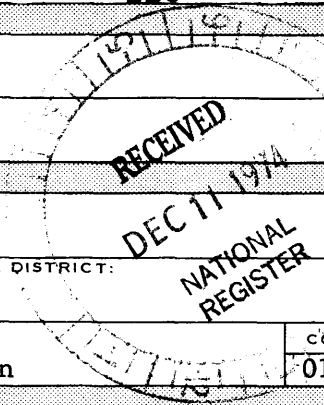


**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM**

(Type all entries - complete applicable sections)

STATE: Minnesota
COUNTY: Brown
FOR NPS USE ONLY
ENTRY DATE DEC 27 1974



1. NAME

COMMON:
August Schell Brewing Company

AND/OR HISTORIC:
August Schell Brewing Company

2. LOCATION

STREET AND NUMBER:
20th Street South

CITY OR TOWN:
New Ulm

CONGRESSIONAL DISTRICT:
2nd

STATE:
Minnesota

CODE:
22

COUNTY:
Brown

CODE:
015

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input checked="" type="checkbox"/> District <input type="checkbox"/> Site <input type="checkbox"/> Building <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress	Yes: <input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input checked="" type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input checked="" type="checkbox"/> Park <input checked="" type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify) _____ _____ _____

4. OWNER OF PROPERTY

OWNER'S NAME:
August Schell Brewing Company (Warren Marti, President)

STREET AND NUMBER:

CITY OR TOWN:
New Ulm

STATE:
Minnesota

CODE:
22

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Brown County Courthouse - Registry of Deeds

STREET AND NUMBER:
State and Center Streets

CITY OR TOWN:
New Ulm

STATE:
Minnesota

CODE:
22

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
Statewide Historic Sites Survey

DATE OF SURVEY:
1972, 1974 Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:
Minnesota Historical Society

STREET AND NUMBER:
Building 25, Fort Snelling

CITY OR TOWN:
St. Paul

STATE:
Minnesota

CODE:
22

SEE INSTRUCTIONS

STATE: Minnesota
COUNTY: Brown
ENTRY NUMBER
DATE DEC 27 1974
FOR NPS USE ONLY

7. DESCRIPTION

CONDITION	(Check One)					
	<input checked="" type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The August Schell Brewing Company complex is in actuality comprised of five parts: The August Schell House and Garden/Park, the original House and Brewery, the Brew House, the Barrel House and Cellars, and the modern Bottling House. It is reached by a two mile drive from downtown New Ulm to the end of South Franklin Street. The buildings are situated on a sloping hillside on the bank of the Big Cottonwood River east of New Ulm. The entire setting is wooded and removed from any industrial area giving the whole secluded, estate-like appearance.

The August Schell House was constructed in 1880. It is elevated on a promontory a distance of about one-hundred yards from the brewery and is approached by a gravel path through extensive formal gardens. The house is constructed of local red brick with cut and dressed limestone quoins, sills, lintels and banding. In plan the building comprises a large mass with rear kitchen dependency forming an "L". It is two storeys in height with full walkout basement and finished attic under dormered mansard roof. Ornamental stonework is the medium conveying a "German Medieval" flavor in the buildings appearance. This may be noted in the drop-like pendants incorporated within the banding and in the stepped-gable effect of the central pavilions. In addition, squat truncated tounells mark the ends of the gables; and round stone window casements are set into the attic storey. A wooden porch highlights the south facade and is accessible through the dining room and kitchen. It is gothic in design, evidenced by quatrefoils set in the spandrels and repeated pointed arches.

The interior remains in virtually original condition, only changes being modernization of utilities. Upon entering the large double exterior doors with stained glass transom bearing the Schell name an elaborate walnut staircase with turned newell and balusters leads to second floor chambers. To the left a large arch opens into the parlor. Through this room, access is gained to the sitting room, library, and dining room. A door through the dining room connects the main section of the building to the kitchen wing.

The August Schell House is in an excellent state of preservation and is occupied by the Warren Marti family, decendents of the Schell family. The gardens receive expert care and are planted with much the same species as in August Schell's time.

The Original House and Brewery is located on the west end of the present brewery complex and at the east end of the path through the garden to the Schell House. This building served as both brewery and residence for August Schell and his family in 1860 when the brewery was founded. This use continued until construction of the large house. It is a simple red brick gabled structure of vernacular style. Today this building remains in use as the office for the brewery. A modern brick tap room addition links it with the Barrel House and Cellars to the east.

The Brew House constructed during the 1880's is the largest building in the brewery complex. It is situated on a hillside directly behind (north) of the Original House and Brewery. It is also constructed of red

SEE INSTRUCTIONS

8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input checked="" type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input checked="" type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known)

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input checked="" type="checkbox"/> Industry		_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Science	_____
<input checked="" type="checkbox"/> Architecture	<input checked="" type="checkbox"/> Landscape Architecture	<input type="checkbox"/> Sculpture	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Social/Humanitarian	_____
<input checked="" type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Theater	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Conservation			_____

STATEMENT OF SIGNIFICANCE

Built just six years after the founding of New Ulm in 1854, and one year before the Civil War, the August Schell Brewing Company is the lone survivor of the seven breweries which have operated in New Ulm.

