

DATA SHEET

Form 10-300
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

STATE: Wisconsin
COUNTY: Jefferson
FOR NPS USE ONLY
ENTRY DATE JUN 5 1975

1. NAME

COMMON:

AND/OR HISTORIC:
Enterprise Building

2. LOCATION

STREET AND NUMBER:
125 West Main Street

CITY OR TOWN:
Palmyra

CONGRESSIONAL DISTRICT:
9

STATE:
Wisconsin 53156

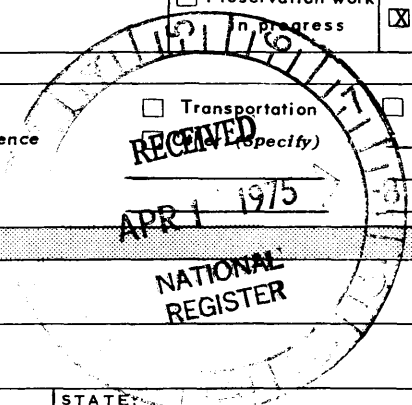
CODE: 55

COUNTY:
Jefferson

CODE: 055

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work <input type="checkbox"/> In progress
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation (Specify) <input type="checkbox"/> Comments



4. OWNER OF PROPERTY

OWNER'S NAME:
Kaufman Agency

STREET AND NUMBER:
125 West Main Street

CITY OR TOWN:
Palmyra

STATE:
Wisconsin 53156

CODE:
55

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Jefferson County Courthouse

STREET AND NUMBER:

CITY OR TOWN:
Jefferson

STATE:
Wisconsin 53549

CODE:
55

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
Historic American Buildings Survey

DATE OF SURVEY: 1936
 Federal
 State
 County
 Local

DEPOSITORY FOR SURVEY RECORDS:
Library of Congress

STREET AND NUMBER:

CITY OR TOWN:
Washington

STATE:
District of Columbia

CODE:
11

SEE INSTRUCTIONS

STATE: Wisconsin

COUNTY: Jefferson

ENTRY NUMBER: JUN 5 1975

DATE: 20540

FOR NPS USE ONLY

7. DESCRIPTION

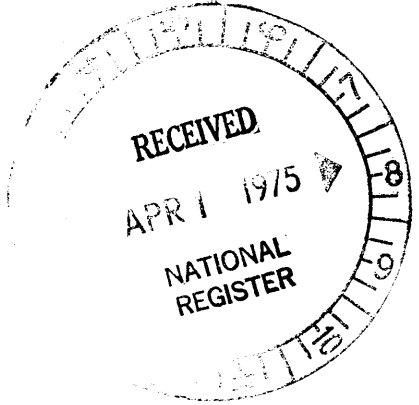
CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The Enterprise Building is a small, two-story commercial building displaying Greek Revival influences. It is rectangular in plan, three bays wide by four deep, with 6/6 double sash second story windows and a wood parapet. The upper half of the main facade is cobblestone with cut limestone quoins and lintels; the lower half has four cut limestone pilasters dividing the space into three equal areas, containing a central door with a window on each side. These windows are 4/4 single sash.

The sides and back of the building are of fieldstone, which along with the limestone and cobblestone are from the general local area. An interesting color pattern develops from the variety of warm shades of fieldstones on the side and the generally warm buff color of the mortar and slightly variegated selection of cobblestones on the front, along with the much lighter colored cut stonework. The upper front facade shows the painstaking labor involved in cobblestone work: in each row, smooth, egg-shaped stones are laid in even courses, with two rows slightly above the midpoint having longer, narrower stones placed diagonally for decorative variation.

There have been interior alterations to accommodate various usages over the years, but the exterior of the building remains unaltered and in exceptionally good condition. Currently it houses a real estate and insurance firm.



SEE INSTRUCTIONS

4. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

- | | | | |
|--|---------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Pre-Columbian | <input type="checkbox"/> 16th Century | <input type="checkbox"/> 18th Century | <input type="checkbox"/> 20th Century |
| <input type="checkbox"/> 15th Century | <input type="checkbox"/> 17th Century | <input checked="" type="checkbox"/> 19th Century | |

SPECIFIC DATE(S) (If Applicable and Known) c.1845 - 1848

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

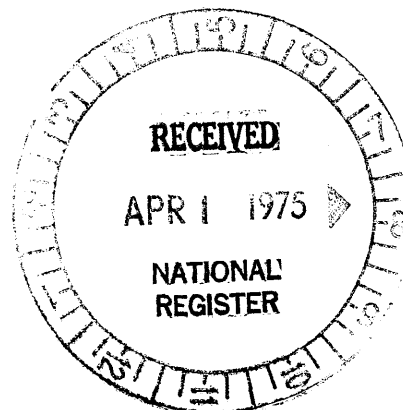
- | | | | |
|--|---|--|--|
| <input type="checkbox"/> Aboriginal | <input type="checkbox"/> Education | <input type="checkbox"/> Political | <input type="checkbox"/> Urban Planning |
| <input type="checkbox"/> Prehistoric | <input type="checkbox"/> Engineering | <input type="checkbox"/> Religion/Philosophy | <input type="checkbox"/> Other (Specify) |
| <input type="checkbox"/> Historic | <input type="checkbox"/> Industry | <input type="checkbox"/> Science | _____ |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Invention | <input type="checkbox"/> Sculpture | _____ |
| <input checked="" type="checkbox"/> Architecture | <input type="checkbox"/> Landscape Architecture | <input type="checkbox"/> Social/Humanitarian | _____ |
| <input type="checkbox"/> Art | <input type="checkbox"/> Literature | <input type="checkbox"/> Theater | _____ |
| <input type="checkbox"/> Commerce | <input type="checkbox"/> Military | <input type="checkbox"/> Transportation | _____ |
| <input checked="" type="checkbox"/> Communications | <input type="checkbox"/> Music | | |
| <input type="checkbox"/> Conservation | | | |

STATEMENT OF SIGNIFICANCE

In Wisconsin Architecture, Perrin describes the Enterprise Building as "a utilitarian structure with distinction."¹ An example of the practical use of some of the products of Wisconsin's glacial period, the Enterprise Building is a fieldstone commercial building with a cobblestone and cut limestone main facade. This building was certified architecturally significant by the Historic American Buildings Survey, for which it was measured in 1936.

