

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only
received MAY 15 1984
date entered JUN 14 1984

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic The Puerner Block/Breunig's Brewery
and/or common same/Heilemann's Ice Cream

2. Location

street & number 101-115 East Racine, 110-112 North Main St. not for publication
city, town Jefferson vicinity of
state Wisconsin code 55 county Jefferson code 055

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> not applicable	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name Donnell Geib
street & number 179 Donald Lane
city, town Watertown vicinity of state Wisconsin

5. Location of Legal Description

courthouse, registry of deeds, etc. Jefferson County Courthouse
street & number 320 South Main Street
city, town Jefferson vicinity of state Wisconsin 53549

6. Representation in Existing Surveys

title Wisconsin Inventory Historic Places has this property been determined eligible? yes no
date 1977 federal state county local
depository for survey records State Historical Society of Wisconsin
city, town Madison vicinity of state Wisconsin

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 Puerner Block and the adjacent Breunig's Brewery occupy approximately one-quarter of a city block on the northeast corner of downtown Jefferson's main intersection. The complex consists of four structures. Three are commercial buildings known collectively as the Puerner Block. The fourth building is the former Breunig Brewery plant. The four structures are joined by party walls, and their street facades present a good degree of uniformity in fenestration and brickwork. The three commercial buildings, moreover, are joined on the interior. Structures #1 and 2 share hallways on their second and third floors. Structures #2 and 3 are joined by an interior opening on their ground floors.

All the buildings are exterior load-bearing masonry with frame interior supports. The dominant architectural style is commercial Italianate. The street facades of the buildings feature elaborate brickwork in a cream brick. With the exception of some loss of cornice details and the modernization of two storefronts, the complex retains the exterior appearance it had at the turn of the century. The buildings have seen somewhat more interior alteration, but some notable early features remain here as well.

The four structures are described separately below. Each is identified according to the code indicated on the attached layout sketch. Also see the attached 1909 photo.

Structure #1 (101-103 East Racine Street) is a three-story commercial building with a width of 33 feet and a depth of 78 feet. Structure #1 is the oldest building in the complex; its first two stories are believed to date from 1850. The third floor was added between 1906 and 1909.

The lower floors are more simple than the rest of the complex, ornamented only with straight stone window lintels and the recesses for storefronts and entries. The third story, on the other hand, features intricate brickwork, notably above the round-headed windows, in the belt course, and at the cornice. The storefronts on the building's south (Racine Street) facade are characteristic of the late 19th century, with large display windows, dado boards below, and with heavily detailed wooden doors.

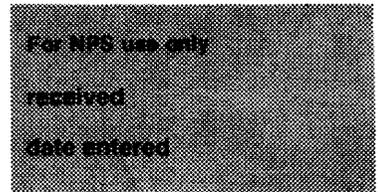
A prominent feature of Structure #1 is the large clock at the southwest corner of the parapet. The clock has two faces (on Racine Street and on Main). It still operates. Originally (c. 1906-09) both sides of the clock were capped with gables. These were removed at an undetermined date. Otherwise the exterior of the structure retains the appearance it had no later than 1909.

Structure #1 currently houses a tavern, an apartment, and a vacant storefront on the first floor, two apartments on the second floor, and the third floor is vacant. Aside from minor modernization of kitchen and bath areas in the apartments and modern finishes in the ground-floor storefront, the interior of the building retains its turn-of-the-century appearance. Finishes on the first two floors are common (i.e., wooden floors, fir trim, plaster walls and ceilings) with the exception of a tin ceiling in the storefront. The third floor, on the other hand, is unusual. This area features five fir support columns with decorative capitals above and built-in writing desks at a height four feet above the floor. A wooden-cased clock (which controls the exterior clock faces) hangs from the ceiling.

(Continued)

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

**National Register of Historic Places
Inventory—Nomination Form**



The Puerner Block/
Breunig's Brewery

Item number 7. Description Page 1

Structure #2 (105-107 East Racine) is a three-story building with a width of 46 feet and a depth of 78 feet. Structure #2 was originally built c. 1868-1871 but was altered to its present exterior appearance in 1893.

