

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

**National Register of Historic Places  
Continuation Sheet**

Section number \_\_\_\_\_ Page \_\_\_\_\_

**SUPPLEMENTARY LISTING RECORD**

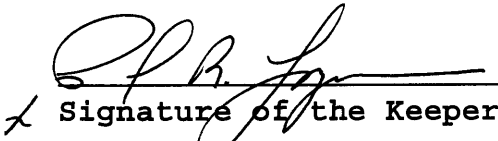
NRIS Reference Number: 97001627

Date Listed: 1/7/1998

<u>Main Street Commercial Historic District</u>	<u>Jefferson</u>	<u>WI</u>
Property Name	County	State

N/A  
Multiple Name

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

  
Signature of the Keeper

8/31/01  
Date of Action

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Amended Items in Nomination:

**Significance:**

The buildings at *118 South Main Street* and *120 South Main Street* (#27a and #27b) are considered contributing buildings within the historic district. [Covered historic features were revealed as part of a certified rehabilitation project, thus providing evidence of historic materials and integrity sufficient to convey the historic character of the two properties during the district's period of significance.]

**Resource Count:**

The resource count is revised to add *two contributing buildings* and remove *two noncontributing buildings*.

These revisions made under 36CFR67.5 were confirmed with the WI SHPO.

**DISTRIBUTION:**

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

483

NPS FORM 10-900  
(Rev. 8/86)  
Wisconsin Word Processing Format  
(Approved 3/87)

OMB No. 1024-0018

United States Department of the Interior  
National Park Service

MAY 05 1989

NATIONAL  
REGISTER

NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries on a letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only 25% or greater cotton content bond paper.

1. Name of Property

historic name Main Street Commercial Historic District

other name/site number N/A

2. Location

street & number Various - See Item 7 - pages 8-15 N/A not for publication

city, town Watertown N/A vicinity

state Wisconsin code WI county Jefferson code 055 zip code 53094

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	<u>126</u>	<u>31</u> buildings
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district		<input type="checkbox"/> sites
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>1</u>	<input type="checkbox"/> structures
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<input type="checkbox"/> objects
	<input type="checkbox"/> object	<u>127</u>	<u>31</u> Total

Name of related multiple property listing:

N/A

No. of contributing resources  
previously listed in the  
National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this X nomination \_\_\_ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets \_\_\_ does not meet the National Register criteria. \_\_\_ See continuation sheet.

*[Handwritten Signature]*  
Signature of certifying official

2/10/89  
Date

State Historic Preservation Officer-WI  
State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.  
\_\_\_ See continuation sheet

Entered in the  
National Register

*Mark J. Baker*

June 2, 1989

\_\_\_ determined eligible for the National Register. \_\_\_ See continuation sheet

\_\_\_ determined not eligible for the National Register

\_\_\_ removed from the National Register.

\_\_\_ other, (explain:)

*[Handwritten Signature]* Signature of the Keeper

Date

6. Functions or Use

Historic Functions  
(enter categories from instructions)

Current Functions  
(enter categories from instructions)

Commerce / Specialty store  
Industry/Manufacturing Facility  
Social / Meeting hall  
Government/ City hall

Commerce/Specialty store  
Health Care/Clinic  
Social/ Meeting hall  
Industry/Manufacturing Facility

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## 7. Description

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Architectural Classification  
(enter categories from instructions)

Materials  
(enter categories from instructions)

Italianate  
Other: Commercial Vernacular  
Romanesque

foundation brick  
walls brick  
stone  
roof Asphalt  
other concrete

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Describe present and historic physical appearance.

