

The Evolution of a Charleston House & Commercial Space



153 East Bay Street, Charleston, SC

For K. Pemberton's HP 8090/HSPV 809

Historical Research Methods

By Jean Stoll

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*Deepest Gratitude to
My mother, who always inspires me
Chad Rogers, Assistant General Manager of PEARLZ
Jodi Bronchtein, Assistant Sommelier at McCrady's Tavern
And Katherine Pemberton*

Introduction

In the study of 153 East Bay Street, a story unfolds which is both unique and completely expected in Charleston, South Carolina. Not only is the original 18th century structure seen and used today, but it sits on the edge of a city full of similar time capsules: each of which have their own stories and secrets. The building which is now called 153 East Bay has seen the Revolutionary War play out, often within the structure itself. It has weathered countless storms and has escaped every major peninsula fire¹. It has become one of the oldest taverns in America; and from the street, it still fits in perfectly with the rest of the city it calls home.

Situated on East Bay Street, the lot sits within the portion of the 'walled city' of Charleston, which was established in 1672 and finished by the early 1700s.² Because the building was built within the walls, it was built early and in the central hub of commerce for the city. The building would have directly faced the wharfs in the late 17th and early 18th centuries, before man-made infill created artificial space on the east side of the peninsula. Charleston was established as a private colony, and later became a Royal protectorate, meaning its main purpose was to generate profits. Therefore, trade was the beating heart of the city, and East Bay Street was the main artery thru which goods were imported and exported. The street was always bustling with sailors, merchants, servants and slaves, and townspeople buying and selling everything, from services like milliners to grocery items. Based on the heavily trafficked area, and the long lifespan of the walled

¹ Historic Charleston Foundation. "Charleston Historic Fires," Interactive Maps, 2012. www.historiccharleston.org/Maps/Fires (Accessed November 22, 2014).

² Johnathan H. Poston. *The Buildings of Charleston*. (Columbia: University of South Carolina, 1997), p. 48.

city portion of Charleston, the building flourished first as a tavern known best by the name McCrady's.

ARCHITCTURAL DESCRIPTION

Originally, 153 East Bay Street directly faced the wharfs on the Cooper River, which was just on the other side of Bay Street. It was, and remains, a three story building above grade, with a cellar below. Constructed with a slate roof, common bond brick most likely alternating courses of 6:1, and on a lot which was thirty five feet across on East Bay, by about 100 feet deep: see appendix B for the dimension fluctuations over the years. This street front dimension has never changed, while the two narrow alleys on both sides of the building have been enveloped by the building over the years. The main building faced East Bay Street as it runs North-South. It was four bays wide, and

constructed for first floor commercial use, with residential space above.³ Behind that

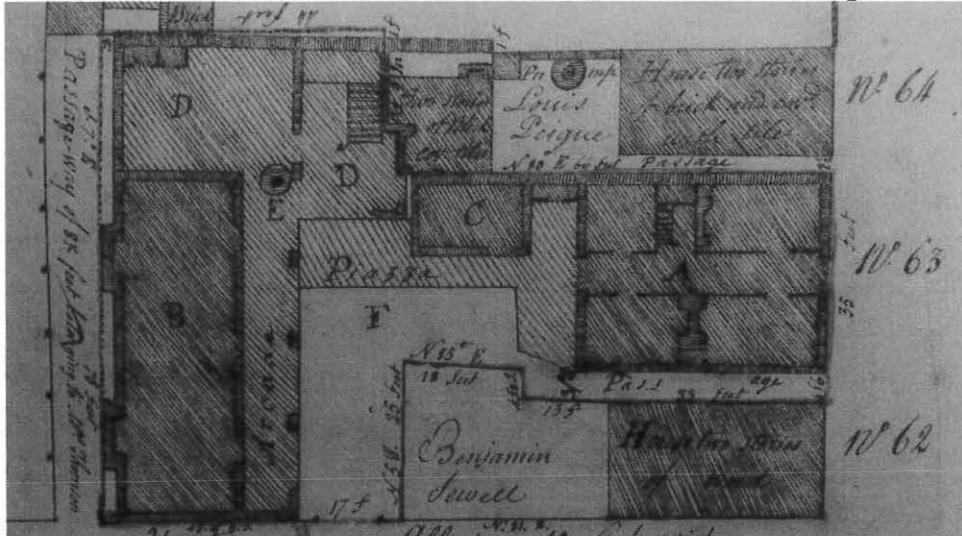


Figure 1

building, labeled in 1801 as the house with the letter "A"⁴, were four other architectural features. A 'long room' was noted

³ Charleston County. Records of the Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 387.

⁴ RMC, Charleston, S.C. Deed Book C7, p. 387.

as “B”, a brick arcade labeled and given the letter “D”, a storage building labeled “C” and a paved brick yard lettered “F”⁵, of which only the long room remains visible. It is also significant to note that there was a well with a pump, labeled “E”⁶ under the arcade between the arches and the long room, near the northeast corner of the structure. The well survives to date, and is now included in McCrady’s Restaurant as it is attached to the arcade.

Change in the Footprint over Time

It is unknown exactly which buildings stood on the lot before 1791, when it is known that President Washington was a guest in the long room, and what the date of construction was for the front house. With that in mind, between the period of 1801 and

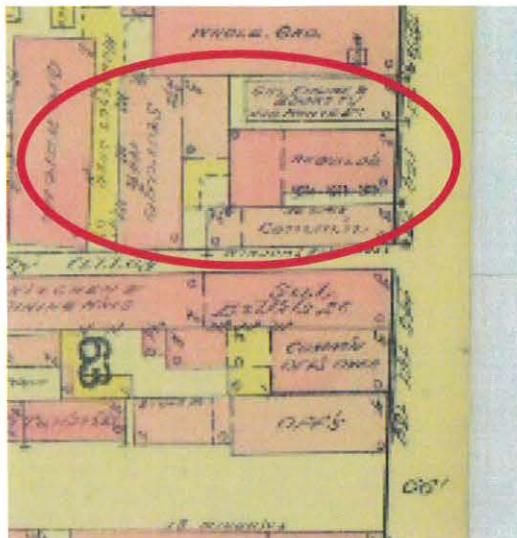


Figure 2

1972, the footprint on the lot changed, but only in the enclosure of space. The next image of the building after the 1801 plat can be found in 1884, shown in Figure 2. East Bay Street is to the right, running North-South, and Unity Alley is in the center of the image. The 1884 Sanborn map⁷ labels the property as #149 and depicts an enclosure of the northern part of the

brick arcade and the long room, making two structures which communicated via an interior opening. The storeroom was also enlarged and extended to communicate with the front house, via two interior openings. There is a noted wooden, marked in yellow,

⁵ Charleston County, Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 387.

⁶ RMC, Charleston, S.C. Deed Book C7, p. 387.

⁷ Sanborn Map Company. *University of South Carolina: 1884*. (Scale: 50 ft. = 1 in.) “Sanborn Fire Insurance Maps” <<http://library.sc.edu/digital/collections/sanborn.html>> (Accessed October 15, 2014).

L-structure between the long room and the extended storeroom, and its function is unclear, but may have been a piazza.⁸

In the 1872 C.N. Drie bird's eye view of Charleston⁹ in Figure 3, the property can be located within its block, but the depiction is not accurate for the area, since all of



Figure 3

Unity Alley is missing, as are all the spaces in the rear of 153 East Bay. However, the map is much more detailed than the earlier 1852 Bridges and Allen map of Charleston,¹⁰ which simply delineates the city blocks in the walled city with small shaded sections for buildings, and instead defines rural areas on the northern part of the peninsula.

city with small shaded sections for buildings, and instead defines rural areas on the northern part of the peninsula.

Survival of the Front House

By 1888, the wooden L-structure was completely enveloped in a brick structure which was adjacent to the long room and the enlarged storeroom, see Figure 4.¹¹ The front house is shaded green, to denote 'special' materials used, rather than brick which is red. There were also stairs added in the southern access alley, parallel to Unity Alley, while the northern access was filled in completely. The street number became #153, and any open space to the rear of the house has been lost.

⁸ Sanborn Map Company. *University of South Carolina: 1884*. Scale 50 ft. = 1 in.) "Sanborn Fire Insurance Maps" <<http://library.sc.edu/digital/collections/sanborn.html>> (Accessed October 15, 2014)

⁹ C.N. Drie. "1872 Birdseye View of Charleston." Library of Congress, South Carolina: 1872. <<http://www.loc.gov/item/75696567/>>

¹⁰ R.P Bridges and Robert Allen. "An Original Map of the City of Charleston, South Carolina." Hayden Brother & Company: 1852. Charleston County Public Library.

¹¹ Sanborn Map Company. *University of South Carolina: 1888*. Scale 50 ft. = 1 in.) "Sanborn Fire Insurance Maps" <<http://library.sc.edu/digital/collections/sanborn.html>> (Accessed October 15, 2014)

Despite the enclosure of space through the addition or extension of structures, the footprint of the front house remained unchanged. It was thirty five feet across in 1788¹² and it is thirty five feet today. The southern access alley today exists in the form of utility closets or stair halls on each floor within 153 East Bay. The northern gap of 2.5 feet which was agreed to remain open in 1801¹³ has been enveloped by what is now Minero Restaurant.

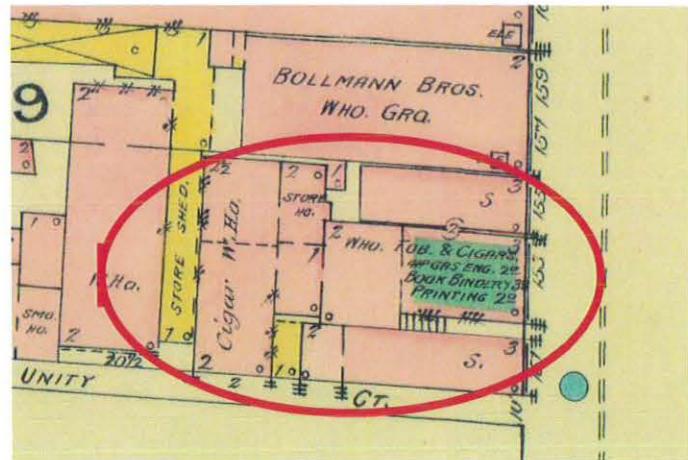


Figure 4

EARLY COMMERCIAL USES

The first known use for the property was as a tavern, but it had three distinctive features: the design and use by McCrady, the layout of the structures, and immediate uses after McCrady.

McCrady Period

Edward McCrady is the first known owner of the plot of land that 153 occupies. According to family tradition, he was from Antrim in Northern Ireland, graduated Edinburgh College and had been a tutor.¹⁴ After marrying the daughter of his employer, the Earl of Loudoun, in Philadelphia, McCrady established himself in Charleston in the

¹² Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book Z5, p. 485.

¹³ RMC, Charleston, S.C. Deed Book Z5, p. 485.

¹⁴ Edward McCrady Gaillard. "Outline of a Family Background: Gaillard & McCrady," Columbia, R.L. Bryan Co, 1977. 100.

1750s.¹⁵ As an active revolutionary and supporter of Independence, and member of the Charleston militia, Edward McCrady was forcibly removed from Charleston in 1780 by British forces, and exiled to St. Augustine, Florida.¹⁶ He must have incurred very little debt on the voyage, because McCrady only owed 15 shillings and 2.5 pence to the account of General Stock purchases¹⁷ that fall, while most others on the voyage owed between one and five pounds.¹⁸ Once he returned in 1782, his finances were greatly diminished, but it was a testament to his work ethic and the excellent location of his tavern, that he was able to recover financially after one year.¹⁹

In 1790 he was listed in the Charleston City Directory as being a “vinter [sic]”²⁰ and living at #63 East Bay Street, which is the number listed for the house on the 1801 plat.²¹ The 1801 plat also distinguished McCrady as an “attorney at law,”²² a family tradition for his descendants, but it is unclear which profession provided more financial security: attorney or tavern proprietor. In the 1790 directory, he was the only vinter [sic] listed in Charleston, but there were seven others in the liquor business²³ ranging from brewer to distillers and wine merchants. McCrady’s was surrounded by a wine merchant

¹⁵ McCrady. (1977): 100.

¹⁶ Josiah Smith and Mabel L. Webber. “Josiah Smith’s Diary,” *The South Carolina Historical and Genealogical Magazine* 34, No. 2 (April 1933), p. 31.

¹⁷ Josiah Smith and Mabel L. Webber. “Josiah Smith’s Diary,” *The South Carolina Historical and Genealogical Magazine* 34, No. 2 (April 1933), p. 16.

¹⁸ Josiah Smith and Mabel L. Webber. (April 1933), p. 16.

¹⁹ Edward McCrady Gaillard. “Outline of a Family Background: Gaillard & McCrady,” Columbia, R.L. Bryan Co, 1977. 100.

²⁰ Charleston City Directory, 1790, South Carolina Room, Charleston County Public Library, Charleston, S.C.

²¹ Charleston County. Records for the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 387.

²² RMC, Charleston, S.C. Deed Book C7, p. 386.

²³ Charleston City Directory, 1790, South Carolina Room, Charleston County Public Library, Charleston, S.C.

and a hairdresser to the north and south, respectively.²⁴ A shoemaker and shopkeeper were some of the occupants of Unity Alley.²⁵

The intended purpose of ‘McCrady’s Tavern on the Bay’ was to provide a space for entertainment²⁶ which was expanded after he added the long room and “double piazza”²⁷ to supplement the bar and dining area on the first floor of his front house. Some believe that the rear portion of the second floor of the long room was a raised stage, complete with a curtain and prompter window on the wall facing the arcade²⁸ which has since been leveled off, but the window remains. The tavern was the regular meeting spot for multiple groups: the Modern Masters Lodge, the Cincinnati Society, and two Grand Lodge chapters, #4 met on second and fourth Thursdays and #13 met the first and third Thursdays of each month.²⁹ The tavern was also a popular meeting space for political and business gatherings, as evidence by newspaper references to McCrady’s Tavern as the location of meetings.³⁰

Edward did not run his establishment alone. He had twenty three slaves working his farm and his tavern in town.³¹ He had the unusual inclination to name his slaves after European cities: Dublin, Antrium, Amsterdam, Prince, York and Belfast were all names he used for his slaves.³² Despite his financial difficulties after the Revolution,

²⁴ Charleston City Directory, 1790.

²⁵ Ibid.

²⁶ Edward McCrady Gaillard. “Outline of a Family Background: Gaillard & McCrady,” Columbia, R.L. Bryan Co, 1977. 100.

²⁷ McCrady. (1977): 100.

²⁸ Jodi Bronchtein, interview by author, Charleston, S.C., November 19, 2014.

²⁹ Charleston City Directory, 1790, South Carolina Room, Charleston County Public Library, Charleston, S.C. p. 43.

³⁰ Advertisement. *The City Gazette*, Charleston, S.C. Vol. VIII no. 1599 (October 14, 1790): 1.

³¹ “Estate Assessment of W. Edward McCrady,” Wills of Charleston County, 1671-1868, Book C 1793-1800, 125. South Carolina Room, Charleston County Public Library.

³² “Estate Assessment of W. Edward McCrady,” Wills of Charleston County, 1671-1868, Book C 1793-1800, 125 & 227. South Carolina Room, Charleston County Public Library.

Edward McCrady was a man of substantial wealth when he died.³³ Among his property was listed china, Queens ware, plates valued at 100 pounds, silver and numerous furniture items,³⁴ not to mention the thirty slaves that were counted as ‘property’.

Description of McCrady’s Tavern on the Bay

The front house presumably served as the primary meeting space for political meetings prior to 1788, when Edward built the ‘long room’³⁵ in the rear of his property. The house not only had a central hall single-pile plan, but also had a fully functional subterranean “garret cellar”³⁶ which was not all that common in Charleston, and certainly was an interesting feature as the structure was built so near to the river. The cellar even has a full fireplace, but the lack of scorch marks suggests it was structural or aesthetic. The cellar was described as the wine cellar,³⁷ and based on current conditions, it is assumed that the floor level had been lower, as there is a lot of dirt infill and accumulation, perhaps even over two or three feet in some places. There is also no modern communication between the two sides of the cellar. There is what appears to be a window-sized opening which has been bricked up, and the rear section of the center partition wall is newer than the front portion, based off of mortar campaigns.

³³ “Estate Assessment of W. Edward McCrady,” 1671-1868, Book C 1793-1800, 125.

³⁴ Ibid., 125 & 227.

³⁵ Edward McCrady Gaillard. “Outline of a Family Background: Gaillard & McCrady,” Columbia, R.L. Bryan Co, 1977. 100.

³⁶ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 387.

³⁷ Edward McCrady Gaillard. “Outline of a Family Background: Gaillard & McCrady,” Columbia, R.L. Bryan Co, 1977. 100.

After McCrady's Tavern

Following Edward McCrady's death on September 16, 1794 and burial at St. Philips, where he was a member,³⁸ the tavern passed to his only son John. John McCrady was also an attorney and mortgaged the property to Charles Snowden, a merchant, in early 1801³⁹ and then sold the property to William Brisbane, a planter,⁴⁰ in May of that same year.⁴¹ After the tavern was passed out of McCrady family hands, it remained a public establishment until the Civil War.

The Brisbanes changed the tavern's name from McCrady's to Eude's Tavern sometime between 1819⁴² and 1834.⁴³ While the Brisbane family owned the lot, William Brisbane Sr. attempted to sell the property, in addition to four slaves, in 1819 to Orran Byrd⁴⁴ but the mortgage was never satisfied and the property reverted to Brisbane. The Panic of 1819 was the driving force which kept the property in the hands of the Brisbanes: American inflation contrasted with global market deflation and many Americans grew to distrust financial institutions in the US, creating a financial crisis.

After William and William H. Brisbane inherited the property from their father, they sold it in 1834 to Jacob Barrett.⁴⁵ While Barrett owned the lot, the street address changed to #131, and he ran the French Coffee House out of the front house.⁴⁶ The

³⁸ McCrady. (1977): 101.

³⁹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 386.

⁴⁰ Charleston City Directory, 1802, South Carolina Room, Charleston County Public Library, Charleston, S.C.

⁴¹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C7, p. 397.

⁴² Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C9, p. 355-358.

⁴³ Ibid., Deed Book G10, p. 355-358.

⁴⁴ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book C9, p. 355-358.

⁴⁵ RMC. Charleston, S.C. Deed Book G10, p. 355-358

⁴⁶ City of Charleston. City Tax Assessment Ward Books, Charleston, S.C. Ward 1, 1852-1902, p. 20

Coffee House was furnished with marble top and mahogany tables, and they kept a healthy supply of “brandies, whiskeys, wines and segars [sic]”.⁴⁷ Barrett owned the property until the 1850s when he sold it to Joseph Cohen who was an auctioneer and worked at 125 East Bay Street in 1855.⁴⁸ At that point the lot was labeled as #149 East Bay and inhabited by Patrick J. Cogan, who owned 143 and 145 East Bay.⁴⁹ Joseph Cohen was 32 years old when the Militia Enrollments of 1869 were conducted, and he was listed as a merchant.⁵⁰

TRANSITIONING TO PRINT

After the first commercial use of the building ended, the buildings on the property housed printing offices and manufacturing.

Mid 1800s Transition

The Cohens were the owners through the transformation of the front building from a public entertainment space to a commercial building. As noted on the 1884 Sanborn map, the building was being repurposed, but it is unclear what the Cohens intended to use it for, as they sold the lot in 1884 to Albert Bischoff.⁵¹ Under Bischoff's ownership, the building was used for commercial purposes, housing book bindery, a

⁴⁷ Public Advertisement, “Auction Sales,” The Charleston Daily News, December 20, 1866, in the Library of Congress Chronicling America: Historic American Newspapers database.

<http://chroniclingamerica.loc.gov/lccn/sn84026994/1866-12-20/ed-1/seq-5/> (Accessed November 1, 2014).

⁴⁸ Charleston City Directory, 1855, South Carolina Room, Charleston County Public Library, Charleston, S.C.

⁴⁹ Frederick A. Ford. “Census of the City of Charleston, South Carolina, for the Year 1861,” Evans and Cogswell, Charleston: 1861.

⁵⁰ 1869 Militia Enrollments, Military Department Adjacent and Inspector General. S192021. South Carolina Department of Archives and History.

<http://www.archivesindex.sc.gov/onlinearchives/Thumbnails.aspx?recordId=308385>

⁵¹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book Z19, p. 307.

tobacco and cigar merchant, printing and “gas eng”.⁵² The great earthquake of 1886 did \$500 in damages to the property, but by late 1886 repairs had been made and the building was considered in good condition.⁵³ It is significant to note that in the conditions assessment, the roof is listed as tin, rather than slate, and the earthquake may have been the cause to renovate the roof.⁵⁴ However, in the antebellum years, especially after the hurricane of 1885 and the earthquake close behind, the residents of Charleston were left battered and without the exuberant spirit which had characterized the city before the Civil War.

Charleston Exposition

In 1901, a handful of businessmen in Charleston advocated that the city host an Exposition. World Fairs and Expositions were exceptionally fashionable, and often brought a great deal of business to the host cities.⁵⁵ Charleston’s economy was in great need of a resurgence in capital and business, as it captured only .37% of US foreign trade in 1900⁵⁶ due in great part to their sluggish modernization pace, and the fact that railroads stopped short of the docks in Charleston which incurred extra fees for transport which other cities did not have.

The 1901 Exposition was to be the economic solution. By increasing trade, especially with the West Indies, business leaders sought the rewards of “increased

⁵² Sanborn Map Company. *University of South Carolina: 1888*. Scale 50 ft. = 1 in.) “Sanborn Fire Insurance Maps” <<http://library.sc.edu/digital/collections/sanborn.html>> (Accessed October 15, 2014)

⁵³ Winham & Lester, pub. “City of Charleston South Carolina, Record of Earthquake Damages,” Atlanta: 1886. Charleston County Public Library, p. 6.

⁵⁴ Winham & Lester, pub. 1886, p. 6

⁵⁵ Bruce Harvey, “Architecture for the Future at the Charleston Exposition.” *Perspectives in Vernacular Architecture: Exploring Everyday Landscapes* 7 (1997): 118.

⁵⁶ Harvey, (1997): 119.

population, greater investments, and a reinvigorated community spirit".⁵⁷ The Young Men's Business League, established in 1894, worked with supportive city leaders to attempt to raise Charleston from the murky economic obscurity: enabled in part by the entrenched Charleston aristocracy.⁵⁸ Such public displays of enticing economic development were too modern or propagated for many old Charlestonians, and the Exposition suffered as a result. While master architect Bradford Gilbert built buildings which were "richly decorated" and spanned different Revival styles such as Italianate and Spanish,⁵⁹ the Exposition had almost no architectural influence on the city⁶⁰ and did not succeed in re-establishing Charleston as a trading magnet in the South.



Figure 5

Despite the relative failure of the Exposition in meeting organizational expectations, many Charleston residents attended the exhibits with friends and family. The Exhibition grounds were a sight to behold, as seen in Figure 5. In one exhibit, visitors could have

⁵⁷ Ibid., 120.

⁵⁸ Ibid., 122.

⁵⁹ Ibid., 123.

⁶⁰ Bruce Harvey, "Architecture for the Future at the Charleston Exposition." *Perspectives in Vernacular Architecture: Exploring Everyday Landscapes* 7 (1997): 128.

their pictures taken, and J.P Denham, as well as both H. Bischoff and W.B. Bischoff were pictured in 1902, see Figures 6-8.⁶¹

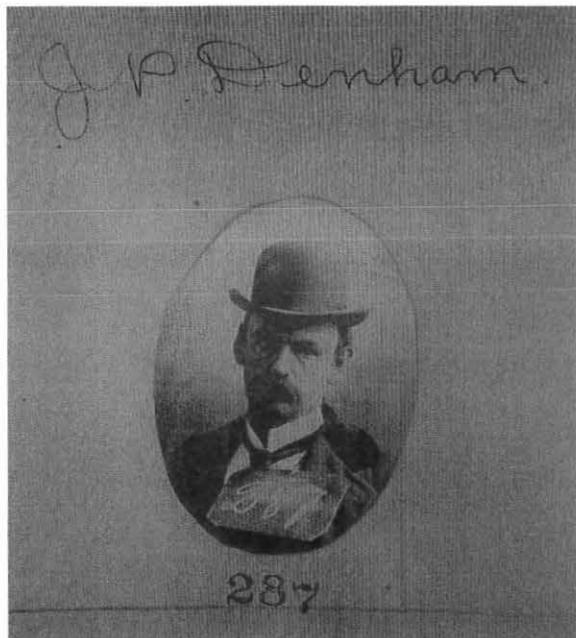


Figure 7



Figure 8



Figure 6

⁶¹ Photos of J.P. Denham, H. and W.B. Bischoff, "The South Carolina & West Indian Exposition Photo Passbook, 1901-1902." Charleston Archive, Charleston County Public Library, Charleston, S.C.

News and Printing Agency Occupation

From the period of 1867 to 1944, while Albert Bischoff and then the Daggett Printing Company, owned the lot, the front building and perhaps those in the rear of the lot were used to house printing. That span of 77 years saw incredibly important events in American history: from drastic political changes to major social benchmarks. News of the Wounded Knee Massacre, the Spanish American War, World War I and World War II events would have been printed in the building. Plessy V. Ferguson ramifications, Prohibition, New Deal policies and the news of eleven new states admitted into the Union were mass produced at 149, soon to be 153, East Bay Street. And finally, news of major American milestones such as the invention of the light bulb, the Wright brothers first flight, the completion of the Washington Monument and the Empire State building, and even Disney's first animated feature would have all filtered through the building. The amazing historical span of what 153 East Bay housed is significant both in that it served to provide Charlestonians with news of the outside world, and that it later served (as the Daggett Printing Co) to print and publish many Charlestonian works.

The Daily News

In 1867, *The Daily News* of Charleston moved “to the large and commodious building, No. 149 East bay”⁶² and #149 East Bay became their main headquarters, as seen in Figure 9. By 1869, it was recognized that *The Daily News* had the largest

⁶² Public Advertisement, The Charleston Daily News, September 14, 1869, in the Library of Congress Chronicling America: Historic American Newspapers database. <<http://chroniclingamerica.loc.gov/lccn/sn84026994/1869-09-14/ed-1/seq-2/>>

circulation in the city⁶³, and the fact that they were based in 149 East Bay Street elevated

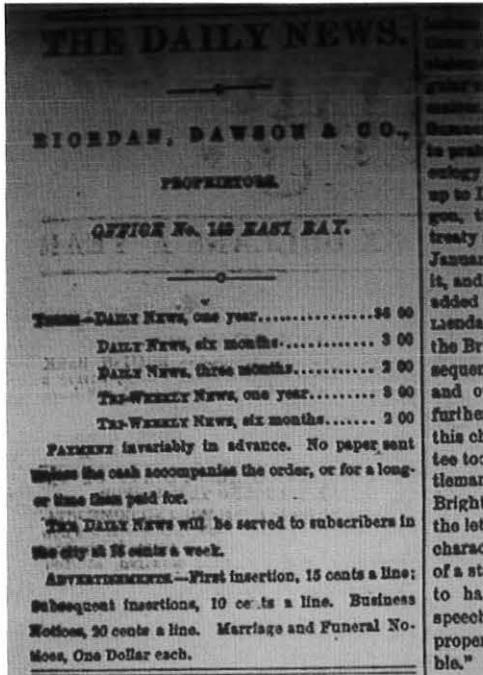


Figure 9

the property's importance not only as a place that issued the news, but that issued the most widely read news. It is important to note that the *Mercury* had been housed next door to the building after 1844⁶⁴ and so printing nearby had been a legacy. The building also served as their Job Office, where they regularly advertised for "theatre managers, traveling showmen, railroad agents, hotel keepers, steamboat agents, and all those who have job printing to do"⁶⁵

Daggett Printing Company

After a 1913 court case between Bischoff and Otgen relatives, siblings v. siblings and in-laws, the court appointed a Master of the County, F.K. Myers, to sell the property on behalf of the family. J. Palmer Denham bought the property⁶⁶ and the Daggett Printing Company promptly moved their⁶⁷ main office into the building. See Figure 10 for the street view of East Bay Street when Daggett Printing occupied the building.

⁶³ Printing Advertisement, The Charleston Daily News, August 5, 1869, in the Library of Congress Chronicling America: Historic American Newspapers database. <<http://chroniclingamerica.loc.gov/lccn/sn84026994/1869-08-05/ed-2/seq-3/>>

⁶⁴ "Murder Will Out, A Mystery Explained." The Daily Phoenix, November 7, 1867, in the Library of Congress Chronicling America: Historic American Newspapers database.

<<http://chroniclingamerica.loc.gov/lccn/sn84027008/1867-11-07/ed-1/seq-2/>>

⁶⁵ Printing Advertisement, The Charleston Daily News, August 5, 1869, in the Library of Congress Chronicling America: Historic American Newspapers database. <<http://chroniclingamerica.loc.gov/lccn/sn84026994/1869-08-05/ed-2/seq-3/>>

⁶⁶ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book S24, p. 207.

⁶⁷ RMC. Charleston, S.C. Deed Book Y26, p. 121.

It is assumed that Denham was an agent of the company,⁶⁸ and he transferred the conveyance to the company two months later for five dollars.⁶⁹ The company had been profitable in Charleston since the late 1800s: their annual profit at \$10,000 in 1899 had increased \$2,000 from the previous year.⁷⁰ The company received the 1903 contract to print that year's edition of the City Yearbook⁷¹ but met with fierce competition until their last yearbook contract in 1922.

Daggett Printing
competed with
Calder-Conklin and
Company, J.J.
Furlong, Southern
Printing &
Publishing
Company, and
Walker Evans &



Figure 10

⁶⁸ "Newspaper Men Begin Sessions, Annual Convention Meets at Myrtle Beach," The Herald and News, June 27, 1922, In the Library of Congress, Chronicling America: Historic American Newspapers database. <<http://chroniclingamerica.loc.gov/lccn/sn86063758/1922-06-27/ed-1/seq-5/#date1=1922&index=3&rows=20&words=Denham&searchType=basic&sequence=0&state=South+Carolina&date2=1922&proxtext=Denham&y=0&x=0&dateFilterType=yearRange&page=1>>

⁶⁹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book Y26, p. 121.

⁷⁰ "New Enterprises," The Fairfield News and Herald vol LIII no 50, July 26, 1899. Winnsboro, SC.

<http://chroniclingamerica.loc.gov/search/pages/results/?state=&date1=1836&date2=1922&proxtext=Daggett+Printing&x=0&y=0&dateFilterType=yearRange&rows=20&searchType=basic>

⁷¹ *Charleston City Yearbook*, 1903. Charleston: Daggett Printing Company, 1904.

Cogswell, the latter being Figure 11 for Walker Evans firm Evans & Cogswell was Broad Street, and judging Yearbooks they published and 1939, their company received more business Between those years, a

Walker, Evans & Cogswell

35.8% of the city yearbook business with at least six other companies vying for those contracts. In response to their competition, or perhaps just to keep their company appearing fresh, Daggett Printing Company changed their logo various times, yielding some very interesting designs ranging from simple and elegant to incorporating an owl to invoke confidence and wisdom, note Figures 12-14.

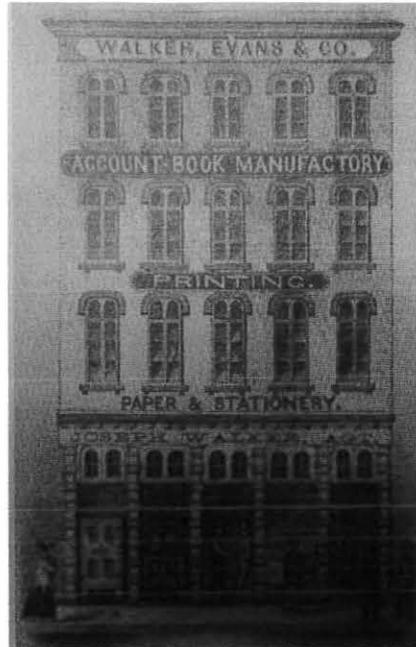


Figure 11

their biggest competitor, see storefront.⁷² In 1860 the prominently located on 5 from the number of City between the years of 1886 was more established and than Daggett Printing. span of fifty three years,

published nineteen⁷³, or

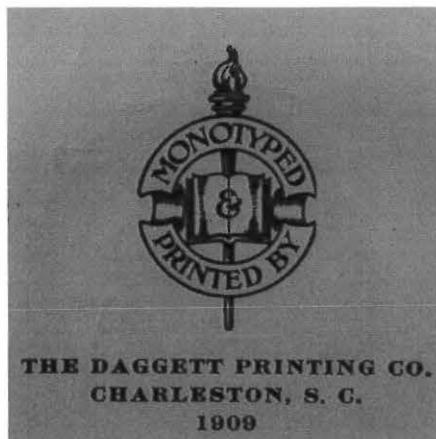


Figure 12

Presses of
The Daggett Printing Company.
Charleston, S. C.
1910

Figure 13



Figure 14

⁷² *Charleston City Yearbooks, 1885-1951*. Charleston.

⁷³ *Charleston City Yearbooks, 1886-1939*. Charleston.

FULL CIRCLE EVOLUTION

In the 21st century, the Daggett Printing Company sold the property to Ms. Huber⁷⁴ who attempted to demolish the long room in the early 1970s, but was prevented by the city after it was discovered that the long room was the site of McCrady's 18th century tavern, which had apparently been lost to time and lore after the Civil War. Huber worked for R.L. Bryan Company as a consultant in 1971⁷⁵ which ironically was the company that published the McCrady family history chapter in 1977, after she had sold the property.⁷⁶ Raphael Jones purchased the property in 1972⁷⁷ and listed the site on the National Register of Historic Places later that year.⁷⁸ Under his company stewardship, first Unity Alley Company⁷⁹ and then McCrady's Tavern a Partnership⁸⁰, the rear buildings were gutted but preserved, and the property returned to a food-based establishment. Then the establishment was sold to the Barnes family⁸¹ in 1977. They have changed the official title holder name multiple times since the 1970s, but the property is currently managed by the Homegrown Hospitality Group who operate the excellent establishments of PEARLZ and McCrady's out of the front house and the long room buildings respectively.

⁷⁴ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book R44, p. 564.

⁷⁵ Charleston City Directory, 1971, South Carolina Room, Charleston County Public Library, Charleston, S.C.

⁷⁶ Edward McCrady Gaillard. "Outline of a Family Background: Gaillard & McCrady," Columbia, R.L. Bryan Co, 1977. 100.

⁷⁷ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book P99, p. 346.

⁷⁸ Michael Miller. "McCrady's Tavern and Long Room," Landmark Hunter. <<http://landmarkhunter.com/182088-mccradys-tavern-and-long-room/>>

⁷⁹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book B100, p. 28.

⁸⁰ RMC. Charleston, S.C. Deed Book B103, p. 190.

⁸¹ Charleston County. Records of the Register Mesne Conveyance (RMC), Charleston, S.C. Deed Book H111, p. 324.

CONCLUSION AND FURTHER AREAS FOR RESEARCH

After standing for over two hundred and twenty years, the original buildings at what is today 153 East Bay Street have witnessed history. It has survived natural and economic disasters within the community while playing a significant role as a communication link for the people of Charleston. Although much is known about 153, many mysteries remain unsolved. It has not been researched what the effect the use of unusual names had on the people McCrady enslaved, and how his neighbors regarded a man who ran a successful entertainment facility and named his slaves for European cities. Images for McCrady's Tavern would be an exceptional find. Any information whatsoever on Eude's Tavern, during Brisbane's ownership, was very difficult to find, and perhaps all the more worth searching for. The profession of Jacob Barrett would be useful to look into. It would be interesting to entertain the rumors of a Revolutionary War tunnel that led from McCrady's cellar to the Exchange building and then out to the river⁸² and follow that lead. Another project within the scope of research on the lot that would expand the building narrative would be to conduct an archaeological dig under what is now PEARLZ, or the front house building: find out if the fireplace against the north wall was operable, and perhaps locate the original floor. Any new information gathered will serve to further highlight 153 East Bay Street's continuity of the practical; this singular tavern, that today continues to testify to the resilient and preservationist character of Charleston while serving the practical needs of the community.

⁸² Rafael Jones. *Preservation Progress* (November 1975): 4-10.

A. List of Illustrations

Fig. 1: 1801 Plat Map. RMC, Charleston, S.C. Deed Book C7, p. 387.

Fig. 2: 1884 Sanborn Map. University of South Carolina. 1884 Sanborn Fire Insurance Maps, Charleston, S.C.

Fig. 3: 1872 Birdseye View of Charleston.

Fig. 4: 1888 Sanborn Map. University of South Carolina. 1888 Sanborn Fire Insurance Maps, Charleston, S.C.

Fig. 5: Charleston Exposition, 1902. Published by the Citadel.

Fig. 6: J.P. Denham as pictured at the Charleston Exposition. The South Carolina & West Indian Exposition Photo Passbook, 1901-1902.

Fig. 7: H. Bischoff as pictured at the Charleston Exposition. The South Carolina & West Indian Exposition Photo Passbook, 1901-1902.

Fig. 8: W.B. Bischoff as pictured at the Charleston Exposition. The South Carolina & West Indian Exposition Photo Passbook, 1901-1902.

Fig. 9: The Daily News, advertising that the office was located at 149 East Bay Street.

Fig. 10: East Bay Street, post 1880. Historic Charleston Foundation. "Wagener-Ohlandt Building East Façade (161 E. Bay St.)"

Fig. 11: Walker, Evans and Cogswell building at 3 Broad Street, circa late 1800s.

Fig. 12: 1909 Daggett Printing logo. Charleston City Yearbook, 1908.

Fig. 13: 1910 Daggett Printing logo. Charleston City Yearbook for 1910.

Fig. 14: 1919 Daggett Printing logo. Charleston City Yearbook for 1918.

B. Annotated Chain of Title

1787

Grantor: N/A

Grantee: Edward McCrady

Book/Page: Z5-485

Type: Agreement

Lot: N/A

Edward built the south wall of a tenement house belonging to James Grofs, on the lot directly north of his own. At this time, McCrady was the owner of a building facing East Bay Street, which is clearly shown in the 1801 plat but is not described in this reference.

4/8/1801

Grantor: John McCrady, attorney at law

Grantee: Charles Snowden, merchant

Book/Page: C7-386-7

Type: Conveyance

Lot: 35x104x75, bounded by Jacob Jacobs to the north, and Benjamin Jewell to the south.

Snowden and McCrady had many transactions between them from 4/13/1801-4/28/1801. All appeared to be handing the land back and forth between them in indentures, mortgages and bonds. This instance relates the sale to Snowden for \$3,750, which is called "McCrady's Tavern", and it is assumed that he defaulted on his payments as John McCrady later sells the same property. This entry had an incredibly detailed map which not only denoted the property, #63 East Bay, boundaries but labeled all the buildings and gave a floor plan of the main building fronting the street.

5/5/1801

Grantor: John McCrady

Grantee: William Brisbane

Book/Page: C7-397

Type: Assignment of the Foregoing Mortgage

Lot: --

Nothing further known about this transaction, beyond later information that William Brisbane died on 10/25/1821 and left the property to his sons William and William H. upon their 25th birthdays.

5/17/1819–5/18/1819

Grantor: William Brisbane

Grantee: Orran Byrd

Book/Page: C9-355-8

Type: Conveyance with retrenchment clause

Lot: "Known by the name of McCrady's Tavern" on East Bay

For the sum of \$17,000, Brisbane sold the lot to Byrd, and an included bond agreement for \$34,000 which included 4 slaves. The slaves were named were Argyle, Isaac, Augustus and Patience. There was an included clause in the mortgage which stated that if Byrd defaulted, all the property would revert to Brisbane. At this time in America, the financial Panic of 1819 had set in, as well as the Supreme Court McCulloch V Maryland ruling which established that Federal banks were constitutional and states could not tax such institutions. These factors may have had a substantial impact on Byrd's ability to satisfy the mortgage terms.

9/1/1834

Grantor: William & William H. Brisbane

Grantee: Jacob Barrett

Book/Page: G10-355-8

Type: Sale and Renunciation of Dowers

Lot: 35x113x75

The property is currently called Eude's Tavern. It sold for \$11,200.

1852

Grantor: Jacob Barrett

Grantee: J. Cohen

Book/Page: Ward Book 1852-1902. Ward 1, pg. 20

Type: --

Lot: 35x120

Described as #131 East Bay, it was a 4 story brick structure known as the French Coffee House.

1861

City Census for 1860

The property is labeled as #149 East Bay, owned by Joseph Cohen but inhabited by Patrick J. Cogan, who owned #143 and #145 East Bay. According to the Census statistic tables, 7 whites lived on Unity Alley.

1871

Grantor: Joseph Cohen

Grantee: Sarah B. Cohens

Book/Page: Ward Book 1

Type: --

Lot: 35x112

Described as 4 stories, and sold for \$12,000.

1880-1883

Grantor: Sarah B Cohens

Grantee: --

Book/Page: Ward Book 1

Type: --

Lot: 35x112

Described as 4 stories, and sold for \$7000

1884 Sanborn Map

The lot, designated as #149, is labeled "rebuild'g" and has had major modular changes. The rear 'long room' has been attached to the brick arcade and part of the piazza has been reduced and is labeled as a wooden structure. The long room is labeled as "storage" and has 4 windows, 3 facing west and 1 to the north. The pantry store room of 1801 has been connected to the main house and extended to abut the property to the south, formerly of Benjamin Jewell. Three windows appear on the south side facing the narrow alley, of which there was no evidence of in 1801.

1884

Grantor: J. Cohen

Grantee: Albert Bischoff

Book/Page: Z19-307

Type: Sale

Lot: --

There was nothing further about this transaction.

1886 Earthquake

Labeled as a liquor store and printing office, with a tin roof, #153 East Bay Street, very recently called #149, had \$500 in damages and after repairs was in good condition.

1888 Sanborn Map

The lot, designated as #153, is labeled as containing tobacco and cigars, book bindery, printing and "gas eng". The rear long room is labeled as a cigar warehouse. The wooden piazza is completely gone, as is the 2.5 foot alley to the north, which was intended in 1801 to ever remain open. The rear enclosure of space is so complete that no trace of the piazza, arcade or yard paved in brick remains. The alley to the south, between 153 and 151 East Bay, remains but has been shortened and includes a stairway.

1/28/1898

Grantor: The State of South Carolina

Grantee: Albert Bischoff Co

Book/Page: Z22-232

Type: Charter

Lot: --

There was nothing further about this transaction.

1902 Charleston Expo Photographs

H. Bischoff and W.B. Bischoff are both pictured, as #124 and #273 respectively, as well as J.P. Denham as #287.

8/2/1913

Grantor: F.K. Myers

Grantee: J. Palmer Denham

Book/Page: S24-207

Type: Public Degree

Lot: 35x113x75

The court case Bischoff v. Bischoff verdict was such that F.K. Myers, who was the Master for the county, would sell the property to Denham in the Bischoff's stead. The actual transaction took place in the Denham-Albert Otgen transfer on 10/4/1913.

10/4/1913

Grantor: Albert Otgen et al.

Grantee: J. Palmer Denham

Book/Page: S24-207

Type: Mass Conversion

Lot: 35x113x75

This was the actual transfer of the land from one private owner to another. Otgen et all refers to the court case where Albert Bischoff, Anna M. S. Heesewan, J. Edwin Bischoff & Julia W. Otgen entered a plea against Anna L, Marguerite A, & Martha C Bischoff, and members of the Otgen and Steevhen families.

10/4/1913

Grantor: J. Palmer Denham

Grantee: Daggett Printing Co

Book/Page: Y26-121

Type: --

Lot: --

It is assumed that Denham was an agent of the Daggett Printing Co, or he owned the company and simply transferred the name on the deed and the listed price was \$5. According to Charleston City Yearbooks, the Daggett Printing Company was doing very well by 1913, having printed 5 of the yearbooks since 1903. Their main competition was Walker, Evans and Cogswell, and Lucas-Richardson Printing.

8/31/1944

Grantor: Daggett Printing Co

Grantee: Grace D. Huber

Book/Page: R44-564

Type: --

Lot: 35x113x75

Sale price was at \$13,300. The Daggett Printing Company probably was struggling to compete with other companies in the area. Since they printed their first yearbook for the city in 1903, the number of competitors had increased, with the addition of Calder-Conklin and Co, J.J. Furlong (which was part of a printers union), and Southern Printing and Publishing Company. Looking at the Charleston City Yearbooks from 1880 to 1951, Daggett never printed one after 1922, and it can be assumed their business elsewhere was also declining.

7/11/1972

Grantor: Grace D. Huber

Grantee: Raphael Jones

Book/Page: P99-346

Type: --

Lot: 35x113x75

Sale price was at \$76,000. While she owned the property, Grace D. Huber applied for a city permit to demolish the rear building, originally the long room. The permit was denied once it was discovered that the long room had been McCrady's Tavern. The price spike is attributed to inflation and the discovery of McCrady's Tavern.

9/1/1972

Grantor: Raphael Jones

Grantee: Unity Alley Co

Book/Page: B100-28

Type: --

Lot: --

Nothing further is known about this transaction.

9/14/1972

Listed on the National Register of Historic Places.

10/4/1973

Grantor: Unity Alley Co

Grantee: McCrady's Tavern, a Partnership

Book/Page: B103-190

Type: --

Lot: 35x113x75

Sale price was at \$1. Nothing further is known about this transaction.

1/12/1977

Grantor: McCrady's Tavern

Grantee: Read Barnes

Book/Page: H111-324

Type: --

Lot: --

Sale price was \$39,146.79, but other information is unknown.

5/11/1982

Grantor: Read Barnes

Grantee: Lad and Anne Barnes

Book/Page: Probate Releases 1980-1982, file #77-417

Type: Will

Lot: --

Lad and Anne Barnes received the property via Read Barnes' will.

1/21/1985

Grantor: Lad and Anna Barnes

Grantee: Rheta Simons Barnes et al

Book/Page: V142-537

Type: Will

Lot: --

No other information is known about this transaction.

1/21/1985

Grantor: Rheta Simons Barnes

Grantee: Anne Gibbs Leland

Book/Page: V142-545

Type: Trustee

Lot: --

No other information is known about this transaction.

12/28/1994

Grantor: Rheta Simons Barnes et al

Grantee: Parker Henrietta Barnes

Book/Page: B251-127

Type: --

Lot: --

Sale price was at \$5. Nothing further is known about this transaction.

1/6/2005

Grantor: Parker Henrietta Barnes

Grantee: July Group LLC

Book/Page: R521-784

Type: Trustee

Lot: --

Sale price was at \$450,000. Nothing further is known about this transaction.

2/8/2005

Grantor: July Group LLC

Grantee: Unity Alley LLC

Book/Page: B525-55

Type: --

Lot: 153 East Bay Street

Sale price was at \$5. Nothing further is known about this transaction.

3/27/2008

Grantor: Unity Alley LLC

Grantee: --

Book/Page: A665-804

Type: --

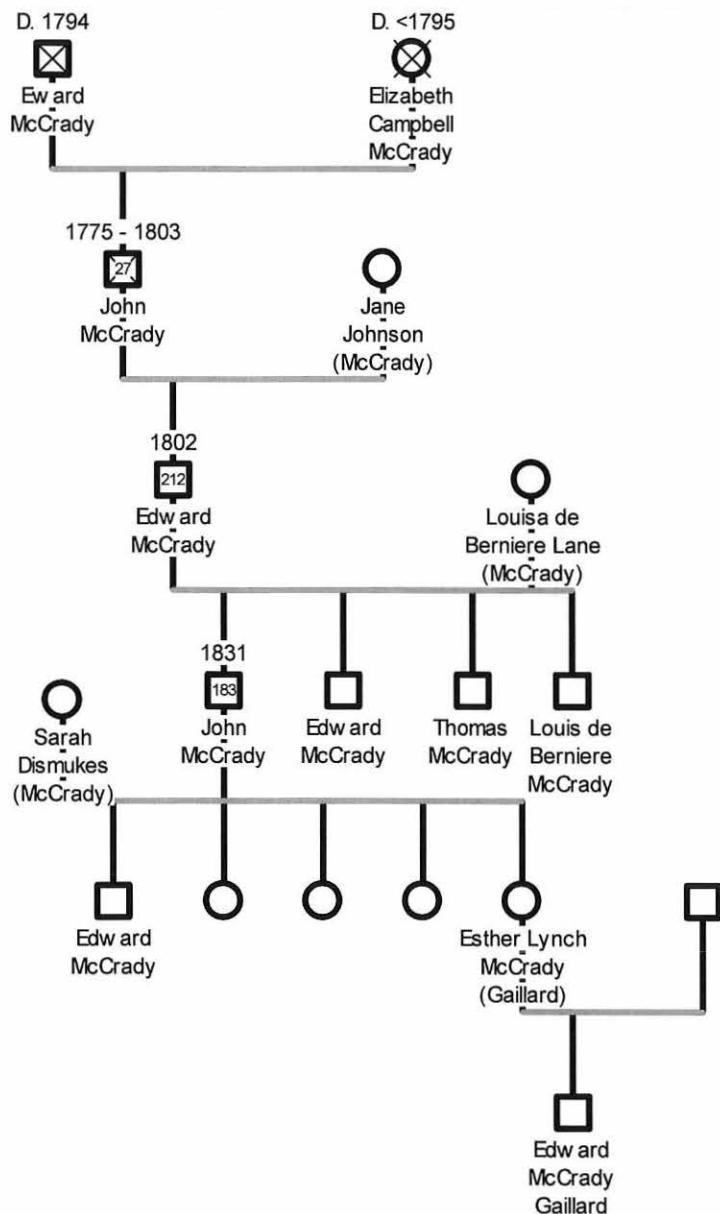
Lot: 153 East Bay Street

Estimated value at this date was \$1,334,500.

C. Timeline of the Street Address

- 1787–1834: #63 Bay Street
- 1852: #131 East Bay Street
- 1861-1885/6: #149 East Bay Street
- 1886-present: #153 East Bay Street

D. McCrady Family Tree⁸³



⁸³ Edward McCrady Gaillard. "Outline of a Family Background: Gaillard & McCrady," R.L. Bryan Company, Columbia: 1977. 100-105.

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