

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received NOV 7 1984
date entered DEC 6 1984

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Upper Main Street
and/or common ✓ UPPER MAIN STREET HISTORIC DISTRICT

2. Location

street & number ✓ 163-240 Main Street, 3 Mill Street, 56 Racine Street, and 408 Water Streets. not for publication
city, town ✓ Menasha vicinity of
state Wisconsin code 55 county Winnebago code 139

3. Classification

Category	Ownership	Status	Present Use	
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Various - see continuation sheet
street & number
city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Winnebago County Courthouse
street & number 415 Jackson Street
city, town Oshkosh state Wisconsin 54901

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no
date 1977, 1984 federal state county local
depository for survey records State Historical Society of Wisconsin
city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input checked="" type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Upper Main Street Historic District is located on the edge of the old government canal at the commercial center of the city of Menasha. Traversed by Highway 114 along Main Street, the district encompasses approximately six acres of densely developed 19th century commercial buildings. This urban setting contains thirty-two buildings representing the Neo-Classic and late 19th century periods of commercial construction. Of these buildings seven are pivotal, 18 contributing, and 7 non-contributing. Pivotal buildings were so classified by their architectural integrity and prominent role during the period of significance. Contributing buildings were determined by their complimentary scale and historic use. Non-contributing buildings were identified by incompatible alterations and contemporary construction.

The district is distinguished from its environs by its visual contiguity and by the changes of character in adjacent residential and industrial districts. The Upper Main Street Historic District is one segment of a larger and less homogeneous commercial corridor that follows Highway 114 from Tayco Street to DePere Street. At the intersection of Chute and Main Streets contemporary construction interrupts the visual flow of 19th century commercial buildings, separating the district from the Menasha City Hall (NRHP 1984). Further along that corridor at the intersection of Broad and Racine Streets, additional contemporary construction and unsympathetic renovations separate the district from the U. S. Post Office, an exceptional example of Colonial Period construction built in 1933. These breaks in the corridor roughly define the eastern and western boundaries of the district. The northern boundary is defined by a transitional neighborhood of residences and parking lots on Broad Street. The southern boundary is defined by the government canal and the industrial district south of the canal.

The following inventory lists each building in the district and is followed by a brief description of each pivotal element. (P=Pivotal; C=Contributing; NC=Non-Contributing; H=Historically Significant; A=Architecturally Significant)

INVENTORY

<u>Map #</u>	<u>Street Address</u>	<u>Historic Name</u>	<u>Current Name</u>	<u>Class</u>
1	163 Main St.	T. D. Phillips Furniture Store	Ensley Law Offices	C
2	165 Main St.	Masonic Block	Masonic Building	P-H
3	175 Main St.	First National Bank	Menasha City Hall	NC
4	177 Main St.	Hotel Menasha	Casey's by the River's Edge	P-H
5	201 Main St.	Tuchscherer Block	Tuchscherer's	NC
6	209 Main St.	Bierman Block	Unoccupied	NC
7	215 Main St.	Arnold Block	His & Hers	C
8	217 Main St.	Clovis Block	Mill Valley Pub	C
9	219 Main St.	Clovis Block	Jaehnke Optical	C
10	223 Main St.	Henning Block	WW Bar	C

(continued)

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input checked="" type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input checked="" type="checkbox"/> other (specify)
			association with significant person	
Specific dates	Various-see text		Builder/Architect	Various-see text

Statement of Significance (in one paragraph) PERIOD OF SIGNIFICANCE: 1884-1934

The Upper Main Street Historic District is an architecturally and historically significant collection of commercial buildings constructed between 1884 and 1934. The densely developed six-acre tract contains 32 buildings, including fine examples of the Neo-Classic and late 19th century periods of construction. Several of these buildings were designed by prominent architects and are associated with significant figures and social groups in Menasha history. As a whole the district represents the city's principal commercial development during peak years of community growth as a manufacturing center. The quality and distinction of the buildings are collectively unparalleled in the city, recommending the district as one of Menasha's most important historical and architectural resources of local significance.

HISTORICAL DEVELOPMENT

Treaties with the Menominee Indians opened land east of the Fox River for public sale in 1835. Included in this sale was land now occupied by the city of Menasha. Territorial Governor James Duane Doty was among the early speculators in this sale and was the man most responsible for early local development. After additional treaties opened land west of the river, Doty settled in the area and participated in the establishment of Winnebago Rapids (Neenah) on the channel south of Doty Island. Disputes over water power development prompted Doty and his associates to abandon the south channel settlement in 1848 to form a rival village on the channel north of the island.

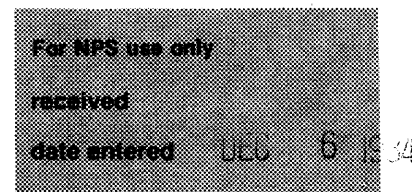
Doty, elected to Congress that year, worked through his son Charles and associate Curtis Reed. In 1848 these two men arranged for the formation of a water power improvement company and the construction of a dam, Reed building a log hotel near what would become Mill and Water Streets. In 1849 the two men platted the Village of Menasha and were successful in locating the local link of the Fox-Wisconsin Waterway through the north channel. With Doty in Congress Menasha garnered other important benefits: in 1851 the U. S. Government Land Office was moved from Green Bay to Menasha, and in 1852 the village received federal funds for the construction of a light house. Steamboat traffic on Lake Winnebago, in conjunction with plank roads to Kaukauna (1850) and Appleton (1852) established Menasha as a vital point of transshipment of goods and travelers. In 1854 a newly chartered village board went one step further, approving \$150,000 in Manitowoc & Mississippi Railroad construction bonds with the intention of establishing the village as the principal transportation axis of Wisconsin.

By 1855 Menasha had become a boom town with three commercial districts: at Appleton and Broad Streets adjacent to the steamboat landing; at Mill and Water Streets adjacent to the waterpower; and at Tayco and Water Streets adjacent to the Butte des Morts Bridge (1853) and Town of Neenah farmers. During this early period Menasha was a market center for outlaying wheat producing areas, as well as those areas shipping from Fond du Lac, Oshkosh, and Berlin. Farmers came to town, sold their wheat to millers on the waterpower, and bought from general merchants those things they could not produce themselves. Through this rural patronage, local shopkeepers represented one third of all business conducted in town, providing some retailers such as Elisha D. Smith with capital for industrial ventures in wooden ware products.

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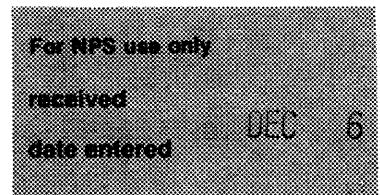
Owners of Properties/Legal Descriptions

