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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES REGISTRATION FORM

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If 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 Winona Commercial Historic District
other names/site number _____

2. Location

street & number Third Street between Franklin and Johnson Streets
not for publication N/A
city or town Winona vicinity N/A
state Minnesota code MN county Winona code 169 zip code 55987

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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.)

Ian R. Stewart Signature of certifying official Ian R. Stewart Date 8/27/98
Deputy State Historic Preservation Officer
State or Federal agency and bureau Minnesota Historical Society

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):

Edson H. Beall 10.1.98

for Signature of Keeper Date of Action

5. Classification

Ownership of Property (Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property (Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing
<u>65</u>	<u>26</u> buildings
<u> </u>	<u>1</u> sites
<u> </u>	<u> </u> structures
<u> </u>	<u> </u> objects
<u>65</u>	<u>27</u> Total

Number of contributing resources previously listed in the
National Register 5

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

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: financial institution

specialty store

department store

restaurant

professional

warehouse

Current Functions (Enter categories from instructions)

Cat: COMMERCE/TRADE Sub: financial institution

specialty store

department store

restaurant

professional

7. Description

Architectural Classification (Enter categories from instructions)

LATE VICTORIAN/Italianate; Queen Anne; Romanesque

LATE 19TH AND EARLY 20TH CENTURY AMERICAN

MOVEMENTS/Prairie School

Materials (Enter categories from instructions)

foundation STONE, CONCRETE

roof ASPHALT, WOOD: Shingle

walls BRICK

other STONE: Sandstone; Limestone

METAL: Cast iron; Copper

TERRA COTTA, GLASS, SYNTHETICS, CERAMIC TILE

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

8. Statement of Significance

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

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

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

- 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.

Areas of Significance (Enter categories from instructions)

COMMERCE

Period of Significance 1868-1920

Significant Dates 1883
1920

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

Cultural Affiliation N/A

Architect/Builder Maybury, Charles G.
Purcell, Feick, and Elmslie

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

9. Major Bibliographical References

(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: Winona County Historical Society

10. Geographical Data

Acreage of Property 30 acres

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

	Zone	Easting	Northing	Zone	Easting	Northing	
1	<u>15</u>	<u>609250</u>	<u>4878420</u>	3	<u>15</u>	<u>609660</u>	<u>4878160</u>
2	<u>15</u>	<u>609680</u>	<u>4878280</u>	4	<u>15</u>	<u>608960</u>	<u>4878440</u>
	<u>See continuation sheet.</u>						

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 Christine A. Curran and Charlene K. Roise
organization Hess, Roise and Company
street & number 100 North First Street
city or town Minneapolis state MN zip code 55401
telephone (612) 338-1987
date May 1998

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 _____
street & number _____ telephone _____
city or town _____ state _____ zip code _____

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.

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NATIONAL REGISTER OF HISTORIC PLACES

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Section 7 Page 1 Winona Commercial Historic District
name of property

Winona County, Minnesota
county and state

Description

The Third Street Commercial Historic District contains ninety-one buildings (65 contributing, 26 non-contributing) and one vacant lot (non-contributing). The district consists of all Third Street properties located between Franklin and Johnson Streets, and contiguous buildings at 160-162 Franklin Street; 117 and 118 Market Street; 116-120, 117, 159, and 163-165 Walnut Street; 107 and 160 Lafayette Street; 116-118 Center Street; 164 Main Street; and 160 Johnson Street. Five properties in the district are individually listed in the National Register of Historic Places (Winona Hotel, 157 West Third Street, 1983; Schlitz Hotel, 129 West Third Street, 1982; Choate Department Store, 51 East Third Street, 1976; Merchants National Bank, 102 East Third Street, 1974; and Anger's Block, 116-120 Walnut Street, 1978).

Buildings in the district are generally one to three stories in height with flat roofs. Nearly all of the structures were built of brick. The majority of the buildings represent commercial adaptations of Italianate and Queen Anne architectural styles. Decorative detailing is prevalent, including stamped-iron cornices, turrets, pressed and corbelled brick, and cast-iron columns. In addition, the district has examples of Period Revival and Prairie-style commercial buildings that were common after the turn of the century. Of the ninety-one buildings, sixty-one were built during the 1880s or 1890s. Forty-three date to the 1880s alone. The majority of the buildings have had storefront alterations, but the historic appearance has been maintained on the upper floors. Twenty-six buildings are non-contributing components of the district due to alterations which have compromised the historical integrity of the buildings, or because they were built after 1920, the end of the district's period of historic significance. Since there is a relatively small number of buildings built after 1920, the district continues to illustrate Winona's history from a late nineteenth- and early twentieth-century perspective. Third Street, where the bulk of the buildings are concentrated, represents an extended streetscape of attached construction typical of late nineteenth-century commercial districts. The district is also a reflection of the strongest economic period of the city's main industries,

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grain milling and lumber. These industries created a need for, and fostered the development of, a downtown commercial district.

The following description of each building includes the street address shown on the map enclosed with the nomination and entitled "Boundary and Address Map, Third Street Commercial Historic District." The descriptions are arranged in the following order: West Third Street from Center Street to Johnson Street; East Third Street from Center Street to Franklin Street; Main, Johnson, Center, Lafayette, Walnut, Market, and Franklin Streets.

Historic Name:

Current Name: Parking lot with small bus shelter

Address: Corner of West Third and Center Streets

Date: 1990s

Eligibility: Non-contributing

This parking lot and bus shelter stand on the former site of the Winona Republican Building at 51 West Third Street; the Wruck and Behling Shoe Company and Kratz Brothers Candy Building at 53-55 West Third Street; and the Aller Brothers Dry Goods Building at 57 West Third Street. These three buildings dated from the 1880s and 1890s and were demolished in the early 1990s.

Historic Name: Commercial building

Address: 59 West Third Street

Date: ca. 1880

Eligibility: Non-contributing

This one-story commercial building faces north between Center and Main Streets. While the west side of the building is attached, the east side adjoins an open parking lot. The east side and south end of this building are covered with modern brick veneer. The first story on the front facade is sheathed in stone (or synthetic stone) veneer with a recessed, off-center entrance and a fixed sash window. The upper story is clad in wood shingles.

Historic Name: J. A. Merigold and Company Dry Goods

Address: 63 West Third Street

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Date: 1895
Eligibility: Contributing

Located mid-block between Center and Main Streets, this three-story, brick, Queen Anne commercial building faces north. While the east side of the building is attached, the west faces a north-south alley. Although the storefront has been modernized with brick veneer and stucco, the upper stories retain their original character. Enframed by brick pilasters with carved stone capitals, the second and third stories each hold a bank of three large windows divided by brick pilasters. The stories are separated by a narrow brick spandrel. The rectangular windows have transoms, stone lintels, and stone sills. A tall, three-bay frieze holds brick roundels filled with stone rosettes. The flat roof has a hipped parapet sheathed in tile. A stamped-copper cornice tops the facade with a prominent central parapet gable with the date "1895."

Historic Name: Commercial building
Address: 69 West Third Street
Date: 1868
Eligibility: Contributing

Located mid-block between Center and Main Streets, this two-story, brick commercial building faces north. While the west side of the building is attached, the east side faces a north-south alley. The storefront features a recessed, central entrance flanked by projecting display windows. A multi-light transom spans the storefront, surmounted by a simple cornice. The brick second story is divided into three bays by brick pilasters. Original windows have been replaced by large rectangular windows that fill each bay. They are trimmed with stone sills and lintels. Brick corbel tables and an arched parapet with a stone plaque that reads "1868" top the facade. There is a shallow, two-story, partial addition on the east side that holds a secondary entrance. Otherwise, a large transomed window and original round-arched windows characterize the east side.

Historic Name: Bank
Address: 71 West Third Street

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Date: ca. 1915
Eligibility: Contributing

This building faces north from a mid-block site between Center and Main Streets. The storefront is a wall of plate-glass display windows with a recessed, off-center entrance. A prominent metal awning spans the width of the building above the storefront. A stone veneer facade rises above the awning, displaying a modillioned stone cornice and a balustraded stone parapet. The parapet has an elevated center section.

According to the 1917 Sanborn map of Winona, this building was originally a bank.¹

Historic Name: Commercial building
Address: 75 West Third Street
Date: ca. 1880s
Eligibility: Contributing

Located on a mid-block site between Center and Main Streets, this attached, two-story, brick, Italianate commercial building faces north. The storefront is enframed with pilasters, a bulkhead, and a large sign, all of which are sheathed in enameled steel panels. A central recessed door and plate-glass display windows comprise the rest of the storefront. The brick second story holds three segmental-arched windows with stone sills and iron label molding. An elaborate corbel table with brick brackets and a brick parapet top the facade

Historic Name: Commercial building
Address: 77-79 West Third Street
Date: ca. 1880s
Eligibility: Contributing

Facing north, this building is located on the corner of West Third and Main Streets. This is an attached, two-story, brick, Italianate commercial block with two storefronts. The storefronts, one facing

¹ Sanborn Map Company, *Insurance Map of the City of Winona* (New York: Sanborn Map Co., 1917).

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north and one at the corner, have plate-glass display windows and bulkheads sheathed in enameled steel panels. A large sign panel spans the north facade. The brick second story has two sets of three windows consisting of a wide, rectangular transomed window with a flat iron hood flanked by two segmental-arched windows with iron label molding. The west facade has similar windows. A brick corbel table with brick brackets supports a short, brick parapet wall.

Historic Name: Slade Block
Address: 101 West Third Street
Date: 1886
Eligibility: Contributing

Located on the corner of West Third and Main Streets, this building faces east. This attached, three-story, narrow, brick Romanesque Revival commercial block spans the length of the city block. All of the four storefronts have been encased in wood or stucco siding, with modern doors and display windows. The brick upper stories hold narrow, rectangular transomed windows with a continuous stone lintel and sill at the second floor, while the third floor has an arcade of narrow, transomed, round-arch windows with stone hoods and sills. The northeast corner features a two-story tower with a zigzag frieze. This tower likely had a conical roof at one time. On the east facade, a central, two-story oriel is surmounted by a brick parapet arch that reads "1886." A bracketed stringcourse spans the east and north facades near the top of the wall, preceding a plain parapet that has likely replaced an earlier cornice.

This building was designed by Charles G. Maybury for A. O. Slade.

Historic Name: Commercial building
Address: 103-105 West Third Street
Date: ca. 1880s
Eligibility: Contributing

Located mid-block, this attached, two-story, brick, Italianate commercial block faces north. The storefront is divided into seven narrow bays, all of which are sheathed in horizontal board

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siding. A staircase entrance fills the center bay, while the remaining bays hold the modern doors and display windows of two storefronts. The brick upper story has tall rectangular windows with stone sills and brick hoods with keystones; the center window is enframed by a slightly projecting arched bay. A stringcourse of chevron-patterned brick and an elaborate iron parapet with brackets and a central gable top the facade.

Historic Name: Commercial building
Address: 109 West Third Street
Date: ca. 1880
Eligibility: Non-contributing

This building faces north from a mid-block site between Main and Johnson Streets. The facade of this one-story, brick building has been completely modernized. A stone (or synthetic stone) veneer covers the first story, which holds an off-center entrance and is sheltered by a gabled canopy. The upper part of the facade is sheathed in vertical wood board.

