

F-3-256

Ebert's Dairy Building

Architectural Survey File

This is the architectural survey file for this MIHP record. The survey file is organized reverse-chronological (that is, with the latest material on top). It contains all MIHP inventory forms, National Register nomination forms, determinations of eligibility (DOE) forms, and accompanying documentation such as photographs and maps.

Users should be aware that additional undigitized material about this property may be found in on-site architectural reports, copies of HABS/HAER or other documentation, drawings, and the “vertical files” at the MHT Library in Crownsville. The vertical files may include newspaper clippings, field notes, draft versions of forms and architectural reports, photographs, maps, and drawings. Researchers who need a thorough understanding of this property should plan to visit the MHT Library as part of their research project; look at the MHT web site (mht.maryland.gov) for details about how to make an appointment.

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Last Updated: 02-04-2016

Capsule Summary

Inventory No. F-3-256

Ebert's Dairy Building
1781 North Market Street
Frederick County, MD
1931
Access: Private

Descriptive Summary:

The Ebert's Dairy Manufactory Building is located approximately two miles north of downtown Frederick at 1781 North Market Street. The site is comprised of three acres on the west side of an important thoroughfare connecting the city to U.S Route 15 and Maryland Route 26. The site includes a narrow, undeveloped .55-acre lot located immediately to the north. Abandoned railroad tracks are to the west. The surrounding area was historically used for agriculture. Since the second quarter of the 20th century the parcels flanking North Market Street have been developed for low-density industrial, commercial, and educational uses.

The site is dominated by a manufactory facility fronted by a commercial block. The building is set 100 feet west of North Market Street. A garage/office building is located in the northwest corner of the lot. The front lawn features landscaping, mature shade trees, and a centrally placed concrete water fountain. Access to the property is provided by a U-shaped asphalt drive that leads to the main entrance of the commercial block. An asphalt parking area spans the south and rear yards of the site. The narrow lot located to the north is also covered in asphalt, allowing vehicular access to all sides of the building.

Significance Summary:

The Ebert's Dairy Building is potentially significant under National Register Criteria A, B, and C as a well-preserved example of a purpose-built, independently owned, ice cream manufactory from the second quarter of the 20th century. The Ebert Ice Cream Company was founded and operated by Harry Ebert, a pioneer in the industry. The building was designed by engineer Otto Boettger and constructed in 1931 to be one of the largest independent plants in the country that boasted some of the most efficient, modern methods of freezing, handling, and storing ice cream. The site is associated of Frederick County's dairy and ice cream industries that prospered during the late-19th to mid-20th centuries. It also reflects national trends in the increasing popularity of ice cream and the evolution of its production in the United States. The facility is fronted by a commercial block

designed to house an early example of a roadside eatery and dairy store, a new type of dining establishment spurred by the rise of the automobile. The restaurant incorporated traditional Colonial Revival architecture with modern features such as neon signage and plenty of parking. The site retains a high degree of historic integrity.

Maryland Historical Trust Maryland Inventory of Historic Properties Form

Inventory No. F-3-256

1. Name of Property (indicate preferred name)

historic Ebert's Dairy Building (preferred)
other Monocacy Brewing Company

2. Location

street and number 1781 North Market Street not for publication
city, town Frederick, MD 21701 vicinity
county Frederick

3. Owner of Property (give names and mailing addresses of all owners)

name Monocacy Land Partners LLC
street and number 124 North Market Street telephone
city, town Frederick state MD zip code 21701

4. Location of Legal Description

courthouse, registry of deeds, etc. Frederick Co. Circuit Court liber 8298 folio 287
city, town Frederick, MD tax map 405 tax parcel 1168 tax ID number 140039

5. Primary Location of Additional Data

- Contributing Resource in National Register District
 Contributing Resource in Local Historic District
 Determined Eligible for the National Register/Maryland Register
 Determined Ineligible for the National Register/Maryland Register
 Recorded by HABS/HAER
 Historic Structure Report or Research Report at MHT
 Other: _____

6. Classification

Category	Ownership	Current Function		Resource Count	
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> agriculture	<input type="checkbox"/> landscape	Contributing	Noncontributing
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> commerce/trade	<input type="checkbox"/> recreation/culture	1	1 buildings
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> defense	<input type="checkbox"/> religion		sites
<input type="checkbox"/> site		<input type="checkbox"/> domestic	<input type="checkbox"/> social		structures
<input type="checkbox"/> object		<input type="checkbox"/> education	<input type="checkbox"/> transportation	1	objects
		<input type="checkbox"/> funerary	<input type="checkbox"/> work in progress	2	1 Total
		<input type="checkbox"/> government	<input type="checkbox"/> unknown		
		<input type="checkbox"/> health care	<input type="checkbox"/> vacant/not in use		
		<input checked="" type="checkbox"/> industry	<input type="checkbox"/> other:		
				Number of Contributing Resources previously listed in the Inventory	
				0	

7. Description

Inventory No. F-3-256

Condition

excellent deteriorated
 good ruins
 fair altered

Prepare both a one paragraph summary and a comprehensive description of the resource and its various elements as it exists today.

INTRODUCTION

The Ebert's Dairy Manufactory Building is located approximately two miles north of downtown Frederick at 1781 North Market Street. The site is comprised of three acres on the west side of an important thoroughfare connecting the city to U.S Route 15 and Maryland Route 26. The site includes a narrow, undeveloped .55-acre lot located immediately to the north. Abandoned railroad tracks are to the west. The surrounding area was historically used for agriculture. Since the second quarter of the 20th century the parcels flanking North Market Street have been developed for low-density industrial, commercial, and educational uses.

The site is dominated by a manufactory facility fronted by a commercial block. The building is set 100 feet west of North Market Street. A garage/office building is located in the northwest corner of the lot. The front lawn features landscaping, mature shade trees, and a centrally placed concrete water fountain. Access to the property is provided by a U-shaped asphalt drive that leads to the main entrance of the commercial block. An asphalt parking area spans the south and rear yards of the site. The narrow lot located to the north is also covered in asphalt, allowing vehicular access to all sides of the building.

EBERT'S DAIRY BUILDING (1931, contributing)

Ebert's Dairy Manufactory Building was constructed in 1931 and is comprised of two parts including a commercial storefront measuring approximately 100 feet wide by 25 feet deep and a rear manufactory block spanning approximately 100 feet wide by 175 feet deep. Both the commercial and manufactory blocks have been expanded by modest additions on the side elevations.

