NPS Form 10-900
(Oct. 1990)

OMB No. 10024-0018

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 Hendler Creamery

other names B-1020

2. Location

street & number 1100 East Baltimore St. & 1107 East Fayette St. ☐ not for publication

city or town Baltimore ☐ vicinity

state Maryland code MD county N/A code 510 zip code 21202

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 of certifying official/Title — Date 8-22-07

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

Hendler Creamery B-1020
Name of Property

Baltimore City MD
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	
2	0	buildings
		sites
		structures
		objects
2	0	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

N/A

6. Function or Use

Historic Functions
(Enter categories from instructions)

Transportation / rail-related
Recreation & Culture / theater
Industry / manufacturing facility

Current Functions
(Enter categories from instructions)

Vacant

7. Description

Architectural Classification
(Enter categories from instructions)

Late Victorian / Romanesque Revival
Late 19th & Early 20th Century American
American Movements / Commercial Style

Materials
(Enter categories from instructions)

foundation Brick
walls Brick / Stone
roof Slate
other Walls: Stone

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

See Continuation Sheet 7-1

Description Summary:

The Hendler Creamery consists of two adjacent building complexes located in East Baltimore. The original building complex at 1100 East Baltimore Street, which encompasses a full city block bounded by East Fairmount Avenue, East Street, East Baltimore and Aisquith streets, contains a 59,340 square foot brick Romanesque Revival cable-car powerhouse built in 1892, with additions done in 1915-20 and 1949, and is connected to a one-story brick building built in the 1960s that extends east to Aisquith Street. The other building complex at 1107 East Fayette Street, a 33,504 square foot brick warehouse structure built from 1923-27, is located directly north across East Fairmount Avenue and contains a first floor garage with a partial second and third story above. It extends from East Fairmount Avenue to East Fayette Street and from Aisquith Street along East Fayette Street. The buildings at 1100 East Baltimore Street are in good condition with the exception of roof leaks in the 1892 building. The building at 1107 East Fayette Street is in good condition.

General Description:

1100 East Baltimore St.

Exterior
The Hendler Creamery was located in the former Baltimore City Passenger Railway cable-car powerhouse located at the southwest corner of East Street and East Baltimore Street. It extends 92' to the east and extends 172' north to East Fairmount Avenue. It is a brick bearing wall structure with steel roof trusses and a slate roof.

South Elevation / The south or front elevation which faces East Baltimore Street is constructed of red face brick with red mortar joints and Seneca stone trim and consists of a 57' high, 44' wide center gable roof section flanked by 45' high, 24' wide bays. The center section has a stone water table spanning four pairs of rectangular basement window openings infilled with plywood. Four feet above the water table are four large contiguous Romanesque Revival half-round arched openings with the original double hung windows which are now hidden behind an infill of brick. Directly above them are four pairs of rectangular window openings that are infilled with plywood, some of the original window frames remain behind them. Above these windows are eight contiguous rectangular window openings which are infilled with plywood. A cluster of four round engaged columns of molded brick with stone capitals and bases separate each of the four arched and eight contiguous rectangular windows. In the tympanum of the pediment is a pair of half-round arched openings flanked by rectangular openings which are infilled with plywood; no window units remain. At the first floor, which is five feet above street level, the east flanking bay contains an arched opening with a door and transom and the west bay contains an identical opening that has been altered to create a garage door opening. Above these are three rectangular window openings that are infilled with plywood; some window units remain. Directly above the three windows in each bay is a continuous corbelled brick cornice that extends around the entire building. Above this cornice in both bays is another story containing a pair of half-round arched double hung windows separated by the same clustered column detail as below. Above the windows is an identical corbelled brick cornice that is at the same height as the bottom of the center pediment. To the right of the east bay is another bay containing a large infilled window opening at the first floor level above which is a grouping of three rectangular window openings that are infilled with plywood; some window units remain. Above these windows are a grouping of half-round arched double-hung windows that match the units in the flanking bays. No window units remain. The bays are topped with a continuous corbelled brick cornice that extends around the entire building.

West Elevation / The west elevation along East Street consists of four half-round arched openings that extend to the street level and have been infilled with brick or plywood. Between two of the openings are two half-round arched window openings that have the arch areas infilled with plywood; some double hung window remain. Above these openings are rectangular window openings that have been infilled. Some window units remain. Directly above is a corbelled brick cornice identical to one on the south elevation and above it is a series of rectangular window openings that extend to East Fairmount Avenue and are infilled with plywood; some double hung windows remain.

East Elevation / The east elevation consists of rectangular window openings at the upper level with a one-story addition below that is connected to a 1960s addition.

North Elevation / The rear or north facade along East Fairmount Avenue consists of four half-round arched doors on the first floor which have been infilled with brick and steel doors and a roll up door. Above them are a series of rectangular windows topped by a corbelled brick cornice that extends around the entire building. Above the cornice are six half-round arched openings which have been infilled with plywood; no window units remain. The tympanum of the pediment contains a 3' diameter oculus which as been infilled; no window unit remains.

Architectural Integrity (See Exhibits 1 & 2)

The original 1892 design (Exhibit 1) was altered in 1915-1920, when the Hendler Company added the eastern-most bay for a laboratory and another story on the south, west, and north elevations above the original cornice that matched a floor constructed in 1903 for a theater. A second story below the theater floor was added and windows were inserted into the existing exterior walls (Exhibit 2). The east facade originally had a series of half-round arched windows on the first floor that were enclosed by later additions. A 100' brick chimney originally stood adjacent to the east elevation but was cut down to approximately 30' and enclosed in subsequent additions.

Interior

First Floor / The first floor, constructed of concrete with white glazed brick wainscoting, originally contained the 82' x 87' engine and cable-winding machinery room. Some offices have been created along the south wall. The steel structure that supports the second and third floors is exposed. The brick walls of the original boiler room and coal storage room in the rear of the first floor remain in place. A steel spiral stair along the south wall leads to the second floor and one in the middle of the first floor leads to the third floor. A freight elevator is located in the middle of the floor.

Second Floor / A stairway from the arched doorway in the original east bay leads up to a steel frame and concrete-slab second floor where the Hendler offices and board room were located. The rooms along the south wall have plaster walls and stained wood trim and are in fair to good condition. Beyond the offices to the rear of the building are open storage areas and freezer rooms. Offices have been created in some of the storage areas in the center section of the floor.

Third Floor / A stair from the office area leads to a hallway that leads to a theater located along the south wall directly behind the eight contiguous windows on the south elevation. The theater with stage is intact. The detailing of the auditorium interior is Adamesque-inspired with mirrors on the sidewalls. Dressing rooms for the performers behind the rear of the theater are intact. To the north of the theater hallway is open storage space where the original steel trusses are exposed. A separate steel spiral stair leads up to an attic. The spiral stair from the first floor terminates at the third.

Attic / The attic is a wood framed space that is open from the front to the back of the building with the exception of the freight elevator. The steel roof trusses and the underside of the slate roofing are exposed to view.

Architectural Integrity
The original powerhouse engine room had a 38' high ceiling which came up to the existing attic level. A floor was installed for the theater in 1903 and Hendler installed a floor beneath it in 1915-1920. A one-story addition was built in 1949 next to the east elevation which extended to East Fairmount Avenue.

1960s Addition
In the 1960s, the Borden Company, which had purchased Hendler in 1929, constructed a one-story brick warehouse and loading dock which is part of the 1100 East Baltimore Street complex.

1107 East Fayette Street
From 1923 to 1927, Hendler built a 216' x 105' garage and warehouse with a partial second and third story above. It is constructed of reinforced concrete with a brick exterior and flat built-up roof. The building also contains a basement which once had a tunnel connection to the 1100 East Baltimore Street building.

North Elevation / The north elevation along East Fayette Street contains three original garage-door openings with window openings between them. They have been infilled with brick with new windows and door openings.

East Elevation / The east elevation (See Exhibit 3), which originally was brick has been stuccoed over with cement plaster, contains the three-story section which has an original garage door at the first floor and four original window openings on the second floor; new window units have replaced the original units. The original windows on the first and third floors have been bricked in and stuccoed over.

South Elevation / The first floor of the south elevation contains eight garage-door openings that have been infilled with brick; one with new doors. The original window opening has been infilled on the first floor of the three-story section while a new window has been installed at the second floor and the original window unit remains at the third floor The second story contains all eight original window openings; new window units have replaced the originals.

Interior

First Floor / The garage space is completely open except for an enclosed space in the southeast corner that contains a freight elevator and an enclosed space in the southwest corner containing a stair to the second floor and basement.. The reinforced concrete structure is exposed and is in poor to fair condition.

Second Floor / The second floor, which originally was open warehouse space, was divided into classroom and office space for Baltimore City employment training programs. The second windows on the north elevation are replacement units.

