

PH 0660043

# DATA SHEET

**FOR NPS USE ONLY**

RECEIVED JAN 6 1978

DATE ENTERED APR 26 1978

## NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS  
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

### 1 NAME

HISTORIC

Dr. Shoop Family Medicine Building

AND/OR COMMON

Shoop Building *us. 101*

### LOCATION

STREET & NUMBER

215 State Street

NOT FOR PUBLICATION

CITY, TOWN

CONGRESSIONAL DISTRICT

Racine

VICINITY OF

First

STATE

CODE

COUNTY

CODE

Wisconsin

055

Racine

101

### CLASSIFICATION

CATEGORY

OWNERSHIP

STATUS

PRESENT USE

DISTRICT

PUBLIC

OCCUPIED

AGRICULTURE

MUSEUM

BUILDING(S)

PRIVATE

UNOCCUPIED

COMMERCIAL

PARK

STRUCTURE

BOTH

WORK IN PROGRESS

EDUCATIONAL

PRIVATE RESIDENCE

SITE

**PUBLIC ACQUISITION**

**ACCESSIBLE**

ENTERTAINMENT

RELIGIOUS

OBJECT

IN PROCESS

YES: RESTRICTED

GOVERNMENT

SCIENTIFIC

BEING CONSIDERED

YES: UNRESTRICTED

INDUSTRIAL

TRANSPORTATION

NO

MILITARY

OTHER:

### OWNER OF PROPERTY

NAME

Western Coil and Electric Company

STREET & NUMBER

213-227 State Street

CITY, TOWN

STATE

Racine

VICINITY OF

Wisconsin 53402

### LOCATION OF LEGAL DESCRIPTION

COURTHOUSE,

REGISTRY OF DEEDS, ETC.

Racine County Courthouse

STREET & NUMBER

730 Wisconsin Avenue

CITY, TOWN

STATE

Racine

Wisconsin 53401

### 6 REPRESENTATION IN EXISTING SURVEYS

TITLE

Wisconsin Inventory of Historic Places

DATE

1975

FEDERAL  STATE  COUNTY  LOCAL

DEPOSITORY FOR  
SURVEY RECORDS

State Historical Society of Wisconsin

CITY, TOWN

STATE

Madison

Wisconsin 53706

# 7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

## DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Dr. Shoop Family Medicine Company plant consists of one five-story structure with basement and two additions, one six stories tall and the other two stores tall. This tight quadrangle of buildings is located on the southeast corner of State and Wisconsin Streets at the foot of the State Street Bridge and overlooking the Root River.

Earliest of the group to be built was the basement and bottom two floors of the main building, erected in 1893. Plans for the entire structure existed at the time, but it was decided to build only the lower portion and expand later when space was needed.<sup>1</sup> However, the cylindrical cap of the northwest corner bartizan and the pyramidal roof atop the northeast end pavillion were installed.<sup>2</sup> The remaining three stories of the design were carried up in 1899 and the two tower caps reset.<sup>3</sup>

The main building has load-bearing brick masonry walls with interior mill construction. On the exterior the walls are faced with pressed cream brick trimmed with rock-faced red sandstone and red brick.

The building's basement projects above grade on the State Street side and is faced with rock-faced red sandstone ashlar masonry. Above the basement is a series of large Roman-arched windows trimmed with sandstone. The main entrance is composed of a rectangular red sandstone frontispiece with a broad, Syrian-arched doorway. Framing the frontispiece is a strip of Byzantine foliate carving. The voussoirs of the arch are rock-faced and the spandrel area is a checkerboard pattern of rock-faced and smooth squares. Over the door is a relief panel with the legend "Dr. Shoop," and on either side are panels reading "18" and "93."

The second level has six bays of double- and triple-sash rectangular windows framed with sandstone. Above the second level is the building's original cornice, a string course of sandstone with modillions.

The third and fourth levels are composed of six bays on State Street and three on Wisconsin Street that are divided off by two-story brick pilaster strips with diaper-pattern sandstone capitals. Between the pilaster strips are two levels of windows, two windows to a bay, save the westernmost bay on State Street, which has three windows. Between the levels of windows is a broad band of diaper-pattern red and cream brickwork. The top level of windows is Roman-arched and surmounted by a band of lush, foliate-relief sandstone. Above the fourth floor is a band course of sawtooth red and cream brickwork and a sandstone string course.

The fifth floor has grouped rectangular windows, three to a group, except for the westernmost group on State Street, which has four windows. Between the groups of windows are small, square sandstone panels with relief festoons. At the top of the wall is an entablature composed of a frieze decorated with red brick diamond panels, a brick dentil course, and a modillioned copper sheet-metal cornice.

