

**1** City, Village or Town:  WAUKESHA County:  WAUKESHA Surveyor: HNTB Date: 2/10/82

Street Address:  550 Elizabeth Street Legal Description: Addendum Acreage: 2.98 acres

Current Name & Use: Fred Portz Jr. - International Headquarters Current Owner: Fred Portz Jr. Associates

Film Roll No. WK-4 Negative No. 20 Facade Orient. S

Current Owner's Address: 550 Elizabeth Street

Special Features Not Visible In Photographs:  
 UTM: Zone 16 USGS Waukesha  
 Easting: 399040 Quadrangle/Scale: 1:24,000  
 Northing: 4761850 Interior visited?  Yes  No

Elizabeth Street

550

**2** Original Name & Use: (preferred)  Source: A

Waukesha Pure Food Company

Dates of Construction/Alteration: 1916 w/later addition Source: A/B

Architect and/or Builder: Not known Source:

Previous Owners	Dates	Uses	Source

LOCAL

RANGE

**3** Architectural Significance

Represents work of a master

Possesses high artistic values

Represents a type, period, or method of construction

Is a visual landmark in the area

Other: \_\_\_\_\_  None

Architectural Statement: See Continuation Sheet

**4** Historical Significance

Assoc. with lives of significant persons

Assoc. with significant historical events

Assoc. with development of a locality

Other: Industry

None

Historical Statement: See Continuation Sheet

SECTION

MAP NAME

Waukesha City Map

**5** Sources of Information (Reference to Above)

**A** Sanborn Perris Map of Waukesha 1922

**B** Waukesha Freeman, March 1, 1917, p.1

**C** Sanborn Perris Map of Waukesha 1929

**D** Waukesha City Directories 1916, 1919, 1923, 1929

**E** "Lack of Alcohol Caused Downfall", Freeman Centennial Edition, sec. H-II, p. 23 1959

**F**

**6** Representation in Previous Surveys

HABS  NAER  WIHP  NRHP  landmark

other:

**7** Condition

excellent  good  fair  poor  ruins

**8** District: \_\_\_\_\_

pivotal  contributing  non-contributing

initials: \_\_\_\_\_ date: \_\_\_\_\_

**9** Opinion of National Register Eligibility

eligible  not eligible  unknown

national  state  local initials: D/CC

Map Code

4/20

**ARCHITECTURAL STATEMENT:**

Description: The Waukesha Pure Food Company building was constructed in two phases. The main portion of the building, dominated by a seven story tower, was built from c. 1913 to 1916; a one story warehouse wing was added to the west between 1922 and 1929. (A/C) The building was constructed of structural tile and pored concrete, with red clay tile roofs capping the structure. Streamlined piers delineate the exterior, creating eight vertical divisions which contain three tiers of windows. Windows on the first story are segmentally arched; second and third story windows, as well as those on the tower, are rectangular units occurring in groups of threes. Window mullions unite the second and third story units and echo the verticality of the piers. Similar detailing appears on the rectangular tower, which contains a water tower on the upper level. While the exterior has not been greatly altered, the interior has been altered for office and light industrial uses and none of the original industrial equipment remains. (continued below)

Significance: The Waukesha Pure Food Company building, one of Waukesha's finest industrial structures, is architecturally significant as a representative example of a type and period of construction. The simple, strong lines and detailing of the building combine to create a fine example of industrial Gothic design, unequalled in the city. In addition, the large scale and dominant tower result in a highly visible building, an important local landmark.

**HISTORICAL STATEMENT:**

Associated with Industry

This industrial building originally constructed in 1916 for the Waukesha Pure Food Company, makers of Jiffy-Jell, the first fruit flavored gelatin dessert to be marketed nationally. The company was founded by Otis E. and Fred S. Glidder of New York State who were joined locally by Mayor C. A. Estberg and Charles E. Nelson. (B) Jiffy-Jell was successfully marketed and quickly became a national success. Unfortunately, its decline was almost as fast. Alcohol was used to preserve the fruit "essence" used in the mix and first World War I, then Prohibition made that commodity scarce. After attempts to replace the alcohol failed, the company closed in 1921. (E) The building has had several industrial uses since, chief of which has been used by the Waukesha Mineral Water Company. (D)

