

United States Department of the Interior
National Park Service

RECEIVED
JAN 31 1994
NATIONAL REGISTER

National Register of Historical 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 any 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 Chippewa Shoe Manufacturing Company
other names/site number Chippewa Shoe Company

2. Location

street & number 28 West River Street not for publication N/A
city or town Chippewa Falls vicinity N/A
state Wisconsin code WI county Chippewa code 017 zip code 54729

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1996, 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. I recommend that this property be considered significant nationally statewide X locally.
(See continuation sheet for additional comments.)

[Signature] 4/24/94
Signature of certifying official Date
State Historic Preservation Officer-WI

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 or other official Date

State or Federal agency and bureau

4. National Park Service Certification

I, hereby certify that this 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
- removed from the National Register
- other (explain):

for
Signature of the Keeper
Edson H. Beall

Date of Action
3/7/94

Entered in the
National Register

Chippewa Shoe Manufacturing Company

Name of Property

Chippewa County, Wisconsin

County and State

5. Classification

Ownership of Property

(Check as many boxes as apply)

Category of Property

(Check only one box)

Number of Resources within Property

Contributing

Noncontributing

private
 public-local
 public-State
 public-Federal

building(s)
 district
 site
 structure
 object

1

1 0

buildings
sites
structures
objects
Total

Name of related multiple property listing

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

N/A

Number of contributing resources previously listed in the

National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions)

INDUSTRY/PROCESSING/EXTRACTION/
manufacturing facility

Current Functions

(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH/EARLY 20TH CENTURY AMERICAN MOVEMENTS

Materials

(Enter categories from instructions)

foundation stone

roof asphalt

walls brick

stone

other wood

Narrative Description

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

Chippewa Shoe Manufacturing Company
Name of Property

Chippewa County, Wisconsin
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "X" in one or more boxes for the criteria qualifying the property for 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.

Areas of Significance
(Enter categories from instructions)

industry

Period of Significance
1910 - 1943

Criteria Considerations
(Mark "X" in all the boxes that apply.)

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or a 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.

Significant Dates
1910

Significant Person
(Complete if Criterion B is marked above)
N/A

Cultural Affiliation
N/A

Architect/Builder
Butak, Joseph (designer)

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

9. Major Bibliographical References
Bibliography

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

Previous documentation on file (NPS):

- 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: Chippewa County Historical Society

Chippewa Shoe Manufacturing Company
Name of Property

Chippewa County, Wisconsin
County and State

10. Geographical Data

Acreege of Property less than one (1) acre

UTM References

(Place additional UTM references on a continuation sheet)

| | | | | | | | |
|---|-------------|---------------|----------------|---|-------------|-------------------------|-------------|
| 1 | <u>15</u> | <u>626910</u> | <u>4976700</u> | 3 | <u> </u> | <u> </u> | <u> </u> |
| | Zone | Easting | Northing | | Zone | Easting | Northing |
| 2 | <u> </u> | <u> </u> | <u> </u> | 4 | <u> </u> | <u> </u> | <u> </u> |
| | | | | | | 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 Barbara Kooiman, Architectural Historian
organization U.S. West Research, Inc. date July 14, 1993
street & number 421 Main St., Suite 306 telephone (608) 782-3338
city or town La Crosse state WI zip code 54601

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A **USGS map** (7.5 or 15 minute series) indicating the property's location.
- A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name John L. Lionberger and Norma R. Lionberger
street & number W14350 Rusty Nail Rd. telephone (715) 967-2846
city or town New Auburn state WI zip code 54757-8927

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 1

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Section 7. - Description

The Chippewa Shoe Manufacturing Company was constructed in 1910 by the Chippewa Shoe Manufacturing Company to house the manufacturing and administrative operations of the company. The four story brick industrial building sits near the north bank of the Chippewa River, on the northeast corner of River and Bays streets. The building is set up to the sidewalks on both streets, and an open lot is to the north of the building. To the east is a one story concrete/brick tile garage, constructed in the 1920s. The main (south) facade of the Chippewa Shoe Manufacturing Company building faces the river, which is a few hundred feet from the building.

The Chippewa Shoe Manufacturing Company building was designed in a vernacular form, typical of many manufacturing facilities of its era. The designer for the building was Joseph Butak of Chippewa Falls. The contractors were Shannon and Maxiner, of Eau Claire, Wisconsin (Chippewa Falls Daily Independent 18 August 1910).

