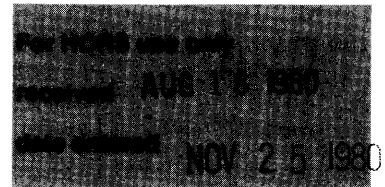


**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**



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

1. Name

historic Kaiser's

and/or common Trauger's Jewelry

2. Location

street & number 218 6th Street not for publication

city, town Racine vicinity of congressional district 1st

state Wisconsin 53403 code 55 county Racine code 101

3. Classification

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

4. Owner of Property

name Charles F. Leischow

street & number 602 Graham

city, town Racine vicinity of state Wisconsin

5. Location of Legal Description

courthouse, registry of deeds, etc. Racine County Register of Deeds - Racine Courthouse

street & number 730 Wisconsin Avenue

city, town Racine state

6. Representation in Existing Surveys

title Johnson, Johnson & Roy - Racine Architectural Survey has this property been determined eligible? yes no

date April 1974 federal state county local

depository for survey records Racine Public Library

city, town Racine state Wisconsin 53403

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Describe the present and original (if known) physical appearance

The Kaiser's building is a small, two-story, cream brick commercial building, approximately 20 x 90 feet, with its long axis perpendicular to Sixth Street. In 1928, a new south facade was erected, based on drawings by Frank J. Hoffman of Racine. This facade consists of a single unit, which contains display windows and a central entrance on street level, with three windows on the second story. The entire south facade, with the exception of the decorative panels described below, is covered by glazed pink terra cotta panels. Pilasters at both the east and west edge of this facade feature fluting that ends in stylized volutes below the cornice. Above the copper awning cover over the display windows is an incised polychromatic terra cotta panel with geometric motif. Above the second story windows are three identical incised polychromatic terra cotta panels, with a stylized Deco sunrise motif. There is a shallow dentil cornice along the top of the building.

The addition of an electrical neon sign hung perpendicular to the building by Trauger's Jewelry Store has been the only change from the original appearance of the 1928 south facade. The Kaiser's Building is flanked by two- and three-story brick commercial buildings, many of which are wider and thus more substantial in appearance.

8. Significance

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

Specific dates 1928-29¹ **Builder/Architect** Frank J. Hoffman, Architect²

Statement of Significance (in one paragraph)

The glazed polychromatic terra cotta facade of Kaiser's is one of the most colorful and finest examples of commercial Art Deco architecture in downtown Racine. The combination of mechanized, geometric banding with languid, stylized panels illustrates the lively variety of patterns characteristic of the style. Designed by locally-prominent architect, Frank J. Hoffman, it has remained unaltered since its erection in 1928-29.

Kaiser's is of local significance because it is one of the few unaltered examples of commercial Art Deco architecture left in downtown Racine, as well as being a good example of Frank J. Hoffman's architectural style. Hoffman, who purchased Edmund Funston's Racine architectural practice in 1924, exhibited a tendency toward Art Deco/Moderne characteristics in an era when catering to conservative tastes was more profitable. He displayed a command of color and detail that complemented the scale of his various works.

¹Since the drawings for this alteration are dated 12/13/28, it is safe to assume that the actual work was not completed until early 1929.

²Drawings for the alteration of Kaiser's, 12/13/28--Frank J. Hoffman, Architect (in possession of Jennings & Naczinski, Architects - 201 6th Street, Racine, Wisconsin 53403).

9. Major Bibliographical References

Drawings for the alteration of Kaiser's 12/13/28--Frank J. Hoffman, Architect (in possession of Jennings & Naczinski, Architects, 201 6th Street, Racine, Wisconsin 53403).

Johnson, Johnson & Roy - Racine Architectural Survey. Urban Aesthetics Commission: Racine, Wisconsin: July 1974.

10. Geographical Data

ACREAGE NOT VERIFIED

Acreeage of nominated property 0.04
 Quadrangle name Racine South, Wis.

UTM NOT VERIFIED

Quadrangle scale 1:24,000

UMT References

A

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4	7	3	0	5	8	0
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 Zone Easting Northing

B

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 Zone Easting Northing

C

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D

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Verbal boundary description and justification

Block 26, Original Plat, E 20 Feet of W 50 feet of Lot 6.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

state	code	county	code

11. Form Prepared By

name/title Robert D. Long - Architectural Conservationist

organization Architectural Conservation Program date 1/15/80

street & number 730 Washington Avenue telephone 414/636-9280

city or town Racine state Wisconsin 53403

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature Richard Kerner

title Director, State Historical Society of Wisconsin date 8/8/80

For HCRS use only I hereby certify that this property is included in the National Register <u>Carol D. Shaw</u>	date <u>11-25-80</u>
Keeper of the National Register Attest: <u>Linda J. McClelland</u> Chief of Registration	date <u>11-25-80</u>

**United States Department of the Interior
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80

Kaiser's, Racine, Wisconsin

Continuation sheet

Item number 6

Page 1

6. REPRESENTATION IN EXISTING SURVEYS (continued)

Historic Architecture of Downtown Racine by Nelson Peter Ross

August 1975 Local

Landmarks Preservation Commission.

Wisconsin Inventory of Historic Places

1975 State

State Historical Society of Wisconsin

Madison Wisconsin 53706

**United States Department of the Interior
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KAISER'S JEWELRY, Racine, Racine County, Wisc.

Continuation sheet

Item number 7.

Page 1.

DESCRIPTION (cont.)

Features of the interior are contemporary in nature, with no clues to the Art Deco era appearance. The simple open space of the showroom is lined with display cases along the east, west, and rear walls; a partition wall screens the work area and store room to the rear. A staircase in the rear provides access to the office space on the second story, which was originally used as an apartment. The basement-level storage area extends under the sidewalk outside.

No photographs or descriptive material could be located relative to the appearance of the building prior to the 1929 remodeling. The building at 218 Sixth Street was labeled as a hardware store on the 1887 Sandborn Insurance Map, and as a store on the 1894 and 1908 maps.

Amended 11/18/80
D. Filipowicz