

PHO 367869

DATA SHEET

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

FOR NPS USE ONLY	
RECEIVED	MAY 19 1977
DATE ENTERED	MAR 30 1978

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



SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC

The Southwestern Brewery and Ice Company

AND/OR COMMON

LOCATION

STREET & NUMBER

601 Commercial, N.E.

NOT FOR PUBLICATION

CITY, TOWN

Albuquerque

VICINITY OF

CONGRESSIONAL DISTRICT
#1

STATE

New Mexico

CODE
35

COUNTY

Bernalillo

CODE
001

CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

PUBLIC ACQUISITION

ACCESSIBLE

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

OWNER OF PROPERTY

NAME

Southeastern Public Service Co.

STREET & NUMBER

601 Commercial, N.E.

CITY, TOWN

Albuquerque

VICINITY OF

STATE

New Mexico

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,
REGISTRY OF DEEDS, ETC.

Bernalillo County Clerk's Office

STREET & NUMBER

CITY, TOWN

Albuquerque

STATE

New Mexico

6 REPRESENTATION IN EXISTING SURVEYS

TITLE

State Register of Cultural Properties

DATE

July 25, 1975

FEDERAL STATE COUNTY LOCAL

DEPOSITORY FOR
SURVEY RECORDS

New Mexico State Planning Office, 505 Don Gaspar

CITY, TOWN

Santa Fe

STATE

New Mexico, 87503

7 DESCRIPTION

CONDITION

EXCELLENT DETERIORATED
 GOOD RUINS
 FAIR UNEXPOSED

CHECK ONE

UNALTERED
 ALTERED

CHECK ONE

ORIGINAL SITE
 MOVED DATE _____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

Situated in a cluster of red brick buildings adjoining the Santa Fe railroad tracks in Albuquerque, New Mexico the Southwestern Brewery and Ice Co. has been doing business at the same location for almost a century. Its headquarters at 601 Commercial, N.E. is part of a light industrial neighborhood composed of bottling works, beverage distributors and similar businesses, five blocks north of Central Avenue, Albuquerque's most important downtown business street. In 1883, when the town's first brewery was built just north of the present site, the area was predominantly agricultural, far from the excitement of Railroad Avenue as Central was then known. The present complex of buildings, dominated by the five-story stock house which rises high above the surrounding structures, was erected between 1897 and 1905 to replace the original Southwestern Brewery and Ice Co. headquarters put up about 1887. Two one-story wings extend from the stock house to the south along the railroad tracks and to the east towards the street and parking lot. A one-story office building of recent construction adjoins the older structures on the south to complete the complex.

Little is known of the buildings which housed Albuquerque's first brewer a business known at various times as the Southwestern Brewery, the Albuquerque Brewery and Lail's Brewery. The structure was made of adobe, but it is not clear whether the building was erected specifically to house this business. A disastrous fire in June, 1887 effectively destroyed this enterprise but a new brewery was functioning six months after the fire at the present location, just south of the original site. By 1891 the facilities included a four-room frame structure which contained the ice machine, ice storage, the malt mill and the brew house with its mash kettle and tubs. Adjoining this building on the west was an adobe known as "the cellar" for storing and aging the beer and still further west was the racking house, also of frame construction. South of the brew house in a separate adobe was the bottling works; east of that structure stood a small office. A sheet iron malt house stood between the racking house and the railroad track. At this time the coal-fired boilers stood outside unprotected from the elements.

After a decade of substantial profits the company began a major program of capital improvements in 1897 which continued for seven or eight years, when all the remaining original frame and adobe buildings were replaced by the brick structures now in situ. That portion of the brewery known as the brew house had been superseded in 1892 by a new brick section which continued to be part of the original building. By 1898 a 50'x50' two-story bottling works had been erected near the site of its adobe predecessor, a one-story boiler house was built next to the railroad tracks and a new 30'x25' stable was put up near the east boundary of the property. All the new structures were flat-roofed except the stable, which was cross gabled.

