

Battery Park Powerhouse

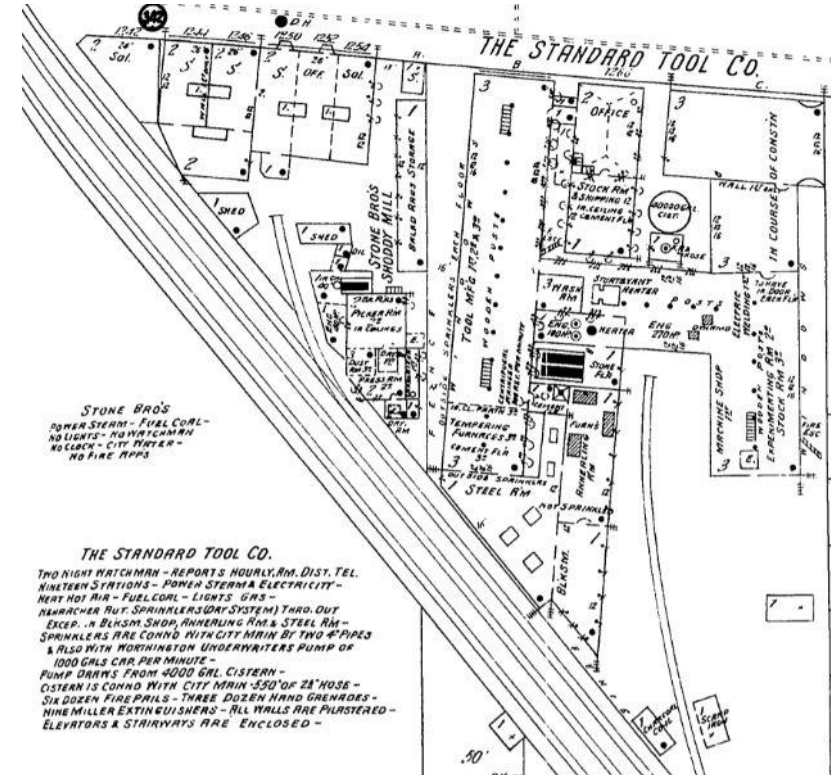
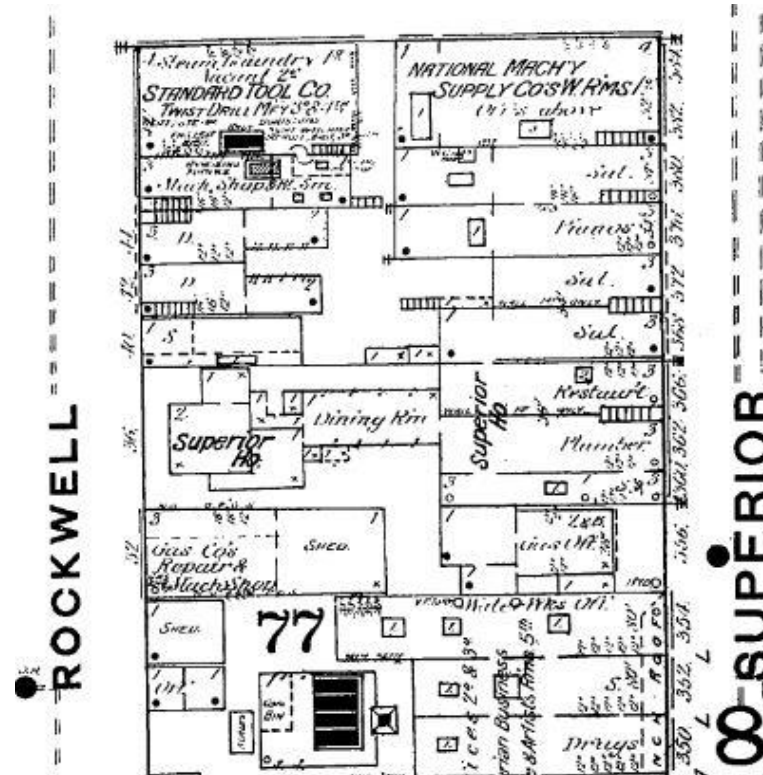
7524 Father Frascati Avenue

