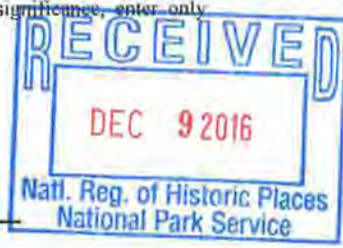


3United States Department of the Interior
National Park Service

56-574

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 National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. 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.



1. Name of Property

Historic name: Marathon Shoe Company East Side Plant
Other names/site number: Badger Bag and Paper; Savo Supply Company
Name of related multiple property listing: N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & number: 1418 North 1st Street
City or town: Wausau State: WI County: Marathon
Not For Publication: Vicinity:

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, 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 at the following level(s) of significance:

 national statewide X local

Applicable National Register Criteria:

 X A B C D

	12/8/16
Signature of certifying official/Title:	Date
<u>State Historic Preservation Office - Wisconsin</u>	
State or Federal agency/bureau or Tribal Government	

In my opinion, the property <u> </u> meets <u> </u> does not meet the National Register criteria.	
Signature of commenting official:	Date
Title :	State or Federal agency/bureau or Tribal Government

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4. National Park Service Certification

I hereby certify that this property is:

- entered in the National Register
- determined eligible for the National Register
- determined not eligible for the National Register
- removed from the National Register
- other (explain:)

by Barbara Wojcik
Signature of the Keeper

1-17-17
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

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Number of Resources within Property

(Do not include previously listed resources in the count)

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>1</u>	<u>0</u>	Total

Number of contributing resources previously listed in the National Register 0

6. Function or Use

Historic Functions

(Enter categories from instructions.)

INDUSTRY/PROCESSING/EXTRACTION: Manufacturing Facility

Current Functions

(Enter categories from instructions.)

VACANT/NOT IN USE

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7. Description

Architectural Classification

(Enter categories from instructions.)

Late 19th and Early 20th Century American Movements

Materials: (enter categories from instructions.)

Principal exterior materials of the property:

Foundation: CONCRETE

Walls: STUCCO; OTHER: Structural Clay Tile

Roof: METAL

Narrative Description

(Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Summary Paragraph

The Marathon Shoe Company East Side Plant, constructed in 1920, is located at 1418 North 1st Street (historically 1414-1424 North 1st Street) in Wausau, Wisconsin. The building has a gabled roof with a shallow pitch, rectangular massing, and is two stories tall with a concrete slab on grade foundation. The exterior of the building is built of structural clay tiles and clad in stucco. At the interior, the building features an open floor plan with a riveted steel truss and lattice steel column structural system.

Shoe manufacturing became an important industry in Wausau as the paper milling industry experienced a decline in the early-twentieth century. The Marathon Shoe Company East Side Plant is the best remaining representation of the Marathon Shoe Company, a significant manufacturer in the City of Wausau in the first half of the twentieth century. At the height of the company's growth in the 1920s, the Marathon Shoe Company had four factories in operation, including the East Side Plant. The Marathon Shoe Company, and its president, S.J. Pentler, owned the East Side Plant from 1923 until 1932. In addition to being a leader in the local

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economy, the Marathon Shoe Company had a strong national reputation for its innovative welt construction, which eliminated the need for metal fasteners such as tacks or staples to connect a leather upper to a sole in the production of shoes, and for its marketing efforts for its Pied Piper line of high-end children's shoes. The building retains sufficient integrity to convey its history and use.

Narrative Description

Location and Site Description

The Marathon Shoe Company East Side Plant, constructed in 1920, is located at 1418 North First Street (historically 1414-1424 North First Street) in Wausau, Wisconsin (Figures 1 and 2).¹ The building sits on a 1.15 acre site. The property is bounded by North First Street to the east, an undeveloped parcel to the south, the historic C.M. & St. Paul railroad and the Wisconsin River to the west, and a surface parking lot and historic trolley shed to the north. The building is built out to the sidewalk at the east elevation. The site is generally flat with some volunteer vegetation to the west and south of the building. The building is located within a historically mixed-use industrial and residential area (Figure 2).

Exterior

The Marathon Shoe Company East Side Plant is two stories tall and constructed of structural clay tiles covered in stucco. The building has a gabled roof; the gable faces east and west (Photo 0001), and the roof has a wood deck covered in a tar roofing system. The cornice is corbelled just below the roof line. The building is divided into eight bays at the east and west façades and seven bays at the north and south façades.

At all façades, each bay is punctuated by a window or door opening at both levels. Window openings at the first level are generally triple-ganged, twelve-light, wood sash and frame. Window openings at the second level are generally triple-ganged wood sash and frame, where each frame has a lower twelve-light sash and an upper eight-light sash. Window openings at both levels have brick sills. Many window openings have been covered over with plexi-glass at the exterior (Photos 0001-0006).

¹The building at 1418 1st Street across the river from a second Marathon Shoe Factory building (325 North 1st Avenue), yielding the names "east side plant" for 1418 1st Street and "west side plant" for 325 North 1st Avenue; "City to Pay \$5000 Down on Shoe Plant," *La Crosse Tribune and Leader Press*, April 26, 1936, 2.

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East Façade

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The east façade is the building's primary façade (Photos 0001 and 0005). All eight bays of the second floor have triple-ganged wood sash and frame, where each frame has a lower twelve-light sash and an upper eight-light sash. Beginning at the southern edge, the first level of the first bay has a window opening in the same style. Moving north, the first level of the second bay has two pedestrian doors flanking a single, twelve-light window. The first levels of the third and fourth bays house the building's main entrance; these bays have been infilled with concrete masonry units and non-historic windows (Photo 0005). The first level of the next three bays features triple-ganged twelve-light wood sash and frame; the first level of the final bay includes the same style window opening and a pedestrian door.

West Façade

At the first level of the west façade, all bays except for the southernmost bay have typical first level window openings. The southernmost bay features a single twelve-light window (Photo 004). All eight bays of the second level have generally triple-ganged wood sash and frame, where each frame has a lower twelve-light sash and an upper eight-light sash.

North Façade

At the north façade, all seven bays of the second level have typical second level window openings. At the first level, all seven bays have typical first level window openings, excepting the second bay from the east, which has a pedestrian door (Photo 0002).

South Façade

At the south façade all seven bays of the second level have typical second level window openings. The lower portion of the central sash at the westernmost bay has been modified and a pedestrian door has been installed to replace the sash. At the first level the western two bays house overhead garage doors. Moving east, the next three bays feature typical first level window openings. The eastern two bays have typical second level window openings. A brick chimney is located between the two westernmost bays (Photos 0003 and 0006).

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Interior

At the interior, the building features open floor plates and an exposed structural system, as is typical of early-twentieth century factory buildings (Photos 0007-0012). Four wood staircases are located throughout the building, and an elevator is located at the west wall. The building had two toilet rooms, one on each floor, but the walls of those rooms have been taken down.

First Floor

The first floor has an open floor plan with a concrete slab-on-grade and regularly-spaced structural steel columns. The exposed structural steel floor framing at the second floor consists of steel girders and beams. Connections are riveted. Columns, beams, and girders are wide flange shapes. The ceiling consists of exposed second floor wood decking spanning across the steel beams.

The perimeter walls are finished at the interior with plaster or a plaster-like material. A partition wall extends east to west the full length of the building along the column line two bays north of the southern façade. The partition wall turns south one bay east of the western façade. The portion of the building south of the partition wall has been finished as office space with drywall ceilings and walls, and wood trim including baseboards, door trim, and boxed out columns (Photos 0007-0009). The date of construction of these office spaces could not be determined.

Vertical circulation is provided through four staircases and a non-functioning freight elevator. The wood staircases are located near the primary entrance, at the northeast corner of the building, near the northwest corner of the building, and near the southwest corner of the building. The freight elevator is located along the west wall of the building, near the northwest corner.

Second Floor

The second floor has an open floor plan with wood flooring. The exposed column grid is consistent with the first floor, except that the columns are structural steel lattice columns. The exposed roof framing consists of deep steel trusses composed of double and single angle sections. All connections are riveted. Steel roof beams and wood decking are supported on the top chord of the trusses.

The second floor is lit, in part, by two rows of wood clerestory windows and metal framed skylights that are oriented east to west over the center of the building. The clerestory consists of a row of six-light awning-style wood sashes. The skylights are located along the length of the clerestory and are currently covered with a fully adhered roof membrane (Photos 0010-0012).

