



# THE EAST SIDE STORY

## A tour of historic automobile sites in the City of East Cleveland and the Collinwood area of the City of Cleveland.

### Introduction

This is a story about automobile history. It is also a story about the rise and fall of the manufacturing base, which made Cleveland an industrial powerhouse of nearly 1,000,000 people by the middle of the last century.

We will be touring a large industrial area on the East Side consisting of the Collinwood neighborhood of Cleveland and parts of the inner ring suburbs of East Cleveland and Euclid. That area was important in the early automobile industry of Cleveland. It included buildings in which many large and small automobile factories and automobile support industries were located. Some of those factories flourished during the first three decades of the 20<sup>th</sup> Century. During the 1930s the great depression led to the failure of most automobile manufacturing in Cleveland. However Cleveland and this East Side area continued to be a major supplier of parts to the automobile industries throughout the 20<sup>th</sup> Century. During the 1940s this was a major factor in the war effort as many of these factories helped the US become the arsenal of democracy.

As we tour this area, keep in mind that this was not only a great center of industry. It was also the home for those people, many of them immigrants, who worked in those industries. We will be looking at some neighborhoods of homes from which men and women could walk to work in the factories around them. Much of the housing was quite modest and has aged poorly. Back in the day these neighborhoods were the pride of the many that worked in those factories and helped make Cleveland great.

To understand why this area developed the way it did, we need to first look at the two major railroads which pass through it: the New York Central on the North and the Nickel Plate Road on the South. Collinwood was first developed as a railroad support area. The railroad yards at East 152<sup>nd</sup> Street were among the largest in the country. They included a large roundhouse for engine maintenance, repair and other support facilities. The railroad at one time was the largest employer in Collinwood. This is why the sports teams of Collinwood High School are known as the Railroaders to this day. First came the railroads, then other industries developed in the area around and between the two railroads.

### Lakeview Cemetery

It has been popular in some circles to refer to wealthy captains of industry as "robber barons". Those of us living in Cleveland should have a different view of those men. It was their hard work, dedication and risk taking, which made the City of Cleveland and the U.S. great. Many of them were pioneers in the automobile industry. Prior to the 20<sup>th</sup> Century,

these men made their mark in other important industries including railroads, shipping, mining, oil and steel to name only a few. Lakeview Cemetery was started due to the generosity of those men (many of whom are buried there). Parts of our tour will pass through important community assets, which were donated to the city of Cleveland by these men. That includes the great universities, museums and cultural institutions as well as Rockefeller Park with the Cleveland Cultural Gardens, through which we will pass at the end of our tour. Although it may be difficult for some, I would recommend a trip to the top of the Garfield Monument. From there you can look north to the University Circle area and beyond. On a good day you may also be able to see some of the industrial area, through which we will be touring.

### **The Driving Tour**

#### **Tour starts at Lakeview Cemetery by the Garfield Memorial**

**We will be leaving Lakeview Cemetery by the Mayfield Rd. Gate. At the Mayfield Rd. Gate of the cemetery make a hard right turn onto Mayfield Rd. The wall of the cemetery will be on your right.**

#### **Proceed down Mayfield Road hill to Euclid Ave.**

This section of Mayfield Road is known as Little Italy. It was originally settled by Italian immigrants, many of whom were Sicilian stone cutters employed at the cemetery. The area still has a large Italian population and features many great Italian restaurants and businesses. It has also become a source of housing for university students and a major artist's colony.

#### **Turn Right at Euclid Ave.**

The building on the Southeast corner of Euclid and Mayfield is the recently built Museum of Contemporary Art Cleveland. The left side of Euclid Ave. is being developed for business and housing.

#### **Continue along Euclid Ave. The Ford Plant is on right at East 116<sup>th</sup> St.**

### **Ford Motor Company**

At East 116<sup>th</sup> St. and Euclid Ave. we come to our first Automobile Site. On the right side of Euclid you will see the Cleveland Institute of Art. This is an extensively renovated and expanded building, which started life as an assembly plant for Ford Model T, A and early V8 from 1914 to 1933.

