

Peerless Motor Company Plant #1
(now Carling Brewing Company Building)
Southeast corner Quincy Avenue and
East 93rd Street
Cleveland
Cuyahoga County
Ohio

HABS No. O-2123

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PHOTOGRAPHS
WRITTEN HISTORICAL AND DESCRIPTIVE DATA

Historic American Buildings Survey
Office of Archeology and Historic Preservation
National Park Service
Department of the Interior
Washington, D.C. 20240

PEERLESS MOTOR COMPANY PLANT #1
(now Carling Brewing Company Building)HABS
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Location: Southeast corner Quincy Avenue and East 93rd Street, Cleveland, Cuyahoga County, Ohio.

Present Owner: C. Schmidt & Sons, Inc., Philadelphia, Pennsylvania.

Present Occupant: Officials and labor force of C. Schmidt & Sons, Inc.

Present Use: Brewery, distribution plant, storage, and regional sales office.

Statement of Significance: The design and detailing of the Peerless Motor Company Building suggests a derivation from the work of Frank Lloyd Wright and the Prairie School architects. More specifically, the exterior main entrance piers with their spheroid terminations somewhat resemble a similar motif employed by Wright in his Larkin Building (1904) in Buffalo, New York. Certain design elements and details also suggest a knowledge of the work of J. M. Olbrich and the Viennese Sezession, which was the Austrian development of the Art Noveau movement.

PART I. HISTORICAL INFORMATION

A. Physical History:

1. Original and subsequent owners: The Peerless Motor Company until 1931 (James A. Bohannon, President from 1929-1931); the Brewing Corporation of America until about 1933 (James A. Bohannon, Chairman of the Board); the Carling Brewing Company until 1972; and C. Schmidt & Sons, Inc. until the present.
2. Date of erection: About 1906 to about 1909-10 (Peerless first listed at East 93rd and Quincy in the Cleveland Directory of 1906; completion date can be reasonably estimated at three or four years later); conversion to a brewery began around 1933 (Sam W. Emerson Company - Building Permit, City of Cleveland, No. 18336A).
3. Architect: J. Milton Dyer (announced in an article of the Cleveland Press on September 21, 1906); John McGeorge was the layout engineer for Dyer; conversion to a brewery begun in 1933 by architect J. C. Schultz with Ernest McGeorge (son of John McGeorge) as resident engineer (Cleveland Plain Dealer on June 17, 1934).

4. Original plans, construction, etc.: The original plans cannot be located; a perspective drawing by B. W. White of Cleveland of what appears to be the original plant facilities of Peerless is owned by Carling. 18-Clev 9
5. Alterations and additions: There have been extensive interior alterations. At the time of the conversion all floor surfaces in what became the brewhouse were replaced by colored terrazzo; other areas were covered with hardened and waterproof cement; the wall surfaces in the brewhouse were finished in tile and cast stone cement; the yeast rooms were lined with white glass slabs and vitreous tile floors; suspended plaster ceilings were installed in kettle rooms; all free-standing columns were furred in and treated with ornamental caps and bases; more recently warehouse and docking facility were added to the eastern end of the main building. (A complete description of these alterations as designed in 1933 can be found in the Cleveland Plain Dealer of June 17, 1934.)
6. Several employees of the Carling Brewing Company were interviewed in 1965. They have been most helpful in corroborating historical information and in assisting with technical information. They are: Mr. J. R. Goetz, Plant Engineer for Carling; Mr. Ray Reese, Plant Employee Service Supervisor for Carling; and especially Mr. Herbert Fitting, Superintendent - Engineering for Carling. Many thanks also to Mr. Edward Sanow now with the Vokes Construction Company.
7. Important old views and references: A series of undated photographs of the original buildings is owned by the Carling Brewing Company.