Hendler Creamery B-1020
Name of Property

Baltimore City MD
County and State

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)

Transportation
Performing Arts
Industry

Period of Significance

1892 -1929

Significant Dates

1892-1898 (cable); 1899-1903 (trolley); 1903-1912 (theater); 1912-1929 (Hendler)

Significant Person
(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Jackson C. Gott / Architect

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:
Hendler Archive / Jewish Museum of Maryland

Summary Statement of Significance:

The Hendler Creamery is eligible for inclusion in the National Register under Criterion A for its contribution to the broad patterns of history in three areas of significance: transportation, performing arts, and industry.

Transportation / Its original use as a cable-car powerhouse for the Baltimore City Passenger Railway Company from 1892 to 1898 played an important role in Baltimore's transportation history, with the development of the cable-car mass transit in Baltimore, which attempted to use a new mode of urban transportation in place of the horse-car. The building powered the run of cable from Gay Street to North Avenue, using steam engines which propelled a sheave that pulled a continuous loop of cable. When the electric trolley replaced the cable-car as the more economical means of mass transit, the building was used by Baltimore's trolley monopoly, United Railways and Electric Company, from 1899 to 1903.

Performing Arts / The building's conversion to a theater from 1903 to 1912 links it to Baltimore's early 20th century performing arts history, which includes melodrama, movies, opera, vaudeville and, most importantly, the Yiddish theater serving the largely Jewish immigrant population. A second floor was installed above the first-floor engine room containing an auditorium and dressing rooms by Baltimore's most famous theater impresario, James L. Kernan, who originally operated the venue as the Convention Hall Theater. Some of the city's earliest motion pictures were shown there by Kernan. It was also know as the Bijou, the Princess, and the Baltimore Theater. For most of its life, it operated as a Jewish theater putting on performances of melodrama, comedy, and musicals in the Yiddish language.

Industry / The building's most important and longest historical legacy came when it was purchased by the Hendler Ice Cream Company in 1912 and converted to the country's first fully automated ice cream factory. Besides producing one of Baltimore's most favorite brands of ice cream, it played a major role in the development of the nation's ice cream business. Many important pioneering industry innovations were developed over the next fifty years in this building, including new kinds of packaging, the blade sharpener, which produced smoother ice cream, and fast freezing, which allowed ice cream to be frozen with a liquid cream texture. The adjoining building at 1107 East Fayette Street, built in the 1920s as part of the Hendler Creamery complex, is also significant, notably in the creation of one of the nation's first ice cream delivery systems by refrigerated truck.

The period of significance begins with the construction of the Baltimore City Railway Cable Car powerhouse at 1100 East Baltimore Street in 1892, encompasses additions in 1915-20 and construction of the adjoining garage/warehouse building at 1107 East Fayette Street for the Hendler Creamery in the 1920s, and ends in 1929 with the sale of the Hendler Creamery to Borden, when it became part of a national corporation rather than a local company.

Resource History and Historic Context:

The Hendler Creamery building at 1100 East Baltimore Street originally was a cable-car powerhouse, then a theater, and for most of its history, an ice cream factory.

Baltimore City Passenger Railway Company Powerhouse:
The historic significance of 1100 East Baltimore Street, is first related to the origins of cable-car transportation in Baltimore. Beginning in 1859, Baltimore City established horse-car service as a means of mass transit. Prior to this, people either owned carriages or hired hackneys which were extremely expensive or simply walked in the inner city. An omnibus service, where a team of horses pulled a large passenger carriage, began in 1844 but proved slow and uncomfortable. Other cities such as New York introduced horse-cars where teams of horses pulled a car on iron rails, making it easier to move larger and heavier loads. The City Council of Baltimore finally awarded franchises and by the early 1860s, several horse-car lines were operating, one of which was the Baltimore City Passenger Railway.

Alternatives to horse-car service began to appear in the United States with the introduction of cable-car service in San Francisco in 1873. Transit operators were looking for an alternative to horse-cars which had disadvantages – horses could not pull cars up steep hills, they deposited tons of manure and gallons of urine on city streets each day, horses could get sick, and they were expensive to maintain and feed. A cable-car did not use a horse but was propelled on rails by an endless cable in a conduit between the rails under the street. Although cable-car systems required a large initial capital outlay – as much as $200,000 a mile in New York City – they still provided a better return on investment than horse-cars. The decade from 1880 to 1890 was the heyday of cable-car use in the United States. In Baltimore, the horse-car companies, particularly Baltimore City Passenger and Baltimore Traction, began to make the transition to cable in the late 1880s.

The construction of the conduit in the streets was a complicated and an expensive part of the operation. A cable made of a hemp core wrapped with steel wires was pulled through the conduit which was formed by a cast-iron yoke that also supported the rails. Powerhouses along the transit line were required to continuously pull the cable through the conduits. On February 6, 1892, it was announced in the *Baltimore Sun* that Baltimore City Passenger hired prominent Baltimore architect, Jackson C. Gott to design a powerhouse measuring 92' wide and 170' deep. The engine room, which fronted on East Baltimore Street, measured 82' x 87' with enameled brick wainscoting and a 38'-high ceiling. The cable-winding machinery was powered by a steam engine. The BCP facility had a 41' x 48' boiler room with a coal storage room also measuring 41' x 48'. Other spaces included an 8' x 26' cable-splicing room, a 14' x 40' cable-storage room, and a 14' x 42' dynamo and tool room fronting on East Street. The basement, which rises 5' above the sidewalk, provided foundations for the machinery in the engine room and space for runs of cable to the street. The cable was moved by being wrapped around a large wheel called a driver and also around a small unpowered wheel called an idler.

BCP's franchise ran from Patterson Park to Druid Hill Park and the powerhouse propelled the section of line between East Baltimore Street and the intersection of Gay Street and North Avenue. The *Sun* described the design: "Economy, durability, and simplicity are the controlling motives for the design, and a practical powerhouse, with a proper regard for architectural proportions and effect, without unnecessary ornamentations is expected as the result." The original design had a 57' high gabled center section with hipped roofs that sloped down to two 27' high flanking wings.

Gott had designed other BCP powerhouses including ones at Eutaw and Lombard Streets and on Charles Street. Born in Baltimore County in 1829, Gott apprenticed as a carpenter and as an architect in local firms before beginning his own practice in 1863. His principal buildings include 22-24, 26-30 South Howard Street (1880), the Maryland Penitentiary (1894), buildings for Western Maryland College (now McDaniel College 1894), stations for the Western Maryland Railway at Glyndon and Union Bridge (1894), and the Crown Cork & Seal Building (1896-98). Gott was named a Fellow of the American Institute of Architects in 1889 and died in 1909.

Although there were electric street cars being developed during the 1880s, cable-cars were still economical until the first practical electric streetcar was developed by Frank J. Sprague in Richmond, Virginia in 1888. It became far less expensive to run streetcars from an overhead wire than to use cable. BCP and Baltimore Traction spent millions on cable before switching to electric cars. The BCP cable powerhouse on East Baltimore Street was converted to an electric power station in 1898. A streetcar conglomerate, United Railways and Electric Company, bought up competing lines including BCP to form Baltimore's major streetcar company in 1899. UREC used the part of the building, renting the old engine room to the Maryland Naval Reserve as a drill hall.

The Convention Hall / Bijou Theater / Baltimore Theater / Princess Theater

The building briefly played a small role in Baltimore's legitimate and Yiddish theater history when it was leased in 1902 to the American Amusement Company, one of whose managers was James Lawrence Kernan, Baltimore's most famous late-19th-century theatrical impresario. His most famous theater-hotel complex was at the intersection of Howard and Franklin Streets, called the "Triple Million Dollar Enterprise," which included the Maryland Theater, the Hotel Kernan, and the Auditorium (now Mayfair Theater). Architect Edward Glidden was hired to renovate the building to create an entrance into a 15' x18' tiled lobby that included a box office and manager's office and a 45' x 90' auditorium with 24' x 30' stage. A new floor was inserted in the 38' high former engine room. It opened in January 1903 as the Convention Hall presenting melodrama by the R.J. Erwood stock company with vaudeville acts and short Vitograph movies shown at intermission. Vaudeville and stage comedy and dramas were some of the main entertainments of the early 20th century, but Kernan recognized the growing popularity of movies since the late 1890s and showed some of Baltimore's first moving pictures including the influential *The Great Train Robbery* at the Maryland Theater.

The building was then leased by Lafayette Amusement Company and opened as the Bijou in August, 1903 presenting theatrical melodramas but closed shortly after. It remained vacant until 1906 when Kernan reacquired it and installed new scenery and heating and electrical systems. In 1907, plans were announced to sell the building by United Railways & Electric to the Hebrew Free School Society which was housed in a nearby house at 21 North High Street, but they were abandoned. In mid - 1907, it became a Jewish theater called the Baltimore Theater, drawing on the heavy Jewish population that originally settled in the area, east of the Jones Falls.

