

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 *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. 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 entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name The National Brewing Company
other names (B-996)

2. Location

street & number 3601-3901 Dillon Street not for publication
city or town Baltimore vicinity
state Maryland code MD county Baltimore City code 510 zip code 21224

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, 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 nationally statewide locally.
See continuation sheet for additional comments).

[Signature] 11-14-02
Signature of certifying official/Title Date
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments).

Signature of certifying official/Title Date
State or Federal agency and bureau

4. National Park Service Certification

- I hereby, certify that this property is:
- entered in the National Register.
 See continuation sheet.
 - determined eligible for the National Register.
 See continuation sheet.
 - Determined not eligible for the National Register.
 - removed from the National Register.
 - other (explain): _____

Signature of the Keeper _____
Date of Action _____

The National Brewing Company (B-996)
Name of Property

Baltimore City, Maryland
County and State

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	
10	2	buildings
0	0	sites
0	0	structures
0	0	objects
10	2	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

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

AGRICULTURE/SUBSISTENCE: processing
COMMERCE/TRADE: business
TRANSPORTATION: road-related (vehicular)

Current Functions
(Enter categories from instructions)

INDUSTRY/industrial storage
VACANT

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN/Romanesque Revival
MODERN MOVEMENT/Moderne
OTHER/industrial vernacular

Materials
(Enter categories from instructions)

foundation Brick, concrete, granite
walls Brick, concrete block, corrugated metal, concrete panels
roof Asphalt
other Limestone, glass, steel, copper

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets)

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 pattern of our history.
- B Property 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 of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets)

Area of Significance

(Enter categories from instructions)

INDUSTRY

Period of Significance

1885-1954

Significant Dates

1885: Property acquired by Strauss family
1899: Maryland Brewing Company formed
1920: Prohibition begins

1933: Prohibition ends; new incorporation of National Brewing Company

1954: National Brewing Company completes major building campaign
National Brewing Company becomes highest producing brewery in Maryland

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Otto Wolf: architect, 1899 Beer Cellar
Paul W. Backhus: draftsman/engineer, 1933 buildings

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets)

Previous documentation on files (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 # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Baltimore Museum of Industry Research Center

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10. Geographical Data

Acreage of Property Approximately 8.5 acres

UTM References

(Place additional UTM references on a continuation sheet)

BALTIMORE EAST QUAD

1	18	365030	4348900
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
4			

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Betty Bird, Julie Darsie

Organization Betty Bird & Associates date January 2002

street & number 2607 24th Street NW, Suite 3 telephone (202) 588-9033

city or town Washington, District of Columbia state N/A zip code 20008

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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.

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

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

name See Continuation Sheet

street & number _____ telephone _____

city or town _____ state _____ zip code _____

Paperwork Reduction 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. 470 et. seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the 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 Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

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DESCRIPTION SUMMARY

The National Brewing Company complex occupies a large rectangular site immediately east of the Canton Historic District in Baltimore City, Maryland. The numerous buildings on the site were constructed from 1885 to 1966. There are 11 masonry buildings and one corrugated metal building that are in poor to good condition. No machinery or other equipment associated with brewing remains. Nevertheless, the continual modernization of buildings on the site reflects the history of brewing over more than 100 years. The period of significance for the National Brewing Company extends from 1885 to 1954. By 1954, the National Brewing Company had largely achieved its current form and had become the highest producing brewery in Maryland.

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GENERAL DESCRIPTION

The National Brewing Company is situated in a mixed residential/industrial neighborhood typical of the Canton Historic District immediately west of the site. Gunther's Brewing Company (B-998) is located across O'Donnell Street to the south of the National Brewing Company. Rowhouses occupy the blocks north and west of the site, while a tank farm and railroad tracks are located to the east.

The National Brewing Company complex occupies 5 city blocks bounded by Dillon Street on the north, Haven Street on the east, O'Donnell Street on the south, and Conkling Street on the west. City streets such as Dean, Eaton, Fagley, and Grundy that once extended through the complex have been closed.

The National Brewing Company contains 12 buildings owned by three different parties. Ten of the buildings contribute to the significance of the resource; the 1960 Annex and the 1966 Warehouse do not contribute. The tripartite organization of the site set forth below corresponds to the ownership parcels as well as the geographic distribution of buildings on the site.

Western Section

- Stock House (1948-50)
- Grain Storage Building (1892-93)
- Oil Tank Building (ca. 1950)
- 1885-89 Beer Cellar
- 1899 Beer Cellar
- 1933 Beer Cellar
- 1933 Bottling Plant

Central Section

- Case Storage Building (1951-1953)
- Annex (1960)
- 1939 Bottling Plant

Eastern Section

- Garage (1942)
- Warehouse (1966)

In general, this description has developed an analytical framework based on visual distinction to help the reader understand this complicated resource. Photographs provide general views of the complex as well as views of the individual components.

Stock House (1948-50)

The Stock House, constructed from 1948 to 1950, dominates the National Brewing Company complex. The brick building faces west into Conkling Street and has a 9-story center tower flanked by 7-story wings. The primary (west) façade of the Stock House features a limestone detail that includes full-height piers topped by roundels, a molded cornice over the second story of the tower, and belt courses above the top stories. The first and second stories of the 7-story wings have large window openings, now bricked in. Otherwise, the building has largely blind walls punctuated by a few small window openings. The east wall is severely damaged due to demolition of the adjacent 1933 Brewhouse. An eighth story has been added to the north wing.

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A 6-story Brewhouse and 8-story Malt Mill, both constructed in 1950, extend east from and are structurally integrated into the Stock House. The Brewhouse and Malt Mill have large window openings with steel-sash windows, most of which are missing. The north wall of the Malt Mill is severely damaged due to the demolition of the adjacent 1933 Brewhouse. The rest of the building is in fair condition. The interiors of the Stock House, Brewhouse, and Malt Mill have exposed steel frames and brick and ceramic tile walls.

Grain Storage Building (1893-93)

The Grain Storage Building, constructed from 1892 to 1893, is located immediately east of the Brewhouse and Malt Mill and faces south onto O'Donnell Street. The Romanesque Revival building is constructed of brick with a granite foundation. It has a 4-story west end with a flat roof and a 5-story east end with a front-gable roof. The west end has narrow window openings with jack, segmental and round arches filled with louvers. The east end has large window openings with steel lintels and steel-sash windows. Decorative brickwork includes pilasters on the upper stories, beltcourses, and recessed panels. Copper letters in the front gable spell "The National Brewing Comp'y." A ca. 1950s corrugated-metal shed addition stands on the roof. The building is in poor condition. The interior was not accessible at the time of this nomination.

Oil Tank Building (ca. 1950)

The Oil Tank Building, constructed circa 1950, is located immediately east of the Grain Storage Building and faces south onto O'Donnell Street. The 1-story, 1-bay building is a hodgepodge of brick and concrete block construction and encloses a large oil tank that is completely encased in asbestos. A concrete-block shed stands on the roof. The building is in poor condition.

1885-89 Beer Cellar

The 1885-89 Beer Cellar is located immediately north of the Stock House and faces west onto Conkling Street. The 2-bay, 3-story, Romanesque Revival building is constructed of brick with a granite foundation and a flat roof. The tall, narrow window openings have stone lintels and sills. All are bricked in; a few have recent casement windows punched into the brick infill. Decorative details include granite beltcourses, brick pilasters, and a corbelled brick cornice with drop pendants. Copper numbers between the 2nd and 3rd stories read "1885" and "1889." The interior has round steel posts, a barrel vault ceiling, and plaster walls. The building is in fair condition.¹

1899 Beer Cellar

The 1899 Beer Cellar is located immediately north of the 1885-89 Beer Cellar and faces west onto Conkling Street. The building is identical to the 1885-89 Beer Cellar in massing, materials, and style. The 1899 Beer Cellar, however, has an integral fifth story over its east end. The building is in fair condition.

1933 Beer Cellar

The 1933 Beer Cellar is located immediately north of the 1899 Beer Cellar at the corner of Conkling and Dillon. The 4-story building is constructed of brick with a granite foundation and a flat roof. Decorative brickwork includes tapered full-height buttresses and

This building first appears on the 1890 Sanborn map. However, the west elevations of the 1885-89 Beer Cellar and the 1899 Beer Cellar are identical with no seam between the two buildings. The interiors are identical but separated by a bearing wall with punched openings. The east elevations are not alike, and a seam is clearly visible. This evidence suggests that the 1885-89 Beer Cellar was reworked about 1899. It is possible that the building was damaged in a fire that occurred in 1892, occasioning the need for major repairs.

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corbelled belt courses at each floor level. The west and north walls are blind with the exception of recent small casement windows punched into the west façade and two iron-shuttered openings on the north façade. The east wall is damaged due to demolition of the 1933 Wash House and Beer Cellar, while the south wall features large window openings with steel sash windows. The interior of the 1933 Beer Cellar has an exposed steel frame and plaster walls. The building is in fair condition.

1933 Bottling Plant

The 1933 Bottling Plant is located approximately ½ block east of the 1933 Beer Cellar along Dillon Street. The west end of the building was constructed in 1933. In 1940, an addition was constructed on the east end of the building, the interior was remodeled, and an elevator was added. The Bottling Plant is a simple, 2-story brick building. The large window openings house steel sash windows. Several loading bays, one with wood doors, are located on the north and west elevations. The building has a stepped parapet wall on the west elevation, a 1940 elevator overrun at the northwest corner, and a sawtooth roof with clerestories. The interior has an exposed steel frame, a mezzanine around the 2nd story perimeter, and ceramic tile walls. The building is in good condition.

Case Storage Building (1951-1953)

The Case Storage Building, constructed between 1951 and 1953, is located immediately east of the 1933 Bottling Plant along Dillon Street. The 1-story building has a corrugated-metal skin and an asphalt-shingle gable roof. The interior has an exposed steel frame supporting roof trusses. The building is in good condition.

Annex (1960)

The Annex, constructed in 1960 as storage space, is located immediately south of the 1933 Bottling Plant in the center of the site. The 2-story building is constructed of concrete block with a flat roof. The building has a large loading bay on its west façade and small window openings with steel sash windows on the second story of its north façade. The interior has exposed clear span steel trusses. The building is in good condition. The Annex is a non-contributing building.

1939 Bottling Plant

The 1939 Bottling Plant is located immediately south of the Annex along O'Donnell Street. The 2-story building is constructed of brick with a low stepped parapet and a flat roof. The building has large, square window openings that originally contained steel sash windows. Many of the window openings have been bricked in, but some retain original windows. Two loading bays are located along O'Donnell Street. A 2-story 1959 brick addition with a loading dock extends south of the building. The interior has an exposed steel frame. Recent partitions divide the building into multiple storage spaces. The building is in fair condition.

Garage (1942)

The Garage, constructed in 1942, is located across a driveway to the east of the Case Storage Building along Dillon Street. The simple, 1-story brick building has a flat roof with a suspended canopy over the south elevation. The large window openings have steel sash windows. Loading bays are located on the north elevation along Dillon Street and on the south elevation facing a paved courtyard. The interior has an exposed reinforced concrete frame and brick walls. The building is in good condition.

Warehouse (1966)

The Warehouse, constructed in 1966, fills the east end of the block bounded by Dillon, Haven, and O'Donnell Streets. This massive, 2-story building has a brick first story, a second story covered in precast concrete panels, and a flat roof. There is no fenestration other than loading bays on the east elevation and a few ventilation panels. The interior has an exposed

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reinforced concrete frame and concrete block walls. The building is in good condition. The Warehouse is a non-contributing building.

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SUMMARY STATEMENT OF SIGNIFICANCE

The National Brewing Company, a complex bounded on the north by Dillon Street, on the east by Haven Street, on the south by O'Donnell Street, and on the west by Conkling Street, is located immediately east of the Canton Historic District. Comprised of buildings constructed from 1885 to 1966, the site has been associated with the storage and production of beer since the mid-19th century. The National Brewing Company complex represents the long evolution of a once major Baltimore industry that was closely linked with the city's dominant German population. The complex illustrates how the brewing industry evolved through the changing technologies that characterized both the pre-Prohibition and post-Prohibition eras. One of many local breweries before Prohibition, the National Brewing Company grew to dominate Baltimore's brewing industry after end of World War II with its best-selling "National Bohemian" brand. By 1954, National was the largest brewery in Maryland and one of the 20 largest in the nation.² The National Brewing Company therefore meets National Register Criterion A because of its long association with and importance to the brewing industry in Baltimore and Maryland. Its period of significance extends from 1885 to 1954. By 1954, the National Brewing Company had largely achieved its current form and had become the largest brewery in Maryland.

