

NATIONAL REGISTER OF HISTORIC PLACES  
INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: <b>Wisconsin</b>
COUNTY: <b>Richland</b>
FOR NPS USE ONLY
ENTRY DATE <b>DEC 31 1974</b>

1. NAME

COMMON:

AND/OR HISTORIC:  
**A.D. German Warehouse**

2. LOCATION

STREET AND NUMBER:  
**316 South Church Street**

CITY OR TOWN:  
**Richland Center**

CONGRESSIONAL DISTRICT:  
**Third**

STATE: **Wisconsin** 53581      CODE: **55**      COUNTY: **Richland**      CODE: **103**

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify)



4. OWNER OF PROPERTY

OWNER'S NAME:  
**Robert Blust**

STREET AND NUMBER:  
**590 North Church Street**

CITY OR TOWN:  
**Richland Center**

STATE: **Wisconsin** 53581      CODE: **55**

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:  
**Richland County Courthouse**

STREET AND NUMBER:

CITY OR TOWN:  
**Richland Center**

STATE: **Wisconsin** 53581      CODE: **55**

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:  
**Wisconsin's Historic Preservation Plan**

DATE OF SURVEY: **1973**       Federal     State     County     Local

DEPOSITORY FOR SURVEY RECORDS:  
**State Historical Society of Wisconsin**

STREET AND NUMBER:  
**816 State Street**

CITY OR TOWN:  
**Madison**

STATE: **Wisconsin** 53706      CODE: **55**

SEE INSTRUCTIONS

STATE: <b>Wisconsin</b>
COUNTY: <b>Richland</b>
ENTRY NUMBER: <b>DEC 31 1974</b>
DATE

FOR NPS USE ONLY

7. DESCRIPTION

CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input checked="" type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input type="checkbox"/> Altered	<input checked="" type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The A.D. German Warehouse is a four-story, rectangular structure of cast-in-place concrete commissioned by the A.D. German Wholesale Grocery Company to store flour, feed, and groceries. The three lower floors were designed for storage of non-refrigerated goods, and the fourth floor was refrigerated for perishable items.

Except for a narrow band of exposed concrete running along the base of the building, and a broad, concrete frieze facing the fourth story, the building is faced with brick. This expanse on each wall is broken by three vertical slits which run the height of the brick facing. Floor levels are marked by exposed concrete within each slit. Jutting out of each corner of the building just before the third-floor level are ornamental concrete flag pole standards.

The business entrance to the building is on Church Street, and it was to have been marked by horizontal rectangular windows topped by a decorative concrete frieze and sheltered by a flat, narrow roof. Except for the roof, this entrance remains unfinished.

The fourth-story frieze dominates the building. It is divided into three horizontal units, each unit set farther from the wall, so as one looks up the frieze flairs out towards the street. Each unit has a distinct geometric motif which is repeated around the building. Between each statement of the motif is a slit which extends between the first and third horizontal units.



SEE INSTRUCTIONS

**6. SIGNIFICANCE**

PERIOD (Check One or More as Appropriate)

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

SPECIFIC DATE(S) (If Applicable and Known) **1915**

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

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

STATEMENT OF SIGNIFICANCE

The A.D. German Warehouse is Frank Lloyd Wright's first expression of Mayan forms. It prefigures the continued expression of these forms in such residences as the "Hollyhock House" of 1920 in Los Angeles and the Millard House of 1923 in Pasadena, California. Before 1915 Wright's interest in Mayan architecture had manifested itself only in ornamental details such as in the Midway Gardens of 1914 in Chicago, but with the A.D. German Warehouse he captured the dense monumentality of Mayan temples such as the "Temple of Two Lintels" found in Chichen Itza, Yucatan. These structures are expressions of great mass and sculptural weight. Their scale relates not so much to man as to the earth. Wright realized that this degree of monumentality would not work in residences, so his later work is on more of a human scale, and the A.D. German Warehouse remains Wright's most massive use of Mayan forms.



SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

In the Nature of Materials, Henry-Russell Hitchcock; Da Capo Press, New York, N.Y., 1973. pp. 70, 71, plates 203, 204.

Frank Lloyd Wright, Vincent Scully, Jr.; George Baziller, Inc., New York, N.Y., 1960. p. 24, plates 59, 60, 62.

10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	° ' "	° ' "		° ' "	° ' "	
NE	° ' "	° ' "		° ' "	° ' "	
SE	° ' "	° ' "		° ' "	° ' "	
SW	° ' "	° ' "		° ' "	° ' "	

UTM Zone 15:  
4,800,940 N.  
712,050 E.

LATM  
OK  
CD

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: less than one

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

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



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE: Richard L. Cleary, Assistant Preservation Planner

ORGANIZATION: State Historical Society of Wisconsin DATE: 13, Sept. 1974

STREET AND NUMBER: 816 State Street

CITY OR TOWN: Madison STATE: Wisconsin 53706 CODE: 55

12. STATE LIAISON OFFICER CERTIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National  State  Local

Name James Morton Smith  
James Morton Smith

Title Director, State Historical Society of Wisconsin

Date Oct. 23, 1974

NATIONAL REGISTER VERIFICATION

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

AR Neelander  
Director, Office of Archeology and Historic Preservation

Date DEC 31 1974

ATTEST: George Emery  
Keeper of The National Register

Date DEC 31 1974



UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
PROPERTY PHOTOGRAPH FORM

(Type all entries - attach to or enclose with photograph)

STATE	<b>Wisconsin</b>	
COUNTY	<b>Richland</b>	
FOR NPS USE ONLY		
ENTRY NUMBER	DATE	
	<b>DEC 31 1974</b>	

SEE INSTRUCTIONS

<b>1. NAME</b>			
COMMON:			
AND/OR HISTORIC:	<b>A. D. German Warehouse</b>		
<b>2. LOCATION</b>			
STREET AND NUMBER:	<b>316 South Church Street</b>		
CITY OR TOWN:	<b>Richland Center</b>		
STATE:	<b>Wisconsin</b>	CODE	COUNTY:
		<b>55</b>	<b>Richland</b>
			CODE
			<b>103</b>
<b>3. PHOTO REFERENCE</b>			
PHOTO CREDIT:	<b>Jeffrey M. Dean</b>		
DATE OF PHOTO:	<b>September, 1974</b>		
NEGATIVE FILED AT:	<b>State Historical Society</b>		
<b>4. IDENTIFICATION</b>			
DESCRIBE VIEW, DIRECTION, ETC.			
<b>View of the main (east) and side (north) facades taken from a position northeast of the building.</b>			
<b>#1031</b>			





A. D. German Warehouse  
Richard L. Bente, Wisconsin



**NATIONAL REGISTER OF HISTORIC PLACES**

**PROPERTY MAP FORM**

*(Type all entries - attach to or enclose with map)*

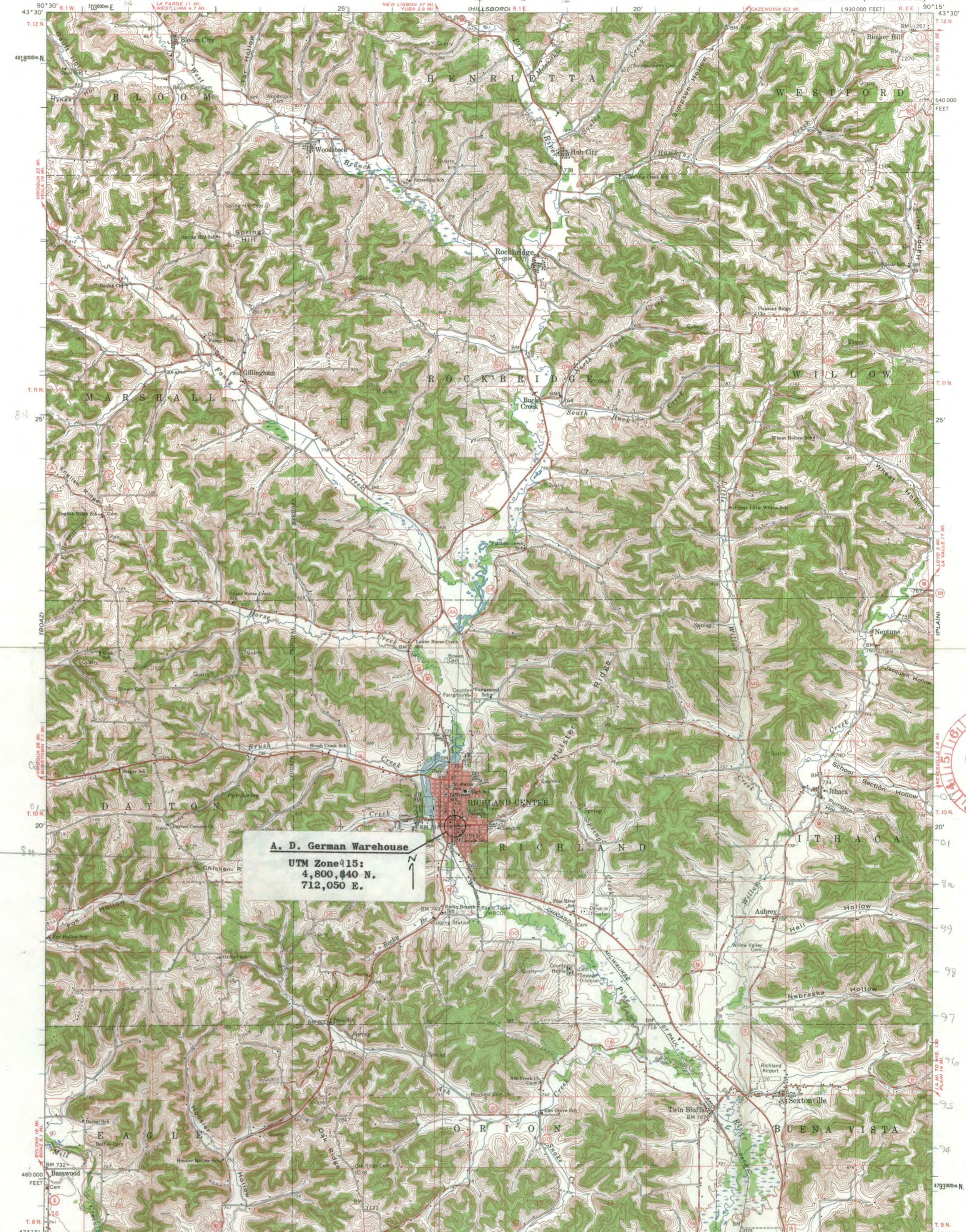
STATE <b>Wisconsin</b>	
COUNTY <b>Richland</b>	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	<b>DEC 31 1974</b>

SEE INSTRUCTIONS

<b>1. NAME</b>			
COMMON:			
AND/OR HISTORIC: <b>A. D. German Warehouse</b>			
<b>2. LOCATION</b>			
STREET AND NUMBER: <b>316 South Church Street</b>			
CITY OR TOWN: <b>Richland Center</b>			
STATE: <b>Wisconsin</b>	CODE <b>55</b>	COUNTY: <b>Richland</b>	CODE <b>103</b>
<b>3. MAP REFERENCE</b>			
SOURCE: <b>Richland Center 15' U.S.G.S. Quadrangle</b>			
SCALE: <b>1:62,500</b>			
DATE: <b>1960</b>			
<b>4. REQUIREMENTS</b>			
TO BE INCLUDED ON ALL MAPS			
<ol style="list-style-type: none"> <li>Property boundaries where required.</li> <li>North arrow.</li> <li>Latitude and longitude reference.</li> </ol>			



712,050 E.

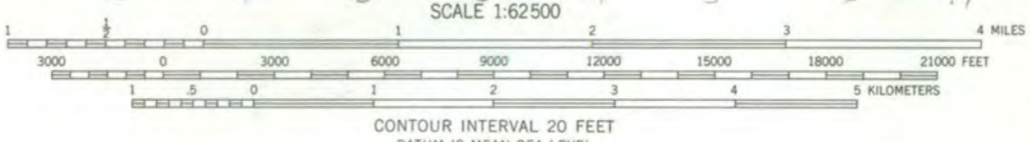


**A. D. German Warehouse**  
UTM Zone 15N:  
4,800,440 N.  
712,050 E.



4,800,440 N.

