



United States Department of Interior
National Park Service

1001

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 Pruy, Joel M., Block
other names/site number Lodi Enterprise Building

2. Location

street & number 146 South Main Street N/A not for publication
city or town Lodi N/A vicinity
state Wisconsin code WI county Columbia code 021 zip code 53555

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.)

Signature of certifying official/Title *James Aralge*

Date *8/29/08*

Deputy State Historic Preservation Officer-WI

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

Pruyn, Joel M., Block

Columbia

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:)

Patrick Andrews
Signature of the Keeper

10/14/2008
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
- structure
- site
- object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
1	0 buildings
	0 sites
	0 structures
	0 objects
1	0 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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE/specialty store

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE/business

7. Description

Architectural Classification

(Enter categories from instructions)

ROMANESQUE

Materials

(Enter categories from instructions)

Foundation STONE

walls BRICK

roof ASPHALT

other STONE

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Pruyn, Joel M., Block
Name of Property

Columbia
County and State

Wisconsin

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

1881

Significant Dates

1881

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

Pruyn, Joel M., Block

Columbia

Wisconsin

Name of Property

County and State

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:

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

—

10. Geographical Data

Acreeage of Property Less than one acre

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

1 16 295100 4798500

 Zone Easting Northing

3 _____

 Zone Easting Northing

2 _____

 Zone Easting Northing

4 _____

 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	Timothy F. Hegglund/ Consultant for the Lodi Historic Preservation Commission	date	November 16, 2007
organization		telephone	608-795-2650
street & number	6391 Hillsandwood Rd.	zip code	53560
city or town	Mazomanie	state	WI

Pruyn, Joel M., Block

Columbia

Wisconsin

Name of Property

County and State

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	William M. & Janet L. Haupt			date	November 16, 2007
organization				telephone	608-592-4278
Street & number	N980 Hillestad Rd.			zip code	53555
city or town	Lodi	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 Reductions Projects, (1024-0018), Washington, DC 20503.

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Section 7 Page 1

Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

Description

The Joel M. Pruyn Block is a very fine and very intact one-story, brick-clad, Romanesque Revival style-influenced Commercial Vernacular Form single store building that was built in 1881 and is now one of the oldest of the city of Lodi's few intact nineteenth century commercial buildings.¹ The Pruyn Block occupies a lot in the downtown section of Lodi that is situated in the middle of a city block whose west side forms the odd-numbered side of the 100 block of South Main Street, Lodi's principal historic commercial thoroughfare. The trapezoidal plan Pruyn Block measures 26-feet-wide by 60-feet-deep and its main facade faces east onto the north-south running Main Street. Neither the designer nor the builders of the Pruyn Block have been identified but their client was Joel Pruyn, a successful Lodi grocer and butcher who built this building both as an investment and to provide a location for the grocery store that was operated by his son, Joel M. Pruyn.

The historic commercial core of the city of Lodi completely covers all of the lots on both sides of the 100 block of the northwest-southeast running S. Main St. and both sides of the 100 block of the east-west running Lodi Street, which intersects with Main Street and divides it into north and south sections. The first generation of the commercial buildings that occupied many of the lots that front on these blocks were typically examples of the Greek Revival style or its vernacular equivalents, and these were almost all small, frame construction buildings, none of which are known to have survived. The oldest identified surviving commercial building in the city is the fine Italianate style, stone-clad J. O. Eaton block located at 161-165 S. Main St. Most of the other surviving nineteenth century commercial buildings in the city, including the Pruyn Block, are second generation buildings that replaced earlier ones.² With the exception of the Pruyn Block and just a few others, however, most of these surviving second generation buildings have now been altered, they no longer retain integrity, and they share streetscapes that are now comprised of second, third, and even some fourth generation commercial buildings.

Lodi's nineteenth century Main Street commercial buildings range from one to three stories in height and they are positioned with their principal elevations flush with the sidewalks and with their side elevations abutting one another. Like its neighbors to the north and south, the main east-facing facade of the one-story Joel M. Pruyn Block is set flush with the concrete sidewalk that edges Main Street. The west-facing rear elevation of the Pruyn Block, however, is actually almost two-stories tall because the steep downward slope of the building site exposes the entire rear half of the basement story of the building to view. The same is also true for almost all of the other buildings on the west side of the 100

¹ The 2000 population of Lodi was 2882.

² Six of the best and oldest of the nineteenth century commercial buildings that face onto this street are included within the Lodi Downtown Historic District, the nomination of which is pending.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

block of S. Main St. as well because they are all built on a slight ridge that parallels the course of the adjacent Spring Creek, which runs from north to south behind and below most of these buildings.

The Joel M. Pruyn Block has uncoursed rubblestone foundation walls that are visible on both its north-facing side elevation and on its west-facing rear elevation thanks to the slope of its site, and these walls enclose a full basement story. All of the exterior walls that rest on this foundation are constructed of cream brick and the main facade and the side elevations are each terminated by shallow, stepped, brick parapet walls that hide the slightly westward sloping roof from view. The Pruyn Block has two window openings set into its north-facing side elevation and they face onto a narrow paved alley that separates the Pruyn Block from the new Lodi City Hall building next door. Two more windows and a rear door are set into the rear elevation, but the building's south-facing side elevation is completely hidden from view by the adjacent building to the south.