²William J. Kelley, *Brewing in Maryland* (Baltimore, 1965), 610, 615.

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RESOURCE HISTORY AND HISTORIC CONTEXT

This resource history and historic context is organized into two sections: a general history of the brewing industry in Baltimore, and a specific history of the National Brewing Company.

THE BREWING INDUSTRY IN BALTIMORE

Brewing in Baltimore During the 19th Century

The long history of brewing in Baltimore provides a backdrop for the National Brewing Company, which occupies a site that has been dedicated to brewing since the mid 19th century. Baltimore's growing German-born population fueled the development of breweries in the 19th century.³ Baltimore served as a major point of German entry into the United States, and by the 1850s Baltimore's German community was well established, encompassing all social classes and occupations. The German community brought new ideas regarding public schools, music, religion, and politics, and introduced the brewing and enjoyment of lager beer.⁴ Lager beer, a traditionally German drink that gradually became America's national beer style, had to be laid away or lagered at near-freezing temperatures for several weeks after primary fermentation. Thus lager beer could be made only in winter months. To extend the production season, brewers dug cellars that could be lined with ice and kept cool to extend the lagering further.

Baltimore's first commercial brewery seems to have been the 1748 establishment of John and Elias Barnitz, German immigrants from York, Pennsylvania. By the 1860s there were 22 breweries in the city,⁵ many of which were located near the wharves at Fells Point. A number of Fells Point brewers dug lagering cellars in Highlandtown, especially around O'Donnell and Conkling Streets, prompted both by the increasing demand for lager as well as the impossibility of digging cellars at sea-level Fells Point.⁶ The area around Conkling and O'Donnell became known as Lager Beer Hill and is the site of the present National Brewing Company. Lager Beer Hill had the advantage of lying outside the city limits. Before Baltimore annexed the area in 1918, the city had no jurisdiction over restricted land uses such as cemeteries and slaughterhouses that clustered at the city limits.⁷ Taverns also located in the area, serving families that came out from the city to enjoy the beer gardens on Sundays when drinking was forbidden in town.

Refrigeration and the Evolution of Brewing Practice

The advent of refrigeration transformed brewing practices. Prior to refrigeration, the brewers of Lager Beer Hill constructed icehouses for ice imported from New England. In the 1880s, however, brewers began constructing their own artificial ice plants to refine control of the lagering process. The Wiessner Brewery became the first in Baltimore to make its own ice when it installed 50- and 100-ton ice machines in 1887.⁸ The National Brewing Company installed ice machines shortly thereafter.⁹ With an abundant ice supply, lagering cellars no longer had to be built underground, and multi-story insulated buildings, still called cellars, accommodated ice hoisted into the top floor where it could cool the lagering below.

³ Much of the following context for Baltimore Brewing has been taken from the J. F. Wiessner & Sons Brewing Company, Historic Preservation Certification Application: Part I – Evaluation of Significance by Betty Bird, 1999.

⁴ Olson, Sherry H. *Baltimore: The Building of an American City*. (Baltimore, 1997), 180.

⁵ Kelley, 292-294.

Kelley, 199.

⁷ Olson, 302.

⁸ Kelley, 300.

⁹ Kelley, 521.

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1899-1921: Consolidation and Prohibition

The consolidation of food and beverage processing operations that characterized the late 19th and early 20th centuries affected brewing as well. In March 1899, investors organized the Maryland Brewing Company to purchase local breweries with the objective of forming a monopoly that could corner the market. Seventeen Baltimore firms joined the trust, including the National Brewing Company. Only a few breweries such as the Weissner Brewery remained on their own. The Gottlieb-Bauernschmidt-Strauss Brewing Company (known as G.B.S. Brewing Company) took over the Maryland Brewing Company when it failed in 1901.

The combination of anti-German sentiment created by World War I and Prohibition soon doomed Baltimore's breweries. In a city so culturally embedded with German ethnicity, World War I posed a painful dilemma. Sherry Olson, Baltimore's pre-eminent historian, wrote that "the war put an end to the German-American era in Baltimore."¹⁰ German Street and the German-American Bank vanished, replaced by Redwood Street and the American Bank. Viewed in the light of anti-German hysteria, Maryland's support for the prohibition of beer-drinking in 1918 can be seen as a direct attack on German culture and folkways.

Repeal and Growth

Prohibition was repealed on April 7, 1933. The post-Prohibition brewing industry was characterized by milder, less alcoholic beers brewed in larger quantities for wider geographic distribution. Only large, modern breweries were able to compete in this changed market. Prior to Prohibition, there were 35 breweries in Baltimore City and County employing approximately 450 people. After Prohibition, only 5 breweries in Baltimore City reopened. Those 5 breweries, however, grew to employ more than 1500 people by the 1950s.¹¹ The Post-Prohibition National Brewing Company was the highest producing brewery from 1954 to 1961.¹²

As a result of increased production requirements, brewhouses grew taller and more utilitarian after Prohibition. The post-Prohibition brewing process continued to follow the fundamental principles of brewing, but over time nearly every aspect became automated. Brewing began near the top floor of the brewhouse, where a malt mill would draw malt from the storage bins where railcars had placed it. After grinding, the malt would be mixed with water in a mash tun with an automatic mixer. To add adjunct or filler ingredients to the brew, a brewer boiled corn grits and mixed them into the mash. Straining off the solids to sell as animal feed, the brewer would send the wort that resulted to a copper brew kettle for boiling with hops. The process would take several hours to this point; the rest consisted of a long period of fermentation. Refrigerated coils cooled the hot wort, which went to tanks where the yeast was added and the mix was allowed to ferment for two weeks. The yeast was skimmed off the bottom of the tank, and the beer was sent to glass-lined lagering tanks for a number of weeks. After filtration, the beer was ready and could be stored in tanks until the bottles or kegs were ready to carry it out of the brewery.¹³

The perfection of the metal crown in the 1880s had allowed bottled beer to become the standard means of product distribution by the first quarter of the 20th century, and breweries built bottling plants in addition to kegging operations. Federal tax law did not allow bottling to take place inside a brewery; the beer had to be measured and taxed first, then bottled in a separate building. The 1933 and 1939 Bottling Plants at the National Brewing Company illustrate the effect of this mandate. By the 1930s, bottled beer was overtaking

¹⁰ Olson, 299.

¹¹ Kelley, 606.

² Kelley, 610, 615. According to production and employment numbers provided by Kelley, the National Brewing Company was the largest brewery in Maryland by 1954. The Canadian-based Carling O'Keefe Company opened a plant in Halethorpe in 1961 that was about the same size as National.

¹³ "The National Brewing Company," *Baltimore* (July 1952).

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draft beer. Cans joined the beer market in 1935 and would account for more than 9% of packaged beer sales nationally by 1941.¹⁴ In the 1940s, the National Brewing Company introduced the nation's first six-packs of beer, developed by a former German submariner employed at the plant.¹⁵ The lightweight, portable, six-packs changed retail distribution patterns and facilitated home consumption.

Advertising, important to breweries since the 19th century, became one of the defining features of the industry beginning in the 1930s. At the time the National Association of Brewers met in Baltimore for their annual conference in 1941, there were five contending breweries in the city, all defined by their advertising. *The Brewers Digest*, the national trade journal, wrote: "So active is this competition that it is almost impossible for an outside brewer to invade the Baltimore market. On the one hand, it must do an advertising job commensurate with National, Gunther and Arrow. And that means investment of a large sum of money because these brewers are no advertising tyros. If an outsider is to come in on the basis of price, then he must run over American and Free State, brewers of very fine beer, sold with little advertising, but at a relatively low price."¹⁶ The National Brewing Company focused its advertising on the mascot "Mr. Boh" and the slogan "the land of pleasant living." By the early 1950s, National was spending between \$78,000 and \$140,000 per year on advertisements.

Brewing was an established industry in Baltimore and Maryland before Prohibition. According to data compiled by the Census of Manufactures, brewing remained a significant force in the Maryland economy after Prohibition as well, particularly after World War II.¹⁷ Eight breweries were located in Maryland after World War II. The industry was centered in Baltimore City, which had five breweries. The National Brewing Company was the largest of the Baltimore City breweries and, during the 1950s, the largest brewery in Maryland.¹⁸ Strong as they were, Baltimore breweries would prove no match for national competition in the last quarter of the 20th century as larger breweries in Midwestern cities such as Milwaukee and St. Louis invaded the local market. Anheuser-Busch had introduced the pasteurization process to brewing in the late 19th century, which enabled beers to be stored for longer periods of time and shipped longer distances. The company had gained a toehold in the Baltimore market by the turn of the 20th century but was not a serious competitor. However, Anheuser-Busch began aggressively marketing in Baltimore during the 1950s. In addition, the Phillip Morris Company, owner of Miller Brewing, began "pouring" money into television ads for its beer after cigarette ads were banned in 1970. Due to their greater production capacity, these companies and other large, national breweries were able to price local brands out of the market.¹⁹ Baltimore breweries began struggling in the late 1960s and had shut down by the late 1970s. The National Brewing Company plant, by then owned by Carling O'Keefe Company, closed in 1978.

NATIONAL BREWING COMPANY

The Wunder Family and Forerunners to the National Brewing Company (ca. 1850-85)

¹⁴ Warren Persons, *Beer and Brewing in America: An Economic Study* (New York: United Brewers Industrial Foundation, 1941), 38.

¹⁵ Jensen, Brennen. "A Beer to Call Your Own" *City Paper* (16 January, 2002).

¹⁶ *The Brewers Digest* 16, no. 9 (August 1941), 58.

¹⁷ U.S. Bureau of Census. *Census of Manufactures*. 1947, 1954, 1958, 1963, 1967, 1972. Census data for the state of Maryland were chosen because data aggregated for the state are more specific than those aggregated for Baltimore City. Between 1947 and 1972, industries within Baltimore City accounted for 39% to 59% of the state's industrial revenues. Within the Food and Kindred Products industrial category, manufactures in Baltimore City accounted for 53% to 63% of the revenue.

¹⁸ The other Baltimore breweries were the American Brewing Company, the Free State Brewing Company, the Globe Brewing Company, and Gunther's Brewing Company. Breweries outside Baltimore City included the Carling Brewing Company in Halethorpe and the Cumberland and Queen City Brewing Companies in Cumberland. While the Canadian-based Carling Brewing Company was comparable in size to the National Brewing Company, the other Maryland breweries were smaller.

¹⁹ Jensen.

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Beginning about 1850, the Fells Point brewer Johann Baier leased the northeast corner of O'Donnell and Conkling Streets.²⁰ In 1863, Baier added the adjacent land at the northeast corner of O'Donnell and Dillon Streets.²¹ Baier and others dug cellars on these sites, and Baier's operation, which moved from Fells Point to Canton in the 1850s, stored its beer at Lager Beer Hill as it became one of the larger breweries in the city.²² In 1872, Baier's widow, Anna, and her second husband, Frederick Wunder, began operating a brewery on the site of the current National Brewing Company. Their brewery was the first to have all its operations on Lager Beer Hill and included a beer garden and tavern, now gone, for visitors from the city.²³ No buildings survive from this period, however, parged brick remnants of an early cellar remain in the foundation of the 1885-89 Beer Cellar.

The Strauss Family and Formation of the National Brewing Company (1885-1920)

The earliest surviving buildings of the National Brewing Company complex date to the time of the Strauss brothers, who foreclosed on the Wunder Brewery in 1885.²⁴ Part of a family of maltsters, the Strausses founded the National Brewery out of the earlier firm and added to the plant, constructing the surviving 1885-1889 Beer Cellar on Conkling Street.²⁵ The company was renamed the National Brewing Company in 1889.²⁶ A fire of 1892 occasioned more rebuilding,²⁷ including the Grain Storage Building on O'Donnell Street. Further expansions at the turn of the century, including the 1899 Beer Cellar, were designed by Philadelphia brewery architect Otto Wolf.²⁸ Four steam boilers totaling 500 H. P. powered the plant.²⁹ All of the buildings constructed by the Strauss family were located in what is now the western section of the site along Conkling Street.

When the National Brewing Company joined Baltimore's beer trust in 1899, it was one of the largest of the 17 breweries in the Maryland Brewing Company. Nevertheless, the Maryland Brewing Company underutilized the National Brewing Company complex: for a year the buildings housed equipment brought across the street from the former Gunther Brewery, which was also part of the trust.³⁰ After Gottlieb-Bauernschmidt-Strauss (G.B.S.) took over the Maryland Brewing Company in 1901, the firm used the site as its National Brewing Company Branch.³¹ No buildings were constructed during the Maryland Brewing Company/G.B.S. period (1899-1920).

