

**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 Goodwill Industries Building  
other names/site number Van Dyke Knitting Company

**2. Location**

street & number 2102 West Pierce Street N/A not for publication  
city or town Milwaukee N/A vicinity  
state Wisconsin code WI county Milwaukee code 079 zip code 53204

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, 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. I recommend that this property be considered significant X nationally    statewide    locally. ( See continuation sheet for additional comments.)

[Signature] SHPO Date May 6, 2004  
Signature of certifying official/Title Date

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

Goodwill Industries Building

Milwaukee County

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:)

*Edson H Beall*

7/14/04

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as  
as apply)

private  
 public-local  
 public-State  
 public-Federal

**Category of Property**  
(Check only one box)

building(s)  
 district  
 structure  
 site  
 object

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

contributing	noncontributing
1	0 buildings
	sites
	structures
	objects
1	0 total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property  
listing.)

N/A

**Number of contributing resources  
is previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

SOCIAL/civic

**Current Functions**

(Enter categories from instructions)

DOMESTIC/ multiple dwelling

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late 19<sup>th</sup> and Early 20<sup>th</sup> Century American Movements

**Materials**

(Enter categories from instructions)

Foundation STONE

walls BRICK

roof SYNTHETICS

other WOOD

**Narrative Description**

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

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Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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**Start**

The former Milwaukee Goodwill Industries building occupies an irregular L-shaped parcel of land at the top of a bluff bordering the south edge of the Menomonee River Valley, formerly the industrial heart of Milwaukee. Originally an industrial complex, built by the Van Dyke Knitting Company, the building stands on W. Pierce Street at the north edge of a late 19<sup>th</sup> Century residential neighborhood. Mitchell Park borders it on its west boundary, old houses on the east boundary and a recycling plant below the bluff to the north. The building and lot front on W. Pierce Street, and a large dog-leg part of the parcel extends east behind houses that front on Pierce Street. An asphalt drive leads from Pierce Street along the east edge of the property to a large asphalt lot that occupies much of the lot east of the building. The building wings extend north near the present edge of the lot, historically to the former Bruce Street right-of-way, now private land, where the land falls away abruptly to an adjoining industrial parcel below.

The large industrial building and its additions were built largely by the Van Dyke Knitting Company, over a period of years from 1912 to 1937. The construction of the complex for the knitting company began with the four-story plant and office fronting on W. Pierce Street on a lot with a frontage of 104' and 146' deep, and continued with additions in 1920, 1923, 1925 on additional land. Upon its purchase of the building in 1937, Milwaukee Goodwill Industries added a one-story truck loading bay and garage along the alley. Though there were some interior alterations, the next significant alterations came when the complex was renovated in 2003, in a conversion to apartments.

The description sequence is based on the chronology of the building construction and alterations.

**1912 PORTION**

The original building was built close to the street right-of-way of W. Pierce Street and a dozen feet from the west property line, adjoining Mitchell Park. The building is irregularly shaped with a four-story mill building and utilitarian side wing, a one-story office wing, and a one-story boiler room wing. The four-story factory portion is built in a mill type of construction in an early Twentieth Century Commercial style with broad triple ganged windows, built of steel and wood post and beam construction bearing on exterior masonry walls, and set on a poured concrete foundation. Pressed dark red brick dresses the Pierce Street façade and wraps the adjoining east and west sides to frame the first set of windows. The window bays of the two outside front corners are further given prominence by masonry pavilions of brick piers projecting slightly from the balance of the facade. A corbelled cornice projects slightly from these pavilions with parapets articulated with simple geometric inset stone ornaments and pitched terra cotta copings. The side walls of the four story building are of utilitarian cream-colored brick with cut stone windows sills, ornamented only by a vertical set brick course in

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their parapet walls that aligns with the cornice of the front façade. The brick masonry walls meet the cast concrete foundation walls, at grade on the façade but at window sill height on the West side of the building. Window sills are cut stone. A square chimney is located at the northeast corner of the building, incorporated into the exterior walls. The masonry throughout had been tuckpointed at several different times and the repairs are apparent in differing colors of mortar. The windows in this building are typically triple sets of double-hung windows with six-over-six light double-hung windows. The triple sets of windows are found on eight of the nine window bays extending along the west elevation of the building, with the last being a double with a center door that previously lead to a fire escape that was removed in the 2003 renovation. The same triple sets of window are on the Pierce Street façade and along the east elevation of the four-story mill building, excepting the utilitarian side wing and the last window bay near the rear corner.

The four-story utilitarian wing on the east side has a somewhat different appearance, though was built at the same time of the same brick, cut stone window sills and parapet wall detail. It has single window bays with segmental arch masonry openings and four-over-four light double-hung windows. This wing of the building has the elevator and originally had a staircase, since removed. Its frame elevator penthouse is short and almost unnoticeable.

The one-story office wing, adjoining the mill portion's Pierce Street façade to the east, was built at the same time, though is stylistically set apart from the mill section. Its façade is offset from the corner of the mill building by a brick length, though the brick and mortar are the same. The office is a one-story wing with three round-arched masonry openings on the façade. It has the same sill course of vertical brick and cut stone as the mill building adjoining it. It also has the low-pitch raised parapet wall with simple coping and a vertical brick course. Between the coping and the windows is a buff-colored terra cotta panel with a bas-relief of the name Van Dyke Knitting Co. On either side of the panel are flush-set medallions that are each missing an element of unknown design, perhaps light fixtures. The façade of the office features the entrance door, in the east opening, a door to the office with a tall round-arch transom, and two multi-paned double-hung windows in a Neo-Classical style, with rounded and radiating muntins reflecting the round arch of the upper sash. The lower sash is five lights wide by three lights high. The east- or drive-side of the building has four single double-hung windows matching those of the mill building in style and proportion, and a very small round-arched window, which presumably was for receiving delivery slips. This wing has small irregularly placed basement windows.

