control of the manufacture of playing cards. In that same year, the newly formed United States Playing Card Company also acquired the Standard Playing Card Co. of Chicago, which continued to do business independently from their Chicago location.²⁴

Monopolized industry and trusts had become a tool during the end of the 19th century for larger companies to control a greater share of business, often drowning out the smaller competition.²⁵ The United States Playing Card Company was the largest factory of its kind in the United States by 1894, as reported by the *Cincinnati Enquirer* on August 28, 1894,

There are only four other playing card factories in the United States. Three of these are in New York City, and they are owned respectively by the New York Consolidated Company, Andrew Dougherty, and the Perfection Playing Card Company. The other factory is that of the American Playing Card Company at Kalamazoo, Mich[igan]. The annual product of the United States [Playing Card] Company is estimated at 18,000,000 and that the other four companies combined at 12,000,000.

Also a boon to the American playing card manufacturers in 1894 was the re-instatement of the U.S. Internal Revenue Service playing card two cent tax stamp per pack of cards, with a counterfeit proof government stamp to be displayed on every pack of cards – light red for a dealer's stamp and blue for a manufacturer's stamp. The IRS reported that about 10 million packs of cards were now in the hands of dealers with anticipated tax revenue for the year of \$1 million for the 1894 fiscal year. Treasury experts estimated the domestic manufacture of 30 million packs of cards per year. To the benefit of domestic manufacturers, foreign manufactured playing cards were imposed a 10 cent per pack tax and 30% ad valorem tax, in addition to the two cent tax.²⁶

On May 27, 1897, the *Cincinnati Enquirer* described the "Russell-Morgan" East Sixth Street building housing the card operation as literally bursting at the seams and being strengthened in an unusual manner,

Workmen are busy putting 'hog chains,' solid iron stanchions six inches in circumference, through the building, and fastening them with large iron plates at each end. When first erected this building was only three stories high, and was used as a nail factory. After the purchase by the Russell-Morgan Company three stories were added.

²³ Bicycle Playing Card History.

²⁴ *Cincinnati Enquirer*, 24 August 1915, 28 August 1894; The World of Playing Cards.

²⁵ Estrin, Jack. *American History Made Simple*. New York: Double Day, 1991, 154.

²⁶ *Cincinnati Enquirer*, 28 August 1894.

United States Playing Card Company Complex

Hamilton, OH
County and State

Name of Property

For some time past the workmen on the upper floors have used pendulums to register the oscillation of the building. Finding that the pendulums swayed about two inches when the machinery was in motion, they became nervous and reported the matter to Mr. Russell. As a result of their fears, eight of these large 'hog chains' have been placed on the building. Four of them run lengthwise, and four across the structure. Each stanchion is tightened by means of a large screw in the center, and is capable of bearing a weight of 120,000 pounds.

By 1898 the company had expanded their premises to add another large building at Fifth and Lock Street to connect to the Sixth Street building with 175,480 sq. ft. of floor capacity “fully equipped with the finest machinery.”²⁷ The early playing card manufacturing and production process generally involved:

1. Three kinds of paper were required to make playing cards on sheets to accommodate a total of 20 cards. A sheet of thin brown center paper formed the basis of the card, which was usually two sheets pasted together. The center paper was then covered by white card maker’s paper on the back and another paper for the printed face.
2. When the pasting was finished, the heap was then covered with another sheet of paper and placed under a press with gradually increasing pressure. The heap was taken from the press, and the edges washed with a fine brush to remove any paste residue. The cards were then pasted together with their backs turned to each other.
3. The cards were printed from wooden block prints with the colors applied by means of stencils, each carved for the application of an individual color.
4. After the sheets of cards were illumined, or dressed, they were separated and each sheet was heated. When dry, they were soaped, and then polished while hot with a stone and again put under a press to make them flat.
5. The cards were then cut and sorted.²⁸

The United States Playing Card Company marketed the popularity of playing cards with the publication of *Entertaining with Cards, 2ed ed.* in 1899, as a booklet directed at creating the perfectly hosted card party, based on suggestions from a prize competition soliciting the best articles on card party entertainment.²⁹ The booklet contained elaborate descriptions for card party entertaining stating that “a successful entertainment must combine a perfect harmony of all arrangements and a selection of congenial guests.”³⁰ Detailed instructions were provided on

²⁷ Smith, 889.

²⁸ Hargrave, 297.

²⁹ United States Playing Card Company, *Entertaining with Cards*. Cincinnati: The United States Playing Card Company, 1899. The Ohio Historical Society.

³⁰ United States Playing Card Company, *Entertaining with Cards*, 7.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

how to pick the proper guests with attention to knowledge of the game and overcrowding, also whether invitations should be engraved, printed, or handwritten; decorations; prizes; number and size of tables; chairs; scoring devises and tallies; bells; favors; and even suggested luncheon menus. The playing cards used to entertain were pronounced to be of the utmost importance with "[t]he cards as the one detail that makes or mars the whole affair...There is nothing more out of keeping with tasteful surroundings than cheap, worn or gritty cards."³¹ Card games suggested for play included *Uchre* as the most popular. Theme parties centered on card games were also suggested for Valentine's Day, April Fools or a Lawn party, Color party, Masquerade party, Fancy Dress party, Jack Frost party and more.

Progressive Years – Expansion to Norwood

In January 1899, it was announced after two years of speculation that the United States Playing Card Company had decided to build a "colossal new factory Building" just north of Cincinnati in Norwood, Ohio, and would consolidate with their Indianapolis Playing Card Company.³² "This move has been long considered advisable, but just where to locate the big industry that will practically dominate the manufacture of playing cards in the whole world was the important question."³³ Attracted by inducements that the Indiana gas belt was offering to manufacturers, the company had constructed a gigantic card making factory at the National Card Company in southeast Indianapolis under the direction of Samuel Murray, now one of the company's directors. The business flourished, but the eastern and western United States directors of the company concluded that the best way to proceed in the future was through consolidation of all their interests under a single roof.³⁴

Even with further enticements from Indianapolis, the company settled on Cincinnati and selected the Norwood site.³⁵ After a meeting in New York among all the directors, the decision was to keep the establishment in Cincinnati, overruling the idea of consolidating the local plant with the Indianapolis operation. The local directors of the Company who were largely responsible for the Norwood site selection were: Colonel Robert J. Morgan; John Omwake, formerly manager of the Cincinnati plant; A.O. Russell of the Russell-Morgan Lithograph Company; and, John Frey of the United States Printing Company. The *Cincinnati Enquirer* reported on January 14, 1899, that "This company sends cards to every civilized country on the globe, and practically controls the industry...The capital of this consolidation will be upward of \$2,000,000."

The *Cincinnati Enquirer* on February 5, 1899, stated that "The settlement of the negotiations is the best piece of news that Cincinnati people can learn in a manufacturing way. The big concern is a Cincinnati creation, and it is gratifying that in its developed importance it is to remain a Cincinnati institution." The land selected in Norwood was conveniently located near railroad transportation at the crossing of the B. and O.S.W. Railway and Cincinnati, Lebanon and Northern Division of Pennsylvania Railroad. The parcel was known as the Langdon Tract

³¹ United States Playing Card Company, *Entertaining with Cards*, 9.

³² *Cincinnati Enquirer*, 14 January 1899.

³³ *Ibid.*

³⁴ *Ibid.*

³⁵ *Cincinnati Enquirer*, 7 July 1899.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

and included over 30 acres. The plant would be constructed just across Forest Avenue from the recently erected Bullock Electric Manufacturing Company plant.³⁶ Within the years 1897-1898, the Bullock Electric Company, (now known as Siemens-Allis, Inc.) had become a part of Norwood and was the first factory of its kind to appear in the area.³⁷

Manufacturers were shifting away from downtown Cincinnati and out to hills and valleys at the edges of the city. Conditions of city life had become deplorable and expansion was headed to the surrounding open land to the north, creating new industrialized areas such as the Mill Creek Industrial belt.³⁸ Norwood's location, about one-half mile to the northeast of the Cincinnati city limits with open space for development, access to railroad transportation, and likely lower tax rates, made it prime for industrial development and growth as a "junior suburb" at the turn of the century.³⁹ Norwood became an incorporated village in 1888 and officially became a city in 1903. It was known to residents as the "Gem of the Highlands, the brightest jewel in Cincinnati's sylvan crown."⁴⁰ As early as 1899, it was reported that Norwood will have a dozen new plants by the end of the year.⁴¹ In July 1899, the Globe Company of Cincinnati and Wernicke Company of Grand Rapids, Michigan, announced their combined purchase of 14 acres of land at Carthage and Ross Avenues to erect a new factory for \$125,000 for the making of library bookcases and goods in Norwood, as the largest factory of its kind in the United States.⁴² By 1909, Norwood was "the Chicago of Hamilton County" with 49 manufacturing facilities annually producing goods valued at \$10 million.⁴³

The flow of factories up the valley also created new residential districts. Norwood registered a population increase of 150% between 1900 and 1910.⁴⁴ Many of the workers for these plants could not afford to live in the suburbs and depended upon public transportation from the city. The announcement that the Traction Company streetcar railway franchise would run another line to Norwood was a key component to new factory construction securing a street car railway line bringing employees to work.⁴⁵ The streetcar line was extended with the Cincinnati Traction Company beginning work in 1901 on a South Norwood line reaching to the United States Playing Card Company plant.⁴⁶

³⁶ *Cincinnati Enquirer*, 5 February 1899; Schulze, Mildred. *Brief History of Norwood, Norwood, Ohio*. Norwood Historical Society, 1978.

³⁷ Schulze.

³⁸ Miller, 17, 25.

³⁹ Miller, 25.

⁴⁰ Schulze; Miller, 26.

⁴¹ *Cincinnati Enquirer*, 16 July 1899.

⁴² *Ibid.*

⁴³ Miller, 26.

⁴⁴ *Ibid.*

⁴⁵ *Cincinnati Enquirer*, 16 July 1899, 27 October 1901.

⁴⁶ *Cincinnati Enquirer*, 8 September 1901, 28 September 1901, 27 October 1901.

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

The Norwood Manufacturing Site

The United States Playing Card Company employed architects Samuel Hannaford & Sons of Cincinnati, Ohio, who presented plans in 1899 for construction of a \$150,000 dedicated manufacturing facility in Norwood.⁴⁷ The new factory would employ 1,200 people and “be the world’s center of the playing card industry.”⁴⁸ All the playing card manufacturing machinery for the Norwood plant was designed by Samuel Murray, much of which he invented and patented. The most significant of which included the automatic punch machine which increased the output of cards fourfold at a reduction of sixty percent of the labor cost with great sheets of paper fed into the machine coming out in complete packs of playing cards, the machine printing in four colors.⁴⁹ He also devised the two sided enameling machine and the stripping machine which stripped and prepared the cards for the press. He invented all of the color press electrically driven machinery in the Norwood plant.⁵⁰ Over 120 patents were listed for the United States Playing Company in 1906 alone.⁵¹

Just as the United States Playing Card Company had relocated to Norwood, A.O. Russell passed away in April 1900, at his home on Mound Avenue in Norwood. The funeral was immense. He had served as the founder of the firm Russell-Morgan Printing Company, later the United States Printing Company, as the first and only president of both and as founder of the United States Playing Card Company.⁵² Born in Hartford County, Connecticut, in 1826, he headed west with his family in 1830.⁵³ In 1841, he moved to Cincinnati and apprenticed as a printer with the *Cincinnati Enquirer* newspaper. He was recognized for his service in the Civil War as a veteran Major serving from 1861-1864 and was often referred to as Major Russell.⁵⁴

The Company consolidated and moved into the Norwood facility in 1900.⁵⁵ In the same year as the move into their new factory, the United States Playing Card Company had a display at the Paris Exposition.⁵⁶

In 1901, the poster department of the United States Printing Company was organized as a separate company known as the United States Lithograph Company which had been housed with the United States Playing Card Company until their move to Norwood, with John Omwake

⁴⁷ Stone, *An Illustrated Magazine*, “Contracts and Buildings,” Vol. 19, No.1, June 1899, New York: Frank W. Hoyt, 274; Samuel Hannaford & Sons, United States Playing Card Company Architectural Drawings, 1899-1946; *Cincinnati Enquirer* 14 January 1899.

⁴⁸ *Cincinnati Enquirer* 14 January 1899.

⁴⁹ *Cincinnati Enquirer*, 24 August 1915.

⁵⁰ *Ibid.*

⁵¹ *Annual Report of the Commissioner of Patents for the Year 1906*. House of Representatives 59th Congress, 2d Session, Vol. 95, December 3, 1906-March 4, 1907. Washington: Government Printing Office, 1908.

⁵² *Cincinnati Enquirer*, 12 April 1900; Ohio: Find a Grave Index 1787-2012. Available at *Ancestry.com*.

⁵³ Ohio: Find a Grave Index.

⁵⁴ United States Population Census 1890, Veterans Schedule; Ohio: Find a Grave Index.

⁵⁵ Bicycle Playing Card History.

⁵⁶ *Cincinnati Enquirer*, 11 July 1900.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

as president and Samuel Murray as general manager.⁵⁷ By 1903, John Omwake was as well president of United States Playing Card Company.⁵⁸

Not until 1907 was it announced that the north half of the former home of the company on the southeast corner of Sixth Street and Eggleston Ave. in Cincinnati would be sold. The building was said to be the largest of its kind on the East End with frontage of 279 ft. on Sixth Street and 220 ft. on Eggleston Avenue and Lock Street, seven stories in height.⁵⁹

Production, Expansion and Incorporation

In 1908, the United States Printing Company, formerly the Russell-Morgan Company, moved into their new factory facility designed by Samuel Hannaford & Sons and located immediately to the south of the United States Playing Card Company on a separate parcel. At the annual Board meeting of the United States Printing Company in New York in November 1914, the newly merged United States Printing Company and Lithographing Company elected officers and directors which included: John Omwake as president and Board member and Arthur Morgan, son of Robert J. Morgan, as Vice President and Board member.⁶⁰

Although separate from the United States Playing Card Company, the owners, directors and officers of the United States Printing Company were some of the same and would operate these companies as well as invest in businesses throughout the United States. In 1910, the "principal capitalists" of the United States Playing Card Company and United States Printing Company came together as the National Box Board Company of Cincinnati again to purchase the print paper plant in Portsmouth, New Hampshire, which had originally cost \$15 million to construct as the largest paper mill in the world.⁶¹ Samuel J. Murray, Vice President and Treasurer of the United States Playing Card Company would be head of the newly purchased paper mill.⁶²

In 1913, the United States Playing Card Company reported that they were rushed with orders and cramped for space, and remained recognized as the largest producers of playing cards in the world.⁶³ They announced they were taking bids for plans for expansion with several factory additions designed by Samuel Hannaford and Sons. These included a one-story warehouse building 60 x 100 ft. with a concrete foundation "superstructure" of heavy mill construction to allow for an increase in height at a later date and located to the rear of the boiler house.⁶⁴ To finance this new construction, the United States Playing Card Company stockholders were offered common stock in the company, with authorized capital of \$3,600,000 of which \$3,012,000 was outstanding.⁶⁵ United States Playing Card Company stock was selling at \$150 per share and paying 10 percent annual dividends. The officers of the company at this time were

⁵⁷ *Cincinnati Enquirer*, 8 May 1901.