Prohibition (1920-1933)

Operations continued until World War I and Prohibition put an end to National and many other breweries. On January 16, 1920 the passage of the Eighteenth Amendment effectively outlawed the business of the National Brewing Company. Although some other breweries converted their plants to the production of ice or non-alcoholic malt drinks, National closed altogether. In 1925 the company sold its property to the Linthicum Realty Co., which gutted the buildings and leased them to small-scale industrial operations.³²

²⁰ Kelley, 199-200.

²¹ Kelley, 200.

²² Kelley, 200.

²³ Kelley, 202-203.

²⁴ Kelley, 519.

²⁵ Kelley, 521.

²⁶ Kelley, 521.

²⁷ Kelley, 521.

²⁸ Kelley, 523.

²⁹ Kelley, 521.

³⁰ Kelley, 525.

³¹ Kelley, 525-526.

³² Kelley, 527.

United States Department of the Interior
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The National Brewing Company (B-996)

Name of Property

Baltimore City, Maryland

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The New National Brewing Company (1933 – World War II)

When Prohibition ended on April 7, 1933, the buildings of the old National Brewing Company suddenly regained value as a site for beer production. A group of entrepreneurs led by Saul C. Hoffberger decided to re-open the brewery. The new National Brewing Company, with its entirely new staff and Board of Directors, incorporated on May 17, 1933 and began to remodel the gutted buildings.³³ The firm built several new buildings, including the 1933 Beer Cellar and the 1933 Bottling Plant in the current western and central sections of the property. Like most major Baltimore breweries reopening at the time, National replaced its old steam system with purchased electricity and reached a capacity of 800 H. P.³⁴ (The Hoffberger family, co-founders of the new National Brewing Company, also operated Crown Petroleum in Baltimore.) Other than the name, the new company did not preserve a good deal of the old brewery: the firm demolished the existing brewhouse and replaced it with a modern one, now gone.³⁵ The new National Brewing Company also started using Carlsburg yeast,³⁶ the classic lager yeast introduced by the Carlsburg Brewery in Denmark in the 19th century. The "National Bohemian" and "National Premium" brands introduced by the National Brewing Company in 1933 quickly became popular, and the brewery reached a capacity of 438,000 barrels per year within six months of opening.³⁷ National Bohemian became the best-selling brand in Maryland and remained so until 1970.³⁸

Regular cycles of expansion and modernization would characterize the National Brewing Company for the next thirty years. In 1940 the firm expanded its 1933 Bottling Plant.³⁹ In 1941 the brewery added 3 floors to its stockhouses (now gone) along with new equipment that reportedly increased production capacity by 20%.⁴⁰ During World War II, the company acquired the mostly-vacant land to the east (now the eastern section of the property) and constructed the 1942 Garage.⁴¹

Modernization (World War II – 1960s)

After World War II, the National Brewing Company expanded to dominate the Baltimore brewing industry. With mechanization and standardized brewing operations ensuring a uniform quality, capacity became the most important factor in a brewery's success. The National Brewing Company built to stay ahead of competitors. At the top of Lager Beer Hill, the brewery erected a neighborhood industrial landmark. Between 1948 and 1950, National built its blind-walled 9-story Stock House on Conkling Street.⁴² Inside this building, National installed new equipment for refrigeration, along with a new 600-hp boiler and fifteen 1,000-barrel tanks for lagering.⁴³ National also installed a new high-tension substation and reached a 1,800 H.P. capacity, approximately double what it had before improvements.⁴⁴ The Stock House originally had an office on its lower floors. In 1954, the pressure to expand caused the brewery to install thirty lagering tanks in that space, adding another 10% to the brewery's capacity.⁴⁵ By the end of 1954, National was the largest brewery in Maryland and one of the 20 largest in the country.⁴⁶ National remained the largest brewery in Maryland until Carling O'Keefe's Halethorpe plant opened in 1961.

³³ Kelley, 605.

³⁴ "Purchased Power Aids to Allay a 12-Year Drought," *Power Pictorial* 26 (September 1933), 9, 12.

³⁵ Kelley, 605.

³⁶ "The National Brewing Company."

³⁷ Kelley, 606.

³⁸ Jensen.

³⁹ Kelley, 608.

⁴⁰ Kelley, 608.

⁴¹ "The National Brewing Company," Baltimore City Building Permits

"The National Brewing Company," Sanborn Maps 1951.

⁴³ "Enlargement At National Brewing Co. Embodies New Departures In Operating Methods," *Power Pictorial* 66 (May 1951), 36.

⁴⁴ "Enlargement At National Brewing Co. Embodies New Departures In Operating Methods."

⁴⁵ Kelley, 610.

⁴⁶ Kelley, 610

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The National Brewing Company (B-996)

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National's later expansions consisted mostly of new warehouse, bottling, and canning space, including the 1959 Loading Dock, the 1960 Annex, and the 1966 Warehouse. New automatic palletizers and mechanized conveyors enabled the large operations that production of bottled and canned beer required.

The imperative to grow also encouraged expansion in places other than Baltimore. In 1954, the company bought the Altes Brewing Company of Detroit,⁴⁷ which it renamed the National Brewing Company of Michigan.⁴⁸ The prominent Detroit advertising firm W. B. Doner & Co. opened a branch office in Baltimore to handle National's advertising campaigns. It was Doner & Co. who developed National's "Land of Pleasant Living" slogan.⁴⁹ In 1956, National bought the Marlin Brewing Company of Orlando, Florida.⁵⁰ In 1963, National began production of its Colt 45 brand, a malt liquor that was sold throughout the country, making the firm "National" in practice as well as name.⁵¹ By 1964, the brewery produced approximately 1,000,000 barrels per year and employed approximately 900 people in Baltimore.⁵² It was the largest brewery in Baltimore and one of the two largest in Maryland. National Bohemian and National Premium were shipped as far as North Carolina and Maine; Colt 45 was distributed nationwide.⁵³

It was during the period after World War II that the National Brewing Company, its advertising, and its products became part of Baltimore's folk culture. The National Brewing Company produced National Bohemian beer, National Premium beer, and Colt 45 malt liquor. National Bohemian was the best-selling brand in Maryland at the time, largely due to the efforts of a well-trained fleet of salesmen who visited every establishment in Baltimore City in person.⁵⁴ Advertising also played an important role. National Bohemian's one-eyed mascot "Mr. Boh" first appeared on bottle labels in the 1930s, then became the animated star of television commercials in the 1960s.⁵⁵ National's slogan, "The Land of Pleasant Living," became Maryland's unofficial state slogan.⁵⁶ Although "Mr. Boh" and "The Land of Pleasant Living" were replaced with new advertisements in the late 1960s,⁵⁷ remnants of their billboards and painted signs can still be found throughout Baltimore. The Hoffberger family was also a visible force in Baltimore. Under Jerold Hoffberger, who became president of National in 1947, the family acquired the Baltimore Orioles in time for their World Series-winning season in 1966. From 1966 until the team was sold in 1978, only National brands were sold at home games.⁵⁸ The well-funded Hoffberger Foundation also made substantial contributions to organizations such as the South Baltimore General Hospital.⁵⁹

Closing of The National Brewing Company

Despite National's growth, its rank began slipping in the late 1960s.⁶⁰ Although National remained the largest brewery in Baltimore, its capacity was less than a quarter of that of the large midwestern breweries. The capacity of these larger breweries enabled them to lower production costs and price National out of the market. One advertising executive from Anheuser-Busch told a National

⁴⁷ "Baltimore Brewery Buys Detroit Firm," *Evening Sun* (17 September 1954).

⁴⁸ "National Brewing Buys Marlin Firm," *Sun* (14 January 1956).

⁴⁹ Jensen.

⁵⁰ "National Brewing Buys Marlin Firm."

⁵¹ Jensen.

⁵² Kelley, 611, 615.

⁵³ Jesse Glasgow, "Brewing Firm Plans Boost in Capacity," *Sun* (6 September 1964).

⁵⁴ Jensen.

⁵⁵ "Bye Bye, Mr. Boh," *Baltimore* 73, no. 8 (August 1980), 13; Jensen.

⁵⁶ Evans, Tony, "There's More About Beer Than Brewing It," *News American* (17 April 1964).

⁵⁷ Jensen.

⁵⁸ Nast, Lenora Heilig, Laurence N. Krause, and R.C. Monk eds. *Baltimore: A Living Renaissance*. 276-277; Jensen.

⁵⁹ Kelley, 614.

⁶⁰ Ralph Simpson, "Other beers find pleasant living at National's expense," *Sun* (12 September 1971).

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representative: "We're going to price you out of business rather than market you out of business - we're going to hold our prices down, and other breweries are going to have to move prices up."⁶¹ Pabst passed National Bohemian as the best-selling beer in Maryland in 1970; Budweiser continued the trend in 1975.⁶² The decline continued through the 1970s as Maryland beers slipped from more than 80% to approximately 30% of the in-state market.⁶³ Despite signing a license with a British firm for production of Colt 45 in England in 1975,⁶⁴ National succumbed to a larger competitor. In 1975, the Carling O'Keefe company of Canada purchased National to create Carling National Brewery, the tenth largest brewery in the country.⁶⁵ In November of 1978, Carling National closed National's plant,⁶⁶ and the G. Heileman Brewing Company bought the company's brands.⁶⁷ Production of the last vivid reminder of the National Brewing Company, the National Bohemian brand, moved to Heileman's brewery at Allentown, Pennsylvania.

The National Brewing Company complex has been associated with the brewing industry, a major industry in Baltimore and Maryland, since the mid-19th century. The company grew steadily from the end of Prohibition onward, becoming the largest brewery in Maryland by 1954. With buildings dating from 1885 to 1966, the complex effectively illustrates the evolution of the National Brewing Company and of the brewing industry from the small, family-operated breweries of the late-19th century through the highly mechanized, large capacity plants of the mid-twentieth century.

⁶¹ Jensen.

⁶² Jensen.

⁶³ Simpson.

⁶⁴ "National Expands Brewing," *Sun* (2 June 1975).

⁶⁵ Jensen

⁶⁶ James A. Rousmaniere, Jr., "Schaefer brewery to close here," *Sun* (7 July 1978).

⁶⁷ "Bye Bye, Mr. Boh."

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The National Brewing Company (B-996)

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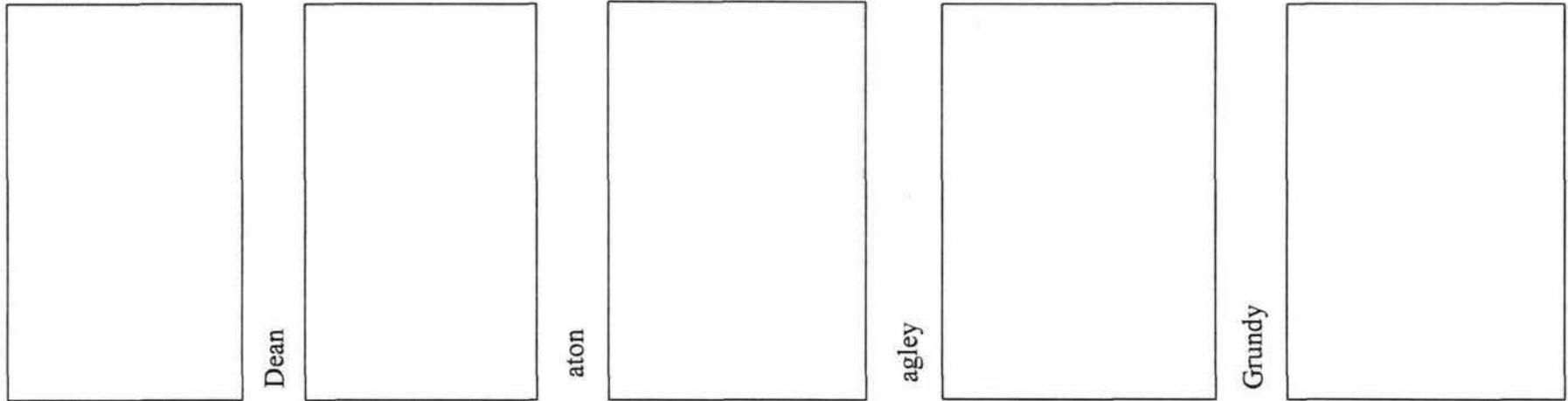
VERBAL BOUNDARY DESCRIPTION

The National Register Boundary for the National Brewing Company corresponds to the boundaries of Baltimore City Block 6474, Lots 1, 1A, and 2. The site is bounded on the north by Dillon Street, on the east by Haven Street, on the south by O'Donnell Street, and on the west by Conkling Street. The boundary encompasses approximately 8.5 acres.