The northeastern and northwestern corners of the building are differentiated from the rest of the wall. At the northwest corner is a round bartizan that begins below the second level. Originally the bartizan was capped with a copper-sheathed cylinder with conical roof. This cylinder has vanished. On the northeast corner, the end bay is set off by sandstone tourelles which run from just below the second level to the cornice. This bay was originally capped with a pyramidal roof.

# 8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW			
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input checked="" type="checkbox"/> OTHER (SPECIFY) Medicine and Advertising
		<input type="checkbox"/> INVENTION		

SPECIFIC DATES 1893; 1899; 1902

BUILDER/ARCHITECT James Gilbert Chandler<sup>1</sup>

## STATEMENT OF SIGNIFICANCE

The Doctor Shoop Family Medicine Company buildings are architecturally significant as excellent examples of the Richardsonian Romanesque and Classical Revival in Wisconsin. They are the work of a major regional architect, James Gilbert Chandler. The Shoop buildings are also significant to the history of medicine and advertising in Wisconsin and the United States.

### Architecture

Chandler's design for the 1893 Shoop building owes much to the slightly earlier Romanesque Revival work of H. H. Richardson, particularly as it was interpreted in the Midwest. The broad Syrian arch, rock-faced sandstone ashlar, conically-roofed corner tower, and pyramidal-roofed end tower with corner tourelles are typical Richardsonian motifs. The rich Byzantine foliate carving and patterned brickwork are similarly Richardsonian elements, although Richardson seldom used them as exuberantly as Chandler did on the Shoop building.

Architectural historian H. Russell Zimmermann has referred to the 1902 office and powerhouse as a "little jewel."<sup>2</sup> The clarity and inventiveness of Chandler's design for this building demonstrate both his knowledge of the Renaissance Classical idiom and his ability to use it creatively on a small scale.

James G. Chandler studied at the University of Wisconsin for a year and then apprenticed for three years under Madison architect D. R. Jones. He came to Racine in 1879 and set up an office. In the 1890's he was associated with Linus H. Park, principally because of the latter's skill as a renderer.<sup>3</sup>

Chandler was Racine's most sophisticated architect in the last two decades of the 19th century and in the early years of the twentieth. Among the many buildings in Racine which can be positively attributed to Chandler are the Janes and Winslow Elementary Schools, the former Sixth Street YMCA, the Shoop residence at 803 Main, Dania Hall, and the Unitarian Church of the Good Shepherd. Now-demolished Chandler designs include the 1883 City Hall, the Racine High School and the Hotel Racine. In later years Chandler made a specialty of school buildings, designing several for Racine as well as a considerable number in other Wisconsin cities and in adjoining states.<sup>4</sup>

# 9 MAJOR BIBLIOGRAPHICAL REFERENCES

see continuation sheet.

## 10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY approx. .15 acre

UTM REFERENCES

A 

1	6
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4	3	5	7	8	5
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4	7	3	1	0	8	0
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B 

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VERBAL BOUNDARY DESCRIPTION

The north 1/2 of lot 13 and all of lot 14, block 9, of the original plat of Racine.

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE	CODE	COUNTY	CODE

## 11 FORM PREPARED BY

NAME / TITLE

David R. Black, Architectural Research Consultant

ORGANIZATION

Preservation-Racine, Inc.

DATE

5-6-77

STREET & NUMBER

418 - 3 Mile Road

TELEPHONE

CITY OR TOWN

Racine

STATE

Wisconsin 53402

## 12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL

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

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

*Richard P. Curney*

TITLE Director, State Historical Society of Wisconsin

DATE

10/24/77

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

*Wm. H. ...*

DATE

4/26/78

ATTEST: *Walter ...*  
KEEPER OF THE NATIONAL REGISTER

KEEPER OF THE NATIONAL REGISTER  
DATE 4-25-78

UNITED STATES DEPARTMENT OF THE INTERIOR  
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DESCRIPTION (continued)

In 1902 the plant was expanded again with a six-story addition to the south side and a two-story office and powerhouse constructed on the northeast corner.<sup>4</sup> The six-story addition is two bays deep and extends past the east end of the original building three bays. Faced with cream-colored pressed brick, it is trimmed with red sandstone. Three sandstone string courses continue the lines of the original building. A large, two-story Roman arch trimmed in red sandstone on the west elevation and three smaller ones on the east elevation echo the first level arches of the original building. The addition has a cornice of corbelled brick.

