

United States Department of the Interior
National Park Service

JAN 27 1989

NATIONAL REGISTER

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name Hotel Rogers

other names/site number _____

2. Location

street & number 103 East Maple Avenue N/A not for publication

city, town Beaver Dam N/A vicinity

state Wisconsin code WI county Dodge code 027 zip code 53916

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	<input type="checkbox"/> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<input type="checkbox"/>	<input type="checkbox"/> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<input type="checkbox"/>	<input type="checkbox"/> structures
	<input type="checkbox"/> object	<input type="checkbox"/>	<input type="checkbox"/> objects
		<u>1</u>	<u>0</u> Total

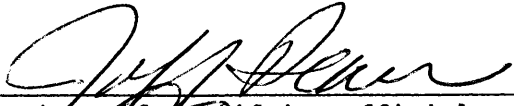
Name of related multiple property listing:

N/A

No. of contributing resources
previously listed in the
National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X 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 X meets ___ does not meet the National Register criteria. ___ See continuation sheet.

X 

1/5/89

Signature of certifying official
State Historic Preservation Officer-WI
State or Federal agency and bureau

Date

In my opinion, the property ___ meets ___ does not meet the National Register criteria. ___ See continuation sheet.

Signature of commenting or other official

Date

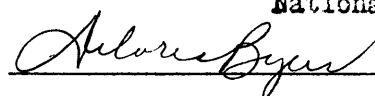
State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

Entered in the
National Register

entered in the National Register.
___ See continuation sheet



3/2/89

___ determined eligible for the National Register. ___ See continuation sheet

___ determined not eligible for the National Register.

___ removed from the National Register.

___ other, (explain:)

Signature of the Keeper

Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

DOMESTIC/hotel

DOMESTIC/multiple dwelling

7. Description

Architectural Classification
(enter categories from instructions)

Materials
(enter categories from instructions)

Other: Commercial Vernacular
Georgian Revival

foundation CONCRETE

walls BRICK

roof ASPHALT

other STONE

WOOD

Describe present and historic physical appearance.

Description

This fine, exceptionally intact six-story-tall building was constructed as the Hotel Rogers in 1927-1928 and represents the culmination of the historical period of hotel building in Beaver Dam. Beaver Dam is the largest community in Dodge County and had a population of 14,149 in 1980 and about 8500 in 1925. The city has been an important industrial center since the 1890s, an unusual circumstance in what is otherwise an overwhelmingly agricultural region. The consortium responsible for the construction of the Hotel was led by Beaver Dam industrialist Fred W. Rogers and by George E. Hutter who represented the Hutter Investment Co. and the Hutter Construction Co.--the Fond du Lac-based originator of the project and general contractor for the Hotel. The Hotel was designed in a Georgian Revival-influenced Commercial Vernacular style by architect Richard R. Boyd. Together, client, architect, and contractor created a building which became an instant visual landmark in Beaver Dam and an object of considerable civic pride. The Hotel occupies a prominent corner site located in the heart of the commercial district of Beaver Dam at the juncture of North Spring Street and Maple Avenue. The corner site dictated the modified L plan of the building and the orientation of the principal facades which face north and west. Both these and the other facades are clad in a reddish-brown tapestry brick, the walls being supported by reinforced concrete columns and steel beams. The flat roof of the Hotel is hidden by tall, plain brick parapets. The restrained ornamental trim which decorates the principal facades is made of Mankato stone and all windows have concrete sills and soldier-course brick lintels. When first built the Hotel was five-stories-tall although the design was purposely drawn in such a way that additional stories could be added later as need dictated. In 1931 a sixth floor was added, the only significant change that has been made to the building's exterior. The Hotel is fortunate to have been generally well maintained throughout its history and was recently the beneficiary of an excellent interior and exterior restoration. This activity restored the building to its rightful place as one of Beaver Dam's most important twentieth century buildings and permitted the building to be reused for apartments, providing much needed rental housing in the downtown area.

Prior to 1927 the site of the Hotel was known as the Roedl and Jacobs Corner after the lumber dealers whose yard occupied this site from 1896-1924. In 1927 George E. Hutter of the Hutter Construction Co. of Fond du Lac purchased this parcel with the intention of building a hotel there.¹ Soon after, the existing buildings were demolished and in June construction of the new Hotel began. The site forms the northeast corner of the intersection of North Spring Street and East and West Maple Avenues. This block is bounded on the east by Lincoln Street, on the south by Front Street, on the west by North Spring Street, and on the north by East Maple Avenue. Front and Spring Streets are Beaver Dam's principal commercial arteries and the

¹Beaver Dam Argus, May 5, 1927, P. 1.

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selection of this parcel for the Hotel site placed the new building in the heart of Beaver Dam's commercial center directly across from the Beaver Dam City Hall then located at 126-128 North Spring Street (non-extant). The Hotel was also positioned on the principal transportation routes of the day. In 1927 Front Street was the east-west running State Highway 33 and North Spring Street was the north-south running USH-151. In addition, the tracks of the Chicago, Milwaukee, St. Paul, and Pacific Railroad--whose passenger station was located two blocks away on South Spring Street--formed the northern boundary of the Hotel parcel.

The desire of the parties involved in the creation of the Hotel Rogers to produce a building which both expressed the civic pride of Beaver Dam and was large enough to generate adequate revenue resulted in Beaver Dam's first (and only) skyscraper. Even in 1927 the original five-story-tall 110 room building was the largest commercial building in downtown Beaver Dam, visually dominating its one to-three-story-tall neighbors. This dominance was augmented by the addition of a sixth floor in 1931 which added another 30 guest rooms for a total of 140. The Hotel completely covered its trapazoidal-shaped corner site which had a 164 foot long frontage on East Maple Avenue (north-facing) and a 54 foot long frontage on North Spring Street (west-facing). Since the Hotel site was adjacent to earlier buildings to the south and to the C.M.St.P. and P. Railroad tracks to the east, architectural treatment of the exterior of the building was confined to the west- and north-facing facades. The exterior walls of the Hotel rest on a raised poured concrete foundation sheathed in limestone above grade. The walls are supported by reinforced concrete columns and steel beams with the spaces between the columns being filled with hollow tile, the whole then being faced with a reddish-brown tapestry brick. The floors are constructed of reinforced concrete as well and are also supported by steel beams.

The design of the exterior of the Hotel reflected the all but universal practice of that day of placing the public rooms of downtown hotels on the lower floors and guest rooms on upper floors. This two-part functional division of interior space is directly expressed in the organizational design of the exterior walls of the Hotel Rogers. The first floor is nearly twice as tall as any of the upper floors and is demarcated from them by a wide limestone cornice above the first floor windows. The importance of this floor is further emphasized by its more elaborate design and more lavish use of materials. This treatment contrasts markedly with the more utilitarian design of the upper five floors which utilize the same design vocabulary and materials on both principal elevations and differ only in the manner in which this vocabulary is applied to elevations of greatly differing length. They are characterized by multiple rows of identical window units which serve the guest rooms. This straightforward expression of the usage of these floors is typical of

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both Commercial Vernacular and high style examples of hotel design of this period and the machine-like repetition of the guest room window units was not only economical but was meant to impress by the sheer numbers of rooms visible.