The four story brick building, which measures 124 by 62 feet, features a front, south facade seven bays wide, with side facades three bays deep on the east and four bays wide on the west. The basement level is set a few feet above ground level, with rough cut limestone foundation exposed and four-pane windows set at the sidewalk level. The upper floors of the building are constructed of a dark red brick. The roof is slanted from the front of the building slightly down toward the back wall. The plan is nearly rectangular, however the rear, north facade features three bays (on the west end) which project from the main block approximately ten feet.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 2

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

The front (south) facade originally featured the main entrance to the building, which was located in the third bay from the west. This entrance originally entered at the street level, then ascended up a half-flight of stairs to the first floor. This doorway, however, has been removed and covered with concrete block, and replaced with a pair of windows.

The facade, as previously mentioned, is divided into seven bays creating a regular, symmetrical design. Each bay is framed vertically with pilaster-like brickwork which terminates above the windows on the fourth floor with horizontal bands of corbeled brick. Between each set of pilasters are three windows. The cornice features simple corbelling. The overall appearance from the street is of a monolithic building with many windows. A total of eighty-four present and former window/door openings exist on the south facade.

Of the twenty-one windows on the first floor, seven have been filled in with concrete block, and the remainders have been covered over with plywood, though the original four-over-four sash windows remain.

The second floor of the main facade has had all of the original four-over-four sash windows removed, leaving several of the window openings exposed to the elements, and the remaining eight window openings filled in with concrete block. The third and fourth floor windows are intact, revealing their original wood four-over-four sash design. The third opening from the west on the fourth floor, the fifth opening from the west on the third floor, and the eighth opening from the west on the second floor were all originally the fire escape doors, which are designed with wood on

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 3

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

the lower half and six pane glass on the upper half. The fire escape stair has been removed.

The west facade is four bays deep. On the southwest corner where the stone foundation meets the brick walls is a corner stone with the date "A. D. 1910" carved into it. The bays are separated with pilaster-like vertical dividers. Like the south facade, the first and second floor window openings have been altered, while the third and fourth floor window openings remain unaltered. A total of seven windows on the west facade have been filled in with concrete block. A doorway which once stood at the northwest corner of the west facade has been filled with concrete block. The segmental arch lintel over the doorway is still visible.

The rear (north) facade is seven bays wide like the front of the building, however, the three westerly bays project approximately ten feet further to the north than the remaining four bays. The most westerly bay features two windows per floor. The second bay to the east features only one window per floor, and these are placed to the eastern side of the bay. The third bay to the east features two windows per floor. This bay extends one story higher than the rest of the building, housing the motor mechanism for the freight elevator.

The eastern section of the north facade is four bays wide and features three windows per bay. The most westerly bay in this section on the first floor exhibits a door which opens out onto a wood platform which steps down to the ground level. Most of the windows on the first and second floor have been removed, and five windows have been filled in with concrete block. The windows on the third and fourth floors are intact except that some panes

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 4

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

exhibit broken panes. The northeast corner of the building features a partially engaged brick chimney which extends approximately five feet above the roofline.

The east facade has been the most altered of the four facades. The facade is three bays side. The first and second floor windows have all been filled in with concrete block. Four of the nine windows on the third floor have been blocked in, and five of the nine windows on the fourth floor have been filled in with concrete block.

Currently, the only access to the interior of the building is through the door on the north facade. The door opens into the large, open interior space of the first floor. The room features a large, open space which is supported by two rows of squared wood posts which are arranged lineally from east to west, spanning the width of the building. The interior walls are brick, the floors are wood covered with linoleum and the ceilings are drywall. An office is located in the northwest corner and the stairwell is located to the east of the office. The wide stairwell features wood stairs and wood, tongue-in-groove walls. To the east of the stairwell are restrooms. The plumbing fixtures have been removed. East of the restroom is the elevator shaft. The door to the elevator is a large metal door which rolls up, similar to a roll-top desk. The elevator was built by the F. Rosenberg Elevator Company Company of Milwaukee, Wisconsin.

The basement is accessed through the stairwell on the north wall. The basement is a large, open room with brick piers supporting the floor above. In the northwest corner is a room with a large vault door. At the east end of the room is a shaft from the east wall

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 5

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

which was apparently a shaft for coal and the furnace was originally set near the coal shaft.

The second, third and fourth floors are all of a similar configuration and design as the first floor. All feature wood floors, wood posts, open plan, offices, stairwell, restrooms and elevator shaft along the east walls. The fourth floor features a slanted ceiling and a number of plywood board sections cover the skylights which were once open to the roof.

The roof is currently covered with rolled asphalt. All skylights have been covered over by the asphalt roofing material.

The overall integrity of the Chippewa Shoe Manufacturing Company Building is fair. The interior exhibits minor alterations, such as the removal of plumbing fixtures and the furnace, and the addition of ceiling covering and linoleum tile flooring in some areas of the building over the original wood floors. The majority of the exterior alterations are in the form of window and door openings which have been filled in with concrete block. Though the cement block does affect the aesthetic appearance of the building, the openings appear to be merely blocked in, with little or no wall removed to allow for the cement block. The overall integrity and evidence of workmanship remains intact despite these alterations. The upper story windows reveal the original appearance of the walls, and all other exterior brickwork remains original to the building.

