

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 92000027

Date Listed: 2/24/92

Lauerma Brothers Department Store
Property Name

Marinetter Co.
County

WI
State

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

Bob Roland
Signature of the Keeper

2/24/92
Date of Action

=====
Amended Items in Nomination:

The period of significance was omitted from the form. The period of significance is 1884--1941.

This information was verified by Jim Draeger of the WI SHPO staff.

DISTRIBUTION:

- National Register property file
- Nominating Authority (without nomination attachment)

NPS Form 10-900
(Rev. 8/86)
Wisconsin Word Processor Format (1331D)
(Approved 3/87)

OMB No. 1024-0018

United State Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register form (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property

historic name Lauerman Brothers Department Store
other names/site number N/A

2. Location

street & number 1701-1721 Dunlap Square N/A not for publication
city, town Marinette N/A vicinity
state Wisconsin code WI county Marinette code 075 zip code 54143

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	contributing	noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>3</u>	<u>0</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u> </u>	<u> </u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	<u> </u>	<u> </u> structures
	<input type="checkbox"/> object	<u> </u>	<u> </u> objects
Name of related multiple property listing:		<u>3</u>	<u>0</u> Total
<u>N/A</u>		No. of contributing resources previously listed in the National Register <u>N/A</u>	

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X 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 X meets ___ does not meet the National Register criteria. ___ See continuation sheet.

X [Signature] _____ Date 12/26/91
Signature of certifying official
State Historic Preservation Officer-WI

State or Federal agency and bureau

In my opinion, the property ___ meets ___ does not meet the National Register criteria. ___ See continuation sheet.

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register. [Signature] 2/24/92
___ See continuation sheet

___ determined eligible for the National Register. ___ See continuation sheet

___ determined not eligible for the National Register.

___ removed from the National Register.

___ other, (explain): _____

Signature of the Keeper Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

COMMERCE/TRADE/department store

COMMERCE/TRADE/specialty store

VACANT/NOT IN USE

7. Description

Architectural Classification

(enter categories from instructions)

Materials

(enter categories from instructions)

Classical Revival

Italianate

Other/Twentieth Century Commercial

foundation concrete

walls brick

roof asphalt

other stone

metal

Describe present and historic physical appearance.

The Lauerman Brothers Department Store consists of three buildings that are connected either by a walkway or party wall. The main store is a three story rectangular block with Classical Revival details. It is attached, via a walkway, to a three-story late Italianate block. This building shares a party wall with the three-story Twentieth Century Commercial Lauerman Brothers Company Wholesale Warehouse. This entire complex was operated as a retail and wholesale business anchored by the large department store.

The Lauerman Brothers Department Store buildings sit along Dunlap Square, or Dunlap Avenue, in the downtown commercial district of Marinette, a small community in far northeastern Wisconsin. Marinette sits on the state line between Wisconsin and upper Michigan, and shares borders with Menomonie, Michigan. Together, these two communities are referred to as the "twin cities."

Dunlap Square, or Dunlap Avenue, is a busy city street as it runs through Marinette's downtown commercial district. The two-way street is a fully improved street with concrete curbs, gutters, and sidewalks, and parking on both sides of the street. The east wall of the main building fronts on Main Street, which is also a fully improved two-way street in Marinette's downtown. The area around the store buildings has no vegetation, and sidewalks run right up to the buildings. Standard sodium vapor lights attached to tall metal poles light up this area. Because this is a downtown area, the surrounding buildings are all commercial blocks.

The main department store building is three stories in height and is constructed of tan brick with stone accents. The roof is flat and under it is a classical cornice decorated with modillions and a row of dentils. A wide, but plain classical cornice separates the first and upper floors. It is undecorated. The first floor of the building is divided up by wide, brick pilasters. In between the pilasters are the large show windows that consist of a large pane of glass topped with a large, opaque multi-light, transom. Two large signs have been placed in the transom area at the northeast corner of the first floor of the building.