The north-facing Maple Avenue facade of the Hotel is three times as long as the Spring Street elevation and contains the main entrance to the Hotel. As a consequence, it is more elaborately treated than its west-facing counterpart. The Maple Avenue facade rests on the raised limestone-sheathed foundation which encircles the Hotel and which is punctured at regular intervals by rectilinear basement windows protected by heavy iron grills. The raising of the foundation reflects the fact that all of the principal first floor rooms are actually three feet above grade. The first floor is divided into six bays disposed in a symmetrical fashion, the end two being identical in width and wider than the four equal width center bays. Each bay is separated from its neighbor by a rusticated brick pilaster which rests on a simple limestone base and has a simple limestone capital. In addition, the last pilaster on the right turns the corner of North Spring Street and forms a rusticated quoin, the only pilaster so treated on either facade. While the spacing of the bays is symmetrical, the placing of the elements within them is not. The principal entrance to the Hotel is placed in the second bay counted from the right-hand corner of the building. Concrete pedestals extend outward from the base of the two rusticated pilasters which frame this bay, flanking a wide flight of carpeted concrete steps which lead up to the deeply recessed entrance vestibule. Two small projecting copper-framed plate glass salients form the outer part of this vestibule and flank the triple, highly polished copper and plate glass entrance doors. This vestibule is further shielded from the elements by a large copper and wood entrance canopy suspended over the sidewalk by two large iron tie rods attached to the main facade. The canopy is original and retains its three backlit art glass panels which contain the words "Hotel Rogers" (facing north) and "Hotel" (facing east and west) and which are visible in Photo No. 7. A portion of the first bay from the right and all of the third bay are then filled by two large rectangular display window units which flank the entrance and which originally lit the lobby space inside. Each of these units contains two large sheets of plate glass separated by a thin copper mullion and set in a copper frame. Each window unit is then topped by a full-width transom which contains six individually openable, segmental-arched, three-light windows (See Photo No. 8 for a closeup of a smaller example on the Spring Street elevation).

The remaining window units on this floor are all paired six light casement windows, each topped by a semi-circular arched eight light transom. The resulting three part unit is a distinctively Georgian Revival design. All of these units have wooden casings and sash, concrete sills, and arched soldier-course brick lintels which have limestone keystones and stops. Eight of these window units originally lit the

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main dining room of the hotel which occupied the three remaining bays located to the left of the lobby windows. All but one of these windows are still intact. The single exception, the second unit from the left, was later converted into a separate, semi-circular-arched entrance door for the dining room--a minor change and the only one made to the exterior of the Hotel since the sixth floor was added in 1931. The last three of these window units complete the first bay to the right of the main entrance and light a guest lounge inside. The center of these three units is filled with brick laid in a basketweave pattern. This feature reflects the location of a fireplace and chimney inside which served the patrons of the lounge.

The five upper floors of the Maple Avenue facade contain the guest rooms of the Hotel. The difference in function between these floors and the first floor is immediately evident in the more uniform, almost utilitarian design used on this portion of the facade. To avoid a monotonous appearance the architect broke up the considerable length of this facade, dividing it vertically into three parts by causing the end bays to project slightly from the midsection. The resulting three-part composition is almost perfectly symmetrical, unlike the first floor below. The second floor is 21 bays wide and was designed to contain a combination of two and three bedroom housekeeping apartments along with regular guest rooms. This resulted in a need for five more window units on this floor than on the ones above. Even so the distribution of these units is almost symmetrical save for the placement of a single extra unit between the third and fourth right-hand bays. The four uppermost floors are each 16 bays wide; the four bays at either end projecting outward slightly from the midsection. All windows on the upper five floors are rectangular 1/1 light doublehung units having concrete sills, wooden casings, and flat-arched brick lintels. The original window units on these floors were recently replaced by identical energy-efficient units.

Vestiges of the 1927 design of the fifth floor were retained when the sixth floor was added in 1931. The limestone stringcourse above the end bays of the fifth floor window units originally separated the windows on that floor from the parapet above. After 1931 this stringcourse separated the fifth and sixth floor windows units and another, simpler one was added to separate the new sixth floor from the tall brick parapet above which hides the flat, asphalt-covered roof. Ornamentation on the upper floors is minimal, being limited to the spandrels between the fourth and fifth and the fifth and sixth floor window units in the projecting end bays. The spandrels between the fourth and fifth floors are square with limestone frames surrounding panels of basketweave pattern brick. The spandrels between the fifth and sixth floors originally formed part of the decoration of the 1927 parapet and consist of rectilinear-shaped solid limestone panels having inset centers.

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The west-facing North Spring Street elevation of the Hotel Rogers is similar to the north-facing facade in design and differs primarily in its subordinate status and lesser length. The first floor is again distinguished from the upper floors by its greater height and by using the same raised foundation wall and the same limestone cornice over the first floor windows used on the principal facade. The bays on this floor are also separated from one another by rusticated brick pilasters as they are on the principal facade. This time the first floor is three bays wide with the two equal-width outermost bays flanking a wider center bay. The left-hand bay is really a continuation of the principal facade and contains a smaller version of the display windows which flank the main entrance. This window unit lights the small lounge which terminates the southern axis of the main lobby and consists of two large sheets of plate glass set in a copper frame but the transom above this unit contains only four three-light segmental-arched windows instead of the six in the transoms on the main facade. The other two bays on this elevation contain elements located at street level. The middle bay contains the original side entrance of the Hotel as well as a large display window which lights the original retail store space. This second entrance is deeply inset and contains two copper and glass doors. Above them is the original backlit artglass panel with the word "hotel" and above this is a small transom which contains three of the smaller segmental-arched windows of the kind found over the windows which light the lobby. This entrance was designed to serve both the retail store space and the second floor apartments located up a flight of stairs at the rear of the entrance vestibule. The display window which lights the retail store space is similar to the ones which light the lobby and is also set in a copper frame. The transom light above it, however, is filled with multiple panels of small, square prism lights in a fashion typical of many commercial storefronts of the day. The third bay contains a similar window which differs only in being a little taller and less wide and which originally lit the first Hotel coffee shop. Later, the coffee shop took over the adjacent retail space as well and now the shop occupies both spaces and uses both windows.

The upper floors of the Spring Street elevation are identical in design if not in length with those of the Maple Avenue facade. The organization of these floors is symmetrical and is seven bays wide rather than sixteen with the two bays at either end projecting outward slightly from the three-bay-wide center section. Ornamentation is again mostly limited to the spandrels between the fourth and fifth and the fifth and sixth floor windows in the end bays, their design being identical with the ones on the main facade. The only difference in the ornamentation on this facade is the placement of a single large diamond-shaped panel filled with basketweave pattern brick in the parapet above each of the two end bays.

