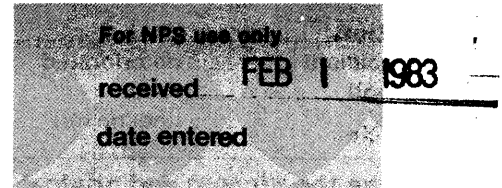


United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



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

1. Name

historic Baumbach Building

and/or common Midwest Lamp Company/The Buffalo

2. Location

street & number 302 N. Broadway St. ~~aka 310 E. Buffalo St.~~ not for publication

city, town Milwaukee vicinity of ~~Congressional district~~

state Wisconsin code 55 county Milwaukee code 079

3. Classification

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

4. Owner of Property

Restorations of Milwaukee, Inc. assigns from
name George Meyer & Jack Haueter (Broadway Buffalo Partnership)

street & number 2800 S. Chicago Avenue

city, town So. Milwaukee vicinity of state Wisconsin 53172

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 N. 9th Street

city, town Milwaukee state Wisconsin 53203

6. Representation in Existing Surveys

1978-79 Intensive Survey of City of Milwaukee &
title Wisconsin Inventory of Hist. Places has this property been determined eligible? yes no

date 1979 federal state county local

depository for survey records State Historical Society of Wisc., 816 State St.

city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input checked="" type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

Recognized as one of Milwaukee County's finest early Chicago-style factories, the five story Baumbach Building has long been admired for its enduring elegance and ranked with the essential architectural assets of the area. The handsome stone-carved pier, set with finely carved classic heads, and the high-arched fenestration along with the other Germanic and decorative elements set this apart from neighboring warehouses as a pivotal building.

Located on the Commission Row, the Baumbach Building is a fine example of the early Chicago style transitional Richardsonian Romanesque commercial building. This five-story 80 ft. by 120 ft. flat-roofed, salmon faced brick building of mill construction was begun in 1899 and completed in 1900. Despite minor alterations to the first floor windows, the arched fenestration on the fifth floor and the high quality craftsmanship, evident in the stone sculptures make this one of the pivotal buildings of the "Old Third Ward."

The corner entrance has a 10 ft. set-back comprised of a doorway that is in the middle of a half hexagon with wings, surrounded by a Sullivanesque cast iron border. The handsome light grey stone carved pier in the form of a column graces the corner of the entrance. The capital of the column sets the Germanic tone for the decorative elements of the building. Its finely carved classic heads peer out of all four sides of the column and above are the terra cotta names of the streets. The west has a four-bay facade and the south has a six-bay facade. The first floor has large commercial windows. Of these the west windows have been bricked up and on the south side the end two bays have been converted to a shipping dock. Other than the above, there are no alterations to the building facade.

The corners of the second floor display stone carved crowns atop a cartouche which had an overlay of an oak leaf bouquet and center four leaf medallions. The units of the second, third and fourth floors have pairs of double-hung windows. The round arched windows of the fifth floor are separated by magnificently carved lions' heads above a medallion containing a celtic cross on oak leaves. The center of each arch has simple double-hung windows with clear glass panels on either side. The cornice brackets are punctuated with the four-leafed medallions to top off this elegantly decorated exterior.

The interior is simple open-warehouse construction with wooden columns and painted common cream city brick walls on the upper floors. The first floor had been divided to create office space but all that remains of the original inner structure is a simple spooled oaken staircase to the second floor.

The potential Old Third Ward historic district retains most of the original streetscape of the turn-of-the-century. Few buildings have been demolished, but of those that have, several have been from the block on which the Baumbach Building is located.

8. Significance

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

Specific dates 1899-1900¹ **Builder/Architect** Eugene R. Liebert²

Statement of Significance (in one paragraph)

Recognized as one of Milwaukee County's finest early Chicago-style factories, the five-story Baumbach Building has long been admired for its enduring elegance and ranked with the essential architectural assets of the area. The handsome stone-carved pier, set with finely carved classic heads, and the high-arched fenestration along with the other Germanic and decorative elements set this apart from neighboring warehouses as a pivotal building. This finely proportioned building represents the Richardsonian Romanesque period of construction and is centrally located in one of the few remaining intact warehouse districts in the Midwest.

Architecture

Long recognized as a building of outstanding attractiveness, the Baumbach Building is also a part of a fascinating commercial/warehouse district with a colorful history and ethnic heritage known as the "Old Third Ward" and recorded in the Wisconsin Inventory of Historic Places. The backgrounds of the man who built the structure, Ernest Von Baumbach, and the architect, Eugene R. Liebert, make it one of the pivotal buildings in the area.

German-born architect, Eugene R. Liebert,² was hired by Ernest Von Baumbach to design a commercial structure similar to the Chicago-style warehouse. Liebert is also renowned for designing the Germania Building, the Blatz Brewing Company office building and the Henry Harnischfeger home,⁴ all located in Milwaukee, Wisconsin. His buildings are all noted for their strong Germanic flavor.

This five-story 80 ft. by 120 ft., flat-roofed salmon brick faced building of mill construction was begun in 1899 and completed in 1900.¹ Despite minor alterations to the first floor windows, the arched fenestration on the fifth floor and the high quality craftsmanship evident in the grey stone sculptures make this one of the pivotal buildings in the "Old Third Ward."