Historic Name: Commercial building
Address: 111 West Third Street
Date: ca. 1870s
Eligibility: Contributing

Located mid-block between Main and Johnson Streets, this attached, two-story, brick, Italianate commercial building faces north. Enframed by rusticated pilasters and a simple cornice, the storefront holds a recessed, off-center entrance and a plate-glass display window. A paneled transom spans the storefront. The brick second story has four segmental-arched windows with stone sills and continuous stone lintels with keystones. A bracketed iron cornice with a central parapet gable tops the facade.

Historic Name: Commercial building
Address: 113 West Third Street
Date: ca. 1880
Eligibility: Non-contributing

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This building faces north from a mid-block location between Main and Johnson Streets. While the east side of the building is attached, the west side faces a north-south alley. The facade of this two-story, brick commercial building has been completely modernized. A corner storefront features a stone-veneer pier and plate-glass display windows. A plastic sign divides the first story from the upper, which is sheathed in vertical steel shiplap siding colored to imitate wood. A large, white, metal panel tops the facade.

Historic Name: Commercial building
Address: 117 West Third Street
Date: ca. 1880
Eligibility: Non-contributing

Located on a mid-block site between Main and Johnson Streets, this building faces north. While the west side of the building is attached, the east side faces a north-south alley. The facade of this two-story, brick commercial building has been completely modernized. A glazed storefront and off-center entry comprise a short first story. The sizeable remainder of the facade is covered with a gray and white metal grille with vertical ribs. A portion of the east side is covered with metal; the rest of it exhibits a stucco-covered brick wall with original windows.

In 1908, plumber and prominent businessman M. Toye occupied this building.²

Historic Name: Commercial building
Address: 119 West Third Street
Date: ca. 1880
Eligibility: Contributing

Located mid-block between Main and Johnson Streets, this attached, two-story, brick, Italianate commercial building faces north. The storefront has a central recessed entry flanked by transomed display windows. Surmounting the transom is a

² Winona: *The Gate City. A City of Great Commercial and Industrial Progress* (N.p., ca. 1908), 18.

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horizontal sign panel. The brick second story has three rectangular windows with stone sills and ornamental stone lintels. A corbel table and plain brick parapet top the facade.

Historic Name: Commercial building
Address: 121 West Third Street
Date: ca. 1880
Eligibility: Contributing

This two-story, brick commercial building faces south from a mid-block site between Main and Johnson Streets. The first story holds a plate-glass storefront with a recessed entry, and a staircase entrance. Vertical wood siding covers the remainder of the first story. All the original window openings in the brick upper story have been filled in; small square, off-center openings filled with modern windows pierce the facade. A corbel table and brick parapet wall top the facade.

Historic Name: Saloon
Address: 123 West Third Street
Date: ca. 1880
Eligibility: Contributing

Located mid-block between Main and Johnson Streets, this building faces north. This attached, two-story, brick, commercial building has had a number of alterations made to its original Italianate appearance. The storefront, enframed with rusticated pilasters and an iron cornice, features a central recessed entry and display windows, a recessed staircase entry, and a painted, multi-light transom. The original four windows in the brick upper story were filled in. In their places are three, small, off-center windows. The shadows of the original windows remain, suggesting tall segmental-arched windows with stone sills and stone lintels with keystones. The original corbel has also been removed, leaving a plain brick facade.

Around 1904, Winona proprietor J. H. Trainor opened "The Hub," in this building, an upscale bar that was described as "one of the

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choice resorts of the city for the social glass."³

Historic Name: Schlitz Hotel

Address: 129 West Third Street

Date: 1892

Eligibility: Contributing, listed in National Register

Facing north, this three-story, brick hotel is located on the corner of West Third and Johnson Streets, just one block from the Winona County Courthouse. The northwest corner of this Romanesque Revival building is curved and holds a corner entrance set in a stone arch; originally, this corner bay had a domed roof. There is another stone-arch entrance centered on the north facade. Full-height brick pilasters divide the north and west facades into multiple bays. On the first story, large, rectangular plate-glass windows fill bays on the west facade. Modern, transomed window walls comprise the north facade. On the second story, an arcade of paired and single windows light the north and west facades. A corbel table supports a stone stringcourse that separates the second and third stories and serves as a continuous sill for the rectangular transomed windows that fill third-story bays in pairs and rows of three. On the north facade, a row of such windows is broken by a central round-arch, multi-light window. A denticulated iron cornice and a patterned brick parapet top the north and west facades.

The Schlitz Hotel and Cafe was commissioned by the Joseph Schlitz Brewing Company of Milwaukee in 1892. It was operated as a cafe and hotel by the brewing company until 1921, after which it was privately owned. Records indicate that such establishments run by brewing companies were not uncommon in Minnesota. The building was renovated in 1979 at the cost of one million dollars.⁴

Historic Name: Winona Hotel

Address: 157 West Third Street

³ Ibid.

⁴ Dennis Gimmestad, "National Register of Historic Places Registration Form: Schlitz Hotel," 1982.

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Date: 1889

Eligibility: Contributing, listed in the National Register

Facing north, this hotel is located on the corner of West Third and Johnson Streets, on the same block as the Winona County Courthouse. This is a square-massed, five-story, brick, Romanesque Revival building with nearly identical north and east facades. The first level is of rusticated stone blocks with horizontal, alternating strips of red brick sheathing. Wide rectangular openings hold modern windows and doors. The second, third, and fourth red-brick stories are divided into an arcade of symmetrical, pointed-arch bays. Divided by brick pilasters, the bays hold pairs of rectangular windows at the second and third stories, and large, pointed-arch, multi-light windows at the fourth story. Corbel tables and stone stringcourses announce the fifth story, which is lit by pointed-arch windows in sets of two and three. All windows have stone lintels and sills. At the front facade, the center section of the facade, including the center pointed-arch bay, projects slightly from the bulk of the building, emphasizing the original main entrance at the first story. That entry is covered with a stone canopy supported by oversized consoles. The entire building is surmounted by a corbelled brick parapet wall. The building was completely renovated in the mid-1980s.

Built on the site of one of Winona's first hotels, the Huff Hotel, the Winona Hotel was designed by Milwaukee architect George B. Ferry. Building contractors Kratz and Company began construction on the eighty-four-room hotel in 1889 under supervising architects C. G. Maybury & Son. Impetus for building the hotel came from an influx of out-of-town visitors coming to Winona to attend the neighboring opera house (now demolished). In fact, the local businessmen who formed the Winona Opera Company raised the \$100,000 construction cost of the hotel. E. K. Tarbell, one of the original directors of the corporation and the manager of the Winona Opera House, was the hotel's first manager. At one time, President Taft spoke to residents of Winona from a balcony overlooking Third Street. The Winona Hotel is significant for its association with the community's early interest in

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providing legitimate theater to the area, and for its exceptional design.⁵

Historic Name: Post Office Block

Address: 50-52 East Third Street

Date: 1871

Eligibility: Contributing

Facing south, this building is located on the corner of East Third and Center Streets. The Post Office Block is an attached, three-story, brick, Italianate commercial block. The front facade has two storefronts, both dating from the mid- to late twentieth century. The front and west facades are divided into three bays by full-story, brick, Doric pilasters. The top of each bay is emphasized by a horizontal band of corbelled brickwork. Windows at the first story have been bricked in but retain their stone hoods. Second-story windows are rectangular with arched transoms, while the third-story holds round-arch windows; they all have stone sills and stone hoods with keystones. Originally this building had an elaborate Italianate cornice. At some point it was removed and replaced with a plain brick parapet wall. A plaque bearing the words "ERECTED 1871" marks the parapet on the front facade.

When it was built, the government post office building was noted as one of the finest in the Midwest. The first floor was devoted to the postal service, the second floor occupied as a United States court room and accompanying offices, and the third floor was used until 1907 as a Masonic lodge. The building was owned by M. G. Norton, William Mitchell, and H. W. Lamberton, and was built at a cost of nearly \$175,000. The supervising postmaster was Daniel Sinclair. The 1898 city directory lists the Western Union Telegraph Company as the occupant of this building.⁶

⁵ Camille Kudzia, "National Register of Historic Places Registration Form: Winona Hotel," June 1982; Winona Department of Community Development, *Historic Downtown Walking Tour* (Winona: City of Winona, 1976).

⁶ *Winona Daily Republican*, October 26, 1891; E. V. Smalley, "Winona, the Prosperous 'Gate City' of Southern Minnesota," *The Northwest Magazine*,

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Historic Name: Choate Department Store

Address: 51-55 East Third Street

Date: 1888, 1895

Eligibility: Contributing; listed in the National Register

Facing north, this building is located on the corner of East Third and Center Streets. The Choate Department Store is an attached, four-story, brick, Romanesque Revival commercial building with a hipped roof. Enframed by rusticated stone pilasters and stringcourse, the storefront has a central arched doorway in a pointed stone surround with exotic pilasters. The front facade and part of the west side display irregular fenestration, patterned brickwork, stone banding, and terra-cotta trim. The upper story has recessed balconies with exotic columns, and ornamental brick turrets. The remainder of the west facade has round-arched windows and a stone-faced basement. The northwest and southwest corners feature square towers. Some architectural features were removed mid-century due to extreme deterioration. This section of the building was renovated in 1985. An addition was made to the east side of the Choate Department Store in 1895. The "Annex," as it is commonly known, is a four-story, brick building in the Renaissance Revival style. The storefront has display windows topped by a stone panel. Paired rectangular windows on the second and third stories have flat brick lintels and molded terra-cotta sills. The fourth story has paired arched windows with brick surrounds with keystones and continuous terra-cotta sills. The iron entablature has six swags, above which are six oculi and a modillioned cornice.⁷

The original section of this building was designed by Winona architect A. E. Myhre for Hannibal Choate, "the merchant prince of southeastern Minnesota." Originally located on Second Street, Choate moved his business to a frame building on this site in 1873. The present store opened in the fall of 1889 with inventory

October, 1885; W. William J. Cole, "A Century of Masonry in Winona;" *Winona City Directory* (Winona: Jones and Kroeger, 1898).

⁷ *River Town Winona*, 14.

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priced at \$200,000. Other tenants in 1898 included Inter-state Elevator Co.; Dr. N. S. Lane; Marfield Elevator; National Elevator Co.; H. J. O'Neill Grain Co.; Dr. D. B. Shepherd; Standard Lumber Co.; Porter Milling Co.; and Winona Elevator Co.⁸ Builders were Munch and Lohse.

Historic Name: Commercial building
Address: 54 East Third Street
Date: ca. 1920s
Eligibility: Non-contributing

This one-story, brick, attached commercial building faces south from a mid-block site between Center and Lafayette Streets. Its facade has been thoroughly modernized, with a brick-veneer storefront displaying a recessed wall of plate-glass windows and an off-center entry. The upper section of the facade is covered with dark-brown wood shingles.

