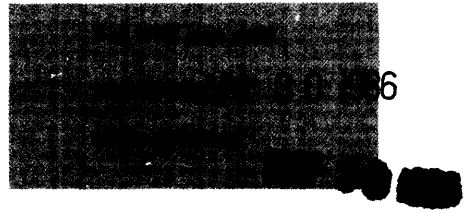


United States Department of the Interior
National Park Service

National Register of Historic Places Inventory—Nomination Form

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



1. Name

historic GUSTAV AUGUSTIN BLOCK

and/or common N/A

2. Location

street & number 68 Racine Street not for publication

city, town Menasha vicinity of

state Wisconsin code 55 county Winnebago code 139

3. Classification

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

4. Owner of Property

name Jack W. Kugler

street & number 430 Rainbow Beach Road

city, town Neenah vicinity of state Wisconsin 54956

5. Location of Legal Description

courthouse, registry of deeds, etc. Recorder of Deeds, Winnebago County Courthouse

street & number 415 Jackson Street

city, town Oshkosh state Wisconsin 54901

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1977, 1985 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

Condition

excellent
 good
 fair

deteriorated
 ruins
 unexposed

Check one

unaltered
 altered

Check one

original site
 moved date _____

Present and original (if known) physical appearance

The Gustav Augustin Block is located in the industrial city of Menasha, at the northern end of the central business district. Situated on the southwest corner of Racine and Broad Streets, the Augustin Block is a two-story yellow brick commercial building with a small, two-story rear addition. The plan configuration is rectangular, the roof is flat, the bond is stretcher, and the foundations are random stone. The front facade on Racine Street consists of two cast iron storefronts with wooden kickboards on the first floor, and double-hung, single-pane sash in the second floor windows. Decorative features include a cornice corbel table, molded brick window caps, and a stone sill course dividing the two floors. The Broad Street elevation repeats the principal features of the Racine Street with some modification to the windows. The rear addition is unadorned but includes a secondary store window facing Broad Street. The interior has experienced modifications typical of buildings of its age, but these changes do not preclude the possibility of significant interior features hidden by lowered ceilings and carpeting.

8. Significance

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

Specific dates 1894 ¹ **Builder/Architect** Unknown

Statement of Significance (in one paragraph)

The Gustav Augustin Block is of local architectural significance as the most complete example of late 19th century commercial vernacular architecture in the city of Menasha.

ARCHITECTURE

The Gustav Augustin Block is the best preserved and most complete example of the late 19th century commercial vernacular form in Menasha. While modest, its integrity of site and structure is superior to those similar buildings in the Upper Main Street Historic District (NRHP, 1984). The Augustin Block can be favorably compared with the Clovis Block (227 Main Street), the Henning Block (223 Main Street), Roby Block (196 Main Street), and Krautkramer's Saloon (56 Racine Street), all of which are contributing buildings in that historic district. The best of these is the Clovis Block built in 1892. While both blocks feature ornamental brickwork, window caps and iron storefronts, the Augustin Block maintains its natural brick color and both of its storefronts in original condition. Except for the intervention of non-contributing properties, the Gustav Augustin Block would have been a contributing property to the Upper Main Street Historic District.

Gustav Augustin was a prominent merchant in Menasha from 1891 to 1911.² A native of Germany, Augustin lived in several locations in Wisconsin engaging in factory work and farming before opening a flour and feed store in Menasha in 1891. The success of this business led to the building of the Augustin Block in 1894,³ housing Augustin's grocery on the first story and his residence apartments on the second.⁴ The block was Augustin's residence and store until his retirement in 1911, at which time he moved to 511 First Street.

Footnotes

¹ Menasha Press; December 22, 1894; Page 1, column 1.

² Menasha Record; July 16, 1924; Page 1, column 2.

³ Bunn's 1905 Directory of Winnebago County; page 842.

⁴ Menasha Record; July 26, 1911; Page 1, column 2. 1911 Tax Roll, City of Menasha, Page 101.

9. Major Bibliographical References

Augustin, C. J. Semi-Centennial Edition of the Menasha Press. Menasha Press, 1898.
Menasha, Wisconsin.
Menasha Press; 1894-1924.
Bunn's 1905 Directory of Winnebago County.

10. Geographical Data

Acree of nominated property .25 Acres

Quadrangle name Neenah, Wisconsin

Quadrangle scale 1:24,000

UMT References

A

1	6	3	8	4	4	1	0	4	8	9	1	5	0	1	9	1	0
Zone			Easting					Northing									

B

Zone			Easting					Northing									

C

Zone			Easting					Northing									

D

Zone			Easting					Northing									

E

Zone			Easting					Northing									

F

Zone			Easting					Northing									

G

Zone			Easting					Northing									

H

Zone			Easting					Northing									

Verbal boundary description and justification

Subdivision of Lots 1 - 2 - 23 - 24 of Block 43, Part of Lots 2 & 3 as described in Volume 1227, Page 405 Register of Deeds.

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

state N/A code county code

state N/A code county code

11. Form Prepared By

name/title Jeffrey H. Mulvey and Peter J. Adams

organization Peter James Adams & Associates date August 15, 1985

street & number P.O. Box 341 telephone 414/722-8963

city or town Neenah state Wisconsin 54956

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature

title

date APR 23, 1986

For NPS use only

I hereby certify that this property is included in the National Register

Chief of the National Register

Attest:

date

Chief of Registration