The builder of the Baumbach Building, Ernest Von Baumbach, was the son of a descendant of an old and noble family, Ludwig Von Baumbach. Ludwig had fought in the Napoleonic wars and was prominent in the political struggles which followed the war. After serving as president of the Chamber of Deputies in his home state of Hesse, Ludwig was elected a member of the First German Parliament.⁵ But in 1849 the liberal cause was lost and so, with many others of the same persuasion, Ludwig sold his estates and emigrated to the United States with his six sons.⁶ The family settled in Milwaukee and he later became the Consul of the German Empire of Milwaukee serving in that capacity until 1876.

Ernest, the eldest of the six sons, chose real estate as his interest in life. Two of his brothers were also famous Milwaukee citizens. Moritz was a banker and city treasurer as well as a soldier in the Civil War. Major Charles Von Baumbach distinguished himself in many major battles of the Civil War and went on to establish a large drug wholesale company. Among Ernest's claims to fame was the building of this most architecturally distinguished building in the Third Ward, located on the same block as the produce wholesale business known as Commission Row. The architectural purity of the original streetscape of this turn-of-the-century warehouse district was used for on-location filming to represent Chicago's old warehouse district in the recent movie, "Gaily, Gaily."

(continued)

9. Major Bibliographical References

See continuation sheet.

10. Geographical Data

Acreeage of nominated property less than 1.0
 Quadrangle name Milwaukee, WI

Quadrangle scale 1:24,000

UMT References

A

1	6	4	2	6	1	2	5	4	7	6	4	7	8	0
Zone				Easting				Northing						

 C

Zone				Easting				Northing						

 E

Zone				Easting				Northing						

 G

Zone				Easting				Northing						

B

Zone				Easting				Northing						

 D

Zone				Easting				Northing						

 F

Zone				Easting				Northing						

 H

Zone				Easting				Northing						

Verbal boundary description and justification Lots seven (7) and eight (8), block thirty-eight (38), in the plat of the town of Milwaukee on the east side of the river, in the southwest quarter ($\frac{1}{4}$) of section numbered twenty-eight (28) Township numbered seven (7) north, range numbered twenty-two (22) east in the city of Milwaukee, Milwaukee Co., WI. Commonly described as 302-12 No. Broadway.

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

state	code	county	code

11. Form Prepared By

name/title Dawn F. Goshorn, Historian (continued)
 organization HatterHorn Enterprises, Inc. date May, 1982
 street & number 219 N. Milwaukee St. #3 North telephone (414) 262-6595
 city or town Milwaukee state Wisconsin 53202

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature *Richard Berry*
 title Director, State Historical Society of Wisconsin date 1/24/83

For NPS use only

I hereby certify that this property is included in the National Register
 Entered in the National Register date 3/3/83

Melrose Byers
 Keeper of the National Register

Attest: _____ date _____
 Chief of Registration

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

Baumbach Building, Milwaukee, Milwaukee Co., WI

Continuation sheet SIGNIFICANCE

Item number 8.

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received
date entered

Historical Background

The Old Third Ward, which had been a swamp in pioneer days, attracted the Irish immigrants because it was close to construction sites and the riverfront wharves. Early in its history the ward developed a reputation aptly described as "colorful" -- fist fights and a lynching led Milwaukeeans to call it the "Bloody Third."¹⁰ In 1892, the worst fire in Milwaukee's history levelled the 15 blocks and 300 buildings in the Third Ward¹¹ scattering "city-wide the few remaining Irish inhabitants of the Third Ward."¹² When the smoke cleared, 2,500 people were left homeless and Milwaukeeans were astounded to discover that the city's once small Italian population had not only increased substantially, but had also claimed as its own the charred remains of the "Bloody Third."¹³

The area would be rebuilt as a business district rather than residential since it had always appeared better suited for commercial and industrial use, bordering as it did on the harbor, the river and the railroad station (since demolished). The Milwaukee Sentinel, on January 5, 1903, poetically described the growth in the district stating, "...the Ward is rising steadily, phoenix-like from her ashes, and will soon be one of the busiest and prettiest wholesale districts in the country."¹⁴

- 1 The Heritage Guide Book--Landmarks & Historical Sites in Southeastern Wisconsin, H. Russell Zimmerman (Milwaukee, 1976) p. 49
- 2 History of Milwaukee, John S. Gregory, Vol. IV, S. J. Clark Publishing Co., Chicago-Milwaukee, 1931, p. 709
- 3 Wisconsin Inventory of Historic Places
- 4 History of Milwaukee, p. 710
- 5 Men of Progress, edited by Andrew Aiken & Lewis Proctor, The Evening Wisconsin Co. Milwaukee 1897, p. 311
- 6 Ibid., p. 311
- 7 Ibid., p. 334
- 8 Ibid., p. 334
- 9 Ibid., p. 335
- 10 Milwaukee's Irish Heritage, Library Council of Metropolitan Milwaukee, 814 W. Wisconsin Avenue, Milwaukee WI 53203
- 11 Ibid.
- 12 Ibid.
- 13 Historical Messenger, Milwaukee History, Alberto C. Meloni, March, 1969, p. 41, Milwaukee Historical Society, 910 N. 3rd Street, Milwaukee WI 53202
- 14 Milwaukee Sentinel, January 5, 1903