As the only extant shoe manufacturing facility in a city which once featured several, the Chippewa Shoe Manufacturing Company Building reflects a property type which no longer exists elsewhere

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

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 7 Page 6

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

in Chippewa Falls. The wood frame, brick veneer turn-of-the-century factory buildings which were constructed for the Harshman Shoe Manufacturing Company (ca. 1902), the Weyenberg Shoe Factory (1910) and the Hand-Made Shoe Company (1909), as well as the Chippewa Shoe Manufacturing Company were the typical form for this kind of manufacturing facility.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 1

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Section 8. - Statement of Significance

The Chippewa Shoe Manufacturing Company is locally significant under Criterion A for its association with the shoe manufacturing industry in Chippewa Falls. The Chippewa Shoe Manufacturing Company operated in Chippewa Falls from 1901 to 1985, however the building receives its period of significance from 1910, when the building was constructed, to 1943, the end of the National Register of Historic Places fifty-year cutoff date for a continuously used property. The four story wood frame brick veneered industrial building was the manufacturing and administrative headquarters of the Chippewa Shoe Manufacturing Company from 1910, when the building was constructed, to 1974, when the firm relocated at the Chippewa Falls Industrial Park. For more than eight decades the Chippewa Shoe Manufacturing Company contributed significantly to the industrial development of Chippewa Falls, where early twentieth century industrial diversification led to the theme of "Made in Chippewa," a phrase still used in local advertising.

Historical Background

Chippewa Falls, located in the Chippewa Valley, is surrounded by fertile hills and bisected by several waterways. The Chippewa River flows from the eastern city limits in a southwesterly direction, whereas, Duncan Creek enters the city at the northwest corner and flows in a southeasterly direction. Eventually, the creek enters the Chippewa River just below Bridge Street. Densely wooded terrain, rich soil, and abundant water power facilitated the settlement and growth of Chippewa Falls.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 2

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

In the 1600s, the first Euro-Americans began penetrating the Chippewa Valley when Jesuit missionaries, European explorers, soldiers, and traders traversed the untamed Northwest Territory, Dakota and Ojibwa Indians both shared the Chippewa Valley during this time. Diverse Indian occupation of the Chippewa Valley reflected changing migratory patterns. Often, Ojibwa, with the approval of the Dakota, entered the interior of Wisconsin and Minnesota to hunt and trade, but in the mid-1700s the Dakota and Ojibwa became enemies. The "game-rich" territory located between the dense forest and open prairie, which existed near present-day Chippewa Falls, was sought after by both tribes but remained a disputed area (Wyatt 1986, Vol. 1: Historic Indians: 3-3). By 1825, the Dakota and Ojibwa signed a treaty at Prairie du Chien (Kappler 1972: 7 Stat. 272). It created a truce and drew specific boundaries. Since the government did not quickly establish the partition line of 1825, warring skirmishes between the tribes continued well into the nineteenth century, even with the emergence of settlers and lumbermen (Wyatt 1986, Vol. 1: Historic Indians: 3-3; Fowell 1956, 146-147).

By 1815, following the signing of the treaty of Ghent, the British abandoned Prairie du Chien and torched Fort McKay. One year later, American troops occupied Prairie du Chien in an effort to both establish a fort and enforce their supremacy in the Northwest Territory. American troops immediately began construction of Fort Crawford on the same site as the British fort (Wyatt 1986, Vol. 1: Introduction: 2-4).

Between 1821 to 1832, in an effort to secure lumber to rebuild Fort Crawford, Jean Brunet travelled up the Mississippi with

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 3

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Lieutenant Jefferson Davis to Beef Slough, a delta where the Chippewa River enters the Mississippi River. While Davis remained at the slough, Brunet ascended the Chippewa River and lumbered pine on a tributary known as the Yellow River. Following the spring thaw, Brunet floated the cut timber down to Davis' encampment. While travelling along the Chippewa River, Brunet noticed the rich pine supply along the banks, but he was not the only man who realized the richness of the Chippewa Valley's resources. In 1832, Louis Demarais, a Frenchman, also entered the country along the Chippewa River and trapped for furs and traded with the Indians (Centennial Souvenir 1937, 7; History of Northern Wisconsin 1881, 192-193; Randall 1875, 11).