Built originally as a store building, the structure derives its name from the Palmyra Enterprise. Oliver P. Dow, a native of New Hampshire who had been a farmer and teacher in the east, followed the same occupations for a time after coming to Palmyra at about mid-century. In 1855 he opened a store in the building, but he later felt the need for a newspaper for the area and established the Enterprise in the building in March, 1874. From then until September, 1951, the Enterprise Building was the main office of the newspaper and the place where it was printed from 1893 to 1951. Earlier, from 1874 to 1893, copy was prepared in the Palmyra office but the paper actually printed at the Whitewater Register a few miles away. Although the Palmyra Enterprise was always a weekly, it has been a locally significant newspaper serving Palmyra, Eagle, and other small communities in the surrounding area for over a century, having been in continuous publication from 1874 to date, and continues to be a vigorous and important enough communications medium to warrant the inclusion of communications as an area of significance applying to the Enterprise Building.

¹ Wisconsin Architecture, 63.



SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Historic American Buildings Survey, Wisconsin Architecture, (Narrative by Richard W. E. Perrin), (Washington, D. C., 1965), 63

Palmyra Enterprise, 100th Anniversary Issue, March 21, 1974.

Perrin, Richard W. E., Historic Wisconsin Buildings, (Milwaukee, 1962), 78

10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			OR	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES	
CORNER	LATITUDE	LONGITUDE		U.T.M. Reference:	seconds
	Degrees Minutes Seconds	Degrees Minutes Seconds			
NW	° ' "	° ' "			
NE	° ' "	° ' "			
SE	° ' "	° ' "			
SW	° ' "	° ' "			

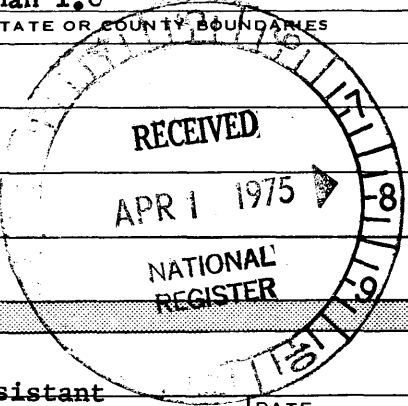
U.T.M. Reference:
16 / 370,560 / 4,748,260

UTM OK / HR

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: Less than 1.0

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

STATE:	CODE	COUNTY	CODE



11. FORM PREPARED BY

NAME AND TITLE: Patricia Warwick, Preservation Office Assistant

ORGANIZATION: State Historical Society of Wisconsin DATE: 2/10/75

STREET AND NUMBER: 816 State Street

CITY OR TOWN: Madison STATE: Wisconsin 53706 CODE: 55

12. STATE LIAISON OFFICER CERTIFICATION **NATIONAL REGISTER VERIFICATION**

As the designated State Liaison 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. The recommended level of significance of this nomination is:

National State Local

Name James Morton Smith
James Morton Smith

Title Director, State Historical Society of Wisconsin

Date 2/25/75

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

Arthur Mortensen
Director, Office of Archeology and Historic Preservation

Date 6/5/75

ATTEST:

W. M. [Signature]
Keeper of The National Register

Date JUN 4 1975

SEE INSTRUCTIONS

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

(Continuation Sheet)

STATE Wisconsin	
COUNTY Jefferson	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
100	JUN 5 1975

(Number all entries)

ENTERPRISE BUILDING

6. Wisconsin Survey of Historic Sites and Buildings

1974

(State)

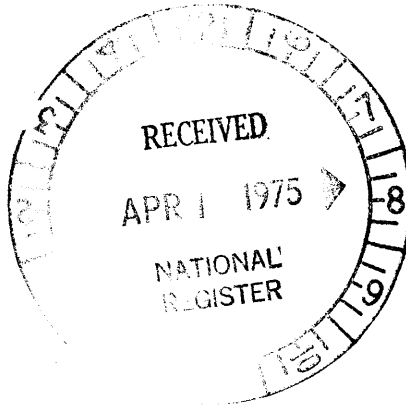
State Historical Society of Wisconsin

816 State Street

Madison

Wisconsin 53706

Code: 55



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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

FOR NPS USE ONLY

RECEIVED APR 23 1975

DATE ENTERED JUN 5 1975

CONTINUATION SHEET

ITEM NUMBER 7 PAGE 1

Enterprise Building

The description should be changed as follows.

1. Delete the last sentence of the first paragraph.
2. Delete paragraph three and substitute the following:

There have been interior alterations to accommodate various usages over the years, but the exterior of the building remains essentially unaltered. The woodwork, windows and front door between the columns and lintel have all been replaced. The replaced parts are in keeping with the original design and do not affect the basic integrity of the building.

(Palmyra, Jefferson County, Wisconsin)