⁵⁸ *Cincinnati Enquirer*, 13 October 1903.

⁵⁹ *Cincinnati Enquirer*, 28 August 1907; Sanborn 1891, 1917.

⁶⁰ *Cincinnati Enquirer*, 24 November 1914.

⁶¹ *Cincinnati Enquirer*, 4 February 1910.

⁶² *Ibid.*

⁶³ *Cincinnati Enquirer*, 8 July 1913, 8 November 1913.

⁶⁴ *Industrial World* Vol. 47, Issue 2, Pittsburg PA, 21 July 1913, iv.

⁶⁵ *Cincinnati Enquirer*, 8 July 1913, 8 November 1913.

United States Playing Card Company Complex

Hamilton, OH
County and State

Name of Property

John Omwake, President; S.J. Murray, Vice President and Treasurer; R. H. McCutcheon Secretary; with the following additional directors: W. T. Leachman, C.B. Wright, A. R. Morgan, G.N. Robinson, G.D. Seib, G.F. Jones and John Hoge.⁶⁶

On April 19, 1917, the United States Playing Card Company was formally incorporated as an Ohio corporation by incorporators John Omwake, Arthur R. Morgan, Clifford B. Wright, Frank Jamison and Miller Outcalt.⁶⁷ The company was formed to supersede the United States Playing Card Company of New Jersey in furtherance of the plan to change the charter from New Jersey to Ohio, with capitalization of \$3,600,000.⁶⁸ In December of the same year, Colonel Robert J. Morgan passed away. He was born in Cork County, Ireland, in 1838 and came to Cincinnati in 1847 at the age of nine. He took jobs at the newspaper *Chronicle* and *Atlas* newspapers and was apprenticed to Caleb Clark and C.W. Starbuck. When the Civil War broke out, he enlisted with the Twenty Seventh Ohio Volunteer Cavalry. After the war, with A.O. Russell, he organized the Russell, Morgan & Co., with a subsequent reorganization as the United States Printing and Lithographing Company of which he was the head for many years. He was also founder of the United States Playing Card Company, retiring from active business in 1892, he was succeeded by his son Arthur R. Morgan. He was a prominent figure and active in city affairs and served as president of the Board of Police Commissioner for eight years. He was also close personal friends with President McKinley and Senator John Sherman.⁶⁹

1921-22, More Expansion

With continued demand, the company prepared to double the capacity of the manufacturing facility. The United States Playing Card Company arranged for the issuance of 8% serial notes of one to six years' maturity by the First National Bank of Cincinnati in April 1921.⁷⁰ The first issuance was planned for \$1 million in notes with the privilege of issuing an additional \$500,000 for a total issue of \$1.5 million for plant additions "making it by far the largest manufacturer of playing cards in the world."⁷¹ Part of the cost of construction was planned to be paid out of the issuance and part out of earnings. By 1921, the company reported a run in the Cincinnati stock exchange with last quotation at \$230, with small blocks selling for as high as \$260.⁷²

Two, four-story additions to the company factory facility were designed by Samuel Hannaford & Sons in 1920 to the north and south of the existing main building. In addition, the main building entry was redesigned to accommodate a four-story Clock and Bell Tower at the main entrance. Also, the 1899 Warehouse façade was expanded to include a four-story extension, in line with the façade and mimicking the architectural vocabulary. The construction was

⁶⁶ Ibid.

⁶⁷ *Cincinnati Enquirer*, 20 April 1917.

⁶⁸ Ibid.

⁶⁹ *Cincinnati Enquirer*, 21 December 1917.

⁷⁰ *Cincinnati Enquirer*, 9 April 1921.

⁷¹ Ibid.

⁷² *Cincinnati Enquirer*, 25 December 1921.

United States Playing Card Company Complex

Hamilton, OH
County and State

Name of Property

completed in 1922 and was described as “the old buildings and the new are being harmonized into one of the architecturally most beautiful manufacturing plants in the world.”⁷³

In November 1922, as part of the expansion, it was announced that “the most powerful commercial broadcasting system in the United States” was to be erected at the United States Playing Card Company.⁷⁴ The Western Electric Company was hired to do the radio installation in the clock tower which operated on a 400 meter wave length. The largest existing stations in the country at this time were operating at a 360 meter wave length.⁷⁵ The clockworks were made by Seth Thomas Clock Co. and specified as having “Hour Strike and Westminster Chimes Tower Clock Movement with ...Sectional Glass and Iron Dials eleven feet (11') in dia[meter] with Black Roman Numerals.”⁷⁶ Also installed in the Tower was a set of 12 carillon bells by the Meneely Bell Company of Troy, New York, ranging in size from 1.5 to 5.5 ft. in height and 350 to 5,000 lbs. in weight.⁷⁷ The bells were described as “modeled after the famous chimes at the United States Military Academy, West Point, New York,” also made by Meneely.⁷⁸ These chimes were the first set built for radio broadcasting and electronically connected to the radio station WSAI.⁷⁹ Radio station WSAI was owned and operated by United States Playing Card Company from 1922 to 1930, and located in the United States Playing Card complex where it was used as a marketing tool and to promote the game of bridge by broadcasting lessons as far away as New Zealand.⁸⁰ WSAI was sold to WLW-AM owner operator Crosley Radio Corporation in 1930.⁸¹

Market Expansion

During the 1930's the company expanded its sales network by acquiring selling agencies to promote their playing cards within specific markets, selling its products through wholesalers to jobbers, cigar stores and department stores. Playing card brands at the time included Tally-Ho, Blue Ribbon, and Aristocrat, as well as standards Bee, Bicycle and Congress. The Aviator brand was introduced in 1927 and honored Charles Lindberg's historic flight across the Atlantic Ocean. Gambling was legalized in Las Vegas in 1931. The United States Playing Card Company was one of the few companies licensed to provide cards to casinos, garnering a large portion of the casino business. Casinos preferred that Bee brand of cards which addressed the requirements of casino gaming including durability, good “slip” for ease of shuffling and dealing, and “snapback” flexibility allowing cards to bend without creating identifying

⁷³ Bicycle Playing Card History; *Cincinnati Enquirer*, 16 November 1922.

⁷⁴ *Cincinnati Enquirer*, 16 November 1922.

⁷⁵ Ibid.

⁷⁶ *Seth Thomas Tower Clock Company Tower Clock Records, Production Book Q 1922-1924, Serial Numbers 2401- 2528.*

Available at <http://www.nawcc.org/index.php/research/company-records/seth-thomas-tower-clock-records>.

⁷⁷ *Cincinnati Enquirer*, 16 November 1922; *Index to Carillons and Chimes by Meneely (Troy)*.

Available at <http://www.towerbells.org/data/IXfoundryMeneelyTroy.html#CNCN>.

⁷⁸ *Cincinnati Enquirer*, 16 November 1922.

⁷⁹ Bicycle Playing Card History.

⁸⁰ Ohio Guide Collection. *United States Playing Card Company*, Cincinnati Ohio. Ohio Historical Society.

The Ohio Historical Society; Bicycle Playing Card History.

⁸¹ Bicycle Playing Card History; Ohio Guide Collection; International Directory of Company Histories. *United States Playing Cards*; Pinecroft National Register Nomination (NR#08801197)

United States Playing Card Company Complex

Hamilton, OH
County and State

Name of Property

creases.⁸² Playing card accessory products included poker chips and magicians made famous the "cheat decks" manufactured only for illusionists. Despite the Depression years, company sales increased substantially during the 1930's from less than \$700,000 in 1933 to \$6.9 million in 1935. In 1936, the company purchased additional production machinery and equipment from a failed competitor. By 1940, sales had increased to \$8.3 million with net earnings of \$1 million. At this time, the company produced 75% of the cards sold in the United States and was the largest manufacturer of playing cards in the world.⁸³

During World War II, the company served different roles in supporting the war effort with much of the production facility converted for the assembly of parachutes to carry antipersonnel fragmentation bombs, as well as producing defense materials and manufacturing electronics and radar devices for the Navy and Signal Corps.⁸⁴ The company secretly worked with the United States government in fabricating special decks to send to American prisoners of War in Germany. The cards were embedded with map parts, which could be pulled apart when submerged in water. The map parts were then put together to create a larger map of detailed escape routes for POW's. The company also supplied "spotter cards" which illustrated the shapes of tanks, ships and aircraft from the most powerful warring countries.⁸⁵

During the Post-War era, the United States Playing Card Company continued to grow. During this period, the South American game of Canasta became popular in the United States and the company offered a free booklet with game instructions and received 600,000 requests for the book in the first month. The Bicycle brand card produced for Canasta featured a fan back design, a mirrored image of a fan decorated in a Spanish style motif. The popularity of the game resulted in a spike in sales for the company in 1950 to \$21.3 million. Sales then returned to \$17 to \$19 million range throughout most of the 1950's. In 1959, company sales had reached \$21.5 million.⁸⁶

In the 1960's and during the Vietnam War, two lieutenants of Company 'C,' Second Battalion, 35th Regiment, 25th Infantry Division, wrote to the United States Playing Card Company requesting Bicycle card decks containing nothing but the Ace of Spades. The French had previously occupied Indo-China and the Spades predicted death and suffering in their fortune telling cards, making the Viet Cong superstitious and frightened of the Ace of Spades. The United States Playing Card Company shipped gratis thousands of these decks to American troops in Vietnam who then scattered them through the jungle and in hostile villages during raids. The sight of the Ace of Spades was said to have caused the Viet Cong to flee.⁸⁷

The United States Playing Card Company grew to accommodate 600,000 sq. ft. of manufacturing operations at their Norwood factory plant and continued to operate as the world's largest playing card manufacturer. In 1986, the company acquired Heraclio Fournier, S.A., the

⁸² International Directory of Company Histories. *United States Playing Cards*.

⁸³ Ibid.

⁸⁴ International Directory of Company Histories. *United States Playing Cards*; Bicycle Playing Card History

⁸⁵ Bicycle Playing Card History.

⁸⁶ International Directory of Company Histories. *United States Playing Cards*

⁸⁷ Ibid.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

largest playing card manufacturer in Europe. In 1987, the company acquired Arrco Playing Card Company, the third largest playing card manufacturer in the United States. International Playing Card Company, the Canadian subsidiary of United States Playing Card since 1914, maintained its own manufacturing operation from 1928 to 1991 and continued with a sales and marketing organization in Ontario. The United States Playing Card Company was acquired by a series of new owners; Diamond International in 1969, Jessup & Lamont in 1982, and Frontenac in 1989. In late 1994, the company achieved a management buyout.⁸⁸ In 2004, the United States Playing Card Company was acquired by the New York based Jarden Corporation and moved its manufacturing plant from Norwood to Erlanger, Kentucky, in August 2009. The Norwood manufacturing complex has remained vacant since 2009 and was recently sold to Industrial Commerce Ltd. in January 2014.⁸⁹

CRITERION C

Samuel Hannaford & Sons were first hired by the United States Playing Card Company in 1899 to design the new manufacturing complex in Norwood, Ohio, and would remain architects for the company as changes and improvements were made to their facilities. Architect Samuel Hannaford is widely regarded as the best known and most prolific of Cincinnati's 19th century architects, establishing a firm in 1857 which lasted until the 1960's as Samuel Hannaford & Sons and came to include his sons Charles E. and Harvey Eldridge, and grandsons H. Eldridge and Samuel Hannaford II.⁹⁰ The United States Playing Card Company factory complex carries Samuel Hannaford's signature architectural vocabulary through the use of grand, Revival-style influences using masonry and featuring the Clock and Bell Tower as the grand statement along with ornamented parapets, corbelled brick patterns, expressed arches, classical columns, multiple window configurations and courtyards between large manufacturing spaces to ensure adequate light and air.

Architect Samuel Hannaford - Early Years

Samuel Hannaford was born April 10, 1835, in Devonshire, England, as the third of eight children to a prosperous farming family, coming to America and Cincinnati, Ohio, in November of 1844 as the economy of farm life in Devon declined as England industrialized. They settled in Cheviot, Green Township, Ohio, on a 38.5 acre farm in 1845. The children helped their parents, Roger and Mary Hannaford, with the farm during the day and were tutored in the evening.⁹¹ In 1853, Samuel was enrolled to study scientific farming at Farmers College in College Hill, Ohio. His father's foresight and investment in the stock of the closely related Ohio Female College allowed him to use the stock as a perpetual scholarship for tuition for Farmers College. Roger served as an officer of the Ohio Female College with prominent Cincinnati residents including Hon. John McLean, Robert Burnet, Giles Richards, Samuel

⁸⁸ Ibid.

⁸⁹ Demeropolis, Tom. "New deal at U.S. Playing Card; Class A offices," *Cincinnati Business Courier*, 31 January 2014.

⁹⁰ Sachdevea, Sarah and Painter, Sue Ann eds. *Biographical Dictionary of Cincinnati Architects 1788-1940*. Cincinnati: Architectural Foundation of Cincinnati, Ohio, 2008.

⁹¹ Smiddy, Betty Ann. *The Legacy of Samuel Hannaford*. 2006. Available at www.selfcraft.net/Hannaford, Introduction, 1-3.

United States Playing Card Company Complex

Hamilton, OH
County and State

Name of Property

Carey and directors Rev. D. H. Allen of Lane Seminary, John Probasco, J. Caldwell and Hon. Caleb Smith. These connections would later play an important role in Samuel Hannaford's career.⁹² The earliest architectural design work attributed to Hannaford is the Ventilation Tower (undated) that stood on the grounds of the Ohio Female College. The Tower served to draw air which was then passed through a brick duct under the buildings and heated by steam pipes in the duct and then discharged through flues in every room. Cupolas along the roof line allowed for the discharge of "used air," with a complete change of air every half hour. Hannaford remained concerned about the proper flow of air throughout his career.⁹³

Samuel was forced to leave his home and education after a religious dispute with his father, possibly because he would not join the Presbyterian Church. He found a job as an apprentice to architect John R. Hamilton in 1854. In 1857, he left Hamilton and started his own firm on 3rd street in Cincinnati, in the same year that he married Phoebe Statham in the Methodist Church.⁹⁴ One year later, he joined the architectural firm of Edwin Anderson and William Tinsley where he worked until 1870. The firm would become known as Anderson & Hannaford and gain notoriety as architects for the Cincinnati Work House & Hospital (1867-69), which was demolished in ca. 1990.⁹⁵ An Anderson & Hannaford advertisement in *Boyd's Handbook of Cincinnati* published in the Spring of 1869 lists over 60 buildings by the firm, none of which are factory buildings.⁹⁶ Well known and extant works during his time at Anderson & Hannaford include:⁹⁷

1. Marcus Fechheimer House (1861-62), 22 Garfield Place. (NR#72001019)
2. Samuel Hannaford House (1865) 768 Derby Ave, Winton Hills (NR#80003056)
3. Miami Medical College (1866), West 12th Street, Over the Rhine, Cincinnati
4. Daniel Buell Pierson House (1867), Hillcrest Rd, College Hill
5. Christ Episcopal Church, Glendale (1868), Sharon, Erie & Forest Aves, Glendale
6. Holy Name Church (Zimmerman mansion) (ca. 1860,) 2448 Auburn Ave., Mt Auburn
7. West Virginia State Capital, (1870), Charleston, West Virginia
8. Fire Engine Co. #19, Coryville
9. Engine Co. #16, 773 McMillan, Walnut Hills

Beginning in 1871, Hannaford again practiced alone until 1874, with some of his more well-known designs from the period including the Cincinnati Observatory, 1873 (NR#80003043). In 1874, he took on partner Edwin R. Proctor, perhaps to take on the design of the Cincinnati Music Hall (NR #70000496).⁹⁸ Hannaford & Proctor also exhibited the only architectural

⁹² Smiddy, Introduction, 3.