Mapped, edited, and published by the Geological Survey in cooperation with State of Wisconsin agencies  
Control by USGS and USC&GS  
Topography from aerial photographs by photogrammetric methods  
Aerial photographs taken 1958. Field check 1960  
Polyconic projection. 1927 North American datum  
10,000-foot grid based on Wisconsin coordinate system, south zone  
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue  
Red tint indicates area in which only landmark buildings are shown



ROAD CLASSIFICATION  
Heavy-duty ——— Light-duty ———  
Medium-duty ——— Unimproved dirt - - - - -  
U. S. Route □ State Route ○

TRUE NORTH  
MAGNETIC NORTH  
APPROXIMATE MEAN DECLINATION, 1960



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U. S. GEOLOGICAL SURVEY, WASHINGTON 25, D. C.  
AND BY THE WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON 6, WISCONSIN  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

RICHLAND CENTER, WIS.  
N4315-W9015/15

1960

# National Register of Historic Places

## Note to the record

Additional Documentation: 2019



United States Department of Interior  
National Park Service

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name A.D. German Wholesale Company and Warehouse, Additional Documentation

other names/site number A.D. German Warehouse; A.D. German Wholesale Grocery Company

2. Location

street & number	177 East Haseltine Street, 300 South Church Street	N/A	not for publication
city or town	Richland Center	N/A	vicinity
state Wisconsin	code WI	county Richland	code 103
			zip code 53581

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. ( See continuation sheet for additional comments.)

Signature of certifying official/Title

4/10/2019

Date

State Historic Preservation Office - Wisconsin

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Name of Property

County and State

**4. National Park Service Certification**

- I hereby certify that the property is:  
entered in the National Register.
- See continuation sheet.
- determined eligible for the  
National Register.
- See continuation sheet.
- determined not eligible for the  
National Register.
- See continuation sheet.
- removed from the National  
Register.
- other, (explain):

*Barbara Ogall*  
Signature of the Keeper

5-24-19  
Date of Action

**5. Classification**

Ownership of Property (check as many boxes as as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input type="checkbox"/> district	1	buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> structure		sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> site		structures
	<input type="checkbox"/> object		objects
		1	0 total

Name of related multiple property listing:  
(Enter "N/A" if property not part of a multiple property  
listing.)

N/A

Number of contributing resources  
previously listed in the National Register

1

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)  
COMMERCE/TRADE, warehouse

**Current Functions**

(Enter categories from instructions)  
DOMESTIC, Multiple Dwelling  
RECREATION AND CULTURE, Museum

**7. Description**

**Architectural Classification**

(Enter categories from instructions)  
Late 19<sup>th</sup> and 20<sup>th</sup> Century American Movement

**Materials**

(Enter categories from instructions)  
foundation CONCRETE  
walls BRICK

Modern movement

roof CONCRETE, ASPHALT

other

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**8. Statement of Significance**

**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**

(Enter categories from instructions)

- Commerce (A)
- Architecture (C)
- 
- 
- 

**Period of Significance**

- 1912-1936 (A)
- 1921 (C)
- 

**Significant Dates**

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**Significant Person**

(Complete if Criterion B is marked)

N/A

---



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**Cultural Affiliation**

N/A

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**Architect/Builder**

Wright, Frank Lloyd, architect

Judevine, A.H. Company, builder

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**Narrative Statement of Significance**

(Explain the significance of the property on one or more continuation sheets.)

Name of Property

County and State

## 9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

### Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

### Primary location of additional data:

- State Historic Preservation Office
  - Other State Agency
  - Federal Agency
  - Local government
  - University
  - Other
- Name of repository:

## 10. Geographical Data

Acreage of Property less than one acre

UTM References (Place additional UTM references on a continuation sheet.)

1 15 712940 4800940  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

**Verbal Boundary Description** (Describe the boundaries of the property on a continuation sheet)

**Boundary Justification** (Explain why the boundaries were selected on a continuation sheet)

## 11. Form Prepared By

**name/title** Peter R. Rött  
**organization** Isthmus Architecture, Inc.  
**street & number** 613 Williamson Street, Suite 203  
**city or town** Madison

**state** WI

**Date** August 22, 2018  
**Telephone** 608-294-0206  
**zip code** 53703

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

A.D. German Wholesale Company and Warehouse,  
Additional Documentation  
Richland Center, Richland County, Wisconsin

Section 7 Page 1

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**Introduction**

The A.D. German Wholesale Company and Warehouse nominated property consists of two buildings, one of which was listed in the National Register of Historic Places on December 31, 1974 under the name "A.D. German Warehouse" (NRIS #74000122), at the National level of significance. The previous nomination was completed for significance under Criterion C in the area of Architecture and only included the four-story warehouse building, ignoring the adjacent two-story warehouse and the historic relationship between the two buildings.

Since that time, a greater understanding of the significance of the larger property has developed. While the four-story warehouse is recognizable for its scale and unique style, the context for how it came to be constructed is inextricably tied to the earlier, associated warehouse next door. Additional documentation has therefore been written to appropriately convey this information and provide a more complete record of the significance of the property under Criterion A (in the area of Commerce) and C (in the area of Architecture). This documentation will explain the change in the name of the property; include a comprehensive description of the exterior and interior of both buildings; establish a period of significance for each area of significance, and demonstrate significance under both areas of significance.

**Name Change**

The larger, four-story warehouse was previously listed in the National Register of Historic Places under the name A.D. German Warehouse. While the name of that nomination appropriately reflected what was being nominated, the name on the nomination is being updated to reflect the fuller history of A.D. German's company and the commercial context for the success of his company which necessitated the construction of the large warehouse. The current nomination name is A.D. German



**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

A.D. German Wholesale Company and Warehouse,  
Additional Documentation  
Richland Center, Richland County, Wisconsin

Section 7 Page 2

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Wholesale Company and Warehouse to incorporate these interconnected buildings and histories and to more accurately reflect the historic significance of these buildings.

**Nominated Property**

The nominated property includes two buildings, each constructed in different years as stand-alone buildings, and each with their own address and primary entrance. These buildings are located next to each other. The A.D. German Wholesale Company building was constructed at 177 East Haseltine Street and the A.D. German Warehouse was constructed on the northeast corner of the intersection of Church and Haseltine streets, at 300 South Church Street in Richland Center, Wisconsin. These buildings will be described separately. The older, two-story building may be referred to as Building A, and the four-story warehouse may be referred to as Building B.

The buildings are physically connected at the second floor by a roof structure that covers the shared common loading alley. This shared loading alley was designed specifically to optimize efficiency for German's business. When the second building was built, it took the place of the earlier building as the primary, publicly-accessible warehouse. They remain, structurally, stand-alone buildings.

**Setting**

The city of Richland Center is a small Midwestern community and the seat of Richland County. Richland County is situated within the Driftless Area, an area unglaciated during the last ice age, that remains largely rural. The remarkable terrain is comprised of wooded, gently rolling hills, rocky bluffs and broad valleys of rich soil, bisected by winding streams. The economy of this region has long been agriculture-based. Richland Center is mid-way between Madison, the state capitol, and La Crosse on the Mississippi River. By virtue of its location, Richland Center was naturally a commercial hub from its beginning in 1851. Much of Richland Center's growth as a center for commerce parallels the

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

A.D. German Wholesale Company and Warehouse,  
Additional Documentation  
Richland Center, Richland County, Wisconsin

Section 7 Page 3

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regional expansion of the railroad. In 1876, a narrow-gauge railroad branch connected Richland Center with the Chicago, Milwaukee & St. Paul Railroad at Lone Rock, Richland County's second largest community at the time. Richland Center's historic downtown business district is located nearby and north of the subject property. The Courthouse Square, on Seminary Street and bounded by Central Avenue to the east and South Main Street to the west, anchors the southern edge of downtown. Immediately south of the Square is a mix of residential and commercial buildings; further south is an area of light industrial buildings. Buildings in this neighborhood are a mix from the late-nineteenth and early-twentieth centuries, of masonry and wood frame construction, and mostly two stories in height. In addition to the building variety, the character of the neighborhood is defined by broad paved streets lined with sidewalks and large mature shade trees.

**Site (See Photo No. 1)**

The buildings on E. Haseltine Street to the north of the nominated property are commercial, but the dominant character of the rest of the surrounding block is residential, including the south side of E. Haseltine Street, and both sides of S. Church Street to the east, E. Kinder Street to the south, and S. Central Avenue to the west. The exception is a church, located on the corner of E. Kinder Street and S. Central Avenue. The immediate site of the first warehouse is characterized by paving except for at the west where the house next door was demolished and the site sodded with grass up to the wall of the building. At the front of the building it is mostly paved but with a narrow patch of grass and vegetation to each side of a center entrance, and to the east is another driveway (between the two warehouses). A concrete sidewalk extends across the front of the building adjacent to the street with only a single small patch of terrace between the sidewalk and street. Unlike the rest of the block, this remnant piece of terrace does not have mown grass but has sparse vegetation. The rear of the parcel is also paved. The second warehouse is built out to the edge of the sidewalk along its two street-facing façades. There is a paved sidewalk, and a narrow terrace of mown grass separates the sidewalk from

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

A.D. German Wholesale Company and Warehouse,  
Additional Documentation  
Richland Center, Richland County, Wisconsin

Section 7 Page 4

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the curb and street. At the rear of both buildings the parcel is irregular and paved, creating a rectangle in the center of the block with a narrow connection that accesses E. Kinder Street to the south.

**Building A**

The original building, known as the A.D. German Wholesale Company, constructed in 1912, is of simple commercial vernacular design, typical of the time. A two-story structure with a full basement half exposed above grade, 7,680 gross square feet in area, the rectangular building is comprised of load bearing brick masonry exterior walls with large glazed openings facing the street at the first floor. The foundation is cast-in-place concrete, board formed, except where exposed above grade it was formed to resemble ashlar stone masonry. The basement floor was originally dirt and is now a concrete slab. The first floor is supported by thick reinforced cast-in-place concrete columns. The first floor is a concrete slab except in the center where the floor is wood and timber construction. The second floor and the roof are wood frame construction. Yellow utility brick was used to construct the walls. The street façade features a darker face brick.

Primary Façade (See Photo No. 2)

The primary façade faces north onto E. Haseltine Street, and is comprised of five bays of windows and public entrance at the first floor, a brick wall at the second floor with two bays evenly spaced, each with a wood, double-hung window and stone sill; above is a corbeled brick cornice of red brick. The metal lintel that spans across the width of the façade is visible at the top of the first floor windows. The basement is partially exposed cast in place concrete that replicates the look of rusticated masonry. The basement was used as a stable for the horses needed to pull delivery wagons and accessed directly from the street by a ramp. The building today has been altered as the first floor windows and doors have been updated, a change which is not unusual for commercial properties. The door on the far left side is contemporary, composed of a large piece of glass and a simple frame. The door is accessed by

**United States Department of the Interior**  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

A.D. German Wholesale Company and Warehouse,  
Additional Documentation  
Richland Center, Richland County, Wisconsin

Section 7 Page 5

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wood steps and railing, of newer construction. The four windows are now each a full height piece of plate glass divided by brick piers. At the basement level, the ramp has been replaced by a set of stairs that descend to a newer entrance with a glass door. This basement entrance is sheltered by brick side walls and a flat roof, not original. There is a single, basement level window located to each side of this entrance.

West (side) Elevation (See Photo No. 3)

The west side of the building abuts the property line, is constructed of brick masonry with a partially exposed cast in place concrete foundation matching the other façades. The elevation is divided into six bays with six window openings on the first floor and five window openings on the second floor for wood, double-hung windows. Three of the second floor windows are visible and have one-over-one, double-hung wood sash; the remaining windows are boarded over from the exterior. Each window has a masonry sill. The first and basement floors are separated by a slightly projecting masonry belt course and there are five basement level windows. These windows are rectangular, single fixed sash, irregularly spaced (they don't align with the first floor windows above) and three have been boarded over.

South (rear) Elevation (See Photo No. 4)

The rear of the building faces south and is composed of three bays. There is a center entrance (bay 2) with a short window at the level of the raised first floor, and a large window directly above that located midway between the first and second floors. Each of these windows has a brick segmentally arched head; the top window has a masonry sill and a fixed window, the middle window is missing its sill and has a one-over-one sash. The first and third bays each have a single window at the first and second floors. The window openings at the first floor are tall with brick segmentally arched heads and rectangular masonry sills. The right opening has a one-over-one, double-hung window and the left

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window is boarded over from the outside. The second floor openings are rectangular, standard height with a masonry lintel and sills. The one-over-one, double-hung windows are visible from the exterior. There is a single basement window in each of the first and third bays; these windows match those on the west side of the building, although the left window is boarded over. The projecting beltcourse from the west side continues and wraps around the rear of the building.