The two-story tall, 11-bay wide commercial block is designed in the Colonial Revival style and occupies a rectangular building form. A peaked parapet wall obscures its roof. The foundation is constructed of concrete block and the masonry walls are faced in brickwork set in a stretcher-bond pattern. Fenestration on the commercial block is symmetrically arranged. On the facade, the second story wall openings hold operable two-light, steel-framed windows surrounded by fixed windowpanes. On the first story of the facade, the four innermost window openings contain a large single pane of glass with an interior grid system to simulate the look of a multi-light window. The four outermost window openings on the first floor have been infilled with glass block. All windows are finished with a rowlock brick sill and topped by a row of soldier brick.

Ornamentation is concentrated on the three symmetrically placed entrances on the first story. A metal canopy covers each of the three doorways. The centrally placed main entrance features a double-leaf, multi-light wood door topped by a fanlight. The entryway is set in a concrete surround flanked by fluted pilasters. Above the doorway is a denticulated boxed cornice. The metal canopy above the main entry is accented by a skirt of glass pendants set in metal frames. The southern entry on the facade holds a single-leaf wood door without any ornamentation. It is set in a simple frame with modest denticulated detail, a louvered transom, and a row of soldier brick above. The northern entry holds a single-leaf glass door set in a metal frame and is finished with a simple surround topped by a transom infilled with a wood cover and a row of soldier bricks.

Both the north and south (side) elevations are fenestrated by operable two-light, steel-framed windows surrounded by fixed windowpanes. The window openings feature rowlock brick sills and are topped by a row of soldier brick. The first story of both side elevations has been partially obscured by modest, ca. 1960 additions.

Both side additions stand one-story tall, one-bay wide and span approximately half the depth of the commercial block. The east (front walls) are set back slightly from the main block. Only the unaligned row of brick and minor variations to the window and door details suggest that they are later add-ons. Aerial photographs confirm a ca. 1960 construction date. The foundation and walls feature stretcher-bond brickwork that have the same color and texture as the original brick. Both additions feature a single-leaf wood door on the front elevation and are capped by a shallow hipped roof. A concrete surround topped by a row of soldier brick frames the door on

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the southern addition. The entry on the northern addition lacks the concrete surround, but features a row of soldier brick. The side elevations are fenestrated by two six-light, wood-sash windows with rowlock brick sills and a row of soldier brick above. These modest additions may have been constructed to be used as bathrooms. Immediately to the north of the northern addition is a raised concrete pad set on a brick-faced masonry foundation.

The large commercial block is constructed of rough-faced concrete block and is capped by a large domed roof covered in EPDM (ethylene propylene diene monomer) rubber material. The south (side) elevation is penetrated by nine large openings holding six operable two-light, steel-framed windows surrounded by fixed window panes and three metal roll-up garage doors. All openings are topped with a row of soldier-laid brick. The windows also have rowlock brick sills. The vehicular bays have concrete aprons leading to the roughly graded asphalt drive and parking area.

The rear elevation of the manufactory block shows signs of alteration. Aerial photographs dating from 1958 through 2003 indicates that there were several attached auxiliary blocks that are now gone. The center of the wall has a large section of newer, smooth-faced, concrete block and another section is covered in parging. A large, exterior-end brick chimney with a modest corbeled top is also centrally located. Four multi-light windows with an operable center unit are located towards the southern half of the elevation. The vehicular entrances on the northern half have been infilled with wood panels.

The north (side) elevation is partially obscured by additions, however the western (rear) portion of the elevation is still visible and features four large window openings. The furthest unit to the west has been infilled with wood panels. The other three openings, which vary in size, hold multi-light steel windows with centrally placed operable units.

Much of the front half of the north (side) elevation is obscured by a ca. 1960 addition that appears to have been constructed to expand and modernize the original loading area. The narrow addition extends from the original commercial block by 18 feet and is 100 feet deep. It is set on a concrete block foundation and is capped by a shed roof covered in metal panels. The walls are covered in vinyl siding. The addition is six bays wide, with the two western-most bays featuring an open-aired loading dock. The loading deck is constructed of metal and metal posts support the roof. The other four bays hold vehicular openings covered by metal roll-up garage doors.

To the east is a second addition that extends from north (side) elevation of the manufactory building. This ca. 1968 addition is one story tall and one bay deep. However, it extends from the original commercial block by approximately 42 feet to the north. This is significantly wider than the shallow, 6-bay, ca. 1960 addition to the west. It is constructed of concrete block and capped with a flat roof that is largely obscured by parapet walls on the east and west (front and rear) elevations. The addition features a short shed-roofed extension on the north elevation that holds a roll-up metal garage door. A single-leaf metal door is on the west elevation.

GARAGE (ca. 1968, non-contributing)

The garage is comprised of two blocks. The first block is one-story tall and is capped with a flat roof. It is constructed of concrete block with vinyl siding covering the front (east) elevation. The facade is fenestrated by a single-leaf paneled door with an inset fan light. Wall openings holding 1/1, double-hung, vinyl windows flank the entry. To the north is a single bay garage opening with a roll-up metal door. Paired two-light awning windows fenestrate the north (side) elevation. An air-conditioning unit also pierces the wall. The second block is located to the south and is set back from the primary block. It is also constructed of concrete block and is capped by a shed roof. It is fenestrated on the east (front) elevation by two large roll-up wood garage doors with inset lights.

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FOUNTAIN (1931, contributing)

Centrally placed on the front lawn is a concrete fountain that was part of the original design of the facility. The water feature has a paneled octagonal base that spans approximately 18 feet wide and has a centrally placed, single tier fountain set on a pedestal. The inner walls of the large base are painted blue. The fountain is in working order.

8. Significance

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Period	Areas of Significance	Check and justify below		
<input type="checkbox"/> 1600-1699	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> health/medicine	<input type="checkbox"/> performing arts
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> archeology	<input type="checkbox"/> education	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> philosophy
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> engineering	<input type="checkbox"/> invention	<input type="checkbox"/> politics/government
<input checked="" type="checkbox"/> 1900-1999	<input type="checkbox"/> art	<input type="checkbox"/> entertainment/ recreation	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 2000-	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> ethnic heritage	<input type="checkbox"/> law	<input type="checkbox"/> science
	<input type="checkbox"/> communications	<input type="checkbox"/> exploration/ settlement	<input type="checkbox"/> literature	<input type="checkbox"/> social history
	<input type="checkbox"/> community planning		<input type="checkbox"/> maritime history	<input type="checkbox"/> transportation
	<input type="checkbox"/> conservation		<input type="checkbox"/> military	<input type="checkbox"/> other: _____

Specific dates 1931- 1961, 1961-1975 **Architect/Builder** Otto Boettger, engineer and builder

Construction dates 1931

Evaluation for:

National Register

Maryland Register

not evaluated

Prepare a one-paragraph summary statement of significance addressing applicable criteria, followed by a narrative discussion of the history of the resource and its context. (For compliance projects, complete evaluation on a DOE Form – see manual.)

