

563/11

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 of eligibility for individual properties or 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 an 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 listed in 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 Norwich Pharmacal Company Warehouse Related Multiple Property: NO
other names/site number Ungentine Building

2. Location

street & number 20 American Avenue not for publication
city or town Norwich vicinity
state New York code NY county Chenango code 017 zip code 13815

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I 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.
Ray David Muebay Date 9/28/2018
Signature of certifying official/Title
DSYPO
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:) _____

for Signature of the Keeper Date of Action
Alexis Abernethy 11/16/2018

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

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

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/warehouse

Current Functions

(Enter categories from instructions)

VACANT

7. Description

Architectural Classification

(Enter categories from instructions)

no style

Materials

(Enter categories from instructions)

foundation concrete

walls concrete, tile, brick

roof asphalt

other _____

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

Criteria considerations

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

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object or structure.
- F** a commemorative property.
- G** less than 50 years 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.)

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 file (NPS):

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

Areas of Significance

(Enter categories from instructions)

- Commerce
- Architecture
- _____
- _____
- _____
- _____

Period of Significance

1916-1964

Significant Dates

1916; 1932

Significant Person

(Complete if Criterion B is marked above)

na

Cultural Affiliation

na

Architect/Builder

Charles Kiehm (architect, 1916); Brown and Lowe (contractor, 1916)

Primary location of additional data

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

Name of repository:

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

Summary

The Norwich Pharmacal Warehouse is situated at 20 American Avenue in the center of the city of Norwich, Chenango County, immediately west of the old D. L.&W freight station (now city offices) and rail line. To the north is American Avenue, a small street intersecting Broad Street, a block to the west, and connecting with Hubbard Avenue, just east of the building. The building is located one block south of East and West Main Street and one block east of South Broad Street, which are the city's downtown central business streets. A portion of West Main Street is incorporated within the Chenango County Courthouse District (NR 1975). Many of the surrounding streets have been evaluated as eligible for listing in a potential expansion to Norwich's downtown historic district. The parking lots of several businesses are located to the west and south of the warehouse. There is no landscaping associated with the property.

The nominated building is a 1916 warehouse (with 1932 wing) constructed adjacent to the D.L.&W. railroad tracks and freight station. The location next to the tracks was functional and painted signage facing the tracks announced the company and its signature product to rail traffic, as well as to westbound traffic along Main Street in the city of Norwich. The warehouse was therefore a very visible and primary element of the Norwich Pharmacal Company, and by extension, of the city's economy.

EXTERIOR

The Norwich Pharmacal Company Warehouse is an L-shaped building composed of three parts: the original four-story, reinforced concrete building, nine bays long by three bays wide, constructed in 1916; a four-story concrete block, brick-faced wing, five bays long by two bays wide, and a five-story, two-bay stair tower that links them; the latter two sections were added in 1932. The original building has no formal entrance, though its eastern elevation may be considered the "front," as it faces the former railroad station and is emblazoned with the company name and a signature product advertisement. The elevator/stair tower is situated just north of center and projects above the low parapet to accommodate the elevator's mechanical room on the roof. The bays in the vicinity of the tower are narrower than the remainder. The stair tower and wing form an L-shaped extension to the original warehouse.

The original warehouse is unified by a grid pattern of concrete piers and continuous window lintels, and within the grid, the red tile walls and uniform windows reinforce the strong geometric grid pattern. The painted lettering across the upper grid ties the east elevation, facing the tracks, together. The corner piers at all four

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

corners are capped but are otherwise undecorated. The walls are made of hollow terra-cotta tiles laid two courses deep. The windows are vinyl replacement sliders with muntins fitted into the original small window frames. The frames include simple concrete sills. The painted signage is arranged in two lines near the roofline and reads: "NORWICH PHARMACAL COMPANY WAREHOUSE -20 / Unguentine For Burns – Cuts – Sunburns - Bruises – etc." The eastern elevation also includes three evenly spaced loading dock doors as well as a pedestrian door with a concrete surround that leads into the stair tower. There are iron bumper guards manufactured by Jas. McKinney & Son, an Albany, NY company on the corners of the building.

North and South Elevations

The north and south elevations are each three bays wide and identical in construction and appearance to the east elevation. On the north, there is a pedestaling door framed with a concrete surround in the eastern bay and large multi-paned vinyl replacement windows in the other two first floor bays. The northeast corner pilaster has a bronze plaque giving information about the date of construction (1916), the architect (Charles Kiehm of Utica, NY), and the engineers and contractors (Brown and Lowe Co. of Schenectady, NY). On the south, the southern walls of the addition and the original building are flush and there are no windows or doors opening in either. Several bricks on the lowest course have been sheathed in copper, and the wall is perforated by several shuttered drains manufactured by the Watertite Drain and Scupper Co. of New York (patented 1913).

West Elevation

Three bays of the west side of the original building are exposed, including one closed loading dock door and one in-filled loading door. The basement windows are also filled in, but with brick rather than tiles. The first floor window in the northernmost bay is off center in contrast to the other windows on the building. The rest has been subsumed into the mid-century addition.

Stair Tower and Addition

The addition is a steel framed, concrete block building with brick facing. The eastern bay of the addition is the stair and elevator tower, which extends above the flat roof. The bricks are laid in common bond. The replacement vinyl sash windows in the tower are staggered in three columns, while the sash replacement windows in the other bays are evenly spaced. Sash are double hung, with six-over six lights. The sills are concrete. The entry door is in the stair tower. The north façade of the addition also features two oversized garage doors. The west side of the addition is similar to the north side. It is five bays wide with paired sash windows on each floor.

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

INTERIOR

First Floor

The entry opens into the stair tower, with a few steps up to the first floor of the addition. The first floor in the addition is open without interior divisions. The wood floor is elevated above the loading dock on the north side of the room. The steel structural system is fully exposed except the I-beam columns in the vicinity of the loading dock have been encased in concrete. The overhead utilities are also exposed and the ceiling is wood. The concrete block walls are exposed. Two oversized doorways with roll-down fire doors provide access to the original building. The original building is also open with concrete mushroom column supports, a concrete ceiling, and a concrete floor. The piers along the walls provide support with simple brackets. The stairwell is enclosed by a brick wall. The stairs are poured concrete with a simple pipe railing.

Second through Fourth Floors

The upper floors of each side of the building are the same as the lower levels. In the original building, each floor is defined by a regular series of concrete mushroom columns, concrete floors, concrete ceilings, concrete piers in the red tile walls, and small rectangular windows. The columns in the basement are the most massive and those on the upper floors are increasingly slender relative to the lower floors. In the addition, each floor is characterized by a steel structural system, wood floors, wood ceilings, concrete-block walls, and paired double-hung windows

The stair tower in the addition has an original 3 x 3 steel hopper window, with wired glass, overlooking the roof. The portion of the tower which extends above the roofline is composed of brick without the concrete block walls. The basement of the addition has an interior wall that separates the main portion of the floor with the northern area near the stairwell. A sliding fire door provides access between the spaces. There is a caged area in the southern end of the original building. The wall enclosing the mechanical room is faced with large, square terra cotta tiles and has a sliding fire door.