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Integrity

The Marathon Shoe Company East Side Plant retains a high degree of historic integrity. The factory building retains sufficient levels of all seven aspects of integrity to convey its history from its period of significance, 1923 to 1932. The seven aspects of integrity are discussed separately, as follows:

Location

The Marathon Shoe Company East Side Plant has not been moved and retains integrity of location.

Design

The Marathon Shoe Company East Side Plant retains integrity of design at its exterior and interior spaces. As a utilitarian building, the Marathon Shoe Company East Side Plant was designed to be functional factory space with open floor plates at the first and second story, regularly spaced window openings and skylights at the second story to allow daylight into the factory. While a few partition walls have been added at the first and second floors, both levels continue to retain large volumes of open space and their original fenestration pattern.

Setting

Integrity of setting remains intact. The factory building's relationship to the Wisconsin River, the historic C.M. & St. Paul railroad tracks, and the surrounding neighborhood is largely unchanged since the period of significance. The neighborhood retains its character from the period of significance – it is composed of a combination of industrial properties and modest residential development.

Materials

The materials that characterize the Marathon Shoe Company East Side Plant —primarily structural clay tile, the triple-ganged twelve-light wood sash and frame windows, and the exposed wood and riveted structural steel system remain intact and convey integrity. At the exterior, the building retains its original structural clay tile with stucco finish, and wood sash and frames. At the interior, the first floor retains its concrete slab-on-grade floors, steel column grid, and exposed second floor steel framing and decking. The second floor retains its wood floors, exposed structural steel system, historic windows and skylights.

Workmanship

As a factory building, the Marathon Shoe Company East Side Plant retains its historic utilitarian character.

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Feeling

Through its continued use as a factory and, later, a warehouse building and through the retention of its historic exterior materials, fenestration patterns, exposed structural system, and open floor plates the Marathon Shoe Company East Side Plant building evokes the feeling of an industrial building from the early twentieth century.

Association

The Marathon Shoe Company was a leading manufacturer and major employer in the city of Wausau in the first half of the twentieth century. The physical make-up of the Marathon Shoe Company East Side Plant at 1418 North 1st Street continues to reflect its association with the Marathon Shoe Company.

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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 grave
- D. A cemetery
- E. A reconstructed building, object, or structure
- F. A commemorative property
- G. Less than 50 years old or achieving significance within the past 50 years

Areas of Significance

(Enter categories from instructions.)

INDUSTRY

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Period of Significance

1923-1932

Significant Dates

1923

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Summary

The Marathon Shoe Company East Side Plant, located at 1418 North 1st Street (historically 1414-1424 North 1st Street) in Wausau, Wisconsin, is historically significant under National Register of Historic Places Criterion A for its representation of the Marathon Shoe Company, a leading manufacturer in the city of Wausau in the first half of the twentieth century. The property's area of significance is Industry and its level of significance is local. The Marathon Shoe Company Factory building's period of significance is 1923-1932, the years that it was owned and operated by S.J. Pentler and the Marathon Shoe Company.

At the height of the company's growth in the 1920s, the Wausau-based Marathon Shoe Company had four factories in operation. The "branch factory" at the original Wausau City Hall at 125 Washington Street and the repurposed Tomahawk Shoe Factory in Merrill, Wisconsin have both

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been demolished.² Two of the Marathon Shoe Company's factory buildings are extant; in addition to the factory at 1418 North 1st Street, the Marathon Shoe Company maintained a factory at 325 North 1st Avenue in Wausau.³ The building at 325 North 1st Avenue has been significantly modified, including the addition of plywood board and batten style siding, a modern masonry arcade that is open on one side, and brick columns and gables that have created individual storefronts. These changes have imparted a high degree of finish on the historically industrial building. As a result, this factory does not retain sufficient integrity to adequately represent the Marathon Shoe Company, which operated in the building from 1915 to 1934 (Figure 3).

The buildings on North 1st Street and North 1st Avenue were located across the Wisconsin River from one another; 325 North 1st Avenue was known as the "west side plant" and 1418 North 1st Street was the "east side plant".⁴ S.J. Pentler, the founder, secretary, and general manager of the Marathon Shoe Company, acquired the subject building from the Badger Bag and Paper Company in 1923 to expand production and produce shoes by the patented Pentler-Short method. The Marathon Shoe Company also produced its guaranteed non-rip stitch down in the east side factory until 1932 (Figure 5). While these methods of shoe construction will be described in greater detail below, the Pentler-Short method was an innovative method of welt construction and sewing leather uppers to soles. The company called their construction method "non-rip stitch down" and guaranteed that with their shoes – particularly their children's shoes – the upper would not rip away from the sole.⁵ In addition to being the best remaining representation of the Marathon Shoe Company, the east side factory at 1418 (1414-1424) North 1st Street represents the height of Marathon Shoe Company's output and S.J. Pentler and Marathon Shoe's superintendent O.R. Short's innovations in shoe production.

History of the Shoe Industry in the United States

The shoe industry in the United States originated in New England in the mid-seventeenth century and the eastern seaboard region dominated the industry well into the late-nineteenth century. During this period, the shoe industry evolved from itinerant cobblers who would travel from home to home handcrafting shoes over wooden lasts, to an industrial system—aimed at wholesale markets—that depended upon a mix of hand crafting and machine sewing.⁶ The invention of the sewing machine in 1846 and the expansion of rail networks in the late-

² The site of the "old Wausau City Hall" is now a park; information regarding the Tomahawk Shoe Factory came from the 1992 City of Merrill Intensive Survey Report and Google Maps.

³ Wright's Wausau City Directory, 1925 (Milwaukee: Wright Publishing Company, 1925), 103.

⁴ "City to Pay \$5000 Down on Shoe Plant," *La Crosse Tribune and Leader Press*, April 26, 1936, 2.

⁵ Marathon Shoe Company promoted the durable construction of its products by advertising their shoes as "non-rip stitch down." "New Welt Process Used by Wisconsin Company," *Boot and Shoe Recorder* 79, (April, 1921), 52.

⁶ Ross Thompson, *The Path to Mechanized Shoe Production in the United States* (Chapel Hill: The University of North Carolina Press, 1989), 7.

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eighteenth and early-nineteenth centuries allowed shoemakers to expand both their outputs and their markets.

As the shoemaking industry expanded, manufacturers sought alternative methods of securing soles to uppers. Prior to the Industrial Revolution, individual cobblers had used wooden, and later metal, shoe pegs to attach uppers to soles. Eventually, these were replaced with shoe nails, wire, screws, and a variety of adhesives.⁷ Welted construction was the next innovation. Welt shoes are shoes in which a strip of leather is used to affix the sole to the upper, “having the edge of the welt extending outward so that the outsole can be attached by sewing through welt and outsole around the outside.”⁸ Long produced by hand, welt shoes were highly desirable because the leather welt made for a stronger connection between the sole and the upper, the seams did not touch the foot, and the shoe had a cork filler; as a result, the shoes had “a perfectly smooth inside surface.”⁹ Finally, the welt could be replaced when well-worn, which allowed a pair of shoes to have a very long life. Hand sewn welts required a high degree of skill, which made welt shoes very expensive.

An important advance was made in 1858, with the development of the McKay sewn shoe. In McKay construction “the outer sole is attached by a thread passing directly through the upper and inner sole. The out sole is generally channeled and the lining is put over the inner seam, on the inside of the shoe.”¹⁰ A filler, often paper or felt, was secured between the insole and the outsole.¹¹ The McKay shoe was “lighter in weight and cheaper than the welt shoe. [But] required a sock lining to protect the foot from the clinched tacks and stitches in the insole...”¹² McKay shoes were cost-effective to produce, but because of the inner seams, the insides of McKay shoes could be rough and uncomfortable. As a result, during the 1860s a number of attempts were made to develop a machine that could remedy the problem. This work culminated in Charles Goodyear, Jr.’s successful invention of a welt sewing machine in 1869.¹³ Goodyear’s welt sewing machine allowed for a high quality shoe to be produced on a mass scale.

The mechanization of shoe production, the continued expansion of rail lines, and a growing leather industry saw Missouri, Illinois, Michigan, and Wisconsin emerge as new leaders in the

⁷ Harold R. Quimby, *Pacemakers of Progress: The Story of Shoes and the Shoe Industry* (Chicago: Hide and Leather Publishing Co., 1946), 34.

⁸ “Craftsmanship,” last modified June 10, 2016, accessed June 10, 2016, www.allenedmonds.com/our-story/craftsmanship.html

⁹ Quimby, *Pacemakers of Progress*, 135.

¹⁰ Frederick James Allen, *The Shoe Industry* (Boston: The Vocation Bureau of Boston, 1916), 390.