This site and the one directly adjacent to the east used to hold Ludwig's Hotel, a German-owned hostelry probably built in 1873. Ludwig's Hotel was attached to the post office block.⁹

Historic Name: Commercial building
Address: 56 East Third Street
Date: ca. 1920s
Eligibility: Non-contributing

This attached, one-story, brick commercial building is located mid-block, facing south between Center and Lafayette Streets. A recessed storefront displays black structural glass, while the upper section of the facade is covered with white-painted, vertical plywood siding. A plastic-faced sign panel is

⁸ M. Lund and C. W. Nelson, "National Register of Historic Places Registration Form: Choate Building," 1976; *River Town Winona* (Upper Mississippi River Interpretative Center, 1979), 14; *Winona City Directory*, 1898.

⁹ Smalley.

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attached to the siding. A large blue awning spans the storefront. The original brick parapet is visible above a metal cornice.

This site and the one directly adjacent to the west used to hold Ludwig's Hotel, a German-owned hostelry probably built in 1873. Ludwig's Hotel was attached to the post office block.

Historic Name: Commercial building
Address: 57-61 East Third Street
Date: ca. 1905
Eligibility: Contributing

This attached, two-story, brick commercial building with a Period Revival-style facade faces north between Center and Lafayette Streets. The facade is sheathed in white enameled brick and features a plate-glass storefront with a full-width, plate-glass transom and central recessed entry. The second story has two large Commercial-style windows with a continuous egg-and-dart sill and flat brick lintels. A large metal cornice surmounts the building, displaying dentils, egg-and-dart molding, and modillions.

Historic Name: Commercial building
Address: 62 East Third Street
Date: ca. 1883
Eligibility: Contributing

Located between Center and Lafayette Streets, this attached, two-story, brick, Queen Anne commercial block faces south. This building and the two attached to the east share a continuous storefront and the same address. The ground-level storefront has been heavily altered. The second story has a wide center bay with a large rectangular window opening flanked by two smaller bays with narrow rectangular openings. The original windows have been replaced. Each opening has a stone sill and pointed, segmental-arched stone lintels. Full-story brick pilasters divide each bay and mark the corners. There is a corbelled brick cornice, and an iron cornice with brackets, consoles, and a center front gable with modillions.

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Historic Name: E. A. Gerdtzen's Block
Address: 62 East Third Street
Date: 1884
Eligibility: Contributing

Located between Center and Lafayette Streets, this attached, two-story, brick, Romanesque Revival commercial block faces south. This building and the two flanking it share a continuous storefront and the same address. The ground-level storefront has been heavily altered. The second story has five arcaded windows with stone-and-brick surrounds. The east bay is set off from the others by full-story brick pilasters with finials, and its arched window surround displays "GERDTZEN 1884" in relief. The building has a denticulated and bracketed iron cornice.

A photograph dating from ca. 1891 and a sketch dating from ca. 1900 shows the first-story tenants to be Church and Augustin Company.¹⁰

Historic Name: Winona Board of Trade
Address: 62 East Third Street
Date: ca. 1880s
Eligibility: Contributing

This attached, three-story, brick, Romanesque Revival commercial block faces south between Center and Lafayette. This building and the two attached to the west share a continuous storefront and the same address. The ground-level storefront has been heavily altered. The second-story segmental-arched windows have brick lintels and iron label molding. The third-story openings are arched with brick lintels and denticulated iron trim. There is a bracketed iron cornice topped by an iron parapet and brick arched finials. This building originally had Commercial-style windows.

¹⁰ *Winona Illustrated: History of the Gate City, Its Manufacturing Statistics, Mercantile Growth, etc. . .* (Milwaukee: Art Gravure and Etching Co., 1891); *Chas Frey's Original Souvenir Album of Winona* (Portland, Maine: Chisholdm Bros., n.d.).

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A photograph dating from ca. 1891 identifies this building, which was designed by C. G. Maybury, as the Winona Board of Trade. The Union Shoe Company occupied the first story. A sketch dating from ca. 1900 shows the storefront occupied by W. Arnold.¹¹

Historic Name: Commercial building
Address: 63 East Third Street
Date: 1890
Eligibility: Non-contributing

Facing north between Center and Lafayette Streets, the facade of this one-story, attached commercial building has been heavily altered. A recessed, double storefront features plate-glass windows with off-center entrances, enframed with metal siding. Large signboards span the storefront. Turquoise metal siding covers a sizeable wall area from the signboards to the top of the facade.

Historic Name: Spurgeon's
Address: 65-69 East Third Street
Date: ca. 1980s
Eligibility: Non-contributing

Facing north between Center and Lafayette Streets, this is a modern, one-story, attached commercial building. The brick facade is divided into three bays; the two outer bays have plate-glass display windows, the center holds the entrance. The storefront in each bay is surmounted by a stucco segmental arch; the center one bears a sign.

Historic Name: Gregory Building
Address: 66 East Third Street
Date: ca. 1880s
Eligibility: Non-contributing

Located between Center and Lafayette Streets, this attached, two-story, brick commercial block faces south. The altered storefront

¹¹ *Winona Illustrated; Souvenir Album of Winona; Winona Daily Herald*, August 10, 1889.

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has large display windows and is sheltered by a modern awning. The second story has three bays divided and accentuated by full-story pilasters. Each bay has a large Commercial-style window with stone sills and lintels, above which are panels of patterned brickwork and decorative pressed brick. Surmounting the panels, plain brick fills each bay, rising to a shallow corbelled cornice and stone coping. This building originally had four stories; the third story was almost identical to the extant second story, the fourth story had three bays of arcaded windows with continuous stone lintels. It also had an elaborate cornice with the word "GREGORY."

Architect C. G. Maybury designed this building for Gregory & Company Wholesale Crockery.¹²

Historic Name: Saloon
Address: 72 East Third Street
Date: ca. 1880s
Eligibility: Contributing

Located between Center and Lafayette, this attached, two-story, brick, Italianate commercial building faces south. The recessed storefront is shared with the building adjoined to the east (74 East Third Street) and features large display windows with two central entrances. The upper story has segmental-arched windows with stone sills and stone hoods with keystones. A short parapet wall rises above a corbelled brick cornice.

The 1894 Sanborn Map (1908 update) identifies this building as a saloon.¹³

Historic Name: Commercial building
Address 74 East Third Street
Date: ca. 1884
Eligibility: Contributing

¹² *Souvenir Album of Winona; Winona Daily Herald*, August 10, 1889.

¹³ Sanborn Insurance Map, 1894, updated 1908.

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This attached, two-story, brick commercial building faces south between Center and Lafayette Streets. The recessed storefront is shared with the building adjoined to the west (72 East Third Street) and features large display windows with two central entrances. A large signboard spans the storefront. The second story has two large segmental-arched window openings with stone sills and a continuous stone lintel. The stamped-iron cornice is punctuated with two rows of small squares. A prominent, hipped-roof finial butts up to the west end of the cornice.

Historic Name: Commercial building
Address: 75 East Third Street
Date: ca. 1880
Eligibility: Contributing

Located between Center and Lafayette Streets, this attached, two-story, brick, Italianate commercial building faces north. The storefront has a recessed central entry and plate-glass display windows. A large signboard spans the storefront, surmounted by a dentilled cornice with small decorative pointed consoles on each end. The second story has arched windows with stone sills and brick hoods with keystones. A corbelled brick cornice with brackets tops the facade.

Historic Name: Commercial building
Address: 77 East Third Street
Date: 1880s
Eligibility: Non-contributing

This two-story building with a plain brick front faces north from a mid-block site between Center and Lafayette Streets. The storefront, which has been completely modernized, is recessed under a segmental arch and features a central entry flanked by arched display windows.

Historic Name: Odd Fellows Block
Address: 78 East Third Street
Date: 1884
Eligibility: Contributing

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Facing southeast, this attached, three-story, brick, Queen Anne commercial block is located on the corner of East Third and Lafayette Streets. The southeast corner facade, which held the original entry, is trimmed in stone at the first story and defined by brick pilasters at the upper stories. The current storefront is on the south facade, featuring plate-glass display windows and a tongue-and-groove wood transom surmounted by a narrow frieze board. The east facade is divided into three bays; small windows pierce the first-story walls of the first two bays, while a second storefront of plate-glass windows and a door fill the third bay. The second story of both facades has paired windows in recessed segmental arches. Within the arches, patterned brickwork and stone lintels decorate the space above the windows. The third story has paired rectangular windows with continuous stone lintels. The elaborate iron cornice has brackets and an ornamental parapet gable on the southeast corner with the words "Odd Fellows Block"; the east facade has three ornamental parapet gables, one of which has the words "Humboldt Lodge #24."

The Winona Odd Fellows formed their first lodge in 1856; in 1868 the German members formed their own group, the Humboldt Lodge, assisted by former lodge members. This building was built in 1884 at the cost of \$12,000 by John Lohse. C. G. Maybury was the architect. The first story was used for stores, the second story for office space, and the third story housed lodge rooms. The ornamental iron cornice was manufactured by local forger Jacob Scherffius.¹⁴

Historic Name: Commercial building
Address: 79 East Third Street/157 Lafayette Street
Date: ca. 1900
Eligibility: Contributing

Facing north, this attached, two-story, brick, Queen Anne commercial block is located on the corner of East Third and Lafayette Streets. The corner storefront has a stone surround and large display windows; the entry is set in a separate segmental-

¹⁴ *Winona Daily Republican*, March 11, 1884; April 28, 1884; May 28, 1884.

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arched stone surround. The first-story windows on the east facade are rectangular with stone sills; there also is an auxiliary entry on the east set in a stone surround. The second story has segmental-arched windows with stone sills and stone and brick hoods that are connected by a stone belt course. The iron cornice has recessed square panels with brackets.

Historic Name: Commercial building
Address: 101-105 East Third Street/160 Lafayette
Date: 1972
Eligibility: Non-contributing

Facing north on the corner of East Third Street and Lafayette, this is a modern, one-story commercial building. The north facade holds a double storefront, each enframed with brick veneer and dominated by plate-glass display windows. Large curved awnings span both storefronts. The west facade is sheathed partly in brick veneer. The south end of the west facade holds a third storefront (160 Lafayette) defined by ashlar veneer and an off-center entrance. A ribbon of modern windows is set high in the wall. The storefront is spanned by a curved plastic awning.

Historic Name: Merchant's National Bank
Address: 102 East Third Street
Date: 1912
Eligibility: Contributing; listed in the National Register

Located on the corner of East Third and Lafayette Streets, this attached, brick, Sullivanesque commercial building faces south. The south and west facades are identical with the exception of a copper and brick entrance centered on the south facade. Both facades are dominated by an enormous, rectangular, art-glass curtain window. Small street-level windows are deeply-recessed. Noteworthy are the elaborate and well-preserved exterior detailing on the copper crescent above the entry and on the terra-cotta at the upper building corners. Originally detached, the building experienced renovations and expansions in 1927, 1946, 1961, and 1971 that surrounded the building on the non-street facades. The interior was restored in 1971 according to the original architectural drawings and specifications.