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 1

Summary

Norwich Pharmacal Company Warehouse, Norwich, Chenango County, is significant under criteria A and C in the areas of commerce and architecture for its association with the Norwich Pharmacal Company, one of the city's most important industries, and as a highly intact local example of an early twentieth century utilitarian industrial warehouse. The Norwich Pharmacal Company, established in the 1880s, became famous in 1893 after it introduced Unguentine, the first antiseptic surgical dressing and its best known product. In 1903, the company acquired another important and widely known product, later renamed Pepto-Bismal, and in 1907 it began to produce Norwich Aspirin. By the 1910s, Norwich Pharmacal was a leader in the pharmaceutical industry, producing more than 4,000 products and becoming Norwich's major employer. Built in 1916, the warehouse was constructed three blocks from the factory, labs and office complex and adjacent to the railroad tracks to facilitate shipping the company's products; it was the company's most important warehouse and an important component of its product distribution system. Prior to the nominated building's construction, the warehouse space was located in the factory complex and spread across several of the buildings. This building allowed for the consolidation of function within one large, more efficiently located building. It featured three loading docks to facilitate railroad shipping and receiving; loading docks on the rear and on the 1932 wing enabled shipping via highway. When the new warehouse was completed in 1916, the virtues of Unguentine were emblazoned across the face of the building for all D. L. & W. passengers, as well as the local community, to see. The original section of the building, constructed in 1916, is of poured-in-place reinforced concrete construction with hollow tile walls and is characterized by concrete piers, concrete floors and ceilings, and concrete mushroom columns. The building was designed by Utica architect and engineer Charles Kiehm (1874-1934), a prominent industrial architect known for the designs of large mills and industrial buildings throughout New York and New England. Kiehm also designed the Norwich Knitting Mill and the Rome Brass and Copper Company in Rome, New York. The building's 1932 stair/elevator tower and wing are of steel frame and concrete block construction with brick facing; the interior of the wing features steel framing, wood floors and ceiling. The building retains a near pristine level of integrity, both inside and out, with the only alteration being the replacement of original windows with contemporary ones of similar design. It was used solely by the company from its construction in 1916 until it was decommissioned in 1993, preserving its character and functionality. Community members know the building as "the Unguentine building," a reference to the painted advertisement for this flagship product, which was part of an advertising campaign that was a new departure for the company and is thought to have been a major turning point in the company's marketing strategy, which focused on its most popular and best known products. The period of significance extends from initial construction in 1916 until 1964, when Melvin Eaton, the last member of the locally prominent Eaton family to

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 2

lead the company, retired. Although the building remained in used as a warehouse until 1993, Eaton's retirement ended the family's active involvement in research and development and precipitated the company's product diversification and mergers with other companies.

History of the area

Centrally located in Chenango County, Norwich is the county seat and largest municipality in the county. Subsistence farming was the backbone of Chenango County's economy until the mid-nineteenth century. The county's terrain and limited road system virtually cut it off from the commercial hubs of the state until the construction of the Chenango Canal in 1837. The success of the Erie Canal, which opened in 1825, created a demand in the Chenango River valley for a local canal to connect Chenango County with the Erie Canal and, by doing so, with the rest of the state. After the Chenango Canal opened, goods could readily be shipped out of the county and merchandise could easily be shipped in from the commercial centers of Albany and New York City. This new found accessibility helped the local farmers market their products and at the same time allowed entirely new businesses to develop within the county. The villages along its course grew and prospered. It was the Chenango Canal that allowed industry to develop within the county, and most industries located along the banks of the canal.

For forty-one years the canal served the citizens of Chenango County, but competition from the railroad, with its ability to operate year round and less frequent need for repairs, rendered the canal obsolete. The Chenango Canal officially closed on May 1, 1878, but, by that time, the city of Norwich had become the county's industrial center. The D.L. & W. Railroad ran north and south through the center of the city and facilitated the movement of goods, as the canal had before it, to the larger commercial centers in the state.

History of Norwich Pharmacal

Reuben Jeffery, an early associate of the Norwich Pharmacal Company, wrote in his history of the company that the business began in 1885, when the Rev. Lafayette Moore arrived in Norwich at the D.L. & W. station. This recollection provides a fitting beginning for the history of the nominated warehouse, which was later constructed adjacent to the D.L.& W. freight station. Moore had learned to compound medicines and prepare pills from his mother, who ran a shop in New York City. Moore began preparing pills for sale using credit supplied by Oscar Bell, a clerk in a local pharmacy. The initial name of the business was simply L. F. Moore, Pill Manufacturer. Moore was not a skilled businessman and eventually went into partnership with Bell to make

See continuation sheet

United States Department of the Interior
National Park ServiceNorwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 3

ends meet. Moore & Bell, Pill Manufacturers lasted for only a short time before Moore became unhappy with the arrangement and left both the partnership and Norwich.

Bell struggled to maintain the capital need to continue on alone. In 1890, he formed a new partnership with three investors who had helped him in the intervening months since Moore's departure. The new company was incorporated as Norwich Pharmacal Company (NPC). Oscar Bell reputedly coined the word "pharmacal," which Jeffery claimed was in common use at the time of his writing in 1916. Reuben Jeffery's formal association with the company began in 1892, when he contracted with NPC to sell Unguentine, an ointment formerly produced and sold by Jeffery's grandfather. Unguentine became a huge success due in no small part to the fact that an antiseptic ointment was a novelty in the pharmaceutical industry. Prior to this, powders were used in surgical dressing; this was the first antiseptic ointment surgical dressing.¹ The name was coined by Jeffery based on the Latin word unguentum, which means ointment. Although it was first distributed as a surgical dressing, the company soon identified much wider uses for its antiseptic ointment. The indications, or uses, for this product as provided by NPC were: "An antiseptic, astringent, soothing and restorative ointment. A dressing for all surface lesions and acute or chronic inflammatory skin diseases. Indicated in burns, scalds, cuts, bruises, ulcers, bed sores, suppurative tumors, inflammatory eczema, etc. A valuable substitute for flaxseed as a poultice. A healing ointment possessing a wide range of usefulness. It is strictly antiseptic. It relieves pain. It is astringent, but not irritating."²

While Unguentine was the flagship product that made NPC a significant participant in an emerging pharmaceutical industry, the company had other important brands which may be more familiar to modern consumers. The most well-known is probably Pepto-Bismol, which was developed by a doctor to combat cholera. The original name, Mixture Cholera Infantum, reflects this original purpose. After the doctor sold his recipe to NPC in 1901, it was slightly redeveloped and rebranded as Bismosal. Though initially sold to doctors, after 1919 the medicine was again rebranded to Pepto-Bismol and was sold over the counter – literally. Drugstore soda fountain customers who felt indisposed could order a dose of Pepto-Bismol directly from the soda jerk.³ Another popular brand was Norwich Aspirin, one of the early pain-relieving tablets on the market. This product debuted in 1907.

¹ Reuben Jeffery, *Birth of an Industry – Norwich Pharmacal Company* (1916). <http://smdlocalhistoryblog.blogspot.com/2016/06/birth-of-industry-norwich-pharmacal.html>

² "Unguentine" National Museum of American History, www.americanhistory.si.edu/collections/search/object/nmah_718790.

³ "The Pepto Story;" www.pepto-bismol.com/en-us/about/history, Proctor & Gamble.

 See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 4

Eaton Family

The Robert Dennison Eaton (1854-1933), an early investor in the struggling company, and his sons became part of the management team that made Norwich Pharmacal a leader in the pharmaceutical industry. Robert D. Eaton was born into a prominent Norwich family in 1854. He was educated at the Norwich Academy, and as a young man he became a partner in the feed business of his father-in-law, Edwin Smith. This business, which had been established in 1838, was located on East Main Street. After Smith's death, Eaton became sole owner and eventually incorporated the business as R. D. Eaton Grain & Feed Company. Eaton did not close this business until 1927 and, while still actively involved in the feed business, he developed an interest in the Norwich Pharmacal Company, then a small and struggling company. In 1892, Eaton invested in the company. Eaton served as a director of the Norwich Pharmacal board from 1901 until 1921, when he became chair of the board of directors, a position he held until his death in August 1933. During his tenure, the company became a leader in the pharmaceutical industry. In 1914, Robert D. Eaton constructed a Colonial Revival style residence for his family on South Broad Street with gardens that stretched to the NPC factory and headquarters directly behind the home (Eaton Family Residence, NR listed, 2009).

Robert Eaton had three sons, Robert S. Eaton, Warren E. Eaton, and Melvin C. Eaton. At the time of Robert D. Eaton's death in 1933, all three of his sons were executives with the NPC. Warren died in a glider accident in 1934. The remaining two sons oversaw the operations of NPC until their retirements. Robert S. (1883-1979) was general manager from 1921 until 1937, when he was elected president. He became chair of the board of directors in June 1938, a position he held until 1956.

