



The Advocate

Autumn 2024
Volume IV Issue 4

Cazenovia Heritage
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Learning About Preservation is a Lifelong Process . . . Our Fall Programs Make It Fun and Easy!

Coming up, “Equestrian Comforts” on Saturday, October 26th, will explore how horses influenced our built environment and cultural landscape. Carl Stearns will take us on a journey exploring how Cazenovia’s horse culture was (and still is) reflected in the community. Jeff McIntyre will speak on the Blacksmiths of Cazenovia, from their first appearance to the last. With the re-scheduling to the 26th, the British Blacksmith will now be demonstrating his skills **at the Madison County Distillery on Route 20 East**, following the program at the Library.



If you were unable to attend the program on historic barn architecture, our friends at the Fabius Historical Society posted a video of the program on its youtube account. You can access the video at www.fabiushistoricalsociety.org.

And there are still some great weather October days ahead to take the historic barn driving tour! Over 175 people downloaded the map for the barn driving tour – if you didn’t, you still can! Go to www.cazheritage.org and click on the *Cazenovia Then and Now* panel on the home page. Click on the Historic Barns Driving Tour for the map and narrative.

As the last program of the year, November offers a presentation on an under-recognized architect, Charles Umbrecht. Numerous houses in Cazenovia and neighboring communities have the imprint of an Umbrecht design and/or interior architectural features. His homes are known for beautiful moldings, fireplaces, and limestone floors. A selection of his buildings will be presented and discussed.



An Old New Idea

These days, if you heard of someone who built a house from components bought on Amazon over the Internet, you would scarcely bat an eye. But imagine 100 years ago, being told you could buy a home by mail-order from a Sears catalogue. Sears & Roebuck, founded in the 1880s was the 19th century’s Amazon, becoming an enormous (continued page 2)

An Old New Idea, continued¹

mail-order company and department store. And in the early 20th century, it offered a "Sears Modern Home" that came in a kit and included everything --- from the blueprints down to the paint and nails.

Sears also loaned money to homebuyers, which meant a new home could be built, financed, and furnished – all from Sears.

The ready-to-assemble home kits included pieces that were pre-cut, numbered, and fitted, with the average number of pieces numbering about 30,000 per kit. The kits came with detailed instructions and blueprints; homeowners could then hire someone to assemble the pieces. (And you thought Ikea assemblies were tough!)

There were hundreds of styles of homes, from small bungalows to large Four-Square and Colonial homes. An ad from 1927 shown here reflects some of this range. The peak of sales came in 1929 when sales exceeded \$12 Million. When the Great Depression arrived, however, many owners defaulted on their Sears mortgages. *Sears Modern Homes* never fully recovered, and Sears got out of the home kit business in 1940.

Nonetheless, between 1908 and 1940, Sears had sold over 75,000 homes. Many of them are still standing, and there are organizations (and simply zealous fans) that search neighborhoods across the country, looking for existing examples. Some of the clues are distinct markings on the lumber and old Sears packing labels. Unfortunately, no records exist from Sears as they were destroyed when Sears closed the home sales division.

Sears was not the only company offering kit homes; other early manufacturers included Alladin Homes, Bennett Homes, Gordon-Van Tyne Co., and Pacific Ready Cut Homes. Other companies survived into the 1960s and 1970s before shuttering. But who knows -- recent and renewed interest in "tiny houses" may bring them back. Maybe coming to a Home Depot near you?

Build YOUR HOME the Skyscraper Way



"The Glen Falls"
NINE ROOMS, TWO BATHS,
TWO PORCHES Monthly Payments \$75 AND UP



"The Gladstone"
SIX ROOMS and BATH
Monthly Payments \$50



"The Puritan"
SEVEN ROOMS and BATH
Monthly Payments \$45



"The Vallerian"
FIVE ROOMS and BATH
These two rooms can be added spaces, if desired. Monthly Payments \$40

Come and See

our free home exhibit at the address listed below. See many complete models of various "Honor Bil" homes. There are "Honor Bil" homes under construction which we will gladly arrange for you to visit so that you can see for yourself the many money saving features of our successful "Honor Bil" System.

Lumber Mills and Factory
at Newark, N. J.

Sears, Roebuck and Co.
115 Fifth Ave. NEW YORK CITY Phone Ashland 8652
Open Daily, 9:30 a. m. to 9:30 p. m., including Saturdays

EASY PAYMENTS
\$25 to \$75 PER MONTH

Better and More Permanent Building at Big Saving in Cost

"Honor Bil" homes are planned on the money-saving principle of skyscraper construction. All material is carefully cut and fitted at our mills before it is delivered on the job. In the building of skyscrapers every modern means of rigid, permanent construction is employed; every method to eliminate waste, to save time, material and labor is strictly enforced. The steel homes are ready-cut and swing into place no confusion, cut-to-fit the same as in our "Honor Bil" homes. Our "Honor Bil" system saves the cost in skilled labor.