⁹³ Smiddy, Anderson & Hannaford, 1.

⁹⁴ Smiddy, Introduction, 4.

⁹⁵ Smiddy, Introduction, 3 Anderson & Hannaford, 6; Samuel Hannaford & Sons Thematic Resources Multiple Property DocumentNR#64000626

⁹⁶ *Boyd's Hand-Book of Cincinnati*, Spring 1869. Cincinnati: Jos. B. Boyd, 1869, 36j.

⁹⁷ Smiddy, Anderson & Hannaford, 1-8.

⁹⁸ Sachdevea and Painter.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

drawings at the 1875 Cincinnati Exhibition.⁹⁹ Again, he dropped his partner Proctor and practiced alone from 1877 until 1887 when at the age of 52 years he brought on his two sons, Harvey and Charles, changing the firm name to Samuel Hannaford & Sons.¹⁰⁰

Samuel Hannaford & Sons

The work of Samuel Hannaford & Sons was profuse as well as diverse, ranging from residential buildings, religious architecture, governmental, civic and educational buildings, hotels, apartment buildings and clubs, commercial buildings, functional buildings and structures. There is no complete list of the designs of Samuel Hannaford/Samuel Hannaford & Sons, which likely numbered over 1000 projects.¹⁰¹

The body of work during this period carried on the signature of Samuel Hannaford as stylistically grand, eclectic and primarily Richardson Romanesque and Gothic Revival with Second Empire influences, often using rusticated stone or brick masonry with features including towers, castellated parapets, mansard roofs, corbelled brick patterns, expressed arches, classical columns, multiple window configurations, and an overall exuberance.

Samuel Hannaford retired in 1900 from the active practice of architecture.¹⁰² The Hamilton County, Ohio, work of Samuel Hannaford until his retirement is discussed and presented in depth in Samuel Hannaford & Sons Thematic Resources Multiple Property Documentation (NR#64000626) with a period of significance from 1858 to 1900. He passed away in 1911 at the age of 75 years.¹⁰³

Factory Work of Samuel Hannaford & Sons

The United States Playing Card Company appears to be the only known extant factory design by Hannaford & Sons before the retirement of Samuel Hannaford in 1900, although the factory complex today reflects design changes made largely in 1922-23. Other known and extant Hannaford & Sons factory designs between 1899 and 1910 include: the Heekin Can Company Building, 1906¹⁰⁴ located at East Sixth Street, Cincinnati, Ohio; and the Strobridge Lithograph Company, ca 1910¹⁰⁵ located at Canal Street, Cincinnati, Ohio which were both designed and constructed within the constraints of the downtown Cincinnati area and not comparable to the United States Playing Card Company Norwood factory facility.¹⁰⁶

The United States Printing Company, 1908 at Beech Street in Norwood, and, the Triumph Electric and Ice Machine Co. Plant, 1910¹⁰⁷ located at 610-616 Baymiller & 859-869 Hathaway

⁹⁹ Ibid.

¹⁰⁰ Sachdevea and Painter; Samuel Hannaford & Sons Thematic Resources Multiple Property Documentation NR#64000626.

¹⁰¹ Sachdevea and Painter.

¹⁰² *Cincinnati Enquirer*, 28 August 1910.

¹⁰³ *Cincinnati Enquirer*, 9 January 1911.

¹⁰⁴ *Cincinnati Enquirer*, 25 July 1906.

¹⁰⁵ Cincinnati Memory Project.

¹⁰⁶ *Cincinnati Enquirer*, 28 August 1910; Cincinnati Memory Project.

¹⁰⁷ *Cincinnati Enquirer*, 2 May 1910.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

in Oakley are comparable to the United States Playing Card Company Norwood complex for their construction on open green space on the outskirts of Cincinnati. The United States Printing Co., moved into their new factory plant designed by Samuel Hannaford & Sons in 1908, located immediately to the south of the United States Playing Card Company on a separate parcel. Although separate from the United States Playing Card Company, the owners, directors and officers of the United States Printing Company were some of the same and would operate these companies as well as invest in businesses throughout the United States. Having used Samuel Hannaford & Sons as the architect for United States Playing Cards, it appears he was the logical choice for design of this plant adjacent to the south of the United States Playing Card facility on Beech Street. The four-story masonry brick United States Printing Company plant facility was designed in the Neo-Classical Revival style, employing the same salt glazed brick of United States Playing Card Company. Later, when the United States Playing Card Company expansions occurred in 1920-22, the design turned to the more restrained Neo-Classical design as exhibited on the Printing Company buildings. The 1917 Sanborn Fire Insurance Map indicates functional interior uses of the United States Printing Company designed for manufacturing including: press rooms, offices, wares, engraving, composing and printing rooms with a skylight to emit light; a transfer department with lithographing, ware room and artist room; a press room with cutting, lithograph preparing and an electrotype foundry; a varnish room; box making section; locker and wash room; loading shed; engine room and separate stock warehouse. There is no elaborate landscaping and functionality prevails. The Triumph Electric and Ice Machine Co.¹⁰⁸ was designed by Samuel Hannaford & Sons in 1910 and located to the northeast of Cincinnati in Oakley. The factory complex is constructed on open space and based on historic photographs, the three-story masonry brick building exhibits functional and utilitarian manufacturing architecture with nine over nine paired windows, projecting brick piers and minimal landscaping.¹⁰⁹

Influences on Factory Architecture – Welfare Capitalism and Taylorism

New theories of welfare capitalism and Taylor scientific manufacturing efficiency were emerging during the Progressive years in America. Business leaders feared government regulation and labor uprisings due to poor factory working conditions, and so employed welfare policies within their company to encourage worker loyalty, productivity and dedication. The benefits offered by companies varied widely and impacted construction and design of the physical factory plant, based on the theory adopted by the company.

The beginning of the welfare capitalism movement in 1892 is traced to John Patterson, president and founder of the National Cash Register Company (NCR) in Dayton, Ohio. The company received the return of a large order for cash registers from England as inoperable due to defective workmanship at a time when the company was struggling financially. A year later, employees set the NCR factory on fire three times. Patterson blamed the defective registers and fires on sabotage as an indication of employee dissatisfaction with life and labor at NCR and decided that “more interest would have to be taken in our employees to make them better

¹⁰⁸ *Cincinnati Enquirer*, 2 May 1910.

¹⁰⁹ Suburban Factories 2. Available at www.cincinnativiews.net/suburbanfactories2.htm.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

workers.”¹¹⁰ Over the next decade NCR became the nation’s leading example and launched the concept of “welfare work.”¹¹¹ By 1904 NCR had transformed, allowing its 3,800 workers to now take advantage of numerous company benefits including a library, clubhouse, callisthenic “recesses,” kindergarten for employee’s children, a men’s and women’s dining room serving low cost lunches and dinners to overtime employees; various classes; and scenic gardens and recreational parks designed by Frederick Law Olmstead for employee use. Patterson was the first to admit the employee welfare measures were not inspired by unbridled altruism, but by the increase in profits because “comfort health and relaxation bring greater efficiency.”¹¹² Improvement in light and air and pure drinking water had also improved employee health and pleasant surroundings created an environment conducive to the “economical production of good work” with recreation, games and department competitions serving to arouse enthusiasm and an *esprit de corps* increasing the efficiency of the entire company.¹¹³ Historian Sue Ann Painter in her book *Architecture of Cincinnati* refers to proud executives who applied the terms “Factory Beautiful” and “Office Beautiful” to their new company buildings as “[m]anagement’s regard for aesthetics arose in the context of a new concern for employee welfare...The employee in a pleasant work environment was presumed to be more productive, less likely to unionize or strike, and more inclined to remain longer with the company.”¹¹⁴

The theory of welfare work in the Progressive Era enabled employers to sell the virtues of a private system of employee welfare as they strove to improve labor productivity.¹¹⁵ Physical factory beautification followed - with roof gardens, elegant dining rooms, and employee libraries which invited workers emotional, spiritual and intellectual transcendence while on company grounds without challenging the structural hierarchy that kept workers subordinate. Less ethereal improvements such as ventilation, regulated drinking water and electric lighting harnessed modern technologies to protect workers longevity by making the experience of wage work physically livable.¹¹⁶

A counter theory to welfare work during this same era was promoted by Frederick Taylor, who disdained the industrial paternalism of welfare work. He believed in “scientific management” or “Taylorism.” His ideal factory attained optimal productivity through a high level of managerial control by eliminating functions, jobs, purchases and procedures that were gratuitous-determined through “scientific” investigation focused on eliminating wasted time, energy and material. Thus at one end of the spectrum was Taylor’s efficiency in the manufacturing process, and at the other was welfare work. Many industrialists promoted and tried to balance these two theories.¹¹⁷

¹¹⁰ Tone, Andrea. *The Business of Benevolence: Industrial Paternalism in Progressive America*. Ithaca: Cornell University Press, 1997, 66.

¹¹¹ Tone, 67.

¹¹² Ibid.

¹¹³ Tone, 68.

¹¹⁴ Painter, Sue. *Architecture in Cincinnati*. Athens, Ohio: Ohio University Press, 2006, 160.

¹¹⁵ Tone, 69.

¹¹⁶ Tone, 71.

¹¹⁷ Tone, 76.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

Factory “beautification” fell somewhere along the spectrum of philosophies adopted by different manufacturing companies. Technological innovations in construction spurred the development of architectural reforms.¹¹⁸ The date of the construction or expansion of many factories including Westinghouse Electric and Manufacturing Company (1895), National Cash Register (1896) and the United Shoe Machinery Company (1904) enabled builders to incorporate contemporary technologies that improved cleanliness, ventilation and light. Electrification in the 1890’s greatly enhanced factory illumination; reinforced concrete, first used systematically in factory construction in the 1900’s had the advantages of ease in cleaning, less flammable and could support larger windows and heavier machinery and equipment. Architectural reforms also included the conviction that “architecture was not only an inert cluster of structures and space but an active agent of person reform...architecture and design were viewed as blueprints for society as a whole, projecting an image of a chaotic, urban, and industrial world redeemed by manicured gardens and factory windows overlooking pristine greenery.”¹¹⁹ The employer embarking on factory beatification encountered a plethora of advice, with Progressive era business and architecture journals replete with practical tips and the philosophy of refurbishing the industrial landscape with trees, flowers, vines, shrubs and flowers.¹²⁰

United States Playing Card Company Manufacturing Complex

Construction and additions to the United States Playing Cards manufacturing plant begins at the advent of the American Progressive era in 1899 and spans to 1946 with changes to accommodate the growing production needs of the largest card manufacturing company in the world.

The United States Playing Card Company employed architects Samuel Hannaford & Sons who presented plans in 1899 for construction of a \$150,000, dedicated manufacturing type facility in Norwood with a focus on practical and functional design.¹²¹ A description of 1899 plant in *Cincinnati Enquirer* January 14, 1899:

The factory will be a “U” shaped building, partly enclosing a court, which admits light from the inside to the shop rooms on every one of the four floors. A large room in the basement will furnish a blast of heat that will serve the entire factory. Work rooms will be on either side, while the entire basement walls will be built of stone. In front of the building will be a porch 18 feet long. The entrance will be arched and of stone, opening upon a vestibule in which will be time clocks for the recording of times of employees. A vault 20 by 10 feet, built from the basement, two stories high, will be of the left of the vestibule.

¹¹⁸ Tone, 84.

¹¹⁹ Ibid.

¹²⁰ Tone, 85.

¹²¹ Stone, 274; Samuel Hannaford & Sons, United States Playing Card Company Architectural Drawings, 1899; *Cincinnati Enquirer* 14 January 1899.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

LARGE COUNTING ROOM A portion of this counting room will be occupied by three smaller offices, one for Mr. Omwake, one for Mr. Murray and one for the Directors to meet in.

On the right will be a large advertising and sales room and at the end of the vestibule there is to be a double staircase leading to the shops above on the second and third floors. Back of this stairway are toilet rooms. Another double staircase in a similar location toward the other end of the factory reaches the shop rooms. At the rear inner corners of the buildings will be the elevators. The shops on the first floor and in the basement are to be 256 by 50 ft. in the clear. The ones on the second and third floors will occupy the entire building. The interior columns and girders will be of iron and steel. The floors will be slow burning construction, built on heavy timbers of thick planks spaced approximately 5 feet on centers.

In addition to the factory there will be a brick boiler house and generating station, one-story high and 43 by 100 feet of 500 horse power. All machinery will be run by motors supported from the station connecting with the boiler plant.

The Samuel Hannaford plans for the United States Playing Card factory of 1899 display a manufacturing facility with functionality, a priority on fire proofing, and provisions for the basics of employee comfort including men's and women's rest rooms and eating facilities. A 1903 site plan and 1900 photo of the United States Playing Card facility exhibit an attractive Romanesque style factory complex with no landscaping or hardscaping other than wrought iron fence fronting the street.¹²² Historian Sue Ann Painter describes the United States Playing Card Company as:

a "prime example of the Factory Beautiful movement...Low walls enclosed the front lawn, contributing to the private park environment. Early photographs show fencing around the grassy lawn that marks the long approach to the plant, suggesting that the park was intended for viewing, not recreation. The card plant offered indoor amenities, including employee lounges, dining rooms, and social clubs, all of which appealed to the numerous female workers. The restaurant in this 'model' plant seated 1,368 people."¹²³

The United States Playing Card Company, as noted in their 1922 Company Employee Manual, provided for areas of employee use for the purposes of a clean, healthy work environment advantageous for good production.¹²⁴ The company provided an eating area as described in the Company Employee Manual, as an area was made available to prevent food from entering the factory work floors, causing damage or imperfection to cards under production. A major concern was marked or imperfect cards, especially later for purposes of U.S. Internal Revenue Service counterfeit regulations. Both the 1903 Lunch Room building and the 1920 Cafeteria

¹²² *Historic Images.*

¹²³ Painter, 161.

¹²⁴ United States Playing Card Company, Employee Manual, 1922. *United States Playing Card Company Archives.*

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

building were constructed for this purpose. In 1922, the Cafeteria Building received two additional floors, one for employee recreation, including men's and women's lounges and a hospital and dental department to coincide with the Group Life Insurance from the Travelers Insurance Company which began in 1921. Like many large companies, employee benefits were an effort to ward off unionization, which was prevalent and growing in the manufacturing world in the 1920s. Finally, the company had a housing committee to assist employees with the purchase, building and financing of a new home, and to encourage longevity and loyalty from their skilled workers.

