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United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Templin-Bradley Company
other names/site number L. Templin & Sons (1876 to early 1900's), Templin-Crockett-Bradley Co. (early 1900's to 1920)

2. Location

street & number 5700 Detroit Avenue

| | |
|-----|---------------------|
| n/a | not for publication |
| n/a | vicinity |

city or town Cleveland
state OH code OH county Cuyahoga code 035 zip code 44102

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,
I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

Barbara Bowen Dept. Head, Inventory & Registration April 18, 2013
Signature of certifying official/Title Date

Ohio Historic Preservation Office, Ohio Historical Society

State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official Date

Title State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register determined eligible for the National Register
- determined not eligible for the National Register removed from the National Register

other (explain:)

Patrick Andrews 6/14/2013
Signature of the Keeper Date of Action

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5. Classification

Ownership of Property
(Check as many boxes as apply.)

- private
- public - Local
- public - State
- public - Federal

Category of Property
(Check only one box.)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|--------------|
| 1 | | buildings |
| | | sites |
| | | structures |
| | | objects |
| 1 | | Total |

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

N/A

Number of contributing resources previously listed in the National Register

None

6. Function or Use

Historic Functions
(Enter categories from instructions.)

- INDUSTRY/PROCESSING/EXTRACTION
Manufacturing facility
- COMMERCE/TRADE: Specialty store
- LANDSCAPE: Garden

Current Functions
(Enter categories from instructions.)

- INDUSTRY/PROCESSING/EXTRACTION
Industrial storage

7. Description

Architectural Classification
(Enter categories from instructions.)

- Late 19th & Early 20th Century
- American Movements

Materials
(Enter categories from instructions.)

- foundation: Concrete
- walls: Brick, Concrete
- roof: Synthetics
- other:

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Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Templin-Bradley Company building is located on the north side of Detroit Avenue between West 58th Street to the west and West 54th Street to the east, on the eastern-most edge of the Gordon Square Arts District. This section of the city was once densely residential and identified as the SS Stone Subdivision (Original Lot No. 50) in the Township of Brooklyn. However, during the past century it has evolved into a mix of small business, retail and light industry incorporated into the neighborhood along the main thoroughfares while residential housing exists to the rear on surrounding streets. Beginning during the late nineteenth century and continuing through the early twentieth century, Detroit Avenue was a major transit route for electric streetcars and the principal route out from the center of the City of Cleveland to growing neighborhoods and communities such as Lakewood and later on Rocky River.

The Templin-Bradley Co. building (1916) is an exposed concrete frame with redbrick infill, flat-roof structure initially a 2-story structure and then increased in size to a 4-story structure(1918). In 1929, a 1-story addition was constructed and adjoined at the rear of the structure to form a segmented L-shaped plan. The four-story portion of the building measures 60 feet in width (east/west) by 140 feet in length (north/south) while the single-story portion of the building measures 97 feet in width (east/west) by 74 feet in length (north/south). There is a partial basement under the single-story portion and section of driveway. The four-story portion rises approximately 47 feet above grade to the top of the parapet wall with elevator penthouse and chimney rising beyond that dimension. The overall condition of the property is fair on both the exterior and interior where surviving historic elements still exist. (See photos 1-21) The site slopes downward from Detroit Avenue to Tillman Avenue with a difference in grade of approximately 4 feet.

Description

The building frame stands on large concrete footings as its foundation, with red brick masonry walls and exposed concrete perimeter beams and columns above grade which visually divide the building into identifiable bays.

On the four-story (1916 and 1918 addition) portion, the front elevation originally featured large, wood-frame commercial 2 over 2 double-hung windows in each opening; whereas, the side elevations were comprised of the same wood-frame commercial 2 over 2 double-hung windows in the first three southernmost bays while the remaining window openings occurring on these elevations featured industrial steel sash with operable pivot-hoppers. The rear elevation featured industrial steel sash with operable pivot-hoppers as well as a full-height exterior fire-escape system at its center. The wood-frame windows have been removed from their openings and replaced with translucent fiberglass panels on all floors. The original steel sash and fire escape remain. The main entrance of the building; centrally located on the second floor of the south elevation, originally featured a double entry stair with railings which led visitors to the building out onto the front lawn which was referred to most commonly as the trial grounds. Historic building signage included the company name "The Templin-Crockett-Bradley Co." painted directly on the red brick, spanning nearly the entire length of the façade, in the space just above the fourth floor concrete perimeter beam and below the parapet. On the redbrick portions in several of the bays occurring below, the following words were painted from left to right "Seeds"(at the fourth floor – bay 1), "Bulbs"(at the fourth floor – bay 2),, "Roses"(at the fourth floor – bay 3), "Shrubs" (at the third floor – bay 1), "Vines" (at the third floor – bay 2), and "Roots" (at the third floor – bay 3). Window canopies historically existed on all second floor wood sash windows with the exception of the third bays on the side elevations. No canopy existed over the pair of wood doors at the main entrance. The remainder of the property is a parking lot. Today, all historic signage is no longer visible, the trial grounds on-site are overgrown with only grass and mature plants where a large garden featuring over 450 varieties of tulips and other imported Dutch bulbs once existed; however the original walking path/sidewalk configurations remain. Window canopies have been removed and the front entry stair and doorway altered with the removal of the original wood doors and eastern half of the stair to accommodate the addition of a single steel door at both the top and bottom of a wooden shanty enclosure over the western half of the original stair. The flat roof is a rubber membrane that features clay tile (camelback) coping around its perimeter with exception taken at the parapet which features a stone cornice. There is a red brick

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elevator penthouse on the center of the west wall and a large redbrick chimney at the rear northwest corner of the building.

On the single-story portion (1929 addition) with partial daylight basement, the fenestration is minimal with only small scale steel sash (subterranean and first floor) and a garage entrance bay (on the south elevation) and loading dock (on the north elevation). The south and west walls have sustained considerable ivy growth with masonry and exposed concrete portions in need of repair and tuck-pointing as a result. The flat roof is a rubber membrane applied over a concrete slab that features clay tile (camelback) coping around its perimeter and an elevator penthouse. The rooftop is punctuated by several, twelve in all, steel and glass skylights ranging in size from approximately 4 feet by 4 feet to 6 feet by 4 feet.

The interior of the Templin-Bradley Co. building is a good example of a concrete slab and "mushroom" capital structural system in the basement and on floors one and two. The columns and beams on the third and fourth floors are steel wrapped in plaster and the roof structure is comprised of wood decking. The structural bays on all floors are 20 feet deep (north/south) by 18 feet wide (east/west) and the structure is exposed in open, manufacturing/warehouse space on all floors, except for framed plaster partitions in select locations on floors one through four to accommodate administrative offices and toilet rooms. The floors in the basement and first level are concrete whereas the second through fourth floors are industrial-grade hardwood on sleepers over the concrete floor slabs. The floor-to-floor heights are: basement, 10 feet 6 inches; first, 11 feet 9 inches; second and third, 12 feet 0 inches; and fourth, 12 feet 5 inches. Substantial portions of the original wood flooring have been pulled up for salvage by a former building owner. Currently, large amounts of construction building materials and automobiles with related automotive parts are being housed within the structure. The overall condition of the interior is fair given its exposure to the elements over time and its infrequent use.

The Templin-Bradley Company's overall form is intact, contributes to the character of the neighborhood and is a major visual presence along Detroit Avenue. The building survives with only minor alterations and is one of the largest structures within the Gordon Square Local Landmark District.

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance includes the construction of both the original building and its additions through the period the Templin-Bradley Co. was managed by either R. L. Templin, G. Floyd Bradley or A. Pearle Templin-Bradley.

A construction permit was issued on May, 11, 1916 for a 2-story building for the Templin-Crockett-Bradley Co. 5700 Detroit Avenue (listed under 5701 Tillman Avenue). On May 2, 1918, another permit was taken out for a two story addition to the original building. In 1929, according to Sanborn fire insurance maps, a single-story addition was constructed to the rear of the existing four-story building. That same year, R.L. Templin (the company founder) died and G. Floyd Bradley was named his successor. During his Presidency, G. Floyd Bradley (a native of Cleveland) hosted a radio show broadcast from the building promoted as "America's Largest Garden Club",

Areas of Significance

(Enter categories from instructions.)

- Agriculture
- Commerce
- Other

Period of Significance

1916 to 1956

Significant Dates

1916, 1918, 1929, 1949, 1956

Architect/Builder

Moon, L.R.V.– Architect (Cleveland, OH)
George A. Rutherford Company - Contractor

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was active in civic affairs (West Side YMCA, Cleveland Chamber of Commerce and Cleveland Rotary Club), served as President of the American Seed Trade Association as well as grew/managed the company business. After Floyd's death in 1949, Pearle (Templin) Bradley assumed the position of President in her late husband's place but by 1956 leased the family business to an outside party.

Statement of Significance Summary Paragraph

(Provide a summary paragraph that includes level of significance and applicable criteria.)

The Templin-Bradley Company is significant under Criterion A through its association with 1) agriculture and commerce, 2) the company's role in promoting war relief, community/school gardens and the City Beautiful Movement, 3) consumer education through gardening and culture and 4) the company's significant contribution in scientific seed germination and nursery industry automation.

A recurring theme in 20th century Cleveland, that continues to the present day, is that during difficult economic periods communities of people come together to raise food crops on city land. The working men's farms during the Great Depression, the Victory Gardens during World War II, and community gardens established during the years of urban renewal all provide examples of revivals of urban agriculture as a response to economic difficulties.¹ The Templin-Bradley Co. played a significant role in each of these and many other City Beautiful and school gardening initiatives in addition to innovative seed germination techniques, educational guides through radio and print publications and widespread seed commerce and distribution – locally, nationally, and internationally.

A major influence in American urban design from the 1890s through the 1920s was the City Beautiful Movement. At the turn-of-the-century many communities, including Cleveland, were experiencing the impact of increasing industrialization resulting in an expansion of railroads and retail centers, rising population, air, water and noise pollution, and an overall increase of congestion, disorder, and deterioration.

The City Beautiful Movement and civic improvement projects were seen as a solution to many of these urban issues. These broad efforts were linked to Progressivism by combining social reform with public aesthetic improvements to create a new sense of civic grandeur. This planning trend was grounded in the belief that by creating beautiful and well-organized places for people to live and work, they would become better citizens and improve the quality of their lives.

An important influence in the development of the City Beautiful Movement's grandiose city plans was the 1893 World's Columbian Exposition in Chicago. The Fair's display of monumental, white, classical buildings, brilliantly electrified, sparked in America the idea of beautifying entire cities. The influence of the Fair was widespread – it was well attended and the images of the Fair buildings and grounds were widely published in popular magazines, postcards and professional journals and publications.

City Beautiful projects often display similar defining characteristics. Projects ranged from civic center plans with grouped buildings, boulevards, and monuments anchoring grand perspectives to smaller projects such as a single building or bridge, or street paving and lighting. The projects required political and local citizen involvement, often led by influential civic-minded citizens, professionals and elected officials. The project's aesthetics reflected classical design principles of beauty, order, and harmony through the use of Neo-Classical style architecture, unified designs incorporating balance, symmetry, and use of similar materials. Finally, projects often benefited from the collaboration of architects, engineers, sculptors, and other artists contributing towards a unified design.

The most widely recognized and promoted results of the City Beautiful Movement was in the planning and execution of civic planning efforts often focusing on the development of a civic center of classically-designed public buildings, expanded park systems, and landscaped parkways and boulevards. Often lesser known examples of the City Beautiful Movement were carried out in the form of civic improvement projects such as beautifying yards, alleys, and school yards. Cleveland is well known for its City Beautiful Movement examples of grand Civic Plans and Park Systems reflected in the Cleveland Group Plan of 1903 and the resulting classical public buildings and formal landscape of the Mall as well as the

¹ Hufford, Carolyn L. CLEVELAND STATE UNIVERSITY. (2008). "Feeding Cleveland Urban Agriculture."

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series of landscaped parks and parkways known as Cleveland's "emerald necklace." The significance of the early twentieth century civic improvements accomplished through the Cleveland Public Schools' School Garden Program and the role of the Templin-Bradley Company in providing the seeds and educational gardening information and guidance are lesser known examples of the City Beautiful Movement as carried out by local citizens, public schools, and grassroots organizations. These initiatives are significant aspects that provide insight into the larger role of the City Beautiful Movement and early twentieth century civic improvements carried out at the neighborhood scale throughout Cleveland.

Agriculture & Commerce

Lewis Templin established L. Templin & Sons in Calla, Ohio, and incorporated in 1904. According to the 1880 census for Mahoning County, the 92-acre nursery and farm propagated fruits, ornamental trees, honey, grains and vines.² His first catalog was published in 1881. Templin's three sons (R. L. Templin, M. B. Templin, and W. W. Templin) took over the company after his death in 1899. R.L. Templin moved the company to Cleveland in 1904. In 1912, R.L. Templin's two sons-in-law joined the business and the name was changed to Templin-Crockett-Bradley Co. to reflect these family additions. The final name found in trade literature for this company is the Templin-Bradley Co., which dates from the mid-1920s into the 1950s. Despite several name changes, the family-owned and operated company consistently operated as seedsmen and nurserymen in the wholesale and retail distribution of seeds, bulbs and shrubs for nearly a century.

Lewis Templin had a fruit and ornamental tree nursery in Calla, near Youngstown, within Mahoning County, Ohio. The town was actually named by Templin ancestors for the calla lily.³ While working on his father's (Lewis Templin) nursery, in 1876, R.L. Templin started a mail order plant seed and bulb business. His first seeds were imported from Germany. In 1904, the organization, at that time referred to as L. Templin & Sons, was moved to Cleveland, Ohio, to start greenhouses and grow the business in an urban core. In 1912, R.L. Templin was joined by Perry J. Crockett and George Floyd Bradley (sons-in-law through marriage to R.L. Templin's daughters Maude and Pearle, respectively) and, together, they incorporated the Templin-Crockett-Bradley Co. The first listing for the company in the Cleveland City Directory appeared in the 1914-1915 edition with 2711 Church Avenue NW listed as its address. The same address appeared in the 1915-1916 Cleveland City Directory.

"The daily movement of thousands of people along Detroit Avenue encouraged the growth of commercial enterprises along its length geared not simply to the neighborhood residents but also to these commuters. Substantial brick commercial buildings were erected along Detroit Avenue."⁴ With ambitions of business growth through increased exposure most likely an influence, in 1916, Templin-Crockett-Bradley Company acquired, constructed and settled into its 5700 Detroit Road location, less than one mile from their Church Avenue site. The Detroit Road address was first listed in the Cleveland City Directory for the Templin-Crockett-Bradley Co. in the 1916-1917 edition, officially replacing the company's former Church Avenue address. Between the years 1918-1929, the building experienced 2 major additions resulting in the structure which exists today. Crockett died in 1920 and, sometime in the mid-1920s, the name Crockett was dropped so that the company came to be known as the Templin-Bradley Co. with R.L. Templin still involved in day-to-day operations as Founder and President, Floyd Bradley serving as Vice-President and Treasurer and Ayda Pearle Templin-Bradley performing as Secretary. Upon R.L. Templin's death in 1929, Floyd Bradley was named President and Pearle Templin-Bradley assumed the role of Vice-President and Secretary. Upon Floyd Bradley's death in 1949, Pearle Templin-Bradley was named President of the Templin-Bradley Co. with her nephew, Raymond Wells, performing as second Vice-President until Mrs. Bradley eventually leased the business in 1956.