In 1836, Brunet travelled up the Chippewa River and initiated plans to build a sawmill at Chippewa Falls. The sawmill was constructed by Brunet with the assistance of Hercules Dousman, an American Fur Company agent at Prairie du Chien since 1826. Brunet met Dousman when he also was stationed at Prairie du Chien (Wyatt 1986, Vol. 1: Fur Trade 4-1). Only through the financial assistance of the American Fur Company, which had long since established its fur stations throughout the Northwest, could Brunet establish the first sawmill at the Falls. Also, during 1836 the trader Demarais moved to Chippewa Falls with his wife and established the first Euro-American permanent settlement at Chippewa Falls (Centennial Souvenir 1937, 7). The settlement of Chippewa Falls coincided with the establishment of Wisconsin as a territory. The Trygg Map, a series of historic maps compiled from the surveyors' original plats and field notes, denotes that shortly after settlement, Chippewa Falls housed a blacksmith and carpenter shop, four houses, a sawmill, and a sugar camp to the south (Trygg 1964, Sheet 6).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 4

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Even though the Indians had not ceded their land to the United States government, plans for the construction of a mill were not delayed. By 1837, the Dakota and the Ojibwa sold all their claims in Wisconsin, with one exception (Kappler 1972, 7 Stat. 528). The Ojibwa retained their land holdings along Lake Superior until 1842, when they ceded them to the United States government (Kappler 1972, 7 Stat. 591).

During 1838, the sawmill operating at Chippewa Falls was swept away by a spring flood. Hiram S. Allen rebuilt the mill in 1839 and operated it for the next ten years. At such time, the mill was reorganized as the Chippewa Lumbering Company. During the panic of 1857, Allen lost all his property, including the mill. Following several exchanges of ownership, the Union Lumber Company purchased the mill in 1869, and in 1879 the property passed into the hands of the Chippewa Lumber and Boom Company. In 1880-1881, when Fredrick Weyerhauser took over the Chippewa Lumber and Boom Company, Chippewa Valley contained one-sixth of all the white pine in the United States. Lumbering operations in Chippewa Falls ended in 1911 (Centennial Souvenir 1937, 11-13).

In 1845, the territorial legislature delineated the boundaries for Chippewa County, which along with twenty-eight other counties formed the state of Wisconsin when it entered the Union in 1848 (Centennial Souvenir 1937, 7-8). Chippewa Falls served as the county seat for Chippewa County (Gregory 1933, 648). In 1869, the Wisconsin State Legislature passed an act which changed Chippewa Falls' status from a village to a city. One year later, in the spring of 1870, the first elections for a mayor, treasurer, assessor and six aldermen under the new charter were held (Webb

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 5

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

n.d., n.p.).

Transportation played a significant role in the evolution of Chippewa Falls as a commercial and industrial hub. From 1836 to the 1850s, since only dirt trails provided overland access to Chippewa Falls, a majority of the cargo entered the area by water route. However, during 1854, the city surveyed and laid out the first public streets (Centennial Souvenir 1937, 13). By June of 1875, the first railroad, known as The Chippewa Falls & Western Railroad, entered Chippewa Falls, thus connecting the city with markets in large Midwestern cities (History of Northern Wisconsin 1881, 200).

Chippewa Falls' population rapidly grew in the latter decades of the nineteenth century. The population in 1870 at 2,507 was almost four times larger than the census of 1860, which totaled 674. From 1870 to 1885, the population of Chippewa Falls rose to 8,719 (Chippewa Herald Telegram, 28 February 1991).

The lumber industry in Chippewa Falls' early history lead to related industries, such as shingle mills, door and sash manufacturers, and furniture companies. Wood product manufacturers such as the Union Lumber Company shingle mill, Samuel Snyder's planing mill, and the Chippewa Falls Manufacturing Company were all late nineteenth century lumber product manufacturers (Rausch/Sundberg, 59-60).

The excess of natural resources in and around Chippewa Falls provided a strong foundation for the city. Since the Chippewa River flowed into the Mississippi River, Chippewa Falls' lumber industry supplied lumber to the growing prairie communities

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 6

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

(Nesbit 1973, 297-298). Soon, however, timber resources were exhausted in the Chippewa Valley. Before the last mills closed in 1911, Chippewa Falls residents began to solicit other business to enter their city and take advantage of the abundant water power resource.

To combat the potential decline of industry in Chippewa Falls, citizens organized the Progressive League of Chippewa Falls in 1902. Its mission statement focused on securing new businesses in the city. The league persuaded the Hand Made Boot & Shoe Company to establish a factory in the city. The league also convinced the Harshman Shoe Manufacturing Company to transplant their industry from Dayton, Ohio. The largest industry secured by the Progressive League was a sugar beet factory. By 1904, the Chippewa Sugar Company was incorporated with a capital of \$700,000 (Chippewa County, Vol. I, 1913, 273 & 277-278). Chippewa Falls' ability to diversify provided continued economic prosperity.