<u>Map #</u>	<u>Street Address</u>	<u>Owner</u>	<u>Legal Description</u>
1	163 Main St.	Gertrude Hoffman c/o Robert Hoffman 2215 W. Kimberly Ave. Milwaukee, WI 53221	East 20 ft of West 30 ft of Lot 23; Block 2, Original Plat
2	165 Main St.	Masonic Society P. O. Box 27 Menasha, WI 54952	East 30 ft of Lot 23 and West 23 ft of Lot 24; Block 2, Original Plat
3	175 Main St.	City of Menasha 175 Main St. Menasha, WI 54952	East 37 ft of Lot 24 and West 28½ ft of Lot 25; Block 2, Original Plat
4	177 Main St.	River's Edge Assoc. 177 Main St. Menasha, WI 54952	East 31 3/4 ft of Lot 25, Lot 26, North 80 ft of Lot 27, North 80 ft of the East 8 ft of Lot 28; Block 2, Original Plat
5	201 Main St.	Joseph J. Engel 1500 Oakcrest Dr. Appleton, WI 54914	Lot 6 and North 15 ft of Lot 5; Block 44, Original Plat
6	209 Main St.	Joseph J. Engel See #5	Lot 7; Block 44, Original Plat
7	215 Main St.	His & Her Show Lounge 215 Main St. Menasha, WI 54952	Part of Lot 8, beginning at the Northwest corner, South to the Southwest corner, Easterly 32 ft 4 in, Northerly to a point on the North line, Westerly 41 ft 4 in to beginning; Block 44, Original Plat
8	217 Main St.	Ronald R. Diemel 3207 Winnegamie Appleton, WI 54914	Part of Lot 8, beginning at the Northeast corner, Westerly on the North line 28 ft, Southerly to a point on the South line 32 ft 4 in East of the Southwest corner, Easterly on the South line 19 ft 4 in, Northerly to beginning; Block 44, Original Plat
9	219 Main St.	David G. Hildebrand 1829 Coldspring Rd. Neenah, WI 54956	Parts of Lots 2, 3, and 8 beginning on the Northwest corner of Lot 2, Easterly 51.4 ft, Southerly to a point on the South line of Lot 2, 24 ft East of Southwest corner, West 56 ft, North 29 ft, Northwest to a point on the North line of Lot 3 27.3 ft West of the Northeast corner of Lot 3 East 19.3 ft, Northwest to beginning; Block 44, Original Plat

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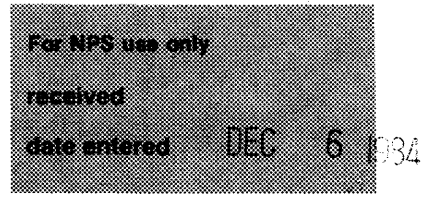
Owners of Properties/Legal Descriptions

<u>Map #</u>	<u>Street Address</u>	<u>Owner</u>	<u>Legal Description</u>
10	223 Main St.	Louise Marx 223 Main St. Menasha, WI 54952	Part of Lots 1 & 2, beginning on the North line of Lot 1 8 ft East of the Northwest corner, Southeast to a point on the South line of Lot 2, 10 ft West of the Southeast corner of Lot 2, West 26 ft, North to a point on the North line of Lot 2, East 26 ft to beginning; Block 44, Original Plat
11	225 Main St.	Joseph P. Halpin 920 Timmers Lane Appleton, WI 54914	Parts of Lots 1 & 2, beginning on the North line of Lot 1, 8 ft East of the Northwest corner, South to a point on the South line of Lot 2 10 ft West of the Southeast corner, Northeasterly 27 ft, North to poin on the North lin of Lot 1, West 37 ft to beginning; Block 44, Original Plat
12	227 Main St.	Lucile Handler 227 Main St. Menasha, WI 54952	Part of Lot 1 beginning on the North line 45 ft East of the Northwest corner, South to a point on the South line 18 ft East of the Southwest corner, Northeasterly to the Southeast corner, North to Northeast corner, West to beginning; Block 44, Original Plat
13	3 Mill St.	David G. Hildebrand See #9	Lot 4 and South 85 ft of Lot 5; Block 44, Original Plat
14	408 Water St.	Massey Wippich LTD 408 Water St. Menasha, WI 54952	Part of Lot 3, beginning at the Southwest corner, Northwesterly 62 ft to Northwest corner, Northeasterly along the North line 32.3 ft Southeasterly to a point 28 ft Northeasterly of the West line and 33 ft Southeasterly of the North line, Southeasterly 29 ft to the South line of Lot 3, Southwest 28 ft to beginning; Block 44, Original Plat
15	180 Main St.	Menasha Utility c/o Menasha City Hall 175 Main St. Menasha, WI 54952	East 42 ft of Lot 13, excluding the North 10 ft; Block 43, Original Plat
16	184 Main St.	Odd Fellow Society 184 Main St. Menasha, WI 54956	East 18 ft of Lot 13 excluding the North 10 ft, and West 2 ft of Lot 14 excluding the North 10 ft; Block 43, Original Plat

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<u>Map #</u>	<u>Street Address</u>	<u>Owner</u>	<u>Legal Description</u>
17	186 Main St.	Richard D. Anderson 436 Nicolet Blvd. Menasha, WI 54952	East 28 ft of West 30 ft of Lot 14, excluding North 10 ft; Block 43, Original Plat
18	188 Main St.	Orville Prokash 429 First St. Menasha, WI 54952	East half of Lot 14 excluding the North 10 ft; Block 43, Original Plat
19	192 Main St.	Mrs. Hester Muller 1118 Bowen St. Oshkosh, WI 54901	West 33 ft of Lot 15 excluding the North 10 ft; Block 43, Original Plat
20	196 Main St.	Albert Hidde 516 Riverway Menasha, WI 54952	East 27 ft of Lot 15 excluding the North 10 ft; Block 43, Original Plat
21	198 Main St.	Frank M. Prokash 200 Main St. Menasha, WI 54952	West 30 ft of Lot 16 exclugind the North 10 ft; Block 43, Original Plat
22	200 Main St.	Frank M. Prokash See #21	East 33.3 ft of Lot 16 and West 2 ft of Lot 17, excluding the North 10 ft; Block 43, Original Plat
23	204 Main St.	Mary Honeck 206 Main St. Menasha, WI 54952	East 35 ft of the West 37 ft of Lot 17, excluding the North 10 ft; Block 43, Original Plat
24	210 Main St.	Edward Moon 349 Lopas St. Menasha, WI 54952	East 22 ft of West 30 ft of Lot 18, excluding the North 10 ft; Block 43, Original Plat
25	212 Main St.	Cyril Van Vreede 212 Main St. Menasha, WI 54952	East half of Lot 18 excluding the North 10 ft and the West 10 ft of Lot 19 excluding the North 10 ft; Block 43, Original Plat
26	216 Main St.	David G. Hildebrand See #9	East 20 ft of West 30 ft of Lot 19 excluding the North 10 ft; Block 43, Original Plat
27	220 Main St.	Ralph Resch, etal 220 Main St. Menasha, WI 54952	East half of Lot 19, excluding the North 10 ft; Block 43, Original Plat
28	222 Main St.	F. David Krizenesky P.O. Box 357 Menasha, WI 54952	West half of Lot 20, excluding the North 10 ft; Block 43, Original Plat

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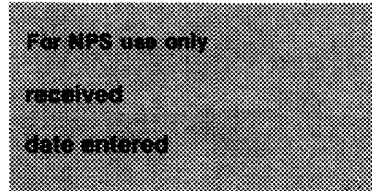
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Owners of Property/Legal Descriptions

<u>Map #</u>	<u>Street Address</u>	<u>Owner</u>	<u>Legal Description</u>
29	226 Main St.	Dr. Richard Habighorst 226 Main St. Menasha, WI 54952	East half of Lot 20, excluding the North 10 ft, and the West 10 ft of Lot 21 excluding the North 10 ft; Block 43, Original Plat
30	230 Main St.	Gordon Wagner N 5996 Cordy Hilbert, WI 54129	East 50 ft of Lot 21 excluding the North 10 ft; Block 43, Original Plat
31	234 Main St.	Richard Szymanski 56 Racine St. Menasha, WI 54952	Lot 22 excluding the North 10 ft; Block 43, Original Plat
32	240 Main St.	Richard Szymanski See #31	Lot 7, Subdivision of Lots 1-2-23-24 of Block 43, Original Plat
33	56 Racine St.	Richard Szymanski See #31	Lot 6 excluding part for alley; Subdivision of Lots 1-2-23-24 of Block 43, Original Plat