War Relief, Community/School Gardens and the City Beautiful Movement

In 1899, Cleveland was the inaugurator of many admirable civic movements – one of the most noteworthy of which was the work of the Home Gardening Association. The movement, which initially aimed to "beautify vacant lots and unattractive yards which surrounded houses" was so successful in awakening an interest in the culture of flowers that the idea was eventually extended (in 1904) to reach many additional neighborhoods through the

² Products of Agriculture, 1880 Census – Mahoning & Marion Counties (microfiche roll 75). Repository - Western Reserve Historical Society Library.

³ *Cleveland Plain Dealer*, April 19, 1930. Woman of Flowers Sees Blooms of Many Lands.

⁴ National Register of Historic Places – Gordon Square Historic District Nomination (listed 2002) Continuation Sheet, Page 2.

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Cleveland Public Schools Horticulture Program (CPSHP).⁵ As a response to the CPSHP's innovative initiative, the Templin-Bradley Company's *Children's Flower Mission* was developed with a plan to supply packages of seeds for 1 cent each— a concept R.L. Templin and Floyd Bradley had enthusiastically promoted eventually earning the company a reputation for being the nation's largest distributor of seeds for school garden programs.⁶ The Cleveland Public Schools Horticulture Program operated until its system-wide close in 1978.

By beautifying vacant lots and yards in nearly every section of the city, it increased property values besides adding to the beauty of the city. However, what was more important was that it improved the health of the Cleveland residents. It brought people out of doors to cultivate flower and vegetable gardens who, before this, never ventured out into a garden. To educate and incentivize Clevelanders, lectures and garden/flower shows were conducted frequently with prizes for the best gardens in the various wards awarded. Contests and exhibits were also sponsored by private organizations, this was the case with the Floyd Bradley Horticultural Award which was an annual competition where individuals or households would enter their specimens and compete to win Floyd Bradley Horticultural Achievement medallions.⁷

By 1907, the Home Gardening Association reported that "probably 300,000 packages of seeds will be distributed, and several more school gardens will be started."⁸ Many generations of gardeners were cultivated through this effort. With such great success realized in the local school gardening program, interest grew to large proportions and programs were begun in other cities and states; by the 1950s, the Templin-Bradley Co. sold flower and vegetable seeds at relatively low costs to student members of approved and supervised garden groups in schools throughout the country.

What was accomplished through this gardening movement could not be computed in dollars and cents. Only 9 varieties of plants were prepared by the association, but the interest was so great that nearly 50,000 packages were sold during the first year. The orders for seeds came in so rapidly from schools that the officers of the Home Gardening Association thought there must have been a computation mistake; but investigation showed that the seeds were really demanded. Each year, the initiative grew in demand and scope. In 1906, the seed distribution in Cleveland alone was documented to be 240,000 packets, in addition to 100,000 bulbs. "By selling them for 1 cent a package (referred to as Penny Packet Seeds) all expenses for the cost of the seeds, envelopes and their distribution has been covered. The work has been so arranged that none of it has fallen upon the teachers in the public schools, whose work is already far too heavy."⁹ This movement garnered such success that the idea was widely copied by other cities from New York to San Francisco. The Templin-Bradley Company provided Penny Packet Seeds for school gardens for fifty years.¹⁰ By 1929 the Templin-Bradley Company was reputed as the nation's largest distributor of seeds for school programs, providing flower and vegetable seeds to students participating in supervised garden groups throughout the country.

In 1915, Frederick Law Olmstead, Jr., a landscape architect of national stature, explored the Euclid Creek Valley and Rocky River Valley advising on its possible development.¹¹ Extremely impressed with the beauty of each, he recommended they be preserved as parks. In 1918, the Cleveland Metropolitan Parks System was created and William Stinchcomb, a self-taught engineer, was leading its charge as the city's chief engineer of parks and later as its director. Stinchcomb was the guiding force in the remarkable program to save much of the city's precious greenery and unspoiled beauty spots. Under the Stinchcomb leadership, lasting 36 years, until 1957, Cleveland gained the greatest parks system in the United States which has become known nationally as Cleveland's "emerald necklace."¹² The Rocky River Reservation is considered the original gem since it was the first land purchased by the park district in 1919. While no direct connection can be made, a likely inference can be drawn

⁵ *Cleveland Plain Dealer*, March 24, 1907. [Gardens in the Heart of the City.](#)

⁶ *Cleveland Plain Dealer*, March 17, 1955. [Strictly Business: Interest in Home Gardens Swings From Vegetables to Flowers, Lawns.](#)

⁷ *The Washington Post*, October 31, 1941. [Floyd Bradley Medal Goes to Mrs. Gray.](#)

⁸ [Gardens in the Heart of the City.](#)

⁹ Ibid

¹⁰ *Cleveland Plain Dealer*, November 7, 1965. [She Sets Sail For Happiness.](#)

¹¹ Marmolya, Gary Allen. [Gems of the Necklace.](#)Page 63.

¹² Condon, George E. [Cleveland: Prodigy of the Western Reserve.](#) Page 146-47.

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since the Templin-Bradley Co. owned land as trial grounds on a parcel on Mastick Road (the thoroughfare farthest west which defines a large portion of the incorporated border of the Rocky River Reservation) so they would have likely heard about Olmstead's expedition or could have even met him personally while he was surveying nearby land. As an extension of the park system, Clevelanders also enjoyed lakefront venues such as Edgewater on the West Side and Gordon Park on the East Side. In 1936, an illuminated fountain and garden donated by local businesses was installed at Edgewater Park and accepted by then Mayor Harold Burton on behalf of the City of Cleveland. In front of a crowd of nearly 1500, businesses involved were publicly thanked for their contributions; Westinghouse Company (fountain and lights), Ohio Cut Stone Co (fountain bowl) and the Templin-Bradley Co. (gardens and landscaping).¹³ A highly probable inference can be made that Stinchcomb, as Cleveland Metropolitan Parks System Director, or his employee, Edgewater Park Director Hugo Vargo, approached the companies involved with the initial donation requests for the public fountain project.

During the 1922 Annual Convention of the American Association of Nurserymen, Floyd Bradley gave testimony promoting Cleveland and stated that his nursery "is the only one in Cleveland city limits."¹⁴ However, Cleveland City Directories list several seed stores located throughout the city (Chander's & Sons, The Goff-Kirby Coal Co., Kendel's A.C. Seed Store, Wood & Company, Botzum Brothers and Tilton & Sons) so market competition did exist. What can be concluded is that, while the Templin-Bradley Company was not the only Seed Store or Nursery in Cleveland at this time, it was the only wholesale distributor to competing retail operations and, by all accounts, the largest of these operations. During the busy season (spring months) at the Templin-Bradley Co., it is well documented that the Cleveland Post Office assigned three of their own clerks in the plant at 5700 Detroit Avenue to cancel stamps and send the Parcel Post packages directly to the mail trains instead of re-handling them in the Cleveland Post Office. Seed catalogs even boast that "four to five tons of parcel post packages of seeds, bulbs, shrubs and catalogs are started on their journey each day during our busy season..." with more than 7500 orders a day.¹⁵ More than 300 workers were employed during the rush season.

In 1935, Floyd Bradley served as Vice-President of the American Seed Trade Association and, the following year, named President in July 1936 holding that position for one year. At the time, the American Seed Trade Association was comprised of 250 of the largest seed dealers and growers in the country.¹⁶

During the years of The Great Depression and then the war years, the average home garden was devoted largely to producing vegetables for the family dinner table. As part of the war effort, the government rationed foods like sugar, butter, milk, cheese, eggs, coffee, meat and canned goods. Labor and transportation shortages made it hard to harvest and move fruits and vegetables to market. So, the government turned to its citizens and encouraged them to plant Victory Gardens in hopes individuals could grow and harvest their own fruits and vegetables. Nearly 20 million Americans answered the call. They planted gardens in backyards, empty lots and even city rooftops.¹⁷ With both government and businesses, at that time, urging people to make gardening a family and community effort, Victory Gardens no doubt spurred a great deal of business for the nursery and seedsmen industry throughout the nation.

Following World War II, interest in home gardening swung from vegetables to flowers and lawns. Once commercial food production resumed and Victory Gardens were no longer the trend, home ownership was on the rise and people shifted their energies to beautification of their yards. The impact of homeowner devotion to beautifying their residences and gardens stimulated the Templin-Bradley Co. business with order levels generally multiplied from years prior. By the mid-1950s vegetable gardens had generally given way to bright arrays of flowers through various seasons, along with broad expanses of lush green grass. Products like Templin-Bradley's "Ideal Shady Nook" grass seed were very marketable and adapted themselves well to National trends in home gardening and lawn maintenance. Also following the war, the "Seeds for Europe" campaign was a national

¹³ *Cleveland Plain Dealer*, July 22, 1936. Edgewater Park Fountain Starts.

¹⁴ Proceedings, Annual Convention American Association of Nurserymen. 1922. Page 145.

¹⁵ 1922 Templin-Bradley Co. Annual Seed Catalog.

¹⁶ *Cleveland Plain Dealer*, March 13, 1928. Rustle of Spring.

¹⁷ Hufford, Carolyn L. CLEVELAND STATE UNIVERSITY. (2008). "Feeding Cleveland Urban Agriculture."

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initiative to send seeds to areas of Europe devastated by war so that Europeans could cultivate and grow food. With the thinking that “a package of seeds grows many times its weight and value in vegetables,” citizens were encouraged to make monetary donations to the cause. On a local level and working in conjunction with the *Cleveland Press* newspaper, the Templin-Bradley Co. was the clearinghouse for the “Seeds for Europe” campaign in Cleveland by shouldering the work of packaging and shipping the seeds purchased with donations raised by Press readers.¹⁸

Consumer Education Through Gardening & Culture

Radio was the first mass media in the 1920's - families received news bulletins, advertising, and music through this forum. In April 1927, Floyd Bradley made radio history in Cleveland when he, along with Art Cook (announcer, operator and publicity directory of the WHK radio station) broadcast a play-by-play description of the opening game between the American League's Indians and White Sox from the Dunn Field press box, with the Templin-Bradley Co. as sponsors.¹⁹ Throughout that year and several to follow, Floyd Bradley gained local notoriety as a radio announcer for many opening games played by the Indians and other local sporting events. With a great sense of ease at the microphone, in March 1928, Floyd Bradley began broadcasting a daily 10 minute “Radio Garden Club” on WTAM-WEAR from his private office at 5700 Detroit Avenue, Cleveland, during a timeslot which, prior to this, was reserved for WTAM-WEAR announcers to read government bulletins.²⁰ One 1929 Plain Dealer advertisement even refers to Templin-Bradley's broadcast as “America's Largest Garden Club!” For the first four seasons he was on the air, Floyd Bradley told members “how to till the soil, how and what to plant and all that a good gardener should know.” In Mr. Bradley's own words as noted in his company's annual seed catalog, “All my talks are based upon requests for information which come by mail and over the counter from our customers, so we know they cover points of general interest in gardening and beautification of the home grounds.”²¹ In later seasons, a music trio (pianist, violinist and a cellist) played and broadcast from his residence at 1553 Arthur Avenue in Lakewood to offer something different than other radio programs while capturing the fireside atmosphere of his home for listeners.²² In search of the best seeds throughout the world, it is documented that both Floyd and Pearle Bradley were world travelers for their business and, often times, the music they played during their radio broadcasts was from countries they had recently visited in their travels always promoting that Clevelanders could purchase seeds, bulbs, flowers or plants from these distant lands through the Templin-Bradley Co. and, in so doing, add a bit of culture to their landscapes.²³

Another communication vehicle employed by the Templin-Bradley Co. to promote its mission and products was the production of print materials. A 48-page publication called *School Gardens – 1915* which was edited by R.L. Templin and published by The Children's Flower Mission, Cleveland, Ohio, included information and suggestions on school gardens, children's home gardens, junior clean-up work, and how to make your home and community a more desirable place in which to live. A 64-page booklet called *Better Gardens* (1922) was written and published by the Templin-Crockett-Bradley Co. for the express use of its customers. This was an in-depth reference guide on how to prepare soil, plant, cultivate, harvest, can, and store yields of produce. The booklet was given free to customers placing an order over \$2.00 or more. To satisfy the company's goal in seeing that every gardener should have a copy, customers with smaller orders could purchase the booklet for an additional 25 cents.

Scientific Seed Germination – Nursery Industry Automation

Seeds distributed by the Templin-Bradley Co. were raised in Denmark, California, Japan, Holland, France, Italy, Germany, Bermuda, and twenty-eight of the forty-eight states in this country. The seeds are tested, experimented with, packaged, and distributed to home owners and back-yard gardeners all over North America. Fifteen million packets of seeds and hundreds of thousands of flower bulbs and shrub roots were ordered, packaged, and

¹⁸ 1922 Templin-Bradley Co. Annual Seed Catalog.

¹⁹ *Cleveland Plain Dealer*, April 17, 1927. How WHK Broadcast Opening Indians Game From Dunn Field.

²⁰ *Cleveland Plain Dealer*, March 13, 1928. Rustle of Spring.

²¹ 1922 Templin-Bradley Co. Annual Seed Catalog.

²² *Cleveland Plain Dealer*, April 14, 1947. McDermott's Mailbag: Criticism of Lewis Action After Centralia Disaster... Suggests Gifts of Seeds to France.&*Cleveland Press*, April 20, 1949. Floyd Bradley Dies: Headed Seed Company.

²³ *Cleveland Plain Dealer*, March 10, 1929. Consumers Find Food Prices Off-Trend At Week-End To Lower Levels - Supplies Good.