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Merchant's National Bank was designed in 1912 by the Minneapolis architectural firm of Purcell, Feick and Elmslie. Its design approach is rooted in the concepts developed by Louis Sullivan, Frank Lloyd Wright, and others who were part of the Chicago School and Prairie School movements. Merchant's National Bank is considered by architectural historians to be one of the important contributions to the development of early twentieth-century American architecture. It is the largest and best-known of Purcell, Feick and Elmslie's eighteen bank commissions in the Midwest.¹⁵

Historic Name: Beck Building
Address: 109 East Third Street
Date: 1886
Eligibility: Contributing

Located mid-block between Lafayette and Walnut Streets, this attached, three-story, brick, Romanesque Revival commercial building faces north. The modernized storefront, with a central recessed entry flanked by large display windows, is trimmed in oak. Above the denticulated oak cornice is a multi-light transom. The brick upper stories are divided into five bays by two-story-tall brick pilasters that rise into an arcade with stone trim. The second story has paired, rectangular transomed windows and a continuous flat stone lintel; the third-story windows are also paired with a continuous flat stone lintel. Decorative features include stamped metal detailing and patterned brickwork. The iron cornice has end finials and a central ornamental parapet gable with the words "Beck Building."

This building housed C. C. Beck Hardware, which evolved into C. A. Boeuerlen Hardware.¹⁶

¹⁵ Thomas Lutz, "National Register of Historic Places Registration Form: Merchant's National Bank," 1984.

¹⁶ *Winona Republican-Herald*, July 11, 1911.

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Historic Name: Commercial building
Address: 113 East Third Street
Date: ca. 1880s
Eligibility: Contributing

Located mid-block between Lafayette and Walnut Streets, this one-story, attached commercial building faces north. The storefront is trimmed with classical detailing, including a modest cornice and narrow friezeband above an off-center, recessed entry and plate-glass display windows. An awning spans the storefront. Above the cornice, a corbelled brick parapet wall is capped with stone.

Historic Name: Commercial building
Address: 115 East Third Street
Date: ca. 1890s
Eligibility: Non-contributing

This two-story, attached, brick commercial building faces north from a mid-block site between Lafayette and Walnut Streets. The building's facade has been completely modernized. The storefront is comprised of a central entry recessed from a wall of plate glass enframed with coursed ashlar. Above the storefront, a narrow signboard spans the building. The sizeable remainder of the facade is covered with a blue metal grille.

Historic Name: Commercial building
Address: 116 East Third Street
Date: 1885
Eligibility: Contributing

Facing south, this attached, two-story, brick commercial building is located mid-block between Lafayette and Walnut Streets. The storefront features plate-glass display windows and a deeply recessed central entry. A transom filled with colored prismatic glass spans the storefront. Surmounting the transom is a modest cornice, which also extends across the building adjacent to the east (118 East Third Street). The second story has three rectangular windows with flat-arch brick lintels and stone sills.

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A corbelled cornice tops the wall. This building and 118 East Third Street share a continuous metal parapet coping.

Historic Name: Commercial building
Address: 118 East Third Street
Date: 1885
Eligibility: Contributing

This two-story, attached, brick commercial building faces south from a mid-block site between Lafayette and Walnut Streets. Plate-glass display windows divide two off-center entrances deeply recessed under the second story. There is a staircase entrance to the west. Above the storefront, a paneled transom spans the building. A modest cornice, which extends from the building adjacent to the west (116 East Third Street) surmounts the transom. The second story has three round-arch window openings with brick hoods and stone sills that are filled with modern sash and paneling. Decorative brick corbelling tops the facade wall. This building and 116 East Third Street share a continuous metal parapet coping.

Historic Name: Commercial building
Address: 119 East Third Street
Date: ca. 1890s
Eligibility: Non-contributing

The two-story, attached, brick commercial building faces north from a mid-block site between Lafayette and Walnut Streets. The facade has been completely modernized, featuring a recessed, plate-glass storefront enframed by painted stamped-metal siding in a coursed ashlar pattern. The remainder of the building is covered with stamped-metal siding in a vertical shiplap pattern. There are three rectangular windows at the second story.

Historic Name: Commercial building
Address: 120 East Third Street
Date: 1885
Eligibility: Non-contributing

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This one-story, brick commercial building faces south between Lafayette and Walnut Streets. The recessed, plate-glass storefront dominates the small brick building, which is spanned by a full-width awning. A modest cornice surmounts the awning, continuing from the building adjacent to the west (118 East Third Street). A short parapet wall with metal coping tops the facade.

Historic Name: Commercial building
Address: 121 East Third Street
Date: 1880
Eligibility: Non-contributing

Facing north, this two-story brick commercial building is located mid-block between Lafayette and Walnut Streets. A plate-glass storefront with a recessed, off-center entry surmounts a bulkhead sheathed in coursed ashlar. The remainder of the facade is covered with a metal grille.

Historic Name: Commercial block
Address: 122 East Third Street
Date: 1895
Eligibility: Contributing

Located between Lafayette and Walnut Streets, this attached, two-story, brick, Queen Anne commercial block faces south. The storefront features a central bulkhead with plate-glass windows flanked by two recessed entrances. A full-width awning shelters the storefront. The second story has a central canted oriel supported by three brackets; the oriel has a denticulated cornice. Flanking the oriel are two, very narrow, recessed windows with stone sills. Surmounting the oriel is a gabled parapet with a denticulated cornice, behind which extends an iron parapet stamped with small squares. Short posts terminate the parapet at each end, topped with pyramidal finials.

Historic Name: Commercial building
Address: 123 East Third Street
Date: ca. 1880
Eligibility: Contributing

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Located between Lafayette and Walnut Streets, this attached, two-story, brick, Romanesque Revival commercial building faces north. The storefront is flanked by narrow pilasters, and features an off-center recessed entrance, display windows, and a staircase entrance at the left. A broad signboard spans the storefront, surmounted by a cornice with egg-and-dart and denticulated molding. The upper story has a central canted oriel with a denticulated cornice and a stamped-iron parapet. Flanking the oriel are two bays, each holding a rectangular window with a stone sill and flat stone lintel topped by a stone arch. Each bay rises to a pedimented parapet gable. The parapet gables are decorated with an incised floral ornament and are connected to each other by a balustraded parapet wall.

Historic Name: Commercial building
Address: 124 East Third Street
Date: ca. 1880s
Eligibility: Non-contributing

This building was originally two structures that were later combined. Located mid-block between Lafayette and Walnut Streets, the building faces south. The west half of the building is one story and features a plate-glass storefront, an off-center entrance, and a full-width paneled transom. Above the transom, a short brick wall rises to a corbelled brick cornice. A stuccoed parapet wall surmounts the cornice. The storefront on the east half of the building is completely filled with a painted tile wall. An off-center entrance and a modern fixed window pierce the wall. Above the filled-in storefront, a short brick wall rises to a corbelled brick cornice. The second story is sheathed in stucco and holds three rectangular windows with stone sills. A painted keystone projects from the facade over each window. Coping tops the facade wall.

Historic Name: Commercial building
Address: 125 East Third Street
Date: ca. 1915
Eligibility: Contributing

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This two-story brick commercial building faces north from a mid-block location between Lafayette and Walnuts Streets. The storefront features a vertical-tongue-and-groove bulkhead with plate-glass display windows flanked by two recessed entrances. A full-width transom is covered by a vertical tongue-and-groove sign panel. A classical cornice surmounts the sign panel. The second story holds two large window bays, each filled with a pair of double-casement windows with transoms. The window openings are covered with storm windows. A diamond-shaped tile surmounts each window bay. Stone coping tops the facade wall.

Historic Name: Commercial block
Address: 128 East Third Street
Date: ca. 1920s
Eligibility: Non-contributing

Facing south, this attached, two-story, brick, commercial building is located on the corner of East Third and Walnut Streets. The storefront features plate-glass display windows at the south and east facades, and a recessed, off-center double entry at the south facade. The storefront is enframed in a tile-clad surround and spanned by awnings at both facades. The second story is sheathed in brick, holding several rectangular windows on the east facade, with one casement window and a wrap-around glass-block window on the front facade.

Historic Name: German-American Bank
Address: 129 East Third Street
Date: ca. 1890
Eligibility: Contributing

Facing northeast, this attached, two-story, brick, Richardsonian Romanesque commercial building is located on the corner of East Third and Walnut Streets. Designed by architect C. G. Maybury, the most prominent feature is the northeast corner, which has an entry recessed in rusticated stone arches with marble columns and a corner turret with a conical roof. Flanking the entry are two arched storefront windows set in rusticated stone arches. The north and east facades have steeply gabled parapets, an oriel, arched windows, and stone trim. A narrow square tower terminates

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the east facade and holds a secondary entrance. This building is highly decorative, including such ornamentation as pressed brick, terra-cotta panels, carved stone capitals, copper trim and finials, and fish-scale shingles on the turret roof.

Historic Name: W. C. Pletke and Company Grocery
Address: 151 East Third Street
Date: 1886
Eligibility: Contributing

Facing northwest, this attached, two-story, brick, Queen Anne commercial block is located on the corner of East Third and Walnut Streets. The entire first story has been covered with vertical metal siding and synthetic stone cladding. The second story, however, retains its original appearance, with narrow, paired, rectangular windows topped by a continuous stone lintel and brick segmental arches with keystone and stone trim. The corner bay has a stone panel carved with "1886" beneath the cornice. Corbelled brickwork and an elaborate iron cornice with ornamental parapet gables top the building.

Grocer W. C. Pletke bought this lot in 1883. He lived with his family above the store. By 1892, the Heintz Brothers Clothiers occupied the building. Established in 1856, that business's first building was destroyed in the fire of 1862.¹⁷

Historic Name: Commercial block
Address: 155-161 East Third Street
Date: ca. 1886
Eligibility: Contributing

This building faces north from a mid-block location between Walnut and Market Streets. This is an attached, two-and-a-half-story, brick, Queen Anne commercial block that is divided into three distinct sections. The large center section has a central staircase entrance flanked by storefronts; on each side of the center section are smaller twin sections, each with one storefront. Each of the four storefronts feature recessed entries

¹⁷ Winona Republican-Herald, July 11, 1911.

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and display windows. Surmounting the storefronts is an original cornice that spans the entire building. Above the cornice, the brick facade retains much of its original, highly decorative, Victorian-era character. A recessed arch in the center section holds a pair of rectangular windows topped by a stone lintel and above that, a fanlight, which lights an attic story. Surmounting the fanlight is an ornamental parapet gable. This bay is flanked by canted oriels with rectangular windows and pediment roofs. The remaining twin sections of the block have central oriels, each with a conical roof. Rectangular windows on each side of the oriels light the second story; above them are small square windows at the attic story. The attic windows on the eastern section have been bricked in. Above each oriel rises an ornamental parapet gable. A cast-iron parapet spans the entire facade, broken by the three parapet gables and several cast-iron minarets.

Historic Name: Commercial building
Address: 150 East Third Street
Date: 1950
Eligibility: Non-contributing

This detached, one-story building faces south from the corner of East Third and Walnut Streets. It is set back from the street and surrounded on its south and west facades by a paved parking lot. The building is comprised of two sections: one is sheathed in enameled steel panels and the other is made of concrete block. The first section holds a central entry flanked by large plate-glass display windows. The second section has four large window openings on its south facade and two overhead doors facing west.

