

**INDIVIDUAL PROPERTY/DISTRICT  
MARYLAND HISTORICAL TRUST  
INTERNAL NR-ELIGIBILITY REVIEW FORM**

Property/District Name: Schwier/Hilliard Sears Houses Survey Number: PG:69-29

Project: Project No. PG186B11 Agency: SHA

Site visit by MHT Staff: XX no \_\_\_ yes Name \_\_\_\_\_ Date \_\_\_\_\_

Eligibility recommended \_\_\_\_\_ Eligibility not recommended XX

Criteria: \_\_\_A \_\_\_B XXC \_\_\_D Considerations: \_\_\_A \_\_\_B \_\_\_C \_\_\_D \_\_\_E \_\_\_F \_\_\_G \_\_\_None

Justification for decision: (Use continuation sheet if necessary and attach map)

The Schwier and Hilliard Houses are located at 2200 Cheverly Avenue and 2202 Cheverly Avenue, Cheverly, Prince George's County, MD respectively and are not located within an historic district nor are they considered eligible for listing as an historic district.

Both houses are examples of Sears, Roebuck & Co. houses. The Schwier House, constructed in ca. 1923, is an example of the Conway model. It has concrete block porch piers, in a 1-1/2 story frame dwelling with a cross gable roof. The windows are original, and all have 3 over 1 double hung sashes. It sits on a rusticated concrete block foundation. The roof extends beyond the plan of the house and the brackets have decorative scrollwork.

The Hilliard House, built in 1923, is an example of the Crescent design. It is a 1-1/2 story frame dwelling on a rusticated concrete block base, with a gable roof. The center entry with sidelights on either side of the door is made more monumental by the gable roof and barrel vaulted porch with four modest Doric columns supporting the porch roof. The windows have been replaced with sliding glass and fixed windows. Both houses have been covered with aluminum siding.

The dwellings are typical of the domestic architecture of the period and lack the architectural distinctiveness to qualify for individual listing on the National Register under Criterion C. The properties are not known to have any associations with persons or events significant to our past and thus are not eligible under Criteria A or B.

Documentation on the property/district is presented in: Project Review and Compliance Files

Prepared by: Rita Suffness, SHA

Anne E. Bruder 1/20/98  
Reviewer, Office of Preservation Services Date

NR program concurrence: X yes \_\_\_ no \_\_\_ not applicable  
Rita Suffness 1/23/98

**MARYLAND COMPREHENSIVE HISTORIC PRESERVATION PLAN DATA - HISTORIC CONTEXT**

**I. Geographic Region:**

- Eastern Shore (all Eastern Shore counties, and Cecil)
- Western Shore (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's)
- Piedmont (Baltimore City, Baltimore, Carroll, Frederick, Harford, Howard, Montgomery)
- Western Maryland (Allegany, Garrett and Washington)

**II. Chronological/Developmental Periods:**

- Paleo-Indian 10000-7500 B.C.
- Early Archaic 7500-6000 B.C.
- Middle Archaic 6000-4000 B.C.
- Late Archaic 4000-2000 B.C.
- Early Woodland 2000-500 B.C.
- Middle Woodland 500 B.C. - A.D. 900
- Late Woodland/Archaic A.D. 900-1600
- Contact and Settlement A.D. 1570-1750
- Rural Agrarian Intensification A.D. 1680-1815
- Agricultural-Industrial Transition A.D. 1815-1870
- Industrial/Urban Dominance A.D. 1870-1930
- Modern Period A.D. 1930-Present
- Unknown Period (  prehistoric  historic)

**III. Prehistoric Period Themes:**

- Subsistence
- Settlement
- Political
- Demographic
- Religion
- Technology
- Environmental Adaptation

**IV. Historic Period Themes:**

- Agriculture
- Architecture, Landscape Architecture, and Community Planning
- Economic (Commercial and Industrial)
- Government/Law
- Military
- Religion
- Social/Educational/Cultural
- Transportation

**V. Resource Type:**

Category: Building

Historic Environment: Suburban

Historic Function(s) and Use(s): Single Family Dwelling

\_\_\_\_\_

\_\_\_\_\_

Known Design Source: \_\_\_\_\_

## Prince George's County Historic Site Summary Sheet

PG:19-29  
Survey No.: ~~PG:76-29~~  
Name: **Schwier and Hilliard "Sears" Houses**  
Date: 1923  
Location: 2200 and 2202 Cheverly Avenue, Cheverly, Maryland

Description: The Schwier and Hilliard Houses are simple modest frame "Sears" houses. The Jacqueline Schwier House was constructed ca. 1923 from a Sears, Roebuck and Company Mail Order house design--the Conway, a variant on the Uriel Model. The Hilliard House, built in 1923, utilized the Crescent mail-order design offered by Sears.