Despite the city's drive towards industrial diversification in the twentieth century, shoe manufacturing was not a new venture in Chippewa Falls. Early business directories in Chippewa Falls suggest that shoe manufacturing in Chippewa Falls began as a thriving cottage industry. The Weyenberg brothers, William and Martin, were perhaps the first shoe manufacturers in the city. As early as 1889 the Weyenberg Brothers appeared in the city directory as boot and shoe dealers. By 1901 they were listed as boot and shoe manufacturers at 10 West Spring Street, only one block northeast of the future Chippewa Shoe Manufacturing Company. However, in 1901 the Weyenberg Brothers shoe company moved to Milwaukee, leaving Chippewa Falls without a shoe factory (Chippewa Falls City Directory, 1889, 1901; Chippewa Falls Daily Independent

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 7

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

18 July 1909).

In 1901, in response to the industrial niche left by the Weyenberg Shoe Company, J. M. Andrejeski and J. P. Piotrowski established the Chippewa Shoe Manufacturing Company, first opening in Chippewa Falls at 12 - 14 East Spring Street, on the second story of the Chippewa Falls Art Company building. They originally occupied a space 30 x 70 feet and employed five people manufacturing lumbermen's shoes. However, as the business increased, they expanded into adjacent buildings by making openings from their original shop. By 1906 the Chippewa Shoe Manufacturing Company was referred to as "one of the largest hand-made shoe factories in Wisconsin." Its yearly business amounted to approximately \$100,000 and its weekly output was approximately eleven hundred shoes. (Chippewa Falls City Directory, 1901; Chippewa County, WI 1913 271; Golden Jubilee Memories 1906, 72).

At the same time Chippewa Falls saw the introduction of shoe manufacturers into their local economy, the boot and shoe manufacturing industry was developing across the state of Wisconsin. In 1880 the statewide shoe and boot industry was manufacturing leather goods with a value of \$1,736,713. The industry continued to grow with a value of \$4.8 million in 1900 and \$13.6 million in 1910. By the end of World War I, production value was more than \$16.6 million. Wisconsin was among the top ten boot and shoe producers in the Union (Wyatt 1986: Industry: 12-8).

By 1907, the Chippewa Falls city directory revealed five boot and shoe manufacturers, in addition to eight boot and shoe repairers. The companies included the Chippewa Shoe Manufacturing Company, C.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 8

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Gotzian & Company, Hand Made Boot & Shoe Company, L.W. Shoe Company and Mason Shoe Manufacturing Company (Chippewa Falls City Directory, 1907). By 1911 the city supported six boot and shoe manufacturers.

The Chippewa Shoe Manufacturing Company incorporated on July 19, 1907 with \$100,000 capital stock. The articles of organization described the company as being able to "buy and lease and build factories, for the manufacture of boots, shoes, over-shoes and pacs and other articles of which leather, cotton, linen, and any other fabric enters into the composition, and operate and manage such factories, to purchase, sell, lease and rent and deal in such lands as may be necessary to the operation of such factories and to such business, and to buy, sell and deal in machinery usual and necessary to such factories, and such lines of business, which said business is to be carried on within the state of Wisconsin, and especially within the county of Chippewa in said state." The document was signed by John B. Piotrowski, John M. Andrejeski and Margaret M. Andrejeski (Chippewa County, Record of Organization, Vol. 2, pp. 304-306).

At the time of the organization of the company, in September 1907, the Chippewa Shoe Manufacturing Company purchased a tract of land described as "Lots No. 1 and 4, Block 14 of Original Plat of City of Chippewa Falls" for \$5000 from John Piotrowski, John Andrejeski and Margaret Andreski (Chippewa County, Warranty Deed, Vol. 99, p. 185).

By 1909 the company had expanded to a work force of seventy-five to one hundred employees with a monthly payroll of \$2,500 and an annual output valued at \$150,000. The Chippewa Shoe Manufacturing Company found itself in healthy competition with a number of other

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 9

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Chippewa Falls shoe manufacturers. In 1909, the Hand Made Shoe Company was employing thirty-eight people with an annual output of \$130,000. C. Gotzian and Company employed 175 people and had an annual output of \$500,000. The Mason Shoe Manufacturing Company had a work force of fifty-five. The impact of the shoe industry on Chippewa Falls in 1909 was the employment of over four hundred citizens with wages totalling over \$12,000 each month (Chippewa Falls Daily Independent 18 July 1909).

On March 13, 1910 the Boot and Shoe Recorder, a shoe manufacture and sales trade journal published in Boston, devoted a page to the Chippewa Shoe Manufacturing Company. The article, which praised the company for its rapid growth and quality products, noted that the "Original Chippewa shoes" which were the company's trademark were sold in almost every state in the union. A branch office and salesroom was established in their western territory in Spokane, Washington, undoubtedly taking advantage of the west coast logging industry's need for quality logger's boots (Chippewa Falls Daily Independent 13 March 1910).