Melvin C. Eaton (1891-1966), like his father and brothers before him, was a graduate of Norwich High School. He, however, had an interest in medicine, as well as business, and he studied chemistry at the University of Michigan and graduated from Medico-Chirurgical College of Philadelphia with a degree in pharmaceutical chemistry before joining the company as a research chemist in 1914. In August 1917 he joined the United States Army and served as a quartermaster at the army hospital at Camp Hancock in Augusta, Georgia, before being assigned to Base Hospital #53 in France.⁴ Eaton returned to NPC after the war and in 1920 he was made assistant general manager of the company. In 1927 he was named vice-president. He became general manager of the company in 1938, when his brother Robert left the position to become chair of the board. In 1944, under Melvin Eaton's management, researchers at NPC, working with nitrofurans molecules, developed highly

⁴ General Register of the Phi Kappa Sigma Fraternity 1850-1920, self published, Philadelphia, 1920. p. 1248. Accessed at Ancestry.com

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

antibacterial compounds and, in 1945, while still general manager of NPC, Melvin Eaton was named president of Eaton Laboratories, a newly incorporated subsidiary dedicated to drug research based on nitrofurans compounds. In 1946 he was named president of Norwich Pharmacal, a position he held until 1956, when he became chair of the board of directors after his brother Robert stepped down. Upon Melvin Eaton's retirement, he, like his brother before him, was made honorary chair of the board in April 1964.⁵ For over seventy years the Eatons directed the development of the company and for fifty years Melvin C. Eaton played an active role in both product research and development of the Norwich Pharmacal Company.

Construction of Norwich Pharmacal Factory and Labs

The Norwich Pharmacal Company had started in a small, two-story wood frame building on East Main Street. By 1892, when Unguentine was added to the company's inventory, the operation had moved to a new three-story frame building on Piano Street (now Eaton Ave.). By 1903, the company had constructed four new connected buildings on Piano Street, including a three-story brick office building and a four-story brick storage building. By 1910, three floors of the four-story brick building had been given over to bottling and packaging, with warehousing and shipping limited to the first floor. A three-story frame building that had served as a manufacturing space at the back of the complex was converted into a warehouse for the company's products, and a new five-story brick factory building replaced the three-story wood frame factory building at the front of the property. This new factory building connected the three-story brick office building on the east with the four-story brick building on the west, creating a U-shaped complex.⁶ Even with this addition, the company soon outgrew its facilities and new buildings were needed. Between 1911 and 1916, the company commissioned the construction of two more large brick factory buildings at the rear of the Piano Street complex and a large warehouse off site (the nominated building).⁷ Today only the warehouse and two of the early brick buildings remain. Those on Piano Street are located at the west end of the complex with massive mid-to-late twentieth century additions on the east and south sides. In 1976, the company expanded into the town of North Norwich, approximately ten miles to the north, where a new research and production complex was built.

The Norwich Pharmacal Warehouse

To facilitate shipping the company's products, a property adjacent to the D.L. & W. railroad tracks was chosen for the construction of a new warehouse and a railroad spur was constructed along the east side of the building.

⁵ "Melvin Eaton, 75, Dies; Former State GOP Head," *Post Standard (Syracuse, NY)*, Aug. 2, 1966, p. 25.

⁶ Sanborn Fire Insurance Maps for Norwich, NY, Sanborn Map Company, New York, 18.

⁷ Sanborn, 1917.

United States Department of the Interior
National Park ServiceNorwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

Unguentine was so pivotal to the economic prosperity of NPC that when the warehouse was completed in 1916, its the virtues were emblazoned across the face of the building for all D. L. & W. passengers, as well as the local community, to see. The Norwich Pharmacal Warehouse was designed by Utica architect and engineer Charles Kiehm (1874-1934) in 1916. Kiehm was born in Oswego, New York, in 1874 but spent most of his youth in Syracuse, New York, where he graduated from high school. He then studied architecture in the office of Jacob Agne and G. Edward Cooper in Utica before going to the University of Pennsylvania to further his studies. He completed his studies in 1895 and took a job in the office of the New York State Engineer and Surveyor in Albany. In 1911 he designed New York State Barge Canal terminals for Buffalo, Rochester, Syracuse, and Utica, Albany, and Troy.⁸ Kiehm was known for his designs of industrial buildings and his work was known throughout New York and New England. He designed large paper mill projects in New Hampshire and Maine, the Rome Brass & Copper Company buildings in Rome, New York, numerous knitting mills in New York State, including the Norwich Knitting Mill, which is no longer extant, as well as this building for Norwich Pharmacal. Charles Kiehm was a member of the American Society of Civil Engineers and was, at one time, president of the Oneida County Chapter.⁹

The construction contract for the warehouse went to Brown & Lowe Company of Schenectady.¹⁰ The completed building offered three loading docks to facilitate shipping and receiving with the adjacent rail line. Additional loading docks on the rear of the building provided truck access. The company's name and signature product – Unguentine – were proudly painted across the façade.

It was shortly after the construction of this warehouse that the company made a decision to change its production and marketing strategy. At the time, the company's catalog listed over 4,000 products, ranging from pills and syrups to surgical dressings and instruments. In 1919, a decision was made to cut the number of products offered by the company and to aggressively merchandise and advertise a small number of pharmaceutical specialties. The product line was gradually cut to just 59 items. To initiate the new strategy, NPC appropriated \$47,000 for an advertising campaign to be launched in 1920. In the same year, Bismosal was renamed Pepto-Bismol to include the adult market and it, with Unguentine, was one of the first to be

⁸ "Canal Terminal" *Utica Herald Dispatch*, April 12, 1911, p.7. Some of the terminal walls survive but most of the buildings have been demolished; wood-frame buildings survive in Utica and Syracuse. The Albany terminal was dismantled and moved; the Buffalo terminal is now a marina and housing development, and the Troy terminal is used by a sand and gravel company. Duncan Hay, email to Kathleen LaFrank, August 29, 2018.

⁹ "Charles Kiehm Taken by Death", *Utica Daily Press*, April 9, 1934, p. 3.; "Canal Terminal" *Utica Herald Dispatch*, April 12, 1911, p.7; "Charles Kiehm made Plans For Several Rome Buildings" *Daily Sentinel (Rome, NY)*, April 9, 1934, p.9.

¹⁰ *The American Contractor: Construction News and Construction Record*, Volume 37 (1916), p. 46. F. W. Dodge Corporation, Chicago & New York.

 See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

aggressively advertised.¹¹ Today Pepto-Bismol is probably the company's most well-known product. Unguentine was also actively advertised to a new target market. No longer marketed as an antiseptic surgical dressing for use by the medical profession, the ointment was advertised to the general public for the treatment of cuts, burns and infections. In 1947, then-president Melvin Eaton described this change as a major turning point for Norwich Pharmacal.¹²

NPC continued to grow during the second quarter of the twentieth century. The company had long been a significant economic source for the citizens of Norwich. In the 1920s, the company's executives reminded the public of its commitment to Norwich by publishing "Our Creed" on the front page of the city directories: "We believe in the city we live in; in its citizens, its homes and its patriotism...and pledge ourselves to uphold every civic movement that will enhance its welfare." The company, which started in Norwich, was managed by local individuals. Although many companies suffered great losses during the Great Depression, NPC ended 1931 with a net profit of \$736,920 after depreciation, federal taxes, etc.¹³ The small-town company's success was due to its national achievements, including being listed in the New York Stock Exchange in 1939. The warehouse space soon proved inadequate to the needs of a thriving company. In 1932, H.K. Ferguson Company of Cleveland, OH, won the contract to build the warehouse's four-story addition.¹⁴ Though the name of the addition's architect has not been discovered, the differences in style and construction suggest that it was probably not designed by the original architect, Charles Kiehm, who died in 1934.

NPC was honored by the armed services with the Army-Navy E Award with four stars for its contributions to the war effort during World War II. The award was developed to recognize "Excellence in Production" of equipment used in the war. Companies earned stars for every six months of consistently excellent performance after the initial award was granted. Between 1942 and 1945, only about 5 percent of companies engaged in war-related manufacture received an E Award, with even fewer demonstrating consistent excellence by the accrual of stars. The significance of the honor was felt by every wartime employee of NPC, as each received an award pin to recognize the critical contributions of Norwich residents as well as corporate excellence. A 1943 trade journal advertisement celebrating the award stated, "They won the Army-Navy E – the hundreds of skilled men and women who are The Norwich Pharmacal Company."¹⁵ The award was particularly significant, as the

¹¹ Norwich Pharmacal Exhibit, Chenango County Historical Society Museum, Norwich, NY.

¹² "Has Stable Future Exchange Told," *Norwich Sun* (Norwich, NY), May 15, 1947, p. 5.

¹³ "Norwich Pharmacal Co. Shows Good Profit," *Brookfield NY Courier*, April 13, 1932, front page.

¹⁴ *Engineering New Record*, Volume 120 (1932) p. 56.

