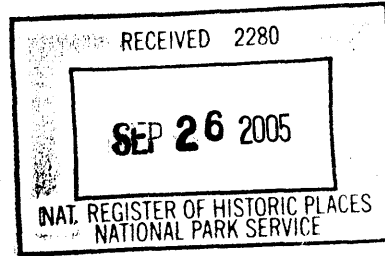


1229

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



SEP 26 2005

**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 an 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 East Forest Avenue Historic District

other names/site number N/A

2. Location

street & number Generally bounded by East Forest Avenue, Webster Street, Hewitt Street, and Eleventh Street N/A not for publication

city or town Neenah N/A vicinity

state Wisconsin code WI county Winnebago code 139 zip code 54956

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Michael J. Thomas
Signature of certifying official/Title
State Historic Preservation Officer-WI

9/20/05
Date

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

East Forest Avenue Historic District

Winnebago

Wisconsin

Name of Property

County and State

4. National Park Service Certification

- I hereby certify that the 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.
- See continuation sheet.
- removed from the National Register.
- other, (explain:)

Edson H. Beall

11.9.05

[Signature]
Signature of the Keeper

Date of Action

5. Classification

Ownership of Property (check as many boxes as as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
<input checked="" type="checkbox"/> Private	building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	17	5 buildings
<input type="checkbox"/> public-State	structure		sites
<input type="checkbox"/> public-Federal	site		structures
	object		objects
		17	5 total

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

N/A

Number of contributing resources
is previously listed in the National Register

5

6. Function or Use

Historic Functions

(Enter categories from instructions)

DOMESTIC: Single Dwelling

RECREATION AND CULTURE: Sports Facility

Current Functions

(Enter categories from instructions)

DOMESTIC: Single Dwelling

RECREATION AND CULTURE: SPORTS FACILITY

7. Description

Architectural Classification

(Enter categories from instructions)

Queen Anne

International Style

Italianate

Colonial Revival

Materials

(Enter categories from instructions)

Foundation Stone

walls Brick

Weatherboard

roof Asphalt

other Stone

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 the 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.)

Property is:

- 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 of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

Architecture

Period of Significance

Ca. 1882 –1942

Significant Dates

N/A

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Waters, William
Keck, George Fred

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

East Forest Avenue Historic District
Name of Property

Winnebago
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- 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:

10. Geographical Data

Acreage of Property 15.7 acres

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

A 16 384245 4893905
Zone Easting Northing

C 16 384762 4893808
Zone Easting Northing

B 16 384575 4894026
Zone Easting Northing

D 16 384247 4893760
Zone Easting Northing

See Continuation Sheet

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	Traci E. Schnell	date	June 2004
organization	Heritage Research, Ltd.	telephone	(262) 251-7792
street & number	N89 W16785 Appleton Avenue	zip code	53051
city or town	Menomonee Falls	state	WI

East Forest Avenue Historic District
Name of Property

Winnebago
County and State

Wisconsin

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 SHPO or FPO.)

name/title	Various	date	June 2004
organization		telephone	
street&number		zip code	
city or town	state WI		

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 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 Reduction Projects, (1024-0018), Washington, DC 20503.

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 1

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

GENERAL DESCRIPTION

The East Forest Avenue Historic District is a small residential neighborhood that consists of twenty-seven properties whose contributing resources span in time from circa 1882 to 1942. The area itself is located near the south shore of Doty Island and runs from 616 to 1112 East Forest Avenue, 320 to 402 Ninth Street (including 913 Hewitt Street), and also includes 331 and 333 Seventh Street. All three streets/avenues are lined with mature trees and, combined with the associated structures, the area projects a sense of time and place. Twenty-six of the twenty-seven properties are residential in function; while the remaining resource, an indoor tennis court, served as a recreational function for one of the residences. Five of the twenty-seven properties are considered to be non-contributing as they were built after the Period of Significance.

The generally large-sized lots of the district's buildings are landscaped with many large, mature trees, along with shrubs and other plantings, and the setbacks of the homes are generally consistent. Architectural styles found in the district reflect the common styles and forms popular in Wisconsin from 1880 to 1940s and include Italianate, Queen Anne, Colonial Revival, American Foursquare, Arts and Crafts/ Craftsman, and International Style examples. Contributing homes within the district are either two or two-and one-half stories in height and are generally high-style examples executed by notable Wisconsin architects.

Nearly all of the homes have associated garages; in fact, many houses along East Forest Avenue have substantial, associated carriage houses. None of the garages or carriage houses is included in the building count except for the former carriage house at 320 Ninth Street, as it has since been remodeled for use as a residence.

DESCRIPTION OF SELECTED BUILDINGS

Italianate

910 East Forest Avenue
Syme-Gilbert Residence
1882

Built in 1882, the rather eclectic Syme-Gilbert residence is primarily Italianate in style; however, the mansard roofline recalls the Second Empire style of architecture. Resting on a rock-faced limestone foundation, the walls are sheathed with cream brick and the roof is covered with both plain and scalloped wooden shingles. A flat-roofed, open porch with a decorative frieze wraps around the home's southeast corner; however, the east portion is infilled as a sun porch. The general plan of the home is rectangular; however, a rectangular tower entry rises along the south façade, while three, three-story bay projections are located at the northeast, southeast and southwest corners. Additional decorative elements of the home are Queen Anne in character and include turned wooden supports, decorative brackets, wooden bargeboards and the aforementioned roof shingles. Many of the windows throughout the home are topped with a compound arch and consist of one-over-one-light sashes.

Built in 1882, this was originally the home of Alexander Syme, a successful entrepreneur. Born in Scotland, Syme came to the Neenah-Menasha area in the 1850s. His first work in the United States was as a miller; however, he began soon thereafter to invest in manufacturing concerns. By 1870, he owned one-quarter interest in the Eagle Mill and was also an

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

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 2

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

investor in two stove factories in Appleton. By the late 1890s, he had an estimated worth of \$75,000 to \$80,000; he died in France in 1900. The next owners of the home were William and Mary Gilbert. Mr. Gilbert was the brother of Albert Gilbert who, along with three other family members, established the Gilbert Paper Company in 1887. William served as the president of the paper-making concern from 1897 until his death in 1926. Following his death, William's wife Mary remained in the subject home until at least 1928. By no later than 1934, the owner of the home is noted as Arthur B. Snell.¹

Queen Anne

706 East Forest Avenue (NRHP)
Henry Spencer Smith Residence
1892

Essentially Queen Anne in style, this two- and three-story home rests on a quarried limestone foundation and consists of a series of contiguous and sympathetic, period additions. The first floor of the home is sheathed with clapboard, while the upper levels are covered with wooden shingles. A three-story, circular tower with a conical roof dominates the primary (south) façade, while a one-story conservatory extends from the east side of the house. An extensive one-story porch with paired column supports, a simple balustrade and dentil trim shelters the front entry and wraps around to the west elevation. Windows throughout the home consist of one-over-one-light sashes, multiple-light examples, as well as beveled and leaded openings. Additional decorative elements are Colonial Revival in style and include garland or swag reliefs, eave bracket trim, a Palladian window, as well as the previously described porch with Tuscan columns and dentil trim. Finally, four, red brick chimneys extend from the varying roofline.