PART II. ARCHITECTURAL INFORMATION

A. General Statement:

1. Architectural character: The original plan was basically symmetrical with the longest dimension running parallel to East 93rd Street. The Peerless Motor Company originally had two large plants: Plant #1, which is now the Carling Building, and Plant #2, which was to the south and across the railroad tracks. Plant #2 is owned by other concerns. There appears to have been a track (perhaps of brick) for testing cars. This track completely encircled Plant #2. Originally Plant #1 was divided into rather separate buildings which were numbered - 1, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 14, 15, 16, 17, & 18; Plant #2 had buildings -

19, 20, 21, 22, 23, 24, 25, & 26. (For a general statement see p. #1.)

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2. Condition of fabric: The sections of Building #1 which are original are in excellent condition. The buildings have been well maintained.

B. Description of Exterior:

1. Over-all dimensions: Original Plant #1 - approximately 407.27' x 884.24'; original Plant #2 - approximately 578.29' x 1189.89'.
2. Facade: The Quincy Street main facade includes original buildings numbered (from west to east) 14, 12, 10 & 17. Building #17 of the original design was destroyed along with a gate and hallway connecting #17 with #10. In place of #17 were constructed the present warehouse and trucking facilities. The canopies over the entrances to #14 and #10 have been removed. These were originally entrances to showrooms. The entrance to #10 has been removed; that to #14 has been left but is rarely used.
3. West exterior wall: Except for the removal of an entrance and the addition of exterior lights the East 93rd Street side wall is almost completely original up to the new addition. Surface of ornamental brickwork and stone blocks; decoratively exaggerated keystones as on the facade.
4. East exterior wall: Non-existent; presently interior wall separating new warehouse and trucking facility from original building #10, which is now the brewhouse.

5. Individual buildings: Plant #1 (original)

<u>Building</u>	<u>Construction</u>	<u>Area</u>	
No. 1	mill type & brick	48 x 258	(non-extant)
No. 3	mill type & brick	52 x 129	(non-extant)
No. 4	mill type & brick	107 x 124	(non-extant)
No. 5	mill type, steel & brick	107 x 142	(non-extant)
*No. 6	steel & brick	53 x 185	(non-extant)
No. 7	steel & brick	53 x 177	(partially extant)
*No. 8	steel & brick	48 x 144	(non-extant)
*No. 9	steel & brick	107 x 144	(non-extant)

* Facade of Nos. 6, 8, & 9 still extant, but interiors of these buildings completely destroyed and are now given over to the Carling "cellars."

No. 10	steel & brick	53 x 213	(now brewhouse)
No. 11	steel & brick	96 x 117	(non-extant)
No. 12	steel, brick & stone	53 x 125	(now Carling Company administration building)
No. 14	steel, brick & stone	53 x 213	(now offices)
No. 15	steel & glass	49 x 260	(non-extant)
No. 16	brick & steel	30 x 83	(non-extant)
No. 17	brick & steel	50 x 255	(new warehouse)
No. 18	brick & steel	60 x 132	(new warehouse)

6. Individual buildings: Plant #2 (original)

No. 19	brick	38 x 45	(not determined)
No. 20	tile & brick	42 x 140	(not determined)
No. 21	brick & concrete	28 x 72	(not determined)
No. 22	brick & frame	48 x 72	(not determined)
No. 23	brick & concrete	60 x 320	(not determined)
No. 23--Arcade	concrete, steel, glass	39 x 160	(not determined)
	concrete, steel, brick	39 x 80	(not determined)
	concrete, steel, brick	39 x 80	(not determined)
No. 24	brick & steel	94 x 193	(not determined)
No. 25	brick & steel	53 x 320	(not determined)
No. 25--Arcade	steel & glass	34 x 330	(not determined)
No. 26	brick & steel	120 x 330	(was loading dock)

