

3457

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

**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

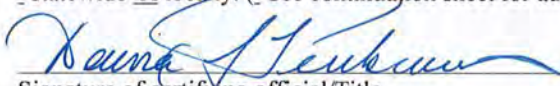
historic name **Main Street Historic District**
other names/site number **N/A**

2. Location

street & number	100-225 East Main Street, 102 West Main Street, 200-205 West Main Street, 103-105 South 2 nd Street, 102 South 3 rd Street	N/A	not for publication
city or town	Mount Horeb	N/A	vicinity
state Wisconsin	code WI	county Dane	code 025
			zip code 53572

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

12/20/2018
Date

State Historic Preservation Office - Wisconsin
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

Main Street Historic District | Dane | 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:)

Barbara Weyl
 Signature of the Keeper

3-5-19
 Date of Action

5. Classification

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Number of Resources within Property (Do not include previously listed resources in the count)	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	building(s)		
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	25	2 buildings
public-State	structure	0	0 sites
public-Federal	site	0	0 structures
	object	0	0 objects
		25	2 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
 2

6. Function or Use

Historic Functions (Enter categories from instructions)	Current Functions (Enter categories from instructions)
COMMERCE/specialty store	COMMERCE/specialty store
COMMERCE/financial institution	COMMERCE/restaurant
GOVERNMENT/government office	GOVERNMENT/government office

7. Description

Architectural Classification (Enter categories from instructions)	Materials (Enter categories from instructions)
OTHER/Commercial Vernacular Boomtown Front	Foundation CONCRETE; STONE
Queen Anne	walls Weatherboard
Classical Revival	BRICK
	roof ASPHALT
	other

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

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County and State

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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for 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 (C)

Commerce (A)

Period of Significance

1881 – 1948 (C)

1881 – 1968 (A)

Significant Dates

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Gordon & Paunack
Schneider, Martin P.

Narrative Statement of Significance

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

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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 8.0 acres

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

1	<u>16</u>	<u>276660</u>	<u>4765260</u>
	Zone	Easting	Northing

3	<u>16</u>	<u>276940</u>	<u>4765210</u>
	Zone	Easting	Northing

2	<u>16</u>	<u>276810</u>	<u>4765260</u>
	Zone	Easting	Northing

4	<u>16</u>	<u>276940</u>	<u>4765140</u>
	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	Elizabeth L. Miller, Historic Preservation Consultant	date	January 1, 2018
organization		telephone	608-233-5942
street & number	4033 Tokay Blvd	zip code	53711
city or town	Madison	state	WI

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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 (see attachment)

organization

street & number

city or town

state WI

date

telephone

zip code

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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Main Street Historic District
Mount Horeb, Dane County, Wisconsin

INTRODUCTION

The Main Street Historic District is in the village of Mount Horeb, Dane County, Wisconsin. It is composed of 29 buildings on six blocks in Mount Horeb's central business district (figure 2). The Main Street Historic District is linear, bounded on the north by the north lot lines of the properties on the north side of Main Street, and on the east by Second Street (north side) and Third Street (south side), and on the west by Perry Street. The south lot lines of the resources on the south side of Main Street generally mark the south boundary.

The Main Street Historic District is an intact, cohesive, and visually-distinct grouping of commercial buildings united by physical development and immediately recognizable as a downtown. Contiguous, one- to three-story masonry and frame buildings form a continuous commercial streetscape along Main Street, and a handful of free-standing commercial and industrial buildings extend the commercial concentration south of Main Street. There are 29 buildings in the district, all built between 1867 and 1948.¹ Twenty-seven (93 percent) contribute to the significance of the district. Two have lost integrity and are therefore classified as non-contributing. These are the Ruste and Company Hardware Store at 100 East Main Street and the Krohn Building/Mount Horeb Mail Office at 219 East Main Street. Two properties are individually listed on the National Register of Historic Places (NRHP): the Mount Horeb Opera Block at 109-117 East Main Street (1895, NRHP # 89000068); and the Hoff Department Store at 101-103 East Main Street (1916-17, NRHP # 89000005). Of particular note in the district are: one outstanding Queen Anne commercial block, one excellent Classical Revival bank, and a concentration of intact Boomtown Front commercial vernacular buildings of the type that rarely survives a community's pioneer era. The level of integrity of individual buildings varies in the district, but the overall integrity is very good.

SETTING

The Main Street Historic District is located on parts of the two original plats that made up "Mount Horeb Station," established in 1881 when the arrival of the Chicago & NorthWestern Railway prompted the relocation of the commercial district to this area, a few blocks west of the original settlement. Main Street is a busy thoroughfare, carrying Business Highway 18 (the original route of State Highway 18/151) and State Highway 78, and connecting to the current State Highway 18/151, which runs south of the village. North, east, and west of the district are predominantly residential areas, with houses built from the late nineteenth to the mid-twentieth centuries. South of the district is the abandoned right-of-way of the Chicago & NorthWestern Railway, now used for hiking and biking.

¹ Source for the dates of construction: Village of Mount Horeb Property Tax Records, Office of the Village Clerk and Village Treasurer, Municipal Building, Mount Horeb, Wisconsin.

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There are a few industrial buildings adjacent to the old railroad right-of-way, as well as a large apartment block and an office building constructed in 2017.

PRESENT APPEARANCE

Contributing Resources

The 27 buildings that contribute to the Main Street Historic District represent commercial and institutional examples of Queen Anne, Classical Revival, Craftsman, Art Deco, and several variants of the Commercial Vernacular form. Eleven (41 percent) were erected between 1882 and 1896, or moved into the district during that time. One was built in 1905, and 14 (52 percent) were constructed between 1912 and 1933. The last contributing building was constructed in 1948. Two architectural firms designed buildings in the district: (James O.) Gordon and (Frederick W.) Paunack; and Martin P. Schneider. Both companies had offices in the city of Madison, about 20 miles east of Mount Horeb. There were local contractors, such as Thomas Ayen, who erected one building in the district, but few others can be tied to specific buildings. The Main Street Historic District retains excellent integrity in setting, materials, feeling, association, and design, as evidenced by the fact that all but two of the buildings contribute to the district.

The Mount Horeb Opera Block (NRHP #89000068, 1989) at 109-117 East Main Street is an outstanding example of a Queen Anne style commercial building (photo 1). Designed by Gordon and Paunack, this tall, two-story, hip-roofed edifice anchors a prominent corner in the Main Street Historic District, and was completed in 1895. The building is finished with cream brick in common bond and features a canted corner entrance surmounted by a slender, corner turret. The turret is clad with wooden shingles, enriched with simple pilasters and a dentilled cornice, and capped with a conical roof. The building is embellished with round-arched brick lintels at transom level on the second story, and a heavy, corbelled brick cornice can be seen on both street façades. A pair of front-gabled wall dormers with decorative brickwork in diamond patterns and shouldered parapets accents the Main Street façade. A single, matching wall dormer appears on the 2nd Street façade. The storefronts along Main Street were altered with reduced openings prior to 1988; they hold replacement display windows and kick-plates.² The Opera Block otherwise retains a high degree of integrity.

Two examples of the Classical Revival style are found in the district: the second Mount Horeb Bank/Municipal Building at 138 East Main Street; and the Mount Horeb Co-op Cheese Factory at 103 South 2nd Street. The former was erected for the Mount Horeb Bank in 1924-25, and has served as the Municipal Building since 1943. It is a two-story, corner block finished with cream brick in common bond and trimmed with smooth-faced limestone (photo 2, right). Tall, brick pilasters with simple

² National Register of Historic Places, "Mount Horeb Opera Block," Mount Horeb, Dane County, Wisconsin, Reference #89000068, 1989.

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stone bases and capitals articulate the street façades and flank two stories of grouped windows, separated by decorative panels. Above, a deep, stone entablature appears, enriched with triglyphs and guttae, as well as a projecting cornice. The principal entrance is centered on the Main Street façade, and framed with a shouldered stone architrave embellished with a stone antefix with anthemion ornament. Decorative stone blocks representing dairying and farming accent the Main Street façade. A stone coping tops the parapet. In 1984, the interior was extensively remodeled, and a narrow elevator tower added to the rear of the building.³ The Mount Horeb Bank/Municipal Building retains excellent exterior integrity.

The Mount Horeb Co-op Cheese Factory was erected in 1933, and illustrates the less elaborate Classical Revival style of the 1930s. This one-story, flat-roofed block is veneered with variegated brick in running stretcher bond (photo 3). The symmetrical, three-part façade is embellished with brick quoining, a decorative brickwork belt course and cornice. The entrance is centrally placed, and recessed within a round arch. Prior to 2012, the Cheese Factory had glass block windows, which may have been original.⁴ These windows remain on the side façades.

The Mount Horeb Co-op Creamery at 105 South 2nd Street is an industrial example of the Craftsman style (photo 4). Built in 1916, it is a two-story, front-gabled building with a boomtown front, and is finished with cream brick in running stretcher bond. Slender pilasters with column elaborations create a three-bay front façade, and support a plain, stone belt course. Segmental-arched openings appear between each pair of pilasters. A simple, flat-roofed portico in the northernmost bays shelters the entrance, composed of a metal-and-glass door with sidelights.⁵ This configuration, as well as the fixed windows in the central bay, and the multi-paned replacements at the second story, date to 1998, when the building was converted to restaurant use. A loading dock originally occupied the central bay. At the second story, Craftsman-influenced decorative brickwork composed of projecting soldier brick continue the line of pilasters and flank three, regularly-distributed openings. These are enriched with brick stretcher surrounds that project slightly. A stone panel reading MOUNT HOREB CREAMERY 1916 is centered in the parapet. Prior to 1998, glass block filled the window openings. The side façades retain the glass block, which likely replaced original windows sometime between the 1930s and the 1950s. The Mount Horeb Co-op Creamery possesses good integrity.

³ Elizabeth L. Miller, "Mount Horeb, Wisconsin: An Intensive Survey of the Historic Resources of the Commercially-Zoned downtown," Report Prepared for the Village of Mount Horeb Historic Preservation Commission, 1997, 106.

⁴ Google, [Google Maps of Mount Horeb, Wisconsin], (N.P.: Google, 2011), <https://goo.gl>, (retrieved 23 November 2017); and Wisconsin Architecture and History Inventory, Wisconsin Historical Society, Madison, Wisconsin, <http://www.wisahrd.org/index>, (retrieved 23 November 2017).

⁵ Wisconsin Architecture and History Inventory.

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The Craftsman influence may also be seen above the storefronts in the two-story section of the O.B. Dahle and Son General Store at 201-207 East Main Street (photo 5, right). The two-story section has an address of 201-203 East Main Street. The second story is veneered with orange-brown brick. Short, brick pilasters with prominent stone column elaborations rest on a continuous stone sill, and frame paired, one-over-one replacement windows. Above the windows, a stone belt course and a course of soldier brick form a continuous lintel. The lintel wraps around the side of the building. The double storefront recreates a historic appearance, and postdates 1996. The Craftsman-influenced section of this building is one bay deep and four bays wide, and replaced the original front in 1920. The rest of the original building, erected in 1887, can be seen on the side façade. It was a two-story, Italianate block, constructed of cream brick and embellished with a dentilled cornice and monumental, paired, scrolled brackets. The one-story section of the building has an address of 205-207 East Main Street and is a 1904 addition (photo 5, left) to the two-story block. It is veneered with orange brick and features corbelled brickwork and a heavy, pressed metal cornice. The storefronts gained their current appearance sometime between 1979 and 1996.⁶ As a whole, 201-207 East Main Street displays good integrity.

The Mount Horeb Telephone Company at 200 E. Main Street represents the Art Deco style (photo 6). This diminutive, one-story brick building was erected in 1930. The front is veneered with glazed yellow brick and possesses a narrow, central entrance accented with a stylized, compound brick pediment. Brick piers embellished with a stone base, column elaboration, and a stone cap anchor the corners of the façade. Fluted stone pilasters frame the openings. Stone panels carved with MT HOREB TELEPHONE COMPANY appear above the entrance. The window openings were reduced, and replacement windows installed, prior to 1979. In 1958, a large addition was erected south of the original building, changing the address to 200 East Main Street. The Telephone Company was enlarged again in 1974, and another addition appended to the east façade (along Main Street) in 1981.⁷ These additions are compatible with the original section, in that they are one story in height, flat roofed, and finished with a yellow-orange brick. The 1958 section also possesses narrow, fluted stone pilasters, similar to the original section (photo 6, right). Window openings in the 1958 section were filled, probably ca. 1974. The 1981 addition suggests Brutalist influence, with its sculptural form and fortress-like appearance.

Five of the buildings in the Main Street Historic District display the variant of commercial vernacular known as Boomtown Front: the Iver Lund General Store at 102 South 3rd Street; the Dr. Evans Building II at 106 East Main Street; the Dr. Niels C. Evans Building I at 108-10 East Main Street; the Lewis Tailor Shop/Bakken Barbershop at 114-18 East Main Street; and the Thompson and Company Furniture Store at 126 East Main Street. This vernacular form was frequently erected during the early

⁶ Miller, 107-108; and Wisconsin Architecture and History Inventory.

⁷ Miller, 136.

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settlement era, to convey an image of progress and prosperity. All five examples in the district were erected between 1882 and 1894, following the relocation of Mount Horeb's commercial district adjacent to the Chicago & NorthWestern Railway depot in 1881. Each is a two-story, frame building with a gable roof, and a pedimented false front. Despite alterations, all five buildings retain sufficient integrity to contribute to the significance of the district.

The Lund General Store (1891) originally stood at 225 East Main Street, just north of the existing site. In 1926, it was moved to its present lot, and turned to face 3rd Street. The Lund General Store possesses a plain entablature, embellished with scrolled brackets and dentilled cornice (photo 7). Above the storefront, scrolled brackets support a projecting cornice. The current storefront was installed between 1979 and 1996. Since 1996, the simple, Italianate window heads have been removed, and aluminum/vinyl siding applied to the exterior.⁸

The Dr. Evans Building II (1894) was altered with replacement windows, a brick-veneered storefront with small display windows prior to 1979. The aluminum siding at the second story was applied between 1979 and 1996.⁹

The Dr. Evans Building I exhibits corner and cornice boards, enriched with scrolled brackets (photo 8, left). The west storefront (108) was built in 1885, and the east (110) was added in 1927. The storefront, replacement windows, and aluminum siding pre-date 1996.¹⁰

The Lewis Tailor Shop/Bakken Barbershop (1886) also retains corner and cornice boards, accented with scrolled brackets (photo 8, center). It maintains original 2/2 windows and narrow board siding. The storefront was altered with a stone veneer bulkhead and reduced display windows prior to 1996.¹¹

The Thompson and Company Furniture Store possesses a cornice board and monumental scrolled brackets, as well as Italianate-influenced pedimented window hoods (photo 2, far left). Prior to 1996, the storefront was altered with reduced display windows, and aluminum siding applied to the entire façade. The central entrance is also a pre-1996 alteration. The original (west) section of this building was erected in 1882 for Thompson, who expanded it eastward to its current size in 1893.¹²

Four of the buildings are late nineteenth century Commercial Vernacular in form: the Thomas Ayen Building/Otto Olson Restaurant and Bakery at 128 East Main Street; the Mount Horeb Bank I at 105

⁸ Miller, 141; Wisconsin Architecture and History Inventory; and Google.