The Ebert's Dairy Building is potentially significant under National Register Criteria A, B, and C as a well-preserved example of a purpose-built, independently owned, ice cream manufactory from the second quarter of the 20th century. The Ebert Ice Cream Company was founded and operated by Harry Ebert, a pioneer in the industry. The building was designed by engineer Otto Boettger and constructed in 1931 to be one of the largest independent plants in the country that boasted some of the most efficient, modern methods of freezing, handling, and storing ice cream. The site is associated with Frederick County's dairy and ice cream industries that prospered during the late-19th to mid-20th centuries. It also reflects national trends in the increasing popularity of ice cream and the evolution of its production in the United States. The facility is fronted by a commercial block designed to house an early example of a roadside eatery and dairy store, a new type of dining establishment spurred by the rise of the automobile. The restaurant incorporated traditional Colonial Revival architecture with modern features such as neon signage and plenty of parking. The site retains a high degree of historic integrity.

HISTORY OF THE ICE CREAM INDUSTRY IN THE UNITED STATES

The ice cream industry in the United States has evolved from localized production and consumption to conglomerations dominating a global market. This evolution is due in part to significant advancements in milk production, manufacturing, and the ability to transport dairy products more efficiently over long distances. With technological improvements and market shifts, the buildings associated with ice cream production and distribution have also changed.

Before the 20th century, farmers consumed much of the milk they produced, with only a portion sold to the nearby community.¹ Ice cream was an inaccessible treat for most people until the mid-nineteenth century when Nancy Johnson invented the first hand-cranked freezer. Between 1847 and 1877, more than 70 improvements to the ice cream churn were patented.² It was during this period, when ice cream was made at home by milk obtained locally, that Americans were first introduced to the treat that would eventually become the nation's favorite dessert.

By the turn of the twentieth century, America's demand for ice cream had grown. A new industry emerged when ice cream production started to shift from the home to local businesses. However, distribution was limited given that the product had to stay frozen throughout its distribution cycle or risk destabilization. At that time, refrigerated transportation consisted of a horse-drawn wagon with only ice blocks and hay for insulation.³

¹ Dennis A. Shields, "Consolidation and Concentration in the U.S. Dairy Industry" Congressional Research Service. Available online at <http://www.nationalaglawcenter.org/assets/crs/R41224.pdf> [last accessed 06/17/2013]

² Shannon Jackson Arnold, *Everybody Loves Ice Cream: The Whole Scoop on America's Favorite Treat* (Cincinnati, OH: Emmis Books, 2004): 16-17.

³ Arnold, 66-72.

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The corner drug store with a soda fountain became the primary venue for purchasing the treat. Ice cream was either produced on site or at a nearby facility. Soda fountains, whose popularity was bolstered by the Temperance Movement, outnumbered bars in cities such as Atlanta, New York City, and Chicago. Patrons were served and entertained by "soda jerks", who doled out milkshakes and sundaes with a flare of showmanship. The dominance of the soda fountain as the social epicenter of town life was secured when Prohibition was instituted in 1920 with the passage of the Volstead Act.⁴ Prohibition also spurred the conversion of former breweries into ice cream manufactories as the buildings and equipment for making beer could easily be modified for the production of the frozen treat.⁵

The economic depression of the 1930s and the ending of Prohibition in 1933 brought a sudden stop to the seemingly endless growth of the ice cream industry. By 1933, ice cream production was down 50 percent compared to 1929. Major breweries, including Anheuser-Busch and Stroh's, which had temporarily turned out barrels of ice cream, were back to making spirits. Soda fountains began to lose popularity as they faced new competition from saloons and bars. The dominance of the soda fountain was also threatened by the emergence of roadside ice cream stands and eateries that were being built along the newly expanded highway system.⁶ As the U.S. economy improved in the late 1930s, the ice cream industry once again became buoyant, however the era of the soda fountain was waning.⁷

The rise of the automobile and the emergence of roadside stands and restaurants changed the way Americans got their ice cream. These facilities often had strong visual attractions, such as bold neon signs or lights, to catch a customer's attention. The new roadside stands were often built along important thoroughfares and were set back far enough from the road to provide plenty of parking. These buildings were in stark contrast to the tradition drugstore soda fountains, which blended with the downtown streetscape and featured fine wood interiors and marbled countertops.⁸

Technological advances led to larger dairy farms and ice cream plants during the second quarter of the twentieth century. Until that point, the manufacturing and distribution of ice cream was largely determined by the proximity to dairy farms. Milk was bottled at the farm or taken to a local creamery and delivered to local stores and households daily.⁹ The advent of refrigerated delivery trucks led to larger production plants, which could process the milk at a much lower cost. Dairy farms also increased in size.¹⁰ Cows and farms

⁴ Arnold, 21.

⁵ "Don't Worry About the Dismantled Breweries: They Will Be Used For Ice Cream Factories, Cold Storage and Dehydrating Plants," *The National Woman's Christian Temperance Union*, 46 (May 8, 1919): 6. Available online at <http://books.google.com/books?id=pkQ2AQAAAJ&pg=PA197&dq=ice+cream+brewery&hl=en&sa=X&ei=7CHBUca2LrI0gHm74GYDw&ved=0CDMQ6AEwAQ#v=onepage&q=ice%20cream%20brewery&f=false> [last accessed 06/19/2013]

⁶ Arnold, 23-25.

⁷ Caroline Liddell and Robin Weir, *Frozen Desserts: The Definitive Guide to Making Ice Creams, Ices, Sorbets, Gelati, and Other Frozen Delight* (New York: Macmillan, 1996), 18. Available online at http://books.google.com/books?id=GCv8bPNMTNUC&pg=PA18&dq=ice+cream+production+1930s&hl=en&sa=X&ei=vSbBUemkPLOz4APR_oDoCw&ved=0CEUQ6AEwAg#v=onepage&q=ice%20cream%20production%201930s&f=false [last accessed 06/19/2013]

⁸ Arnold, 42.