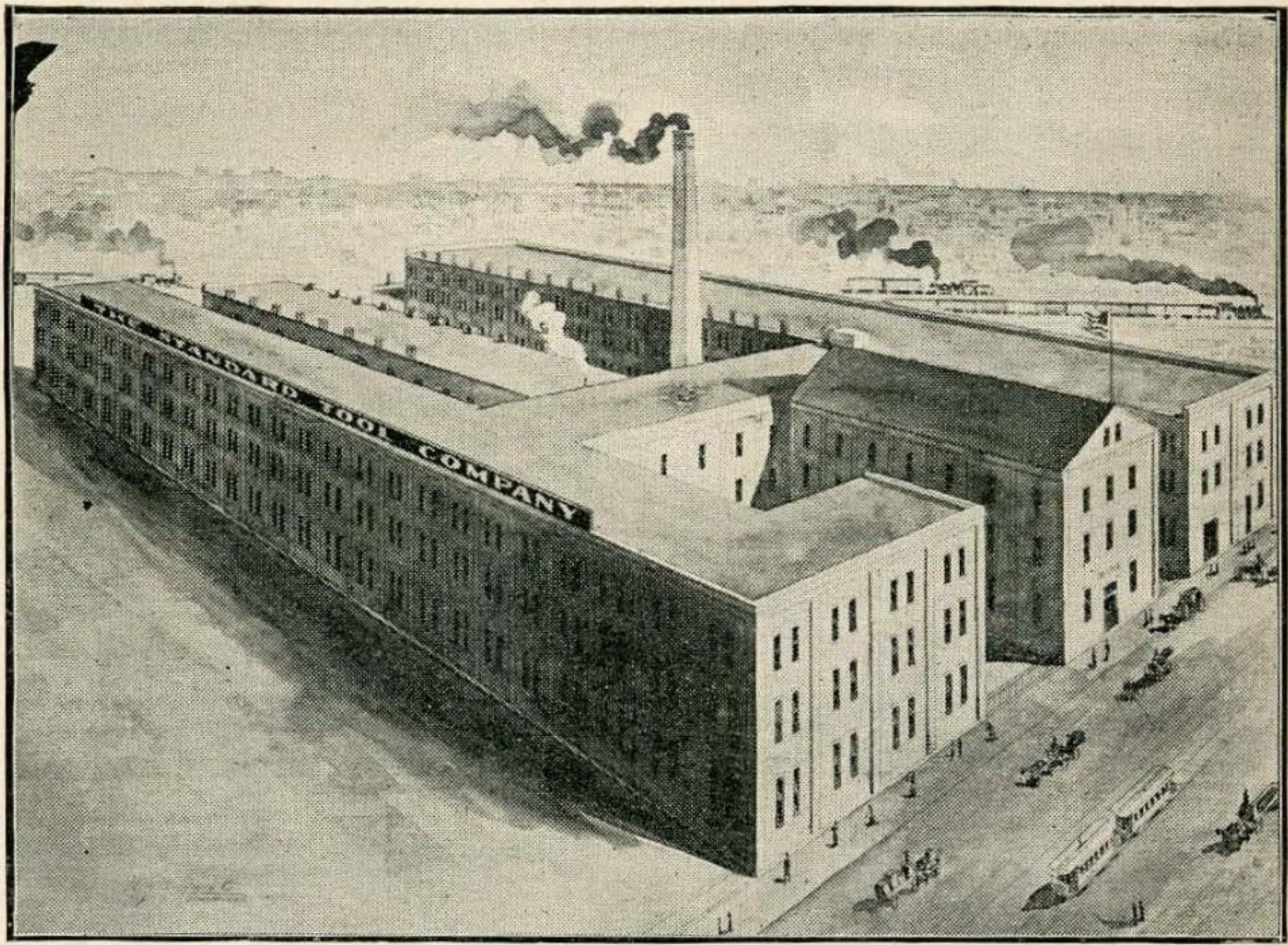


Standard Tool Company

Established in 1882

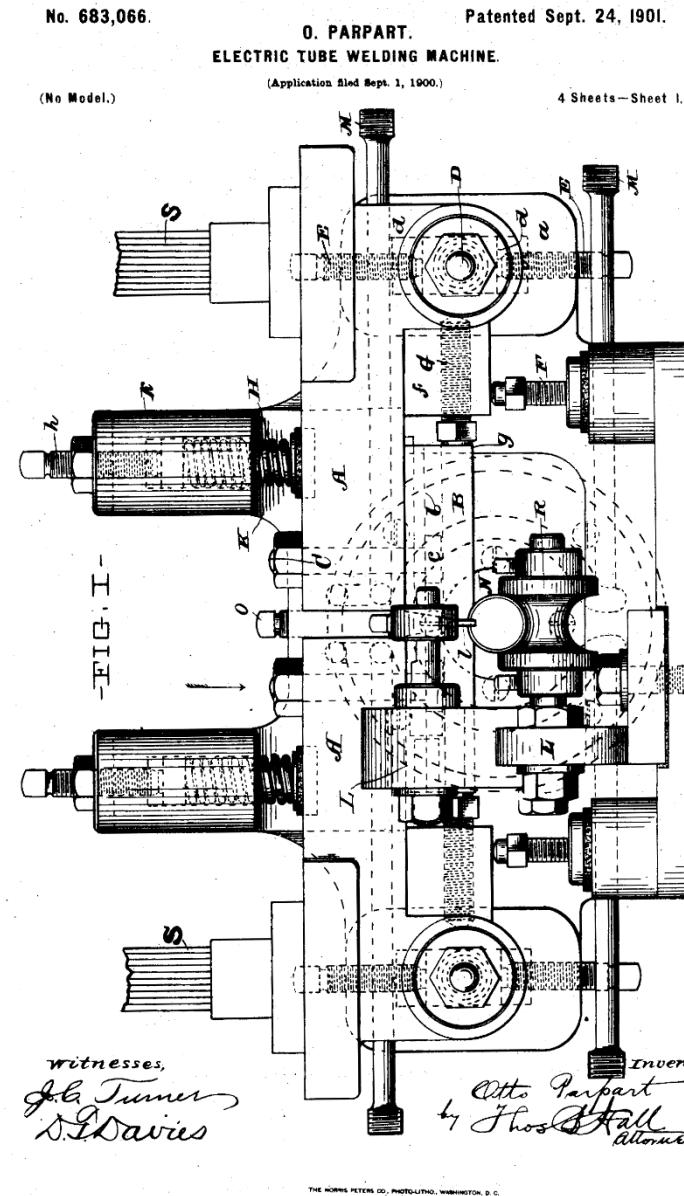
1895





Standard Welding Co.

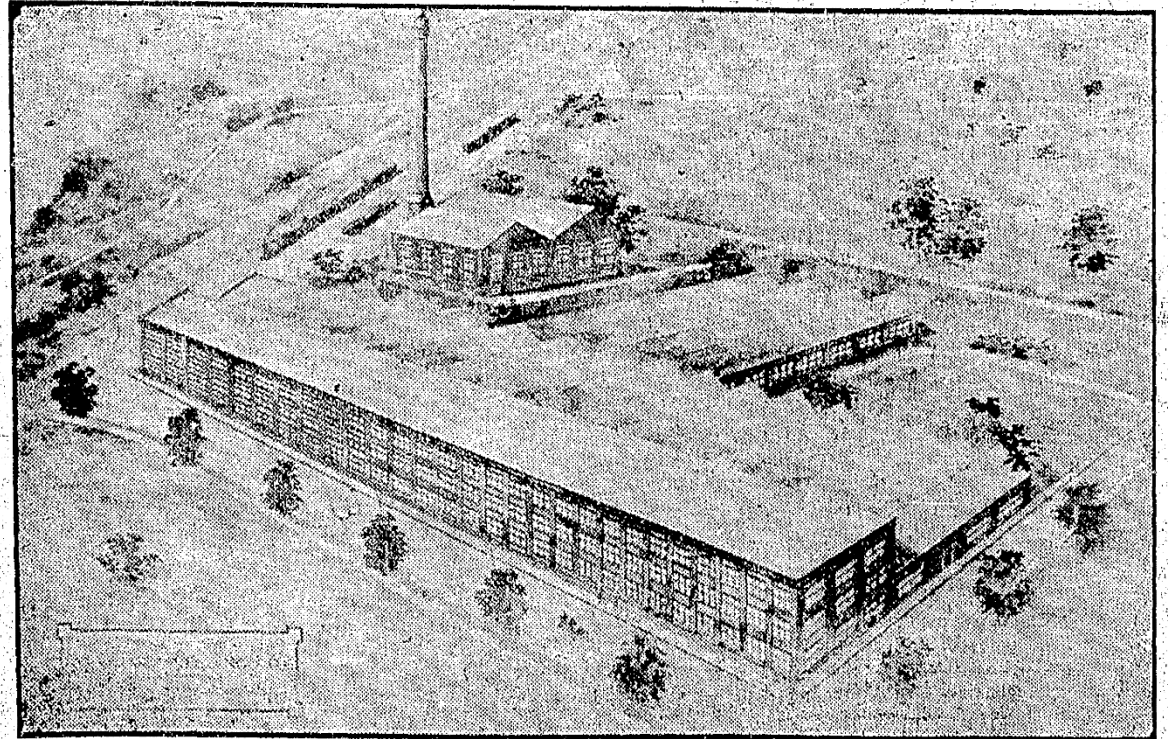
- May 1899 - Capital stock \$500,000, to manufacture and deal in iron, steel and other metals.
Incorporators: H.S. Blossom, K.D. Bishop, George W. Avery, C.W. Bingham and H.P. McIntosh
- 1901 – Received a patent for forming steel allowing for thin-walled, small diameter steel pipes for bicycle frames.
 - Earliest commercial electric resistance welded steel pipe product
- 1902 – Only company producing seamless steel rims for automobiles



Standard Welding Plant

- 1907 – 5 Acre site for new plant purchase announced February
 - Permit issued June
 - Side railroad track added for company
- Designed by the Corlett Engineering Company
- 1908 – New plant opened in April

NEW PLANT BEING ERECTED FOR STANDARD WELDING CO. ON WEST SIDE.