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The south-facing elevation is the rear of the Hotel and was designed in a strictly utilitarian manner devoid of architectural embellishment. This treatment was a typical one for subordinate elevations in that period even when such elevations were largely exposed to view as was the case with the Hotel Rogers. The Hotel differed from standard practice, however, in that this elevation was faced with the same reddish-brown brick used on the principal facades rather than a cheaper brick. This resulted in a more unified appearance and may have been expressive of the desire to create a building of more than ordinary importance. The four left-hand bays of this elevation form a one-bay-deep salient which projects at a right angle from the main wall, giving the Hotel its L shape floor plan. The three lower floors of this salient form a party wall with the two-story-tall commercial building next store which fronts on Spring Street. The three upper floors are devoid of openings or decoration except for continuations of the two limestone stringcourses which frame the sixth floor on the south elevation. The five upper floors of the remainder of this elevation contain guest rooms and the exterior is treated in a manner similar to that of the upper floors of the principal facades except for the total lack of decoration. A seven-story-tall salient containing the elevator shaft and the main stairwell of the building is placed just off-center on this elevation. Otherwise, the only distinguishing features are several one-story-tall, flat-roofed pavillions on the first floor which house portions of the kitchen and related service activities. The most important of these is the one containing the power plant of the Hotel which is located at the extreme right-hand end of this elevation. Connected to this pavillion is a seven-story-tall tapered octagonal brick chimney.

The east-facing facade was designed to parallel the adjacent C. M. St.P. and P. Railroad tracks resulting in its being constructed at an angle to the rest of the building. This accounts for the slightly trapazoidal shape of the floor plan of the Hotel. This facade is faced in the same brick as the other facades and is similar in design to the rear of the building. The first floor has five openings of which the first two from the right are the same three-part window units used on the first floor of the Maple Avenue facade. These units originally lit the east end of the dining room and are now filled with opaque glass. The next two windows are flat-arched and of the casement type and have metal industrial sash. The fifth opening is a service door. The five upper floors are each three bays wide with the outer bays containing guest room windows while the middle bay contains an exterior door which exits from the corridor inside. Each door opens onto the six-story-tall metal fire escape which dominates this facade.

Because the amount of money needed to bring the exterior of the Hotel back to its original condition was minimal, most of the money expended in the recent restoration was used to convert the guest rooms to apartments and to bring the interior back to its original appearance. The main rooms on the first floor had been remodeled in

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the early 1960s by replacing the original lighting fixtures, covering the floors with carpeting, removing the original furnishings, modernizing the registration desk, and lowering the ceiling in several places. The intent of the restoration was to reverse these changes, using original design elements when possible and comparable ones when the originals were no longer extant. As a result, the interior of the first floor now has an appearance very similar to that of the original 1927 design.

The principal public rooms of the Hotel are the dining room, lobby, and guest lounge. These rooms are all of equal depth (half that of the building) and form a series of spaces which line the whole length of the Maple Avenue facade. The eastern-most of these rooms is the dining room of the Hotel. This is the largest of the public rooms and now takes up almost half the total length of the facade. Five heavy glass paneled French doors originally separated the main dining from the lobby and a second set was originally used to create a private dining area at the east end of the room. This second set could be folded against the wall when not needed. The room was originally lit by eight tall arched windows on the Maple Avenue facade and by two more on the east facade. Because the Hotel was built during the prohibition era, no space was allocated for a bar. After prohibition was repealed, the east end of the dining room was remodeled into a bar and an Art Deco-inspired back bar was purchased. This fixture is still in place. The most visible change to this dining room itself has been to the walls which were originally coated in paint. The present owners replaced a 1960s wallpaper with a floral pattern French paper which imparts to the room a feeling of airiness which is appropriate to the space.

The lobby space was originally composed of two large, equal-sized rectangular spaces which flanked a smaller center space containing the entrance. These side spaces were filled with a variety of chairs and sofas for use by the Hotel patrons and were lit by the large display window units which flank the entrance. Later, the eastern-most of these spaces was partitioned off from the lobby and became part of the dining room area. The lobby is entered from the outside through a second set of doors which are part of a rectilinear-shaped entrance vestibule which projects into the lobby space. These doors are made of walnut-stained wood and large sheets of plate glass, the same materials used for the rest of the vestibule. The vestibule was originally flanked by two attached eighteen-inch-tall planters which were lined with lead and sheathed in the same walnut-stained wood as the rest of the vestibule. The eastern-most of these planters was destroyed when the partitioning of the lobby took place. The current owners of the Hotel have placed a number of pieces of antique furniture throughout the lobby and lounge areas to help recreate the appearance of the original rooms. In addition, a large oil painting on loan from the Dodge County Historical Society depicting the historic Springbrook Farm in nearby Burnett, Wisconsin--the country home of Fred W. Rogers at the time of the construction of the Hotel--has been hung on the south wall of the western-most lobby space. A corner lounge extends to

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the western end of the lobby and terminates this series of rooms. The most important feature of this room is the working fireplace placed between the two windows on the Maple Avenue wall. The chimney mass projects out into the room and has battered sides. The fireplace has a tall segmental-arched opening framed by a cut stone surround and there is a stone mantle above placed high up on the chimney mass. The most notable feature of the fireplace is the superb custom-made wrought-iron fire screen which is hinged at the sides and features two wrought-iron ducks in flight affixed to the screen surface. Originally this room was demarcated from the larger lobby space adjacent to it solely by the placement of a large square structural column at one corner. At a later date a partition wall was extended from this column to the north wall, enclosing the space. Entrance to the lounge is now made through a pair of French doors placed in the partition wall.

The registration desk area of the Hotel extends the entrance area southward. This desk was stripped of its 1960s alterations during the current restoration and is now exactly as it was when the Hotel was built. The desk is L shaped with the corner being curved and it is made of walnut-stained wood throughout and has inset panels along its entire outward facing surface. Directly behind the desk are the original wood-framed pigeonholes which once held messages and room keys for the guests of the Hotel. This is affixed to the north-facing wall of a small, square-plan room which the registration desk almost surrounds and which originally contained the Hotel telephone switch board and now contains a coat room. Just to the left of this room is the manager's office. The registration desk area forms an island having passageways on either side. The passage on the left leads back to the kitchen of the Hotel. The left-hand wall of this passage is formed by the elevator shaft and the principal staircase. The passage on the right of the registration area descends a short flight of steps to a side passage which leads to the coffee shop and to the Spring Street entrance of the Hotel. The remainder of the first floor is occupied by service areas including the main kitchen.

One of the most impressive features of the public areas of the first floor are the excellent terrazzo floors. The baseboards in all these areas are made of dark grey terrazzo which is continuously molded into a wide band which forms a part of the floor. Bordering the dark grey area is a thin band of tan-colored terrazzo and another equal-width band of dark grey. The resulting design of alternating stripes borders all the major floor areas which are themselves surfaced in tan-colored terrazzo. These floors are of high quality and have been restored to a like-new condition.

