



WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin.  
Photo by Peter J. Adams, October 1983.  
Negative at the State Historical  
Society of Wisconsin. View looking  
south at the intersection of Wisconsin  
Avenue and Main Street. Photo #1  
of 38.



WISCONSIN AVENUE HISTORIC DISTRICT

200 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northwest

Photo #2 of 38.



KENDRICK  
BUSINESS  
MACHINES  
SERVICE-SALE

Vosters  
UPHOLSTERY

Town & Country  
BEATY'S SALON

Star Bar

WISCONSIN AVENUE HISTORIC DISTRICT

218 and 220-222-224 W. Wisconsin Avenue  
Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at  
WI Hist. Soc. View From Northeast

Photo #3 of 38.



Loemling's

BUD LIGHT

Frederick  
Banners  
Truck  
and  
Window

PACKED BY 180  
N. LAKE ST. - 2ND FL.  
QUALITY SINGE OIL

Ward's  
SIGNS  
WOOD  
SIGNS  
and  
LETTERS  
Silk  
Screen

Ward's  
Cash Transfers  
725-2007

WISCONSIN AVENUE HISTORIC DISTRICT

212 and 214-216 W. Wisconsin Avenue  
Neenah, Winnebago County, WI.

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WI Hist. Soc. View From North

Photo #4 of 38.





SHOES & CLOTHING  
**WARD**

YARN SHOP

sale

14 K Gold Jewelry  
**STITCH 'N TIME**

WISCONSIN AVENUE HISTORIC DISTRICT

206, 208, and 210 W. Wisconsin Avenue  
Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northeast

Photo #5 of 38.

*Gene's* BAKE SHOP

THE

FRAME UP

WISCONSIN AVENUE HISTORIC DISTRICT

202-204 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From North

Photo #6 of 38.



WILSON ST

KEENAN  
TV RENT

MANAGER INSURANCE

REALTOR  
MLS

Charron Realty  
REALTOR MLS

Charron Realty  
REALTOR MLS

NO U  
TURN

SERVICES

WISCONSIN AVENUE HISTORIC DISTRICT

200 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northeast

Photo #? of 38.



Charron Realty  
REALTOR M.L.B.

Charron Realty  
REALTOR M.L.B.

NO U  
TURN

SALE UP

WISCONSIN AVENUE HISTORIC DISTRICT

200 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northeast

Photo #8 of 38.





NO U  
TURN

WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin.  
Photo by Peter J. Adams, October 1983.  
Negative at the State Historical  
Society of Wisconsin. View looking  
south at intersection of Wisconsin  
Avenue and Church Street. Photo #9  
of 38.

TOP

3-WAY

NO U  
TURN

SW



WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin  
Photo by Peter J. Adams, October 1983.  
Negative at the State Historical  
Society of Wisconsin. View looking  
south at intersection of Wisconsin  
Avenue and Church Street. Photo #10  
of 38.



P  
←  
PARKING

Atlas OFFICE & SHIRT SHOP

Holz's FABRICS & SEWING MACHINES

CHERRY  
CALIBAN

WISCONSIN AVENUE HISTORIC DISTRICT

100 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northwest

Photo #11 of 38.



& SCHOOL SUPPLY  
MACHINES - Sewing Machines

**Holz's** FABRICS  
SEWING MACHINES

CALIBAN'S  
Books and More

CALIBAN'S  
Books and More



WISCONSIN AVENUE HISTORIC DISTRICT

Wheeler and Leavens Block, 132-134

W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northwest

Photo #12 of 38.





WISCONSIN AVENUE HISTORIC DISTRICT

110 Church Street

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southwest

Photo #13 of 38.

CAMERA AND CARD

OFFICE & SCHOOL SUPPLY  
GRUMBACHER *Art Supplies*



WISCONSIN AVENUE HISTORIC DISTRICT

128 and 130 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From North

Photo #14 of 38.



*The Candy Store*

Photo  
Supplies

**CAMERA and CARD**

*Hallmark*

33

WISCONSIN AVENUE HISTORIC DISTRICT

124 and 126 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From North

Photo #15 of 38.



EST. 1866

Fandrey's  
on the avenue

Fandrey's  
on the avenue

WISCONSIN AVENUE HISTORIC DISTRICT

Jandrey Company, 120 W. Wisconsin Ave.

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From North

Photo #16 of 38.

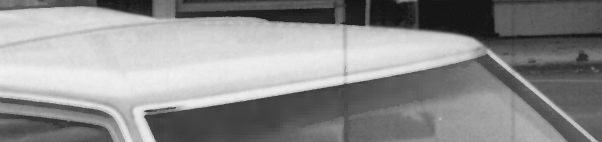


e  
hop

T. M. WERNER

CHEESE  etcetera

THURSDAY  
*Fantastic*  
SAVINGS  
SHOP BUY FOR TOMAS



WISCONSIN AVENUE HISTORIC DISTRICT

116 and 118 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

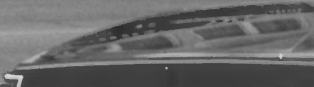
WI Hist. Soc. View From North

Photo #17 of 38.

*Hermene's*  
GIFT SHOP

*Bill Paul & Co.*  
OUTFITTERS  
TO  
MEN & WOMEN

The  
**Penny Wise**  
Shop



WISCONSIN AVENUE HISTORIC DISTRICT

110-112 and 114 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

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Photo #18 of 38.

ELWERS PHARMACY

MORTON DRUG CO.

MORTON DRUG CO.  
INC.