By the fall of 1907, New York producer, Leopold Spachner, acquired the theater, renaming it the Princess and debuting the English Grand Opera Company's production of Il Trovatore. Baltimore newspapers listed the building as a movie theater called the Bijou in 1908 and 1909. The theater again became a Yiddish theater for a short time afterward.

The Hendler Creamery – 1100 E. Baltimore St. & 1107 E. Fayette St.
The building's most important and long lasting historic significance was to Baltimore's ice cream industry when it was purchased by Lionel Manuel Hendler in 1912. Hendler's popular ice cream company was a continuation of a Baltimore legacy begun by Jacob Fussell who is considered the father of the American ice cream industry. Although English colonists had brought ice cream recipes to America in the 1700s, Fussell was the first man in America to produce ice cream in a plant, in 1851. Until then, all ice cream had been made at home.

In the 18th and the first half of the 19th centuries, ice cream was a luxury. Households would combine cream, eggs, and sugar in a covered tin, then place it in a wooden bucket surrounded by five to six inches of packed ice and salt. The bucket was shaken for almost two hours until the mix was frozen. The process was time consuming and difficult. Often the mix would be inedible and waste of expensive ingredients. In 1843, a patent was granted to Nancy M. Johnson for a simple hand cranked ice cream maker. The machine was a tall metal canister with a crank attached to its top. It sat inside a wooden tub packed with ice and salt. Johnson's hand cranked ice cream freezer was easier to use than shaking a bucket. It churned the mixture more evenly, beating more air into the mix, making a smoother textured ice cream. The making was reduced to just an hour and ice cream became a common household desert.

Fussell was a milk delivery man in Baltimore who frequently had extra amounts of cream that his customers did not want. Instead of throwing it away, he used to make ice cream in bulk, selling it for 25 cents per quart, 40 percent less than confectioners did. By harvesting enough ice to fill a large ice house in Pennsylvania, Fussell began production in 1851 using the wooden bucket method to make just two quarts a day. Once business took off, he bought hand crank freezers and hired workers. In 1853, he moved his factory to Baltimore. Over the next ten years, he opened plants in Washington, Boston and New York. Others copied Fussell's methods and the ice cream industry grew across America. Total ice cream

consumption in America went from four thousand gallons per year in 1859 to five million by the end of the 19th century. Fussell, who died in 1912 had made ice cream an indispensable treat.

Hendler, born in 1885 in Baltimore, also came from a dairy background. His father, Isaac, operated dairies in East Baltimore. In 1905, Hendler opened his own ice cream business on Lloyd Street. Only seven years later, Hendler Creamery was capitalized at $100,000, and he purchased the former BCP powerhouse for $40,000 to create his own plant. The building at 1100 East Baltimore was converted into America's first completely automated ice cream plant. Around 1914-15, Hendler built a 25' wide addition to the east as laboratory space and third floor additions that flanked the original powerhouse roof. A second floor was constructed below the theater floor that housed business offices. The original powerhouse floor as well as the entire theater stayed in place.

The new plant pioneered many advances in ice cream making, the most important being that production was fully automated from beginning to end, untouched by human hands. According to the Association of Ice Cream Manufacturers, Hendler was the first to install the fast frozen method which allowed ice cream to be frozen with a texture comparable to liquid cream instead of a consistency of ice crystals that most products of the period had. To produce smoother ice cream, he developed a new blade design. Ice cream had to be hand packed into cans by hand until Hendler designed an automatic ice cream can filling machine. His conveyor system was an innovation that took cans from a sterilizer to an automatic filling machine and on to a cold room for storage.

Ice cream was delivered in horse drawn wagons packed with ice and salt making it highly perishable and it could only be distributed in immediate neighborhoods. Hendler pioneered the use of an all motor fleet of refrigerated trucks allowing city wide deliveries. At its height, the company distributed ice cream to 400 stores using 120 trucks.

Generations of Baltimoreans ate Hendler's ice cream from 1905 until the brand ceased to exist in 1971. Until the advent of supermarkets, most ice cream was eaten or purchased in containers from soda fountains. Along with quarts, Hendler introduced pint packaging which meant fountain owners did not have hand dip ice cream into containers. But his most popular packaging size was the "brick," a rectangle of ice cream where servings were sliced off, much like cutting a loaf of bread. Chocolate, vanilla, and strawberry were by far the most popular flavors but Hendler had as many as fifty flavors including ginger and peppermint, licorice, eggnog made with pure rum, and tomato aspic, a special flavor served at the Southern Hotel.

Hendler's extra smooth ice cream gave it the slogan "The Velvet Kind," which was used on billboards and in windows of soda fountains and drugstores throughout Baltimore. Along with the slogan came an advertising symbol, the Kewpie doll, a smiling chubby baby. Created by artist Rose O'Neil in 1915, who licensed the character to Hendler as well as other businesses, the Kewpie was found on all Hendler

advertising and promotions. O'Neil worked on commissions for Hendler in the late 1920s to create more Kewpie images.

In 1923, Hendler purchased a parcel directly to the north of 1100 East Baltimore to build 1107 East Fayette Street, a garage and storage warehouse totaling 150,000 square feet. The building housed Hendler's truck fleet which accessed Fayette and East Fairmount Streets through a series of garage doors. A tunnel under East Fairmount connected the two buildings.

Hendler owned the company until it was sold to Borden in 1929, but the family continued to run the Baltimore plant until the 1960s. In 1960, Borden constructed a one-story brick warehouse and loading dock that adjoined the original building and extended east to Aisquith Street. Hendler was an important member of Baltimore's Jewish business community, and the Creamery was part of Baltimore's long tradition of successful Jewish- owned businesses such as its department stores and clothing factories. Hendler served on various civic and secular boards and lived in a mansion on Lake Drive nicknamed "vanilla on the lake" off Eutaw Place, Baltimore's most fashionable address for most of the 20th century. Hendler Lane is named after the ice cream magnate.

The Borden Company ceased operations at the plant in the 1980s, and the building sat vacant until it was acquired by the City of Baltimore and was used as an employment training facility. The two buildings will be renovated and converted into commercial office by a private developer in 2007.

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Hendler Creamery B-1020
Name of Property

Baltimore City MD
County and State

10. Geographical Data

Acreage of Property Total: 1.56 acres

Baltimore East, MD, USGS Quadrangle Map

UTM References
(Place additional UTM references on a continuation sheet)

	Zone	Easting	Northing		Zone	Easting	Northing
1	18	361826	4350110	3			
2				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 Charles Belfoure
Organization
date 1/8/07
street & number 4596 Wilders Run Lane
telephone 410-840-4494
city or town Westminster
state MD
zip code 21158

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 1100 E. Baltimore St. Holdings LLC / Martin P. Azola, Managing Member
street & number 1414 Key Highway Suite 300
telephone 443-829-6942
city or town Baltimore
state MD
zip code 21230

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.

Verbal Boundary Description:

The boundaries of this historic resource are identified in the Baltimore City land records as Map 5, Section 7, Block 1338, Lot 1 for 1100 East Baltimore Street and Map 5, Section 7, Block 1338, Lot 5 for 1107 East Fayette Street. The legal boundaries of the resource are shown in an accompanying drawing titled Site Plan drawn to a scale of 1" = 40' taken from a Baltimore City Planometric Map.

Boundary Justification:

1100 East Baltimore Street:
The boundaries of the historic resource begin at the northeast corner of East and East Baltimore Street extending a full block east to Aisquith Street, then one block north to the southwest corner of Aisquith Street and East Fairmount Avenue, then extending a full city block west to East Street then south to the northeast corner of East Street and East Baltimore Street.

1107 East Fayette Street:
The boundaries of the historic resource begin at the northwest corner of Aisquith Street and East Fairmount Avenue extending one block north to the southwest corner of Aisquith and East Fayette Streets then 216' west then 105'-8" south to East Fairmount Avenue.

The boundaries comprise the full extent of the property historically associated with the resource.