¹⁵ "To Norwich War-Time Workers for Excellence!" advertisement in *N.A.R.D. Journal* (1943).

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

products of NPC were not the weapons or military tools manufactured by most recipients but rather were critical medicines which helped save American lives.

Over the next several decades, NPC continued to develop and promote its well-known brands, such as Pepto-Bismol, Unguentine, and Chloraseptic, as well as a host of products whose names are less familiar today. In the 1960s, and especially after Melvin C. Eaton's death, there were major changes within the company. The company began to acquire smaller pharmaceutical companies and diversify its product line. By 1968, the company had eight foreign subsidiaries in Canada, Central and South America, and in Europe. In 1969, NPC merged with Morton International, Inc., manufacturers of salt products, seasonings and condiments; industrial and agricultural chemicals; and automotive and household maintenance products. The two companies were not competitors but complementary and planned to operate as separate enterprises, each with its existing management team. At the time of the merger, NPC had 1,499 employees in the Norwich area. After the merger the company was known as Morton-Norwich and its headquarters was established in Chicago.¹⁶ Although the company abandoned the unusual "Pharmacal" in its name when it merged with Morton International, the original name lives on in British law, in which a "Norwich Pharmacal order" (originating from a 1974 dispute) may be brought in tort cases.

In the fall of 1977, the company was rebranded as Norwich Eaton Pharmaceuticals, honoring the family that had been so instrumental in the development of the company. The company continued to be the major employer in Chenango County and, in 1981, the company's payroll was \$29 million.¹⁷ In 1982, the company was purchased by the giant Proctor & Gamble Company and, for the first time, the pharmaceutical company was no longer under local control. Production continued in Norwich for many years subsequent to the takeover and, by 1993, in the city of slightly more than 7,000 inhabitants, Proctor & Gamble employed 1,236 Norwich-area residents. In July of that year it was announced that Proctor & Gamble was planning to close 30 plants and cut 13,000 jobs world-wide. In September it was announced that 320 local positions would be cut and the offices that were still located in the Eaton Street complex would be closed. The North Norwich facility was not affected at that time, but it was only a matter of years before all of the company's holdings in Norwich were closed or sold. Proctor & Gamble was consolidating what had been jobs associated with Norwich Eaton Pharmaceutical in its facilities in Cincinnati, Ohio. In 2007 the last 160 employees of Proctor & Gamble in Chenango County were moved to Cincinnati or laid off. The warehouse was decommissioned during this transition and has remained empty ever

¹⁶ "Pharmacal, Morton Plan to Merge," *Evening Sun (Norwich, NY)*, Dec. 19, 1968, Front page.

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

since. All was not lost for the former pharmaceutical powerhouse of Norwich, as a descendent company, Norwich Pharma Services, still operates in the area. The community's pride in NPC is expressed in a special exhibit at the Chenango County Historical Society Museum, which features products, advertisement, and equipment from the company's earlier years.

ARCHITECTURAL SIGNIFICANCE

The building is a typical and intact example of a utilitarian poured-in-place reinforced concrete industrial building from the early twentieth century. The poured-in-place concrete design allowed for the rapid construction of large, multiple story, fireproof buildings. As is common in this type of construction, the building has a flat roof, concrete piers, hollow tile walls, and concrete floors and ceilings. Around the turn of the twentieth century, it became common practice to use windowless walls for cold storage facilities and other types of warehouses equipped with electric lighting.¹⁸ Although this building is not windowless, the windows were kept to a minimum and set high in the walls. During the first decade of the twentieth century, hollow tile appeared in wall construction. The tile was often covered with stucco or a veneer brick, but sometimes, as in this case, the tile was exposed to view. Hollow tile was an advantageous choice for a number of reasons. It was more heat and moisture proof than brick and, with its interior air space, it was a better insulator than brick or glass. It was also less expensive to install than brick because the larger unit size of the tile reduced labor costs during construction.¹⁹

On the interior, the flared mushroom columns support the concrete slab floors without the need for girders, decreasing the amount of concrete necessary in the construction while allowing for taller, open interior spaces. The mushroom columns create a rhythm throughout the open interior of the 1916 structure. The elevator at the front of the building facilitated the distribution of the cartons of Norwich pharmaceuticals to the upper levels for storage and back to the first floor loading docks that opened directly to the spur rail line that ran adjacent to the building. Rear loading dock doors provided truck access to the building from American Avenue on the west side of the building. At the time this warehouse was constructed, the main Norwich Pharmacal factory was located three blocks to the west on Piano Street. The warehouse building was constructed with a Grinnell Automatic Sprinkler system throughout, with sprinkler heads spaced at 8 foot by 10 foot intervals. The

¹⁷ "Norwich Eaton Pharmaceutical," *Press and Sun-Bulletin* (Binghamton, NY), Norwich edition, Mar.17, 1982, p. 14.

¹⁸ Betsy Hunter Bradley, *The Works* (New York: Oxford University Press, 1999), p. 163.

¹⁹ Bradley, p. 138.

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 8 Page 10

enclosed stair tower provided additional fire retardant properties to this fire-proof building, allowing for an A fire-proof rating by the Sanborn Fire Insurance Company.²⁰ The building is totally utilitarian and without ornamentation.

The 1932 addition is a good example of a utilitarian steel-frame industrial building. Typical of this type, the building was constructed with steel beams and girders riveted together to create a structural skeleton. This structure allows great flexibility in the treatment of the exterior wall, from traditional brick to walls of glass. Given the utilitarian nature of this building, the exterior walls are concrete block with a veneer of red brick that coordinates with the red tile of the earlier building. On the interior, the widely spaced columns provide large flexible open spaces suitable for a variety of uses. The loading docks are located on the American Avenue side of the building and are recessed into the interior of the building to accommodate trucks backing into the warehouse to load and unload merchandise. A new freight elevator was located in the northeast corner of the building adjacent to the 1916 building. The flow of merchandise between the old and new sections of the building was accommodated by two large openings on each floor. Each door was protected by a roll-up overhead fire door.

Used by only one occupant, Norwich Pharmacal Company and its descendants, the building retains an excellent level of integrity and its original functionality has been maintained over its life. In addition, the painted signage on the eastern elevation announced both the company's name and an advertisement for one of its most important products.

CONCLUSION

Norwich Pharmacal Company was an important driver of Norwich's economy over the course of the twentieth century and its products were internationally recognizable. The warehouse was in some ways the "face" of Norwich Pharmacal Company in the city of Norwich and was an important component of its production and distribution system. Visible to travelers along Main Street, its location and orientation facing the tracks also allowed visitors and railway workers to learn both the name of the company and one of its most significant products without having to leave the station. The building itself is an excellent example of an intact early twentieth century industrial warehouse.

²⁰ Sanborn Fire Insurance Map, Norwich, NY, Nov. 1917, plate 6.

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 9 Page 1

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See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 9 Page 2

Norwich Pharmacal Co. Shows Good Profit." *Brookfield NY Courier*, April 13, 1932.

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See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

Verbal Boundary Description

The boundary is indicated by a heavy line on the enclosed map with scale

Boundary Justification

The boundary encompasses the lot historically and currently associated with the warehouse

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number Add. Page 1



TO NORWICH WAR-TIME WORKERS
for Excellence!

THEY won the Army-Navy *E*—the hundreds of skilled men and women who are The Norwich Pharmacal Company.

THEY are the makers of Norwich products; *theirs* is the scientific knowledge, the production skill and the day-in-day-out achievement.

Norwich workers wear their *E* pins with pride, for by this token the world may know that they have enlisted in the war effort, and are doing their part diligently and well.

THE NORWICH PHARMACAL CO., NORWICH, NEW YORK
Pharmaceutical Preparations Since 1885

Magazine advertisement promoting the E Award

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number Add. Page 2

BURNING FINGER (1940)

Artist Unknown

Beginning in the mid-1930s, the Norwich Pharmacal Company shifted their advertising for Unguentine, to reinforce its use for soothing burns. Summer promotions emphasized that sunburn was a "real burn."

The "Burning Finger" image was used through the 1940s. It added a dramatic touch to advertising, often printed in red on a black and white page.