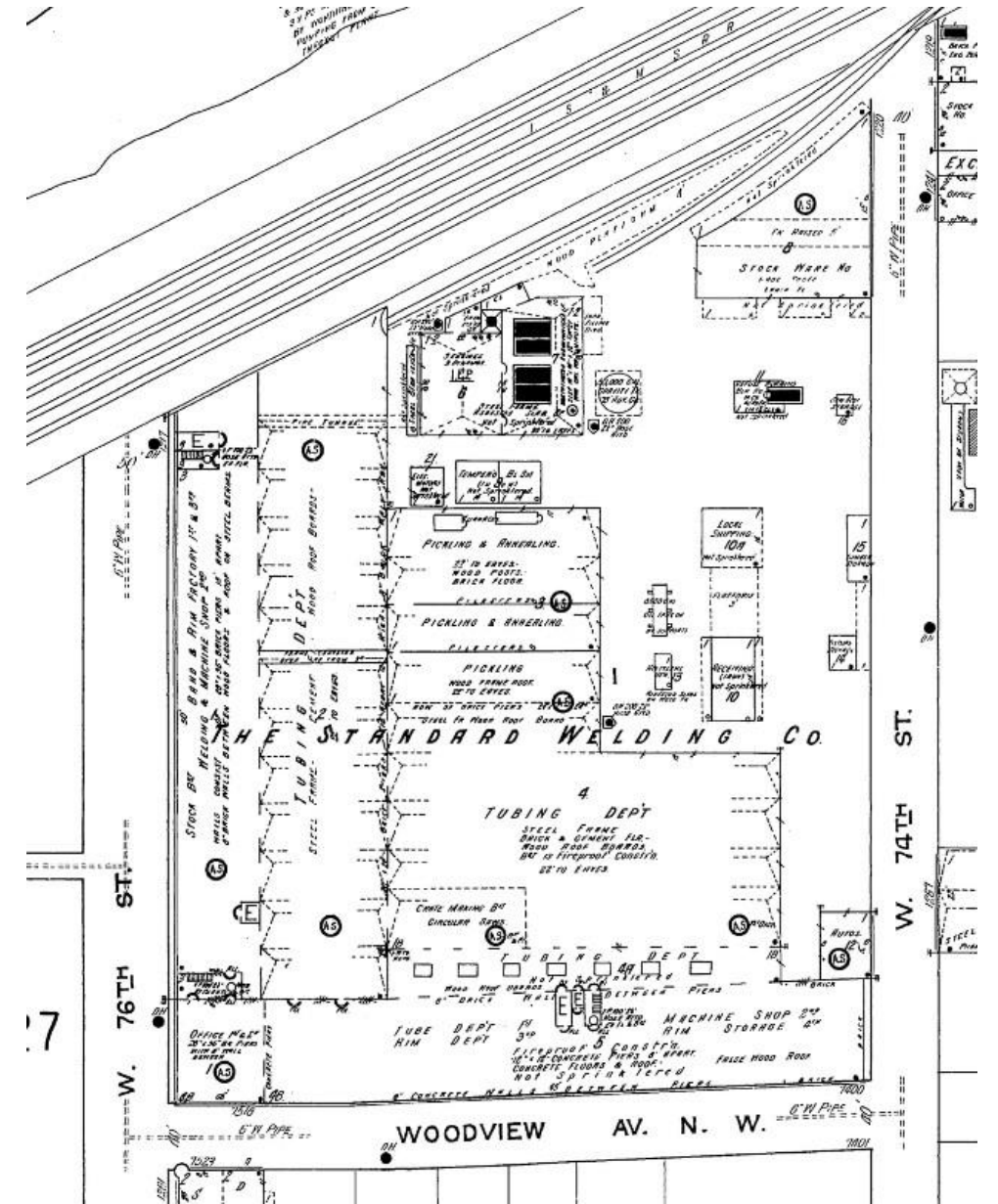


Buildings will cover acre and a half.

The Standard Welding Co. is erecting a new plant along the Lake Shore railroad between W. 74th-st. and W. 76th-st. The buildings will cover an acre and a half, but the ground consists of five acres. A power house, which will supply 1,000-horse power will be built. The foundations are now in. One story of the main building is already up. The present plant of the welding company is located at Central-av. and E. 70th-st.

Standard Welding Plant

- 1910 – Plant size doubled
- 1911 – Opens Chicago Plant



Standard Welding

- 1912
 - Largest producer of auto rims
 - Stanweld tire rims on approximately 8300 cars produced
- White
 - Peerless
 - Winton
 - Stearns
 - Baker
 - 1914 – Making rims for Ford

CYCLE AND AUTOMOBILE TRADE JOURNAL. 157



TYPE No. 1 **TYPE No. 2**

FROM the inception of the automobile industry, buyers of rims (including manufacturers as well as consumers) have looked upon us as an authority on this subject and await our annual announcement before placing orders. Because of this anticipation, and reliance in our statements, we make the following announcement:

ONE or another of the three types of Standard Universal Quick Detachable Demountable Rims shown on this page has been chosen by nearly every automobile manufacturer as STANDARD equipment for his 1912 car. These rims will fit ANY make of domestic automobile tire, either STRAIGHT SIDE or CLINCHER.

Type No. 3 you are familiar with and present indications are that it will be as popular during the coming year as it was in the past.

Types Nos. 1 and 2, which so quickly climbed into favor with the trade are, from indications of orders received, going to remain in their present high position. The same felloe band is used on Types Nos. 1 and 2 and will accommodate the rim base or outer rim of either type. The side rings are reversible, accepting either straight side or clincher tires. The locking bolts used in the demounting feature are truly the most wonderful device employed for this purpose, a few turns securely fastening the rim into position.

To summarize, all three types are HIGHLY perfected and hundreds of sets are being shipped DAILY to ALL parts of the WORLD and giving SATISFACTION wherever used.

We shall have all three designs on exhibition at Madison Square Garden, New York, January 6th to 20th, and at the Coliseum, Chicago, January 27th to February 10th. Your inspection of them we shall consider a great favor and you will be IMPRESSED by their PERFECT construction and HIGH efficiency.