⁹ Miller, 99-100; and Wisconsin Architecture and History Inventory.

¹⁰ Miller, 100; and Wisconsin Architecture and History Inventory.

¹¹ Miller, 102; and Wisconsin Architecture and History Inventory.

¹² Miller, 104; and Wisconsin Architecture and History Inventory.

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East Main Street; the Lewis J. Bergh Grocery and Barbershop at 120 East Main Street; and the Hans Hoff and Henry Lohff Meat Market at 122-24 East Main Street. All four are two-story, masonry blocks. The latter three have been altered, but retain sufficient integrity to contribute to the district.

The Thomas Ayen Building/Otto Olson Restaurant and Bakery (1905) was erected by local builder Thomas Ayen. It is constructed of rock-faced concrete block, and features the original, cast-iron storefront, plain stone lintels and sills at the second story, and a pressed metal cornice with modillion blocks (photo 2, second from left). It is one of the most intact buildings in the district, and is potentially individually eligible.¹³

The Mount Horeb Bank I (1892), the Bergh Grocery and Barbershop (1895), and the Hans Hoff and Henry Lohff Meat Market (1896) are all finished with brick, and accented with stone sills. The Mount Horeb Bank I displays a datestone surmounted by a corbelled brick cornice. The datestone currently reads MOUNT HOREB BANK 1882, but in 1996, the date correctly read 1892 (the Mount Horeb Bank was founded in 1891).¹⁴ The Bergh Grocery and Barbershop and the Hoff and Lohff Meat Market also exhibit brick, segmental-arched lintels at the second story, and are embellished with cornices (photo 8, right). Prior to 1996, replacement windows were installed at the second story, and the storefronts were altered with masonry veneer bulkheads and reduced display windows.¹⁵

Eight of the buildings are twentieth century Commercial Vernacular in form: the Andrew Hoff Company General Store at 101-103 East Main Street; the Bunnell/Thompson Blacksmith Shop at 217 East Main Street; the James Gesme Funeral Parlor at 215 East Main Street; the Benson & Reilly Auto Company/Hanley Auto Company at 209-213 East Main Street; the Anderson & Thousand Building/Mt. Horeb Auto Company at 203 West Main Street; the Robert Beat Building/Mt. Horeb Ford Company at 102 West Main Street; and the Strand Theater at 132 East Main Street. The James Gesme Funeral Parlor and the Robert Beat Building/Mt. Horeb Ford Company are one story in height, while the other six are two stories tall. All but the Andrew Hoff Company General Store have been altered, but maintain sufficient integrity to contribute to the district.

The Andrew Hoff Company General Store (1916-17, NRHP 89000005) is significant as an excellent and intact example of twentieth century commercial style.¹⁶ It is a large block, six bays wide, and

¹³ Miller, 105; Mount Horeb Area Historical Society, *Mount Horeb: Pre-settlement to 1986*, (Mount Horeb: Mount Horeb Area Historical Society, 1986), 21; and Wisconsin Architecture and History Inventory.

¹⁴ Miller, 99; and Wisconsin Architecture and History Inventory.

¹⁵ Miller, 103-104; and Wisconsin Architecture and History Inventory.

¹⁶ National Register of Historic Places, "Hoff Department Store," Mount Horeb, Dane County, Wisconsin, Reference #89000005, 1989.

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retains its original storefronts, including fine, prism-glass transoms (photo 9). The building is trimmed with stone sills, belt course, coping, and a datestone reading 1916 HOFF'S.

The Bunnell/Thompson Blacksmith Shop (1867/1892/1922) was built in 1867, moved to 105 East Main Street in 1881 (the site of the Mount Horeb Bank I), and then moved to this location in 1892 to make way for the bank. The present wire-cut brick façade dates to 1922, and is embellished with decorative belt courses and a corbelled brick cornice with a deep parapet (photo 10, second from left). The windows are replacements in reduced openings, and the entrance has been altered since 1996.¹⁷

The James Gesme Funeral Parlor (1922) is faced with wire-cut brick and is embellished with a brick soldier course above the storefront, and decorative brickwork at the frieze and the parapet (photo 10, third from left). A stone panel reads "1922 GESME". The storefront was altered prior to 1979, and probably in 1975, when the building was converted to use as a dentist's office.¹⁸

The Benson & Reilly Auto Company/Hanley Auto Company (1917/1926) was erected in two sections. The two-story section (209) was built in 1917 for the Benson & Reilly Auto Company, and displays a corbelled cornice with a flat pediment (photo 10, fifth from left). By 1918, John Hanley had bought out Benson, and in 1925, Hanley became the sole owner of the business. In 1926, Hanley had the one-story addition (213) built (photo 10, fourth from left). It features decorative brickwork at the frieze. The storefront at 209 was altered with stucco and half-timbering in 1976. The storefront at 213 was altered with replacement windows and doors in reduced openings prior to 1996.¹⁹

The Anderson & Thousand/Mt. Horeb Auto Company (1917) exhibits a frieze enriched with stone blocks, and a shaped parapet inset with stone panels reading ANDERSON & THOUSAND, and 1917 (photo 11). The storefront was remodeled in 1979.²⁰

The Robert Beat Building/Mt. Horeb Ford Company (1926) displays Modern Broadfront elements, including decorative brickwork articulating a wide, five-bay, symmetrical front façade, plain stone water table and belt course, stone accents in the frieze, and a shaped parapet with a stone coping (photo 12). The display windows are replacements set in the original openings, and date to 2010.²¹

The Strand Theater (1922-28) displays the influence of the Mediterranean Revival style at the second story, with grouped windows set beneath running stone arches, ornamental tile work beneath the

¹⁷ Miller, 110; and Wisconsin Architecture and History Inventory.

¹⁸ Miller, 109-110; and Wisconsin Architecture and History Inventory.

¹⁹ Miller, 108-109; and Wisconsin Architecture and History Inventory.

²⁰ Miller, 119; and Wisconsin Architecture and History Inventory.

²¹ Miller, 118; Wisconsin Architecture and History Inventory; and Google.

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windows, and a wrought iron balconet (photo 2, second from right). The façade is further enriched with brickwork pilasters capped with stone capitals, a plain cornice with raised letters reading “BUECHNER”, and stone floral patera and a stone coping at the parapet. The wooden elements applied to the storefront predate 1979. The second-story windows are replacements in reduced openings, installed sometime between 1979 and 1996.²²

The remaining five contributing buildings are astylistic: the Capital Dairy Creamery/Walter Evans Creamery at 110R East Main Street; the John Wolf Blacksmith Shop at 205 West Main St; the Parkway Theater at 200 West Main St; the Myrland Brothers Station/Mobil Station at 225 East Main Street; and the Raymond Jenkins Building at 204 West Main Street. Although each has been altered, all retain enough integrity to contribute to the significance of the historic district.

The Capital Dairy Creamery/Walter Evans Creamery (1920) is a small, front-gabled building set behind the Dr. Evans Building II. It is not visible from Main Street, and is reached by the alley north of Main Street. The building is constructed of rock-faced concrete block, with two garage door openings on the front (photo 13). It has been used for storage since 1953.²³

The John Wolf Blacksmith Shop (1919) is one story tall, finished with red brick, and exhibits two courses of brick rowlocks above the storefront (photo 14). By 1928, the building had become an automobile repair shop, in conjunction with the Mt Horeb Auto Company next door at 203 West Main Street. The existing replacement windows and doors were installed ca. 2014.²⁴

The Parkway Theater (1923-24) is a plain, two-story, brick block (photo 15, right). It was altered in 1951, when it was remodeled as a showroom for appliances, and again in 1970, when it was converted into a tavern.²⁵

The Myrland Brothers Station/Mobil Station is a stuccoed, concrete block building and was erected in two sections (photo 16). The diagonally-placed east end dates to 1926, while the larger, rectangular west addition was constructed for the Mobil Oil Corporation in 1953. The garage bays in the 1953 addition were enclosed sometime between 1990 and 1996.²⁶

²² Miller, 105-106; and Wisconsin Architecture and History Inventory.

²³ Miller, 100-101.

²⁴ Miller, 119-120; Wisconsin Architecture and History Inventory; and Google.

²⁵ Miller, 118-119; and Betty Sebenthal, ed., *The Mount Horeb Centennial Book, 1861-1961*, (Mount Horeb: Mount Horeb Chamber of Commerce, 1961), 67.

²⁶ Miller, 111-112.

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The Raymond Jenkins Building (1948) is a tiny, one-story, concrete block building. Vertical board siding has been applied to the front (photo 15, left). The Jenkins Building was the last contributing resource erected in the district. Fink's Café has occupied the building since at least 1985.²⁷

Non-Contributing Resources

There are two buildings in the Main Street Historic District that have been altered to such an extent that they no longer contribute to the significance of the district, although both were constructed during the period of significance. The Allan Ruste and Company Hardware Store at 100 East Main Street is a long, two-story frame building (photo 17). It originally had two sections, both built 1882: the eastern two-story storefront, and the first floor of the long, western section. In 1914, a second floor was added to the west section. The façade of the whole building was covered in 1980; the current façade was installed between 1996 and 2007.²⁸ The Axel Krohn Building/Mt. Horeb Mail Office at 219 East Main Street (1911/1915) is a small, front-gabled, frame building with shingles in the gable end (photo 10, left). It was erected at 211 East Main Street in 1911, and moved to this site in 1915. By 1996, the storefront had been altered; its current appearance dates to sometime between 1996 and 2007.²⁹

ALTERATIONS

Alterations in the Main Street Historic District have been limited primarily to replacement windows and doors, and "modernized" storefronts, many of which post-date 1970. In most cases, elements of the original storefront remain, but part of the storefront has been filled with wood or masonry to reduce the size of openings. Generally, the buildings are intact above the first floor. These alterations are typical of downtown commercial districts and do not compromise the integrity of the Main Street Historic District.

CONTRIBUTING RESOURCES

<u>Site Name</u>	<u>Address</u>	<u>Dates built/altered</u>
Andrew Hoff Company General Store	101-103 E. Main St	1916-17
Mount Horeb Bank I	105 E. Main St	1892
Dr. Niels C. Evans Building II	106 E. Main St	1894
Dr. Niels C. Evans Building I	108-110 E. Main St	1885/1927
Capital Dairy Creamery/ Walter Evans Creamery	110R E. Main St	1920
Mount Horeb Opera Block	109-117 E. Main St	1895

²⁷ Miller, 119.

²⁸ Miller, 98; Wisconsin Architecture and History Inventory; and Google.

²⁹ Miller, 110-111; Wisconsin Architecture and History Inventory; and Google.

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Lewis Tailor Shop/Bakken Barbershop	114-118 E. Main St	1886/1912
Lewis J. Bergh Grocery and Barbershop	120 E. Main St	1895
Hans Hoff & Henry Lohff Meat Market	122-124 E. Main St	1896
Thompson & Company Furniture Store	126 E. Main St	1882/1893
Thomas Ayen Building/ Otto Olson Restaurant and Bakery	128 E. Main St	1905
Strand Theater	132 E. Main St	1922-28
Mount Horeb Bank II/ Municipal Building	138 E. Main St	1924-25/1984
Mount Horeb Telephone Company	200 E. Main St	1930/1958/1974/1981
O.B. Dahle and Son General Store	201-207 E. Main St	1887/1904/1920
Benson & Reilly Auto Company/ Hanley Auto Company	209-213 E. Main St	1917/1926/1976
James Gesme Funeral Parlor	215 E. Main St	1922
Bunnell/Thompson Blacksmith Shop	217 E. Main St	1867/1892/1922
Myrland Brothers Station/Mobil Station	225 E. Main St	1926/1953
Robert Beat Building/ Mt. Horeb Ford Company	102 W. Main St	1926
Parkway Theater	200 W. Main St	1923-24/1951/1970
Anderson & Thousand Building/ Mt. Horeb Auto Company	203 W. Main St	1917
Raymond Jenkins Building	204 W. Main St	1948
John Wolf Blacksmith Shop	205 W. Main St	1919
Mt. Horeb Co-op Cheese Factory	103 S. 2 nd St	1933
Mount Horeb Co-op Creamery	105 S. 2 nd St	1916/1998-2000
Iver Lund General Store	102 S. 3 rd St	1891/1926

NON-CONTRIBUTING RESOURCES

<u>Site Name</u>	<u>Address</u>	<u>Date built/alterred</u>
Allan Ruste and Co. Hardware Store	100 E. Main St	1882/1914/1980/post-1996
Axel Krohn Building/ Mt. Horeb Mail Office	219 E. Main St	1911/1915/post-1996

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SUMMARY

The Main Street Historic District is locally significant under *Criterion C* as an intact and visually distinct grouping of late nineteenth to mid-twentieth century commercial buildings, united by physical development and immediately recognizable as a downtown. The Main Street district has the largest concentration of architecturally significant commercial buildings in Mount Horeb, including fine Queen Anne, Classical Revival, and Boomtown Front commercial and institutional buildings. The period of significance in architecture encompasses the construction dates of the contributing resources, 1881 to 1948. Under *Criterion A*, the Main Street Historic District is significant in commerce at the local level because its resources span the development of Mount Horeb's central business district from 1881 to 1968. Many of Mount Horeb's most important businesses were located in the Main Street Historic District. The district remains the village's principal commercial zone. The period of significance in commerce extends from 1881 to 1968, the fifty-year cut-off date.

HISTORICAL CONTEXT: BRIEF HISTORY OF THE VILLAGE OF MOUNT HOREB

The first settler of European descent in what would become the village of Mount Horeb was James Morrison, who purchased a large tract of land in Blue Mounds Township from the federal government in 1849. Much of what is currently downtown Mount Horeb was included in this tract. Granville Neal purchased part of this property around 1850. Neal later split it into three parcels and sold it (west to east) to Ole Peterson, Carl Boeck, and Richard Lowe. All three farmed their land, and eventually platted them.³⁰

Euro-Americans rapidly settled Blue Mounds Township. The earliest Euro-American settlers in the township were from the eastern U.S., and from England and Scotland. A post office was established in the eastern part of the township in 1861, in the home of George Wright. Wright was a lay minister of the Methodist Episcopal Church. He lived about a mile and a half northeast of present-day Mount Horeb. Wright (1824 - ?) was born in England and immigrated to the U.S. in 1849. He settled in Blue Mounds Township in 1858. Wright served as town treasurer, and represented the area in the state legislature for one term. As postmaster, Wright was given the privilege of naming the new post office. He chose "Mount Horeb," which appears in the Old Testament of the Bible. In 1867, George Barrows was named postmaster, and the post office was relocated to his general store in a tiny settlement at what is now the intersection of County Highway S and State Highway 78, or 8th and Springdale streets, at the east end of present-day downtown Mount Horeb. At the time, the small settlement was called "the Corners," because it stood at the intersection of the Black Earth/Military roads and the road

³⁰ Sebenthal, 7.