#### **Proceed northeast on Euclid passing under the bridge at East 120<sup>th</sup> St.**

**You are now entering the City of East Cleveland.**

**Caution East Cleveland has many traffic cameras. Observe all speed limits, school zones, and traffic controls.**

#### **Globe Four site on left at 12217 Euclid Ave.**

Our second Automobile site is now a parking lot next to the railroad on the left hand side at 12217 Euclid Avenue. The Globe Four automobile was made from 1920 to 1922. On the right side of Euclid Avenue is Lakeview Cemetery with its North entrance.

#### **Stearns and Stearns Knight site on left at corner of Lakeview and Euclid Ave.**

Across from the North gate of the Cemetery is a large vacant lot, which until last fall was the site of the Stearns and Stearns Knight Automobile Company. This six acre site was occupied by the Stearns factory from 1900 until 1929. The site is being redeveloped as housing for the University Circle area.

**Proceed two blocks past Lakeview to Penrose St.**

**Turn Right on Penrose St.**

### **Fedelia Cyclecar**

This residential street includes our next automobile site. The Fedelia Cyclecar was manufactured at the home of John H. Sizelan halfway up the street on the left side at 1869 Penrose. He manufactured the cyclecar in a building next to his house from 1913 to 1914.

**Proceed along Penrose until it ends at Forest Hills Ave.**

**Turn left on Forest Hills Ave.**

**The first major intersection you come to with a traffic light will be Superior Ave.**

**Proceed across Superior Ave. At this point the Street name becomes Terrace Rd.**

Terrace Rd. is at the base of a hill, which separates the heights area from the rest of the city. The next street we come to is Forest Hills Blvd. That is the site of the gate house to the former county estate of John D. Rockefeller known as Forest Hill. We will see more of that estate later in the tour.

**Proceed along Terrace Rd. crossing Forest Hills Blvd.**

On your left will be a vacant lot which was previously the home of Huron Road Hospital. A bit farther along on the right will be the new Heritage Middle School, which was built on the site of the W.H. Kirk Junior High School. The school sits on the northern edge of the Rockefeller estate.

**Four way stop at Lee Rd.**

**Proceed across Lee Rd. continuing along Terrace Rd.**

**Four blocks past Lee Rd. is a stop sign with a flashing light at Stanwood Rd.**

**Turn right on Stanwood Rd.**

**Pass the entrance to Grandview Terrace on the right.**

**Proceed along Stanwood Rd. until you come to a fork in the road.**

**Turn left onto Oakhill Rd. at the fork.**

Grandview Terrace, which we just passed, contained the home of Ned Jordan, whose Jordan automobile plant site we will see later in the tour. We could not see the home because Grandview Terrace is a narrow dead end street, on which it is hard to turn around.

**Proceed along Oakhill Rd. until it ends at Northvale Blvd.**

As we proceed along Oakhill Road we are entering the former Rockefeller property. Rockefeller's estate occupied most of the land between Superior Avenue on the West, Taylor Rd. on the East, Mayfield Rd. on the South and Euclid Ave. on the North. Included in that area were Rockefeller's summer home, a golf course, a pond and significant woodland. Most of the western section of the estate was donated to the City of East Cleveland and the City of Cleveland Heights as Forest Hill Park. The section East of Lee Rd. was developed as housing.

**Oakhill Rd. ends at Northvale Blvd. Turn right onto Northvale Blvd. and then immediately turn right again onto Glynn Rd.**

**Proceed west on Glynn Rd.**

This is one of the first streets developed in the Rockefeller estate. Many of the homes were in the brick Normandy style; but some of those added later were in the colonial style. Development was stopped during the depression and World War II.