Historic Name: Commercial building
Address: 162 East Third Street
Date: ca. 1910s
Eligibility: Contributing

Facing south, this one-story brick commercial building is located mid-block between Walnut and Market Streets. Attached on its east side, the west side of the building adjoins an open lot. The brick enframed storefront features large display windows and an

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off-center, recessed entrance. A multi-light transom spans the storefront. The remainder of the facade is stucco-covered brick surmounted by a simple but distinctive cornice.

Historic Name: Commercial building
Address: 163 East Third Street
Date: 1886
Eligibility: Contributing

Located mid-block between Walnut and Market Streets, this attached, two-story, brick, Queen Anne commercial block faces north. Enframed with narrow iron pilasters, the storefront has an off-center recessed entrance flanked by display windows, and a side staircase entrance with a paneled transom. An iron cornice surmounts the transom. The brick second story has three bays separated by pilasters; the center bay has paired rectangular windows with transoms topped by a stone-and-brick arch with a decorative terra-cotta panel. Side bays have single rectangular transomed windows and share a continuous stone sill and lintel with the center bay; they are also topped with decorative terra-cotta panels. The elaborate stamped-iron cornice and parapet has bracketed finials that rise from the brick pilasters, and a central parapet gable with "ERECTED 1886."

Historic Name: Commercial building
Address: 164-166 East Third Street
Date: ca. 1900
Eligibility: Contributing

Facing south from a mid-block location between Walnut and Market Streets, this is a two-story, attached, brick commercial building. An original central staircase entrance flanked by store entrances are recessed beneath the second story. On either side of the doors are plate-glass display windows for each of two storefronts. The brick second story holds three window sets: the center set has one rectangular window, while the other two each hold a pair of rectangular windows. All windows have stone sills. Above the windows, a patterned brick stringcourse and corbelled brickwork decorate a parapet wall.

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Historic Name: Commercial building
Address: 165-167 East Third Street
Date: ca. 1890
Eligibility: Contributing

This two-story, brick, attached commercial building faces north between Walnut and Market Streets. The storefront, enframed with brick and topped with a metal cornice, features multi-light display windows and multi-light transoms. There are two recessed, off-center entrances. The brick second story displays a corbel table and six arched window bays, each filled with rectangular windows. Stone sills and prominent keystones decorate the windows. Tile coping caps a parapet wall.

Historic Name: Commercial building
Address: 168 East Third Street
Date: 1890
Eligibility: Contributing

This two-story, brick commercial building faces south between Walnut and Market Streets. Its facade is covered with a later brick veneer. The fact that the bricks are smooth and not wire-cut indicates that the veneer dates to ca. 1910. The storefront has a display window and an off-center entry. A full-width transom has been covered. There are three rectangular windows with stone sills at the second story. Soldier-course brickwork above the transom and at the top of a parapet wall represent the only ornamentation on the facade.

Historic Name: Commercial building
Address: 170 East Third Street
Date: ca. 1870s
Eligibility: Contributing

Located mid-block between Walnut and Market Streets, this building faces south. Attached on its west side, the east side adjoins an open lot. This brick, Italianate commercial building has two stories. The arcaded storefront has an off-center recessed entrance flanked by cast-iron columns and display windows; to the right is a staircase entrance defined by brick

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columns. A stone spandrel spans the top of the arcade, which is surmounted by a full-width sign panel. The tall second-story window bays have rectangular windows, stone sills, and stone segmental-arched hoods with keystones. The facade is topped with a prominent, stamped-iron cornice with Italianate detailing.

Historic Name: Strunk Building
Address: 173 East Third Street
Date: 1890; addition, ca. 1920
Eligibility: Contributing

Located mid-block between Walnut and Market Streets, this building faces north. This address comprises two buildings: the Strunk Building, which is an attached, two-story, brick, Queen Anne commercial building; and an attached, brick, two-story addition to the west. The buildings share a common storefront, which is enframed by pilasters and a dentilled cornice with a decorative finial. Large plate-glass display windows flank a central recessed entry. A multi-light transom spans the entire storefront. The brick upper story of the Strunk Building has five bays separated by brick pilasters and filled with rectangular transomed windows. A continuous stone lintel spans the width of the building. The center and end bays have stone and brick arches; all the bays display decorative panels. An elaborate stamped-iron cornice and stepped parapet wall features a central parapet gable with "STRUNK 1890" stamped in the center and finials that top the brick pilasters. The brick upper story of the adjoining addition is dominated by three continuous plate-glass windows with a full-width, multi-light transom. A steel lintel spans the transom.

Rag dealer Gotfried Strunk constructed this building and lived with his family above the storefront. At one time this building housed Winkel's Furniture and Upholstery.¹⁸

Historic Name: Winona Candy Company
Address: 175-179 East Third Street
Date: ca. 1890

¹⁸ *River Town Winona, 16; Historic Downtown Walking Tour.*

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Eligibility: Contributing

Facing north, this building is located on the corner of East Third and Market Streets. This is an attached, two-story, brick, Queen Anne commercial block with three storefronts. Two of the storefronts have been combined into one, featuring vertical wood siding and small plate-glass windows. The other storefront has a recessed entry, iron column, and display windows. Between the storefronts is a staircase entrance. A bracketed iron cornice separates the first and second stories. The brick second story is divided into three distinct sections. Each section has three tall, rectangular windows with stone-and-brick, pointed-arched lintels. The lintels in all three sections are connected with a continuous stone stringcourse. A bracketed iron cornice with finials tops the facade, interrupted above each set of windows by an ornamental, stamped-iron parapet gable with sunburst decorations. The east elevation has similar window and cornice configurations.

At one time this building housed the Winona Candy Company.

Historic Name: Commercial building
Address: 176 East Third Street
Date: 1961 (possible 1930s)
Eligibility: Non-contributing

This one-story commercial building is set back on the corner of East Third Street and Market. It is completely covered with modern vertical wood siding. This could be a remodeled gas station that was built on this site in the early 1930s.

Historic Name: Commercial building
Address: 200 East Third Street
Date: ca. 1930
Eligibility: Non-contributing

This one-story building is an automobile repair shop. Surrounded on its south and west sides by a parking lot, it faces southwest from the corner of East Third and Market Streets. The building is

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sheathed in painted steel panels and features a corner storefront and two overhead garage doors on its west facade.

Historic Name: Edward Pelzer's Block
Address: 201-203 East Third Street
Date: ca. 1882
Eligibility: Contributing

Facing northwest, this attached, two-story, brick, Italianate commercial block is located on the corner of East Third and Market Streets. The storefront, although heavily altered, retains its corner entrance, rusticated brick columns and pilasters, and central staircase entrance. On the north facade, rusticated brick pilasters divide the brick second story into two bays. Each bay has three segmental-arched windows with stone sills and brick hoods. Above the windows, elaborate brickwork and corbel tables announce a patterned parapet wall. Windows pierce the first and second stories on the west facade. A two-story brick addition to the rear shares similar features.

Edward Pelzer, a druggist, lived above his store, the Deutsch Apotheke. During the 1890s, Roessner & Company, dry goods merchants, were located here.¹⁹

Historic Name: Pelzer Block
Address: 205-207 East Third Street
Date: 1885
Eligibility: Contributing

Located mid-block between Market and Franklin Streets, this attached, two-story, brick, Italianate/Queen Anne commercial building faces north. The first story has a central staircase entry flanked by rusticated brick pilasters. To the left is a storefront with a recessed entry and display windows; the storefront to the right was replaced with two large plate-glass windows. A bracketed iron cornice separates the first and second stories. The upper story has a central segmental-arched window set between two rusticated brick pilasters, which in turn are

¹⁹ River Town Winona, 12.

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flanked by canted oriels. Elaborately patterned corbel tables and brickwork decorate the top of the facade, surmounted by a patterned parapet wall.

Historic Name: Commercial building
Address: 208 East Third Street
Date: late 1930s
Eligibility: Non-contributing

This one-story, concrete-block building faces south from a mid-block site between Market and Franklin Streets. Attached on the east, the building's west side adjoins an open lot. This building has a gable roof hidden behind a large, rectangular, modern brick facade. Small glass-block windows flank a deeply recessed central entry.

Historic Name: Commercial building
Address: 209-211 East Third Street
Date: ca. 1880s
Eligibility: Contributing

This attached, two-story, brick, Italianate commercial block faces north from a mid-block site between Market and Franklin Streets. The first story is enframed by rusticated brick pilasters and a bracketed iron cornice. A central staircase entrance is flanked by two storefronts, each with a recessed central entry and display windows. The brick upper story has five segmental-arched windows with stone sills and brick lintels. Above the windows runs a row of six small rectangular recessions filled with dog's-tooth brick. A corbel table precedes a prominent, bracketed iron cornice.

Historic Name: Commercial building
Address: 212 East Third Street
Date: ca. 1920s
Eligibility: Non-contributing

This one-story brick building faces south from a mid-block site between Market and Franklin Streets. The building has a plain

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brick facade with a plate-glass window and an off-center entrance. An awning spans the facade.

Historic Name: Ewald and Company Boot and Shoe
Address: 213-215 East Third Street
Date: ca. 1889
Eligibility: Contributing

Located mid-block between Market and Franklin Streets, this building faces north. This is an attached, two-story, brick, Italianate commercial block with two storefronts. It retains much of its original character with the exception of one storefront that has been altered with display windows and a shed roof. The remainder of the first story features an arcade with four brick arches divided by brick pilasters and topped with keystones. One arch is filled with a staircase entry, the other three comprise the door and two windows of the second storefront. A corbel table divides the first and second stories. The brick second story has seven round-arch windows with stone sills and brick hoods with keystones. A brick cornice features brackets and raised-brick panels.

Alfred Beinhorn, an expert watchmaker and repairer, established his business at 215 E. Third St. in the late nineteenth century. In 1903, he associated with G. F. Meier, an optician, and moved to 58 East Third Street.²⁰

Historic Name: Verkins Building
Address: 214 East Third Street
Date: ca. 1890s
Eligibility: Contributing

Located mid-block between Market and Franklin Streets, this attached, two-story, brick, Queen Anne commercial block faces south. The first story holds a staircase entrance and a plate-glass storefront with an off-center, recessed entry. An awning spans the storefront; underneath may be a transom filled with prismatic glass blocks. A metal cornice with end brackets and a

²⁰ Winona Republic-Herald, July 11, 1911.

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row of incised squares divide the first and second stories. The brick upper story has a central canted oriel topped by a semi-circular window inside a large stone arch. Inside the arch is carved the name "VERKINS." On each side of the oriel is a tall rectangular window with a flat stone lintel topped by an incised sunburst. The building has an elaborate, ornamental, stamped-iron cornice with an elevated central section.