Built in 1892, this residence was designed by William Waters and was the home of Henry Spencer Smith. Henry was the son of Elisha Smith who, in 1850, came to Menasha and purchased a small pail factory. In 1875, the elder Smith incorporated the business as the Menasha Wooden Ware Company. In 1880, Henry and his brother Charles became directors of the family-run company and, the following year, Henry became secretary of the firm. Elisha Smith died in 1899 and Henry then assumed the position of vice president. He became the Chairman of the Board in 1916, following the death of his brother Charles. Henry resided in the subject home until his death in 1931 and numerous additions were made to the home during his tenure. His wife Ella remained in the home until at least 1946. The house was listed on the National Register of Historic Places in June 1982.²

¹ Charles N. Glaab and Lawrence H. Larsen, *Factories in the Valley: Neenah-Menasha, 1870-1915* (Madison: The State Historical Society of Wisconsin, 1969), 136-37; William A. Titus, *History of the Fox River Valley, Lake Winnebago and the Green Bay Region* (Chicago: S.J. Clarke Publishing Company, 1930), 3/137; *Neenah-Menasha City Directory* (1900, 1905, 1920-1934).

² "Henry Spencer Smith House," National Register Nomination form, Prepared by Peter J. Adams, April 1982, 8/1; Titus, *History of the Fox River Valley*, 3/16; *Neenah-Menasha City Directory* (1920-1948).

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 3

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

711 East Forest Avenue (NRHP)
Ellis Jennings Residence
1893

Rising from a rusticated limestone foundation, this Queen Anne residence is rectangular in plan and is topped with a gabled roof. An elaborate porch fronts the house to the north and wraps around to the east and consists of turned wooden supports, as well as a spindled balustrade and frieze. Although partially removed in 1963, the porch was reconstructed in 1985 from both photographs and physical evidence. The first floor is sheathed with clapboard, while the upper story-and-one-half is sheathed with decorative wooden shingles. The front and side-facing gables are additionally adorned with a carved wooden vergeboard, while the eaves are accented with wooden brackets and flat modillions. Windows throughout the house are variously grouped and consist largely of one-over-one-light sashes; however, smaller and paired, multiple-light windows occupy the gabled peaks. A one-story, flat-roof wing extends from the rear of the house.

Ellis Jennings built this residence in 1893; Jennings was a partner in the Neenah lumber company of Wheeler & Jennings. Interestingly, his partner Wheeler lived next door at 705 East Forest Avenue. Jennings tenure at the home was brief, for by no later than 1905, Dr. Eli J. Smith is noted as the owner. The house was listed on the National Register of Historic Places in 1988.³

824 East Forest Avenue (NRHP)
Charles R. Smith Residence
1891

Rising two-and-one-half stories high, this transitional Queen Anne with Colonial Revival detailing residence is sheathed with clapboard and the core of the house is topped with a truncated, hipped roof. The roof line is accentuated by a series of six brick chimneys. A significantly sized, curvilinear porch wraps around the home's southwest corner and is supported by a series of stone columns. A flat-roof porch entrance extends from the south elevation, while a similar, rectilinear porte cochere extends to the west; both entries feature columnar supports. Wing additions to the home are numerous; however, all are largely compatible in style to the original block. Detailing of the home consists of cutaway corners with carved wooden trim and pendants, as well as dentil and scroll bracket trim. There are 144 windows throughout the house; the majority of which are one-over-one-light sashes, while a few multiple-light examples also exist.

This house was erected by Charles R. Smith between 1890 and 1891. Smith, born in 1855, was the eldest son of Elisha D. Smith who, in 1850, came to Menasha and purchased a small pail factory. In 1875, the elder Smith incorporated the business as the Menasha Wooden Ware Company. After receiving his degree from Princeton University and running a small broom handle manufactory, Charles joined the family business in 1878. Charles began as the corporate secretary and later assumed the presidency when his father Elisha died in 1899. Under Charles's direction, the Menasha concern is said to have been one of the largest manufacturing sites in the state. Construction of the subject house began in 1890 for his first wife Jennie Mathewson; she died in 1895. Charles married a second time in 1900 to divorcee Isabel Bacon Rogers. The Smiths maintained a "winter" home in New York City, while consistently expanding their Doty Island residence with each new corporate merger. Charles died in 1916. The next known owner was Donald Shepard, the second vice president of the

³ Tax Rolls, City of Neenah, 1893; *Neenah-Menasha City Directory* (1900, 1905, 1920-1934); "Ellis Jennings House," National Register Nomination form, Prepared by the Neenah Landmarks Commission, February 1988, 8/2.

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**National Register of Historic Places
Continuation Sheet**

Section 7 Page 4

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

Menasha Wooden Ware Company. The home was listed on the National Register of Historic Places in July of 1979.⁴

Shingle

1102 East Forest Avenue (NRHP)
Perry Lindsley Residence
1893

Rising one-and-one-half stories, this Shingle Style residence is essentially side-gabled in form and features both a polygonal and a gabled roof dormer along the front (south) slope of the roofline, while the north façade carries a larger, gabled example. Like most of the pre-1900 homes along East Forest Avenue, the foundation is rock-faced limestone. The first floor of the house proper is sheathed with clapboard, while the remaining wall surfaces are covered with staggered, wooden shingles. The front (south) porch features a series of four round-arched openings; three of which have been infilled with (modern, louvered) windows, while the final opening contains the door, which also is louvered. Windows throughout the house are irregularly placed and consist of one-over-one-light sashes. An attached and gabled, circa-1920s garage wing is located to the rear and rests on a concrete block foundation.

Little is known of Perry Lindsley, the original owner of the 1893 residence. Prior to moving to Neenah, Lindsley is noted as living in Appleton and working as a clerk. Lindsley resided on East Forest Avenue from 1893 until at least 1905, after which the home was occupied by a series of clerks and traveling salesmen, followed by paper industry management and engineers. In 1934, the home was acquired by S.F. Shattuck who resold it two months later to Kimberly-Clark engineer Hans Hefti. Hefti retained the home until his death in 1974; the home is now occupied by his son John. The home was listed on the National Register of Historic Places in September 2003.⁵

Colonial Revival

1010 East Forest Avenue
Gilbert-Lachmann Residence
1904

Rising between two and three stories, this Colonial Revival residence that retains elements of the transitional Queen Anne style is sheathed with clapboard and rests upon a limestone foundation. The roof is generally side-gabled with a front-gabled projection at the southwest corner and a three-story, polygonal tower at the southeast corner. The primary (south) entrance is flush with the plane of the wall and features a classical surround with sidelights and a broken pediment over the door. A tripartite arrangement consisting of two sashes separated by a fixed, diamond-paned window is located above the entryway. Detailing is limited to flat modillions, as well as wide bands of wooden trim that separate each floor. Windows throughout

⁴ "Charles R. Smith House," National Register Nomination form, Prepared by Peter J. Adams (April 1979), 8/1; *Neenah-Menasha City Directory* (1920-1972).

⁵ "Perry Lindsley House," National Register Nomination form, Prepared by Peter J. Adams, July 2002, 8/1; *Appleton City Directory* (1884), information available online at www.AncestryPlus.Com.

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**National Register of Historic Places
Continuation Sheet**

Section 7 Page 5

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

the house are generally regularly placed and consist of one-over-one-light sashes as well as others with diamond-paned upper sashes. A porte cochere with rusticated, coursed stone supports extends from the rear, northeast corner of the home.