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to the communities of Verona, Mount Vernon, and Blue Mounds. Following the relocation of the post office, the hamlet was call “Horeb’s Corners,” and later, “Mount Horeb.” Settlement in the village clustered at the intersection of present-day 8th and Springdale streets until 1881.³¹

Andrew Levordson was among the first Norwegians to settle in the vicinity of Mount Horeb, arriving in 1871. By 1876, Levordson was operating a general store (one of two in the crossroads community) and had become postmaster. Norwegians called the village “Staage” or Stangjii” meaning Liberty Pole, in reference to a flag pole that had been erected at the intersection of the corners during the Civil War. In the late nineteenth and early twentieth centuries, many Norwegians settled in the village, giving Mount Horeb the Scandinavian flavor that it retains today.³²

Until 1881, the closest rail connection to Mount Horeb was in Black Earth, about ten miles to the north. The Chicago & NorthWestern Railway decided to extend a line from Madison to Lancaster, Wisconsin in 1880. Railroad officials planned to construct the line through Mount Horeb, but they could not find a suitable location for the depot near the intersection of 8th and Springdale streets. A site was selected west of the crossroads, between present-day South 1st and South 2nd streets.³³ When local businessmen learned that the depot would not be located in their neighborhood, they relocated closer to the station. South 1st Street and the 100-block of East Main Street immediately became the prime commercial area. Residents referred to the crossroads as “Old Town,” and to the area adjacent to the depot as “New Town.”³⁴

Following the arrival of the Chicago & NorthWestern Railway in 1881, Mount Horeb prospered. During the 1880s, Mount Horeb firmly established itself as the agricultural support community for the farms in the surrounding area. The commercial district on South 1st Street was quickly built up, soon expanding along East Main Street between 1st and Grove streets, and on South 2nd Street. A small industrial sector had sprung up alongside the railroad yards, which included the Lovejoy and Richards Lumberyard, and Rowland and Blied, operators of a feed and flour mill, and a grain elevator. Board sidewalks were laid in the community, although the streets would remain unpaved for many years.³⁵

³¹ Sebenthal, 9.

³² Sebenthal, 13; and Murphy and Company, compilers, *Wisconsin State Gazetteer and Business Directory*, (Milwaukee: Sentinel Company, 1876).

³³ Sebenthal, 19.

³⁴ Sebenthal, 24.

³⁵ Sebenthal, 24; William Hogg, compiler, *Wisconsin State Gazetteer and Business Directory*, (Milwaukee: William Hogg, 1879); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1884); and *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1889).

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During the early 1890s several new subdivisions were platted. Many homes were built, especially along Main and Springdale streets, linking New Town and Old Town and creating one unified community. In 1897, an electric light plant went into service.³⁶

Mount Horeb incorporated as a village in 1899. The population of the village stood at 864 in 1900. Services expanded rapidly in the first decade of the twentieth century. In 1902, a reservoir was constructed for the village waterworks, and the first local telephone exchange, called the Mount Horeb Independent Telephone Company, was founded. The Village Hall and Fire Station (demolished) was built in 1903. The first concrete sidewalks in the village were also installed in 1903. The village's first hospital, St. Olaf's, was erected at 400 West Main Street (outside the historic district) in 1904. By 1905, the industrial area adjacent to the railroad tracks included a second lumber yard with a planing mill, two agricultural implement warehouses a cheese warehouse, a flour warehouse, and a coal and ice warehouse. The number of villagers grew by 20 percent, rising to 1,048 in 1910.³⁷

In 1915, the paving of Main Street was completed, and street lights were installed. At that time, the commercial district had grown to include most of the south side of East Main Street between 2nd and 3rd streets, and the industrial area along the railroad tracks boasted additional grain warehouses, stock yards, a tank and silo company, and an electric light sub-station. Mount Horeb continued to develop as an agricultural support community and the population of the village grew steadily through the pre-World War II era, reaching 1,610 residents in 1940.³⁸

³⁶ Sebenthal, 29; C.M. Foote, *Dane County Plat Book*, (Minneapolis: C.M. Foote, 1890); *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1894); *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1894); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1891); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1895); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1897); and Dane County Deeds, Office of the Register of Deeds, City-County Building, Madison, Wisconsin.

³⁷ Sebenthal, 11, 48, 50; Mount Horeb Area Historical Society, *Mount Horeb: Pre-settlement to 1986*, 60; *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1899); Leonard W. Gay, *New Atlas of Dane County*, (Madison, Wisconsin: L.W. Gay, 1899); *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1905); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1901); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1905); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1909); and Village of Mount Horeb Property Tax Rolls.

³⁸ *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1915);

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Following World War II, Mount Horeb experienced modest growth, reaching a population of 2,402 in 1970.³⁹ Tourism first became a factor in the local economy during this period, as village residents began opening their homes to visitors, and tourist cottages were built. Since 1970, the population of Mount Horeb has almost tripled, rising from 2,402 in 1970 to 7,009 in 2010. This is largely due to an influx of new residents, many of whom work in Madison or Verona, who have built homes in the east-side suburbs of the village, made convenient by the opening of State Highway 18/151 as a divided, four-lane highway in the 1980s. The village continues to serve as an agricultural support community, with a thriving tourism sector.

SIGNIFICANCE: ARCHITECTURE

The Main Street Historic District is locally significant under *Criterion C* as an intact grouping of late nineteenth and early twentieth century commercial and institutional buildings united by physical development. The size, configuration and use of these buildings create a cohesive and visually distinct area immediately recognizable as a downtown. The Main Street Historic District has the largest concentration of architecturally significant historic commercial buildings in the village, including fine Queen Anne, Classical Revival, and Boomtown Front commercial and institutional buildings.

Mount Horeb's first businesses were located at the intersection of present-day 8th and Springdale streets, east (and outside) of the Main Street Historic District. By 1861, a store (not extant) had been built on the west side of what is now 8th Street, at Springdale Street.⁴⁰ This may have housed George Barrows' general store, believed to have been the first business in the community.⁴¹ William Bunnell

Sebenthal, 11, 48, and 57; Mount Horeb Area Historical Society, *Mount Horeb: Pre-settlement to 1986*, 60; *Map of Mount Horeb, Wisconsin*, (Pelham, New York: Sanborn Publishing Company, 1928); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1911); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1915); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1919); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1921); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1924); *Wisconsin State Gazetteer and Business Directory*, (Detroit: R.L. Polk and Company, 1928); and *The Wisconsin Blue Book, 1942*, (Madison, Wisconsin: Legislative Reference Library, 1942), 439.

³⁹ *The Wisconsin Blue Book, 1973*, (Madison, Wisconsin: Legislative Reference Bureau, 1973), 668.

⁴⁰ A. Ligowsky, *Map of Dane County, Wisconsin*, (Madison, Wisconsin: Menges & Ligowsky, 1861).

⁴¹ However, according to Sebenthal, 11, George Barrows did not establish his general store until 1866, and it was located at the southwest corner of the intersection. The post office does appear on the southwest corner of the intersection in *Atlas of Dane County, Wisconsin*, (Madison, Wisconsin:

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opened a blacksmith shop on the northeast corner of the intersection in 1867, selling to Samuel Thompson in 1872. Norwegian immigrant Paul Sletto established a shoemaking shop next to the general store in 1872. These early businesses were vernacular frame buildings, finished with clapboards. A circa 1880 photo shows that the post office and general store was one story tall, with a central entrance flanked by multi-pane display windows. A dentilled cornice board embellished the front façade. The Sletto shoemaking shop was a one-story Gable-Ell, residential in appearance.⁴² A second general store had been erected at the intersection by 1876; this may have been a two-story Front Gable with a central entrance and multi-paned display windows.⁴³ The Bunnell/Thompson Blacksmith Shop was a two-story front-gabled Boomtown Front building, with a central entrance and six-over-six windows.⁴⁴

When the Chicago & NorthWestern Railway built its depot west of the existing commercial crossroads in 1881, between present-day South 1st and South 2nd streets,⁴⁵ South 1st Street and the 100-block of East Main Street immediately became the prime commercial area.⁴⁶ Samuel Thompson had his blacksmith shop moved to East Main Street in 1881, while other businessmen had new buildings erected. The commercial district on South 1st Street was soon built up, and by 1882, commercial buildings were being constructed on East Main Street between 1st and Grove streets, and on South 2nd Street. Eleven of the contributing resources in the Main Street Historic District were erected between 1882 and 1896, the early period of growth in the district. These were primarily vernacular in form, either frame Boomtown Front or brick nineteenth century Commercial Vernacular. Boomtown Front resources are: the Iver Lund General Store at 102 South 3rd St (1891); the Dr. Niels C. Evans Building II at 106 East Main Street (1894); the Dr. Niels C. Evans Building I at 108-10 East Main Street (1885); the original section of the Lewis Tailor Shop/Bakken Barbershop at 114-18 East Main Street (1886); and the Thompson and Company Furniture Store at 126 East Main Street (1882). The nineteenth century Commercial Vernacular resources, all two-story brick blocks, are: the Mount Horeb Bank I at 105 East Main Street (1892); the Lewis J. Bergh Grocery and Barbershop at 120 East Main Street (1895); and the Hans Hoff and Henry Lohff Meat Market at 122-124 East Main Street (1896). Although there was at least one Italianate style business block (O. B. Dahle and Son General Store at 201-207 East Main Street, 1887) erected prior to 1895, the earliest surviving resource designed in an architectural style is the Mount Horeb Opera Block (1895), a Queen Anne style block.

Harrison & Warner, 1873).

⁴² Sebenthal, 11.

⁴³ Sebenthal, 20.

⁴⁴ Sebenthal, 21.

⁴⁵ Sebenthal, 19.

⁴⁶ Sebenthal, 24.

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Only one building contributing to the district was constructed between 1896 and 1912: the Thomas Ayen Building/Olson Restaurant at 128 East Main Street (1905). This building exhibits nineteenth century Commercial Vernacular form, executed in concrete block.

The second major period of growth in the Main Street Historic District took place between 1912 and 1933, filling in the 100-block of East Main Street and expanding eastward along the south side of East Main Street between 2nd and 3rd streets, filling in the first block of South 2nd Street, and extending into the 100 and 200 blocks of West Main Street. Fourteen of the contributing resources in the Main Street Historic District were built during this period. Six of the buildings display twentieth century Commercial Vernacular form: the Andrew Hoff Company General Store at 101-103 East Main Street; the James Gesme Funeral Parlor at 215 East Main Street; the Benson & Reilly Auto Company/Hanley Auto Company at 209-213 East Main Street; the Anderson & Thousand Building/Mt. Horeb Auto Company at 203 West Main Street; the Robert Beat Building/Mt. Horeb Ford Company at 102 West Main Street; and the Strand Theater at 132 East Main Street. Four of the contributing buildings are astylistic utilitarian: the Capital Dairy Creamery/Walter Evans Creamery at 110R East Main Street; the John Wolf Blacksmith Shop at 205 West Main St; the Parkway Theater at 200 West Main St; and the Myrland Brothers Station/Mobil Station at 225 East Main St. Three contributing resources reflect popular architectural styles: the Mount Horeb Co-op Creamery at 105 South 2nd Street is Craftsman in style; the Mount Horeb Bank II/Municipal Building at 138 East Main Street (1924-25) and the Mount Horeb Co-op Cheese Factory at 103 South 2nd Street (1933) represent the Classical Revival style; and the Mount Horeb Telephone Company at 200 East Main Street reflects the Art Deco aesthetic.

The last resource added to the Main Street Historic District is the Jenkins Building, erected at the western edge of the district at 204 W. Main Street in 1948. It is a tiny, concrete block, astylistic building.

Since the end of World War II, the storefronts of many of the contributing buildings in the district have been altered to modernize them, but no new buildings have been erected. Additions were appended to the Myrland Brothers Station/Mobil Station (1953), the Mount Horeb Telephone Company (1958, 1974, and 1981), and the Mount Horeb Bank II/Municipal Building (1984). Since the late 1980s, efforts at preserving the historic character of the buildings have been made. Despite some change, the Main Street Historic District retains very good integrity.

The Main Street Historic District has one excellent example of Queen Anne style commercial design. The Queen Anne style was erected in Wisconsin between about 1880 and 1910, and was very popular for commercial and residential designs throughout the state. Queen Anne style buildings typically combine a variety of textures and materials in the exterior finish. They generally present a complex façade with polygonal bays, towers, and/or turrets. Commercial examples often have a canted corner

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entrance, and a richly decorated pressed metal cornice. The Mount Horeb Opera Block at 109-17 East Main Street (photo 1) is an outstanding commercial example of the mode. Designed by Madison architects (James O.) Gordon and (Frederick W.) Paunack, and built in 1895, the Opera Block incorporates all the features described above, including combining smooth-faced brick with rock-faced stone, a round corner turret with shingles, and a canted entrance. The Opera Block also displays an element that only the most high-style examples of commercial Queen Anne possess: the gabled wall dormers with shouldered parapets. The Opera Block (NRHP #89000068) retains a high degree of integrity.

There is one notable example of Classical Revival style institutional design in the Main Street Historic District. Built in Wisconsin between 1895 and 1935, the earliest examples of this style were loosely based on classical building traditions, inspired by the “White City” of the 1893 Chicago World Columbian Exposition. Following World War I, Classical Revival architecture was more accurately patterned after historical precedents. Classical Revival may include a raised basement, arched openings, classical ornamentation, a smooth stone finish, and an attic story. The Mount Horeb Bank II/Municipal Building at 138 East Main Street (photo 2, right) is a fine example of post-World War I Classical Revival, applied to institutional use. Built in 1924-25, it is finished with cream brick in common bond and trimmed with smooth-faced limestone. Tall, brick pilasters with simple stone bases and capitals articulate the street façades. The stone entablature is enriched with triglyphs and guttae, and a projecting cornice. The principal entrance is framed with a shouldered stone architrave embellished with a stone antefix with anthemion ornament. The Mount Horeb Bank II/Municipal Building possesses excellent integrity.