The south (Racine Street) elevation of Structure #2 is particularly interesting. Incorporating classical and Italianate references, the facade exhibits elaborate brickwork. The two upper stories are given a vertical emphasis by four pilasters and continuous bands of open-weave brick around the windows. The cornice is extremely detailed. The lowest of its three levels is a belt course with indentations framing a center capstone identifying the Puerner Block and the 1893 date of the facade. The intermediate level uses contrasting dark brick to inscribe a series of joined X's. The top level is corbeled. Also noteworthy are the eight stone decorative panels between the top stories. The cornice originally had a shield or spire extending above the parapet at the center. It is unknown when this was removed. The ground-floor storefronts are remarkably preserved, with the display windows set between decorative base panels, posts, and a metal cornice. Even workable canvas awnings remain here.

The rear of the building has a one-story concrete block addition at ground level. There are open wooden porches on the second and third floors.

The first floor of the building remains in its original retail use. The second floor contains six apartments created through the partitioning of open hall space in 1893. The third floor consists of a large meeting hall at the front of the building, with kitchen and dining areas at the rear.

The first floor space was remodeled in 1935. Today the only notable interior features on the ground floor are five support columns running the depth of the store at the building's center. These posts are decorated with wooden panels suggesting Doric columns. The second-floor apartments (now vacant) feature characteristic late-Victorian appointments such as pocket doors, plank floors, and fir trim. The third floor meeting hall, a 32' x 51' area, has decorative ceiling beams, a raised band platform, and a maple dance floor.

Structure #3 (111-115 East Racine Street) is a two-story building with a width of 43 feet and a depth of 86 feet. Structure #3 was built c. 1868-71. The building contains two storefronts on the ground floor, apartments above.

The building's street facade retains most of its original appearance, except for the two storefronts. These still have large display windows and the original entry recesses, but the base plates have been replaced with modern brick, and the cornices have been covered with metal sheathing. The second floor, on the other hand, retains its integrity. The seven window bays are strongly defined with pilasters. The arched window openings have shallow brick hood-moulds. The parapet above is particularly impressive, with an alternating pattern of solids and voids. The cornice and the arched windows help Structure #3 relate well to the adjoining structures to the west.

(Continued)

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet The Puerner Block/
Breunig's Brewery

Item number 7. Description Page 2

There are two one-story concrete block additions to the rear of the building. Construction dates for these are unknown, but certainly they do not contribute to the building's 19th-century appearance. The interiors of the storefronts are modern, both being presently used for retailing. There is an arch, now closed, between the two storefronts. Floors are carpeted, walls and ceilings are gypsum board with some acoustic tile. The second-floor apartments contain typical finishes with kitchen and bath modernizations. Structure #3 has no significant interior finishes.

Structure #4 (110-112 North Main Street) is a three-story building stretching 88 feet along Main Street and with an irregular depth. The principal facade is divided into three bays by brick pilasters ending in a series of arches below the corbeled cornice. The spacing of the bays and the regularity of the fenestration convey a sense of classical precision. Only the large rectangular opening at the northernmost bay breaks the pattern of round-headed, hooded door and window openings. This rectangular opening accesses a covered drive and loading area.

The building's classical appearance was likely even stronger originally. Several original windows remaining on the third floor bear fan lights above the six-over-six double-hung sash. Most of these fan lights have been filled in with wood panels.

One more feature of the principal facade to be explained is the remnant or "ghost" of a painted sign between the second and third stories of the center bay. This sign, reading "Home of Heilemann's Ice Cream," dates from the years after 1920, i.e., later than the building's period of significance.

The portion of the building fronting on Main Street was built in 1863 to house a brewery plant. The rear portion of the facility, a utilitarian structure measuring 34' x 24' and with two tall floor levels, was added for ice storage in 1871. Also added at this time was a one-story addition for wagon storage and privies.

The interior spaces of structure #4 are mostly raw factory finishes. In the years since brewery operations ceased (1920), all special brewing equipment has been removed. Part of the first floor space is presently occupied by an electric motor service shop, and there is a modern apartment on the second floor. The balance of the space is vacant.