The stairs which ascend to the second floor are also fashioned of terrazzo. Near the head of these stairs and the elevator landing is a room used as a women's lounge and another small room used as a writing room. Part of this floor is given over to seven apartments, two of three rooms and five of two rooms each. These apartments

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have a separate entrance vestibule on the Spring Street facade which contains a second flight of stairs leading up to a corridor separate from but connecting with the main Hotel corridor. The remainder of this floor is given over to standard hotel rooms as are the four upper floors. The conversion of these rooms into apartments by the current owners has not resulted in great changes to the layout of these floors since the original partition walls were used throughout. All rooms above the second floor still open off either side of the 150 foot-long corridors which bisect each floor and which have an east-west axis.

The basement of the Hotel now contains several meeting rooms formed out of a series of rooms which were originally used as sample rooms for commercial travelers staying at the Hotel. Another space was originally used as a barber shop and is now used as a beauty parlor. The rest of the floor is given over to storage and mechanical service spaces. Because this basement underlies the entire building, any archeological significance the site may once have had was probably destroyed when the basement was excavated.

The Hotel Rogers was the tallest, and by far the largest, commercial building in the downtown portion of the City of Beaver Dam when it was built. Consequently, it visually dominated its surrounding neighbors which consisted mostly of two-story-tall nineteenth century Commercial Vernacular form buildings. This dominance is even more pronounced today since many of the earlier buildings which fronted on Spring street have been demolished and replaced with parking lots and modern one-story-tall buildings. Fortunately, the buildings immediately adjacent to the Hotel on Spring Street are mostly still intact and have preserved the appearance of that block.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: _____ nationally _____ statewide X locally

Applicable National Register Criteria X A _____ B X C _____ D

Criteria Considerations (Exceptions) _____ A _____ B _____ C _____ D _____ E _____ F _____ G

Areas of Significance

(enter categories from instructions)	Period of Significance	Significant Dates
<u>COMMERCE</u>	<u>1928-1938</u>	<u>1927-1928²</u>
<u>ARCHITECTURE</u>	<u>1928-1938</u>	<u>1931³</u>
_____	_____	_____
_____	_____	_____

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Boyd, Richard R.⁴

Hutter Construction Company⁵

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

Significance

The Hotel Rogers is being nominated to the National Register of Historic Places (NRHP) for its significance under National Register (NR) criteria A and C. More specifically it is being nominated because of its associations with the areas of Commerce and Architecture, both of which are also themes identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP). Research initially centered on the Commercial Vernacular subsection of the Vernacular Forms Study Unit of the CRMP. The results of this research shows that the Hotel Rogers is locally significant under NR criterion C as a fine and unusually intact later example of a transient/residential hotel whose design in this instance uses Georgian Revival elements to ornament what is basically an enlarged example of the Commercial Vernacular form. The 110 room original portion of the Hotel was built in 1927 and its five-story-tall height made it the tallest commercial building in the city and a visual landmark in the community. This status was augmented in 1931 by the addition of another story and 30 more rooms. The architect of the Hotel was Richard R. Boyd who was living in Madison in 1927 and was subsequently able to move to Beaver Dam and start a practice there on the strength of the local reputation this building won for him. The Hotel Rogers is also of local significance under NR criterion A because it is the last and the grandest of the hotels built in Beaver Dam before the advent of the modern motel and is thus the culmination of a commercial theme which has been significant in Beaver Dam's history. Hotels have been found in Beaver Dam since 1841 when the log construction Brower House was built and became the third building in the then infant community. In the years that followed, Beaver Dam was never without a hotel and by 1927 could boast of four. From the day it opened, however, the Hotel

²The Beaver Dam Daily Citizen. April 12, 1928, Section 2, P. 1.

³Ibid., October 10, 1930, P. 1.

⁴Blueprints of the Hotel Rogers in the possession of the Hotel.

⁵Ibid.

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Rogers was the only first-class hotel in Beaver Dam. Consequently, it played a significant role locally as the setting of many of Beaver Dam's most important social functions and was an important local symbol as well.

Commerce

The Goods and Services Study Unit of the Commerce Theme of the CRMP which will discuss Wisconsin hotels has not yet been published. In its absence, no statewide overview of hotels as a resource type currently exists. Even so, hotels and other places where short-term lodging could be rented constitute one of the more widespread of all resource types and can be found in settlements of every size and in every part of the state. Their presence has been noted in every Intensive Survey of community resources so far undertaken in Wisconsin and even a casual perusal of published Wisconsin county histories shows that virtually every community has at one time or another had a building which offered rental lodgings. Even a community setting is not a necessity as the State Historical Society's Old Wade House Historic Site (NRHP) in Sheboygan County demonstrates.

The earliest examples of hotels in Wisconsin were frequently among the first buildings in their respective settlements and owed their existence to the scarcity of available dwelling places in those days and to the necessity of providing shelter for transients and for new arrivals. This need usually resulted in the erection of a makeshift building whose rough-and-ready mode of construction often revealed the limitations of available labor and materials. The earliest examples, such as the Peck Tavern Stand building built in the capital city of Madison in 1837-1838 (non-extant), were often of log construction and have seldom survived.⁶ The next generation of hotels followed quickly on the heels of the pioneer structures and were usually of frame construction such as the Madison Hotel and the American Hotel (both non-extant) built in Madison a year after the Peck's primitive log structure. Many other communities in the state including Beaver Dam followed the same pattern. The first hotel and the third building in that settlement was built by Jacob P. Brower in 1841, the same year the settlement was founded, and was known as the Brower House.⁷ This was a double log cabin located on what was to become Front Street and was demolished long ago. The second hotel in Beaver Dam was built "In 1844 when John H. Manahan put up a light two-story frame building on the site now (1880) occupied by the Seifert House; and in 1846, Henry Ager built the Horn House (non-extant)..."⁸ These buildings were followed by: the Hooper House (later called the Stevens House, the Bicknell House, and the Hoyt House), built in 1848 (non-extant) and located on

⁶Mollenhoff, David V., Madison: A History of the Formative Years. Dubuque, Iowa, 1982, Pgs. 26-30.

⁷Souvenir Program and Centennial History, Beaver Dam, Wisconsin. Beaver Dam, Wisconsin, 1941, P. 19.

⁸The History of Dodge County, Wisconsin. Chicago, Illinois, 1880, Pgs. 439-440.

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the corner of Spring and Front Streets a block away from the present site of the Hotel Rogers; and by a hotel operated by J.H. Ward which was built around the same time and which was demolished between 1856 and 1880 after its use as a hotel had ceased.