Boomtown Front commercial vernacular buildings were often the first commercial structures erected during the early settlement era and used to convey an image of progress and prosperity. These buildings were usually one- or two-story frame structures, and they generally had a gable roof hidden behind the false front, a central recessed entrance, and a plain cornice. In Mount Horeb, most of the examples had pedimented false fronts, bracketed cornices, and pedimented hood moldings over the second-story windows. In most communities, Boomtown Front buildings were soon replaced. In Mount Horeb, in contrast, several have survived. There are five Boomtown Front buildings in the Main Street Historic District. The best and most intact example is the Lewis Tailor Shop/Bakken Barbershop at 114-18 East Main Street (1886/1912, photo 8, second from left). The west (1886) section of the Lewis Tailor Shop/Bakken Barbershop retains its original pedimented false front with bracketed cornice, pedimented hood moldings, and simple storefront cornice. The east section (1912) likely never had these details. The Iver Lund General Store at 102 South 3rd Street (1891, photo 7) retains its bracketed cornice and pediment false front, and the simple classical storefront cornice, but has recently lost its decorative hood moldings. Despite this, its integrity is good. The Dr. Niels C. Evans Building II at 106 East Main Street (1894), the Dr. Niels C. Evans Building I at 108-10 East

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Main Street (1885, photo 8, far left), and the Thompson and Company Furniture Store at 126 East Main Street (1882, photo 2, far left) are simpler versions of the Boomtown Front form, with sufficient integrity to contribute to the significance of the district.

Gordon and Paunack

Two architectural firms are known to have designed buildings in the Main Street Historic District. The Mount Horeb Opera Block at 109-117 East Main Street (NRHP #89000068) was the work of Gordon and Paunack. James O. Gordon (1835-1917) was born in Pike, New York. He learned carpentry and studied architecture before moving to Middleton, Wisconsin in 1867. Gordon worked as a carpenter and builder in Middleton until 1878, when he was appointed deputy collector of internal revenue. While deputy collector, Gordon lived in Madison. After his term in that post ended, Gordon opened an architectural practice in Madison in 1890. Gordon established a partnership with Frederick W. Paunack (1869-1904) in 1892.

Paunack was born in Madison to a German immigrant family. His father, also named Frederick W. Paunack, was a stonecutter and builder, involved in the construction of the second Wisconsin Capitol (1858-1869, not extant) as well as the first buildings (extant, 1850s) for the University of Wisconsin. Frederick W. Paunack, the son, worked for several architects, beginning with David R. Jones in Madison, before joining Gordon as an associate. Gordon and Paunack were in partnership from 1892 until 1904. The firm proved to be one of Madison's most successful architectural firms at the turn of the century, a period in which the city boomed. The firm specialized in residences, but also designed many commercial blocks. They favored the Queen Anne style, and designed some of the best-executed and most well-proportioned commercial buildings in Madison. Their design for the Mount Horeb Opera Block is as fine an example of the Queen Anne style as are any of their Madison commissions.⁴⁷

Martin P. Schneider

Another Madison architect, Martin P. Schneider, designed the Andrew Hoff Company General Store at 101-103 East Main Street (1916-17, NRHP #89000005). Schneider (1890-1970) was born in Lodi, Wisconsin and graduated from the University of Wisconsin in engineering in 1912. While a student, Schneider worked as a draftsman in the office of Chicago architect Carl Nielsen during the summers. Schneider later undertook graduate studies at M.I.T. He practiced independently in Madison from 1912 until at least 1946. Schneider designed many commercial buildings and residences in Madison,

⁴⁷ Miller, 74; and Katherine H. Rankin and Timothy Heggland, "Madison Intensive Survey: Architects," Report Prepared for the City of Madison and the State Historical Society of Wisconsin, 1994, 70 and 155.

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most of them modest examples of their style or vernacular form. The Andrew Hoff Company General Store is a good example of twentieth century Commercial Vernacular and one of his better designs.⁴⁸

Thomas Ayen

The builder of only one contributing resource in the Main Street Historic District has been identified. While other contractors and builders appeared in the state business directory and advertised in local newspapers, their work remains largely unknown. Thomas Ayen (1858-1949) was very active as a contractor in Mount Horeb in the late nineteenth and early twentieth centuries. Born in Norway, Ayen immigrated to Wisconsin with his parents in 1867. In 1886, he was the proprietor of the Mount Horeb House Hotel (not extant). In the 1890s, he farmed in Blue Mounds Township. By 1905, he had moved into the village of Mount Horeb. That year, he constructed the Thomas Ayen Building/Otto Olson Restaurant and Bakery at 128 East Main Street. Ayen is listed as a contractor in cement work in the 1910 and 1920 censuses, and advertised in the state business directory from at least 1919 through 1924. Ayen erected the elegant Dahle House at 409 East Main Street (extant, 1895, outside of the district), built the reservoir for the village water works and laid the water pipes in 1902-03, and erected a Foursquare house for himself at 209 West Main Street (extant, outside of the district) in 1912.⁴⁹

SIGNIFICANCE: COMMERCE

The Main Street Historic District is locally significant under *Criterion A* in commerce, because its resources span the development of Mount Horeb's central business district from 1881 to 1968. Many of Mount Horeb's most important businesses, as well as governmental institutions, were located in the Main Street Historic District. Several of these uses remain, and the business sector is thriving. The district retains a high degree of integrity to the period of significance, 1881 to 1968.

The first business in a pioneer settlement in Wisconsin was usually a general store. Mount Horeb was no exception. By 1861, a store (not extant) had been built on the west side of what is now 8th Street, at

⁴⁸ Miller, 74-75; Rankin and Heggland, 199; and Martin P. Schneider, Obituary, *Wisconsin State Journal*, June 21, 1970, 4:4.

⁴⁹ Sebenthal, 48, and 83; *Mount Horeb Centennial Book*, 48; U.S., Department of Commerce, Bureau of the Census, *Twelfth Census of the United States, 1900*, <http://www.search.ancestry.com>, (retrieved 29 December 2017); *Wisconsin State Census, 1905*, <http://www.search.ancestry.com>, (retrieved 29 December 2017); U.S., Department of Commerce, Bureau of the Census, *Thirteenth Census of the United States, 1910*, <http://www.search.ancestry.com>, (retrieved 29 December 2017); and U.S., Department of Commerce, Bureau of the Census, *Fourteenth Census of the United States, 1920*, <http://www.search.ancestry.com>, (retrieved 29 December 2017).

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Springdale Street.⁵⁰ This may have housed George Barrows' general store, believed to have been the first business in the community.⁵¹ The 1873 map identifies the Samuel Thompson Blacksmith Shop in the northwest quadrant; this was the first blacksmith shop in Mount Horeb, built for William Bunnell in 1867. Thompson, a Norwegian immigrant, purchased the building from Bunnell in 1872. The Bunnell/Thompson Blacksmith Shop now stands at 217 East Main Street. A handful of other buildings concentrated at the intersection in 1873, including the Methodist-Episcopal Church (northeast, not extant), and the post office (southwest, not extant). George Barrows became postmaster in 1867, and the post office was moved to his general store. John Mitchell succeeded Barrows both in the business and as postmaster in 1867, and then sold to Andrew Levordson in 1871.⁵²

The 1876 volume of the *Wisconsin State Gazetteer and Business Directory* lists two businesses in Mount Horeb: Andrew Levordson's general store (he was also postmaster and justice of the peace), and P.L. Dieslerud's general store. Thompson's blacksmith shop was present, despite being unlisted. By 1879, there were nine businesses: two blacksmiths (each with their own shop), one general store, one shoemaker, one wagonmaker, one carpenter, one lawyer, and one physician.⁵³

When the Chicago & NorthWestern Railway decided to extend a line from Madison to Lancaster, Wisconsin through Mount Horeb in 1880, selecting a site west of Springdale and 8th streets, between present-day South 1st and South 2nd streets, local businessmen relocated closer to the station.⁵⁴ In June 1881, Ole Peterson had the first two blocks of his plat for Mount Horeb Station surveyed. These blocks face Perry Street between Main Street and the railroad tracks (just west of the Main Street Historic District). In August 1881, Peterson replatted his addition, expanding it to five blocks (including the blocks facing Washington Street between Main Street and the railroad tracks, and the north side of Main Street between Grove and Washington streets, the last of which is included in the district). Carl Boeck's plat was also surveyed in August 1881, and it included those lots facing East Main Street between Grove and 5th streets, as well as the area between Main Street and the railroad tracks, Grove Street and 5th Street.⁵⁵ Most of Boeck's plat is included in the proposed district. South

⁵⁰ Ligowsky.

⁵¹ However, according to Sebenthal, 11, George Barrows did not establish his general store until 1866, and it was located at the southwest corner of the intersection. The post office does appear on the southwest corner of the intersection in *Atlas of Dane County, Wisconsin*. The identity of the owner of the general store shown at the northwest corner on Ligowsky is unknown.

⁵² *Atlas of Dane County, Wisconsin*, 25; and Sebenthal, 11 and 13.

⁵³ Hogg.

⁵⁴ Sebenthal, 19.

⁵⁵ Dane County Deeds, A:40-45, 1881, Office of the Register of Deeds, City-County Building, Madison, Wisconsin.

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1st Street and the 100-block of East Main Street immediately became the prime commercial area in “New Town.” Some entrepreneurs moved their businesses from “Old Town,” while others built new buildings in New Town.⁵⁶

One of the few buildings that was moved from Old Town and that is still standing today is the Bunnell/Thompson Blacksmith Shop at 217 East Main Street, built in 1867. Samuel Thompson bought the property in 1872, moved it to New Town in 1881, and to its current site in 1892. Thompson retired in 1895, and a series of blacksmiths continued in the shop. The last was Bert Hinrichs, in business from 1915 until 1966. Hinrichs had the existing brick veneer applied to the façade in 1922.⁵⁷

The arrival of the Chicago & NorthWestern Railway stimulated commerce in Mount Horeb. By the late 1880s, Mount Horeb had firmly established itself as the agricultural support community for the farmers in the surrounding area, most of whom engaged in dairying. The types of businesses in the Main Street Historic District reflect this. By 1884, there were 31 businesses and professionals working in the community, including three general stores, three blacksmith shops, two livestock dealers, a well-drilling firm, a grain and feed mill, one wagon maker, one hardware store, and one harness maker. There were also two saloons, two shoemakers, one physician, one newspaper, one telegraph agent, one photographer, one carpenter, one hotel, one lumberyard, one jeweler, one painter, one livery, one meat market, one produce market, one firm of masons, and one furniture store.⁵⁸

Five buildings remain that were built within ten years after the commercial district of Mount Horeb relocated. The Ruste and Company Hardware Store at 100 East Main Street (1882, non-contributing) was erected for Alan Ruste. P.G. Krogh’s hardware store was located in the building from 1883 until 1893. The building also served as the post office from 1883 to 1885, when Krogh was postmaster. The (Julius) Heisig, (Andrew) Grinde and (Niels) Evans hardware store occupied the building from 1893 to 1909. In 1909, Robert Beat bought out Andrew Grinde, and the name of the business was changed to the Mount Horeb Hardware Company. The building housed the Mount Horeb Hardware Company, later an Ace Hardware, until at least 1996.⁵⁹

The Thompson and Company Furniture Store at 126 East Main Street was built for Andrew E. Thompson, a Norwegian immigrant. Thompson had built a wagon shop and residence north of the present-day intersection of Springdale and 8th streets in 1874. He was also the first undertaker in Mount Horeb. In 1882, he had the original (west) section of this building constructed for his furniture

⁵⁶ Sebenthal, 24.

⁵⁷ Miller, 110; Sebenthal, 11, 13, 24; and *Mount Horeb: Presettlement to 1986*, 23.

⁵⁸ *Wisconsin State Gazetteer and Business Directory*, (1884).

⁵⁹ Miller, 98.

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store, wagon-making, and undertaking business. In 1893, Thompson expanded the building, and opened a public hall and lodging rooms on the second floor. Tore Fosshage and John Olson bought the building in 1897 for their furniture and undertaking firm. Fosshage and Olson also carried wallpaper, paints, window glass, and shades. In 1899, the partnership dissolved, and Fosshage continued on his own. He was soon joined by his sons, Earl and Noel. The company discontinued undertaking when Tore Fosshage died in 1910. Wallace and Philip joined their brothers in the Fosshage Furniture Store, which continued until at least 1928. After the furniture store closed, tenants over time included Parisey Variety, Evans Five and Dime, and Philip Hoff's Bar and Bowling. In 1954, Raphael Vasen opened a Ben Franklin Store in the building. The property remained in the Vasen family until at least 1996.⁶⁰

The west storefront of the first Dr. Niels C. Evans Building was erected at 108 East Main Street in 1885 to house his pharmacy, office, and residence. Dr. Niels C. Evans (1857-1918) was born in rural Dane County and settled in Mount Horeb in 1884. He opened St. Olaf's Hospital at 400 West Main Street (outside the district) in 1904, and practiced in Mount Horeb until his death in 1918. Civic-minded, Evans served as Village President, Justice of the Peace, Dane County Supervisor, and a member of the state legislature. He also was a founder and director of the State Bank of Mount Horeb, and of the Mount Horeb Independent Telephone Company. After Dr. Evans' death, his son Milo operated the pharmacy. In 1926, Albert Hrubesky bought the drugstore. Hrubesky died in 1954, and his son, Bert Jr., took over until 1963. The east storefront was added in 1927 as a salesroom for the Walter Evans Creamery located at 110R East Main Street, behind this building. The Evans family retained ownership of the property until at least 1980. The east storefront (110) housed the Mount Horeb Public Library from 1955 until 1970.⁶¹

The west storefront (114) at 114-118 East Main Street was erected for the Louis Lewis Tailor Shop in 1886. Lewis is said to have been the first tailor in town, and he continued in business here until at least 1898. It housed a tobacco shop from at least 1901 to 1904, and Ingrid Arnesen's "Cash Store" grocery, which included a restaurant, from 1907 until 1912. The Mount Horeb Produce Company occupied the west storefront from at least 1919 until at least 1928. Kenneth and Muriel Olson's florist shop was later housed in 114 until 1964. A series of small restaurants occupied the west storefront through at least 1996. The east storefront (118) was built to house John and Ray Bakken's barbershop in 1912. Curtis Witte bought the shop in 1946, and formed a partnership with Mike Schwenn in 1957. Ron Waldsmith purchase the shop in 1974, and moved to the Dahle building in 1983. From at least 1986, until at least 1996, the *Mount Horeb Mail* newspaper was published at 118 East Main Street. The *Mount Horeb Mail* began publication in 1901, in a building (not extant) that stood at 205 East Main

⁶⁰ Miller, 104-105; Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 20; and Sebenthal, 13.

⁶¹ Miller, 44, 56, and 100; *Blue Mounds Weekly News*, June 10, 1885; Sebenthal, 79-80.