The Schwier and Hilliard Houses are two of numerous mail order houses located in Prince George's County, and in the mostly late twentieth century suburb of Cheverly. Cheverly was founded by Robert Marshall on land he acquired from 1918 to 1926 in a series of purchases from several owners of what had been a tobacco plantation called Mount Hope.

Significance: The Schwier and Hilliard Houses are located on the southern edge of Cheverly immediately adjacent to a commercial area. Although not heavily modified, they have been altered and are, for the most part, modest and undistinguished house types with no connection with historic events or persons.

**Maryland Historical Trust  
State Historic Sites Inventory Form**

**MARYLAND INVENTORY OF  
HISTORIC PROPERTIES**

Survey No. PG 69-29

Magi No.

DOE  yes  no

Attachment 3

**1. Name** (indicate preferred name)

historic

and/or common Schwier and Hilliard "Sears" Houses

**2. Location**

street & number 2200 and 2202 Cheverly Avenue N/A not for publication

city, town Cheverly \_\_\_\_\_ vicinity of \_\_\_\_\_ congressional district \_\_\_\_\_

state MD \_\_\_\_\_ county \_\_\_\_\_

**3. Classification**

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input checked="" type="checkbox"/> private residence
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input checked="" type="checkbox"/> yes: restricted	<input type="checkbox"/> religious
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> scientific
	<input checked="" type="checkbox"/> not applicable	<input type="checkbox"/> no	<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

**4. Owner of Property** (give names and mailing addresses of all owners)

name 2202 - Jacqueline Schwier, 2200 - Robert Hilliard (301) 345-2626

street & number 2202 and 2200 Cheverly Avenue telephone no.: (301) 322-4415

city, town \_\_\_\_\_ state and zip code \_\_\_\_\_

**5. Location of Legal Description**

courthouse, registry of deeds, etc. Prince George's County Courthouse liber

street & number \_\_\_\_\_ folio \_\_\_\_\_

city, town Upper Marlboro state MD

**6. Representation in Existing** Historical Surveys

title \_\_\_\_\_

date \_\_\_\_\_ federal  state  county  local

depository for survey records \_\_\_\_\_

city, town \_\_\_\_\_ state \_\_\_\_\_

# 7. Description

Survey No. PG 69-29

**Condition**

excellent

good

fair

deteriorated

ruins

unexposed

**Check one**

unaltered

altered

**Check one**

original site

moved

date of move \_\_\_\_\_

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

See Continuation Sheet 7.1

# 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

**Specific dates**      1923      **Builder/Architect**      Sears, Roebuck & Company

check: Applicable Criteria:  A  B  C  D  
and/or  
Applicable Exception:  A  B  C  D  E  F  G  
Level of Significance:  national  state  local

Prepare both a summary paragraph of significance and a general statement of history and support.

See Continuation Sheet 8.1

# 9. Major Bibliographical References

Stevenson, K., and Ward Jandl, Houses by Mail in Cheverly, Maryland (M NCPPC)  
Bellamy, Raymond. W, Jr. Town of Cheverly, MD, Plantation to Planned Community.

# 10. Geographical Data

Acreage of nominated property ca 1 acre

Quadrangle name Washington East

Quadrangle scale 1:24,000

UTM References do NOT complete UTM references

A	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Zone	Easting	Northing

B	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Zone	Easting	Northing

C	<input type="text"/>	<input type="text"/>	<input type="text"/>
---	----------------------	----------------------	----------------------

D	<input type="text"/>	<input type="text"/>	<input type="text"/>
---	----------------------	----------------------	----------------------

E	<input type="text"/>	<input type="text"/>	<input type="text"/>
---	----------------------	----------------------	----------------------

F	<input type="text"/>	<input type="text"/>	<input type="text"/>
---	----------------------	----------------------	----------------------

G	<input type="text"/>	<input type="text"/>	<input type="text"/>
---	----------------------	----------------------	----------------------

H	<input type="text"/>	<input type="text"/>	<input type="text"/>
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Verbal boundary description and justification

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
-------	------	--------	------

state	code	county	code
-------	------	--------	------

# 11. Form Prepared By

name/title Rita Suffness, Leader Cultural Resources Group

organization MD State Highway Administration date November 18, 1997

street & number 707 N. Calvert Street telephone (410) 545-8561

city or town Baltimore state MD

The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust  
Shaw House  
21 State Circle  
Annapolis, Maryland 21401  
(301) 269-2438

