### 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 insta categories and subcategories from the instructions.

9 2016

Natl. Reg. of Historic Places

National Park Service

DEC

### 1. Name of Property

Historic name: Brunswick-Balke-Collender Building Other names/site number: Bolles-Brendamour Building/HAM-8358-44 Name of related multiple property listing:

N/A

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

### 2. Location

City or town: Cincinnati	State: Ohio	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Not For Publication: NA	Vicinity: NA	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 <u>X</u> nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property 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:

XA XC B D

**DSHPO Inventory & Registration** Signature of certifying official/Title: Date State Historic Preservation Office, Ohio History Connection State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria. Signature of commenting official: Date Title : State or Federal agency/bureau or Tribal Government

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio 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:)

Date of Action

Signature of the Keeper

## 5. Classification

#### **Ownership of Property**

(Check as many boxes as apply.) Private: X Public – Local Dublic – State

Public - Federal

### **Category of Property**

(Check	on	v	one	box.	)
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Building(s)	x
District	
Site	
Structure	
Object	

Brunswick-Balke-Collender Building Hamilton County, Ohio Name of Property County and State Number of Resources within Property (Do not include previously listed resources in the count) Contributing Noncontributing buildings 0 1 0 0 sites 0 0 structures objects 0 0 0 Total 1

Number of contributing resources previously listed in the National Register 0

6. Function or Use Historic Functions (Enter categories from instructions.) Commerce/trade: business

Current Functions (Enter categories from instructions.) Vacant: not in use

Brunswick-Balke-Collender Building

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#### 7. Description

### Architectural Classification

(Enter categories from instructions.) <u>Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American Movement/Commercial Style</u>

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Materials: (enter categories from instructions.) Principal exterior materials of the property: \_\_brick, stone\_

### Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with **a summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

### **Summary Paragraph**

The Brunswick-Balke-Collender Building is located in Cincinnati's downtown business district, approximately seven blocks north of the Ohio River. It is a six-story, symmetrical, bearing-wall brick building constructed in 1891. The upper stories of the main façade are distinguished by characteristics associated with the Romanesque Revival style as applied to a commercial building. A riveted cast iron front with massive glazed window bays covers the second and third stories. The building's first floor has been altered by the addition of a modern storefront. At the rear of the building is a concrete block addition, not visible from East Sixth Street, constructed in 1965. The interior of the building has been remodeled often with modern materials. The building presently is vacant and in fair to poor condition. Overall, the exterior of the building retains a high degree of integrity distinguished by its very decorative main south facade. The remaining elevations retain the majority of the historic 6/6 wooden sashes. In June 2016, Cincinnati City Council established local landmark status and architectural design review upon this building. The city recognized the historic contribution this made to the city and its association with the company. The city also recognized the late 19<sup>th</sup> architecture associated with this building and in particular, its second and third floor cast iron window treatment.

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio County and State

### **Narrative Description**

Location: The Brunswick-Balke-Collender Building is located at 130-132 East Sixth Street within the downtown of Cincinnati (refer to General Location Map) (photo 3). Located on the north side of the block, it is found in association with varied-scale late 19<sup>th-</sup> and early 20<sup>th-</sup>century mixed-use commercial loft buildings (photo 1). Photo 2 provides a context view of the building in association with adjacent period buildings. Immediately to the west is the larger-scale Reakirt Building, a 10-story loft building constructed in 1924. At the intersection of East Sixth Street and Main Street is found the City of Cincinnati-designated Main Street Historic District, which extends north along Main Street for approximately four blocks (Figure 3). The Brunswick-Balke-Collender Building is adjacent to the historic district's western boundary. Opposite, on the south side of the street, is the former Southern Ohio Bank Building (now AT 580), a 17 story modern office building constructed in the 1970s. It is presently being converted into market rate apartments. Behind the building is a one-story non-historic addition and historically unrelated small parking lot.

**Exterior:** Overall, the mass of this brick building is rectangular in plan. At the west, it abuts wall construction associated with the adjacent Reakirt Building. The Brunswick-Balke-Collender Building, at its west two side bays, projects north for two bays beyond the overall plan. The first floor of the south facade was altered, at an unknown date, with large glass and aluminum windows bays and a simple glass and aluminum paired door bay (photo 4). The second and third floors of the building are comprised of paired, oversized cast iron metal window bays secured with rivets. Enframement is composed of engaged flat, fluted, cast iron metal end columns with modified lonic capitals that rise to support a simple, three-part cast iron metal interior cornice with dentil band. Slender cast iron metal mullion and muntins divide the two large bays into large glass windows and lighted transoms. The result is a three-part window treatment, within each bay, capped by a tripartite transom (photo 5). The third floor bays are segmentally arched. Of significance is the central cast iron metal jamb that exhibits an ornamental cartouche displaying a decorative date of "1891" (photos 5, 6).

The exterior fourth and fifth floors, of the main façade, are composed of light red fired stretcher bond brick. Engaged columns separate the facade into two recessed window bays, each with paired 1/1 wooden windows. At the fourth floor, the rectangular headed lintels exhibit ashlar stone and plain sandstone sills terminate the window treatment. Semi-circular-headed, fifth-floor 1/1 wood windows are accentuated by a slight recess of the brick with plain sills to complete window treatment. A brick spandrel separates the fourth and fifth floors. Sixth floor 1/1 wooden sash windows are smaller in size than the two floors below. Composed of a band of four windows in each of the two window bays, sixth floor fenestration is highlighted by the use of three small, squat, engaged sandstone columns that rise, from a square base, to terminate with decorative Corinthian capitals set between each window. Windows, at this floor, terminate below a compound continuous lintel, dentil course, and continuous sandstone sills and piers that enframe window bays. An overhanging metal cornice terminates with decorative modillions to complete the composition (photos 7, 8).

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The east and west elevations are simple in construction with muted window bay placement across the floors (photos 10, 11). The east façade exhibits an iron fire escape and numerous 6/6 and 1/1 wood sash windows. A non-historic metal entry door is found midway at the first floor. The lower five floors of the west side are located directly adjacent to the Reakirt Building, leaving only the sixth floor and several west side rear bays exposed for windows.

The rear elevation exhibits four bay wide brick construction. The western two bays extends north for two bays from the overall mass of the building. Windows are mostly 4/4 wooden sash with several altered window bays evident (photos 9, 10). Water damage is evident as bricks have been eroded, and some windows are missing panes or boarded up. A one-story rear concreteblock addition was constructed in 1965 and extends across the rear (photo 9). Historically, there was a previous building constructed on an unrelated lot immediately north of the building. This construction was not historically associated with the activities of the Brunswick-Balke-Collender Company. The 1904 Cincinnati Sanborn Insurance Map shows construction, at the rear, not attached to the building (Figure 1). It was part of light industrial activities associated with another building adjacent to this one. By ca. 1934, the Sanborn map shows this rear building used as a warehouse (Figure 2). The rear building was demolished in the 1980s and the site is now a parking lot.

**Interior:** The 1904 Sanborn Insurance Map for Cincinnati (Figure 1) identifies the interior space of this building as showrooms located on the first through third floors, stock storage on the fourth floor, repair at the fifth floor, and a varnish room at the sixth floor. Over the years, the various floors have experienced numerous alterations (photos 13-25). Non-historic office partitions have been added, dropped acoustic ceilings have covered original ceiling plaster, baseboards have been removed (photos 15-19, 21-25). Several walls have had original plaster removed to expose interior brick (photos 21, 23, 24). Modern vinyl floor tiles cover the floors except at the rear stairwells where historic hardwood flooring is used. The original rear decorative wooden staircase has had the rail and balustrade removed above the second floor (photo 20). Remaining historic interior detailing includes a run of original wooden stairs found at the rear of the second floor (photo 12), wooden window trim at main façade large windows (photos 13, 14) and numerous wooden window sills, and wooden ceiling detailing at the third floor (photos 15, 16).