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Street. In 1911, a new building was erected for the newspaper at 211 East Main Street; it was moved to its present site at 219 East Main Street (non-contributing) in 1915. The newspaper continued publication in that building until at least 1977. It is presently located at 114 East Main Street.⁶²

The west section (201-203) of the O. B. Dahle and Son General Store at 201-207 East Main Street, a brick Italianate block, is the earliest surviving masonry building in the district. It was erected in 1887 for Herman and J. Theodore Dahle to house a branch of the O.B. Dahle and Son General Store. Their father, Onon B. Dahle (1823-1905), had founded the business in Daleyville around 1852. About 1893, the firm became Dahle Brothers General Store. In 1904, the one-story east section (205-207) was constructed. The front façade of 201 was updated about 1920. The general store had a grocery in the basement, and during the early 1890s, a creamery operated in the basement as well. Herman Dahle operated the first local electric light plant from the basement from 1897 to about 1901, providing six hours of light each evening. In 1924, the name of the firm was changed to Dahle Brothers Department Store. The brothers sold the department store to the Hoff Company in 1929. The grocery, then located in 201, was sold to Jacob Lingard in 1931. Kahl and Nygard purchased the grocery in 1941, operating it for more than 20 years. Richard Dickman's Grocery, "Dick's," occupied 201 from at least 1979 until at least 1996. The storefront at 203 has housed Bergey Jewelry since at least 1996. The one-story section (205-207) housed Gamble's hardware store from 1934 until 1979, followed by a series of retail shops.⁶³

In 1893, there were 58 businesses and professionals working in Mount Horeb, including new enterprises such as a creamery. The first cheese factories in the village are enumerated in the 1895 issue of *Wisconsin State Gazetteer and Business Directory*, an indicator of the increasing importance of dairying in the region.⁶⁴ In the 1890s, Mount Horeb's commercial downtown expanded primarily in the 100-block of East Main Street. Buildings that contribute to the district and were constructed during the 1890s include the Iver Lund General Store at 102 South 3rd Street (1891), the first Mount Horeb Bank at 105 East Main Street (1892), the second Dr. Niels C. Evans Building at 106 East Main Street (1894), the Mount Horeb Opera Block at 109-17 East Main Street (1895, NRHP), the Bergh Grocery and Barbershop at 120 East Main Street (1895), and the Hans Hoff and Henry Lohff Meat Market at 122-24 East Main Street (1896).

⁶² Miller, 51, 102-103, 110-111; Sebenthal, 45, 49, 50, 51; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 20.

⁶³ Sebentahl, 27, 29; Miller, 107-108; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 22.

⁶⁴ *Wisconsin State Gazetteer and Business Directory* (1893); and *Wisconsin State Gazetteer and Business Directory* (1895).

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The Iver Lund General Store was erected at 225 East Main Street in 1891, where it housed Iver Lund's general store from 1891 until 1905. The Krohn Brothers meat market occupied the building from at least 1920 until at least 1923. Carl Wittwer bought the property in 1926 and moved it a few yards to its present location, 102 South 3rd Street. Wittwer opened a meat market and produce store in the building, in business until 1935. A series of meat markets were located in the building thereafter. The American Legion Frank E. Malone Post (Number 113) has owned the building since at least 1955, and converted it into their club house around 1962.⁶⁵

The first Mount Horeb Bank was constructed at 105 East Main Street in 1892. The Mount Horeb Bank was the village's first bank, and was founded in 1891. Herman B. Dahle was president, Thomas J. Lingard was the cashier, and Onon B. Dahle was the third stockholder. The three remained officers of the bank through 1903. Herman Dahle was president, and Lingard remained cashier, until at least 1919. Lingard served as president from at least 1921 until at least 1928. In 1925, the bank moved to its new building at 138 East Main Street (now the Municipal Building). A long-term later tenant was Albert Zwald, who operated the Mount Horeb Electric Shop in this building, selling radios and household appliances, from 1940 until 1985.⁶⁶

In 1894, Dr. Evans had a second building erected at 106 East Main Street, renting the storefront to a series of small retailers. In 1915, Gilbert Mickelson acquired the property and opened a jewelry shop. He also sold sewing machines, was a cabinetmaker and produced the "mickelphone," a victrola. The Mickelsons managed a Kroger grocery in the building during the 1930s. The property continued to house a grocery until 1965, when Pfister Realty moved in. Pfister Realty remained in residence until at least 1985.⁶⁷

The Mount Horeb Opera Block at 109-17 East Main Street (NRHP # 89000068) was constructed for the Mount Horeb Opera Block Company in 1895. The company incorporated in 1894. The officers were Thomas Lingard, William Sommer, Anton F. Gramm, and William Curtiss. When the Opera Block was completed, it immediately became the community center, hosting theatrical performances, dances, political rallies, high school commencements, and high school basketball games. Beginning around 1907, silent movies were screened in the Opera Block. The company closed the opera hall and dissolved its organization in 1922. Thomas Lingard bought the building and remodeled the opera hall space to serve as a Masonic Temple. The Masonic Lodge first met in Mount Horeb in 1884. In 1984, the local Masonic Lodge consolidated with the Verona chapter, and gave up its rooms in the Mount

⁶⁵ Miller, 141-142; Sebenthal, 51, and 74.

⁶⁶ Miller, 99; Sebenthal, 57-58; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 19, and 44.

⁶⁷ Miller, 100; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 20.

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Horeb Opera Block. A jewelry store occupied the westernmost storefront in the Mount Horeb Opera Block from at least 1899 until at least the 1930s, and perhaps as late as 1970. The center storefront was used as a restaurant for more than 90 years. There was a pharmacy in the northeast corner of the Mount Horeb Opera Block beginning in 1895. From 1915 until 1962, it was Robertshaw's Rexall Store. During the 1980s, the building housed an antiques mall.⁶⁸

The Lewis J. Bergh Grocery and Barbershop at 120 East Main Street was built in 1895. Bergh's grocery was located here until 1911. Other groceries followed, including an A. & P., until 1937. That year, Herman Thousand bought the property and remodeled it for a tavern, a use it continues to serve.⁶⁹

The building at 122-24 East Main Street was erected in 1896 for the (Hans) Hoff & (Henry) Lohff Meat Market. The firm was in business until 1903, and was succeeded by the (Hans and James) Hoff Brothers Meat Market until 1907. Hans Hoff continued on his own until 1921, when the business passed to Irvin Hoff. He operated the Hoff Meat Market until 1950. A grocery followed until 1961, when it became Philip Hoff's bar. It housed a beauty shop in the 1970s.⁷⁰

Mount Horeb incorporated as a village in 1899.⁷¹ At that time, the commercial district was still concentrated on South 1st Street between Main and Front streets, and along Main Street between Grove and Second streets, but commercial uses were also intermixed with residences on East Main Street between 2nd and 3rd streets.⁷² The number of businesses in Mount Horeb would remain fairly steady well in to the twentieth century, but new types of businesses would open, as happened nationwide. These changes mirrored advances in technology and the trend for specialization among businesses, and included uses such as movie theaters and car dealerships.

Much of the activity in Mount Horeb in the first decade of the twentieth century focused on municipal improvements, as outlined in the history of Mount Horeb (above). Only one existing building in the historic district dates to the first decade of the twentieth century. The Thomas Ayen Building/Otto Olson Restaurant and Bakery at 128 East Main Street was erected in 1905 by contractor Thomas Ayen. It has housed a restaurant since 1911. The Olson Restaurant and Bakery occupied it until 1957.

⁶⁸ Miller, 101-102; Sebenthal, 45, 47-48, 51, 57, and 61; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 19.

⁶⁹ Miller, 103; and Sebenthal, 58.

⁷⁰ Miller, 103-104; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 19-20.

⁷¹ Sebenthal, 29.

⁷² *Map of Mount Horeb, Wisconsin*, (1899).

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Bert Frederickson bought the restaurant in 1957, and continued the business until about 1975. Jerry Thompson and Jerry Schubert bought the business in 1980. Since 1986, Jerry and Judy Schubert have owned it, and operated it as “Schubert’s.”⁷³

In 1915, the paving of Main Street was completed, and street lights were installed. At that time, the commercial district had grown to include most of the south side of East Main Street between 2nd and 3rd streets.⁷⁴ Several existing commercial buildings were erected during the 1910s, including the Mount Horeb Co-operative Creamery at 105 South Second Street (1916), the Hoff Company General Store at 101-03 East Main Street (1916-17, NRHP # 89000005), the Benson and Reilly/Hanley Auto Company at 209-13 East Main Street (1917), and the Anderson and Thousand/Mount Horeb Auto Company at 203 West Main Street (1917).⁷⁵ The latter two are the earliest surviving buildings associated with automobile dealerships in Mount Horeb.

The Mount Horeb Co-operative Creamery at 105 South Second Street was built in 1916. The Mount Horeb Co-operative Creamery and Cheese Company was incorporated in 1901. Milk, butter, and ice cream were all produced in this building. Ryser Brothers, a larger company based in Chicago, but with roots in Blue Mounds, bought the Mount Horeb Co-operative Creamery and Cheese Company in 1945. They used this building, and the Mount Horeb Co-Op Cheese Factory next door, in their production of Swiss cheese. Ryser Brothers owned the property until 1993. It has housed the Grumpy Troll Brewery since 1998.⁷⁶

The Hoff Company General Store at 101-03 East Main Street (NRHP #89000005) was constructed in 1916-17. Andrew Hoff was born in Norway. He worked as a clerk in a general store in Old Town for several years. He formed a partnership with his brother-in-law, Adolph Elver, and bought the store and merchandise of Howard C. Elliott in 1887. Elliott and former partner Moulton had moved the old George Barrows store building from Old Town to this site in 1881. In 1908, the Andrew Hoff Company incorporated. In 1916-17, the existing building was erected. In the mid-1920s, the name of the business was changed to Hoff Company Department Store. In 1929, the Hoff Company bought the stock of rival Dahle Brothers Department Store. The Hoff Company closed in 1984, and transferred the property to the current owner, Hoff Associates, in 1985. Hoff Mall Antiques Center occupied the building since 1986.⁷⁷

⁷³ Miller, 105; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 21.

⁷⁴ *Map of Mount Horeb, Wisconsin*, (1915); Sebenthal, 11, and 48.

⁷⁵ Mount Horeb Area Historical Society, *Mount Horeb: Pre-settlement to 1986*, 60; Village of Mount Horeb Property Tax Rolls.

⁷⁶ Miller, 139; Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 37-38.

⁷⁷ Miller, 98-99; Sebenthal, 27; Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to*

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The two-story section (209) of the Benson and Reilly/Hanley Auto Company at 209-13 East Main Street was erected in 1917 for the Joseph Benson and Myron Reilly Auto Company, dealers in Chevrolets and Oldsmobiles. John Hanley bought out Benson in 1918, and Myron Reilly in 1925. The second floor of the building housed the Mount Horeb Public Library from 1917 until 1925. In 1926, Hanley changed the name of the business to the Hanley Auto Company, and had the one-story section (213) built as an addition to the showroom. Hanley operated the dealership in this building until 1954. It continued as Klusendorf Chevrolet until 1966. Ryser Brothers acquired the building in 1967, and remodeled it for their cheese and gift shop in 1976. It has housed a restaurant since at least 1996.⁷⁸

The Anderson and Thousand Building/Mount Horeb Auto Company at 203 West Main Street was erected in 1917. The business originated in the first automobile dealership/garage in Mount Horeb, opened by Elmer Hogan and Gilbert Gilbertson as early as 1910. Hogan and Gilbertson may have been located at 132 East Main Street (not extant), and were in business together until about 1914. That year, Hogan bought out Gilbertson and named the business the Mount Horeb Auto Company. In 1917, Hogan sold the business to James Anderson and Fred Thousand. They had the building at 203 West Main Street built for the Mount Horeb Auto Company the same year. The firm sold Dodge, Whippet, and Nash Automobiles. The business changed hands several times before closing or moving in 1938. That year, Leonard Peterson bought the property for his plumbing and heating business, selling in 1956 to another plumbing and heating firm. In 1963, the building was converted into a pharmacy for Bert Hrubesky, and has housed a pharmacy ever since.⁷⁹

During the 1920s, Mount Horeb's commercial district attained much of its current appearance, with the construction of the James Gesme Funeral Parlor at 215 East Main Street (1922), the Strand Theater at 132 East Main Street (1922-28), the Parkway Theater at 200 West Main Street (1923-24), the second Mount Horeb Bank at 138 East Main Street (1924-25), and the Myrland Brothers Service Station at 225 East Main Street (1926).⁸⁰

The James Gesme Funeral Parlor was built at 215 East Main Street in 1922. James Gesme had opened a furniture store and undertaking business at 132 East Main Street (not extant) in 1894. He sold the furniture portion of the business around 1905, and continued as a funeral director until his death in 1935. His son Isaac Gesme joined the business in 1926, and served as funeral director in the existing

1986, 17-18.

⁷⁸ Miller, 19; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 25.

⁷⁹ Miller, 19 and 119.

⁸⁰ Mount Horeb Area Historical Society, *Mount Horeb: Pre-settlement to 1986*, 60; and Village of Mount Horeb Property Tax Rolls.

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building until 1945, when it moved to another site. This building was erected for the display of caskets and to prepare for visitations, which were then held in the deceased's home. A laundromat occupied the building in the late 1950s and early 1960s. It has housed a dentist's office since at least 1975.⁸¹

Although silent movies had been shown in the Opera Block as early as 1907, the Strand Theater at 132 East Main Street was the first movie theater under construction in Mount Horeb. In 1922, Fred Luder, Jr., began construction, but the theater was left unfinished when Luder died in 1924. In 1928, Joseph Buechner bought the property and completed the theater. It opened as the Strand Theater in March 1929. The Strand Theater closed in 1969. In 1975, Wallace and Shirley Kelliher bought the building and converted it into an antiques store, a use it still serves.⁸²

The Parkway Theater at 200 West Main Street was built for Alfred Peterson in 1923-24. It hosted movies, lectures, and vaudeville shows, and also housed a dance hall. The Parkway Theater had closed by 1951. In 1951, Leo Sutter and Gunnar Larson bought the property and moved their electrical appliances business, Majestic Sales, into the building. The larger space allowed them to expand their business to include furniture and household furnishings. Hugo Fink converted the building into a tavern in 1970, operating it until about 1985. Since at least 1996, it has housed Jenny Johnson's realty office.⁸³

The second Mount Horeb Bank was erected at 138 East Main Street in 1924-25. The bank, established in 1891 and located at 105 East Main Street since 1892, moved into its new quarters in 1925. Thomas Lingard and Jacob Lingard were the officers from at least 1921 to at least 1928. In 1932, the rival State Bank of Mount Horeb (not extant) absorbed the financial institution. The State Bank of Mount Horeb had been organized in 1901 by Dr. Niels Evans, Andrew Hoff, and Walter Custiss. It opened in a building (not extant) that stood at 100 South 1st Street. In 1942, voters approved the purchase of the second Mount Horeb Bank Building at 138 East Main Street for \$12,000 to serve as the municipal building. The village offices have been located in the building since 1943. The Police Department was also located in the building from 1943 until 1966. The Mount Horeb Public Library was located on the third floor of the building from 1925 until 1955, when it moved to the first Dr. Niels C. Evans Building at 110 East Main Street.⁸⁴

⁸¹ Miller, 48-49, and 109; Sebenthal, 10, 49; Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 21, 25, and 44.