Founder of the brewery which still bears his name, August Schell came to Minnesota in 1856 as a member of the Turner Colonization Society. He was born in Durnbach, Germany, 15 February 1828. In 1848 he came to America and settled in Cincinnati, Ohio, where he followed the trade of machinist in the Cincinnati Locomotive works until moving on to New Ulm.

In New Ulm he became interested in the former Cincinnati Mill, later known as the Globe Mill. When that establishment was destroyed by fire, Schell and his partner, Jacob Bernhardt, decided to start a brewery along the picturesque banks of the Cottonwood River east of New Ulm. The brewery opened in 1860.

The first Schell's beer was produced in 1860 in the modest, but extremely efficient, combination brewery and home. A total of 200 barrels was brewed the first year. Newly dug wells on the property furnished the necessary water. However, the little brewery was not to progress uneventfully. During the Sioux Uprising of 1862, August Schell and his family were forced to seek safety in New Ulm, two miles away, and later in Saint Peter.

When Chief Little Crow of the Sioux instigated another attack, the small pioneering community of New Ulm suffered several weeks of pillage, along with loss of human lives. During the brewery's early years, the Schell family always had welcomed any curious Indians who came to look at their property. They were quick to offer their visitors food and German hospitality. Following the Sioux Uprising, Schell returned with his family to the brewery, anticipating to find it in smouldering ruins. Instead, they discovered both the house and brewery intact and relatively undisturbed even though it was evident the Indians had been there.

After purchasing his partner's interest a few years later, Schell continued as head of the brewery until he became an invalid in 1877. In the meantime his sons Adolph and Otto had worked side by side with their father and the operation of the brewery passed to them. Otto Schell had learned his brewing techniques at New Ulm from his father and had studied with brewmasters in Chicago. In addition, he went to Europe to study the art under the brewmasters of the long established European breweries.

SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Kennedy, Roger, Minnesota Houses
St. Paul Dispatch, 3 October 1974
New Ulm Daily Journal, 12 September 1974
 Interview with Frank Niemann, great grandson of August Schell
 Schell papers, Brown County Historical Society

10. GEOGRAPHICAL DATA

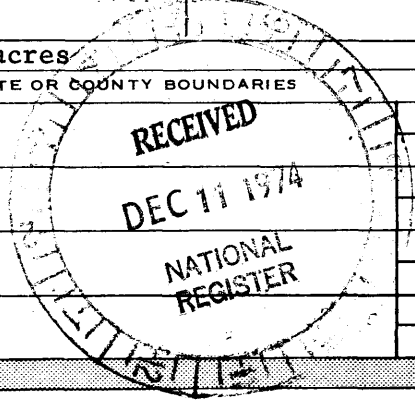
LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			OR	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	0 0 0	0 0 0		44 17 21	94 27 02	
NE	0 0 0	0 0 0				
SE	0 0 0	0 0 0				
SW	0 0 0	0 0 0				

15/384270
 4904780
 CD

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: **approx. 8 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



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
Charles W. Nelson - Historic Sites Survey and Planning

ORGANIZATION: **Minnesota Historical Society** DATE: **1 November 1974**

STREET AND NUMBER:
Building 25, Fort Snelling

CITY OR TOWN: **St. Paul** STATE: **Minnesota** CODE: **22**

12. STATE LIAISON OFFICER CERTIFICATION **NATIONAL REGISTER VERIFICATION**

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: Russell W. Fridley
 Russell W. Fridley, Director

Title: Minnesota Historical Society

Date: December 7, 1974

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

[Signature]
 Director, Office of Archeology and Historic Preservation

Date: 12/27/74

ATTEST:

[Signature]
 Keeper of the National Register

Date: DEC 26 1974

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
Minnesota	
COUNTY	
Brown	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	DEC 27 1974

(Number all entries)

7. Description

brick and is four high storeys in height. The cooker is located on the third level with machinery and boilers below and in the wing to the east. Of interest is the Linde Ice Machine Ammonia Compressor for the refrigeration system located on the ground level. It was manufactured by the Fred W. Wolf Company of Chicago and patented 1884. It continues in excellent working order.

Immediately to the south of the Brew House are the Barrel House and Cellars. This building dates earlier than the Brew House and originally served as Barrel House/Bottling House. It is four storeys in height and is constructed of red brick. It is extremely simple in design, the dominant feature being a corbelled brick parapet. Additions have been made to both east and west facades in order to accommodate increased demands for production and storage space.

The final element in the complex is the Bottling House, constructed in 1952. It is abutted to the west wall of the Brew House and is of no historical significance. It was also constructed to meet increased production space demand.

In total the August Schell Brewing Company complex represents 114 years of continuous occupation and development in a single location. All buildings and areas are in an excellent state of maintenance and preservation and future plans of the management indicate that this concern will continue. Physically, no building has been demolished or altered in a major way as to obscure architectural features; and the inter-relationship of all elements present an easily discernable story of the brewing industry.

8. Significance

Unable to engage actively in the affairs of the brewery, August Schell turned his attention to care and development of beautiful gardens on the brewery grounds. He saw one of his fondest dreams materialize when his new home was built in 1880 surrounded by the many flowers, trees, vineyards, and animals which he loved.

August Schell died in 1891 and Otto Schell became manager of the brewery. He continued in that capacity until his death in 1911 when he was succeeded by his brother-in-law, George Marti who had married August Schell's daughter, Emma. Administration of the brewery has continued in the Marti/Schell family to the present date, making it the oldest brewery in Minnesota under single family management.