By the early 1850s Beaver Dam had grown from a population of 120 in 1846 to 500 in 1850 and it possessed at least four small frame establishments calling themselves hotels which met the most basic needs of the community. Typically, once a community reached this stage of its development, its future growth became its first priority and further progress in constructing newer and larger hotels often depended on the ability of the community to generate enough traffic to warrant the expense of such construction. The coming of the railroad was often the catalyst which generated this traffic. Railroads were looked upon by towns of that period as an almost magical agency which could insure future prosperity. Not surprisingly, then, railroads acquired a symbolic importance as well since a community which was on a rail line was felt to be a permanent one, a critical distinction in attracting outside capital for growth. So great was this desire for permanency that citizens willingly bought the stock of the railroad, mortgaged farms, donated land for right of ways, and did all in their power to ensure the coming of this transforming agent.

The railroad came to Beaver Dam in 1856 when the Lacrosse and Milwaukee Railroad reached Beaver Dam Junction.⁹ The first railroad had come to Madison two years earlier and its movement in that city's direction was at least partly responsible for the construction of the Capital House Hotel located at 1 East Main Street in late 1853 (non-extant). This sandstone building was Madison's first first-class hotel and was considered to be one of the finest hotels in the state at the time. Its Beaver Dam counterpart was the Clark House which was built in 1858 and was the second hotel of that name in the village. The first was the renamed Horn House which had been purchased by Andrew Haight who had moved it "A short distance west of its original site, built an addition to it and christened it the Clark House in honor of Dr. Asahel Clark, then a prominent citizen of Beaver Dam. In 1858, the entire structure was destroyed by fire. A stock company was then organized, and by them the institution was rebuilt."¹⁰ The new hotel was a large three-and-a-half-story tall T-plan frame building of Greek Revival design located at 214-220 Front Street and was much larger than its pre-railroad counterpart. The Clark House continued to be Beaver Dam's leading hotel until 1903 when it was destroyed by fire.

Both the Clark House and its Madison counterpart, the Capital House, were products of a period of growth and consolidation in their respective communities. And yet,

⁹Souvenir Program and Centennial History of Beaver Dam, Wisconsin. Beaver Dam, 1941, P. 36.

¹⁰The History of Dodge County, Wisconsin. Chicago, Illinois, 1880, Pgs. 439-440.

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while they were first and foremost commercial ventures, they also served other, less tangible community needs as well. The appellation "leading hotel" was a material distinction in a day when a community's hotels were an important measure of community status. First time visitors (including the much sought-after venture capitalists of the day) often formed their initial opinion of a community from its hotels.¹¹ Better hotels were thought to produce a more favorable impression on the outsider and were thus considered to have a strong, if indirect, link with community prosperity. Communities that were large enough to be able to distinguish between their hotels and could designate one or more as "leading hotels" were believed to have superior resources with which to sell themselves. Lesser hotels might represent the reality of a town's current economic status, but "leading hotels" represented a town's aspirations as well and were a sign to outsiders that they were in a wide-awake community with a future. Thus, "leading hotels" were often invested with a symbolic importance not so different from that given to railroads and such buildings became a coveted sign of prosperity. Growing communities frequently invested in the construction of such buildings by purchasing stock in the new enterprises, both as a matter of social pride and economic self-interest. Both the Clark House and the Capital House were financed in this manner and the importance of such buildings, especially in smaller cities, remained undiminished until after World War II when the growth of automobile traffic and the decline of railroad traffic diminished the importance of downtown hotels.

Once a community had established a hotel infrastructure of the type described above, subsequent hotel building activity was usually a matter of adding such new hotels as population increases warranted while replacing older structures which either became outmoded or were destroyed by fire or other causes. As communities matured, evolving community standards usually dictated brick or other "fireproof" construction for new hotels just as they did for other commercial buildings built in the second half of the nineteenth century. An excellent example is the oldest surviving building in Beaver Dam built as a hotel. This is the Milwaukee House located at 101 Madison Street (aka. 143 S. Center Street) which started life as the small frame hotel building built by John H. Manahan in 1844 that was known as the Washington House. "It was subsequently purchased by John Lehrritter, who removed it to an adjoining lot and built upon the original site a new and more commodious structure by the same name. In 1872, M. Schreidbauer became the owner, and christened it the Milwaukee House. A. Seifert purchased the property in 1875, and three years later, built a two-story brick front...."¹² Between 1897 and 1904 the wooden rear portion of the building was replaced with a brick addition and the hotel assumed its present exterior appearance. The hotel was operated as such until at least the 1950s and still retains its largely intact Commercial Vernacular exterior.

¹¹Mollenhoff, David V., Madison: A History of the Formative Years. Dubuque, Iowa, 1982, Pgs. 26-31, 33-34, 49, 60, 132, 290.

¹²The History of Dodge County, Wisconsin. Chicago, Illinois, 1880, Pgs. 439-440.

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Besides the Milwaukee House, several other hotels were built in Beaver Dam in the period between the Civil War and World War I. Most of these were located within a few blocks of each other and centered around proximity to the two successive railroad depots located at 127 S. Spring Street, built in 1856 and 1901 respectively.¹³ These hotels included: the St. Charles Hotel, located at 325 S. Spring Street and built between 1892-1897 (non-extant); the small Commercial Vernacular form Hotel Jackson, located at 134 S. Spring Street and built between 1892-1897 (extant); and the Matthews Hotel located at 110-112 N. Spring Street across the street from the Hotel Rogers. The original portion of this Commercial Vernacular form building was built between 1866 and 1876 and was known successively as the the Schulze Hotel, the New Beaver Hotel, the Manley Hotel, and the Beaver Hotel. The size of the Hotel was increased several times--once between 1904 and 1907 and again in 1913 for a total of 63 rooms--and it was the leading hotel in Beaver Dam between 1903, when the Clark House burned down, and 1927 when the Hotel Rogers was built. This building was demolished in 1966.¹⁴ The last hotel in this group was the Hotel Newton, located at 112 Washington Street. The Hotel Newton was originally a frame Italianate residence which became a hotel between 1894-1904 when a nearly identical frame addition was added to the west-facing facade, doubling its size to 20 rooms. This is the only historic hotel in Beaver Dam still used as such today and is now known as the Newton Lodge.¹⁵

Proximity to railroad depots was a major factor in new hotel construction in other cities as well. Many of the hotels built in Madison between the Civil War and World War I were of this type including the Wilson Street Hotel at 522 E. Wilson Street (extant); the Cardinal Hotel (1908) at 416 E. Wilson Street (extant, NRHP-1982); and the Railway Hotel (non-extant) and its successor, the Hotel Trumpf (1906) at 636 W. Washington Avenue (extant).

Another, more specialized type of hotel found in a number of nineteenth century cities in Wisconsin was the resort hotel. These hotels were built to house the summer tourists who were coming to the state in ever greater numbers to enjoy the natural beauties and the healthy locations offered by many Wisconsin communities. In some cities, such as in Waukesha and Lake Geneva, this type of hotel became a major industry. Other communities tried to emulate these places with varying degrees of success. A hotel of this type was built in Madison as early as 1854 and was known first as the Water-Cure and later as the Lakeshore House after its Lake Monona location. This large wood frame building was "Madison's first successful resort hotel" and survived until 1877 when it was destroyed by fire.¹⁶ A second and larger

¹³The 1901 depot was placed on the NRHP in 1981.