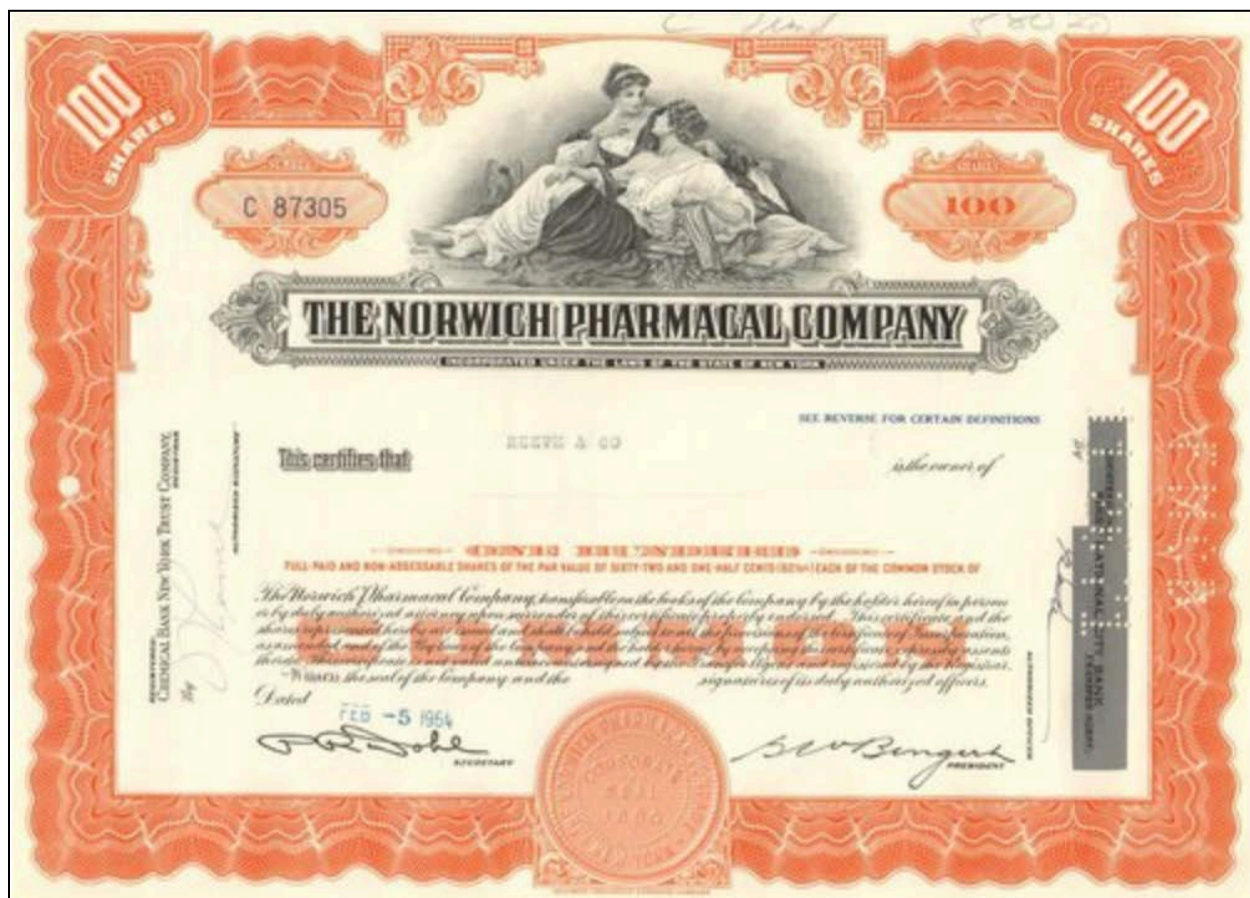


United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number Add. Page 3



1954 stock certificate

See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number Add. Page 4

Original art work for Unguentine



See continuation sheet

United States Department of the Interior
National Park Service

Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number photos Page 1

Photographer: Cynthia Carrington Carter
Renaissance Studio
219 Crawford Ave
Syracuse, NY 13224

Date: May 16, 2018

Tiff Files: CD-R of .tiff files on file at
National Park Service
Washington, D.C.

and

New York State Historic Preservation Office
Waterford, NY 12188

Photo List:

- 0001. east elevation
- 0002. east and north elevations of the original building
- 0003. rear (west) addition
- 0004. rear (west) and south elevations
- 0005. first floor, original building
- 0006. first floor, looking toward windows
- 0007. first floor, with opening to the addition on the left
- 0008. first floor, looking into addition
- 0009. looking toward interior loading docks
- 0010. looking back to main building from addition along window wall
- 0011. stair tower
- 0012. shadow of former loading dock door
- 0013. second floor, addition
- 0014. second floor, looking from addition into original building
- 0015. second floor, original building
- 0016. stair tower
- 0017. third floor
- 0018. third floor, addition

See continuation sheet

United States Department of the Interior
National Park Service

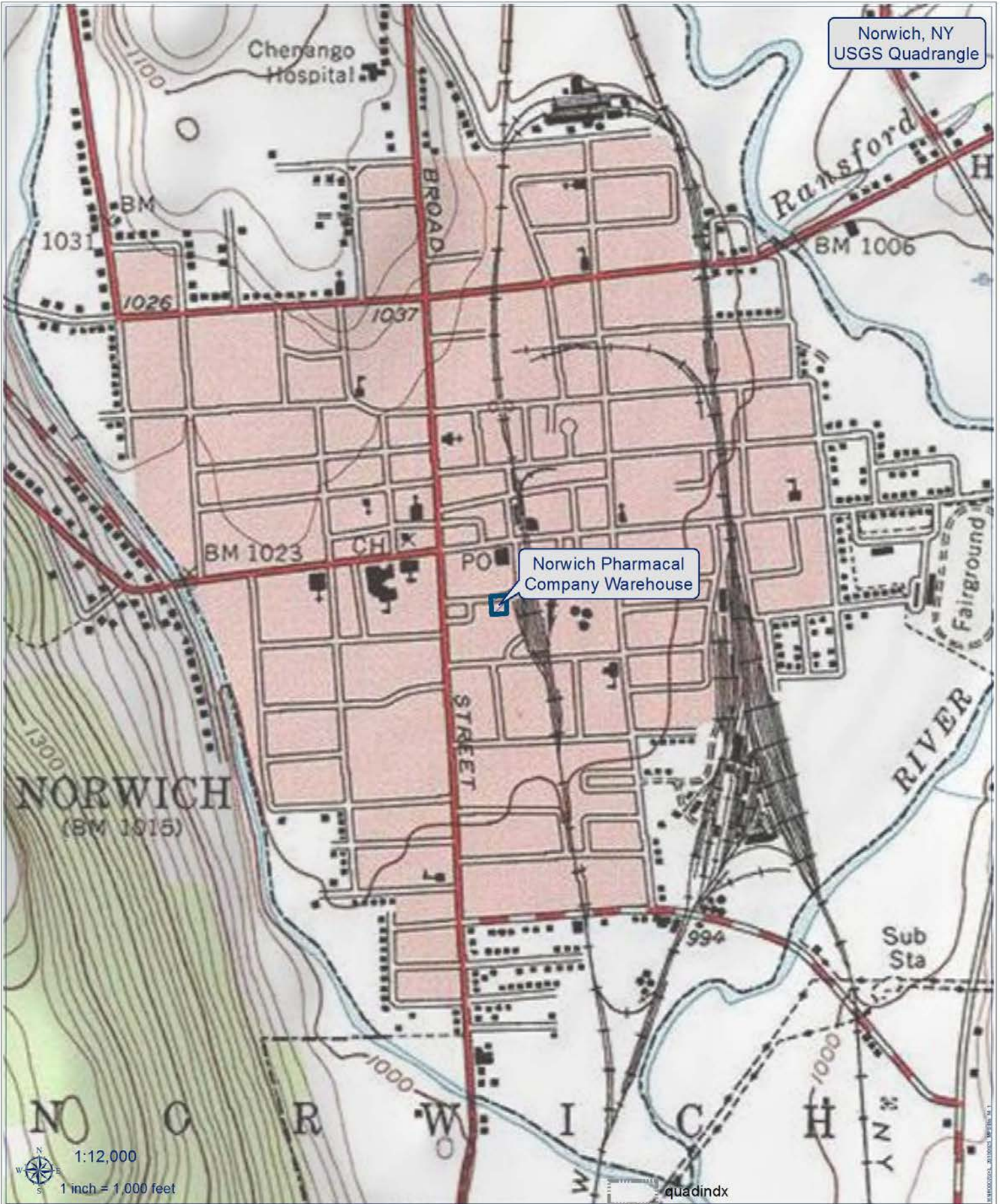
Norwich Pharmacal Company Warehouse
Chenango County, New York