Erected in 1904, this residence was originally the home of Albert Gilbert. Gilbert was the son of William Gilbert, the proprietor of the firm of William Gilbert & Company, carrier of paper mill supplies. Interested in the paper milling business, William's eldest son William M., along with four other family members, established the Gilbert Paper Company in Menasha in 1887. The next owner of the home was Edmund J. Lachmann, an early milling businessman in Neenah. Lachmann was born in Neenah in 1857, the son of German immigrants Jacob and Catherine Lachmann. After his local education and a course at the business college in Oshkosh, Lachmann worked as a bookkeeper in Chicago and, later operated a hardware store. Following the death of his father in 1879, he returned to Neenah to care of his father's brewing interests. He then joined a flour-milling firm and eventually incorporated as the Krueger-Lachmann Milling Company in 1885. After aiding in its organization, he served as president of the Lakeside Paper Mills from 1910 until 1920. Lachmann was one of the organizers of the State Bank of Neenah and served as its vice president from 1911 to 1917 and president from 1917 to 1926. After retiring from the paper making business, he became a dealer of bonds and securities. Lachmann resided here until 1934 after which he sold the home to Sam Pickard.⁶

325 Ninth Street
Lyll Pinkerton Residence
1898

Rising from a limestone foundation and topped with a steeply pitched hipped roof, this two-and-one-half story, Colonial Revival style residence is sheathed with clapboard except for the three hipped-roof dormers which have been covered with vinyl. Rectangular in plan, the primary (west) façade of this home features a replacement porch with simple iron supports which shelters a single door and a three-sided bay. A Palladian window occupies the space immediately above the entrance. Windows along the west elevation are regularly arranged and consist of a pair of sash windows along each level. Remaining fenestration is irregularly placed, but also consists of one-over-one-light sashes. A simple, wide band of wooden trim delineates each floor.

This house was built by DeWitt Clinton Van Ostrand as a wedding present for his daughter Laura following her marriage to Lyll Pinkerton. In 1900, Pinkerton was an insurance salesman with the Menasha office of the J.L. Fieweger & Company. By 1905, he was working at the Menasha Woolen Mills and later he became the treasurer and manager of the Jersild Knitting Company. Pinkerton was reportedly responsible for making the knitting concern the second largest of its kind in the United States. Pinkerton remained in the home until 1934, when Gilbert Paper Company salesman Robert Whale is noted as the occupant. Pinkerton also served as the director of the local National Manufacturers Bank from 1921 to 1934 and was a former school commissioner. Mrs. Pinkerton served as the first treasurer of the Daughters of the American Revolution, was a charter member of The Emergency Society of Neenah and Menasha, as well organized (along with Mrs. W.Z. Stuart), the League of Women Voters of Neenah-Menasha in 1920.⁷

⁶ Titus, ed., *History of the Fox River Valley*, 3/134, 137, 270, 273.; *Neenah-Menasha City Directory* (1900-1934).

⁷ Shattuck, *A History of Neenah*, 175, 249, 253, 270; *Neenah-Menasha City Directory* (1900-1934).

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National Register of Historic Places
Continuation Sheet

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East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

402 Ninth Street
Harry DeWolf Residence
1896

Sheathed in narrow vinyl siding, this house with Colonial Revival features is essentially side-gabled in form and features a two-story polygonal bay with a conical roof along its primary (east) façade. The entrance is located just north of the bay and is fronted only by a stoop with an iron railing. A slightly projecting, round-arched overhang and a simple classical surround is the sole entryway adornment. A hipped-roof dormer rests above the entrance. Windows throughout the house are arranged singly and in tripartite groupings and consist largely of one-over-one-light sashes. A brick chimney breaks the plane of the roof and rises past the roof's ridge. The house appears to have been remodeled after its construction date (circa 1920s) to reflect the influence of the Colonial Revival style.

Harry DeWolf built this residence in 1896. DeWolf was born in Menasha, Wisconsin, in 1862 and attended local schools. After completing a course at the Neenah business college, he began working in 1883 for the National Bank of Menasha which was established in 1870. After working at various positions, he eventually became the president of the financial institution that later became simply known as the Bank of Menasha. The next known owner (by no later than 1920) was Nathan H. Bergstrom, an accountant at the Bergstrom Paper Company.⁸

American Foursquare

803 East Forest Avenue
Dr. Truman Seiler Residence
1924

This stucco-sheathed, American Foursquare residence rises two stories and features a truncated, hipped roof with slightly flared and moderately overhanging eaves; the latter two features of which give the house a slight Prairie style influence. A single, hipped-roof dormer with three, square windows is situated along both the north and west planes of the roof and each are sheathed with wooden shingles. The primary (north) façade features a central entrance overhang with bracket supports which shelters the single doorway and a rectangular window. A pair of sash windows is located to either side of the entry, while a pair of tripartite groupings is located along the upper level. A one-story, shallow pitched, hipped-roof sunroom extends to the west and consists of three sash windows on all three sides. Windows throughout the remainder of the home consist of somewhat regularly, paired and tripartite sash examples.

Built in 1924, this was the home of Dr. Truman J. Seiler. Dr. Seiler was born in Madison, Wisconsin in 1892. Following graduation from the Marquette School of Dentistry in 1915, he began his dental practice in Neenah, which he maintained into the 1950s. Seiler and his family resided at the East Forest Avenue home until at least 1956; Seiler died at his later Reed Street residence in 1966.⁹

⁸ Titus, ed., *History of the Fox River Valley*, 3/45-46.

⁹ "Dr. T.J. Seiler Dies in Neenah," *Twin City News Record*, 10 August 1966, 1/6; *Neenah-Menasha City Directory* (1924-1956).

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**National Register of Historic Places
Continuation Sheet**

Section 7 Page 7

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

Arts & Crafts/Craftsman

616 East Forest Avenue
Pfeiffer-Kimberly Residence
1915

Resting on a limestone foundation, this two-and-one-half story residence is sheathed in clapboard and displays features of both the Arts & Crafts and Craftsman styles. Largely rectangular in form and presenting a symmetrical street-facing façade, the house is actually oriented to the west. The west entry is simple and is topped by an overhang with brackets. The steeply pitched hipped roof features wide and boxed overhanging eaves with exposed rafter tails. A wooden-shingle sheathed, gabled-roof dormer rises from both the south and east roof planes and each features knee bracing and wide eaves in addition to a tripartite grouping of diamond-paned sashes. Along each level of the primary (south) elevation, a pair of large, rectangular openings carries a series of multiple-light, casement windows. A similar bank of windows exists along the second floor, east elevation. Remaining fenestration is grouped in threes, with many featuring diamond paning.

Tax records indicate that this house was built by the Pfeiffer family in 1915; however, the first occupant (and subsequent owner) the following year was Daniel Lucius Kimberly Jr. Kimberly was the son of Daniel Lucius and Frances (Hewitt) Kimberly and was born in Neenah in 1885. He attended Princeton University and then worked for a time with a mining company. In 1908, he and William C. Wing, C.B. Clark and Edward D. Beals, organized the Hardwood Products Company, a firm specializing in the manufacture of doors. After beginning with such a factory in Vicksburg, Mississippi, they established the factory in Neenah in 1910. In 1915, Kimberly married Miss Margaret Mowry Smith, the daughter of Henry Smith of the Menasha Woodenware Company in Menasha. The Kimberlys remained in this house until erecting a new home at 569 East Wisconsin Avenue in 1928. The next known owner of the home (from at least 1934 to 1956) was Leo O. Schubart, treasurer of both the Neenah Paper Company and the Wisconsin Paper Group.¹⁰

1002 East Forest Avenue
Bacon-Johnson Residence
1901; 1919

Sheathed with stucco, this two-story Arts & Crafts residence features minimal decoration, except for the deliberate arrangement of the multiple-light sashes. Indeed, detailing of this residence is limited to exposed rafter tails, simple, wooden bargeboards and a few carved wooden brackets. Slightly raised, flat trim delineates the first from the second level of the broad expanses of stucco, as well as accents some of the window groupings. The primary entrance is located along the Ninth Street façade and consists of a gabled and pedimented overhang with column supports. Windows are largely arranged in tripartite groupings; most of the first-floor examples of which are multiple-light casements, while the second floor features sash openings.