East (side) Elevation (See Photo No. 5)

The east side elevation faces the shared loading alley and is constructed of brick masonry with partially exposed basement foundation of cast in place concrete matching the primary façade, and the projecting beltcourse continues along this wall. At the loading alley, first floor, the brick wall is punctured with five loading bay door openings and two window openings, one is a wood double-hung window and the other is a casement window. The second floor of this façade is of brick punctuated by four openings with wood double-hung windows and one single-leaf wood panel door. Six basement window openings are regularly distributed across the façade; these have all been boarded over from the exterior.

The roof of the building is flat, sloping only for drainage front to back. The roof is a built-up type without ballast. The side walls extend up to the level of the primary façade and are capped with sheet metal flashing.

Interior

Basement

The basement consisted of an open volume with interior concrete columns at midspan, front to back, to function as a horse stable. The basement is accessible by stair entrances at the front and rear. Walls and floor are concrete. The 8 foot ceiling consists of wood timber framing supporting the wood flooring of

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the first floor. This level has been converted to modern office use. The floor is carpet over concrete, walls are painted drywall and a lay-in acoustic tile ceiling conceals ductwork and the underside of first floor. One structural concrete column is exposed in the front room. This floor also now includes a unisex toilet, janitor closet and a mechanical room.

**First Floor**

The first floor is one open volume with a high ceiling. The first floor contains two communicating stairs located at the front and rear. The original wood and concrete flooring and timber columns are exposed. Large windows on the primary façade provide natural light. A unisex toilet has been added toward the front of this floor. Original window openings on the rear and side elevations have been covered from the exterior. The loading dock doors on the east have been covered on the inside. The front entrance doors have been replaced.

**Second Floor**

The second floor was one open volume with a high ceiling for warehouse inventory. This floor is accessed by two communicating stairs located at the front and rear. Recently, this floor was converted into two apartment units when it was altered for residential use. This residential conversion altered interior finishes to include carpet and tile flooring, and drywall walls and ceilings.

**Summary of Integrity and Alterations**

Building A retains its original massing, original exterior materials and major exterior details including, front façade cornice, placement of window openings and entrance. The side and rear elevations retain their original construction, materials and placement of window and door openings. Building A has been renovated multiple times as use and ownership changed. The lower-level stable was converted to new use with the advent of vehicular transportation but retains its open volume. The main floor retains

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its historic character as open space for warehousing. The greatest change has been to the second floor with the insertion of two apartment units. The façade brick has been painted and windows replaced or covered. These changes, although outside the period of significance, do not prevent the building from being recognized as a warehouse.

**Building B**

The second warehouse building, known as the A.D. German Warehouse, is composed of a four-story, Mayan style, rectangular main block with a two-story rectangular 'annex'. The building has a full basement and accessible roof, and is 23,904 gross square feet in area. The building is three times larger than its predecessor. The warehouse, as-built, closely conforms to the original working drawings (except for some unexecuted minor exterior details such as corner light shafts and a low decorative concrete frieze over the entrance), and remains highly intact. Designed in 1915, construction spanned from 1917 to 1921, when the building was put into service. The building structure is comprised of an engineered system of reinforced cast-in-place concrete columns supporting reinforced cast-in-place concrete floor slabs, referred to as the Barton Spider-Web System. The floor and columns were formed using site-constructed wooden formwork. The structure was built floor-by-floor, basement to roof. The structural columns are square in section and terminate in a flared cap. On the first floor the columns in the public area have cast-in geometric designs in deep relief. Four of these decorated columns puncture the front façade at street level.

Except for a narrow band of exposed architectural concrete at the base of the building, and an elaborately detailed, broad, exposed architectural concrete frieze enclosing the fourth story and forming the roof parapet, the building exterior is completely clad with brick masonry on all sides. The brick exterior is multiple-wythe, hard dark red face brick on the exterior backed up with softer yellow brick. The brick coursing is Sussex bond, three stretchers and one header, each course. The brick

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masonry is non-load bearing, although this is not immediately apparent. Mortar joints are tooled in a v-groove. This brick expanse on each elevation is broken by three regularly spaced vertical slots which run the height of the brick masonry. Floor levels are articulated on the exterior within each slot and the openings form slender windows. Projecting out from each corner are concrete outriggers designed to hold light staffs.

The shared loading alley is covered by a 12 foot-wide by an 84 foot-long concrete canopy. The length of the 6 inch- thick reinforced concrete slab is equal to the length of Building A. The canopy was constructed as part of Building B. The slab was constructed as an extension of the Building B second-floor slab that extends through the west elevation and is physically attached into Building A. The canopy is punctuated by 3 openings, each 4 feet by 6 feet in size, centered over the alley and aligned with the loading bay openings in the first floor. The canopy provides a cover over the alley and the openings were to facilitate the efficient loading of supplies from the upper floors of both buildings. Each building has access to the canopy from doors at the second floor. Supplies could be wheeled through the doors and dropped through the canopy openings directly into wagons or trucks below.

Scholarly discussions of Wright's primary inspiration for the building seem to agree that it is based upon Mayan prototypes. Maya built monumental temples on a raised base with mostly blank walls and small openings on the primary façade, supporting a richly decorated frieze. While Frank Lloyd Wright was not designing historically exact replicas of this architecture, he went on to use these design features numerous times; scholars have accepted the stylistic term "Mayan" to describe the resulting designs. The A.D. German Warehouse shares all of the characteristics that define Wright's Mayan style including, a massive frieze that is richly decorated with geometric pattern evocative of a Maya motif.



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The building anchors the intersection of Church and Haseltine streets. On the west side a shared loading alley is located adjacent to the freight elevator. The alley is covered by a cast-in-place reinforced concrete canopy that physically connects this building to the first building. The canopy is punctuated with three rectangular openings for loading stock being stored in the upper stories of both buildings. The loading doors were abandoned and filled with brick masonry in the 1980s. At the north of the alley, an exit stair was added at this time.

The monumental architectural concrete frieze dominates the building, stepping outward as it rises. The geometric motif is consistent and continuous on all elevations. Between each statement of the motif is a tapered open slot which extends between the first and third horizontal units to form narrow operable windows. The massive frieze is monolithically tied into the cast in place concrete structural system by two bond beams; one, a thickening of the perimeter of the fourth floor slab and the other at the roof slab in the same fashion. The beams are exposed. The rich geometric detail is comprised of three horizontal units, each unit set out farther, so as one looks upward the frieze steps outward from bottom to top. The elevator tower and the frieze form a significant feature on the city skyline.

East Façade (See Photo No. 8)

The primary façade faces east (Church Street) and the public entrance of the building is centered on this façade of the main block at the first floor. A secondary entrance on this façade is located at the two-story annex. The primary entrance is composed of a 40-foot-long aluminum storefront system with tinted fixed glazing that was installed in the 1970s. A pair of doors is centered in the opening and a transom runs full length above. The two sections are separated by a flat concrete roof extension. The transom is punctuated by four columns with flared capitals that extend outward to support a flat second concrete roof. The detailing of the entrance glazing is simpler than the layout on the original working drawings. The annex entrance and glazing are of the same type and date of installation as the main

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entrance. Prior to these changes, the main entrance and annex entrance were unfinished and temporarily boarded up except for a wood panel door labeled "office."

Over the entrance, two stories of the façade are panels of brick masonry separated vertically by three 12-inch-wide slot openings. The slotted openings have full floor-to-ceiling glass between the floor slabs that form window head and window sill. The cornice is exposed cast concrete. It features a frieze that encloses the fourth floor and extends upward to form the roof parapet. Cast concrete outriggers are extend at the base of the cornice at the outside corners. Within the patterned frieze are seventeen slender vertical openings located uniformly where the pattern repeats. The openings step in thirds, top to bottom. Wood sash windows are set at the back of the openings.

The two-story (annex) portion of the building at the south is comprised of load bearing masonry walls over a canted concrete base supporting cast in place concrete slabs. Atop the second story is a smaller exposed concrete frieze, architecturally a derivation of the main frieze. This concrete frieze was poured integrally as part of the roof slab and forms a short parapet.

South Elevation (See Photo No. 9)

The South, rear, elevation contains the two-story (annex) portion in the foreground and the four-story portion in the background. The two-story portion is brick masonry over a canted concrete base. The decorative concrete frieze extends onto this elevation to form the roof curb. To the west, the four-story portion includes a loading dock that aligns with the canted concrete base. At the back of the loading dock a pair of doors are recessed, providing exterior access to the freight elevator. Above the first floor are four panels of brick masonry separated by two 12-inch wide slot openings. The location of a third slot is eclipsed by the two-story portion in the foreground. The slotted openings have full floor-to-ceiling glass between the floor slabs that form window head and window sill. The cornice is exposed

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cast concrete. It features a frieze that encloses the fourth floor and extends upward to form the roof parapet. Cast concrete outriggers are extend at the base of the cornice at the outside corners. Within the patterned frieze are ten slender vertical openings located uniformly where the pattern repeats. The openings step in thirds, top to bottom. Wood sash windows are set at the back of the openings. Above the parapet at the southwest, the brick clad elevator and stair tower rise, one full level and one half level respectively.

**West Elevation**

The west elevation faces the shared loading alley. The brick masonry wall is set on a canted concrete base. The masonry at the first floor is punctured with three loading bay door openings, later filled with brick. At the northern section an egress door with steps and a brick half wall has been added. Above the canopy of the loading alley, the brick masonry extends upward two stories. The masonry is in four panels separated by three 12-inch wide slot openings. The slotted openings have full floor to ceiling glass between the floor slabs that form window head and window sill. The center slot includes a door at canopy level. The cornice is exposed cast concrete. It features a frieze that encloses the fourth floor and extends upward to form the roof parapet. Cast concrete outriggers are extend at the base of the cornice at the outside corners. Within the patterned frieze are seventeen slender vertical openings located uniformly where the pattern repeats. The openings step in thirds, top to bottom. Wood sash windows are set at the back of the openings.

**North Elevation (See Photo No. 10)**

The north elevation is the secondary street façade and consists of three-stories of brick masonry set on a canted concrete base. The masonry is in four panels separated by three 12-inch wide slot openings. The slotted openings have full floor to ceiling glass between the floor slabs that form window head and window sill. The decorative concrete frieze extends onto this elevation to form the roof curb. The

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cornice is exposed cast concrete. It features a frieze that encloses the fourth floor and extends upward to form the roof parapet. Cast concrete outriggers extend at the base of the cornice at the outside corners. Within the patterned frieze are ten slender vertical openings located uniformly where the pattern repeats. The openings step in thirds, top to bottom. Wood sash windows are set at the back of the openings.

Interior

The floor plan of the warehouse consists of two rectangles, the larger one is 50' by 80' and the smaller is 18' by 25'. The larger rectangle includes 4 stories and full basement. The smaller rectangle includes 2 stories and basement. The interior of each floor is predominately raw open space. The main area is populated with structural columns spaced on a 16' orthogonal grid. At the southwest corner, the original freight elevator remains in functional condition, accessing all floors of the warehouse and loading dock.

The basement is accessed by stair from the first floor or by elevator from the first floor or exterior. The basement is constructed completely of cast in place concrete including the elevator shaft. The main area of the basement is 2 bays wide by 5 bays long. Concrete columns are the thickest here, 28" square, with spreading capitals terminated into a thickened slab that is about 12' wider than the capitals. The concrete ceiling is 9'-10" high. Three walls at the exterior are blank, exposed board-formed concrete and the fourth wall that sections off this portion is constructed of exposed concrete and clay tile masonry. Beyond this interior wall is a smaller area that is 1 bay wide by 5 bays long. The concrete ceiling drops to 6'-6" in this portion. This area encloses the public utility entrance, sewer and water, as well as, a coal scuttle. Electrical lighting consisting of bare bulbs illuminates the basement. Wiring for lighting was embedded in the pouring of the basement ceiling/first floor slab.

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The main area of the first floor is accessed from the primary entrance from Church Street or by the loading dock, entering through the freight elevator. There are several service doors. The main area of the first floor is 3 bays wide by 5 bays. Walls are exposed brick masonry except at the entrance which is open glazing. The floor plan is split in two levels along the length of the floor. At the main entrance the ceiling is 12' high. This area is one bay deep and the floor is quarry tile over concrete. Beyond, the floor level rises and the ceiling of the balance of the floor is 8'-8" high and the floor is exposed concrete. Concrete columns on this floor are 24" square, with spreading capitals. At the change in floor level, a column line, four columns and 2 partial columns have capitals with integral decoration cast into them. The column capitals beyond the entrance portion are without decoration. The southwest corner is occupied by the elevator. A ramp has been constructed at the transition between the floor level with wood cabinetry at the upper level. At the north end, an area 1 bay by 3 bays has been enclosed to function as a theater. The theater contains fixed seating for 30 persons. The interior, otherwise, is unfinished. Electrical lighting consisting of bare bulbs illuminates the floor. Wiring for lighting was embedded in the pouring of the ceiling/second floor slab.