¹¹ Quimby, *Pacemakers of Progress*, 135.

¹² U.S. Department of Agriculture, “Leather Shoes...Selection and Care,” *Farmers’ Bulletin* no. 1523 (April 1927, revised 1952), 5.

¹³ Quimby, *Pacemakers of Progress*, 135.

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shoe industry by the beginning of the twentieth century.¹⁴ In Wausau, Wisconsin, the shoe industry was dominated by a single manufacturer—the Marathon Shoe Company.

Industry in Wausau

The City of Wausau was chartered in 1872 as “a saw mill and lumber town with practically no diversification of industries.”¹⁵ By 1925, the city had a population of approximately 15,000 and was home to “sixty-five manufacturing concerns” that employed more than 4,000 people.¹⁶ Many of these manufacturing companies were related to the lumber industry. In the 1920s, Wausau’s top five industries were, in order, lumber and woodworking, paper, foodstuffs, metal, and shoe manufacturing.¹⁷ According to Wausau City Directories, until 1924 there was only one shoe manufacturing company in the City of Wausau—the Marathon Shoe Company.¹⁸

The Marathon Shoe Company

The Marathon Shoe Company was organized by Sigmund J. Pentler in Wausau in 1914. Pentler had long been involved in the shoe business and had served as the secretary and general manager of the Rich Shoe Company in Milwaukee prior to relocating to Wausau to establish his own enterprise.¹⁹ Pentler served as the secretary, general manager, and leather buyer for his new concern; his officers were Charles Dodge, president, William E. Dodge, vice president, C.G. Krueger, treasurer, and Oscar R. Short, superintendent.²⁰

In the fall of 1915, the Marathon Shoe Company hired the local firm of Hackbarth & Krause, general contractors, to construct a 50 foot by 120 foot three-story factory building, later known as the “west side plant,” at 325 North 1st Avenue for \$15,000.²¹ At the time, the Marathon Shoe Company had thirty five employees and manufactured barefoot sandals (Figure 4).²² In 1915 there were two varieties of “barefoot sandals” on the market. One style was “made from a single piece of sole leather and many yards of fancy ribbon [or leather] for winding about the ankles

¹⁴ Quimby, *Pacemakers of Progress*, 13.

¹⁵ Wright’s Wausau City Directory, 1925 (Milwaukee: Wright Publishing Company, 1925), 103.

¹⁶ Wright’s Wausau City Directory, 1925 (Milwaukee: Wright Publishing Company, 1925), 103.

¹⁷ “Five Leading Industries of Wausau Do Over \$40,000,000 Business During 1920,” *Industrial and Historical Edition of the Wausau Pilot*, January, 1921.

¹⁸ Wright’s Wausau City Directory, 1924 (Milwaukee: Wright Publishing Company, 1924), 78.

¹⁹ “Marathon Shoe Company Will Double Capacity,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 82 (December, 1922), 90.

²⁰ “Marathon Shoe Company Will Double Capacity,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 82 (December, 1922), 90.

²¹ “Shoe Factory Contract Let,” *La Crosse Tribune*, October 9, 1915; “Shoe Factory Nearly Ready,” *La Crosse Tribune*, January 12, 1916; *Polk’s Wisconsin State Gazetteer and Business Directory* 41-42 (1921-22), 1275.

²² *American Shoemaking* 51 (April, 2014), 165; “Highest Grade Barefoot Sandals,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 81 (April, 1922), 49, “Marathon Shoe Company One of Finest Concerns City Possesses,” *Industrial and Historical Edition of the Wausau Pilot* January 1, 1921.

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and holding the sole in place.” The other, which was the style of “barefoot sandal” produced by the Marathon Shoe Company, was a leather t-strap style shoe with two straps that were secured with buckles (Figure 4). This barefoot sandal was the only style of shoe the Marathon Shoe Company produced when they started out; as the company grew, it increased its offerings to include diverse styles of shoes for children, women, and men.

The Marathon Shoe Company grew rapidly; by the winter of 1916, the company had installed new machinery in the factory and had grown to a workforce of seventy-five employees who turned out between 700 and 1000 shoes each day.²³ Marathon Shoe Company expanded the factory in 1919 and, in 1920, conducted over \$1,000,000 worth of business.²⁴ In 1921, in an effort to meet increased demand, the Marathon Shoe Company added a branch factory at the “old Wausau City Hall.”²⁵ The old city hall had three stories and a basement and required “extensive remodeling to be converted to a shoe factory.”²⁶ According to an article in the industry journal *The Boot and Shoe Recorder: The Magazine of Fashion Footwear*, the increased consumer demand was for the company’s “custom welt shoes” and the addition of the city hall branch factory allowed the Marathon Shoe Company to turn the production facility at North 1st Avenue over solely to the production of shoes with the custom welt. The welt, known as the “Pentler and Short Process,” differed

...from every other process of shoe making. The insole [was] channeled from the underside (the side that comes into contact with the outsole). Through this channel the insole is permanently inseamed all around to the upper lining. By this process of inseaming all tacks, staples and other metal fastening [were] eliminated. The upper linings are firmly lasted down to the wood; the stretch is taken out so the shoe keeps its shape.²⁷

The Pentler and Short Process was a variation on the Goodyear Welt, but did not require an “inner sole” or filler.²⁸ The process resulted in uppers that were “doubly fastened” and likely to keep their shape.²⁹ Through the exclusion of an “inner sole,” shoes manufactured by the Pentler and Short Process were easier to repair, as a cobbler did not have to rebuild the shoe but, rather,

²³ “Shoe Factory Nearly Ready,” *La Crosse Tribune*, January 12, 1916.

²⁴ *Shoe and Leather Reporter Annual, 1919* (Boston: The Shoe and Leather Reporter Company, 1919), 705.

²⁵ “Marathon Shoe Company Adds Additional Factory,” *The Boot and Shoe Recorder: The Magazine of Fashion Footwear* 79, no. 1 (June, 1921), 115.

²⁶ *Ibid.*

²⁷ “New Welt Process Used by Wisconsin Company,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 79, no. 1 (June, 1921), 115.

²⁸ S.J. Pentler and O.R. Short, United States Patent: 1681623 *Stitch-Down Shoe And Method Of Making The Same*, August 21, 1928.

²⁹ “New Welt Process Used by Wisconsin Company,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 79, no. 1 (June, 1921), 115.

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could “either nail or sew on a new sole or half sole.”³⁰ Finally, the custom welt shoes also had a “patented nerve-resisting shock absorber” and a “patented nailless heel seat.”³¹

By 1922, the Marathon Shoe Company had several lines, including “Pied Piper infants’, children’s, misses’ and growing girls’ shoes, Dr. Sommer’s New Dawn men’s and women’s shoes and Marathon Guaranteed Non-Rip Stitchdowns children’s shoes.”³² In December of 1922, two separate announcements regarding expansion of the Marathon Shoe Company appeared in the December issue of the *Boot and Shoe Recorder: The Magazine of Fashion Footwear*. J.E. Everston, the Sales Manager for Marathon Shoe Company, stated “that his business has been splendid and that they [Marathon Shoe Company] are now planning to double the output of their factory with the addition of a new building...[which] will give the company additional capacity of two thousands pairs of shoes daily.”³³

Pentler and his leadership team had reason to speak confidently of their company’s future. According to another article in the industry journal, “the factory of the Marathon Shoe Company is one of the very few shoe factories in the United States that has been in operation continuously since its organization, over eight years ago.”³⁴ The company had also grown to dominate the Wausau economy; shoe production was the fifth largest industry in Wausau, and Marathon Shoe Company was the only shoe company in town.³⁵ Additionally, the company’s line of high-end Pied Piper Children’s Shoes were well-regarded and had a high degree of brand recognition, due to a nationwide advertising campaign in which an employee of Marathon Shoe Company dressed as the Pied Piper and visited shoe stores around the country, leading a parade, meeting with children, giving out “gay-colored cap[s], Pied Piper horns, and a story book containing the famous poem of the Pied Piper” of Hamlin Town (Figure 6).³⁶

³⁰ “New Welt Process Used by Wisconsin Company,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 79, no. 1 (June, 1921), 115.

³¹ “A New Sandal for Women,” *The Boot and Shoe Recorder: The Magazine of Fashion Footwear* (May, 1922), 117.

³² “Hendry Travels Coast for Marathon,” *The Boot and Shoe Recorder: The Magazine of Fashion Footwear* (October 1922), 129.

³³ “Marathon Executive Visits Cincinnati,” *The Boot and Shoe Recorder: The Magazine of Fashion Footwear* 85 (December, 1922), 85.