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INVENTORY

<u>Map #</u>	<u>Street Address</u>	<u>Historic Name</u>	<u>Current Name</u>	<u>Class</u>
11-12	225-227 Main St.	Clovis Block	Dick Frank's	P-H
13	3 Mill St.	Elisha D. Smith Library	Unoccupied	P-H/A
14	408 Mill St.	Engfer Tavern	Overtime	C
15	180 Main St.	Scott Block	Menasha Utility	P-H/A
16	184 Main St.	Odd Fellow Building	The Clothing Shop	C
17	186 Main St.	Beck's Meat Market	Anderson's Novelties	P-A
18	188 Main St.	N/A	Prokash's	NC
19	192 Main St.	N/A	Schultz's	NC
20	196 Main St.	Roby Block	Hidde's Pharmacy	C
21	198 Main St.	John Schubert Block	Ye Old Saloon	C
22	200 Main St.	Henry Trilling Block	Ye Old Saloon	NC
23	204 Main St.	Louis Schubert Block	Lord's & Ladies	C
24	210 Main St.	Johnson's Shoe Repair	Moon's Jewelry	C
25	212 Main St.	Planner's Block	Unoccupied	P-H/A
26	216 Main St.	Hopfensberger's Meats	Business Graphics	C
27	220 Main St.	Clovis Dry Goods	The Paper Store	C
28	222 Main St.	Arft & Mauthe Barbers	Dean's Barber Shop	C
29	226 Main St.	Grade Block	Habighorst's Chiropractic Clinic	C
30	230 Main St.	Fox River House	Wimpy's	C
31	234 Main St.	N/A	Club Liquor	NC
32	240 Main St.	Loescher Block	Club Liquor	C
33	56 Racine St.	Krautkramer's Saloon	Club Tavern	C

DESCRIPTION OF PIVOTAL BUILDINGS

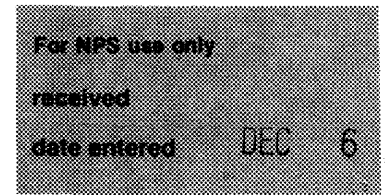
#2 165 Main St. Masonic Block

The Masonic Block is a two-story orange brick commercial building from the Queen Anne period of construction. The roof is flat, the bond is stretcher, and the foundations are random stone. Quarry-cut ashlar limestone sill and lintel courses define the fenestration on the second floor and provide contrast to an elongated corbel table at the parapet.

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The first floor storefronts and interiors have been extensively altered, whereas the second floor lodge rooms remain essentially unchanged and contain some original furnishings. The left side of the Masonic Block was designed by lodge member C. H. Watke and was built in 1894¹. The right side was remodeled to match in 1924.²

#4 177 Main St. Hotel Menasha

The Hotel Menasha is a three-story red brick hotel from the early 20th century period of construction. The roof is flat, the bond is stretcher, and the raised foundations are quarry-cut ashlar limestone. Corners of the buildings are accentuated by brick quoins, while the first and second floor windows feature Queen Anne lintels of limestone and brick. The lobby area retains its original paneled ceiling, red brick columns, arts and crafts fireplace, and colorful quarry tile floor. The original building was designed by William Waters of Oshkosh in 1902 and completed in 1906.³ A southern wing by Waters was added in 1911, and a western addition by Childs & Smith of Chicago was constructed in 1916.⁴

#11-12 225-227 Main St. Clovis Block

The Clovis Block is a two-story yellow brick commercial building from the late 19th Century period of construction. The roof is flat, the bond is American, and the foundations are random stone. The brick on the eastern portion of the building has been painted green. The parapet cornice is wooden with large corner brackets, the second floor windows are segmentally arched and have molded window caps of brick and dressed stone, and two of the three shops have iron storefronts with wooden cornices matching the parapet. Patterned brick belt courses run between the parapet cornice and the window caps, and at the level of the labelstops. The interiors remain largely unaltered, 227 retaining an elaborate back bar. The Clovis Block was constructed in 1892.⁵

#13 3 Mill St. Elisha D. Smith Library

The Elisha D. Smith Library is a large two-story stone library from the Neo-Classical period of construction. The ground story is rusticated with flat arched windows and an arcaded central entrance. The second floor is delineated by six engaged Ionic columns in antis, controlling the fenestration of coupled windows. The frieze and balustrade are iron, while the hipped roof is slate. The building was designed in 1897 by the Milwaukee firm of Van Ryn and DeGelke, with an addition by Van Ryn in 1930.⁶ The large open interior remains unaltered with stair balustrade matching that of the parapet. A series of interior columns and pilasters with anthemion ornament match the exterior antae. The 1930 addition was for a children's library with a Tudor Period interior featuring stained glass windows and a ceiling of gilded ribs.

#15 180 Main St. Scott Block

The Scott Block is a large two-story yellow-brick commercial building from the late 19th century period of construction. The roof is flat, the bond is stretcher, and the foundations are random stone. The design of the building is formally balanced over two storefronts, beginning with Queen Anne gables projecting from a mansard roof. Below these are large blind round arches closed by terra cotta tiles and ending at brick pilasters with

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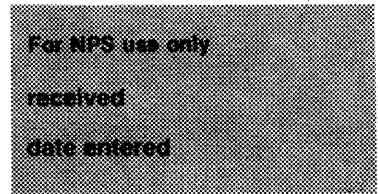
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with Romanesque capitals; flanking the arches are stone cartouches. These ornamental details control the fenestration of the principal facade, largely repeated on the west or Milwaukee Street facade. The two storefronts have been extensively altered with cararra glass and aluminum, but the second floor interior retains its original wainscotting, transoms and room arrangements off a central hall. The building was designed by Charles Hove in 1884.

#17 186 Main St. Beck's Meat Market

Beck's Meat Market is a two story yellow brick commercial building from the late 19th century period of construction. The roof is flat, the bond is American, and the foundations are random stone. The decorative features borrow heavily from Romanesque Revival and include a central gable with heavy corbel table, flanked by two applied bartisans with pyramidal tin caps. Coping, lintel and sill courses are limestone, and pattern brickwork panels accentuate the windows. The storefront and store are altered, but the second floor retains much of the Beck family apartments. The building was constructed in 1895.

#18 212 Main St. Planner's Block

Planner's Block is a three story yellow-brick commercial building from the late 19th century period of construction. The roof is flat, the bond is stretcher, and the foundations are random stone. The design of the building is formally balanced around a central gabled dormer with three windows under a segmental arch. Trimmed in molded sheet metal, this dormer is flanked by two smaller dormers with similar metal trim and antefix finials, projecting from a mansard roof in pressed tin. Below these the fenestration is arranged in three groups of three windows. The central group is transomed with a limestone lintel; the flanking groups are surmounted by three blind round arches, closed by patterned brickwork. The store front and first floor are extensively altered and the second floor meeting hall has been partially divided. The building was designed by Charles Hove in 1884.

Descriptions of contributing and non-contributing buildings follows the footnotes.

FOOTNOTES

¹Kreiss, James H. "100 Years of Masonry in Menasha," pp. 8-9.

²Ibid., p. 9.

³Menasha Evening Breeze: January 22, 1903; p. 1, c. 4.

⁴Menasha Record: April 10, 1911; p. 1, c.3.

Ibid.: January 19, 1916; p. 1, c.2.

⁵Menasha Press: March 12, 1892; p. 1, c. 1.

⁶Menasha Evening Breeze: October 8, 1897; p. 3, c. 3.

Menasha Record: July 24, 1920; p. 1, c.5.

⁷Menasha Press: December 4, 1884; p. 3, c.6.

⁸Ibid.: March 16, 1895; p. 1, c. 1.

⁹Ibid.: December 4, 1884; p. 3, c. 6.