East-Facing Main Facade

The 26-foot-wide symmetrically designed S. Main Street facade of the Pruyn Block is three-bays-wide, one-story-tall, and it rests on a plinth foundation that is constructed of a course of dressed sandstone blocks, one of which serves as a date stone and bears the incised date "1881."³ The wall surface above this course is clad in cream brick and it is enframed by full height brick pilaster strips that are placed at both ends. The façade consists of a single storefront that is comprised of three equally tall bays that consist of two large, identical, semi-circular-arched window openings that flank a slightly narrower centrally positioned semi-circular-arched door opening. Pilaster strips flank both sides of the entrance opening and these strips turn into continuous architrave moldings, or archivolt, that are linked and encircle the heads of all three openings. This range of linked arches forms a continuous arcade that spans the width of the façade and the round-arched openings and their linked arcade-like heads constitute the façade's defining Romanesque Revival style design elements.

Each of the façade's two window openings has a dressed stone sill and they each contain a single large one-light display window that fills the entire opening. The door opening contains a pair of one-light over one-panel wood outer doors that can be seen in historic photos of the Pruyn Block taken early in the twentieth century. These photos also show that the entrance opening was originally crowned by a three-light, semi-circular arched transom.⁴ All three of these openings have architrave moldings that are decorated with dressed stone keystones and these openings are then surmounted by a decorative

³ This date stone is located just to the left (south) of the entrance door.

⁴ *Lodi Enterprise*. "Remember When." July 30, 1998, p. 4. See also: *Lodi Enterprise*. "Remember When." December 5, 1997.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

brick stringcourse that spans the width of the façade. The entire facade is crowned by a tall, corbelled brick parapet wall that also has a nearly full-width, inset, cream brick-clad panel placed just above the stringcourse and on which, historic photos also show, signage advertising the store was once placed.

Remarkably, just one alteration has been made to the original design of this façade over the years. This occurred in 1987, when the original three-light semi-circular-arched transom above the entrance door was removed and replaced by a beautifully crafted stained glass transom of identical size and shape that bears the slogan "Tools of Freedom" and depicts a hand printing press and a type storage chest.

North-Facing Side Elevation

The 60-foot-long north-facing side elevation of the Pruyn Block faces onto a narrow paved alley and the downward slope of the site has partially exposed its uncoursed rubblestone-clad basement story, portions of which were later partially covered with stucco. The slope of this site also made it possible to place a single small rectangular door opening towards the right-hand (west) end of the basement story. This opening has a dressed stone lintel and a dressed stone sill and it still contains its original, solid wood, diagonally planked door. The first story above is clad in cream brick and two rectangular window openings are centered on the elevation and they both still contain their original two-over-two-light double hung wood sash windows.⁵ The elevation's only other feature is the shallow stepped parapet wall that crowns it. This parapet wall steps back gradually from east to west towards the rear of the building and it hides the building's shallow-pitched main roof from view.

South-Facing Side Elevation

The 57-foot long south-facing side elevation of the Pruyn Block is now completely hidden from view by the longer north-facing side elevation of the building next door to the south. Like the north-facing side elevation, this elevation of the Pruyn Block is terminated vertically by a short brick parapet wall that steps down very gradually from east to west.

West-Facing Rear Elevation

The 28-foot-wide rear elevation of the Pruyn Block is placed at a slight angle to the two side walls, which give the building a trapezoidal plan, and this elevation consists of the rear elevation of the first

⁵ These two openings lack the massive stone lintels and sills that are found on the rear elevation and it is possible that they were added later. The wooden window frames within them, however, are quite old and may even date to the nineteenth century.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

story of the building plus the fully exposed rear elevation of its basement story. The basement story contains a single rectangular window opening that is placed to the right (south) of center. This opening has a massive dressed stone lintel and a dressed stone sill, but it has now been filled with concrete blocks. The first story above is symmetrical in design and three-bays-wide and the rear entrance door occupies the center bay. This rectangular opening still contains its original (or very early) six-light-over-two-panel wooden door and its original two-light transom is still in place above the door and this transom is surmounted by a massive dressed stone lintel. Flanking this bay on either side is a slightly taller, rectangular window opening. These two openings have massive dressed stone lintels and sills and the one on the left (north) still contains its original two-over-two-light wood sash double hung window, while the one on the right has now been partially filled with painted wood panels.

Aside from the filling of the basement window opening, the only significant alterations that have affected this elevation have been the replacement of the original rear exterior staircase with a modern wooden one that ascends from the ground up to the rear door, and the construction of a tall, thin red brick chimney stack that has been attached to the wall surface between the entrance door and the right-hand (south) window.

Interior

The interior of the Joel M. Pruyn Block is even more intact than its exterior. The first story of the Pruyn Block originally consisted of a single large room and this configuration is still intact today, although a small portion of the southwest corner of the rear of this story has since been subdivided from the rest. The main room extends from the front to the rear of the building and it still retains its original varnished narrow board hardwood flooring, its original painted wood board ceiling, and its plastered walls. In addition, all the simple wooden window and door trim sets appear to be original.

One of the most distinctive original features of the store's interior is its entrance vestibule, which is placed inside the building rather than outside and which provides the inhabitants with some protection from the cold air that would otherwise come inside when the outside doors are opened. This rectilinear plan vestibule has north and south-facing sides that consist of tall, single glass lights that are set into wood frames, while its west-facing side contains a pair of equally tall, one-light-over-one-panel inner doors that are very similar in design to the outer entrance doors that were described earlier. In addition, the vestibule also has an arched ceiling that echoes the design of the main door opening, and this ceiling is also clad in painted wooden boards like the ceiling inside. Still another interesting feature of the interior is the shelving that covers most of the south wall of the room. Portions of this shelving are covered with hinged glass front doors while other portions are open. It is believed that

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this shelving dates back to the time when the store was used as a grocery store. In addition, many of the fixtures in use in the interior are old and were specifically designed to house materials used in printing. It is believed that some of these fixtures were moved here in 1923 from another building down the street that had previously housed *The Lodi Enterprise*.