The office and powerhouse is faced with smooth, buff sandstone ashlar masonry, rusticated at the corners and on the first level. On the street elevation the first floor contains a colonnade of four Corinthian columns in antis. Centered between them is a Roman-arched doorway (now a window) flanked by two Roman-arched French windows. The door and windows have transoms of prism-cut leaded glass and are surmounted by cartouches. Above the colonnade is an entablature composed of a pulvinated frieze inscribed "Doctor Shoop," over which is a dentil molding and modillioned cornice. Four pedestals topped by orbs, with a balustrade missing most of its balusters running between them, rest on the ledge above the cornice.

The first floor side elevation has four arched windows like those of the street (now partially blocked up) also with prism-glass transoms. Second level windows on both elevations are rectangular and are framed with a simple architrave. Above the first floor windows are carved masks.

Bracket-like modillions ornament the building's cornice. A blind balustrade runs around the roofline. The interior is of little architectural interest and contains finished office space on the first four floors and an unfinished factory area on the fifth floor. The original powerhouse has been converted into office space.

- 1 \_\_\_\_\_, "A Grand Building," Racine Journal, March 8, 1893, p. 3.
- 2 \_\_\_\_\_, Photograph taken August 26, 1897, Racine Public Library, ZrG14.
- 3 \_\_\_\_\_, "Dr. Shoop Family Medicine Company New Building," Racine Daily Journal, March 30, 1899, p. 1.
- 4 \_\_\_\_\_, "Building Past Year Shown by Various Architects," Racine Daily Journal, Jan. 1, 1903, page 2.

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SIGNIFICANCE (continued)

Medicine and Advertising

The Dr. Shoop Family Medicine Company was a major producer of patent medicines and nostrums in the late 19th and early 20th centuries, with sales throughout the United States and in a number of foreign countries.<sup>5</sup> Demand for its products was created through advertising techniques developed by pioneer advertising man Claude C. Hopkins. From 1893 to about 1910, the Shoop buildings housed the compounding, packaging and shipping of Shoop medicines, as well as the printing of advertising literature.

A graduate of Michigan Medical School, Clarendon I. Shoop came to Racine from Marshall, Michigan, about 1883 and set up a practice.<sup>6</sup> He began manufacturing medicines in his office on Monument Square around 1890. In 1891 Dr. Shoop Family Medicine Company was incorporated, with Shoop as president and Racine Mayor Jackson I. Case as vice-president.

Early business was good, and the first State Street structure was built to provide the space necessary for expanded production. The Shoop Company marketed a variety of patent medicines and "health foods." Its main line was the Doctor's Restorative Nerve Tonic, a mixture of nux vomica, bloodroot, hydrastis, boric acid, alcohol, water and sugar syrup guaranteed to cure virtually every ailment known to man or woman.<sup>7</sup>

At first Shoop medicines were sold door-to-door. The Doctor realized, however, that truly large sales could only come with drug store distribution. Advertising man Claude C. Hopkins was brought in to create demand for the product. As Hopkins later noted in his autobiography, writing copy for patent medicines was "the supreme test" of a writer's ability, since "Medicines were worthless merchandise until a demand was created."<sup>8</sup> Because of that fact, "the greatest advertising men of (his) day were schooled in the medicine field."<sup>9</sup> Hopkins invented a money-back guarantee for the company's products which could be obtained directly from the local druggist. He also put together a massive direct-mail and hand-distribution campaign for his literature, sending out 400,000 booklets per day.<sup>10</sup> Later the firm graduated into large-scale newspaper advertising.

The size and elegance of the Shoop Company's plant was an integral part of the image creation that was necessary to sell patent medicines (see xerox of newspaper advertisement.)<sup>11</sup> Occupying one of the most visible locations in the city, the building could be seen from both of the city's major railroad stations and was for many years the city's tallest building.

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SIGNIFICANCE (continued)

In the early 1900's manufacturers of proprietary medicines began to feel the pressures of the muckraking era of investigative reporting. Samuel Hopkins Adams, in a critical series for Colliers entitled "The Great American Fraud," exposed the questionable (but effective) advertising practices of patent medicine companies and the often poisonous ingredients of their products. Even Dr. Shoop came under attack. In discussing the advertising of the highly reputable Christian Century, Adams stated:

My opinion is that a considerable proportion of its advertisements are such as any rightminded and intelligent publisher should be ashamed to print...three "cancer cures," a dangerous "heart cure," a charlatan eye doctor, Piso's Consumption Cure, Dr. Shoop's Rheumatism Cure, and Liquozone make up a pretty fair "Fraud's Gallery,"....Dr. Shoop's agreement is so worded that the unsatisfied customer is likely to have considerable trouble in getting his money back.<sup>12</sup>

Shortly after Adams' articles were printed, the Pure Food and Drug Act was passed, sounding the death knell for many patent medicine companies. Dr. Shoop produced his medicines until about 1910 when he began manufacturing Country Club Toilet Products, which he continued until after World War I.<sup>13</sup>

Western Publishing Company, now one of Racine's largest industries, moved into the basement of the Shoop Building in 1910 as a fledgling print shop, gradually expanding to fill the entire building. For a period the building also served as the Racine Post Office. In recent years Western Coil and Electric Company has occupied the structure.