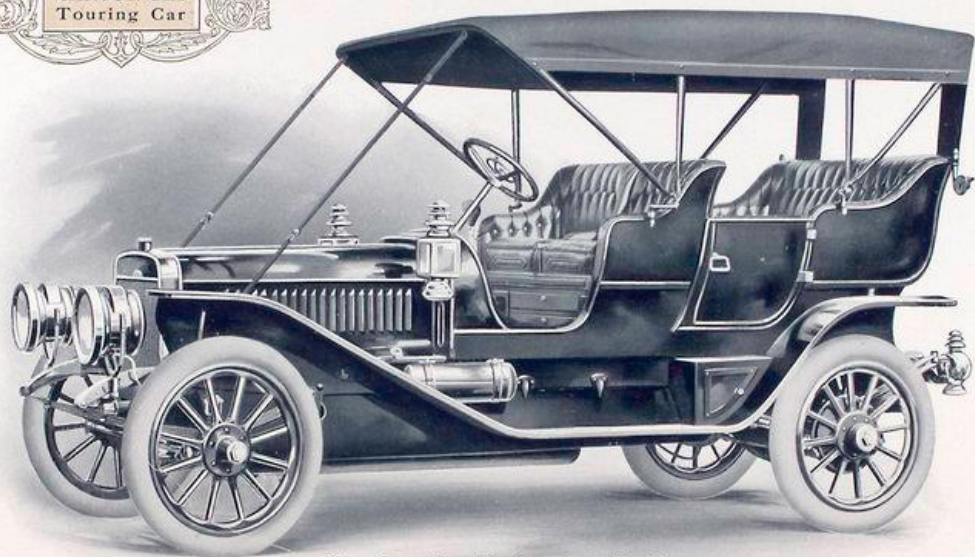
TYPE No. 3

NOTE.—We shall reserve a limited number of our 1912 Show Booklets for those unable to attend either show. Postal request or your business card will secure a copy. It is worth while.

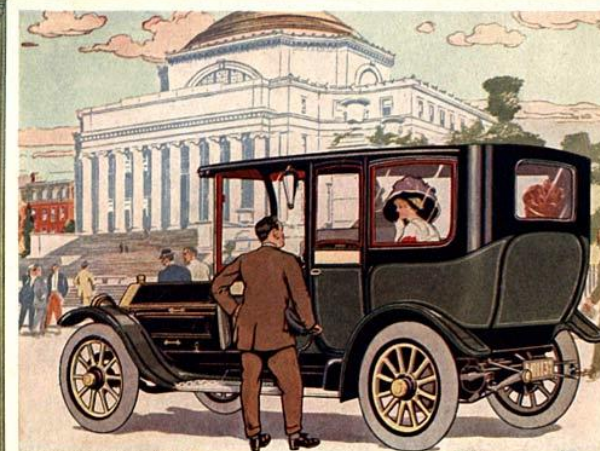
THE STANDARD WELDING COMPANY
CLEVELAND. (NEW YORK—CHICAGO—DETROIT)

RIMS
1912

WINTON SIX
Touring Car



Showing Car Equipped with Top.



Columbia University Library, New York

"48 Six" Seven-Passenger Limousine

• PEERLESS • MOTOR • CARS

FOR FALL AND WINTER USE

THERE ARE AVAILABLE THREE TYPES OF PEERLESS CLOSED CARS - THE LIMOUSINE - THE LANDAULET - AND THE BERLINE LIMOUSINE - EACH IS MADE IN THREE SIX-CYLINDER SIZES - ALL ARE ELECTRICALLY LIGHTED AND ELECTRICALLY STARTED

THE PEERLESS MOTOR CAR COMPANY - CLEVELAND - OHIO



GROWTH



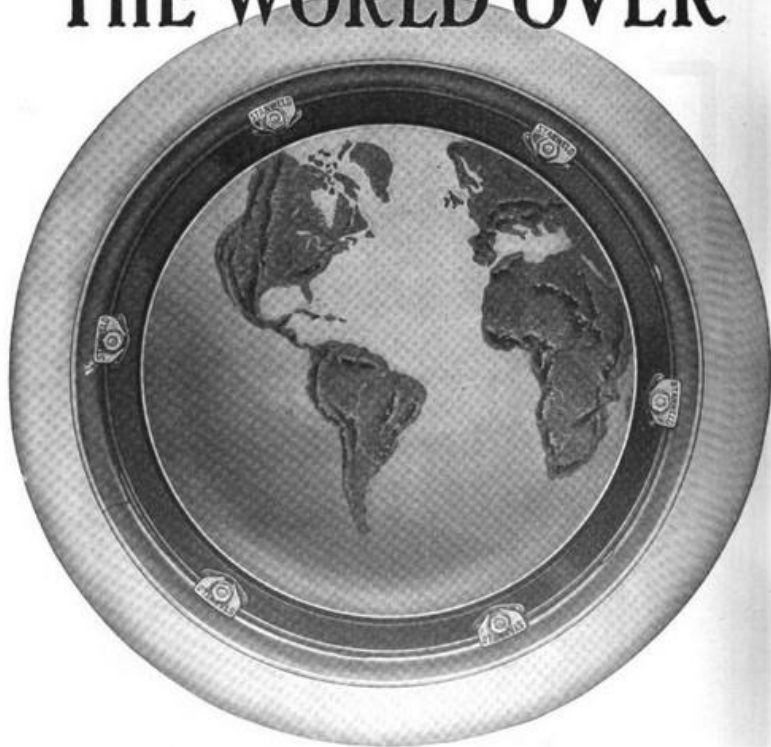
Manufacturers of
Stanweld Cold Drawn Seamless Steel Tubing
Stanweld Demountable Rims—Quick Detachable Rims
Exhaust Tubes—Torque Tubes—Brake Rods
Motor Truck Bands—Tire Bases—etc.