The smaller portion of the first floor is accessed from an entrance from Church Street and by interconnecting doors separating this portion from the main area. Walls are exposed brick and the floor is quarry tile over concrete. The floor area is consumed by a cast concrete stair that connects to the second floor. Adjacent to the stair is an open chase. The interior, otherwise, is unfinished.

The second floor is accessed by stair or freight elevator. The main area of the second floor is 3 bays wide by 5 bays. The floor and ceiling are exposed concrete. The walls are exposed brick masonry interrupted at regular intervals by slot windows, continuous from ceiling to floor. In the northwest corner, concrete block masonry encloses an unfinished stair tower. In the southwest corner the elevator is located. The concrete columns on this floor are 22" square, with spreading capitals. The ceiling is 9'-

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0" high. Electrical lighting consisting of bare bulbs illuminates the floor. Wiring for lighting was embedded in the pouring of the ceiling/third floor slab. On the west wall a door allows access to the roof extension over the shared loading alley. In the southeast corner of the floor, an area is occupied by an unfinished rough-in for public toilets.

The smaller portion of second floor consists of the open communicating stair and a small room with three walls of exposed brick masonry and one wall with full glazing and brick columns. On the west wall a glazed door accesses a roof terrace. The floor and ceiling of this is exposed concrete. A single light centered in the ceiling illuminates the floor. Electrical wiring and conduit are concealed in the exposed concrete ceiling. Recent alterations and remodeling, particularly to the first floor, includes a small theater and shop area, public restrooms and an enclosed office. These changes date to the 1970s and 1980s.

The third floor is accessed by stair or freight elevator. The main area of the third floor is 3 bays wide by 5 bays. Floor and ceiling are exposed concrete. Walls are exposed brick masonry interrupted at regular intervals by slot windows, continuous from ceiling to floor. The south wall is brick enclosing a stair that connects to the upper floor and roof. In the northwest corner, concrete block masonry encloses an unfinished stair tower. Concrete columns on this floor are 20" square, with spreading capitals. The ceiling is 9'-0" high. Electrical lighting consisting of bare bulbs illuminates the floor. Wiring for lighting was embedded in the pouring of the ceiling/fourth floor slab.

The fourth floor is accessed by stair or freight elevator. The main area of the fourth floor is 3 bays wide by 5 bays. Walls, floor and ceiling are exposed concrete. The walls thicken at the floor to form a structural beam that frames the floor. The walls are punctuated by 54 narrow windows, spaced to align with the repeat in the decorative details of the exterior frieze. The south wall is brick enclosing a stair

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that connects to the upper floor and roof and encloses the elevator. In the northwest corner, an opening in the floor indicates an unfinished stair tower. Concrete columns on this floor are 18" square, with spreading capitals. The ceiling is 9'-0" high. Electrical lighting consisting of bare bulbs illuminates the floor. Wiring for lighting was embedded in the pouring of the ceiling/roof slab.

The roof of the warehouse is accessible by stair or freight elevator. The roof consists of a single cast in place concrete slab that is sloped to drain to roof drains placed at the corners of the building. At the south, the stair and elevator rise above the roof and are enclosed in brick masonry. The elevator equipment is located atop the elevator shaft. At the northwest, a roof hatch closes an unfinished stair. The roof parapet is formed by the upper portion of the decorative concrete frieze which is thickened at the roof to form a second structural beam that frames the floor. The beam was detailed with a cast-in reglet to terminate roof flashing.

The flat roof is an open area that was designed to be public space. On the roof at the south, a shallow concrete canopy is supported by thin brick piers adjacent to the stair and elevator tower, forming a gathering space. The roof is an exposed concrete slab, with sealed cold joints and a temporary roof over a second stair opening that was never completed. In fact, roofing material was never installed. Reglets that were poured into the concrete for roof flashing, specified but not completed, are visible. The four-sided roof parapet is poured concrete, the upper portion of the cast architectural frieze. The parapet is functional and it is a structural component. The base of the parapet (frieze) widens to form a perimeter beam that resembles a shallow seat. The beam ties to the slab and the slab to the columns. In the face of this beam, electrical outlets are placed at regular intervals. The wiring and conduit are in poor condition, as is the outer edge of the beam. Four roof drains are situated at the far corners of this roof. The drains are new replacements and they temporarily divert runoff outside the building through

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fourth floor window openings. The interior drainage piping, original to the structure, is in poor condition and has been disabled.

**Summary of Integrity and Alterations**

Building B has been minimally altered over time. Minor changes, as described above, on the first and second floors were made as ownership changed; the third and fourth floors are unchanged. The building is beginning to show the effects of lack of maintenance: the architectural concrete has deteriorated, as has portions of the brick masonry. The exterior modifications in masonry match the original construction while the non-original glazing installed at the main entrance is tinted and not compatible with the original building. Overall, the exterior and interior changes are minimal, do not alter the essential components of the warehouse design or the exterior stylistic design and are easily reversible. The building has high integrity and is easily recognizable, retaining its significant design elements.



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**Introduction**

The A.D. German Wholesale Company and Warehouse is two buildings, located adjacent to each other, representing the significance of the A.D. German Wholesale Company. The early building at 177 East Haseltine Street represents the early history of the company; the later and larger warehouse building at 300 South Church Street reflects the growth and success of the company which necessitated the need for expansion into a larger warehouse. These two buildings share a delivery driveway and are connected at the second floor of each building by a canopy that covers the driveway.

The larger warehouse at 300 South Church Street was previously listed in the National Register of Historic Places on December 31, 1974, under the name "A.D. German Warehouse". The previous nomination was completed for significance under Criterion C in the area of Architecture at the national level of significance and only included the four-story warehouse building, ignoring the adjacent two-story warehouse and the relationship between the two buildings.

Since that time, a greater understanding of the significance of this property has developed. While the four-story warehouse is recognizable for its scale and unique style, the context for how it came to be constructed is inextricably tied to the earlier, associated warehouse next door. Additional documentation has therefore been written to appropriately convey this information and provide a more complete record of the significance of the property under Criterion A (in the area of Commerce) and C (in the area of Architecture). Additional documentation will: explain the change in the name of the property; correct an error in the Church Street address; include a comprehensive description of the exterior and interior of both buildings; establish a period of significance for each area of significance, and demonstrate significance under both areas of significance.

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**Summary of Significance**

A.D. German was a produce wholesaler and participated in the feed business, contributing to the local and regional agricultural economy which depended on wholesalers to purchase and store various farm products until they could be transferred by train to outlying markets for sale. Wholesaling was an important commercial sector of Richland Center and while German's company wasn't necessarily the biggest (some resources indicate his was the second largest in the region during this time of growth and prosperity), his company's growth necessitated the expansion of warehouse space, the building designed by Frank Lloyd Wright and constructed in 1921. The two buildings that make up the A.D. German Wholesale Company and Warehouse are eligible for the National Register under Criterion A in the area of Commerce, locally significant for their association with Richland Center's important wholesale trade. The A.D. German Warehouse building, referred throughout this nomination as Building B, is currently listed in the National Register under Criterion C, in the area of Architecture. The Warehouse was designed by Frank Lloyd Wright and has national significance for its innovative stylistic interpretation of Mayan design and its influence in Wright's application of this style nationwide. Additionally, it was here that Wright experimented with an innovative exposed reinforced concrete structural system. This system was later refined and incorporated into the design of the S.C. Johnson Administration Building in Racine, Wisconsin, an innovation that precipitated a change in the state building code, in favor of Wright.

**Period of Significance (Commerce)**

The period of significance in the area of Commerce begins in 1912<sup>1</sup> with the establishment of A.D. German's company in the building he constructed at 177 E. Haseltine Street, and ends in 1936<sup>2</sup> with German closing his company and filing for bankruptcy.

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<sup>1</sup> Richland Observer. *Seventy Years Ago*, Richland Center: March 4, 1982.

<sup>2</sup> Scott, Margaret Helen. *Frank Lloyd Wright's Warehouse in Richland Center*, Richland Center: Richland County

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**Period of Significance (Architecture)**

Only the large four-story warehouse designed by Frank Lloyd Wright is eligible for listing in the area of Architecture. The period of significance is 1921 coinciding with its date of completion and when Mr. German began using the building. While many Wright scholars have written about the A.D. German building there is conflicting information about its date of construction and completion. Often sources will cite 1915 as the date of construction; however, this date is actually the date the building was designed by Mr. Wright. Construction continued for many years between 1916 and 1921, and again, sources often assert that the building was never completed. This contradicts the personal correspondence from Mr. German's wife who described how the building was used extensively for warehouse storage by her husband. Perhaps, when scholars assert the building was not completed, they mean it never reached the full appearance and use as developed on the design drawings given that, indeed interior plumbing was not completed as well as some interior spaces, but it was sufficiently completed as a storage warehouse by 1921, and was put into service in that year.

**A Brief History of Richland Center, Wisconsin**

Early Euro-American settlement of Richland County was preceded by Native American occupation including the Ho-Chunk, Sauk and Fox tribes. The Sauk and Fox gradually withdrew from southeast Wisconsin down the Wisconsin River between 1760 and the early 1800s. By 1780, the Fox were distributed along the Mississippi River between Prairie du Chien and Rock Island. The Sauk tribe also withdrew, settling within a main village at Sauk Prairie by 1760. Both groups ceded their right to southwest Wisconsin in 1832 as a result of the Blackhawk War. The Treaty of St. Louis removed both tribes from the adjacent Mississippi River valley. The Ho-Chunk began expanding away from Lake Winnebago in the 1760s and became dispersed across southern Wisconsin and northern Illinois. Those groups east and south of the Wisconsin River ceded their territory in 1832, while those north and west

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of the river (including the Richland Center area) lost their lands in 1837. Ample evidence of Native American settlement is evident in the county, and in fact – numerous Native American mound groups are listed in the National Register of Historic Places, although they tend to be located just south of Richland Center, closer to the Wisconsin River.

Wisconsin became a territory separate from Michigan in 1836 and Richland County was organized in 1842. During this early period, Richland and Iowa counties shared judicial and electoral services due to low population. In 1850, Richland County began functioning independently of Iowa County and in July 1852, Richland Center became the county seat. Richland Center is aptly named as it is located in the approximate center of Richland County and straddles the Pine River that eventually reaches the Wisconsin River to the south.

While there was settlement in the County in the early 1840s, there was none in Richland Center. This changed by 1845 as a road was constructed linking Orion and Rockbridge, Wisconsin. Early settlement tended to follow the rivers but as roads were established, settlement could move inland. Settlement in the area occurred rapidly after 1850 and by 1855 Richland Center, Richmond, Andrewport, Eagle, and Sextonville were established. An early settler from Vermont, Ira Haseltine, bought land which he platted as the original townsite of Richland Center. Haseltine continued to acquire land in Richland Center and create new plats. The population in 1855 was about 200 and doubled a year later to 433 people.

Farming dominated the region and early industry in Richland Center included a sawmill and gristmill, taking advantage of the water power of the Pine River, developing slowly as a trade center. Due to the scarcity of road systems, Richland Center serviced a fairly local market, specifically, the farmers of the surrounding area. Gradually throughout the 1850s, the town added a post office, a blacksmith, and

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mercantile stores. It was not until the arrival of the railroad in the mid-1870s that Richland Center was able to expand its influence as a center of trade and commerce.<sup>3</sup>

**Criterion A, in the Area of Commerce**

**Evolution of Wholesale Trades in Richland Center**

Richland Center drew its primary economic importance as a local, and later, regional trade center. While *Cultural Resource Management in Wisconsin* does not have a study unit for Commerce, the historical context has been well established in the Richland Center intensive survey report and which is referenced here. The central business enterprises for such a trade center were the general store where goods and services were offered. "The general store owner frequently offered the following services: retailing, banking, purchasing, packing, sorting, insurance, storage, forwarding or shipping, financing, and advertising. Local farmers exchanged their products for credit and paid for their loans in goods. The merchant stored their products, processed some of them, and shipped them to distant markets."<sup>4</sup> To supply these stores, and to be able to serve farmers bringing in large quantities of goods that could not immediately be sold locally, storage warehouse companies were established.