<sup>1</sup> \_\_\_\_\_, "A Grand Building," Racine Journal, March 8, 1893, p. 1; and "Dr. Shoop Family Medicine Company Building," Racine Journal, March 30, 1899, front page.

<sup>2</sup>H. Russell Zimmermann, The Heritage Guidebook: Landmarks and Historical Sites in Southeastern Wisconsin, p. 389.

<sup>3</sup>Helen F. Patton, Public School Architecture in Racine, Wisconsin, and Vicinity from the Time of Settlement to 1900, p. 490.

<sup>4</sup> \_\_\_\_\_, "James F. Chandler Dies Following Operation in Milwaukee Hospital," Racine Journal-News, Jan. 18, 1924, p. 1.

<sup>5</sup> \_\_\_\_\_, "A Grand Building," Racine Journal, March 8, 1893, p. 3.

<sup>6</sup> \_\_\_\_\_, "Dr. C. I. Shoop Dies at Hollywood, California," Racine Journal-News, May 12, 1924, p. 1.

<sup>7</sup> \_\_\_\_\_, "Racine Man, 80, Recalls Days When He Mixed Shoop's Medicine," Racine Journal-Times, (n.d.), p. 1.

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SIGNIFICANCE (continued)

<sup>8</sup>Claude C. Hopkins, My Life In Advertising, p. 76.

<sup>9</sup>Ibid., p. 76.

<sup>10</sup>Ibid.

<sup>11</sup>In his expose of the patent medicine business, Samuel H. Adams compared photographs of medicine company buildings with the engravings which appeared in their advertisements. Unlike Dr. Shoop's ads, the buildings in the advertisements of other companies often were much more monumental and imposing than the buildings in real life (Samuel H. Adams, "The Great American Fraud" series, 1905-1906).

<sup>12</sup>Ibid., VI, "The Fundamental Fakes," v. 36, Feb. 17, 1906; pp. 22-24 and 26.

<sup>13</sup>"Racine Man..." op. cit., p. 1.



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REPRESENTATION IN EXISTING SURVEYS (continued)

Johnson, Johnson and Roy, Inc. Racine Architectural Survey

1974 Local

Urban Aesthetics Commission

Racine Wisconsin 53401

MAJOR BIBLIOGRAPHIC REFERENCES (continued)

- \_\_\_\_\_. "A Grand Building," Racine Journal, March 8, 1893, p. 3.
- \_\_\_\_\_. "A Towering Beauty," Racine Evening Times, March 3, 1893, p. 3.
- Adams, Samuel H., "The Great America Fraud" Series, Colliers, 1905-1906.
- \_\_\_\_\_. "Addition to Laboratory," Racine Weekly Journal, November 15, 1901, p. 2.
- \_\_\_\_\_. "Building Past Year Shown by Various Architects," Racine Daily Journal, January 1, 1903, p. 2.
- \_\_\_\_\_. "Dr. C. I. Shoop Dies at Hollywood, Calif.," Racine Journal-News, May 12, 1924, p. 1.
- \_\_\_\_\_. "Dr. Shoop Family Medicine Company New Building," Racine Daily Journal, March 30, 1899, p. 1.
- \_\_\_\_\_. "James G. Chandler Dies Following Operation in Milwaukee Hospital," Racine Journal-News, January 18, 1924, p. 1.
- \_\_\_\_\_. National Cyclopedia of American Biography, Volume 23, page 340, James T. White and Company, New York, 1933.
- \_\_\_\_\_. "Shoop's Cures Still Attract Many Buyers," Racine Review, February 8, 1929, no page (Clipping files of Racine County Historical Museum).
- Hansen, Clyde, Western Coil and Electric Co., telephone interview, August 3, 1977.
- Hechtlinger, Adelaide, The Great Patent Medicine Era, New York: Grosset and Dunlap, 1970.
- Hopkins, Claude C. My Life in Advertising -- Scientific Advertising. Advertising Publications, Inc., Chicago, 1966. (Reprint of 1927 and 1923 editions)
- Patton, Helen F. Public School Architecture in Racine, Wisconsin, unpublished Ph. D. thesis, 1965.
- Zimmerman, H. Russell. The Heritage Guidebook - Landmarks and Historical Sites in Southeastern Wisconsin. Inland Heritage Corporation, 1976.

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