The old boiler room, a low one-story wing adjoins the northeast corner of the building adjacent to the chimney within the corner of the four-story building. The boiler room has a stepped parapet wall, three windows and a garage door on its east elevation, while later additions were added to the other three sides.

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Atop the four-story mill portion is an original 250,000 gallon water tank on a steel trestle repainted with a sign of recent vintage. Older vertical painted signs evident on the two side piers adjoining the Pierce Street façade have long been painted over in an attempt to match the red brick.

In the interior, the only finished room prior to the occupation by Goodwill Industries was the office. Goodwill framed and finished out several rooms in the 1930s, though all traces of interior finishes had been removed under subsequent ownership and prior to the 2003 renovation. The ground floor has a cast concrete floor, while upper floors had wood plank floors. The wood structure, floor joists and sub-flooring above remain exposed, as do the brick walls.

**1920 ADDITION**

A four-story cream-brick addition of mill construction was completed in February 1920. Its western wall extended the building to the western border of the property and toward the rear of the property the depth of a room. While the first through third floor windows match those of the original 1912 building, the fourth floor windows are set higher, and the parapet wall is even higher as a result. The windows on the east and west sides of the addition are similar to those of the 1912 four-story section while the rear windows were of the same overall dimensions though were steel triple-ganged hopper windows with three-lights-over-three lights. The addition incorporated a second stair.

**1923 ADDITION**

In 1923 a very long two-story mill type addition of cream-colored brick was added to the rear of the 1912 boiler room and the 1920 addition. Its west wall was set slighter further east than the original 1912 mill building, and ran to what was originally the rear lot line. The addition has wood and steel structure bearing on the brick walls, and a concrete foundation, with concrete floors at grade and a wood floor above. The addition has single window masonry openings with segmental arches and flat topped double-hung windows, with six-over-six lights. On its west face are eighteen window bays, with standard window heights on the first floor and two heights of taller windows on the second. On the north face are twelve window bays, with second level windows being slightly taller than those of the first level. A passage door is on the lower level. Until the 2003 renovation, this section had two large roof monitors, though they were in very poor condition. In the 2003 renovation the roof monitors were replaced with a low-pitched roof, and a garage door that had been cut into the east wall was rebuilt as a pair of single windows.

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**1925 ADDITION**

In 1925 a two-story semi-detached mill addition was built of utilitarian white brick bearing walls on a cast concrete foundation. It was attached to the east of the 1923 addition and joined by a two-story white brick connector to provide access and utilities to the addition. The connector has four small windows each side, and a former concrete loading dock retained as a deck on the south side. A modern iron rail marks the edge of the deck. The addition has wood and steel structure, concrete floors at grade and a wood floor above. The addition has single window masonry openings with segmental arches and flat topped double-hung windows, with six-over-six lights. The addition also has an exposed basement level with windows opening to all sides, though to window wells on the south side. In the 2003 renovation, the saw-tooth roofs of the 1925 building were replaced with a low-pitched roof, and a one story concrete block addition (date unknown) over a loading dock was removed from the south side of the connector.

**1937 GARAGE ADDITION & ALTERATIONS**

In early 1937, Goodwill Industries began its renovation of the complex by adding partition walls and finishing out the facility for offices, recreation rooms, work rooms, a woman's lounge, a lecture room, and a dining room within the 1912 portion. It hired its own employees to undertake the electrical, plumbing, painting, and replacement of obscured glass. In May of the same year a one-story cream brick garage and loading platform addition was built on the alley side (east) adjoining the elevator. A few feet of additional land had been acquired by the Van Dyke's who occupied the rear of the building, in order to make the drive wider for passage following the garage construction. The large overhead doors of the garage opened to three sides, two to Pierce Street, five to the east or drive side and two to the rear. The structure included a saw-tooth roof for sky-lighting the loading area. The structural posts and beams are steel and concrete and remain exposed. The 2003 renovation replaced the remaining garage doors with glazed units to resemble the former garage doors: panels, four wide by four high, with fixed glazed panels on the upper three rows of the units over a row of wood panels.

**2003 RENOVATION**

The renovation in 2003 effectively changed the exterior appearance of the building very little. The building was renovated as apartments according to the guidelines of the Historic Tax Credit review process. The renovation included the replacement of windows and doors, replacement of all utilities and mechanical systems, and rebuilding the interior to provide for apartments.

On the exterior, the replacement windows are aluminum thermal windows that were patterned after the original triple-ganged double-hung wood windows in the 1912 portion, and patterned after each of the different types of other windows found in the additions. These also replaced the simple 1990s office windows of the ground floor that had been installed in the 1912 mill portion. Light fixtures were placed

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on the ornamental stone medallions of the office façade. Former garage doors in the 1937 loading garage addition were rebuilt as windows. The original office entrance was retained as a pedestrian entrance though sidewalk ramps were added next to the office and to the rear wing for accessibility, and a garage opening facing Pierce Street was rebuilt to serve as the main visitor's entrance. The iron fire escape on the west face of the building was removed. The wood, rooftop water tank was retained and repainted. Changes to the site included new concrete curbs and asphalt paving, landscape beds and an iron gate at the entrance to the rear parking lot.

In the interior, the renovation retained the visibility of key structural characteristics and finishes of the interior, including exposed brick walls, exposed wood and steel structural elements, concrete floors and wood joists and sub-flooring of the ceilings. Old wood floors were covered with cast leveling products and carpeted. In the loading bay of the garage addition a main corridor features skylight windows in the old saw-tooth structure.

**Sources**

Dates of Construction: 1912-13, 1920, 1923, 1925, 1937. City of Milwaukee Building Permits, Sanborn Maps. 2003 renovation plans of Gorman & Company.