Wholesale storage services were offered in Richland Center for numerous products: produce, eggs, poultry, butter and cream, fruit, cheese, tobacco, feed, and lumber. Sometimes, storage was located within the same commercial building in which goods were sold retail. Burnham and Scott (187 E. Court Street) purchased produce, eggs, butter and cream, and poultry and held them in cold storage for resale. Burnham began his business in 1887; Scott began his in 1884. The two men merged their

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<sup>3</sup> This developmental history overview was summarized from the Richland Center Architectural and Historical Intensive Survey Report, written by Joan Rausch and Joyce McKay, 1988, as well as from the National Register nomination for the Court Street Commercial Historic District (NRIS #: 89001955), also written by Joan Rausch, 1989.

<sup>4</sup> Richland Center Architectural and Historical Intensive Survey Report, by Joan Rausch and Joyce McKay, 1988, pg 27.

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businesses in 1892 and continued in business until 1931 when they were bought out. John Winn (194 N. Main Street) was a poultry, egg, and produce dealer between 1885 and 1913, operating out of his store on Main Street. Fred Parfrey had a wholesale fruit business from 1917; in 1931 he moved operations to a warehouse at 316 S. Church Street. Cheese wholesaling became an important niche and John Kirkpatrick established a cheese warehouse in 1903 (34 W. Seminary Street, demolished). Schmitt Brothers Cheese Company established a warehouse in 1937 (southwest corner of Orange and Sixth streets, it appears this building has been demolished). The Bamford Wholesale Cheese Company operated between 1913 and 1917 (location unknown), and the Neenah Cheese and Cold Storage Company operated between 1915 and 1921 (location unknown). Tobacco wholesaling had a smaller role, but nonetheless, the Lord and Griffen Company operated a tobacco storage and sorting business between 1907 and 1912 (279 W. Court Street). With the growing importance of livestock production, feed production rose in importance and eventually stockyard operations were also located in Richland Center. The stockyard was not for processing animals but to hold them until they could be shipped by train to large packing centers in Milwaukee and Chicago. The largest company engaged in this business was the A.H. Krouskop Company, which constructed an expansive stockyard by 1899 (since demolished). Lastly lumberyards were an important presence in Richland Center, of which, one of the largest was the Krouskop lumberyard. Krouskop built a lumber mill in 1878; it burned and was replaced in 1892. Krouskop continued to build and expand his lumber business and by the mid-1880s, Krouskop had lumber warehouses over several city blocks extending from 300 to 500 S. Main Street. The extent of this business was impressive as it had a large collection of buildings including a lumber warehouse, a granary and warehouse, numerous sheds, a dry kiln, and a mill. These buildings have since been demolished.<sup>5</sup>

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<sup>5</sup> Richland Center Architectural and Historical Intensive Survey Report, by Joan Rausch and Joyce McKay, 1988, pgs 41-45.

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**A.D. German Wholesale Grocery Company**

Albert Delvino German was a significant member of the merchant class in the city of Richland Center; first as a hotel owner, then developing a dray line. A dray was a type of open wagon pulled by horses and used to haul goods; a dray line was a common method of onloading and unloading goods (from a train for example). Dray owners would line up at the train to participate in the transfer of these goods. German's dray business evolved into the A.D. German Wholesale Grocery Company. His business, the A.D. German Wholesale Grocery Company, illustrates and is concurrent with Richland Center's booming economy in the early years of the twentieth century through the Great War and the creation of the Frank Lloyd Wright designed warehouse located at 300 South Church Street.

**The Growth and Expansion of the A.D. German Wholesale Company**

Some unique circumstances influenced the economy of Richland Center. The Panic of 1893 had undermined public confidence and weakened the national economy. The Panic of 1893 was brought about by the collapse of the Reading Railroad. The stock market reacted with a dramatic plunge in value and an ongoing agricultural depression in the West and South deepened. In Richland Center, this situation was abated by the strength of the Pier Bank, which later became the Richland County Bank. Although the bank closed for nine months, "a loan of \$10,000 by local businessman Fred Bowen helped it reopen and all creditors received dollar for dollar."<sup>6</sup>

A publication entitled "Richland Center Wisconsin, the City of Progress and Business" published circa 1912, described how women had worked to gain suffrage and oust the drinking establishments of the city. "The result from a financial as well as moral standpoint has justified the effort for the volume of business in the city has increased in leaps and bounds. At no other time in the history of the city had there been as much building material used as now and businessmen claim that cash sales have greatly

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<sup>6</sup> Davis, Judy, Richland Observer, *History of the Richland County Bank*. Richland Center: August 6, 1998.

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increased, some having doubled, largely because of keeping the money out of the saloons and in legitimate channels of trade.”<sup>7</sup>The publication further states, “As a commercial center, our city is second to none between Madison and La Crosse.”<sup>8</sup>

The June 15, 1908, issue of *The Richland Democrat* noted A.D. German of the Hotel Badger started a new dray and transfer line in the city. This was four years before building the warehouse located at 177 East Haseltine and seven years before Frank Lloyd Wright designed the building to be located at 300 South Church Street. At that point in time there were a few dray lines operating in the city, Oscar Ott, Elmer Neff, C.B. Hillman with the Davis & Nichols line noted as the largest concern. There is no mention of these lines operating out of their own warehouse. An exception was A.H. Krouskop, which operated a wide variety of businesses including manufacturing. Krouskop and German were direct competitors in several product lines including flour, paint, cement, salt, and sand.

Owner and entrepreneur, Albert Delvino German, initially worked out of the Badger Hotel on Church Street and in 1912 he expanded into a new two-story warehouse building (Building A) situated on Haseltine Street. German’s early rapid success resulted in a need for further expansion. A second building (Building B) was planned for the adjacent lot fronting on Church Street, replacing the former Badger Hotel.

The sense of optimism and business vitality likely initiated German to build the Haseltine Street warehouse in 1912. John Daughetee, a well-known cement contractor, purchased and set up ready for operation a machine for the manufacture of cement brick. The plant was located directly across Church Street from the Badger Hotel barn and was the first contract for the use of the product of the new

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<sup>7</sup> *Richland Center, Wisconsin, the City of Business and Progress*. Richland Center: Richland Commercial Club, 1912. (Richland County History Room) A. Keith Brewer Public Library.

<sup>8</sup> Ibid.



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industry that A.D. German had in course of construction. Daughhetee later was the concrete contractor on the Wright designed building.

German commenced construction of his first warehouse on May 13, 1912.<sup>9</sup> The vernacular building is comprised of two stories and a full basement, 25 feet wide at the street by 72 feet in depth. The foundation and basement are poured concrete. The first and second floors are enclosed with brick bearing walls with the large openings at the street façade. The roof is flat. Construction was complete by end of 1912.

On the adjacent lot, German owned the Badger Hotel. As the wholesale business prospered, he began to look at the hotel business differently. The Hotel Badger closed its doors in early October 1916. On October 4, 1916, a local newspaper noted that in early November the building would be demolished to make way for a new modern four-story building, which will be used by Mr. German for his wholesale business.<sup>10</sup> The article goes on to identify Frank Lloyd Wright as the architect for the building, planned to extend over the full frontage on Church Street and to a depth reaching the driveway on the west. The cost would be approximately \$30,000.<sup>11</sup>

Frank Lloyd Wright designed the new building, replacing the Hotel Badger, in 1915. Wright's drawings for the building were ink on waxed linen. Nine of the original drawings survive.<sup>12</sup> The initial perspective rendering illustrates the four-story block only. The construction drawings include four-story block with a two-story block at the south, all details of the building as constructed, including the addition of a shared canopy connecting both warehouses. The building structure is comprised of an

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<sup>9</sup> Richland Democrat, Richland Center (Richland County History Room) A. Keith Brewer Library.

<sup>10</sup> Richland Democrat, Richland Center (Richland County History Room) A. Keith Brewer Library.

<sup>11</sup> Scott, Margaret, Frank Lloyd Wright's Warehouse in Richland Center, 1984, Richland County Publishers, p. 106

<sup>12</sup> Frank Lloyd Wright Collection, Avery Architectural & Fine Arts Library, Columbia University, New York

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engineered system of reinforced cast-in-place concrete columns supporting reinforced cast-in-place concrete floor slabs, referred to as the Barton Spider-Web System. Except for a narrow band of exposed architectural concrete at the base of the building, and an elaborately detailed, exposed architectural concrete frieze enclosing the fourth story and forming the roof parapet, the building exterior is completely clad with brick masonry on all sides.

Construction of this warehouse began in the fall of 1917, according to the permit granted to place materials on the street.<sup>13</sup> Concrete subcontractor Dillard Daughhete, recalled that his crew consisted of no more than eight, “four on the ground and two, three or four on the building.”<sup>14</sup> The basement, supporting columns and floors are all poured concrete. Floors 1-4 are enclosed with brick walls punctuated with slit openings spaced widely apart. The 4<sup>th</sup> floor is enclosed with the monumental cast concrete frieze that extend up to the flat roof to form a parapet. The concrete was mixed on the ground and hoisted on wood scaffold to the upper levels using block and tackle managed by a team of horses. A lone photo of the construction on file at the Richland County History Room illustrates this process. Construction continued for many years between 1916 and 1921. Eventually the warehouse was put into service despite the fact that some interior rooms were not yet completed and the building lacked plumbing. Perhaps Mr. German saw these as minor inconveniences because he began using the building for warehousing in 1921.

**Comparative Analysis of Other Wholesale Companies**

Many of the companies associated with the wholesale business were either short-lived or were bought out by larger enterprises before, ultimately, closing. There are no longer buildings associated with the largest wholesalers, as those buildings were eventually demolished. The A.D. German Wholesale

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<sup>13</sup> Scott, Margaret, Frank Lloyd Wright's Warehouse in Richland Center, 1984, Richland County Publishers, p. 133

<sup>14</sup> *ibid*

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Company and Warehouse buildings are therefore an important representative of this historically influential segment of commerce in Richland Center.

A.D. German was a produce wholesaler and participated in the feed business, contributing to this very important commercial sector of Richland Center and while his company was not necessarily the biggest, his company's growth necessitated the expansion of warehouse space, the building designed by Frank Lloyd Wright and constructed in 1921.

The closest competitor to Mr. German was A.H. Krouskop who operated a large and diversified wholesale business. He maintained stockyards, a lumber yard, an agricultural implement warehouse, granary, and warehouse and multiple additional support buildings associated with these various enterprises. By 1873, Krouskop had opened a general merchandise store and later expanded his interests to include the lumber and agricultural trades. While he built and expanded his business between the 1890s and the 1920s, the buildings and warehouses associated with the Krouskop Company have long been demolished.

**Biographical Profile of A.D. German**

John German, Albert's father, came from Wales to America in 1840 with his parents when he was eleven years old. The family took up residence in New York state where he lived for twenty-seven years before moving to Richland County, Wisconsin. German was an inventor of several items including a corn planter, an adjustable hospital bed and a cheese factory milk can. The large family home still stands near Aubrey Corners in Richland County just off Highway 58. Albert German, who

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built the warehouse on Haseltine Street, was the youngest of seven children born to John and Louisa German: John, Fred, Daniel, Grant, Anna, Minnie and Albert.

Albert stayed on the family farm until he married Grace Alta Moore in 1899. He started his German Jobbing Service soon after locating in Richland Center. In 1909, Alta died leaving him with two daughters, Veva, age 9, and Anna, age 3. He built a home on Church Street in 1906 and in 1907 bought the Mitchell Hotel located on the corner of Haseltine and Church streets.

*The Republican Observer*, June 7, 1945, noted A.D. German's death and described his business ventures. "From the very start in business, he engaged in various enterprises until he eventually established the German Jobbing Company which for years did a large business throughout southwest Wisconsin, having branches at Prairie-du-Chien and Platteville. While in the jobbing business, Mr. German gained considerable notoriety for venturing to erect the Frank Lloyd Wright designed warehouse at Richland Center."<sup>15</sup>

Albert German's eldest daughter was named Veva, and Veva's daughter Tari Wood shared remembrances of her grandfather: "As an adult, A.D. was perhaps about five feet, six inches tall and despite his less than lofty height, was an imposing figure. He was indeed elegant in his Chicago-tailored suits, which were conservative in color and cut. He wore spats, shined shoes and impeccably starched shirts with a discreet monogram"<sup>16</sup>She goes on to say, "Periodically, A.D. extended his commodity business in Wisconsin to adjoining states. On one such trip to Philadelphia, he purchased for me a royal blue wool coat with matching hat and muff, all trimmed in fur."<sup>17</sup>

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<sup>15</sup> German, A. D. Obituary, *The Republican Observer*, front page: Richland Center: June 7, 1945, (Richland County History Room) A. Keith Brewer Public Library.