This house was originally built in 1901 by Mrs. Charles R. (Isabel Bacon) Smith for her mother Elizabeth Bacon. Bacon's son John also resided here for a time. Isabel Bacon Rogers, a Racine divorcee, was the second wife of Charles R. Smith. Following the death of Charles in 1916, Isabel married early silent film star Orrin Johnson in 1918. A large addition was

¹⁰ Tax Rolls, City of Neenah, 1915, 1916; Titus, *History of the Fox River Valley*, 3/324-25; *Neenah-Menasha City Directory* (1920-1958).

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section 7 Page 8

East Forest Avenue Historic District
Neenah, Winnebago County, Wisconsin

built onto the original block in 1919 and she and Johnson then moved into this residence. Orrin and Isabel resided here until their respective deaths in 1943 and 1950.¹¹

International Style

1112 East Forest Avenue
Willard Bellack Residence
1937

Constructed of concrete, this International Style residence features a flat-roofed, two-story core with one-story, flat-roofed wings to the west, east and south. The modestly recessed, primary entrance faces East Forest Avenue and is located just left of the central and rounded, one-story wing. The curved corners of this bay feature glass block, while the central portion of the wing carries a single, floor-to-ceiling, plate-glass or (thermopane) window. Each of the flanking east and west wings are topped with a metal railing along the second-floor balcony and windows are rectilinear, floor-to-ceiling, multiple-light openings. The window design and arrangement of the central, second-floor elevation mimics that of the first level. A wide brick chimney rises from the near the center of the second-floor roof.

This house was designed by Chicago architect George Fred Keck and was built for Willard B. and Blanche Bellack. Bellack was the vice president of the Jersild Knitting Mills, which was established in Neenah in 1899. By 1954, Bellack changed occupations and was working as an insurance agent with the Lincoln National Life Insurance Company. By 1956, Bellack and his wife had moved to 811 East Forest Avenue. The next owner of the home was Mrs. Jacqueline Dutcher, the widow of John Dutcher, former partner in the Appleton Woolen Mills. Although the relationship is not clear, it appears that Jacqueline may have been the mother of Bert Dutcher, the vice president of the Jersild Knitting Company following Bellack's departure from that position.¹²

Other

333 Seventh Street
Smith Family Indoor Tennis Courts
1928

Essentially Quonset in shape, this one-story building is oriented on an east/west axis and is covered with horizontal board. Buttressing is evident along both the north and south side wall elevations. A single door is evident along the west endwall, while a small, flat-roof wing extends to the south.

This structure was built on the grounds of the Charles R. Smith Residence (824 East Forest Avenue) between 1927 and 1928 by Mowry Smith. Mowry was the son of Charles R. Smith, the latter having served as the president of the Menasha Wooden Ware Company until his death in 1916. An article in the *Oshkosh Daily Northwestern* notes that this structure was only the second of its kind built in the Midwest-the other was reportedly in Indianapolis, Indiana. The building measures

¹¹ Tax Rolls, City of Neenah, 1901, 1919; "Charles R. Smith House," National Register Nomination form, Prepared by Peter J. Adams, April 1979, 8/1-8/2.

¹² *Neenah-Menasha City Directory* (1940-1956).

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120 feet long and is 66 feet wide. The arched ceiling, which was said to be free of roof beams, permits a clearance of twenty-nine feet. The court is now owned by the Neenah Racquet Club.¹³

BUILDING INVENTORY

<u>Address</u>	<u>Name</u>	<u>Style</u>	<u>Date of Construction</u>	<u>Status</u>
616 E. Forest Avenue	Pfieffer-Kimberly Residence	Arts & Crafts/Prairie	1915 ¹⁴	C
620 E. Forest Avenue	Barnes-Whiting Residence	Queen Anne	1885 ¹⁵	C*
705 E. Forest Avenue	M.H. Wheeler Residence	Two-story cube	Pre-1900 ¹⁶	C
706 E. Forest Avenue	Henry S. Smith Residence	Queen Anne	1892 ¹⁷	C*
711 E. Forest Avenue	Ellis Jennings Residence	Queen Anne	1893 ¹⁸	C*
803 E. Forest Avenue	Dr. Truman Seiler Residence	American Foursquare	1924 ¹⁹	C
804 E. Forest Avenue	William Wright Residence	Two-story cube	1942 ²⁰	C
824 E. Forest Avenue	Charles R. Smith House	Queen Anne	1891 ²¹	C*
910 E. Forest Avenue	Syme-Gilbert Residence	Italianate	1882 ²²	C
1002 E. Forest Avenue	Bacon-Johnson Residence	Arts & Crafts	1901; 1919 ²³	C
1010 E. Forest Avenue	Gilbert-Lachmann Residence	Colonial Revival	1904 ²⁴	C
1102 E. Forest Avenue	Perry Lindsley Residence	Shingle Style	1893 ²⁵	C*
1106 E. Forest Avenue	Louis T. Jourdain Residence	Craftsman	Ca. 1922 ²⁶	C
1112 E. Forest Avenue	Willard Bellack Residence	International Style	1937 ²⁷	C
913 Hewitt Street	George Sande Residence	Contemporary	1952 ²⁸	NC
333 Seventh Street	Smith Family Indoor Tennis Courts	Quonset	1928 ²⁹	C

*previously listed on the National Register of Historic Places

¹³ Tax Rolls, City of Neenah, 1928; *Oshkosh Daily Northwestern*, 24 December 1927, 19/1.

¹⁴ Tax Rolls, City of Neenah, 1915, 1916.

¹⁵ Tax Rolls, City of Neenah, 1885.

¹⁶ *Neenah-Menasha City Directory*, 1900.

¹⁷ Tax Rolls, City of Neenah, 1893.

¹⁸ Tax Rolls, City of Neenah, 1893.

¹⁹ Tax Rolls, City of Neenah, 1924.

²⁰ Assessor's records, City of Neenah, Located online at www.ci.neenah.wi.us/propinfo/address.html; *Neenah-Menasha City Directory*, 1942.

²¹ *Neenah Daily Times*, 28 April 1890, 3.

²² Tax Rolls, City of Neenah, 1882.

²³ Tax Rolls, City of Neenah, 1901, 1919.

²⁴ Tax Rolls, City of Neenah, 1904.

²⁵ Tax Rolls, City of Neenah, 1892, 1893, 1894.

²⁶ Assessor's Records; *Neenah-Menasha City Directory*, 1924; Edward A. Wettengel, "Louis T. Jourdain Residence," Original plans, undated, On file at the Wisconsin Architectural Archive (WAA), Milwaukee Public (Central) Library, East Wing, Milwaukee, WI.

²⁷ Assessor's Records; *Neenah-Menasha City Directory*, 1939.

²⁸ Assessor's Records, *Neenah-Menasha City Directory*, 1952.

²⁹ *Oshkosh Daily Northwestern*, 24 December 1927, 19/1; Tax Rolls, City of Neenah, 1928.

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331 Seventh Street	Fred K. Disch Residence	Modern	1980 ³⁰	NC
320 Ninth Street	Syme-Gilbert Carriage House	Astylistic Utilitarian	1883 ³¹	C
321 Ninth Street	C. Everton Cass Residence	Side Gabled	1956 ³²	NC
324 Ninth Street	Theodore Gilbert Residence	Queen Anne	1895 ³³	C
325 Ninth Street	Lyall Pinkerton Residence	Colonial Revival	1898 ³⁴	C
326 Ninth Street	Charles E. Schaller Residence	Modern	1985 ³⁵	NC
329 Ninth Street	Kenneth Craig Residence	Contemporary	1956 ³⁶	NC
335 Ninth Street	Albert Olson Residence	Colonial Revival	Ca. 1920 ³⁷	C
339 Ninth Street	Otto Lieber Residence	Tudor Revival	Ca. 1929 ³⁸	C
401 Ninth Street	Dr. Matthias Pitz Residence	Colonial Revival	1926 ³⁹	C
402 Ninth Street	Harry DeWolf Residence	Colonial Revival	1896 ⁴⁰	C

³⁰ Assessor's Records; *Neenah-Menasha City Directory*, 1980.