The entrances on the north and east walls are identical. They consist of a modern glass and metal double door with sidelights topped by a large, opaque, multi-light transom and surrounded with a stone frontispiece. The frontispiece is made up of pilasters, and an entablature that is part of the cornice that separates the first and upper floors. In the frieze is a stone plaque with the name "Lauermans" engraved on it. The entablature is topped with a parapet. A stone carved medallion sits above the parapet. Other entrances have the same details.

 x See continuation sheet

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Upper story windows in the main block are accented with horizontally fluted stone surrounds that span both the second and third floors. Windows are identical on the second and third floors, and consist of a single pane of glass flanked by single-light double-hung sashes. A tripartite transom sits above this window unit. Three brick panels divide the windows of the second and third floors. These details are repeated on the walls of the building that do not front the streets, except that there are no first floor show windows. Metal fire escapes are attached on both the west and rear walls.

Attached to the main building via a walkway on the second and third floors is a late Italianate business block constructed in 1884. It is three stories in height and constructed of red brick. A classical cornice at the roofline features brackets, a row of dentils, and panels. A cornice with brackets and modillions separates the first and second floors.

Windows on the upper floors are single-light double-hung sashes topped with classical cornice window hoods that are decorated with keystones. The original two storefronts were separated with brick pilasters. The original storefront windows were large rectangular pieces of glass on one side, and arched openings on the other side. At some time after the building's original construction date, these storefronts were remodeled to make one storefront with arched show windows, and a new recessed main entrance in the corner of the building. This entrance featured round arched windows and a transom. These storefronts are currently enclosed with concrete blocks, but good historic photographs well illustrate the historic appearance of the first floor of this building.

Attached to this building with a party wall is a three story Twentieth Century Commercial building constructed of brown bricks. Built for the expanding Lauerman Brothers Wholesale warehouse and distribution center, the front wall rises to form a parapet. The parapet on the eastern third of the building has a gable that is flanked by the peaks of very shallow piers. A raised pier also projects from the northwest corner of the building.

Bands of windows punctuate both floors of the front facade of the wholesale building. They consist of sets of six-over-one light double-hung sashes. There is a slightly projecting cornice line over the third floor windows that is decorated with tiny brackets in between the sets of windows. This detail vaguely suggests pilasters separating the sets of windows. The windows are also decorated with stone sills.

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Under the second floor windows on the eastern third of the wholesale building is another very shallow cornice line with small brackets that suggest a row of modillions. Under this cornice is a large stone plaque with raised letters spelling out "Lauerman Bros. Co. Wholesale. Underneath this sign is brickwork that makes a rectangle flanked with two squares.

On the first floor of the eastern third of the wholesale building are entry doors with tall, narrow windows. The first floor of the western two-thirds of the building feature two large show windows topped with divided light transoms. At the northwest corner of the building, two openings have been filled in with concrete blocks. Historic photographs show that the opening on the front wall was another show window. It is unclear what the other opening was like originally. On the side wall of this building the windows are similar to those on the front wall, that is six-over one light double-hung sashes placed in groups of three. The rear wall of the wholesale building is punctuated with single-light double-hung sash windows with segmental arches.

The interior of the main building consists of three floors and a basement with largely open space. The first floor is undivided and features many large white columns supporting the ceiling. The top of the columns have an egg and dart molding. The walls and ceiling finishes are plaster, and there is a terrazzo floor. This first floor interior is filled with furniture and related home furnishing items.

The basement is reached via an open wooden staircase with a simple wooden balustrade. The basement is divided into a one large open space that is made up of two parts; a home furnishings storage area, and a discount clothing store. The rest of the basement consists of storage rooms and physical plant facilities. As in the first floor, tall, square columns support the ceiling in the basement. The columns are narrower and undecorated.

The second floor of the main department store building is reached via an elevator that is surrounded by a carrara marble veneer on the first, second, and third floors. The second floor consists of one large open space with an oak floor covered in places with carpeting. The ceiling is supported by numerous square columns in a pattern like that of the other floors. This floor is used for home furnishings storage.

The third floor also consists of large open space with columns supporting the ceiling, a tile floor, and some carpeted areas. This floor is completely vacant

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except for a small office area at the southeast corner of the building. At the south end of this floor is a separate room that was once the store's dining room. This room is decorated in a classical motif and features paneled walls painted white, and a plaster ceiling. The ceiling is decorated with carved plaster swags, rectangles, and foliage. In the center of the ceiling is a large medallion with carved plaster classical motifs. A round carved plaster light fixture with classical motifs hangs from the center of the medallion. In the southeast corner of the building is a small hallway off which are some small offices, which are still used today. This office area has oak trim, wood paneled doors, and transoms.