BOUNDARY JUSTIFICATION

The National Register Boundary for the National Brewing Company includes the core of the complex, which consists of the remaining 19th century buildings, the 1933 buildings, the 1948-1950 buildings, the 1951-53 Case Storage Building, as well as some later expansions. These buildings illustrate the history of the brewery from its 1885 inception by the Strauss Brothers through the major building campaign of the early 1950s. Although the National Brewing Company had additional warehouses and an office in adjacent blocks, the National Register Boundary reflects the extent of ownership by the parties pursuing this nomination.

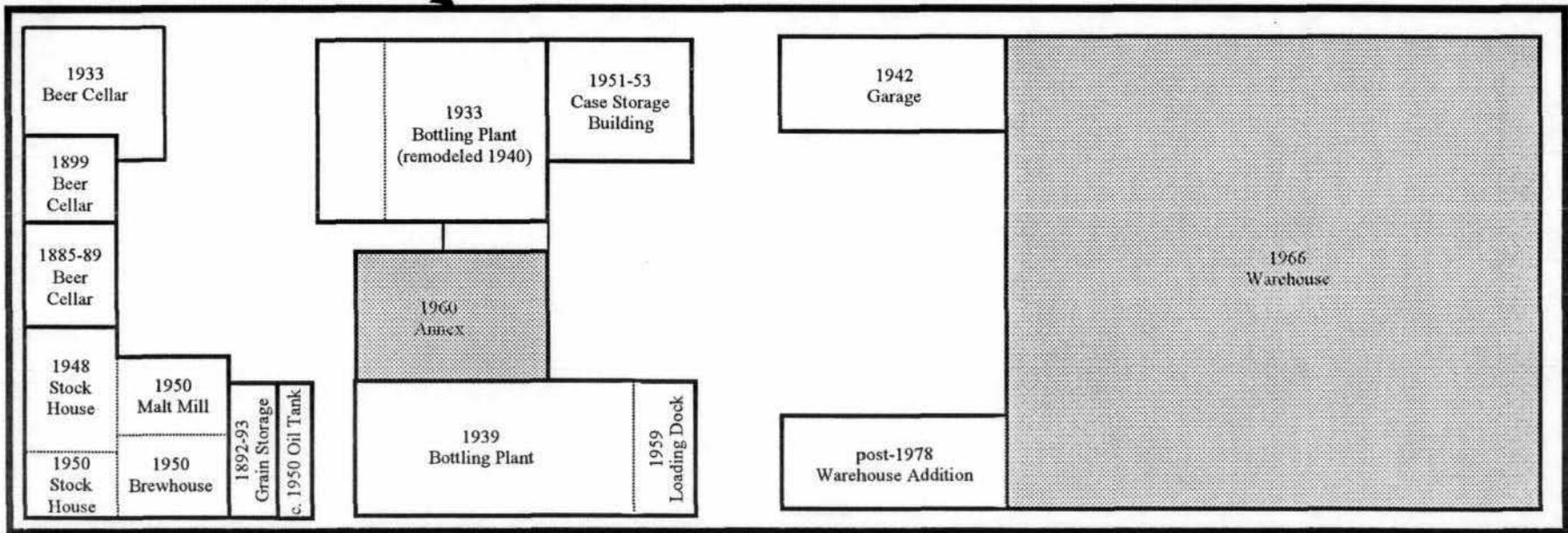
National Register Boundary
(non-contributing buildings shaded)
 The National Brewing Company (B-996)
 Baltimore City, Maryland