³¹ Tax Rolls, City of Neenah, 1882, 1883.

³² Assessor's Records; *Neenah-Menasha City Directory*, 1956.

³³ Tax Rolls, City of Neenah, 1895.

³⁴ Tax Rolls, City of Neenah, 1898.

³⁵ Assessor's Records; *Neenah-Menasha City Directory*, 1985.

³⁶ Assessor's Records; *Neenah-Menasha City Directory*, 1956.

³⁷ *Neenah-Menasha City Directory* (1920-1928).

³⁸ Assessor's Records; *Neenah-Menasha City Directory* (1924-1934).

³⁹ Tax Rolls, City of Neenah, 1926.

⁴⁰ Tax Rolls, City of Neenah, 1896.

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Summary Paragraph

The East Forest Avenue Historic District is nominated for the National Register of Historic Places under Criterion C for local architectural significance. The district, which is located along the southern half of Doty Island, reflects the growth and development of a neighborhood that was largely inhabited by wealthy, Menasha industrialists and contains a significant concentration of a variety of architectural styles that were popular in the state between 1880 and 1942. Indeed, the size of these homes reflects the resident's monetary standing. Thus, the district developed into a prestigious area to live much like East Wisconsin and North Park avenues on the mainland of Neenah.

History

The City of Neenah historically has been a prominent industrial community. This is not surprising, as Neenah's earliest entrepreneurs capitalized upon the locale's many natural advantages. For example, individuals obtained raw materials from the rich, agricultural hinterland to fuel numerous businesses; likewise, they tapped into the vast pineries to the north to supply the city's lumber industry. Facilitating many of these endeavors was the Lower Fox River. As the river exits Lake Winnebago, it splits into two channels that skirt Doty Island. The water in each channel descends ten feet before intermingling once again, about a mile to the west at Little Lake Butte des Morts. Neenah businessmen utilized the resulting rapids in the south channel to power many of the city's industrial ventures. With the advantages derived from the river and the surrounding countryside, local citizens forged a strong industrial base, which has survived and thrived to the present day.

Long before the Neenah residents exploited the Fox River for industrial purposes, the river served as a vital trade and transportation link between the Great Lakes and the Mississippi River Valley. Native Americans used the river in this fashion for centuries. Whites first made their appearance in the region in the seventeenth century, when French explorers, traders and missionaries came to engage in the lucrative fur trade or to convert the various Indian tribes to Christianity. France eventually relinquished its claims to the region to Britain, which subsequently gave way to the United States. Despite the persistent flow of goods and people along the Fox River, no permanent white settlement developed at the site of present-day Neenah until the 1840s.⁴¹

Although there was no permanent settlement, the American presence increased throughout the 1830s. In 1831, Colonel Samuel Stambaugh negotiated a treaty with the Menomonee Indians by which the tribe ceded to the United States 2.5 million acres, including present-day Doty Island and the northeast corner of Winnebago County. By 1835, the government had surveyed the island, selling the land to James Duane Doty, Morgan L. Martin and several others. These individuals purchased the island for speculative purposes; consequently, no actual settlement occurred for another decade. On the other

⁴¹ For a discussion of the area's Indian tribes, the arrival of the French, control by the British and ultimate American possession, see Publius V. Lawson, ed.-in-chief, *History of Winnebago County Wisconsin: Its Cities, Towns, Resources, People*, 2 vols. (Chicago: C.F. Cooper and Company, 1908), 1:20-56, 69-122; Alice E. Smith, *Millstone and Saw: The Origins of Neenah-Menasha* (Madison: The State Historical Society of Wisconsin, 1966), 4-5; Arva Luther Adams, Caryl Chandler Herziger and Winifred Anderson Pawlowski, eds. *A Tale of Twin Cities or the Development of the Fox River Waterway* (Neenah, WI: Neenah Historical Society, 1993), 17-20, 25-28; James I. Metz, ed. *Prairie, Pines, and People: Winnebago County in a New Perspective* (Oshkosh, WI: Oshkosh Northwestern Co., 1976), 1-25.

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side of the south channel, however, the 1831 treaty paved the way for the founding of present-day Neenah. To help "civilize" the Menomonee, the government promised to build a canal, wing dam, gristmill, sawmill, blacksmith shop, mission and thirty-four blockhouses along the Winnebago Rapids (now Neenah) on the west side of the Fox River. The government also agreed to furnish agricultural implements, supplies, teachers, farmers and the personnel necessary to operate the mills. The mission got underway in 1835, but the following year, a new treaty was negotiated by which the Menomonee relinquished their title to four million acres, including the mission lands. As a result, the mills, shops and other buildings were abandoned.⁴²

The mills and the mission buildings became the focal point around which the Village of Winnebago Rapids developed. The government had the site surveyed in 1839, but the lands were not put up for sale until 1843. In that year, Harrison Reed purchased the mills, the other buildings and several hundred acres of land. Because he borrowed heavily to purchase the tract, Reed could not sell any part of his land until his bonds were paid. Nevertheless, a few settlers began trickling into the nascent community. George Mansur and Peter Pendleton arrived in 1843 and took up squatter's claims. In 1845, Reed contracted with Gorham Vining and George Harlow to operate the saw and gristmill. The gristmill attracted farmers from miles around because it was the only one in the area that could operate year-round. The community's fortunes received a boost in 1846 when Reed and Harvey Jones of New York concluded an agreement in which Jones paid off the remainder of Reed's debt, and the two held the site in undivided shares. Jones immediately began improving the raceway for the mills; he also added another sawmill and opened the village's first general store.⁴³

Disputes between Reed and Jones, however, clouded the community's development for several years. In 1847, Reed recorded a plat for the Village of Neenah. Ignoring Reed's actions, Jones platted the Village of Winnebago Rapids the following year. These competing claims placed any potential land-owners in a precarious position. At the same time, the two men battled over the location of a proposed canal. The improvement of the Fox-Wisconsin waterway was one of the state's most celebrated projects at the time. Jones was determined to have the canal located on his side of the river, but he was opposed by James and Charles Doty and by Curtis Reed, Harrison Reed's brother and the founder of the rival Village of Menasha. Harrison Reed supported his brother and the Dotys and, as a result, the contract was awarded to Curtis Reed. Undaunted, Jones embarked upon an ambitious project to improve the water power in the south channel. He had crews begin constructing a dam across the channel, deepen the old government canal and build a lock to improve navigation. The strain on the relations between Jones and Reed increased when the latter sued Jones for one-fourth of the Winnebago Rapids tract, further stalling additional settlement. Then, in 1849, Jones died leaving three minor children as his heirs, but without a will. This confused the situation even more. The administrators of his estate mismanaged affairs to the extent that it was years before the land claims were settled.⁴⁴

⁴² Lawson, *Winnebago County*, 1:178-84, 356-73; Smith, *Millstone and Saw*, 8-9; G.A.Cunningham, *History of Neenah, Illustrated* (Neenah, WI: Gazette Printing Establishment, 1878), 20-23, 66-68; Richard J. Harney, *History of Winnebago County Wisconsin, and Early History of the Northwest* (Oshkosh, WI: Allen & Hicks, 1880), 194-95; Adams, et al., *Tale of Twin Cities*, 29-33; Metz, *Prairie, Pines and People*, 101-3.

⁴³ Cunningham, *History of Neenah*, 29-33, 36-37, 58-66, 82, 88; Lawson, *Winnebago County*, 1:374-79, 387-89; Harney, *History of Winnebago County*, 195-198; Adams, et al., *Tale of Twin Cities*, 71-80; Metz, *Prairie, Pines and People*, 121-23.