Historic Name: Commercial building
Address: 216 East Third Street
Date: ca. 1880s
Eligibility: Contributing

This two-story, brick commercial building faces south from a mid-block site between Market and Franklin Streets. The first story is divided into four narrow bays by brick pilasters. One bay holds a staircase entrance, while the remaining bays comprise a storefront with a central door and flanking windows. A horizontal wood-board panel surmounts the storefront, above which runs a simple corbel table. The brick second story has a central pair of round-arch window openings with adjoining brick hoods and stone sills. There is one segmental-arched window opening on either side of the pair, also with brick hoods and stone sills. Windows are infilled with plywood and small, fixed modern windows. Above the windows is an elaborate corbel table surmounted by a short brick parapet wall.

Historic Name: J. Burmeister Building
Address: 217 East Third Street
Date: ca. 1870s
Eligibility: Contributing

Located mid-block between Market and Franklin Streets, this attached, two-story, brick, Italianate commercial building faces north. The storefront has off-center, recessed store and staircase entries, display windows, and a horizontal wood-board panel above. A plain iron cornice tops the storefront. The brick second story holds three round-arch windows with stone sills and brick hoods with keystones. Windows are surmounted by a corbel

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table and a parapet wall with raised-brick panels and a stone plaque carved with the name "J. BURMEISTER."

Historic Name: Commercial building
Address: 218 East Third Street
Date: 1953
Eligibility: Non-contributing

This small, two-story, concrete-block commercial building faces south from a mid-block site between Market and Franklin Streets. A recessed entry, display windows, and a staircase entrance comprise the storefront which has been painted purple. Above, two window openings pierce the concrete facade. The openings are infilled with horizontal weatherboard siding and modern windows. Decorative shutters flank the window openings. Metal flashing tops a parapet wall.

Historic Name: Commercial building
Address: 219 East Third Street
Date: 1892
Eligibility: Contributing

This two-story, brick, Queen Anne commercial building faces north from a mid-block site between Market and Franklin Streets. Its storefront has been completely covered with a modern brick veneer. Two entrances and three, small, glass-block windows pierce the facade. The brick second story is divided into three bays by brick pilasters. The central bay holds a pair of tall, narrow window openings that have been filled in with vertical plywood siding. Above the windows, a thick stone lintel spans the bay. A stone spandrel surmounting the lintel holds two lunettes filled with decorative panels. Flanking bays each hold a canted oriel with filled-in window openings. An elaborate stamped-iron cornice tops the facade, with a central parapet gable and finials. The parapet gable bears the date "1892."

Historic Name: Stott and Sons Building
Address: 220 East Third Street
Date: ca. 1890
Eligibility: Contributing

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Located mid-block between Walnut and Franklin Streets, this attached, four-story, brick commercial building faces south. The storefront is enframed by stone pilasters with end consoles and a wooden cornice. The rest of the storefront has been completely modernized; a central entrance stands flush with flanking display windows in a paneled wall. The brick upper stories hold rectangular windows with stone sills and flat stone lintels. The original cornice has been replaced with a plain brick parapet. The painted words, "Glove & Mitten Factory, Stott & Son" are barely visible on the front facade.

Stott & Son was a local glove and clothes manufacturer that later had a branch factory in Duluth. From 1883 to 1895 the company specialized in mercantile lines, such as workingmen's shirts, jackets, and overalls. In 1895 they expanded into industrial enterprises, and Stott Manufacturing was formed in 1906.²¹

Historic Name: Stott Building
Address: 222-226 East Third Street
Date: 1893
Eligibility: Contributing

Facing south, this building is located on the corner of East Third and Franklin Streets. This is an attached, two-story, brick, Queen Anne commercial block designed by architect C. G. Maybury and Son. Rusticated stone pilasters enframe three storefronts on the front facade, each of which features a recessed entrance and display windows. A plain wooden cornice divides the first and second stories. On the front facade, the brick second story is divided into three bays. The central bay holds two narrow rectangular windows on either side of a pair of windows. Above the pair is a lunette filled with dog's tooth brick and a carved panel with the date "1893." All windows have stone sills and flat stone lintels. Adjoining bays each hold three narrow rectangular windows with continuous sills and lintels. Surmounting each set is a small lunette with an incised

²¹ *Winona Daily Republican-Herald*, December 31, 1913; *Winona Republican-Herald*, July 11, 1911.

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sunburst decoration. The east facade has single and paired windows with flat stone lintels; a second-story center bay defined by corbelled pilasters holds two incised lunettes over a pair of windows. Corbelled brick brackets trim the east and south facades, announcing a decorative stamped-iron cornice with finials and parapet gables on the front and east facades. The parapet gable on the front facade reads "Stott."

Historic Name: P. Bub Building

Address: 225 East Third Street

Date: 1892

Eligibility: Contributing

Located mid-block between Market and Franklin Streets, this building faces north. This is an attached, two-story, brick, commercial building with Romanesque Revival/Queen Anne styling. The first story is covered completely in modern brick veneer and features two off-center entrances and two small modern windows. A simple corbel table and stone stringcourse separate the first and second stories. The brick-and-stone second story is divided into three bays. The central bay holds three regularly spaced, rectangular windows with transoms. From a continuous stone lintel, two brick pilasters rise to the top of the wall; between them is a rusticated stone arch and incised lunette. The end bays, which are slightly projecting, each hold a rectangular transomed window topped with a stone lintel and a rusticated stone arch filled with an incised lunette. The end bays are topped with prominent pyramidal roofs and the whole facade is terminated with an elaborate stamped-iron cornice with brackets and pyramidal finials. The cornice is stamped in the center with the name "P. BUB" and the date "1892."

This building is associated with Bavarian brewer Peter Bub, who was a prominent member of Winona's community. In 1872 he built the Sugar Loaf Brewery, which operated in Winona for ninety-eight years. Bub's Sugar Loaf Brewery is listed in the National Register. At one time this building housed Stieglitz Bootery and Repair.²²

²² *Historic Downtown Walking Tour.*

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Historic Name: J. W. Lauer Pharmacy
Address: 227-229 East Third Street
Date: 1881
Eligibility: Contributing

Facing north, this building is located on the corner of East Third and Franklin Streets. This is an attached, two-story, brick, commercial block with Italianate/Queen Anne styling. The first story has two storefronts enframed with rusticated pilasters and a bracketed iron cornice. One storefront is covered in vertical-wood siding; the other, on the corner, is glazed. The second-story windows have stone sills and slightly pointed stone hoods. The east facade retains two canted oriels. An elaborate course of corbelled brick brackets tops the north and east facades. There is an off-center brick parapet gable on the north facade with corbelled brick brackets and a stone plaque with the date "1881."

A newspaper article of August 20, 1881 declares that "Mssrs. Lauer & Co. [are] occupying their new store at the corner of Third St. and Franklin St." The building was designed by C. G. Maybury and Son. Brickwork was done by Fred. Kratz & Co., carpentry work by Braendle & Miller, cut stonework by Albert Steinbauer & Co., and painting by William Lucht. The building included a cellar for storage and upper-floor apartments. The store sold drugs, tobacco, and stationery, and had a soda fountain. A large aquarium was located in the front corner of the store.²³

Historic Name: Frank Rackow Block
Address: 251-253 East Third Street
Date: 1886
Eligibility: Contributing

Facing north, this detached, two-story, brick, Italianate commercial block is located on the corner of East Third and Franklin Streets. The tall first story is enframed by brick

²³ *Winona Daily Republican*, August 20, 1881; September 3, 1881.

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pilasters and a denticulated cornice. It is divided into seven narrow bays by very slender decorative pilasters. A staircase entrance fills the center bay, while the remaining bays hold the recessed entrances and display windows of two storefronts. Although the original proportions of the bays remain, they have been filled in with vertical wood siding and modern doors and windows. The brick second story holds six round-arch windows with stone sills and arched hoods with keystones. Identical windows are regularly spaced on the west facade. The front facade is topped with an elaborate stamped-iron cornice with brackets, pyramidal finials, and a central parapet gable. A plaque near the cornice gives the construction date of 1886. The top of the west facade has a course of corbelled brick and a parapet wall.

Historic Name: Commercial building
Address: 164 Main Street
Date: 1902
Eligibility: Contributing

This one-story, brick commercial building faces west from a mid-block location between West Third and West Fourth Streets. Attached on its south side, the building's north side faces an east-west alley. This well-preserved building features a plate-glass storefront with a central recessed entry and a full-width, multi-light transom. A shallow frieze and modest cornice span the storefront. Just above the cornice, a highly decorative brick corbel table precedes a short brick parapet wall. A corbie gable in the center of the parapet holds a small round plaque with the date "1902." Short brick piers terminate the parapet on both ends. The parapet and corbie steps are capped with stone.

Historic Name: Armory
Address: 160 Johnson Street
Date: 1914
Eligibility: Contributing

Located between West Third and West Fourth Streets, this two-and-one-half-story brick building faces west. Designed to resemble a medieval fortress, the symmetrical facade is divided into five bays. The facade is dominated by a central projecting bay in the

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form of an "H", with a deeply recessed arched main entrance at the battered first story. A recessed square bay above features a row of three round-arch windows and a corbel table near the parapet wall. The flanking vertical ends of the projecting bay each hold a door opening at the first story, and exhibit a small brick turret topped with a cast-stone finial near the top of the facade. On either side of the projecting bay, secondary bays hold windows at the basement, first and second stories. All window openings are small and rectangular, and hold multi-light sash. The ones at the first story are surmounted by square windows; second-story windows are topped with fanlight transoms. An arcaded corbel table tops the parapet wall. Slightly projecting brick piers flank the secondary bays, terminating the facade. Slightly battered at the first story, each of the piers has a tall, round-arch slit running down its center. The entire facade has a prominent cap of cast-stone coping, which replaces the original crenellated parapet.

This building was built on the eve of the First World War as an equipment, training, and drilling base for Company C, Second Regiment of the Minnesota National Guard. The 30,000-square-foot building held a large, open room with a hardwood floor and balcony, dining room facilities, a shooting range, storage rooms and exercise rooms. In addition to serving the National Guard, the building was used from the beginning as a community center. Dances, banquets, sporting events, and auto shows were commonly held at the Armory until the 1960s. In the 1930s, the Armory became the site of Winona's annual "merchandise fair," an exhibition of local products and services. Sponsored by the Junior Chamber of Commerce, the fair served the purpose of "not only stimulating business and spring buying in the area but also to awaken interest in the manufacturing and other business of the city and its environs."²⁴ The merchandise fairs held at the Armory provided an important annual boost to the Third Street Commercial Historic District in Winona.

²⁴ "Merchandise Fair to Open at Armory at 6:30 P. M.," *Winona Republican-Herald*, April 20, 1939.

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Historic Name: Commercial building
Address: 116-118 Center Street
Date: ca. 1870s
Eligibility: Contributing

Located between East Second and East Third Streets, this building faces west. This is a detached, two-story, brick, Italianate commercial block comprised of two buildings. The continuous storefront is divided into three main bays by rusticated brick pilasters. The center arched bay holds a staircase entrance. Each flanking bay is filled with a three-arch arcade with slender iron colonettes. The arches are filled with the entrances and display windows of two storefronts. The brick second story holds six rectangular windows with stone sills and stone hoods with keystones. Simple corbelling tops the facade.