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DESCRIPTION OF CONTRIBUTING AND NON-CONTRIBUTING BUILDINGS

In addition to the pivotal buildings previously described, there are 18 contributing and 7 non-contributing buildings. The contributing buildings are largely late 19th century vernacular brick commercial buildings with some common features: wooden cornices at flat parapets, molded brick headmolds, patterned brick courses, and altered storefronts. Pivotal Building #11-12 was selected as the best representative of this local building pattern. Also included as contributing are several 20th century commercial brick buildings, a few incorporating limited references to Art Deco. Other contributing buildings are 19th century brick commercial buildings with altered parapets, windows, and storefronts that nevertheless maintain the general scale and rhythm of the district. Non-contributing buildings are radically altered 19th century brick buildings covered with stucco, aggregate stone, or other building materials. Also included in this category are those buildings of recent construction lacking the scale and rhythm of the district.

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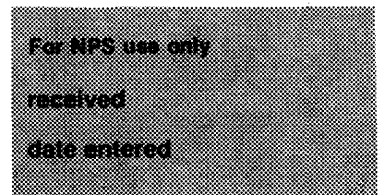
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Two years later the Panic of 1857 turned boom into bust. While a short-lived banking crisis, the panic was followed by business failures, unemployment, a decline in building, and railroad bankruptcies, altering the development plans of the Dotys and Curtis Reed. Other factors also came into play: connection with the Chicago & Northwestern Railroad (1861), four years of Civil War, and the death of James Doty (1865). Rail connections unexpectedly diminished the significance of location on the Fox-Wisconsin Waterway, access to steamboat traffic and plank road connections. The Civil War helped to create a national market for locally manufactured woodenware shipping products, encouraging industrial specialization. The death of Doty also had its impact, opening leadership opportunities to individuals with greater capital reserves.

During the decade of the Civil War the population of Menasha grew from 1,426 to 2,655 and with Neenah had become the state's second most productive manufacturing site behind Milwaukee.³ After the Civil War commercial development concentrated on Upper Main Street, from the hayscales and liberty pole at the public square to Battery Park at Racine and Water Streets. The two banks established themselves in this area, as did numerous small shops. In 1870 Rueben Scott built his imposing National Hotel at the intersection of Mill and Main Streets, confirming the importance of locating commercial activity near industry.² With the decline of lake traffic and local wheat farming, Upper Main Street became the principal commercial district of Menasha, serving an increasingly urban population.

By the time of city incorporation in 1874, new community leaders would envision Menasha as the "Industrial City of the North."³ Through the entrepreneurial efforts of Elisha D. Smith, Henry Hewitt Sr., Rueben M. Scott, P. V. Lawson Sr. and other pioneer industrialist the economic base of Menasha grew despite major obstacles. One of these was the control of the water power. When the lock and canal was transferred to private ownership in 1856, rights to the water power remained with Curtis Reed and Charles Doty. Both men may have recognized the value of this asset, but neither had the capital or business acumen to see it properly developed. The other major obstacle was the public debt. In 1870 the village had committed itself to \$50,000 in a bond issue to pay the construction costs of the Wisconsin Central Railroad line to Stevens Point. The debt transferred to the city upon incorporation but remained unpaid due to questions of its legality. As a result of both these situations, new capital could not be attracted into the city.

Prior to his death P. V. Lawson Sr. bought out Reed and Doty. In 1881 his son, attorney P. V. Lawson Jr., inherited control of the water power, aggressively renegotiating existing leases and promoting new ones. In 1885 he worked out a settlement of the Wisconsin Central debt at less than half the claim, and that same year he began construction of a second power canal.⁴ The following year he was elected mayor, and in 1887 he began state-wide promotion of Menasha as the "First City of the Lower Fox River." Under Lawson's community leadership industry expanded rapidly: Whiting Paper Company in 1882, Gilbert Paper Company in 1887, Howard Paper Company in 1888, Strange Pail Company in 1888, and Menasha Wood Split Pulley Company in 1888. By 1890 Menasha lead the state in manufacturing,⁵ improvements per capita, exceeded only by Milwaukee in terms of actual expenditures. Two years later the paper product of Menasha and Neenah combined was greater than Holyoke, Massachusetts, long considered the U. S. paper capital.

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During these growth years the population grew from 3,144 to 4,581 and Upper Main Street assumed the general appearance of an urban streetscape. In 1884 the Fire Limits Ordinance stipulated that all new buildings in the commercial district were to be constructed of brick.⁶ In the context of an expanding local economy, this restriction was within reach of the retail community and resulted in a densely developed commercial corridor accentuated by individual expressions of current taste. Two exceptional buildings were an immediate result: Planner's Block (1884) and the Scott Block (1885). The construction of these buildings was viewed as radical departures from the city's "graveyard condition." Having laid the railroad debt to rest and entered a period of extensive capital investment, one local editor stated that "Menasha would no longer be the butt of many a joke."⁷ In the next decade more than eleven new commercial buildings would be constructed on Upper Main Street, complimenting the impressive growth of the milling district.

Growth of the central business district would have ended with the Panic of 1893 had it not been for the vitality of local industry. Menasha Wooden Ware, begun by Elisha D. Smith and diversified under his son Charles R. Smith, was the single largest employer in the area, utilizing one of the largest manufacturing sites in the state. In 1897 Elisha Smith donated \$50,000 towards a public library constructed on the corner of Mill and Water Streets in 1898.⁸ In 1905 his son Charles supported the construction of the Hotel Menasha, replacing the National which had burned in 1901. The hotel was also expanded twice under his direction, the later with an elegant continental cafe designed by the Chicago firm of Childs and Smith. As president of the First National Bank of Menasha, Charles R. Smith also set in motion the construction of an impressive new bank building adjacent to the hotel, completed in 1918 after his death.

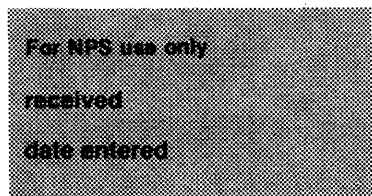
Concurrent with these downtown developments was an industrial shift from general to specialized papers, resulting in continued local investment: Menasha Printing Company (1900), George Banta Company (1901), Menasha Carton Company (1912), John Strange Carton Company (1915), Wisconsin Tissue Mills (1915), Edgewater Paper Company (1917), and Banta Paper Company (1917). Jobs increased, population grew, and the commercial district prospered in spite of a growing crisis in local competition. Fiercely antagonistic and uncooperative, Menasha and Neenah combined had in the 19th century more capital invested in their central business districts than either Oshkosh or Appleton, but these investments provided duplicate goods and services.⁹ As individuals became more mobile, other commercial districts offering greater variety were able to tap the local market, making new commercial construction in Menasha a less viable investment.

Diversification, product development, and plant expansion outside the Fox River Valley became the pattern of industrial growth during the early 20th century. As a consequence, Menasha's economy remained strong throughout the Great Depression, but its leaders no longer participated in the development of a single community. With community leadership diffused and commercial development diverted to other cities, the vitality of the 19th century was lost and Upper Main Street fell into a decline which continues to this day.

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COMMERCIAL SIGNIFICANCE

The Upper Main Street Historic District is historically significant as a representative of Menasha's principal commercial development during the peak years of community growth as a manufacturing center. The buildings, constructed between 1884 and 1934, have contained a variety of businesses: groceries, butchershops, hardware, jewelry, shoe, and dry goods. While varying in expertise and community stature, the businessmen operating from these buildings had a common profile: they were foreign born Germans formerly employees at a local mill; they lived above the store for some period of time, and later served in city government as representatives of more affluent neighborhoods.

The following buildings were amongst the most notable commercial buildings in their day.