⁴⁴ Lawson, *Winnebago County*, 1:401-7; Smith, *Millstone and Saw*, 12-14; Cunningham, *History of Neenah*, 65-66, 69-70, 95; Adams, et al., *Tale of Twin Cities*, 80-83; Metz, *Prairie, Pines and People*, 106-8.

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The legal entanglements were eventually resolved. In 1856, the plats of Neenah and Winnebago Rapids were consolidated, and the Village of Neenah was incorporated. Four years later, Neenah's population stood at 1,296. That figure climbed to 2,655 in 1870, and three years later, the City of Neenah was incorporated. By 1895, the city's population numbered 5,781 residents.⁴⁵

The steady growth in Neenah's population paralleled that of the city's business sector. Although Neenah had many commercial enterprises, water-powered industries dominated the economic landscape. For example, Neenah soon became one of the country's leading flour-milling centers, especially after the arrival of the railroad in 1861. In 1850, the Empire Flour Mill and John and Harvey Kimberly's Neenah Mills commenced operations. Edward Smith and H. Wheeler founded the Winnebago Mill in 1852, and in 1856, three more mills were established, including Hugh Sherry's Fox River Flour Mill, J. Mills and E.W. Peet's Atlantic Mill and James Smith's stone mill. Over the next two decades, several other mills were added, including the Island City Mills (1867) and John Kimberly's Reliance Flour Mill (1868). By 1870, eleven mills operated in Neenah, turning out 223,850 barrels of flour. This was the peak for Neenah's flour-milling industry. The wheat belt steadily moved westward, and as a result, new communities soon eclipsed Neenah as a milling center. Adding to the industry's decline, Wisconsin farmers increasingly focused on dairying. By the early twentieth century, only the Island City Mills still was in operation.⁴⁶

Neenah's sawmills and woodworking factories constituted other important elements in the city's economy. The old government mill was the first along the river, but Harvey Jones's sawmill, built in 1848, was Neenah's first privately constructed mill. Another sawmill was built at that time but was converted into a furniture factory the next year. By 1879, Neenah included a stave and barrel factory and two planing mills/sash and door factories. By this time, however, Oshkosh had emerged as the area's leading lumber center. This development, in conjunction with the decline in flour milling, compelled Neenah industrialists to expand another aspect of the lumber trade—paper milling.⁴⁷

The rise of Neenah's paper industry dominated the city's economy into the twentieth century. In 1866, six Neenah residents launched the city's first paper-making enterprise, the Neenah Paper Mill. The firm struggled initially, but soon became a prosperous concern. In 1872, Kimberly, Clark & Co. established the Globe Mill. The quick success of the latter inspired others to engage in paper-making. In 1874, Asa Patten founded the Patten Paper Company, and John Davis led a group of investors who established the Winnebago Paper Mills. By 1880, paper-making was the industrial focus in Neenah, and Kimberly, Clark & Co. had emerged as the industry's clear leader. The company acquired the Neenah Paper Mill, opened a new paper mill in Appleton and incorporated as the Kimberly & Clark Company. The firm continued to expand over the next decade, converting several flour mills into paper-making concerns and constructing new plants. By 1885, Kimberly & Clark was the Midwest's largest paper mill company. Several new firms joined those already established, but the growth rate in Neenah slowed in the late nineteenth and early twentieth centuries, as other communities along the Fox River and in northern Wisconsin soon rivaled Neenah as paper-milling centers. Nevertheless, paper making still ranks as Neenah's

⁴⁵ Lawson, *Winnebago County*, 1:244, 462; S.F. Shattuck, et al., comps., *A History of Neenah* (Neenah, WI: published privately, 1958), 33.

⁴⁶ Cunningham, *History of Neenah*, 82-86, 170; Lawson, *Winnebago County*, 1:396-97, 408-14; Smith, *Millstone and Saw*, 54, 60-65, 71-72; Harney, *History of Winnebago County*, 202-4, 211; Charles N. Glaab and Lawrence H. Larsen, *Factories in the Valley: Neenah-Menasha, 1870-1915* (Madison: The State Historical Society of Wisconsin, 1969), 53-77.

⁴⁷ Smith, *Millstone and Saw*, 65-67, 139-140; Harney, *History of Winnebago County*, 211; Metz, *Prairies, Pines and People*, 303.

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primary industry. Over the course of the twentieth century, several new firms set up operations in Neenah, and the well-established companies continued to thrive by experimenting and expanding their product lines.⁴⁸

Although flour and paper milling were the most visible components of Neenah's industrial sector, they were not the only ones. A variety of businesses developed to diversify Neenah's economy. One of the more enduring ventures was the Neenah Stove Works founded in 1857 by W.N. and A.K. Moore. The firm eventually fell under the ownership of D.W. and George Bergstrom in 1878; the Bergstrom Stove Works continued operation for many years. William Aylward started another long-term business in 1871, when he established the Aylward Plow Works. The firm began manufacturing stoves in 1881 and continued to do so until the early twentieth century when it was converted to the production of sewer pipes, manhole covers and water taps. The company's name was changed to the Neenah Foundry Company, and, as late as 1958, the enterprise still was thriving. The Neenah Boot & Shoe Manufacturing Company began business in 1881, but eventually went under during the Great Depression. And, in the early twentieth century, the Jersild Knitting Corporation, the Hardwood Products Corporation, the J.H. Hewitt Machine Company and the George Banta Printing Company were established and endured for several decades.⁴⁹

Despite sustained economic growth, Neenah never evolved into the major metropolitan center envisioned by its early boosters. The city's estimated 1994 population was 23,598. The growth of several milling centers along the Fox River effectively checked any one community from outdistancing the other. Nevertheless, Neenah emerged as a flourishing industrial community, and the goods produced there can be found in markets around the world.⁵⁰

AREA OF SIGNIFICANCE: ARCHITECTURE

The East Forest Avenue Historic District is locally architecturally significant because it contains pivotal examples of a variety of architectural styles that were popular between 1880 and 1942. The district, which is located along the southern half of Doty Island, reflects the growth and development of a neighborhood that was largely inhabited by wealthy Menasha industrialists. Indeed, the size of these homes reflects their monetary standing. Thus, the district developed into a prestigious area to live much like East Wisconsin and North Park avenues on the mainland of Neenah.

The earliest residence in the subject district was that of Alexander Syme (later owned by William Gilbert), located at 910 East Forest Avenue. Built in 1882, the rather eclectic Syme-Gilbert residence is primarily Italianate in style; however, the mansard roofline recalls the Second Empire style of architecture. Additionally, the turned wooden supports, decorative brackets and roof shingles are Queen Anne in character. A flat-roofed, open porch wraps around the home's southwest corner; however, the east portion is infilled as a sun porch.

One of the two most-represented styles in the district is Queen Anne. Popular in Wisconsin from 1880 to 1910, the Queen Anne style is typified by an irregular plan which is often evident through asymmetrical walls. A combination of various building materials ranging from shingles, clapboard and brick may be used on one structure, while typical details (on

⁴⁸ Glaab and Larsen, *Factories in the Valley*, vii, 78-126, 259-62; Lawson, *Winnebago County*, 1:431-39; Cunningham, *History of Neenah*, 188-92, 196; Shattuck, *A History of Neenah*, 45-6, 74, 147, 299-308, 313-26, 332-38.

⁴⁹ Shattuck, *A History of Neenah*, 296-98, 308-11, 313, 331; Glaab and Larsen, *Factories in the Valley*, 165-66; Lawson, *History of Winnebago County*, 1:440-41.

⁵⁰ *State of Wisconsin Blue Book, 1995-1996* (Madison: State of Wisconsin, 1995), 729.