End

Goodwill Industries Building  
Name of Property

Milwaukee County  
County and State

Wisconsin

## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

### Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions)

Social History

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### Period of Significance

1937-1951

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### Significant Dates

N/A

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### Significant Person

(Complete if Criterion B is marked)

N/A

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### Cultural Affiliation

N/A

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### Architect/Builder

Esser, Herman

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### Narrative Statement of Significance

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



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     Insert

The Goodwill Industries Building at 2102 W. Pierce Street is nationally significant under Criterion A for its local importance in social history, and association with Milwaukee Goodwill Industries, Goodwill Industries of America, and the innovative work by Goodwill executives Oliver Friedman and his son Robert Friedman. These men and the staff of the Goodwill organizations housed in the Pierce Street facility developed comprehensive programs within the local and the national Goodwill organizations to serve people with disabilities, programs that influenced changes throughout the rehabilitation service realm. The period of significance covers the time when Milwaukee Goodwill Industries first occupied the Pierce Street facilities in 1937 until 1951 when Robert Friedman, then the Executive Director of Milwaukee Goodwill industries, left that position. It was during that range of years that the innovations in program development in both the local and the national Goodwill organizations took place.

It was in the Pierce Street facility that Oliver Friedman is credited with developing the Occupational Therapy program, the first of its kind in a private rehabilitation organization. In the program, the staff evaluated the physical, educational, psychological, health, and vocational abilities and needs of individuals, planned customized training and physical therapies, and encouraged personal and social development. Two other of Goodwill Industries' programs developed at the facility by Oliver Friedman are credited as being the first in the rehabilitation service movement: to facilitate self-employment, and to place individuals in private employment in business and industries in the local communities.

Oliver Friedman's organizational work with the national organization and at the Pierce Street facility led to his election to the position of Executive Secretary of the National Association of Goodwill Industries in 1939. He administered that organization's work, which at that time was comprised of 108 local Goodwills, from the Pierce Street facility until mid-1946. During World War II, Friedman directed salvage drives and fund-raising programs across the country, the success of which significantly changed the public attitudes and perceptions of disabled people.

Robert Friedman pioneered two innovative programs during his tenure, first as Managing Director in 1942, then as Executive Director of the Milwaukee Goodwill Industries from 1944 to 1951. He developed jobs for the blind and mentally handicapped by contracting work from local industries including packing and assembly jobs; and providing a personal counselor on staff, who coordinated the various services offered by Goodwill based on each individual's abilities.

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Together, in 1947, Oliver and Robert Friedman took their comprehensive plan to reconfigure the national Goodwill organization to the national conference on rehabilitation. This led to reorganization within Goodwill to provide broader services for people with disabilities, and was pivotal in the rehabilitation movement in which Goodwill played a significant role.

The Pierce Street facility is nationally significant for the work done there to develop programs that served as national models for Goodwill Industries and other social service organizations, both private and public.

**HISTORICAL BACKGROUND**

The Goodwill Industries Building at 2102 W. Pierce Street has had few owners. The original building and most additions were built for the Van Dyke Knitting Company beginning in 1912. During the Great Depression, the company moved south, and sold the majority of the complex to Goodwill. It was occupied by Goodwill from 1937 until its move in 1963 to its present facility at 6055 North 91st Street. Following Goodwill's tenure Brill Brothers, a clothing manufacturer, owned the building until the late 1990s. The building was renovated in 2003 and converted to apartments by Gorman & Company.

**Van Dyke Knitting Company**

The Van Dyke Knitting Co. produced a "fine grade" of men's and women's ribbed underwear in the building until the 1930s. Founded in 1885, the company was first located in a building on S. Water Street in a building long gone. The company built the current building on W. Pierce Street at the south edge of the Menomonee River valley industrial area. The original building, a four-story mill building and office, was completed in 1913 at a cost of \$55,000. The architect was Herman J. Esser, the mason was American Construction Co. and the contractor was A. W. Kleppe. The Van Dykes built several additions, including the four-story addition in 1920, a two-story addition in 1923, and the two-story semi-detached addition in 1925. (Milwaukee of Today, p. 128; Friedlander; City Building Permits)

A family of prominent Milwaukee lawyers founded the Van Dyke Knitting Company: John H. Van Dyke, Jr., George D. and William D. Van Dyke. John H. Van Dyke, Jr., was the son of John H. Van Dyke, an original trustee of the Northwestern Mutual Life Insurance company. Following the death of John H. Van Dyke, Jr. in 1907, the company, managed by his uncle George D. Van Dyke, built the plant on W. Pierce Street. The company was then lead by William D. Van Dyke, who served as the knitting company's president for several years until his death in 1932. A nephew, John Camp Van Dyke managed the business for the next few years, and employed John Camp Van Dyke, Jr. in managing its

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operations during its last few years in the 1930s.

In the mid-1930s, the business was moved to Macomb, Mississippi where it operated for several years before closing. The majority of the Pierce Street property sold in late 1936 to Milwaukee Goodwill Industries. The remaining portion was retained by the Van Dykes for a paper box manufacturing business, later organized as the Chester D. Baird & Company, a manufacturer of paper boxes, advertising displays and the Van Dyke "noiseless" poker chips. Baird had previously been a vice president of the Van Dyke Company and an in-law to the Van Dykes. The company occupied their part of the facilities into the 1960s when they sold it to Brill Brothers. (Camp Van Dyke, Jr.)

