

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: North Carolina	
COUNTY: Craven	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE

1. NAME

COMMON:
Slover-Bradham House

AND/OR HISTORIC:
Burnside's Headquarters

2. LOCATION

STREET AND NUMBER:
201 Johnson Street

CITY OR TOWN:
New Bern

STATE: North Carolina CODE: 37 COUNTY: Craven CODE: 049

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" 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 type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input 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) _____ _____ _____
Yes: <input type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input checked="" type="checkbox"/> No			

4. OWNER OF PROPERTY

OWNER'S NAME:
L. A. Stith and Lillian F. Stith

STREET AND NUMBER:
Post Office Box 1427

CITY OR TOWN: New Bern STATE: North Carolina CODE: 37

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Craven County Courthouse

STREET AND NUMBER:
300 Broad Street

CITY OR TOWN: New Bern STATE: North Carolina CODE: 37

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
Historic American Buildings Survey

DATE OF SURVEY: 1937 Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:
Library of Congress

STREET AND NUMBER:
East Capitol and Independence Avenue

CITY OR TOWN: Washington STATE: D.C. CODE:

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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 type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered		<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site	

DESCRIBE THE PRESENT AND ORIGINAL (If known) PHYSICAL APPEARANCE

The Slover-Bradham House, a stately brick town house in the Renaissance Revival mode, is probably the most outstanding representative of its style in North Carolina. The corner lot upon which the house sits, although of good size, is almost dwarfed by the massive structure and the large magnolias and willow oaks growing in the yard.

Built of pressed brick laid in Flemish bond, the three-story house is raised on a high foundation delineated by a sandstone watertable. Five bays wide and three deep, the building features the emphatic diminution of fenestration typical of its style. Its strict symmetry focuses on the central entrance on the front (northwest) facade. The low hip roof, pierced by four interior end chimneys, rests on a wide wooden cornice punctuated by bold block modillions. The windows, with the exception of those at the first level on the front and those at the third level on all sides, contain six-over-six sash. A false opening in the central bay of the first level on the northeast side treated with shutters fixed in the closed position maintains the exterior symmetry. Three-over-three sash is used in the window openings at the top level and in the basement. The front windows at the first level have six-over-nine sash; these and the windows above are elaborated with sills and fine molded cornices of sandstone and are flanked by louvered shutters. The remaining windows are defined by plain sandstone lintels and sills.

Broad steps also executed in sandstone lead to the front entrance. It takes the form of a shallow loggia dominated by two Tuscan columns set in antis below a full entablature which repeats the modillion motif of the roof cornice. The double door is flanked by three-light sidelights separated by pilasters. The whole is surmounted by a three-light transom. Each leaf of the door contains two raised panels and original hardware, including a brass box lock and pendant handle on either side. Continuous balconies of cast iron extend beneath the first-floor windows. They are composed of curvilinear forms connected, accented, and draped with foliate motifs--all rendered in a most delicate manner. The balconies are supported on scroll brackets, also of cast iron. On the rear a one-story kitchen and screened-in porch were added.

The interior of the Slover-Bradham House repeats the stateliness and uniform symmetry of the exterior. Each floor including the basement has a center-hall plan, two rooms deep. The parlors on the northeastern side are connected by double doors which retain the original silver door knobs, escutcheons, and hinges. On the opposite side the rooms are smaller with the space between them filled by a passage against the outside wall, two closets, and a half bath. The closet opening into the rear (dining) room formerly contained a dumb waiter.

The finish throughout the first-floor rooms includes plastered walls with molded plaster cornices and a wide molded baseboard. Cast ornamental plaster ceiling medallions occur in both front rooms and in the eastern rear parlor. The medallion in the hall is simpler, consisting of two molded circles. Beautiful gas fixtures now electrified are suspended from the medallions and in the dining room from the center of the ceiling.

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Wide moldings crossetted at the head surround all doors and windows and, in the case of the latter, enclose a panel beneath the shorter side windows. The reveals and soffits of the windows are also paneled. The doors throughout the first floor contain four raised panels each. Both parlors on the northeast side of the house feature identical white marble mantels in which the square fire opening is flanked by pilasters with lancet panels. The pilasters carry a Tudor-arched surround, the spandrels of which are simply paneled. These mantels have an accompanying ornamental cast-iron segmental-arched summer grate cover. The mantels on the opposite side of the house are black marble. Their design is bold and simple, consisting of pilasters which support a Tudor-arched surround above which is a plain shelf; all elements are unadorned. In the eastern parlor, a false door balances the one from the hall--indicating the careful manner in which symmetry was applied to all parts of the house.