B-1020
Hendler Creamery
Baltimore, MD

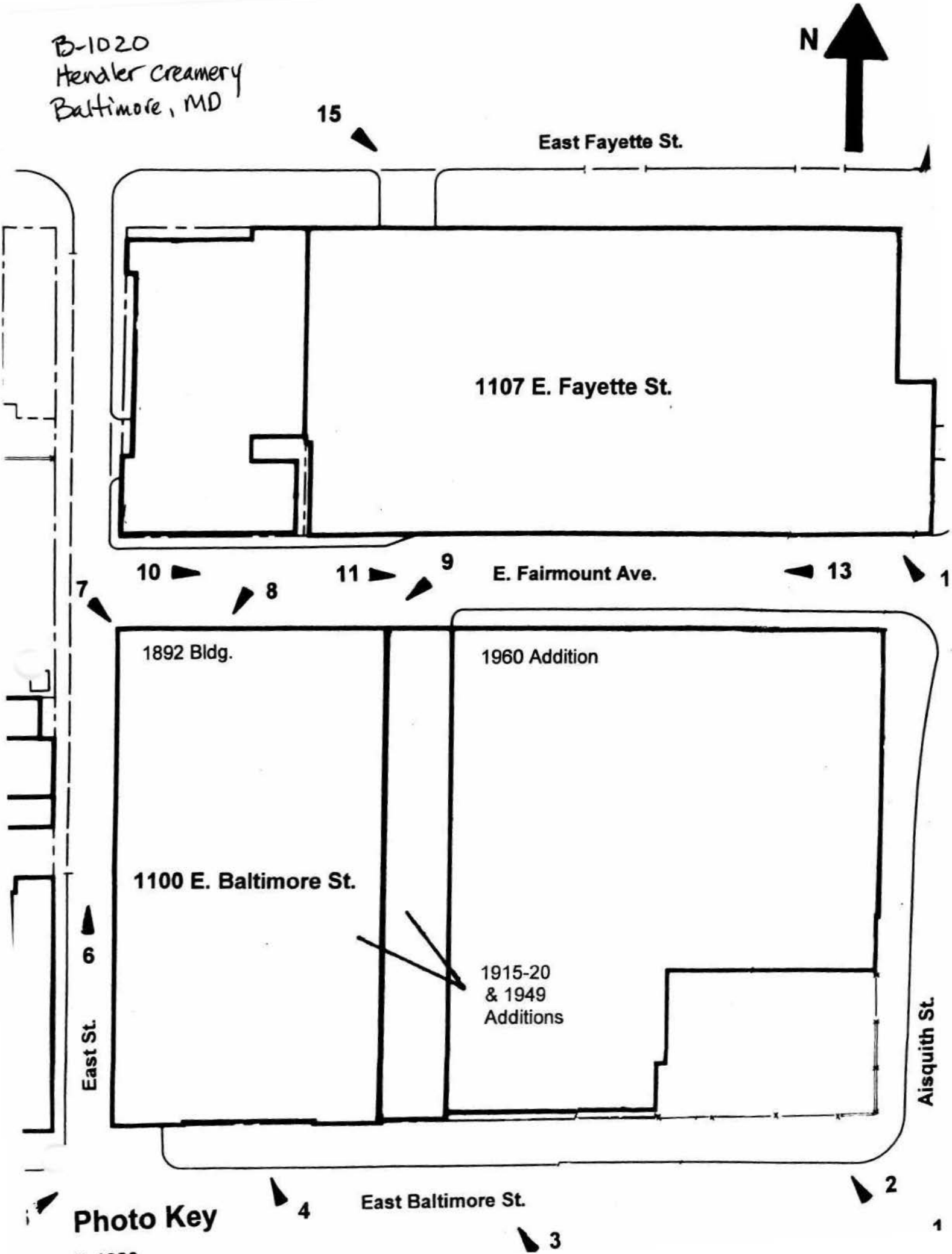


Photo Key

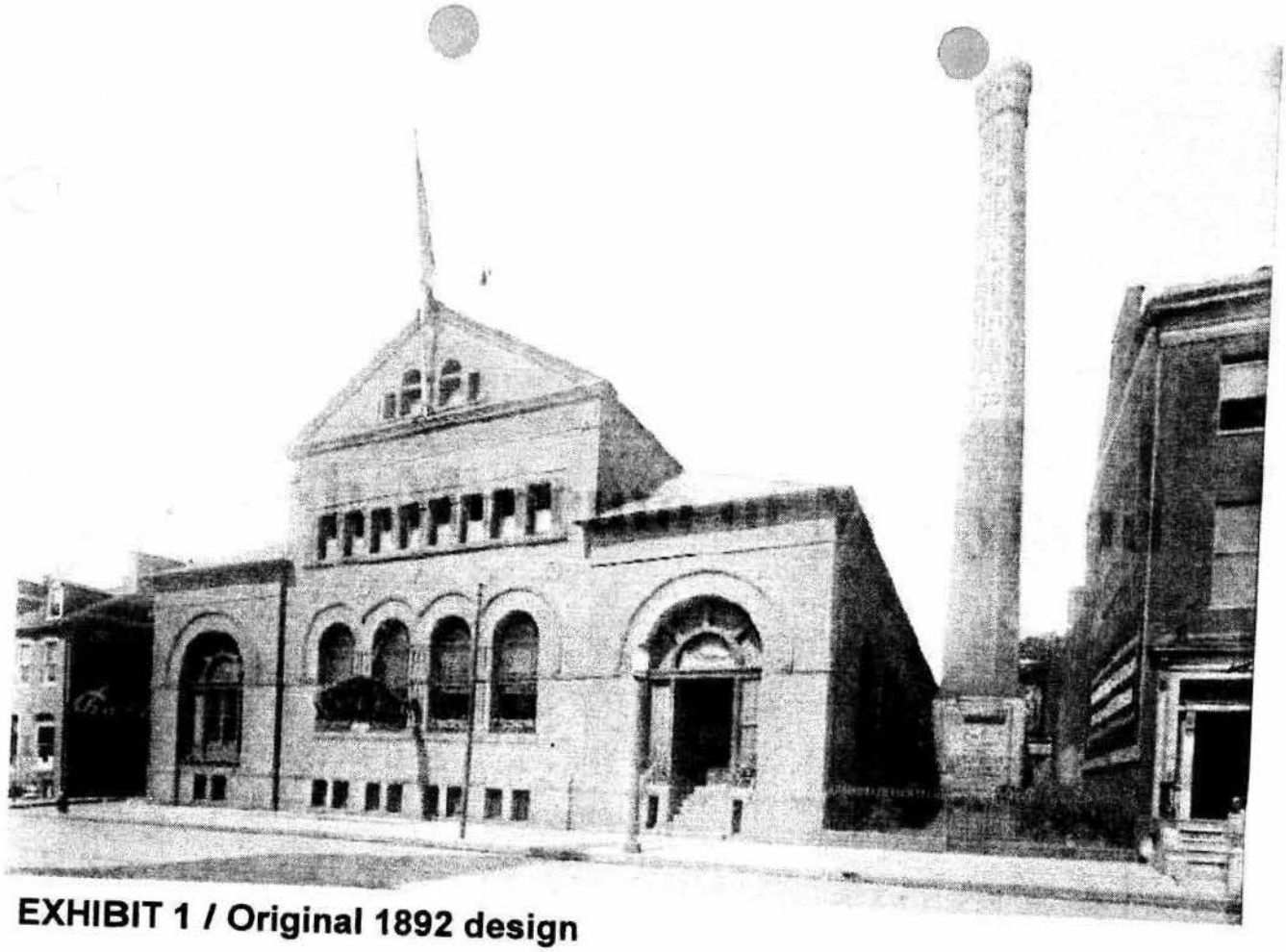


EXHIBIT 1 / Original 1892 design

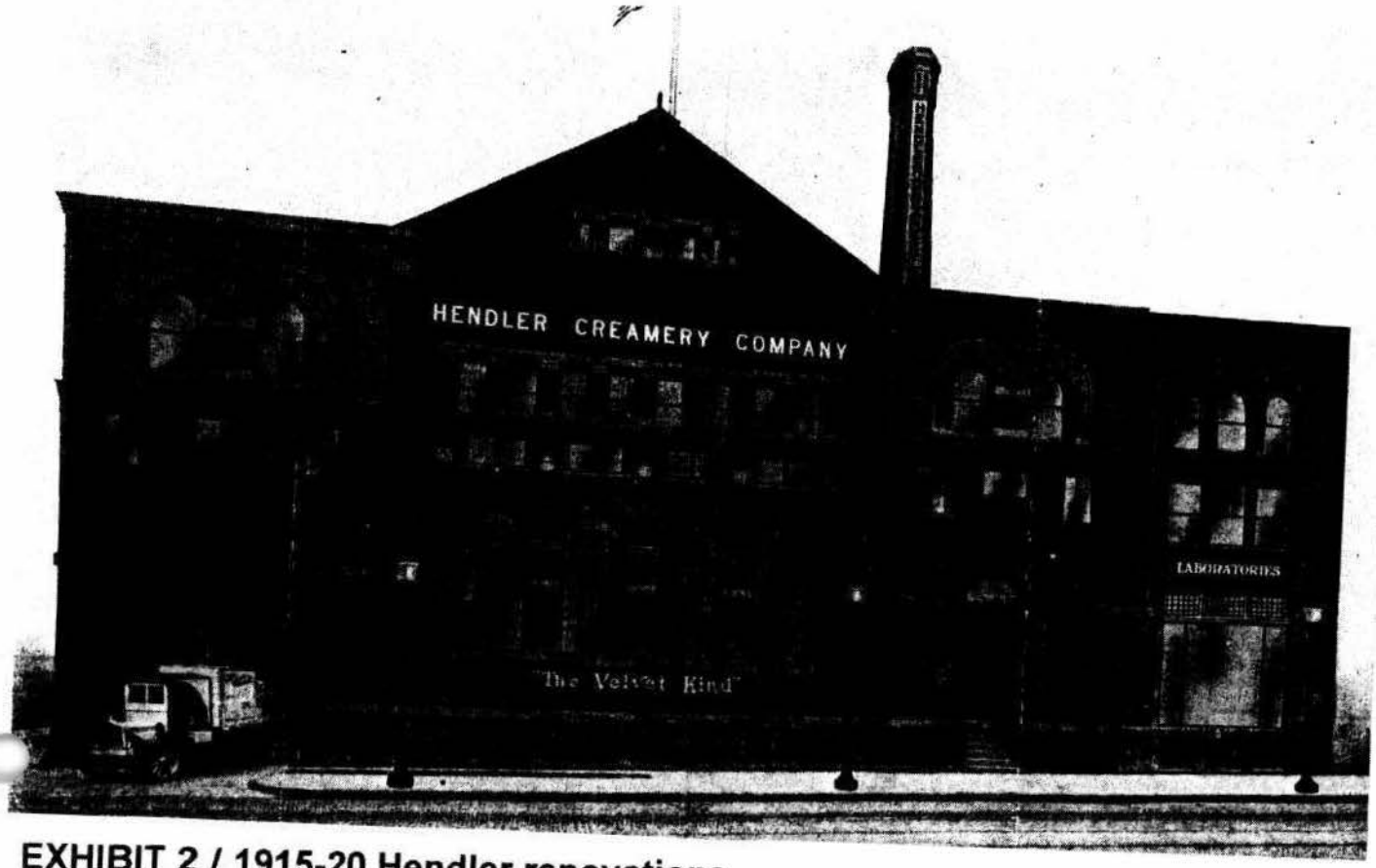
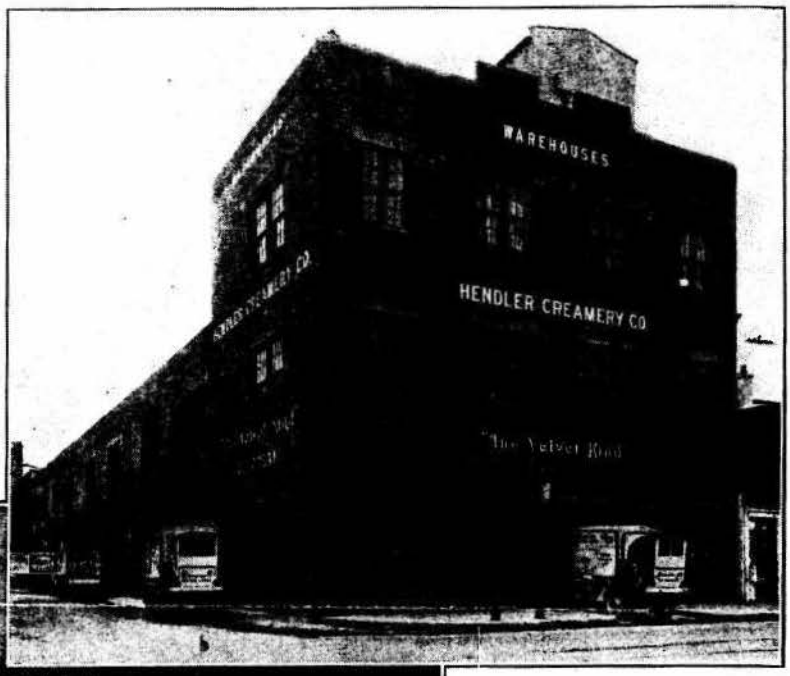
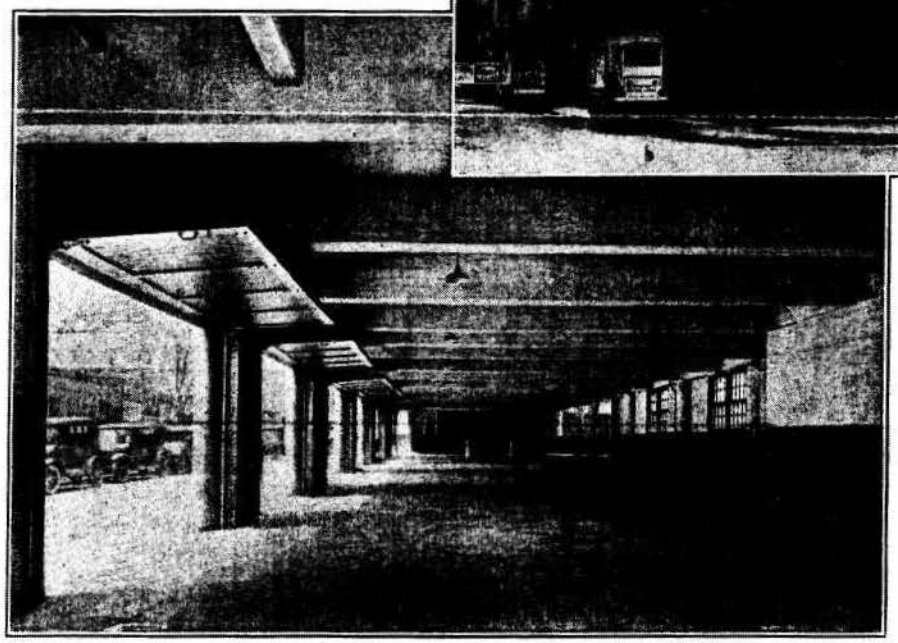


EXHIBIT 2 / 1915-20 Hendler renovations



Garage repair shop and truck paint shop, which, together with the main building, gives a total area of nearly 150,000 square feet.



Storage warehouses and garage, with an area of over 40,000 square feet.

EXHIBIT 3 / 1107 East Fayette St.