### Description

The proposed Watertown Main Street Historic District comprises the early commercial area established in the mid-19th century on the banks of the Rock River. The commercial area developed on East Main Street on the slope of the hill rising to the east while the area west of the river clustered on West Avenue [the street was renamed West Main in the 1880s]. The City of Watertown owes its inception in 1836 to a series of rapids (historically known as Johnson's Rapids) on the Rock River near the present Bethesda Home south of the present Main Street Commercial District. The rapids attracted early settlers who recognized their potential as mill sites. Originally there was a drop of 24 feet between the points where the Rock River enters and where it leaves the city limits. Presently, two concrete dams serve to keep the water levels, maintaining the historical physical environment of a city built around a sharp bend in the Rock River.

Originally Watertown was surrounded by abundant stands of timber and excellent farmlands. Originally known as Johnson's Rapids, the settlement's name was officially changed to Watertown upon the request of some settlers from Watertown in Jefferson County, New York in 1838 when the area was separated from Milwaukee County. Organized as a village in 1849, Watertown was incorporated as a city in 1853.

The Main Street Historic District boundaries were drawn to encompass the early commercial district established when the first store was built in 1841 as well as a few early industrial and residential buildings. The boundaries are reinforced visually by the location of residential neighborhoods along its west, south, and north boundaries and by new construction along its east boundary. Properties within the district are mostly brick, a few frame, and one concrete block building. The district is comprised of two-story buildings interspersed by three-story brick buildings. A few residential properties including the Weber house at 214 Water Street, the Gaebler house at 117 North Fourth and the Podratz house at 212 North Fourth are located within this predominantly commercial district. The proposed district is characterized also by a few industrial and public service buildings. The 19th century and some early 20th century buildings are constructed of locally made cream brick while the later 20th century buildings generally are of imported red brick construction materials. Covered for the most part by modern siding, the six extant frame historic buildings do not contribute generally to the historic character of the district.

8. Statement of Significance

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

Applicable National Register Criteria   x   A      B   x   C      D

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

Areas of Significance

(enter categories from instructions)

Commerce

Period of Significance

1848-1938 \*

Significant Dates

N/A

Architecture

Education

Ethnic Heritage-European

Industry

Cultural Affiliation

N/A

Transportation

Significant Person

N/A

Architect/Builder

Koch, H. C. and Son

Claude, Louis and Starck, Edward

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

The proposed Watertown Commercial Historic District is significant under Criterion C because it is an assemblage of significant local examples of structures and buildings that represent various periods of construction during the 19th and early 20th century. These mostly commercial buildings were united by a common function to supply local industries as well as the growing agricultural and urban community. Characterized by historic 19th century and early modern 20th century architectural styles, the physical environment visually suggests a specific historic time period extending from 1848 to 1938. Few intrusions detract from the general 19th century character created by the 158 historic properties. Although the majority of the storefronts have been remodeled, most of the buildings and structures still retain a significant amount of their original integrity and represent the largest concentration of architecturally significant commercial buildings in the city.

The Main Street Commercial Historic District also is significant under National Register Criterion A for its association with important historical events in the development of commerce, education, ethnic heritage-European, industry, law-politics-government, and transportation. The historical events in each of these categories made significant contributions to the history of Watertown. The district functioned

  x   See continuation sheet

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9. Major Bibliographical References

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See Continuation Sheet

See continuation sheet

Previous documentation on file (NPS):

N/A preliminary determination of individual listing (36 CFR 67) been requested

N/A recorded by Historic American Engineering Record # \_\_\_\_\_

N/A previously listed in the National Register

Primary location of additional data:  
 State Historic preservation office

N/A previously determined eligible by the National Register

\_\_\_\_ Other State agency

N/A designated a National Historic Landmark

\_\_\_\_ Federal agency

N/A recorded by Historic American Buildings Survey # \_\_\_\_\_

\_\_\_\_ Local government

\_\_\_\_ University

\_\_\_\_ Other

Specify repository:  
\_\_\_\_\_  
\_\_\_\_\_

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10. Geographical Data

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Acreage of property 29 Acres

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UTM References

A 1/6 3/5/9/6/4/0 4/7/8/3/6/2/0 B 1/6 3/5/9/6/6/0 4/7/8/3/8/3/0  
Zone Easting Northing Zone Easting Northing