³⁴ “Marathon Shoe Company Will Double Capacity,” *Boot and Shoe Recorder: The Magazine of Fashion Footwear* 82 (December, 1922), 90.

³⁵ “Five Leading Industries of Wausau Do Over \$40,000,000 Business During 1920,” *Industrial and Historical Edition of the Wausau Pilot*, January, 1921

³⁶ According to 1957 bankruptcy documents filed by the Pied Piper Shoe Company, a successor to the Marathon Shoe Company, between 1925 and 1957, “...in the United States, infants’, children’s, misses’, and growing girls shoes in the high-quality and –priced range have been produced and sold by a comparatively small group of manufacturers, which were competitors, embracing about eight or ten in number at any one time. Such group included...Simplex Shoe Company, Milwaukee, Wisconsin; Herbst Shoe Company, Milwaukee Wisconsin; Gilbert Shoe Company, Thiensville, Wisconsin; Waterbury Shoe Company, Brooklyn New York; J. Altschul Shoe Company, Brooklin, New York; Marathon Shoe Company, Wausau, Wisconsin...”; “Pied Piper Shoe Company, Petitioner, v. Commissioner of Internal Revenue, Respondent, May 28, 1957” in *Tax Court of United States Reports* (Washington,

Marathon Shoe Company East Side Plant
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Wausau Shoe Manufacturing Company

Based on the continued success of the Marathon Shoe Company, and the increased demand for shoes produced with Pentler and Short's patented construction, Pentler sought to expand his empire further and, in 1923, purchased a factory building (the subject of this nomination), located on the east side of the Wisconsin River at 1414-1424 North 1st Street in Wausau. The factory, which was constructed three years earlier for the Badger Bag and Paper manufacturing company, was two stories and was located "on the right of way of the C.M. and St. Paul railroad..."³⁷ According to an article in the *Wisconsin Rapids Daily Tribune*, Pentler planned to "lease or transfer the property to a new company that will manufacture shoes by the Pentler-Short process."³⁸ Wausau city directories show that Pentler did incorporate a new company, the Wausau Shoe Manufacturing Company, which was located at 1414-1424 North 1st Street. There was overlap between the leadership of the Wausau Shoe Manufacturing Company and the Marathon Shoe Company, with Pentler serving as president, Short serving as vice president, and Charles Dodge serving as a director of both companies from 1925 to 1928.³⁹

The Wausau Shoe Manufacturing Company grew quickly, and a second factory, the former Tomahawk Shoe factory in Merrill, Wisconsin, was purchased in 1926;⁴⁰ however, in 1928, the company was liquidated and its stock and manufacturing facilities were acquired by Marathon Shoe Company. Wausau City Directories for 1929 and the early 1930s listed two business addresses for the Marathon Shoe Company—325 North 1st Avenue and 1414-1424 North 1st Street. Marathon Shoe operated the Merrill factory, then called Plant 3, until 1930; it operated the factory at 1418 North 1st Street (the subject building, also known as "plant 2" or the "east side plant") until 1932.

Closing of the Marathon Shoe Company

Marathon Shoe Company sales began to decline in 1930; Pentler and Short had taken less active roles in the organization and the onset of the Depression resulted in the loss "of Pied Piper dealers due to credit difficulties, competition, improper selling, and lower quality of the shoes and by [the] loss of a great number of Pied Piper consumers due to competitive prices, lowered

DC: U.S. Government Printing Office, 1957), 499; "Pied Piper Makes Visit to E.E. Rabe Shoe Store," *Van Nuys News*, February 26, 1926.

³⁷ "New Shoe Factory Will Soon Start at Wausau," *Wisconsin Rapids Daily Tribune*, December 28, 1923.

³⁸ Ibid.

³⁹ *Wright's Wausau City Directory, 1925* (Milwaukee: Wright Publishing Company, 1925), 103; *Wright's Wausau City Directory, 1927* (Milwaukee: Wright Publishing Company, 1927), 30; *Wright's Wausau City Directory, 1929* (Milwaukee: Wright Publishing Company, 1929).

⁴⁰ "Shoe Factory for Merrill," *Wisconsin Rapids Daily Tribune*, December 2, 1926, 2.

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quality, [and] loss of dealer representation.”⁴¹ The company’s wholesale prices dropped from a high of \$2.78/pair in 1929 to \$1.85/pair in 1933, a price that was \$.63 lower than the wholesale price of Pied Piper Shoes during their debut year of 1922. As a result of a continued decline in sales, the Marathon Shoe Company ceased operation in 1934.⁴²

Marathon Shoe Company was liquidated the same year. The east side plant (1418 North 1st Street) was sold to the City of Wausau and the west side plant to the Pied Piper Shoe Company, a concern created in May of 1934 “to acquire plant No. 1 [the west side plant] and certain other assets of the Marathon Shoe Company, and to manufacture infants’, children’s, misses’, and growing girls’ shoes under the trade name of ‘Pied Piper’ and other trade names theretofore used by the Marathon Shoe Company.”⁴³ The newly organized Pied Piper Shoe Company was managed by the Huth James Shoe Company of Milwaukee, which ran Pied Piper shoes until 1935. Business did not improve under new management, in part because Huth James discontinued using the Pentler-Short method which had been a key component of the Marathon Shoe Company’s success.

The City of Wausau intervened in 1935 and “purchased the land and buildings [of the west side plant on North 1st Avenue]...when the company faced financial difficulties.”⁴⁴ The same year, a small group of former Marathon employees, with financial support from the City of Wausau, joined together to refinance and reorganize the company, which continued to operate as the Pied Piper Shoe Company. The reorganized Pied Piper Shoe Company experienced success and was able to purchase the west side plant and land back from the City of Wausau in 1944. The Pied Piper Shoe Company operated until 1965, when a Chicago-based group of investors purchased the company and formed the Pied Piper Shoe Corporation.⁴⁵ The Pied Piper Shoe Corporation was active from 1965 to 1967, when the firm was once again sold.⁴⁶

Conclusion

From 1914 to 1934, the Marathon Shoe Company, under the leadership of Sigmund J. Pentler, was a leading employer in the City of Wausau, Wisconsin. The company’s famous “Pied Piper” line of shoes was well-known and well-regarded throughout the United States. At the height of

⁴¹ Pied Piper Shoe Company, Petitioner, v. Commissioner of Internal Revenue, Respondent, May 28, 1957” in *Tax Court of United States Reports* (Washington, DC: U.S. Government Printing Office, 1957), 499;

⁴² “Take First Steps in Reorganization of Shoe Concern,” *La Crosse Tribune and Leader Press*, April 27, 1934.

⁴³ “Pied Piper Shoe Company, Petitioner, v. Commissioner of Internal Revenue, Respondent, May 28, 1957” in *Tax Court of United States Reports* (Washington, DC: U.S. Government Printing Office, 1957), 499; “City to Pay 5000 Down on Shoe Factory,” *La Crosse Tribune and Leader Press*, April 26, 1936.

⁴⁴ “City to Pay 5000 Down on Shoe Factory,” *La Crosse Tribune and Leader Press*, April 26, 1936; “Report Pied Piper Shoe Firm Sold,” *Wausau Record Herald*, May 9, 1967.

⁴⁵ “Report Pied Piper Shoe Firm Sold,” *Wausau Record Herald*, May 9, 1967.

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production, the Marathon Shoe Company maintained a number of factories. As a result of demolition and dramatic architectural alteration, the “east side plant” at 1418 North 1st Street in Wausau retains the highest degree of historic integrity and is the best remaining representation of the Marathon Shoe Company and the only extant representation of the Wausau Shoe Manufacturing Company. The subject building represents the height of Marathon Shoe Company’s output and S.J. Pentler’s, and Marathon Shoe’s superintendent O.R. Short’s, innovations in shoe production.

Marathon Shoe Company East Side Plant
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9. Major Bibliographical References

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Pied Piper Shoe Company, Petitioner, v. Commissioner of Internal Revenue, Respondent.
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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 # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
 - Other State agency
 - Federal agency
 - Local government
 - University
 - Other
- Name of repository: Marathon County Historical Society

Historic Resources Survey Number (if assigned): N/A

Marathon Shoe Company East Side Plant
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10. Geographical Data

Acreage of Property 1.15 acres

Use either the UTM system or latitude/longitude coordinates

Latitude/Longitude Coordinates (decimal degrees)

Datum if other than WGS84: _____

(enter coordinates to 6 decimal places)

- | | |
|--------------|------------|
| 1. Latitude: | Longitude: |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Or

UTM References

Datum (indicated on USGS map):

NAD 1927 or NAD 1983

- | | | |
|--------------|------------------------|--------------------------|
| 1. Zone: 16T | Easting: 292654.51 m E | Northing: 4982772.18 m N |
| 2. Zone: | Easting: | Northing: |
| 3. Zone: | Easting: | Northing: |
| 4. Zone: | Easting : | Northing: |

Verbal Boundary Description (Describe the boundaries of the property.)