There is no specific sense as to the original layout of the floors as the company moved out of the building in 1916. The current layout reflects tenant finishes that are plain in design and wall partitions that reflect specific space needs. Most recently, the building had housed a restaurant, recording studio, and general commercial office land uses. Prior to the building being built out for specific individual tenants by floor, it housed several wholesale and retail sporting goods businesses for decades. For their needs, the sporting goods operations adapted the space for display and retail sales, storage areas, uniform monogramming, uniform sales, and offices. As with many older commercial buildings in downtown Cincinnati, as businesses changed so did much of the interior space. The changes associated with this building reflect that pattern.

**Integrity Considerations:** The Bunswick-Balke-Collender Building is located on its original site, with historic buildings on either side. Therefore it retains integrity of location and setting.

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The building's façade is unaltered above the first story, its materials, decorative treatment and windows still in place. As noted previously, the first story has been covered by a modern storefront; however, it appears that some original elements may remain in place behind the current construction. Therefore, the building retains sufficient integrity of design, materials, and workmanship. The feeling and association for late 19<sup>th</sup> and early 20<sup>th</sup> century commercial stylistic detailing is expressed by its overall Commercial style and juxtaposition within similar detailed period and land use associated buildings. Surviving interior integrity does provide a sense of design and materials associated with the period of development. The retention of historic wooden window trim, stair rail and balustrades, decorative surviving ceiling and surviving wooden flooring affirm aspects of the former interior.

### **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

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F. A commemorative property



G. Less than 50 years old or achieving significance within the past 50 years

### Areas of Significance

(Enter categories from instructions.)

commerce

architecture

Period of Significance 1891 - 1916

**Significant Dates** 

<u>1891</u> 1916

**Significant Person** 

(Complete only if Criterion B is marked above.) n/a\_\_\_\_\_

**Cultural Affiliation** 

n/a

Architect/Builder Unknown Hamilton County, Ohio County and State

#### Brunswick-Balke-Collender Building

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Name of Property Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The Brunswick-Balke-Collender Building meets Criterion A and is locally significant for its historic association with the most important manufacturer of billiard tables, billiard accessories and bar fixtures and furniture in the United States. The Brunswick-Balke-Collender Company, which grew by mergers, prospered in the decades after the Civil War with the growing popularity of billiard saloons. This building was constructed for the company in 1891 and served mainly as a showroom. It is the only surviving Cincinnati structure associated with the firm. The building is also significant under Criterion C as an example of a late 19<sup>th</sup> Commercial style building with Romanesque Revival details and inclusion of large, distinctive cast iron metal showroom windows at its second and third floors. The period of significance for this building extends from 1891, the date of its construction, to 1916, when the company ceased operations at this location. In June 2016, the Cincinnati City Council established local landmark status and architectural design review upon this building. The city recognized its local historic importance and architectural significance.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

**Historical Development:** In 1840, John M. Brunswick (1819-1886), an immigrant from Switzerland, moved from Harrisburg, Pennsylvania, to Cincinnati. Establishing himself as a journeyman carriage maker, he found employment with several firms. His work was interrupted by the economic downturn of 1841, and he sustained himself with employment outside of his trade. The economic climate for carriage makers rebounded, and he formed his own carriagemaking company in 1845, located on Fifth Street between Broadway and Pike.

Soon afterward, Brunswick was introduced to a prosperous Cincinnati businessman who showed him a newly imported English billiard table. He recognized the opportunity to expand and diversify his woodworking business. Brunswick sold his first billiard table to the owner of a meat packing company. Because of the cost of construction, the market for billiard tables was limited and exclusive to wealthy buyers.

Brunswick began to specialize in billiard table production and came to understand that he would need to expand his customers. He soon built a small factory of 8,000 square feet located on Washington Street, west of downtown. Shortly thereafter, another, larger factory was constructed on State Street on the near west side of the city. Both of these buildings have been demolished.

In 1848, with an increasing demand for the game of billiards, Brunswick sought to extend his production of billiard tables with the expansion of business to Chicago. His half-brothers, David and Emanuel Brunswick, were sent to create a sales office. At that time, Chicago was a rapidly expanding city that was being linked by rail to the growing population of the Midwest region. Sales quickly grew and a factory was constructed within that city. With increased sales, new

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With the increase of population growth and subsequent billiard demand, in 1859 Brunswick relocated the main business office, sales, some manufacturing, and material storage to a downtown complex at 8 W. Sixth Street. The location of the present building had previously been used for material storage for the firm. Thus, the Cincinnati operation on Sixth Street historically incorporated a larger site. The reason for the different address, but same location, is that in the 1890s the city changed its street numbering system that divided east from west at Main Street to further west to Vine Street. This building then was placed along East Sixth Street.

In the early years, Brunswick had no competition within Cincinnati. By 1855, he was the only maker of billiard tables. In that year, Holzhab and Balke established their operation a few blocks to the north of Brunswick at the northeast corner of Main and Eighth Streets. They soon became a regional competitor. The *Williams' Cincinnati Directory* for 1863 identified these two firms as the only makers of billiard tables in the city.

Business grew with the Cincinnati and Chicago factories producing not only high end billiard tables but also tables that were modestly priced. Although wealthy customers continued to buy Brunswick billiard tables, a driving force in the growth of billiard table sales was the growth of billiard saloons. This pastime had been contributing to a steady growth in sales. Brunswick established additional sales offices located outside of Cincinnati and Chicago to meet growing demand.

By the time of the Civil War, the growth of the billiard table industry nationwide was dominated by a few companies. Two of these companies, Brunswick and Balke, were located in Cincinnati. The third company, out of New York, was Phelan & Collender. These three companies reached a national market that was not challenged. Figure 4 illustrates an example of a billiard table ad by Brunswick that was in the *Williams' Cincinnati Directory* in 1865.

By the 1860s and early 1870s, billiard saloons were helping to drive overall national billiard table sales. Within Cincinnati, the *Williams' Cincinnati Directory* identified a total of eight billiard table makers in 1869. In a business move to gain more control of the billiard table industry, the Balke Company was acquired by Brunswick in 1873. With this merger came several patents for billiard rails as well as the Balke operation located at Eighth and Main (two of the original Balke buildings remain at that location today). With this merger, the new J. M. Brunswick & Balke Company became the largest manufacturer of billiard tables in the United States. In that same year, the company expanded its sale offices, which had already been expanded in the United States, into Canada and Mexico as well.

One of the national competitors for J. M. Brunswick & Balke Company was the previously mentioned New York company called Phelan & Collender. In 1871, Michael Phelan, one of the owners of this firm died. In 1879, J. M. Brunswick & Balke Company acquired the assets of this company, and Hugh W. Collender came to Cincinnati to work for them. As a result of mergers, the subsequent Brunswick-Balke-Collender Company, created in 1884, gained overall control of

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the billiard table manufacturing industry in the United States. Within the coming years, the company controlled aspects of manufacturing for tables, cues, rakes and cue balls.

By 1884, the majority of the firm's billiard tables and associated items were produced at the Chicago factory. This factory was in a position to ship on the growing rail transport system to the expanding markets of the Midwest, upper Midwest and Western regions. In addition, lumber for producing the billiard associated products was found in close proximity to the Chicago factory, being transported from Wisconsin and Michigan. The Cincinnati operation, however, remained as the corporate headquarters.

In 1884, the company began to manufacture bar fixtures and furniture as a special order. It was not a line that they were actively producing. However, it was recognized that this could become an important part of their business. With the growing popularity of the billiard parlor and the saloon fixture market, the company increased production for these items.

