MAGI #0400380711 B-38

Form 10-300 (July 1969) UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY – NOMINATION FORM

(Type all entries – complete applicable sections)

STATE: Maryland
COUNTY: Baltimore City
FOR NPS USE ONLY
ENTRY NUMBER | DATE

SEE INSTRUCTIONS

1. NAME

COMMON: Emerson Bromo-Seltzer Tower

AND/OR HISTORIC:

2. LOCATION

STREET AND NUMBER: 312-318 West Lombard Street

CITY OR TOWN: Baltimore

STATE: Maryland | CODE: 24 | COUNTY: Baltimore City | CODE: 510

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP		STATUS	ACCESSIBLE TO THE PUBLIC
☐ District ☒ Building ☐ Site ☐ Structure ☐ Object	☒ Public ☐ Private ☐ Both	Public Acquisition: ☐ In Process ☐ Being Considered	☐ Occupied ☐ Unoccupied ☒ Preservation work ~~XXXXXXX~~ contemplated	Yes: ☐ Restricted ☐ Unrestricted ☒ No

PRESENT USE (Check One or More as Appropriate)

☐ Agricultural	☐ Government	☐ Park	☐ Transportation	☐ Comments
☒ Commercial	☒ Industrial	☐ Private Residence	☒ Other (Specify) Publicity	
☒ Educational	☐ Military	☐ Religious		
☐ Entertainment	☐ Museum	☐ Scientific		

4. OWNER OF PROPERTY

OWNER'S NAME: Mayor and City Council of Baltimore

STREET AND NUMBER: City Hall

CITY OR TOWN: Baltimore | STATE: Maryland | CODE: 24

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC: Liber: RHB 2379, Folio: 401 etc.
Land Record Office of the Superior Court of Baltimore City

STREET AND NUMBER: Room 610, Baltimore City Court House

CITY OR TOWN: Baltimore | STATE: Maryland | CODE: 24

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: Commission for Historical and Architectural Preservation

DATE OF SURVEY: 1965 ☐ Federal ☐ State ☐ County ☒ Local

DEPOSITORY FOR SURVEY RECORDS: Commission for Historical and Architectural Preservation

STREET AND NUMBER: 402 City Hall

CITY OR TOWN: Baltimore | STATE: Maryland | CODE: 24

(See Continuation Sheet)

STATE: Maryland
COUNTY: Baltimore City
ENTRY NUMBER
DATE
FOR NPS USE ONLY

7. DESCRIPTION

CONDITION	(Check One)					
	☐ Excellent	☒ Good	☐ Fair	☐ Deteriorated	☐ Ruins	☐ Unexposed
	(Check One)			(Check One)		
	☐ Altered	☒ Unaltered		☐ Moved	☒ Original Site	

DESCRIBE THE PRESENT AND ORIGINAL (*if known*) PHYSICAL APPEARANCE

The Emerson Bromo-Seltzer Tower, designed by Joseph Evans Sperry and built in 1911, is unique in Baltimore because it was inspired by the Palazzo Vecchio in Florence, Italy, and because its height of fifteen stories made it the tallest building in Baltimore until the 1930's. As such, it became a visual landmark for several generations of Baltimoreans as well as a symbol of the city to other Americans.

In style, it is Romanesque, constructed of yellow brick with stone trim. It is topped with projecting brackets which support an octagonal crenellated tower. Just below the bracketing is the clock, reputed to be the largest four dial gravity clock in the world, with faces twenty-four feet in diameter. Beneath the clock, on each side, is a stone balcony supported by brackets which form arches over the four windows. Continuing down the facades, there are four window bays of rectangular windows with flat arched lintels and stone sills. Above the second floor, there is another stone balcony with four swag decorations. Until 1936, the building was crowned with a giant revolving Bromo-Seltzer Bottle, fashioned of steel and illuminated at night. Although the bottle is gone now, the tower remains an important element in Baltimore's skyscape.

SEE INSTRUCTIONS

8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

- [ ] Pre-Columbian
- [ ] 15th Century
- [ ] 16th Century
- [ ] 17th Century
- [ ] 18th Century
- [ ] 19th Century
- [x] 20th Century

SPECIFIC DATE(S) (If Applicable and Known) 1911

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

- [ ] Aboriginal
  - [ ] Prehistoric
  - [ ] Historic
- [ ] Agriculture
- [x] Architecture
- [ ] Art
- [x] Commerce
- [ ] Communications
- [ ] Conservation
- [ ] Education
- [ ] Engineering
- [x] Industry
- [ ] Invention
- [ ] Landscape Architecture
- [ ] Literature
- [ ] Military
- [ ] Music
- [ ] Political
- [ ] Religion/Philosophy
- [x] Science
- [ ] Sculpture
- [ ] Social/Humanitarian
- [ ] Theater
- [ ] Transportation
- [ ] Urban Planning
- [ ] Other (Specify)