The property is bounded by First Street to the east, an undeveloped parcel to the south, the historic C.M. & St. Paul railroad and the Wisconsin River to the west, and a surface parking lot and historic trolley shed to the north

Marathon Shoe Company East Side Plant
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The site is bounded to the west by Lyndale Avenue North. To the south, the boundary extends along a chain link fence that separates the site from the property to the south. To the east, the site is bounded by the Interstate 94 trench. To the north, the boundary extends along the southern edge of the paved surface parking lot that serves the property to the north.

Boundary Justification (Explain why the boundaries were selected.)

This boundary encompasses the legal parcel with Parcel Number 29129072520308 of the City of Wausau.

11. Form Prepared By

name/title: Tamara Halvorsen Ludt, Director of Research

organization: Preservation Design Works, LLC

street & number: 575 SE 9th Street, Ste. 215

city or town: Minneapolis state: Minnesota zip code: 55414

e-mail: ludt@pvnworks.com

telephone: 612-843-4140

date: 9 June 2016

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.
- **Additional items:** (Check with the SHPO, TPO, or FPO for any additional items.)

Marathon Shoe Company East Side Plant
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Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Photo Log

Name of Property: Marathon Shoe Company East Side Plant

City or Vicinity: Wausau

County: Marathon State: WI

Photographer: Tamara Halvorsen Ludt, Preservation Design Works, LLC (Photos 7-12)
Metro Plains, LLC (Photos 1-6)

Date Photographed: Photos 1-6, April 2014; Photos 7-12, January 2016

Location of Original Digital Files: State Historic Preservation Office, Wisconsin Historical Society, Madison, WI

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo #1 (WI_Marathon County_Marathon Shoe Company East Side Plant_001)
General View of East Façade, Camera Facing North.

Photo #2 (WI_Marathon County_Marathon Shoe Company East Side Plant_002)
General View of North Façade, Camera Facing Southeast.

Photo #3 (WI_Marathon County_Marathon Shoe Company East Side Plant_003)
General View of South Façade, Camera Facing Northwest.

Photo #4 (WI_Marathon County_Marathon Shoe Company East Side Plant_004)
General View of West Façade, Camera Facing Southeast.

Photo #5 (WI_Marathon County_Marathon Shoe Company East Side Plant_005)
General View of East Façade, Camera Facing West.

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Photo #6 (WI_Marathon County_Marathon Shoe Company East Side Plant_006)
General View of South Façade, Camera Facing Northeast.

Photo #7 (WI_Marathon County_Marathon Shoe Company East Side Plant_007)
General View Including Column Grid, First Level, Camera Facing Northwest.

Photo #8 (WI_Marathon County_Marathon Shoe Company East Side Plant_008)
Typical Stair, First Level, Camera Facing South.

Photo #9 (WI_Marathon County_Marathon Shoe Company East Side Plant_009)
General View, First Floor, Camera Facing West.

Photo #10 (WI_Marathon County_Marathon Shoe Company East Side Plant_010)
Truss System and Skylights, Second Level, Camera Facing Southeast.

Photo #11 (WI_Marathon County_Marathon Shoe Company East Side Plant_011)
General View Including Truss System, Second Level, Camera Facing East.

Photo #12 (WI_Marathon County_Marathon Shoe Company East Side Plant_012)
Elevator, Second Level, Camera Facing North

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 hours per response including 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC

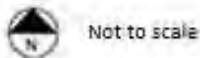
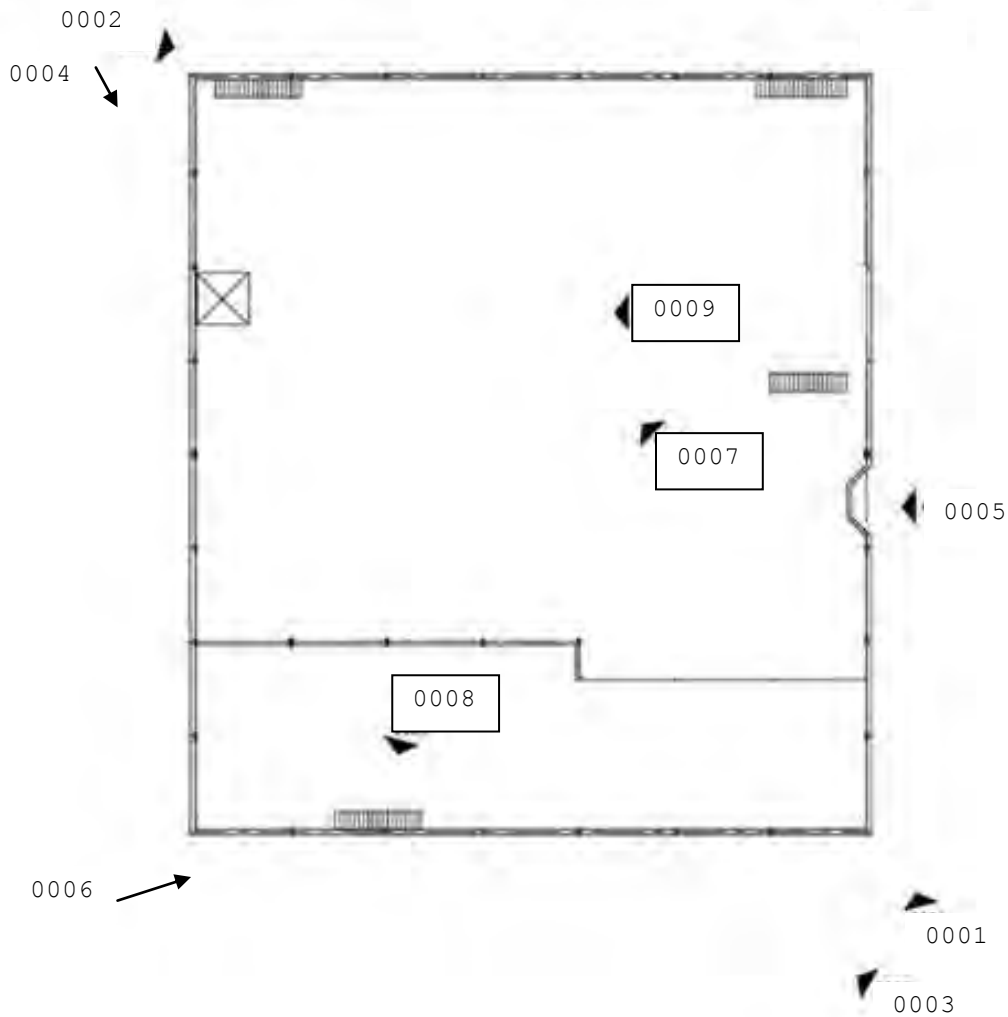
United States Department of the Interior
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Section number Photo Key Page 1

Marathon Shoe Company East Side Plant | Exterior and First Floor



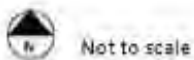
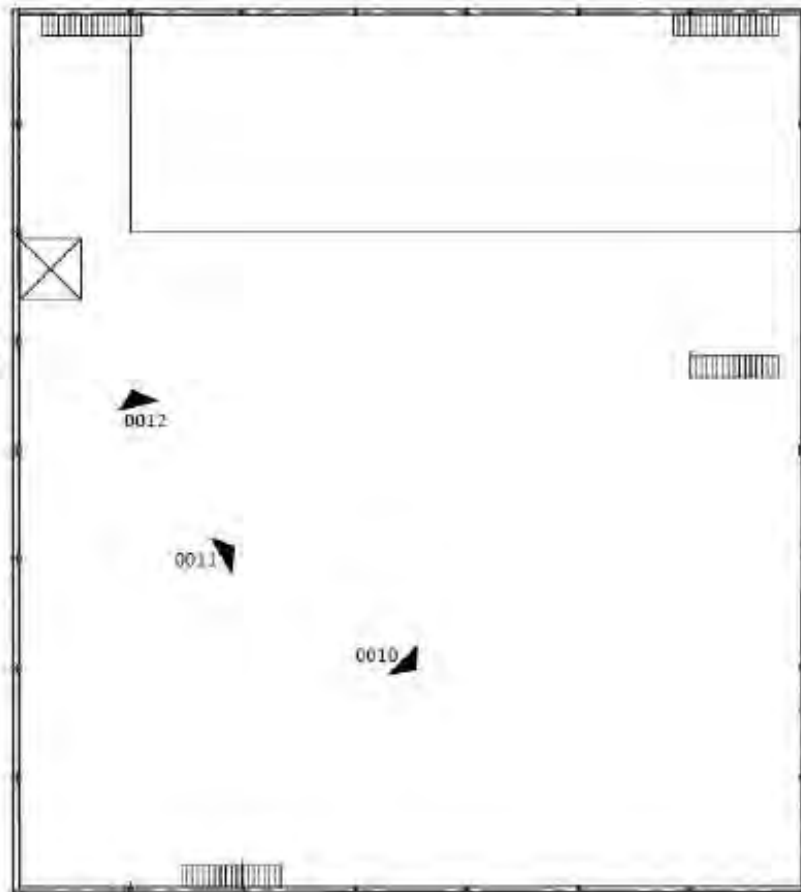
United States Department of the Interior
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Marathon Shoe Company East Side Plant | Second Floor