The interior of the old Italianate building and the wholesale building that are attached to the main department store building consists of largely open spaces on all three floors. There are numerous isles of wood shelving where the company's wholesale dry goods business inventory was kept for distribution. Even though these two buildings were once separate buildings, their interiors have been physically connected via large openings on each floor.

The interior decor of these buildings is spartan. Each story has a hardwood floor, exposed brick walls, and decorative pressed metal on the first floor ceilings. On all of the floors of these two building are filled with shelves along with some open spaces. Ceilings on the top floor have exposed rafters. There are also some miscellaneous items being stored in these buildings.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: nationally statewide x locally

Applicable National Register Criteria x A B x C D

Criteria Considerations (Exceptions) A x B C D E F G

Areas of Significance

(enter categories from instructions)	Period of Significance	Significant Dates
Architecture	N/A	1884, 1904,
Commerce		1913, 1919,
		1924, c.1920 (1)

	Cultural Affiliation
	N/A

Significant Person	Architect/Builder
N/A	Unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

The Lauerman Brothers Department Store building group is being nominated to the National Register of Historic Places under criteria A and C. It is being nominated under criterion A, because the building group is historically significant as the largest, most prominent retail business in the city. Lauerman's large department store and wholesale dry goods distribution center rivaled the big department stores of larger cities such as Madison and Milwaukee. Lauerman's was Marinette's first-class retail business, drawing a regional trade from northeastern Wisconsin.

The Lauerman building group is being nominated under criterion C, because the three buildings in the group are all good examples of nineteenth and early twentieth century architectural styles. The large, Classical Revival department store, the red brick late Italianate business block that was eventually taken over by the Lauerman business, and the attached Twentieth Century Commercial wholesale warehouse building are three of the most stylish buildings in Marinette's downtown commercial district.

The themes of architecture and commerce will be discussed after a brief historical overview.

Historical Overview

The earliest recorded white exploration of this area of northeastern Wisconsin was French explorer Jean Nicolet's travels in the early 1600s. Nicolet traveled down the St. Lawrence River into Lake Michigan and Green Bay in 1634. Frenchmen returned to the Green Bay area in 1656. For the next 150 years explorers and fur traders traveled the waterways of the area, reaping the economic benefits from the abundant x See continuation sheet

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natural resources of the area. (2)

The first white settler arrived in Marinette in 1822, and in the next few years, other settlers followed. The first of many sawmills on the Menominee River in Marinette was established in the 1820s. The second mills were erected in 1841 and 1844. Thus began the great lumbering boom that would define Marinette's existence for the next 50 years. (3)

Between 1867 and the last log drives down the Menominee River in 1917, over ten and one-half billion feet of timber was transported to Marinette and Menominee, Michigan sawmills. A small group of wealthy lumbermen controlled the industry in Marinette in the nineteenth century, and these men were also responsible for much of the physical development of the city, erecting business blocks and founding financial institutions and other businesses. (4)

By 1885, Marinette was a thriving community of 8,800 residents. The neighboring city of Menominee, Michigan had 7,300 residents across the state line. In that year, there were eight lumber mills in Marinette, and 10 in Menominee. Most of the local citizens worked for a lumber mill or in a related industry. Marinette's downtown business district was filled with small businesses. Marinette also had seven churches, a masonic lodge and other fraternal lodges, and an opera house. Marinette operated under a town government system from 1855, but in 1887, the city incorporated. (5)

By the late nineteenth century, it was apparent that the lumbering boom was waning, and city leaders began exploring ways to increase the city's industrial base. This effort was somewhat successful, as a soap factory, glove factory, sugar beet processing plant, and a motor factory were established at the turn of the century. But, as the twentieth century progressed, it was apparent that Marinette's chief economic base was changing toward retailing, as farmers began clearing the vast cutover lands of northeastern Wisconsin for dairy farms. Marinette was a regional trading center, with the large Lauerman Brothers Department Store acting as a magnet that attracted consumers to the city. (6)

The growth of discount department stores on the outskirts of the city, and the lure of large shopping malls in nearby cities such as Green Bay, have siphoned off some of Marinette's retail trade, and the city's downtown commercial district is changing to reflect these factors. As these changes continue, Marinette's downtown will continue to evolve as it creates its niche in the broad commercial services available to twenty-first century consumers.