The Standard Welding Company

Main Office and Factory: CLEVELAND
 New York Chicago Indianapolis Detroit

STANWELD RIMS

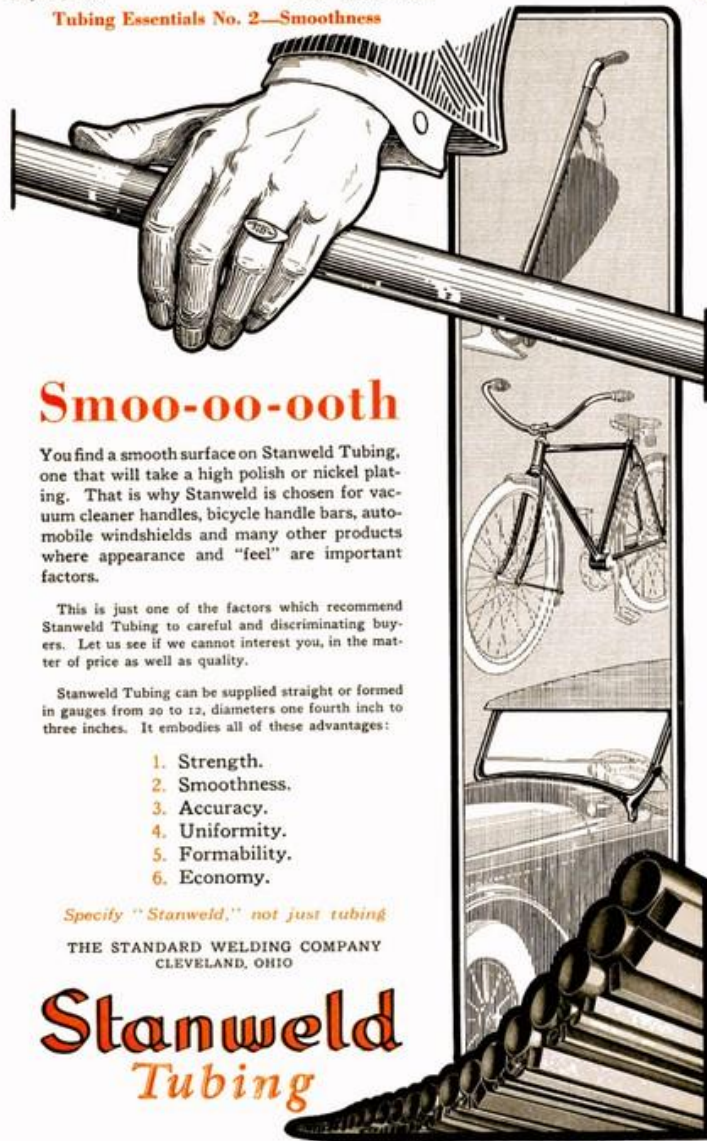
THE WORLD OVER



THE STANDARD WELDING COMPANY, CLEVELAND.

Please mention The Automobile when writing to Advertisers

Tubing Essentials No. 2—Smoothness



Smoo-oo-ooth

You find a smooth surface on Stanweld Tubing, one that will take a high polish or nickel plating. That is why Stanweld is chosen for vacuum cleaner handles, bicycle handle bars, automobile windshields and many other products where appearance and "feel" are important factors.

This is just one of the factors which recommend Stanweld Tubing to careful and discriminating buyers. Let us see if we cannot interest you, in the matter of price as well as quality.

Stanweld Tubing can be supplied straight or formed in gauges from 20 to 12, diameters one fourth inch to three inches. It embodies all of these advantages:

1. Strength.
2. Smoothness.
3. Accuracy.
4. Uniformity.
5. Formability.
6. Economy.

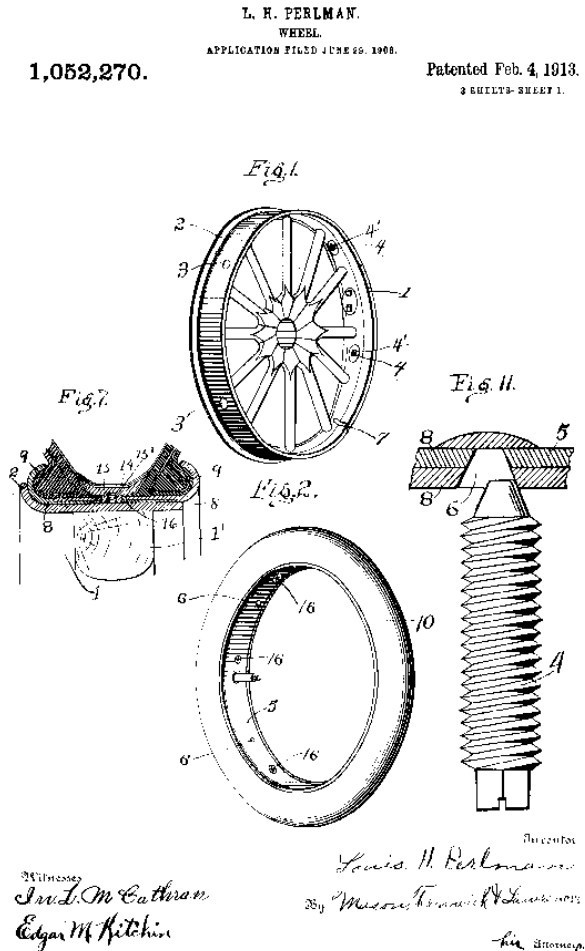
Specify "Stanweld," not just tubing

THE STANDARD WELDING COMPANY
CLEVELAND, OHIO

Stanweld Tubing

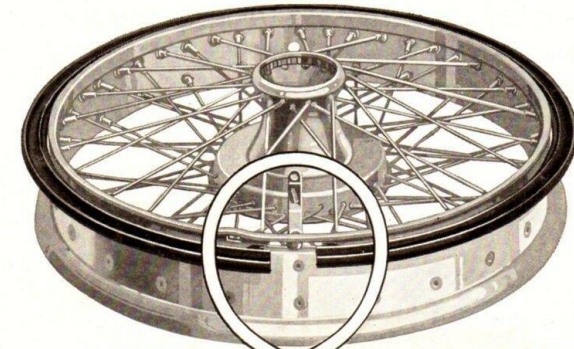
Patent Infringement

- Louis H. Perlman
 - Application for demountable wheelrims for cars filed on 6/29/1906
 - Application Granted 2/4/1913
- Perlman v. Standard Welding Co.
 - 231 F. 453 (1915)
- Injunction prohibiting manufacture and sale of rims held to infringe of the patent



Patent Infringement

- Injunction regarding the payment of royalties on rims already manufactured
- Could still produce rims under other patents
- 1916 – Perlman Rim Corp.
 - President of Perfection Spring Company announced as Vice President



The Stanweld Patent Lock holds the rim and tire unflinchingly even though the tire runs flat.



MUCH of the increasing demand for Stanweld Detachable Rims for wire wheels is traceable to the simplicity and security embodied in their exclusive design.

For the Stanweld Detachable Rim for wire wheels has a positive locking element that holds the rim and tire unflinchingly even though the tire runs flat.

Acceptance of the high mechanical merits of the Stanweld Detachable Rim has caused it to be specified on wire wheel equipment by the builders of fine cars such as the Marmon, National, Peerless, Standard Eight, Stutz and Winton.

If you would use safe, easily handled detachable rims for your wire wheels, buy the kind specified by America's foremost engineers—buy Stanweld Detachable Rims.

THE STANDARD WELDING COMPANY, Cleveland, Ohio
DIVISION OF THE STANDARD PARTS COMPANY
OTHER DIVISIONS ARE: THE EATON AXLE COMPANY, THE BOCK BEARING COMPANY, THE PERFECTION SPRING COMPANY

Stanweld
DETACHABLE
Rims

Growth

- 1916 – Merger with the Perfection Spring Company to become Standard Parts Company
- Largest maker of auto springs in the world and one of the largest producers of auto rims, bands and facings, solid tires, bicycle and motorcycle formed parts and light gauge steel tubing
- Perlman issues resolved
- 1917-18 – Acquires additional companies
 - Western Spring & Axle Co.
 - American Ball Bearing Co.
 - Bock Bearing Co.