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residential buildings) include large porches or verandas, turrets, bay windows and decorative patterns such as fish-scale and diamond shingles. Leaded or stained glass windows are often present.

The purest example of the Queen Anne style in the district is the Ellis Jennings Residence at 711 East Forest Avenue. Although significantly smaller than other East Forest Avenue homes, this two-and-one-half story example features many of the aforementioned characteristics of the style. Decorative, carved vergeboards embellish the roof line, an elaborate wraparound porch with turned supports and a spindled railing fronts the home, while carved, wooden brackets trim the eaves. Also, wooden shinglework is evident along the second level as well as within the upper half-story gables, while the first floor of the home is sheathed with clapboard. The Ellis Jennings home was listed on the National Register in 1988.

Both the 1892 Henry Spencer Smith Residence at 706 East Forest Avenue and the 1891 Charles R. Smith Residence at 824 East Forest Avenue were originally designed in the Queen Anne style; however, each have received significant later additions that reflect the transition from the Queen Anne to the Colonial Revival styles. Colonial characteristics, including large, classical porches, gables, pediments and dentils were often incorporated into Queen Anne style houses. This brought them more "up-to-date," while still inherently focusing upon the past. Indeed, both of the Smith residences feature large, wraparound porches with columnar supports and dentil trim.

The only true Shingle Style residence in the district is the 1893 Perry Lindsley Residence located at 1102 East Forest Avenue. Evolving from the Queen Anne style and popular in the state from 1880 to 1910, the Shingle Style is typified by simplicity and an emphasis on volume. While various sheathings are utilized on Queen Annes, Shingle Style homes are largely covered with wooden shingles. Indeed, the Lindsley home is covered with wooden shingles on its upper level and features broad gabled end walls.

Built in 1904, the Gilbert-Lachmann Residence at 1010 East Forest Avenue represents the emergence of the Colonial Revival style, which was popular in Wisconsin from 1895 to 1920. The style is based on a revived interest in the past motifs of both Georgian and Federal styles. While the aforementioned Smith houses incorporated Colonial Revival detailing to bring them stylistically up-to-date, the Gilbert-Lachmann Residence was designed with elements of the emerging Colonial Revival style. Although not as symmetrical as its Georgian and Federal predecessors, this house features a classical entry with sidelights and a broken pediment, as well as an adaptation of a Palladian window above the entrance. In addition, the coach house to the rear of the property features a Dutch gambrel roof which is typical of the style. Although the roof dormers have been altered with vinyl siding and the original porch has been removed, the 1898 Lyall Pinkerton Residence at 325 Ninth Street features a more standard symmetrical plan, as well as a true Palladian window arrangement.

Popularized by mail-order catalogues, the American Foursquare residence, which was prevalent from 1900 to 1930, is typically two stories and features a nearly square plan. It is topped with a low, broad hip roof with wide, overhanging eaves and is generally pierced on each side by a central roof dormer and also displays a large porch across the primary, symmetrical facade. While the 1924 Dr. Truman Seiler Residence does not have a full-width porch, it does embody the remaining characteristics of the American Foursquare including a rectangular plan, hipped roof and broad overhanging eaves.

A pair of homes in the district evokes the popularity of the Craftsman and Arts & Crafts movements' influences on architecture, popular between 1900 and 1920. Originating in England, the Arts & Crafts style is typified by a simple form,

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expansive stucco surfaces and little decoration aside from multiple-light windows. The more pure of the two examples is the Bacon-Johnson house at 1002 East Forest Avenue which was first constructed in 1901, while a larger addition was added in 1919. The Bacon-Johnson home exhibits all of the aforementioned characteristics with minimal wooden bracket ornamentation. A second example—the 1915 Peiffer-Kimberly Residence at 616 East Forest Avenue—is perhaps more an example of the Craftsman style of architecture as it is sheathed with clapboard rather than stucco and features exposed rafter tails; however, the deliberate arrangement of windows and minimal decoration does suggest an Arts & Crafts influence. Additionally, the wide, overhanging eaves and accent on horizontality gives it a slight Prairie style feeling.

A handful of the homes along Ninth Street are good examples of Period Revival styles. Built between the turn-of-the-twentieth century to the 1940s (with particular emphasis in the 1920s), are based on past motifs and styles. Using a variety of historical elements, architects and/or builders of the 1920s could combine those elements to make his or her own interpretations of a style. In turn, they could advertise their versatility in order to please a broader clientele. The Albert Olson Residence located at 335 Ninth Street and built in circa 1920, is a typical example of the Period Colonial Revival style with its classical entry, overall symmetry and multiple-light sash windows. Another, slightly less symmetrical example is the 1926 Dr. Matthias Pitz Residence located at 401 Ninth Street. Finally, the circa 1929 Otto Lieber Residence located at 339 Ninth Street, is a Period Tudor Revival example. Tudor elements taken from the previous era include multiple gables, a dominant chimney, as well as false half-timbering.

The latest style included in the district is the International Style Willard Bellack Residence that was built in 1937. The International Style was popular in Wisconsin between 1930 and 1945 and is typified by a rectilinear or boxy plan, flat roofs, smooth wall surfaces and a lack of ornamentation. Aside from a rounded, one-story wing at the front of the home, the Bellack home is overall rectilinear in design and features floor-to-ceiling windows that combine seamlessly with the broad expanses of smooth wall surfaces.

Architects

Although there are no permits for buildings erected in Neenah from the late 1800s through 1940, various other sources have identified some of the architects of the East Forest Avenue Historic District. The names of those architects responsible for the structures in the historic district include the following: Wallace H. Brown, George Fred Keck, William Waters, and Edward A. Wettengel. The following are short sketches of the aforementioned architects:

Wallace Hazlitt Brown (1894-1985)

Born in Oshkosh, Wallace Hazlitt Brown was a partner in the Oshkosh architectural firm of Auler, Jensen & Brown. Little is known locally of Brown, other than he designed the Dr. Mathias Pitz Residence at 401 Ninth Street in 1926. While in partnership with Auler & Jensen, they were responsible for the Masonic Temple, the Paine Thrift Bank and the Wisconsin National Life Insurance Building, all of which were in Oshkosh. At some point between 1955 and 1962, Brown moved to Sun City, Arizona, where he passed away in January 1985.⁵¹

⁵¹ Adams, *Neenah Historical and Architectural Survey*, 28; *American Architects Directory* (New York: R.R. Bowker Co., 1955, 1962).

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George Fred Keck (1895-1980)

George Fred Keck (1895-1980) was born in Watertown, Wisconsin, the son of Fred G. and Amalie Keck. After one year in the engineering program at the University of Wisconsin-Madison, Keck left to study architectural engineering at the University of Illinois. After a brief stint in World War I, he returned to school and graduated in 1920. Keck then worked as a draftsman for a number of Chicago architects and, in 1926, set up his own practice in Chicago. He was later joined by his younger brother William in 1931. Keck and his brother are perhaps best known for a pair of homes that they designed for the 1933-34 Chicago World's Fair: A Century of Progress. Both the House of Tomorrow and the Crystal House received wide acclaim. Keck would go on to build the first modern passive solar home in the United States in the Chicago area. After serving in World War II, William rejoined George at the firm, this time in the partnership known as Keck & Keck. George died in 1980. In addition to designing the 1937 Willard Bellack Residence at 1112 East Forest Avenue, Keck also designed the 1940 William Kellett Residence in neighboring Menasha, as well as a multitude of homes and buildings in the Chicago area.⁵²

William Waters (1843-1917)