#2 165 Main St. Masonic Block

The commercial significance of the Masonic Block lies in its use as the headquarters of the Banta Publishing Company during critical formative years. In 1901 Mayor George Banta turned a hobby into a business, operating a printing operation from this Queen Anne commercial block until 1911 when the first printing plant was constructed at Mill and Anhaip Streets.¹⁰ It began with an office, proofroom, and pressroom on the east side of the building, and later expanded into the west side with a composing room and bindery. Insurance forms, college and university annuals, and fraternity publications were the principal products during these years, for clients that included Western Factory Insurance Association, the University of Wisconsin, Northwestern University, Phi Delta Theta, and Sigma Nu.¹¹ The U. S. Army was also a client for the printing of its officers' manual.

#4 177 Main St. Hotel Menasha

The Hotel Menasha was constructed between 1905 and 1906 on the site of Rueben Scott's National Hotel, at a cost of \$35,000.¹² The National Hotel, site of the formation of the Wisconsin Central Railroad, burned in 1901. After several years of debate, three local manufacturers rescued the project: Christian Walter (Walter Brothers Brewery), C. W. Howard (Howard Paper Company), and Charles R. Smith (Menasha Wooden Ware Company). As the premier hotel of both cities, the Hotel Menasha did land office business, necessitating additions in 1911 and 1916. Hotel Menasha was originally designed by William Waters of Oshkosh, with additions by Waters and Childs and Smith of Chicago.¹³ The second addition by the Chicago firm included an elegant continental cafe with domed ceiling and central fountain, all since removed.

#11-12 225-227 Main St. Clovis Block

In 1891 John Clovis purchased the southeastern portion of undeveloped land on Upper Main Street. A year later he had completed a new brick block which he later sold to Andrew Rohloff for \$10,000.¹⁴ It proved to be a prime factor in advancing a second wave of improvements on Upper Main Street that continued through the Panic of 1893.¹⁵ Three other buildings constructed by Clovis during this period are within the district: Contributing Building #8 (1894), Contributing Building #9 (1894), and Contributing Building #33 (1892).¹⁶ The Clovis Block is one of the finest examples of the fiftenn buildings credited to Clovis, and it housed a restaurant, feed store and saloon, as well as

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second floor apartments for the Rohloff family.¹⁷ The western portion of the building is still owned by a relative of the Clovis family who continues to use the second floor as a principal residence.

#15 180 Main St. Scott Block

Rueben Scott's Block was the largest commercial block constructed during the 19th century, costing between \$15,000 and \$20,000.¹⁸ A fine representative of the late 19th century period of construction, the building housed Adam J. Tuchsherer's Dry Goods and J. C. Koelsch's Hardware on the first floor. Koelsch dealt in stoves, tinware and refrigerators, and was a sheet metal contractor serving Wisconsin and Michigan.¹⁹ Tuchscherer sold boots, shoes, dry goods, and groceries and was cited in the local press as "one of the live young businessmen who have raised Menasha from the muck of mossbackism."²⁰ The second floor of the Scott Block included offices for prominent doctors and attorneys such as Abel Keys. At one time the second floor also housed a dance hall used for public socials and services for the Methodist Church.

#25 212 Main St. Planner's Block

John Planner's block heralded new life for Upper Main Street. Called "the peer of all," Planner's Block was completed in 1884 and housed John Planner's Dry Goods Emporium until 1911.²¹ Local editors compared it to the Pettibone store in Appleton and the Hill Store in Oshkosh. On the first floor, front counters with stools held ribbons, laces, and handkerchiefs, while center counters held hats and caps. Boots, shoes, groceries and furniture were also offered on the first floor. The second floor was devoted to a lodge or meeting room used at various times by the Good Templars and the Menasha Businessmen's Association. The principal occupant of the room was the GAR, which met here until construction of the S. A. Cook Armory in 1906.²²

ASSOCIATION WITH SIGNIFICANT PERSON

During the period of significance community leaders actively participated in the development of Upper Main Street. Several individuals also rose to positions of local prominence as successful merchants and developers.

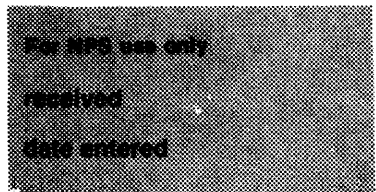
#4 177 Main St. Hotel Menasha

After the National Hotel burned in 1901, Rueben Scott's widow announced that she would not rebuild. The following year plans for a new hotel were initiated by a group of community leaders including P. V. Lawson Jr. and George Banta.²³ Their efforts lead to securing the financial backing of three local industrialists: Christian Walter, Charles R. Smith, and C. W. Howard. Walter was president of Walter Brothers Brewery, begun in 1888 and producing 20,000 barrels of beer per year by 1895. Walter was also an alderman, president of the city council, and active in the management of George Walter Brewery in Appleton.²⁴ Charles R. Smith was the son of Elisha D. Smith and was second president of Menasha Wooden Ware. Smith was also founder of the Wisconsin Northern Railroad and Ladysmith, Wisconsin. C. W. Howard was a harness maker turned flour miller from Neenah who became active in the paper industry and established the Howard Paper Company at Menasha in 1888. He was also grandfather of film director Howard Hawks. These men

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contributed \$25,000 towards the construction cost and are believed to have participated in additions which doubled the size and valuation of the hotel.

#11-12 225-227 Main St. Clovis Block

John Clovis came to Menasha in 1872 and established himself as a housebuilder. His wife ran a dry goods store²⁵ at 220 Main Street (Contributing Building #27), built with a loan from Elisha D. Smith. Clovis is credited with doing "more than any man towards building up Main Street," and is identified with the construction of fifteen commercial buildings in the city.²⁶ With the proceeds of his construction business, he purchased land in the Town of Menasha and established the Clovis Stock Farm, dealing in Holstein-Friesian cows and dairy products. Clovis was also an alderman, vice president of the John Strange Paper Company, and a partner in the Star Flour Mill.²⁷ The Clovis is the best surviving example of his construction work.

#13 3 Mill St. Elisha D. Smith Library

Elisha D. Smith was one of Menasha's great industrialists and principal benefactors. In 1850 he settled in Menasha to run a general store. Two years later he purchased a struggling pail factory. Through Civil War demand for durable shipping containers and food packaging the product of his factory achieved a national market. In 1875 the business incorporated as Menasha Wooden Ware Corporation, greatly expanding under a second generation of family leadership. Smith's philanthropies included the First Congregational Church, Ripon College, and the city of Menasha through the gift of the library, an endowment, and the 25 acres of Smith Park.²⁸ The library is the only building still standing associated with Elisha D. Smith.

#15 180 Main St. Scott Block

The life of Rueben M. Scott incorporates nearly every facet of economic development in Menasha's history. A native of Canada, Scott moved to Menasha in 1848, purchasing wood lots and selling the timber to the steamboat lines as fuel.²⁹ Farming part of the cleared land, he sold the balance and invested in commercial real estate and flour milling on the water power. He in turn built the city's first paper mill and contracted to build the Wisconsin Central Railroad line to Stevens Point. One of Menasha's early real estate speculators, Scott built the National Hotel in 1870, as well as several commercial blocks on Upper Main Street. The Scott Block, completed in 1885, is the only building associated with Scott still extant.

#25 212 Main St. Planner's Block

John Planner began his Menasha business career in 1859 and was a partner in a variety of retail businesses. A native of Bohemia, Planner was elected town treasurer, in which capacity he continued to serve after city incorporation; he was also a noted musician and conductor of Planner's Turner's Band, a popular musical troupe for both public and private gatherings.³⁰ In 1884 Planner gained wide attention for the construction of the building which housed his Dry Goods Emporium. He subsequently became clerk for the Board of Education and was elected alderman. He retired in 1911 after 52 years in business.