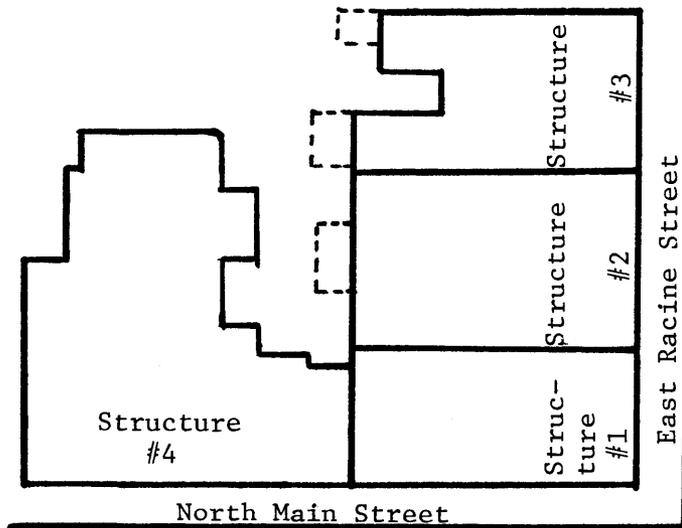
The building has one outstanding interior feature. The basement level contains a system of stone vaults which were used for storing beer at cool temperatures. This area has remained unaltered, and there are even some large oak casks still stored there. These vaults serve as graphic reminders of the building's original function.

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only
received
date entered

Continuation sheet The Puerner Block/
Breunig's Brewery Item number 7. Description Page 3