\$4,000,000

The Standard Parts Company

CLEVELAND

SEVEN PER CENT CUMULATIVE PREFERRED STOCK

Tax Free in Ohio.

Par value of shares \$100. Dividends payable March, June, September and December 1st. Preferred as to assets and dividends. Redeemable on any dividend-paying date at \$110 and accrued dividends per share.

Registrar—The First Trust and Savings Company, Cleveland.
Transfer Agent—The Guardian Savings and Trust Company, Cleveland.

CAPITALIZATION:

	To Be Authorized.	To Be Issued.
Preferred Stock 7% Cumulative.....	\$10,000,000*	\$5,000,000
Common Stock	25,000,000	8,000,000
Bonds	None	

* Further shares can be issued only under carefully drawn restrictions.

BUSINESS: The Company is organized for the purpose of purchasing assets of The Standard Welding Company and The Perfection Spring Company, both of Cleveland. From a small beginning, The Perfection Spring Company has steadily grown to be the largest manufacturer of automobile springs in the world. Net sales have increased from \$209,310.07 in 1911 to \$2,142,587.17 in 1916. The Standard Welding Company has risen to the position of the world's largest producer of light gauge steel tubing, automobile and motor truck rims, bands and bases for solid tires, automobile tubular parts, bicycle and motorcycle form parts, etc. Net sales of about \$2,500,000 in 1913 are increased to over \$5,000,000 in 1916.

The new Company will begin operations with gross business which is running at the rate of about \$11,000,000 per year. Both plants are running night and day, have ample stores of raw materials and excellent working organizations.

ASSETS: Net assets, exclusive of patents and good will, will be approximately \$12,150,000, of which amount over \$6,500,000 will be quick assets. The Company covenants to maintain total net assets of 200% and net quick assets of 100% of the par value of Preferred stock outstanding.

EARNINGS: The earnings of the constituent companies have always been satisfactory on the capital employed. During the last several months earnings have been at the rate of over \$1,500,000 per annum, and last year they were in excess of \$1,000,000.

SINKING FUND: Beginning July 1, 1917, the Company shall annually redeem and cancel five per cent of the largest amount of Preferred stock at any time outstanding.

NO MORTGAGE or other lien can be placed on the property of the Company, nor can additional Preferred stock having priority over or parity with this authorized issue of Preferred stock be issued without the consent of the holders of 75% in amount of the Preferred stock outstanding.

DIRECTORS: The Board of Directors will include H. P. McIntosh, Sr., F. F. Prentiss, H. P. McIntosh, Jr., T. E. Borton, Christian Girl, Ernest W. Farr and Chester C. Bolton.

Price: 102 and Accrued Dividend

BORTON & BORTON, CLEVELAND.

<p>EDGAR FRIEDLANDER, First National Bank Bldg.</p> <p>THE TILLOTSON-WOLCOTT CO., Mercantile Library Bldg.</p>	<p>FIELD, RICHARDS & CO., Union Central Bldg.</p> <p>THE MAYNARD H. MURCH CO., Union Trust Bldg.</p>
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CINCINNATI

Downfall

- 1920 – Proposed refinancing due to maturing notes
 - L.H. Perlman, Thomas, Richard and Frank Prosser sue to enjoin
- Erie Malleable Co. v. Standard Parts Co.
 - Creditors come calling
 - Placed in receivership
- 1922 - Liquidation
 - Properties auctioned to pay creditors
- The Edgewater plant is the last property to be sold.
- Purchased by the National Carbon Division of Union Carbide

RECEIVER'S SALE

Acting under instructions of the U. S. District Court, the Receiver of The Standard Parts Company is offering at private sale, in parcels to suit buyer, all of the contents of the Standard Welding Plant consisting principally of the following:

Machinery and Equipment

Lathes, Drill and Punch Presses, Grinders, Bulldozers, Gas and Electric Welding Machines, Rim Making Machinery, Shafting, Pulleys, Hangers, Etc., Etc.

Factory Supplies

Machine Steel, Tool Steel, Emery Wheels, Buffing Wheels, Cap Screws, Machine Screws, Iron Pipe and Fittings, Brass Fittings, Small Tools, Rivets, Cotter Pins, Hack Saw Blades, in fact a complete assortment of all the supplies used in a large metal working plant.

Office Furniture and Fixtures

Roll and Flat Top Desks, Chairs, Steel and Wood Files, Typewriters, Computing Machines, Bookcases, a complete Dining Room and Kitchen Equipment, Steel Cabinets and Safes, Etc.

Purchasers will be required to deposit with bids 10 per cent. of the amount thereof.

This sale is now in progress. All of the above material will be closed out during the present week at very attractive prices.

Call at the office of the Plant.

FRANK A. SCOTT, RECEIVER,
The Standard Parts Company,
Standard Welding Division,
1280 West 73d Street.

National Carbon Company

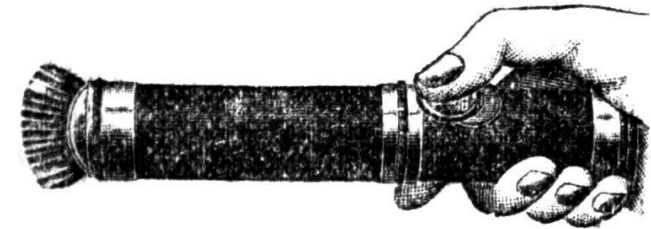
- 1881 - Established as the Boulton Carbon Co.
- 1886 – Reorganized as the National Carbon Co.
- 1891 – Acquired the Carbon Department of Brush Electric Company
- 1896 – Began marketing the first battery intended for widespread consumer use: sealed 6-inch, 1.5 volt “Columbia” battery.
- First company to manufacture and distribute sealed dry-cell batteries on a large scale.
- 1898 – Developed the C and D cell batteries



National Carbon Company

- 1906 – Acquired more than 20 carbon and battery companies including 50% interest in the American Electrical Novelty & Manufacturing Company.
 - Maker of Ever Ready flashlights and batteries
 - Name changed to American Ever Ready Company
 - Trademark changed to Eveready
- 1914 – American Ever Ready is fully purchased by NCC
- 1917 – NCC purchased by Union Carbide and Carbon Products
 - Becomes the National Carbon Division

THE “EVER-READY” ELECTRIC FLASHLIGHT



Fully protected by U. S. Letters Patent.
No. 617,592, granted Jan. 10, 1899.
No. 29,939, design patent, granted Jan. 3, 1899.

We have already taken proceedings against JOHN S. MEADE, 53 West 24th st., N. Y. C., and ACME ELECTRIC LIGHT CO., 1659 Broadway, for infringing on our patents, and we shall prosecute to the full extent of the law ALL infringers, whether manufacturers, sellers or purchasers.

CAUTION: See that every flashlight bears our trade mark.

“EVER-READY.”