PHOTO  
DUPLICATES  
33



WISCONSIN AVENUE HISTORIC DISTRICT

106 and 108 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From North

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WISCONSIN AVENUE HISTORIC DISTRICT

100 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Northeast

Photo #20 of 38.





WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin.  
Photo by Peter J. Adams, October 1983.  
Negative at the State Historical  
Society of Wisconsin. View looking  
south at intersection of Wisconsin  
and Commercial Street. Photo #2/  
of 38.



MORNING

MAUTZ PAINT WALLPAPER

WISCONSIN AVENUE HISTORIC DISTRICT

200 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southwest

Photo #22 of 38



RESTROOM PAP

SIZE

WISCONSIN AVENUE HISTORIC DISTRICT

Winnebago Paper Company Offices

225 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southwest

Photo #23 of 38.



WISCONSIN AVENUE HISTORIC DISTRICT

203, 205, and 207 W. Wisconsin Avenue  
Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at  
WI Hist. Soc. View From Southeast

Photo #24 of 38.





BOEHM'S MKT.

Coca-Cola

RIGHT LANE  
CLOSED  
AHEAD

WEDNESDAY  
CANADIAN

WEDNESDAY  
CANADIAN

WISCONSIN AVENUE HISTORIC DISTRICT

200 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southeast

Photo #25 of 38.



Coca-Cola

Get the most from your car.

WHY NOT LEARN TOYOTA

CITY OF LOS ANGELES

STOP

WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin.  
Photo by Peter J. Adams, October 1983.  
Negative at the State Historical  
Society of Wisconsin. View looking  
north at intersection of Wisconsin  
Avenue and Church Street. Photo #26  
of 38.



CLOCK FACE

1887

J.J. KELLER & ASSOCIATES  
BARRISTER & SOLICITOR

NO U-TURN

WISCONSIN AVENUE HISTORIC DISTRICT  
Neenah, Winnebago County, Wisconsin.  
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Negative at the State Historical  
Society of Wisconsin. View looking  
north at intersection of Wisconsin  
Avenue and Church Street. Photo #27  
of 38.



WISCONSIN AVENUE HISTORIC DISTRICT

100 Block of W. Wisconsin Avenue  
Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at  
WI Hist. Soc. View From Southwest

Photo #28 of 38.





ESTIMATES • FEES • REPORTS • SERVICES

J. J. KELLER & ASSOCIATES, INC.  
MEMPHIS, TENNESSEE

J. J. KELLER & ASSOCIATES, INC.  
MEMPHIS, TENNESSEE

1927

WISCONSIN AVENUE HISTORIC DISTRICT

Sherry's Post Office Block

139-145 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983, Neg. at

WI Hist. Soc. View From Southwest

Photo #29 of 38.



EQUINE

11:10

**J. J. KELLER & ASSOCIATES, INC.**  
INTERNATIONAL TECHNICAL PUBLISHERS

**FLEET FEET**  
GENERAL FOOTWEAR AND TOOLS

*Crawford*  
Connection

WISCONSIN AVENUE HISTORIC DISTRICT

135 and 139-145 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southeast

Photo #30 of 38.



NEUSCHMIDT & SONS

ARlo's  
RESTAURANT

Coca-Cola

ARlo  
COFFEE  
SHOP

ARlo's  
Restaurant

La Zotte's

OS

WELCOME  
TO THE  
VALLEY  
PARK HOTEL

OSKAR'S

WISCONSIN AVENUE HISTORIC DISTRICT

131 and 133 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From South

Photo #31 of 38.



1892

OSKAR'S  
JEWELRY

Joseph's  
SHOES

SAILBOARD  
SPECIALISTS

MOVING  
TO THE  
VALLEY  
PARK

OSKAR

ENTIRE STOCK  
HEAVY FRESH AND  
ATOMIC SHOES REDUCED

FULL BODIED REDUCED  
LONGER LEGS  
\$5.95 TO \$9.95

OSKAR

OSKAR

WISCONSIN AVENUE HISTORIC DISTRICT

125 and 127 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From South

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SAILBOARD SPECIALISTS

Michael's

McCar  
Haertl

TELEPHONE  
CABLE  
AND MORE  
IT'S ABOYS

WISCONSIN AVENUE HISTORIC DISTRICT

121-123 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From South

Photo #33 of 38.

aele

McCarthy *Shoes*  
—Haeril—

MEYERS  
BOOKS

*Reflex* Elegant  
BARBER



WISCONSIN AVENUE HISTORIC DISTRICT

117-119 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From South

Photo #34 of 38.



*At Home*  
**Elegant**  
BARBER SERVICES

 **classcycles**

**Avenue**  
**Cafe**

LINDA'S  
SHIRT & UNDERWEAR  
CLEANING

WISCONSIN AVENUE HISTORIC DISTRICT

111-115 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southeast

Photo #35 of 38.



BANK

Wisconsin Electric

LINDA'S  
HAIR & STYLING  
CLEANING

WISCONSIN AVENUE HISTORIC DISTRICT

Manufacturers' National Bank

109 W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From South

Photo #36 of 38.





BERNSTEIN

BANK



WISCONSIN AVENUE HISTORIC DISTRICT

100 Block of W. Wisconsin Avenue

Neenah, Winnebago County, WI.

Photo by P.J. Adams, Oct. 1983. Neg. at

WI Hist. Soc. View From Southeast

Photo #37 of 38.



MOTOR OILS

OPEN 24 H

MOTOR OILS

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Negative at the State Historical  
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north at intersection of Wisconsin  
Avenue and Commercial Street. Photo  
#38 of 38.