North
←

[- -] Non-contributing additions

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

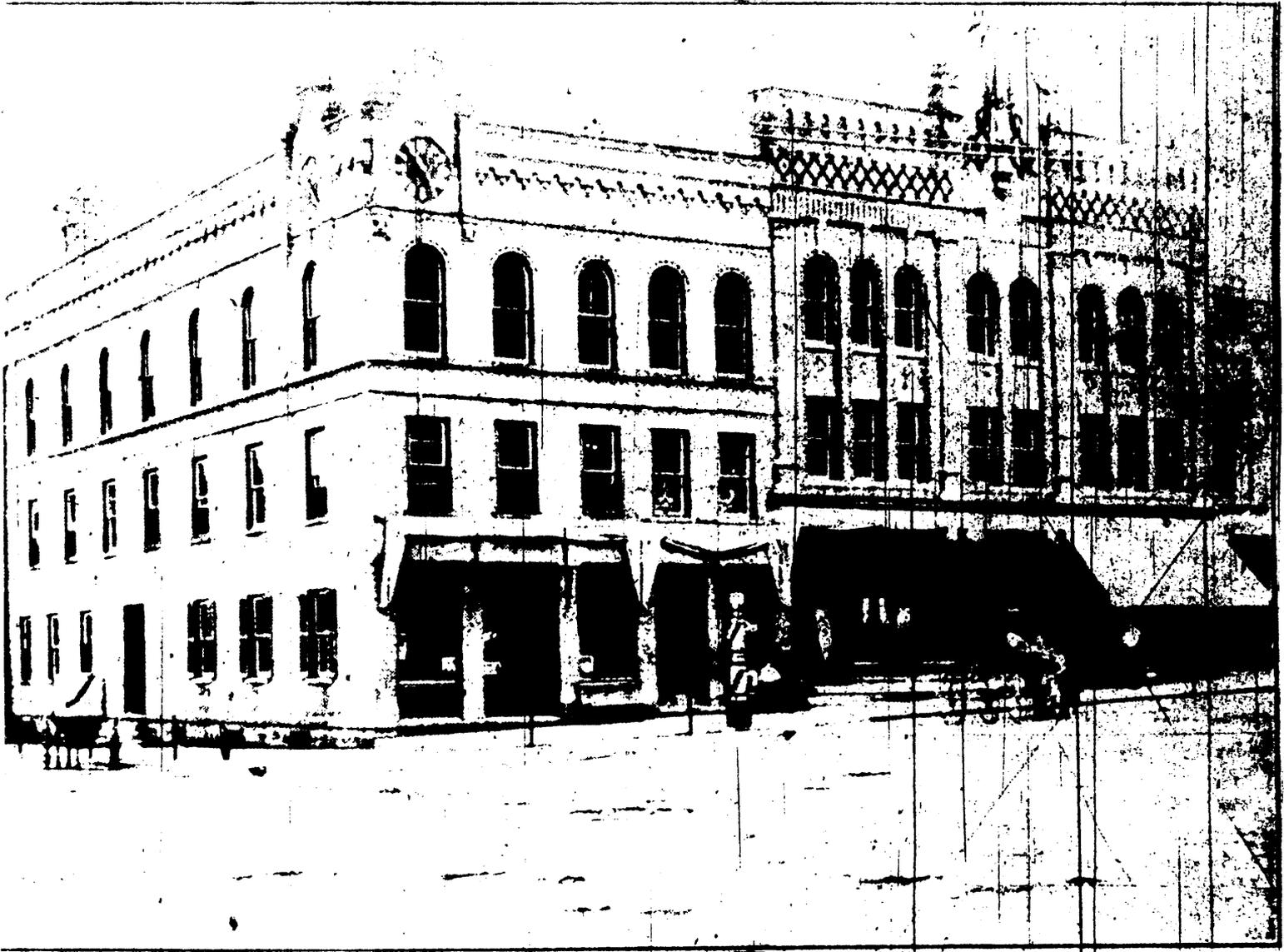
received

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The Puerner Block/
Continuation sheet Breunig's Brewery

Item number 7. Description Page 4

THE PUERNER BLOCK IN 1909



SOURCE: Jefferson Banner, September 22, 1909

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/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-1930	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

constructed 1850, 1863, 1868-71 Structures 1, 3, 4 unknown

Specific dates altered 1893, 1906-09¹ **Builder/Architect** Structure 2 facade and Structure 1 addition attributed to Julius E. Heimerl²
Period of significance: 1863-1920, 1878-1930
Statement of Significance (in one paragraph)

The Puerner Block/Breunig's Brewery Complex is architecturally significant locally as a remarkably well-preserved panorama of Jefferson's 19th-century commercial architecture; some outstanding ornamental features are represented in the facades of the separate structures. The complex also possesses local historical significance for its association with important Jefferson enterprises and industries. The retail portion of the complex witnessed the transition of retailing from separately-owned specialty stores to the creation of a modern department store. The industrial portion of the complex is the best remaining example of Jefferson's vibrant 19th-century brewing industry. Structure #1 has special historical interest as the earliest brick store building in Jefferson.

The complex is best understood in a common nomination. During the years in which historical significance was attained, the complex was owned and operated in common. Architecturally, attempts were made to stress uniformity in massing and ornament. While this is most notable in the facades of Structures #1 and 2, the repetition of elements in all four buildings, as well as the common origin of the structures, suggests conscious planning.

The period of significance for the complex must be divided between the commercial and industrial portions. The brewery portion's period of significance dates from the construction of the plant in 1863 up until the end of its brewing operation in 1920. The period of significance for the Puerner Block buildings spans from the founding of the A. Puerner and Son Co. in 1878, through the decades around the turn of the century when the Puerner firm matured as a modern department store, and closing in 1930, by which time the department store was fully developed.

Historical Background

The following historical sketch is intended to orient the reader to the broad lines of development of the complex. The architectural and historical significance of the individual portions of the complex are addressed separately.

Jacob Breunig was the original developer of the complex.³ Breunig built a small frame building on Main Street north of Racine in 1855 and began his Breunig's Brewery operation. In 1863, he acquired Lot 1, Block 1 of Sanborn's Addition from James Barr, a property which included the two-story brick commercial building at the northeast corner of Main and Racine Streets (Structure #1). In the same year, Breunig demolished the frame building and built the main brewery building (Structure #4) running north along Main Street. During the mid-1860's, Breunig bought the West 45' of Lot 2, Block 1, Sanborn's Addition, i.e., the property adjoining Structure #1 to the east along Racine Street. Between 1868 and 1871, he build a brick block containing stores at the ground level with a public hall above on this parcel. This building is the core of the present Structure #2. The neighboring parcel (the East 43' of Lot 2) was concurrently developed as two separate retail buildings by Nicholas Jung, a dry goods merchant. These are now Structure #3. Breunig completed his development in 1871 with the construction of an ice-house and service buildings behind the Brewery.