⁹ "Ag 101: Dairy Production," United States Environmental Protection Agency, Available online at <http://www.epa.gov/agriculture/ag101/printdairy.html> [last accessed 06/17/2013]

¹⁰ Robin Davis Heigel, *Graeter's Ice Cream: An Irresistible History* (The History Press, 2010) Available online at <http://books.google.com/books?id=CESjKh0hUC&pg=PT26&dq=1930s+ice+cream+production+plant&hl=en&sa=X&ei=GSjBUZqbA8XPqgGH7IHIDg&ved=0CEwQ6AEwBA> [last accessed 06/18/2013]

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reached peak numbers in the 1940s, when rural electrification permitted the rapid cooling of milk, allowing the product to be transported over longer distances.¹¹

In the 1940s through the 1970s, ice cream production was relatively constant in the United States, however the way consumers obtained the product continued to evolve. As more prepackaged ice cream was sold through supermarkets, traditional ice cream parlors and soda fountains started to disappear.¹² Starting in the 1970s, the industry started to shift when fluid milk processing plants, which turned out ice cream, cheeses, and butter products, started to be absorbed into larger companies.¹³ Smaller plants were the first to leave the industry as larger, more productive plants took their place. The average plant size more than doubled from 1972 to 1992, and the number of plants dropped by about 70 percent.¹⁴ As average plant size rose and labor productivity increased, employment declined by approximately 50 percent from 1972 to 1992.¹⁵ Many of the independent ice cream manufacturers went out of business or were incorporated into larger companies. Today's ice cream industry is a \$59 billion per year business that is dominated by two global giants; Nestle and Unilever. Together, these conglomerates control one-third of the global ice cream market.¹⁶

THE EBERT ICE CREAM COMPANY

Harry L. Ebert was born in the City of Frederick as the third child to John W. and Emma Staley Ebert on October 8, 1880. His father worked many years as a printer for *The News*, a popular daily newspaper in the city. However, on May 11, 1891, one month before the birth of his eighth child, John Ebert died of pneumonia at the age of 49.¹⁷ His wife, who previously was a homemaker, became a seamstress to support the family. At a young age, Harry Ebert took jobs as an errand boy and newsboy before becoming a clerk at the grocery store of Frank Johnson. He later settled into the same position at the F.V. Staub Grocery Store, where he remained for 14 years.

In 1912, Ebert entered into the grocery business for himself. His establishment occupied a small, two-story brick building at 505 North Market Street. Three years later, in 1915, Ebert expanded the business to incorporate a confectionary and ice cream department on the second-story level.¹⁸ The new enterprise was branded Peerless Ice Cream and was operated out of a 900 square foot space. One employee with an annual payroll of \$750 administered the operation. Within the first year 500 gallons of product was made.¹⁹ With the inclusion of his confectionary and ice cream operations Ebert's Grocery became a popular business.

In 1916, the grocery store was remodeled to feature a larger confectionary department and an expanded ice cream manufactory.

¹¹ "Ag 101: Dairy Production," United States Environmental Protection Agency.

¹² "Ice Cream," International Dairy Foods Association. Available online at <http://www.idfa.org/resource-center/industry-facts/ice-cream/> [last accessed 06/17/2013]

¹³ Michael Ollinger, Sang V. Nguyen, Donald Blayney, Bill Chambers, and Ken Nelson "Structural Change in the Meat, Poultry, Dairy, and Grain Processing Industries" United States Department of Agriculture, 17. Available online at <http://www.ers.usda.gov/media/850597/err3.pdf> [last accessed 06/17/2013]

¹⁴ Ollinger, 16.

¹⁵ Ollinger, 17.

¹⁶ Mark Scott and Cassidy Flanagan, Ice Cream Wars Nestle Vs. Unilever, August 24, 2007. Business Week, <http://www.businessweek.com/stories/2007-08-24/ice-cream-wars-nestl-vs-dot-unileverbusinessweek-business-news-stock-market-and-financial-advice>

¹⁷ "Obituary: John W Ebert" *The News*, May 11, 1891.

¹⁸ "Harry L Ebert Dies Here of Heart Attack" *Frederick Post*, April 26, 1946.

¹⁹ "Fit for a King" *Frederick Post*, June 29, 1931.

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Improvements also included the installation of a mahogany and marble soda fountain. Although in business for only four years, Ebert's Grocery furnished ice cream to some of the largest vendors in Frederick.²⁰ Ebert's launch into the ice cream business was timely. By 1919, Americans were making 150 million gallons of ice cream per year; a 750 percent increase from the amount made in 1899.²¹

During the first quarter of the twentieth century there were already several ice cream manufacturers in the area including Excelsior Sanitary Dairy on East Seventh Street and the White Cross Milk Company, located on the north side of the B&O tracks at Wisner Street.²² The Nicodemus Ice Cream Company, which was established around 1922, was the first dairy dedicated to the production of ice cream. However, the business only remained an independent manufactory until 1928, when it was sold to Southern Dairies Inc.²³ Despite competition from other local ice cream producers in Fredrick, Peerless Ice Cream was a great financial success.

In 1925, after 13 years in the grocers business, Ebert sold his store to G.W. Grocery owned by E. Allen Grumbine and Leonard G. Wachter. Although the store was considered one of the leading retailers in the city, Ebert shifted his endeavors to focus on his ice cream business, which had been in operation for ten years.²⁴ Although ownership of the grocery store was transferred, city directories indicate that Ebert's production of ice cream continued in the small workshop at 505 North Market Street. In 1928, Peerless Ice Cream produced 178,000 gallons of the frozen treat, which was then distributed to an area extending 45 miles outside of the city by eight refrigerator trucks and four open trucks.²⁵

By the end of the 1920s, the existing manufactory on North Market Street had become inadequate for further growth. On December 14, 1929 Ebert, along with his two brothers-in law, Lewis R. Dertzbaugh and Frank M. Dertzbaugh, announced the formation of a new cooperation, Ebert's Ice Cream. While Ebert provided technical experience of ice cream manufacturing, the brother-in-laws brought with them business acumen obtained from running a prosperous book and stationary store called Busy Corner on North Market Street.²⁶ Together, Ebert and his two brothers in-law spearheaded the new company and issued \$175,000 of stock to investors.²⁷

The new Ebert Ice Cream Company initially planned to erect a building in downtown Frederick, on a lot situated on the northwest corner of West Seventh and North Bentz Streets. However, the city had recently adopted a new zoning ordinance that designated the area as a business zone. In accordance with the new ordinance, the city's engineer denied a building permit for an industrial plant. A special joint meeting between the Board of Zoning Appeals, the Board of Alderman, and Harry Ebert took place in January 1930 to review the proposal.²⁸ Ultimately, the city denied Ebert's request and another site had to be chosen.