By the late 1880s and early 1890s, the growth of bar fixtures and furniture for saloons and billiard saloons had become a major market for the company nationwide. They were making a variety of bar fixtures including coolers, counters, sideboards and mirrors (Figure 5). Because of their national sales force and regional manufacturing, Brunswick-Balke-Collender Company was producing such items by 1885. These also were being produced in the Chicago factory. The company believed that the crafting of solid billiard tables should be augmented by the crafting of solid bar fixtures and furniture. The end result was judged to be a sign of elegance and respectability within an environment that was often not treated as such.

The company had competition within the local bar fixture and furniture business. The Williams' Cincinnati Directory 1886-87 identified three other companies producing the same products. In addition, some local furniture companies also produced many of these items. The national growth of saloons and billiard saloons spurred the demand for fixtures and furniture that complemented their setting and incorporated beer cooling systems within decorative and sturdy coolers. Within saloon culture, the linear bar became the cultural icon and the cooler the forerunner to today's refrigeration. A sign of the importance of quality can be found today when Brunswick-Balke-Collender billiard tables and bar fixtures and furniture come up for sale. Within the retail or auction market, these items command high prices.

In addition to the growth of the billiard table industry, the late 19th century was a period when an additional recreational activity that was to become a major leisure activity in the United States. Brunswick-Balke-Collender took advantage of the new popularity of bowling.

Brunswick's entrance into the billiard manufacturing business in the mid-19<sup>th</sup> century. anticipated a tremendous upsurge in recreation in this company, and its entry into the bowling manufacturing field later in the 19th century heralded, also, a sports boom. which had made bowling the most popular of all participant sports. ("Billiard Firm Started in 1845," Cincinnati Post, February 16, 1950, p. 30)

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The importance of this for the company was that it allowed them to engage in an additional popular recreational activity. The company introduced technological innovations to take advantage of the growing popularity of bowling in the United States in the early 20<sup>th</sup> century following game standardization and league organization.

"While it is uncertain where the tenpin game evolved, by the late 1800s it was prevalent in many states such as New York, Ohio and as far 'west' as Illinois. However, details like ball weights and pin dimensions varied by region. But that changed when restaurateur Joe Thum finally pulled together representatives of the various regional bowling clubs. On September 9, 1895, at Beethoven Hall in New York City, the American Bowling Congress was born. Soon, standardization would be established, and major national competitions could be held....

"Bowling technology took a big step forward about the same time. Balls used to be primarily lignum vitae, a very hard wood. But in 1905, the first rubber ball, the 'Evertrue' was introduced, and in 1914 the Brunswick Corporation successfully promoted the Mineralite ball, touting its 'mysterious rubber compound.' Now organized, with agreed-upon standards, the game grew in popularity." ("History of Bowling," <u>http://www.bowlingmuseum.com/visit/history-of-bowling</u>)

**Business Expansion:** Due to the nationwide growth in demand for bar fixtures and furniture, the company completed new showrooms contained within the present six-story building located at 130-132 East Sixth Street. Constructed in 1891, it was used exclusively for the sales of bar fixtures. Previous to this, bar fixture sales were incorporated within the general factory building constructed earlier next door at 8 W. Sixth Street. The new 1891 building, at 4 W. Sixth Street (now 130-132 E. Sixth Street), contained three showroom floors, office floors, and a varnish operation. With the completion of this sales building, the firm continued to maintain its office and some manufacturing at the adjacent facility at 8 W. Sixth Street and two west end locations.

With the continued growth of the company, the Chicago and New York manufacturing surpassed that of Cincinnati. However, the corporate headquarters remained in Cincinnati. Figure 6 announced the 1896 annual stockholders meeting that was to be held. It affirmed that the meeting was to take place at the company headquarters in Cincinnati.

In 1906, the company undertook the construction of a new 100,000 square foot factory building in Muskegon, Michigan, for the manufacture of billiard tables and pool cues. Within a few years, the production shifted to bowling alleys as this recreational pastime expanded. Muskegon was chosen because of the proximity to forests that the company had owned in Michigan and Wisconsin. Shipping of lumber on Lake Michigan also provided an advantage for the Muskegon operation.

In 1911, spurred by the growth of bar fixtures and furniture, a new factory was constructed in Dubuque, Iowa, exclusively for the growth of this aspect of the company's business. In time, this factory became the largest maker of bar fixtures and furniture in the world. This was driven

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by the orders from 43 sales offices established for the billiard and bar fixture and furniture products. With the inclusion of the Dubuque facility, the Cincinnati operation for production of bar fixtures and fixtures began to decline.

Later Uses of the Building: By 1912, the company's main offices had moved to Chicago. In 1916, Brunswick moved out of the E. 6<sup>th</sup> Street building into a smaller office located nearby at 7<sup>th</sup> and Main. The bar fixture and furniture operation was moved completely to Dubuque, thus further reducing the Cincinnati manufacturing operation. Within a few years, all local manufacturing of billiard tables, bar fixtures and furniture ceased operations. Its lone sales office in the city closed. Cincinnati had lost the contributions that established the Brunswick-Balke-Collender Company production and company offices. Following the move, the building was sold and new owners subsequently leased space to various small businesses. In 1924, it attracted the Bolles-Brendamour Company, a firm that sold a variety of sporting goods. This company, under various names eventually purchased the building and used it until 1984. Presently, at the east face of the building, is a large black-and-white painted advertisement for the company, which was in the building under that name from 1940 to 1956:

Home of The BOLLES Sporting Goods Company

In 1956, Brendamour bought out Bolles and moved into the building from a location they maintained downtown. Brendamour thrived following the acquisition, with the Sixth Street location serving as headquarters for a growing sporting goods company that was to last until going out of business in 1984. New owners leased space within it to a variety of small retail and office uses.

**Brunswick Today:** The Brunswick-Balke-Collender Company changed its name to the Brunswick Corporation in 1960. The present company, with its historical founding in Cincinnati, has grown to become the leader in bowling alley and bowling ball production. The popularity of bowling and the invention of the automatic pin setter machine pushed the corporation's sales from the early 1950s into the 1970s. In 2015, the company sold its bowling related business to focus on fitness and that manufacture of high end sail boats. Operations for the surviving Brunswick Corporation, a multi-national company, are at their corporate headquarters located in Lake Forest, Illinois—an outgrowth of their historic operations in Chicago.

Architectural Development: The building's most distinctive feature is the use of a cast iron riveted metal enframement containing two very large, operable, second and third story windows. Large windows such as these, surmounted with lighted transoms, are a feature with limited distribution in downtown Cincinnati. A 2016 informal survey of surviving downtown Cincinnati commercial architecture, constructed prior to the post World War I boom in office, loft, and industrial land use, established that this is a feature unique to the Brunswick-Balke-Collender

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Building. The survey identified a small number of buildings that have large upper story windows, but not at the scale of this 1891 building. This size for a main façade feature is unique.

Within the context of late 19<sup>th</sup> and early 20 century Cincinnati Commercial Style architecture cast iron storefronts were a common material for construction. Lower panels, display glass, and lighted transoms constructed with this material were numerous, especially when found in association of commercial and mixed use construction. Cast iron fluted columns and interior cornices were used at many first floor designs. The benefit derived from structural cast iron construction was that it enabled a metal frame, at a large opening, to allow for more light than traditional bearing-wall construction. Surviving buildings within the downtown and Over-the-Rhine areas exhibit numerous examples of this construction. Examples can be found within the National Register-listed West Fourth Street Historic District and locally designated Main Street Historic District (Figure 3). The National Register-listed Over-the-Rhine Historic District exhibits many cast iron storefronts, especially along some of the commercial north and south running streets. These include portions of Sycamore Street, Main Street, and Vine Street.

Numerous local iron fabricators constructed these storefronts. The two companies with the most numerous storefronts included the Cincinnati based L. Schreiber & Sons and the Stewart Iron Works, located in Covington, Kentucky. These two companies were the major iron works producers in the region. They shipped numerous storefronts and fences into the growing Midwest and southern regions during this period.