**Goodwill Industries**

Goodwill Industries grew from a home mission devised by a Methodist minister, Dr. Edgar J. Helms, in South Boston in 1902. Helms' vision was to build an organization that would employ people and provide occupational training for those who were otherwise seen as unemployable -- the disadvantaged and disabled. Helms oversaw the collection of second-hand household goods, the hiring and training of unemployed and disadvantaged people in cleaning repair of the items, and resale of the items to benefit the organization and its workers. By 1905 he organized the operation out of a church as Morgan Memorial Cooperative Industries and Stores, Inc., a non-profit charitable organization. In 1910, Helms obtained a Massachusetts state charter to form the National Cooperative and Industrial Relief Association, to promote the concepts he developed at Morgan Memorial to be used for similar efforts throughout the United States. In 1915, Brooklyn, New York clergymen Henry Park Schaffler and Edward F. Sanderson, began a similar program. They were the first to call the program Goodwill. Helms' organization in Boston became known as Morgan Memorial Goodwill Industries, the parent organization that gave rise to Goodwill organizations now found throughout the world. Due to limited resources during the Great Depression, the organization narrowed its scope to focus on serving people with disabilities. Though Goodwill was not alone in its accomplishments in the rehabilitation movement, its leadership and contributions were significant in increasing an awareness of the needs and abilities of the disabled, and in improving opportunities for employment, training and rehabilitation.

Oliver Friedman had been responsible for much of the growth of the Milwaukee Goodwill Industries since 1921. In 1917, a group formed to establish a Milwaukee Goodwill Industries, following a talk by Edgar Helms, and by 1919, the organization was formally established. In 1921, Helms appointed Oliver Friedman to the position of executive secretary for the Milwaukee organization. Friedman had first met Helms by chance at a railroad station in Buffalo and was so taken with the work promoted by

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Helms that he left his architectural and engineering practice to train with Helms in Boston. After helping to establish a Goodwill chapter in Buffalo and Cleveland, he came to Milwaukee.

Over the years, Friedman ambitiously built up the Milwaukee Goodwill Industries organization from quarters in a vacant church to one that employed nearly a hundred people by the mid-1930s. After recovering from the slump of the Depression, the organization needed more space and was planning to build a new facility when it was offered the largely vacant Van Dyke Knitting Co. building on W. Pierce Street. The 70,000 square feet of working space was more than suitable for its needs, and was bought in late 1936. After adding partition walls and a garage and truck loading facility Goodwill moved into the new location in 1937.

During those early decades with Goodwill Industries, Oliver Friedman developed the idea that Goodwill could answer the other needs of people it served, and provide far greater service than the work that Goodwill had addressed -- that employment and the development of skills were the primary benefit. However, Oliver Friedman developed the idea that Goodwill could answer the other needs of people it served. In his work with Goodwill, Friedman had recognized that Goodwill needed to do a great deal more for people with disabilities than simply put them to work in sheltered workshops, as Goodwill more or less had done in the early years of the Great Depression. Friedman pushed Goodwill to conceptualize work as part of a larger program for people with disabilities. Along with his son Robert, Friedman worked with Goodwill toward developing seven major aspects of rehabilitation: physical rehabilitation, mental and emotional rehabilitation, spiritual guidance, vocational guidance and training, educational guidance, economic rehabilitation, and social adjustment. These were the objectives that Oliver and Robert Friedman sought in their development of the several innovations in rehabilitation for the disabled that they directed in and from the Pierce Street facility during their tenure from 1937 to 1951. (Weishaupt)

Aside from his work in the Milwaukee Goodwill Industries, Oliver Friedman's leadership in the national Goodwill organizations had grown over the years. In 1925, in an agreement with Helms, Friedman assumed of the supervisory work for Goodwills in the Midwest. In 1932, Friedman took on responsibilities in the national Goodwill organization in becoming the Director of the National Training Institute for Goodwill executives and the Milwaukee Goodwill was chosen as a training location for future Goodwill executives, while at its facility on S. Fifth Street. In 1934 he responded to a request to volunteer his services to assist in the departmental and regional work of the National Association of Goodwill Industries, though he had already been doing similar work under Helms. (Valentine, p. 21, 23)

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As a record of his reputation in the national Goodwill organizations, Friedman developed a "Purpose and Policies" booklet through the local Goodwill Industries to serve as "the basis upon which all future programs of the organization will be based," which was approved by the National Goodwill Institute and the National Goodwill Association, and was put into use throughout the country. (Friedman, Jan. 28, 1937)

In 1937 and 1938, just months after Milwaukee Goodwill Industries fully moved into the Pierce Street facility, Oliver Friedman developed the first Goodwill Industries Occupational Therapy Department in the nation. In fact, it was the first such development in any rehabilitation organization in the country. Occupational therapy is the science of using occupation, or activities with specific goals, to help people with disabling mental, physical, developmental, and emotional conditions to develop, maintain or recover their daily living and work skills, by lessening or overcoming their disabilities. An occupational therapist first undertakes a thorough evaluation of the impact of the disability on the activities of a client at home and in work situations. The occupational therapist then works with other members of a health care team, prescribing and teaching purposeful activity in a variety of settings to reduce physical and psychosocial disability, and to compensate for the loss of functions, as well as improve motor skills, reasoning and perceptual abilities.

Miss Ruth Bell, the first occupational therapist at Goodwill Industries, worked to evaluate individual physical, emotional, and psychological needs and abilities of clients to develop skills customized to reduce the effect of the disability and optimize the potential of the individual in daily life and for the work place. Among the first tasks in her employment, she made outreach to home-bound clients possible for the first time in Goodwill's history. Her work and that of others in developing new services in the Pierce Street facility was seminal in the rehabilitation movement. The occupational therapist was a key service position to have incorporated as a primary position among a health care team, that led to the methods of service that are provided to disabled people today. The occupational therapy program was highly successful and incorporated into the other Goodwill service programs and those of other private rehabilitation programs thereafter. (Grimm; Watkins; Valentine, p. 25; Friedman, Jan. 28, 1937, May 2, 1938)

In the spring of 1939, Friedman was voted to replace Helms as Executive Secretary of the National Association of Goodwill Industries. He succeeded Dr. Edgar Helms who had founded Goodwill Industries. For the next five years, Friedman supervised both the local and the national programs, which at that time was comprised of 108 local Goodwills. He also served as president of the National Council of the Physically Handicapped, as a member of the Board of Directors of the Association for the Disabled, as a member of the Advisory Committee on the Wages and Hours Division of the U.S.