The following month, the newly formed company purchased 4.8 acres of undeveloped land from Claude and Niomi Clemson. The new plant was to be situated on the west side of North Market Street Extended (also known as the Frederick and Emmetsburg State

²⁰ "Start Store Improvements" *Frederick Post*, February 12, 1916.

²¹ Arnold, 21.

²² Paula S. Reed and Associates, Inc., "Thematic Context History-Industry" (Frederick, MD, 2004): 7.

²³ Frances C. Robb, Teresa S. Moyer, Paula S. Reed, and Edith B Wallace, *Millers and Mechanics: A History and Industry in Mid-Maryland*, (Frederick, MD, 2011): 58.

²⁴ "H.L. Ebert Sells Grocery Business" *Frederick Post*, December 16, 1925.

²⁵ "Kiwanians at Ice Cream Plant" *Frederick Post*, July 31, 1929.

²⁶ "New Corporation Formed" *Frederick Post*, December 14, 1929.

²⁷ "New Corporation Formed"

²⁸ "Aldermen and Zoning Mission Take up Permit" *Frederick Post*, January 21, 1930.

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Road), a major artery leading directly into downtown Fredrick.²⁹ Railroad tracks were located to the west, however no documentation has been found to indicate that this mode of transportation was utilized by the company. At the time, the area was largely agricultural and not yet incorporated within the city's limits. The most significant development in the vicinity was the Maryland State Odd Fellows Home; a 95-acre property situated 1,000 feet to the south and featuring impressive Colonial Revival style buildings constructed in 1925.

The new plant was designed with 30,000 square feet of floor space and was serviced by four artesian wells that had the ability to supply 150 gallons of water per minute. The company employed 45 people to run the facility, which was in operation both day and night. When running at full capacity, the manufactory had the ability to produce up to 400 gallons of ice cream per hour. The product was then transported by 10 large refrigerator trucks that delivered to a radius of nearly 60 miles, going into Virginia, Baltimore, and Washington, DC.³⁰

The formal grand opening of Ebert's Dairy took place on May 19, 1931. The public was invited to inspect the modern establishment, with music provided by an orchestra in the afternoon and the Frederick High School band in the evening.³¹ Ebert's Dairy was the largest single building construction in Frederick County in 1931. That same year saw the erection of many cow barns, an indication the increasing presence of the dairy industry in the county.³²

With the construction of a new manufactory building, Ebert's Ice Cream became one of the largest independent plants in the country and boasted some of the most efficient, modern methods of freezing, handling, and storing ice cream.³³ The building featured a roadside eatery in the front block measuring 100 feet wide by 20 feet deep that was designed in the Colonial Revival style. Early drawings show a large neon sign on the façade and a fountain illuminated in multiple colors. The manufactory facility was housed in the rear block measuring approximately 100 feet wide by 180 feet deep. The design of the rear block is simple and functional with large window openings and a row of vehicular doors to support a fleet of delivery trucks.

The eatery and dairy store featured a "thoroughly modern and attractive soda fountain" which offered lunch and dinner services.³⁴ The menu included a large selection of sandwiches, as well as special entrees including chicken, crab, oyster, and lobster. Desert options included a wide range of ice cream flavors ranging from traditional vanilla and chocolate to more unique options such as eggnog, rum bisque, and pistachio. The soda fountain also offered customers sundaes and other refreshments.³⁵

Over the next fifteen years the ice cream manufactory operated with little change. Aerial photographs indicate that no additions were constructed during this period. The most notable physical alteration to the site came in August 1940, when Harry Ebert sold the northern section of the lot to Ray F. Sparrow and Edward L. Sparrow for the construction of a bowling alley.³⁶ During World War II, the operation of Ebert's temporarily shifted when the United States' Office of Price Administration, who was empowered with

²⁹ Deed of sale from Claude and Niomi Clemson to Harry L. Ebert, 12 May 1931, Frederick County, Maryland, Deed Book 378, page 426. Available at <http://www.mdlandrec.net> [last accessed 06/17/2013]

³⁰ "New Local Plant Formally Opened Tuesday" *Frederick Post*, May 20, 1931.

³¹ "Formal Opening of Plant" *Frederick Post*, May 19, 1931.

³² "County Holds Own" *Frederick Post*, January 14, 1931.

³³ "Fit for a King" *Frederick Post*, June 29, 1931.

³⁴ "New Local Plant Formally Opened Tuesday" *Frederick Post*, May 20, 1931.

³⁵ Ephemera. Historical Society of Frederick County, vertical files.

³⁶ *Frederick Post*, August 22, 1940, Real Estate Transfers.

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Ebert's Dairy Building Continuation Sheet

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rationing scarce consumer goods, severely restricted access to tires and automobiles. As a result, Ebert's was forced to temporarily suspend delivery service to retailers that were not in the nearby vicinity.³⁷

In April 1946, after 31 years in the ice cream business, Harry Ebert died at the Frederick City Hospital of a heart attack. His obituary noted that he was in ill health for three years. He was remembered as a founder and president of the Ebert Ice Cream Company and a pioneer in the ice cream industry. Mr. Ebert was also a member of the Kiwanis Club, King David Lodge No. 50, Independent Order of Odd Fellows, Mountain City Lodge No. 29, Knight of Pythias, and also served on the Board of Managers of Mt. Olivet Cemetery, where he was buried.³⁸

After Ebert's death the ice cream company was managed by his brother-in-law Frank Dertzbaugh. The business remained family operated until September 1961 when it was sold to Sterling E. Bollinger, Paul L. Crum and Associates who represent Ideal Dairy, Inc. At that time, the Ebert's Dairy Company included less than 25 stockholders and Harry Ebert's widow held more than three-fourths of the stock.³⁹ According to newspaper accounts, the new owners spent \$100,000 in improvements to the manufactory facility.⁴⁰

Ice cream production and restaurant service continued under the new ownership. An advertisement from 1969 for "Ebert's Air Conditioned Dairy Bar" stated that they offered sandwiches, French fries, and 15 flavors of Ebert's Ice Cream. The restaurant boasted quick service and plenty of free parking.⁴¹ However, in 1975 Ideal Farms Dairy, Inc. went bankrupt and the old Ebert's Dairy Building was auctioned off.⁴² Ice cream production at the facility stopped as it was no longer able to compete with newer, larger, national companies. The front block was still used by a variety of restaurants and was occasionally vacant.