The Joel M. Pruyn Block is in excellent condition today and it is one of the finest and most intact of Lodi's surviving nineteenth century commercial buildings. The current owners of the building have been scrupulous in their maintenance of this building, whose outstanding condition and high degree of integrity make it one of the most intact of all of Lodi's historic commercial buildings.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

Significance

The Joel M. Pruyn Block is being nominated to the National Register of Historic Places (NRHP) for its local significance under National Register (NR) criterion C. More specifically, the Pruyn Block is being nominated because of its association with the significance area of Architecture; a theme which is also identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP). Research was undertaken to assess the NRHP potential of the Pruyn Block utilizing the Romanesque Revival style and Commercial Vernacular form subsections of the Architectural Styles study unit of the CRMP.⁶ The results of this research are detailed below and confirms that the Pruyn Block is locally significant under NR criterion C as a fine, representative, and largely intact later nineteenth century example of a Romanesque Revival style-influenced Commercial Vernacular design as applied to a smaller retail store building of the period. In addition, the Pruyn Block is also one of the finest surviving examples of the larger, more substantial, and more fire resistant brick commercial buildings that typified the second generation of commercial buildings built in Lodi.

The one-story-tall Joel M. Pruyn Block is one of Lodi's most important historic commercial buildings and it is still very much in use as such today and is in excellent condition. The Joel M. Pruyn Block was built in 1881 by Joel Pruyn to house the grocery store that was run by his son, Joel M. Pruyn. Joel Pruyn was a prominent Lodi grocer and butcher who had initially been in business with his two sons, Joel M. and Judd M. After he retired in 1879, he set both of his sons up in separate stores of their own. These were housed in two new commercial buildings in Lodi whose construction he financed. The first of these was the Joel M. Pruyn Block, which is located on Main St., the principal historic thoroughfare in Lodi. This building is constructed of cream brick and stone and it contains a single retail space that originally housed Joel M. Pruyn's grocery store.⁷ Pruyn's grocery soon metamorphosed into a general store and it occupied this space for some years until the building was purchased by L. P. Hinds shortly after Joel Pruyn's death in 1892. Hinds ran a meat market in this building and the building remained in his family until 1923, when it was purchased by Cassius L. Coward, the publisher of the *Lodi Enterprise* newspaper. Coward moved his newspaper and its printing presses into the building in the same year and while the ownership of the *Enterprise* has changed over the years, it is still published out of the Joel M. Pruyn Block today and its current owners have been meticulous in their maintenance of the building and have shown great respect for its historic integrity.

⁶ Wyatt, Barbara (Ed.). *Cultural Resource Management in Wisconsin*. Madison: State Historical Society of Wisconsin, 1986, Vol. 2, pp. 2-9, 3-10 (Architecture).

⁷ The second building that Joel Pruyn built is located directly across Main St. at 157 S. Main St. This two-story building was built in 1885 and it is a contributing resource in the proposed Lodi Downtown Historic District.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

Historic Context

A detailed history of the city and its built resources is also embodied in the City of Lodi Intensive Survey Report, printed in 1999.⁸ Consequently, the historic context that follows deals primarily with the history of the Joel M. Pruyn Block itself and with those associated with it.

Lodi's historic commercial center developed around the point of intersection of the north-south running Main Street and the east-west running street whose westerly extension from the point of intersection is called Lodi Street and whose easterly extension is called Portage Street. Eventually, this downtown core extended along both sides of Main Street as far north as Second Street and as far south as Columbus Street and west on both sides of Lodi Street to Water Street and east along both sides of Portage Street as far as Spring Street. Today, this core still contains individual resources that reflect practically the entire historic evolution of the non-industrial commercial aspects of the city's history, the bulk of them being located on Main Street. This area also contains the vast majority of the surviving historic resources in Lodi that were associated with retail functions and with the delivery of goods and services in the city before the end of World War II.

In 1836, when eastern speculators known as the Western Land Co. made the first purchase of land in the Town of Lodi (which encircles today's city of Lodi), all the land within today's Columbia County was included within the boundaries of the larger and as yet undivided Portage County and was then without formal governmental organization. The first actual settlers in what is now the Town of Lodi were M. C. and G. M. Bartholomew, brothers who came to the Town from Illinois in 1844-1845. They were followed in 1845 by the Rev. Henry Maynard and his wife and family, by James McCloud, and by several others. In 1846, these first settlers were joined by 37-year-old Isaac Palmer.

Isaac H. Palmer (1809-1889), a native of Binghamton, New York, had arrived in Milwaukee in 1837 with his wife, Anne, with the intent of making his family a home in the open country of Wisconsin. His first efforts in this direction took him first to the just created capital "city" of Madison as one of the crew recruited by A. A. Bird to build the first state capitol building. Once there, Palmer quickly built himself a log cabin near the capital square and then returned to Milwaukee in order to bring back his wife and their household goods. The Palmer's first child, also named Anne, was born soon thereafter, she being the second child born in Madison. The family's new home also served as the community's first school house in 1838. In 1839, Palmer was appointed the first probate judge of Dane County,

⁸ Heggland, Timothy F. *City of Lodi Intensive Survey Report*. Lodi: 1999.