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

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

Baumbach Building, Milwaukee, Milwaukee Co., WI

Continuation sheet

Item number 9, 11

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Milwaukee, 1931

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Milwaukee--A Half Century's Progress 1846-96, Consolidated Illus. Co. 1896

Wright's Directory of Milwaukee, 1900, Vol. XLVII, Milwaukee, 102 Wisconsin St., Milwaukee WI

Milwaukee Journal, October 15, 1965

Building Permits

Sanborn Maps: 1894, 1910, 1969

Frank Flower, Editor, History of Milwaukee (1881)

FORM PREPARED BY

Assisted by:

Leonard Garfield/Historian, Diane H. Filipowicz/Architectural Historian

State Historical Society of Wisconsin

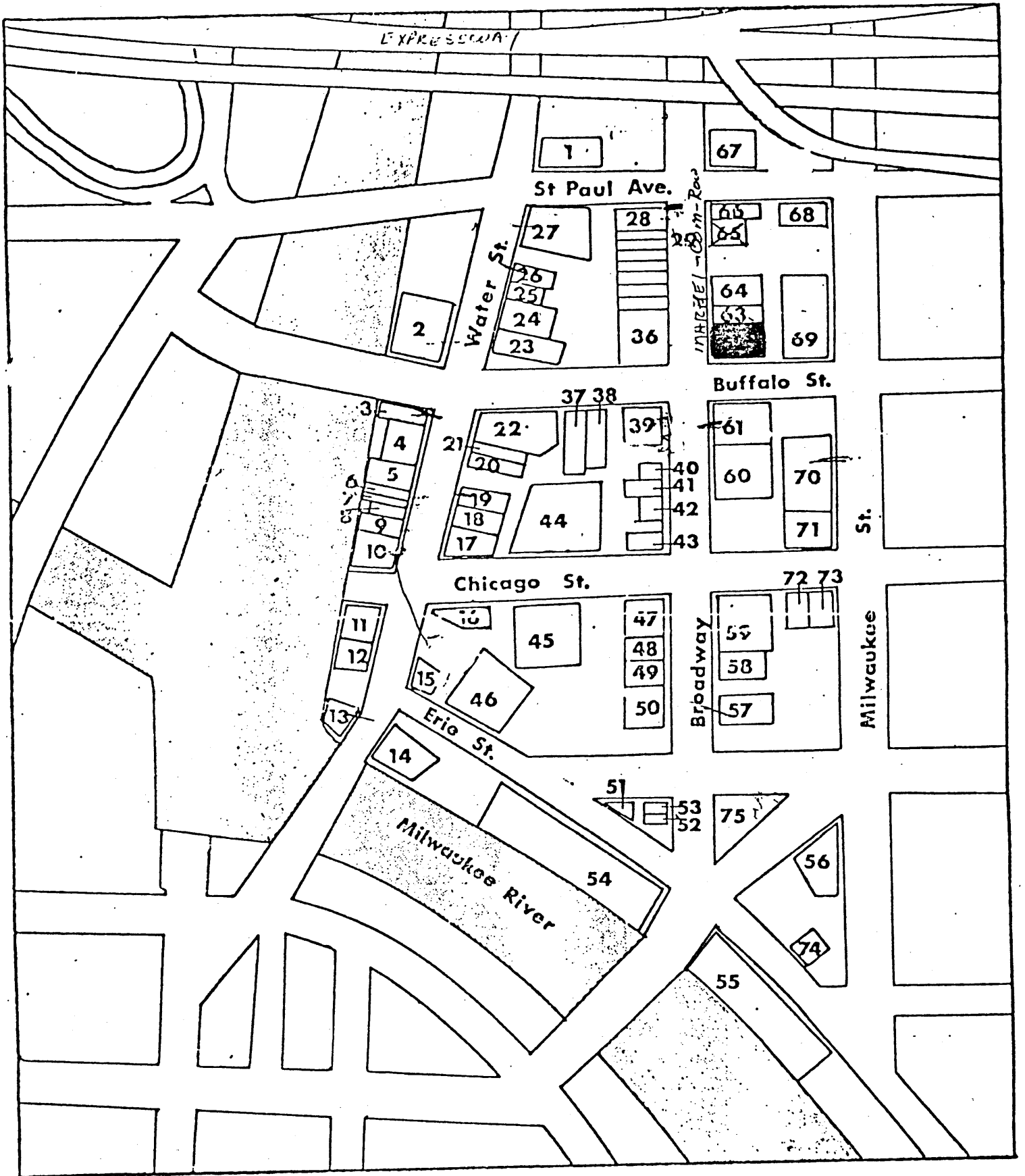
1982

816 State Street

608/262-2732

Madison,

Wisconsin 53706



Baumbach Building

Milwaukee, Milwaukee Co, WI