

1 City, Village or Town: Kaukauna ✓ County: Outagamie ✓ Surveyor: M. Betz Date: 4/14/83
 Street Address: 172-176 W. Wisconsin Avenue USGS Quad and UTM Reference: See Continuation Sheet Acreage: Less than one acre
 Current Name & Use: Fargo's Furniture Store Current Owner: Anthony Klapperich & Arthur C. Gandt
 Film Roll No. 17 Negative No. 24 Facade Orient. S
 Current Owner's Address: 168 Garfield Street
 Legal Description: Lot 11, Block 5, Lawe, Meade, and Black's Add., Ward 2

Wisconsin Avenue (West) 172-176

2

Original Name & Use:	Source	Previous Owners	Dates	Uses	Source
Fargo's Furniture Store ✓	A	B.W. Fargo	1922-1976	Furniture Store	A
Dates of Construction/Alteration: 1928	A	Anthony O. Klapperich, Arthur C. Gandt	1977-1982	Furniture Store	A
Architect and/or Builder: NA	Source				

3 Architectural Significance
 Represents work of a master
 Possesses high artistic values
 Represents a type, period, or method of construction
 Engineering
 None

Architectural Description and Significance:
 See Continuation Sheet

Interior visited? Yes No

4 Historical Significance
 Assoc. with lives of significant persons
 Assoc. with significant historical events
 Assoc. with development of a locality
 Other:
 None Period of significance: _____

Historical Background and Significance:
 See Continuation Sheet

City Engineer

- 5** Sources of Information (Reference to Above)
- A** Kaukauna Tax Assessment Rolls 1922-1982
 - B** Outagamie County City Directories 1897, 1901, 1908, 1910, 1919, 1921, 1925, 1938-83
 - C** History of Fox River Valley, p. 92
 - D** Kaukauna Times, April 24, 1928
 - E** History of the Fox River Valley, Lake Winnebago, and Green Bay Region, Vol. I, Hon. Wm. A. Titus, S.J. Clarke Publ. Co., Chicago 1930 pp. 132-33.

6 Representation in Previous Surveys
 HABS LDMK WIHP NRHP
 other: _____

7 Condition
 excellent good fair poor ruins

8 District: _____
 pivotal contributing non-contributing

9 Opinion of National Register Eligibility
 date: 4/14/83 initials: MB
 eligible not eligible unknown
 national state local

17/24

Fargo's Furniture Store (172-176 West Wisconsin Avenue)
Intensive Survey Form - Continuation Sheet (1)

Architectural Statement:

Description: Located at the west end of Kaukauna's northside business district, Fargo's Furniture Store is an excellent example of 20th Century Classical Revival architecture. This two-story brick building is characterized by its regular placement of fenestration and classical details. Corinthian pilasters divide the lower level of the front facade into a five-part composition with two entranceways located between three storefronts. Above the transoms of the storefronts and entranceways is a full entablature with dentils. A similar entablature is located beneath the balastrade which crowns the building. The second floor double hung windows with 6 over 6 sash are placed to compliment the lower level (paired windows above the storefronts; single window above the entranceways). A ventilation chimney projects from the flat roof.

The interior plan of the building consists of two large showrooms with a small office and storage area toward the back. Once functioning as a funeral parlor, the second floor is now used for storage.

Significance: The Fargo Furniture Store is the best and most intact example of 20th Century Classical Revival commercial architecture in Kaukauna. Aside from the "Fargo's" sign and the small metal canopies between the transom lights and storefronts, the building appears today almost as it did in 1928.^(A) Its front facade retains its features including its storefront, decorative pilaster, 6 over 6 windows, cornice with dentils and balastrade crowning the top of the building. It is the best, and most intact, example of commercial architecture in Kaukauna's north side business district.

Historical Statement:

The completion of the 1928 building at 172 West Wisconsin Avenue was hailed as "the opening of Kaukauna's largest store, home of Fargo's Furniture and Undertaker Business".^(D) This representative Kaukauna commercial venture began before the City was incorporated in 1885, growing through several frame buildings and an 1890 brick building which forms an interior portion of the grandiose 1928 store.^(C)

The Fargo family furniture and undertaking business has enhanced the community since 1881, when George Fargo (1845-1911) opened a small frame store on West Wisconsin Avenue with his wife.^(A) He purchased the property a few years later and established an additional store on the south side.^(E) In 1890 Fargo was engaged in "an undertaking business, repairing, picture framing, large stock of wall paper, and furniture".^(C)

Albert (Bert) W. Fargo became a partner with his father and took over the business after his father's death in 1911 and his mother's death in 1913. With the growth of the community, the business grew and Bert Fargo created the new building in 1928.^(E) Bert Fargo was "numbered among those who by their personal activities are contributing to the general prosperity of the community". He served as Mayor of Kaukauna in 1932-1936.^(E) The family lived next to or over the store until 1910.^(B) Today the undertaking services, first listed in 1897, are conducted at 400 West Wisconsin Avenue.^(B)

USGS Quad and UTM Reference:

UTM: Zone 16
Easting: 398780
Northing: 4903820
USGS Kaukauna Quadrangle
1:24,000