**Turn left at the next intersection of Glynn Rd. and Mt. Vernon Blvd.**

**Take Mt. Vernon Blvd. one block to Brewster Rd.**

**Turn left onto Brewster Rd. and proceed east.**

Brewster has many fine examples of the French Normandy homes developed before 1929 on the left side. On the right are examples of the colonial style homes built after the war.

**Proceed down Brewster Rd. until you come to a stop sign at Northvale Blvd.**

**Turn left onto Northvale Blvd.**

**Proceed to the traffic light at Northvale Blvd. and Taylor Rd.**

**Cross Taylor Rd. making a slight jog to the left and then turning right onto Nela View Rd.**

**Proceed down Nela View Rd. to Noble Rd. where you will find a traffic light.**

As the name suggests, Nela View and adjacent streets were developed as housing resources for workers at General Electric Company's Nela Park. This area and part of the Forest Hill area we just visited are actually in Cleveland Heights. However, they are in the East Cleveland School District.

**At Nela View Rd. and Noble Rd. turn left onto Noble Rd.**

### **Nela Park**

Almost immediately on your right will be the grounds of Nela Park surrounded by a metal fence. This research facility of General Electric was opened in 1913. Its park like grounds was the site of most innovations in electric lighting, which occurred over the past 100 years. Nela Park is also known for fantastic Christmas lighting displays every December.

**Proceed North on Noble Rd. and continue down the hill to Terrace Rd.**

**(Caution school zone)**

**Cross Terrace Rd. and continue north observing the school zone and its traffic camera. One block north of Terrace Rd. you will come to Euclid Ave.**

**Turn right on Euclid Ave. and proceed northeast. The second traffic light you come to is Ivanhoe Rd.**

**Stay on Euclid Ave. and continue traveling northeast.**

**You are now in the Collinwood section of the City of Cleveland.**

**Proceed along Euclid Ave. until you reach London Rd., which is the third traffic light after Ivanhoe Rd. Just before London Rd. look left for our next site.**

### **Cleveland Automobile Company**

On the left hand side of Euclid just before you reach London Rd. you will see our next automobile site. The large white and brick building on the Northwest corner of London Rd. and Euclid Ave. was built in 1919 by the Cleveland automobile company, a lower priced model of the Chandler Company. Cleveland automobiles were manufactured here until the company was taken over by Hupmobile in 1928. The building housed Parker Appliance Company, later known as Parker Hanafin during and after World War II. It is now occupied by The Cleveland Clinic.

**Turn left onto London Rd.**

**Continue north on London Rd. and cross the main line of the Nickel Plate Railroad.**

The industrial buildings on both sides of London Rd. were used by a variety of auto parts suppliers such as Anchor Rubber Products. The area to the left of London Rd. at the railroad crossing used to be a major switching yard for the industries between London Rd. and Ivanhoe Rd. to the east.

**Continue North on London Rd. after crossing the railroad tracks.**

**The fourth street you come to at a traffic light will be Kipling Ave. It is the first street which crosses London Rd. after the tracks.**

**Turn left on Kipling Ave.**

**Proceed two blocks noting the corner of Rudyard Rd. and Kipling Ave.**

The street names in this area were influenced by literary themes. The housing was developed after World War I for those who worked in the many industries in the area. This was mix of blue collar and ethnic families, including a large Italian population. The Holy Redeemer Church on the left at Kipling Ave. and Ruple Rd. used to hold an annual Feast of the Assumption rivaling the ones held in Little Italy.

**Continue west along Kipling Ave. until it ends at Ivanhoe Rd.**

**Turn Left on Ivanhoe Rd.**

The section of Ivanhoe we are passing through was the location of many important industries, which no longer exist including:

1050 Ivanhoe Rd. on the right hand side at Halliday Ave. - **Bailey Meter**

1088 Ivanhoe Rd. on the right hand side at Mandalay Ave. - **Reliance Electric**

1135 Ivanhoe Rd. the left hand side just before the railroad bridge, - **Hupp Corporation**

This major industrial area was served by the railroad switching yard, which ran from London Rd. to Ivanhoe Rd. on the left hand side of Ivanhoe Rd. On the right hand side of Ivanhoe Rd. those factories backed up on the industrial area along East 152<sup>nd</sup> St., which we will visit next.