⁸² Miller, 56-57; and Sebenthal, 51-57.

⁸³ Miller, 57, and 118-119; Sebenthal, 52; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 28.

⁸⁴ Miller, 20-21, 56, and 107; Sebenthal, 57-58, and 79-80; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 19-20, and 44.

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The Myrland Brothers Service Station at 225 East Main Street was the second gas station built in Mount Horeb. The first is said to have been built at 210 West Main Street (not extant) in the mid-1920s. The Myrland Brothers had the east section of the existing building erected in 1926. Mobil Oil Company bought the property in 1953 and added the large, west section. The building continued as a Mobil Service Station until 1990.⁸⁵

Reflecting the sagging economy, only two surviving commercial/industrial buildings were constructed in downtown Mount Horeb during the Depression. These were the Mount Horeb Telephone Company at 105 North 2nd Street (1930, now 200 East Main Street), and the Mount Horeb Co-Operative Cheese Factory at 103 South 2nd Street (1933).⁸⁶

The roots of the Mount Horeb Telephone Company date back to the first telephones in the village, installed by John Dahlen, editor of the *Mount Horeb Times*, in 1895. One was located in the Mount Horeb Times Building at 104 North 2nd Street (not extant). It was connected to a second about five blocks distant at the Mount Horeb Academy at 306 West Main Street (not extant). In 1902, the first telephone exchange in the village was established by Frank E. Bell of Baraboo. It was called the Mount Horeb Independent Telephone Company, and its office was located on the second floor of the Mount Horeb Times Building. In 1905, five Mount Horeb businessmen bought the company. They were Dr. Niels Evans, George Britton, Thomas Lingard, Henry Dahle, and John Dahlen. From 1917 until 1920, Commonwealth Telephone Company owned the business. In 1920, the Mount Horeb Telephone Company, formed by selling common stock to the public, bought out Commonwealth. Additions to the Mount Horeb Telephone Company at 105 North 2nd Street were built in 1958-59, 1974, and 1981, changing the address of the building to 200 East Main Street. The 1958-59 addition was built to accommodate dial equipment. The 1974 addition housed digital equipment and provided work space for plant employees. Offices occupy the 1981 addition. Banford Dahlen, son of John Dahlen, served as lineman, general manager, and director over a span of 60 years. He retired in 1962. The Mount Horeb Telephone Company continues to serve the community.⁸⁷

The Mount Horeb Co-Operative Cheese Factory at 103 South 2nd Street, a part of the Mount Horeb Co-operative Creamery Company, was erected in 1933. The Mount Horeb Creamery Association was

⁸⁵ Miller, 31 and 111-112; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 25, 28, and 86.

⁸⁶ Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 60; Sebenthal, 57; and Village of Mount Horeb Property Tax Rolls.

⁸⁷ Miller, 51-52, and 136; Sebenthal, 35, and 54; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 23, and 53.

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formed in 1879, and located in a building (not extant) in Old Town on the west side of what is now the 300-block of North 8th Street. The creamery moved into the basement of the Dahle and Son General Store at 201-203 East Main Street in the late 1880s. The old creamery building was remodeled in 1897, and the creamery moved back in. In 1901, the business incorporated as the Mount Horeb Co-operative Creamery and Cheese Company. The building next door at 105 South 2nd Street was built for the company in 1916. The building at 103 South 2nd Street was erected for the manufacture of Swiss cheese in 1933. Ryser Brothers, a larger company based in Chicago, but with roots in Blue Mounds, bought the Mount Horeb Co-operative Creamery and Cheese Company in 1945. They used both former Mount Horeb Co-operative buildings in their production of Swiss cheese until 1996. It has housed a bicycle shop since 2016.⁸⁸

The last contributing building in the district was erected after World War II, as Mount Horeb's economy rebounded. This was the Raymond Jenkins Building, erected at 204 W. Main Street in 1948. Jenkins owned the building until at least 1975. It has been the Fink Café since at least 1985.⁸⁹

Tourism became a factor in the local economy in the 1950s as village residents began opening their homes to visitors, and tourist cottages were built. Nearby attractions such as Little Norway (an outdoor museum that replicated a Norwegian farmstead, and featured a spectacular Norwegian stave church that had represented Norway at the Chicago World Columbian Exposition of 1893 and was recently repatriated to Norway) and the Cave of Mounds (a limestone cavern) had drawn tourists since just before World War II. Beginning in the 1970s, antique shops and local museums brought more tourists. Wallace and Shirley Kelliher appear to have opened the first antiques store in the village, in the Strand Theater/Buechner Building at 132 E. Main Street, a use it still serves. Hoff Mall Antiques Center has occupied the lower level of the Hoff Company General Store at 101-103 East Main Street since 1986. Other antique shops have operated in a variety of venues in the district, including at present in the Opera Block.

Two museums have also attracted tourists since the late twentieth century. In 1977, the Mount Horeb Area Historical Society Museum opened in the third floor of the second Mount Horeb Bank Building at 138 East Main Street. In 1996, the Historical Society moved its museum to the Kittleson and Company Hardware Store building at 100 South 2nd Street. The Kittleson building had previously housed the Wisconsin Folk Museum, from about 1989 until closing in 1996. The Mount Horeb Area Historical Society Museum has undergone a major expansion recently, with additions that are much

⁸⁸ Miller, 137-138; and Mount Horeb Area Historical Society, *Mount Horeb: Presettlement to 1986*, 23, and 37-38.

⁸⁹ Miller, 119.

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Continuation Sheet

Section 8 Page 21

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

larger than the original building. For this reason, the Mount Horeb Area Historical Society Museum, although adjacent to the district, is not included in the district.⁹⁰

The Mount Horeb Mustard Museum (now the National Mustard Museum) opened in the Opera Block in 1992. It remained there until moving to 100 East Main Street in 2000. The facility moved to Middleton, Wisconsin in 2010.⁹¹

Summary

Mount Horeb's commercial downtown remains vibrant and lively. A number of storefronts were modernized beginning in the 1950s. Several property owners have tried to preserve the historic character of their building or return it to its historic appearance. The Opera Block and the Hoff Company General Store were listed on the National Register of Historic Places in 1989, and the latter was renovated in 2007. The National Register nomination of the Main Street Historic District is the latest effort in this trend.

The Main Street Historic District is locally significant both for its architecture and for commerce. Architecturally, the district forms an intact and visually distinct grouping of late nineteenth to mid-twentieth century commercial buildings, immediately recognizable as a downtown. The Main Street district has the largest concentration of architecturally significant commercial buildings in Mount Horeb. These include the Mount Horeb Opera Block at 109-117 East Main Street (1895), an excellent and intact Queen Anne block; the Classical Revival Mount Horeb Bank II/Municipal Building at 138 East Main Street (1924-25); and the Boomtown Front commercial edifices such as the Lund General Store at 102 South 3rd St (1891); the Dr. Evans Building II at 106 East Main Street (1894); the Dr. Evans Building I at 108-10 East Main Street (1885); the original section of the Lewis Tailor Shop/Bakken Barbershop at 114-18 East Main Street (1886); and the Thompson and Company Furniture Store at 126 East Main Street (1882). The Main Street Historic District is significant in commerce at the local level because its resources span the development of Mount Horeb's central business district from 1881 to 1968. This was the center of commerce during the historic period and many of Mount Horeb's most important businesses were located in the Main Street Historic District. The district remains the village's principal commercial zone.

⁹⁰ Mount Horeb Area Historical Society, "History and Mission," <http://www.mthorebhistory.org/history-and-mission.html>, (retrieved 30 December 2017).

⁹¹ National Mustard Museum, "History of the Museum," <https://mustardmuseum.com/the-mustard-museum/history-of-the-museum.html>, (retrieved 30 December 2017).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 22

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

ACKNOWLEDGEMENTS

The Fuldner Heritage Fund paid for the preparation of this nomination. This endowed fund, created through a generous donation by the Jeffris Family Foundation and administered by the Wisconsin Historical Society, supports the nomination of historically and architecturally significant rural and small town properties.

PRESERVATION ACTIVITY

The village of Mount Horeb adopted a historic preservation ordinance in 1995, and has had a Historic Preservation Commission since that time. The Mount Horeb Chamber of Commerce commissioned an intensive survey of that portion of downtown Mount Horeb that is zoned C-4 (Central Commercial District) in 1996-1997. The survey identified the Main Street Historic District as potentially eligible for the NRHP. Preservation activity in the Main Street Historic District has been limited primarily to individual efforts on the part of property owners, many of whom have shown an appreciation of the historic character of their buildings in the rehabilitation or restoration of their properties.

ARCHAEOLOGICAL POTENTIAL

No archaeological remains have been discovered to date in the Main Street Historic District. Some prehistoric and late historic remains may be present, as Wisconsin Indian nations and, later, European-Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity associated with the development of the village of Mount Horeb. The presence of historic archaeological remains is possible and remains unassessed.

United States Department of the Interior
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National Register of Historic Places
Continuation Sheet

Section 9 Page 1

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

Insert References

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United States Department of the Interior
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Continuation Sheet

Section 9 Page 2

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

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Section 9 Page 3

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

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___ End of References

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 10 Page 1

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

Insert Boundary Descriptions

UTM REFERENCES (continued)

5. 16/276810/4765120

6. 16/276660/4765150

VERBAL BOUNDARY DESCRIPTION

The Main Street Historic District is located in the village of Mount Horeb, Dane County, Wisconsin, on a site more particularly described as: Carl Boecks' Survey and Plat of Mount Horeb Station, block 1; block 5, block 7; block 10; lots 1-4, block 6; lots 4-8, block 3; lots 6-9, block 4; and Peterson's Addition, block 1, lots 6-8. The historic boundary encloses a total of about 8.0 acres.

VERBAL BOUNDARY JUSTIFICATION

The historic boundary of the Main Street Historic District generally coincides with the north legal lot lines of the resources on the north side of Main Street, and the south legal lot lines of the resources on the south side of Main Street, except that that south boundary extends to coincide with the south lot lines of 105 South 2nd Street and 102 South 3rd Street, and it extends to the curb to include the sidewalk where the district does not include both sides of the street. The historic boundary encompasses the six blocks of Mount Horeb's traditional downtown, along and adjacent to the 100- and 200-blocks of East and West Main streets. Beginning at the northwest corner of the historic district (the northwest corner of the legal parcel on which 204 West Main Street sits), the historic boundary runs east along the north lot lines of the properties on the north side of Main Street to the northeast corner of the lot on which 200 East Main Street sits. The boundary then turns south and follows the east lot line of 200 East Main Street and crosses Main Street to the south curb, then turns east and runs along the south curb of Main Street to the point where the said curb intersects with the west curb on South 3rd Street. The boundary turns south and follows the west curb to the south lot line of 102 South 3rd Street, then continues west along the south lot line of 102 South 3rd Street to the east lot line of 219 East Main Street. The boundary then follows the east lot line south to the south lot line of 219 East Main Street, and continues west along the south lot lines of the properties on the south side of Main Street to the east lot line of 105 South 2nd Street. The boundary then runs south along the east lot line of 105 South 2nd Street, then west along the south lot line of 105 South 2nd Street to the east curb of South 2nd Street. The boundary turns north and follows the east curb of South 2nd Street to a point opposite the south lot line of 101-103 East Main Street, then continues west along the south lot lines of the properties on the south side of Main Street to the east curb of South 1st Street. The boundary then runs north along said curb to the north curb on Main Street, then follows the north curb west along Main Street until it intersects with the west curb on Grove Street. The boundary then runs south, crossing Main Street, and following the west curb of Grove Street to the south property line of 203 West Main Street. The boundary then follows the south lot lines of the properties on the south side of Main Street to the east curb of Perry Street, and then runs north along said curb to the south curb on Main Street. The boundary runs east along the south curb to a point opposite the west lot line of 204

United States Department of the Interior
National Park Service

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Continuation Sheet

Section 10 Page 2

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

West Main Street, turns north and crosses Main Street, and follows the west lot line of 204 West Main Street to the point of beginning. The boundary was drawn to exclude areas that are not in commercial use, post-date the period of significance (1881-1968), or have lost integrity.

___ End of Boundary Descriptions

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section photos Page 1

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

Insert Photo Descriptions

Name of Property: Main Street Historic District
City: Mount Horeb
County: Dane County
State: Wisconsin
Name of Photographer: Elizabeth L. Miller
Date of Photos: October/November 2017
Location of Original Data Files: State Historic Preservation Office, Wisconsin Historical Society

WI_DaneCounty_MainStreetHistoricDistrict_0001
Mount Horeb Opera Block (NRHP 1989) at 109-117 E. Main Street. North (front) and east façades, camera facing southwest.

WI_DaneCounty_MainStreetHistoricDistrict_0002
Left to right: Thompson and Company Furniture Store at 126 E. Main Street; Ayen Building/Olson Restaurant at 128 E. Main Street; Strand Theater at 132 E. Main Street, and Mount Horeb Bank/Municipal Building at 138 E. Main Street. South (front) façades, camera facing northwest.

WI_DaneCounty_MainStreetHistoricDistrict_0003
Mount Horeb Co-op Cheese Factory at 103 S. 2nd Street. West (front) and north façades, camera facing southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0004
Mount Horeb Co-op Creamery at 105 S. 2nd Street. West (front) façade, camera facing east-southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0005
O.B. Dahle and Son General Store at 201-207 E. Main Street. North (front) and west façades, camera facing southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0006
Mount Horeb Telephone Company at 105 S. 2nd Street/200 E. Main Street. Original section, left; 1958 addition to right. West (front) and north façades, camera facing southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0007
Lund General Store at 102 S. 3rd Street. East (front) and south façades, camera facing northwest.

WI_DaneCounty_MainStreetHistoricDistrict_0008
Left to right: Dr. Evans Building I at 108-10 E. Main Street; Lewis Tailor Shop/Bakken Barbershop at 114-18 E. Main Street; Bergh Grocery and Barbershop at 120 E. Main Street; and Hoff & Lohff Meat Market at 122-124 E. Main Street. South (front) façades, camera facing northeast.

WI_DaneCounty_MainStreetHistoricDistrict_0009
Hoff Company General Store at 101-103 E. Main Street. North (front) and west façades, camera facing southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0010
Left to right: Krohn Building/Mount Horeb Mail Office at 219 E. Main Street; Bunnell/Thompson Blacksmith Shop at 217 E. Main Street; Gesme Funeral Parlor at 215 E. Main Street; Benson & Reilly Auto Company/Hanley Auto Company at

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Section photos Page 2

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

209-13 E. Main Street; Dahle and Son General Store at 201-207 E. Main Street; and Mount Horeb Opera Block at 109-117 E. Main Street. North (front) and west façades, camera facing west-southwest.