C 1/6 3/6/0/3/9/0 4/7/8/3/6/1/0 D 1/6 3/6/0/3/6/0 4/7/8/3/4/7/0

\_\_\_\_ See continuation sheet

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Verbal Boundary Description

See Continuation Sheet

See continuation sheet

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Boundary Justification

See Continuation Sheet

See continuation sheet

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11. Form Prepared By

name/title Joan Rausch, Architectural historian/Carol Cartwright, Historian

organization Architectural Researches, Inc. date October 21, 1987

street & number 2540 Sherwood Dr

telephone (608) 788 5932

city or town La Crosse

state Wisconsin zip code 54601

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## 6. Functions or Use Cont.

Education/Library  
Transportation/Rail related

Education/ Library  
Transportation/Road related

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The buildings in the proposed commercial district have retained much of their original architectural character such as cornices and window ornament on the upper stories. Although most storefronts and interior spaces have been modified at various times over the years, most buildings in the proposed district maintain a fair degree of integrity on their upper stories. Historic cast-iron storefront posts and lintels have remained on several buildings including the Johnson buildings at 109 West Main and 200 West Main, the Evans building at 222 West Main, the Dennis Block at 206-210 West Main and the Jones Block at 116-118 West Main Streets. The Sanborn-Perris Insurance maps demonstrate most of the one, one-and-a-half, and two-story cream brick additions placed generally at the rear of the original structure which were built in the late 19th and early 20th century.

The densely packed 19th century cream brick buildings placed along Main Street in a east to west direction established a definite historic environment in the commercial district (See district map). Although the proposed commercial district extends variously one to two blocks on either side of Main, the side street properties generally are smaller in size and have less visual impact on the district. Few intrusions detract from the historic 19th century character of Main Street created by buildings and structures built within a period of eighty years. Of the total 158 properties located in the proposed Main Street Commercial Historic District, 31 newly constructed or altered buildings do not contribute to the over-all historic architectural character of the district. Buildings altered by the addition of modern siding or stucco and by extensively remodeled facades as well as newly constructed buildings were considered to be non-contributing buildings. Often the site of demolished historic buildings, parking lots at 601 East Main, 216-218 West Main, 108-112 North First, 106, 212-214 South First, 207-215 North Fourth and 109-115 North Water alter the historic visual continuity of the proposed district.

Although the buildings in the proposed Main Street Historic District mainly exhibit a vernacular or functional emphasis, many show the influence of the architectural styles popular at the time. In addition to the Italianate influences on the early commercial buildings, Romanesque, Queen Anne, Neo-classical as well as 20th century Period Revival styles are evident in the streetscape of the proposed historic district. Constructed during the period from the 1850s through the early decades of the 20th century, the historic structures in the district are representative of the development of commercial architecture and commercial enterprises in Watertown during the years of its development.

Of the 158 properties located in the Main Street Commercial Historic District, 49 especially are architecturally or historically significant buildings or structures. The architecturally significant buildings arranged according to stylistic influences are as follows:



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### Commercial Vernacular Buildings