The stair rises in three flights with square landings in between toward the rear of the hall. Each step is adorned with a wave-pattern bracket and carries two rather slender turned balusters. The balusters, together with stout turned posts and newel, support the wide ramped handrail.

The plan and finish of the second floor is very much like that of the first. As on the southwest side of the first floor, space between the rooms originally was allocated for closets and during the Bradham residency half of the spaces (those that were against the outside wall) were converted into bathrooms. The front portion of the hall was similarly enclosed. Fixtures of that era still exist in the front and southwest bathrooms. The ceramic toilet in the front bathroom, manufactured by McGraw Yarborough Company of Richmond, Virginia, is of an unusual design in that it has a round water tank. In the other bathroom the wash basin is set upon a bulbous pedestal--both members of the unit being ceramic. The walls of the bedchambers are finished like those on the floor below. Although the profile of the door and window architraves is identical to those, on the floor below, they are not crossetted. Raised panels occur beneath each window and in the four-panel doors. All the mantels on the second and third floors are of wood and identical to the black marble mantels on the first floor.

8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

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

SPECIFIC DATE(S) (If Applicable and Known)

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

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

_____ |
|--|--|---|--|

STATEMENT OF SIGNIFICANCE

Stephen F. Miller in his recollections of New Bern in 1824 only mentions Charles Slover in passing, noting that he was "in trade," but Slover was hardly twenty years old at the time and was just beginning to amass his large fortune. By the 1840s, however, he had acquired considerable wealth, largely in shipping and general merchandising; his cargoes to and from the Caribbean were a marked feature of his business activity. In December of 1832 Slover married Elizabeth King, whose family roots were in Salem, Massachusetts, Connecticut, and Long Island, though her immediate family had been in the New Bern area long enough to amass a considerable fortune on their own.

It was not until the mid 1840s that the Slovers decided to build a dwelling suitable for their large family and their social and economic standing. By that time they already had six children, and before 1851 they were to have two more. In 1846 they purchased Lot 111, at the corner of Union and East Front streets, and must have begun construction of their house soon thereafter, for the traditional construction date is 1848, a date supported by the stylistic evidence.

The Jones-Jarvis House and Eli Smallwood houses, almost directly across the street, were already occupied by prominent New Bern families as were a number of other houses in the immediate area. The social center of the town had by then shifted from the area near the site of Tryon Palace on the Trent River across town to lots near the broader Neuse River, and this was probably one of the considerations in the Slovers' choice of site.

No builder's or designer's name can be associated with the house, and it seems probable that the design was not locally inspired. The three-story house of pressed brick, featuring diminution of fenestration and a classical Greek entry, would be expected more in a New England or Mid-Atlantic city than in New Bern where it stands stylistically alone. Perhaps Mrs. Slover drew on her family ties with Salem in choosing the design. Certainly Mr. Slover, through his shipping and merchantile activities, would have been aware of the homes of wealthy ship owners in Massachusetts. The Slovers spent lavishly in executing the design, and ordered many accoutrements from eastern cities. Iron balconies for the facade, marble mantels, porcelain and silver key escutcheons, and silver hinges and locks for the interior were ordered and installed. At an early date gaslight was installed and a dumbwaiter put in from the basement kitchens to the dining room on the first floor. Evidently the furnishings

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were as good as the house, for Slover lived until 1892, and many New Bernians still tell stories of the elegance of the house and its furnishings.

By the time General A. E. Burnside and his Union forces arrived in New Bern in March, 1862, Charles Slover and his family had already moved from the city to High Point, North Carolina, to avoid the conflict. They remained there for the rest of the war. During that period one of his daughters wrote in her diary "It is Sunday morning. The church bells are ringing in New Bern, but I am not there to hear them." The family had planned much better than most other New Bern families, however, and in the months between secession and the arrival of the Union forces Charles Slover transferred most of his assets to British banks, where they remained intact, awaiting transfer at the end of the war.