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Pruyn, Joel M., Block
Lodi, Columbia County, Wisconsin

thereafter being known as Judge Palmer, and he also served in the territorial legislature in 1842 and 1843. In 1845, a hunting trip brought Palmer to the headwaters of Spring Creek in nearby Columbia County and to the future site of the city of Lodi.

Impressed by the water power potential this site offered, Palmer acquired 40 acres of land bordering Spring Creek in Sec. 27 of the Town of Lodi in 1846 and soon thereafter built himself a log cabin (non-extant) nearby. Palmer, like so many other town founders of that time, settled along a river or stream because it provided both a reliable source of water and the only readily available means of generating power for industrial purposes.

By 1846, population in the region had grown to a point where it made sense to set Columbia County off from Portage County. Also in 1846, the first schoolhouse (non-extant) was built in the Town and in 1847, Palmer applied to the Federal government for permission to establish a post office in Lodi and to the Territorial Legislature for permission to establish a horse-powered ferry across the Wisconsin River just northwest of the community to be. Both were granted and as a result, the new vestigial community was now a recognized place in the government's eyes and had made a place for itself on the shortest route between Madison and Baraboo. In 1848, Wisconsin became a state and Palmer took office as the community's first postmaster on April 17, 1848. On June 25, 1848, Palmer recorded the first plat of the new village, which he named Lodi and which included both sides of S. Main Street from the Spring Creek crossing south to its intersection with Columbus Street; both sides of Columbus Street east for two blocks from that point, and both sides of Spring Street north to the creek crossing. This first plat embraced part or all of six of today's blocks and Palmer soon thereafter built the village's first store on the street that he had named Main Street.⁹ Palmer subsequently leased this store (non-extant) to the firm of Thomas & Pinney, late of Hanchetteville, Wisconsin, and two lots that Palmer donated to James O. Eaton at the same time resulted in the opening of a second store built by Eaton on Main Street (non-extant) by the end of the year. More donated lots fronting on Main Street resulted in the construction of Lodi's first hotel (non-extant), which was begun by Freedom Simons late in 1848 and was completed in 1849 by Samuel Ring. Other arrivals in the village at this time included its first blacksmith, Reuben Ring, whose shop opened on Main Street, and Mandras Randall, its first boot and shoemaker.

The downtown core of Lodi developed where it did because of the adjacent Spring Creek, which passes through Lodi on its northwesterly course towards the nearby Wisconsin River. In the 1840s-1860s, Spring Creek was the only source of water power in the area surrounding Lodi and locations along its banks were thus the logical place to establish saw mills, flour mills and grist mills, which required

⁹ Main Street is divided into north and south sections by the intersecting Lodi-Portage streets.

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Pruyn, Joel M., Block
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water for power, and for the establishment of other industries that required water as part of their manufacturing processes. Indeed, it was for these reasons that Isaac Palmer purchased land bordering the Creek in this area in the first place and built the area's first saw mill in 1848. Building such a mill was often the first step in building up a community because the lumber that came out of it was usually the only building material that was available for newly arrived merchants and farmers wishing to build their first permanent structures in the days before the coming of the railroads. The same was true for Samuel Ring, who constructed the village's first grist mill (non-extant) on Spring Creek late in 1848. In 1850, Isaac Palmer took further advantage of the available water power when he built the village's first flouring mill on the Creek. It was the placement of these three mills (all now non-extant) in close proximity to one another on the banks of Spring Creek that first defined where the business core of the village would eventually develop.

The construction of these three mills and the concurrent establishment of a road from Madison, the state capital, through Lodi and on to Palmer's ferry on the Wisconsin River and beyond to the growing village of Baraboo on the other side of the river served to ensure Lodi's eventual success. With the completion of the mills and the road, Lodi area farmers could now bring their harvest to these new mills for processing and then either to the river, where water transport to distant markets was possible, or else overland to Baraboo or to Madison, both of which were growing markets for agricultural products. This combination of transportation access and the availability of water power meant that Palmer's new community of Lodi became the natural center of commercial activity in the area surrounding Lodi, and, inevitably, more roads were soon established that connected Lodi with other nearby communities as well. In Lodi, these roads were (and still are) called Columbus Street, which extends in an easterly direction towards the city of Columbus; Lodi Street, which extends in a westerly direction towards the city of Sauk City; and Portage Street, which extends in a northeasterly direction towards the city of Portage.

These new roads brought commercial activity of every kind into the fledgling village and created a need for the construction of buildings within which to conduct it. At first, these buildings (as well as the first houses in the village) were grouped mostly around the two major points where the east-west roads intersected with Main Street: Main Street and Columbus Street; and Main Street and Lodi Street-Portage Street, both intersections of which were also adjacent to the village's three mills.¹⁰ The place

¹⁰ The 1861 Ligowsky & Wasmund map of Columbia County contains separate maps of a number of county communities including Lodi. The Lodi map shows that Palmer's flour mill and grist mill (both non-extant) were located close to one another just to the west of the Main Street-Columbus Street-Corner Street intersection (where Spring Creek still runs) while Samuel Ring's grist mill (non-extant) was located approximately where the rear portion of the current J. I. McFarland building (105 S. Main Street) is now.

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where Lodi's business core first evolved was also defined in part by the location of Spring Creek itself and by the extent of the two large mill ponds that were created when Palmer and Ring constructed dams (non-extant) across the Creek in order to provide power for their three mills. The earliest extant published map of Lodi, printed in 1861, shows that these water features, both natural and man-made, acted as barriers that effectively enclosed what was to become the business core of the village to the south, west, and north. And it was within this enclosed area that Palmer laid out the first plat of the village, with the lots being located along both sides of the newly created Main Street (today's South Main Street) and Spring Street between Columbus Street to the south and the place where Spring Creek crossed the path of Main Street to the north, which lies just south of Portage Street.