*DHCP/DHGD*  
MARYLAND HISTORICAL TRUST  
100 COMMUNITY PLACE  
CROWNSVILLE, MD 21030-2023

PG 69-29

Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 7.5

Description

a carpenter could. At the back of the catalog Sears offered a "standard grade" of pre-cut houses at lower costs, but there were fewer models offered; they were generally one-story in height and less warm in the winter because they were not as tightly constructed. Beginning in 1919, Sears opened showrooms to assist "Modern Homes" buyers. Many people nationwide still ordered directly from the catalog, however, and Sears attempted to convey as much information as possible about the finished product in the catalog. Sears, Roebuck and Company had a "Ready-built Homes" facility in the Washington metropolitan area long before there was a Sears' retail store established there. A showroom opened in Washington, D. C. at 704 10<sup>th</sup> Street, N. W. in 1923, whereas the first Sears retail department store in the area opened in 1930 on Bladensburg Road, N. E., in the District of Columbia.

According to Stevenson and Jandl (Houses by Mail) Sears house designs were not innovative, rather they used many architectural features in wide general use on houses at the time. To date eighty-two Sears houses have been identified in Prince George's County which closely conform to those depicted in Sears "Modern Homes" catalogs from 1908 through 1940, but others may be present. Most of the Sears houses identified were concentrated in the northwest suburbs of the county where the most expansive suburban growth occurred during the first third of the twentieth century. The dates of construction were concentrated in the 1920's through the first half of the 1930's in communities such as Bladensburg, Brentwood, Cheverly, Cottage City, College Park, District Heights, Fort Washington, Glenn Dale, Hyattsville, Lanham, Laurel, Mt. Rainier, Rogers Heights, Riversdale and University Park.

The Sears model most commonly built in the county was the "Vallonia", a classic one and one half story frame bungalow. The next most popular model was the "Uriel", available in 1921-1925, with it re-designed cousin, the "Conway", available 1926-1933. Eleven identified examples of the Ureic/Conway model were identified in the county. The Uriel/Conway ranged in price from \$1,310 to \$2,099 over the years of its availability. Models close to their original appearance are found at 4404 38<sup>th</sup> Street in Brentwood, 6106 Arbor Street and 2311 Crestlawn in Cheverly and 9005 Locust Spring Street in Branchville.

PG 69-29  
Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 7.6  
Description

The town of Cheverly, continuing to evolve to the present, was founded by Robert Marshall on land he acquired from 1918 to 1926 in a series of purchases from several owners of what had been a tobacco plantation called Mount Hope. Mount Hope was the plantation home of Fielder Magruder, Jr. With the exhaustion of tobacco land by the middle of the nineteenth century and the demise of the slave based agrarian economy of the area after the Civil War, a general agricultural depression occurred in Prince George's County. Also affecting Mount Hope during this period was the coming of the railroad. The Baltimore and Potomac (now Conrail) track bisected Magruder's plantation when it opened in 1872. Robert Marshall, an Ohio investor and stockbroker, upon arriving in the area after World War I, recognized the development potential for a community "ten cents and twelve minutes to downtown Washington, D. C. " as he came to characterize the typical commute to the city.

Marshall sold his first lot to Charles Henke of Tuxedo in 1919. The first street was paved in 1920 and the first house built in 1921 for Fred W. Nickel (2331 Bellview Avenue). The first streetlights were installed in 1922 with power supplied by a Delco Plant located behind the Mount Hope plantation house. The first "city" water and power were installed in 1925. Between 1923 and 1925 Marshall arranged for the construction of seventeen of the twenty-five Sears roebuck houses eventually built in Cheverly. A total of thirty-four dwelling of various types were built between 1921 and 1925 before Marshall lost control of his Washington Suburban Realty Company in 1927.

Shortly after Harry Wardman acquired control of Cheverly in 1929 he went bankrupt with the onset of the Depression. Cheverly, consisting of seventy-four houses, was auctioned, at which time (1931) the citizens voted for incorporation, including an adjacent area known as South Cheverly (or Tuxedo colony), containing twelve pre-Marshall houses, of which only three survive. In 1931 there were seventy-four occupied dwellings in Cheverly . Major growth occurred in the late 1930's and early 1940's when the number of dwellings grew to 650. Most of the civic, educational and religious institutions were constructed in the 1950's. The town currently encompasses 1.2 square miles and over 3,000 households, most of which have been constructed in the last few decades. The late twentieth century infill buildings have largely overwhelmed the pre-1950 structures and changed the character of Cheverly considerably.

PG 69-29

Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 7.1

Description

Description Summary: The Schwier and Hilliard Houses are simple modest frame "Sears" houses which are oriented to the south and east toward Cheverly Avenue on the south fringes of Cheverly in a transitional commercial-residential area. They are adjacent to one another located across from a convenience store to the southwest, and directly to the south from the US 50 corridor, the Pennsylvania Railroad, and the Cheverly WMATA Metro Station and its attendant parking facilities and tracks. There is an industrial area on the opposite side of these transportation facilities.