National Register of Historic Places Continuation Sheet

Section number photos Page 2

- 0019. fourth floor, addition
- 0020. fourth floor
- 0021. view of roof
- 0022. original window in mechanical room
- 0023. elevator mechanism
- 0024. basement, original building
- 0025. boiler
- 0026. basement, addition

See continuation sheet

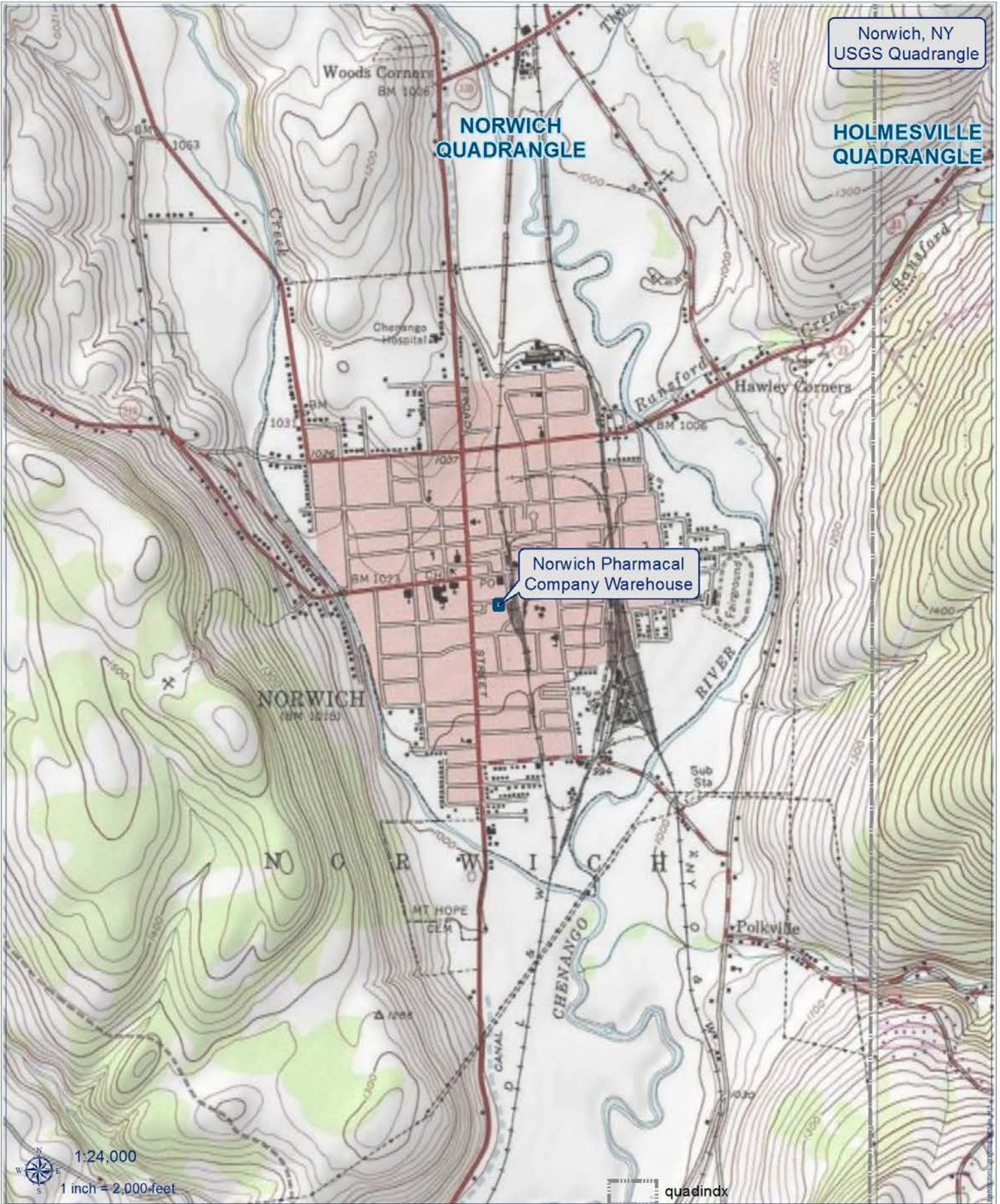


Coordinate System: NAD 1983 UTM Zone 18N
Projection: Transverse Mercator
Datum: North American 1983
Units: Meter



 Norwich
Pharmacal
Company
Warehouse

 NEW YORK
STATE OF
OPPORTUNITY
Parks, Recreation
and Historic Preservation
Division for Historic Preservation



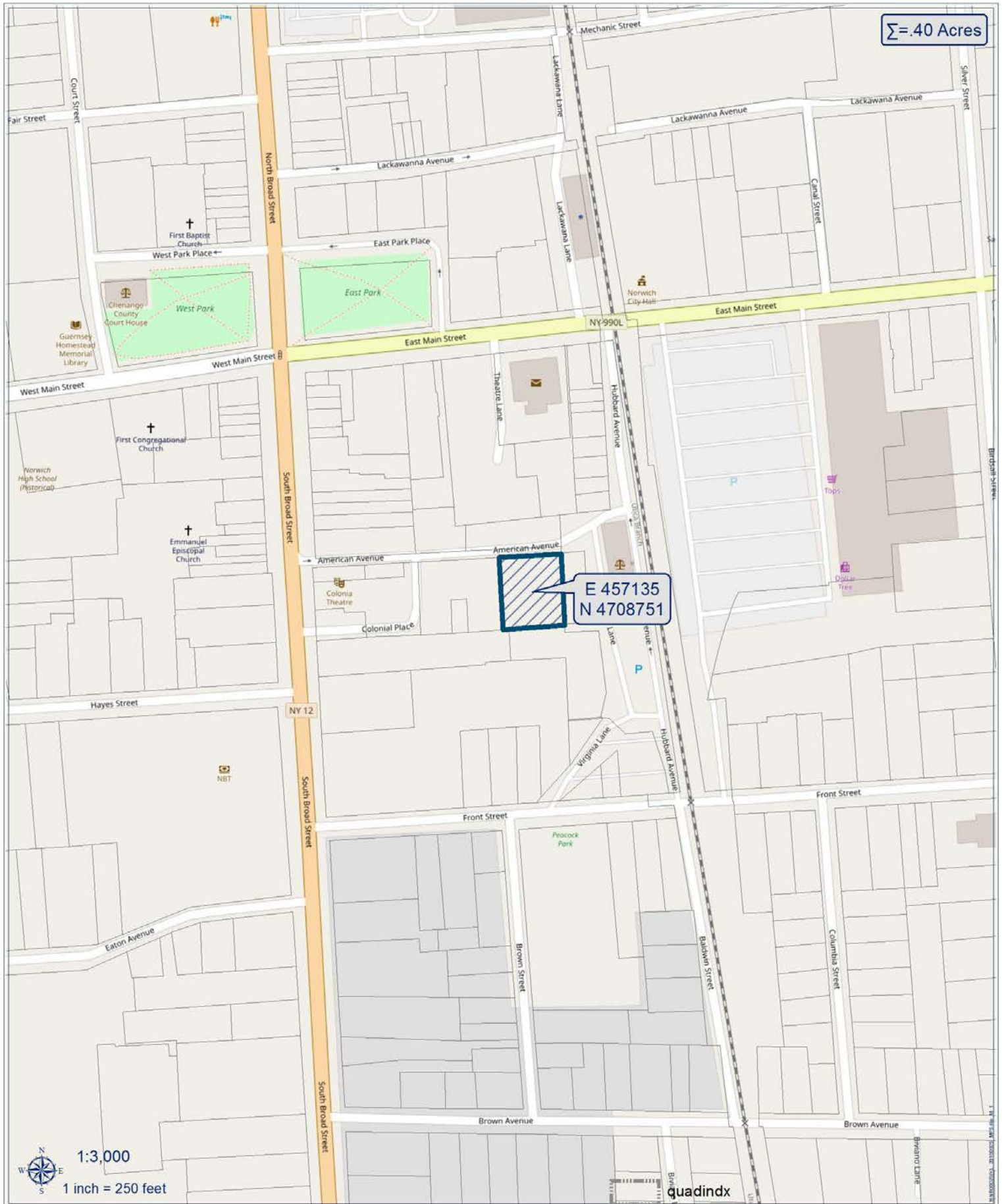
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Norwich
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Company
Warehouse