Currently, the building is used by the Monocacy Brewing Company. The brewery can produce up to 20,000 barrels of product a year. Very little change was needed to modify the use of the old manufactory. Similar to the way many breweries quickly adapted to ice cream production during Prohibition, Ebert's Dairy was easily adapted to the production of beer. Much of the front block, which originally housed Ebert's restaurant and soda fountain, is occupied by Flying Barrel, which sells ingredients and supplies to home-brewers and winemakers.

REVIEW OF THE SITE AND ARCHITECTURE OF EBERT'S DAIRY

The location of Ebert's Dairy followed an immerging trend starting in the first half of the 20th century when industrial buildings started to be constructed outside of the city center. Located just north of town, Ebert's was one of the first industrial businesses that was built outside of the existing city limits to avoid municipal zoning regulations while maintaining proximity a ready supply of workers and consumers. The site of Ebert's manufactory, situated between a primary road and railroad lines (now defunct), also illustrates the important role of transportation.⁴³ The facility offered plenty of parking to visitors, an accommodation that was not needed at Ebert's original store in downtown Frederick.

³⁷ "No More Deliveries" *Frederick Post*, September 16, 1942.

³⁸ "Harry L Ebert Dies Here of Heart Attack" *Frederick Post*, April 26, 1946.

³⁹ "Mrs. Ebert Announces the Sale of Controlling Interest in Company" *Frederick Post*, September 14, 1961.

⁴⁰ "Ideal Dairy is Moving to Ebert Plant", *Frederick Post*, Apr; 18, 1962.

⁴¹ *Frederick Post*, June 17, 1969, Advertisement.

⁴² "Trustee's Sale in Bankruptcy" *Frederick Post*, June 7, 1975.

⁴³ Betty Bird, Julie Darsie, and Jennifer Gold, "Final Report: Preliminary Architectural survey" (Frederick, MD, 2002): 23.

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Inventory No. F-3-256

Ebert's Dairy Building Continuation Sheet

Number 8 Page 6

Baltimore engineer Otto Boettger designed Ebert's Dairy with two blocks that allowed for manufacturing activities to take place in the rear while a more formal commercial front faced North Market Street. Ebert's manufactory block is a utilitarian concrete block structure that features large window openings and minimum detail. This follows the common building convention for industrial buildings, where architecture is typically secondary to the work that takes place inside. The form, facades, and floor plans of industrial buildings vary dramatically, and they are often altered or adapted over time as technology, economic climates and markets shift.⁴⁴ However, Ebert's Dairy maintains much of its original design, form, materials, and workmanship.

An impressive commercial block designed in the Colonial Revival style largely obscures the utilitarian manufactory block in the rear. The Colonial Revival style of architecture emerged during the early 1880s, shortly after the centennial celebrations of the nation's founding when Americans began to take pride in their past and grew increasingly concerned with historic preservation. The Colonial Revival was the dominant domestic style throughout the first half of the 20th century. It can be also seen in many government offices, post offices, libraries, banks, schools, churches, and residential buildings. However examples of the Colonial Revival style in industrial and commercial sites are not common.⁴⁵ The style borrows from early American architecture (Georgian, Federal, Greek, and Dutch Colonial), combining traditional elements with contemporary ones.⁴⁶

The commercial block originally served as a roadside eatery and dairy store. Like many dairy stores, Ebert's was located at the edge of town and featured a soda fountain where sodas, sundaes, and cones could be consumed on the premises. Pints, half-gallons, and full gallons of ice cream were sold to be enjoyed at home. Dairy companies often experimented with architecture.⁴⁷ In this case, the commercial block features a symmetrically fenestrated façade with an ornate entry with classical elements that clearly draws from early American architecture. However, these traditional building elements are paired with wall openings that hold modern, industrial multi-light steel windows. Ebert's Dairy also featured large neon signs, bright lights, and plenty of parking, a common element in roadside eateries.

⁴⁴ Gabrielle M. Lanier and Bernard L. Herman, *Everyday Architecture of Mid-Atlantic: Looking at Buildings and Landscapes* (Baltimore: The John Hopkins University Press, 1997): 245.

⁴⁵ Jeffery Howe, ed., *The Houses We live In* (London: PRC Publishing Limited, 2003): 273-277.

⁴⁶ Michael Sletcher, Ed., *New England* (Greenwood, 2004): 18.

⁴⁷ John A. Jackle and Keith A. Sculle, *Fast Food: Roadside Restaurants in the Automobile Age* (Baltimore: The John Hopkins University Press, 1999): 179-180.

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- Shields, Dennis A. "Consolidation and Concentration in the U.S. Dairy Industry" Congressional Research Service. [website last accessed 06/17/13] <http://www.nationalaglawcenter.org/assets/crs/R41224.pdf>

(also see full bibliography on Continuation Sheet Number 9, Page 1)

10. Geographical Data

Acreage of surveyed property 3.0
Acreage of historical setting 4.8
Quadrangle name Frederick Quadrangle scale: 1:24,000

Verbal boundary description and justification

The existing property is defined as Parcel Number 1 and Parcel Number 4 on Frederick County Tax Map 405 and described in Frederick County Deed Book 8298, page 287

11. Form Prepared by

name/title	Christina Hiatt Martinkosky, Historic Preservation Planner		
organization	City of Frederick	date	8/1/2013
street & number	140 West Patrick Street	telephone	(301) 600-1831
city or town	Frederick	state	MD

The Maryland Inventory of Historic Properties was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement.