STATEMENT OF SIGNIFICANCE

Captain Issac E. Emerson was a prominent citizen of Baltimore at the turn of the century, and his Bromo-Seltzer Tower remains as a monument to his civic energy and his own self-esteem. Emerson was born in North Carolina and came to Baltimore in 1881 after graduating from the University of North Carolina. He entered the retail drug business and set up a laboratory where he worked on his new headache remedy, Bromo-Seltzer. He had perfected its composition by 1888 and, in 1891, he organized his own company, the Emerson Drug Company. In addition to the Bromo-Seltzer Tower which housed the drug company, Captain Emerson built the Emerson Hotel, the Emersonian apartments and established the Brooklandwood Farm Dairy, an innovation in roadside sales.

Emerson was instrumental in the organization of the Maryland Naval Reserves in 1894. He commanded a ship manned by the Reserves during the Spanish-American War; hence the title Captain. Emerson's contemporaries thought highly of him as a biographical sketch shows: "(Emerson) is progressive, enterprising and public spirited to a fault ... he interests himself thoroughly in everything tending to advance our city, and is a patron of all worthy enterprises seeking to push Baltimore to the front."[1]

Eventually, the Warner-Lambert Pharmaceutical Company of New Jersey took over the Emerson Drug Company, and in 1967, the tower and office building at its base were offered to the city at a modest price. The office building was razed to make room for a new fire station, but the Commission for Historical and Architectural Preservation prevailed upon the Mayor to allow the tower to stand. Presently, the Maryland Crafts Council is trying to make the tower a permanent arts and crafts center.

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[1] The Baltimore American Illustrated Edition, 1895, p. 71.

SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Arnett, Earl, "Lighthouse of the Past," The Sun, October 24, 1968

The Baltimore American Illustrated Edition, 1895, p. 71.

Beirne, Francis F., Baltimore, a Pictorial History, 1858-1968. Baltimore: Bodine & Associates, Inc., 1968.

Book of Maryland Men and Institutions, Baltimore: Maryland Biographical Association, 1920.

10. GEOGRAPHICAL DATA

(See Continuation Sheet)

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY						OR	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES					
CORNER	LATITUDE			LONGITUDE				LATITUDE			LONGITUDE	
	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds		Degrees	Minutes	Seconds	Degrees	Minutes	Seconds
NW	°	'	"	°	'	"		39°	17'	14"N	79°	37'	17.5"W
NE	°	'	"	°	'	"							
SE	°	'	"	°	'	"							
SW	°	'	"	°	'	"							

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: .0275 acres

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

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE

11. FORM PREPARED BY

NAME AND TITLE:
C. Black and A. McClellan

ORGANIZATION: Maryland Historical Trust

DATE: August 16, 1972

STREET AND NUMBER: 2525 Riva Road

CITY OR TOWN: Annapolis

STATE: Maryland

CODE: 24

12. STATE LIAISON OFFICER CERTIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National ☐ State ☒ Local ☐

Name Orlando Ridout IV

Orlando Ridout IV

Title State Liaison Officer for the State of Maryland

Date AUG 21 1972

NATIONAL REGISTER VERIFICATION

I hereby certify that this property is included in the National Register.

Chief, Office of Archeology and Historic Preservation

Date

ATTEST:

Keeper of The National Register

Date

SEE INSTRUCTIONS

Form 10-300a
(July 1969)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
Maryland	
COUNTY	
Baltimore City	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

(Number all entries)

#6. REPRESENTATION IN EXISTING SURVEYS continued

Maryland Register of Historic Sites and Landmarks
1972 X State
Maryland Historical Trust
2525 Riva Road
Annapolis, Maryland

#9. MAJOR BIBLIOGRAPHICAL REFERENCES continued

--- "Bromo-Seltzer Taking a Powder," The Sun, October 24, 1968.

Dilts, James D., "The Changing City: Saving Emerson Tower," The Sun, February 2, 1969.

Henry, Helen, "The House on the Hill is Full of History," Sunday Sun Magazine, December 12, 1971.

Hunter, Wilbur H. and Elam, Charles H., Century of Baltimore Architecture, Baltimore: Peale Museum, 1957.

McKenna, William E., "I Remember ... The Blue Bottle that Topped the Emerson Tower," Sunday Sun Magazine, November 29, 1964.