Historic Name: Winona Candy Company Warehouse
Address: 107 Lafayette
Date: 1911
Eligibility: Contributing

This brick, four-story, square-massed warehouse building faces east from a mid-block site between East Second and East Third Streets. Attached on its north side, the south side of the building faces an east-west alley. On the east facade, the first story holds three rectangular windows with stone sills. A large square opening at the south end of the facade is the entrance to a recessed, open loading dock that runs along the alley. The loading dock is now the entrance to a bar located in the building. The brick upper stories are lit by regularly spaced rectangular windows with stone sills. Similar windows in varied groupings pierce the south facade. A window at the south facade has been modified into a door for a steel fire escape appended to the building.

This building served as the factory, stock room, and shipping warehouse for the Winona Candy Company, which was once located directly adjacent to the north.

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Historic Name: Anger's Block
Address: 116-120 Walnut Street
Date: 1872
Eligibility: Contributing, listed in the National Register

Located between East Second and East Third Streets, this detached, two-story, brick, Italianate commercial block faces west. The first story is divided into four bays by brick pilasters. Three of the bays are filled with three-arch, brick arcades with slender cast-iron colonnettes and keystones. The remaining bay holds an off-center, arched staircase entrance. Each of the arcaded bays holds a storefront comprised of a central entrance flanked by six-light display windows. Surmounting the storefront is a bracketed and denticulated cornice that was added after 1977. The brick second story holds ten, round-arch windows with stone sills; the original terra-cotta hoods have been removed. Above the windows is a terra-cotta panel with the inscription "ANGER'S BLOCK." An original bracketed wood cornice has been removed from the building, leaving a plain parapet wall at the top of the facade.

The Anger's Block was constructed according to designs by local architect Charles G. Maybury. It was built for Winona butcher and meatpacker Gustave Anger. The Anger's Block is one of the earliest commercial buildings in downtown Winona for which the original architect's plans and specification's have survived.²⁵

Historic Name: Commercial building
Address: 117 Walnut
Date: ca. 1880s
Eligibility: Contributing

This two-story, brick commercial building faces east from a mid-block location between East Second and East Third Streets. The storefront has been completely modernized, featuring a deeply recessed off-center entry and two plate-glass display windows. A large sign panel dominates the facade. Above, the brick second

²⁵ W. Gernes, "National Register of Historic Places Registration Form: Anger's Block," 1977.

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story holds three round-arch window openings filled with modern rectangular windows and plywood paneling. Windows are trimmed with stone sills and brick hoods with keystones. Brick corbelling and elaborate brick brackets top the facade.

Historic Name: Commercial building
Address: 159 Walnut
Date: ca. 1920s
Eligibility: Contributing

Located between East Third and East Fourth Streets, this two-story brick building faces east. While its north side is attached to the German-American Bank Building (129 East Third Street), the south side of the building faces an east-west alley. Spanned by a stone lintel, the storefront has been completely modernized. Plate-glass display windows on brick bulkheads flank a central, recessed entrance. Above the windows, a full-width transom is paneled with vertical siding. The brick second story holds two pairs of rectangular windows with stone flat-arch lintels and stone sills. A brick stringcourse precedes a plain brick parapet wall. The south facade is pierced by a door and two windows at the first and second stories.

Historic Name: Commercial building
Address: 163-165 Walnut
Date: 1960
Eligibility: Non-contributing

This one-story, rectangular concrete-block commercial building faces east from a mid-block location between East Third and East Fourth Streets. The north half of the facade is sheathed in brick veneer and dark-stained, vertical plywood siding. The other half is recessed, holding two modern, glazed entrance doors in a tile wall.

Historic Name: Commercial building
Address: 117 Market
Date: ca. 1890
Eligibility: Contributing

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This two-story brick building faces east from a mid-block site between East Second and East Third Streets. Enframed by pilasters and a modest cornice, the heavily altered storefront consists of a modern brick wall pierced by two glass-block windows and an off-center entrance. A streamlined metal canopy shelters the door. The brick second story has also been heavily altered. Brick pilasters define three bays, all of which hold a pair of boarded rectangular windows with stone sills. A wide stone stringcourse serves as a continuous lintel. The pair of windows in the central bay are topped with round arches filled with sunburst lunettes. At the top of the facade, each pilaster is capped with a decorative console and connected by a bracketed iron cornice, the center section of which is elevated.

Historic Name: Commercial building
Address: 118 Market
Date: 1925
Eligibility: Non-contributing

This one-story, detached commercial building faces west from a mid-block site between East Second and East Third Streets. Sheathed in stucco, this rectangular building has an off-center entrance with two modern windows on one side and a row of plate-glass display windows on the other. Adjacent to the display windows is an overhead garage door. There is also an overhead garage door at the south facade. There is a parking lot at each end of the building.

Historic Name: Commercial building
Address: 160-162 Franklin Street
Date: ca. 1880s
Eligibility: Contributing

Located on the edge of the downtown commercial district, this building faces west between East Third and East Fourth Streets. This is a detached, two-story, brick, commercial block. The first-story facade consists of a seven-bay, round-arch brick arcade. The center bay holds a staircase entrance while the flanking bays are filled with the entrances and display windows of two storefronts. Although the original proportions of the bays

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remain, they have been filled in with vertical wood siding and modern doors and windows. A narrow corbel table divides the first and second stories. At the brick upper story, two pairs of rectangular windows flank a single central window, all of which have stone sills and wide stone lintels. The north facade holds similar windows on the second story, with small square windows and a secondary entrance on the first story. The south facade has a segmental-arched auxiliary entrance and the shadow of a filled-in segmental-arched opening. Brick corbels and brackets trim a brick parapet wall. There is a one-story rear addition.

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Statement of Significance

Introduction

Winona's commercial district began to rise on Third Street in the late 1860s, after a disastrous fire destroyed the original commercial district along the Mississippi River. Winona's location on the river and its access to several key rail lines helped establish the city as one of the leading producers of flour in the world in the mid-1870s, and one of the nation's major timber processing and marketing centers in the 1880s. By that time, Winona was well known as southern Minnesota's economic, social, political, and cultural hub. The booming town's prosperity was reflected in the bustling commercial district on Third Street. Italianate and Queen Anne commercial blocks rose between 1870 and 1900 as retailers hustled to supply lumber goods, farm implements, groceries, clothing, dry goods and hardware. During this period, the city of Winona experienced the greatest growth in its history thus far. Many of the buildings on Third Street that date from this time remain intact and strongly convey the feeling of a prosperous commercial district in a late nineteenth-century river town. Later buildings in the district represent the continuation of Third Street's role as Winona's commercial center as the city entered the twentieth century. Although the district is architecturally distinctive, it is the focus of this nomination to recognize the commercial significance of the district and Winona's unique place in the commercial history of southeast Minnesota. Architecturally significant buildings in the district have been recognized earlier by individual designation on the National Register. The Third Street Commercial Historic District stands today as a reflection of Winona's commercial activity from 1868 through 1920. The Third Street Commercial Historic District in Winona is thus eligible for the National Register of Historic Places under Criterion A for its significance in the area of Commerce. The district reflects the historical patterns identified by three Minnesota historic contexts, "Early Agriculture and River Settlement, 1840-1870," "Railroads and Agricultural Development, 1870-1940" and "Urban Centers, 1870-1940."

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Winona on the River

The city of Winona rests on a sandbar between the Mississippi River to the north and Lake Winona to the south. At the opening of Euro-American settlement in Minnesota, this site served as a Dakota Indian summer village, known as Wapasha's Prairie in honor of a hereditary Dakota chief. In 1851, as part of the Treaty of Mendota, the Dakota formally ceded the area to the United States and were relocated to reservations in the upper Minnesota River Valley. Within four years, Wapasha's Prairie had been incorporated as the city of Winona with a population of 3,000, making it the third largest community in Minnesota.²⁶

In the 1850s and early 1860s, Winona attracted wealthy settlers from the East who had come west to speculate in land development. Early residents such as Henry D. Huff, Henry F. Lamberton, Verrazano Simpson, Matthew G. Norton, James L. Norton, William H. Laird, William Windom, and Abner F. Hodgins contributed intelligent leadership, investment capital, and vision to the nascent city, building a strong foundation for its future growth. Industrial, commercial, and residential districts began to take shape in Winona during this time, their locations largely influenced by the desire for access to the river. Though frozen for several months of the year, the Mississippi was essentially Winona's only lifeline to markets, goods, and ideas during its first decade of life. The city's first commercial district rose along Front and Center Streets near the levee, providing goods and services to steamboat crews. Because most of these early buildings were wood, the entire district was destroyed when a fire swept the city in 1862.²⁷

²⁶ The following draws sections from an earlier report written by Jeffrey A. Hess entitled "Historic Resources Survey of the Central Portion of the City of Winona," prepared by Hess, Roise and Company for the City of Winona, July 1992.

²⁷ William L. Crozier, "Social History of Winona, Minnesota, 1880-1905" (Ph.D. diss., University of Nebraska, 1975), 12-38.

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Railroads Route Commerce to Third Street

After the fire, businesses rebuilt farther from the levee, primarily using brick. Initially concentrated on Second Street between Center and Market Streets, the commercial district began to shift south in 1868 to Third Street. The downtown also expanded westward past Center Street as merchants rebuilt closer to the Winona and St. Peter Railroad Depot that was located at Second and Huff Streets.²⁸ The Winona and St. Peter Railroad, the second to have been established in Winona, was the longest railroad in the state by 1870. It was a key to Winona's development, as it provided a means for grain to travel easily to the mills and markets of Winona from the state's interior farms, making the city a national leader in the flour-milling industry during the 1870s and 1880s. The railroad also provided access to another burgeoning market in the state's interior: that of settlers in need of lumber to build farms on newly claimed prairie acres. Winonans tapped that market early and grew wealthy during the 1870s and 1880s supplying a growing population with lumber from Wisconsin's white pine forests. Businesses connected directly to the flour and lumber industries, as well as those that supported them indirectly, crowded Winona's new commercial district. Some business owners leased space on Third Street, while others erected buildings for their own use or for rental.²⁹

The commercial blocks that rose on Third Street during this prosperous time reflected Winona's exposure to eastern architectural styles and ideas. During the 1870s, Italianate was one of the nation's most popular styles for commercial construction. Correspondingly, it became the dominant architectural style in Winona, remaining so until the 1880s.

²⁸ The buildings on Second Street are predominantly Italianate commercial blocks built between 1863 and 1868; many are represented in the East Second Street Commercial Historic District listed in the National Register of Historic Places in 1991.

²⁹ Susan Granger and Scott Kelly, "Winona's Historic Contexts," prepared by Gemini Research for the Winona Heritage Preservation Commission, July 1991, 19-23.

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Italianate blocks covered much of Third Street from Johnson to Franklin Streets. By the early 1880s, the architectural vogue was shifting from Italianate to Queen Anne, a style that would characterize commercial construction in Winona until about 1900. Both the Italianate and Queen Anne styles lent themselves to the kinds of materials available and the methods of construction typically practiced in Winona. After a law prohibiting wood-frame construction in the downtown district was passed subsequent to the 1862 fire, masonry emerged as the dominant method of construction. Several local companies supplied the city with appropriate building materials, including the Biesanz Stone Company, which processed Winona limestone; the Voelker and Groff brick yards in West Burns Valley that produced red brick; the J. Scherfus Sign and Cornice Factory, maker of cast iron cornices; and the Phoenix Ironworks Company, which specialized in decorative architectural columns. Commercial versions of both Italianate and Queen Anne styles adapted well to brick construction, and the local availability of cast iron, cut stone, pressed brick and other decorative elements enhanced their popularity.