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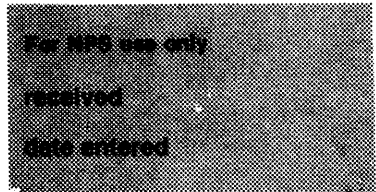
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ARCHITECTURAL SIGNIFICANCE

The Upper Main Street Historic District contains fine examples of the Neo-Classic and late 19th century periods of construction. Several of these buildings were designed by noted architects. The balance of the district is comprised of more modest examples of local construction and have experienced some degree of alteration.

#11-12 225-227 Main St. Clovis Block

The Clovis Block is a two-story late 19th century brick commercial building. Simple in design, the building remains unaltered, with wooden cornice, pattern brick belt courses, molded window caps, and cast iron store fronts in place. Many interior features also remain, including an ornamental back bar in 227 Main Street. Similar, but less intact examples in the district are the Henning Block (Contributing Building #10), the Roby Block (Contributing Building #20), and the Krautkramer Saloon (Contributing Building #33). Buildings #10 and #33 were also built by John Clovis. The Clovis Block is the best example of a local commercial style that reflected earlier modes in design.

#13 3 Mill St. Elisha D. Smith Library

The Elisha D. Smith Library is an exceptionally fine example of the Neo-Classic period of construction. Built of dressed ashlar limestone, the building is compact yet stately. The rusticated ground story with its arcaded entrance is surmounted by a second floor delineated by six engaged Ionic columns in antis. The large coupled windows and open design suggest a classic belvedere overlooking the canal. Designed in 1897 by the Milwaukee firm of Van Ryn and DeGelke, an addition was commissioned by Van Ryn in 1930. The large, open interior remains unaltered, with stair balustrade matching that of the parapet, and a series of interior columns and pilasters with anthemion ornament matching the exterior antae. The addition was for a children's library, that interior being in the Tudor Period mode, with stained glass windows and a ceiling of gilded ribs. The Elisha D. Smith Library was one of two Neo-Classic buildings constructed in Menasha, the other being Non-Contributing Building #3, The First National Bank building, designed by Childs and Smith of Chicago.

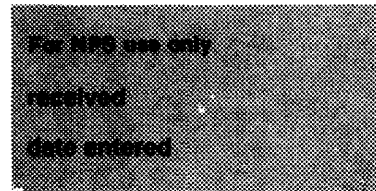
#15 180 Main St. Scott Block

The Scott Block was one of three buildings which, in their size and architectural pretention, marked a fresh direction in the commercial construction of Menasha. Along with Planner's Block and the Menasha City Hall (NRHP 1984), Scott's Block was designed by Charles Hove of Appleton. Hove's exuberent creativity is immediately apparent in this building: utilizing the form of a Queen Anne commercial building, he added Romanesque blind arches and pilasters, a Mansard roof, and a variety of stone cartouches, belt courses and extradoes. While some of these features are gone (iron roof cresting), and the store fronts have been alter, the building still evokes the economic optomism of its age. The interior retains its spacious second floor offices and meeting hall, transoms, wainscotting, and framing intact in spite of the boarded over second floor windows.

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#17 186 Main St. Beck's Meat Market

Beck's Meat Market was built in 1895 by Nicholas Beck.³¹ While probably not the work of a trained architect, the building borrows heavily from the Romanesque Revival period of construction. Above the quarry cut limestone courses and patterned brick work of the second floor is a heavily ornamented third floor with applied bartisans ending in pyramidal tin caps, flanking a central gable with high relief corbel table. Rooted in Queen Anne commercial construction, Beck's Meat Market evokes an unstudied medievalism as commanding as the adjacent works of Charles Hove. The second floor interior maintains the Beck family apartments, simple yet exemplary of Upper Main Street residential life.

#25 212 Main St. Planner's Block

Planner's Block is one of Charles Hove's capricious designs. In it he combines Queen Anne features (semi-circular relieving arches with patterned brick work) with Second Empire (Mansard roof with diaper sheet metal) and Classic Revival (antefix finials and grotesque acroterion since removed). Hailed in its day as the "peer of all" the building is equivalent in stature to Hove's other listed buildings, including the Menasha City Hall (NRHP 1984), Zion Temple (NRHP 1978), and Kamp's Harness Shop (College Avenue Historic District, NRHP 1982).³² Despite extensive storefront and interior alterations, the building continues to be a source of community pride and admiration.

SOCIAL SIGNIFICANCE

Several buildings in the district also contributed to the social life of Menasha. Hotel Menasha (Pivotal Building #4) was the meeting spot of the Menasha Chamber of Commerce. The Bierman Block (Non-Contributing Building #6) had several club rooms, while the second floor of the Elisha D. Smith Library (Pivotal Building #13) was the meeting room of the Economics Club, an organization of Menasha's prominent women. Scott's Block (Pivotal Building #15) similarly had a hall used for dances and church services. The Odd Fellows owned their own building (Contributing Building #16), while the Elks only met in the rooms above the Schubert Block (Contributing Building #21) and the Trilling Block (Non-Contributing Building #22). The GAR also met above Planner's Block from 1884 to 1906.

#2 165 Main St. Masonic Block

The Masonic Block has housed the John A. Bryan Lodge #98 nearly 100 years. Formed in 1857, the Bryan Lodge purchased the Mitchell Block at 165 Main Street in 1885 for quarters and immediately set about to expand. In 1888 they purchased the adjacent lot, and in 1894 built a new brick block at a cost of over \$4,500.³³ The two buildings were joined on the second floor and included a meeting hall, dining room, parlor and billiard rooms. These rooms, while simple, remain largely intact. In 1924 the Mitchell Block was refaced to match the 1984 building, costing \$9,000.³⁴ Members of the Bryan Lodge included several prominent figures along with P. V. Lawson Jr.

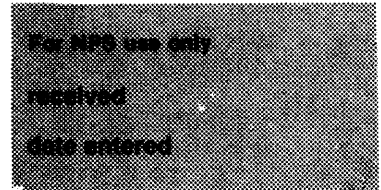
BOUNDARY DESCRIPTION

The Upper Main Street Historic District boundaries can be described as follows: beginning at the southwest corner of 163 Main Street northeast along the southern (rear)

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property lines of 163-175 Main Street; then southeast along the western property line and northeast along the southern property line of 177 Main Street to the midpoint of Mill Street; then southeast to the midpoint of Water Street; then northeast to the midpoint of Racine Street; then northeast to the eastern extension of the northern property line of 56 Racine Street and northwest along that line to the midpoint of the rear alley; then west along that alley to the midpoint of Milwaukee Street; then south to the midpoint of Main Street; then southwest to the northern extension of the west property line and southeast along that line to the point of beginning.

The western boundary was determined by the new construction at 161 and 150 Main Street, and by the altered building at 360 Chute Street. The southern boundary was determined by the new construction at 2 Mill Street and the canal. The eastern boundary was determined by a waterfront park and new construction at 59 Racine Street. The northern boundary was determined by the new construction at 58 Racine Street and the residential properties fronting on Broad Street.

ARCHEOLOGICAL POTENTIAL

Winnebago, Menominee and Outagamie Indians are known to have established villages in and around the city of Menasha. P. V. Lawson Jr. identified several of these on Doty Island, and in the Town of Neenah. Effigy mounds also have been preserved in Smith Park. While the area has not been subjected to an intensive archeological survey, it is unlikely that any aboriginal sites have survived the extensive development within the Upper Main Street Historic District.