Only the highest principles of building construction of homes are followed, as recommended by the building code committee, Bureau of Standards, Dept. of Commerce, Washington, D.C. "Honor Bil" homes embrace the best points of hand-cut frame construction, and in addition, save you from \$500 to \$2,000 on a permanent, substantial modern home. The cutting and fitting of the lumber and millwork is done in our factories, the largest of their kind in the world, by modern machinery instead of by old-fashioned hand saw method.

\$100,000.00 Has Been Invested in "Honor Bil" Homes

Our customers have invested over \$100,000.000 in "Honor Bil" Homes. More than 37,500 "Honor Bil" homes have been built. 25,400 have been erected by customers themselves. "Honor Bil" homes are easy to build. Every piece of lumber is marked to correspond with numbers shown on the plans, which we furnish free; the smallest pieces are bundled and marked so as to save time in locating. With each house we furnish a booklet which explains and illustrates the simple directions. We ship you all the material, for a complete house, including lumber, millwork, roofing, building paper, paint and varnish, hardware, also, plumbing, heating, and lighting fixtures. One order brings it all. Material we furnish is shipped to arrive at the job when that particular material will be needed. We do not furnish masonry materials.

The Best Easy Payment Plan - Low Interest Charge

All you require is a Building Lot and a little money to help pay some of the labor. You only need a building lot if you or your friends can do some of the work. Sears, Roebuck and Co. will sell you on easy payments all materials, and advance cash to pay for most of the labor, and give you a long time to pay. A small pay-

TRUCK DELIVERY Small Charge for Truck Delivery From Our Mills at Newark, N. J., to Your Building Lot.



ment each month as you would pay rent makes you the owner of a good substantial modern home in a few years. Your interest becomes less each time you make a payment. Our EASY PAYMENT plan has enabled thousands of families to get out of the renter's class and own their own home in a short time.

Highest Quality Material
The lumber furnished for "Honor Bil" homes is bright and new, fine, dry No. 1 framing, clear Cypress for outside finish, and clear siding. Expert mechanics, modern machinery and good materials insure perfectly made millwork. Oak, Birch, Fir, or Yellow Pine (as specified) for interior finish—the kind of material that will prove to be a little better than generally used in home construction.

Satisfaction Guaranteed
We guarantee to furnish sufficient material to complete the house you select according to our plans and specifications. We guarantee safe delivery. We guarantee satisfaction or will return your money promptly, including freight charges. This guarantee is backed by our entire organization with a capital of over \$100,000,000.00.

Here is your chance to buy a complete high grade Modern Home at our

WHOLESALE DIRECT FROM FACTORY PRICE! You will find that a Sears, Roebuck and Co. home makes a good investment, that it has a high resale value.

1--You Save Middleman's Profit. We ship direct to you from our own producing mills, the largest building material factories in the world.

2--You Save All Architectural Fees. Efficient service, including complete set of plans, specifications, and more ready by your plans. We also furnish interior's final service. No additional charge.

3--You Save on Cost of Erection. "Honor Bil" homes are hand-banded ready-cut-construction and economically by Modern Machinery. By actual capital free estimates our system SAVES AS MUCH AS 40% OF CARPENTER LABOR, and insures a better job.

4--You Save Waste and Time. We ship you all of the high grade material for a complete home, including plumbing, heating and lighting. Sears, Roebuck and Co. is a safe place where you can obtain this complete service.

Call for this BOOK of 100 Homes - it's FREE

Ask for free book of Modern Homes, 1927. This beautiful book contains and describes 100 Modern Homes, furnished interiors, floor plans, etc. It explains our easy payment plan, FREE architectural service and "Honor Bil" system. If not convenient to mail, please write--please!

1927 Edition (Canada and Foreign countries a charge of \$1.00 will be made in case of cost of mailing and postage, as we ship direct outside of the U.S.)

BRING THE COUPON

If you cannot call, mail this coupon
This coupon entitles you to a free copy of our Book of Modern Homes, showing more than 100 plans. (100)
Name _____
Street _____
Phone _____
City _____ State _____

Brooklyn Eagle, Brooklyn NY, 17 Mar 1927; accessed via newspapers.com 26 Sep 2024

¹ Selective Information in article extracted from newspapers.com/mail-order homes; accessed 26 Sep 2024 and en.wikipedia.org/kit_house; accessed 09 Oct 2024

Know Your Caz: Village Streets, Part II

The origins of Village Street names were introduced in the last newsletter, as gleaned from several Caz Republican articles from 1944 – 1992 and some additional 2024 research. Last time, you got through the letter “F” and this installment takes you through “N”. Burton Street was subsequently verified to be named for William Burton (1790-1873), co-owner of the flour/grist mill from 1827-1850 and distillery on what is now Riverside Drive.

Green: Named for proximity to Village Green; at one time both north and south sides of the Green were so named. The north side was re-named Emory for Thomas Emory and the estate once there, since demolished.

Hurd: Was originally Church St. due to proximity at that time to Presbyterian Church. Re-named briefly as Green St., and finally by 1852 for Gen. Jabish N. M. Hurd. Hurd was 1st Postmaster, early merchant, War of 1812 Veteran. Despite the street named in his honor, Hurd himself moved to Utica.