Whether Italianate or Queen Anne, buildings on Winona's Third Street adopted a similar form. Structures were typically two to three stories tall, with the first floor containing a business while the upper stories housed the proprietor's family or other commercial or residential tenants. Street-level facades displayed glazed storefronts sheltered by large awnings. Windows lined the upper stories.

Most of the downtown commercial blocks in Winona were designed by the architectural firm of Maybury and Son. Charles G. Maybury, who was among Winona's earliest settlers, was the city's most prolific architect. In 1881, his son Jefferson joined him as a junior partner. Maybury's commissions included so many public schools, churches, business blocks, and private homes in Winona that it was said to be "impossible to get out of the sight of his work in walking through the city." Buildings in the Third Street district known to be designed by Maybury include the Gerdtzen Block (62 East Third Street), the Gregory Block (66 East Third Street), the Odd Fellows Humboldt Lodge, No. 24 (78 East Third

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Street), the German-American Bank (129 East Third Street), the Old Stott Block (222-226 East Third Street), the J. W. Lauer Pharmacy (227-229 East Third Street), the A. O. Slade Block (101 West Third Street), and the Angers Block (116-120 Walnut Street).³⁰

Streetcars Boost a Thriving Third Street

Between 1880 and 1900, Winona's population doubled to about 20,000. Most of this growth occurred in the 1880s. During that time, a great deal of new construction took place in newly platted additions to the east and west of downtown. To connect these outlying areas with the downtown, a group of local businessmen started the Winona City Railway in 1883, originally operating with eight horse-drawn cars. The 3.61 miles of streetcar routes included the "Main Line," which extended down West Fifth Street from Jackson to Johnson Streets, north on Johnson to Third, and east on Third Street to Mankato Street. The "Depot Line" ran north on Center Street from the Milwaukee Depot and west on Second Street to the Northwestern Depot.³¹

In addition to prompting the construction of "large, commodious streetcar stables and shops" along Third Street, the streetcar system contributed to a significant increase in commercial construction on Third Street in the last two decades of the nineteenth century. Already a central commercial corridor, it became the core of the city's downtown commercial district. Fourteen new commercial blocks rose in 1884, an extraordinary measure of growth that represented, according to the *Winona Daily Republican*, "more improvement in the business portion of the city than has been witnessed for several years."³² Indeed, the

³⁰ *River Town Winona*, 20-21, 36; Franklin A. Curtiss-Wedge, ed., *The History of Winona County, Minnesota* (Chicago: H. C. Cooper and Co., 1913), 2:879.

³¹ Granger, 23; Clarence J. Vincent, "Winona Streetcars," n.d., typescript in files of Hess, Roise and Company, Minneapolis.

³² *Winona Daily Republican*, December 30, 1884.

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streetcar system served to reinforce Winona's reputation as a leading urban center in southern Minnesota.

The Culture of Third Street

Although most of Winona's early commercial and industrial enterprises were started by emigrants from eastern states, the contributions of immigrants who arrived in Winona in the 1880s were significant. Winona's immigrant population was predominantly German and Polish; in fact, census records dating from 1880 indicate that nearly thirty percent of Winona's population was German. Ireland and Norway were also represented, but in smaller numbers. Many came to work in the lumber and flour mills, but some established businesses on Third Street running grocery stores, pharmacies, insurance companies, hotels, and banks. Bavarian immigrant and brewer Peter Bub owned a block on Third Street (225 East Third Street), as did German butcher Gustav Anger (116-120 Walnut). John Ludwig established the Ludwig Hotel, which was attached to the post office block (50 East Third Street). Ludwig catered almost exclusively to a German-speaking clientele, and the hotel became the district's "headquarters for the first-class German patronage in Winona."³³ In 1880, foreign-born residents or those with foreign-born parents comprised seventy-two percent of Winona's population. This diverse customer base, plus the needs of the grain and lumber companies, were served by the Third Street Commercial Historic District. Restaurants, saloons, butchers, pharmacies, clothiers, harness shops and other merchants filled street-level storefronts. Grain-elevator companies, doctors, dentists, fraternal organizations and offices for lumber and milling companies occupied the upper stories. Despite the fact that the number of Winona's foreign immigrants rose concurrent with the buildings on Third Street, commercial building styles appear to have remained inspired by local and regional architectural trends rather than ethnic heritage.³⁴

³³ Smalley.

³⁴ Granger, 65-68; *River Town Winona*, 13-18; real property files at Winona County Assessor's Office.

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A Century Turns on Third Street

Around 1890 the flour-milling industry in Winona began to decline. Red River Valley wheat had supplanted southern Minnesota crops by this time, and the grain could be shipped more cheaply to the larger markets of Minneapolis than to Winona. Just ten years later, the bottom dropped out of Winona's other major industry. Extensive logging had obliterated the white pine forests that supplied Winona's sawmills, and by 1905 production at Winona had ceased. The city entered the twentieth century with its economy in a major recession.

Watkins Medical Company was one of several firms in Winona that helped stabilize the economy after the demise of the grain and lumber industries. The pharmaceutical company, the largest of four in the city, employed more than 1,000 Winona residents by 1900. The Chicago and Northwestern Railroad corporate offices, candy factories, iron foundries, clothing manufacturers, brickyards, stone quarries, creameries, breweries, food processing companies, and two large publishers helped Winona weather the recession and build a diverse economy for the future. In 1908 the Winona Board of Trade, which had been operating intermittently since the 1860s, reorganized to improve industrial and commercial growth in the city. The Board of Trade, which became the Association of Commerce in 1912, worked for civic improvements such as street paving, uniform address numbering, the Winona Opera house, a paid fire department, home postal delivery, and the upgrading of Levee Park.

Despite Winona's slackening economy, the river and the railroad continued to play vital roles in the city's economic life. During World War I, military demands kept shipping lanes and rails busy. Although not the robust industry it once was, grain and flour remained important to the city, and the Chicago and Northwestern was still Winona's largest employer in 1913. Winona's continued reliance on river and rail for economic health secured the Third Street Commercial Historic District's role as the commercial center of the community into the twentieth century.³⁵

³⁵ Granger, 42.

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Between 1900 and 1920 commercial construction continued downtown, but at a slightly slower pace than during the preceding two decades. This decrease reflected Winona's declining population, as well as the fact that most of the city's land had been developed. New buildings on Third Street exhibited features common to the modern Commercial, Prairie School, and Period Revival styles popular at the time. In 1912, Third Street received the landmark Merchant's National Bank (102 Third Street), designed by Minneapolis architects Purcell, Feick and Elmslie in a high-style example of Prairie School architecture.

Autos Drive Commerce from Third Street

Streetcar use in Winona peaked around 1920 and began to decline as individual automobiles became commonplace. The following decade saw the introduction of automobile-related architecture in the downtown commercial district, including gas stations, repair shops, and auto dealerships. Parking and congestion quickly became a problem on Third Street as residents drove to the commercial district instead of riding streetcars. In fact, streetcar use had diminished so dramatically by the late 1930s that the system was dismantled. After World War II, residential development on the edges of town served to diffuse the downtown core of commercial activity, as businesses followed their customer base to the suburbs. Sales on Third Street continued to decline through the 1950s and many storefronts became vacant. City officials initiated an urban renewal program in the 1960s to revitalize the area. In an effort to improve the appeal of the downtown commercial district, local businesses sponsored Levee Plaza, a landscaped pedestrian mall on Third Street, in 1969 (no longer extant). However, these efforts could not compete with the large shopping centers that were beginning to appear on the perimeter highways around Winona. In the early 1970s, several of Third Street's 1870s Italianate commercial blocks were demolished and replaced with new construction. In spite of these difficult times, some venerable Third Street companies refused to move,

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including Winona's largest department store, Choate's.³⁶

The Heart of Winona

Preservation advocates galvanized in the mid-1970s, stemming destruction of the Third Street Commercial Historic District. Restoration of two downtown landmarks, the Merchants National Bank and the Winona County Courthouse, and additional improvements to the Third Street pedestrian mall triggered a series of preservation efforts aimed at revitalizing the downtown commercial district. By the 1980s, a renewed interest in the older homes of Winona began to bring residents from the suburbs back into the core of the city. New grain handling facilities, increasing interest in the shipping of heavy goods, and diverse recreation opportunities have helped shift the focus of Winonans back to the Mississippi River, resulting in increased sales in the nearby downtown district. Although the Third Street Commercial Historic District may never reprise its role as the core of commercial activity in Winona, continued restoration of commercial blocks from the 1870s and 1880s have assured that the district will remain a focal point of community activity.³⁷

Conclusion

The Third Street Commercial Historic District is a reflection of the economic and natural resources that helped establish Winona as the most important commercial center in southern Minnesota in the late nineteenth century. The district's location near the river and rails reflects the quintessential nineteenth-century settlement pattern of an Upper Mississippi Valley river town whose economic base depended on these transportation corridors. The materials displayed by the buildings on Third Street illustrate the types of brick and stone processed near Winona, which formed a significant part of the city's economic base in

³⁶ Granger, 42; *River Town Winona*, 26-29.

³⁷ *River Town Winona*, 27-31.

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the late nineteenth century. Although the district has suffered some property losses, a large number of its original Queen Anne and Italianate commercial blocks remain intact, representing architectural styles that were fashionable when Winona's development reached its peak. Many of the buildings have the names of their builders incised in stone on their cornices, serving as tangible reminders of the families who laid the physical and economic foundations of modern-day Winona. Buildings also remain intact from the first two decades of the twentieth century, reflecting Winona's changing economy and successful efforts to retain its status as a regional hub despite industry downturns. The peak of streetcar use in 1920 and the subsequent decline of vigorous commercial activity on Third Street through the 1930s and 1940s suggest 1920 as an appropriate end to the downtown's period of historic significance.

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Verbal Boundary Description

The boundary of the Third Street Commercial Historic District is shown as a heavy black line on the accompanying map entitled, "Boundary and Address Map, Third Street Commercial Historic District," drawn to a scale of 100 feet to one inch.

There are some features shown on the base map that are no longer extant. The concrete islands and pedestrian mall down the middle of Third Street between Center and Walnut Streets have been removed. In addition, the map shows three buildings at the southwest corner of East Third and Center Streets. These buildings were demolished in the early 1990s and replaced by a parking lot.

Boundary Justification

The boundary of the district encompasses a cluster of adjacent commercial buildings in the central business district of Winona which date from the period 1868 to 1920 and which retain integrity of design, materials, workmanship, feeling and association. The boundary includes all buildings along Third Street between Franklin and Johnson Streets. Properties within one-half of a block north and south of Third Street, along with contiguous commercial buildings on Franklin, Market, Walnut, Lafayette, Center, Main, and Johnson, are also included.