Within Cincinnati, cast iron storefronts did not translate into cast iron facades. It appears that building construction within the city did not experience many facades or portions of facades, above the storefronts, to be constructed of cast iron metal. For example, the group of historic late-19<sup>th</sup>-century commercial buildings along the west side of Main Street, from Sixth Street to Court Street, exhibit cast iron metal storefronts and somewhat oversized upper story wooden windows. This situation is similar within many of the late-19<sup>th</sup>-century-constructed buildings where oversized window bays are evident.

Prior to the implementation of air conditioning, the ability for open windows to allow air infiltration into office, loft, and industrial buildings was desirable. This building, constructed mainly as a showroom for billiard and bar fixtures benefited not only from the ability to circulate air, but to bring natural light into showroom space. As architectural historian William Jordy said of iron-fronted buildings of the late 19<sup>th</sup> century: "The result [of this construction] was a minimal wall with maximum openings, and hence maximum light for the interior" (William Jordy, *Progressive and Academic Ideals at the Turn of the Century, American Buildings and Their Architects, Volume 4* [Oxford University Press, 1972], p. 9).

The Romanesque Revival details of the Brunswick-Balke-Collender Building add architectural interest to its façade. These features include the use of semi-circular headed windows at the fifth story and a distinctive stone colonnade with decorative capitals at the sixth story. The style or selected architectural motifs, as applied to a Cincinnati building was popular from the late 1880s to the early 1900s.

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The style was especially found within the downtown where it was used to adorn office, loft, and light manufacturing and warehouse buildings. The application of the Romanesque Revival motifs on the Brunswick-Balke-Collender Building contribute to that tradition.

Several of these buildings were designed by Samuel Hannaford, one of Cincinnati's leading 19<sup>th</sup>century architects, whose apparent affinity for the style is most evident in his design for Cincinnati City Hall (1894; National Register). The Richardsonian Romanesque style also was popular with Hannaford's competitors, including designers whose identity has yet to be revealed.

Several characteristic examples of commercial and industrial buildings influenced by the Romanesque Revival style can be found in two adjacent historic districts in the northeast corner of downtown, which attracted industry in the 19<sup>th</sup> century because of access to canal and rail transportation. These included:

Main Street Local Historic District (City of Cincinnati landmark, 1982), a center for warehousing in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries:

• G.B. Schultz Ironworks, 716-718 Main Street (Samuel Hannaford, architect; 1891).

**Cincinnati East Manufacturing and Warehousing Historic District** (National Register, 1999) and vicinity, a shoe manufacturing center in the era when Cincinnati ranked as the second-largest producer of footwear in the country:

- Sachs Shoe Manufacturing Building, 800 Sycamore Street (c. 1890): The seven-story façade contains arched sixth-story bays and culminates in a series of treble arches at the top level.
- 212 East Eighth Street (c. 1890): The focus of the building's six-story façade is a massive arched spandrel rising from the third story, containing treble bays at each level.
- Power Building, 224 East Eighth Street (1903): The massive ten-story building exhibits a
  pier-and-spandrel façade of restrained design, culminating in wide arches.
- East Eight Lofts, 325 East Eighth Street (c. 1900-1910): Now apartments, the six-story East Eighth Lofts' refined design features a limestone storefront, rounded arches and a modillioned cornice.
- Krippendorf-Ditman and Company Building, Seventh and Sycamore streets (Samuel Hannaford, architect, 1888; National Register, 1980): This massive, seven-story shoe factory building with finely detailed brick-and-stone façade features triple windows between brick piers.

In the southwest corner of downtown (formerly a banking, insurance and wholesaling center), the Hooper Building (1893; Samuel Hannaford, architect) at 137-151 West Fourth Street in the West Fourth Street Historic District (National Register, 1979) is an early example of the Commercial Style with Late Victorian era influences. The seven-story façade culminates in great Romanesque arches and a modillioned cornice.

Summary: From a historical perspective, the 1891 Brunswick-Balke-Collender Building is associated with a distinguished Cincinnati firm. From its founding in 1845 through its leaving

Name of Property

Hamilton County, Ohio County and State

the city shortly after 1916, the company contributed to the industrial development of Cincinnati. The city developed many firms that became leaders, within their respective fields, and Brunswick-Balke-Collender was one of them. This building, as the surviving physical local legacy, is associated with the most important maker of billiard tables, billiard accessories, and bar fixtures and furniture within the period when the growth of billiard halls and saloons was popular. The building, constructed as a showroom for bar fixtures and furniture, meets Criterion A for its association and contribution to the growth and development of this important company.

Additionally, the building is significant under Criterion C as an important Cincinnati example of late 19<sup>th</sup> century Commercial Style architecture. This was the period within which numerous similar styled office, loft, light industrial, and warehouse buildings were constructed in Cincinnati's downtown. Its most distinguishing characteristic is the unique cast iron metal front that enframes large second- and third-floor main façade showroom windows. The incorporation of Romanesque Revival motifs further distinguishes the building.

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio County and State

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

"Billiard Firm Started in 1845," Cincinnati Post, February 16, 1950, p. 30.

Chicago Billiard Museum. Letter announcing stockholder meeting, Available online at <u>http://chicagobilliardmuseum.org/files/balke-signedbrunswick.letterhead</u>. Accessed April 10, 2016.

Clubbe, John. Cincinnati Observed: Architecture and History, Ohio State University Press, Columbus, Ohio, 1992.

"Jack E. Brendamour Obituary," Cincinnati Enquirer, October 21, 2015.

Jordy, William. Progressive and Academic Ideals at the Turn of the Century, American Buildings and Their Architects, Volume 4, Oxford University Press, 1972.

The International Bowling Museum and Hall of Fame. "History of Bowling," http://www.bowlingmuseum.com/visit/history-of-bowling. Accessed April 17, 2016.

Sanborn Map Company. *Cincinnati, Ohio:* 1904, 1934-1961. Available online at <u>http://sanborn.ohioweblibrary.org.proxy.oplin.org/</u>. Accessed April 18, 2016.

The Williams Directory Company. *Williams' Cincinnati Directory*. Cincinnati, Ohio: various years. Available online at <u>http://virtuallibrary.cincinnatilibrary.org/virtuallibrary/vl\_citydir.aspx</u>. Accessed April 18, 2016.

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio County and State

### Previous documentation on file (NPS):

- X 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:

- X State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- \_\_\_\_ University
- \_\_\_\_ Other
  - Name of repository:

### 1. Geographical Data

Acreage of Property 0.1066 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates Datum if other than WGS84:	
(enter coordinates to 6 decimal places)	Sec. 1. 2. Contract.
1. Latitude: 39.10311	Longitude: -84.51057
2. Latitude:	Longitude:
3. Latitude:	Longitude:
4. Latitude:	Longitude:

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio County and State

### Or UTM References

Datum (indicated on USGS map):

X NAD 1927 or	NAD 1983	
1. Zone: 16	Easting: 715265	Northing: 4330954
2. Zone:	Easting:	Northing:
3. Zone:	Easting:	Northing:
4. Zone:	Easting :	Northing:

Verbal Boundary Description (Describe the boundaries of the property.)

This property comprises the eastern portion of Parcel 078-0001-0120-00 of the Hamilton County Auditor's records. It includes Lot 7 and part of Lot 10, Gano's Subdivision, and is 38.90' wide and 90' deep. It is bounded on the north by a parking lot, on the east by a narrow alleyway, on the south by East Sixth Street and on the west by 126-128 East Sixth Street, which is located on the western portion of the same parcel. (See Figure 7 Survey Map Parcel 2.)

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the area historically associated with the Brunswick-Balke-Collender Building.

### 2. Form Prepared By

chell
code: <u>41071</u>

Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio 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.)

#### Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

#### Photo Log

Name of Property: Brunswick-Balke-Collender Building (same for all)

City or Vicinity: Cincinnati (same for all)

County: Hamilton State: Ohio (same for all)

Photographer: Lawrence F. Mitchell (same for all)

Date Photographed: April 2016 (same for all)

Description of Photograph(s) and number, include description of view indicating direction of camera:

Streetscape view of 100 block East Sixth Street, north side, looking toward Brunswick-Balke-Collender Building. View to the northwest. 1 of 25.

Building in context along north side of 100 block East Sixth Street. View to northwest. 2 of 25.

Brunswick-Balke-Collender Building

Hamilton County, Ohio County and State

Name of Property Main (south) façade of Brunswick-Balke-Collender Building. View to the north. 3 of 25.

Altered storefront detail of building. View to northwest. 4 of 25.

Metal window detail at second and third floors at south elevation. View to north. 5 of 25.

Detail of date plate cartouche at south elevation. View to north. 6 of 25.

Upper floors of building at south elevation. View to the north. 7 of 25.

Upper story stone colonnade detail at south elevation. View to north. 8 of 25.

Rear (north) elevation of building. View to the south. 9 of 25.

Rear (north) elevation of building. View to southeast. 10 of 25.

Partial view of east elevation. View to the north. 11 of 25.

Historic wooden staircase at rear of first floor of building. View to the northeast. 12 of 25.

Arched window at third floor front with historic trim. View to the southeast. 13 of 25.

Arched window at third floor front with historic trim. View to the southeast. 14 of 25.

Third floor looking toward rear. Note historic ceiling. View to the northeast. 15 of 25.

Third floor looking toward front. Note historic ceiling. View to south. 16 of 25.

Looking across fourth floor towards front. View to southwest. 17 of 25.

Brunswick-Balke-Collender Building

Name of Property

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Looking toward rear at fourth floor. View to the north. 18 of 25.

Fourth floor detail. Looking toward northwest, 19 of 25.

Stairwell landing at rear fourth floor. View to north. 20 of 25.

Fifth floor detail at west and south (main) elevations. View to southeast. 21 of 25.

Looking toward interior of main (south) interior wall, fifth floor. View toward south. 22 of 25.

Looking toward rear of fifth floor. View to northeast. 23 of 25.

Looking at west elevation wall, fifth floor. View to northwest. 24 of 25.

Looking to rear of fifth floor. View to north. 25 of 25.

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.

Brunswick-Balke-Collender Building Name of Property

List of Figures

Hamilton County, Ohio County and State

Figure 1: 1904 Cincinnati Sanborn fire insurance map of downtown Cincinnati, depicting Brunswick-Balke-Collender Building. Sanborn Map Company, *Cincinnati, Ohio, 1904*.

Figure 2: 1934-1961 Sanborn map depicting Brunswick-Balke-Collender Building. Sanborn Map Company, *Cincinnati*, *Ohio*, 1934-1961.

Figure 3: Map of City of Cincinnati local Main Street Historic District. City of Cincinnati, "Designation Report, Main Street Historic District, 1982. Available at Cincinnati Historic Conservation Office.

Figure 4: J. M. Brunswick & Bro. 1868 advertisement for billiard table. Williams Directory Company, *Williams' Cincinnati Directory*, 1868.

Figure 5: 1888 Brunswick-Balke-Collender advertisement for beer coolers. Williams Directory Company, *Williams' Cincinnati Directory*, 1888.

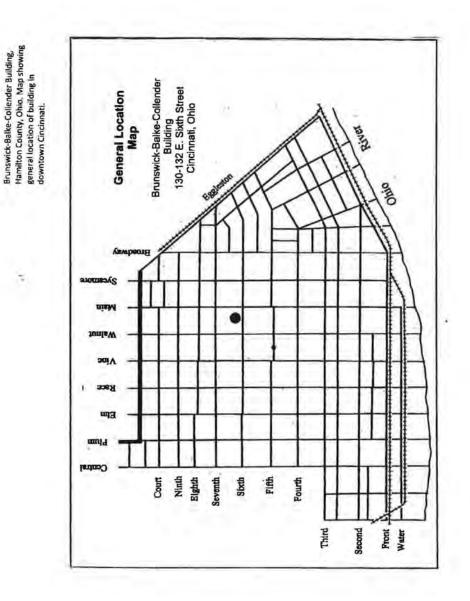
Figure 6: 1896 letter to Brunswick-Balke-Collender stockholders about annual meeting. Available online at http://chicagobillardmuseum.org/files/balke-signedbrunswickletternead.

Figure 7: Survey Map for Brunswick-Balke-Collender Building (Parcel 2). American Land Survey, Inc., Cincinnati, Ohio, May 23, 2016.

# Brunswick-Balke-Collender Building

Name of Property

Hamilton County, Ohio County and State



National Park Service / National Register of Historic Places Registration Form NPS Form 10-900 OMB No. 1024-0018 Hamilton County, Ohio Brunswick-Balke-Collender Building Name of Property County and State Brunswick-Balke-Collender Building, WUSE ER. FL 5 18 12 10 12512 Hamilton County, Ohio. Figure 1: 1904 Cincinnati Sanborn fire insurance map Vete TNY (WHOLESAL 6 5 showing location of building. PULASSERSO 244.93 n 14 0 TH STRF Sanborn 1904 0.N 121 30se NHEHEN SM 11 D ROTH IIII 22 0 1.4220 3.6 LIVER M ۴. Ω [8] Wa Rive E Me 62 LUCE MITTAR 100 ...... CQ TEASU Sara VALNOF THENTR \$ 20 D 1 1:1 10 - Weet 0 0 "in cus the 100.00 en and the second 25 15. 26 . 26 . 12 GANO 4. 1/01 morter m 3 10 7 109 Con Commerce & Parte nini Vix וברשו ------Sec. 3 ١E 井 28 1.53.5 73 s E 1223

United States Department of the Interior

Figure 1 1904 Cincinnati Sanborn fire insurance map of downtown Cincinnati, depicting Brunswick-Balke-Collender Building.

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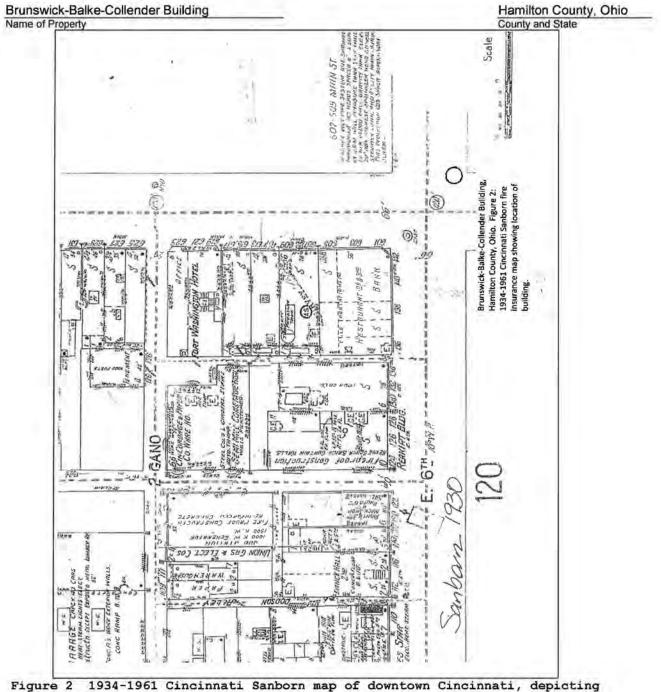
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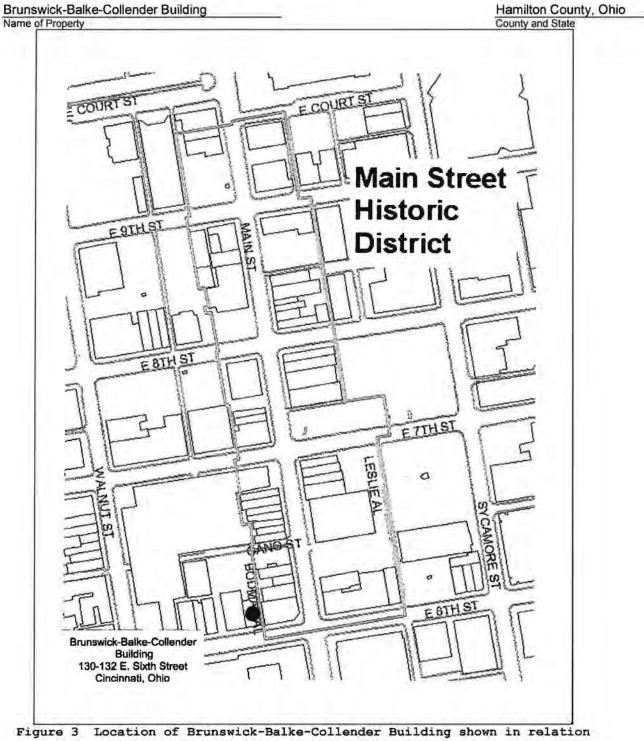
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Brunswick-Balke-Collender Building.