<sup>16</sup> Arbegust, Lon. Oral History of Tari Wood, June 2018, A.D. German Warehouse Conservancy archive.

<sup>17</sup> Arbegust, Lon. Oral History of Tari Wood, June 2018, A.D. German Warehouse Conservancy archive.

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A.D. German was a man of means, and according to Ms. Wood, her mother Veva German learned the commodity business and was especially astute regarding real estate. Veva was sent to one of the most exclusive finishing schools in the country, National Park Seminary near Washington, D.C.

Albert German was married four times, with his first two wives dying early in life of pneumonia and a stroke, respectively. His third wife Lucile Hass wrote an informative letter, in June of 1967, to Mrs. David Pringle, then owner of the A.D. German Warehouse, describing some aspects of the building. "The roof was built as it was on purpose for Mr. German intended his home to be the Penthouse and the deep façade provided space for the tons of soil to be taken up there and tremendous gardens and trees were planned for that space. It was used constantly for flour, sugar, tobacco and many other products which were shipped in by the trainload (not carloads) but trainloads."<sup>18</sup>

**Conclusion: Criterion A – in the Area of Commerce**

The A.D. German Wholesale Company is significant for its association with the wholesale trade business, an important economic driver in the city of Richland Center. The company's growth and expansion reflects Albert Delvino German's contributions. German's business facilitated the availability of in-demand products, to customers in Southwestern Wisconsin. His business expertise contributed to the local economic health and financial success during the years that America was transitioning from horse-drawn delivery to early vehicular delivery. German was attuned to the needs of the area and sought to offer quality goods and dependable delivery. The growth and success of the business eventually lead German to construct his most lasting contribution, the monumental four-story warehouse designed by Frank Lloyd Wright.

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<sup>18</sup> Henning, Randolph C., *The A.D. German Warehouse, A Rehabilitation and Adaptive Reuse Design, 316 South Church Street, Richland Center, Wisconsin*. University of Wisconsin – Milwaukee, May 1980.

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**Criterion C, in the Area of Architecture**

The four-story A.D. German Warehouse is now listed in the National Register, and remains eligible, in the area of Architecture as an exceptional early example of Frank Lloyd Wright's Mayan style design. Of further interest, this building is the only warehouse that was ever built to a Wright design. Designed by Wright in 1915, and built 1917-1921 for Albert Delvino German, the extent of Wright's involvement in the design and construction of the building represented a large personal commitment for him. The ensuing building is an excellent example of Wright's interpretation of Mayan design, resulting in a building having iconic status in the region.

**Mayan Style**

The Maya built temples that were masonry structures, resting on a raised base, rectangular in shape, tomb-like and topped with elaborately decorated friezes often in fret or key motifs. The temples have a solid and monumental presence. This is further accentuated by the cornice frieze, which rests on the columns or walls that can be seen as the tectonic expression of the loads that they are carrying.<sup>19</sup> The massive frieze wraps all sides of the structure.

The architectural significance of the A.D. German Warehouse is as the creative design of Frank Lloyd Wright, a unique example of design incorporating pre-Columbian motifs, later referred to as Mayan forms. The composition of the four-story warehouse follows the Mayan temples, resting on a raised base, with a blank (inwardly focused) rectangular mass that is topped by a massive and elaborately decorated frieze.

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<sup>19</sup> Alofsin, Anthony. *Frank Lloyd Wright, The Lost Years, 1910-1922 A Study of Influence*. Chicago: The University of Chicago Press, 1993, p. 233.

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The Wright-designed A.D. German Warehouse is widely acknowledged by scholars as Frank Lloyd Wright's first and largest expression of pre-Columbian motifs combined with archetypal forms from the Froebel blocks of his childhood. In Wisconsin, only one other extant example of this expression can be found: Wright's Bogk House, constructed in 1917 in Milwaukee (listed in the National Register, NRIS #72000058). The A.D. German Warehouse prefigures the continued expression of these forms in such grand residences as the Barnsdall House of 1920 (National Register NRIS #71000143) and the Ennis House of 1923 (National Register NRIS #71000145), both in Los Angeles, California. Before 1915, Wright's interest in architecture of Mesoamerica had manifested itself only in ornamental details such as in Midway Gardens of 1914 in Chicago, Illinois. With the A.D. German Warehouse, he captured the dense monumentality of Mayan temples, evocative of the Temple of Three Lintels and the Red House found in Chichen Itza, Yucatan, Mexico. These structures are expressions of great mass and sculptural weight, as is the German Warehouse.

Wright scholar, Anthony Alofsin, concludes that the "A.D. German Warehouse demonstrates the nature of the technology of its materials as much as it displays exoticism. As an alternative to seeing the warehouse as a derivation from the Maya buildings such as the Red House, it can be seen as an experiment in the basic motifs of the multiple frame and recessed panel, as the expression of the nature of materials, and as a search for an abstract generalized primitivism."<sup>20</sup>

The building is an excellent example of Wright's early understanding of and innovation in exposed reinforced concrete: concrete specifically made of locally available aggregate and water, combined with early Portland cement and steel reinforcing technologies, using formwork constructed of locally available lumber, employing skilled workers within the region. The structural system employed, as

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<sup>20</sup> Alofsin, Anthony. *Frank Lloyd Wright, The Lost Years, 1910-1922 A Study of Influence*. Chicago: The University of Chicago Press, 1993, p. 233.

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regards the concrete floor slab, is a four-way system.<sup>21</sup> The continuity between the concrete footings, the columns with their spreading capital and the floors is achieved by the interwoven steel reinforcement. This system is not unlike the system Wright was to employ later in the S.C. Johnson Administration Building in Racine (1936-1939, NRIS # 74002275). The structural innovation of the columns, initially developed at the A.D. German Warehouse, was refined and improved for the S.C. Johnson building where its use instigated a change in the state building code, in Wright's favor, to implement his design.

**Frank Lloyd Wright, Architect (1867-1959)**

Frank Lloyd Wright was an American architect, interior designer, writer, and educator, who designed more than 1,000 structures, 532 of which were completed. Wright generated design solutions based upon a philosophy he called organic architecture, architectural designs that were in harmony with the environment and humanity. Wright's architectural career spanned more than 70 years. Wright wrote 20 books and contributed many articles to magazine and newspapers. He was a popular lecturer in the United States and Europe. The Royal Institute of British Architects awarded Wright a Gold Medal in 1941. The American Institute of Architects awarded him the Gold Medal in 1949.

Wright attended at the University of Wisconsin-Madison as a special student, joining the Phi Delta Fraternity, and worked for Allan D. Conover, a professor of civil engineering. Wright left before earning a degree, although he was granted an honorary doctorate of fine arts from the university in 1955.

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<sup>21</sup> George A. Hool, Nathan Clarke Johnson and Solomon Cady Hollister. *Concrete Engineers' Handbook*. New York: McGraw Hill Company, Inc. 1918, p.461.



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Wright worked under several Chicago architects who were to influence him greatly. 1887, he was hired by the architectural firm of Joseph Lyman Silsbee. Subsequently, Wright left Silsbee to be employed at Adler and Sullivan, headed by Dankmar Adler and Louis Henry Sullivan. It was with Sullivan that Wright developed a close working relationship, referring to him as *Lieber Meister* (German for Dear Master) out of respect.

Wright pioneered what is called the Prairie School movement in American architecture. He developed a unique vision for urban planning illustrated in a concept he named Broadacre City. Wright designed innovative offices, churches, hotels, skyscrapers, museums and other structures, in addition to many unique single-family dwellings. His work often included extensive interior elements, incorporating stained glass, coordinated carpets, fabrics and furniture.

Wright made innovative use of new building materials including precast concrete, concrete block, glass bricks and zinc comes for his stained-glass designs, and he experimented with Pyrex glass tubing to provide natural interior illumination at the famous S.C. Johnson Administration Building located in Racine, Wisconsin.

Wright's colorful personal life gained him notice in headlines, especially when he left his first wife, Catherine, for Mamah Borthwick Cheney, the tragic murders at his home in 1914, his rocky second marriage to Miriam Noel, and his relationship with Olgivanna Lazovich Hinzenburg, who became his third wife in 1928.

In 1932, Wright and his wife Olgivanna founded an alternative training program for architects at their Taliesin estate in Wisconsin. The educational experience focused upon learning by doing. Young

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people from around the world were attracted to the program, which later evolved into a fully accredited institution, today known as the School of Architecture at Taliesin (SOAT).

Wright was recognized in 1991 by the American Institute of Architects as “the greatest American architect of all time”. His work and ideas continue to be of great interest. Scholarship of Wright continues to explore and provide new insight into his creative work.

Frank Lloyd Wright’s influence on twentieth century architecture has been profound. Scholars consider most of the buildings he designed and saw to completion to be of exceptional architectural significance. Many of these buildings retain integrity and have been determined eligible for listing in the National Register of Historic Places as the “work of a master” as described in *National Register Bulletin 16*.<sup>22</sup> Several of Wright’s buildings have been proposed by the United States to be UNESCO World Heritage Sites.

**Conclusion: Criterion C – in the Area of Architecture**

The A.D. German Warehouse is listed in, and remains eligible for, the National Register under Criterion C, in the area of Architecture having national significance for its innovative stylistic achievements which influenced his later work. The building is an excellent example of Wright’s early understanding of, and innovation in, exposed reinforced concrete utilizing early Portland cement and steel reinforcing technologies. The structural system employed, as regards the concrete floor slab, is a

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<sup>22</sup> *National Register Bulletin 16: Guidelines for Completing National Register of Historic Places Forms*. National Park Service: Washington, DC, 1991, p.51.

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four-way system.<sup>23</sup> The continuity between the concrete footings, the columns with their spreading capital and the floors is achieved by the interwoven steel reinforcement. The building is also an excellent example of the Mayan style as interpreted by Wright, incorporating the massing and the use of integral ornament with strong geometric patterns and forms associated with the root origins of Mayan architecture.

**Preservation Activities**

The owner of the property, the A.D. German Warehouse Conservancy, Inc., was established in September of 2013 as a 501 c (3) nonprofit organization dedicated to the preservation of these buildings. Initially, the conservancy was gifted Building B. The organization commissioned the preparation of a Revitalization Feasibility Study in November 2015 to document the existing condition and the extent of preservation required and to begin to explore potential compatible long-term uses for the site. Concurrently, temporary measures were taken to halt deterioration and dry the building out. In September 2017, a draft business plan was completed identifying viable mixed-uses including, heritage tourism. Late in 2017, the conservancy acquired Building A. The organization then received a planning grant from the USDA to finalize their business plan in 2019. Plans are underway for a comprehensive historic rehabilitation of both buildings funded by a capital campaign, public and private grants, and historic tax credit incentives.

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<sup>23</sup> George A. Hool, Nathan Clarke Johnson and Solomon Cady Hollister. *Concrete Engineers' Handbook*. New York: McGraw Hill Company, Inc. 1918, p.461.

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**Verbal Boundary Description:**

Tax Parcel 276-2100-5611 and Tax Parcel 276-2100-5612: Block 56 of O. Haseltine's Addition to the City of Richland Center, being located in the southeast quarter of the northwest quarter of Section 21, Township 10 North, Range 1 East, and City of Richland Center, Wisconsin.

**Boundary Justification:**

The boundary includes two lots that are currently owned by the A.D. German Warehouse Conservancy, Inc. and on which the A.D. German Wholesale Grocery Company was headquartered and operated from.

Historically both parcels were associated with the company from the time it began, having been purchased by the company founder, Albert Delvino German. The boundary contains all land historically associated with the A.D. German Wholesale Grocery Company.

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Section photos Page 1

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Items a-c are the same for photos 1-17.