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1414-1424 North 1st Street, Wausau, Wisconsin



Map courtesy of <http://mcwalis.co.marathon.wi.us/>

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Figure 1. Current map. Source: Google.

Figure 2. Historic Map, Marathon Shoe Company [East Side Plant]. Source: Marathon County Public Library.

Figure 3. Current building at 325 North First Avenue, Wausau. Photos by Preservation Design Works.

Figure 4. Marathon Shoe Company “Barefoot Sandals” Advertisement. Source: Boot and Shoe Recorder, April 8, 1922.

Figure 5. Marathon Shoe Company “Non-Rip Stitch Down” Advertisement. Source: Boot and Shoe Recorder, September 2, 1922.

Figure 6. Marathon Shoe Company “Pied Piper” Advertising Materials. Source: Google.

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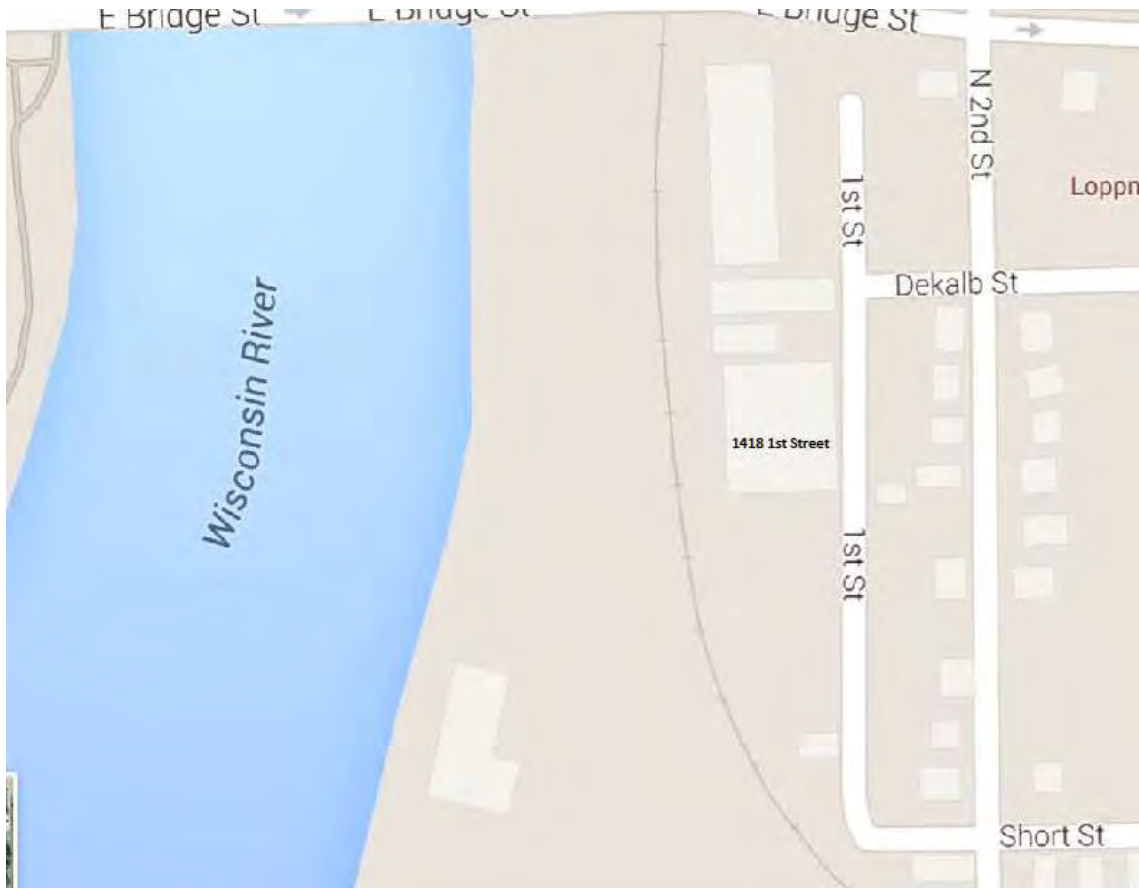


Figure 1. Map showing 1418 1st Street. Map courtesy of Google.

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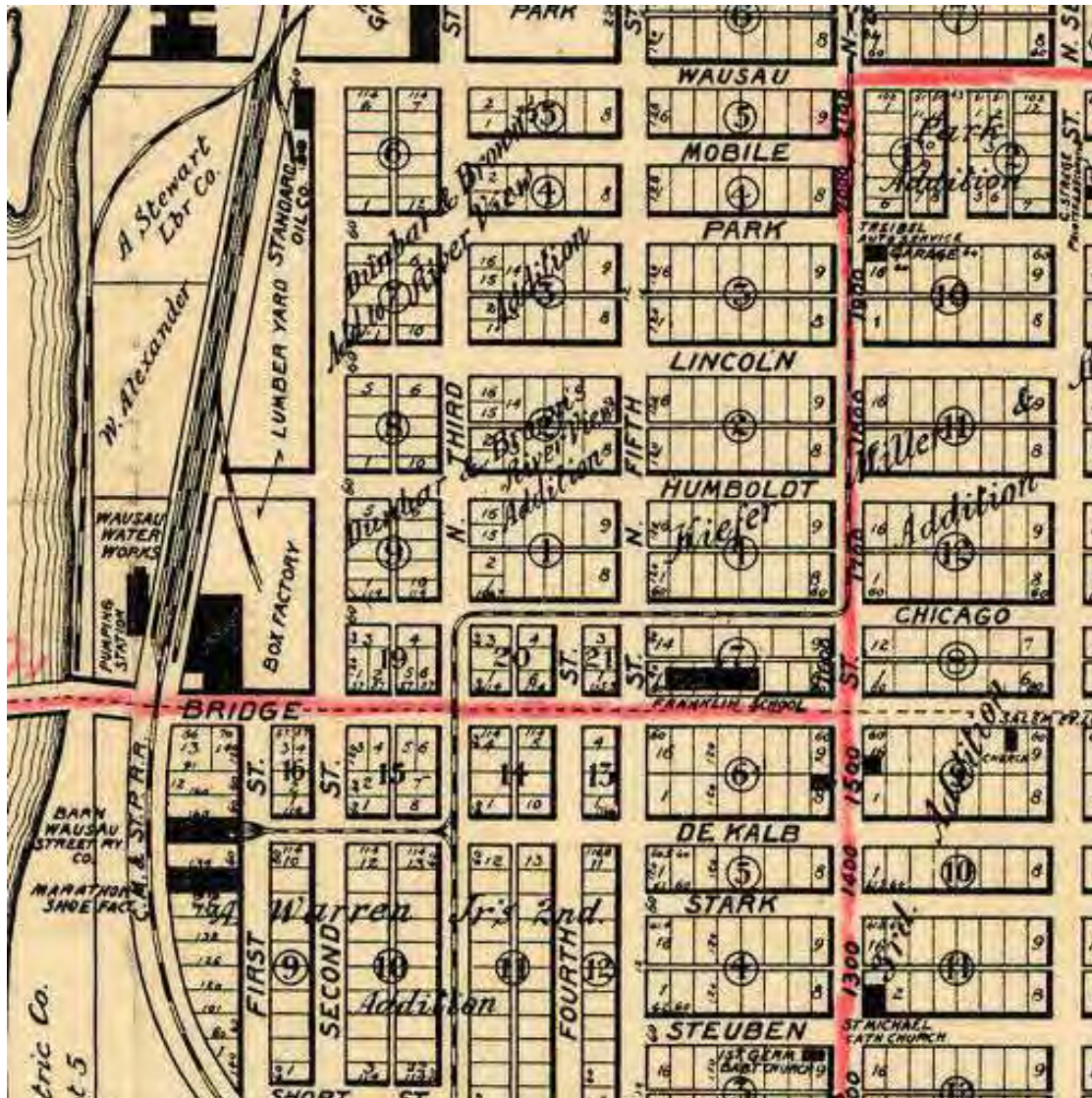


Figure 2. Historic Map Showing Marathon Shoe Factory [East Side Plant], c. 1934. Courtesy of Marathon County Public Library.