(Continued)

9. Major Bibliographical References

History of Jefferson County, Wisconsin. Chicago: Western Historical Co., 1879.
Wayne L. Kroll. Badger Breweries Past and Present. Jefferson: self-published, 1976.
The Jefferson Banner.

10. Geographical Data

Acree of nominated property 1/2 acre

Quadrangle name Jefferson

Quadrangle scale 1:24,000

UTM References

A

1	6	3	5	1	7	2	0	4	7	6	2	7	6	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification

Lots 1, 2, and 11, Block 1, Sanborn's Addition to the City of Jefferson, Jefferson County, Wisconsin.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

state	code	county	code

11. Form Prepared By

name/title John D. Rolling

organization Preservation Services date February 10, 1984

street & number 403 W. Washington Avenue telephone (608) 257-2318

city or town Madison state Wisconsin

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 

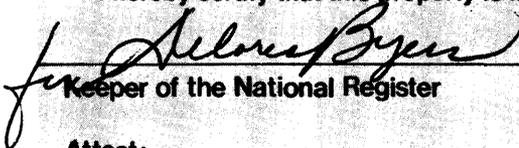
title Director, Historic Preservation Division, SHSW date MAY 8, 1984

For NPS use only

I hereby certify that this property is included in the National Register

Entered in the
National Register

date 6/14/84


Keeper of the National Register

Attest: _____ date _____

Chief of Registration

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

The Puerner Block/
Continuation sheet Breunig's Brewery

Item number 8. Significance Page 1

Breunig sold all his holdings on Block 1, Sanborn's Addition, including the brewery as well as the commercial buildings, to Andreas Puerner in 1892. Puerner's heirs completed the development, acquiring the Structure #3 in 1919. The Puerner family retained ownership of the entire complex until 1983, and were responsible for the major alterations to the buildings fronting on Racine Street (Structures #1 and 2). These alterations included: 1) rebuilding the facade on Structure #2 (1893); 2) dividing the second-floor space in Structures #1 and #2 for use as apartments and adding an entrance hall at the west side of Structure #1 (1893); 3) adding a new public hall on the third floor of Structure #2 (1893); and 4) adding a third story to Structure #1 (c. 1906-1909).

In acquiring the Breunig property, the Puerner's fell heir to a brewing plant outside their own competence. After sitting vacant for a few years, the plant was leased in 1895 to a Joseph Beischel, operating under the name Jefferson Brewing and Malting.⁴ The prohibition era called for conversion. In 1921, the plant was taken over by the Heilemann Ice Cream Company, a branch of the Puerner Co.⁵ This use continued until Heilemann's assets (which did not include the building itself) were acquired by Schoep's Ice Cream Inc., of Madison, in 1969.

Architecture

The Puerner Block/Breunig's Brewery complex stands out among downtown Jefferson's well-preserved Victorian building stock. Here, in a concentrated quarter block at the city's most visible intersection is an uninterrupted set of buildings in which major trends of commercial architecture from 1850 to the turn of the century are illustrated. Individually, the four structures each possess interesting styling and details. At the same time, the four relate well to one another, with elaborate brickwork serving to unify the overall composition.

The lower stories of Structure #1 exhibit a simplicity of design appropriate for this early (1850) commercial building. The facade of Structure #4 (b. 1863) bespeaks classical composition; it adds Italianate elements in the hood-moulds and the cornice. Structure #3 (built c. 1868-1871) takes elaboration in the brickwork a step further. The hood-moulds here are more strongly defined and the cornice is particularly distinctive. Finally, Structure #2 (facade alteration 1893), and the third-floor addition to Structure #1 (c. 1906-09), represent the triumph of ornament in High Victorian architecture.

The designers of structures 1, 3, and 4 are unknown. The architect who designed the 1893 facade of Structure #2 and the later third-story addition to Structure #1 is believed to be Julius E. Heimerl.⁶

(Continued)

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

**National Register of Historic Places
Inventory—Nomination Form**

For NPS use only

received

date entered

Continuation sheet The Puerner Block/
Breunig's Brewery Item number 8. Significance Page 2

Heimerl was a Jefferson native. Heimerl was related to the Puerner family by marriage. During the period 1890-1910, Heimerl was practicing in Milwaukee. Judging by references in Milwaukee City Directories for these years, Heimerl was not very successful.⁷ We know, however, that he designed Jefferson's Saint John's Lutheran Church (1895),⁸ in which the distinctive open-weave brickwork seen on the Puerner Block windows is a prominent feature. In these two Jefferson projects Heimerl was able to employ the unrestrained ornamentalism favored by the proud building owners of the late Nineteenth Century.