NEW YORK
STATE OF
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Parks, Recreation
and Historic Preservation
Division for Historic Preservation



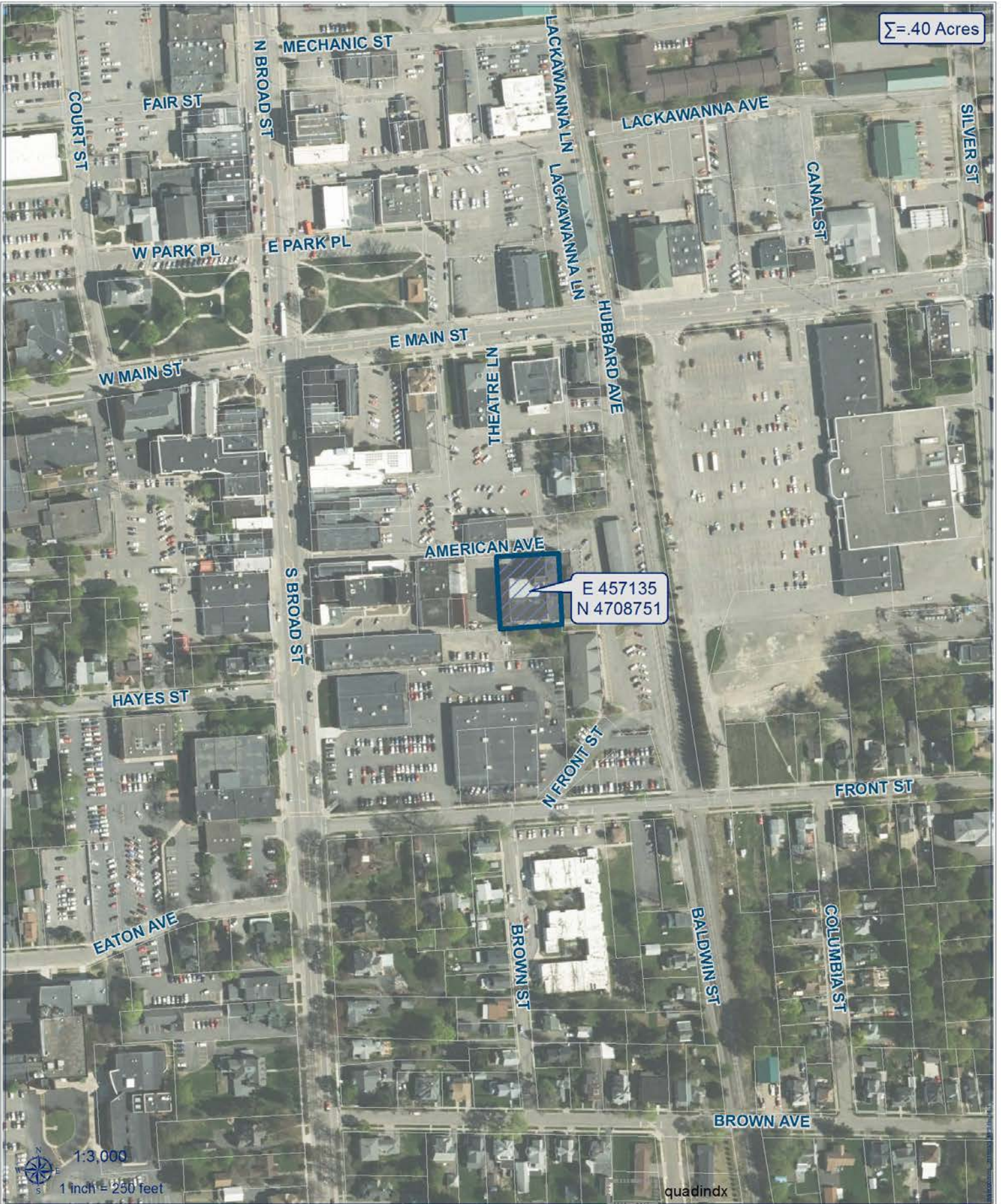
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Norwich
Pharmacal
Company
Warehouse



NEW YORK
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OFFICE OF
Parks, Recreation
and Historic Preservation
Division for Historic Preservation



Coordinate System: NAD 1983 UTM Zone 18N
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 Norwich
Pharmacal
Company
Warehouse

 NEW YORK
STATE OF
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Parks, Recreation
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Division for Historic Preservation