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Figure 3. 325 North First Avenue, former Marathon Shoe Factory West Side Plant.

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April 8, 1922

BOOT AND SHOE RECORDER

49

HIGHEST GRADE BAREFOOT SANDALS

GUARANTEED
HIGH GRADE
WELT



No. 838 1/2 Welt Two Strap
BAREFOOT SANDAL

Made of Mohogany Lettin, leather lined quarters,
Children's Size
2 1/2 to 8, two strap, oak head sole.....\$1.00
8 1/2 to 11, two strap, oak head sole..... 1.25
11 1/2 to 2, two strap, oak head sole..... 2.10
Women's
2 1/2 to 8, two strap, oak head sole..... 2.50
IN STOCK D WIDTH
Made to order B, C and E.
(Made to order in brown, smoke, black and patent leather.)
Infants' Barefoot Sandal
2 1/2 to 5 1/2, buck sole.....\$1.25
6 to 8, buck sole..... 1.50
No. 838—Tan Lettin.
No. 838—Smoke Elk.

PIED PIPER Welt Sandals, made in Factory No. 1.
Patented Improved Welt. No tacks, nails, staples or
metal fastening; one-piece leather insoles, to which
are inseamed uppers and counters; very flexible; close
edge; easy to repair; Nature Shape Lasts. Positively the
most comfortable and longest wearing sandals ever built.

In Stock

GUARANTEED
NON-RIP
STITCHDOWN



Two Strap BAREFOOT SANDAL

Oak head outsole. Guaranteed cut to fit. Whole and half sizes
2 1/2 to 8.....\$1.15
8 1/2 to 11..... 1.20
11 1/2 to 2..... 1.00
2 1/2 to 8, with heel..... 2.00
IN STOCK E WIDTH
No. 2078—Smoke Elk.
No. 2078—Smoke Elk.
No. 2008—Brown.
Infants' One Strap Sandal
2 1/2 to 5 1/2, buck sole.....\$1.05
6 to 8, buck sole..... 1.15
IN STOCK E WIDTH
No. 208—Tan Lettin.
No. 208—Smoke Elk.

THESE guaranteed non-rip sandals are made in our
factory No. 2, which is devoted exclusively to fine
stitchdown footwear. Made of solid leather throughout
on Full Standard Measurement Footform Lasts; Good-
year sewed; no tacks or nails; smooth on inside. Built
for sturdy wear and maximum comfort.

Terms 2% off 30 days or 45 days net

This is our 17th successful barefoot sandal season.
Be prepared for all classes of trade with these two grades.

ORDER TODAY

Marathon Shoe Co.

WAUSAU, WISCONSIN

Exclusive Manufacturers of Pied Piper Children's Shoes and Dr. Sommer's New
Dawn Shoes for Men and Women—made by Patented Improved Welt process.

Figure 4. Marathon Shoe Company "Barefoot Sandals" Advertisement.
Courtesy of *Boot and Shoe Recorder*, April 8, 1922.

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130 BOOT AND SHOE RECORDER September 2, 1922

POSITIVELY

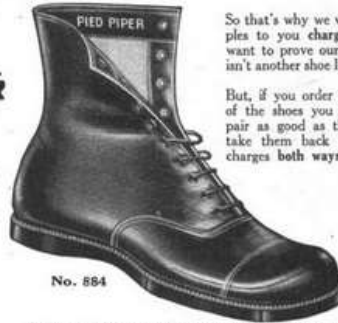
More Comfortable More Pliable Longer Wearing

THAN ANY OTHER SIMILAR SHOE MADE

Besides, it's the greatest value in an all quality child's shoe in the whole children's shoe market. We could keep on telling you for years about its many exclusive features that make this **Pied Piper Patented Improved Welt** an incomparable shoe. But you won't fully appreciate what you're getting for your money until you see the finish, the construction, the perfect fitting last.



No. 884—Pied Piper lace shoe, made in Factory No. 1 of Hering's Wisconsin Calf—a full grain and full shewee, anodized, oakskin. Footform last, one-piece leather insole, one-piece leather outsole, custom 'well lining, men's weight best quality oak head outsole, leather trimmings, spring heel.



So that's why we want to ship samples to you **charges prepaid**. We want to prove our point that there isn't another shoe like it at the price.

But, if you order and upon receipt of the shoes you don't find every pair as good as the samples, we'll take them back and pay express charges both ways.

The shrewdest buyer couldn't ask for more!

IN STOCK
All Year Around

B, C, D and E WIDTHS
5½ to 8 8½ to 12
\$2.35 \$2.65

No. 885—Same as above in button, D width in stock.



A more satisfactory and more profitable children's business can be done on quality rather than on price. Pied Piper Shoes, through their splendid quality, are establishing new records for fast turnovers in many shoe stores and shoe departments. They have actually brought to life children's departments that were surprisingly inactive. Let us send you samples of the new novelties for Fall. We'll prepay transportation charges.

Marathon Shoe Co.

WAUSAU, WISCONSIN
Exclusive Manufacturers of Pied Piper Shoes

Guaranteed Non-Rip STITCHDOWN

Made in Factory No. 2 Stamped Marathon
No. 488—Good year stitched; no tacks or nails; guaranteed not to rip; made of solid leather throughout; Footform last. Mahogany insoles, oak head leather outsole, custom well lining throughout. On a par with the very best stitchdown shoes on the market, yet far lower priced.

IN STOCK
5½ to 8 8½ to 12 12½ to 2
one lift heel one lift heel two lift heel
\$1.90 \$2.15 \$2.60

The Boot and Shoe Recorder will appreciate your mentioning the publication in replies to advertisements.

Figure 5. Marathon Shoe Company Pied Piper "Non-Rip Stitchdown" Advertisement. Courtesy of *Boot and Shoe Recorder*, September 2, 1922.

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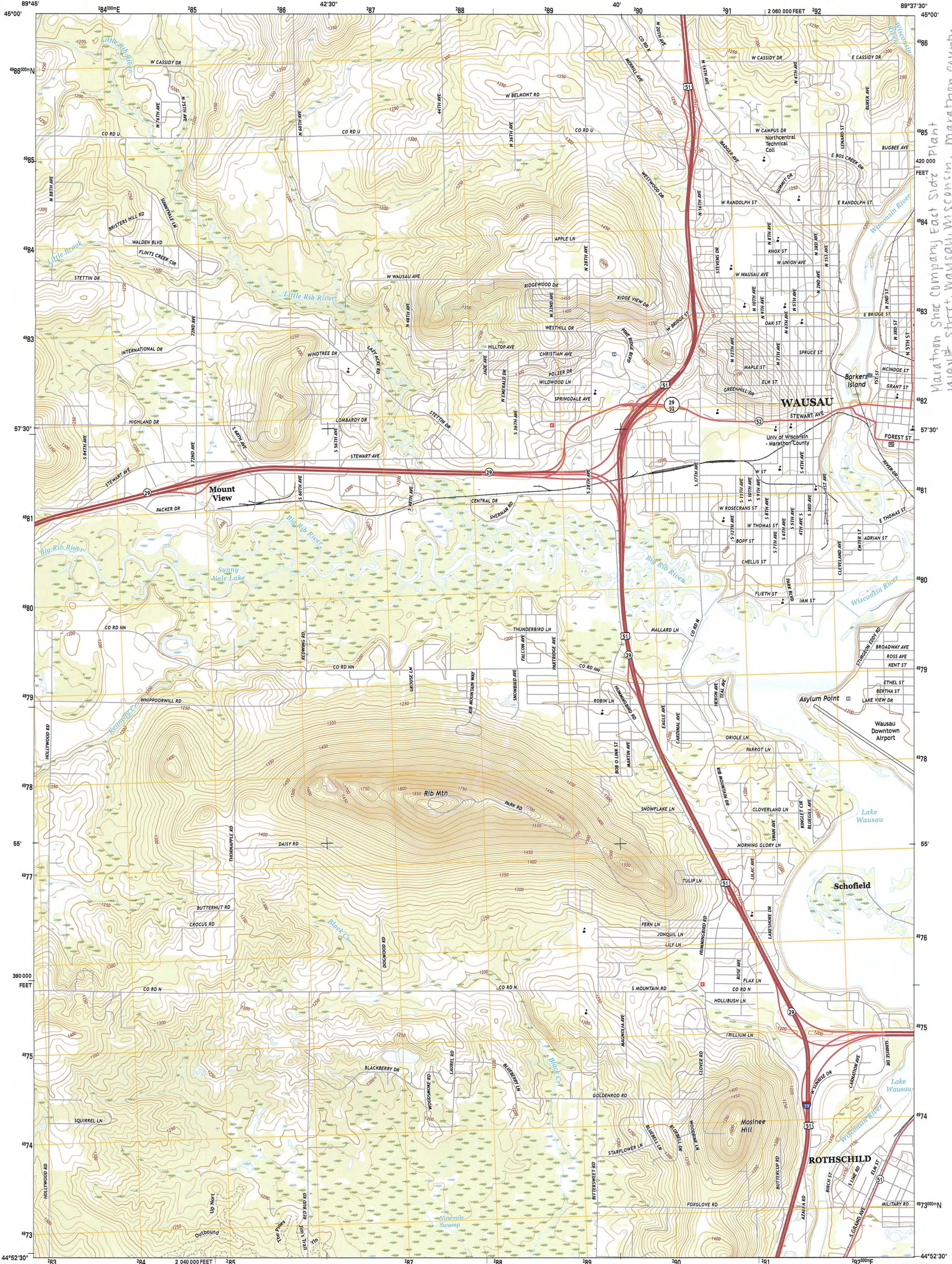
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Figure 6. Marathon Shoe Company "Pied Piper" Advertising Materials. Images courtesy of Google.