Other buildings in downtown Jefferson are worthy of recognition. The contiguity of the buildings of the Puerner Block/Breunig's Brewery complex, the high visibility of the complex, its fine brickwork, and its excellent state of preservation make it particularly deserving.

Commerce

Structure #1 has special historical significance as the first brick store building in Jefferson. It was built in 1850 by James Barr, a merchant who had arrived in 1846 during the early village days. Barr sold dry goods, groceries, and hardware from the western side of the first floor. Jefferson's post office may have been in the smaller storefront at the east side of the building.⁹

After Breunig bought the building, the larger shop was converted into a saloon, a use which appears to have gone uninterrupted (excepting, presumably, the Prohibition era) through the present.¹⁰ The smaller storefront has sheltered various uses; for many years around the turn of the century it was a barber shop. The residential use of the building's second story dates at least from the 1880's.¹¹ The present apartments are consistent in plan and finishes to those of Structure #2 and are therefore believed to have been created in an 1893 remodeling.

Contemporary photos indicate that the third story was added between 1906 and 1909.¹² This addition was designed to harmonize Structure #1 with the adjacent Structure #2. The new third story then came to house the A. W. Puerner and Son Company's rug and linoleum department and the firm's offices.¹³ As such, this portion of the Puerner complex took part in the expansion of the Puerner enterprise into a modern department store.

Structure #2 was built by Breunig between 1868 and 1871. Breunig rented the two ground-floor shops to retailers, while the tall (20') second floor was operated as a public hall for lectures, concerts, and amusements. The building as a whole was known, during the 1870's and 80's, as Breunig's Hall.¹⁴

One of Breunig's retail tenants was a general store operated by J. Andreas Puerner,¹⁵ a Bavarian immigrant who had arrived in Jefferson in 1852. By 1878, Puerner had

(Continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

Continuation sheet The Puerner Block/
Breunig's Brewery

Item number 8. Significance Page 3

rented the western storefront of Structure #2 and was doing business under the Americanized firm name of Andrew J. Puerner and Son. When Breunig retired in 1892, Puerner acquired all Breunig's contiguous holdings.

In 1893, Puerner altered the building's upper level to its present use. The former Breunig's hall was divided into two levels. The lower of these was converted into flats. Apparently the hall hosted dances, plays, concerts, and the like, but it is not clear under whose sponsorship. For several years forward from the mid 1920's, the entire third floor was leased by the Jefferson Masonic Lodge.¹⁶

The Puerner family firm (incorporated 1896) concentrated on expanding their retail business. By the turn of the century, the A. Puerner and Son Company was Jefferson's largest retailer, offering groceries, home furnishings, ready-made clothing, as well as dry goods.¹⁷ In the years thereafter, the Puerner firm continued its growth, adding floor area on the new third floor of Structure #1 (c. 1906-1909) and acquiring the two additional storefronts located in Structure #3 (1919).

A review of news articles and advertising in the Jefferson Banner through the early decades of the 20th century suggests the continued dominance of the Puerner firm in the Jefferson retail market. These also suggest continued innovation on the part of Puerner management (all family members) as retailing patterns changed. The Puerner firm used modern sales techniques such as seasonal and special-event sales, trading stamp and merchandise give-aways, "modernistic" store redecorations, even radio broadcasts from the store.¹⁸

The Puerner family left the retail business in 1946. The business was sold, and the store buildings leased, to a company from Rockford, Illinois. This group ran the store under the name "The New Puerner Company." Later, the store was renamed "The Jefferson Department Store." In the 1970's, new shopping malls in nearby Watertown and Madison attracted Jefferson shoppers away. The store finally closed in 1978. Since that time the ground floor of Structure #2 has housed a Saint Vincent de Paul resale shop, while the adjacent storefronts have been leased to small retail tenants.¹⁹