The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

return to: Maryland Historical Trust
Maryland Department of Planning
100 Community Place
Crownsville, MD 21032-2023
410-514-7600

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Maryland Inventory of Historic Properties Form

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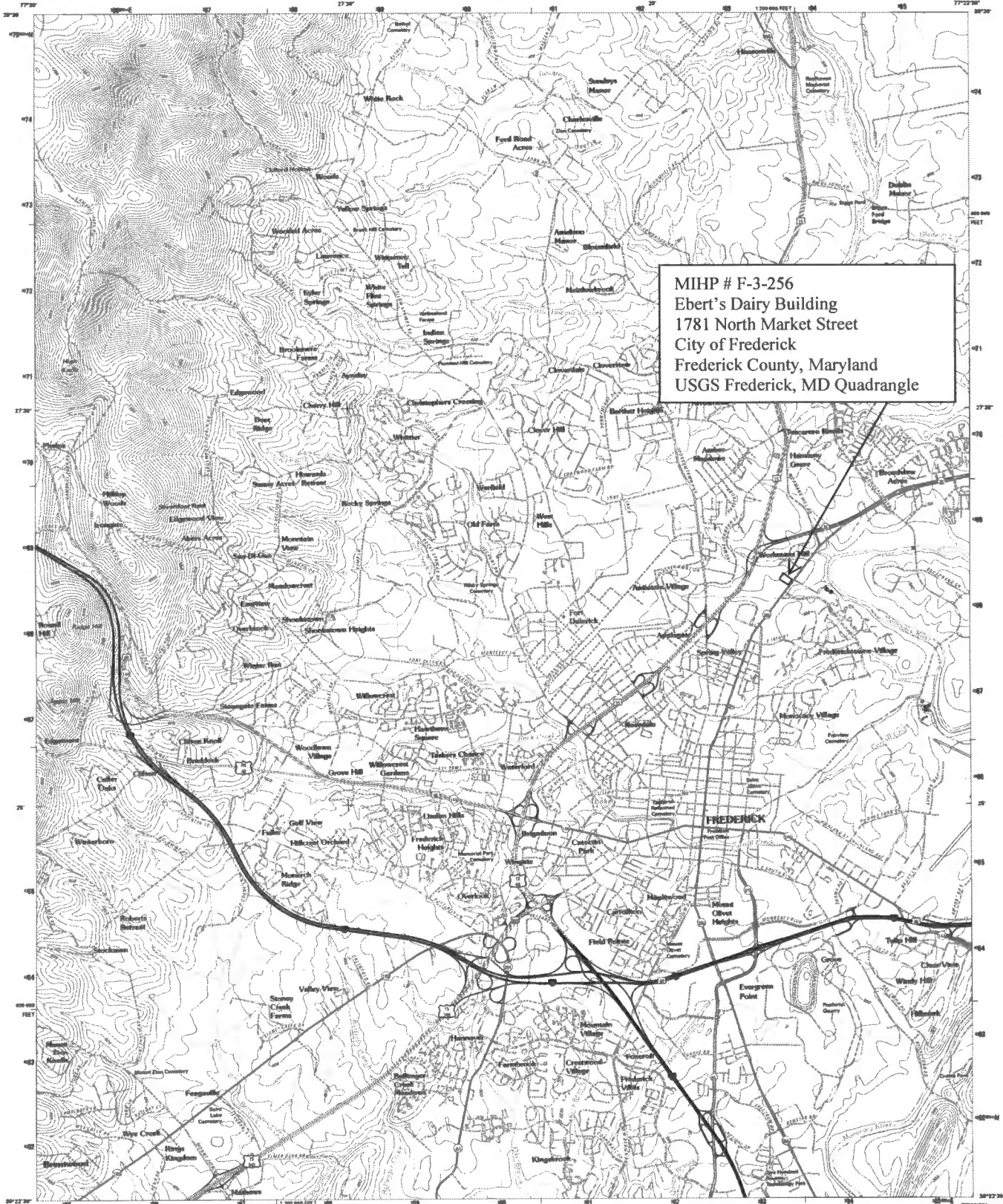
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U. S. GEOLOGICAL SURVEY

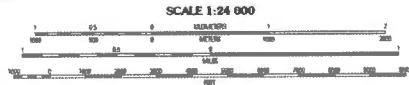


FREDERICK QUADRANGLE
MARYLAND-FREDERICK CO.
7.5-MINUTE SERIES



MIHP # F-3-256
Ebert's Dairy Building
1781 North Market Street
City of Frederick
Frederick County, Maryland
USGS Frederick, MD Quadrangle

Produced by the United States Geological Survey
North American Datum of 1983 (NAD83)
World Geodetic System of 1984 (WGS84) Projection and
1:50,000 scale Universal Transverse Mercator Zone 18Q
50 000-foot scale, Maryland Coordinate System of 1983



ROAD CLASSIFICATION

Intrastate Road	State Road
US Route	Local Road
Ramp	660
Interstate Road	CE Road
	State Road

Source: 1:50,000 June 2009
1:250,000 2010 Data
1:50,000 2010 Data
1:50,000 2010 Data
1:50,000 2010 Data
1:50,000 2010 Data

CONVERSION TABLE
NORTH AMERICAN DATUM OF 1983
This map was produced in conformance with section 9.4.10
of the USGS US Topo Product Standard
A coordinate file associated with this product is available at www.usgs.gov

Symbol	Color	Material
Symbol	Color	Material
Symbol	Color	Material
Symbol	Color	Material

FREDERICK, MD
2011

Site Map

MIHP # F-3-256
Ebert's Dairy Building
1781 North Market Street
City of Frederick
Frederick County, Maryland
Resource Sketch Map (NTS)