Description: The Jacqueline Schwier House was constructed ca. 1923 from a Sears, Roebuck and Company Mail Order house design--the Conway, a variant on the Uriel Model. It differed from the Uriel because it had concrete block porch piers and no half-timbering in the porch gable. It was priced between \$1,310 and \$2,009. A one and one-half story small frame dwelling, it featured a principal gable roof which parallels the entrance facade which was interrupted by a large cross gable porch, with the vertical face under the gable end over the open porch containing three windows to provide light in the living space on the second level. It was identified as "styled in the popular semi-bungalow" style, currently described as a bungaloid cottage dwelling. The structure is clad with horizontal weatherboards.

The Schwier House differs from the prototype in that there are four instead of six brackets under the cross gable cornice, and the original wooden porch railing has been replaced with modern metal type. The porch has been screened.

The Schwier House is a simple modest frame dwelling on a rusticated concrete block foundation. The rectangular block faces east toward Cheverly Street and is located on the south fringes of Cheverly in a commercial-residential area adjacent to the US 50 corridor and the train tracks of the Pennsylvania Railroad.

The principle, east facade of the rectangular block, with a gable roof paralleling the flank of the structure, is interrupted by a cross gable which projects forward to roof an open porch, now screened. Shoulder-height, heavily rusticated piers, topped with plinths, carry the two slightly canted wooden piers supporting this cross gable. The entry is located in the east or side bay of the porch, with a shorter corner pier (on the southeast) and to the left of the concrete steps. Rafter ends and brackets are located in the overhanging gable ends of the principal block and the cross

PG 69-29

Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 7.2

Description

gable of the porch. All of the fenestration is composed of upper sash (divided vertically) over single pane sash below. Triple windows are located in the east forward face of the cross gable, with single windows located to either side in the main block. Evidently the fenestration in the side gable ends walls (on the north and south) were composed of two regularly single sash in the principal level and one in the peak of the gable end, however, this pattern was interrupted in the south gable end by what is presumed to have been a replacement of the westernmost window with a smaller example. The rear elevation is composed of a doorway offset to the south with two windows to the north and one to the south of it.

The Hilliard House, built in 1923, utilized the Crescent mail-order design offered by Sears. It was described in the Sears catalog as appealing "to the folks who like a touch of individuality with good taste . . . The front door, sidelights and windows have been admirably selected." It featured a gabled front porch with arch supported by columns, tripartite windows and one or two-story plans. The price was \$1,351 to \$2,410.

The Hilliard House is located immediately adjacent to a heavily wooded area in the yard of an adjacent structure; thus the west side of the structure could not be viewed. It is a simple frame rectangle raised slightly above grade on a rusticated concrete block foundation. The structure faced south immediately across from a convenience store on the opposite side of Cheverly Avenue. The center entry with six-pane sidelights, is sheltered by an elaborate vaguely colonial Revival style porch carried on paired Doric colonnettes. The gable roof, which parallels the flank of the structure, is characterized by ease vents and cornice returns in the gable ends. The east gable end is the location of a lean-to roof carried on four square posts sheltering an entry in the east facade. The two-pane window in the peak of the gable roof may be the only other break in wall plane. The rear, or north facade, is the location of two windows. A modern metal garden shed is located off the northwest corner.

The Hilliard House appears to have been altered. The characteristic fenestration for the principal facade--consisting of large tripartite windows on either side of the entry composed of a fixed large pane centered between two-over-two lights in the original concept of the mail order house-- has been replaced by sliding glass in the center with full one-over-one panes to either side. The fenestration pattern that

PG 69-29  
Schwier and Hilliard "Sears" Houses  
Cheverly, Price George's County

Continuation Sheet 7.3  
Description

characterized the Crescent design does not appear in the Hilliard House. A door has been placed in the south bay and the front door has been replaced.

**CONTEXT**

THE SEARS, ROEBUCK AND COMPANY  
MAIL ORDER HOUSES OF CHEVERLY

The Schwier and Hilliard Houses were constructed from kits supplied by the Sears, Roebuck and Company in Cheverly in the second quarter of the twentieth century. The original Sears, Roebuck and company was founded in 1887 in Minneapolis, Minnesota as a mail-order watch business. With the successful sale of watches, the company added more items to its catalogue. By 1893 it offered clothing, harnesses, saddles, firearms, wagons, bicycles, pianos and organs via mail order. By 1900 the Sears catalogue was the "Wish Book" of the nation, with 1,100 pages of text and illustrations of merchandise.