Photo 1

A.D. German Warehouse, Building A

- a) Location: Richland Center, Richland County, WI
- b) Photographer: Peter Rött; Date: August 3, 2018
- c) Location of original digital files: Wisconsin Historical Society
- d) View: Front Façade looking South
- e) Photo 1 of 17

Photo 2

- d) Side Façade looking East, Building A
- e) Photo 2 of 17

Photo 3

- d) Rear Façade looking North, Building A
- e) Photo 3 of 17

Photo 4

- d) Shared Loading Bay looking NW
- e) Photo 4 of 17

Photo 5

- d) Shared Loading Dock looking SW
- e) Photo 5 of 17

Photo 6

- d) Main Floor Interior looking South, Building A
- e) Photo 6 of 17

Photo 7

- d) Main Façade looking West, Building B
- e) Photo 7 of 17

Photo 8

- d) Side Façade looking NE, Building B
- e) Photo 8 of 17

Photo 9

- d) Side Façade looking South, Building B
- e) Photo 9 of 17

Photo 10

- d) General View looking SW, Building B
- e) Photo 10 of 17

Photo 11

- d) First Floor Interior looking North, Building B
- e) Photo 11 of 17

Photo 12

- d) First Floor Interior looking NE, Building B
- e) Photo 12 of 17

Photo 13

- d) Column Capital Detail first floor, Building B
- e) Photo 13 of 17

Photo 14

- d) Second Floor Interior looking NE, Building B
- e) Photo 14 of 17

Photo 15

- d) Third Floor Interior looking SW, Building B
- e) Photo 15 of 17

Photo 16

- d) Roof Terrace looking South, Building B
- e) Photo 16 of 17

Photo 17

- d) Detail of Cornice Frieze, Building B
- e) Photo 17 of 17

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**List of Figures**

Figure 1: Site Plan

Figure 2: Ground Floor Plan, Buildings A & B

Figure 3: Photo Key

Figure 4: USGS Map

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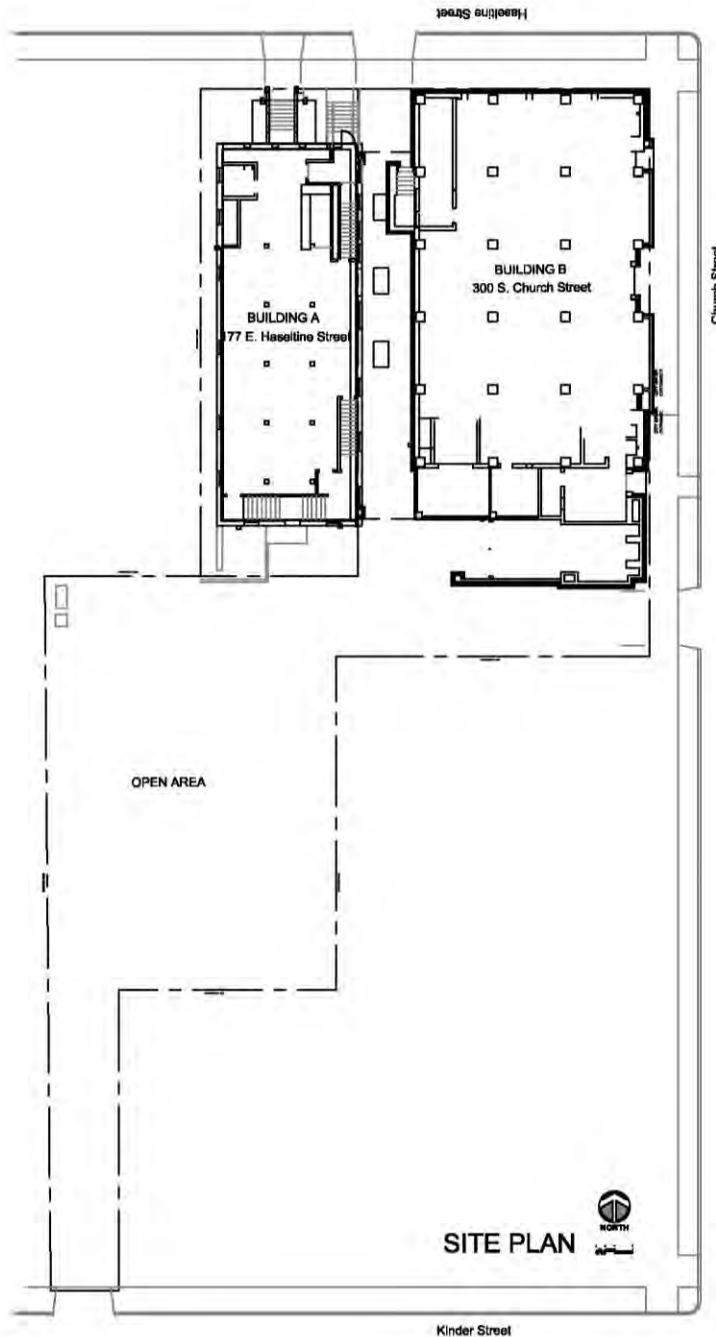
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Figure 1: Site Plan, Building A & B contributing, not to scale





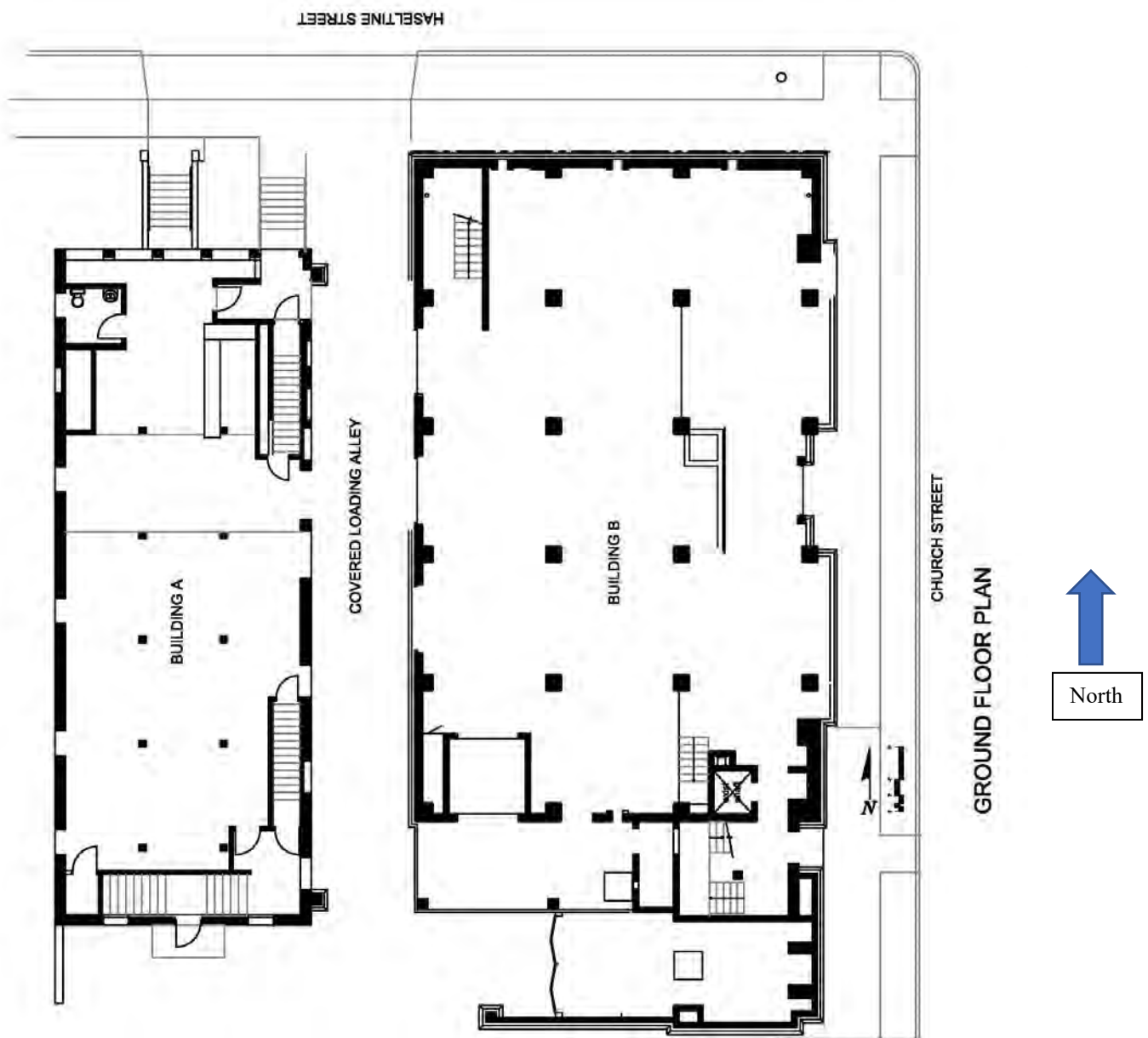
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A.D. German Wholesale Company and Warehouse,  
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Figure 2: Ground Floor Plan, Buildings A & B



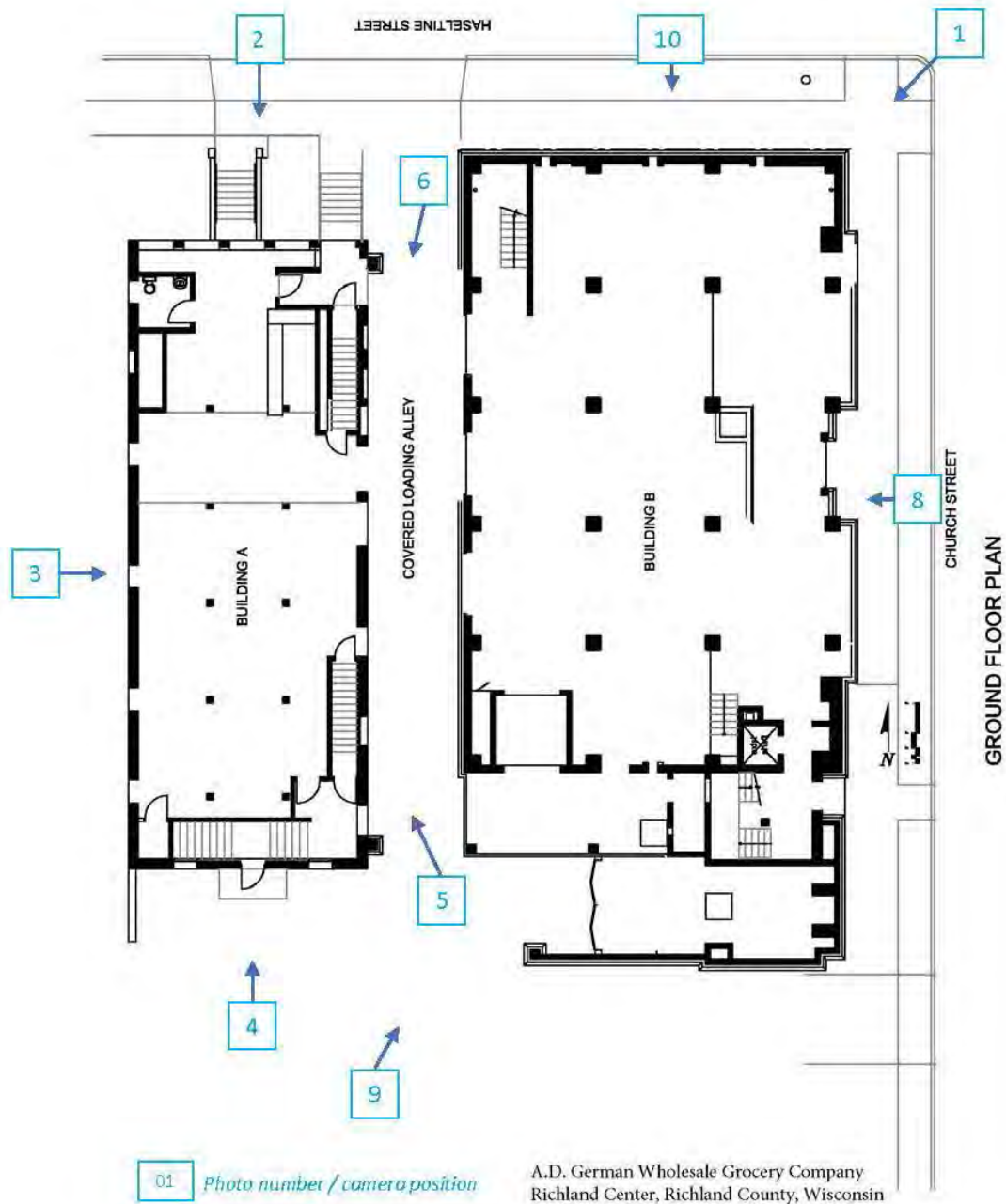
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Figure 3: Photo Key, Building A & B Contributing, not to scale