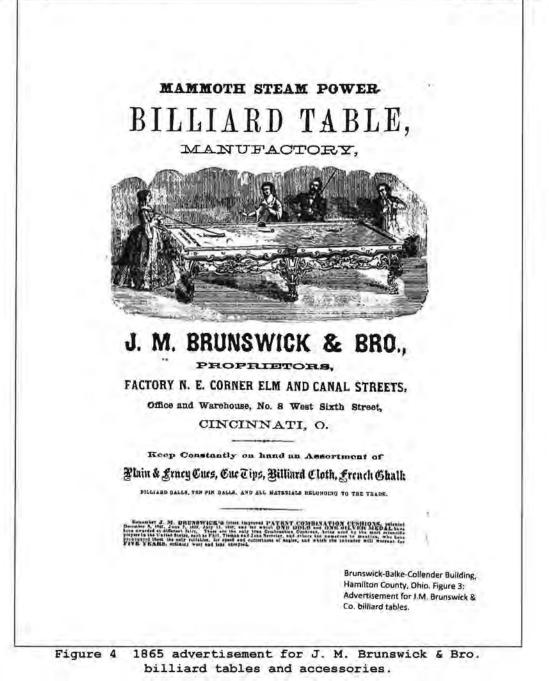


to Main Street Historic District.

Brunswick-Balke-Collender Building

Hamilton County, Ohio County and State

Name of Property



Brunswick-Balke-Collender Building

Name of Property County and State Brunswick-Balke-Collender Building, Hamilton County, Ohio Figure 4: Advertisement for Brunswick, Balke Collender Company beer coolers. THE-BRUNSWICK, BALKE, COLLENDER COMPANY, Counters, Sideboards, Mirrors, EER COOLERS All Sizes and of the Latest and Improved Pattern constantly on hand. We make a specialty of building Fine Outfits to order, and will submit plans of the latest designs on application,

Hamilton County, Ohio

OFFICE, SALESROOMS AND FACTORY,

8, 10 and 12 West Sixth Street. NHAR MAIN, CINCINNATI, O.

Figure 5 1888 advertisement for Brunswick, Balke Collender beer coolers and bar fixtures.

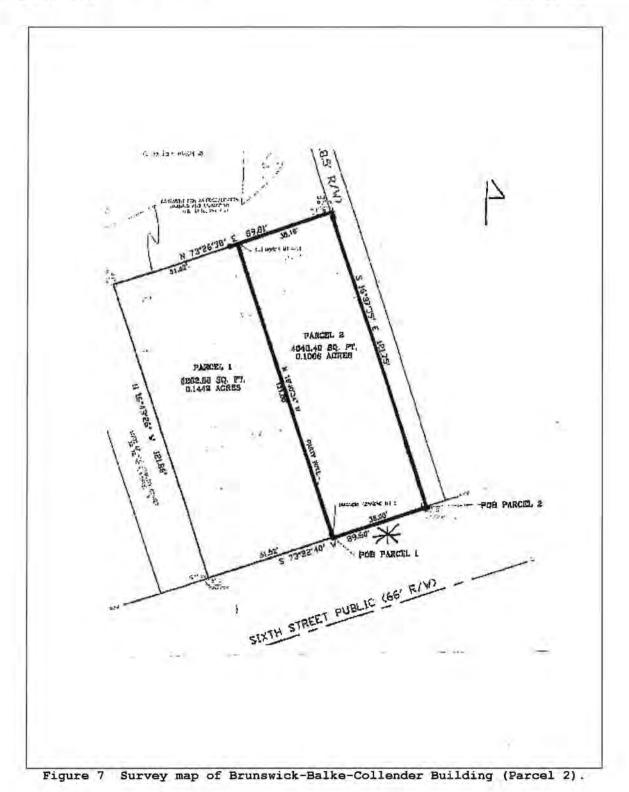
Brunswick-Balke-Collender Building Name of Property

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Hamilton County, Ohio County and State

	BALTE CINCH HAT	אלעי אבר רשומכנתוזא
The Kams	mick-Balla-C	bllender-Co.
	263 & 265 WABASH A	
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Oh	icago, Ills.	
Dear Sir:		
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	ter Company for the choice	
	ensuing year and for the	
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10th1896.	a; at Cincinnati, Ohio on	-valoy, rovuery
1000 (1000)	Very rospec	tfully.
	1 mile	- Ballin
	1	Secretary.
	$\checkmark$	
		Hamilton County, Ohio. Fig of letter to company stock!
	to Brunswick-Balke- rding 1896 annual	Brunswick-Balke-Collender Hamilton County, Ohio. Fig of letter to company stockt announcing upcoming annu

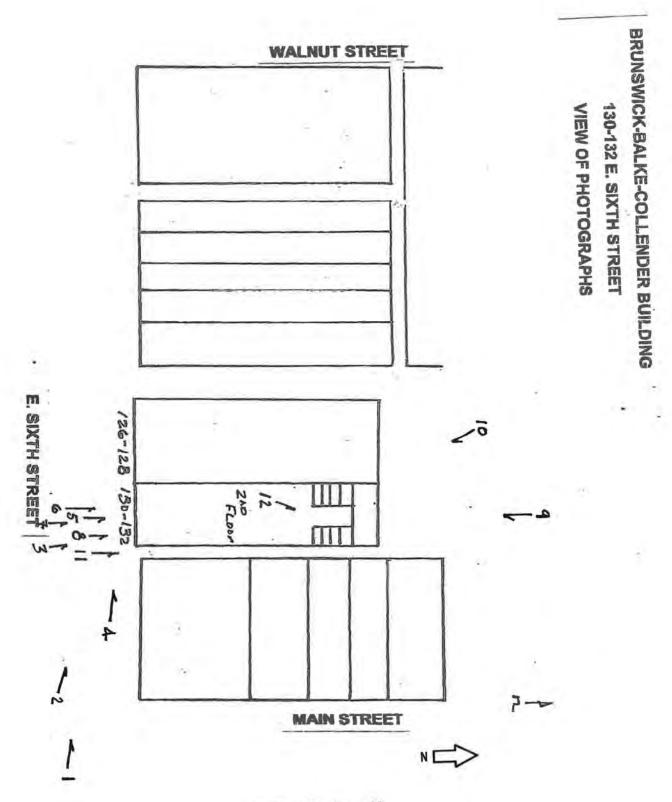
Brunswick-Balke-Collender Building Name of Property Hamilton County, Ohio County and State



