

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"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
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) _____ _____ _____
Comments _____ _____			

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

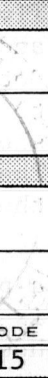
STATE:

Minnesota

CODE

22

SEE INSTRUCTIONS

STATE: Minnesota
COUNTY: BrownENTRY NUMBER
DATE

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 tourneills 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

(see continuation sheet)

8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

☐ Pre-Columbian☐ 16th Century☐ 18th Century☒ 20th Century☐ 15th Century☐ 17th Century☒ 19th Century

SPECIFIC DATE(S) (If Applicable and Known)

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

☐ Aboriginal☐ Education☐ Political☐ Urban Planning☐ Prehistoric☐ Engineering☐ Religion/Phi-☐ Other (Specify)☐ Historic☒ Industry

losophy

☐ Agriculture☐ Invention☐ Science☒ Architecture☒ Landscape☐ Sculpture☐ Art

Architecture

☐ Social/Human-☒ Commerce☐ Literature

itarian

☐ Communications☐ Military☐ Theater☐ Conservation☐ Music☐ Transportation

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.

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			O R	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
NW	° ' "	° ' "		44 °	17 ' 21 "	94 ° 27 ' 02 "
NE	° ' "	° ' "				
SE	° ' "	° ' "				
SW	° ' "	° ' "				

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

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.

AR Montrose
 Director, Office of Archeology and Historic Preservation

Date 12/27/74

ATTEST:
Wm. H. H. H.
 Keeper of the National Register

Date DEC 26 1974

SEE INSTRUCTIONS

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

(Continuation Sheet)

STATE Minnesota	
COUNTY Brown	
FOR NPS USE ONLY	
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	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.

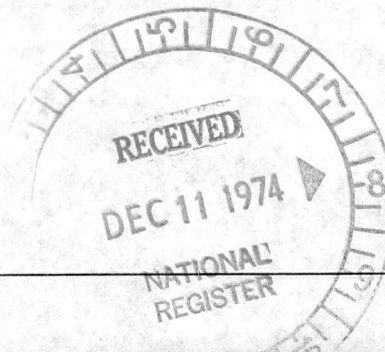
The final element in the complex is the Bottling House, constructed in 1952. It is abutted to the west wall of the Brew House and is of no historical significance. It was also constructed to meet increased production space demand.

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.



Property

August Schell Brewing Company

State

Wisconsin

Working Number

12.11.74.2146

74 001007
Brown

TECHNICAL

Photos

Maps

6

1

CONTROL

cm

OK

12.12.74

HISTORIAN

ARCHITECTURAL HISTORIAN

Not all areas checked are discussed in #8, but
I think there's enough info in the nom.
to accept it.

Accept
Thorman
12/18/74

ARCHEOLOGIST

Accept
M. Banes
18 Dec 74

OTHER

TO HAER

I AM GLAD SOMEONE HAS FINALLY INCLUDED THE
MACHINERY IN THE BREWERY.

HAER

Inventory 8BA 12/18

Review Accept Endy 12/18

REVIEW UNIT CHIEF

Accept
Colz
12/20/74

BRANCH CHIEF

KEEPER

Wm

DEC 26 1974

National Register Write-up

1/9/74

Send-back

Entered

DEC 27 1974

Federal Register Entry

2-4-75

Re-submit

INT:2106-74



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

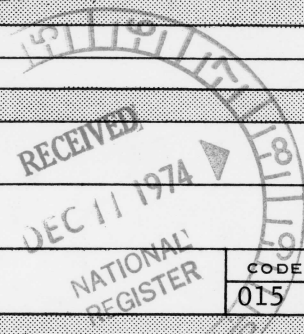
**NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY PHOTOGRAPH FORM**

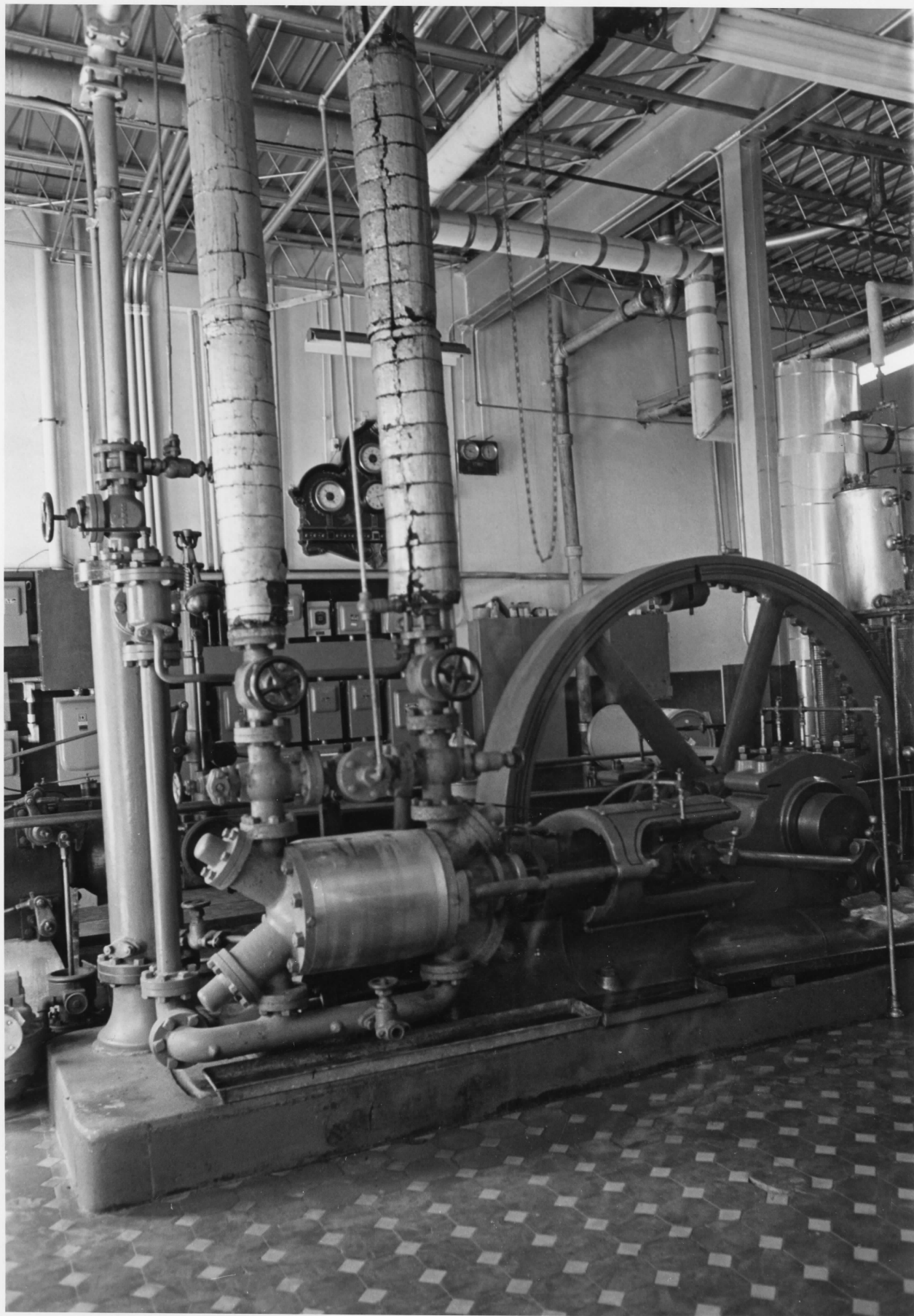
(Type all entries - attach to or enclose with photograph)

STATE Minnesota	
COUNTY Brown	
FOR NPS USE ONLY	
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	DEC 27 1974

SEE INSTRUCTIONS

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			
STATE:	CODE	COUNTY:	CODE
Minnesota	22	Brown	015
3. PHOTO REFERENCE			
PHOTO CREDIT:			
Charles W. Nelson			
DATE OF PHOTO:			
September 1974			
NEGATIVE FILED AT:			
Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101			
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC.			
Brew House, perspective view from Southeast			
#1986			





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

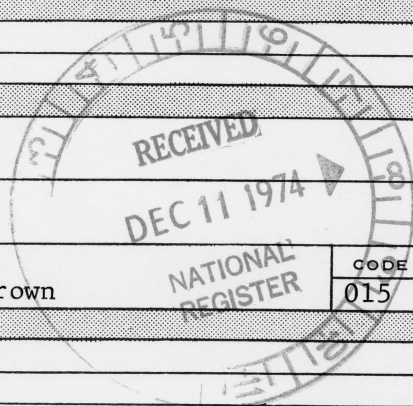
NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY PHOTOGRAPH FORM

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

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CITY OR TOWN: New Ulm			
STATE:	CODE	COUNTY:	CODE
Minnesota	22	Brown	015
3. PHOTO REFERENCE			
PHOTO CREDIT:		Charles W. Nelson	
DATE OF PHOTO:		September 1974	
NEGATIVE FILED AT: Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101			
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC. Ammonia compressor on ground floor of Brew House for refrigeration of cellars #2026			





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

PROPERTY PHOTOGRAPH FORM

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

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FOR NPS USE ONLY	
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STREET AND NUMBER:		20th Street South	
CITY OR TOWN:		New Ulm	
STATE:	CODE	COUNTY:	CODE
Minnesota	22	Brown	015
3. PHOTO REFERENCE			
PHOTO CREDIT:		Charles W. Nelson	
DATE OF PHOTO:		September 1974	
NEGATIVE FILED AT:		Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101	
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC.			
August Schell House, East elevation			
# 3026			



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

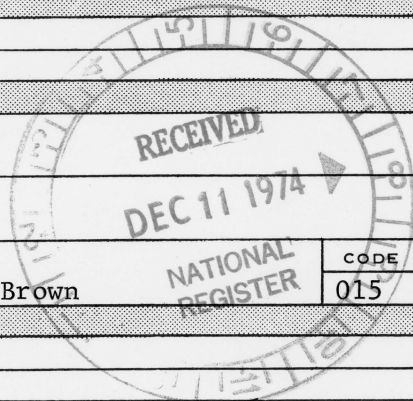
NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY PHOTOGRAPH FORM

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

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3. PHOTO REFERENCE			
PHOTO CREDIT:		Charles W. Nelson	
DATE OF PHOTO:		September 1974	
NEGATIVE FILED AT:			
Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101			
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC.			
Original Brewery Building, perspective view from Southwest			
#4086			





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

PROPERTY PHOTOGRAPH FORM

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

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COUNTY Brown	
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AND/OR HISTORIC:		August Schell Brewing Company	
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STREET AND NUMBER: 20th Street South			
CITY OR TOWN: New Ulm			
STATE: Minnesota	CODE 22	COUNTY: Brown	CODE 015
3. PHOTO REFERENCE			
PHOTO CREDIT: Charles W. Nelson			
DATE OF PHOTO: September 1974			
NEGATIVE FILED AT: Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101			
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC. August Schell House from approach to garden and vineyard # 576			



August Schell.

1828 - 1891.

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
PROPERTY PHOTOGRAPH FORM

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

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STREET AND NUMBER: 20th Street South			
CITY OR TOWN: New Ulm			
STATE: Minnesota	CODE 22	COUNTY: Brown	CODE 015
3. PHOTO REFERENCE			
PHOTO CREDIT: Brown County Historical Society (reproduced by Charles W. Nelson)			
DATE OF PHOTO: ca 1880			
NEGATIVE FILED AT: Minnesota Historical Society, 690 Cedar Street, St. Paul, Minnesota 55101			
4. IDENTIFICATION			
DESCRIBE VIEW, DIRECTION, ETC. Portrait of August Schell #6086			

NATIONAL REGISTER OF HISTORIC PLACES

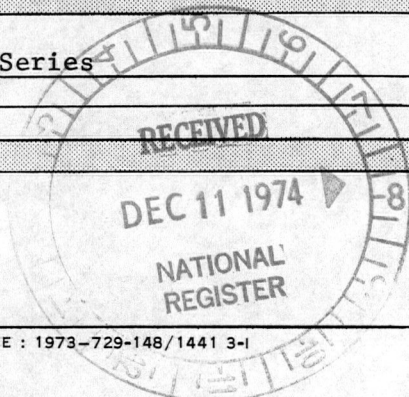
PROPERTY MAP FORM

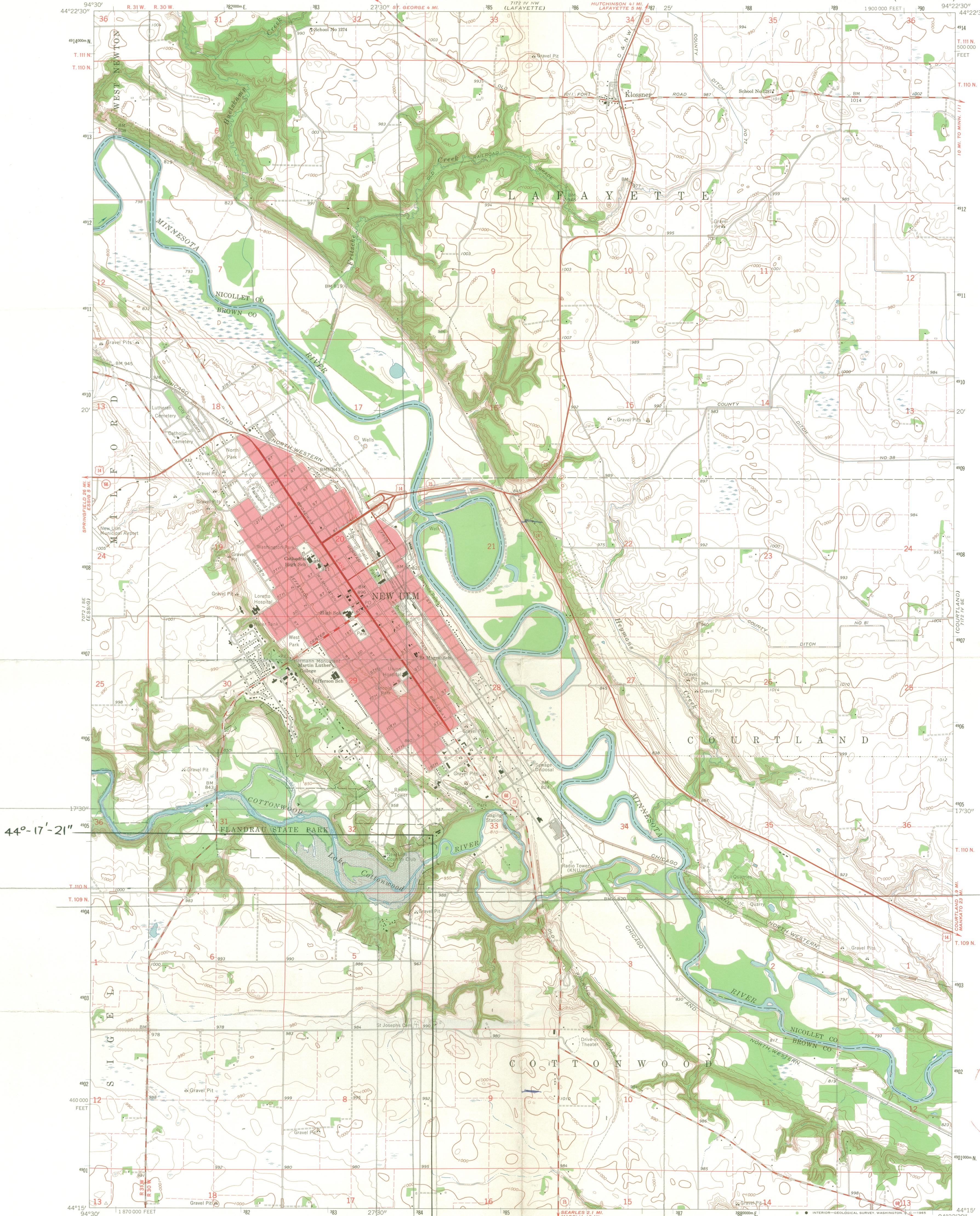
(Type all entries - attach to or enclose with map)

STATE Minnesota	
COUNTY Brown	
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AND/OR HISTORIC: August Schell Brewing Company			
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STREET AND NUMBER: 20th Street South			
CITY OR TOWN: New Ulm			
STATE: Minnesota	CODE 22	COUNTY: Brown	CODE 015
3. MAP REFERENCE			
SOURCE: USGS - New Ulm Quadrangle, Minnesota - 7.5 Minute Series			
SCALE: 1:24000			
DATE: 1964			
4. REQUIREMENTS			
TO BE INCLUDED ON ALL MAPS			
1. Property boundaries where required.			
2. North arrow.			
3. Latitude and longitude reference.			





Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Topography by photogrammetric methods from aerial
photographs taken 1963. Field checked 1964
Polyconic projection. 1927 North American datum
10,000-foot based on Minnesota coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 15, shown in blue
Red tint indicates area in which only landmark buildings are shown
Area covered by dashed light-blue pattern
is subject to controlled inundation
Fine red dashed lines indicate selected fence and field lines where
generally visible on aerial photographs. This information is unchecked

UTM GRID AND 1964 MAGNETIC NORTH
DECLINATION AT CENTER OF SHEET

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR WASHINGTON, D.C. 20242
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

ROAD CLASSIFICATION
Heavy-duty ——— Light-duty ———
Medium-duty ——— Unimproved dirt ———
U.S. Route ——— State Route ———



NEW ULM, MINN.
N4415—W9422.5/7.5

1964

AMS 7172 IV SW—SERIES W872



UTM: 15.384270.4904780

ENTRIES IN THE NATIONAL REGISTER

STATE MINNESOTA

Date Entered DEC 27 1974

Name

Location

August Schell Brewing Company

New Ulm
Brown County

Minnesota Point Lighthouse

Duluth
St. Louis County

Dania Hall

Minneapolis
Hennepin County

Also Notified

Hon. Walter F. Mondale
Hon. Hubert H. Humphrey
Hon. Ancher Nelsen
Hon. John A. Blatnik
Hon. Donald M. Fraser
Mr. Richard Leverty, Corps of
Engineers
Regional Director, Midwest Region

State Historic Preservation Officer
Mr. Russell W. Fridley
Director
Minnesota Historical Society
690 Cedar St.
St. Paul, Minnesota 55101