**Proceed south on Ivanhoe Rd. passing under the bridge of the Nickel Plate Railroad until you reach Euclid Ave.**

**Turn right onto Euclid Ave.**

**You are now entering East Cleveland. Observe all lights and speed limits.**

**Proceed along Euclid Ave. to the second traffic light at Noble Rd.**

**Turn right onto Noble Rd.**

**Proceed along Noble Rd. passing under the Nickel Plate Railroad until you come to a traffic light at East 152<sup>nd</sup> St.**

**You are now in the Collinwood section of Cleveland.**

**Turn Right at East 152<sup>nd</sup> St. and proceed north.**

East 152<sup>nd</sup> Street was the location of many great industries including several related to the automobile.

#### **Tow motor Company**

The first building on the left at 1226 East 152<sup>nd</sup> St. was occupied by Towmotor Company.

#### **Abbot Motors Company**

On the right at 1175 East 152<sup>nd</sup> St., a building now covered in ivy, was the Abbot Motors Company, which sold the building to General Electric in 1918. GE has abandoned their entire complex at this site.

#### **Jordon Motors**

On the left at 1070 East 152<sup>nd</sup> St. was the factory of Jordon Motors. Today it is the football stadium of Collinwood High School.

#### **Murray Ohio Company**

On the right across from the football stadium is a low building originally home of Murray Ohio Company. They started out making automobile parts and became prominent in the bicycle and metal toy car market. Victor Schreckengost was one of their industrial designers.

#### **Five Points**

Just past Murray Ohio on the right you will see a large brick building, Collinwood High School. The school is located at Five Points an intersection created where East 152<sup>nd</sup> St., St. Clair Ave. and Ivanhoe Rd. meet.

### **New York Central Railroad Yards**

**Continue north along East 152<sup>nd</sup> St. until you reach the bridge over the old New York Central Railroad Yards.**

That bridge crosses over what was one of the largest railroad facilities between New York City and Chicago. Although somewhat reduced in size, that complex is still large today. Back in the day it included a large round house located under that bridge and housing for train crews in a dormitory type building. This facility was a large employer and was the reason that many other important industries located in the Collinwood area. To this day the sports teams at Collinwood High School are known as the Railroaders.

**Cross over the bridge and continue north along East 152<sup>nd</sup> St. Continue north on East 152<sup>nd</sup> St.**

**Stay in the middle lane as you pass under the I 90 bridge. Do not get on I 90.**

**Immediately past I 90 you will turn left onto Westropp Ave.**

**Proceed west on Westropp Ave. until it ends at East 140<sup>th</sup> St.**

This is a typical residential neighborhood in the Collinwood area. A couple of blocks north are Lake Erie and the site of Euclid Beach Park. The carousel from Euclid Beach is on display at the Western Reserve Historical Society.

**Turn left onto East 140<sup>th</sup> St.**

**Proceed south on East 140<sup>th</sup> St. passing under I 90.**

**Two blocks past I 90 you come to Darley Ave.**

### **The Gabriel Company**

On the left hand side you will see a vacant lot on the southeast corner of Darley Ave. and East 140<sup>th</sup> St., the former site of The Gabriel Company. They were a major manufacturer of automobile parts, including horns and the Gabriel Snubber, an early shock absorber model.

### **Eaton Axle Company**

Three blocks past Darley you come to Eaglesmere Ave. On the left hand side you will see an ivy covered building at 739 East 140<sup>th</sup> St. formerly occupied by Eaton Axle Company.