Beginning in 1914, the company installed over a dozen Purple Martin bird-houses on the United States Playing Card Company and United States Printing and Lithograph Company Norwood factory properties to accommodate the massive Purple Martin migration to Norwood. The J. Warren Jacobs & Sons Co. manufactured Purple Martin bird-houses contained a total of over 1000 compartments, with the birds undeterred by factory noise or people. The *American Bird-House Journal* featured United States Playing Cards and a letter from company executive J.S. White reporting on the large colonies of Purple Martin birds who had established themselves at the factory site. This appeared to attract a lot of popular attention as an interesting hobby and as good measure for insect control.¹²⁵

Post World War I changes to the United States Playing Card complex include the addition of a the Clock and Bell Tower and WSAI radio station in 1922 for broadcasting and marketing purposes, rather than as an employee amenity. The plant was doubled in size with a Neo-Classical design by Samuel Hannaford & Sons, "making it by far the largest manufacturer of playing cards in the world."¹²⁶ A 1000+ seat cafeteria, replacing an earlier much smaller cafeteria on the property dating to 1903, as well as the stone walls fronting the façade were also likely added at this time. Interior courtyards were functional and designed to bring light into the factory facility, as a carryover from the 1899 design.

Two, four-story additions to the company plant facility were designed by Samuel Hannaford & Sons in 1920 to the north and south of the existing main building. In addition, the main building entry was redesigned to accommodate a four-story clock and bell tower at the main entrance. Also, the 1899 warehouse façade was expanded to include a four-story extension, in line with the façade and mimicking the architectural vocabulary. The construction was completed in 1922 and was described as "the old buildings and the new are being harmonized into one of the architecturally most beautiful manufacturing plants in the world."¹²⁷

In 1944, plans to add an office building, directly in front of the Main Manufacturing Building entrance and Clock and Bell Tower were drawn by Cincinnati Architects, Harry Hake & Harry Hake Jr. Architects. The plans were never realized. In 1967 the company remodeled the interior entrance to the Main entrance and the front portions of the second floor for office needs.

¹²⁵ *Martins*, United States Playing Card Company Archives; *American Bird-House Journal*, Vol. III, No. 1. Jacobs

Bird-House Co., 1 January 1917; Historic Images.

¹²⁶ *Cincinnati Enquirer*, 1921 April 9.

¹²⁷ Bicycle Playing Card History; *Cincinnati Enquirer*, 16 November 1922.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

The designs were executed by Cincinnati architect A.M. Kinney Associates. Few other physical alterations have occurred beyond, besides general maintenance alterations. The Boiler and Power House roof was altered, but the date is unknown.

Conclusion

The United States Playing Card Company manufacturing complex is significant for its Neoclassical Italian Renaissance style design by Samuel Hannaford & Sons between 1899 and 1922 through the evolution of the factory complex as it grew to accommodate the manufacturing and marketing needs of the company; and also as the owner/operator of the WSAI-AM radio which was located at the United States Playing Card Company Norwood facility from 1922 until 1930, operating in 1922 as the most powerful commercial radio broadcasting system in the United States.¹²⁸ The United States Playing Cards followed the manufacturing migration to the suburbs of Cincinnati at the beginning of the 20th century and eventually grew to become the largest card manufacturing company in the world, remaining in Norwood for 110 years.¹²⁹ Today, the company is now a subsidiary of the Jarden Corporation (NYSE:JAH) with manufacturing facilities located in Erlanger, Kentucky. It remains a leader in the production and distribution of premier playing cards with brands including Bicycle, Kem, Bee, Tally-Ho, Hoyle, Aviator, Maverick and Fournier.¹³⁰

¹²⁸ International Directory of Company Histories. *United States Playing Cards*. Farmington: Gale (St. James Press), 2014. Bicycle Playing Card History. Available at <http://www.bicyclecards.com/about/bicycle-cards/>; Russell- Morgan Co.

¹²⁹ International Directory of Company Histories. *United States Playing Cards*.

¹³⁰ United States Playing Card Company. Available at www.usplayingcard.com/about-us/.

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

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United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

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United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Secondary

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Name of Property

Hamilton, OH
County and State

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National Register Nominations

- Pinecroft National Register Nomination (NR#08801197).
- Samuel Hannaford & Sons Thematic Resources Multiple Property Document (NR#64000626).

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____
 recorded by Historic American Landscape Survey # _____

Primary location of additional data:

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

Name of repository: United States Playing Card Company Archives, Cincinnati History Library and Archives, Cincinnati Museum Center

Historic Resources Survey Number (if assigned): _____

10. Geographical Data

Acreeage of Property: 20.4 acres¹³¹

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates

Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

1. Latitude:

Longitude:

¹³¹ ALTA/ACSM Land Title Survey. Steven J. Leesman, Leesman Engineering & Associates, Register No. 8352, State of Ohio, 2 December 2013.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

2. Latitude: Longitude:
3. Latitude: Longitude:
4. Latitude: Longitude:

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|------------|-----------------|-------------------|
| 1. Zone:16 | Easting: 720948 | Northing: 4337489 |
| 2. Zone:16 | Easting: 721350 | Northing: 4337580 |
| 3. Zone:16 | Easting: 721248 | Northing: 4337184 |
| 4. Zone:16 | Easting: 720934 | Northing: 4337202 |

Verbal Boundary Description

The nominated property is situated in the City of Norwood, County of Hamilton in the State of Ohio. The boundary of the United States Playing Card Company Complex follows the boundary of Hamilton County Parcel # 651-0019-0125, which encompasses 20.4 acres and bordered by Baltimore and Ohio Railroad to the north, Harris Avenue to the east, Kenilworth Avenue to the south and Beech Street to the west.

Boundary Justification

The nominated boundary includes the property historically associated with the United States Playing Card Company located in Norwood, Ohio.

11. Form Prepared By

name/title: Wendy Naylor and Diana Wellman
organization: Naylor Wellman, LLC
street & number: 1325 Inglewood Drive
city or town: Cleveland Hts. state: OH zip code: 44121
e-mail: naylor@naylorwellman.com; wellman@naylorwellman.com
telephone: 216-482-1179
date: May 19, 2014

United States Playing Card Company Complex
Name of Property

Hamilton, OH
County and State

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A USGS map or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

See attached Continuation Sheet Additional Documentation- Location & Boundary Map

Photographs

Photo Log

Name of Property: United States Playing Card Company

City or Vicinity: Norwood

County: Hamilton **State:** OH

Photographer: Diana Wellman and Wendy Naylor

Date Photographed: October 2013/January 2014

1 of 50

1. (OH_Hamilton_United States Playing Card Company_0001): Façade, Manufacturing Complex, Main Building, camera direction E.
2. (OH_Hamilton_United States Playing Card Company_0002): Clock Tower, camera direction NE.
3. (OH_Hamilton_United States Playing Card Company_0003): Clock Tower, camera direction NE.
4. (OH_Hamilton_United States Playing Card Company_0004): Clock Tower, camera direction NE.
5. (OH_Hamilton_United States Playing Card Company_0005): Clock Tower, Bell Structure, camera direction SW.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

6. (OH_Hamilton_United States Playing Card Company_0006): Clock Tower, Mechanism, camera direction NE.
7. (OH_Hamilton_United States Playing Card Company_0007): North Factory Addition, camera direction SE.
8. (OH_Hamilton_United States Playing Card Company_0008): North Factory Addition, camera direction E.
9. (OH_Hamilton_United States Playing Card Company_0009): Façade, Main Building and North Addition camera direction SE.
10. (OH_Hamilton_United States Playing Card Company_0010): Bridge between Main Building and North Addition, camera direction E.
11. (OH_Hamilton_United States Playing Card Company_0011): Façade, Main Building and North Addition, camera direction NE.
12. (OH_Hamilton_United States Playing Card Company_0012): Bridge between Main Building and Warehouse, camera direction E.
13. (OH_Hamilton_United States Playing Card Company_0013): Entry to Warehouse Addition, camera direction S.
14. (OH_Hamilton_United States Playing Card Company_0014): Façade, Manufacturing Complex, Warehouse Addition, camera direction NE.
15. (OH_Hamilton_United States Playing Card Company_0015): South Addition, US Printing Building to the south, camera direction E.
16. (OH_Hamilton_United States Playing Card Company_0016): Main Building and North Addition, camera direction NE.
17. (OH_Hamilton_United States Playing Card Company_0017): Main Building and Bridge to North Addition, camera direction E.
18. (OH_Hamilton_United States Playing Card Company_0018): Main Building, central courtyard infill, camera direction E.
19. (OH_Hamilton_United States Playing Card Company_0019): Main Building, central courtyard infill, camera direction E.
20. (OH_Hamilton_United States Playing Card Company_0020): Bridge between Cafeteria and Warehouse, camera direction NE.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

21. (OH_Hamilton_United States Playing Card Company_0021): Cafeteria Building, camera direction NW.
22. (OH_Hamilton_United States Playing Card Company_0022): Bridge between Main Building and Warehouse, camera direction NW.
23. (OH_Hamilton_United States Playing Card Company_0023): Warehouse and Bridge between Main Building and Warehouse, camera direction N.
24. (OH_Hamilton_USPC_0024): Warehouse and Rear Bridge to Main Building, camera direction W.
25. (OH_Hamilton_United States Playing Card Company_0025): Bridge between Warehouse and South Addition/Cafeteria, camera direction W.
26. (OH_Hamilton_United States Playing Card Company_0026): Front Bridge between Main Building and South Factory Warehouse Addition, camera direction W.
27. (OH_Hamilton_United States Playing Card Company_0027): Main Building, East Elevation, camera direction SW.
28. (OH_Hamilton_United States Playing Card Company_0028): Main Building and North Addition, East Elevation, camera direction SW.
29. (OH_Hamilton_United States Playing Card Company_0029): North Addition Southeast Corner, camera direction NW.
30. (OH_Hamilton_United States Playing Card Company_0030): West Bridge from Main Building to North Addition, East Elevation, camera direction W.
31. (OH_Hamilton_United States Playing Card Company_0031): West Bridge from Main Building to North Addition, East Elevation, camera direction W.
32. (OH_Hamilton_United States Playing Card Company_0032): Power House, camera direction S.
33. (OH_Hamilton_United States Playing Card Company_0033): Reservoir, camera direction S.
34. (OH_Hamilton_United States Playing Card Company_0034): Lunch Room Building, Power House, and Reservoir, camera direction N.
35. (OH_Hamilton_United States Playing Card Company_0035): Power House, camera direction NE.
36. (OH_Hamilton_United States Playing Card Company_0036): Pump House, camera direction SW.

United States Playing Card Company Complex

Hamilton, OH

Name of Property

County and State

37. (OH_Hamilton_United States Playing Card Company_0037): Lunch Room Building/Machine Shop, camera direction NE.

38. (OH_Hamilton_United States Playing Card Company_0038): Lunch Room Building/Machine Shop, camera direction SE.

39. (OH_Hamilton_United States Playing Card Company_0039): Railroad Tracts, north boundary, camera direction NE.

40. (OH_Hamilton_United States Playing Card Company_0040): Interior Main Building, Fourth Floor, camera direction E.

41. (OH_Hamilton_United States Playing Card Company_0041): Interior Main Building, Third Floor, camera direction W.

42. (OH_Hamilton_United States Playing Card Company_0042): Interior Warehouse, Second Floor, camera direction E.

43. (OH_Hamilton_United States Playing Card Company_0043): Interior Warehouse, Second Floor, camera direction W.

44. (OH_Hamilton_United States Playing Card Company_0044): Interior west bridge between Warehouse and Cafeteria, Second Floor, camera direction S.

45. (OH_Hamilton_United States Playing Card Company_0045): Cafeteria, First Floor, camera direction E.

46. (OH_Hamilton_United States Playing Card Company_0046): Stair South Addition, Third Floor, camera direction W.

47. (OH_Hamilton_United States Playing Card Company_0047): Cafeteria Addition, Third Floor, camera direction NW.

48. (OH_Hamilton_United States Playing Card Company_0048): Interior North Addition, Fourth Floor, camera direction E.

49. (OH_Hamilton_United States Playing Card Company_0049): Interior Lunch Room/ Machine Shop, camera direction E.

50. (OH_Hamilton_United States Playing Card Company_0050): Interior Power House, camera direction S.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

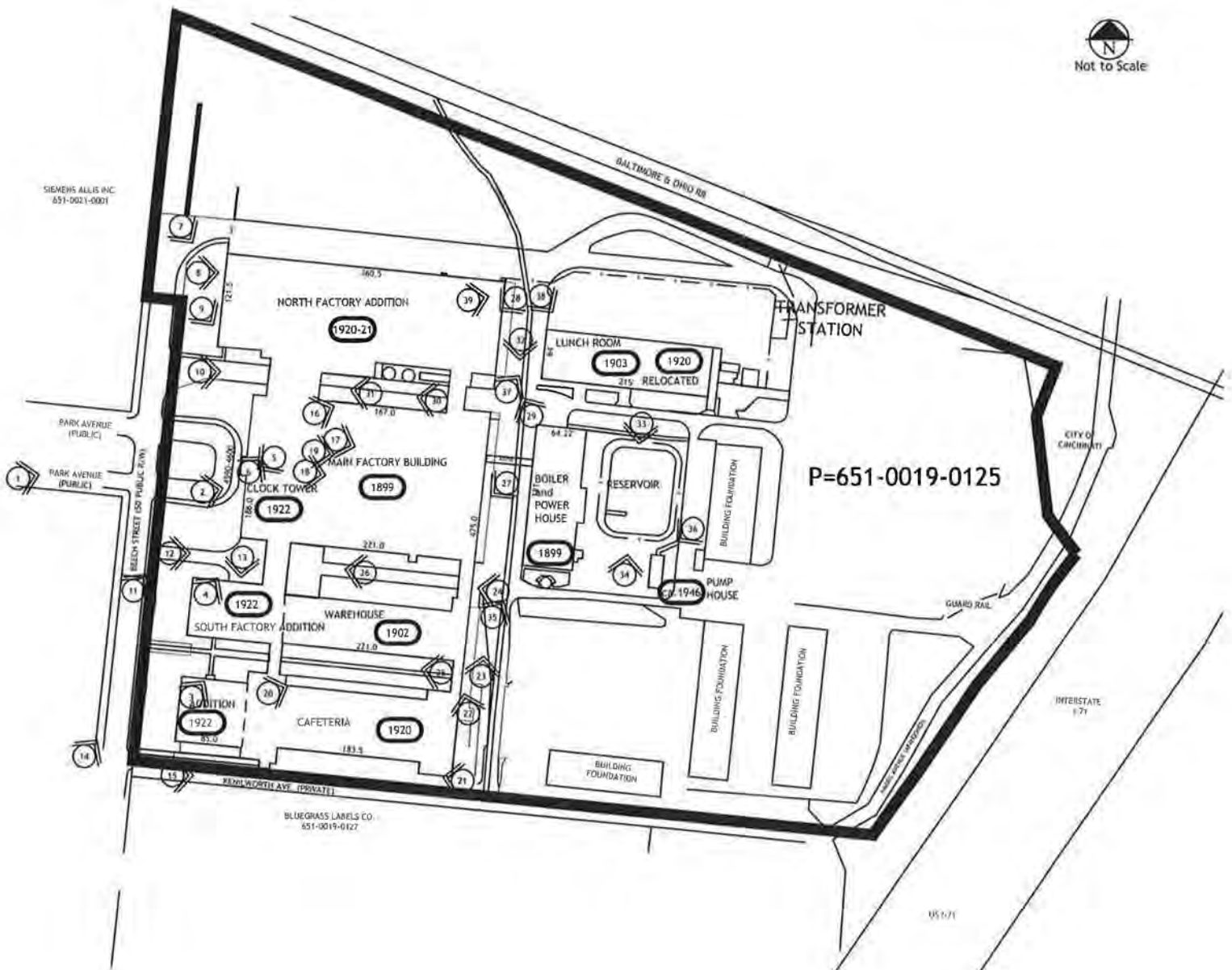
UNITED STATES PLAYING CARD CO. COMPLEX
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Section Number Additional Documentation - Photo-Key -EXTERIOR