In the spring of 1910, the Chippewa Shoe Manufacturing Company began construction of their new factory, at the northeast corner of River and Bay streets on the lots which the company purchased in 1907. The new building was believed to cost \$30,000 when completed. When completed, it would be four stories with a basement, measure 124 feet by 62 feet and be constructed of brick, cut stone and concrete. The basement would hold a large store room, the boiler room and one work room. The ground floor would feature offices and shipping room and the upper floors would be work rooms (Chippewa Falls Daily Independent 13 April 1910).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 10

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

1910 was a prolific construction year for Chippewa Falls shoe manufacturers. The Weyenberg Shoe Factory, which had come back to Chippewa Falls after a number of years in Milwaukee, began construction on a \$30,000 manufacturing plant. The Hand-Made Shoe Company began construction on a \$12,000 building (Chippewa Falls Daily Independent 31 July 1910).

The designer of the Chippewa Shoe Manufacturing Company factory was Joseph Butak of Chippewa Falls. The drawing of the facade of the building, exhibited to the public in an article in the Chippewa Falls Daily Independent, lists Mr. Butak's name, and location as Chippewa Falls. Butak appears in the 1911 and 1914 city directories as a general and carpenter contractor, though he does not appear before or after those dates in Chippewa Falls. Nothing more is known about his career (Chippewa Falls Daily Independent 18 August 1910; Chippewa Falls city directories, 1911, 1914-15).

The masonry contract for the Chippewa Shoe Manufacturing Company building was let to the Eau Claire masons of Shannon and Maxiner. They had also completed a large building for the Eau Claire Trunk Company and a factory for the Eau Claire Saddlery Company (Chippewa Falls Daily Independent 18 August 1910).

By December 19, 1910 the Chippewa Shoe Manufacturing Company was fully operational in the new building. The local paper noted that the company manufactured river, cruiser, sporting, mining, farming and outing shoes of all kinds. The new factory had a daily estimated capacity of 2,500 pairs of shoes (Chippewa Falls Daily Independent 18 December 1910).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 11

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

The Chippewa Shoe Manufacturing Company continued its success with the expansion of their capital stock. In 1909, just prior to construction of its new factory building, Chippewa Shoe increased their capital stock from \$100,000 to \$135,000. The newspapers noted that the Chippewa Shoe Manufacturing Company started as a wholly Chippewa Falls owned and operated company, and through its expansion it remained under the ownership of Chippewa Falls business people (Chippewa Falls Daily Independent 13 August 1910; Record of Organization, Vol. 2, p. 378).

In 1917, the Chippewa Shoe Manufacturing Company again raised its capital stock from \$135,000 to \$200,000. In 1942, the stock was raised to \$250,000 and by 1949 the company saw a growth of capital stock to \$400,000 (Record of Organization, Vol. 4, p. 14; Vol. 6, p. 92; Vol. 6, p. 427-8).

By the late 1920s, the Chippewa Shoe Manufacturing Company had expanded into the manufacture of a wider variety of shoes and boots, including a complete line of men's, boy's and youth's unlined shoes in addition to "semi-dress, Goodyear welts, fine dress welts and nailed shoes." The original line of hand-made lumbering, cruising, and driving shoes was also continued. Thirty salesmen covered every state in the Union (Chippewa Falls Daily Independent 16 April 1928).

The Great Depression signaled the near end of large-scale shoe production in the state of Wisconsin. Many of the state's shoe manufacturers were scattered over several eastern Wisconsin communities and were mainly restricted to specialized leather footwear. Despite this statewide trend, Chippewa Falls retained three large shoe manufacturers well into the mid-twentieth

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 12

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

century, through World War II, with Chippewa Shoe Manufacturing Company, F & F Shoe Company and Mason Shoe Manufacturing Company each still operating in the city in 1948 (Wyatt 1986: Industry: 12-8; Chippewa Falls City Directory 1948: 311).

The eventual failure of most of the Chippewa Shoe Manufacturing Company's competitors left no other extant shoe manufacturing buildings in Chippewa Falls. The Hand Made Shoe Company built a factory at 26 East Central Street in 1909, which was swept away by a flood on Duncan Creek in 1934. The Harshman Shoe Manufacturing Company constructed a four story brick factory along Duncan Creek between East Grand Avenue and East Columbia Streets. The building was in later years occupied by the C. Gotzian Company shoe manufacturers, then in 1913 became the property of the Mason Shoe Manufacturing Company, the only shoe manufacturer currently remaining in Chippewa Falls. However, the building no longer remains, and the Mason Shoe Company constructed a new manufacturing plant at the Chippewa Falls Industrial Park in 1968 (Rausch/Sundberg 1985, 70).