National Register Boundary →

Dillon

Conkling

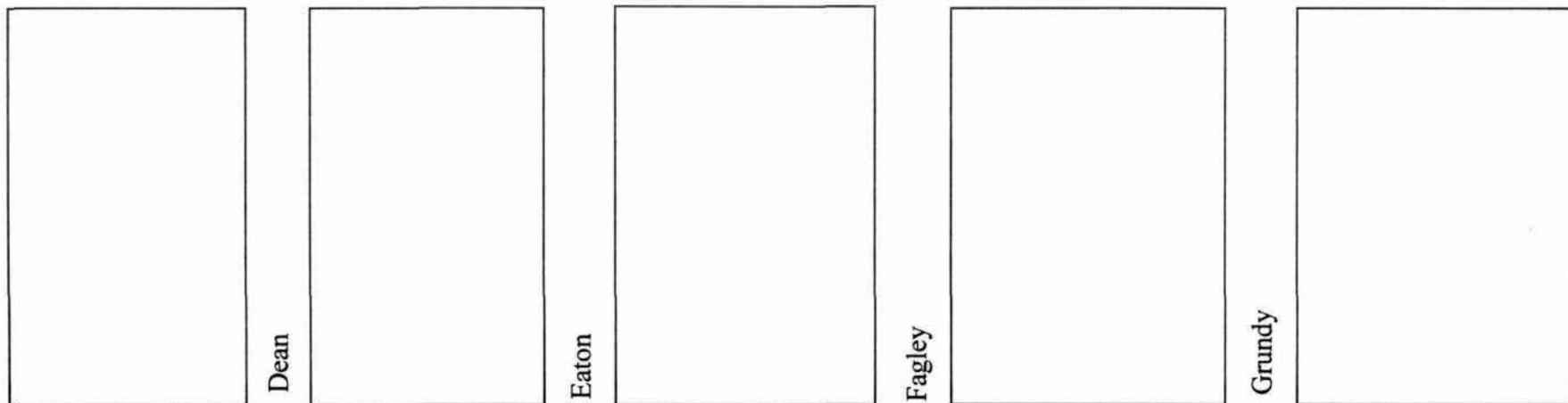


Haven

O'Donnell

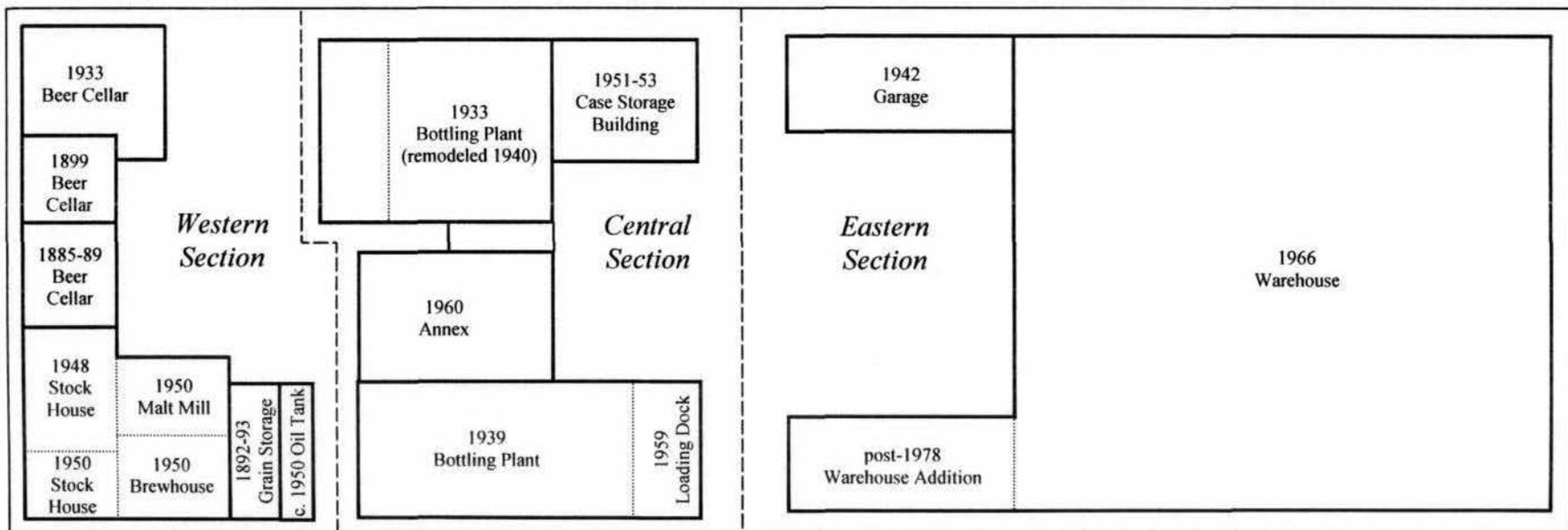
Site Plan

The National Brewing Company (B-996)
Baltimore City, Maryland



Dillon

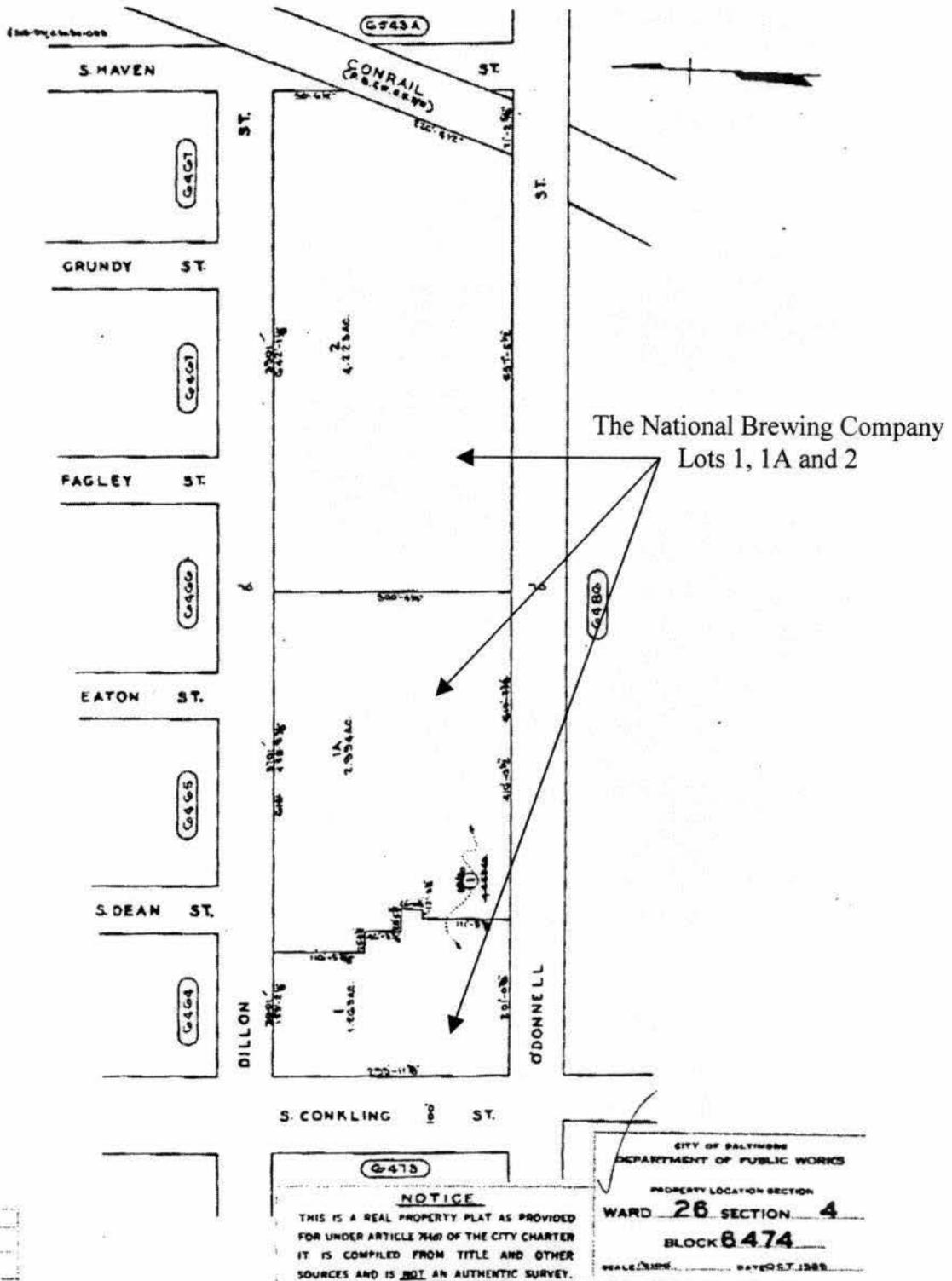
Conkling



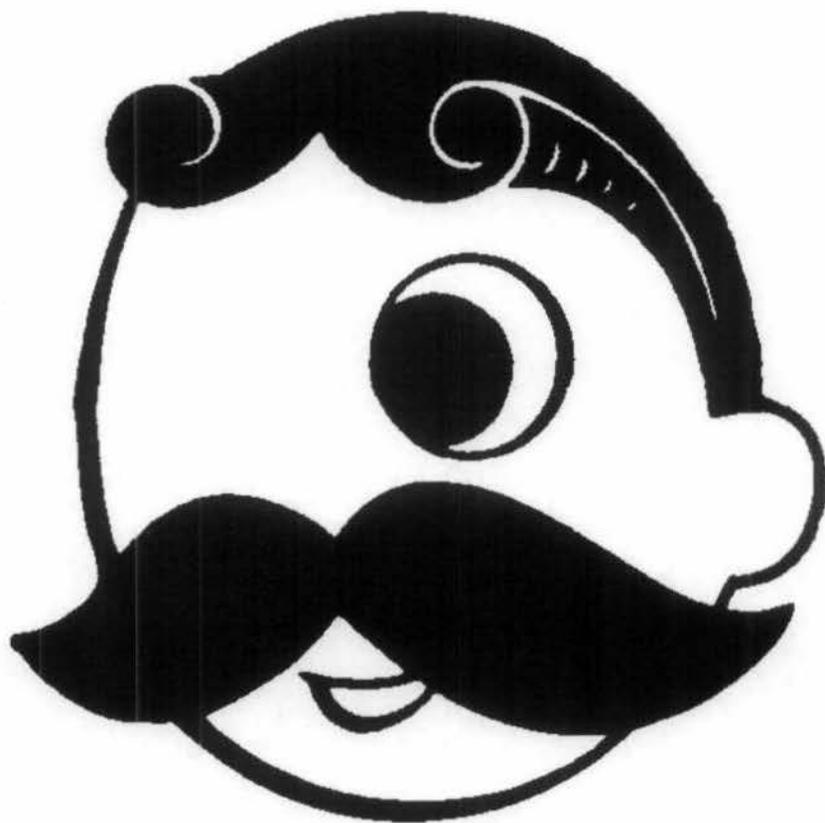
Haven

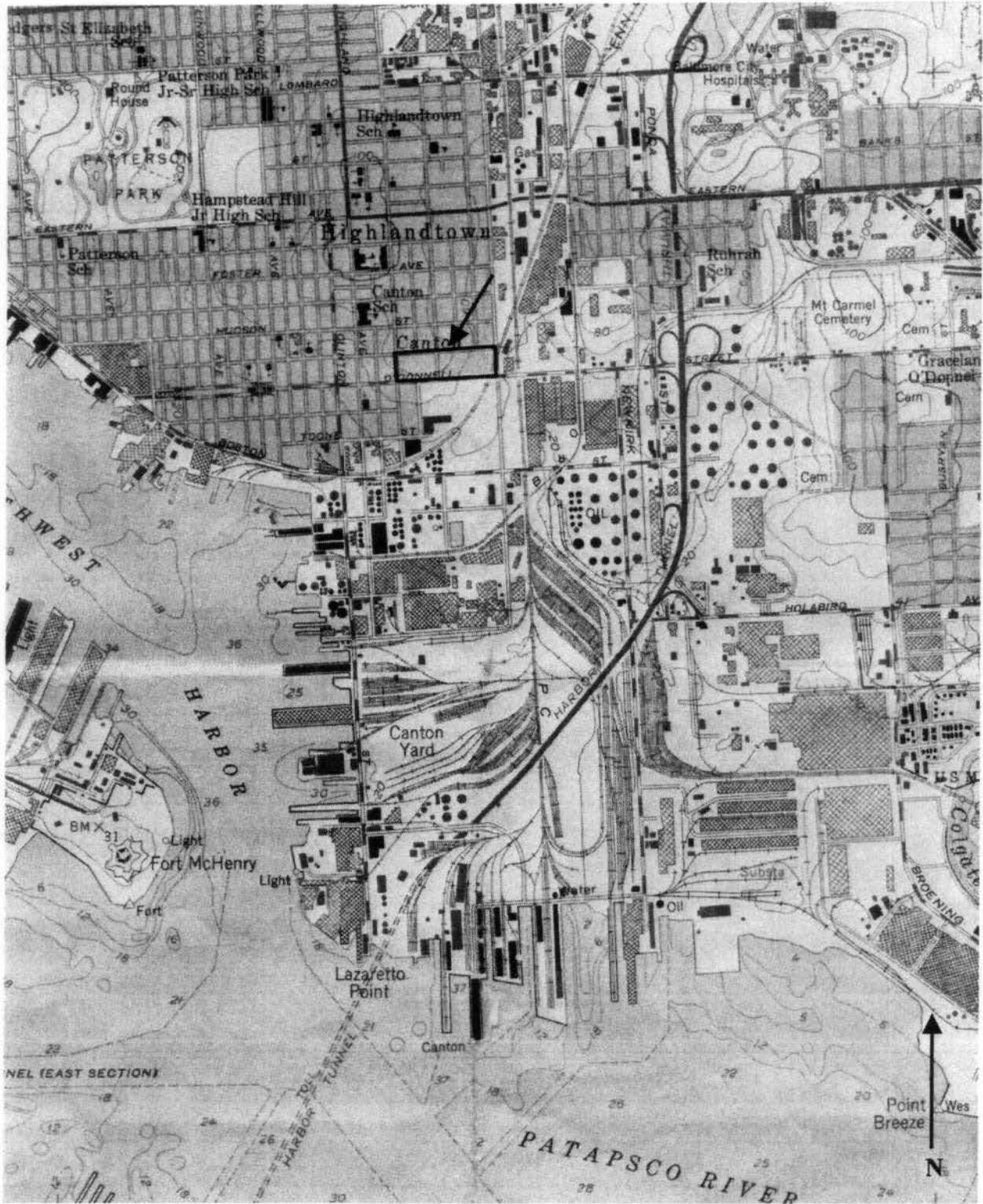
O'Donnell

Legal Boundaries
 The National Brewing Company (B-996)
 Baltimore City, Maryland



Mr. Boh
The National Brewing Company (B-996)
Baltimore City, Maryland





Location Map
The National Brewing Company (B-996)
Baltimore City, Maryland
Baltimore East Quadrangle

United States Department of the Interior
National Park Service

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The National Brewing Company (B-996)

Name of Property

Baltimore City, Maryland

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Section 11 Page 1

PROPERTY OWNERS

NB 3601 LLC, Brewers Hill Business Center Limited Partnership
Att. David Albright
Struever Brothers, Eccles & Rouse
1040 Hull Street, Suite 200
Baltimore, MD 21230
(443) 573-4346

3901 Dillon Street, LLLP
Att. Gary Timme
3010 Nieman Avenue
Baltimore, MD 21230
(410) 646-5200



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darsie For Betty Bird and Associates

January 2002

NA 5150

View southeast along Conkling Street: 1933 Beer Cellar (left),
1835-59 and 1899 Beer Cellars (center), and Stock House (right)

1 of 24

688d 994001 1+ 2285

BREWERSHILL, INC.

LEASE
443-573-4000



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darsie for Betty Bird and Associates

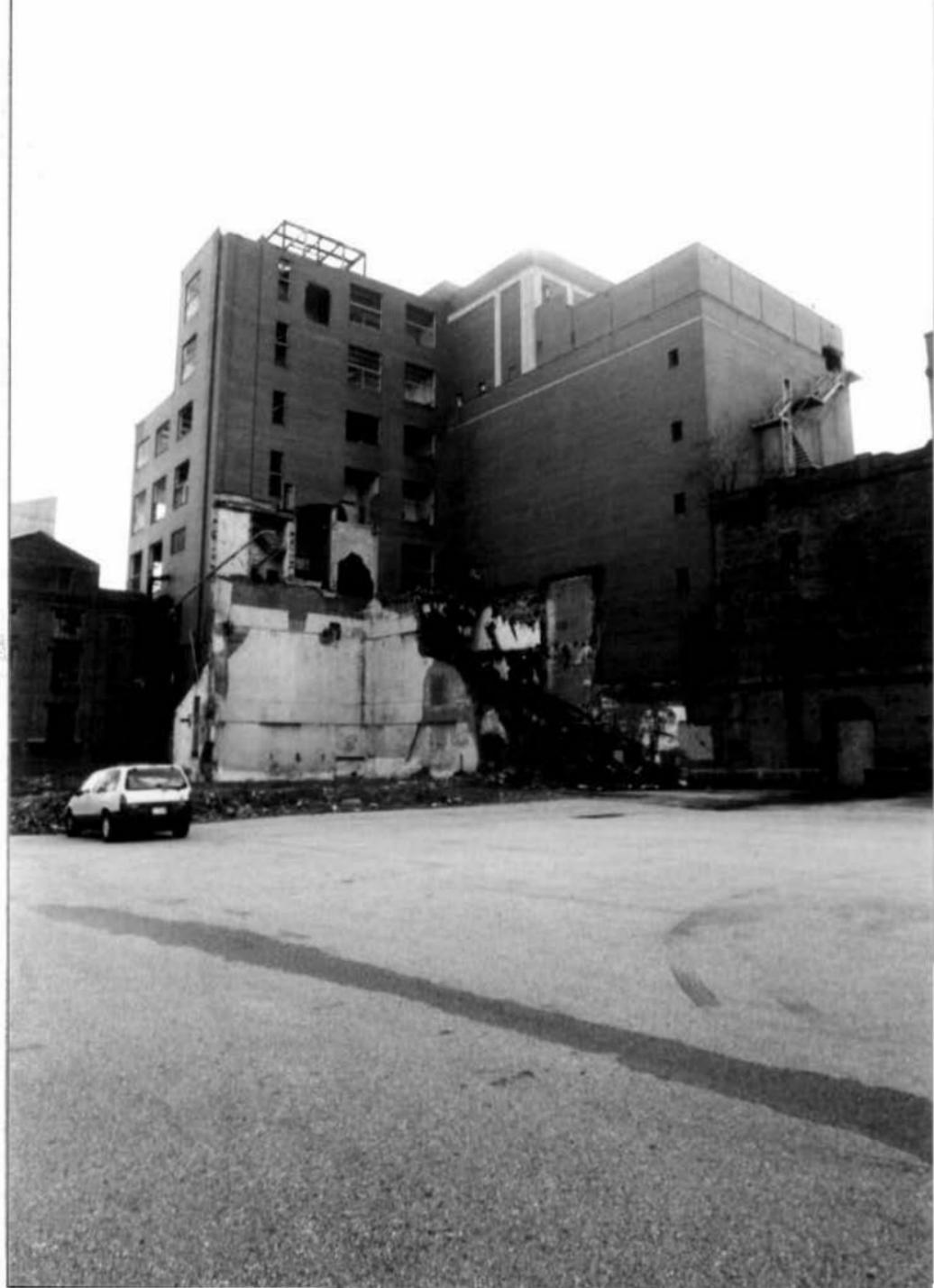
January 2002

MP SHPG

West and south elevations, Stock House, Brewhouse, and Malt Mill.

2 of 24

5029 + 3 100206 P018



B-996

The National Brewing Company

Baltimore City, Maryland

Site raise for Betty Bird and Associates

January 2002

MD 5470

View southwest toward Stockhouse, Brewhouse and Malt

M'. Note damaged walls adjacent to demolition.