Manufactured solely by the Patentees.

**AMERICAN ELECTRICAL
NOV. & MFG. CO.,
256 CENTRE ST., NEW YORK.**

Edgewater Plant

- 1924 – June 1, National Carbon division purchases the facility
- The plant is reconfigured to produce “layer-bilt” batteries
 - Rise in the popularity of the Radio
- Production begins in April 1925 and the plant is in full operation by 1926



EVEREADY
FLASHLIGHTS
AND
BATTERIES

Other Eveready products are Eveready Raytheon 4-pillar Tubes, Eveready Hot-Shot Batteries, Eveready Prestone (anti-freeze), Eveready Air-Cell "A" Batteries, and Eveready Mazda Miniature Lamps.

DAY or night . . . whenever, wherever it is dark . . . use an Eveready Flashlight. Load it with Eveready Flashlight Batteries . . . little power-houses that fit and improve all makes of flashlights. For doorbells, buzzers, motors, etc., use Eveready six-inch Dry Cells. For battery-operated radio-sets use Eveready Layerbilt "B" Batteries. Whatever your battery-needs may be, you get more for your money by insisting on Evereadys. All Evereadys are dated.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC. General Offices: New York, N. Y.
UNIT OF UNION CARBIDE AND CARBON CORPORATION



Great Depression

- Research laboratories from Long Island City, NY and Fremont, Ohio were transferred to Cleveland
- 1930 – Great Depression forced closures of other factories with consolidation at Edgewater
- 1931 – Flashlight manufacturing brought in from Newark, NJ
- 1932 – All flashlight and battery production transferred from San Francisco
- 1939 – Domestic battery use boomed for portable radio sets.
 - Development of the “Mini-Max” battery