EXHIBIT 4

B-1020

B-1020

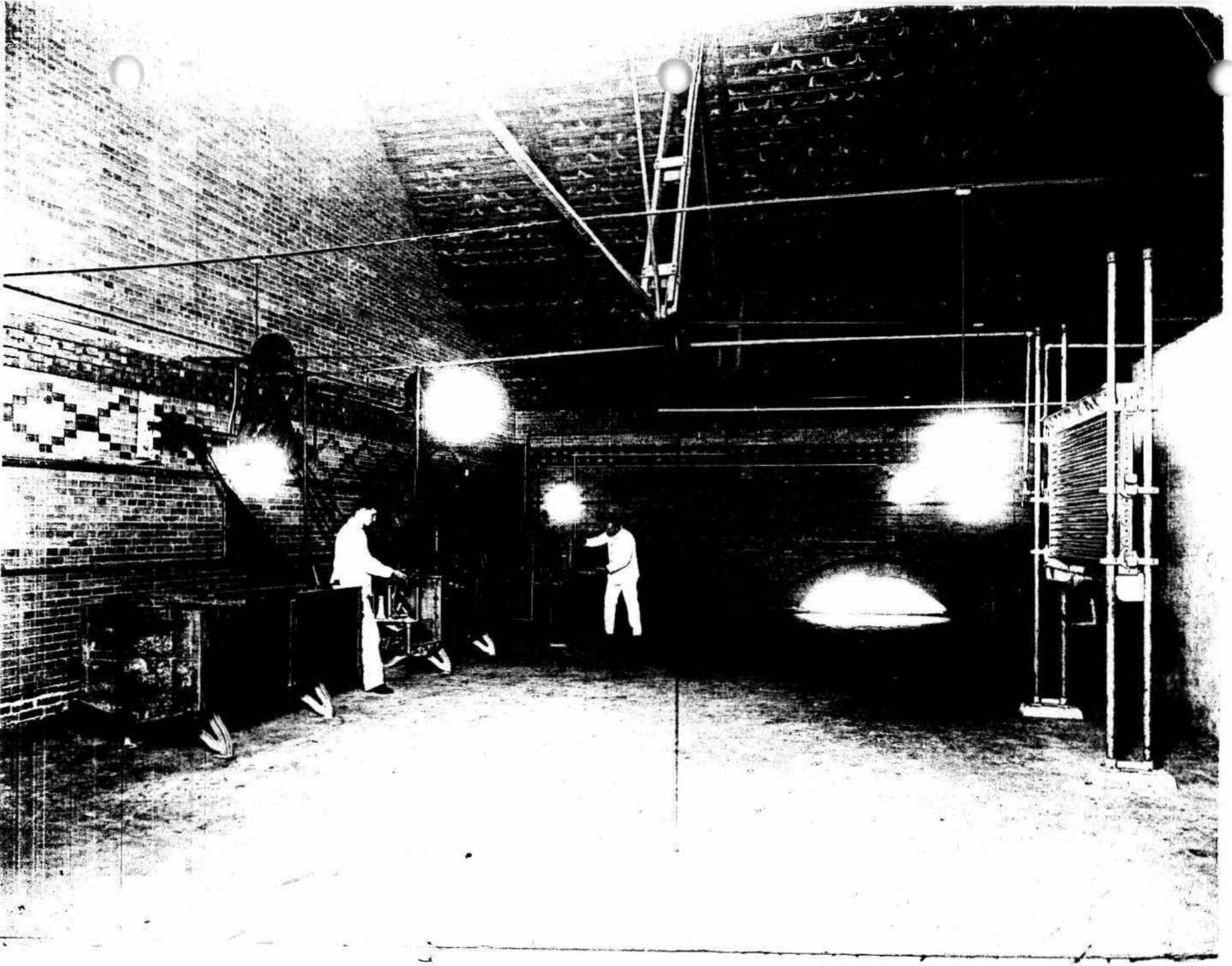


EXHIBIT 5

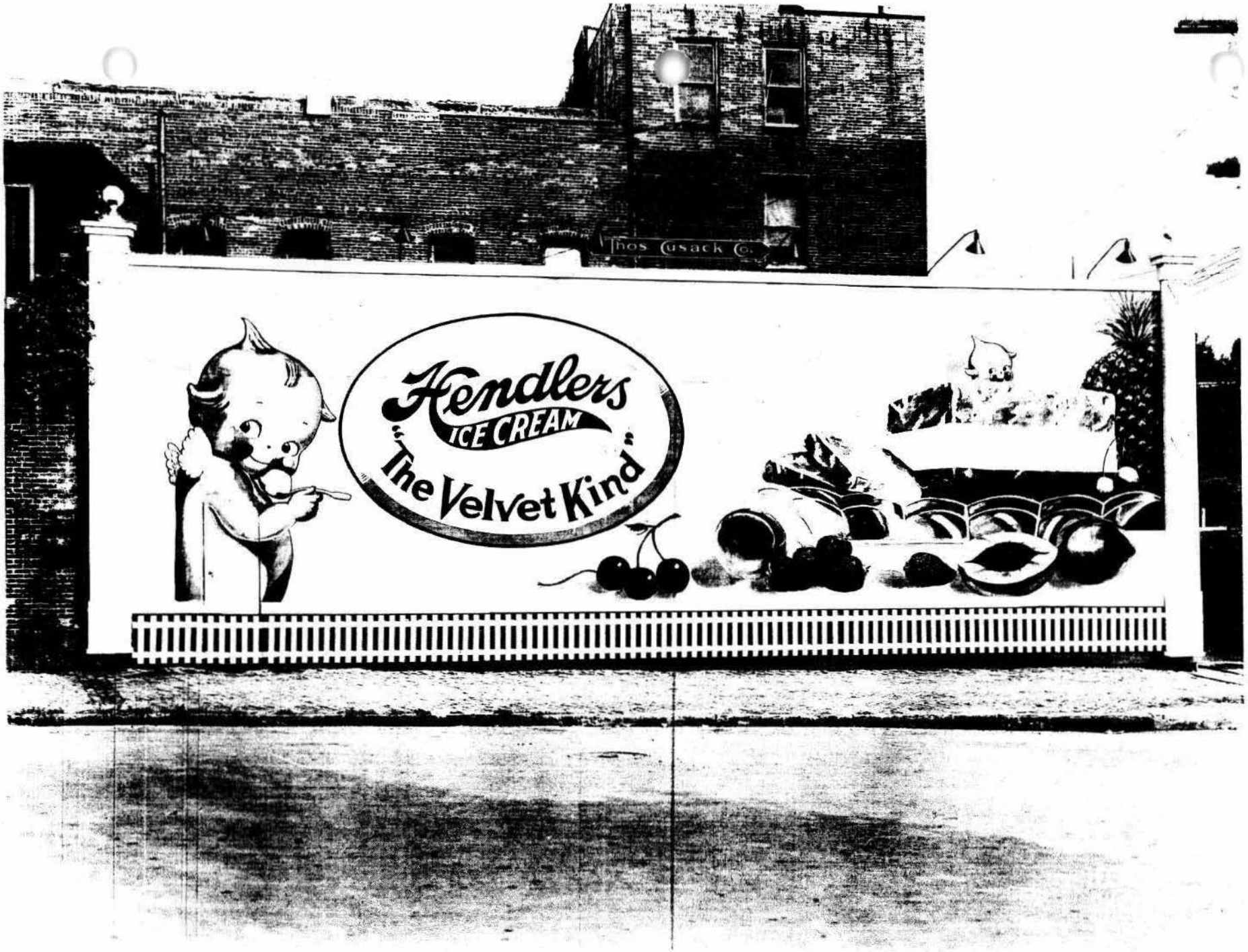
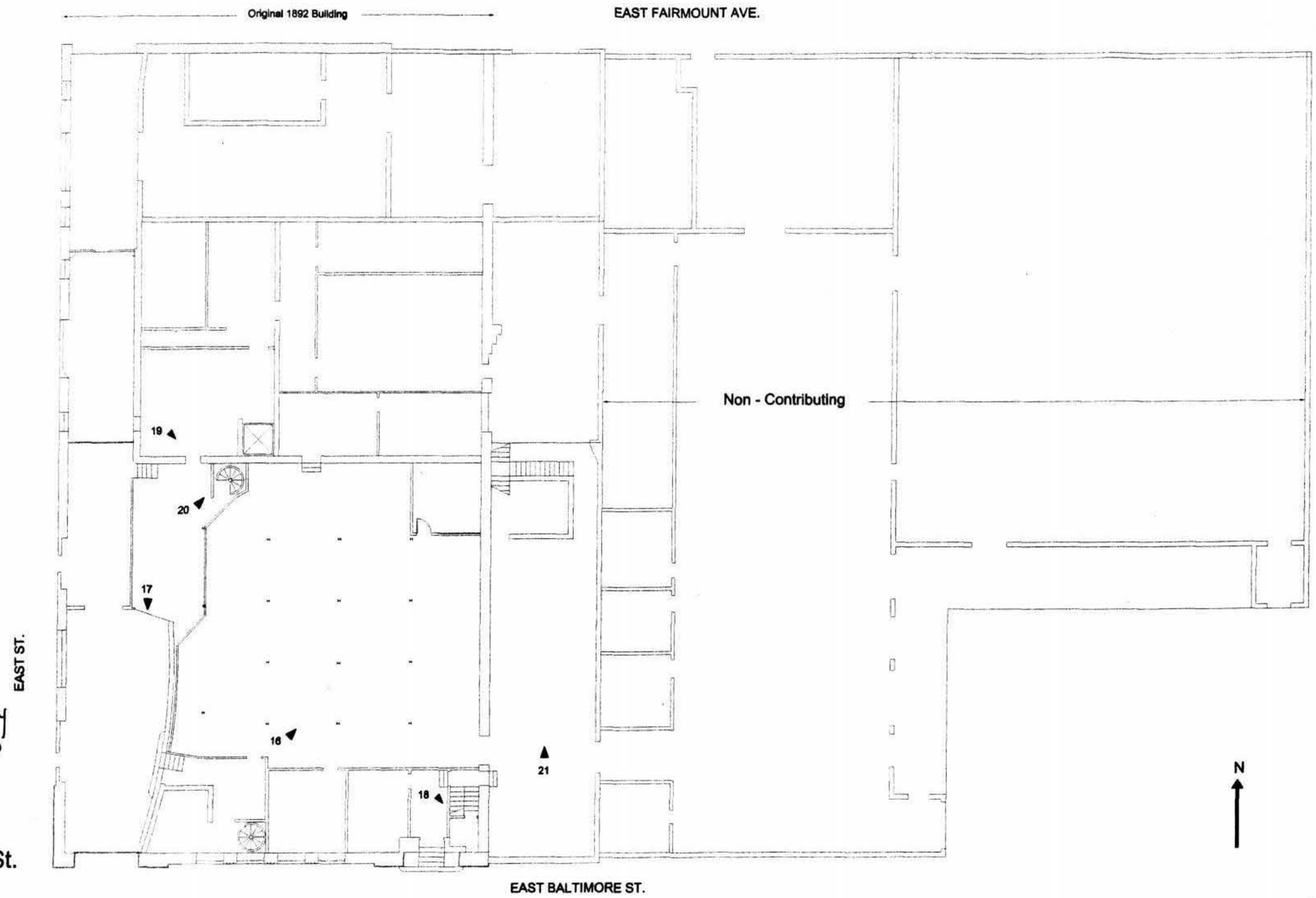