In 1974 the Chippewa Shoe Manufacturing Company moved to a 93,000 square foot building in the Chippewa Falls Industrial Park at 925 First Avenue. At the time of the move, the company employed 200 people. By 1985 the company went out of business and sold their building to Cray Research (Chippewa Herald-Telegram 5 March 1985).

Industrial Significance

The twentieth century brought industrial diversification to Chippewa Falls. The lumber industry, which had been the

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 13

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

foundation of Chippewa Falls' economy from the 1860s through the 1890s began to diminish as the timber of northern Wisconsin became depleted. Related industries, such as the wood product industries, continued into the first decades of the twentieth century in Chippewa Falls. For example, the North Wisconsin Manufacturing Company, a manufacturer of wood products, incorporated in 1904, and by 1919 became the United Wood Products Company as manufacturer of "all kinds of products from metal and wood...including toys" (Rausch/Sundberg 1985, 60).

Food and beverage processing were also long-term industries in Chippewa Falls. Flour mills dominated the food processing industries in the late nineteenth century. Then in 1904 the Progressive League persuaded the Wisconsin Sugar Company of Menomonie Falls to erect a sugar beet factory in Chippewa Falls. The company constructed a \$650,000 brick factory which incorporated as the Chippewa Sugar Company. The company provided seasonal employment, and by 1914 employed approximately 125 workers in two shifts (Rausch/Sundberg, 1984: 53-54, 64).

The industry with the longest continuing history in Chippewa Falls is brewing. In 1855 F. Schmidtmeyer opened the city's first brewery. In 1867 Jacob Leinenkugel opened the Spring Brewery with partner John Miller. The company continually prospered, and by 1883 Miller sold his share to Leinenkugel. In 1890 Leinenkugel constructed a four-story brick brew house, which still stands north of downtown Chippewa Falls. Leinenkugel increased capacity from 1800 barrels a year to two hundred barrels a day with the employment of fifty skilled men. Shortly after Prohibition was repealed the brewery's fortitude was proven, as they produced about 45,000 barrels per year. The company is still, in 1993,

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 14

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

operated by members of the Leinenkugel family (Rausch/Sundberg 1984: 63-64).

By the 1920s Chippewa Falls produced a number of quality products, including gloves, spring water, woolen goods, canned goods, sashes, doors, windows, rubber tires and tubes, near beer, butter, ice cream, flour, feed, sugar, paper boxes, brooms, pumps, hides and furs, brick, ice, cigars, tobacco, pickles, soft drinks, candy, monuments, foundry and machine shops, toys, mattresses, metals, cross-arm telephone and telegraph poles, and shoes. By 1929 Chippewa Falls boasted 44 industries employing 3,538 men and 1,375 women (Wright's Chippewa Falls City Directory 1926: 17; 1929: 11).

By the mid-twentieth century Chippewa Falls was known nationally for its fine manufactured products. The 1948 city directory summarized Chippewa Falls industrial success as follows:

"Chippewa Water, Chippewa Woolens, and Chippewa Shoes are known throughout the country. Chippewa Spring Water flows continually through the city water system. It is the purest and softest spring water in the world, and is bottled and shipped all over the world. The Chippewa Woolen goods enjoy a demand in all points of the country. Three shoe manufacturing plants in the city rank it as the second largest shoe manufacturing city in the state. The annual pay roll of Chippewa Falls industries is over \$4,000,000.00." (Chippewa Falls City Directory 1948: 11).

The Chippewa Shoe Manufacturing Company was an important and

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

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 8 Page 15

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

significant industry in Chippewa Falls' twentieth century industrial development. The company produced quality work and dress shoes which were distributed in a nation-wide market for several decades and were an important source of employment for the community. The Chippewa Shoe Manufacturing Company building achieves local significance under Criterion A under the Tanning and Leather Processing unit of the Industry theme identified in Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Wyatt 1986: Industry, 12-7, 8).

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 1

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Section 9. - Bibliography

A.G. Wright's Chippewa Falls Directory. Milwaukee: Wright, 1901.

Centennial Souvenir: History of Chippewa Falls and the Chippewa Valley, 1837-1937. (n.p.), 1937.

Chippewa County, Record of Organization. Articles of Organization of the Chippewa Shoe Manufacturing Company, Chippewa Falls, Chippewa County, WI. Vol. 2. Record #102760, page 304-306, 19 July 1907.

_____. Amendment to Articles of Organization of the Chippewa Shoe Manufacturing Company, Chippewa Falls, Chippewa County, WI. Vol. 2. Record #110491a, page 378, 11 December 1909.