PRESERVATION ACTIVITIES

The city of Menasha created a landmarks commission by ordinance in 1979. In 1983 that commission raised funds to pay for the preparation of this nomination. In 1984 the city sponsored the nomination of the Menasha City Hall and was the recipient of a Survey and Planning Grant-in-Aid for an Intensive Survey of the city's historical and architectural resources. The city has also completed its Comprehensive Downtown Redevelopment Plan which anticipates the successful nomination of the Upper Main Street Historic District and develops strategies for facade improvements and building rehabilitation in the district.

FOOTNOTES

- ¹Glaab, Charles N. and Larsen, Lawrence H. Factories in the Valley. State Historical Society of Wisconsin, 1969. Madison, Wisconsin. P. 12.
- ²Menasha Press: February 26, 1870; p. 2, c. 3.
- ³Ibid: May 7, 1870; p. 3, c. 3.
- ⁴Glaab and Larsen, p. 182.
- ⁵Menasha Press: April 9, 1890; p. 1, c. 1.
- ⁶Ibid: March 20, 1884; p. 4, c. 5.

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- 7 Menasha Press: July 10, 1884; p. 3, c. 5.
- 8 Menasha Evening Breeze: July 15, 1897; p. 3, c. 1.
- 9 Ibid: October 8, 1902; p. 1, c. 4.
- 10 Peerenboom, C. A. The George Banta Company Story. Collegiate Press, 1965. Menasha, Wisconsin. P.20.
- 11 Ibid., pp. 17-18.
- 12 Menasha Evening Breeze: July 29, 1902; p. 1, c. 6.
- 13 Menasha Record: January 19, 1916; p. 1, c. 2.
- 14 Menasha Press: January 14, 1893; p. 1, c. 5.
- 15 Ibid: September 2, 1893; p. 1, c. 5.
- 16 Menasha Press: April 9, 1892; p. 1, c.1.
Ibid: September 2, 1893; p. 1, c.5.
Ibid: April 28, 1894; p. 1, c. 4.
- 17 Glaab and Larsen, p. 154. ³⁵ Glaab and Larsen, pp. 194-5.
- 18 Menasha Press: May 8, 1884; p. 1, c. 6. ³⁶ Ibid., p. 35.
- 19 Ibid: May 2, 1891; p. 1, c. 3.
- 20 Ibid: August 3, 1889; p. 1, c. 2.
- 21 Menasha Record: August 21, 1911; p. 1, c.4.
- 22 Lawson, P. V. Jr. History of Winnebago County. C. F. Cooper & Co., 1908. Chicago, Illinois. P. 845.
- 23 Menasha Evening Breeze: March 27, 1902; p. 1, c. 6.
- 24 Beers, J. H. Comemorative Biographical Record of the Fox River Valley. Wilson Humphreys & Co., 1895. Chicago, Illinois. P. 1138.
- 25 Clovis Family File, Elisha D. Smith Library Historical Files.
- 26 Menasha Record: March 8, 1910; p. 1, c. 1.
- 27 Bunn's 1900 Directory of Winnebago County, p. 784.
- 28 Menasha Evening Breeze: July 15, 1897; p. 3, c. 1.
- 29 Smith, Alice E. Millstone and Saw. State Historical Society of Wisconsin, 1966. Madison, Wisconsin. P. 80.
- 30 Lawson, p. 799.
- 31 Menasha Press: June 8, 1895; p. 1, c 1.
- 32 Menasha City Hall nomination form.
- 33 Kreiss, p. 9.
- 34 Ibid.

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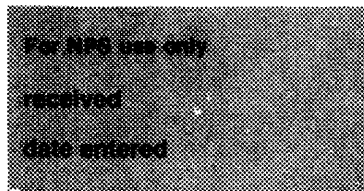
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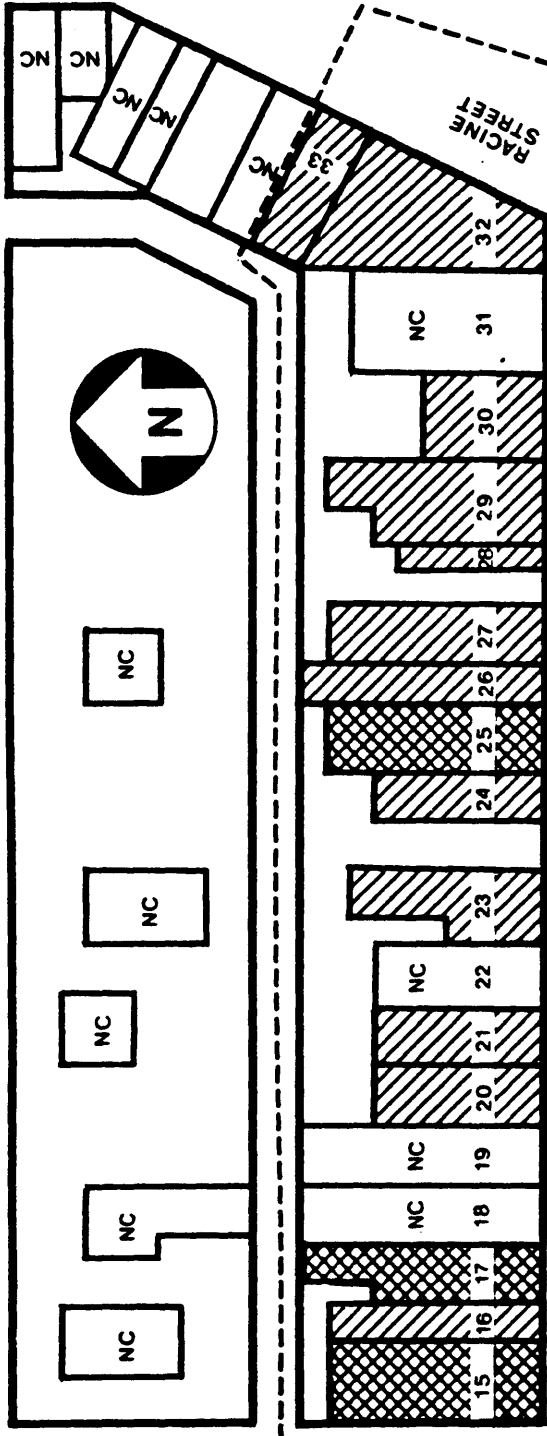
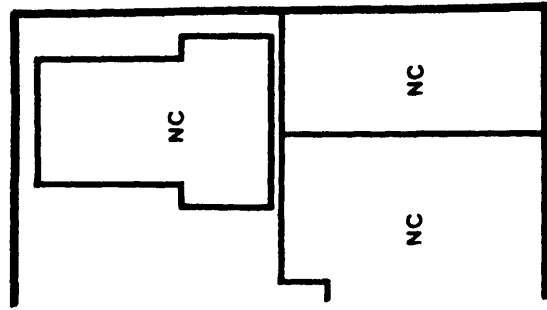
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- B. 16/384440/4895020
- C. 16/384310/4894930
- D. 16/384300/4894960
- E. 16/384280/4894940
- F. 16/384260/4894960
- G. 16/384230/4894950
- H. 16/384210/4895000
- I. 16/384220/4895000
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- L. 16/384440/4895090