↑ North

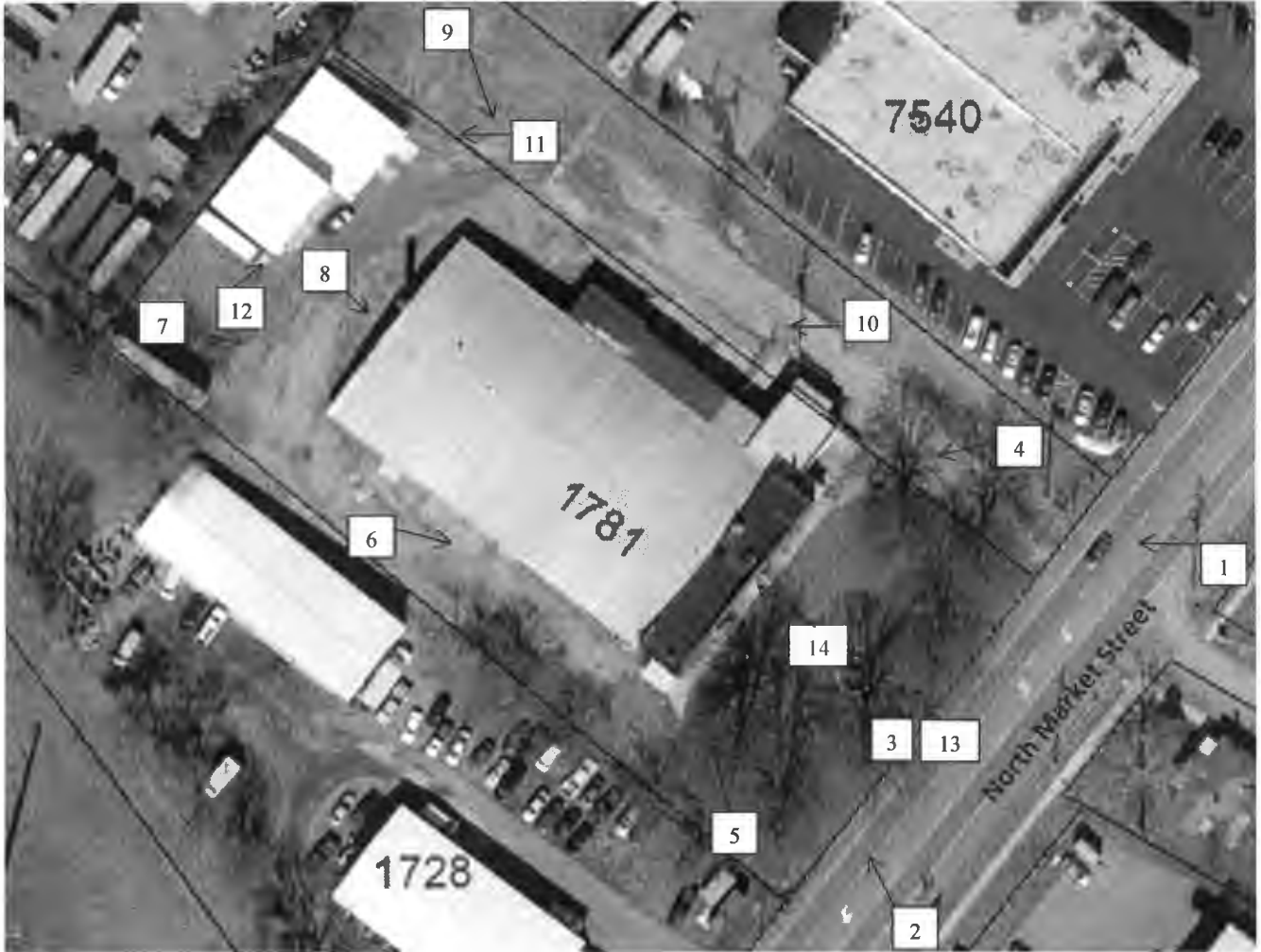
↗ Descriptive



Photography Key

MIHP # F-3-256
Ebert's Dairy Building
1781 North Market Street
City of Frederick
Frederick County, Maryland
Resource Sketch Map (NTS)

↑ North ↗ Descriptive



Digital Photograph Log
Page 1 of 2

Name of Property: Ebert's Dairy Building, MIHP # F-3-256
City of Vicinity: Frederick
County, State: Frederick County, MD
Name of Photographer: Christina Martinkosky
Date of Photographs: April 2013
Location of Original Files: MD SHPO
Number of Photographs: 14

1781 North Market Street
City of Frederick
Frederick County, Maryland

HP Premium Plus Photo Paper
HP Vivera Inks

F-3-256_13-03-08_01
Manufactory Building, façade, looking SW

F-3-256_13-03-08_02
Manufactory Building, façade, looking NW

F-3-256_13-03-08_03
Fountain, looking W

F-3-256_13-03-08_04
Manufactory Building, north elevation, looking SW

F-3-256_13-04-25_05
Manufactory Building, façade, looking NW

F-3-256_13-04-25_06
Manufactory Building, south elevation, looking NE

F-3-256_13-04-25_07
Manufactory Building, south and west elevations, looking NE

F-3-256_13-04-25_08
Manufactory Building, west elevation, looking E

F-3-256_13-04-25_09
Manufactory Building, north and west elevations, looking SE

Digital Photograph Log, F-3-256
Page 2 of 2

F-3-256_13-04-25_10

Manufactory Building, north elevation, looking SW

F-3-256_13-04-25_11

Garage/Office, north and east elevations, looking SW

F-3-256_13-04-25_12

Garage/Office, south and east elevations, looking N

F-3-256_13-04-25_13

Manufactory Building and Fountain, looking W

F-3-256_13-04-25_14

Manufactory Building, main entry, looking W



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkasty

April 2013

MD SHPS

Manufactory Building, facade, looking SW

1/14



F-3-256

Ebent's Dairy Building

Frederick County, MD

Christina Martinkosky

April 2013

MID SHPO

Manufactory Building, facade, looking NW

3/14



F-3-256
Eberts Dairy Building
Frederick County, MD
Christina Martinkosky
April 2013
MD GHPD
Fountain, looking W
3/14



F-3-256
Ebert's Dairy Building
Frederick County, MD
Christina Martinkosky

April 2013

MD SHPO

Manufactory Building, north elevation, looking SW

4/14



F-3-256

Ebert's Dairy Building
Frederick County, MD

Christina Martinkosky

April 2013

MD SHPO

Manufactory Building, facade, looking NW

5/14



F-3-256

Ebert's Dairy Building
Frederick County, MD

Christina Martinkasty

April 2013

MD SHPO

Manufactory Building, south elevation, looking NE

6/14



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkosky

April 2013

MD SHPS

Manufactory Building, south and west elevations, looking NE

7/14



F-3-256

Ebert's Dairy Building
Frederick County, MD

Christina Martinkosky

April 2013

MD SHPO

Manufactory Building, west elevation, looking E

8/14



F-3-256

Ebert's Dairy Building
Frederick County, MD
Christina Martinkas

April 2013

MD SHPO

Manufactory Building, north and west elevations, looking SE

9/14



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkasky

April 2013

MD SHPO

Manufactory Building, north elevation, basking SW

10/14



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkosky

April 2013

MD SHPO

Garage/Office, north and east elevations, looking SW

11/14



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkasty

April 2013

MD SHPO

Garage/Office, south and east elevations, looking N

12/14



F-3-256

Ebert's Dairy Building
Frederick County, MD

Christina Martinkosky

April 2013

MD SHPO

Manufactory Building and Fountain, looking W

13/14

THE FITTING BANK



F-3-256

Ebert's Dairy Building

Frederick County, MD

Christina Martinkosky

April 2013

MD SHPO

Manufactory Building, main entry, looking W

14/14