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Architecture

The three buildings that make up the Lauerman Brothers Department Store building group are significant for architecture because they are all good and relatively intact examples of three architectural styles. The oldest building in the group is the old business block that sits between the department store building and the wholesale warehouse building.

This building was originally located in the block where the department store building is now located. The building was moved right after the turn of the century to this location, where it has remained ever since. Prior to Lauerman's taking over the building, it housed retail businesses in its two storefronts, and lodge rooms and offices on the upper floors. By 1910, it was part of the Lauerman's complex, and was used for a warehouse and as storage for the company's growing wholesale dry goods distribution trade. (7)

This business block has exterior details that reflect the late Italianate style of commercial architecture. Wisconsin's Cultural Resource Management Plan discusses the Italianate commercial style in Wisconsin. Common details of the style include bracketed wood, stone, or metal cornices that rise above flat or shed roofs. Arched window hoods of wood, stone, brick, or metal are also common on the upper stories of Italianate commercial buildings. Often, the details of the style are seen only in the upper stories of commercial buildings. The style continued for commercial buildings long after it went out of favor for residential buildings. And, often the later Italianate-detailed commercial buildings are more elaborately and classically detailed than their earlier counterparts. (8)

The older business block in the Lauerman building group is an excellent example of the style as it is described above. The classically-detailed cornices and the elaborate classically-influenced window hoods are typical of the late Italianate style. These details are also of interest because they are so well constructed and are so intact on the building. Unfortunately, the first floor storefronts have been enclosed, but historic photographs can be used as a guide in their restoration. Most of the interior features were lost when the building became a warehouse.

The main department store building is an outstanding example of a Classical Revival style commercial building. This style was at its peak of popularity in Wisconsin between 1890 and 1920, although according to Wisconsin's Cultural Resource Management Plan, the style was seen in Wisconsin up to the mid-1930s. The style was spurred on in the United States by the World's Columbian Exposition of 1893 in

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Chicago. That exposition featured the famous "white city" of white-washed buildings all executed in classical forms using classical details. Because the style featured this type of architectural detail, it was particularly popular for large public, institutional, and commercial buildings in Wisconsin. (9)

The Lauerman Department Store building is a fine example of a Classical Revival commercial building. Although a survey of such buildings in the state was not conducted for this nomination, this building may be one of the finest of its type in the state. The building has the grand form and massing of the style. In fact, the classical details of the style are perfect for this large department store building. The cornices, pilasters, and intact entrances and show windows are all outstanding features on this building.

What is even more significant is that this building was constructed in three stages. The front section was built in 1904, and additions were made to it in 1913, 1919, and 1924. The fact that all of the building was constructed within 20 years is probably one factor why there is no obvious architectural change from the front to the rear of the building. But, it is obvious that great care was taken to replicate the details of the earlier building during the construction of each addition.

This building is also significant because of the very high level of preservation the building exhibits. Window openings are largely intact, along with all of the architectural details of the original building. What is particularly significant is the level of preservation of the show windows and entrances on the first floor. In an era when altered storefronts are the rule and not the exception in downtowns throughout the state, the intact first floor of the building is one of its most important characteristics.

The interior of this building is also largely intact. The open plan of the original department store floors is still evident, and the interior columns, wall and ceiling finishes and trim are all still extant, down to the classically-detailed dining room.

The wholesale warehouse in the group was built around 1920 and has features from the Twentieth Century Commercial style of architecture. According to the Wisconsin's Cultural Resource Management Plan, the style was popular between 1895 and 1930 in Wisconsin. Common characteristics of this style in the state include regular fenestration of large divided rectangular windows and little exterior ornamentation. Many Twentieth Century Commercial buildings in Wisconsin have details that suggest the Prairie Style. (10)

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The Lauerman wholesale warehouse building is a good example of the style as it is described above. Featuring regular fenestration of large divided rectangular windows and little exterior ornamentation, it is typical of the style as it is seen in commercial districts in the state. The vaguely Prairie Style details on this building are also typical of the Twentieth Century Commercial style. The high level of preservation and integrity of this building also adds to its significance. The interior open spaces are probably original to this warehouse building, and most of the original interior features are still extant.