In New Bern, the quality--and probably the site and size of the house--led to its protection. General Burnside initially made his headquarters in the John Wright Stanly house, but soon moved to the Slover House. Throughout the Civil War the headquarters of the Eighteenth Army Corps and the Department of North Carolina remained in the Slover House. Albert Mann noted in his history of the 45th Massachusetts Regiment that the house was in the second provost guard district and was "under the special care of the guard." The interior of the house seems to have been unusually well cared for, and for much of its history the house has been known as and was for a number of years marked "Burnside's Headquarters," a title which its photograph bears in numerous Civil War histories. In a closet in one of the downstairs front rooms nails and labels for military reports written during the period have been carefully preserved. One reads, "Weekly Report for Genl. Hospitals," and another, "Report of Cont. Nurses," so that evidently that room was the staff office of the hospital corps.

After the Civil War the Slovers returned to New Bern, transferred their assets from England back to this country, and continued their prosperous life. Charles Slover died in 1892, willing the house and its contents equally to his children. George Slover acquired the house from the other heirs, and continued Slover occupancy until 1905. He sold then to Samuel Smallwood, who held the property for only a month before selling to Mary D. Nicoll. In 1908 she sold the property to C. D. Bradham.

Bradham was a pharmacist who operated a drug store at Pollock and Middle Streets. By 1908 he had amassed a considerable fortune through his invention of a soft drink, which he called Pepsi-Cola.

At some point in the 1890's he came up with a new beverage of his own creation and began offering it at his fountain. His cronies hailed it as excellent and promptly named it "Brad's Drink," in his honor, but by August 28, 1898, young Bradham himself had given it the name "Pepsi-Cola."

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He organized formally a company for the production of the drink on December 30, 1902, and registered the name with the patent office on June 6, 1903. He began bottling and making syrup for sale in his own plant in New Bern in 1904. By 1906 Pepsi-Cola was being bottled in fifteen plants in North Carolina and Virginia and by 1909, the year after he purchased and moved to this house, it was being bottled in 250 plants in twenty-four states.

Bradham had by that time become a national figure, holding conventions in New Bern for his far-flung business associates and pioneering modern advertising techniques to sell the beverage. During World War I, however, the rising prices of sugar led to financial disaster for Bradham, though the company remained in his hands until 1922, when it passed to corporate ownership. During that time Bradham transferred ownership of the house to first his wife and then to his son, but in 1934 it was sold to Elizabeth Knowles Guion. The Guions maintained ownership until 1960, when the current owners, Mr. and Mrs. Lawrence Stith, Sr., acquired the property.

Virtually unaltered in any way, the Slover-Bradham House is probably the best-executed, most sophisticated example of Renaissance Revival architecture in the state. There is no other house in New Bern that in style, size, or finish matches this one. Its academicism is even more remarkable when seen in the local architectural context, where traditional Federal building hung on for so long. The house is also notable for its association with the inventor of Pepsi-Cola.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Craven County Records, Office of the Register of Deeds, Craven County Courthouse, New Bern, North Carolina (Subgroups: Deeds, Wills).
 Craven County Records, State Department of Archives and History, Raleigh, North Carolina (Subgroups: Deeds, Wills).
 McCullough, Rose. "The King Family," unpublished manuscript.
 McCullough, Rose. "The Slover Family," unpublished manuscript.
 Mann, Albert W. History of the Forty-Fifth Regiment Massachusetts Volunteer Militia. Jamaica Plains: Brookside Print, 1908.
 Martin, Milward W. Twelve Full Ounces. New York: Holt, Rinehart and Wilson, 1969.

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	° ' "	° ' "		°	'	"
NE	° ' "	° ' "		35	06	45
SE	° ' "	° ' "		77	02	18
SW	° ' "	° ' "				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: $3/4$ acre

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

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE

SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE:
 Survey and Planning Unit Staff