- 1) EDWARD JOHNSON DRUG STORE, 109 West Main Street, late 1850s. Ornamented by a denticulated cornice and plain frieze resting on capped brick pilasters, this two-story, painted brick store has fluted iron columns flanking the recessed entrance. This building was renovated in 1986.
- 2) PHILLIP JOHNSON BUILDING, 220 West Main Street, 1854. The three-story cream brick Johnson building features a plain brick front and no particular historic ornament. Cast iron columns flank the storefront and a plain metal cornice projects over the storefront.
- 3) EDWARD EVANS BUILDING, 222 West Main Street, 1856. The three-story, cream brick Evans building features a plain brick front exhibiting no particular historic ornament. Built to house Edwards' leather goods shop, this cream brick building has a storefront displaying an iron lintel, an open corner supported by an iron column and refractive glass transom window. The interior was remodeled after a fire damaged in the building in 1934.
- 4) F. P. BROOKS BUILDING, 101 East Main Street, c. 1873. Characterized by decorative brick work in the pattern of an entablature and segmental arches resting on two-story applied pilasters on the facade and on the west elevation, the two-story painted brick Brooks building has a 19th century storefront on the west facade but has been altered by the addition of contemporary style main storefront.
- 5) PETERSON-MALDANER STORE, 200 East Main Street, 1851, East bays: 1853. Historically known as the "Dutch Store," the three-story painted brick Peterson and Maldaner building exhibits a simple cornice decorated with classical dentils and paneled frieze. A contemporary style storefront has altered the historic character of the lower story. A rear two-story addition fronting on North Second Street was added in 1856.
- 6) MRS. P. DUFFY STORE AND RESIDENCE, 217 East Main Street, 1871. Recently rehabilitated, the two-story, painted brick Duffy Grocery Store is ornamented principally by an elaborate raised brick cornice. The original rectangular shaped pediment rising above the cornice has been removed. A new storefront generally in keeping with the historic character of the building was added in 1986.
- 7) CHRISTOF SCHROEDER BUILDING, 401 East Main Street, 1874. One of the most elaborate vernacular brick buildings in the district, the two-story Schroeder building displays Italianate styled arched windows and a brick entablature resting on capped pilasters. The present storefront was added around 1925. The original second story windows presently are covered by wooden panels and the brick surface has been painted.

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- 8) JOSEPH BUTCHER BUILDING, 404 East Main Street, c. 1880. Featuring a raised brick cornice resting on capped brick piers, the two-story, painted brick Butcher building exhibits Italianate influenced arched window heads and arched windows. Originally a general store, the building displays a historic storefront with recessed entrance.
- 9) JOHN BRAMER BUILDING, 406 East Main Street, 1884. Similar to the adjacent building at 404 East Main, the two-story painted brick Bramer building exhibits a raised brick cornice and Italianate arched window heads and windows. A refractive glass transom window remains on the storefront.
- 10) HENRY PRITZLAFF BUILDING, 412 East Main Street, c. 1880. The two-story, painted brick Pritzlaff building exhibits arched Italianate styled window heads and a brick entablature resting on applied pilasters as well as a historic styled storefront with a refractive glass transom window. Several small brick additions extend at the rear of the building.
- 11) WASHINGTON HOTEL, 516 East Main Street, 1877, c. 1909, c. 1920. Built over a period of 40 years, this two-story, painted brick hotel features a plain projecting cornice and parapet and six-over-six windows. Originally a small three-bay brick building building in 1877, the building's center section was added between 1901 and 1909 while the west section on the left was added and the rear extension was built between 1915 and 1924. The six bay facade features three similarly styled storefronts characterized by multipaned store windows and recessed entrances.

### Italianate Style

- 12) DANIEL JONES BLOCK, 116-118 West Main Street, 1855. Characterized by an Italianate style projecting cornice and segmentally arched window heads, the three-story cream brick Jones Block also is known historically as the Jefferson County Bank building. This large building still has iron columns flanking the recessed entrance with double-leafed door on the west storefront and four six-over-six windows on the third story. A one and a half story addition extends at the rear.
- 13) WILLIAM DENNIS BLOCK, 206-210 West Main Street, 1855, 1856, 1885. One of the largest cream brick buildings in the district, the three-story, ten-bay Dennis Block features arched Italianate windows and a brick cornice resting on applied pilasters. The center storefront is of an historic style displaying iron columns while the two remaining storefronts have been altered considerably. Original windows remain on the upper story of the center bays. Most of the building was converted into a hotel in 1885.
- 14) JONES AND EVANS BUILDING, 103-105 East Main Street, c. 1878. The three-story, brick Jones and Evans building exhibits an Italianate styled projecting cornice as well as the window heads of varied design associated with the Italianate style. Unfortunately, the storefront has been remodeled in a contemporary manner. A one-story addition is located at the rear.