Industry

Breunig's Brewery is not only the oldest remaining brewery building in Jefferson, but is among the first brewing companies established in the city. According to Wayne Kroll, author of Badger Breweries Past and Present, only the brewery opened by Stephen Neuer in the early 1850's antedates Breunig.²⁰

Breunig came to Jefferson in 1854 among the contemporary surge of German immigrants. Breunig had been trained at home in Bavaria. Breunig found a thirsty market for his product in Jefferson. By 1863 he could afford investment in the large complex

(Continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

Continuation sheet The Puerner Block/
Breunig's Brewery Item number 8. Significance Page 4

described above and by the late 1870's, with much more competition, he was Jefferson's largest producer at 1500 barrels per year.²¹

Brewing was an important industry in late-19th-century Jefferson. Wayne Kroll lists nine separate brewing plants operating in the city between 1870 and 1920.²² Of these, only the Breunig Brewery complex remains. Breunig's major competitor, the Rudolph Heger Brewing Company, which overtook Breunig's premier standing by 1890, was located one block east of the Breunig plant. The Heger brewery itself was demolished in the mid-1960's. The Heger office building (b. 1908) is presently (February 1984) scheduled for demolition. The Heger bottling plant (b. c. 1890) will henceforth remain the only other reminder of this important 19th century Jefferson industry.

Breunig's Brewery does not appear to have been a major innovator in the industry. Breunig's success appears due rather to the advantages of an early start and a large, efficient physical plant (possessing, for example, its own extensive chilling cellars).

In the years since prohibition, the brewery complex has lost its production equipment and the building's interior, for the most part, has been altered. The complex does, however, retain its original exterior appearance and it retains two features which strongly express its original function. These are the covered drive at the north end of the building, which protected shipments to and from the production areas, and the extensive system of underground vaults in which the final product was stored.

¹The source for Structure #1's 1850 building date is The History of Jefferson County, Wisconsin (Chicago, 1879), p. 468. That for Breunig's Brewery (1863) and its ice house (1871) is Ibid., pp. 481-482. The source for the c. 1868-71 building dates for Structures #2 and #3 is a party wall agreement between Jacob Breunig and his neighbor Nicholas Jung (dated May 23, 1868 and recited in the property abstract) which clarifies construction plans of both owners. Ads in the Jefferson Banner for 1871 indicate that both buildings were in use by that year. The 1893 date for Structure #2's major facade alteration is established by an article in the Jefferson Banner, March 2, 1893. The conclusion that the third floor was added to Structure #1 between 1906 and 1909 is drawn from a comparison of two photos dating from those years. The fact that Jefferson's pre-1911 tax rolls were lost in a fire make that source for more accurate dating unavailable.

²Attribution of Structure #2's facade and Structure #1's addition to Julius E. Heimerl was related by local historian Donald Streim. This hypothesis is supported

(Continued)

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form

For NPS use only

received

date entered

Continuation sheet The Puerner Block/
 Bruenig's Brewery Item number 8. Significance Page 6

¹⁵On Puerner and his family firm, see John Henry Ott, Jefferson County, Wisconsin and Its People (2 vols; Chicago, 1917), I, p. 117 and an article titled "Jefferson Business Firm's Golden Jubilee," Jefferson Banner, July 21, 1928. Also see J. Andreas Puerner's obituary, Jefferson Banner, July 26, 1894.

¹⁶A lease to the Jefferson Masonic Lodge, dated July 1, 1926 and for a five-year period, appears in the property abstract.

¹⁷The Jefferson Banner called A. Puerner and Son "the largest store in the city" in a May 8, 1902 article.

¹⁸By the late 1920's, the Puerner retail operations were spread over 50,000 square feet of floor area. Jefferson Banner, July 12, 1928. Scanning the Banner's frequent Puerner ads for the period reveals the company's marketing techniques. See also feature articles in the following issues of the Jefferson Banner for contemporary comments on the predominance of the Puerner and Son Co. in Jefferson's retailing: September 22, 1909; April 23, 1919; October 1, 1925.

¹⁹Information on the recent history of the Puerner Block was provided by Donald Streim.

²⁰Wayne L. Droll, Badger Breweries Past and Present (Jefferson, 1976), p. 36.

²¹Ibid., and History of Jefferson County, pp. 481-482.

²²Kroll, pp. 36-37.