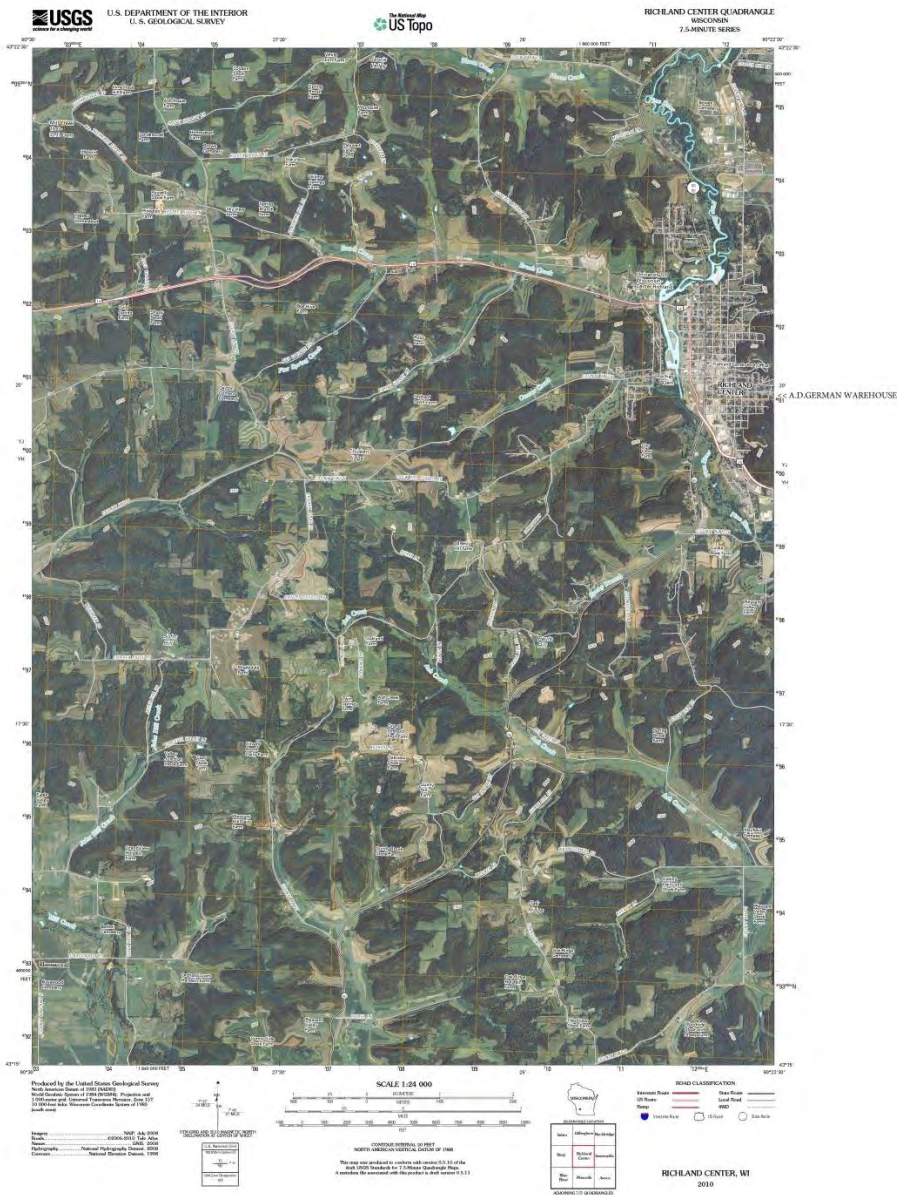
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Figure 4: USGS Map

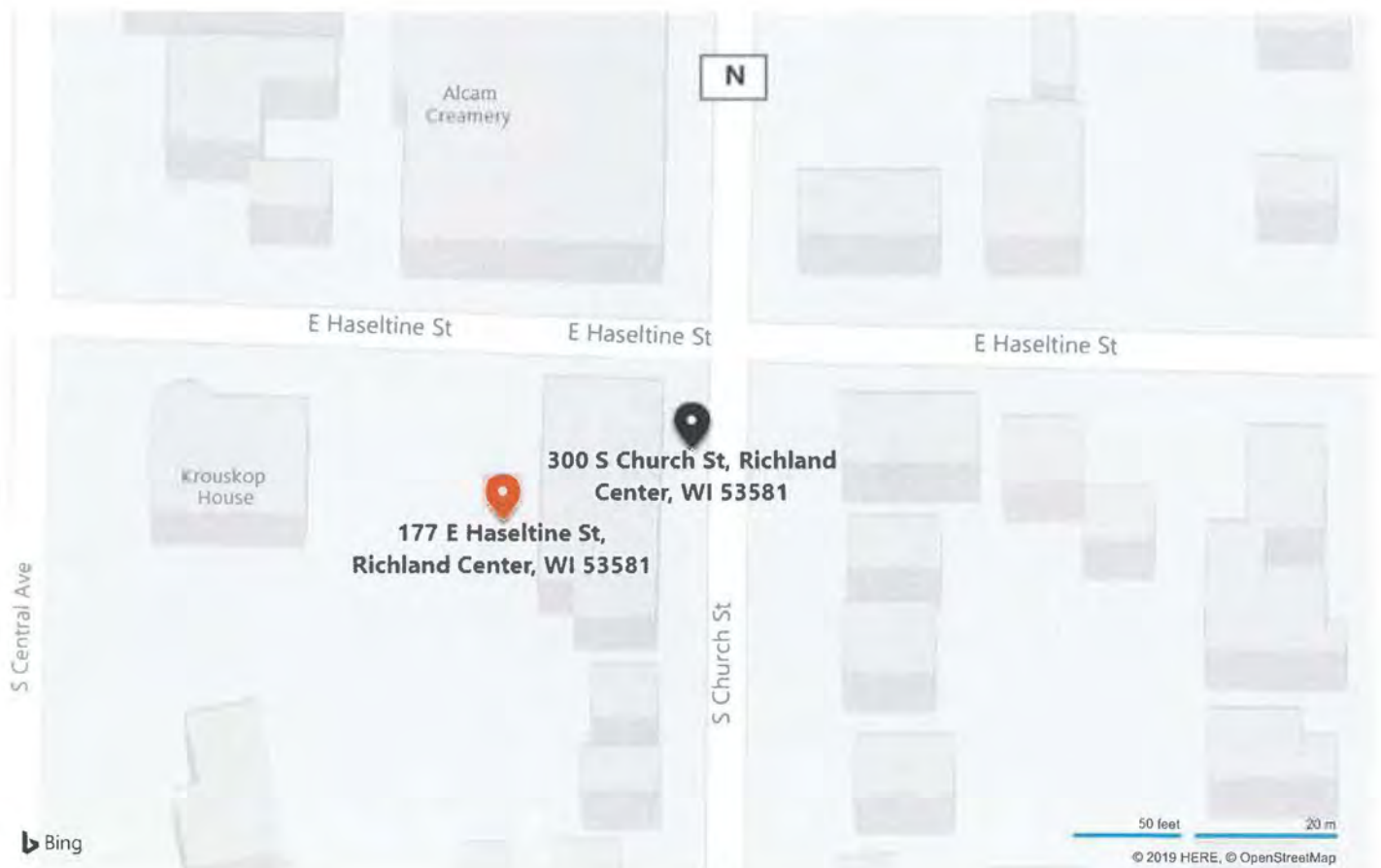




**300 S Church St, Richland Center, WI 53581**

Location: 43.333553255325015, -90.38427347561016

A. D. German Wholesale Company and Warehouse  
UTM 15 712940 E 4800940 N





TRUCK  
INTERROUTE

N N

← →



White  
Crane  
Ltd.

177



















TRUCK  
ROUTE  
←

E. HOLLING ST.

Blue  
Cream  
Ltd.

















National Register of Historic Places  
Memo to File

# Correspondence

The Correspondence consists of communications from (and possibly to) the nominating authority, notes from the staff of the National Register of Historic Places, and/or other material the National Register of Historic Places received associated with the property.

Correspondence may also include information from other sources, drafts of the nomination, letters of support or objection, memorandums, and ephemera which document the efforts to recognize the property.

ENTRIES IN THE NATIONAL REGISTER

STATE WISCONSIN

Date Entered DEC 31 1974

<u>Name</u>	<u>Location</u>
The Rockton Archaeological District	Whitestown Vernon County
Burrows Park Bird Effigy Mound and Campsite	Madison Dane County
Hanson Petroglyphs	Stark Vernon County
St. John's Roman Catholic Cathedral	Milwaukee Milwaukee County
German, A. D., Warehouse	Richland Center Richland County
St. Peter's Episcopal Church	Ripon Fond du Lac County
Hay Valley Archaeological District	Whitestown Vernon County
Yawkey, Cyrus C., House	Wausau Marathon County

Also Notified

Hon. William Proxmire	State Historic Preservation Officer
Hon. Gaylord Nelson	Dr. James Morton Smith, Director
Hon. Alvin Baldus	State Historical Society of Wisconsin
Hon. Robert W. Kastenmeier	816 State Street
Hon. Henry S. Reuss	Madison, Wisconsin 53706
Hon. William A. Steiger	
Hon. David R. Obey	Regional Director, Midwest Region
Mr. Richard Leverty, Corps of Engineers	

NAME OF PROPERTY Herman, A.D. Warehouse STATE Wisconsin

The attached National Register Inventory-Nomination form is being returned to your office for clarification of the information indicated below. PLEASE RETURN THIS FORM WHEN THE NOMINATION IS RESUBMITTED.

**7** Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**8** Statement of Significance: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**9** Bibliography: \_\_\_\_\_

**10** Geographical Data -- Acreage: \_\_\_\_\_  
UTM Reference(s): Nothing appears to be incorrect  
Verbal Boundary Description: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**12** Certification: \_\_\_\_\_  
Photographic Coverage: \_\_\_\_\_  
\_\_\_\_\_  
Map Coverage: \_\_\_\_\_  
\_\_\_\_\_  
Other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Questions concerning this nomination may be directed to \_\_\_\_\_  
on the National Register staff, telephone \_\_\_\_\_

Thank you for your attention to the above items.

\_\_\_\_\_  
Chief, Branch of Registration Date: \_\_\_\_\_



PROPERTY German, A. D., Warehouse STATE Wisconsin

WORKING NUMBER 10.30.74.1863

Richland

TECH REVIEW  
PHOTOS 1  
MAPS 1

CONTROL REVIEW Nothing incorrect

am  
11.22.  
74

HISTORIAN  
Accept  
J. Sherman  
12/9/74

ARCHITECTURAL HISTORIAN  
A marvelous building!! ACCEPT  
Huganell  
12/4/74

ARCHEOLOGIST

REVIEW UNIT CHIEF  
Accept  
Cole  
12/9/74

BRANCH CHIEF

KEEPER  
AT Kumerow  
WJ Muntagh  
12/31/74

National Register Write-up 1/75  
Federal Register entry 2-6-75

Send-back \_\_\_\_\_  
Re-submit \_\_\_\_\_  
Entered DEC 31 1974



WISCONSIN  
HISTORICAL  
SOCIETY



TO: Keeper  
National Register of Historic Places

FROM: Peggy Veregin  
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twelfth day of April 2019, for the nomination of the A.D. German Wholesale Company and Warehouse, Additional Documentation to the National Register of Historic Places:

\_\_\_\_\_ 1 Original National Register of Historic Places Nomination Form  
\_\_\_\_\_ 1 CD with NRHP Nomination form PDF  
\_\_\_\_\_ Multiple Property Nomination form  
\_\_\_\_\_ 17 Photograph(s)  
\_\_\_\_\_ 1 CD with image files  
\_\_\_\_\_ 1 Map(s)  
\_\_\_\_\_ 4 Sketch map(s)/figures(s)/exhibit(s)  
\_\_\_\_\_ Piece(s) of correspondence  
\_\_\_\_\_ Other:  
\_\_\_\_\_

COMMENTS:

\_\_\_\_\_ Please ensure that this nomination is reviewed  
\_\_\_\_\_ This property has been certified under 36 CFR 67  
\_\_\_\_\_ The enclosed owner objection(s) do or do not constitute a majority of property  
\_\_\_\_\_ owners  
\_\_\_\_\_ Other:  
\_\_\_\_\_

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 4/15/2019      Date of Pending List: 5/2/2019      Date of 16th Day: 5/17/2019      Date of 45th Day: 5/30/2019      Date of Weekly List: 7/18/2019

Reference number:

Nominator:

Reason For Review:

Accept       Return       Reject      5/24/2019 Date

Abstract/Summary  
Comments:

Recommendation/  
Criteria

Reviewer Barbara Wyatt      Discipline Historian

Telephone (202)354-2252      Date \_\_\_\_\_

DOCUMENTATION:    see attached comments : No    see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.