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15) CHARLES GOETTE BUILDING, 413 East Main Street, 1878. Dominated by a wide bracketed Italianate projecting cornice, the two-story brick Goette building also exhibits round arched Italianate styled window hoods. The storefront has been altered from its original appearance. In 1987, this cream brick facade was severely sandblasted.

16) WILLIAM KREBS GROCERY STORE, 605 East Main Street, 1885. The cream brick, two-story Krebs Grocery Store displays an Italianate style projecting cornice as well as Italianate arched window heads. Still characterized by a wooden storefront with a double leafed door, the building's exterior surface has been altered by sandblasting.

17) NEEDHAM BLOCK, 607-611 East Main Street, between 1901 and 1909. The two-story, twelve bay, cream brick Needham Block exhibits the scaled down cornice and articulation of the surface typical of the late Italianate style. The exterior was sandblasted and a new storefront was added when the building was renovated in 1986.

18) MISEGADES WAGON WORKS, 202 North Water Street, c. 1858, 1866. Built as a three-story cream brick building in 1855 and enlarged by a two-story north wing in 1866, the Misegades Wagon Works exhibits elaborate bracketed and denticulated cornices and round arched windows forming an arcade across the main facade and south elevation.

19) JOHN KRUEGER GROCERY STORE AND STABLE, 200 North Fourth Street and 314 East Madison (Stable), 1868. A 19th century site comprised of the grocery store, residence and stable built for John Krueger, this two-story cream brick, gable roofed building is ornamented by Italianate window heads. A one-story cream brick commercial building was added on the west side c. 1880 and a one-story car repair garage was added at the rear in the 1920s.

### Classical Style

20) THEODORE RACEK BUILDING, 111 East Main Street, 1867, 1890s. Originally built in 1867, the two-story cream brick Racek building received a new facade in the 1890s featuring a bracketed cornice as well as classical designs such as wreaths, seashells and stylized applied pilasters in low relief on the stone surface. The storefront has been remodeled in a contemporary manner.

21) ASSISTANT'S BANK, 317 East Main Street, 1884. This one-story cream brick former bank building exhibits an entablature resting on applied pilasters, suggesting a classical temple structure. Although the exterior has been sandblasted, the wooden window and door cornices and broken pediment above the door remain on the building.

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### Romanesque-Queen Anne Style

22) THE PLATZ AND BRANDT STORE, 301-305 East Main, c. 1867, early 1900s. A rather eclectic style building, this two-story cream brick historic dry goods store is characterized mainly by a blind arcade on the attic story, a corner turret covered by raised geometric designs and a raised band of foliated ornament above the storefront. Originally a cream brick late 1860s vernacular building, this store received a Queen Anne-Romanesque Revival style pressed metal facade when it was renovated between 1901 and 1909. Renovated and remodeled again in 1985, the Platz and Brandt building's storefront has been altered in a more contemporary style. Small buildings at 303 and 305 East Main were incorporated into the space of the Platz and Brandt store during the early 20th century and the 1985 remodeling projects.

### Classical Revival-Renaissance Revival Style

23) MASONIC TEMPLE, 2 East Main Street, 1905. Designed by the Milwaukee architectural firm, H. C. Koch and Sons, this three-story rust brick building has round arched windows on the third story and large rectangular windows on the second, entresol windows, and a broad projecting cornice which divide the building horizontally. A modern screen front presently obscures the lower half of the building and a contemporary storefront has been added. The screen front links the Masonic Temple with two buildings adjacent to its east elevation. Damaged by fire, the Masonic Temple was rebuilt in 1916.

### Queen Anne Style

24) CHRIST STAATS SALOON, 201 South Third Street, late 1880s, 1900s. An 1880s cream brick building remodeled to its present appearance in the early 1900s, the two-story Staats Saloon exhibits a polygonal turret over the corner entrance and a second story oriel window with leaded glass. Unfortunately, the building has received a modern storefront remodeled in an unsympathetic manner.