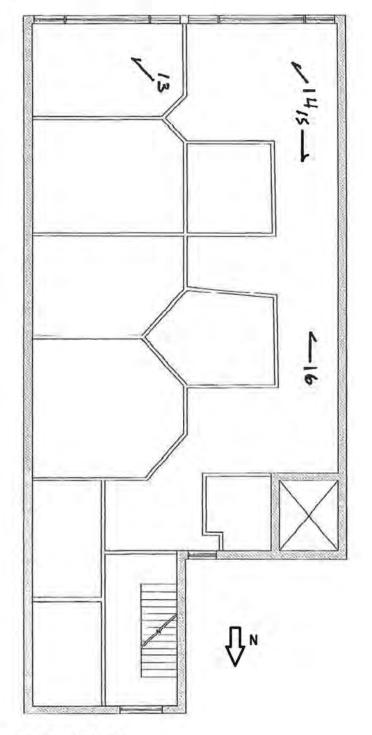
Brunswick-Balke-Collender Building

Name of Property

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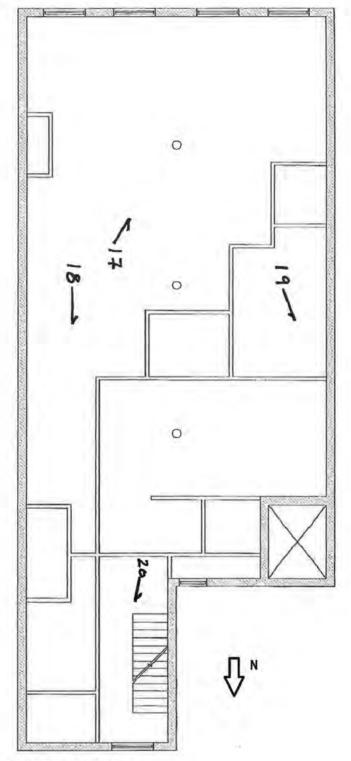
Brunswick-Balke-Collender Building Name of Property



Hamilton County, Ohio County and State

Third Floor Photo Key

Brunswick-Balke-Collender Building Name of Property

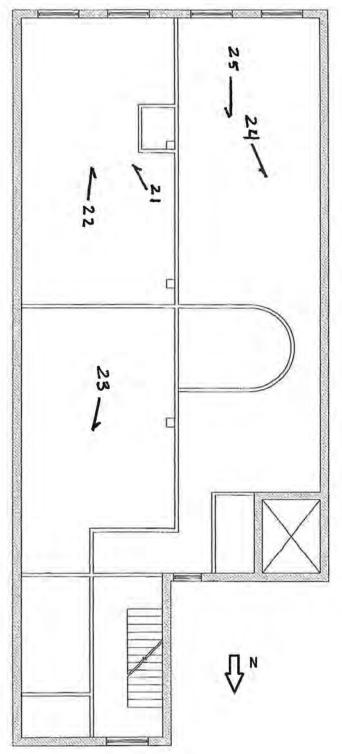


Fourth Floor Photo Key

Hamilton County, Ohio County and State

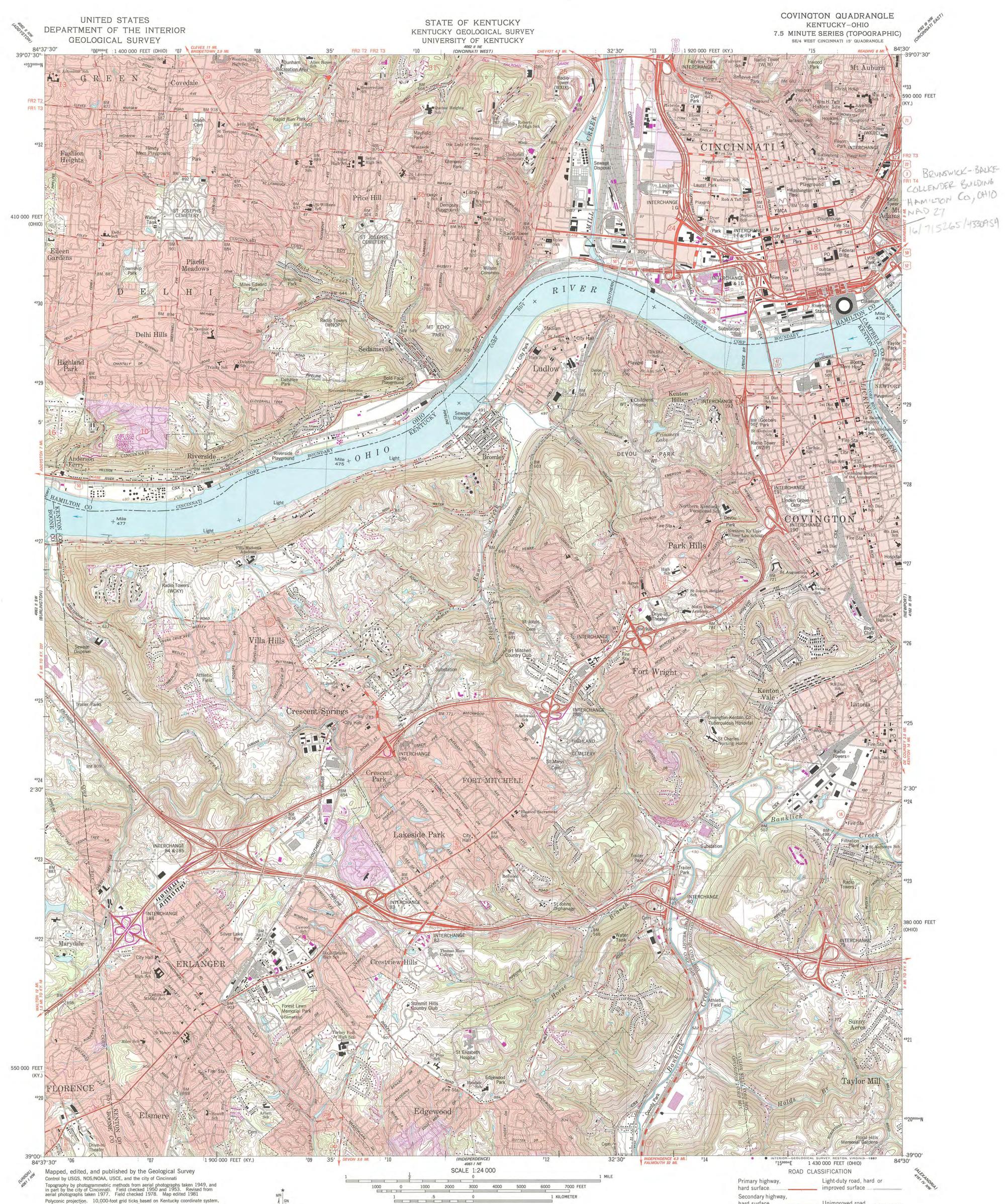
Brunswick-Balke-Collender Building





Hamilton County, Ohio County and State

Fifth Floor Photo Key



Polyconic projection. 10,000-foot grid ticks based on Kentucky coordinate system, north zone, and Ohio coordinate system, south zone 1000-meter Universal Transverse Mercator grid, zone 16 1927 North American Datum To place on the projection lines 3 meters south and 5 meters west as shown by dashed corner ticks

Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is unchecked Red tint indicates areas in which only landmark buildings are shown

Ohio area lies within the Between the Miamis Land lines based on the Great Miami River Base. Dotted land lines established by private subdivision of the Symmes Purchase 3° 53 MILS UTM GRID AND 1987 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET CONTOUR INTERVAL 10 FEET NATIONAL GEODETIC VERTICAL DATUM OF 1929 THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U. S. GEOLOGICAL SURVEY DENVER, COLORADO 80225 OR RESTON, VIRGINIA 22092 KENTUCKY GEOLOGICAL SURVEY, LEXINGTON, KENTUCKY 40506, AND KENTUCKY DEPARTMENT OF COMMERCE, FRANKFORT, KENTUCKY 40601 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