The Lauerman Brothers Department Store building group is a fine example of three separate architectural styles, and the large size and high preservation level of this building group makes it a significant entity in downtown Marinette.

Commerce

The Lauerman Brothers Department Store building group is also significant because it housed the most successful, the largest, and the most prominent retail business in Marinette. The Lauerman Brothers were innovators in small-town retail trade, introducing big-city department store concepts to small-town consumers. The business attracted a regional trade that was further expanded by the wholesale distribution facilities of the business.

Known as the "Largest Small City Store in America," the Lauerman Brothers Department Store had humble beginnings. Joseph Lauerman, a 22-year-old printer from Muscoda, Wisconsin, came to Marinette in 1890 and established a small novelty store known as the "Savings Bank Store," with Donald McDonald. The unusual name of the store was a reflection of the owner's marketing theme that the merchandise was so economical, that spending money in the store was the same as putting the money in a bank. Apparently, the public agreed, and this store, located along Main Street in Marinette's downtown, was a great success. (11)

Frank Lauerman joined Joseph as a partner in 1892, and in 1896, another brother, Charles, joined the company that was to be known as the Lauerman Brothers Company. By the turn of the century, the Lauermans had outgrown the Main Street building and relocated in the large Classical Revival building on Dunlap Avenue that had been constructed by local lumber magnate and U. S. Senator, Isaac Stephenson. At this time, McDonald sold out to the Lauerman Brothers, and the business was operated as a family business from that time on. (12)

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The original Lauerman Brothers Department Store building was 25 by 80 feet with 2,000 square feet of space. The additions to the building in 1913, 1919, and 1924, plus the addition of the old business block and completion of the wholesale warehouse building totaled 150,000 square feet by the 1920s. (13)

The Lauermans introduced many novel retailing ideas to the northeastern Wisconsin consumer in the twentieth century. Lauerman's had floorwalkers who assisted shoppers, a pneumatic system for transferring money from the office to store clerks, a grocery division that sold, among other things, the produce farmers brought to the store to barter for store merchandise, local charge accounts, and personalized savings stamps given for future discounts on the store's merchandise. The wholesale division also issued a mail order catalog to wholesale and retail customers. (14)

Lauerman's established branch stores in Shawano and Clintonville, Wisconsin, and one in Manistique, Michigan, which operated for over 50 years. The company opened less successful branches of the store in Oconto, Wisconsin and Escanaba, Michigan. The company even established stores in Iowa. (15)

Joseph Lauerman died in 1922; Charles Lauerman died in 1950; and Frank J. Lauerman died in 1959. But the second and third generations of Lauermans took over and continued to operate the store as a family business in the late twentieth century. While the food department of the store and the wholesale business closed in the post-World War II era, and the bulk of the department store inventory was sold off in 1987, a third generation of Lauermans continue to operate a home furnishings business out of the main department store building today. (16)

During Marinette's lumbering boom years, retailing businesses provided a wide variety of goods and services to lumbermen and their workers, and by the turn of the century, the city had a broad range of retail stores and consumer services in its downtown. As the lumbering boom waned in the late nineteenth century, Marinette's economy became increasingly dependent on commercial activity. The growth and development of the Lauerman Department Store was the cornerstone of this economy, a large store that drew customers from a wide area, customers who probably visited other downtown businesses as well.

Lauerman Brothers Department Store was as big, and its services as varied, as any big-city department store, an oasis of urban retailing in a largely rural area. The store, throughout much of the twentieth century, truly merited its nickname, "The Largest Small City Store in America." Because of its importance in the growth and development of commerce in Marinette, and because of its individual significance in

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the area of department store retailing, the Lauerman Brothers Department Store building group is significant and eligible for the National Register.

The Lauerman Brothers Department Store complex will soon undergo renovation and restoration as part of a large adaptive reuse project by the Alexander Companies of Madison, Wisconsin. Using the tax credits for rehabilitation of historic buildings, the Alexander Companies will use the Secretary of Interior Standards for the Rehabilitation of Historic Buildings as a guide in their renovation project.