Templin-Bradley Company
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distributed from the Detroit Avenue plant every year. One foreign customer of the Templin-Crockett-Bradley Co., a missionary living along the Congo River was sent seeds four times per year in hermetically sealed packages. From those seeds, vegetables were farmed and harvested for the entire colony.²⁴ This massive amount of distribution was made possible through the use of eight automatic machines, each of which fills, seals, and counts 30,000 packets per day in addition to more than 300 workers employed during the rush season.²⁵

The Templin-Bradley Co. "Seed Guarantee" was not taken lightly and its processes were proudly documented for successful seed germination in several of the company catalogues and gardening publications. In their 1904 seed catalog, they make the statement "We are the only seedsmen in America, so far as we can learn, who stamp and test on back of each packet."²⁶ The Templin-Crockett-Bradley Co.'s *School Gardens - 1915* publication states "We test all seeds before packeting them, so that we are sure that a fair percentage in each packet will grow under favorable conditions. We have two systems of testing, using a modern up-to-date testing apparatus, in which by a system of warm water circulation beneath we can regulate the temperature to any degree desired. Most varieties will germinate freely in what we call the blotter plan, by simply scattering a few seeds between a folded piece of blotting paper, and placing them in the warm tester. Those seeds which did not come up to the "Quality Seeds" standard the company had set using this testing method were immediately rejected."²⁷ Other varieties refused to respond to this treatment so an alternate method of trial plant testing in soil (the same as planting) was exercised in these instances as well as the testing done to determine seed type. For this purpose, the company maintained a 13-acre tract of land on Mastick Road (in Bay Village) as well as the company lawn in front of the Detroit Avenue plant both referred to as trial grounds or testing gardens. The lawn at 5700 Detroit Avenue was primarily reserved to test over 450 varieties of imported Dutch bulbs (primarily tulips) with thousands of people traveling to the building each spring to see the flowers planted to represent colors of the rainbow. Additionally, the company operated a substantial 130-acre nursery farm in Medina Township on lots 59 and 68.²⁸ The acreage is located on the south side of the current Route 3 (Weymouth Road) and is between Rocky River (low land east of the river) and the turnoff onto Granger Road. From this location, large quantities of native-grown vegetable seeds and plants were grown; however, this farm couldn't sufficiently supply the considerable quantities of seeds, plants, bulbs, shrubs, roots and vines sold by the Templin-Bradley Co. each year. "What the company doesn't produce itself is supplied by reliable horticulturalists and nurserymen in all parts of the world."²⁹

For the Templin-Bradley Co., the quality of seeds was just as important as the guaranteed germination. The reasonable conclusion of the general public would be that seeds sold for one cent per packet must be of inferior quality out of necessity; however, as noted in the *School Gardens - 1915* publication regarding school gardens, "We believe it is of more importance that the child who spends its first pennies for seeds, with high expectations of success, should have the best seeds - better than the adult who is used to disappointments."³⁰ The company contracted their seeds a year in advance with growers of good reputation. R.L. Templin (and later Floyd Bradley) would spend much of their summer vacations visiting growers and inspecting the growing crops both locally and abroad. Often times, large varieties would be purchased separately and then mixed at the Templin-Bradley Co. facilities. The company not only researched and procured where the best seeds were produced but they then mixed the seeds in-house to create the highest quality yield of crops or blooms. When asked about Templin-Bradley's experimentation with seeds and flower varieties, Floyd Bradley stated "that styles change in flowers the same as in architecture, autos and women's clothing. People are constantly seeking something different. Flower styles are changed principally by crossing pollen from one to another. This often requires years of hard work to change the appearance of a single flower."³¹

²⁴ *Cleveland Plain Dealer*, April 1, 1926. Seeds Grown In Cleveland Cover Nation: Templin-Bradley Co. Sends Its Products To Banks Of Far Congo.

²⁵ 1922 Templin-Bradley Co. Annual Seed Catalog.

²⁶ 1904 Templin-Bradley Co. Annual Seed Catalog. Page 2.

²⁷ Templin-Crockett-Bradley Co., 1915. School Gardens. Pages 42-43.

²⁸ Medina County Atlas 1874 and 1897 and 1910 plat map. Medina County Recorder's Office.

²⁹ *Cleveland Plain Dealer*, January 25, 1930. Nature is Production Manager: Cleveland Concern Goes All Over World For Seeds, Plants and Bulbs.

³⁰ Templin-Crockett-Bradley Co., 1915. School Gardens. Pages 42-43.

³¹ *Cleveland Plain Dealer*, July 2, 1936. Bradley Heads Seed Association.

Templin-Bradley Company
Name of Property

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9. Major Bibliographical References

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

Primary Sources

- Smithsonian Institution Smithsonian Gardens | Archives of American Gardens
Templin-Bradley seed catalog is included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens
- Smithsonian Institution Libraries - National Museum of American History
Six seed catalogs for the Templin-Bradley Company are contained within the Smithsonian's National Museum of American History's Trade Catalog Collection
- Smithsonian Horticulture Branch Library
A biographical listing is included for Lewis Templin under the Seedsman Biographical Database
- Cleveland Plain Dealer* Historical Database (online through Case Western Reserve Univ.)
Cleveland Plain Dealer, April 21, 1949. Floyd Bradley Rites Tomorrow: Head of Nursery Company Active in Civic Affairs.
- City of Cleveland, Department of Buildings
Application for Permit, New Structure, Number 1524B. Vol. 3 CLE-DV. May 9, 1916
- Cleveland Public Library – Business, Photograph and History Departments
Chamber of Commerce Listing
City Directories
Necrology Files
Photograph Collection
Map Collection Sanborn Fire Insurance Maps and G.M. Hopkins Plat Book
- Cuyahoga County Archives
Tax records of property at 5700 Detroit Avenue, Cleveland.
Estate records
- Cleveland State University – Michael Swartz Special Collections Library
Cleveland Press Historical Database
1948 photo of seed order department at Templin-Bradley
CLEVELAND STATE UNIVERSITY. (2008). "Feeding Cleveland urban agriculture."
<http://www.clevelandmemory.org/urbag>.

Secondary Sources

- The Encyclopedia of Cleveland History. Bloomington, Indiana: Indiana University Press, Second Edition, 1996.
- Marmolya, Gary Allen. Gems of the Necklace. Lakewood, Ohio: Photographs Elite, 1993.
- Condon, George E. Cleveland: Prodigy of the Western Reserve. Tulsa, Oklahoma: Continental Heritage Press, Inc., 1979.
- Franklin Circle Church of Christ
Church Archives - Parishioner Historical & Funeral Service Records for
R.L. Templin, P.J. Crockett, Floyd Bradley, Pearle Templin-Bradley
- American Association of Nurserymen
1922 book entitled *Proceedings, Annual Convention American Association of Nurserymen* on page 145 Floyd Bradley gives testimony promoting Cleveland and states that his nursery is "the only one in Cleveland city limits."
- Cleveland Plain Dealer*, June 4, 1939. City Badly Bitten By Gardening Bug: More Digging And Planting Than Ever Before.
- National Register of Historic Places Nomination – Gordon Square Historic District (March 2002)
New York Times - 1949 obituary for Floyd Bradley

Templin-Bradley Company Cuyahoga Ohio
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The National Archives - New York Passengers List, 1820-1957 – Ancestry Library. Records of Immigration and Naturalization Service
George F. Bradley and Ayda Pearle Bradley passenger data September 15, 1925.
Western Reserve Historical Society
Products of Agriculture, 1880 Census – Mahoning & Marion Counties
Washington Post
1941 "Floyd Bradley Medal Goes to Mrs. Gray" article

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned):

10. Geographical Data

Acreage of Property Less than one acre

(Do not include previously listed resource acreage.)

UTM References

(Place additional UTM references on a continuation sheet.)

| | | | | | | | |
|---|-----------------------------|-----------------------------|-----------------------------|---|-----------------------------|-----------------------------|-----------------------------|
| 1 | <u>17</u> | <u>439424</u> | <u>4592713</u> | 3 | <u> </u> | <u> </u> | <u> </u> |
| | Zone | Easting | Northing | | Zone | Easting | Northing |
| 2 | <u> </u> | <u> </u> | <u> </u> | 4 | <u> </u> | <u> </u> | <u> </u> |
| | Zone | Easting | Northing | | Zone | Easting | Northing |

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

Permanent Parcel 00309086 and 00309066. *Situated in the City of Cleveland, County of Cuyahoga and State of Ohio, and known as being Sublot Nos. 365, 366, 378, and 379 in S.S. Stone's Subdivision of part of Original Brooklyn Township Lot No. 50, as shown by the recorded plat in Volume 2 of Maps, Page 19 of Cuyahoga County Records, and being 100 feet front on the Northerly side of Detroit Avenue N.W. and 264 feet deep, and being 100 feet front on the Southerly side of Tillman Avenue N.W. (formerly Washington Street), as appears by said plat, be the same more or less, but subject to all legal highways.*

Situated in the City of Cleveland, County of Cuyahoga and State of Ohio, and known as being Sublot No. 380 in S.S. Stone's Subdivision of part of Original Brooklyn Township Lot No. 50, as shown by the recorded plat in Volume 2 of Maps, Page 19 of Cuyahoga County Records, and being 13 feet 6 inches front on the Southerly side of Tillman Avenue N.W. (formerly Washington Street) and extending back 139 feet 8 1/2 inches on the Westerly line, which is also the Easterly side of West 58th Street (formerly Waverly Avenue) 132 feet on the Easterly line and 59 feet 2 inches wide in the rear, as appears by said plat, be the same more or less, but subject to all legal highways.

Templin-Bradley Company
Name of Property

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Boundary Justification (Explain why the boundaries were selected.)

The nominated property includes the entire parcel historically associated with the Templin-Bradley Company.

11. Form Prepared By

name/title Sharon Trsek

organization Marous Brothers Construction

date 12/03/12

street & number 1702 Joseph Lloyd Parkway

telephone 440.391.5420

city or town Willoughby

state Ohio

zip code 44094

e-mail strsek@marousbrothers.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.
A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Location Vicinity Map**
- **Space Plan Drawings**
- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. Key all photographs to the sketch map.

Name of Property: Templin-Bradley Company

City or Vicinity: Cleveland

County: Cuyahoga

State: Ohio

Photographer: Sharon Trsek

1 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: South façade (left) and West elevation (right), camera facing northeast.

2 of 21.

Date Photographed: August 2011

Templin-Bradley Company
Name of Property

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Description of Photograph(s) and number: West elevation (full view), camera facing east.

3 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: South elevation of single-story portion (left) and West elevation (center) rear of West elevation 4-story portion (far right), camera facing northeast.

4 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: West elevation (full view) and North elevation rear of building (far left), camera facing southeast.

5 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: North elevation (full view), camera facing south.

6 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: East elevation (left) and North elevation (right), camera facing southwest.

7 of 21.

Date Photographed: January 2012

Description of Photograph(s) and number: East elevation (full view) and North elevation (center and far right), camera facing southwest.

8 of 21.

Date Photographed: January 2012

Description of Photograph(s) and number: West elevation 4-story portion (center), camera facing west.

9 of 21.

Date Photographed: January 2012

Description of Photograph(s) and number: Former Dutch bulbs garden at front facade, camera facing east.

10 of 21.

Date Photographed: January 2012

Description of Photograph(s) and number: Neighborhood context view of Detroit Avenue from former Dutch bulb garden, camera facing south.

11 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: Skylight, camera facing upward.

12 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: 1st floor interior view, camera facing southeast.

13 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: 2nd floor interior view, camera facing west.

14 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: 2nd floor interior view, camera facing west.

15 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: 2nd floor interior view, camera facing northeast.

Templin-Bradley Company
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16 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: 3rd floor interior view, camera facing north.

17 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: 4th floor interior view, camera facing southwest.

18 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: 4th floor interior view, camera facing south.

19 of 21.

Date Photographed: November 2011

Description of Photograph(s) and number: Single-story rooftop (photo taken from 4-story rooftop), camera facing north / slightly northwest and downward.

20 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: Single-story rooftop (taken from adjoining rooftop), camera facing west.

21 of 21.

Date Photographed: August 2011

Description of Photograph(s) and number: North elevation (taken from single-story rooftop), camera facing northeast.

Property Owner:

(Complete this item at the request of the SHPO or FPO.)

name Joe Rocco

street & number 5400 Herman Avenue

telephone (216) 651-8057

city or town Cleveland

state Ohio

zip code 44102

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Templin-Bradley Company

Name of Property

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Section number 8 Page 1

1903, 1904 and 1922 seed catalogs from the Smithsonian Institution, Archives of American Gardens, W. Atlee Burpee & Company Collection (pictured below). The Smithsonian's National Museum of American History's Trade Catalog Collection contains six additional Templin catalogs (not pictured).



United States Department of the Interior
National Park Service

National Register of Historic Places
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Templin-Bradley Company

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Section number 8 Page 2

A scan of a select page from a 1920's Templin-Bradley seed catalog included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens.

*"Good morning, Uncle Sam--Well, well,
these are the same folks from whom I
bought Penny Packet Seeds when
I was in school 15 or 20 years ago"*



The Children's Flower Mission

School Garden Department of

The Templin-Bradley Co.

Seedsman and Nurserymen

5700 Detroit Ave.

Cleveland Ohio.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 3

A scan of a select page from a 1920's Templin-Bradley seed catalog included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens.

Templin-Bradley Company

Name of Property

Cuyahoga County, Ohio

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THE TEMPLIN-BRADLEY CO., SEEDSMEN AND NURSERYMEN, CLEVELAND, OHIO

Your Opportunity To Save Money On Your Seeds

You now have the opportunity to buy seeds, bulbs and shrubs for your own needs at the same reasonable prices which for many years were only available to those families having children in the schools.

So extensive has been the school garden work over the entire United States, that we are known in many more than a million American homes, where our goods have been used.

If you have children of school age in your home or if you have been in school during the past twenty-two years, you are probably familiar with the high quality of our guaranteed Penny-Packet Seeds.

Now you can buy direct This year, again, in a small way, we make this offer to individuals like yourself, because of repeated requests from our pupils and teachers who had gone into homes of their own and wished to continue to buy our goods. To our surprise, the offer was accepted by so many of these who received the first catalog that it was a success from the first day. Our thing is to continue to continue this offer. It is that every order should be for at least \$1.25 worth of goods. If you do not need that much, you can easily get a friend to join with you so you can make an order for not less than \$1.25.



Lloyd Bradley at the Microphone

Ever Tune In?

Have you ever listened to WRR, Cleveland, in March, April or October and picked up an amusing statement something like this: "Good afternoon everybody, this is Lloyd Bradley, of the Templin-Bradley Co., northern-side seedsmen and nurserymen, just starting another of his daily garden talks?"

These spring and fall daily garden talks have come to be a regular part of my daily work. For for I think, I am about the only business man in Cleveland, for associates else, for that matter, who has broadcasting equipment in his private office, so that he can talk directly with his customers. Two years ago, when I began these talks, I used in an advertisement in the studio, but finally they became so frequent that WRR installed remote control apparatus so I could do the job right in my own office.

All my talks are based upon requests for information which come by mail and over the counter from our customers, so we know they cover points of general interest in gardening and beautification of the home grounds. Try to pick me up at 12:15 any week day during March and April, meet me and join the Templin-Bradley Garden Club. Nobody, no less. Just ten minutes with me each week, that's all.

Our Guarantee The entire educational movement in gardening has been stimulated and this offer to groups, folks, too, largely because of Mr. Templin's long experience as a seedsmen and nurseryman. His desire to place seeds, bulbs and shrubs of the highest possible quality within the reach of any pocketbook has given us a nationwide reputation. We do not hesitate to refer you to any teacher, principal or superintendent in the United States as to the quality of our goods or the way we treat our customers. You probably know that Mr. Templin started in business for himself in 1870 and today at the age of 74 is still the active head of this big business. Whenever seeds are produced, we are known as a house which demands the very best for our customers. So we do not hesitate to guarantee your satisfaction or to refund the exact amount of money you paid us for any item which is not satisfactory.

Prices Include Delivery There are no extra charges when you buy from us because all prices include delivery to your door. This includes delivered prices on vegetable seeds in quantity packages, which, by the way, are only offered in penny-packets of the order blank in the middle of this catalog. Such seeds are usually priced so you would pay postage or express extra. Our prices include delivery.

No Middleman's Profit No one ever gets one cent of commission, profit or any premium on any orders you send to us. This means that we sell our goods for the real cost of garden and not for the sake of profit. And it enables us to keep our prices within the reach of everybody. It is one reason, too, why we receive as many as 4,000 individual orders each day in the busy spring season.

About Delivery Orders ordered will be delivered reliable bulbs and plants will be held here until danger of frost has passed and then delivered to good time for planting.

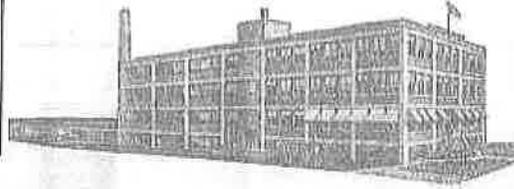
FREE!

If your Bulb and Shrub order amounts to \$2.00 or more, we will give you free, one Osterich Plum or Hardy Fern Root. See page 12 for description. These are perfectly hardy and very desirable.



K. L. Templin, President

P. A. Bradley, Secretary



OUR OWN MODERN BUILDING, EQUIPPED WITH EVERY FACILITY TO SERVE YOU



Best, Cro

4 Carrot 100 seeds 1

5 Swiss

No other so good from former large plant, which

Two

6 Improved Fruits, seeds

7 Jersey 1

100 seeds 1

Makes an 1

Plt. 40 seed



Little

The

14 Scarlet

15 Iceberg

16 French

Very pop



Water

Lloyd Bradley

V. P. & Trans.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 4

Templin-Bradley Company
Name of Property
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A scan of a select page from a 1920's Templin-Bradley seed catalog included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens.

OHIO

oses

habit, producing
October.
er protection will
required. The
flowers are four feet
to 10 inches apart.

ment. The outer is
rich velvety crimson,
variegated. The
inner, all the young
will produce more
flowers.

to be in every color
a soft, nearly white,
purplish fragrant,
gamble. The seeds,

er roses in the shade
thickest (outdoor
ere, full and double,
with. The each, 3

\$2.00

oses

own in the green-

translucent with
green foliage.
red. A simple
delicious. A wonder.

Roses

Roses

Plants

not take out as
The coloring is
in many varieties,
flowers are large
many other varieties.
Extra Heavy.

most popular
rapid climber
Each 30c.

flowers in immense
Crimson Rambler,
5. blanchest like
30c.

oses, 75c

MONEY

THE TEMPLIN-BRADLEY CO., SEEDSMEN AND NURSERYMEN, CLEVELAND, OHIO

23

Ready and Able to Serve You!



Mr. Templin, in a corner of our beautiful trial grounds in Fairview Village. This annual outdoor testing of flowers and vegetables is very carefully done and the results recorded each summer. This permits us to be certain about the results which our customers can expect from our seeds. It is open to visitors and the thousands who have been there, enjoyed it.



This room in our nursery order filling department, where shrubs, plants, roses, vines, etc., are graded and labeled, wrapped and prepared for shipment to you. You may have noticed that all our labels are plainly printed to make it easy for you to identify any with which you may not be familiar. This is just one little point of better service.



U. S. Postal clerks, right in our own building cause stamps and mail packages direct to trains.



A corner in our seed order filling department handling 7,600 orders a day in our busy spring season.

Proof of Quality and Proof of Service

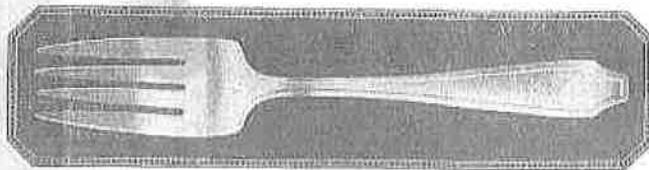
You may have wondered how your seedman can be sure of the quality of the seeds he sends you. It would be physically impossible for us to grow all our seeds ready for sowing and production is an entirely different matter from growing flowers and vegetables. Some of our seeds are produced in European countries, some in Japan and in nearly eight of the forty-eight states in this country.

It is important that we know the thorough, conscientious producers in all parts of the world. We must visit them now and then to note their ability to keep abreast of the best practices in seed production and we must make germination and purity tests on every lot of seeds we receive from each grower. Mr. Templin's fifty-two years of experience offers great possibilities to all our customers.

When your order arrives, it receives the most careful, methodical handling. In every department, specially trained men and women handle your orders. Our own growing establishments make it possible to keep our prices low and to be just so much more certain of the quality of stock. To handle several orders handled individual orders each day in the busy season requires the most modern, efficient equipment.

If you ever come to Cleveland in the busy spring months, be sure to visit us. You will marvel at the facilities we have. Why even the Cleveland Post Office participates by keeping these of their own clerks in our plants, to cancel stamps and mail the Postal Post packages direct to the mail trains, instead of rehashing them in the Cleveland Post Office.

Silver Salad Forks at Wholesale



ABOUT TWO-THIRDS ACTUAL SIZE

Here is your opportunity to get one or more of these beautiful triplepinted silver, on white metal, Salad Forks at only 33c each.

To convenience you in those vegetable seeds and fruit trees for salad purposes, we offer you the opportunity to buy these beautiful silver salad forks at wholesale. They will go well with any other silver you own. If you were to buy them in a store they would cost five or six dollars a dozen. Our price is so low that you really cannot afford to do without them. We do not ask for a profit on them.

How You Can Get These Salad Forks

For each dollar's worth of goods you buy from this catalog you are privileged to buy one salad fork for only 33c extra, and at the same rate up to \$5.00 purchases, when you are permitted to buy SIX forks for only \$1.98 extra.

195 Silver Salad Forks at 33c.

FOR YOUR CONVENIENCE AN ORDER BLANK IS BOUND INTO THE MIDDLE OF THIS CATALOG

**United States Department of the Interior
National Park Service**

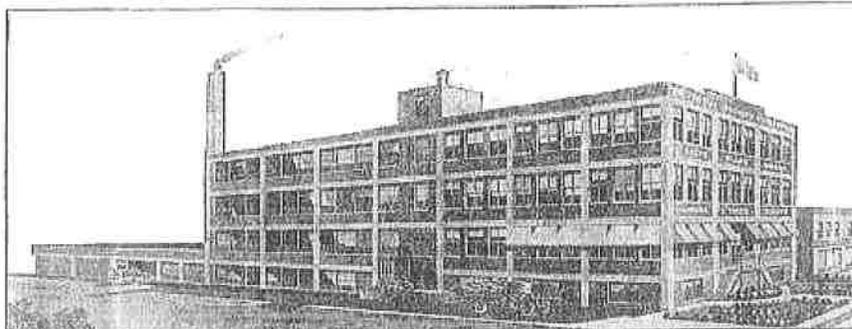
**National Register of Historic Places
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| Templin-Bradley Company |
| Name of Property |
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Section number 8 Page 5

A scan of a select page from the 24-page 1922 Templin-Bradley seed catalog included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens.

THE TEMPLIN-CROCKETT-BRADLEY CO., CLEVELAND, OHIO



Our own building, modern and fireproof. Used exclusively for seed and nursery business. An acre of floor space. Latest improved equipment. More than 200 people required to care for our hundreds of thousands of customers.

**To You for
Your Garden:**

Season of 1922

Let us stop for a few moments and talk over together, some of the reasons why this catalog can help to make your garden most satisfactory this year.

An Unusual Catalog For seventeen years we have stuck to our policy of listing only the cream of all the thousands of kinds of seeds which we might offer to our customers. This accounts for the unusual size of this catalog. As proof that the idea is right, we point to the really wonderful demand for our seeds, more than 13,000,000 packets being sold last season. So you will find here only the varieties for which there is the greatest general demand from all classes of gardeners.

A Convenient Catalog You will find that ordering from this catalog is a very easy matter because everything is listed in alphabetical order in each department. You will like the numbering system too, for by using it, you need not bother to write the names of the varieties you wish to plant. To give you a good idea of what the different types of flowers and vegetables look like, we have used an unusually large number of illustrations.

Unusual Service We are able to render unusual service to our customers for two reasons. First, because of the more than fifty years which Mr. Templin has devoted to the seed and nursery business. This gives us a knowledge of the best sources of seed supply as well as a lifetime understanding of what the public demands from a seedsman. Second, by the development of our strong organization, trained to do things right, plus the exceptional facilities which our big building and best-class equipment afford.

Gardening Handbook We have prepared this 64-page booklet, "BETTER GARDENS," to help you to get the best results from your garden. Its size lets us go into all necessary details on preparing the soil, planting, cultivating, harvesting, canning and storing. Also suggests some planting arrangements for bulbs, roots, shrubs and vines. This booklet free if your order amounts to \$2.00 or more. With smaller orders, add twenty-five cents. Every gardener should have a copy.

Order Early Don't wait until planting time. Do it now, while it is fresh in your mind. It will help you and us too. All seeds ordered will be sent promptly. Bulbs and shrubs, which might be damaged by freezing, will be held in our specially equipped nursery department until planting time and will then be sent to you so as to arrive in first-class condition.

May your garden this year be the best ever.

The Templin-Crockett-Bradley Company
Seed Headquarters
5700 Detroit Ave., Cleveland, Ohio

Two Big Reasons Why You Should Order from Us This Year

1. We guarantee your satisfaction or the return of your money for any item which you think is not satisfactory.
2. Every price in this catalog includes delivery to your nearest express or post office. In other words, prices include delivery.

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Templin-Bradley Company

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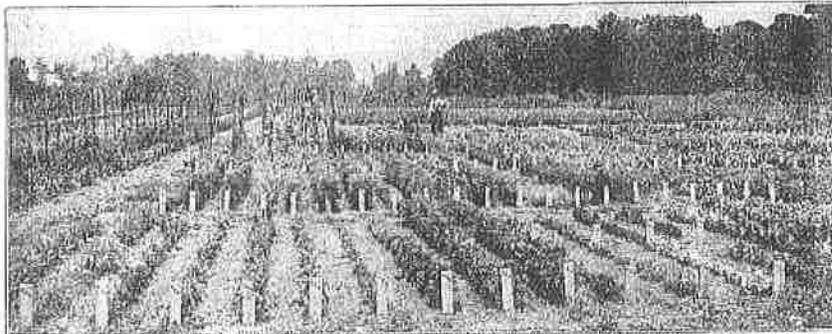
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A scan of a select page from the 24-page 1922 Templin-Bradley seed catalog included in the W. Atlee Burpee & Company Collection at the Archives of American Gardens.

THE TEMPLIN-CROCKETT-BRADLEY CO., CLEVELAND, OHIO



One Corner of Our Trial Grounds Where We Test the Type of Each Variety

Proof of Quality

The outward appearance of seed is seldom an indication of quality. You as buyer must place confidence in us as seedsmen. To merit this, we are very careful that our seeds are of the highest possible quality.

We know which growers produce the best seeds of the various kinds. Our contracts with these producers are made one and two years in advance so that we may be more certain of our supply.

To be sure of germination, we test each lot of seeds in our laboratory, immediately rejecting any seeds which do not come up to the standard we set. At our trial grounds, shown above, we made more than one thousand type tests in 1921.

In addition to proving that our seeds come up to catalog descriptions, we also try out new varieties, before we ask you to buy them. Many of our growers conduct even more extensive trial grounds which we visit for the purpose of study.

So you see, we strive continually to earn for our seeds the name we have given them, "Quality Seeds."

Will you test their quality this year?

Proof of Service

When you realize that we receive an average of 7,000 individual orders per day in the rush season, you can see why we must be prepared to give unusual service, lest we become swamped with the steady stream of orders.

To present our message to you requires a very large edition of this catalog. How many copies do you think we sent out this year? See the interesting problem on the bottom of the next page.

In our packing department we use eight automatic machines, each of which fills, seals and counts 30,000 packets per day. This equipment makes possible, sales of upwards of 13,000,000 packets annually.

The Post Office Department keeps clerks in our mailing department to cancel stamps and route packages direct to mail trains, so that the four to five tons of parcel post packages which leave our building daily will not be delayed. This is service.

An hour in our busy plant would show you how we are trying to give intelligent service to our customers.

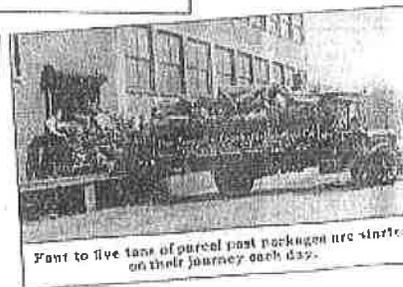
Will you try us for service this year?



U.S. Postal clerks, right in our own building, cancel stamps and route packages direct to trains.



Section of order filling department. Daily capacity more than 30,000 packets.



Four to five tons of parcel post packages are started on their journey each day.

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Templin-Bradley Company

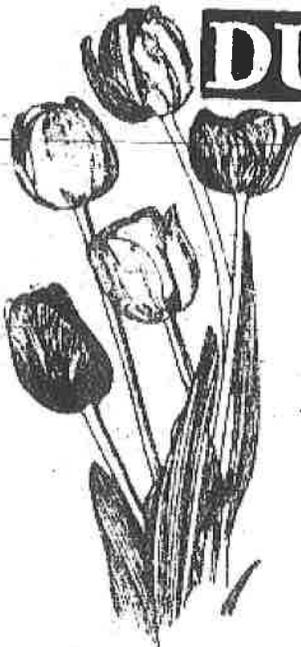
Name of Property

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Templin-Bradley Company business advertisements.



DUTCH BULBS

Ready Saturday!

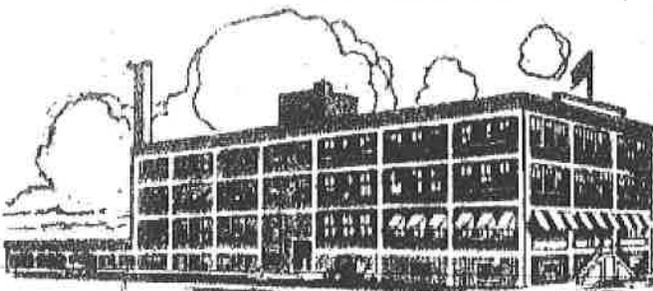
Tulips—Hyacinths
Daffodils—Paper Whites
Crocuses—Amaryllises

You know the quality of the bulbs
Templin-Bradley imports from Holland,
for you have seen them in bloom in our
Trial Grounds here at 5700 Detroit
Avenue each spring for many years.

Bright, properly-grown Evergreens
from our own Nursery at Medina are
now ready, here.

New Colored Fall Catalog Now Ready, Free

Call, Phone or Write.



Most complete
and modern
establishment
in America for
handling
seeds, bulbs,
shrubs, ever-
greens.
Cleveland's
Own Garden
Headquarters.

On Detroit or Chilton Car Line and Plenty of Parking Space

SEEDSMEN **the** **TEMPLIN-BRADLEY Co.** **NURSEYMEN**
5700 Detroit Ave - Cleveland Ohio

Four Best Grape

Apartment large reds. Concord, Black, White, and Purple. All hardy and guaranteed to give out fruit on money returned.

Set of 4 only 50¢

Once planted and grown you need not care for them their cost. All strong, vigorous vines.

Set of four with illustrated manual and complete growing instructions.

TEMPLIN-BRADLEY Co.
5700 Detroit Avenue Cleveland, Ohio

SEEDS AND PLANTS

Complete Garden Service

In mind. Seeds, Bulbs, Shrubs or Roses, you should expect the information you would like to know how to plant, fertilize, trim and spray them? You like to know how much seed to use, how much fertilizer and how to

SE 3 BOOKLETS WILL HELP YOU PLAN YOUR GARDEN

They Are Yours For the Asking. Phone Evergreen 1400.

IFORNIA PRIVET—A BARGAIN

A PRIVET—Never Winter Kills \$9.00 Per Doz.

And 2 Year Bushy Barberry at \$1.25 Per Doz. \$4.00 Per 100.

FAMILIAR FOR YOUR OWN GARDENS

STYRACIA...
SYRINGA...
SYRINGTONA...

RADIO GARDEN TALKS Tune In on Mr. Bradley's Garden Talks Every Monday Evening at 7:30—Station WJFK, 213 Moters.

SEEDSMEN the TEMPLIN-BRADLEY Co. NURSEYMEN
5700 Detroit Ave - Cleveland Ohio

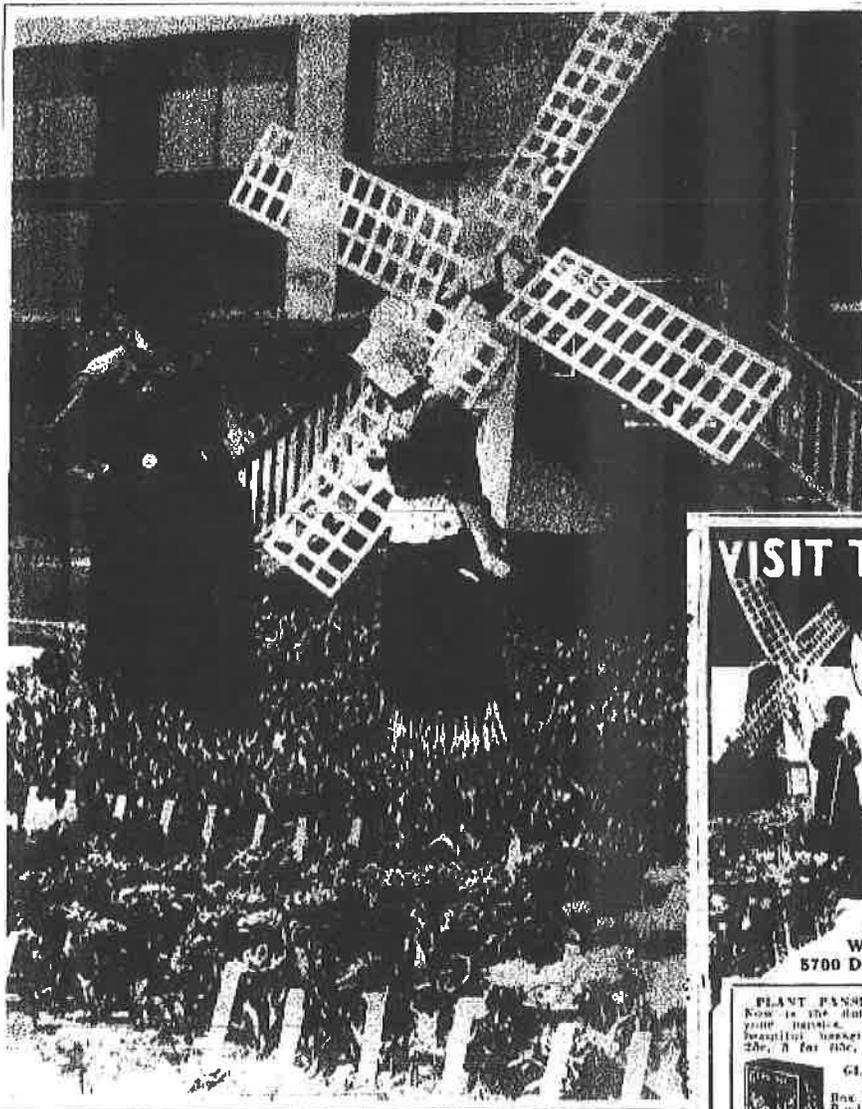
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May 27, 1928 *Cleveland Plain Dealer* photo – caption read “A little patch of Holland in Cleveland. This picture gives just a glimpse of the tulip garden in front of the Templin-Bradley Co. offices, 5700 Detroit Avenue. Thousands have “stopped in” to visit the garden and meet the many tulips personally.”



(Right) A Templin-Bradley Company advertisement for imported Dutch bulbs and related Tulip Show.

VISIT TEMPLIN BRADLEY'S TULIP SHOW

**Look for
the Dutch
Windmill at
5700 Detroit Ave.**

Thousands of visitors from Cleveland, all parts of Ohio, and several surrounding states, come to Templin-Bradley's Tulip Trial Grounds each spring to see the most unique Tulip Show in America. Two hundred and sixty six different varieties are in their prime now. See these gorgeous colored beauties this week when you come to see the things you need for your garden.

FLOWERING SHRUBS
Grown at our Medina Nursery. Big, strong, fast and three year plants. Special Low Prices While They Last!

| | |
|-------------------------------|------------|
| Snowberry | |
| Deutzia, P. or W. | 10c Each |
| Callaspiras | |
| Stork Orange (Coron- aria) | 6 for 50c |
| Wigelia, Buxus | |
| Spiraea Van. Hanita | |
| Wigelia Variegata | 12 for 80c |
| Coral Berry | |
| Spiraea Van. | |
| Baccharis Hedge | |

No Mail Orders or Deliveries on this Special Offer.

BETTER LAWN SEED

| | |
|---------------------------------|--------------------|
| Ideal, for Sunny Places | Lb. 5 lbs. 10 lbs. |
| Shady Nook, for Shady Places | 45c \$2.00 \$3.75 |
| Quick Growth, for quick results | 50c 2.55 4.75 |
| | 35c 1.50 2.75 |

FERTILIZERS: Over 20 kinds—Vigoro, Sulphur, Bone Meal and many others for every purpose.

EVERY VARIETY OF FLOWER AND VEGETABLE SEEDS

BONDS SETS: White or yellow 10c in.

BE SURE YOU HAVE OUR 148-PAGE CATALOG
Contains thousands of the finest flowers, vegetables and plants, together with complete garden information. Come in or phone.

5700 DETROIT AVENUE CLEVELAND
Phone KYgreen 1100. Open daily, except Sunday, to 8 P. M.
On Detroit and Cuyahoga Car Lines.

Templin Bradley

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Clipping files related to Floyd Bradley's radio broadcasting for the Templin-Bradley Company from both the office at 5700 Detroit Avenue and his residence at 1553 Arthur Avenue in Lakewood.

4:00 p. m.—Religious services.
6:00 p. m.—Aunt Kitty.

America's Largest Garden Club

The Templin-Bradley
Radio Garden Club

Conducted Daily by
Floyd Bradley

From His Private Office at
5700 Detroit Avenue, Cleveland

Tune in each noon
Except Saturday and Sunday
12:10 to 12:20
WTAM-WEAR

The Templin-Bradley Co.

5700 Detroit

Office and Home Are Studios
of This Informal Broadcaster



Talks by radio are, except in rare instances, studio rather than home-made affairs.

But when Floyd Bradley arranged for a series of talks over WTAM he insisted that he speak from his accustomed habitat, which he did for many at home than in a radio studio.

So now he is, during one of his chatty periods on the air from his private office at the name of

has only to give his vocal chair a twist to a small table at which microphone, amplifier and signal light are located.

Carrying out the same idea of informality in broadcasting, Bradley has had remote control lines installed in his living room so that more of his friends than could possibly be accommodated in his home may hear informal musical programs when he ap-

RADIO PARTY

Peggy Reeve Describes Unique Form of Home Radio Entertainment

By PEGGY REEVE

RADIO parties are not unusual now, but entertaining parties are. They are so rare, in fact, that we only know of one place in Cleveland where they've held, and that's at the home of Mr. and Mrs. Floyd Bradley, 1553 Arthur Avenue.

It is now being broadcasted by the Templin-Bradley Co.

The microphone in the center of the room is even the only evidence that the two of Edward Johnston, president, John Frank, secretary, and Robert Wallace, treasurer, was not just entertaining a group of friends for the broadcast. They said they didn't expect very many and didn't expect.

For this particular occasion the main was the members of the Templin-Bradley Radio Garden Club, which were the members of the club.

We were invited into the living room, which opens off the wide hall, regarding it first as being such. A little later we visited the "control room," which is a breakfast room, and part of the week. Here an engineer operates the remote control, but as they do in the regular studio, they have the same mounting array of dials, knobs, and switches.

A table is also part of the equipment in the "control room" so that the engineer can see how the program is going over the air. The microphone and glasses, which are in the room and are more than a few feet from the table, are necessary.

The Templin-Bradley Co. has been using the radio for 20 years now. For the first four Bradley conducted 10-minute talks from his office to the Templin-Bradley Radio Garden Club. He told members how to tell the set, how and what to want and so that a good program should follow.

Mr. Bradley was away last winter, but the house was closed and Bradley was living at the German Club. He was comfortably seated and looking at one of those large old-fashioned radio sets, which he thought, perhaps he was a little nervous, and he was wondering just what he could do to find a radio program that was different.

Music came to him from a radio above, and then he got the idea. He would broadcast from his own home and capture the friends at home or in the office.

Just as the Bradley family in Europe, so they are receiving the very best winter for their radio audience by giving them the music from the countries they visited. It was during the winter that I was there

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Templin-Bradley Company business and classified advertisements.

A. M. 17123 Detroit av.
NO. NO LADY TO ASSIST unless over phone for
help and needed material ready to ship in
right party juster making woman. 204 Elm St.
WOMEN young married. All school education.
to all hair and skin colors, don't smoke. See
Mr. Grant, Templin-Bradley Co., 5700
Detroit.
WILLING to work in a department store. Address
4 to 11 p. m. want to work beginning. THE
Adair Johnson Co., CONSULT TO, 2200 Euclid
Rd. Bldg.
WOMEN 18-25 who like drawing and have un-
developed talent spare time work. An oppor-
tunity to earn big money. give us Box 37999.
Plain Dealer.

Beautiful Your Home With Templin-Bradley's Shrubs

Attractive plantings not only add beauty to your home but actually increase its value. Now is the time to complete your plantings of all nursery stock and seeds.



Evergreens

We have some fine specimen evergreens, all balled and burlapped, ready for your selection and planting. A few dollars spent on evergreens will pay you big returns.

Rhododendrons

Among the most beautiful of evergreen shrubs. Well adapted to shady locations. Our plants are flowering size and bushy.

Do not fail to see the beautiful display of tulips in front of our office.

SEED and FEED LAWNS NOW

Only the Correct Fertilizers Will Give Desired Results

BE SURE YOU GET THE BEST QUALITY LAWN SEED

IDEAL SHADY NOOK QUICK GROWTH

VISIT OUR MARVELOUS PLANT DEPARTMENT

Your SEED AND PLANT STORE

Templin-Bradley
5700 DETROIT AVE.

on Flowering Shrubs

- Plants Heavy 2-Year Size**
- Special, 23c Each
- 5 or More at 20c Each
 - Firestick, Golden Bell, Earlobed shrub in bloom.
 - Hydrangea Arborescens, Dwarf and earlier in bloom than P. Grandiflora.
 - Carol Berry, Bears red berries in the fall. Excellent for hedges.
 - Deutzia Gracilis, One of the best of dwarf shrubs, bearing a mass of white flowers in May. Does well in shade.
 - Viburnum Opulifolium, one of the Snowball family; grows 8 to 12 feet high.
 - Silene Van Houttei, Fine plants of this popular shrub.
 - Sweet Pepper Bush, A pretty dwarf shrub bearing creamy white flowers in August and September.
 - Golden Elder, A yellow-leaved, large-growing shrub suitable for massing.
- Each: 5 or More, 23c Each

- Roses**
- 30c to 60c Each
- We can still supply most of the popular varieties of Hybrid Tea, Perpetuals and Climbing Roses.
- At These Prices No C. O. D.'s and an Extra Charge for Delivery

Japanese Quince, A wonderful shrub bearing bright scarlet blooms in early spring. Most of the bushes of this kind come from large size.

Hedge Plants Japanese Barberry—2-yr. heavy, doz. \$1.00, 100 \$8.50. 3-yr. extra large, doz. \$1.50, 100 \$11. Itoya Privet—Large 2-yr., doz. \$1.00, 100 \$8.50. **Special Prices**

At These Prices No C. O. D.'s and an Extra Charge for Delivery

SEEDSMEN **THE TEMPLIN-BRADLEY CO.** NURSEYMEN
5700 Detroit Ave - Cleveland, Ohio

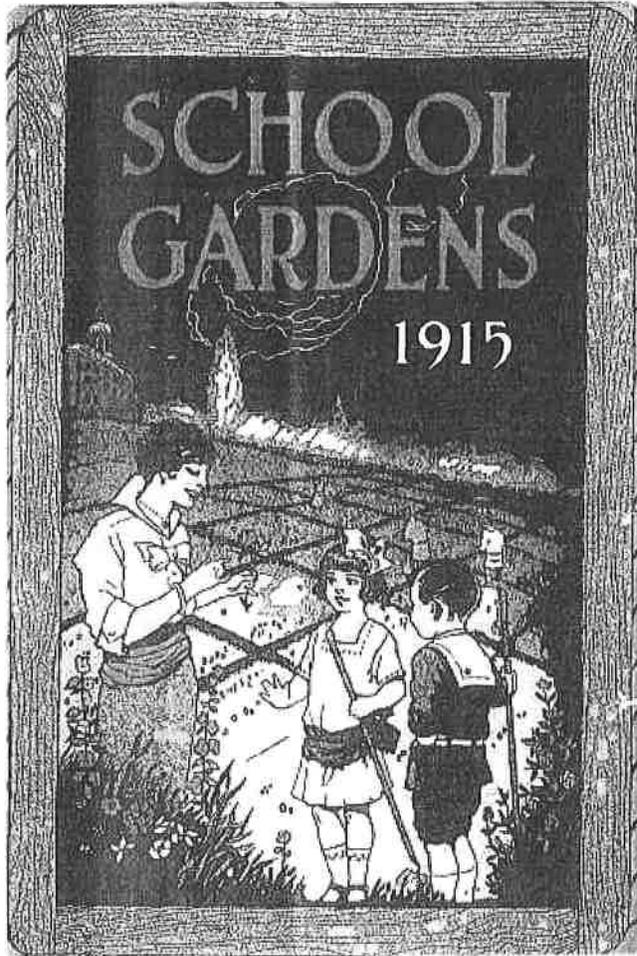
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Informational literature published by the Templin-Crockett-Bradley Co.



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January 29, 1948 photo of James A. Van Kleeck, Store Manager, and Mrs. Elaine Baker, employee, working in the seed order department of the Templin-Bradley Company. Image is part of the Cleveland Public Library's Photograph Collection.



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George F. Bradley (aka Floyd Bradley) Clippings

SALER, THURSDAY, APRIL 21, 1949



FLOYD BRADLEY RITES TOMORROW

Head of Nursery Company
Active in Civic Affairs

Floyd Bradley, president of the Templin-Bradley seed and nursery company, died in Riverside, Ohio, at the Church of Christ at 10:30 a. m. today. Friends will meet tomorrow at 10 a. m. at the funeral home, 13215 E. Lakewood.

Mr. Bradley died at his home, 1553 A Lakewood, at the age of 67. He had been associated since 1922 with the company, which was founded by his father, R. L. Templin, who was its president for 20 years before he was elevated to the position of president of Children's Food, founded by Mr. Templin.

he Summitville Face Brick Co. and mayor to build a home if he will live and work in this map locating the village, which has

Wood County Medal Goes To Mrs. Gray

Floyd Bradley Medal Goes To Mrs. Gray

Mrs. R. F. Gray, 3146 Meana Street, Northeast, scored 80 points in the Woodridge Garden Club annual essay contest, which she won last night to win the Floyd Bradley Memorial Achievement medal in the essay class.

More than 400 exhibits were presented by 25 exhibitors at McKendree Church, Twenty-fourth Street and Rhode Island Avenue Northeast.

Mr. and Mrs. H. C. Rimer ranked second with 57 points, and Mrs. P. E. Burgess third with 33 points.

Sweepstakes winners in art and arrangement classes were Mr. and Mrs. J. J. Neureka with 23 points.

Floyd Bradley Dies; Headed Seed Company

Floyd Bradley, president of the Templin-Bradley Co., one of the oldest and largest seed and nursery firms in the United States, died unexpectedly last night at his home, 1553 Arthur Ave., Lakewood.

Mr. Bradley, 67, was a veteran after he had returned from a meeting of the board of trustees of the West Side YMCA. He had spent all day yesterday in the office of the wholesale seed firm, 3708 Detroit Ave.

A native and former resident of Cleveland, he had been associated with the Templin-Bradley Co. since 1922. His wife, Pearl, is a granddaughter of the founder of the 110-year-old business.

Mr. Bradley was a nursery and farm product merchant of the American Seed Trade Association, a member of the Cleveland Rotary Club for 30 years and attended the Franklin Circle Christian Church for 45 years.

The only survivor is his wife, who always accompanied Mr. Bradley on his frequent trips all over the world to gather seeds, plants and bulbs to beautify gardens and provide food for tables.

Services will be held Friday at 2:30 p. m. at the Franklin Christian Church with the Rev. Hilda Dickson in charge. Burial will be at the Sax on Funeral Home, 13215 Detroit Ave., Lakewood.



Growing Things Are Memorial to Floyd Bradley, Seed Man

For years, Floyd Bradley and his wife traveled over the world gathering seeds.

It was a unique partnership. He was president of Templin-Bradley Co., the nationally known seeds and nursery firm, and she, a grand daughter of the founder of the century-old business, was vice president and secretary.

Mr. Bradley's death ends this partnership. But the seeds they collected and developed are growing away in all corners of the globe.

The packets sent abroad by Press readers last year's Seeds for Europe campaign came from his company. Letters tell how much they meant in devastated Europe.

These growing things will keep Mr. Bradley's memory fresh.

Party Line?

APR 21 1949

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Images of the front and back of a Floyd Bradley Horticultural Achievement Medal (typical).



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Ayda Pearl Bradley (aka Mrs. Pearle Templin Bradley) Clippings

Woman of Flowers Sees Blooms of Many Lands

Seed Company's Secretary Wrapped Bulbs as Child; Travel Her Hobby.

BY NORMA HENDRICKS

Mrs. Pearl Templin Bradley was a local born in a greenhouse in Ohio. In a town named for her father for the first time, she carries a lifelong hobby by her love for bulbs, for her father was interested in them back in 1885, before she was born.

One of her earliest memories is of Saturday mornings spent with her father when she was permitted to wrap bulbs for shipment. There were white boxes, papers to wrap bulbs, and where blossoms would be white, red, yellow for the little "pinks" which would bear yellow buds, and blue for those producing white the color of the sky.

She worked on with her father when he first died and worked his green glass bulb shop for a few years of his childhood as you mention in the secretary of the Templin Bradley club, which her husband is president.

There's a world of sorts of flowers in the tiny pockets of brown earth, especially in Mrs. Bradley's garden in Mrs. Bradley's garden, the name of the house being Mrs. Bradley's.



Mrs. Floyd Bradley of Lakewood holds an alabaster King Tut from a collection she bought in Cairo.

Senior Class

She Sets Sail for Happiness

By Jane Scott

Class Editor

Holiday to travel alone?
Start getting seniors!
Travel by yourself and have the "joy" of it," said Mrs. Pearl Bradley of Lakewood.

"Once you start, you'll want to go and go."

This blonde woman said the spark and spark has been around for six times since her husband's death. She's ridden everything from an elephant to a canal boat.

"You'll find you are never alone, after your first meal aboard ship," she said.

And Mrs. Bradley has a sure-fire system.

"I always ask ahead of time to sit at a large table with at least six other women. Then there's many to meet and find something in common with."

Cruises offer the widest variety of activities and fun. You can take everything from bridge and painting lessons to long naps in your cabin.

MRS. BRADLEY will take the Wide Horizon Group on a 13,000 mile jaunt from the Royal Palace at Bangkok to the Staten Island Ferry during her slide talk Tuesday at 2 in Madison Branch Library 13229 Madison Avenue, Lakewood. The public is invited. She gave the first half of her 1964 world cruise in May and "left them waiting there in Bangkok."

That elephant she rode was in Jaipur, India, and it wasn't a difficult task.

She knelt down. Then the

to climb up or He swayed a walked very slow Bradley said.

She decided on this picture in her "But here's a Raffles Hotel. Look at those fan er palms. Each water in it," she ning through a be "And there that tiful Taj Mahal."

A SHORT TR Mrs. Bradley's Arthur Avenue, i fascinating. Perc baby grand piano of white ship Bombay and a alabaster pyra Cairo, Egypt.

Everything fr

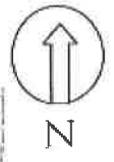
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G.M. Hopkins Plat Book of Cleveland, OH, Volume 2, 1912-21, Plate #4
(reduced in size – not to scale)



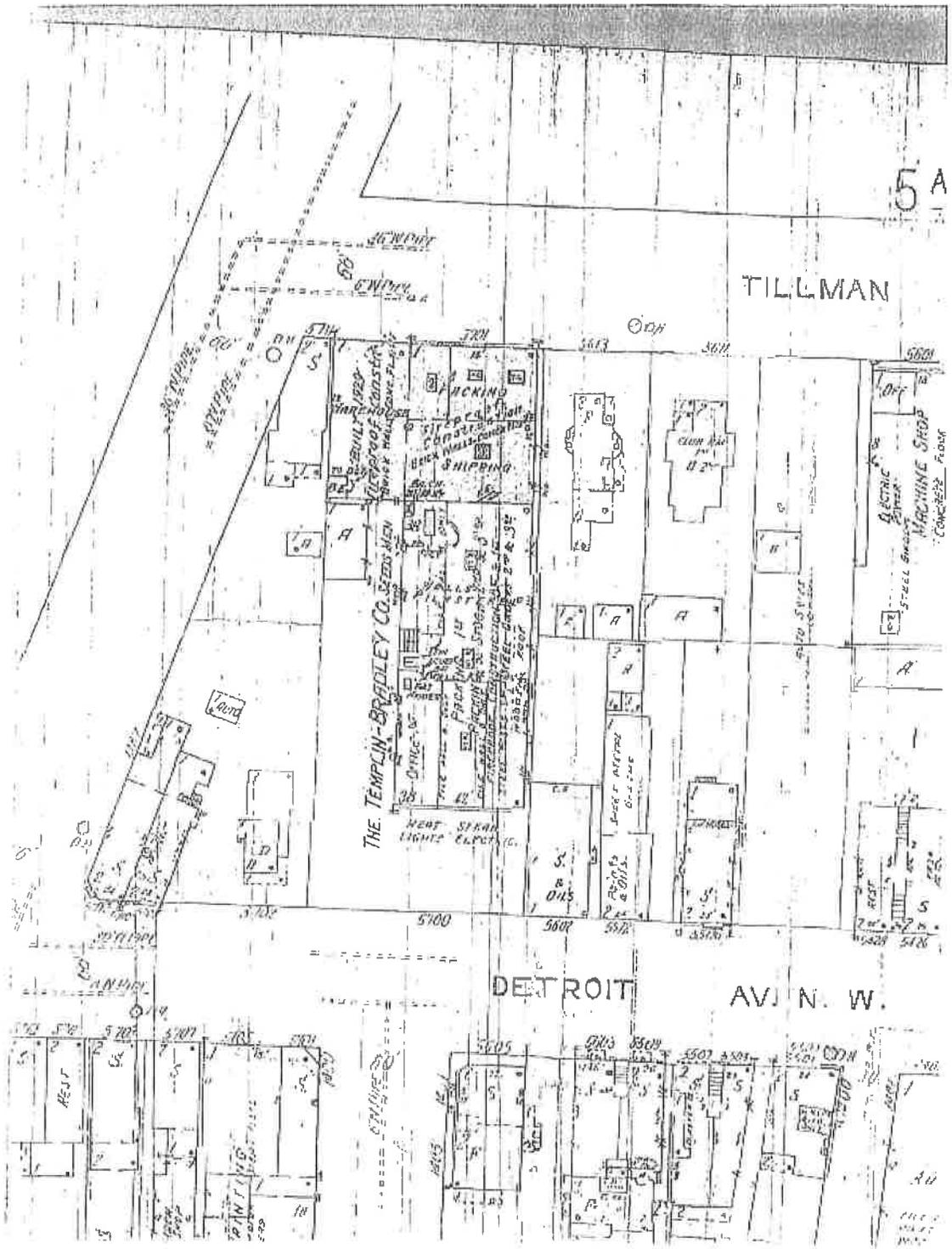
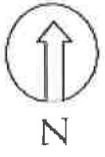
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1952 Sanborn Fire Insurance Map of Cleveland, OH, Volume 3-A, plate 8A (reel #57)
(reduced in size - not to scale)

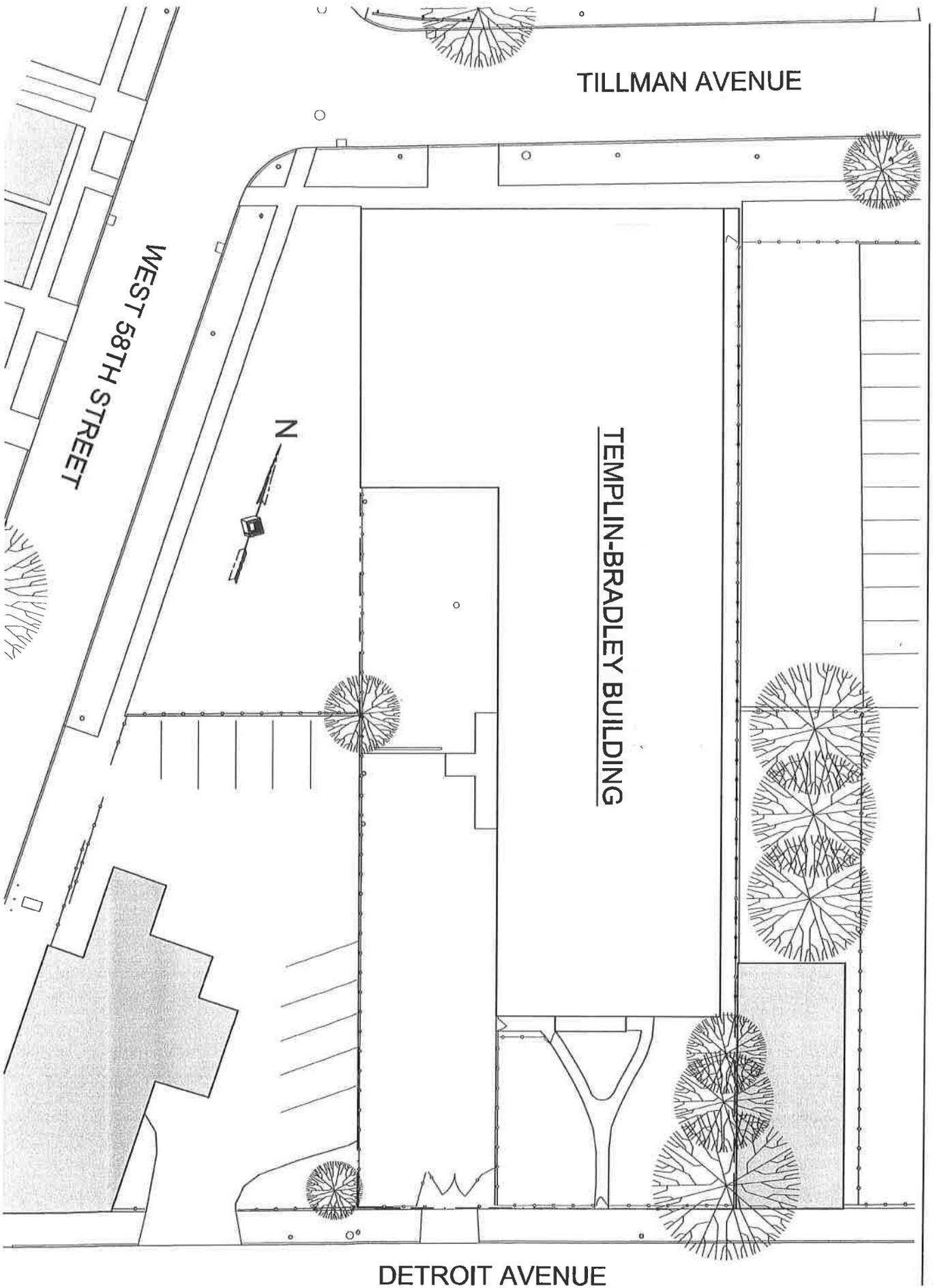


TEMPLIN-BRADLEY BUILDING

5700 Detroit Avenue, Cleveland OH

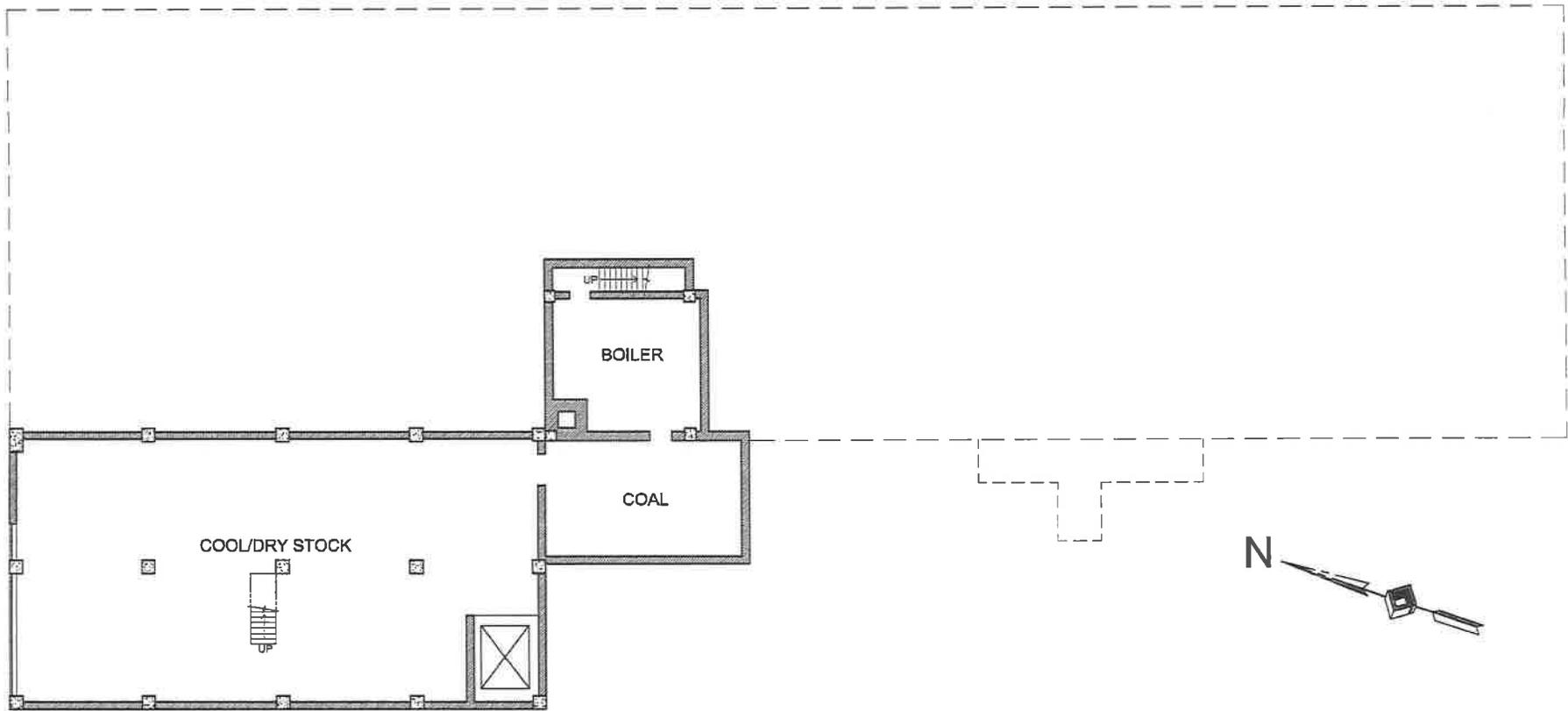
1/32" = 1'-0"

SITE PLAN



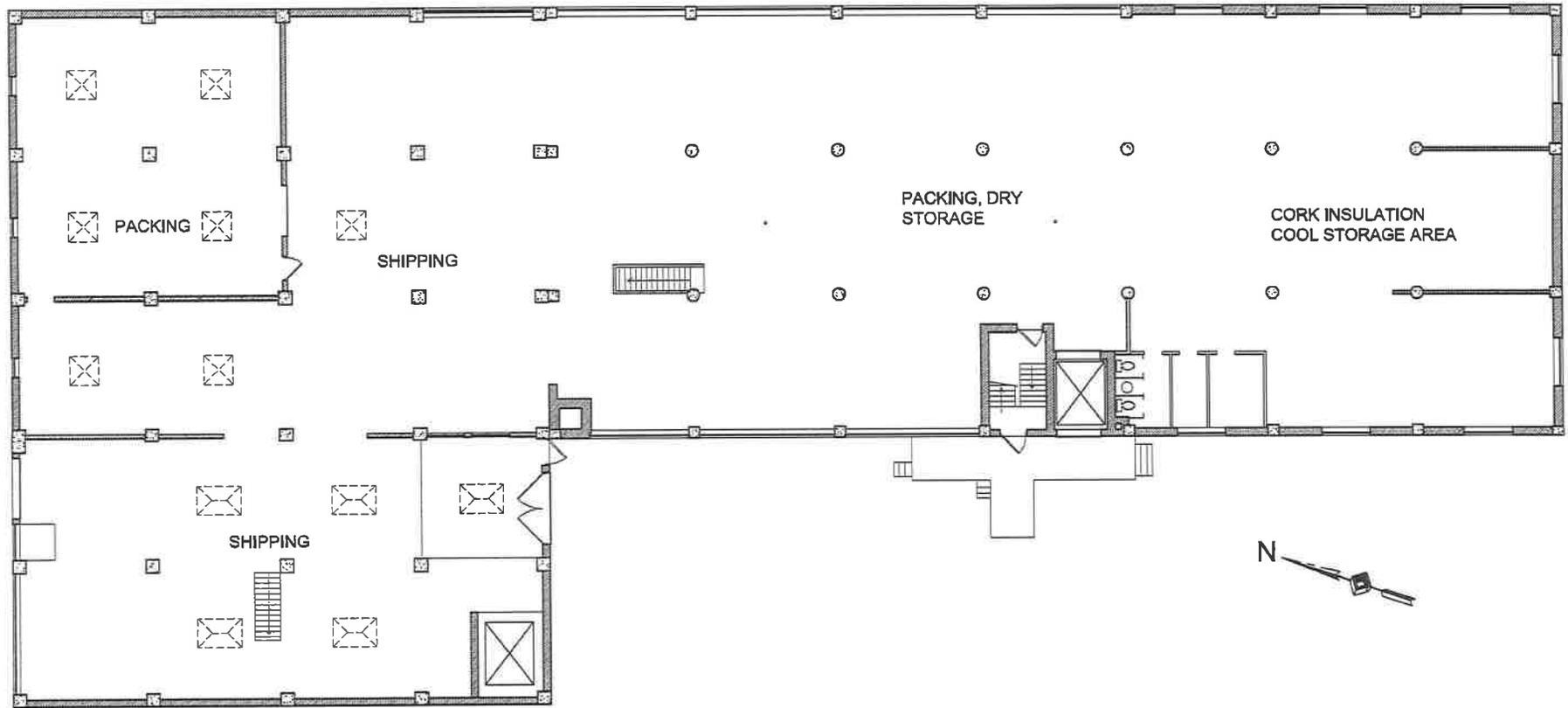
Templin-Bradley Co, Cuyahoga Co, OH

HISTORIC SPACE USE PLANS



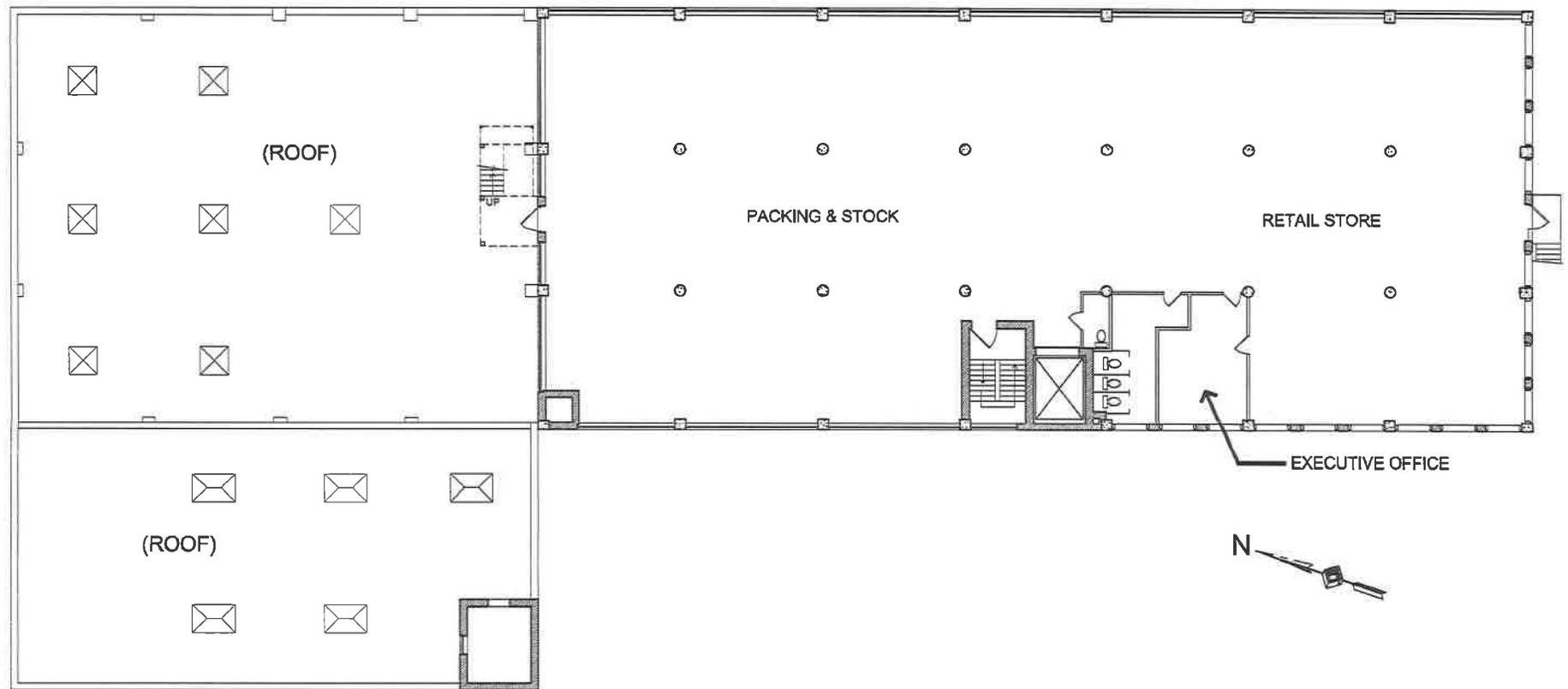
Templin-Bradley Co, Cuyahoga Co, OH

HISTORIC SPACE USE PLANS



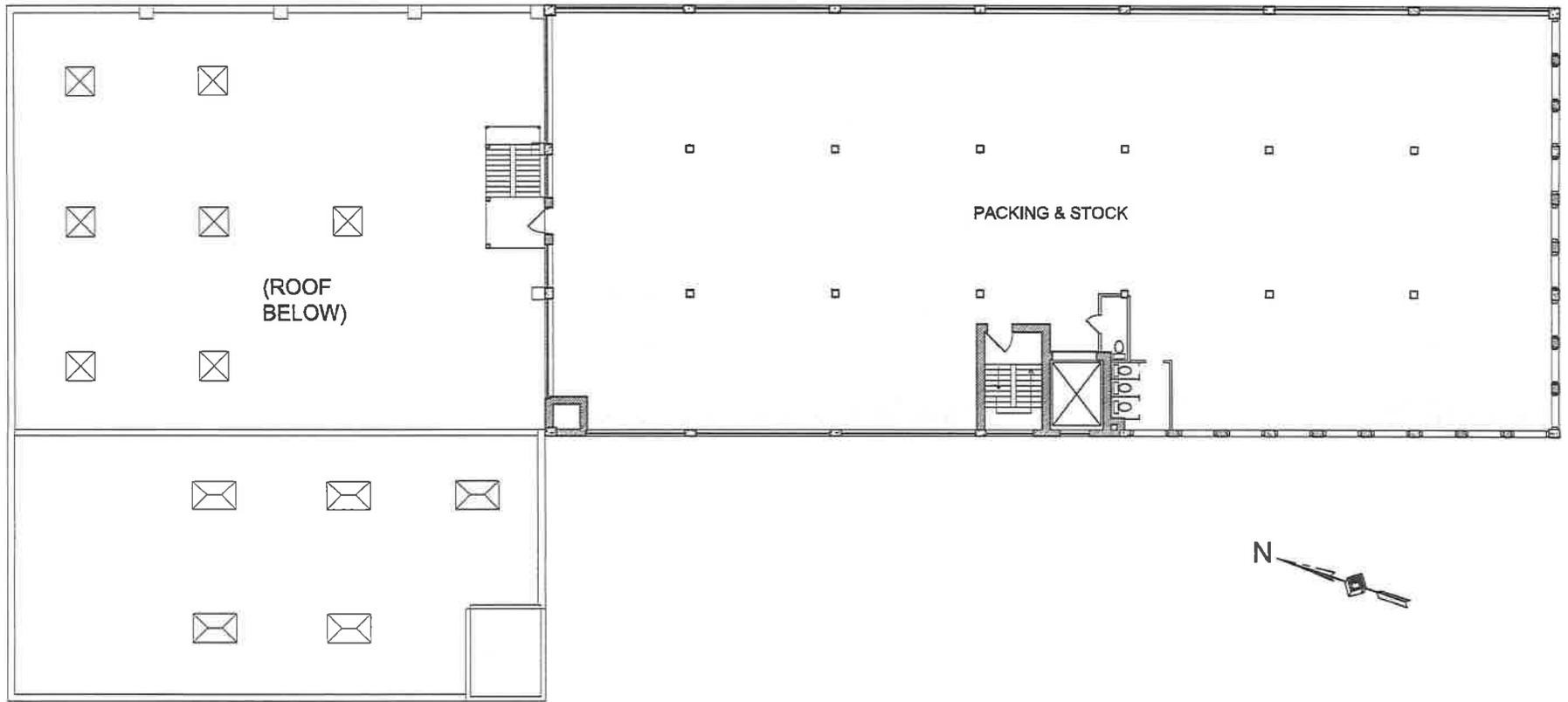
Templin-Bradley Co, Cuyahoga Co, OH

HISTORIC SPACE USE PLANS



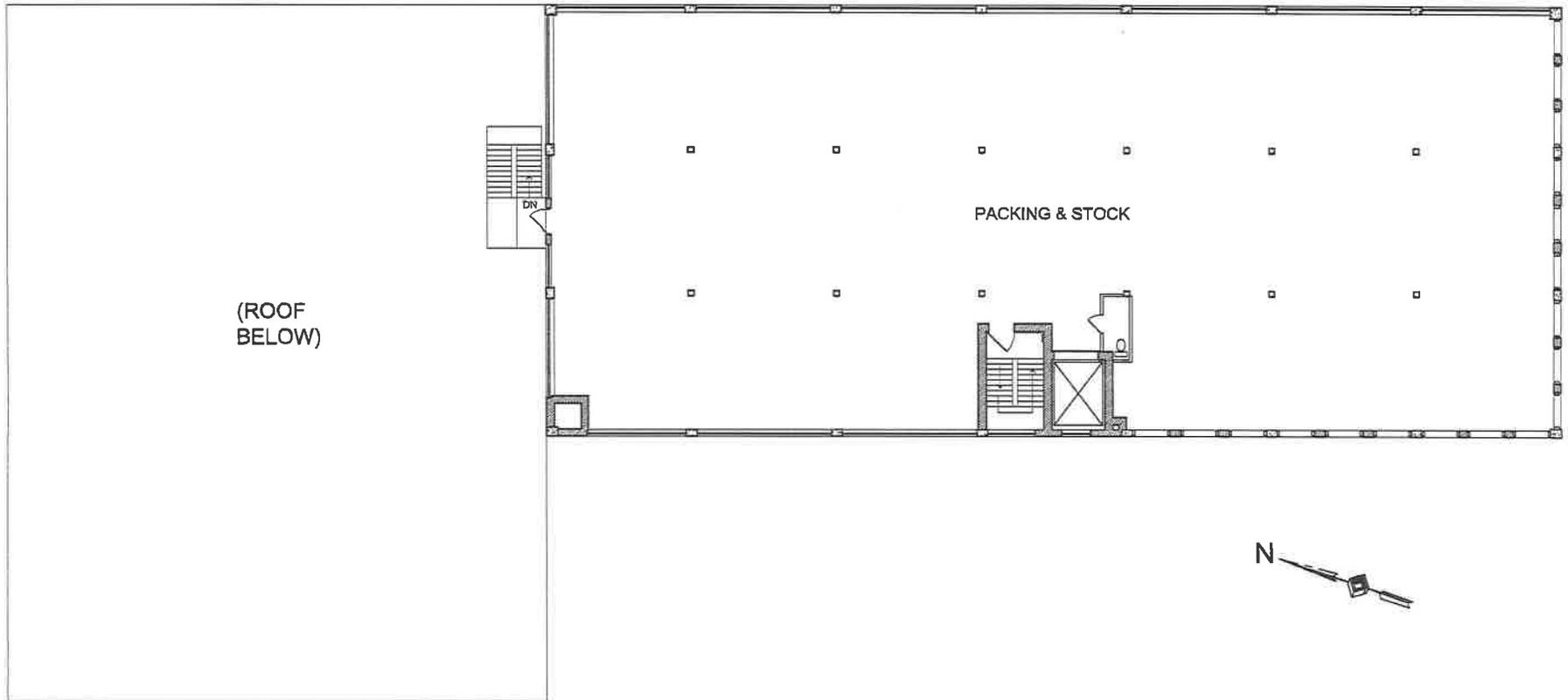
Templin-Bradley Co, Cuyahoga Co, OH

HISTORIC SPACE USE PLANS



Templin-Bradley Co., Cuyahoga Co, OH

HISTORIC SPACE USE PLANS



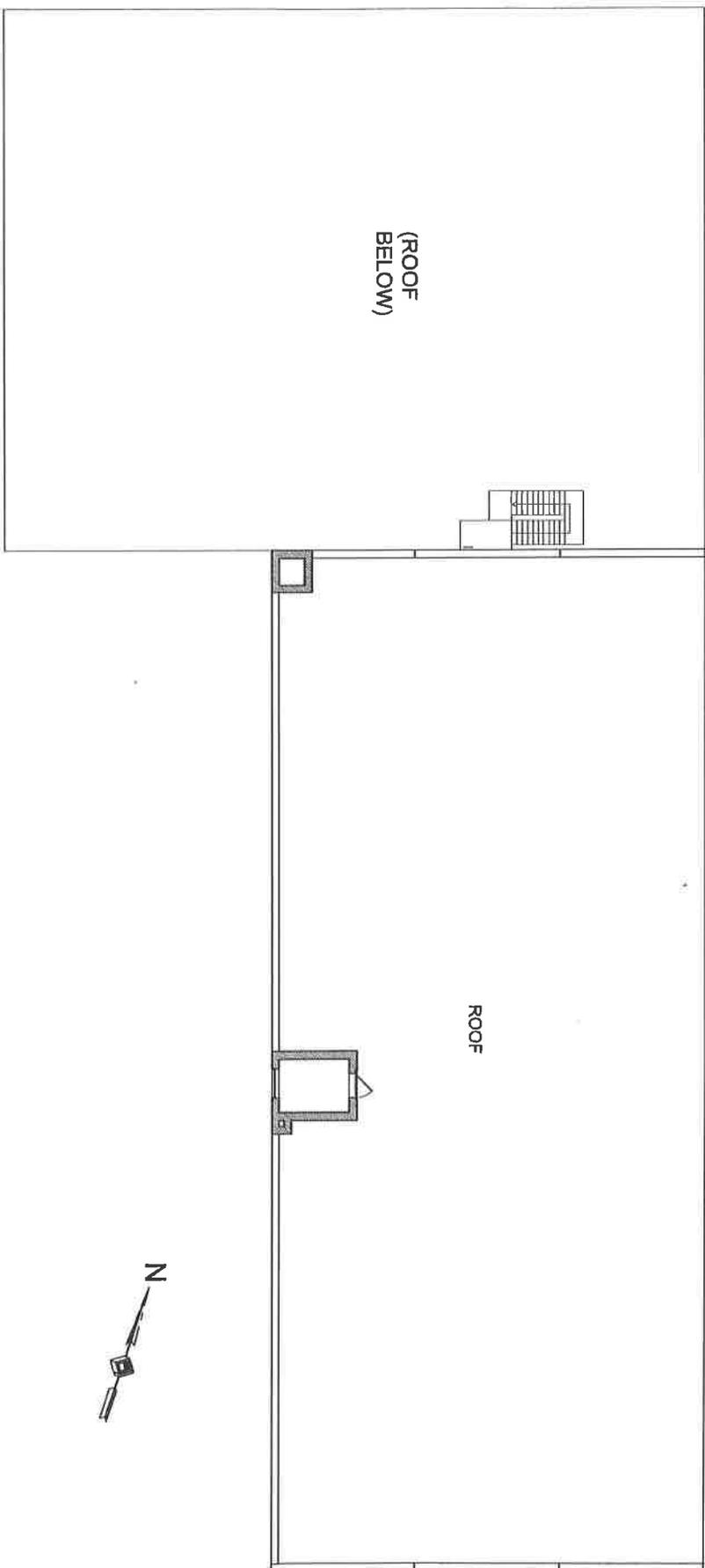
Templin-Bradley Co, Cuyahoga Co, OH

TEMPLIN-BRADLEY BUILDING

5700 Detroit Avenue, Cleveland OH

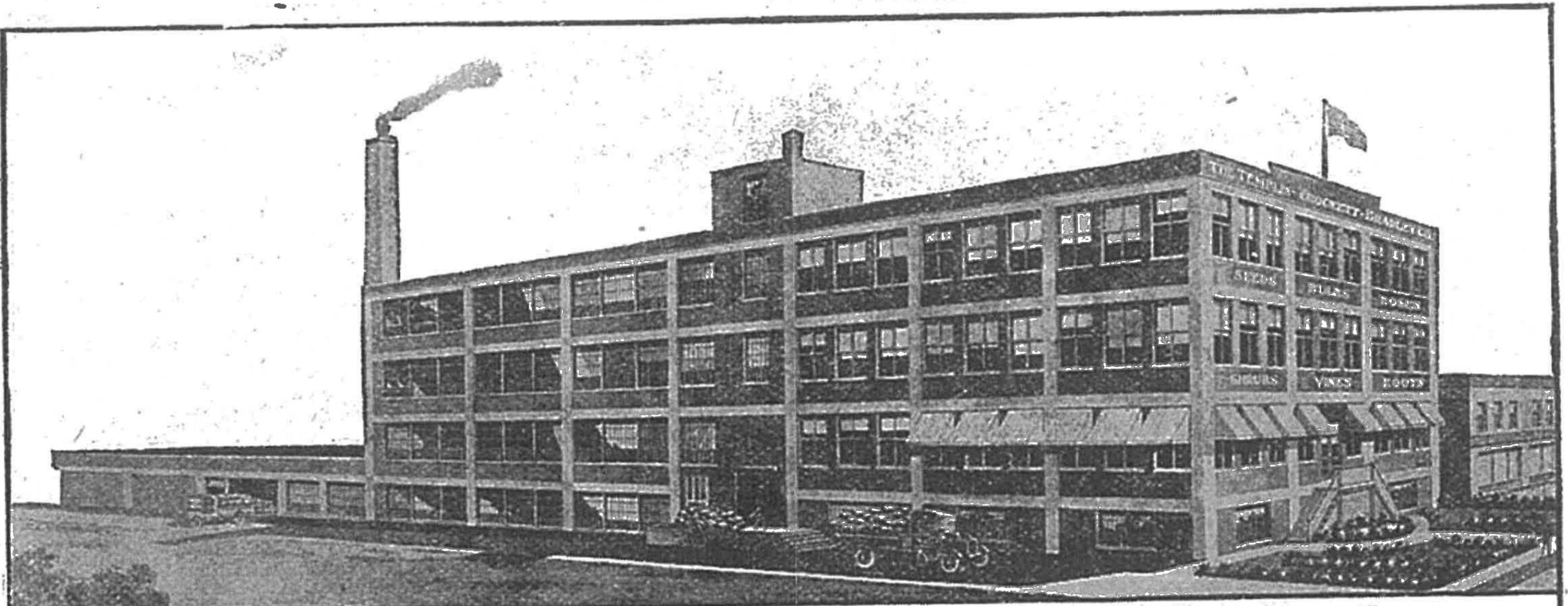
3/64" = 1'-0"

ROOF PLAN



Templin - Bradley Co, Cuyahoga Co, OH

THE TEMPLIN-CROCKETT-BRADLEY CO., CLEVELAND, OHIO



Our own building, modern and fireproof. Used exclusively for seed and nursery business. An acre of floor space. Latest improved equipment. More than 200 people required to care for our hundreds of thousands of customers.

Season of 1922

Templin-Bradley Company, Cuyahoga Co, OH



Templin-Crockett-Bradley Co.
(Later Templin-Bradley Co.)
2nd Location:
5700 Detroit Avenue

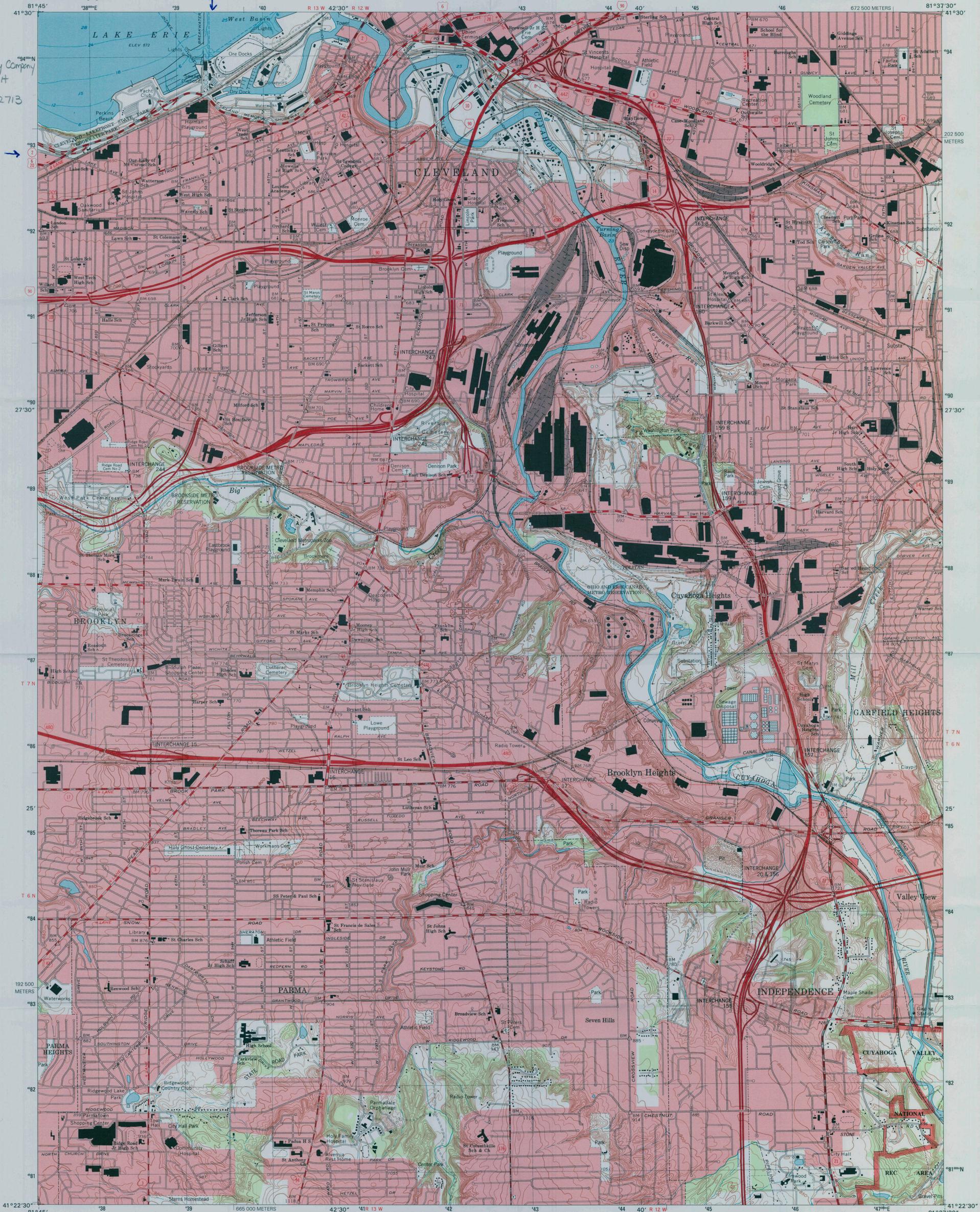
Templin-Crockett-Bradley Co.
1st Location:
2711 Church Avenue N.W.

9 MILES

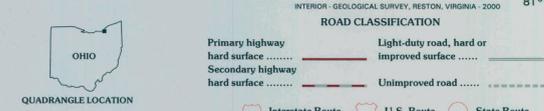
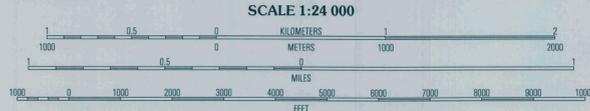
Templin-Bradley Company, Cuyahoga Co, OH

Templin-Bradley Co. Locations
Cleveland, Ohio

Templin-Brookley Company Cuyahoga Co., OH 17 439424 4592713



Produced by the United States Geological Survey Topography compiled 1952. Planimetry derived from imagery taken 1994 and other sources. Public Land Survey System and survey control current as of 1963. Selected hydrographic data compiled from NOS Charts 35 (1959) and 354 (1962). This information is not intended for navigational purposes. North American Datum of 1983 (NAD 83). Projection and 1,000-meter grid: Universal Transverse Mercator, zone 17. 2,500-meter ticks: Ohio Coordinate System of 1983 (north zone). North American Datum of 1927 (NAD 27) is shown by dashed corner ticks. The values of the shift between NAD 83 and NAD 27 for 7.5-minute intersections are obtainable from National Geodetic Survey NADCON software. There may be private inholdings within the boundaries of the National or State reservations shown on this map. Entire area lies within the Connecticut Western Reserve. Dotted land lines established by private subdivision of the Connecticut Western Reserve. Landmark buildings verified 1963.



QUADRANGLE LOCATION

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |

CLEVELAND SOUTH, OH 1994 NIMA 4666 1N-SERIES 8582

CONTOUR INTERVAL 10 FEET NATIONAL GEODETIC VERTICAL DATUM OF 1929 TO CONVERT FROM FEET TO METERS, MULTIPLY BY 0.3048 DEPTH CURVES AND SOUNDINGS IN FEET REFERENCE LEVEL 568.4 FEET, INTERNATIONAL GREAT LAKES DATUM THE RELATIONSHIP BETWEEN THE TWO DATUMS IS VARIABLE

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U.S. GEOLOGICAL SURVEY, P.O. BOX 25286, DENVER, COLORADO 80225 A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST





ASSET MANAGEMENT

5000

5000



ASSET MANAGEMENT

5/20/20

5/20



ASSET

CLAYTONS
SUIT





ELEVATOR
SHUTTLE

ASBESTOS























HT

MCDR



MCDR









Detroit

701







FLOR
WIFE
MOROS





Clint
93



FIRE
EXIT
↓



Clint
93

FIRE
EXIT
STAIR





ASSET
WIRE

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TO CONTACT
PEARLE TEMPLIN BRADLEY
PHONE - RES. LAJ-6588
OFFICE WQJ-1400

Flash Coat



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OFFICE WQJ-1400

Flash Cam





W-144























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