**Continue south on East 140<sup>th</sup> St. passing under the railroad bridge until you reach Topeka Ave.**

### **Fisher Body**

At Topeka Avenue you will see a large water tower ahead and to the right with Cleveland written on it. The water tower and the large parcel of land around it are the site of the large Fisher Body factory. Fisher Body made automobile bodies for many makes of automobile including Chandler. It became a division of General Motors and made bodies and parts for Chevrolet and Pontiac cars. During World World War II Fisher Body made parts for the B29 Bomber. This land is now occupied by the Cleveland Job Corps.

**Continue south on East 140<sup>th</sup> St. until you reach St. Clair Ave.**

**Turn right on St. Clair Ave.**

**Proceed west along St. Clair Ave. to East 131<sup>st</sup> St. East 131<sup>st</sup> St. is the first street after passing under a railroad bridge.**

**Make a hard right turn onto East 131<sup>st</sup> St. at the traffic light.**

**Proceed north on East 131<sup>st</sup> St. until you reach Taft Ave. Continue along East 131<sup>st</sup> St. past the Taft Ave. intersection.**

#### **Chandler Motors Company and Willard Battery Company**

On the left just past the building on the corner of East 131<sup>st</sup> St. and Taft Ave. is a vacant lot which was once occupied by the Chandler Motors factory at 300 East 131<sup>st</sup> St. and the Willard Battery factory at 274 East 131<sup>st</sup> St.

**Proceed north along East 131<sup>st</sup> St. to Coit Rd. and stop before making a left turn.**

Before turning left, look to your right along Coit Rd. Just past the railroad bridge on the left side of Coit Rd. is a vacant lot, which once was the home of Sterling-Knight at 13300 Coit Rd. That same building was later the home of Ottokar.

**Turn left onto Coit Rd.**

On the left is the vacant factory of the National Acme Company, a manufacturer of machine tools and important to war production during World War II.

**Turn left onto Kirby Ave.**

The factory on the right at the corner of Kirby Ave. and Coit Rd. is the site of the Grant Motor Company.

**Continue along Kirby Ave. staying on the right side and drive up the ramp to Eddy Rd.**

**Turn right onto Eddy Rd. and continue north over the I 90 bridge until you reach Lake Shore Blvd.**

**Turn left onto Lake Shore Blvd. and proceed west.**

**You are now in the Village of Bratenahl.**

This is the end of the industrial portion of our tour. We will stay on Lake Shore Blvd. until we reach the turn off for Martin Luther King Dr. formerly known as Liberty Blvd. Lake Erie is one block to the right. Just before you reach MLK Drive, I 90 will be on your left.

On the right you will see the site of the Nike missile defense installation. That area is still restricted although it's no longer a guided missile site.

**Proceed along Lake Shore Blvd. as it loops around to the left and you arrive at a stop sign. You are now on Martin Luther King Blvd. and heading south.**

**Proceed south on Martin Luther King to East 105<sup>th</sup> St.**

You will pass under the I 90 bridge and be driving through Rockefeller Park, which houses the Cleveland Cultural Gardens. You will also pass under four bridges designed by Chas F. Schweinfurth as a part of Rockefeller Park.

Just before you reach East 105<sup>th</sup> Street you will see the Rockefeller Lagoon and fountain on the right.

**At East 105<sup>th</sup> St. and Martin Luther King Blvd. you will come to a traffic light.**

**Cross East 105<sup>th</sup> Street and veer left to East Blvd.**

**Turn right at East Blvd. when you come to the Veterans Administration Hospital on the left.**

**Proceed along East Blvd. past the VA Hospital until you come to a traffic light at East 108<sup>th</sup> St. On the left you will see the Western Reserve Historical Society and the Crawford Automobile Collection.**

**Turn left on East 108<sup>th</sup> St. and proceed one block to Magnolia Dr.**

**The WRHS parking lot is under construction. Please find parking at meter spots on the street.**

**Let the front desk associate know if you are a member of the Western Reserve Historical Society or if you intend to join today. In either of those cases you will not be charged for today's admission.**

This ends the driving portion of the tour. Enjoy the cars on display inside the museum including some examples of those made at the sites we have just visited.

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