Power Pictorial, No. 19, April 1931, p. 19-21.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

PROPERTY PHOTOGRAPH FORM

(Type all entries - attach to or enclose with photograph)

Maryland	
COUNTY: Baltimore City	
FOR NPS USE ONLY	
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B-38

SEE INSTRUCTIONS

1. NAME

COMMON: Emerson Bromo-Seltzer Tower

AND/OR HISTORIC:

2. LOCATION

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CITY OR TOWN: Baltimore

STATE:	CODE	COUNTY:	CODE
Maryland	24	Baltimore City	510

3. PHOTO REFERENCE

PHOTO CREDIT: G.S. Redden

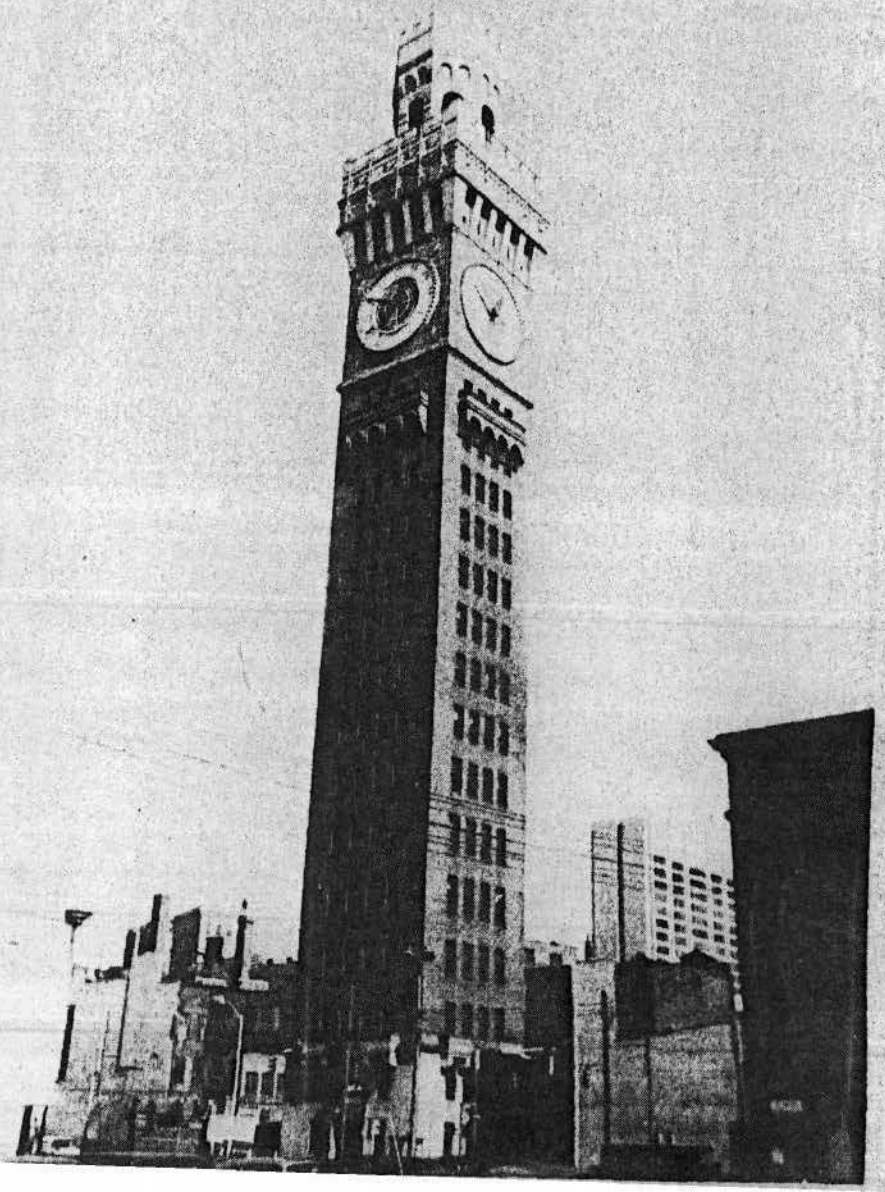
DATE OF PHOTO: February 1971

NEGATIVE FILED AT: Commission for Historical & Architectural Preservation, 402 City Hall, Baltimore, Maryland

4. IDENTIFICATION

DESCRIBE VIEW, DIRECTION, ETC.