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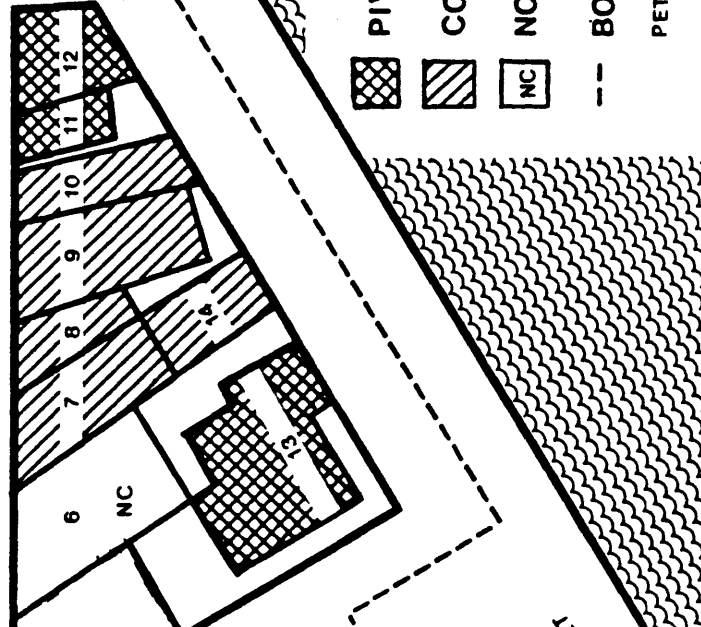
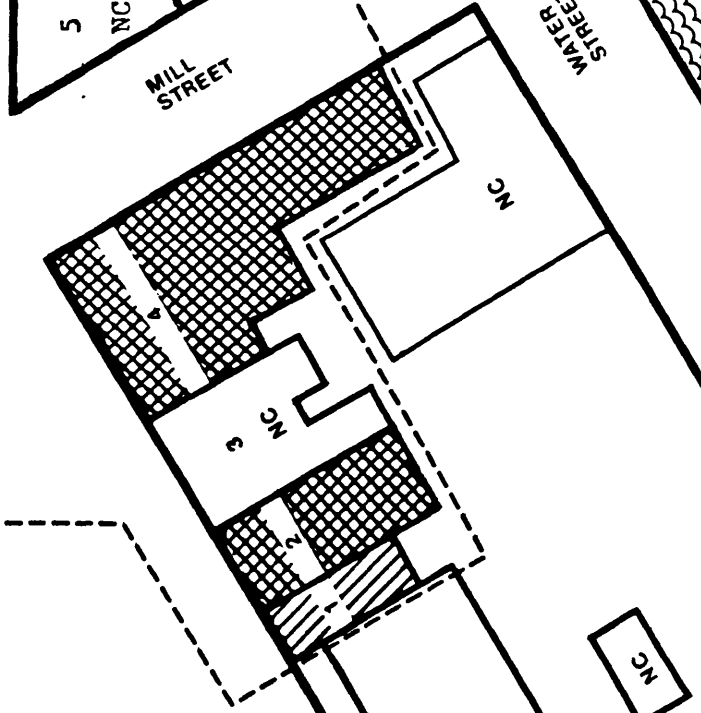
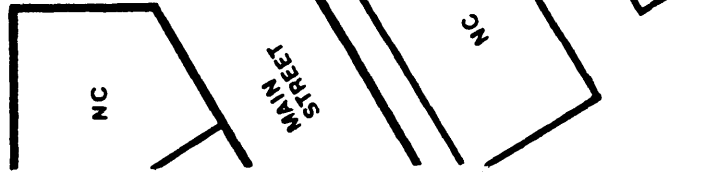
MENASHA, WISCONSIN






BROAD STREET



CHUTE STREET

MAIN STREET



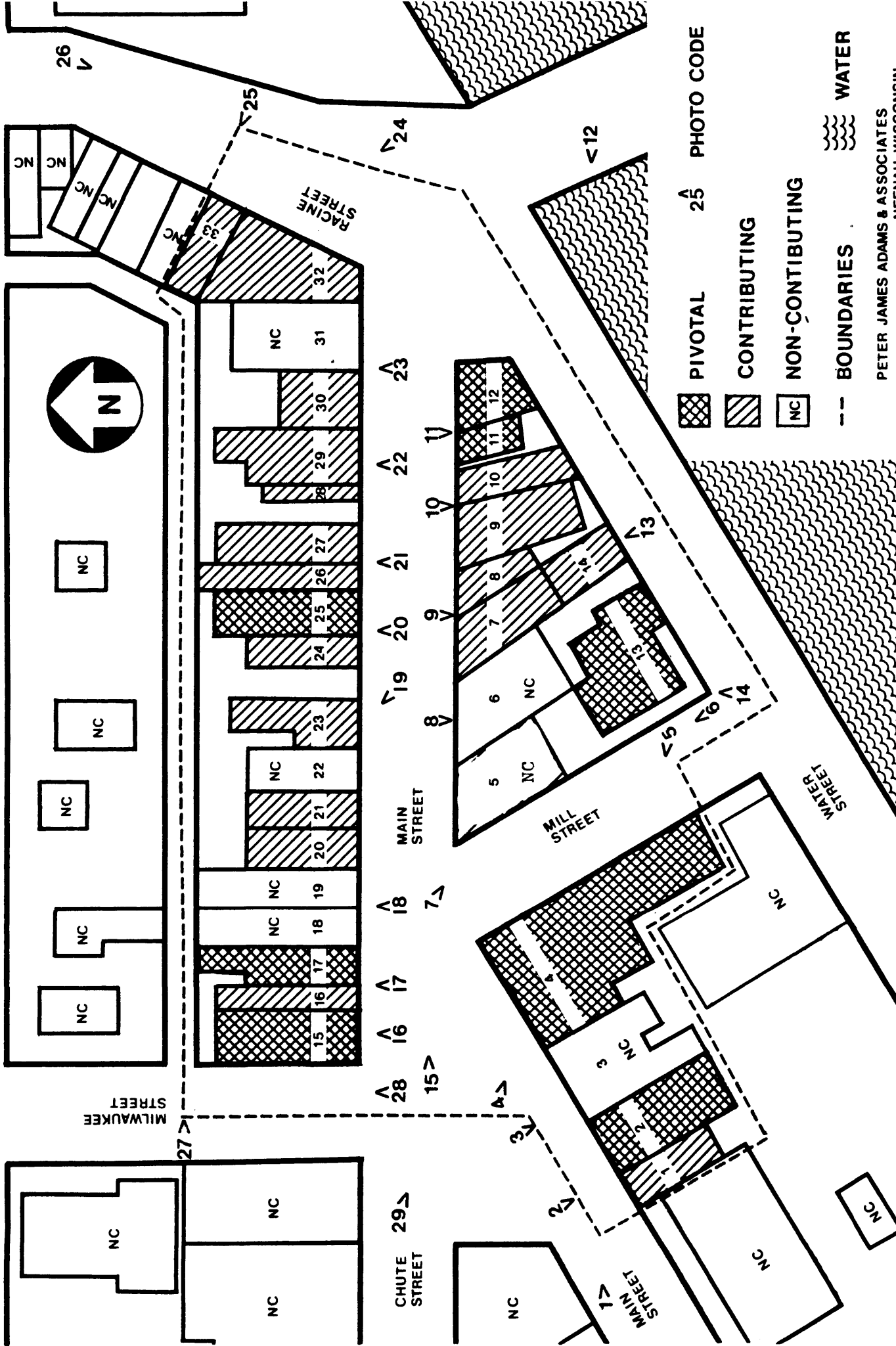
-  PIVOTAL
-  CONTRIBUTING
-  NON-CONTRIBUTING
-  BOUNDARIES
-  WATER






PETER JAMES ADAMS & ASSOCIATES
NEENAH, WISCONSIN

UPPER MAIN STREET HISTORIC DISTRICT

MENASHA, WISCONSIN

BROAD STREET



-  PIVOTAL
-  CONTRIBUTING
-  NON-CONTRIBUTING
-  BOUNDARIES
-  WATER

PETER JAMES ADAMS & ASSOCIATES