ADDENDUM

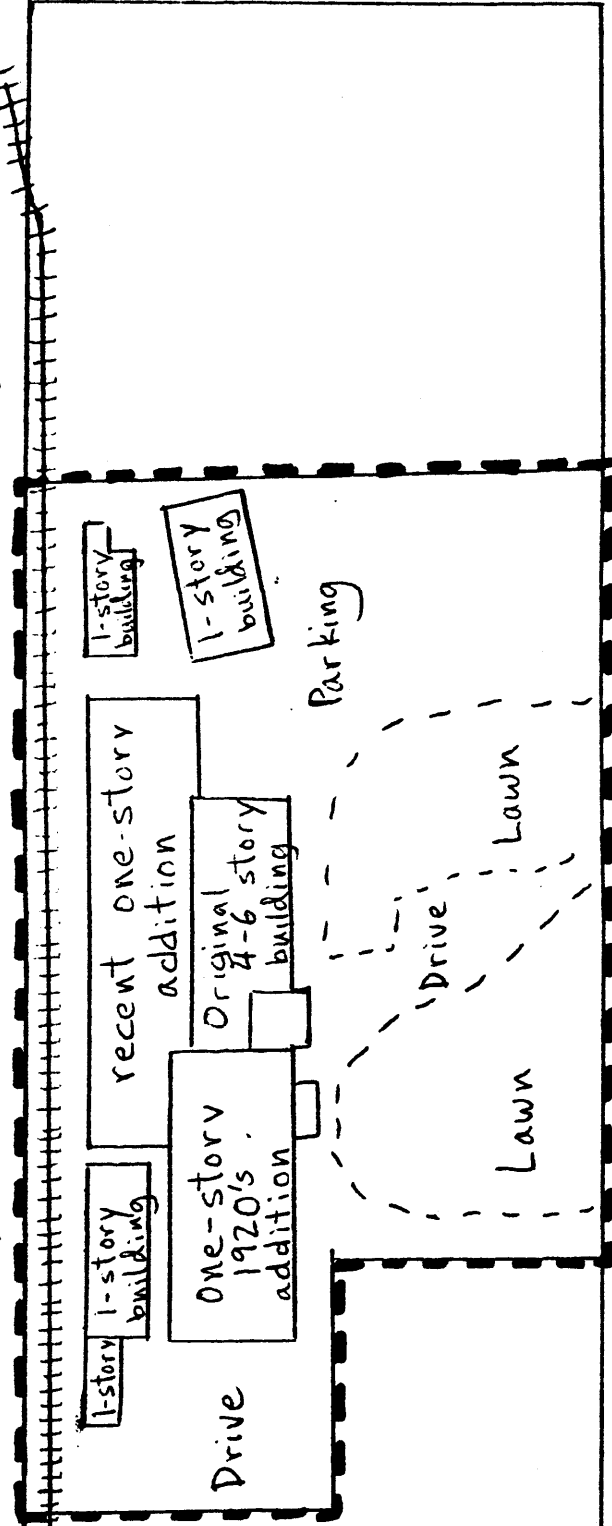
Legal Description: Pt SW $\frac{1}{4}$  Sec 3 T6N R19E Com ctr Elizabeth St. 264' W of ctr West Avenue; 'W on ctr Elizabeth 402.76'; N 140'; W 132.38'; N 156' to S li C & NW Trans Co., R/W to W li White's Add; S 293.2' to beg.

Description (continued): There are six other buildings on the Fred Portz Jr. property which do not contribute to the significance of the property. A single-story steel-sided building is attached to the north side of the original structure. A truck well is attached to the east side of the original building. A one-story building with a wood front is located on the east side of the property. And three other one-story metal buildings adjoin the railroad tracks on the north lot line of the property.

# WAUKESHA PURE FOOD COMPANY

----- Nominated Property

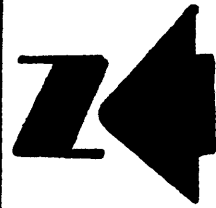
CHICAGO + NORTHWESTERN RAILROAD S.W.



ELIZABETH ST.

FRANKLIN

HAMILTON



Scale: 1" = 100'

N WEST AV.