Emerson Bromo-Seltzer Tower from the southeast



Form 10-301
(July 1969)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

PROPERTY MAP FORM

(Type all entries - attach to or enclose with map)

STATE	
Maryland	
COUNTY	
Baltimore City	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

SEE INSTRUCTIONS

1. NAME

COMMON: Emerson Bromo-Seltzer Tower

AND/OR HISTORIC:

2. LOCATION

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312-318 West Lombard Street

CITY OR TOWN:
Baltimore

STATE:	CODE	COUNTY:	CODE
Maryland	24	Baltimore City	510

3. MAP REFERENCE

SOURCE:
U.S.G.S. 7.5 Minute Map; Quadrangle Baltimore East

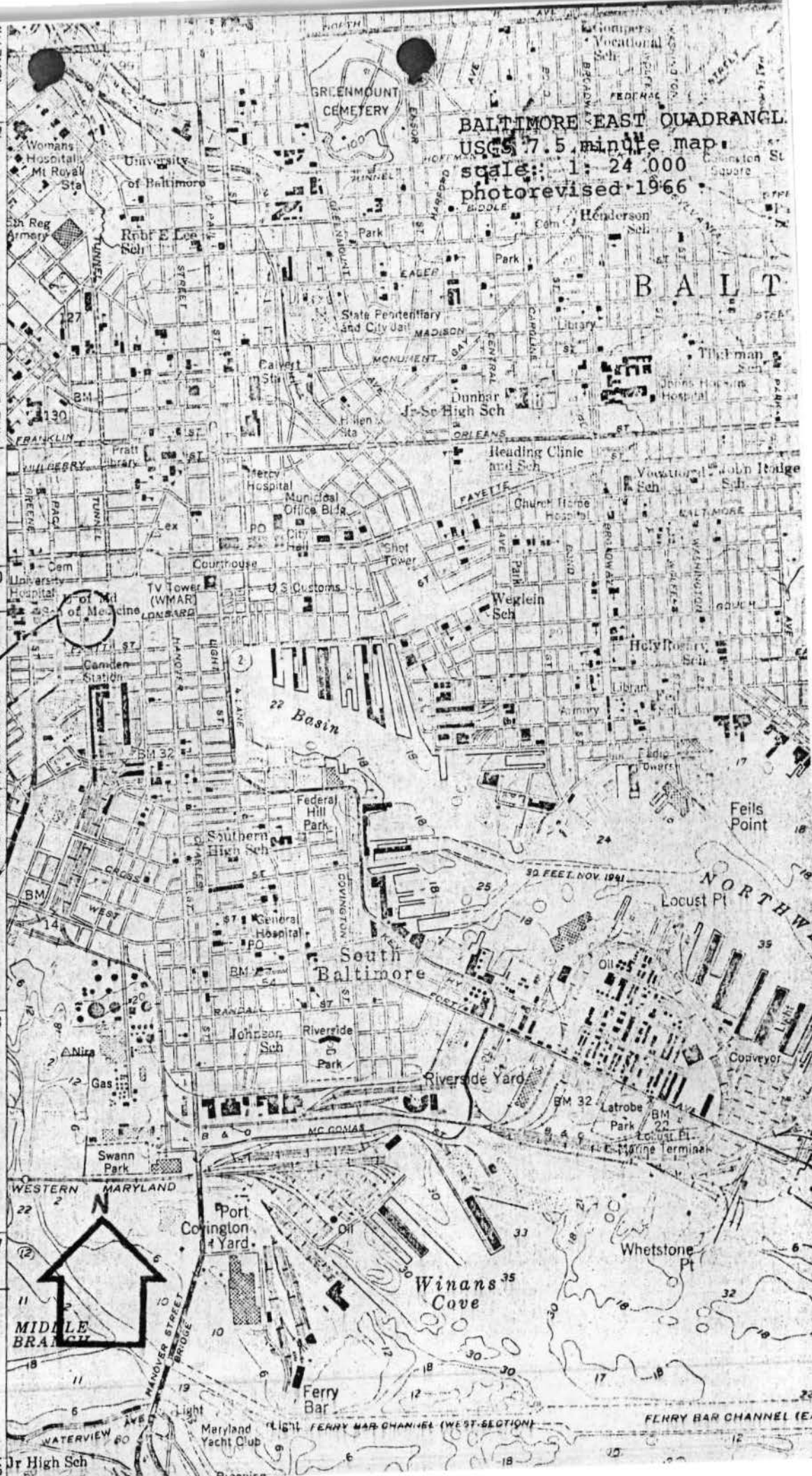
SCALE: 1:24,000

DATE: 1953 photorevised 1966

4. REQUIREMENTS

TO BE INCLUDED ON ALL MAPS

1. Property boundaries where required.
2. North arrow.
3. Latitude and longitude reference.

BROMO SELTZER TOWER
LATITUDE 39° 17' 14" N.
LONGITUDE 79° 37' 17.5" W.

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