LEGEND

- BOUNDARY/SITE
- P = xxxxxxxx PARCEL NUMBER
- (19xx) DATE OF CONSTRUCT.
- (1899-1922) FACTORY COMPLEX
- (1899) BOILER HOUSE (BRIDGE CONNECTED IN 1902)
- (1903) LUNCH ROOM (RELOCATED IN 1920)
- (ca. 1946) PUMP HOUSE

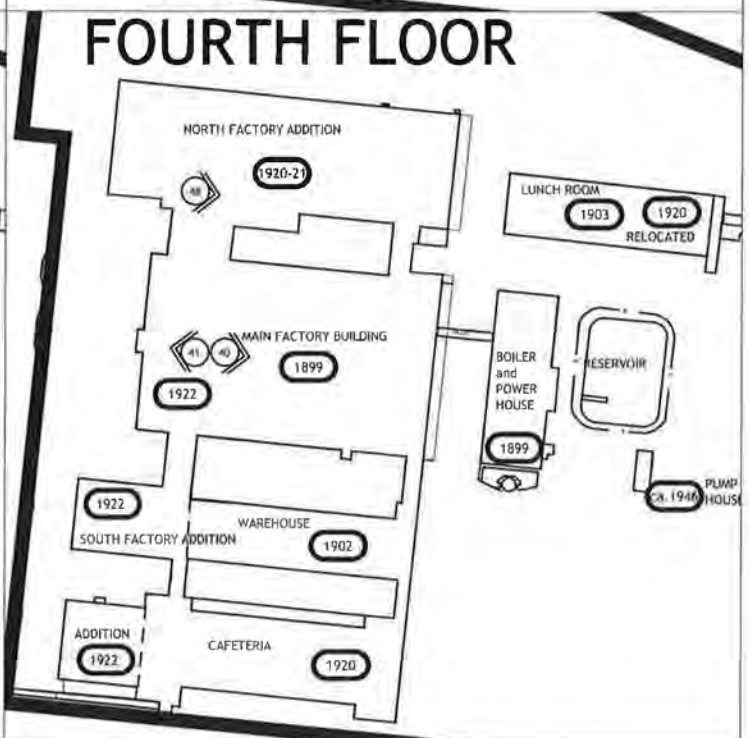
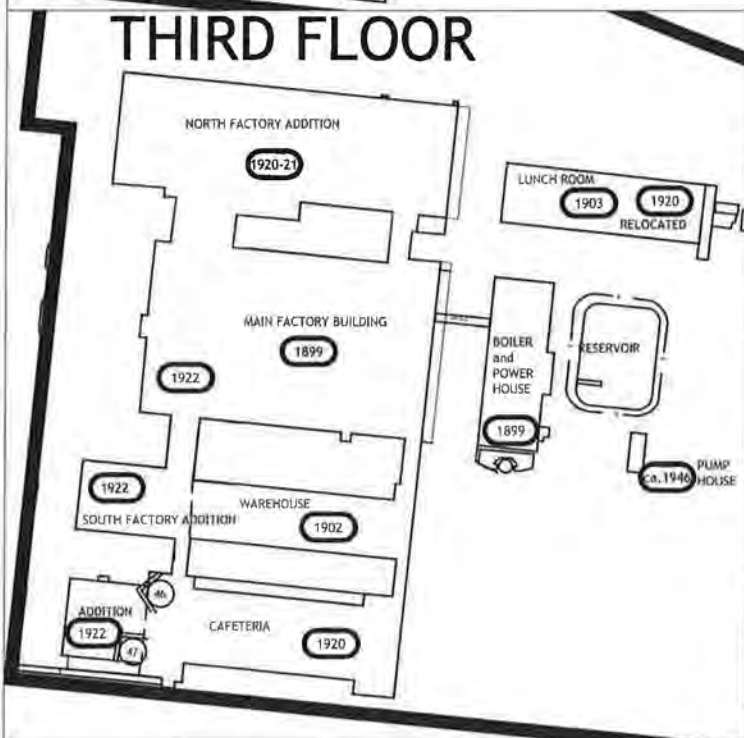
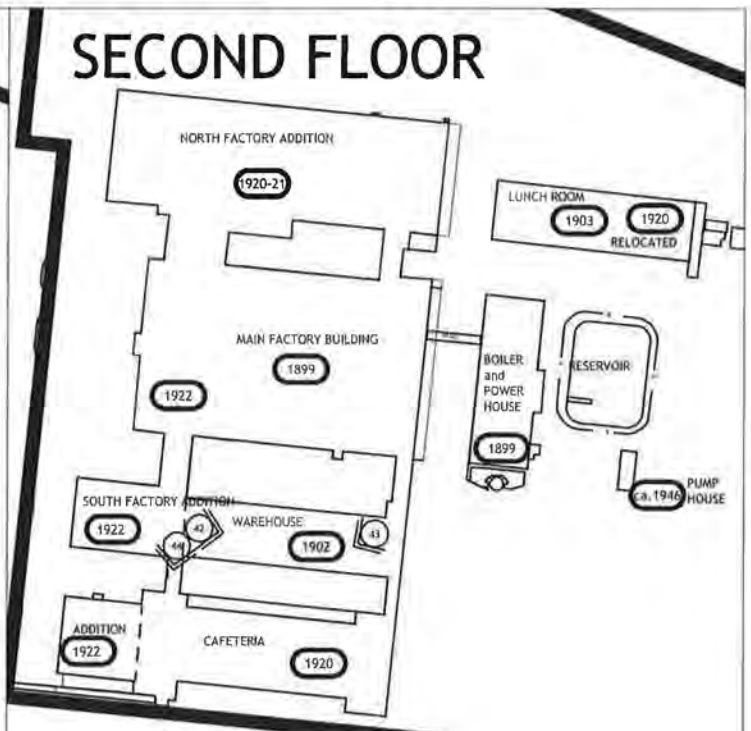
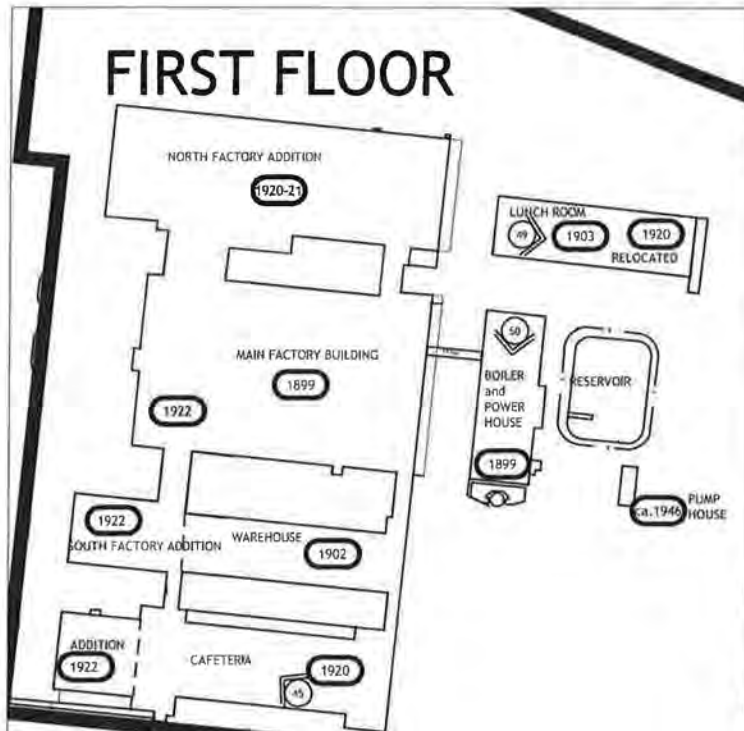


United States Department of the Interior
National Park Service

UNITED STATES PLAYING CARD CO. COMPLEX
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Section Number Additional Documentation - Photo-Key -INTERIOR



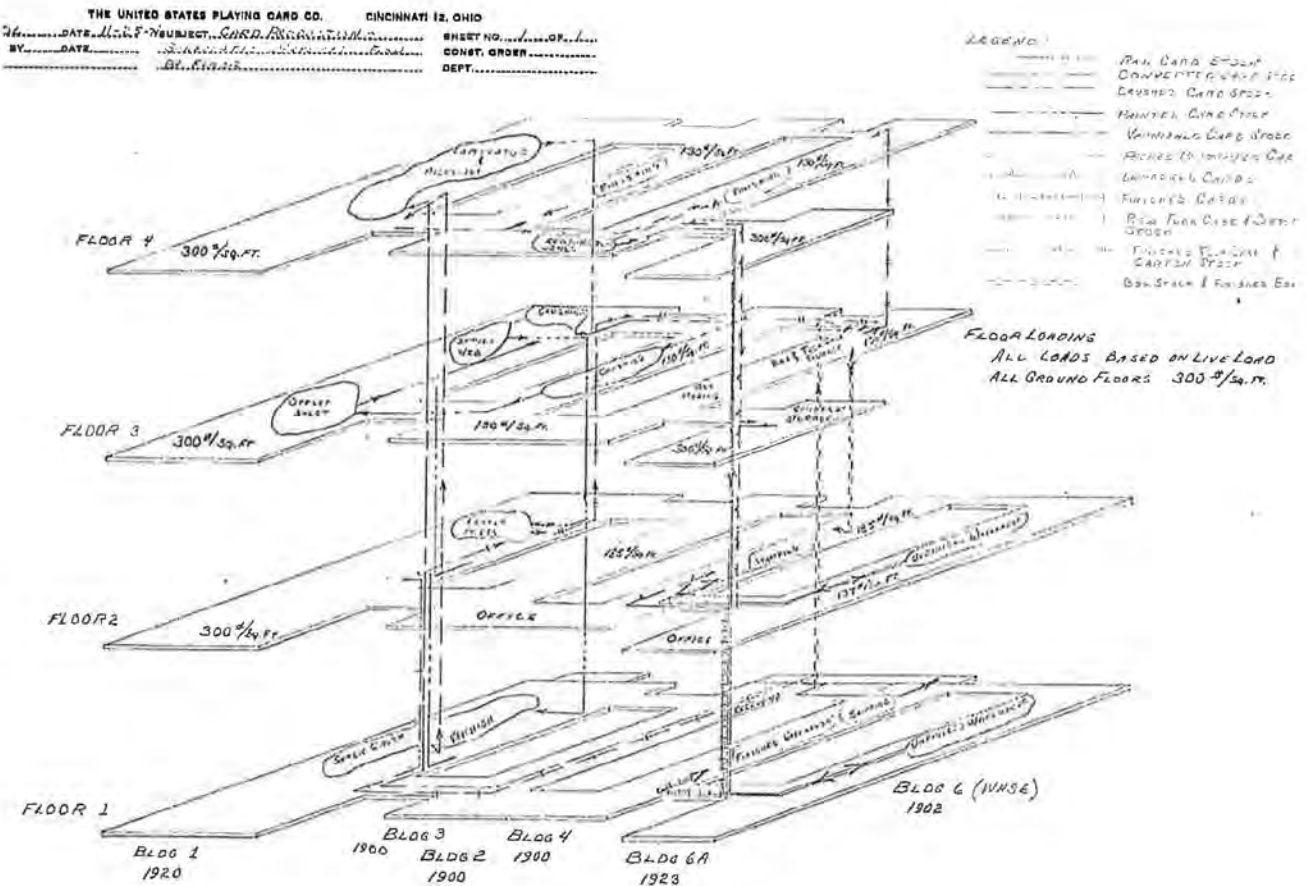
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 1

11/25/1974 Schematic Material Flow by Floor



Courtesy of United States Playing Card Company Archives – copyright protected

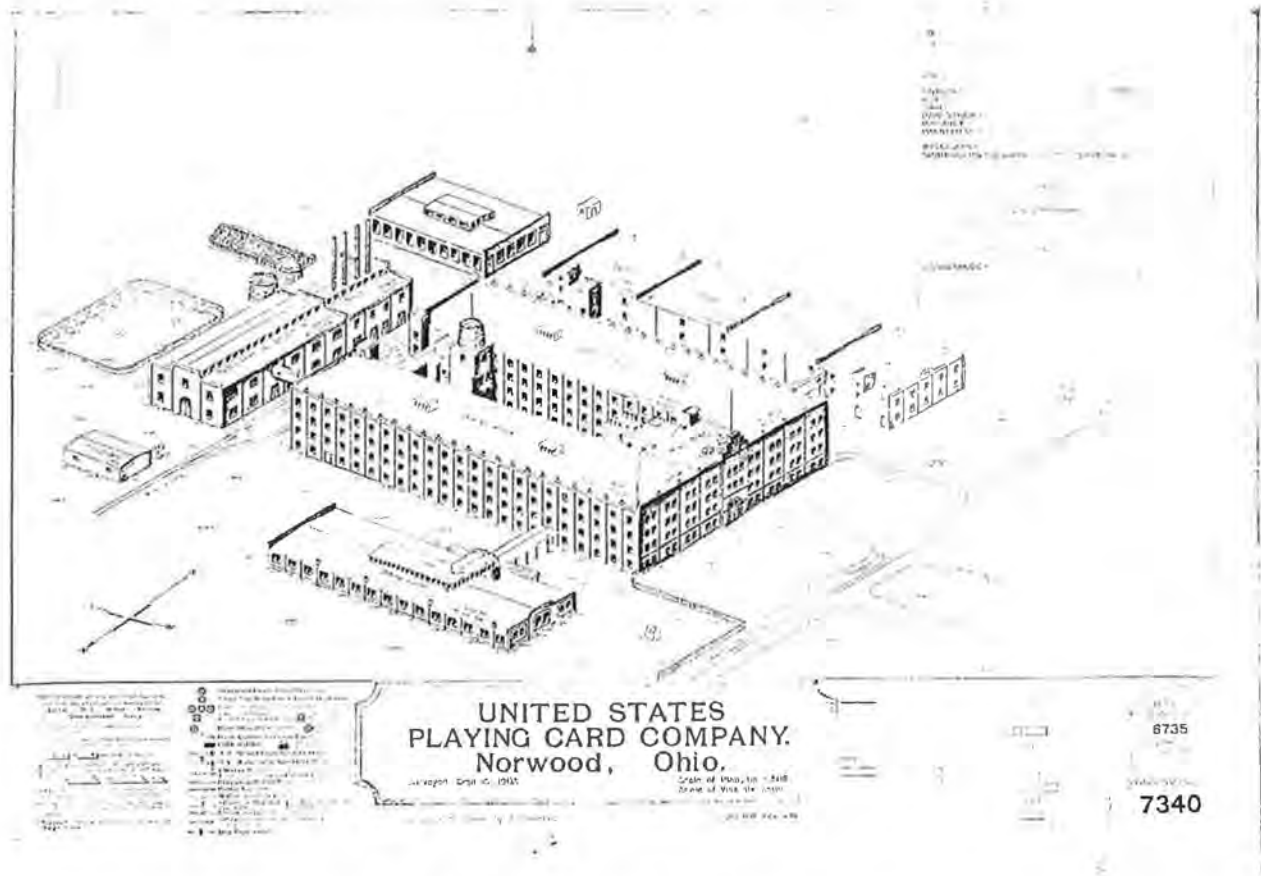
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 2