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Department of Labor, and as a representative of Goodwill Industries at the National Conference of Social Work. (Valentine, p. 26)

During World War II, Oliver Friedman directed the Goodwill Industries of America, Inc. from the Pierce Street facility. Due to a combination of labor shortages and the effectiveness of Goodwill's public relations campaign, people with disabilities were being hired into the labor force. As a result, Goodwill itself experienced a labor shortage. This was a significant achievement for Goodwill, since in the 1920s the federal Office of Vocational Rehabilitation had defined people with disabilities as unemployable, and had done little to solve the problems.

During the war, at the request of the federal government, Goodwill was instrumental in leading salvage drives and in fundraising for the war effort. As part of his work, Friedman directed the salvage drives and fund-raising programs across the country. In 1940, Friedman had anticipated the need for involvement in the salvage effort, should the U. S. enter the war, and began organizing information among the directors of Goodwills. Where Goodwill led the drives, items such as rubber goods were collected. Those items that were suited for reuse were retained for repair and resale as part of Goodwill's operation, though the majority of the goods were given to the government recycling and collection efforts. (Valentine, p.27) As a result of the public relations part of the Goodwill war-time efforts, the bias against people with disabilities began to subside.

In January or February 1942, Robert S. Friedman the son of Oliver Friedman, was named Managing Director of Milwaukee Goodwill Industries. Robert had worked in almost every production department and in the administrative offices of Milwaukee Goodwill. Like his father, he was eager to try new procedures in the production areas and in the rehabilitation program, as well as increasing broader public support.

Robert Friedman can be credited with innovation in developing programs at this time, as well. He pioneered developing jobs for the blind and mentally handicapped by contracting work from local industries, including packing and assembly jobs. Another innovation he introduced was to provide a personal counselor on staff, who coordinated the various services offered by Goodwill, based on each individual's physical abilities. When possible, treatment and therapy were availed to improve these abilities. (Valentine, p.30)

After many years of making significant contributions to the national Goodwill organization, Oliver Friedman oversaw the establishment of a national Goodwill Industries of America office. In December 1942 Dr. Edgar Helms died, which brought Friedman the full responsibility of leadership for the 90

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Section 8 Page 7

Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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Goodwill Industries across the country. Having been Helms protégé, on October 1, 1944 he was appointed the first full-time Executive Secretary of the National Association of Goodwill Industries, largely due to his enthusiasm and commitment and his treatment of social work as a science rather than a mission, as well as his progress evaluations and statistics in reports. The national headquarters was then moved from Boston to Milwaukee, and Friedman was funded to hire a staff. Up until this point, the staff had volunteered their time to work on the affairs of the national organization. (Valentine, p.28) (Lewis, p.229, 272)

At this time, Oliver Friedman stepped down from his position as Executive Director of Milwaukee Goodwill and his son, Robert Friedman, took over the position and served until 1951. In 1946, the national office of Goodwill Industries of America was moved from the Pierce Street facility to a building at 744 North Fourth Street.

In 1947, Oliver and Robert Friedman took their comprehensive plan to reconfigure the national Goodwill organization to better serve people with disabilities to the national conference on rehabilitation. The response was in favor of the Friedmans' proposals, thus the conference was pivotal in the rehabilitation movement in which Goodwill played a significant role. Reorganization within Goodwill followed to provide broader services for people with disabilities to bridge the gap to independent living.

In July 1948, Oliver Friedman was asked to serve on President Roosevelt's committee on sheltered workshops, which was the first real federal-level recognition that Goodwill Industries had become a significant participant in the rehabilitation of disabled people. In the summer of 1948, as a result of reorganization of national operations, Oliver Friedman left his position to join the Division of National Missions of the Board of Missions of the Methodist Church in Philadelphia. In 1950, he became the Executive Director of the Cleveland Goodwill Industries. In 1955, he retired due to illness, though continued to work in the area of historical research and writing for Goodwill until his death in 1957. (Lewis, p.197)

Due to the efforts of Oliver and Robert Friedman and others, the federal government eventually followed the example of Goodwill Industries and the private rehabilitation organizations. Republican lawmakers saw the rehabilitation programs promoted by Goodwill as a sound conservative welfare policy. Goodwill became a partner in the development of these programs and grew with them. The main thrust of the rehabilitation movement within the government began in 1958 to provide "more than just a paycheck" -- professional rehabilitation services through greater government assistance in the work of social workers, psychologists, vocational rehabilitation, and work adjustment counselors.

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**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 8

Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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Policies developed in the Pierce Street facility by Oliver and Robert Friedman, had become incorporated into the rehabilitation movement that influenced public policy and federal programs. (Grimm)

**Brill Brothers, Clothiers**

The Brill Brothers, a Milwaukee clothing manufacturer and retailer bought the Pierce Street building from Goodwill Industries in 1966. In the building they manufactured coats and jackets including National Football League uniforms, letter jackets, industrial clothing, and leather flight jackets for the U.S. Navy Airforce for use in Vietnam and throughout Southeast Asia.

L. A. Brill and A. P. Rosenberg founded the company in 1922. Over the years, Brill Brothers opened stores throughout the Milwaukee area and eventually became the largest locally owned men's and young men's wear company in Wisconsin. Brill Brothers sold the Pierce Street facility in 1997.