QUADRANGLE LOCATION Revisions shown in purple and woodland compiled in cooperation with State of Kentucky agencies from aerial photographs taken 1984 and other sources. Contours not revised. This information not field checked Map edited 1987 Purple tint indicates extension of urban areas

Unimproved road Unimproved road U. S. Route State Route COVINGTON, KY.-OHIO SE/4 WEST CINCINNATI 15' QUADRANGLE 39084-A5-TF-024 1981 PHOTOREVISED 1987 DMA 4062 II SE-SERIES V853









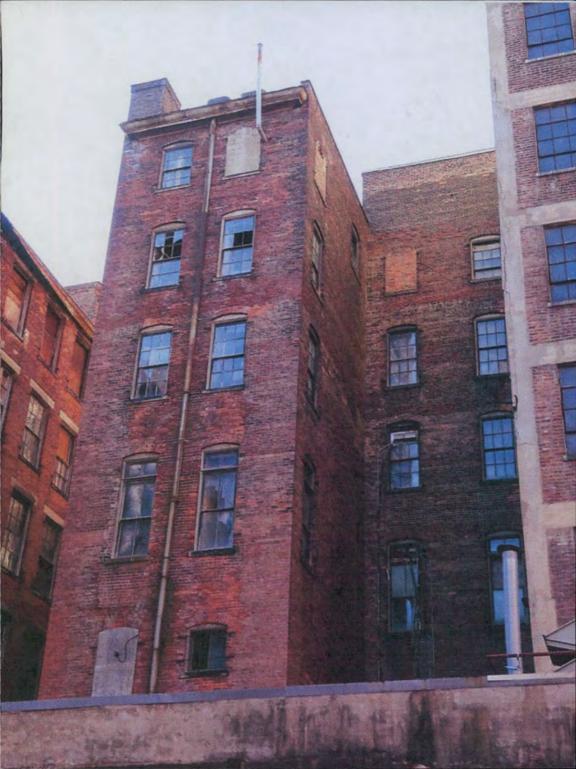


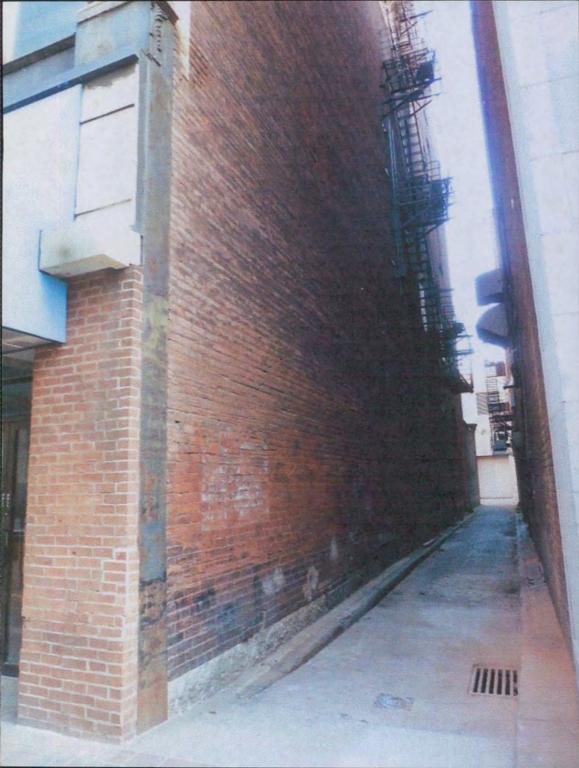








































#### UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

### NATIONAL REGISTER OF HISTORIC PLACES EVALUATION/RETURN SHEET

Requested Action:       Nomination         Property Name:       BrunswickBalkeCollender Building         Multiple Name:       State & County:       OHIO, Hamilton         Date Received:       Date of Pending List:       Date of 16th Day: 1/26/2017         Date Received:       Date of Pending List:       Date of 16th Day: 1/26/2017         Reference number:       SG100000568         Nominator:       State         Reason For Review:       Property Type        Appeal       X        SHPO Request       Landscape			
Multiple Name: State & County: OHIO, Hamilton Date Received: Date of Pending List: Date of 16th Day 12/9/2016 1/11/2017 1/26/2017 Reference number: SG100000568 Nominator: State Reason For Review: <u>Submission Type</u> Property Type Appeal X PDIL			
State & County:       OHIO, Hamilton         Date Received:       Date of Pending List:       Date of 16th Day:         12/9/2016       1/11/2017       1/26/2017         Reference number:       SG100000568         Nominator:       State         Reason For Review:       Property Type	BrunswickBalkeCollender Building		
Date Received:       Date of Pending List:       Date of 16th Day:         12/9/2016       1/11/2017       1/26/2017         Reference number:       SG100000568         Nominator:       State         Reason For Review:       Property Type        Appeal       X PDIL			
12/9/2016     1/11/2017     1/26/2017       Reference number:     SG100000568       Nominator:     State       Reason For Review:			
Nominator: State Reason For Review: <u>Submission Type</u> <u>Appeal</u> <u>X</u> PDIL	Date of 45th Day: Date of Weekly List 1/24/2017		
Submission Type       Property Type        Appeal       XPDIL			
Submission Type     Property Type      Appeal     XPDIL			
Appeal X PDIL			
	Problem Type		
SHPO Request Landscape	Text/Data Issue		
	Photo		
WaiverNational	Map/Boundary		
ResubmissionMobile Resource	Period		
Other	Less than 50 years		
X Accept Return Reject1/	24/2017 Date		
Abstract/Summary Comments:			
Recommendation/ Accept, National Register Criteria A and C Criteria			
Reviewer Patrick Andrus Ratic Andrus Disciplin	e Historian		
Telephone (202)354-2218 Date	1/24/2017		
DOCUMENTATION: see attached comments Y/N see attache	d SLR Y/N		

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.

## NATIONAL REGISTER OF HISTORIC PLACES NPS TRANSMITTAL CHECK LIST

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

The following materials are submitted on <u>Dec. 1, 2016</u> For nomination of the <u>Brunswick</u> -Balke <u>-Callandr</u> to the National Register of Historic Places: Hamilbin Co, Ott

<b>Original Natio</b>	nal Register of Historic Places nomination for
Paper	PDF
Multiple Prop	erty Nomination Cover Document
Paper	PDF
Multiple Prop	erty Nomination form
Paper	PDF
Photographs	
Prints	<b>V</b> TIFFs
CD with elect	ronic images
Original USGS	map(s)
Paper	Digital
Sketch map(s	)/Photograph view map(s)/Floor plan(s)
Paper	PDF
Piece(s) of co	rrespondence
Paper	PDF
Other	

## COMMENTS:

	Please provide a substantive review of the	his nomination
~	This property has been certified under 3	6 CFR 67
	The enclosed owner objection(s) do Constitute a majority of property owner	do not
	Other:	





December 1, 2016

J. Paul Loether, Deputy Keeper and Chief, National Register and National Historic Landmark Programs National Park Service National Register of Historic Places 1201 Eye St. NW, 8th Fl. (2280) Washington D.C. 20005

Dear Mr. Loether:

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

<u>NEW NOMINATION</u> Brunswick-Balke-Collender Building First National Bank Reakirt Building <u>COUNTY</u> Hamilton Hamilton Hamilton

The enclosed disks contain the true and correct copy of the nomination to the National Register of Historic Places for the following: <u>First National Bank, Hamilton County, OH.</u>

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

Sincerely, Vaca

Lox A. Logan, Jr. Executive Director and CEO State Historic Preservation Officer Ohio History Connection

Enclosures