J. B. WILKINSON PHARMACEUTICAL COMPANY WAREHOUSE 201
Unguentine for Burns-Cuts - Sunburn Bruises etc.



WAREHOUSE

COMPANY

BRUIS

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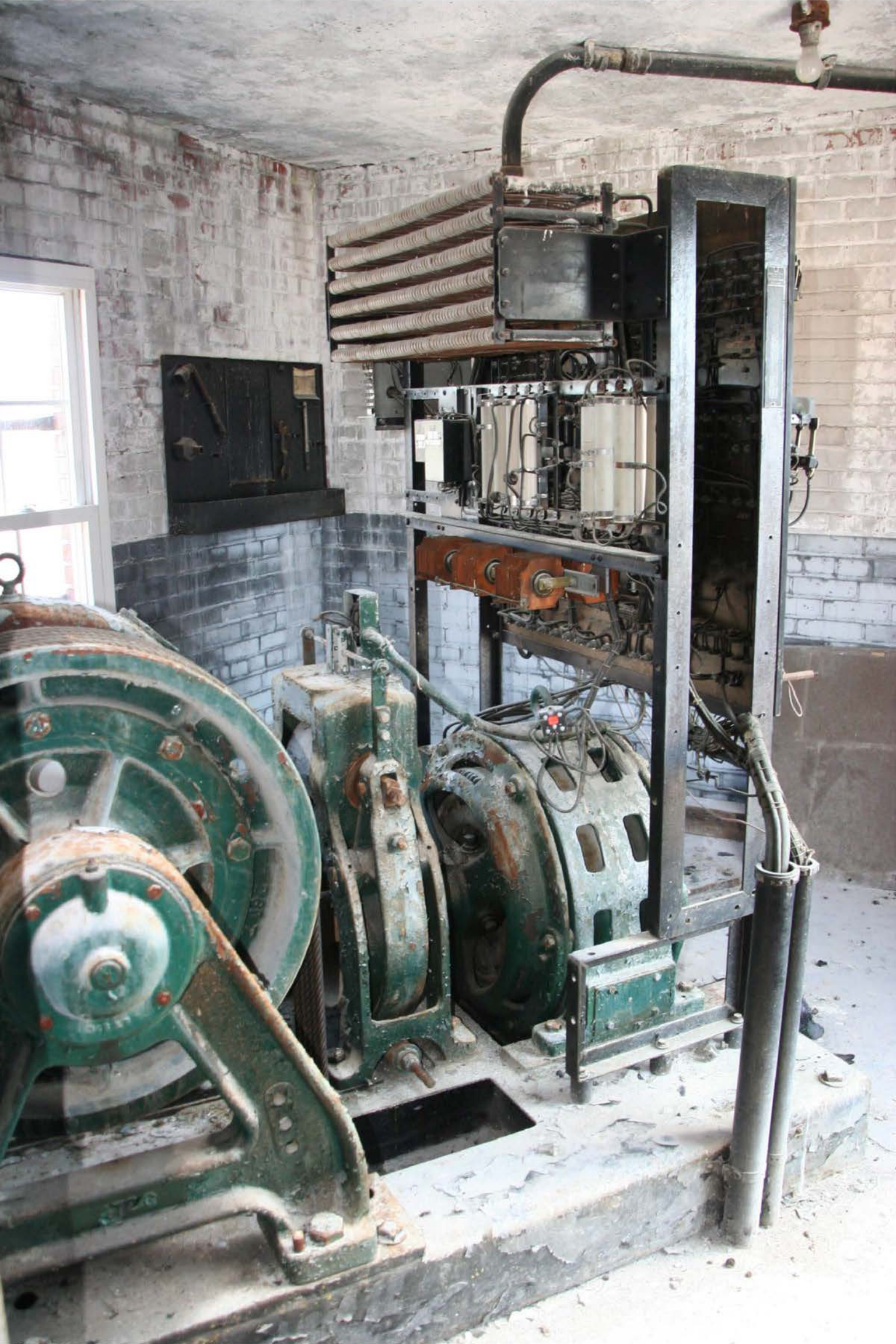
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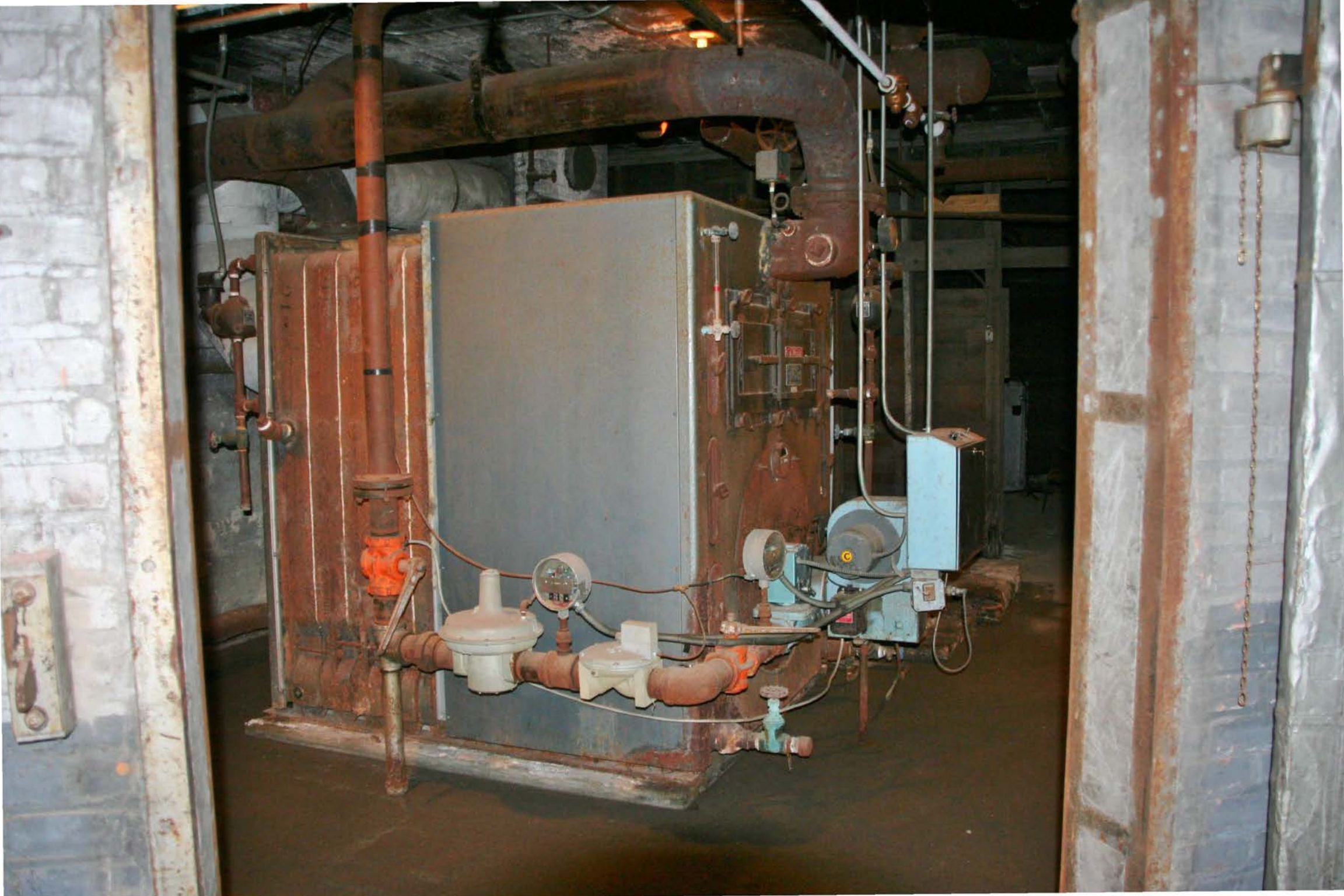






NOTICE
POSITELY
NO

NO
SMOKING





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 10/2/2018 Date of Pending List: 10/25/2018 Date of 16th Day: 11/9/2018 Date of 45th Day: 11/16/2018 Date of Weekly List: 11/26/2018

Reference number:

Nominator:

Reason For Review:

Accept Return Reject 11/16/2018 Date

Abstract/Summary
Comments:

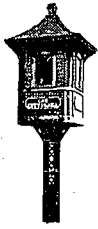
Recommendation/
Criteria

Reviewer Alexis Abernathy Discipline Historian

Telephone (202)354-2236 Date _____

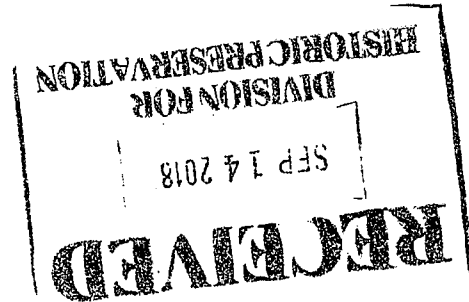
DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



City of Norwich
One City Plaza
Norwich, NY 13815

Office of the Mayor
607-334-1201



September 5, 2018

Kathleen LaFrank
Division for Historic Preservation
Peebles Island State Park
P.O. Box 189
Waterford, NY 12188

Re: Historic Preservation Nomination of 20 American Avenue

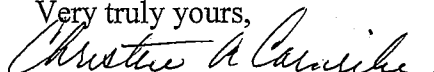
Dear Ms. LaFrank:

I am happy to write in support of the nomination of 20 American Avenue, Norwich, New York to be considered by the New York State Board for Historic Preservation for placement on the National and State Registers of Historic Places. The building served as a bustling warehouse for the Norwich Pharmaceutical Company located in the heart of the City of Norwich.

"The Pharmacy", as we locals call the company, was an integral part of the City for a number of years creating products such as Pepto Bismol, Norwich Aspirin and Unguentine. The warehouse at 20 American Avenue, to this day, is continuously referred to as "The Unguentine Building" due to the historic advertising remaining on the building.

This warehouse has been vacant for many years. It is the City's hope that by being chosen to be placed on the Historic Registers, this building will get the boost it needs in order to once again become a vibrant part of our downtown area while preserving the history the building represents.

Very truly yours,


Christine A. Carnrike
Mayor



FIELD SERVICES BUREAU • DIVISION FOR HISTORIC PRESERVATION
STATE AND NATIONAL REGISTERS OF HISTORIC PLACES PROGRAM

STATEMENT OF OWNER SUPPORT

Before an individual nomination proposal will be reviewed or nominated, the owner(s) of record must sign and date the following statement:

I, Garth E. Coviello, am the owner of the property at
(print or type owner name)

20 American Avenue, Norwich, NY 13815
(street number and name, city, village or town, state of nominated property)

I support its consideration and inclusion in the State and National Registers of Historic Places.

Garth E. Coviello 9/12/2018
(signature and date)

Mailing Address:

116 Ruskin Ave
Syracuse, NY 13207

Revised 5/08





**Parks, Recreation
and Historic Preservation**

ANDREW M. CUOMO
Governor

ROSE HARVEY
Commissioner



27 September 2018

Alexis Abernathy
National Park Service
National Register of Historic Places

Mail Stop 7228

1849 C Street NW
Washington DC 20240

Re: National Register Nominations

Dear Ms. Abernathy:

I am pleased to submit the following eight nominations, all on disc, to be considered for listing by the Keeper of the National Register:

Norwich Pharmacal Company Warehouse, Chenango County
Christ Church, Nassau County
First Reformed Church of College Point, Queens County
First African Methodist Episcopal Church: Bethel, New York County
North Park Branch Library, Erie County
Methodist Episcopal Church of Jacksonville, Tompkins County
Chandler Street Industrial Buildings, Erie County
Abingdon and New Abingdon Apartments, Jefferson County

Please feel free to call me at 518.268.2165 if you have any questions.

Sincerely:

Kathleen LaFrank
National Register Coordinator
New York State Historic Preservation Office