_____. Amendment to Articles of Organization of the Chippewa Shoe Manufacturing Company, Chippewa Falls, Chippewa County, WI. Vol. 4. Record #139494, page 14, 6 August 1917.

_____. Amendment to Articles of Organization of the Chippewa Shoe Manufacturing Company, Chippewa Falls, Chippewa County, WI. Vol. 6. Record #223704, page 92, 15 July 1942.

_____. Amendment to Articles of Organization of the Chippewa Shoe Manufacturing Company, Chippewa Falls, Chippewa County, WI. Vol. 6. Record #254957, page 427-428, 31 October 1949.

Chippewa County, Warranty Deed, Vol. 99, p. 185, Record #11680a. 14 September 1907.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 9 Page 2

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Chippewa County Wisconsin Past and Present: A Record of Settlement, Organization, Progress and Achievement. Vols. I and II. Chicago: The S. J. Clarke Publishing Company, 1913.

Chippewa Falls City Directory. St. Paul: R.L. Polk & Company Publishers, 1889-1890.

Chippewa Falls City Directory. Manitowoc, WI: Johnson Publishing Co., 1948.

Chippewa Falls Daily Independent. 18 July 1909, 13 March 1910, 13 April 1910, 31 July 1910, 18 August 1910, 18 Dec. 1910,

Chippewa Herald-Telegram 5 March 1985; 28 February 1991.

Fowell, William W. A History of Minnesota. Vol. I. St. Paul: The Minnesota Historical Society, 1956.

Golden Jubilee Memories of Notre Dame Church. Chippewa Falls: n.p., 1906.

Gregory, John G. West Central Wisconsin: A History. Vol. II. Indianapolis: S. J. Clarke Publishing Company, Inc. 1933.

History of Northern Wisconsin. Chicago: The Western Historical Company, 1881.

Kappler, Charles J. Indian Treaties, 1778-1883. New York: Interland Publishers, 1972.

Nesbit, Robert C. Wisconsin: A History. Madison: The

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 3

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

University of Wisconsin Press, 1973.

Randall, Thomas E. History of the Chippewa Valley. Eau Claire:
Free Press Print, 1875.

Rausch, Joan, and Sara Brooks Sundberg. "Intensive Survey Report
of Chippewa Falls: Architectural and historical Survey
Project." Wisconsin State Historical Society, 1985.

Trygg, J. Wm. Composite Map of United States Land Surveyor's
Original Places and Field Notes. Wisconsin Series: Sheet
Six, 1964.

Webb, Harry J. History of the City of Chippewa Falls. (n.p., ca.
1950).

Wright's Directory of Chippewa Falls. Milwaukee: M.C. Wright,
1907.

Wright's Directory of Chippewa Falls. Milwaukee: Wright
Directory Company, 1914-1915.

Wright's Directory of Chippewa Falls. Milwaukee: Wright
Directory Company, 1917.

Wright's Directory of Chippewa Falls. Milwaukee: Wright
Directory Company, 1926.

Wright's Directory of Chippewa Falls. Milwaukee: Wright
Directory Company, 1929.

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

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number 9 Page 4

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Wyatt, Barbara, Ed. Cultural Resource Management in Wisconsin:
Volume 2. Historic Preservation Division State
Historical Society of Wisconsin, 1986.

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

**NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET**

Section number 10 Page 1

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Section 10. - Geographical Data

Verbal Boundary Description

Lots No. 1 and 4, Block 14 of Original Plat of City of Chippewa Falls, Wisconsin.

Boundary Justification

The boundary encompasses the entire parcel historically associated with the property.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number Photos Page 1

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Photographs

Chippewa Shoe Manufacturing Company
28 West River Street
Chippewa Falls, Chippewa County, Wisconsin
Photographs by Barbara Kooiman, U.S. West Research, Inc.
May 1993
Negatives at the State Historical Society of Wisconsin, Madison,
Wisconsin

The above information applies to all of the following photographs:

Photo #1 of 8
South facade
Facing north

Photo #2 of 8
Detail of south facade, third and fourth stories
Facing north

Photo #3 of 8
South and east facades
Facing northwest

Photo #4 of 8
West facade
Facing northeast

Photo #5 of 8
East and north facades
Facing southwest

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

NATIONAL REGISTER OF HISTORIC PLACES

CONTINUATION SHEET

Section number Photos Page 2

Chippewa Shoe Manufacturing Company
Chippewa Falls, Chippewa County, Wisconsin

Photo #6 of 8
Interior, first floor
Facing east

Photo #7 of 8
Interior detail of first floor, elevator door and door to restroom
Facing north/northeast

Photo #8 of 8
Interior, fourth floor
Facing east