EXHIBIT 6

B-1020

B-1020

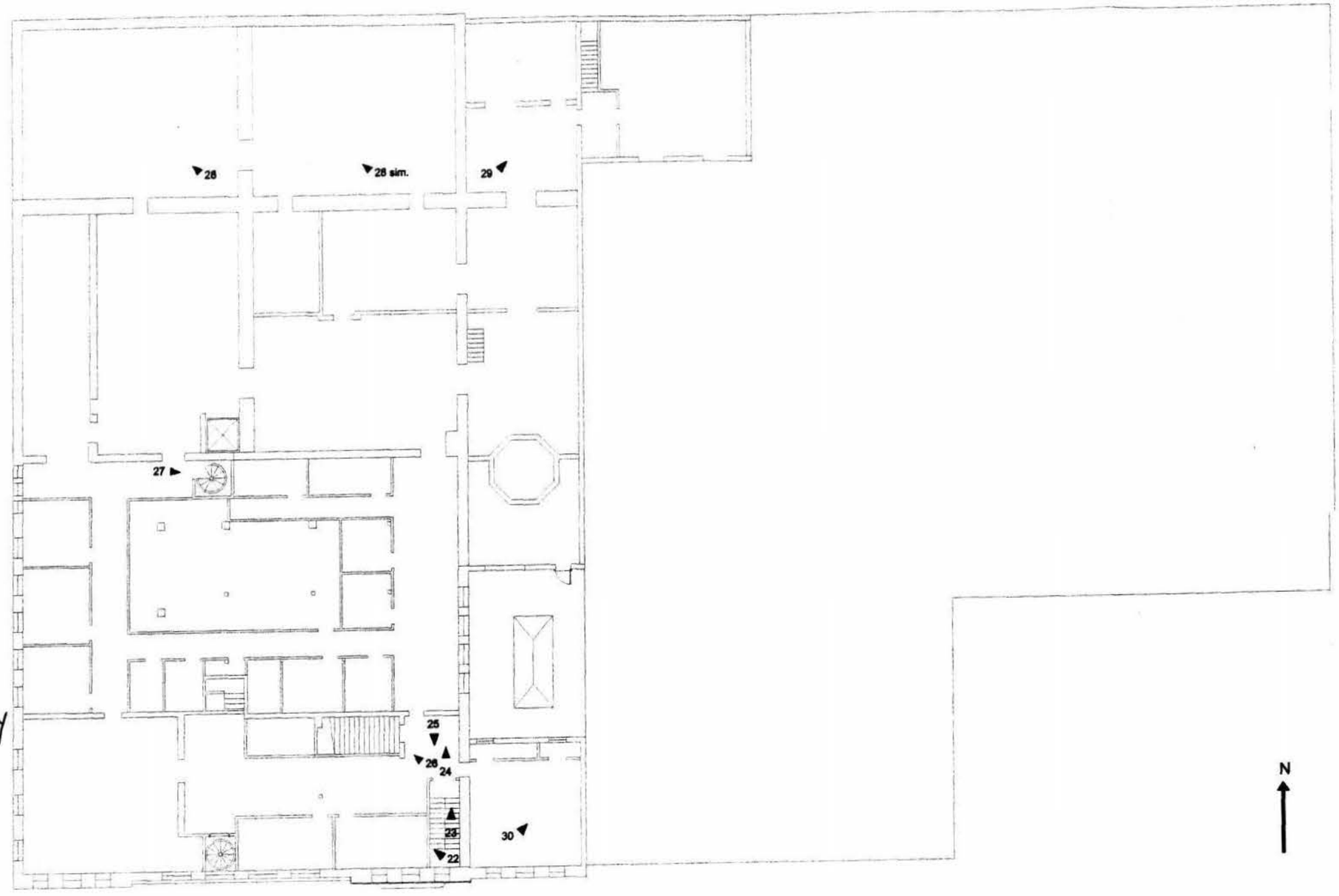
EXHIBIT 7



B-1020
Hendler Creamery
Baltimore, MD

Photo Key

First Floor
1100 E. Balto. St.



B-1020
Hendler Creamery
Baltimore, MD

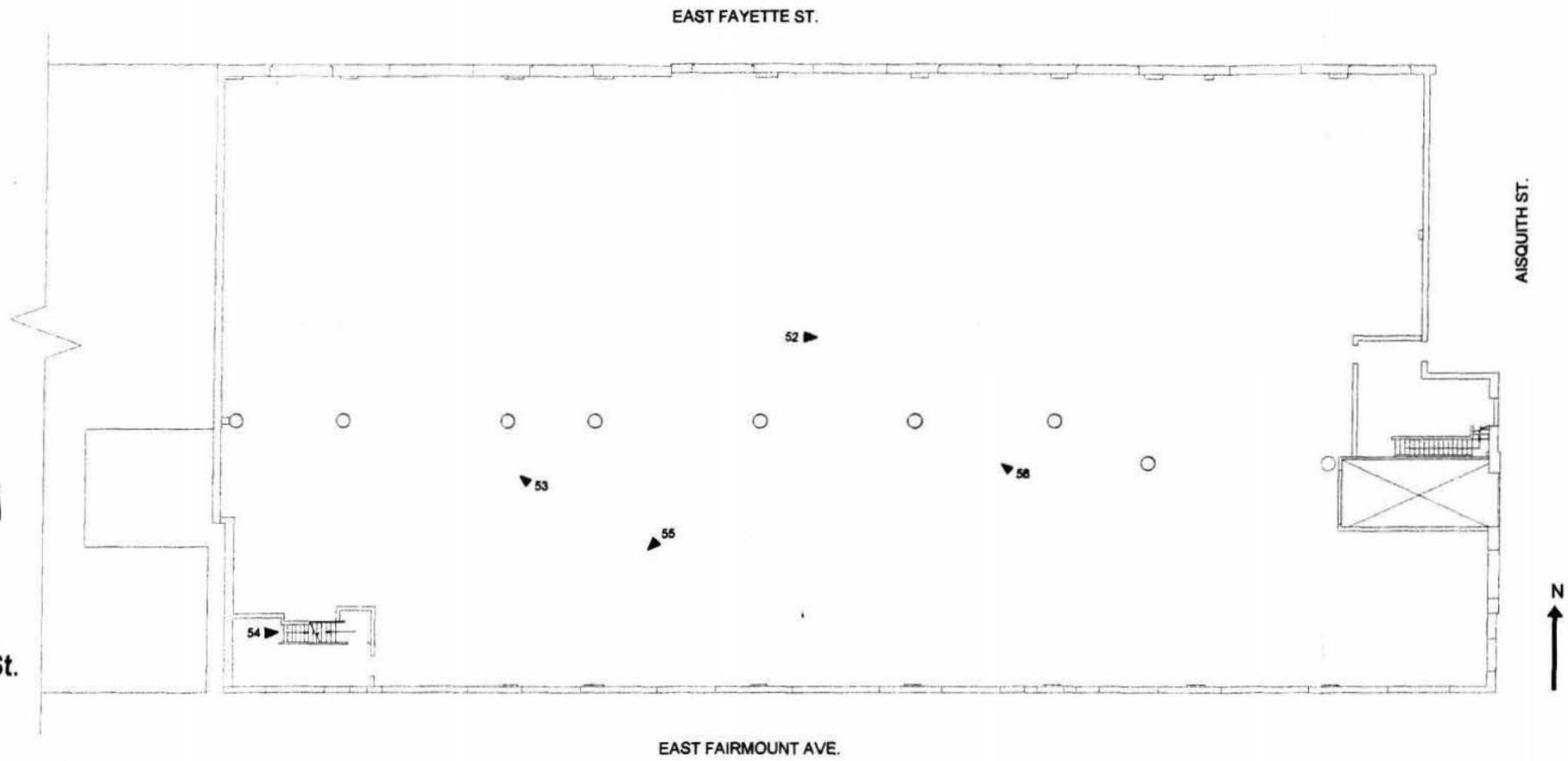
Photo Key

Second Floor
1100 E. Balto. St.