The first commercial buildings in the new village were of frame construction and were probably small and very simple Greek Revival style-influenced examples of the Front Gable and Side Gable vernacular forms or Boomtown Style examples built from lumber sawn at Palmer's Lodi mill. As noted earlier, the first of these was constructed by Palmer himself in 1848 on the street that he had named Main Street. This store (non-extant) Palmer subsequently leased to the firm of Thomas & Pinney, late of Hanchetteville, Wisconsin, and two lots that Palmer donated to James O. Eaton at the same time resulted in the opening of a second store built by Eaton on Main Street (non-extant, burned in 1859) by the end of the year. More donated lots fronting on Main Street resulted in the construction of Lodi's first hotel (non-extant), which was begun by Freedom Simons late in 1848 and partially completed in January of 1849 and completed later in the year by Samuel Ring.

None of the pioneer frame construction commercial buildings erected in Lodi in the 1840s and 1850s are known to have survived, fire and progress having done their work too well. By the 1860s, however, more substantial buildings were being constructed, of which the most notable and the only identified survivor is the first half of the Italianate Style three-story J. O. Eaton block (161-165 S. Main Street), which was built of stone in 1866. By 1874, when the only Bird's Eye View of Lodi was printed, both sides of (South) Main Street from the Spring Creek bridge south to Columbus Street were lined with some 24 mostly small, frame construction commercial buildings and a few more scattered dwelling houses. Similar but smaller and more widely separated buildings also lined the first block of Lodi Street west of Main Street in that year, the seven or eight buildings shown being mostly small blacksmith and wagon shops. In this year, the village possessed two flouring mills, one grain dealer, two lumberyards, three wagon makers, three blacksmiths, a livery stable, three harness makers, two hotels, five dry goods stores, two drugstores, one hardware store, one furniture store, three grocery stores, one meat market, one express office, one barber shop, one photographer, two tailor shops, four millinery shops, three physicians and

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surgeons, one dentist, one lawyer, one building contractor, five or so carpenters, one plasterer, one mason, and one painter and wall paper hanger.¹¹

Not surprisingly, many and perhaps nearly all of the buildings associated with the early enterprises mentioned above have now been demolished, have been moved, or have been so altered as to be unrecognizable today. Both mills and both hotels, for instance, have been demolished as have both lumberyards, which in 1874 occupied the southwest corners formed by the intersections of Main and First and Main and Second streets, respectively.¹² The very gradual growth of the village in the 1870s meant that few new commercial buildings were built during this decade. Those that were constructed, were of about the same type and size as those built before, the only notable exception being the construction of the second half (north) half of J. O. Eaton's stone block on S. Main Street in 1876, which thus became Lodi's largest and most impressive downtown commercial building and remains so to this day and is included in the proposed Lodi Downtown Historic District.¹³

By 1881, the population of the village stood at 777. The 1880s were slow times for new construction generally in Lodi and growth remained modest throughout the rest of the nineteenth century. This would seem to indicate that even though a railroad line had finally been built through Lodi as early as 1871, the village had essentially reached its natural place in the economic order of things as a small but prosperous rural trading center whose economy was and would remain dependent on the larger agricultural community that surrounded it. If this dependence placed limits on Lodi's growth and size, though, the village still benefited from the steadily increasing prosperity of the surrounding farms, which was also reflected in the increased prosperity of the city's mercantile establishments. As a direct result of this prosperity, new commercial, institutional, and residential buildings continued to be built in the village in the 1880s. This growth, however, typically manifested itself either in the upgrading of existing buildings or in the replacement of them with new and usually larger, more fire-resistant buildings on the same site.

The earliest of these was the Joel M. Pruyn Building, which was built in 1881 by Pruyn's father, Joel Pruyn. Joel Pruyn was born in 1819 and he came to Lodi from New York state with his wife, Sarah, and his two sons, Joel Monroe Pruyn (1843-?), and Judd B. Pruyn, in August of 1858. Pruyn kept a

¹¹ *Lodi Valley News*, June 10, 1874, p. 3. This article contains a quite complete list of the various business enterprises of the village and their proprietors as of that date.

¹² *Bird's Eye View of Lodi, Columbia County, Wisconsin*. Madison: J. J. Stoner & Co., 1874.

¹³ Other excellent examples of this include: the J. Frank Collins Building (147 S. Main St.), built in 1883; and the Joel Pruyn Block (157 S. Main St.), built in 1885. Both of these buildings were constructed of cream brick, they replaced much smaller frame construction commercial buildings that were originally located on the same S. Main Street sites, and they are both located within the proposed Lodi Downtown Historic District.

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butcher shop and grocery business in the village and his sons worked with him from 1868 through 1879. In 1880, Joel Pruyn retired and his son, Joel M. Pruyn, took over the grocery business. To house his son's business, Pruyn first purchased two already existing wooden store buildings that were located on S. Main Street in 1880 and then proceeded to have one moved to another site while the other was used as temporary housing for the new grocery store.¹⁴ With one site empty, Pruyn then began the construction of a one-story cream brick building on Main Street whose purpose was to house J. M. Pruyn's new business. All this activity was closely chronicled in the local newspaper.

J. M. Pruyn's Grocery Store now stands on the lot next north of Henry Haggard's Jewelry Store, where he will remain until his new store is ready for him in the fall or latter part of summer.