**CONCLUSION**

The Goodwill Industries Building is nationally significant for its association with the work of Oliver and Robert Friedman at Milwaukee Goodwill Industries and Goodwill Industries International. The Friedmans' innovative programs were administered from the Pierce Street facility and contributed to the growth of Goodwill service provision practices and methods, as well as those of the broader rehabilitation movement. Their work also paved the way for Milwaukee Goodwill Industries to become the largest Goodwill organization in the country, and operate the largest rehab program in the world. Presently, of the approximately 208 Goodwill organizations and affiliates world-wide, 170 are in the United States.

End



Goodwill Industries Building  
Name of Property

Milwaukee County  
County and State

Wisconsin

### 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

Acree of Property 2.5 acres

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

1 16 423455 4763782  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

See Continuation Sheet

**Verbal Boundary Description** (Describe the boundaries of the property on a continuation sheet)

**Boundary Justification** (Explain why the boundaries were selected on a continuation sheet)

### 11. Form Prepared By

name/title	Gary Tipler	date	2/16/04
organization	For Gorman & Company	telephone	08-286-1844
street & number	807 Jenifer Street	zip code	53703
city or town	Madison	state	WI

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

Section 9 Page 1

Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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**GOODWILL**

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

**National Register of Historic Places**  
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Section 9 Page 2

Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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Wisconsin Word Processing Format (Approved 1/92)

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**National Park Service**

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**Continuation Sheet**

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Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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**GENERAL**

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End

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**National Register of Historic Places  
Continuation Sheet**

Section 10 Page 1

Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

Insert

**10. GEOGRAPHICAL DATA**

**VERBAL BOUNDARY DESCRIPTION**

LEGAL DESCRIPTION (from Milwaukee City Assessor's site):  
LANDS IN NW 1/4 SEC 31-7-22-LAND BETW W PIERCE-MITCHELL  
PARK N L-W BRUCE ST EXTD W & W OF LINE 217.91' W OF E 1/4 LI  
W 149.88' OF S 188.91' ON W LINE

**SURVEY**

(Please refer to survey map.)

SITUATED ON 2100 AND 2102 W. PIERCE STREET, CITY OF MILWAUKEE, MILWAUKEE COUNTY,  
WISCONSIN

PARCEL 1

THAT PART OF THE NORTHWEST 1/4 OF SECTION 31, TOWN 7 NORTH, RANGE 22 EAST, IN THE CITY OF  
MILWAUKEE, COUNTY OF MILWAUKEE, STATE OF WISCONSIN, BOUNDED AND DESCRIBED AS  
FOLLOWS:

COMMENCING AT A POINT IN THE NORTH LINE OF WEST PIERCE STREET, AS PLATTED 572.14 FEET  
WEST OF THE EAST LINE OF SAID 1/4 SECTION; RUNNING THENCE NORTH 188.91 FEET TO A POINT, SAID  
POINT BEING 572.18 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION; THENCE EASTERLY ALONG A  
STRAIGHT LINE, SAID LINE BEING THE NORTH LINE OF A WALL, WHICH WALL BEGINS 20 FEET EAST OF  
THE WEST LINE OF THIS DESCRIBED PROPERTY, 149.88 FEET TO A POINT, SAID POINT BEING 422.30 FEET  
WEST OF THE EAST LINE OF SAID 1/4 SECTION, AND 188.75 FEET NORTH OF THE NORTH LINE OF WEST  
PIERCE STREET; THENCE SOUTH 188.75 FEET TO A POINT IN THE NORTH LINE OF WEST PIERCE STREET,  
WHICH SAID POINT IS 422.26 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION; THENCE WEST ON THE  
NORTH LINE OF WEST PIERCE STREET 149.88 FEET TO THE PLACE OF COMMENCEMENT.

PARCEL 2

THAT PART OF THE NORTHWEST 1/4 OF SECTION 31, TOWN 7 NORTH, RANGE 22 EAST, IN THE CITY OF  
MILWAUKEE, COUNTY OF MILWAUKEE, STATE OF WISCONSIN, BOUNDED AND DESCRIBED AS  
FOLLOWS:

COMMENCING AT A POINT ON THE SOUTH LINE AND 217.91 FEET WEST OF THE SOUTHEAST CORNER OF  
THE NORTHWEST 1/4 OF SECTION 31, AFORESAID; THENCE NORTH ON A LINE 217.91 FEET WEST OF AND  
PARALLEL TO THE EAST LINE OF SAID 1/4 SECTION 407.50 FEET; THENCE WEST ON A LINE 407.50 FEET  
NORTH OF AND PARALLEL TO THE SOUTH LINE OF SAID 1/4 SECTION 217.91 FEET TO A POINT; THENCE  
SOUTH ON A LINE 435.82 FEET WEST OF AND PARALLEL TO THE EAST LINE OF SAID 1/4 SECTION 407.50  
FEET TO THE SOUTH LINE OF SAID 1/4 SECTION; THENCE EAST ON THE SOUTH LINE OF SAID 1/4  
SECTION 217.91 FEET TO THE PLACE OF BEGINNING.

EXCEPTING THEREFROM A RECTANGULAR PIECE IN THE SOUTHEAST CORNER THEREOF 179.86 FEET

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Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

EAST AND WEST AND 185 FEET NORTH AND SOUTH.

ALSO A PART OF SAID NORTHWEST 1/4 BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT IN THE SOUTH LINE OF SAID 1/4 SECTION 435.82 FEET WEST OF THE SOUTHEAST CORNER THEREOF; RUNNING THENCE NORTH ON A LINE PARALLEL TO THE EAST LINE OF SAID 1/4 SECTION 445 FEET TO A POINT IN THE NORTH LINE OF PARK STREET, EXTENDED; THENCE WEST ON A LINE PARALLEL TO THE SOUTH LINE OF SAID 1/4 SECTION 136.32 FEET TO A POINT IN THE EAST LINE OF MITCHELL PARK; THENCE SOUTH ON AND ALONG THE EAST LINE OF MITCHELL PARK 445 FEET TO A POINT IN THE SOUTH LINE OF SAID 1/4 SECTION; THENCE EAST ON AND ALONG SAID SOUTH LINE 136.32 FEET TO THE POINT OF COMMENCEMENT.