B-1020
Hendler Creamery
Baltimore, MD

Photo Key

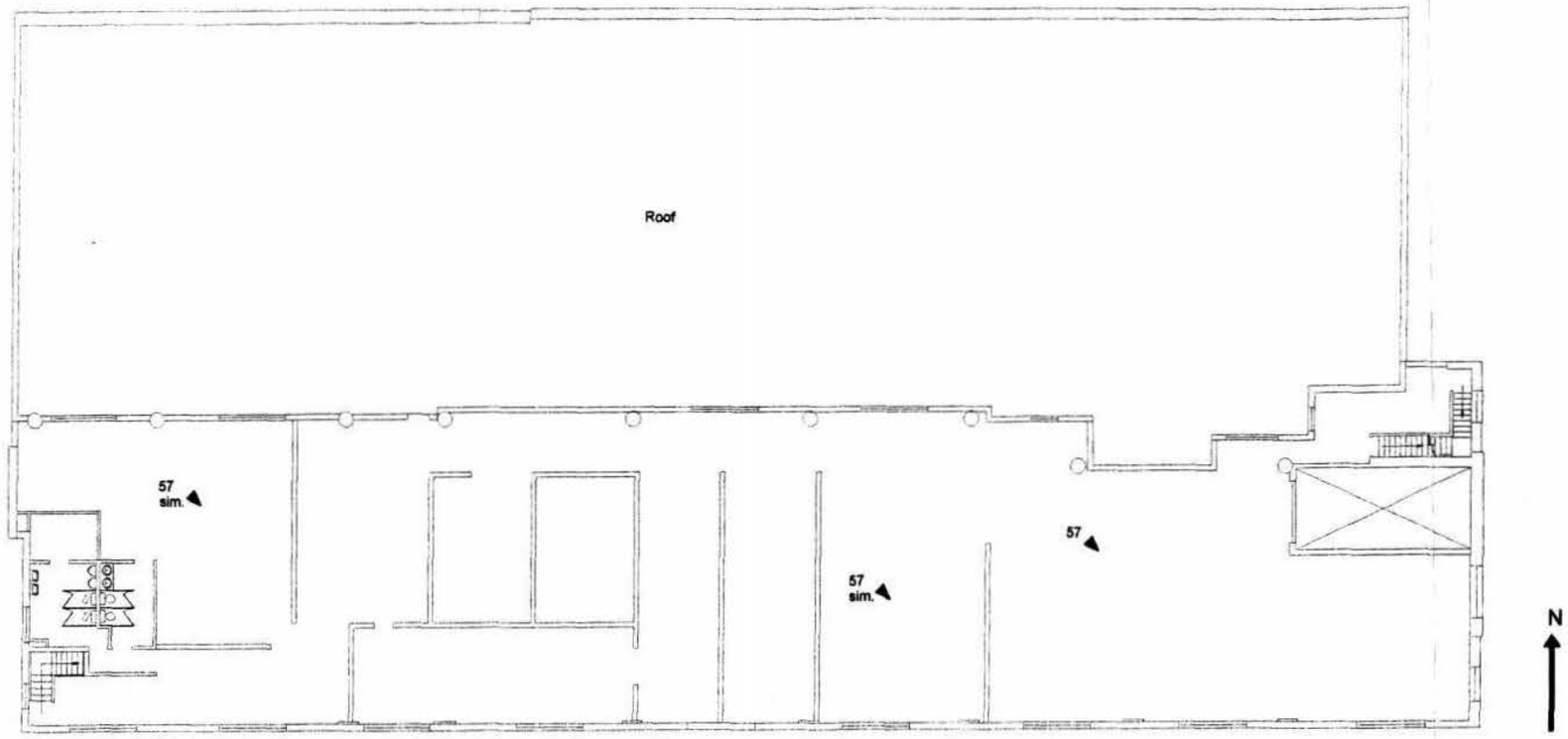
First Floor
1107 E. Fayette St.



B-1020
Hendler Creamery
Baltimore, MD

Photo Key

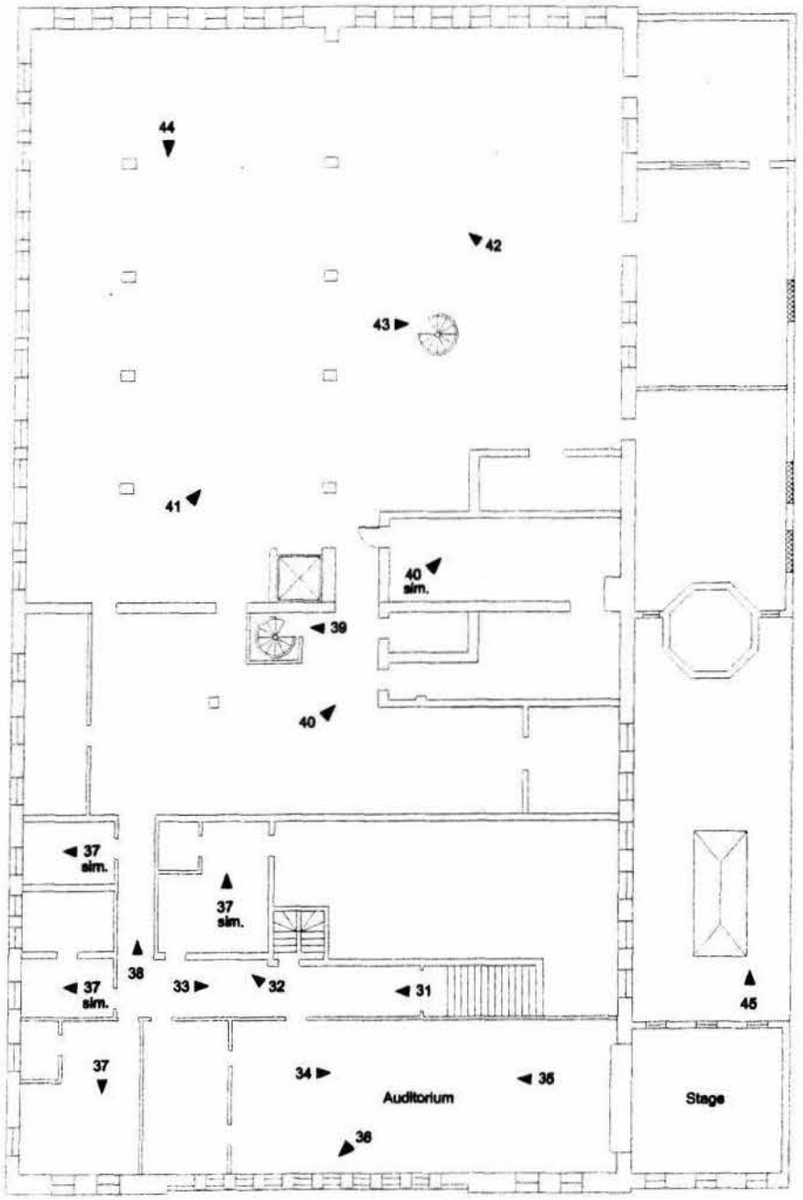
Second Floor
1107 E. Fayette St.

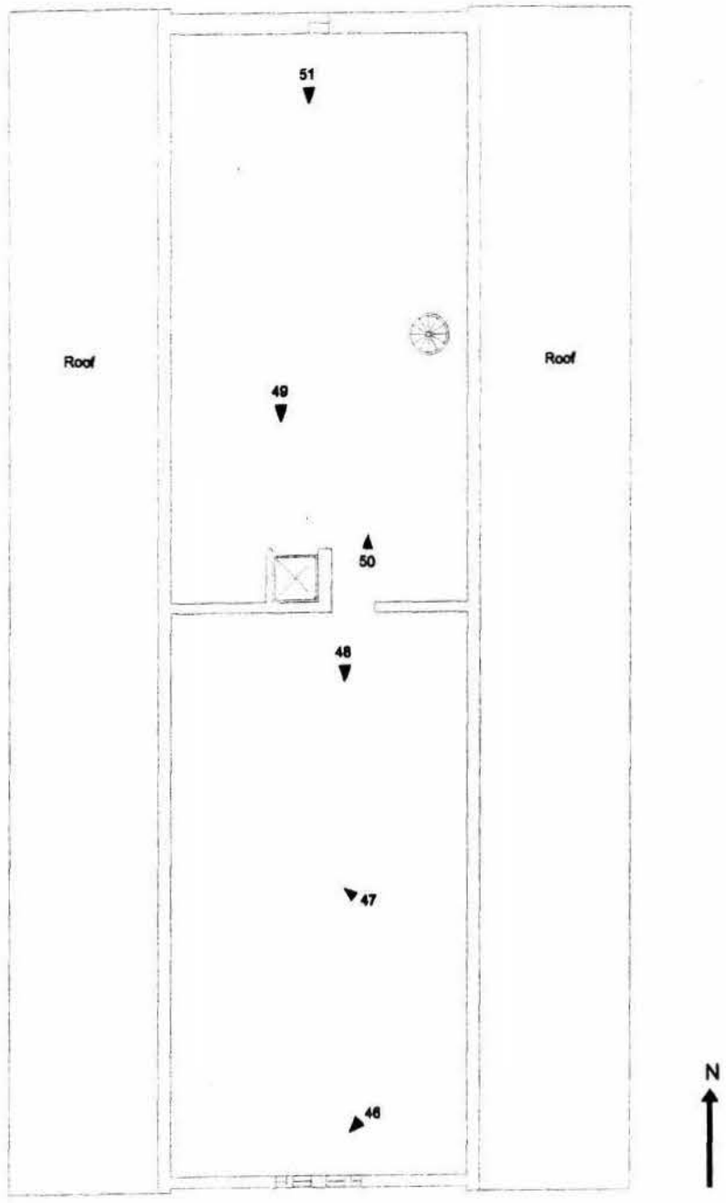


B-1020
Hendler Creamery
Baltimore, MD

Photo Key

Third Floor
1100 E. Balto. St.





B-1020
Hendler Creamery
Baltimore, MD

Photo Key

Attic

1100 E. Balto. St.