Mr. J. M. Pruyn is this week getting ready to move his store on the lot recently occupied by Mr. G. W. Fenno's Machinery Sheds. The work of demolition of the aforesaid sheds and the rear part of the store has been going on for some days, the timber foundation for the store to stand on put in place, and all is expected to be ready for the moving to begin on Monday morning. When that is done Mr. Joel Pruyn will commence the erection of a good brick store to take the place of the one moved off, which, when completed, will be occupied by "Monroe" for his grocery and provision trade instead of the old. It is a good job, as the old building was getting too small for the business, or the business was getting to large for it, as you like. The new building will be considerably larger than the old, and will be a first class improvement, though but one story high above the basement. More about it hereafter.¹⁵

The completed one-story building was ready for occupancy in October of 1881.

J. and J. M. Pruyn is the name of the new firm that that succeeds Monroe in the grocery business, and they have added a large and handsome stock of dry goods to their business, and will hereafter supply their customers with anything needed in that line, as well as glassware, crockery, &c, &c. They are popular dealers and will have a large trade. Their new store is completed and occupied, and is, without a doubt, fully up to, if not a little ahead, of any other in town, in point of finish, commodiousness, convenience, and safety from fire. They have a large force pump in the cellar, with hose sufficient to reach—well, a good ways and to attend to nay

¹⁴ *Lodi Valley News*: October 16, 1880, p. 3.

¹⁵ *Ibid*, June 18, 1881, p. 3. "Monroe" is Joel Monroe Puyn.

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fire in their immediate neighborhood. The pump will throw water on to the highest building in town with two or three men at the two handles, and is a great advantage to the neighborhood. Success to the new firm. They are liberal advertisers and deserve prosperity.¹⁶

The foresight that Pruyn showed by putting a hand pump in the firm's basement became evident two years later, on April 26, 1883, when a fire broke out in Lodi that destroyed the Northwestern Hotel and four other frame commercial buildings, all of which were located on the west side of S. Main St. just to the north of the Joel M. Pruyn Block. This fire reached as far south as the jewelry store of Henry Haggard that was located next door to the Pruyn Block and it might easily have spread still further up the street had it not been for the presence of the new building and its fire-fighting equipment.

Next to this [Henry Haggard's store], and separated by a narrow alley, stood and still stands, the new, fireproof as to all outside exposure, brick store of J. and J. M. Pruyn, filled with a large and splendid stock of Dry Goods, Groceries, and General Merchandise. In the basement of this building was a force pump, with a considerable quantity of rubber hose, which, being attached, the pump aided materially in retarding the progress of the flames, and saving the contents of the burning buildings on the street below it.

This building proved an effectual barrier to the flames, for although they leaped over it and set fire to the drug store on the South, the men on the latter were able to extinguish the fire, while the brick walls effectually prevented the heat from doing further damage.¹⁷

Two years later, in 1885, Joel Pruyn built a second building directly across the street to house the dry goods store that would be operated by his other son, Judd B. Pruyn.¹⁸ This second, larger, two-story, cream brick Commercial Vernacular Form building is located at 157 S. Main St. and it was designed and built by a Reedsburg, Wisconsin architect/builder named E. M. Hackett.

In the same year, Joel M. Pruyn built a new home for his wife and himself that is still situated at the head of S. Main Street. This cream brick house is located at 303 S. Main Street and it is an atypical later example of Second Empire style design.¹⁹ And these were not the last of the buildings that the Pruyn family would build in Lodi. In May of 1892, Joel Pruyn purchased 13 rods of land fronting on N. Main Street (a.k.a. Baraboo Street) with the intention of building three rental houses on them in that

¹⁶ *Lodi Valley News*: October 22, 1881, p. 3.

¹⁷ *Ibid*, April 28, 1883, p. 3.

¹⁸ *Ibid*, March 28, 1885, p. 3, and November 21, 1885, p. 3.

¹⁹ *Ibid*, November 21, 1885, p. 3.

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same year.²⁰ By September, three of these houses were reported as being "in various stages of progress."²¹ These square, two-story, frame construction houses are still extant and sit side by side on N. Main Street although all but 206 N. Main Street have now been considerably altered. Pruyn, however, did not live to see them finished, having passed away on December 9, 1892.²² Neither did he live to see the fourth of these houses constructed, which would be built the following year by his heirs.

During this period, Joel M. Pruyn continued to operate his grocery store on Main Street and he did so until his father's death in 1892. Not long afterwards, the building was sold to L. P. Hinds, who converted it into a meat market. Later on, in 1916, the store was once again occupied by a grocery store, this one being run by Charles M. Ganser, but the building itself continued to be owned by the Hinds family.²³ Finally, in 1923, the Hinds sold the building to Cassius L. Coward, the publisher of *The Lodi Enterprise* newspaper, who soon thereafter moved the newspaper and its printing presses into his new building. Not surprisingly, the notice of this move was prominently featured in the newspaper.

Just as soon as this issue of the paper is in the mails, The Enterprise will start to disjoint machinery, etc. and move to a new home on South Main street—the former Hinds building opposite the Simons furniture store. The moving will be a big job and it will probably be the first of next week before we will be in a position to do much in the way of job printing for our customers. Expert mechanics from Chicago and Milwaukee see to the moving and erection of the complicated machines. Thus the work will be expedited.