WI_DaneCounty_MainStreetHistoricDistrict_0011

Anderson & Thousand Building/Mt Horeb Auto Company at 203 W. Main Street. North (front) and west façades, camera facing southwest.

WI_DaneCounty_MainStreetHistoricDistrict_0012

Robert Beat Building/Mt Horeb Ford Company at 102 W. Main Street. South (front) and west façades, camera facing northeast.

WI_DaneCounty_MainStreetHistoricDistrict_0013

Capital Dairy Creamery/Walter Evans Creamery at 110R E. Main Street. North (front) and west façades, camera facing southeast.

WI_DaneCounty_MainStreetHistoricDistrict_0014

Wolf Blacksmith Shop at 205 W. Main Street. North (front) façade, camera facing south.

WI_DaneCounty_MainStreetHistoricDistrict_0015

Parkway Theater at 200 W. Main Street (right), and Jenkins Building at 204 W. Main Street (left). South (front) and east façades, camera facing northwest.

WI_DaneCounty_MainStreetHistoricDistrict_0016

Myrland Brothers Station/Mobil Station at 225 E. Main Street. North (front) and northeast façades, camera facing south.

WI_DaneCounty_MainStreetHistoricDistrict_0017

Ruste and Company Hardware Store at 100 E. Main Street. South (front) façade, camera facing north.

___ End of Photo Descriptions

United States Department of the Interior
National Park Service

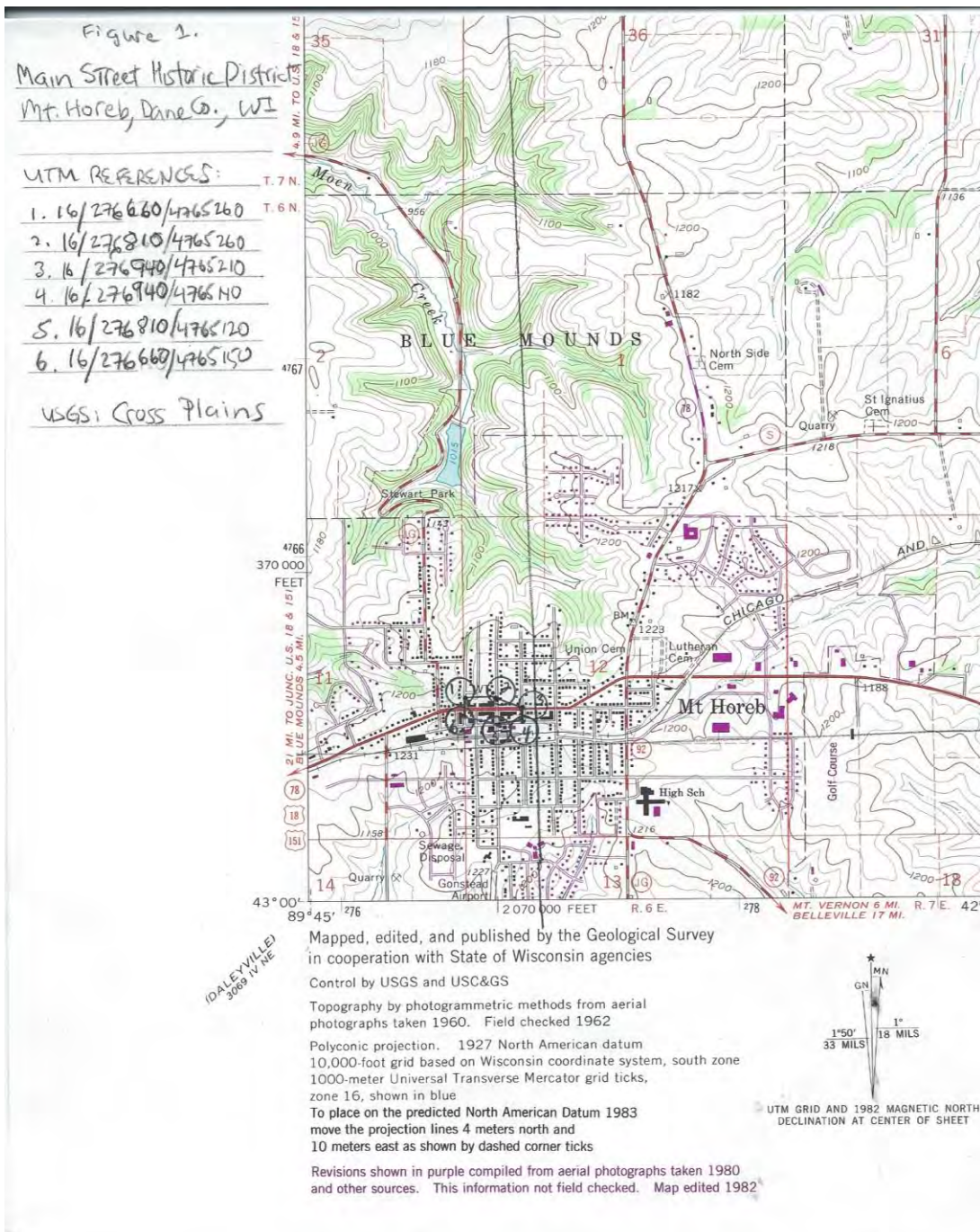
National Register of Historic Places
Continuation Sheet

Section figures Page 1

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

Insert Figures

Figure 1. Main Street Historic District, Mount Horeb, Wisconsin, USGS with UTM References



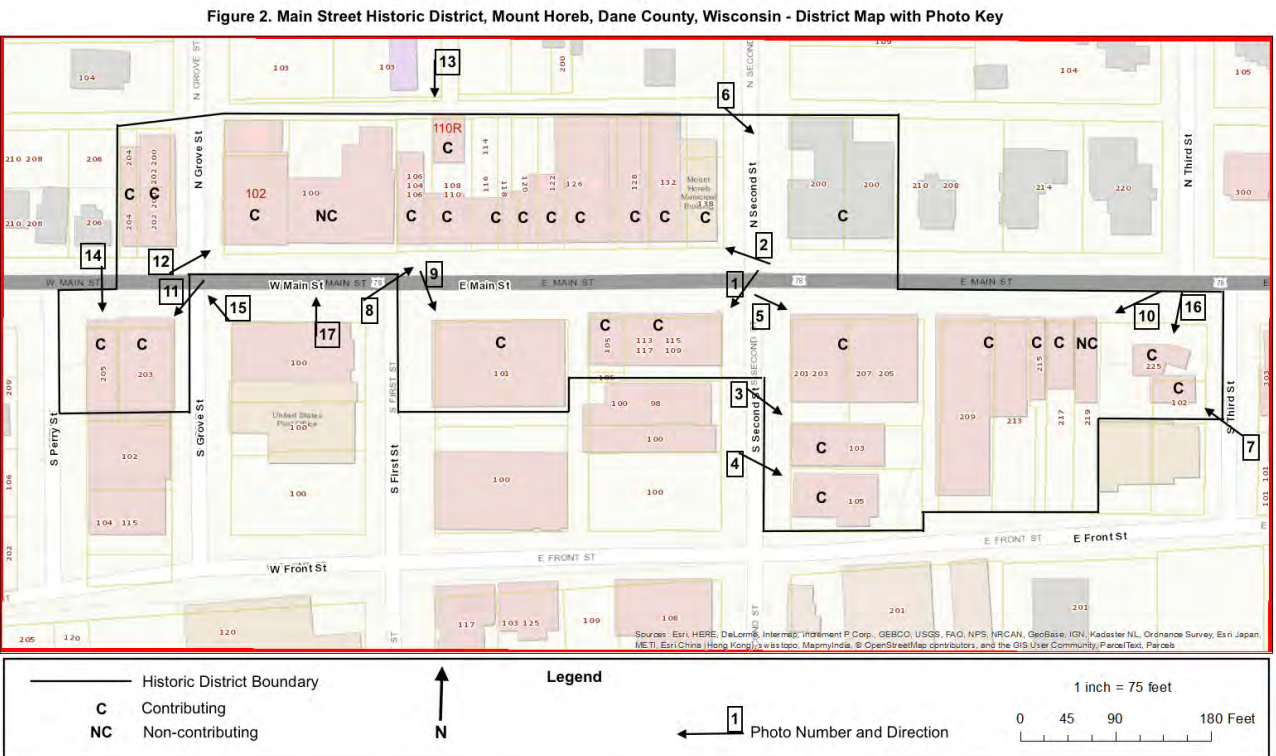
United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section figures Page 2

Main Street Historic District
Mount Horeb, Dane County, Wisconsin

Figure 2. Main Street Historic District, Mount Horeb, Dane County, Wisconsin - District Map with Photo Key



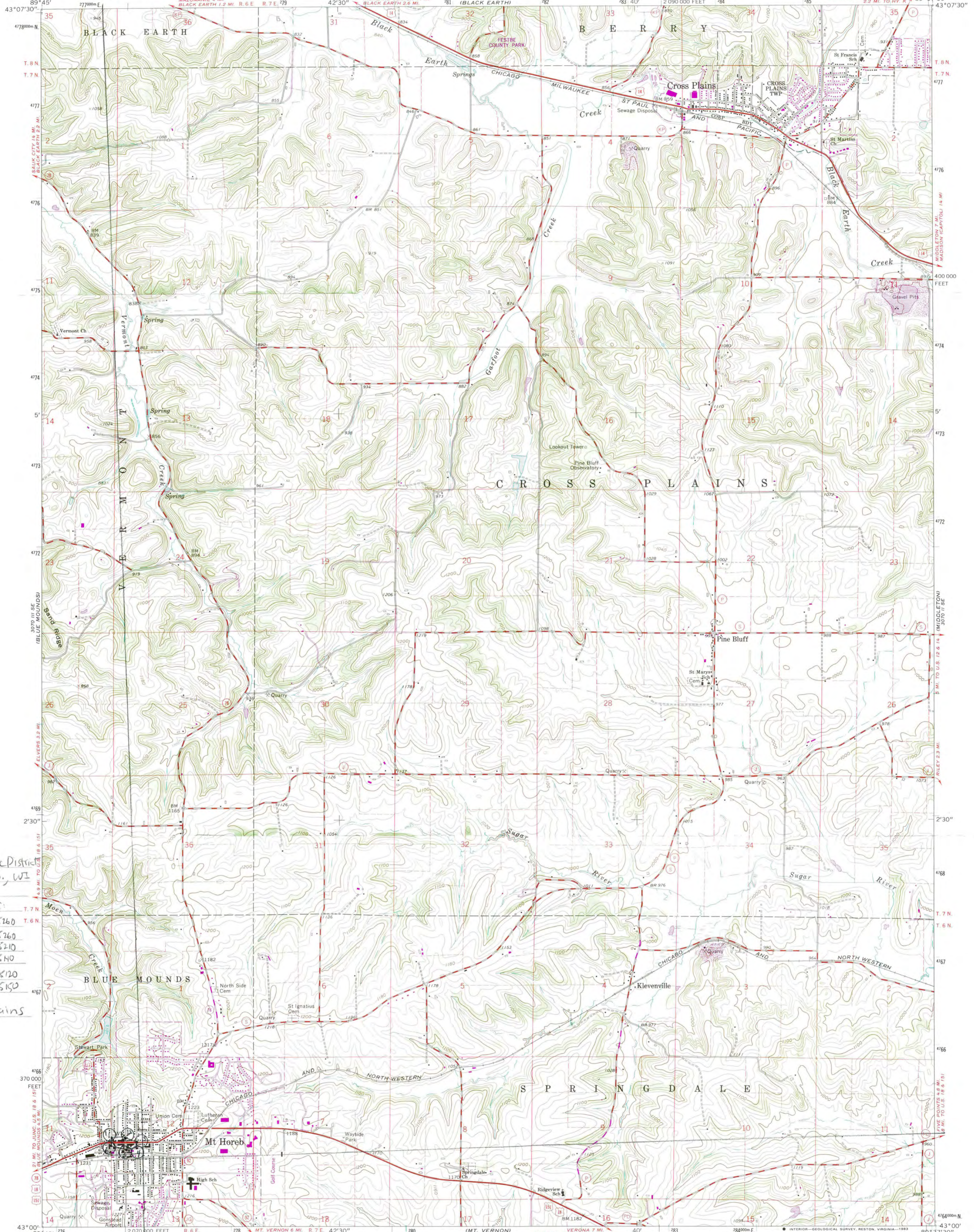
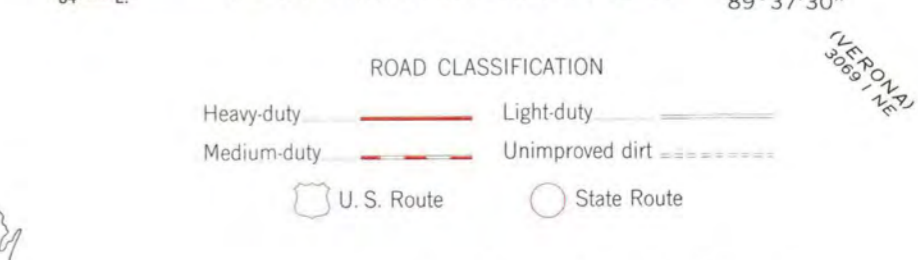
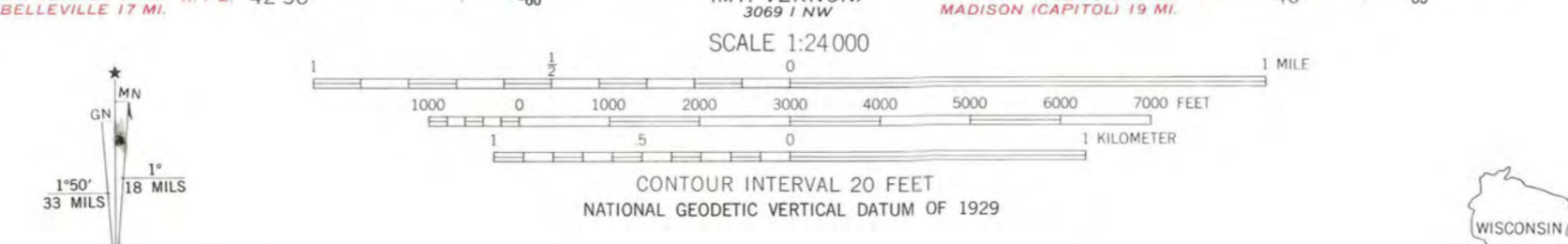


Figure 1.
Main Street Historic District
Mt. Horeb, Dane Co., WI

UTM REFERENCES:
1. 16/276660/4765260
2. 16/276810/4765260
3. 16/276940/4765210
4. 16/276940/4765110
5. 16/276810/4765120
6. 16/276660/4765150