C. Description of Interiors:

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1. Floor plans: Original plan has been changed extensively in all existing buildings except perhaps for building #12 - Administration Building (which was four stories plus an attic; attic not now in use); generally, original plan for Plant #1 in a design of a central building with wings on either side; most of the individual buildings in Plant #1 are long and narrow with the longest dimension running perpendicular to the facade, except for building #12 which runs in a transverse direction; extensive remodeling has changed the floorplan of almost all the buildings.
2. Stairways: The main stairway in building #12 (Administration Building) lobby is still the original staircase which is wrought iron with brass treads and solid oak railings - stairway rises three stories; a spiral staircase in #12 going from the fourth floor to the attic has since been destroyed; the stairway in #10 (brewhouse) is still extant and basically the same, but parts of it have been removed and placed elsewhere.
3. Flooring: All floors covered with commercial tile during the conversion in 1933; some tiling undoubtedly more recent; one exception, perhaps, is what appears to be original brown linoleum on second floor in building #14; floors removed in original buildings #6, 8, and 9 to create Carling's "cellars;" floor in main lobby covered with original ceramic tile.
4. Wall and ceiling finish: Ceilings mainly repainted over original surfaces; some special commercial tiling also used; most of the walls in the buildings were refinished during the conversion with special materials designed for sanitation purposes; exception - original wood paneling on walls in the executive offices and the corridor outside these offices still remains (first floor, #14); executive offices have retained the original fireplaces and mantels with some of the original light fixtures; one office done in mahogany, one in walnut and one in oak (mantels appear to have been hand-carved); stained glass windows on the first floor of #14 in good condition - they are also original; combined with the original woodwork the over-all appearance here is probably, along with the lobby, the most exquisite in the building as a whole.

5. Doorways and doors: Mostly of original design and materials with some slight modifications; there are also many new doorways put in during the remodeling; the executive offices retain the best examples of the original doors and doorways.
6. Facilities: Generally changed for contemporary usage - new light fixtures, locks, air conditioning, etc. Of interest, however, are the original ventilators which still remain - even they were treated in a very decorative manner.
7. Lobby: This section as a whole retains the closest appearance to what was original in the Peerless building; floor and walls are treated with "imported" ceramic tile containing floral designs; entrance contains two sets of doors with elaborately curvilinear brass handles; the canopy over the entrance - exterior is visible from the inside of the lobby and compliments the aesthetic feeling which is consistently decorative; some changes have occurred, namely a new light fixture, air conditioning openings and special cove lighting; a special "bottle" glass replaced the original glass windows on each of the landings of the lobby staircase.

D. Site:

1. General setting and orientation: In general there has been little change to the site except for the discontinued use of Plant #2, south of Plant #1, across the railroad tracks. Plant #1 lies on the southwest corner of Quincy Avenue and East 93rd Street, extending further along Quincy because of the new warehouse, and further south on East 93rd with a new addition also; the facade faces north. Originally, the land area of Plant #1 included approximately seven acres with a fifteen foot easement to New York Central and St. Louis Railroad along north side of their right of way; the site of Plant #2 included approximately thirteen acres.
2. Landscaping: There is little landscaping other than the ordinary trees and lawns, except for the very simple half-moon shaped lawn conforming to the semi-circular drive in front of the Administration Building (Plant #1, Building #12).
3. Walks: There are standard concrete walks on all sides of Plant #1 and a semi-circular drive and walkway in front of Administration Building.

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1965

PART III. PROJECT INFORMATION

These records were prepared as a co-operative project between the Western Reserve Historical Society and the Historic American Buildings Survey following a recommendation in 1964 by Mr. Robert C. Gaede, then the National Chairman of the American Institute of Architects' Committee for the Preservation of Historic Buildings. In February 1965, a final list of fourteen structures to be recorded was agreed upon by the Western Reserve Historical Society, Mr. Meredith B. Colket, Director; and the HABS acting upon the recommendations of John C. Poppeliers, Editor. The Cleveland Chapter of the American Institute of Architects assisted in the evaluation of these structures. A documentary research program which included both historical and architectural writeups was coordinated by Mr. Jack Large, Assistant to the Director of the Western Reserve Historical Society. It was undertaken by members of the Society and local architects. Mr. Martin Linsey of Shaker Heights, Ohio, supplies the photographs.