When we get straightened around in the new home we would be pleased to have our friends call and look over the plant. We feel that we will have a home to be proud of, and one that will help uphold the progressive spirit of Lodi businessmen.²⁴

The Lodi Enterprise was founded in Lodi in 1894, by Ernie Yule and George Richmond, and remarkably, despite all the difficulties that are inherent in running a small weekly newspaper, it has been in continuous publication ever since. Yule and Richmond operated it together until 1897 after which Yule ran it alone until 1902. Cassius L. Coward then purchased it and ran it until 1943, when it was purchased by Arnie Betts, who ran it until 1976. Betts was followed by David and Gretchen Skoloda (1876-1981), and by Keith and Tricia Hansen (1981-1983), before the paper was finally

²⁰ *Lodi Valley News*. May 28, 1892, p. 3.

²¹ *Ibid*, September 3, 1892, p. 3.

²² *Ibid*, December 10, 1892, p. 3. Obituary of Joel Pruyn.

²³ *Lodi Enterprise*. June 30, 1916.

²⁴ *Ibid*, June 14, 1923, p. 1.

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purchased by Bill and Jan Haupt, who have operated it ever since. Since 1923, the paper has been continuously published out of the Joel M. Pruyn Block and it continues to be published there today, although the actual printing of the paper now takes place elsewhere. Fortunately, the Haupt's have taken excellent care of their building, which is one of the oldest extant commercial buildings in Lodi, and is, thanks again to the Haupt's, one of the most intact as well.

Architecture

The Joel M. Pruyn Block was built in 1881 and it is believed to be eligible for listing in the NRHP because it is one of the oldest and most intact of Lodi's few late nineteenth century commercial buildings. Its design is a good example of the way in which builders of the period sometimes applied Romanesque Revival style-influenced design elements to smaller-sized later nineteenth century Commercial Vernacular form buildings. The one-story, three-bay Pruyn Block has a symmetrically designed, cream brick-clad main façade that consists of two large display windows that flank a narrower, centrally positioned main entrance. All three of these elements have equally tall semi-circular-arched openings, which are one of the hallmark features of the Romanesque Revival style. All three of these openings are also enframed by simple semi-circular-arched brick surrounds or archivolt that are linked together, creating an arcade-like effect that is also a feature that is often found on vernacular expressions of the Romanesque Revival style.

The study of commercial buildings such as the Pruyn Block currently represents the leading edge of work involved in the development of more sophisticated and accurate architectural typology. Twenty-five years ago, all but the most sophisticated buildings on America's Main Streets were evaluated largely on the basis of their integrity, not their design. Today, though, enough work has been done in identifying and categorizing such resources on both the state and national levels to make it possible to evaluate commercial buildings using criteria other than integrity alone. This is apparent in the creation of the Twentieth Century Commercial style category developed by the staff of the Division of Historic Preservation the Wisconsin Historical Society, to name one example, and it can also be seen in such works as the recently published book *The Buildings of Main Street: A Guide to American Commercial Architecture*, written by Richard Longstreth.

Longstreth has been particularly helpful in devising building categories that describe how the principal facades of historic commercial buildings are organized. One of the most common types is one that he calls the one-part commercial block, which is the type to which the Joel M. Pruyn Block belongs.

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The one-part commercial block has only a single story, which is treated in much the same variety of ways as the lower zone of the two-part commercial block.²⁵ Essentially, it is a fragment of the larger type and should not be confused with the one-story shop, freestanding and capped by a pitched roof, which could be found in settlements in the 18th and 19th centuries. Rather than appearing somewhat like a small house or service facility on a sizable farm or plantation, the one-part commercial block is a simple box with a decorated façade and is thoroughly urban in its overtones.

Most one-part commercial blocks constructed during the 19th century were used as retail stores. In many cases, the street frontage is narrow and the façade comprises little more than plate glass windows and an entry surmounted by a cornice or parapet. However, in city and town alike, a row of similar or identical units can sometimes be found. A sizable wall area often exists between windows and cornice to provide a place for advertising and make the façade appear larger and more urban than would otherwise be the case.²⁶

In the Joel M. Pruyn Block, the first story's three-bay-wide storefront extends across the entire width of the facade and the tall, brick-clad wall surface located above this storefront that is crowned by the facade's corbelled brick cornice contains an inset, almost full-width space whose surface has often been used to display advertising.

Unfortunately, neither the designer nor the builder of this building have been identified, but the overall design is one that could have been devised by any architect or competent builder of the day who was familiar with general trends in architectural designs. According to the CRMP, examples of the Romanesque Revival style were built in Wisconsin between 1855 and 1885 and it "was a popular style for commercial structures of the period." The CRMP also states that the Romanesque Revival style is "a monolithic style marked by the repetition of the round arch in windows, entrances, and corbel tables, and it was most often executed in monochromatic brick or stone."²⁷ Almost all of these features are present to some degree in the design of the Pruyn Block's principal façade, whose designer made sparing but effective use of them to produce a building that immediately became one of Lodi's most important commercial buildings.

²⁵ Longstreth, Richard. *The Buildings of Main Street: A Guide to American Commercial Architecture*. Washington D.C.: The Preservation Press, 1987, p. 54. According to Longstreth, the single-story lower zone of the two-story commercial block, at street level, indicates public spaces such as retail stores, a banking room, insurance office or hotel lobby.

²⁶ Ibid.

²⁷ Wyatt, Barbara (Ed.). *Op. Cit.*, Vol. 2, p. 2-9

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Work on Joel M. Pruyn's Block began in mid-June of 1881, and its progress was closely followed in Lodi's newspaper.

The work of excavating for the foundation of Mr. Pruyn's new building is progressing this week, and we are told that the work will be pushed right along, and the store completed as fast and as soon as possible. We were shown the front elevation the other day, and if it is made like that it will be a great addition to the good looks of the street.²⁸

By early July, the foundation was essentially complete.