### Neo-Classical Style

25) BANK OF WATERTOWN, 14 East Main Street, 1911. Built on the site of the original 1854 Bank of Watertown, this stone-veneered, two-story former bank building exhibits an entablature featuring a denticulated cornice resting on Ionic entrance columns and classical influenced applied pilasters. Remodeled in 1954, the bank has been altered by the addition of a modern storefront.

26) WATERTOWN PUBLIC LIBRARY, 100 South Water Street, 1907. Designed by Claude and Starck, the brick one-story Watertown Public Library exhibits a plain projecting cornice and plain frieze supported by brick pilasters with Ionic capitals placed on the elevated foundation. Fluted Ionic columns flank the projecting pedimented portico and entrance. The two-story addition designed by Stewart and Hager was constructed in 1984 in an exceptionally compatible design.

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27) SEEFELDT LIVERY, 211 South Third Street, early 1900s. Characterized by a wooden modillion ornamented cornice at the top facade and a denticulated cornice above the storefront as well as a second story oriel or bay window, the two-story Seefeldt Livery is constructed of rock-face concrete block.

### 20th Century Historic Styles

28) OTTO BIEFELD MACHINE SHOP, 118 North Water Street, 1914, 1918, 1929. Exhibiting shaped gable ends and a monitor on the gabled roof, the flat surfaces of this cream brick one-story Biefeld Machine Shop are articulated by large, plain multipaned rectangular windows. A cream brick boiler room featuring a plain rectangular pediment was added in 1929 and a warehouse exhibiting a round arched window in the gable was added to the west end in 1918.

29) MILWAUKEE ELECTRIC RAILWAY AND LIGHT COMPANY INTERURBAN DEPOT, 200 South Second Street, c. 1927. Built in a u-plan comprised of a car barn, terminal building and two-story depot, the brick Interurban Depot's Mediterranean Revival influence is suggested mainly by the red tile pent roofs on the facade. Large areas of multipaned windows are displayed at the rear of the complex, currently used as an auto show room and garage.

30) WISCONSIN TELEPHONE COMPANY BUILDING, 115 South Fourth Street, 1928. The only example of the Elizabethan Revival in the commercial district, the red brick, two-story Wisconsin Telephone Company building is a restrained interpretation characterized by scaled down, stylized white masonry strapwork around the windows and entrance, stylized applied pilasters and a Tudor arched entrance. A large two-story contemporary addition extends at the rear.

### 20th Century Commercial Style

31) WIGGENHORN JEWELRY COMPANY, 13 East Main Street, 1867, c. 1930s. Characterized mainly by decorative brick and tile patterns inset in the flat red brick surfaces, this two-story building displays a storefront with a refractive glass transom window with the inscription "Wiggenhorn Jewelry Company." Originally an 1860s cream brick building, Wiggenhorn Jewelry Store's facade was remodeled to its present appearance in the early 1930s.

32) A. KRAMP COMPANY BUILDING, 615 East Main Street, c. 1920. Featuring arched roof construction, the A. Kramp Company building is characterized by decorative brick and tile patterns inset in the flat red brick surface and white concrete moldings. Featuring a central service door, the storefront exhibits brick piers and large plate glass windows.

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33) COLE MEMORIAL BRIDGE, Intersection of Rock River and Main Street, 1931. Designed by the master bridge engineer, Daniel Luten, this reinforced concrete bridge is an arch bridge extending across the Rock River characterized by a single arch span with the roadway carried on the top of the arch and a concrete balustrade. The Cole Memorial bridge was constructed by the Cunningham Brothers Company.

### Note On Sources

Dates of construction were determined by analyzing a combination of resources including tax records, contemporary newspaper articles, historic photographs, Sanborn fire insurance maps and other fire insurance publications. Historic names and uses were researched in business directories, tax records and contemporary newspaper accounts. Research of the properties in the proposed Main Street District was gathered during the 1986 Intensive Survey of Watertown. Further information about these properties and the remainder of the resources included in the Watertown Survey can be found on the Intensive Survey form completed on each property.