Survey of United States Playing Card company September, 1903



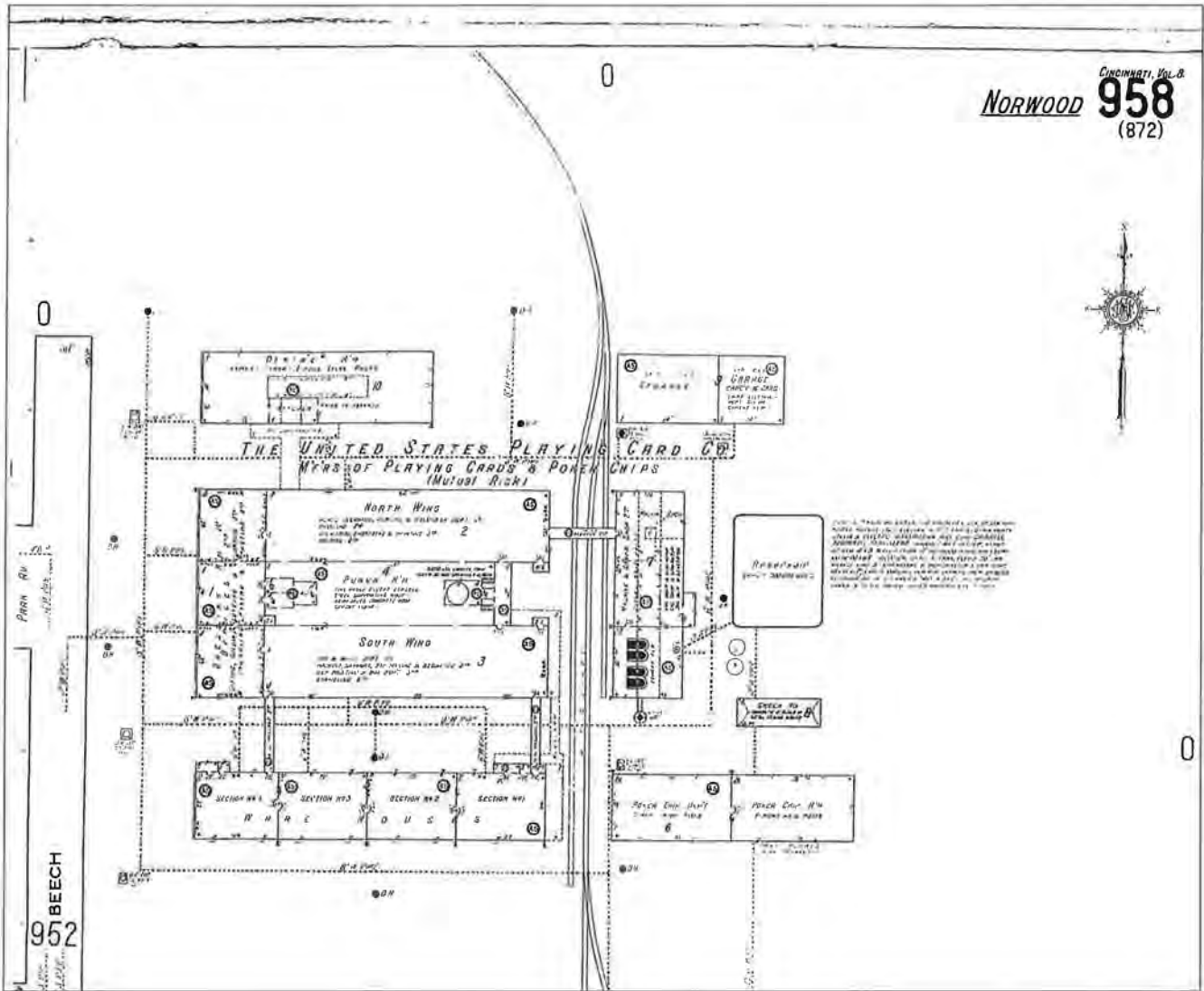
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 3



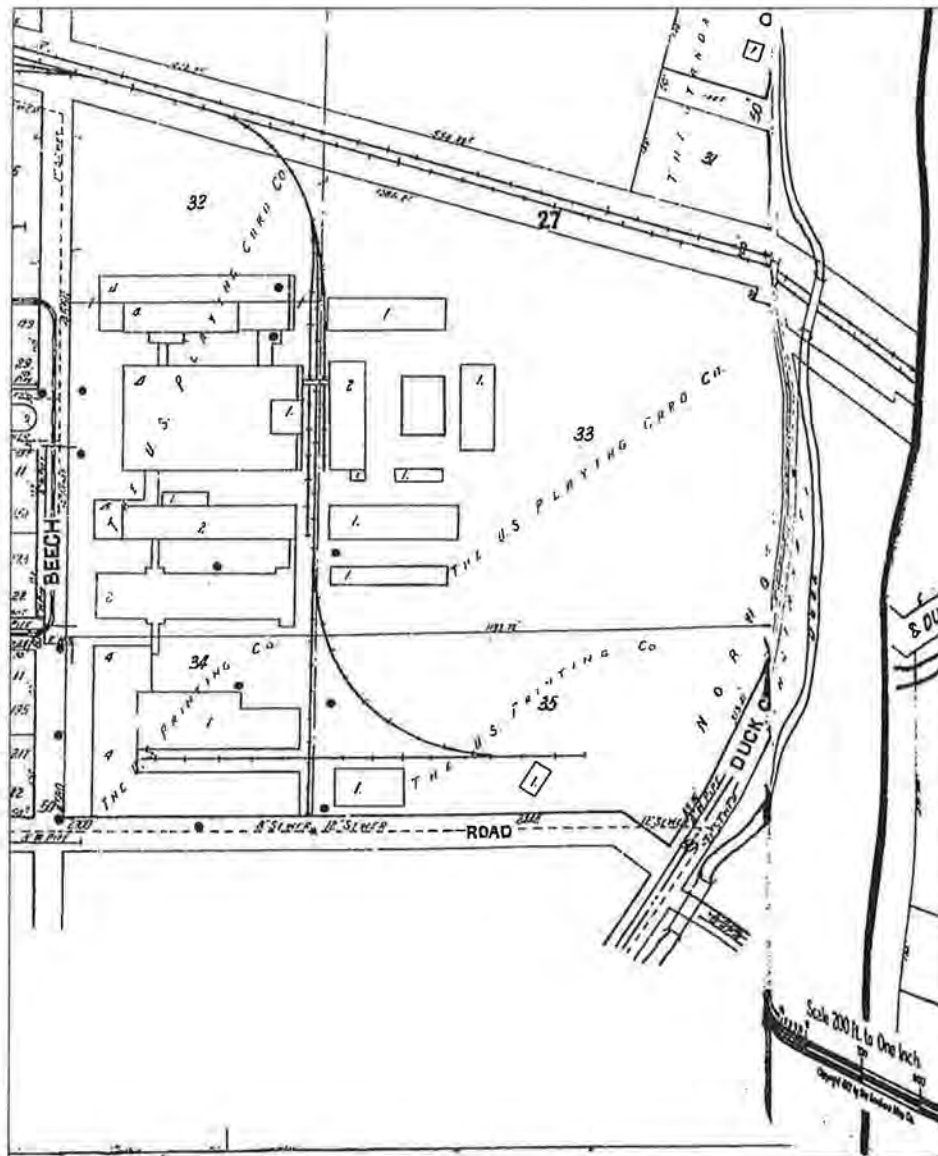
Sanborn Fire Insurance Map: United States Playing Card Company, 1917

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 4



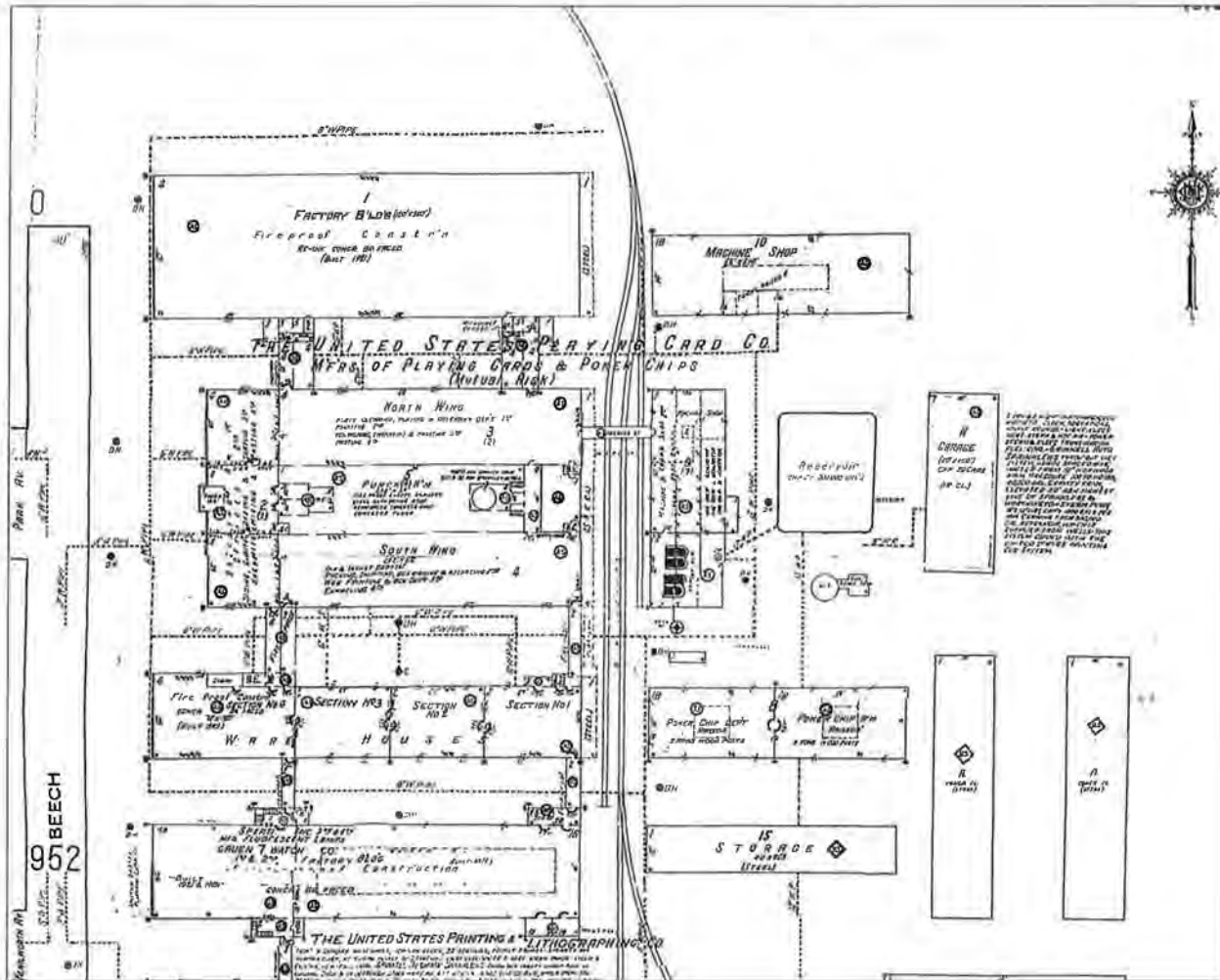
Sanborn Fire Insurance Map: United States Playing Card, 1922

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 5



Sanborn Fire Insurance Map: United States Playing Card Company, 1904-June 1950

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

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 6

1899 Manufacturing Building & Boiler House



ca. 1899, Under construction

Courtesy of United States Playing Card Company Archives – copyright protected

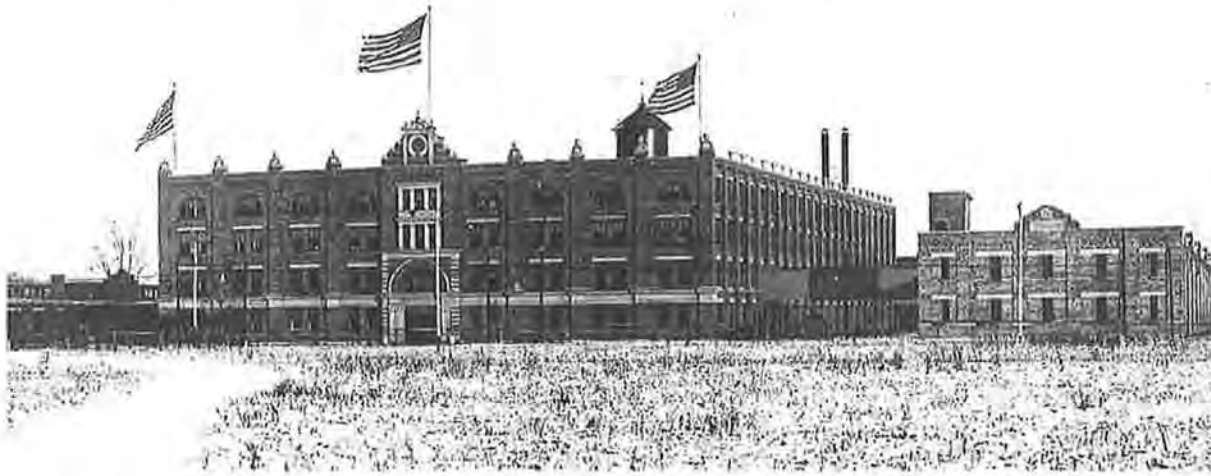
**United States Department of the Interior
National Park Service**

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 7

Manufacturing Building & Warehouse and 1903 Cafeteria Buildings



1903, Façade, Park Boulevard non-existent
Courtesy of United States Playing Card Company Archives – copyright protected



ca. 1905, Façade, Boiler House Smoke Stack added, Park Boulevard under construction
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 8

Manufacturing Building & Warehouse Buildings



ca. 1905, No fencing around USPC
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 9

Manufacturing Building & Warehouse Buildings



ca. 1915, South Elevation, Warehouse, Awnings on Manufacturing Building
Martin Birdhouses in foreground
Courtesy of United States Playing Card Company Archives – copyright protected



ca. 1915, South Elevation, Warehouse, Pocker Chip building East of the Smoke Stack
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 10

Manufacturing Building and 1903 Cafeteria Buildings



ca. 1915, North Elevation, Martin Birdhouses in foreground
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 11