Notes to Section 8:

(1) The date of construction for the late Italianate business block is 1884. The Lauerman Brothers Department Store building was constructed in 1904 and additions were made to the building in 1913, 1919, and 1924. The Lauerman Brothers Wholesale warehouse building was built around 1920. Sanborn-Perris Fire Insurance Maps for the City of Marinette, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin; "Lauermans Store Opens 82nd Year of Twin City Service," Marinette Eagle-Star, 26 June 1971, Section D, p. 16.

(2) Howard L. Emich, Menominee River Memories, 1976, pamphlet, on file in the local history room of the Marinette Public Library, Marinette, Wisconsin, p. 1.

(3) Ibid., p. 3.

(4) Ibid., pp. 3-4.

(5) Ibid., p. 8.

(6) Ibid., p. 9.

(7) Sanborn-Perris Maps.

(8) Barbara Wyatt, ed., Cultural Resource Management in Wisconsin, Vol II, Madison: State Historical Society of Wisconsin, 1986, architecture, p. 2-6.

(9) Ibid., p. 2-18.

(10) Ibid., p. 2-20.

(11) "Lauermans Store Opens 82nd Year."

(12) Ibid.

(13) Ibid.

(14) Ibid.; Emich, p. 19.

(15) "Lauermans Store Opens 82nd Year."

(16) Ibid.

Criteria Considerations (Exceptions) B:

Ordinarily, buildings that have been moved from their original locations are not eligible for the National Register. Under criteria consideration exception B, a

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moved building may be eligible if it is significant primarily for architectural value. This is the case for the old business block that is part of the Lauerma Brothers Department Store building group. Moved from its original location where the department store building is now, this building is significant for its late Italianate architecture. The building contributes to the historical significance of the building group, because of its function as part of the warehouse for Lauerma's twentieth century wholesale division.

9. Major Bibliographical References

Emich, Howard L. Menominee River Memories. 1976. Pamphlet, on file in the local history room of the Marinette Public Library, Marinette, Wisconsin.
"Lauermans Store Opens 82nd Year of Twin City Service." Marinette Eagle-Star, 26 June 1971, Section D, p. 16.
Sanborn-Perris Fire Insurance Maps for the City of Marinette. On file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin.
Wyatt, Barbara, ed. Cultural Resource Management in Wisconsin, Vol II. Madison: State Historical Society of Wisconsin, 1986.

See continuation sheet

Previous documentation on file (NPS):

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
Specify repository: _____

10. Geographical Data

Acreeage of property less than one

UTM References

A	<u>1/6</u>	<u>4/5/0/3/7/0</u>	<u>4/9/9/3/9/6/0</u>	B	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>
	Zone	Easting	Northing		Zone	Easting	Northing
C	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>	D	<u>/</u>	<u>/ / / / /</u>	<u>/ / / / / /</u>

See continuation sheet

Verbal Boundary Description

The verbal boundary description is the historic legal description of the property: Marinette Plat, Blocks 1 and 3.

See continuation sheet

Boundary Justification

This boundary encompasses the location that the Lauerman Brothers Department Store building group occupied throughout its history.

See continuation sheet

11. Form Prepared By

Name/title Carol Lohry Cartwright, Consultant
organization for the Alexander Companies date 6-11-91
street & number 699 W. Mifflin St. telephone (608) 257-7506
city or town Madison state WI zip code 53703

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number photos Page 1 Lauerman Brothers Department Store,
Marinette, Marinette Co., WI

LAUERMAN BROTHERS DEPARTMENT STORE, 1701-1721 Dunlap Avenue, Marinette, Marinette County, Wisconsin. Photos by Carol Cartwright, May, 1991. Negatives on file in the Historic Preservation Division of the State Historical Society of Wisconsin, Madison, Wisconsin. Views:

- 1 of 13: Site view, from the north.
- 2 of 13: Department store building, view from the north.
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- 4 of 13: Department store building rear walls, view from the west.
- 5 of 13: Streetscape view, from the west.
- 6 of 13: Wholesale warehouse building, rear view, from the southwest.
- 7 of 13: Interior, department store building, first floor.
- 8 of 13: Interior, department store building, basement.
- 9 of 13: Interior, department store building, third floor.
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- 11 of 13: Interior, late Italianate business block, first floor.
- 12 of 13: Interior, wholesale warehouse building, third floor.
- 13 of 13: Interior, wholesale warehouse building, third floor.