USGS: Cross Plains

Maped, edited, and published by the Geological Survey in cooperation with State of Wisconsin agencies
Control by USGS and USC&GS
Topography by photogrammetric methods from aerial photographs taken 1960. Field checked 1962
Polyconic projection. 1927 North American datum 10,000-foot grid based on Wisconsin coordinate system, south zone 1000-meter Universal Transverse Mercator grid ticks, zone 16, shown in blue
To place on the predicted North American Datum 1983 move the projection lines 4 meters north and 10 meters east as shown by dashed corner ticks
Revisions shown in purple compiled from aerial photographs taken 1980 and other sources. This information not field checked. Map edited 1982



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



CROSS PLAINS, WIS.
SW/4 CROSS PLAINS 15' QUADRANGLE
N4300—W8937.5/7.5

1962
PHOTOREVISED 1982
DMA 3070 11 SW—SERIES V861



Rust & Lace

Good & Fresh

unplanned



MUNICIPAL BUILDING

BUECHNER

W. MAIN ST

P

78

ISAAC'S ANTIQUE SHOP

ISAAC'S ANTIQUE SHOP

OPEN

ISAAC'S ANTIQUE SHOP





TRAIL THIS
BICYCLE SHOP

BREW PUB

TOCA
FEEL THE ROAD
Z WIFT
KONA

WAGNER
BICYCLE

TRAIL THIS
BICYCLE SHOP
OPEN
FULL SERVICE



MOUNT HOREB
IS CREAMERY IS



THE GRUMPY TROLL
RESTAURANT & BREWERY

BEER **CHEER**

OPEN





Military Ridge
State Trail →

P

sun☀cafe

DAVE BLEND

THE TAYLOR BLEND

ROSEMARY

CAT

MILFORES
TELEPHONE COMPANY

Welkommen





AMERICAN
LEGION
Paul C. [unreadable]





MOUNT HOREA

MOONHILL MERCANTILE

MOONHILL MERCANTILE
EST. 1994

108 EAST MAIN STREET

KELLA

GRILL

Bargain



Hoffmuller

DEVELOPMENT - CONSTRUCTION - PROPERTY MANAGEMENT

WWW.HOFFMALL.COM

BISTRO RV
RESTAURANT & WINE BAR

BISTRO RV
RESTAURANT & WINE BAR

E MAIN ST



BAKERY **SOUNDS** LUNCH

RESTAINING ASSOCIATE
REALTORS

RESTAURANT

SHERRILL



Mt. Horeb Pharmacy Health Mart PHARMACY

PRESCRIPTIONS
MT. HOREB
Value-Rite
PHARMACY

15
MINUTE
PARKING
SIGN-UP
IN THESE
TWO STALLS

203





WOMEN'S GEAR

DULUTH
TRADING
CO.

WOMEN'S GEAR

WASHABLE
LIVING

DULUTH
TRADING
CO.
HARD-WORK
SAHI

MIGHTY
PLUM-BLIND
FLANNEL





205

W MA

SPRING



REALTY EXECUTIVES
REALTY EXECUTIVES
JENNY JOHNSON, BROKER
REALTY EXECUTIVES

202

200

COMMUNITY BUILDING →

ushjonnest

Funks Cafe

NO PARKING ON BUS STOP

1000 445 4371

COMMUNITY BUILDING



AMERICAN LEGION



225

NO PARKING
11 A.M. - 2 P.M.



DULUTH
TRADING
CO.
DESIGNED AND TESTED BY TRADESMEN

SPEED
LIMIT
25

NEW GEAR

Tools of a Tradesman

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

Requested Action:

Property Name:

Multiple Name:

State & County:

Date Received: 1/28/2019 Date of Pending List: 2/12/2019 Date of 16th Day: 2/27/2019 Date of 45th Day: 3/14/2019 Date of Weekly List: 3/8/2019

Reference number:

Nominator:

Reason For Review:

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

Accept Return Reject 3/5/2019 Date

Abstract/Summary Comments:

Recommendation/ Criteria

Reviewer Barbara Wyatt Discipline Historian

Telephone (202)354-2252 Date _____

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

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

MAR 08 2018

RESOLUTION 2018-04

TO RECOMMEND NOMINATION OF PROPERTIES FOR INCLUSION IN
THE NATIONAL REGISTER OF HISTORIC PLACES

WHEREAS, The Plan Commission/Historic Preservation Commission is authorized by 17.17 of the Village of Mount Horeb Zoning Code to designate historic districts, structures, and landmarks; and

WHEREAS, it is a matter of public policy that the protection, enhancement, perpetuation, and use of improvements or sites of special character or special architectural, archeological, or historic interest or value is a public necessity and is required in the interest of the health, prosperity, safety, and welfare of the people; and

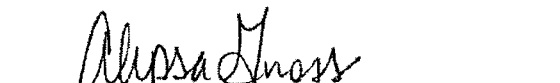
WHEREAS, following a public hearing on February 28, 2018 the Plan Commission/Historic Preservation Commission recommended the properties shown on Attachment A be nominated for inclusion in the National Register of Historic Places:

NOW, THEREFORE, BE IT RESOLVED, that the Village Board of the Village of Mount Horeb agrees and supports the nomination of the properties for inclusion in the National Register of Historic Places.

Introduced and passed this 7th day of March, 2018.


Randy J Littel, Village President

ATTEST:


Alyssa Gross, Village Clerk

ATTACHMENT A

Form 10-900-a
 (Expires 5/31/2012)
 Wisconsin Word Processing Format (Approved 1/92)

United States Department of the Interior
 National Park Service

National Register of Historic Places Continuation Sheet

Section figures Page 2

Main Street Historic District
 Mount Horeb, Dane County, Wisconsin

Figure 2. Main Street Historic District, Mount Horeb, Dane County, Wisconsin - District Map with Photo Key

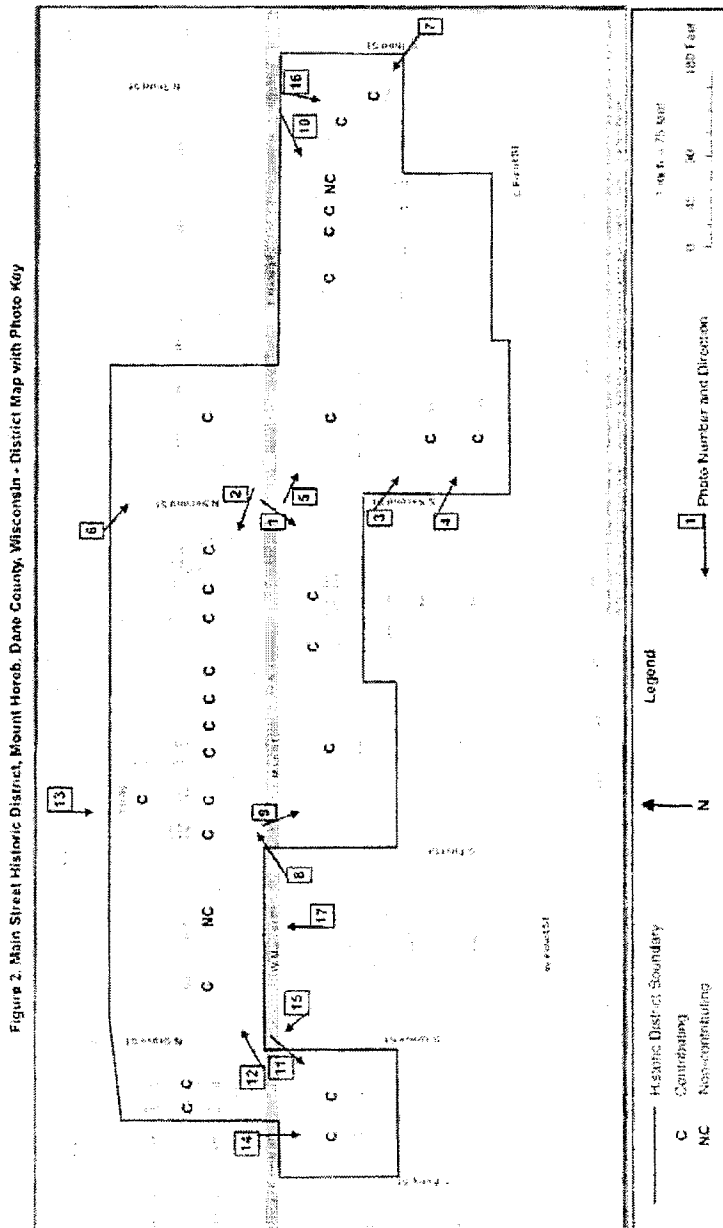


Figure 2. Main Street Historic District, Mount Horeb, Dane County, Wisconsin - District Map with Photo Key

RECEIVED
JUL 27 2018

OBJECTION TO LISTING IN
THE
NATIONAL REGISTER OF HISTORIC PLACES

OWNER IN A HISTORIC DISTRICT

Historic District Name: MAIN Street Historic Dist. Mount Horeb
DANE County, WI
Address of Property in District: 200-202 West MAIN St., Mount Horeb
City: Mount Horeb, WI County: DANE

In accordance with Section 101 of the National Historic Preservation Act, as amended, and Title 36, Part 60.6, of the Code of Federal Regulations, I hereby certify that I am the sole part (circle one) owner of the property listed above and do hereby object to its listing in the National Register of Historic Places. In accordance with said law and regulations, I understand that this historic district will not be listed in the National Register if a majority of persons owning property in the district sign and have notarized these statements, and that they submit them to the Wisconsin State Historic Preservation Officer prior to the meeting of the State Historic Preservation Review Board during which the nomination of the district will be considered.

Signed: Jennifer Karis Date: 7/25/18

Print or Type Name: Jennifer Karis

Mailing Address: 200 West Main St.

City: Mount Horeb State: WI Zip: 53572

NOTARY

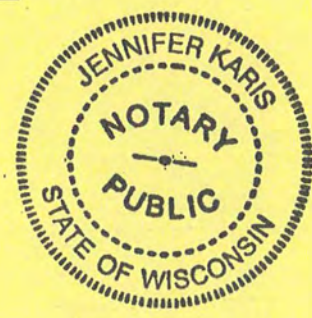
State of Wisconsin, County of Dane

The above statement was subscribed and sworn before me this 25th day of

July, 20 18

Jennifer Karis
Notary Public Signature

My commission Expires: June 9, 2020



AUG 03 2018



SONDY POPE

STATE REPRESENTATIVE
80TH ASSEMBLY DISTRICT



July 31, 2018

Wisconsin Historic Society
Attention Jim Draeger, SHPO
816 State Street
Madison, WI 53706

Dear Wisconsin Historic Society:

I am writing in support of the proposal to nominate the Main Street Historical District in the Village of Mount Horeb to the Wisconsin State Register of Historic Places and the National Register of Historic Places.

The Village of Mount Horeb, established more than 150 years ago, is a quintessential example of Wisconsin's growth from humble roots. Today, the downtown district is comprised of dozens of historic and well-preserved architectural works, wherein community businesses are committed to honoring Mount Horeb's past and personality. Trolls, the village mascots, line Main Street in celebration of a strong Norwegian Heritage, and the newfound Driftless Historium celebrates the unique background of Mount Horeb and the surrounding land.

Mount Horeb is already home to five sites designated as important historical places by the historic places registers, some of which are located in the Main Street Historical District. These are cornerstones of the local identity that deserve to be appreciated in the context of their community. Registering the district as a historically important place would preserve these sites as well as the surrounding atmosphere, allowing future generations to experience and appreciate the cultural history of Mount Horeb.

The prosperity of Mount Horeb's citizens and businesses is heavily reliant on tourism. Visitors are attracted to the traditional, walkable downtown that has stayed true to the original character of a humble Wisconsin village. The designation of Historic Place would promote economic development and encourage visitors to learn more about the village and engage with the past behind each special site in the downtown district.

Thank you for your consideration of the Main Street Historical District as a historic place of interest. Please let me know if you have any questions.

Sincerely,

Sondy Pope
State Representative
80th Assembly District



JON ERPENBACH

STATE SENATOR

AUG 06 2018

August 1, 2018

Wisconsin Historical Society
Attn: Jim Draeger, SHPO
816 State Street
Madison, WI 53706

Dear Members of the Wisconsin Historic Preservation Review Board:

I am writing today in support of the Village of Mount Horeb's National Historic Business District nomination to the State and National Register of Historic Places. Downtown Mount Horeb, with its many thriving businesses and popular tourist attractions, has become a tremendous source of community pride for my constituents in the 27th Senate District, and would be a worthy addition to the Register.

The Village has long excelled at maintaining and growing the strong sense of community identity shared by its residents while simultaneously finding ways to attract more visitors to the area. For instance, Mount Horeb residents are particularly proud of the community's Scandinavian heritage. To highlight that cultural pride, the Village has successfully built a brand around the troll, a creature that originated in Scandinavian folklore. Mount Horeb now enjoys a reputation as the "Troll Capital of the World" due to the Village's creation of a regionally-famous series of troll statutes that adorn local businesses. Main Street, also known fondly as the "Trollway", has become a must-see attraction for visitors to the area.

Mount Horeb has also experienced substantial economic growth over the last few decades. Thanks in large part to its location within the booming Madison metropolitan area and the rapid rise of Epic Systems in nearby Verona, the Village has seen a flood of new residents who recognize this charming community as an excellent location in which to establish roots while commuting to work in western Dane County and Madison. Mount Horeb's residents and businesses, especially those operating downtown, have prospered immensely from this influx of well-educated, white collar workers.

The Village has made preserving and promoting its storied history a priority throughout this period of community growth. The vibrant downtown district is home to a number of historical structures that residents have proudly preserved in excellent condition. In addition, thanks to the remarkable efforts and collaboration of community residents and the Mount Horeb Historical Society, the Driftless Historium was opened last year in the heart of the Village's downtown. The Historium, created to highlight Wisconsin's Driftless landscape and its people, now serves as yet another popular attraction that Mount Horeb has to offer tourists.

I am confident that downtown Mount Horeb would be an outstanding addition to the State and National Register of Historic Places. Thank you for your consideration of the Village's National Historic Business District nomination, and please feel free to contact me with any questions.

Sincerely,

JON ERPENBACH
State Senator
27th District

JE: sl

Wisconsin State Capitol, P. O. Box 7882, Madison, WI 53707-7882 ■ 608-266-6670 ■ sen.erpenbach@legis.wi.gov

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WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Twenty-one day of December 2018, for the nomination of the Main Street Historic District to the National Register of Historic Places:

<u>1</u>	Original National Register of Historic Places Nomination Form
<u>1</u>	CD with NRHP Nomination form PDF
<u> </u>	Multiple Property Nomination form
<u>17</u>	Photograph(s)
<u>1</u>	CD with image files
<u>1</u>	Map(s)
<u>2</u>	Sketch map(s)/figures(s)/exhibit(s)
<u>4</u>	Piece(s) of correspondence
<u> </u>	Other:

COMMENTS:

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