Between 1895 and 1900 Sears began selling building materials via mail order. In 1908 the company produced its first catalog of mail-order houses, entitled the Book of Modern Homes and Building Plans and featuring twenty-two house models.

George F. Barber of Knoxville, Tennessee was the first to supply entire house packages beginning in 1889 and many small regional companies followed suit. Several companies sold mail-order houses nationwide, including the Aladdin Company, beginning in 1904; Sears and Roebuck, beginning in 1908; and Montgomery Ward and Company, beginning before 1910.

Sears surpassed all other companies in volume of mail-order houses sold, eventually selling over 100,000 houses. Probably the major reason for the Sears volume was that it was the only company to offer credit, with up to fifteen years to pay for a house purchase. It stopped its sales in 1940 mainly because of the financial losses through mortgage foreclosures during the Depression years.

Sears offered mail-houses through its "Honor Bilt [sic] Modern Homes" catalog, published twice yearly throughout most of the existence of the Modern Homes Division, from 1908 through 1940. The catalog offered a variety of building

PG 69-29

Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 7.4

Description

types, including tiny camp and summer cottages, garages, and farm outbuildings. Most of the offerings were dwellings; however, four hundred and fifty different house models were available over the thirty-three year life of the program. The models from the early years were holdovers from nineteenth century styles, including one-story frame cottages and two-story Victorian vernacular structures. As suburban development boomed Sears followed the popular styles of the day, offering two-story Colonial Revival designs and Four-Square or one-story bungalows or Cape Cods, with prices ranging from under \$1,000 through around \$5,000. Buyers who elected to purchase extra features could raise the costs substantially. The Sears houses were affordable and attractive to a broad range of Americans at a time when trolleys and automobiles were making the outer edges of the city accessible for commuters.

According to the catalog, with each house order the Sears customer was getting a range of architectural services, thereby saving costly architects' fees. Prior to 1919 Sears purchased house designs from outside architects. In 1919 Sears established an architectural division and had its staff design buildings for the catalog. House designs were varied in style, but all were popular, proven styles of the day. With the house package, a customer received blueprints of each elevation of the house, floor plans, a basement plan specifications, construction plans and instructions for the installation of heating, plumbing and wiring.

Sears stressed that its houses were economical and that money could be saved using its package rather than traditional methods. The mail-order houses were advertised as easy to construct. Purchasers could construct the house themselves, saving the cost of hiring labor. If carpenters were hired, they were needed for shorter amounts of time than usually required for house construction because all of the framing lumber, as well as other wooden components, were pre-cut and shipped to the site with nails, screws, shingles, etc. The company provided a written guarantee in its catalog that if instructions were followed completely, there would be no need for further purchase of materials. This guarantee assured prospective homeowners of the total cost of their house at the outset. It also insured no waste of materials at the construction site.

A second selling point in the Sears catalog was the high quality of the construction materials offered. "Honor Bilt" [sic] houses, the top of the line in Sears house offerings, had all parts pre-cut and fitted at the factory and Sears stressed that its machinery worked with far greater accuracy and efficiency than

PG 69-29

Schwier and Hilliard "Sears" Houses  
Cheverly, Prince George's County

Continuation Sheet 8.1  
Statement of Significance

Significance Summary: The Schwier and Hilliard Houses are two of numerous mail order houses located in Prince George's County, and in the mostly late twentieth century suburb of Cheverly. They were based on two popular styles: the Conway and the Crescent, both very modest small scale frame dwellings. They are located in the town of Cheverly, founded by Robert Marshall on land he acquired from 1918 to 1926 in a series of purchases from several owners of what had been a tobacco plantation called Mount Hope.

Significance: The Jacqueline Schwier House was constructed ca. 1923 from a Sears, Roebuck and Company Mail Order house design--the Conway, a variant on the Uriel Model. The Schwier House differs from the prototype in that there are four instead of six brackets under the cross gable cornice, and the original wooden porch railing has been replaced with modern metal type. The porch has been screened and some half timbering in the forward face of the cross gable has been removed.

The Hilliard House, built in 1923, utilized the Crescent mail-order design offered by Sears. The Hilliard house appears to have been altered. The characteristic fenestration for the principal facade (originally tripartite windows on either side of the entry composed of a fixed large pane centered between two-over-two lights in the original concept of the mail order house) has been replaced by sliding glass in the center with full one-over-one panes to either side. The fenestration pattern that characterized the Crescent design does not appear in the Hilliard House. A door has been placed in the south bay and the front door has been replaced.