¹⁴The Tri-County Citizen. Beaver Dam, Wisconsin. November 30, 1966.

¹⁵Fire Insurance Map of Beaver Dam, Wisconsin. Sanborn-Perris Map Co., New York, N.Y., 1897, 1904.

¹⁶Mollenhoff, David V., Madison: A History of the Formative Years. Dubuque, Iowa, 1982, P. 126.

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institution was the Tonyawatha Hotel, also located on the shores of Lake Monona, which was built in 1879 and lasted until 1895 when it too fell victim to fire. Beaver Dam had its own version of this trend, the Vita Park Hotel, built by Dr.G.E. Swan in 1880 to house the patrons of the Vita Mineral Springs which he had developed on the Waukesha model the year before. In 1879 Swan built the Vita Spring Pavillion (NRHP-1981) to house the spring and laid out an ornamental park around it and began advertising the health-giving virtues of the spring throughout the south and the mid-west. The Hotel soon became popular but was occupied only during the summer months and so was never a commercial success. The Hotel was finally torn down in 1900.¹⁷

By 1900 Beaver Dam had a population of 5128 and was on its way to being a major manufacturing center. Manufacturing started in Beaver Dam as early as 1842 when David Drake dammed the outflow of the marsh which was to become Beaver Dam Lake and created the first usable power source in the new settlement. Drake used this power to run a sawmill and this became the first of the many industries which were to be responsible for the growth of the city. Among the most important of these industries was the Beaver Dam Malleable Iron Company which was incorporated in 1892 and which quickly became one of the principal industries of the city and was responsible for the creation of several others as well. Chief among these was the Malleable Iron Range Company which had started life in 1896 as the Dauntless Stove Manufacturing Company of Omaha, Nebraska. In 1900 this company became indebted to Beaver Dam Malleable, resulting in all its equipment being moved to Beaver Dam and installed in the former quarters of the Beaver Dam Implement Manufacturing Company which had itself been taken over by Beaver Dam Malleable. The new company was first named the Dauntless Manufacturing Company in 1901 and was then merged with another company acquired later in the same year named the Malleable Iron Range Company which also owned the trademark "Monarch". The combined firm, also named the Malleable Iron Range Company, was at first a subsidiary of Beaver Dam Malleable and manufactured stoves sold under the Monarch brandname using the equipment acquired from the Dauntless Stove Company.¹⁸

In 1902 two outsiders, Andrew G. Hill of Warsaw, Indiana, and Fred W. Rogers (1866-1932) of Quincy, Illinois, made a proposal to the management of Beaver Dam Malleable to manage the new company. This proposal was accepted and the two men took over as president and vice-president. The two companies soon became by far the largest employers in Beaver Dam. By 1910 Beaver Dam Malleable alone employed 1500 people at a time when the total population of the city was 6758. This company was renamed Western Malleables Company in 1914 and continued to play a large role in the city until it closed its doors in the Great Depression in 1936.¹⁹ Meanwhile, the

¹⁷Souvenir Program and Centennial History of Beaver Dam, Wisconsin. Beaver Dam, 1941, Pgs. 57-60.

¹⁸Ibid, Pgs. 111-114.

¹⁹Ibid.

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Malleable Iron Range Company grew steadily under Hill and Rogers. Rogers succeeded Hill as president of the firm in 1921 and under his leadership Monarch Ranges became a nationally known brandname and the small 50x100 foot two-story-tall frame building in which the firm had started became an 8 and 1/2 acre complex (extant) located at 715 North Spring Street having 430,000 square feet of manufacturing space.²⁰

By the time Fred W. Rogers became president of Monarch Ranges his long association with the firm had already made him one of Beaver Dam's most prominent and respected business and civic leader. As such he was a natural choice to take charge of the fulfillment of one of Beaver Dam's most deeply felt needs; the building of a modern hotel to serve the city and surrounding community. Between 1900 and 1925 Beaver Dam's population had increased from 5128 to nearly 8500 and the city was well established as a manufacturing center. And yet during the same period the number of hotel rooms in the city had not increased since the addition to the Matthews Hotel was built in 1913--an addition which had been inadequate to fill the needs of the city even in that year. By 1925 the age and small size of existing Beaver Dam hotels was an embarrassment to a city which prided itself on its modern manufacturing plants and hoped to attract more of them. Finally, in 1927, an influential group of local and area businessmen joined forces to make a new hotel a reality. Fred W. Rogers took a leading role in the financing and promoting of this enterprise and as a result the new corporation and the Hotel itself were both named for him. What followed was a short and intense campaign in the city to galvanize community support for the new hotel. An article announcing the formation of the new corporation that appeared in one of the local newspapers in May left no room for doubt as to the importance of this enterprise and the necessity of supporting it. "Many attempts have been made to organize the citizens of Beaver Dam to support a hotel project. It was only recently that at a meeting at which some of the leading manufacturers, citizens and merchants of the city were gathered that a plan was made possible. There is, however, a large amount of unsubscribed stock which the men interested are hopeful of having every citizen of Beaver Dam participate and assist in every way possible to insure an early start of the proposed hotel building." This was followed by a list of the principal subscribers headed by F.W. Rogers and by a description of the hotel. The article ended by saying, "It (the Hotel) is a project in which every citizen in Beaver Dam and the community should be interested, should boost for and speak well of, as a man who has made a study of the City of Beaver Dam has said, 'That the future success of Beaver Dam lies in just how the citizens get behind their hotel project.'" Every citizen, manufacturer, merchant and property owner in Beaver Dam and the community should start now talking about their hotel, because the benefits to be derived from having people interested in stopping at Beaver Dam instead of trying to avoid the city as has been done in the past,

²⁰Souvenir Program and Centennial History of Beaver Dam, Wisconsin. Beaver Dam, 1941, Pgs. 113-114, 189.

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will make business for everyone interested in business in the city and will help to build a bigger and better Beaver Dam."²¹

Widespread community support was quickly achieved and the construction of the hotel began in June, 1927. Work on the new hotel advanced quickly and was closely followed in the city newspapers which informed their readers of its many up-to-date features, features comparable to those found in the best metropolitan hotels of the day. A typical example was the kitchen of the Hotel which made extensive use of the new metal alloy Monel (an early corrosion resistant metal) which it was noted, "Was the metal selected in the \$100,000 dollar kitchen of the new Schroeder Hotel, recently opened in Milwaukee."²² By March of 1928 plans were being made for the official opening of the Hotel on April 12 and already community pride and excitement were being freely expressed, "Elaborate arrangements have been started to make this formal opening an event never to be forgotten in Beaver Dam. ... Nothing has been left undone to make this hotel one of the finest in the state."²³ Tickets for the several opening banquets sold quickly and on opening night the papers greeted the event with banner headlines. The April 12 edition of the Beaver Dam Daily Citizen called it the "Greatest Social Event in History of (the) City" and devoted a special section of that day's paper to the occasion and to the Hotel Rogers itself.