Hickory Lane: Named by Robert Riedl in buying the estate property in the 1960s in recognition of “The Hickories” estate nearby, built in 1898.

Jail Alley/Jailhouse Alley: This is the lane that runs behind the Methodist Church. Sometime between 1875-1885, a “lock up” or jail was erected on the west side and appears on a Sanborn map of 1885, located just south of where the College Health Center building is today.

Ledyard: Until the 1890s, this was called **Lake Street**. Re-named by Lambertus Ledyard for his father, Gen. Jonathan D. Ledyard, brother-in-law of J. Lincklaen.

Liberty: While the 1944 article thought it stemmed from the Civil War era, the name appears on the 1852 map and likely simply a patriotic sentiment.

Lincklaen: If you don’t know this one, you may not want to admit it publicly. The fun fact here is that in 1808 it was called Mill St., changed to Lincklaen by 1852.

Lyman: for Dr. Isaac Lyman, first physician, settled here in 1799, died 1854.

Lincklaen Terrace: Created and named in 1950s

Mill Street: Likely for proximity of the saw mill and grist mill established in 1794 along this street and along today’s Riverside Drive. The street is shown but not the street name on the 1808 or 1853 map; the name “Mill Street” appears on 1859 Map.

Myrtle: Originally Durkan Lane in 1895 per 1944 article; Durkan lived at 3rd house on west side. 1st mention of Myrtle in Caz Republican in 1922. Could not readily verify further.

Nelson: The road going to the Town of Nelson which was created in 1807 and named for Adm. Horatio Nelson. 1808 Map calls the road the “Turnpike to Albany.”

Nickerson: for James Nickerson, hat maker from 1814-1855. Deacon of Pres. Church; Member, Anti-Slavery Society 1838. Bought 25 acres between Lincklaen and Sullivan Sts., sub-divided and sold lots. Died 1855.

Naomi Lane: Named for Naomi E. Brown, wife of Robert Riedl. So designated by 1972.



Hitched Up!

For high schoolers needing some community service hours or for those who just like to appreciate history up close, Cazenovia Heritage recently launched the *Hitching Posts Inventory Project*. Flyers were emailed to all high school families to sign up, and teams of students and volunteers will be assigned areas within the Village this month to document and photograph historic hitching posts and mounting blocks. **If you already enjoy walking around the Village**, how about adding a purpose to your daily or weekly jaunts? Sign up at the program on the 26th or send an email to: info@cazheritage.org

Like the horse water troughs, these posts and blocks are part of Cazenovia’s cultural landscape and contribute to its character. This is a two-year project; the inventory in the Town will be undertaken in 2025.





Advocacy Updates

Gothic Cottage: This past July, the Town Board submitted an application to NY State for the restoration of the Gothic Cottage. This extensive application had been prepared last year by a project team of Cazenovia Heritage and Town Board members, but was subsequently withdrawn by the previous Supervisor. It is gratifying that the current Town administration took a pro-active step toward pursuing restoration and preservation of this architectural treasure. The State will announce grant recipients in December.

Water Troughs: At the upcoming October 26th program, you will learn about Cazenovia's historic and unique water troughs. Unfortunately, you will also learn of their deteriorating condition. As this goes to press, a strategy to fund the restoration of the troughs is being developed. That will involve you, the Town, and Cazenovia Heritage! Learn more on the 26th and watch for news in the next month!

Historic Apartment Buildings: Many of Cazenovia's landlords do not live in Cazenovia, and therefore are unaware of their buildings' conditions. Cazenovia Heritage reached out last year to the owners of two historic buildings converted to commercial apartment buildings, requesting that they undertake needed maintenance and painting to avoid further deterioration. Efforts at both buildings were initiated this summer and are well underway!

Renew Albany Street: Dwyer Building: Cazenovia Heritage recently sent a follow-up request to the Village Code Enforcement Officer and Mayor to engage the landlords of the Dwyer building to undertake needed maintenance and restoration, particularly on its window "eyebrows." A letter had been sent by the Mayor in 2022 to the landlord requesting the repairs, followed by letters from Cazenovia Heritage in 2022 and 2023. Reports have been made of pieces of the moldings falling off, so that it is becoming a potential public safety issue. The landlords have not responded to the latest 2024 outreach by the Village Code Officer. Please feel free to convey your concern to Village Board members and ask them to take action to preserve this iconic building.

Update to the Town's Comprehensive Plan

The new version of the proposed Update to the Comprehensive Plan was issued this past week of October 14th. Cazenovia Heritage had previously commented that the initial draft lacked strategies for historic preservation and for maintaining community character, and that it emphasizes additional housing development and/or density. The new version looks much the same. The Update is available from the link on the Town of Cazenovia website homepage; or you can access it directly here: <https://www.caztownplan2030.org/> **A public hearing is scheduled for December 9th at 7:30 PM.** All Cazenovians are encouraged to read the update and come to the hearing with any comments.