THE HISTORIC PROPERTY LOCATED WITHIN APE:  
THE SCHWIER AND HILLIARD "SEARS" HOUSES (PG 69-29)

The Jacqueline Schwier House (PG 69-29) was constructed ca. 1923 from a Sears, Roebuck and Company Mail Order house design--the Conway, a variant on the Uriel Model. It differed from the Uriel because it had concrete block porch piers and no half-timbering in the porch gable. It was priced between \$1,310 and \$2,009. A one and one-half story small frame dwelling, it featured a principal gable roof which parallels the entrance facade which was interrupted by a large cross gable porch, with the vertical face under the gable end over the open porch containing three windows to provide light in the living space on the second level. It was identified as "styled in the popular semi-bungalow" style, currently described as a bungalowoid cottage dwelling. The structure is clad with horizontal weatherboards.

The Schwier House differs from the prototype in that there are four instead of six brackets under the cross gable cornice, and the original wooden porch railing has been replaced with modern metal type. The porch has been screened.

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The Hilliard house appears to have been altered. The characteristic fenestration for the principal facade-- consisting of large tripartite windows on either side of the entry composed of a fixed large pane centered between two-over-two lights in the original concept of the mail order house-- has been replaced by sliding glass in the center with full one-over-one panes to either side. The fenestration pattern that characterized the Crescent design does not appear in the Hilliard House. A door has been placed in the south bay and the front door has been replaced.

**National Register Evaluation**

Neither the Hilliard nor the Schwier Houses would appear to meet any of the National Register criteria either individually or paired. The criteria are listed below:

Project No. PG186B11  
US 50/Columbia Park Road Interchange  
Attachment 4

Page 2

- a) Association with events that have made a significant Contribution to the broad patterns of our history; or
- b) Association with the lives of persons significant in our past; or
- c) Embodiment of the distinctive characteristics of a type, period, or method of construction, or works of a master, or that possesses high artistic values, or that represent a significant and distinguishable entity whose components lack individual distinction; or
- d) As regards Criterion D (potential to yield information important in prehistory or history) given the degree of prior disturbance and negative findings from previous archeological surveys, it is unlikely that potentially significant archeological resources remain.

The following two sites, constituting historic site PG69-29, have been evaluated in light of the National Register criteria, with a careful consideration of the criteria of integrity, as listed below. A somewhat different mind set is required to apply these criteria to the Schwier and Hilliard Houses, very modest "mail order" formula houses which were mass produced and shipped to the site as a package, to be assembled by a local builder. In light of their design (as opposed to the "high style" or "custom" structures which the public may more readily associate with historic houses from earlier eras) what might be considered very minor changes to the original fabric in other kinds of historic structures can constitute problematic aesthetic changes in these mail order designs. Changes, however small, in the original fabric may be slight yet create an anomaly which might undermine the integrity of the structure.

The Schwier House (PG69-29) differs from the prototypical Conway House in that there are four instead of six brackets under the cross gable cornice and other small anomalies, which may be attributable to other options available at the time of ordering. Recent changes include the replacement of the original wooden porch railing has been replaced with modern metal type. The porch has been screened and some half timbering in the forward face of the cross gable has been removed.

The Hilliard House (PG 69-29), built in 1923, utilized the Crescent mail-order design offered by Sears. The Hilliard house appears to have been more substantially altered. The characteristic fenestration for the principal facade--consisting of large tripartite windows on either side of the entry composed of a fixed large pane centered between two-over-two lights in the original concept of the mail order house--has been replaced by sliding glass in the center with full one-over-one panes to either side. The fenestration pattern that characterized the Crescent design