EXCEPTING FROM THE ABOVE-DESCRIBED PARCELS, A PARCEL OF LAND BOUNDED AND DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT IN THE NORTH LINE OF WEST PIERCE STREET 572.14 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION; RUNNING THENCE NORTH 188.91 FEET TO A POINT, SAID POINT BEING 572.18 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION; THENCE EASTERLY ALONG A STRAIGHT LINE, SAID LINE BEING THE NORTH LINE OF A WALL, WHICH WALL BEGINS 20 FEET EAST OF THE WEST LINE OF THE DESCRIBED PROPERTY, 149.88 FEET TO A POINT, SAID POINT BEING 422.30 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION, AND 188.75 FEET NORTH OF THE NORTH LINE OF WEST PIERCE STREET; THENCE SOUTH 188.75 FEET TO A POINT IN THE NORTH LINE OF WEST PIERCE STREET, WHICH SAID POINT IS 422.26 FEET WEST OF THE EAST LINE OF SAID 1/4 SECTION; THENCE WEST ON THE NORTH LINE OF WEST PIERCE STREET 149.88 FEET TO THE PLACE OF COMMENCEMENT.

August 28, 2002 Gorman & Company Survey No. 160653-RMK

**BOUNDARY JUSTIFICATION**

The property boundaries are the legal description of those of the building complex and the associated parking area and correspond to the historic parcel for the resource.

End

Goodwill Industries Building  
Name of Property

Milwaukee County  
County and State

Wisconsin

### 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.)

<b>name/title</b>	Tom Capp, President of Development	<b>date</b>	1/14/04
<b>organization</b>	Knitting Factory Lofts LLC, Gorman & Company	<b>telephone</b>	608-257-4410
<b>street&amp;number</b>	1244 South Park Street	<b>zip code</b>	53715
<b>city or town</b>	Madison	<b>state</b>	WI

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Goodwill Industries Building  
Milwaukee, Milwaukee County, Wisconsin

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**Photographs**

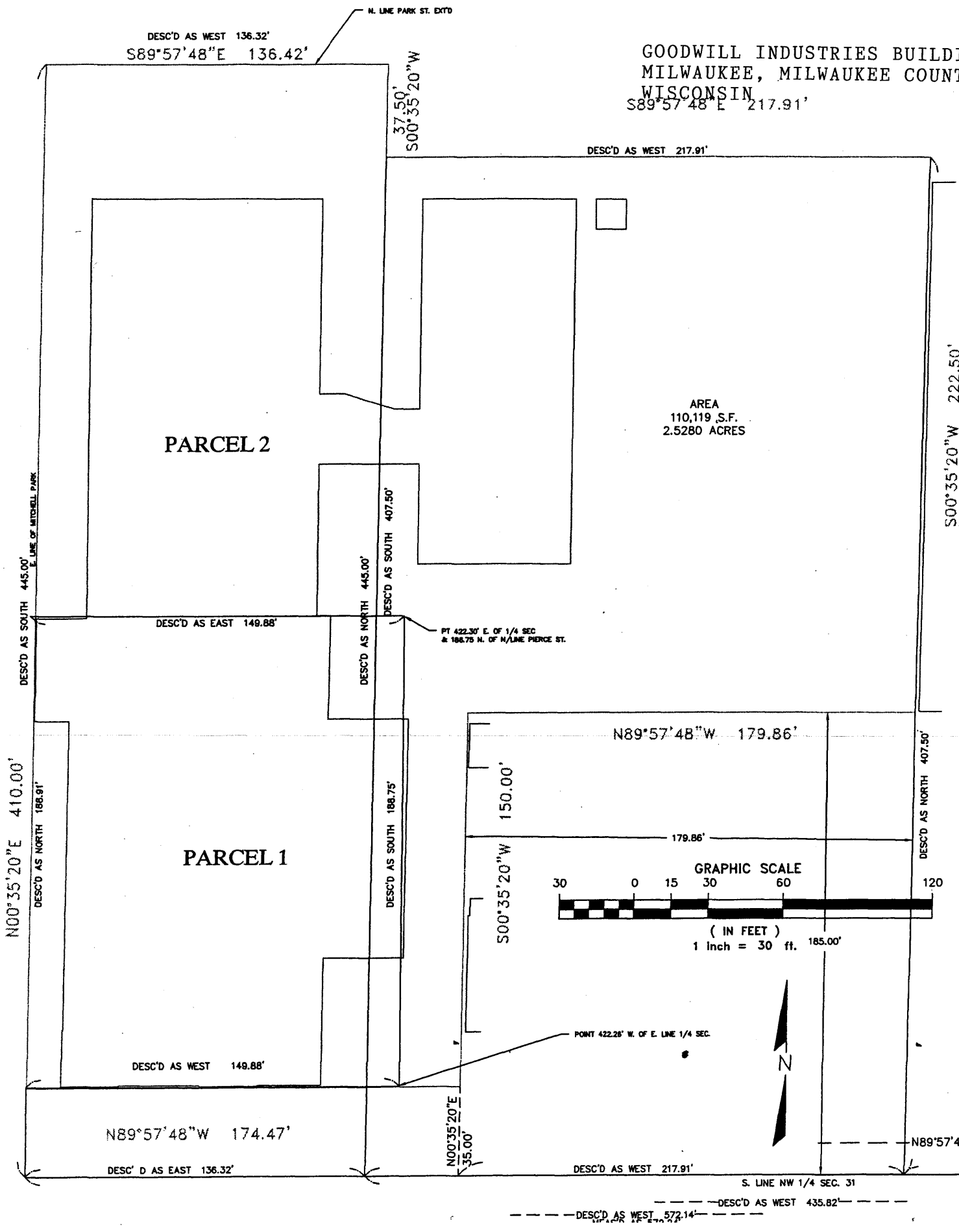
The following information is the same for all photographs:

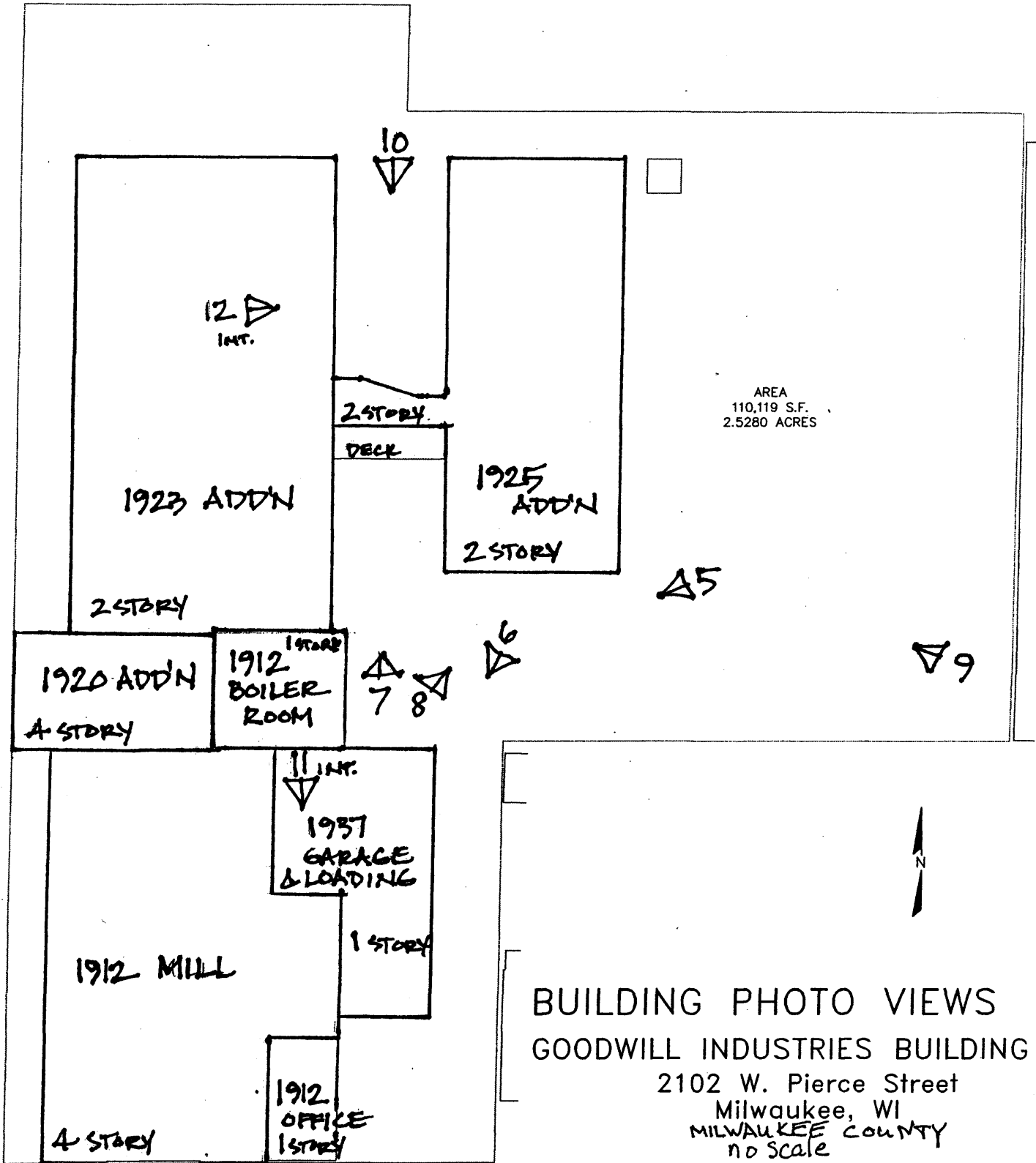
Goodwill Building  
2102 W. Pierce Street  
Milwaukee, Milwaukee Co., WI  
All photos by Gary Tipler, April, 2004  
Negatives at the Wisconsin Historical Society.

- |  |             |
|--|-------------|
| 1. West elevation and Pierce Street façade, (facing northeast) | Negative 24 |
| 2. West elevation and Pierce Street façade, (facing northeast) | Negative 21 |
| 3. Pierce Street Office façade, (facing north)                 | Negative 18 |
| 4. Pierce Street façade and East elevation, (facing northwest) | Negative 15 |
| 5. East and north elevations, (facing southwest)               | Negative 9  |
| 6. East elevations, (facing west)                              | Negative 8  |
| 7. Rear additions, (facing northwest)                          | Negative 11 |
| 8. Rear additions, (facing northeast)                          | Negative 12 |
| 9. Rear wing, (facing west)                                    | Negative 6  |
| 10. Rear wings, (facing southwest)                             | Negative 5  |
| 11. Rear wings, (facing south)                                 | Negative 4  |
| 12. Rear wings, (facing southeast)                             | Negative 3  |
| 13. Interior of old loading dock, (facing south)               | Negative 19 |
| 14. Interior of typical apartment, rear wing, (facing east)    | Negative 22 |



GOODWILL INDUSTRIES BUILDING  
 MILWAUKEE, MILWAUKEE COUNTY  
 WISCONSIN  
 S89°57'48"E 217.91'





1  
2

3

W. PIERCE ST.

4

7 8

6

5

9

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