1903 Cafeteria Building, Interior



date unknown, ca.1903-1920

Courtesy of United States Playing Card Company Archives – copyright protected

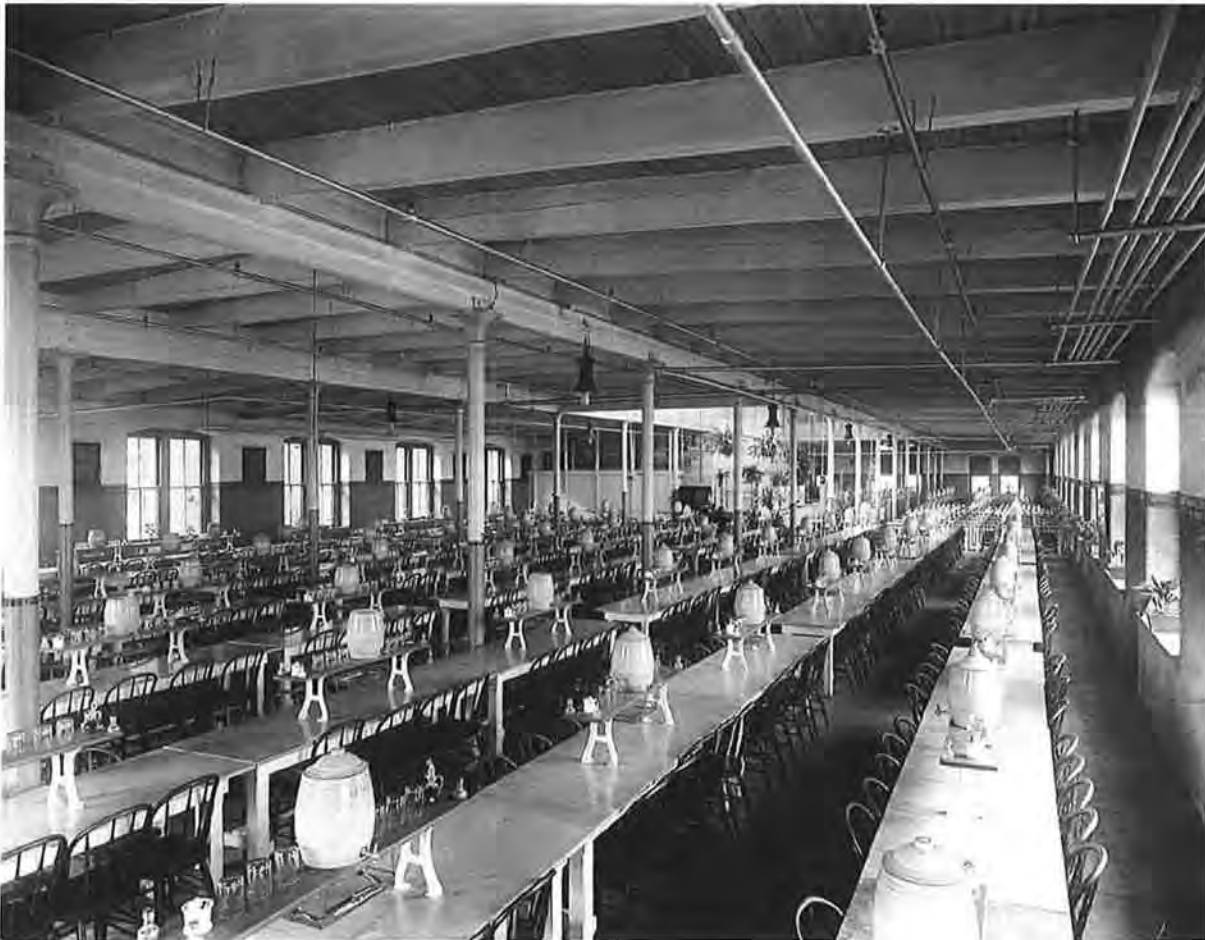
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 12

1903 Cafeteria Building, Interior



date unknown, ca.1903-1920

Courtesy of United States Playing Card Company Archives – copyright protected

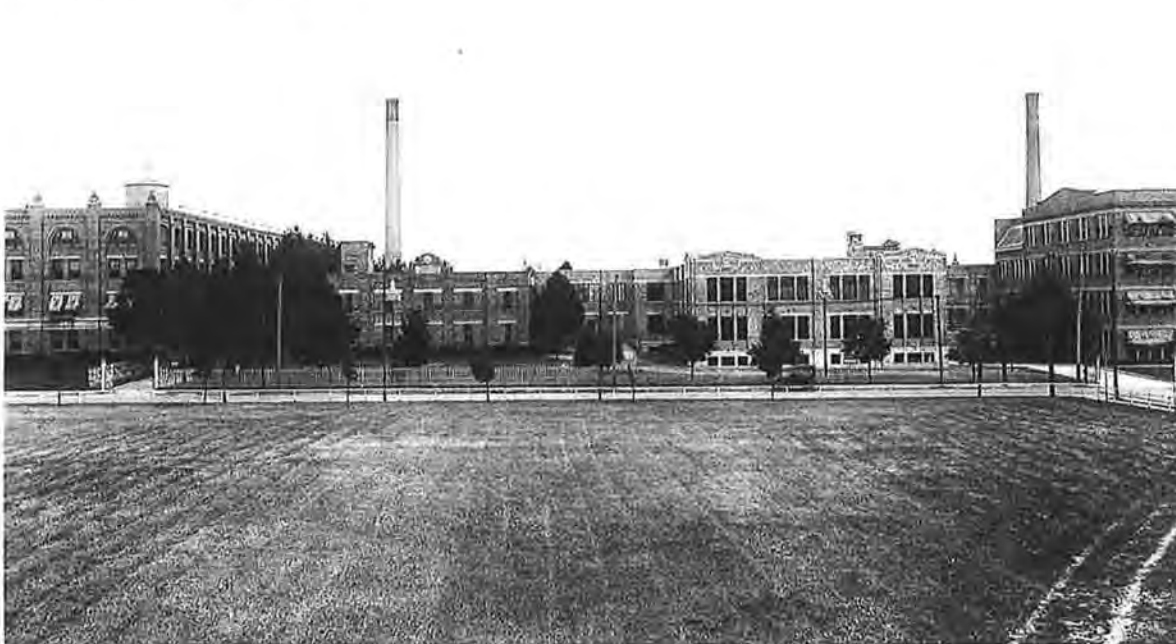
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

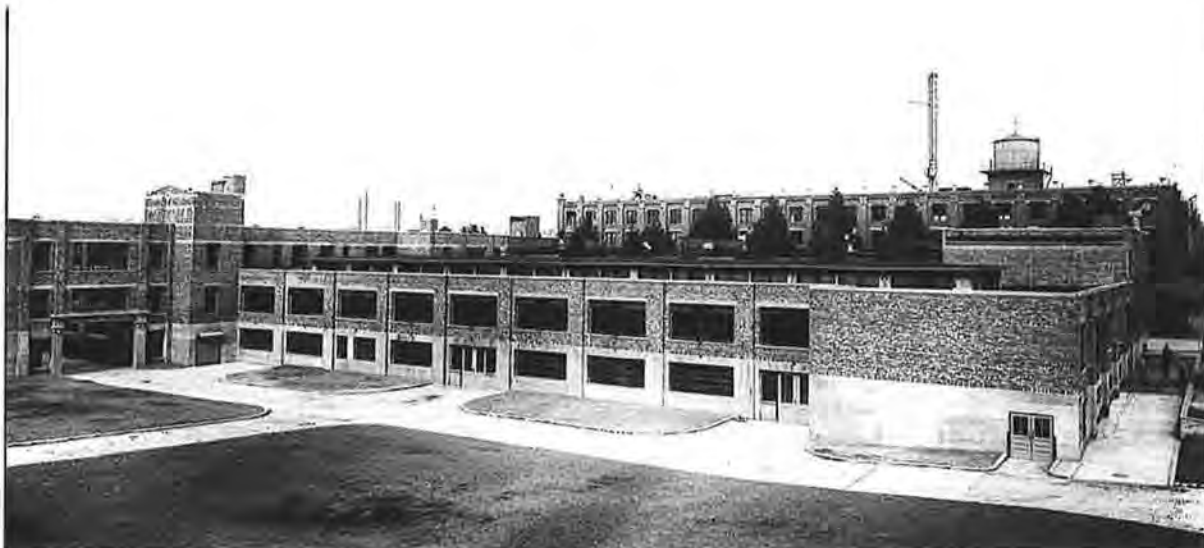
National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 13

1920 Cafeteria Building



ca. 1920, Cafeteria Building, 2 stories in height south of Warehouse building
Courtesy of United States Playing Card Company Archives – copyright protected



ca. 1920, Cafeteria Building, 2 stories in height south of Warehouse building
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 14

1920 Cafeteria Building, Interior



ca. 1920, Cafeteria Building

Courtesy of United States Playing Card Company Archives – copyright protected

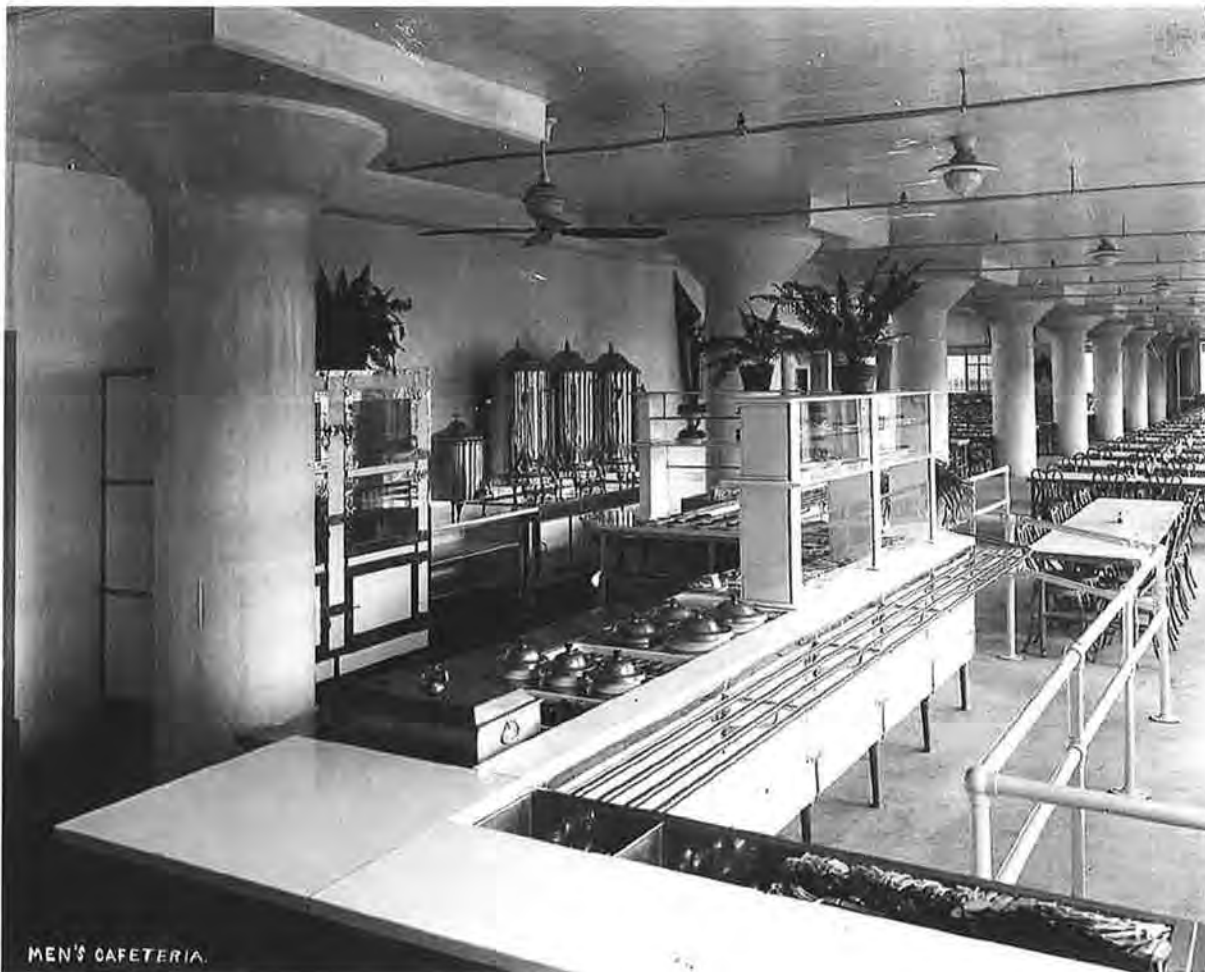
United States Department of the Interior
National Park Service

UNITED STATES PLAYING CARD
COMPANY COMPLEX
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 15

1920 Cafeteria Building, Interior



ca. 1920, Cafeteria Building
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

National Register of Historic Places
Continuation Sheet

Continuation Sheets – Historic Images and Sanborn Maps Page 16

1920 Cafeteria Building, Interior



ca. 1920, Cafeteria Building
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 17

1922 Manufacturing Building



ca. 1922, Masonry Walls added to site
Courtesy of United States Playing Card Company Archives – copyright protected

United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 18

1922 Manufacturing Building



ca. 1922-1930, Radio towers on North and South Additions
Courtesy of United States Playing Card Company Archives – copyright protected

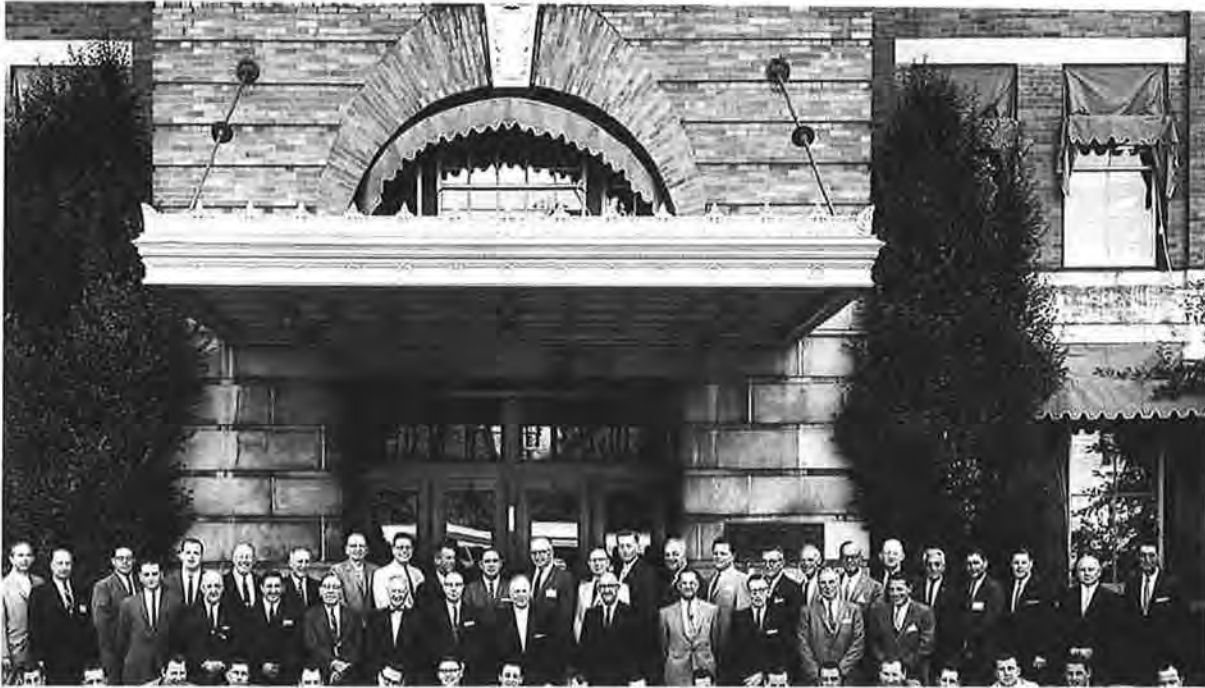
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 19