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Attachment 4

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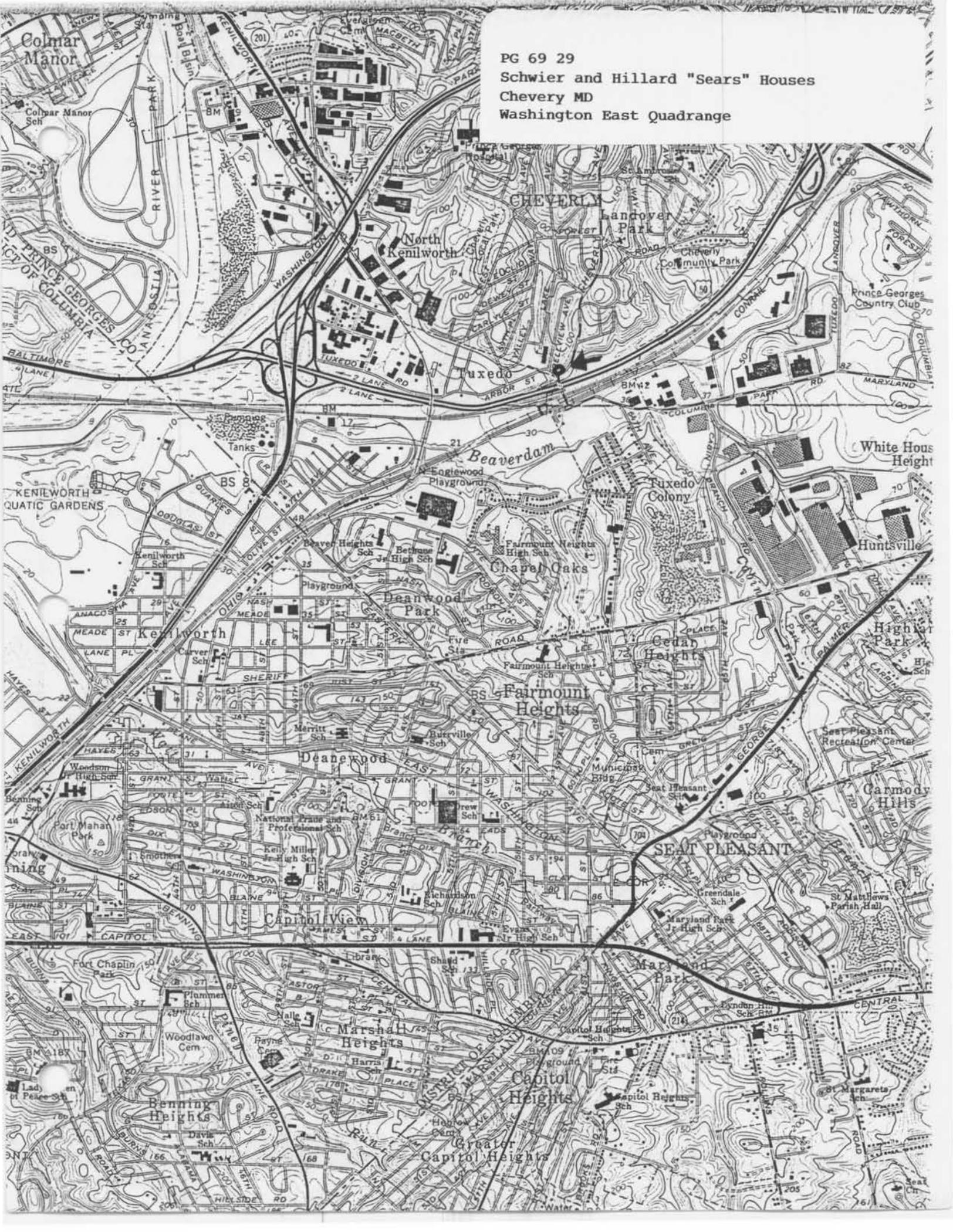
does not appear in the Hilliard House. A door has been placed in the south bay and the front door has been replaced.

Although the historic houses remain in the same location as originally assembled the nature of that location has changed as the area undergoes some commercial encroachment from the south. The integrity of these Sears Mail Order House's design, materials and feeling has been compromised in that the pattern of fenestration and type, plus style of the ornamental detailing has been compromised on both the Schwier and Hilliard Houses. Thus they no longer retain key exterior materials dating from the period of their historic significance, or construction in 1923, thus do not convey as strong an connection with the past, or as immediate an association or feeling in an historic sense of a particular period of time. They were constructed from mail order designs, a type of design mode, which continues today. In their present state they convey little association with any historic event or person, outside of the fact that they were constructed in the early days of the twentieth century suburb of Cheverly. No information has come to light that indicates any association of these dwellings with persons important in history on any level. Design is the combination of elements that create the form, plan, space, structure, and style of an historic property. Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character. Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character.

The setting of the Schwier and Hilliard Houses has been somewhat compromised by the construction of the convenience store immediately across Cheverly Avenue. These are located in the southernmost part of Cheverly in an area that appears to transition from strictly residential to commercial/industrial uses. This is more true for the Hilliard House than the Schwier House, which is located further north and around the corner from the commercial area.