ORGANIZATION: State Department of Archives and History DATE: 2 May 1972

STREET AND NUMBER:
 109 East Jones Street

CITY OR TOWN: Raleigh STATE: North Carolina CODE: 37

12. STATE LIAISON OFFICER CERTIFICATION

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 H. G. Jones

Title Director, State Department of Archives and History

Date 2 May 1972

NATIONAL REGISTER VERIFICATION

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

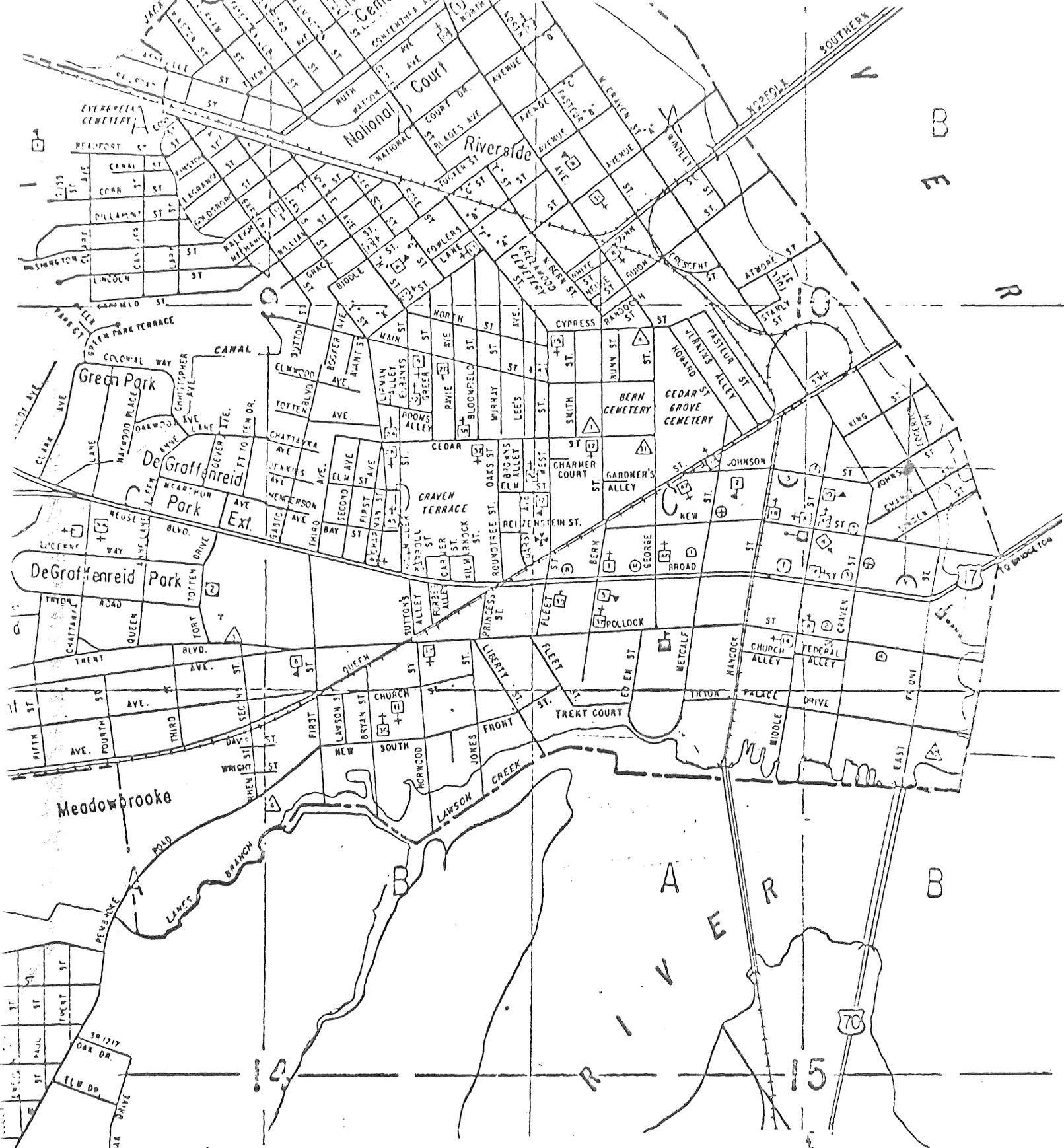
Chief, Office of Archeology and Historic Preservation

Date _____

ATTEST:

Keeper of The National Register

Date _____



Slover-Bradham House
(Burnside's Headquarters)
201 Johnson Street
New Bern, North Carolina

Map of New Bern and Vicinity, New Bern Chamber of Commerce,
drawn by Gilfredo Gonzalez
1" / 1200 feet
no date

James
City