Born in Franklin County, New York, William Waters studied at the Renesslaer Polytechnic Institute in New York and, after completing three semesters of a four-year course in civil engineering, he moved to Oshkosh, Wisconsin, in 1867. Two years later, he designed the Oshkosh Normal School and the Brooklyn Firehouse. In 1893, Waters won a contest to design the Wisconsin Building at the 1893 World's Columbian Exposition in Chicago. The bulk of Waters' work--which consisted of houses, schools, churches, banks, courthouses, stores and public buildings--is located in the City of Oshkosh and the greater Fox River Valley. Waters importance in Oshkosh is memorialized in the William Waters Plaza, which is located across from the Waters'-designed, Oshkosh Public Library. Waters was responsible for no less than three homes in the East Forest Avenue Historic District and includes the residences of Henry Spencer Smith, Ellis Jennings, and Perry Lindsley at 706, 711 and 1102 East Forest Avenue, respectively.⁵³

Edward A. Wettengel (1884-1951)

Edward A. Wettengel was born in Appleton and attended St. Joseph's Grade School in Appleton and later the International Correspondence School. Information compiled at the Wisconsin Architectural Archive indicates that Wettengel, worked first for architect Herman Wildhagen in Appleton beginning in circa 1915. Indeed, the 1920 census notes that the thirty-five-year-old Wettengel was living in Appleton and working as an architect and engineer. Although a gap exists in the WAA information, Wettengel appears to have worked as a sole proprietor from circa 1924 until his death in 1951. Wettengel designed numerous residences in Appleton, as well as commercial warehouses, schools and theaters in the Fox River Valley. Wettengel was responsible for the design of the circa 1924 Louis T. Jourdain Residence at 1106 East Forest Avenue. The

⁵² Robert Boyce, *Keck & Keck* (New York: Princeton Architectural Press, Inc., 1993), 7, 9-10.

⁵³ "William Waters' Biography," located at www.ci.oshkosh.wi.us/Landmarks_Commission/William_Waters.htm, Accessed on 15 July 2004.

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Craftsman style home was originally sheathed with clapboard and wooden shingles; however, it has since been covered with a stone veneer.⁵⁴

⁵⁴ Wettengel, "Louis T. Jourdain Residence"; Biographical information for Wettengel was gleaned from an information card on file at the WAA; United States Department of Commerce, Bureau of the Census, *Fourteenth Federal Census of the United States, 1920, Population*. Census information available online at www.AncestryPlus.com.

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Conclusion:

The East Forest Avenue Historic District is architecturally significant at a local level because it has, within its boundaries, an excellent sampling of the architectural styles that were popular in the state between 1880 and 1942.

ARCHAEOLOGICAL STATEMENT

Historic sources indicate that northeastern Winnebago County, including Doty Island, was the site of considerable pre-historic Native American activities--most specifically the Menomonee Indians. An archaeological investigation was beyond the scope of this nomination, although it is likely that some pre-historic resources from the above-mentioned activities may still be extant within the boundaries of this district.

PRESERVATION ACTIVITIES

This nomination was prepared for the City of Neenah and the Neenah Landmarks Commission, through a historic preservation grant-in-aid from the National Park Service--a grant administered by the Wisconsin Historical Society. The Neenah Landmarks Commission is active in the preservation of Neenah's historic resources and has engaged in many activities that help to promote and protect those resources. In 2004, along with the completion of this nomination, the Commission oversaw the update of the intensive survey of architectural and historical resources that was completed in 1982. The resultant document re-reviewed resources noted in the 1982 survey and provided new, up-to-date recommendations for the National Register of Historic Places--one recommendation was the subject East Forest Avenue Historic District. National Register listing of this district will provide the opportunity for district homeowners to more easily obtain residential tax credits and will help promote tourism in the community.

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East Forest Avenue Historic District
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Verbal Boundary Description:

The boundary of the East Forest Avenue Historic District is as follows: Beginning at the intersection of the south curb line of East Forest Avenue and the east curb line of Webster Street, then north across East Forest Avenue turning west along the northern curb line of East Forest to a point that coincides with the west lot line of 616 East Forest Avenue, then north and continuing along the aforementioned west lot line of 616 East Forest Avenue to the rear lot line of said property, then east along the rear lot line of said property and continuing east along the rear lot lines of 620, 706 and 804 to a point that coincides with the east curb line of Seventh Street, then north along the east curb line of Seventh Street to the north lot line of 333 Seventh Street, then east along said north lot line, then south along said lot line to a point that coincides with the north lot line of 824 East Forest Avenue, then east along said lot line to the rear (west) lot line of 324 Ninth Street, then north along that line then turning east along the rear (north) lot line of 824 E. Forest turning south along the east lot line of 824 E. Forest turning east along the north lot line of 326 Ninth St. and turning north along the rear (west) lot line of 913 Hewitt Street, and continuing north (and across Hewitt Street) with a line that coincides with the rear lot line of 402 Ninth Street and continuing north along that line to the north lot line of said property, then east along the north lot line of said property, then across Ninth Street and coinciding with the north lot line of 401 Ninth Street, then east along that lot line to said property's rear (east) lot line, then south along that lot line and across Ninth Street to match the rear lot line of 339 Ninth Street, then south along that lot line, east along the north lot line of 335 Ninth turning south along the rear (east) lot line of 329 Ninth turning east along the north lot line of 321 Ninth St. then south along the rear (east) lot line of 325 Ninth St. turning east along the rear (north) lot line of 1106 E. Forest Ave. turning south along the east lot line of 1106 turning east along the rear (north) lot line of 1112 E. Forest turning south along the east lot line of 1112 E. Forest and the west curb line of Eleventh Street to turning west along the south lot lines of 1112 through 824 E. Forest Ave. to a spot that coincides with the east lot line of 803 Forest Ave, then turning south and crossing East Forest Ave. and continuing south to the rear (south) lot line of 803 E. forest Ave. turning west along the south lot line of 803 E. Forest and continuing west along the south lot line across Grant St, then along the south lot line of 711 and 705 E. Forest Ave. Turn north at the east curb line of Webster Street back to the point of beginning.

Boundary Justification:

The boundary was drawn to enclose the best concentration of historic residential and recreational architecture that make up the historic streetscapes with the fewest intrusions and non-contributing elements. The boundary was drawn in all directions to exclude altered and/or non-contributing buildings.

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East Forest Avenue Historic District
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EAST FOREST AVENUE HISTORIC DISTRICT, Neenah, Winnebago County, Wisconsin.
Photos by Traci E. Schnell, July 2004. Negatives on file in the Historic Preservation Division of the Wisconsin Historical Society, Madison, Wisconsin.

EAST FOREST AVENUE HISTORIC DISTRICT
View of 616 and 620 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Northeast
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EAST FOREST AVENUE HISTORIC DISTRICT
View of 910 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Northwest
Photo #2 of 10

EAST FOREST AVENUE HISTORIC DISTRICT
View of 1010 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Northwest
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EAST FOREST AVENUE HISTORIC DISTRICT
View of 335 and 339 Ninth Street
Neenah, Winnebago County, Wisconsin
View to Northeast
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EAST FOREST AVENUE HISTORIC DISTRICT
View of 711 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Southeast
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EAST FOREST AVENUE HISTORIC DISTRICT

View of 824 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Northwest
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EAST FOREST AVENUE HISTORIC DISTRICT

View of 325 Ninth Street
Neenah, Winnebago County, Wisconsin
View to East Northeast
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EAST FOREST AVENUE HISTORIC DISTRICT

View of 803 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to South Southeast
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EAST FOREST AVENUE HISTORIC DISTRICT

View of 401 Ninth Street
Neenah, Winnebago County, Wisconsin
View to East Northeast
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EAST FOREST AVENUE HISTORIC DISTRICT

View of 1112 East Forest Avenue
Neenah, Winnebago County, Wisconsin
View to Northeast
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