Also begun in 1898 and completed the following year was the 75'x50' five story brick stock house said to be the tallest building in New Mexico at one time. Its upper story is an attic which covers the full width of the building, east to west, but only extends 25' north from the south facade, approximately one-third the dimension of the lower floors. A parapet rises

(See Continuation Sheet Page 1)

8 SIGNIFICANCE

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

SPECIFIC DATES

BUILDER/ARCHITECT

STATEMENT OF SIGNIFICANCE

One of the first industries established in Albuquerque, New Mexico, the Southwestern Brewery and Ice Co. exemplifies the expansion of manufacturing which took place after the arrival of the railroad in Albuquerque on April 2, 1880. The limitations previously imposed by wagon trains as the only means of transportation had restricted both the importation of necessary machinery and supplies and the shipment of all kinds of bulky or perishable goods. Furthermore, the region's population growth, characterized by large numbers of thirsty laborers who sought recreation in the ubiquitous saloons made a brewery appear to be a promising business opportunity. When the railroad came to Albuquerque a new community sprang up along Railroad Avenue (now Central Avenue) which ran from the Atchison, Topeka and Santa Fe tracks a mile and a half west to the original plaza which had been the center of settlement during the Spanish, Mexican and early Territorial periods of New Mexico history. Appropriately called "New Town" and predominantly Anglo in character, it soon became the site of the town's greatest business activity.

Albuquerque's first brewery was opened in September, 1883 by a partnership headed by Joseph DeMars who with his brother-in-law Isidore Mercier had previously been operating a soda water manufacturing business known as The Albuquerque Bottling Co. which produced sarsaparilla, ginger ale and similar carbonated beverages. The new concern set up headquarters one-half mile north of the business district in New Town just east of the railroad tracks on land provided by Ferdinando Selva, an Italian-born stone cutter and saloon owner. A news story published in the Albuquerque Morning Journal September 28, 1883 announced that the initial capacity would be fifty kegs of beer a day and that plans had been made for a large ice plant whose production would be used both in the brewery and for outside sales. Oswald A. Petrie was to be brewmaster with Clement Stockbridge as his assistant. Although DeMars and his associates had high hopes for their new venture it was soon evident that they were faced with serious problems of undercapitalization and lack of technical expertise.

Early the following year Petrie was replaced as brewmaster by John Koenig a German immigrant who had learned the beer business while employed by the Anheuser-Busch Co. in St. Louis and had recently come to Albuquerque by way of El Paso. Unfortunately, Koenig soon showed himself to be possessed of a nasty disposition when under the influence of strong drink and on July 1, 1884 was shot and killed during an angry confrontation at the brewery over its ownership. Charges were filed against DeMars and Selva for murder and, although these were eventually dismissed, both men were required to post

(See Continuation Sheet Page 2)

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Territorial Archives of New Mexico, State Records Center and Archives,
 Santa Fe, New Mexico.
 1880 Census.
 Bernalillo County Records, State Records Center and Archives
 Deed Record Books Z, 1, 4, 7, 8, 22, 23.
 Mortgage Deed Record Books 1 and 3.
 (See Continuation Sheet Page 4)

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY approximately 2 acres

UTM REFERENCES

A

1	3	3	5	0	0	5	0	3	8	8	3	9	3	0
ZONE			EASTING				NORTHING							

B

ZONE			EASTING				NORTHING						

VERBAL BOUNDARY DESCRIPTION

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

STATE	CODE	COUNTY	CODE

11 FORM PREPARED BY

NAME / TITLE

John Baxter, Archivist

ORGANIZATION

State Records Center and Archives

DATE

May 5, 1977

STREET & NUMBER

404 Montezuma

TELEPHONE

827-2321

CITY OR TOWN

Santa Fe

STATE

New Mexico

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

As the designated State Historic Preservation 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.

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Thomas W. Nelson

TITLE

State Historic Preservation Officer

DATE

5-11-77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

W. Smith

DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

DATE *3-31-78*
 KEPTER OF THE NATIONAL REGISTER

ATTEST:

Walter D. Cole

DATE

3-26-78

KEEPER OF THE NATIONAL REGISTER

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above the south facade which is enscribed "S. W. Brewery & Ice Co. 1899" and is surmounted by a tall flagpole with an eagle at its top. The corners of the attic and the parapet have been extended upward and are capped by sheet metal finials. The top floor has louvered windows with segmental arched surrounds under a brick frieze which embellishes the roof line. A wide black band has been painted on the building's west wall on which bold white lettering proclaims that this is the "Home of Glorieta Beer," a brand name used by the brewery circa 1909. Access to the upper stories is provided by an interesting cast iron circular staircase and by an electric powered elevator with a cage enclosed by wooden slats.

About 1902, additional one-story brick buildings were erected on each side of the boiler house to accommodate the engine room and ice house which gave the plant a solid front along the railroad tracks, except for a 25' gap between the stock house and engine house which has been enclosed by a brick partition in recent years. At the same time new freezing tanks for the ice plant were constructed east of the ice house and south of the bottling works joining these older sections together. Later improvements included large storage areas for ice and bottles east of the new freezing tanks and the replacement of the last remaining portions of the original building east of the stock house then used for keg washing and cooling rooms. A carriage house and wagon shed were put up on each side of the stable.

Following the completion of the building program in the first decade of this century, few alterations have been made to the plant of the South-western Brewery and Ice Co. During the difficult transition period which began with World War I and continued through the Prohibition era some modifications were made to those structures devoted to manufacturing and storing beer. The interior of the stock house which originally contained vaults and casks for cooling and aging beer was refurbished for use as a cold storage facility. The third floor which once topped the brew house and beer cooling area was removed and this portion of the building which joins the stock house on the east was also converted to cold storage purposes. The cross-gabled roof was removed from the stable and that structure became the site of the company's distilled water division. Despite numerous changes of management, ownership and products, the old factory continues as a functioning business and an historical and architectural reminder of Albuquerque's early years.

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substantial bonds which compounded their growing financial problems, particularly for DeMars who was having difficulty paying for the supplies which he and Mercier needed in their various business enterprises. Only a week prior to the shooting DeMars, his wife Odille and Mercier had mortgaged all their property including the bottling works, the brewery equipment, fixtures in two Albuquerque saloons, two wagons and a buggy, even the family piano for \$13,430.13.

The mortgagee was a self-styled speculator named George Lail, a contractor from Missouri who had come west to build grades on the Atlantic and Pacific railroad through Arizona. Six months later Lail, who was later elected mayor of Albuquerque in 1886, bought from Selva the land and holdings which housed the brewery for \$2,440 and, thus, became effective owner of the business although DeMars continued to act as manager. The new arrangement was unable to solve the brewery's fundamental problems, however, and both Lail and DeMars were forced to seek new financing. Early in 1886 a new mortgage for all their holdings was given to Albuquerque barber Louis A. Tessier for a mere \$3,400. One year later the brewery was leased to M. M. Tompkins, a San Francisco investor, but these efforts to provide financial stability were of no avail because the brewery was destroyed by fire June 29, 1887 despite the heroic efforts of a volunteer bucket brigade. This disaster led Tessier to initiate foreclosure proceedings and the company's remaining assets were auctioned off in a sheriff's sale January 5, 1888. Nevertheless, a new brewery and ice corporation was to arise almost literally from the ashes of the old.

A few months prior to the fire, the original company had purchased an ammonia absorption ice manufacturing machine from the Reading Iron Works of Reading, Pa. Known in the trade as the "Rankin machine" because of certain patents used in its construction owned by Thomas L. Rankin, it had been sold to the Albuquerque firm by William A. Rankin, Thomas' brother, then a resident of Lawrence, Kansas and salesman for Reading Iron Works, a company which was itself on the verge of bankruptcy. When this corporation failed Thomas L. Rankin agreed to accept the commercial paper outstanding on the machine installed in Albuquerque as part payment for patent royalties and other obligations due him. Aware of the Albuquerque brewery's precarious financial situation W. A. Rankin began making plans to establish a rival brewery and ice company to protect his brother's interests, even before the fire which actually simplified the situation for him. He purchased a tract of land just south of the original brewery lot from the ever-obliging Selva and formed a new partnership with Odille DeMars, Joseph's wife, to conduct a brewing business. His son, Don J. Rankin, also a former employee of the Reading Iron Works, moved to Albuquerque and took charge of the ice machine.

By December, 1887 Rankin and DeMars were advertising themselves in the local press as the purveyors of Pearl Beer. At the bankruptcy sale of the original brewery, Rankin purchased much of the equipment of the older

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company. Documentation of this period is incomplete but it is evident that the enigmatic Rankin and DeMars partnership was short lived, probably because of chronic money problems. On April 16, 1888 the Southwestern Brewery and Ice Co. was incorporated by W. A., T. L. and Don J. Rankin plus two Albuquerque citizens who were needed to fulfill residency requirements under New Mexico law. One year later the corporation made a great stride towards solving the management problem by persuading Jacob Loeb, a brewmaster with long experience in the Cherokee Brewery in St. Louis, to come to Albuquerque and assume direction of the company. The following year Loeb was joined by his brother Henry, also a Cherokee alumnus, who assisted in manufacturing the beer. Don J. Rankin acted in capacity of "outside man" supervising construction and maintenance of improvements, overseeing the ice machine, collecting receivable accounts and soliciting new business.

Gradually this management team was able to move the brewery out of the red and into a profit making situation. During the next ten years its trade area was extended into the coal mining camps of Gallup and Madrid and across Arizona to the growing towns of Winslow, Ash Fork and Kingman. Within Albuquerque the firm was servicing up to thirty-two saloons and providing financial assistance to some of their owners in the form of loans to purchase licenses or new equipment and advances to handle check cashing on pay days. Although the ice machine had a capacity beyond the needs of the brewery its production was not particularly profitable because the ice was sold to the saloons very near cost to hold their beer trade. Furthermore, the railroad business was monopolized by the Agua Pura Co. of Las Vegas, N. M. who cut and stored natural ice and were able to sell their product at about one half the price needed for machine-made ice. Through persistent efforts Don Rankin was able to secure favorable freight rates for mixed carloads of ice and beer for small customers in nearby towns and to get a tariff schedule competitive with that used by eastern brewers who were reshipping their product out of Albuquerque warehouses and bottling works after 1892.

In the late 1890's, following a decade of substantial dividends, Jacob and Henry Loeb who held the majority of the outstanding shares besides being president and secretary-treasurer of the company respectively, began a program of extensive capital improvements which the minority stockholders found distasteful. By this time T. L. Rankin's shares had been purchased by his nephew Harry L. Rankin, W. A.'s son. In addition a small number of shares had been issued to Fred Rankin, a third son of W. A., who sold them to one H. L. Lamy of Denver. In 1901 Harry L. Rankin approached the Loeb brothers with an offer to either buy their interests or to sell his shares to them but no agreement was reached. Failing in this he then joined forces with Lamy to bring suit against the two Loeb itemizing a long list of

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#8 charges of mismanagement. Don J. Rankin then entered the fray as an inter-
venor and a monumental legal battle began. After a bewildering welter of
depositions, writs and cross-bills were duly filed the Loeb's were finally
more or less exonerated by decision of the New Mexico Supreme Court. In
1907 Jacob Loeb's died and was succeeded as president of the Southwestern
Brewery and Ice Co. by Otto Dieckmann, an Albuquerque insurance executive.

Following Dieckmann's death in 1913 company affairs were characterized
by numerous changes in management. In 1915 the corporation became the
Western Brewery and Ice Co. and, after the passage of the 18th Amendment,
its name was changed again to the Western Ice and Bottling Co. although
the brewing division had probably been closed some time before because of
World War I restrictions on the use of grain in alcoholic beverages. The
brewery was never reopened but ice manufacture has continued to the present
time and the production of distilled water for medical purposes and for use
in automobile batteries was begun in the 1920's. In 1952 the company was
purchased by the Southeastern Public Service Co. a nationwide conglomerate
which leases a large portion of the buildings to other companies for cold
storage purposes in addition to continuing the production of ice and
distilled water. Today, the imposing brick structures remain as reminders
of Albuquerque's years of first growth, evidence of the development of an
early and significant industry.

#9 Direct and Indirect Indices to Deed Books, 1848-1895.
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Western and Atlantic Depot, Dalton, Whitfield County

1. Three quarter view of front and side facades, looking N. E.
2. North side, showing loading door and platform, looking S. W.
3. South side, entrance facade, with door labeled "Ticket Office."
4. Detail of east facade.
5. Interior.