1922 Manufacturing Building, Main Entrance, USPC Company Executives



post 1922

Courtesy of United States Playing Card Company Archives – copyright protected

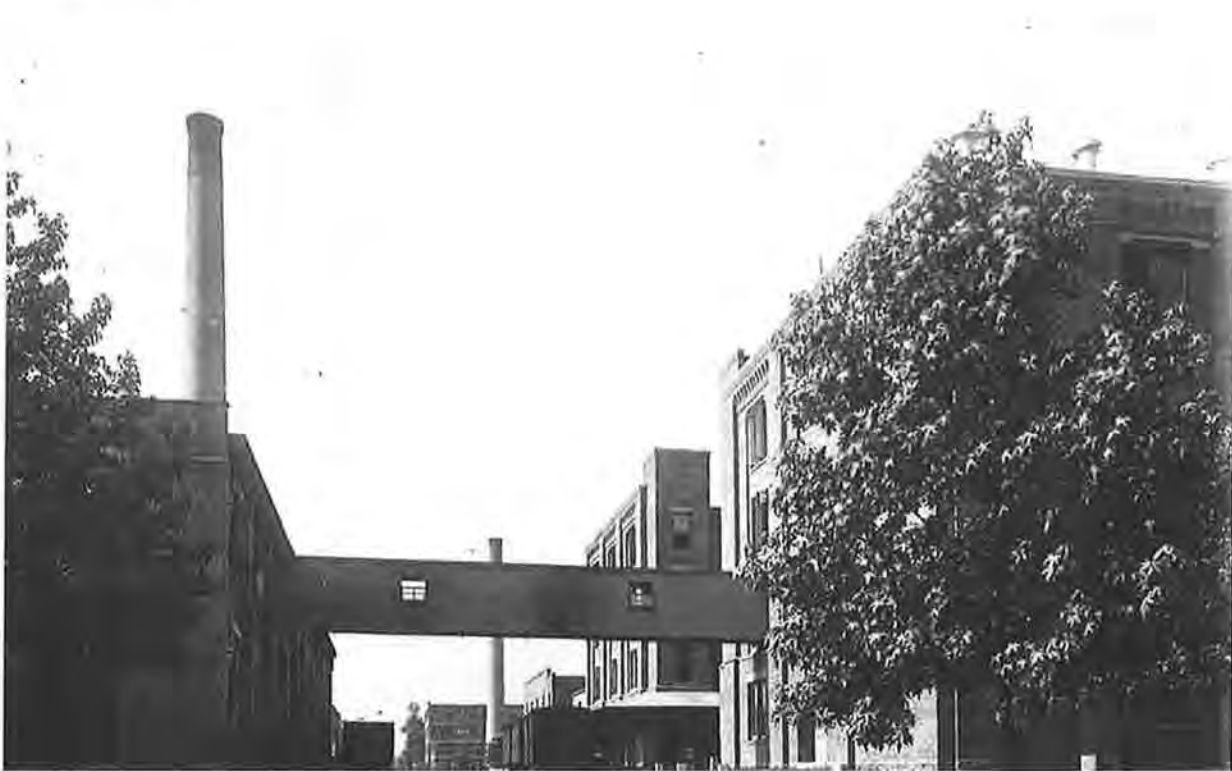
United States Department of the Interior
National Park Service

**UNITED STATES PLAYING CARD
COMPANY COMPLEX**
Hamilton County, Ohio

**National Register of Historic Places
Continuation Sheet**

Continuation Sheets – Historic Images and Sanborn Maps Page 20

1899 Boiler House



ca. 1915, Bridge from Powerhouse to Main Factory Building
Courtesy of United States Playing Card Company Archives – copyright protected



US PAVING CARDS HAMILTON COUNTY NORWOOD, OH 16 720948 4337109 16 721350 4337520 16 721448 4337836 16 720934 4337202

Produced by the United States Geological Survey North American Datum of 1983 (NAD83) World Geodetic System of 1984 (WGS84) Projection and 10 000-foot grid; Universal Transverse Mercator, Zone 16S 10 000-foot ticks; Ohio Coordinate System of 1983 (south zone)

This map is not a legal document. Boundaries may be generalized for this map scale. Private lands within government reservations may not be shown. Obtain permission before entering private lands.

Imagery.....NAIP, August 2011 Roads.....©2006-2013 TomTom Names.....GNIS, 2013 Hydrography.....National Hydrography Dataset, 2011 Contours.....National Elevation Dataset, 2010 Boundaries.....Census, IBWC, IBC, USGS, 1972-2012 Public Land Survey System.....BLM, 2013

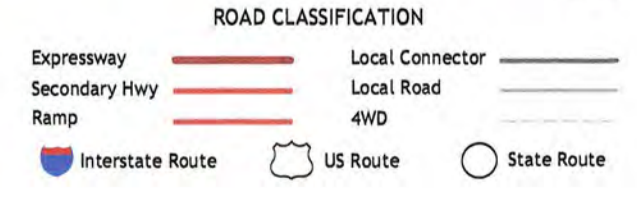
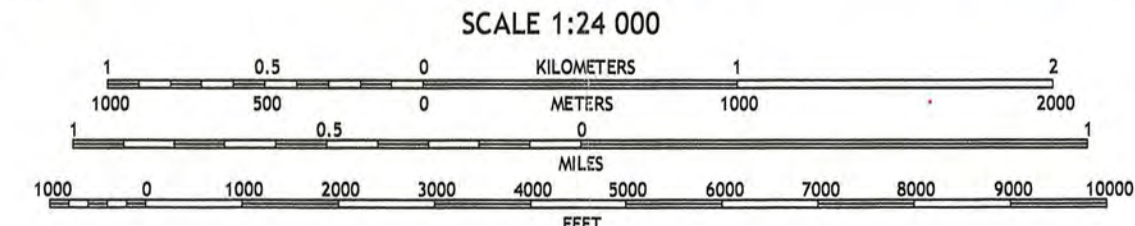
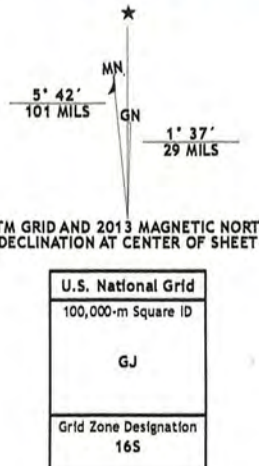


Table with 3 columns: Green Hills, Glendale, Mason, Cincinnati West, Cincinnati East, Medira, Covington, Newport, Withamsville



STOP

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NO SMOKING





Shipping
&
Receiving
←

NOISE

STOP

2022-2023









































TRUENS BRICK
CO. BLDG.















3

CAUTION
FLOOR LOAD LIMIT
100 LBS PER S. F.

NO
SMOKING

















V.E.S.T. Certified
Safety Quality
Heart

V.E.S.T. Certified
Visual Inspection
Club

EXIT



National Register of Historic Places

Note to the record

Additional Documentation: 2015

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY United States Playing Card Company Complex
NAME:

MULTIPLE
NAME:

STATE & COUNTY: OHIO, Hamilton

DATE RECEIVED: 5/09/15 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 6/30/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000044

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

___ ACCEPT ___ RETURN ___ REJECT _____ DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA Accept
REVIEWER Edouard Beall DISCIPLINE History
TELEPHONE _____ DATE 6-30-15

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

Norwood Beech, LLC
c/o Industrial Commercial Properties, LLC
4780 Hinckley Industrial Parkway, Suite 100
Cleveland, Ohio 44109

REC'D BY OHPO APR 16 2015

April 14, 2015

Barbara Powers
DSHPO for Inventory & Registration
Ohio History Connection
800 E. 17th Avenue
Columbus Ohio, 43211

VIA: Certified Mail

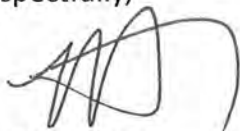
Re: **United States Playing Card Company Complex**
4590 Beech Street, Norwood, Hamilton County, Ohio 45212

Dear Ms. Powers,

As owner of the United States Playing Card Company Complex property located at 4590 Beech Street, Norwood, Hamilton County, Ohio 45212, I withdraw our previous objections and hereby request the listing of said property in the National Register of Historic Places.

Please call me or Diana Wellman with any questions.

Respectfully,



Peter Goffstein
Authorized Agent
Norwood Beech, LLC

STATE OF Ohio) SS:
COUNTY OF Hamilton)

Before Me, a Notary Public in and for said County and State, personally appeared the above named Norwood Beech, LLC, Authorized Agent By: Peter Goffstein, Title: Authorized Agent, who acknowledged that he/she did sign the foregoing instrument and that same was his/her free act and deed on behalf of said limited liability company.

In Testimony Whereof, I have hereunto set my hand and official seal at Hamilton County, Ohio, this 14 day of April, 2015.



NOTARY PUBLIC



Charles J. Judge
Notary Public, State of Ohio
My Commission Expires 05-23-2015

National Register of Historic Places
Memo to File

Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: OWNER OBJECTION

PROPERTY NAME: United States Playing Card Company Complex

MULTIPLE NAME:

STATE & COUNTY: OHIO, Hamilton

DATE RECEIVED: 1/09/15 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 2/24/15
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 15000044

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: Y PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 2/24/2015 DATE

ABSTRACT/SUMMARY COMMENTS:

• Owner objection

Historically and architecturally significant factory complex,
largest playing card manufacturing business in the U.S.

RECOM./CRITERIA Eligible A&C

REVIEWER Patricia Andrews DISCIPLINE Historian

TELEPHONE _____ DATE 2/24/2015

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

Norwood Beech, LLC
c/o Industrial Commercial Properties, LLC
4780 Hinckley Industrial Parkway, Suite 100
Cleveland, Ohio 44109

REC'D BY OHPO DEC 05 2014

November 19, 2014

Megan Rupnik, Survey and National Register Manager
Ohio Historic Preservation Office
Ohio Historical Society
800 East 17th Avenue
Columbus, OH 43211-2474

Re: **United States Playing Card Company Complex**
4590 Beech Street, Norwood, Hamilton County, Ohio 45212

Dear Ms. Rupnik,

As owner of the United States Playing Card Company Complex property located at 4590 Beech Street, Norwood, Hamilton County, Ohio 45212, I hereby object to the listing of said property in the National Register of Historic Places.

Respectfully,



Peter Goffstein
Authorized Agent
Norwood Beech, LLC

State of:
Ohio

County of:
HAMILTON

Subscribed and sworn to before me this 19th day of November, 2014

Notary Public:



My Commission Expires:



Heather Piazza
Notary Public, State of Ohio
My Commission Expires 01-23-2017

NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE
800 E. 17th Avenue
Columbus, OH 43211
(614)-298-2000

The following materials are submitted on Jan. 5, 2015
For nomination of the U.S. Playing Card to the National Register of
Historic Places: Co. complex.

- Original National Register of Historic Places nomination form
 Paper PDF
- Multiple Property Nomination Cover Document
 Paper PDF
- Multiple Property Nomination form
 Paper PDF
- Photographs
 Prints TIFFs
- CD with electronic images
- Original USGS map(s)
 Paper Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)
 Paper PDF
- Piece(s) of correspondence
 Paper PDF
- Other _____

COMMENTS:

- Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do do not
Constitute a majority of property owners
- Other: _____



January 5, 2015

Ms. Carol D. Shull, Keeper of the
National Register
National Park Service
National Register of Historic Places
1201 Eye Street, NW (2280)
Washington DC 20005

Dear Ms. Shull:

Enclosed please find three (3) new National Register nominations for Ohio. All appropriate notification procedures have been followed for the new nomination submission.

NEW NOMINATION

Groesbeck, Grace, House
Fairmont Creamery Company Ice Cream Building
United States Playing Card Company Complex

COUNTY

Clermont
Cuyahoga
Hamilton

We have received a letter of objection from the single private property owner of the U.S. Playing Card Company Complex objecting to the listing of this property. We are requesting this property by Determined Eligible due to owner objection.

If you have questions or comments about these documents, please contact the National Register staff in the State Historic Preservation Office at (614) 298-2000.

Sincerely,

A handwritten signature in cursive script that reads "Barbara Power".

for
Lox A. Logan, Jr.
Executive Director and CEO
State Historic Preservation Officer

Enclosures

OHIO, GREENE COUNTY,
Xenia Carnegie Library,
194 E. Church St.,
Xenia, 15000041,
LISTED, 2/24/15

OHIO, HAMILTON COUNTY,
Crosley Building,
1329-1333 Arlington St.,
Cincinnati, 15000042,
LISTED, 2/24/15

OHIO, HAMILTON COUNTY,
United States Playing Card Company Complex,
4590 Beech St.,
Norwood, 15000044,
DETERMINED ELIGIBLE, 2/24/15

OHIO, MONTGOMERY COUNTY,
Bombeck, Erma, House,
162 Cushwa Dr.,
Centerville, 15000043,
LISTED, 2/23/15

OREGON, MULTIPLE COUNTIES,
Settlement-era Dwellings, Barns and Farm Groups of the Willamette Valley, Oregon MPS,
64501236,
COVER DOCUMENTATION ACCPTED. 2/24/15

OREGON, BENTON COUNTY,
Gorman, Hannah and Eliza, House,
641 NW. 4th St.,
Corvallis, 15000045,
LISTED, 2/24/15
(Settlement-era Dwellings, Barns and Farm Groups of the Willamette Valley, Oregon MPS)

RHODE ISLAND, PROVIDENCE COUNTY,
Standard Paper Box Corporation,
110 Kenyon Ave.,
Pawtucket, 15000055,
LISTED, 2/24/15

TEXAS, GARZA COUNTY,
Old Algerita Hotel,
S corner of Main and Ave. I,
Post, 75001983,
REMOVED, 2/23/15

TEXAS, MONTGOMERY COUNTY,
Arnold-Simonton House,
Rankin St.,
Montgomery, 79002996,
REMOVED, 2/23/15

Thank you for your interest in the preservation programs of the National Park Service.

Sincerely,

Edson H. Beall, Historian
National Register of Historic Places
Washington, D.C.

15000044

RECEIVED 2280

MAY 15 2015

Nat. Register of Historic Places
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
NPS TRANSMITTAL CHECK LIST

OHIO HISTORIC PRESERVATION OFFICE
800 E. 17th Avenue
Columbus, OH 43211
(614)-298-2000

The following materials are submitted on Apr: 130, 2015
For nomination of the U.S. Playing Cards to the National Register of
Historic Places: Hamilton Co, OH

- Original National Register of Historic Places nomination form
 Paper PDF
- Multiple Property Nomination Cover Document
 Paper PDF
- Multiple Property Nomination form
 Paper PDF
- Photographs
 Prints TIFFs
- CD with electronic images
- Original USGS map(s)
 Paper Digital
- Sketch map(s)/Photograph view map(s)/Floor plan(s)
 Paper PDF
- Piece(s) of correspondence
 Paper PDF
- Other _____

COMMENTS:

- Please provide a substantive review of this nomination
- This property has been certified under 36 CFR 67
- The enclosed owner objection(s) do _____ do not _____
Constitute a majority of property owners
- Other: letter from single property
owner rescinding previous objection
to the listing of the property in
National Register