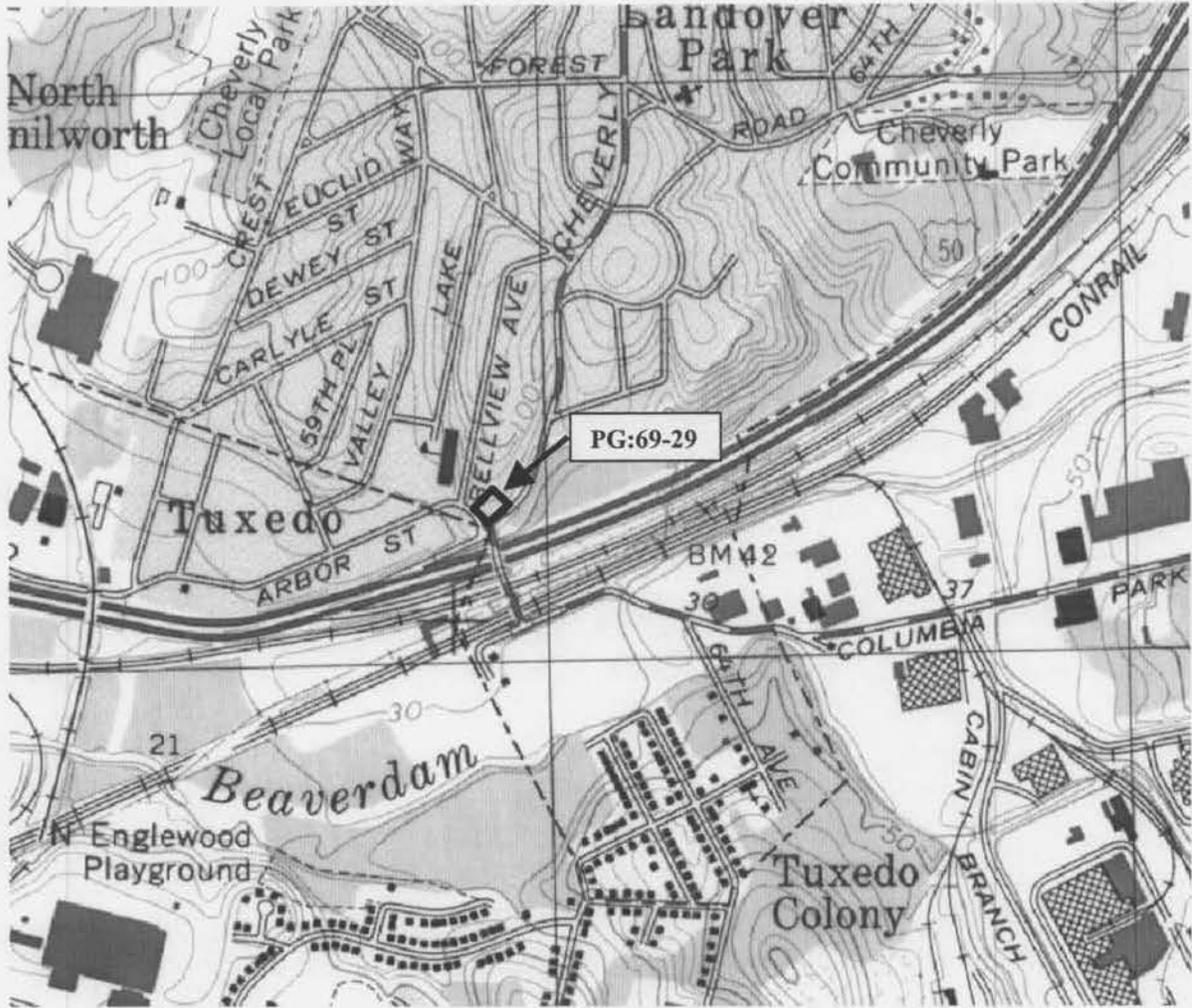
Schwier and Hillard "Sears" Houses  
Chevery MD  
Washington East Quadrangle



PG:69-29  
Schwier and Hilliard "Sears" Houses  
2200 & 2202 Cheverly Avenue  
Tax Map 58, Group 82, Block B, Lots 28 & 29



PG:69-29  
Schwier and Hilliard "Sears" Houses  
2200 & 2202 Cheverly Avenue  
Washington East quadrangle





PG 69-29

Schumer & Willard "Sean" Homes  
Princeton George County 1770.

R. Suffren - 8/96

Wagon - at mt State Hwy 100 mi

Willard ~~Home~~ Home

Sp. on D. ...



PO 69-29

Schene & Silliman "Stars" Home

Princess George County, MD

Rt. Sufferer 8/9/6

negative at end state Hwy Admin

Highland & ~~Schene~~ Home

NE Corner



PO 69-29

"

Behrens & "Hollard Seas" Home

Princess George County, MD

Ret. Buff - 8/26

neg at 11/20/52 P  
Disquette Behrens Home

SWLover

415



Pb 69-29

Schuman & Hollard "Seas" Home

Prince Georges County MD

Pete Giff. in 8/96

very at multistate being not in

Jacqueline Schuman

SE Corner



PC 69-29

Shannon Thomas Lewis Ho-

James Grayson S. 1977

John S. H. - 1977

May at ... State ...

James S. Lewis Ho-

NE corner

5/5