The Hotel Rogers instantly became the leading hotel in Beaver Dam, totally eclipsing the existing hotels of the city. So complete was its dominance that no new hotels were built in the city until 1951 when the Sunset Heights Motel was built on the outskirts of town. Unfortunately, the Hotel Rogers was constructed just in time for the onset of the Great Depression and by 1930 the Hotel was losing \$6000 a year in operating costs. Faced with this shortfall in revenues the decision was made by the board of directors to add a sixth story to the building in order to increase revenues without materially adding to operating expenses. This step was undertaken because, as one board member explained, while it was never expected that the Hotel would be a great moneymaker, it was still expected that it would meet its expenses.²⁴ The addition was built in the fall and winter of 1930 but even the new rooms could not alter the situation and the Hotel Rogers was to make money in only one year of its long history as a hotel.

On December 19, 1932 Fred W. Rogers died and he was universally mourned in the city he had done so much to further.²⁵ Majority control of the Hotel passed first to his widow Lucy S. Rogers, and later to his daughter, Anne. Despite its limitations as a financial investment the Hotel served its symbolic function well and was a source of great pride to the community for many years. The Hotel Rogers was the host of

²¹The Beaver Dam Argus. May 5, 1927, Pgs. 1, 6-7.

²²Ibid, March 15, 1928, P. 5.

²³Beaver Dam Daily Citizen. March 23, 1928, P.1.

²⁴Ibid. October 10, 1930, P. 1.

²⁵Ibid. December 28, 1932. Reprint of Eulogy for F.W. Rogers.

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Beaver Dam from the day it opened and its public rooms were the scene of many outstanding community events. It was only when the prestige of downtown hotels began to decrease after World War II that the importance of The Hotel Rogers began to diminish. This led the management to make alterations to the interiors of the public rooms of the Hotel in the 1960s in an unfortunate attempt to modernize the image of the Hotel. Fortunately, the current owners have been able to largely undo these changes in the course of the total restoration the Hotel has received in the last year. This restoration was undertaken as part of the change in usage the Hotel is now undergoing which is designed to make the guest rooms over into small apartment units. The owners have undertaken these changes with great respect for the historic integrity of the building and the resulting restoration of the exterior and interior has revitalized this building and returned it to a position of importance in the community.

The period of historic significance of the Hotel Rogers begins in 1927 with the completion of the building and ends in 1938, the current boundary of the 50 year rule mandated by the National Park Service, even though the Hotel continued to be used as such until 1986 and still plays host to important area events and local meetings.

Architecture

As the modern urban hotel evolved as a building type after the Civil War, an increasing number incorporated a number of residential apartment units designed to supplement the more usual transient units typical of the type. Such units were usually segregated in some fashion from the hotel's transient rooms and often consisted of multi-room suites containing kitchens or kitchenettes. Having such units provided the hotels with an extra source of income without incurring much additional expense since the services provided were already in place to serve the transient clientele. These apartment units varied in size and appointments according to the pretensions of the different hotels but most offered accommodations which permitted the occupant to enjoy the best of both apartment living and hotel living. Occupants could cook their own food or eat at the hotel's restaurants and they could utilize the hotel's maid and room services besides. At their grandest, such hotels offered an admirable lifestyle. One of the most celebrated American examples is the Waldorf Astoria Hotel in New York City whose Waldorf Towers is an exclusive self-contained apartment complex within the hotel. A much smaller and more typical example is the Hotel Rogers in Beaver Dam. The general layout of the Hotel Rogers is typical of such hotels and has the public rooms such as the lobby, dining room, hotel kitchen, coffee shop and a leased store space located on the first floor. The second floor contains the apartment units which consist of both two and three room apartments served by a separate corridor and having a separate outside entrance on Spring Street. The floors above contain the transient rooms and the basement contains meeting rooms, a barbershop, and a beauty shop. This pattern was followed by many similar-sized Wisconsin hotels of this period including the fine Hotel Retlaw (NRHP) built in 1922-1923 and located at 13 E. Division St. in

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nearby Fond du Lac and the Hotel Rogers is an excellent and exceptionally well-preserved example and therefore is eligible under criterion C as an example of a property type (i.e. apartment hotels).

The Hotel Rogers is also an excellent and exceptionally intact later example of the Commercial Vernacular form as modified by period revival elements traceable in part to the Georgian Revival style. The Hotel has "the large retail windows on the ground story", the "upper stories ... characterized by simple windows", "transoms", and the "simplified period motifs" which are all listed as characteristics of the form in the Commercial Vernacular subsection of the Vernacular Forms study unit of the CRMP.²⁶ It is apparent, however, that these characteristics are being used in the CRMP to describe buildings of a generally earlier date and smaller size than the Hotel Rogers. Thus, the Hotel adds to our current knowledge of the Commercial Vernacular form by demonstrating that buildings within it may be both larger and more complex in design than examples that presently define the form indicate. Consequently, the Hotel expands the present boundaries of this form by better defining its limits. The design of the Hotel Rogers also falls within the scope of the commercial manifestations of Period Revival Styles subsection of the Period Revival Styles study unit of the CRMP and serves to illustrate the links between these two study units.

The significance of the Hotel Rogers is considerably strengthened by the exceptionally high degree of integrity exhibited by both the exterior and interior of the building. Integrity is a context consideration specifically emphasized in the Commercial Vernacular subsection and it is all the more important in a building such as this which has the potential to expand the existing boundaries of a vernacular form.

The architect of the Hotel was Richard R. Boyd (1894-?) whose architectural education was acquired at North Dakota Agricultural College and the University of Illinois. After graduation he worked for various practitioners in the plains states including a two year period with the firm of J.A. Shannon, Architect, in Jamestown, North Dakota, and a subsequent two year period with the successor firm of Shannon, Boyd, and Boyd whose name suggests a family relationship between Boyd and one of the principals and possibly a junior position for himself. Between 1923-1924 Boyd moved to Madison, Wisconsin with his wife Dorothy and went to work for the prominent Madison firm of James R. and Edward J. Law, Architects, where he was employed for six months until he went to work in the State Architect's office as a draftsman late in 1924. In 1926 Boyd applied for and got his state architect's license.²⁷ Shortly thereafter Boyd began to do outside work for the Hutter Construction Company located in Fond du Lac, Wisconsin even though he apparently continued to work in the State

²⁶Wyatt, Barbara (Ed.). Cultural Resource Management Plan, Vol. 2, 3-10 (Architecture).

²⁷Records of the Board of Examiners of Architects of Wisconsin. Architects' Files. Series 1591, Archive Division, State Historical Society of Wisconsin.