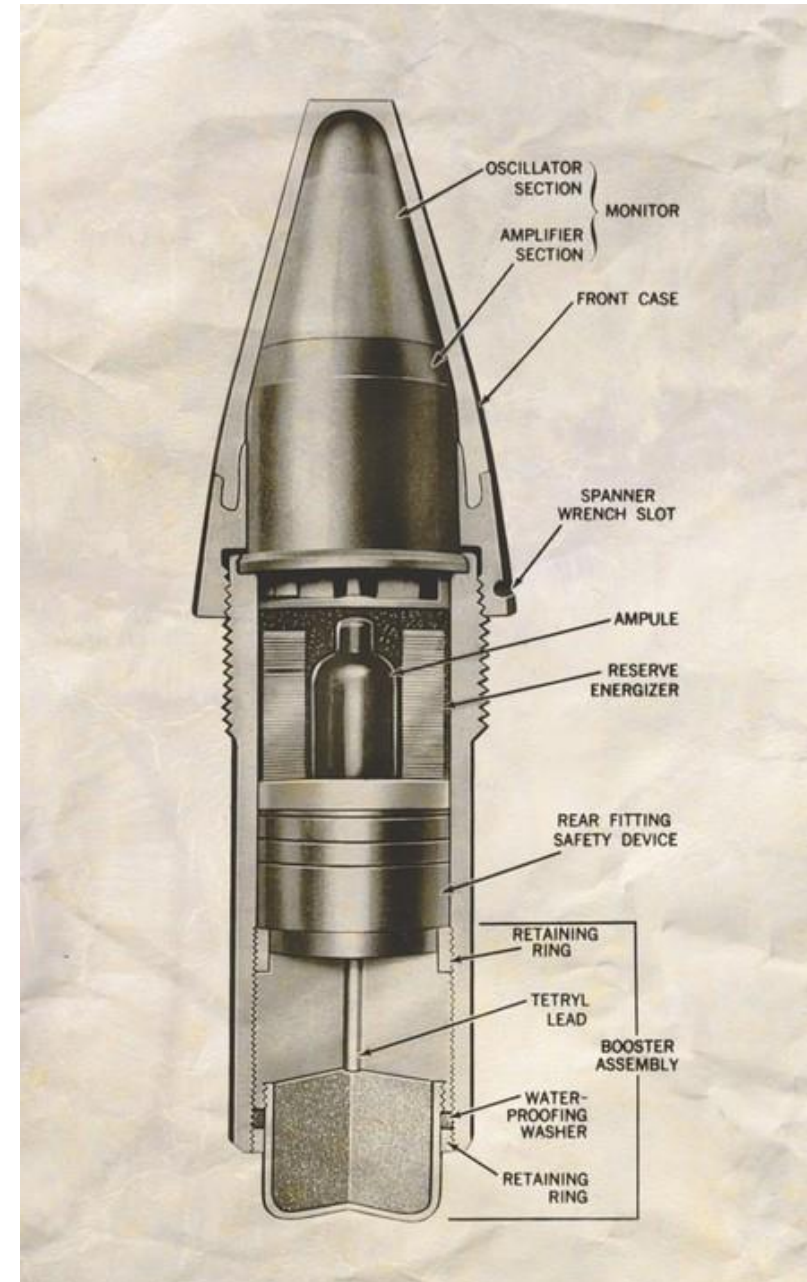
War Effort 1939 -1945

Battery for the VT (Variable Time) proximity fuse first produced

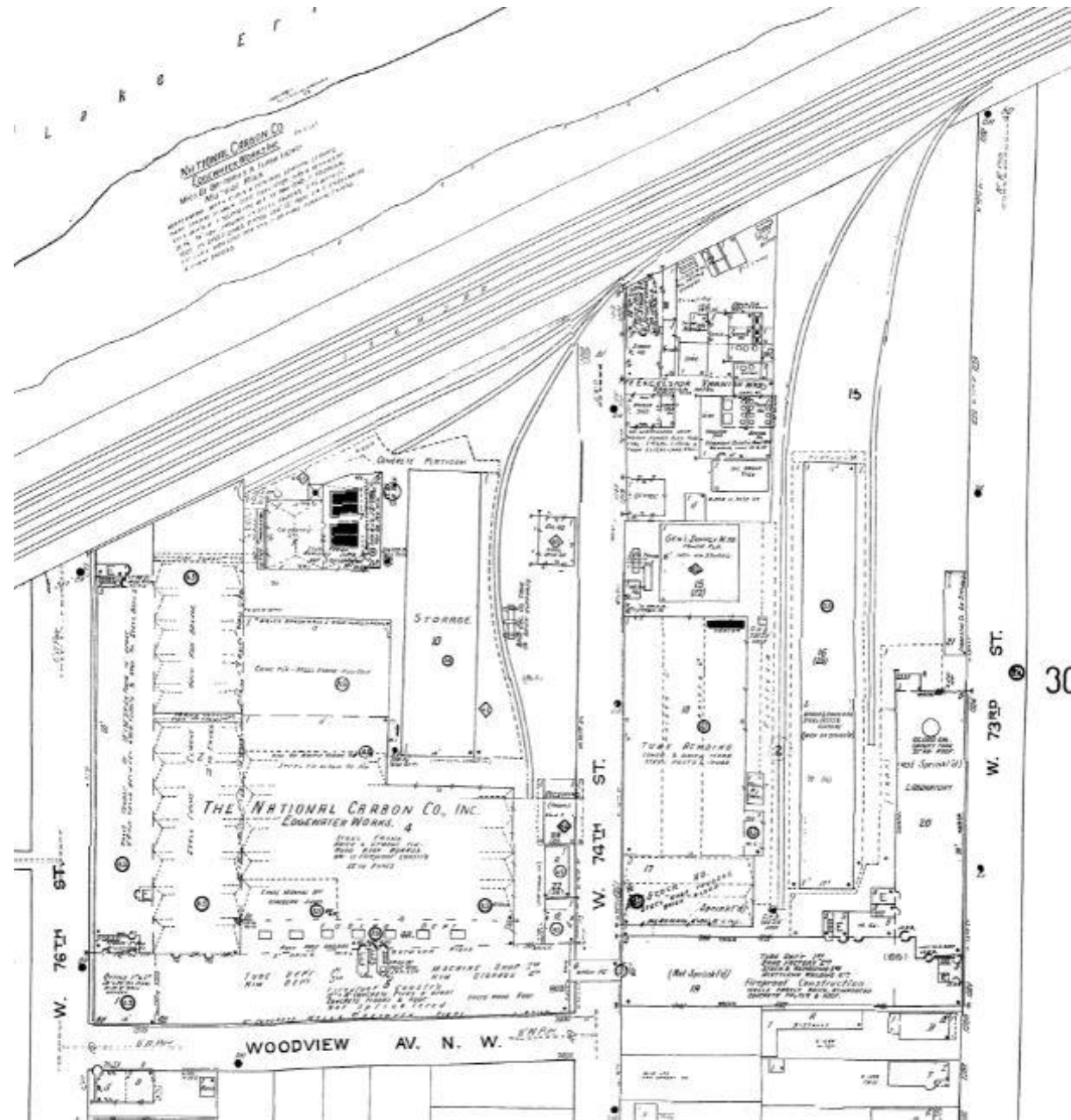
Flashlight production suspended in 1942 for urgent battery orders

Battery production exceeds half a billion cells by 1945

Nearly 6 billion cells produced from 1925 – 1949



1951





Inventions at the plant

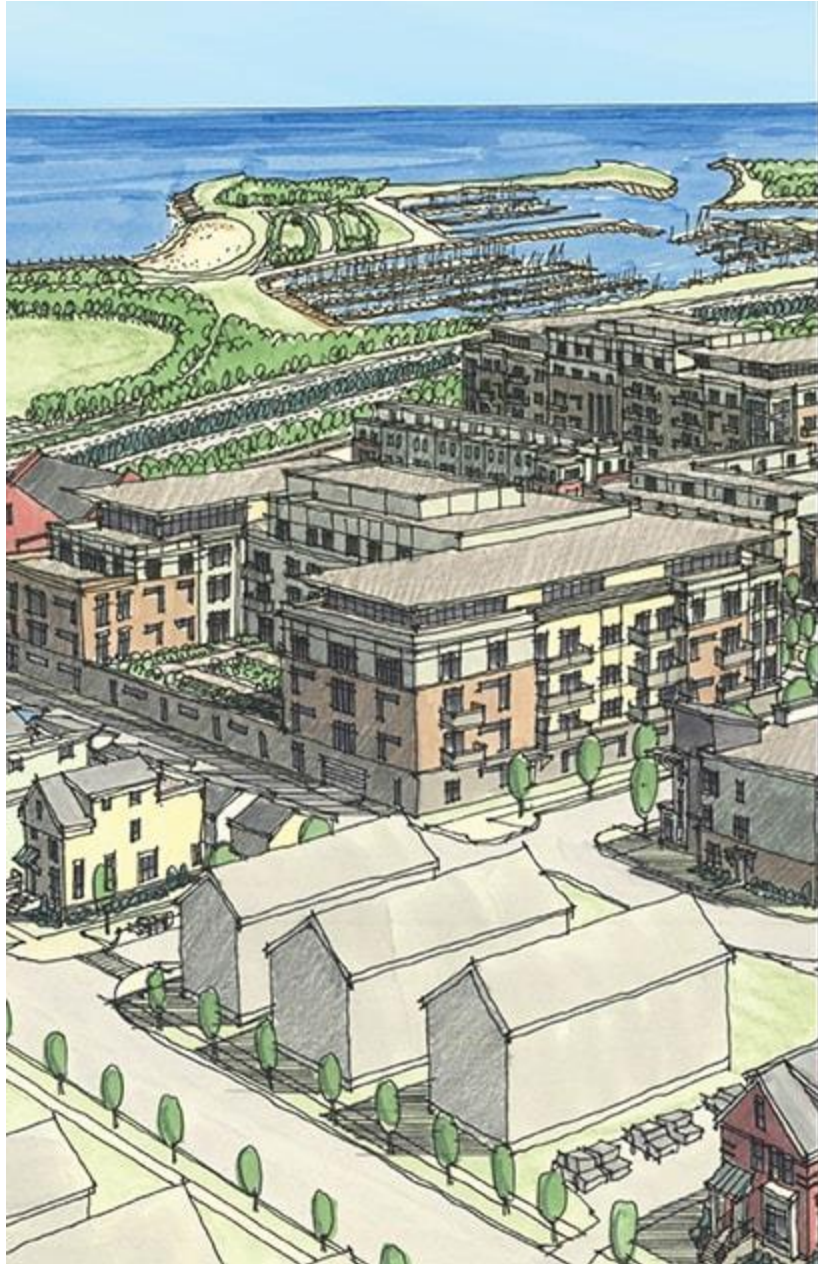
- Air-depolarized hearing aid battery (1947)
- Rectangular 9-volt carbon-zinc battery (1956)
- Cylindrical alkaline manganese dioxide battery (1958)
 - Eveready Alkaline Battery
 - Rebranded in 1980 as Energizer
- Rechargeable Flashlight (1967)



End of an Era

- 1977 – Production at plant ends
- 1986 – Union Carbide sells Eveready Battery Company to Ralston Purina (\$1.4 Billion)
- 1997 – Operations ceased





Terrestrial Brewing Company

- Opened in 2017
- Recently announced plans to expand
 - Restaurant
 - Elevated deck



TERRESTRIAL BREWING
7524 Father Frascati
Cleveland, OH 44102

PROPOSED PATIO ADDITION
VIEW A - LOOKING SOUTH
JULY 8, 2021

 **arkinetics**
architects+urbanists

Current Conditions









Significance

- Its character, interest or value is part of the development, heritage or cultural characteristics of the City, State or the United States
- The historic property exemplifies the cultural, economic, social or historic heritage of the city
- The historic property's location or its singular physical characteristics represent the establishment or are a familiar visual feature of a neighborhood, community or City.