3 of 24

5828NOR 100481 P227



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Daisie for Betty Bird & Associates

January 2002

MD SHPO

Second floor interior of 1950 Stock House

4 of 24

9026 +3 100410 P213

THE
NATIONAL
BREWING COMPANY

WHO ARE WE

Free No

198

B-996

The National Brewing Company

Baltimore City, Maryland

Julie Parsie for Betty Bird and Associates

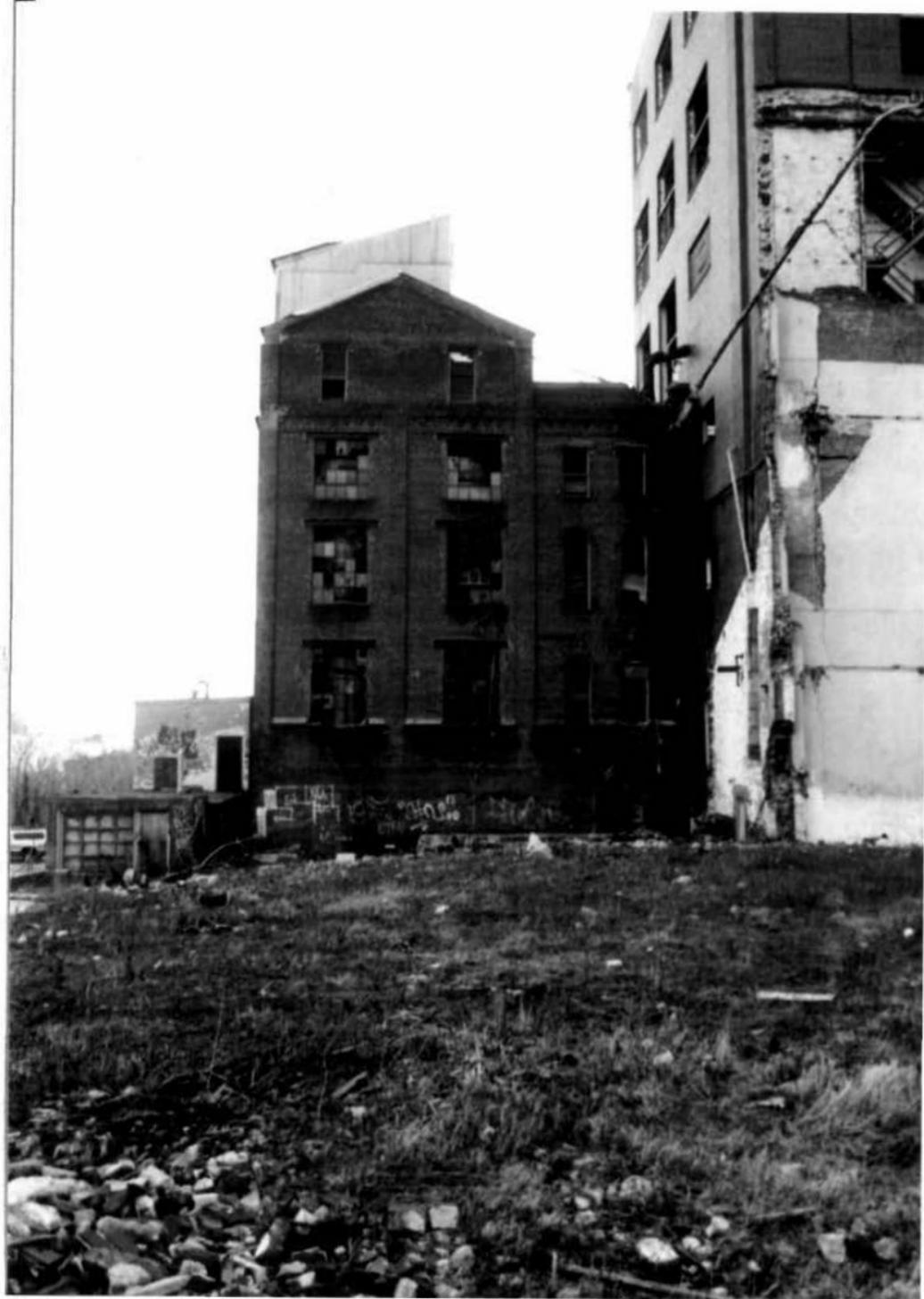
January 2002

MD SHPO

South Elevation, Grain Storage Building

5 of 24

5030 +1 100184 P024



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darsie for Betty Bird and Associates

January 2002

MD SHPO

North elevation, Grain Storage Building

6 of 24

9027 +1 100571 P026

A black and white photograph of the National Brewing Company building. The image shows the upper portion of a brick structure with a gabled roof. The company name is prominently displayed in large, raised, block letters on the brickwork. Below the main text, there is a horizontal band of larger, rough-hewn stone blocks. At the bottom of the frame, two dark, rectangular openings, possibly windows or vents, are visible. The sky is a uniform, light gray, providing a high-contrast background for the dark brick and stone.

THE
NATIONAL
BREWING COMP'Y.

B-996

The National Brewing Company
Baltimore City, Maryland

Julie Darsie for Betty Bird & Associates

January 2002

MD SHPO

Detail of gable on Grain Storage Building

7 of 24

9206 272001 1+ 208
8027 + 1 100227 P028



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darse for Betty Bird and Associates

January 2002

MD SHPO

view southwest toward Oil Tank Building

8 of 24

5027 +2 100487 P046



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Davis for Betty Bird and Associates

January 2002

MD SHPO

West elevations, 1899 Beer Cellar (left), 1885-89 Beer Cellar (right)

9 of 24

8030NR 100120 P008



B-990

The National Brewing Company

Baltimore City, Maryland

John Davis for Betty Bird and Associates

January 2002

MD SHPO

East elevations 1885-89 Beer Cellar (left), 1899 Beer Cellar (right)

10 of 24

5028 +1 100232 P016



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Davis for Betty Bird and Associates

January 2002

MD 2100

Remnants of earlier beer cellars in the foundation of
1885-89 Beer Cellar

11 of 24

5028 +2 100528 P134



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Davis for Betty Bird and Associates

January 2002

MD SHPO

Detail of brick cornice on 1897 Beer Cellar

12 of 24

803d 81001 I+ 8205
5028 +1 100318 P008



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darste for Betty Bird and Associates

January 2002

MD SHPO

View southwest toward rear of Conkling Street block.

Malt Mill and Stock House on right, 1933 Beer Cellar on left + d

Note damaged wells adjacent to demolition

on Malt Mill and 1933 Beer Cellar.

13 of 24

S027N08 100322 P111



B-996

The Beer and Soda Company

Baltimore City, Maryland

Julie Darsie for Betty Bird and Associates

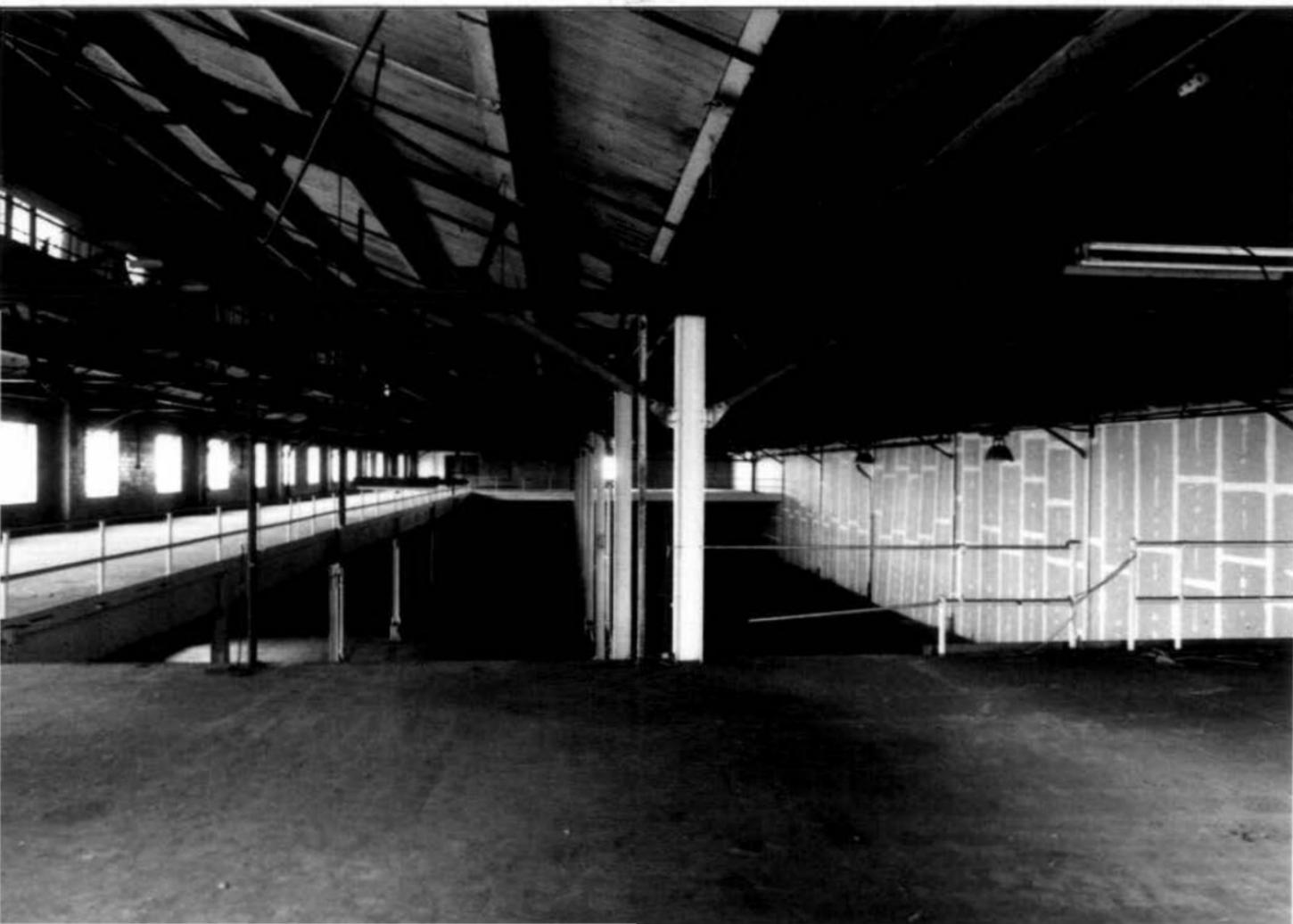
January 2002

MD SHPO

North and west elevations, 1933 Bottling Plant

14 of 24

5027NOR 100336 P191



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Daisie for Betty Bird & Associates

January 2002

MD SHPO

Interior of 1933 Bottling Plant

15 of 24

022d 201001 5+ 9205



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Davis for Betty Bird and Associates

January 2002

MD HPO

North elevation, Case Storage Building

16 of 24

5827 +1 708649 P189



B-994

The National Brewing Company

Baltimore City, Maryland

Site Trace for Betty Ford and Associates

January 2002

MD SHPO

North and west elevations, Annex

17 of 24

5027 +1 100766 P205



W. L. ...
Co.

...

B-996

The National Brewing Company

Baltimore City, Maryland

Julie Davis for Betty Bird and Associates

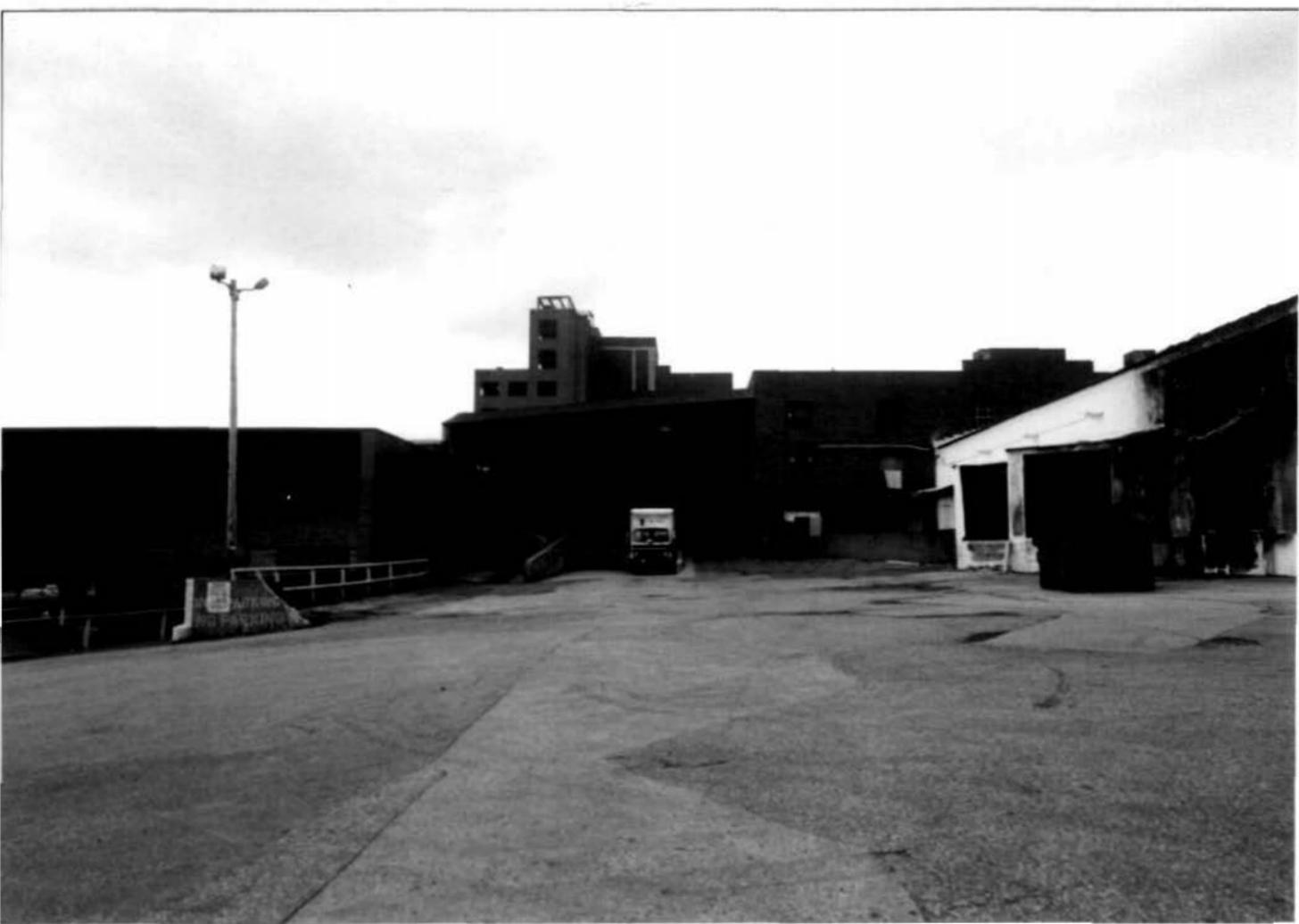
January 2002

MD SHPO

West and south elevations 1939 Bottling Plant

18 of 24

5029 +3 100230 P158



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Kruse for Betty Bird and Associates

January 2002

MD-3450

East elevations Loading Dock (left), Annex (center), 1972/3

Bottling Plant (right), South elevation Case Storage Building

(far right), Stock House in background.