Marathon Shoe Company East Side Plant 1418N Street, Wausau, Wisconsin, Marathon County. UTM Zone 14 292654.51 mE / 4982772.18 mN

Produced by the United States Geological Survey North American Datum of 1983 (NAD83) World Geodetic System of 1984 (WGS84) Projection and 1 000-meter grid: Universal Transverse Mercator, Zone 16T 10 000-foot ticks: Wisconsin Coordinate System of 1983 (central zone)

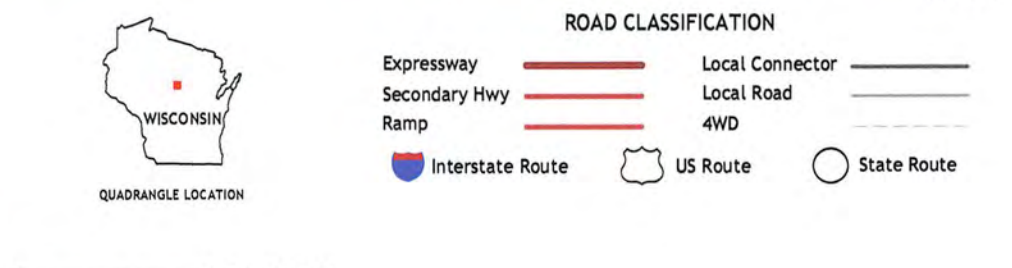
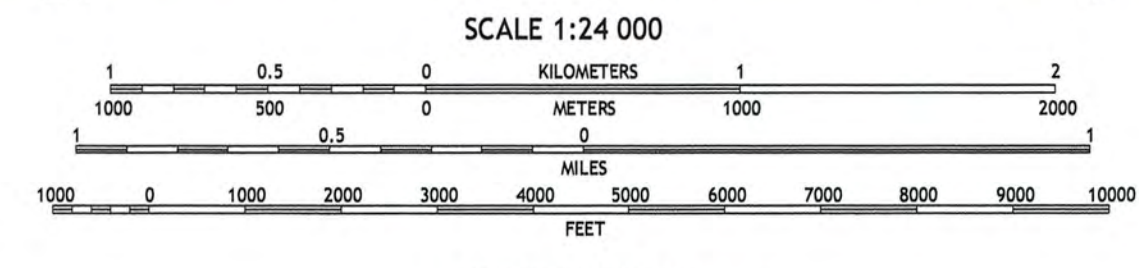
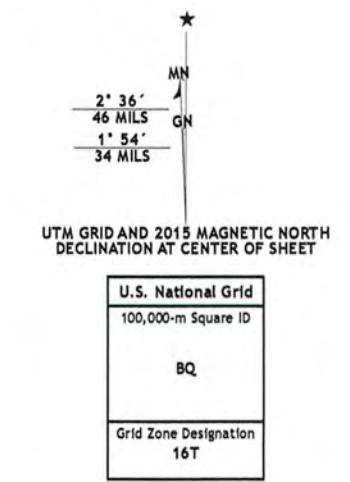


Table with 3 columns and 8 rows showing adjacent quadrangles: 1 Little Chicago, 2 Brookaw, 3 Nutterville, 4 Marathon, 5 Wausau East, 6 Halder, 7 Mosinee, 8 Peplin.

CONTOUR INTERVAL 10 FEET NORTH AMERICAN VERTICAL DATUM OF 1988 This map was produced to conform with the National Geospatial Program US Topo Product Standard, 2011. A metadata file associated with this product is draft version 0.6.19





502

Wing Electric











SAV-O-SUPPLY

NO TRESPASSING













Please
Ring

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 12/9/2016 Date of Pending List: 1/11/2017 Date of 16th Day: 1/26/2017 Date of 45th Day: 1/24/2017 Date of Weekly List: 1/25/2017

Reference number:

Nominator:

Reason For Review:

- | | | |
|---------------------------------------|------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Appeal | <input checked="" type="checkbox"/> PDIL | <input type="checkbox"/> Text/Data Issue |
| <input type="checkbox"/> SHPO Request | <input type="checkbox"/> Landscape | <input type="checkbox"/> Photo |
| <input type="checkbox"/> Waiver | <input type="checkbox"/> National | <input type="checkbox"/> Map/Boundary |
| <input type="checkbox"/> Resubmission | <input type="checkbox"/> Mobile Resource | <input type="checkbox"/> Period |
| <input type="checkbox"/> Other | <input type="checkbox"/> TCP | <input type="checkbox"/> Less than 50 years |
| | <input type="checkbox"/> CLG | |

Accept Return Reject 1/12/2017 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Barbara Wyatt Discipline Historian

Telephone (202)354-2252 Date _____

DOCUMENTATION: see attached comments : No see attached SLR : No

If a nomination is returned to the nomination authority, the nomination is no longer under consideration by the National Park Service.



Department of Community Development
Planning and Economic Development Division

Brad Lenz, AICP
City Planner

October 28, 2016

Jim Draeger
Architectural Historian
Division of Historic Preservation and Public History
Wisconsin Historical Society
816 State Street
Madison, WI 53706

Dear Mr. Draeger:

This letter is to express support from the city of Wausau for the Marathon Shoe Company East Side Plant's nomination to the National Register of Historic Places. Wausau is a city that prides itself on preserving its rich history. We are a Certified Local Government (CLG) with an active Historic Preservation Commission that is constantly looking to protect and enhance our local historic sites. We currently have a number of local and national historic landmarks and districts within the city.

Our Historic Preservation Commission met on September 28, 2016 to review the Marathon Shoe Company East Side Plant's registration form to the National Register. The commission was supportive of the nomination and excited that this unique building has a chance to be enhanced and preserved for years to come. The committee voted unanimously, 5-0, to support the National Register nomination.

Please find attached to this letter the official meeting minutes from September 28th where the registration form was discussed. (The minutes for this agenda item start on the top of the second page.) The meeting minutes will soon be posted to the City's website where previous minutes are archived. Please feel free to contact me with any questions. Thank you.

Sincerely,

Brad Lenz
City Planner

Cc: Peggy Veregin



WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Eight day of December 2016, for the nomination of the Marathon Shoe Company East Side Plant to the National Register of Historic Places:

1 Original National Register of Historic Places Nomination Form
1 CD with NRHP Nomination form PDF
Multiple Property Nomination form
12 Photograph(s)
1 CD with image files
1 Map(s)
9 Sketch map(s)/figures(s)/exhibit(s)
Piece(s) of correspondence
Other:

COMMENTS:

 Please ensure that this nomination is reviewed
 X This property has been certified under 36 CFR 67
 The enclosed owner objection(s) do or do not constitute a majority of property owners
 Other: