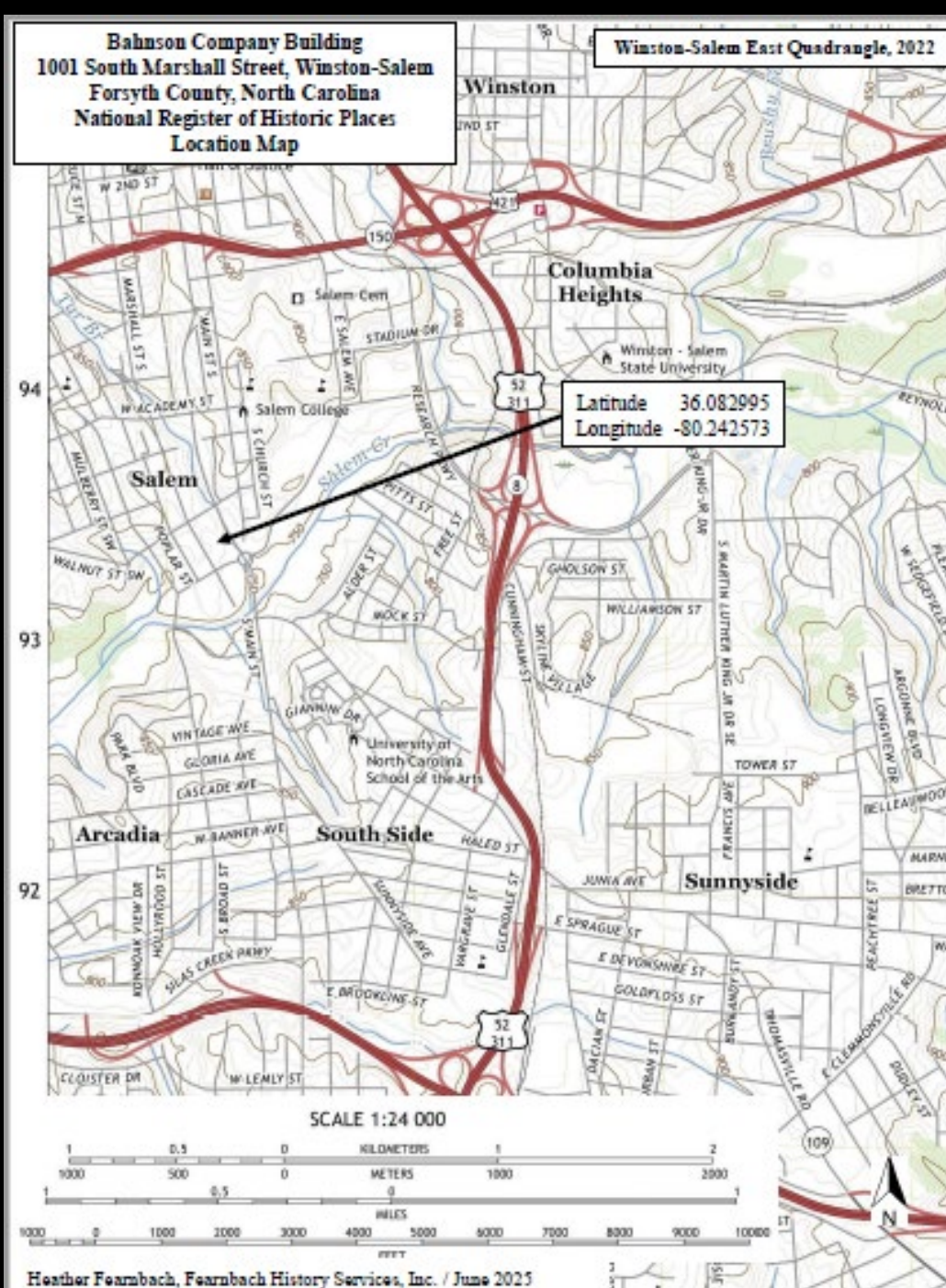




Bahnson Company Building

1001 South Marshall Street
Winston-Salem

National Register Nomination Review





Bahnson Company Building
1001 South Marshall Street, Winston-Salem, Forsyth County, North Carolina
National Register of Historic Places Boundary Map



Heather Fearnbach, Fearnbach History Services, Inc. / June 2025
February 2025 Nearmap aerial imagery courtesy of Forsyth County GIS @ <https://mapf.maps.arcgis.com/>



Bahnson Company Building
1001 South Marshall Street, Winston-Salem, Forsyth County, North Carolina
National Register of Historic Places Site Plan and Exterior Photograph Views



Heather Fearnbach, Fearnbach History Services, Inc. / June 2025
February 2025 Nearmap aerial imagery courtesy of Forsyth County GIS @ <https://mapf.maps.arcgis.com/>





West Elevation



First Floor, looking East in 1935
Addition



National Register Designation Requirements

Significance Requirement

The Bahnson Company Building is eligible for National Register of Historic Places listing because of its association with events that have made a significant contribution to the broad patterns of American history—specifically our local industry—as the manufacturing plant that invented, fabricated, supplied, installed, and serviced air conditioning and filtration, humidification, and ventilation equipment and systems that revolutionized factory design and operation. Mechanical air conditioning facilitated optimal material and equipment performance and promoted workforce productivity, thus increasing industrial output. The business headed by brothers Agnew Hunter Bahnson and Frederic Fries Bahnson originated in July 1915 as the Normalair Company, which marketed a humidifier patented by their uncle, industrialist John W. Fries. The business, reorganized as the Bahnson Humidifier Company in 1918, became known as the Bahnson Company by 1921 as it grew to serve an international clientele. Engineers designed site- and industry-specific systems for venues including bakeries, cotton warehouses, flour and textile mills, tobacco and furniture factories, paper plants, laboratories, museums, and educational buildings. A. H. Bahnson Jr. became the Bahnson Company's president in 1947 and guided its rapid expansion. The business persevered and prospered through product diversification. The enterprise's ongoing contribution to the local economy as an employer, consumer of goods and services, and taxpayer, has been enormous. The Bahnson Company Building manifests the concern's explosive growth between 1925 and 1965. The approximately 127,000-square-foot plant evolved in stages beginning with a two-story, flat-roofed, brick, 6,480-square-foot factory erected in 1925. Additions constructed in 1935, 1940, 1944, 1947, and 1948 allowed for production increase and provided room for administrative, manufacturing, and research and product development staff to operate at the same location.

The period of significance begins with the original factory's 1925 construction and continues until 1965, when the company moved its manufacturing department to a 300,000-square-foot plant on Lowery Street. The South Marshall Street complex continued to house administrative offices and the research and development department until 1985.



National Register Designation Requirements

Integrity Requirement

Bahnon Company Building possesses the seven qualities of historic integrity - location, setting, feeling, association, design, materials, and workmanship, a requirement for listing in the National Register.



HRC Recommendation

Following presentation of the nomination and a public hearing on January 7, 2026, the Historic Resources Commission unanimously found that the property meets the criteria for listing in the National Register of Historic Places and recommended that it be submitted for listing in the Register.