Mr. Pruyn has the foundation and cellar walls for his new store completed, and the lumber on hand for the joice [sic], and they are good heavy ones, calculated to support a large pile of heavy goods, such as are handled in first-class grocery establishments.²⁹

A week later, the walls of the building began to rise as well.

Progress on the last named improvement [Mr. Pruyn's new store] is good, the walls are rising as fast as a good force of brick-layers can put them up, and the whole will soon be completed. Five or six carloads of brick, and possibly more, will be used in its construction. The joice [sic] for the lower floor are in place, and a floor of smooth pine boards is laid, on top of which the regular flooring will be put down in due time.³⁰

By mid-August, work on the building that had been temporarily interrupted by the lack of new ceiling joists was again resumed.

The lumber for the overhead-joice [sic] for Mr. Pruyn's new store arrived last week, and now they are in place and the masons are finishing up the wall, which will probably be completed this week, and the building turned over to the carpenters until ready for plastering.³¹

In another week, the building was being roofed and work was underway on the interior.

²⁸ *Lodi Valley News*. June 24, 1881, p. 3.

²⁹ *Ibid*, July 9, 1881, p. 3.

³⁰ *Ibid*, July 16, 1881, p. 3.

³¹ *Ibid*, August 13, 1881, p. 3.

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Mr. Pruyn is getting the tin roof on his store this week, and the building, when completed, will be as nearly fire proof as may be. The lathing is now going on, and it will be ready for the plasters by the time this paper is out.³²

By September, work on the new building had progressed to the point where the nearly completed interior could be partially described.

The Pruyn building has this week received its flooring and pine ceiling, the plastering having been finished last week. The window sash are on hand and ready to be put in place. The room is a large and pleasant one, and we are glad that it is to be occupied by so genial and good natured a man as "Monroe" is known to be. May he flourish like a "green bay tree."³³

Joel M. Pruyn's new building was completed in October of 1881 and it was all the more distinctive for being the only masonry-clad commercial building on its side of S. Main Street when it was built and one of the first masonry-clad commercial buildings of any kind in Lodi.³⁴

It is interesting to contrast the design of Joel M. Pruyn's new block with the design of the two-story Commercial Vernacular form building that Joel Pruyn built across the street four years later at 157 S. Main St. to house the dry goods store operated by Judd B. Pruyn. The two-story Block at 157 S. Main is a larger and more impressive building that is a good representative example of the more elaborate designs that Commercial Vernacular form buildings began to adopt later in the nineteenth century and it has no actual stylistic references. The building is a two-part commercial block that has a facade whose now altered first story originally consisted primarily of a single, mostly glass storefront, while its still intact second story is three-bays-wide and is crowned with an elaborate corbelled brick cornice. The Joel M. Pruyn Block, on the other hand, utilizes most of the same materials in ways that are more akin to Romanesque Revival style practice, and it is smaller in scale and it is much more restrained in its design, its use of brick as a decorative feature, for instance, being much more restrained than that of the other building, which uses brick in a more overtly decorative way.

Despite the changes that have been wrought in a century and a half of continuous development, some of Lodi's best historic representatives of its commercial past are still largely intact and are very much

³² *Lodi Valley News*. August 20, 1881, p. 3.

³³ *Ibid*, September 3, 1881, p. 3.

³⁴ The exact number of masonry-clad buildings on these blocks cannot be ascertained since Sanborn-Perris map coverage for Lodi did not begin until 1892. The only surviving masonry-clad commercial building that was built earlier is the stone-clad J. O. Eaton Block located at 161-165 S. Main St., which was built in 1866 and expanded in 1876.

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in evidence and in use today as they begin their second century of useful service to the community. Lodi's downtown still retains a small core of intact historic commercial buildings that were constructed on S. Main St. between 1866 and 1920, six of which are believed to constitute the small but very high quality proposed Lodi Downtown Historic District. In addition, two other historic Main Street commercial buildings, the Job Mills Block, built in 1895 at 109-111 S. Main St., which is also the subject of another recently submitted NRHP nomination, and the Joel M. Pruyn Block, are believed to be individually eligible for listing in the National Register.

The Joel M. Pruyn Block is therefore being nominated to the NRHP because it is a fine representative example of the masonry-clad commercial buildings that replaced Lodi's smaller original mostly wood-clad Greek Revival and Italianate style pioneer commercial buildings. In addition, the Pruyn Block is also a fine example of the application of Romanesque Revival style elements to a one-story Commercial Vernacular form retail building. The arcade with its full length windows gives this relatively small building a greater street presence. The large windows also provide a well lit and highly visible interior. The building has been a locally important landmark since the day it was built. It continues to be one of Lodi's most intact historic commercial buildings.

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Verbal Boundary Description

City of Lodi: Original Plat. Block 5, South ½ of Lot 4.

Boundary Justification

The boundaries enclose all the land that has historically been associated with the Joel M. Pruyn Block.

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Items a - d are the same for photos 1 - 4.

Photo 1

- a) Pruyn, Joel M., Block
- b) Lodi, Columbia County, WI
- c) Timothy F. Heggland, November 2007
- d) Wisconsin Historical Society
- e) General View, View looking SW
- f) Photo 1 of 4

Photo 2

- e) Main Facade, View looking W
- f) Photo 2 of 4

Photo 3

- e) Main Façade, Entrance Detail, View looking W
- f) Photo 3 of 4

Photo 4

- e) General View, View looking NW
- f) Photo 4 of 4