5827 +1 788498 P122

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B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darsie for Betty Bird and Associates

January 2002

MD SHPO

North and west elevations, Garage.

20 of 24

5827NOR 101147 P167



B-996

the National Brewing Company

Baltimore City, Maryland

Julie Darse for Betty Bird and Associates

January 2002

MDSHPO

South elevation, Garage

21 of 24

5027 +1 90313 P177



B-996

The National Brewing Company

Baltimore City, Maryland

Julie Darsie for Betty Bird and Associates

January 2002

MD SHPO

East and north elevations, Warehouse

22 of 24

848 89481 1+ 285
5027 +1 781468 2648



B-996

The National Brewing Company
Baltimore City, Maryland

Julie Daise for Petty Bird and Associates

January 2002

MD SHPO

View southeast toward warehouse (left), Warehouse Addition (right).

Note bank farm in background.

5828 + 2 100185 0171

23 of 24



B-996

The National Brewing Company
Baltimore City, Maryland

Julie Darsie for Betty Bird & Associates

January 2002

MD SHPO

Neighborhood context: rowhouses on Elliott Street with Stock
House in background.

24 of 24

5827 + 2 100243 P012

B-996
WUNDER BREWERY (CARLING NATIONAL BREWING CO.)
Baltimore
Private

1885

STATEMENT OF SIGNIFICANCE

The Carling National Brewery buildings are located on a site which has been the location of brewery operations since 1853. The oldest part of the complex was built by Frederick and Anna Wunder on top of storage cellars dug by Johann Bauer, whose brewery business the Wunders inherited. The company was succeeded in 1885 by the National Brewing Company, which made major changes and expansions. Combined today with the Carling Brew. Company, National remains Baltimore's foremost and best-known manufacturers of beer. Although the complex has undergone a number of changes and additions in the past few decades, the 19th century buildings remain very much in evidence, with their restrained classical red brick facades and copper cornices.

MARYLAND HISTORICAL TRUST

MAGI #0409963614

INVENTORY FORM FOR STATE HISTORIC SITES SURVEY

1 NAME

HISTORIC

Wunder Brewery

AND/OR COMMON

(Carling) National Brewing Company (O'Donnell Street)

2 LOCATION

STREET & NUMBER

3601-3901 Dillon Street
~~(4000 Dillon Street)~~

CITY, TOWN

Baltimore

— VICINITY OF

CONGRESSIONAL DISTRICT

STATE

Maryland

COUNTY

3 CLASSIFICATION

CATEGORY

- DISTRICT
- BUILDING(S)
- STRUCTURE
- SITE
- OBJECT

OWNERSHIP

- PUBLIC
- PRIVATE
- BOTH
- PUBLIC ACQUISITION**
- IN PROCESS
- BEING CONSIDERED

STATUS

- OCCUPIED
- UNOCCUPIED
- WORK IN PROGRESS
- ACCESSIBLE**
- YES: RESTRICTED
- YES: UNRESTRICTED
- NO

PRESENT USE

- AGRICULTURE
- COMMERCIAL
- EDUCATIONAL
- ENTERTAINMENT
- GOVERNMENT
- INDUSTRIAL
- MILITARY
- MUSEUM
- PARK
- PRIVATE RESIDENCE
- RELIGIOUS
- SCIENTIFIC
- TRANSPORTATION
- OTHER

4 OWNER OF PROPERTY

NAME

G. Heilman Brewing Co.

Telephone #: 301-247-1600

STREET & NUMBER

4501 Hollins Ferry Road

CITY, TOWN

Halethorpe

— VICINITY OF

Maryland

STATE, zip code

5 LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Records Office

Liber #: RHB-3426

Folio #: 881

STREET & NUMBER

Baltimore City Courthouse

CITY, TOWN

Baltimore

STATE
Maryland 21202

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

None

DATE

— FEDERAL — STATE — COUNTY — LOCAL

DEPOSITORY FOR
SURVEY RECORDS

CITY, TOWN

STATE

7 DESCRIPTION

B-996

CONDITION

EXCELLENT
 GOOD
 FAIR

DETERIORATED
 RUINS
 UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The National Brewery Company complex in east Baltimore is unusual in terms of brewery architecture. Compared with the incredibly ornate building styles of other Baltimore breweries, such as the American Brewery on Gay Street, its classical proportions and style are quite restrained.

The oldest remaining building faces O'Donnell Street on the south side of the complex. The south facade is asymmetrical and appears to have been built that way. It has several unifying elements such as the stone foundation, the belt courses at the second floor level and the copper cornice at the fifth floor. Aside from these features the lack of a unified design suggests that the facade mirrors the functional arrangement of the interior. The building is three bays wide on the upper stories and its window treatments vary greatly. The west bay contains two windows per floor, the center only one and the east bay none at all. The present factory casement windows in the center probably replaced double doors used for loading. The blank easternmost bay probably hid the fermenting tanks. This narrow, vertical structure reflects the changes which had occurred when large-scale production began to put small breweries out of business. The tall building used gravity to move the brew batch from one stage to another in the process.

The several contiguous buildings facing Conkling Street show the tremendous growth of the complex during the early part of this century. The central block is similar to the O'Donnell Street buildings and was probably built in the 1890s.

CONTINUE ON SEPARATE SHEET IF NECESSARY

The classical motif was retained in all subsequent additions.

8 SIGNIFICANCE

PERIOD <input type="checkbox"/> PREHISTORIC <input type="checkbox"/> 1400-1499 <input type="checkbox"/> 1500-1599 <input type="checkbox"/> 1600-1699 <input type="checkbox"/> 1700-1799 <input checked="" type="checkbox"/> 1800-1899 <input type="checkbox"/> 1900-	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW <input type="checkbox"/> ARCHEOLOGY-PREHISTORIC <input type="checkbox"/> ARCHEOLOGY-HISTORIC <input type="checkbox"/> AGRICULTURE <input checked="" type="checkbox"/> ARCHITECTURE <input type="checkbox"/> ART <input type="checkbox"/> COMMERCE <input type="checkbox"/> COMMUNICATIONS <input type="checkbox"/> COMMUNITY PLANNING <input type="checkbox"/> CONSERVATION <input type="checkbox"/> ECONOMICS <input type="checkbox"/> EDUCATION <input type="checkbox"/> ENGINEERING <input type="checkbox"/> EXPLORATION/SETTLEMENT <input checked="" type="checkbox"/> INDUSTRY <input type="checkbox"/> INVENTION <input type="checkbox"/> LANDSCAPE ARCHITECTURE <input type="checkbox"/> LAW <input type="checkbox"/> LITERATURE <input type="checkbox"/> MILITARY <input type="checkbox"/> MUSIC <input type="checkbox"/> PHILOSOPHY <input type="checkbox"/> POLITICS/GOVERNMENT <input type="checkbox"/> RELIGION <input type="checkbox"/> SCIENCE <input type="checkbox"/> SCULPTURE <input type="checkbox"/> SOCIAL/HUMANITARIAN <input type="checkbox"/> THEATER <input type="checkbox"/> TRANSPORTATION <input type="checkbox"/> OTHER (SPECIFY)
--	---

SPECIFIC DATES 1885 BUILDER/ARCHITECT _____

STATEMENT OF SIGNIFICANCE

The Carling National Brewery buildings are located on a site which has been the location of brewery operations since 1853. The oldest part of the complex was built by Anna and Frederick Wunder on top of storage cellars dug by Johann Bauer, whose brewery business the Wunders inherited. The company was succeeded in 1885 by the National Brewing Company, which made major changes and expansions. Today combined with the Carling Brewing Company, National remains Baltimore's foremost and best-known manufacturers of beer. Although the complex has undergone a number of changes and additions in the past decades, the 19th century buildings remain very much in evidence, with their restrained classical red brick facades and copper cornices.

Historical Significance:

The Carling National Brewery, on O'Donnell and Conkling Streets, has been the site of a brewery since 1853. Brewing has long been one of Baltimore's most important industries. As early as 1853, there were 29 breweries in Baltimore City, and the number grew steadily for several decades.

The original antecedent of the Carling National Brewery on O'Donnell Street was the Bauer Brewery. Johann Bauer, a native of Germany who emigrated to Baltimore, established his first brewery in 1850 on Fell Street. He moved to Duncan and Fleet Streets in 1853, the first brewery to locate in Canton. When Bauer died in 1866, his widow, Anna married one of his brewery workers named Frederick Wunder. Wunder and Anna continued to manage Bauer's Brewery, and opened a new plant in 1872. This new building is the O'Donnell and Conkling Street site that is the Carling National Brewery today. The original building was a three story brick brew-house with storage and a 30-H.P. engine. The lager cellars underneath had been built as auxiliary storage by Johann Bauer. The original Wunder operation had 8 employees and 2 delivery wagons.

cont'd

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Company history prepared by Carling National Breweries, Inc.
Vertical & Query Files, Enoch Pratt Free Library
Howard, The Monumental Cry, 1894-95, p. 132
Power Pictorial articles, no. 26 (Sept. 1933), p. 13;
no. 66 (May 1951) p. 36-37

Frederick Kelly - Brewing in Maryland
~~CONTINUE ON SEPARATE SHEET IF NECESSARY~~

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY _____

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE _____ COUNTY _____

STATE _____ COUNTY _____

11 FORM PREPARED BY

NAME / TITLE
Kathleen Stacey, Dennis Zembala

ORGANIZATION
Baltimore Industrial Museum

DATE
January 1981

STREET & NUMBER
217 N. Charles Street

TELEPHONE
301-396-1931

CITY OR TOWN
Baltimore, Maryland 21201

STATE

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

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

RETURN TO: Maryland Historical Trust
The Shaw House, 21 State Circle
Annapolis, Maryland 21401
(301) 267-1438

Successful at first, the Wunder's added a tavern, beer garden, and pavilion to the brewery, but this proved to be too ambitious a project. Output began to drop, and when Frederick Wunder died in 1881, left his widow Anna deeply in debt. The brewery became mortgaged to H. Straus Brothers and Bell, dealers in malt and beer supplies, for \$100,000. The Straus brothers foreclosed the mortgage in 1885, possessed the brewery, and formed the National Brewing Company.

Joseph and William Straus, the brothers running the brewery, began making major changes and expansions within a year. A fire in 1892 slowed them somewhat, but they experienced continued growth for about 15 years, adding new buildings and increasing output.

Around the turn of the century, there was a trend toward mergers in the brewing industry. The National Brewing Company sold out to a large trust called the Maryland Brewing Company in 1899. When this consolidation failed in 1901, National became part of the Gattlieb-Bauerschmidt-Straus Brewing Company, another trust. They continued to operate as National Brewery.

Prohibition closed the National Brewing Plant in January 1920. The equipment was sold and the buildings lay more or less idle and dilapidated until the Repeal. In 1933-34, a new corporation with the old title of National Brewing Company was formed by the Hoffberger family of Baltimore. They spent a year remodeling and rebuilding, and then went right into production.

Once again, National Brewery continued on a course of almost uninterrupted growth. Always adding new building and using new production methods, by 1954, it was among the 20 largest breweries in the nation. They acquired three other plants besides the one in Baltimore, in Detroit, Miami, and Phoenix. By 1975, National was ranked 12th in the nation in terms of sales.

At this point in 1975, National merged with another old and distinguished brewery; Carling, founded in London, Ontario, Canada in 1840. The merger created Carling National Brewery, with seven breweries and 15 brands of beer, whose sales ranked 10th in the country.

1. SITE I.D. NO

B 9 9 6

NAER INVENTORY

U.S. Department of the Interior
Heritage Conservation and Recreation Service

2. INDUSTRIAL CLASSIFICATION

Manufacturing

3. PRIORITY

4. DANGER OF DEMOLITION?
(SPECIFY THREAT) YES NO UNKNOWN

5. DATE

6. GOVT SOURCE OF THREAT

OWNER

ADMIN

7. OWNER/ADMIN

G. Heilman Brewing Co.

8. NAME(S) OF STRUCTURE

WUNDER BREWERY
(Carling) National Brewing Co.

9. OWNER'S ADDRESS

4501 Hollins Ferry Road

10. STATE

M D

COUNTY NAME

CITY/VICINITY

Baltimore

CONG.
DIST.

3

STATE

M D

COUNTY NAME

CITY/VICINITY

Baltimore

CONG.
DIST.

11. SITE ADDRESS (STREET & NO)

12. EXISTING
SURVEYS NR NHL HABS HAER-I HAER NPS CL6 CONF STATE COUNTY LOCAL OTHER

13. SPECIAL FEATURES (DESCRIBE BELOW)

 INTERIOR INTACT EXTERIOR INTACT ENVIRONS INTACT

14. UTM ZONE EASTING NORTHING SIGN

SCALE

 1:24 1:62.5

QUAD

NAME

UTM ZONE EASTING NORTHING SIGN

SCALE

 1:24 1:62.5

QUAD

NAME Baltimore East

15. CONDITION 70 EXCELLENT 71 GOOD 72 FAIR 73 DETERIORATED 74 RUINS 75 UNEXPOSED 76 ALTERED 77 DESTROYED 85 DEMOLISHED

16. INVENTORIED BY

Kathleen Stacey, Dennis Zembala,

AFFILIATION

Baltimore Industrial Museum

DATE

January 1981

17. DESCRIPTION AND BACKGROUND HISTORY, INCLUDING CONSTRUCTION DATE(S), HISTORICAL DATE(S), PHYSICAL DIMENSIONS,
MATERIALS, EXTANT EQUIPMENT, AND IMPORTANT BUILDERS, ENGINEERS, ETC.

See Statement of Significance

(CONT OVER)

18. ORIGINAL USE

Brewery

PRESENT USE

Brewery

ADAPTIVE USE

19. REFERENCES—HISTORICAL REFERENCES, PERSONAL CONTACTS, AND/OR OTHER

Fred Kelly, Brewing in Maryland (1965)
Vertical Files, Enoch Pratt Central Library
Information provided by Carling National Brewing Co.

(CONT OVER)

20. URBAN AREA 50,000
POP. OR MORE? YES NO

21.

22. PUBLIC ACCESSIBILITY

 YES, LIMITED YES, UNLIMITED NO UNKNOWN

23. EDITOR

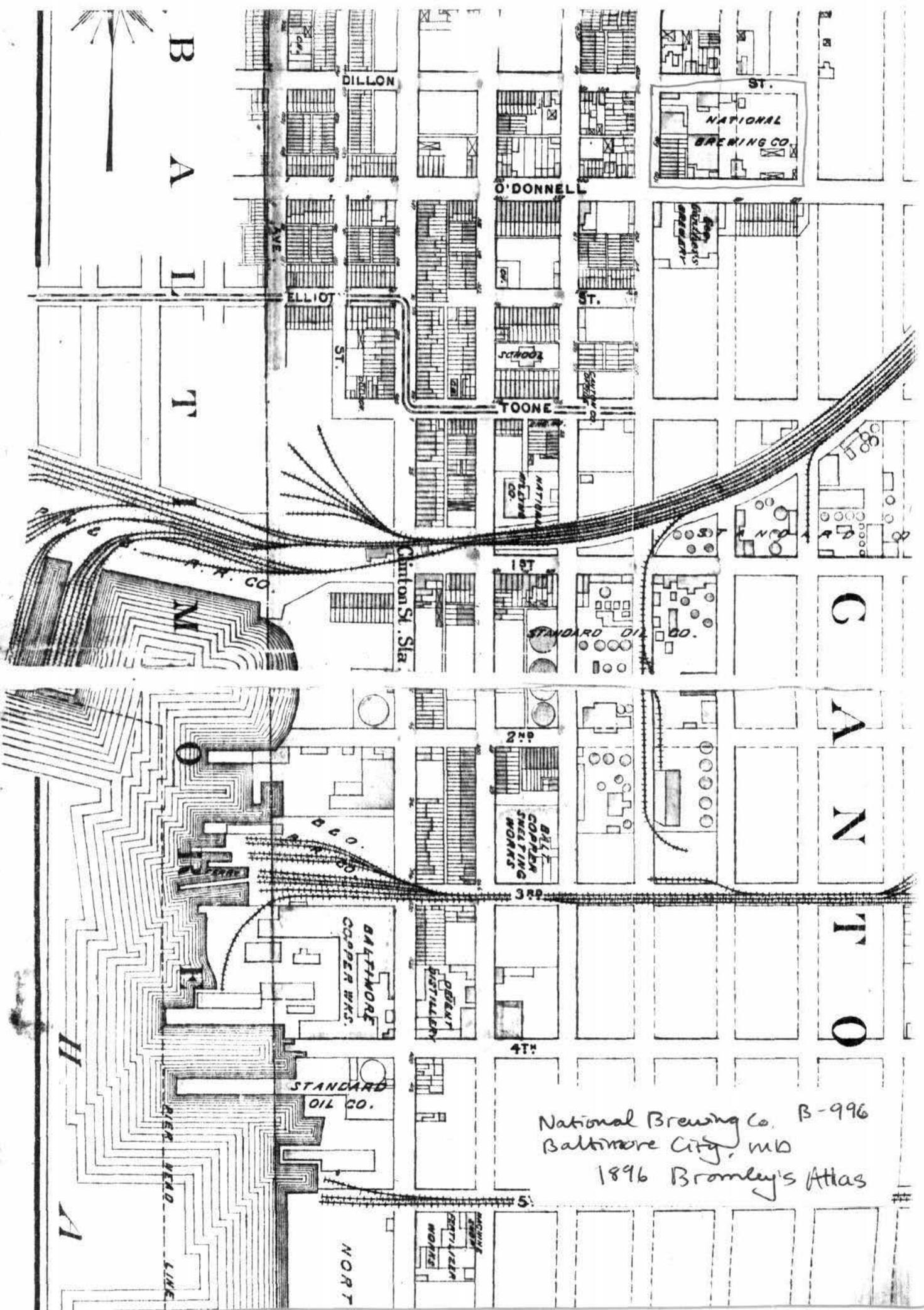
INDEXER

24. LOCATED IN AN HISTORIC DISTRICT?

 YES NO

NAME

DISTRICT I.D. NO



B
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NATIONAL BREWING CO.

O'DONNELL

TOONE

STANDARD OIL CO.

BALTIMORE COPPER WORKS

DILLON

AVE

ST.

Canton St. Sta.

BALTIMORE COPPER WORKS

GREAT DISTILLERY

STANDARD OIL CO.

4TH

5TH

NORT

National Brewing Co. B-996
Baltimore City, MD
1896 Bromley's Atlas

H

A

RIER HEAD LINE



BALTIMORE

Wunder/National Brewery
30 FLET NOV 1941

N 18° 41' 48" 48840

#B-996
National Brewing Co.
S.G.S. 7.5 Balto. E. Quad
18° 64980 43 48840

Riverside Yard
Latrobe Park
Whetstone Pt
Fort McHenry
Light

Orangeville

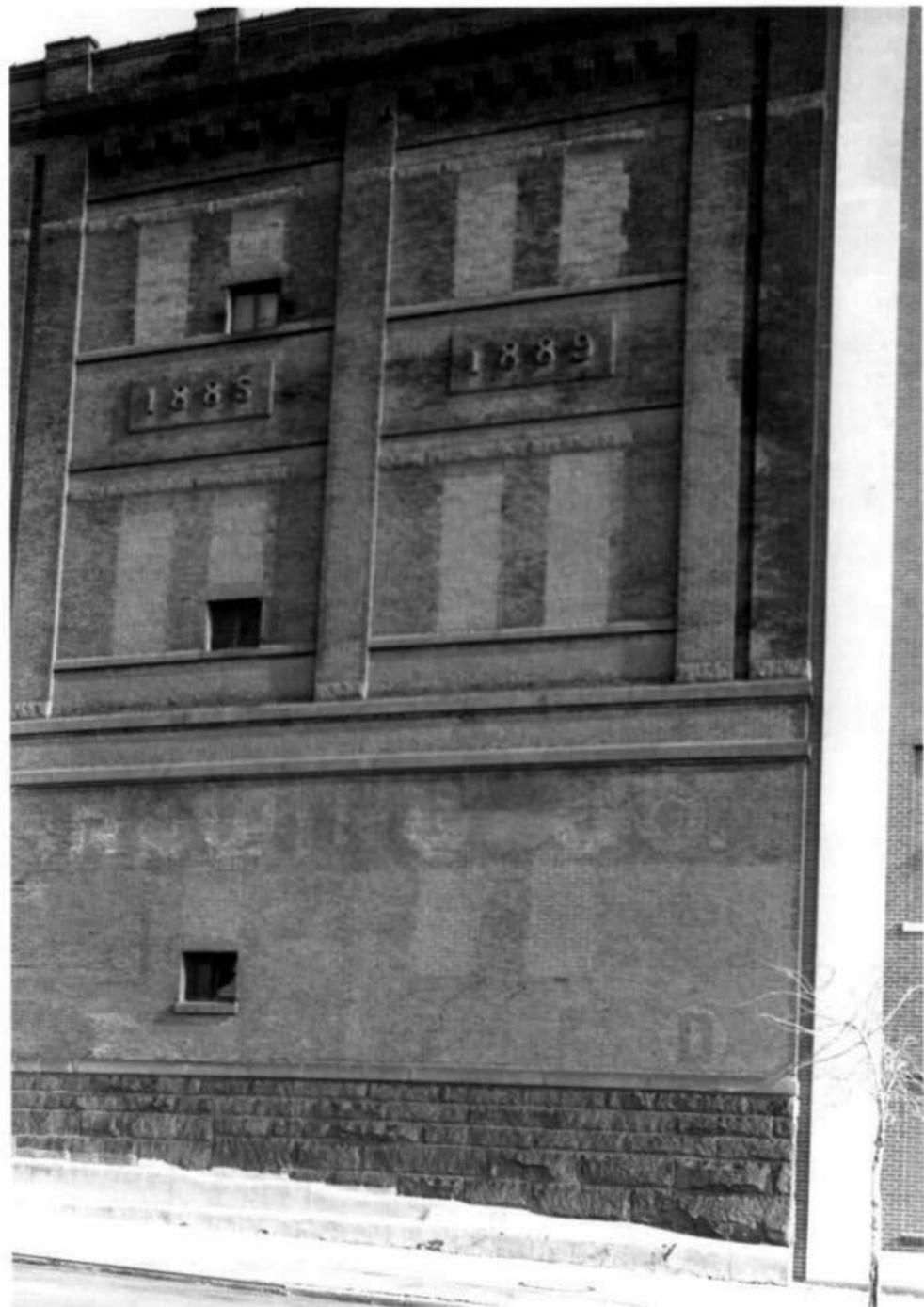
Highlandtown

Ruhrsch

Canton Yard



NATIONAL BREWING CO.
BALTIMORE CITY, MARYLAND B-996
PHOTO. DENNIS ZEMBALA
NEG. LOC: MD HISTORIC TRUST
11/80
Conking St. facade, looking NE



NATIONAL BREWING CO. B-996
BALTIMORE CITY, MARYLAND
PHOTO. DENNIS ZEMBALA
NEG. LOC: MD HISTORIC TRUST
11/80



NATIONAL BREWING Co. B-496
BALTIMORE CITY, MARYLAND
PHOTO, DENNIS ZEMBALA
NEG. LOC: MD HISTORIC TRUST
11/80



NATIONAL BREWING CO B-99C
BALTIMORE CITY, MARYLAND
PHOTO DENNIS ZEMBAKA
NEG. LOC: MD HISTORIC TRUST
1180 North facade of bottling
Plant