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Architect's office until 1930. The Hutter Constructon Co. was even then one of the largest contractors in the middle of the state and Boyd was immediately put to work on the plans of the new Hotel Rogers which the firm was both building and developing. The local success of this design and the proximity of Beaver Dam to Fond du Lac apparently emboldened Boyd to open a practice in Beaver Dam and he moved there in 1930 and was instantly at work on the sixth floor addition to the Hotel and on the design of the Georgian Revival style McKinstry-Yauman Funeral Home (extant) located on the corner of E. Maple Avenue and N. Lincoln Street at the opposite end of the block from the Hotel Rogers.²⁸ This building was opened on January 31, 1931 and is, with The Chadbourne Terrace Apartments located at 26 Breese Terrace in Madison, Wisconsin (extant) built in 1931, the only other building designed by Boyd uncovered in the course of this nomination.²⁹ Boyd continued to live and practice in Beaver Dam until at least 1937, the last time his name appears in a Beaver Dam city directory, but by 1941 he was no longer listed and his subsequent whereabouts are unknown.

The Hutter Construction Company of Fond du Lac had a long history of prior activity in Beaver Dam before building the Hotel Rogers. The firm was started by Joseph Hutter Sr. (1848-1931), a native of Bavaria who emigrated to America in 1854 and to Wisconsin in 1855. In 1871 Hutter began learning the bricklaying and mason trade, starting a small contracting business in Mt. Calvary, Wisconsin in 1876. His first major contract was for the construction of St. Lawrence's college in Mt. Calvary and much of his subsequent work as a builder was to include projects for the Roman Catholic Church including both St. Mary's School and St. Agnes's Convent and Chapel built in Fond du Lac in 1887; and St. Michael's Church, 1904 (extant), St. Stephens Church and School, 1920 and 1929 (extant), and St. Peter's School, 1922 (extant), all located in Beaver Dam.³⁰ In 1909 Hutter incorporated his company as the Hutter Construction Company in association with his five sons "Which has become one of the largest contracting firms in the state. Mr. Hutter was president of the company until 1927, when he retired to become chairman of the board of directors. In addition to the construction business, Mr. Hutter and his sons organized the General Supply company, the Hutter Investment company and the Hutter Building company."³¹

The proximity of the firm to Beaver Dam probably accounted for the large amount of business the firm did in that city. One of the most important Beaver Dam clients of the Hutter Construction Company was Fred W. Rogers who employed the firm to build

²⁸A list of the major backers of the Hotel Rogers published in the Beaver Dam Argus of May 5, 1927 includes W. D. McKinstry.

²⁹Building Permit File, Building Inspection Unit, City of Madison Department of Planning and Development, 215 Martin Luther King Blvd., Madison, Wisconsin. This building was built on the opposite side of the block from Boyd's last known Madison residence at 30 Lathrop Street.

³⁰Fond du Lac Commonwealth Reporter. July 18, 1931. P. 3. Obituary of Joseph Hutter, Sr.

³¹Messinger, Jean Goodwin. A Closer Look at Beaver Dam. Beaver Dam, 1981, P. 80.

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most of the plant of the Malleable Iron Range Company located at 715 North Spring Street between 1914-1929 (extant) as well as his own Beaver Dam house at 511 North Center Street in 1914 (extant). The subsequent collaboration of these two men in the joint venture which led to the building of the Hotel Rogers in 1927 was a natural extension of a long-standing relationship.

Together, client, architect and contractor created a building which was a source of civic pride in Beaver Dam and of personal pride for the principals. The Hotel Rogers was designed to be a modern and efficient building which would cater to the needs of both the visitor and the community and also serve that community as a symbol that was at once forward-looking and confident in appearance without being ostentatious. The resulting design fit these needs quite well. The project had an adequate budget which is directly expressed in the design of the exterior. The first floor was designed to instill a feeling of welcome by utilizing Georgian Revival-inspired elements such as brick quoins and semi-circular arched casement windows to create an image that was at once dignified and reassuring. Visitors entered the lobby of the Hotel through polished copper doors and a fire was kept burning in the fireplace in adjacent guest lounge during cooler weather. The public rooms were all designed to contribute to this feeling and generally succeeded even though actual period revival elements are almost totally absent inside. The upper stories reflected the more utilitarian role of the building as a commercial hotel. If the first floor made use of traditional elements to create a desired image, the upper floors are strictly modern in their straight-forward expression of purpose. The clothing of an essentially modern building in traditional garb is at the heart of much of the transitional design of this period and the Hotel Rogers is an excellent example of the way in which small city architects of the period solved the problem.

The Hotel Rogers has no peers in the commercial architecture of the period in Beaver Dam so a comparison with other buildings of the same style or usage is not of much value. The Hotel Rogers is much larger than other commercial buildings built in Beaver Dam before World War II and is also one of the most intact commercial buildings in the city as well. The three other surviving hotels in the city have been noted and are much different buildings in both size and importance. The Hotel does have important associations with Fred W. Rogers which it shares with other buildings in the city, most notably the Malleable Iron Range manufacturing plant and Roger's own home. Both of these other resources have much longer associations with Rogers and are more central to his life's work than is the hotel which bears his name and both also exist in a highly intact state. Consequently, although the Hotel's relationship with Rogers is important there are other resources in the community which also illustrate his accomplishments.

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Blueprints of the Hotel Rogers in the possession of the Downtown Rogers Corporation.

Previous documentation on file (NPS): X See continuation sheet
 ___ preliminary determination of individual listing (36 CFR 67) has been requested
 ___ previously listed in the National Register Primary location of additional data:
 ___ X State Historic preservation office
 ___ Other State agency
 ___ Federal agency
 ___ Local government
 ___ University
 ___ Other
 ___ previously determined eligible by the National Register
 ___ designated a National Historic Landmark
 ___ recorded by Historic American Buildings Survey # _____
 ___ recorded by Historic American Engineering Record # _____
 Specify repository: _____

10. Geographical Data

Acreeage of property Less than one acre

UTM References

A	<u>1/6</u>	<u>3/5/1/4/1/0</u>	<u>4/8/1/3/0/0/5</u>	B	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>	D	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>

___ See continuation sheet

Verbal Boundary Description

All of Lot 18, the North 54 feet of Lot 7, the South 12 feet of Lot 7, the North 24 feet of Lot 8, and that part of North 90 feet of Lot 18 which lies Westerly of the railway, all in Block 14, Brower's Plat to the City of Beaver Dam.

___ See continuation sheet

Boundary Justification

These boundaries include all of that portion of land historically associated with the Hotel Rogers.

___ See continuation sheet

11. Form Prepared By

name/title Timothy F. Hegglund/Consultant
 for: The Downtown Rogers Corporation
 organization 103 E. Maple Ave. Beaver Dam, Wi date July 20, 1988
 street & number 212 Highland Avenue telephone (608) 238-3010
 city or town Madison state Wisconsin zip code 53705

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
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Section number 9 Page 9.1

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