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### LIST AND CLASSIFICATION OF PROPERTIES LOCATED IN THE MAIN STREET COMMERCIAL HISTORIC DISTRICT

<u>STREET ADDRESS</u> <u>NAME</u>	<u>CLASSIFICATION</u>	<u>CONST. DATE</u>
306 East Madison Street August Schiffler Building	Contributing	1881
310 East Madison Street Albert Zier Blacksmith Shop	Non-Contributing	c. 1910, c. 1960s
314 East Madison Street John Krueger Building	Non-Contributing	c. 1880, altered
314 E. Madison St. (REAR) John Krueger Stable and Storage Barn	Contributing	Pre-1884
101-103 West Main Street Wisconsin Hearing Aid Center	Non-Contributing	c. 1950
104 West Main Street Valley Bank of Watertown	Non-Contributing	1986-1987
105 West Main Street Thomas Moore Building	Contributing	1856
107 West Main Street Phillip Johnson Building	Contributing	1856
109 West Main Street Edward Johnson Drug Store	Contributing	Late 1850's
111 West Main Street Schoeckert Produce Store	Contributing	Late 1850's
114 West Main Street Patrick Rogan Building	Contributing	1852
115-119 West Main Street Daily Times Building	Non-Contributing	1916, 1954
116-118 West Main Street Daniel Jones Block	Contributing	1855
120 West Main Street Daniel Jones Building	Contributing	1851
121 West Main Street J. E. Herro Building	Contributing	Between 1932 and 1935
200 West Main Street S. E. Randall Building	Contributing	c. 1870
202-204 West Main Street Charles Sommerfeld Building	Contributing	1910
206-208-210 W. Main St. William Dennis Block	Contributing	1855, 1856, 1885
209 West Main Street Central Trading Company	Contributing	c. 1880's
212 West Main Street Chris Smith Building	Contributing	Between 1895 and 1901

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213-215 West Main Street Patrick Hackett Building	Contributing	c. 1872, 1895-1901
220 West Main Street Phillip Johnson Building	Contributing	1854
221 West Main Street J. Coughlin Building	Contributing	1910
222 West Main Street Edward R. Evans Building	Contributing	1856
223 West Main Street Patrick Beggan Building	Contributing	c. 1868
Main Street/Rock River Cole Memorial Bridge	Contributing	1931
2 East Main Street Masonic Temple	Contributing	1905
5 East Main Street Seager Building	Non-Contributing	1946
7 East Main Street Edmund Sweeny Building	Non-Contributing	c. 1860's
8 East Main Street	Non-Contributing	1868, c. 1980
9 East Main Street Ed Nixon Building	Contributing	1879
10 East Main Street Daubs Hotel	Non-Contributing	1868, c. 1890, c. 1980
11 East Main Street M. Hepp Building	Contributing	1870's
13 East Main Street Wiggenhorn Jewelry Co. Store	Contributing	1867, c.1930
14 East Main Street Bank of Watertown	Contributing	1911
100 East Main Street Merchants National Bank-Weiss Millinery	Non-Contributing	c. 1890, 1937
101 East Main Street F. P. Brooks Building	Contributing	c. 1873
103-105 East Main Street Jones and Evans Building	Contributing	c. 1878
107-109 East Main Street Pritchard-Bassford Building	Contributing	107:1860 109:1855
110 East Main Street Keck Furniture Store	Contributing	1850's, 1920
111 East Main Street Racek Building	Contributing	1867, 1890's
113 East Main Street Charles Goeldner Building	Contributing	1867
114 East Main Street Edmund Sweeny Store	Non-Contributing	c. 1881



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115-117 East Main Street Carl Noack Building	Contributing	1868
116 East Main Street J. W. Cole Building	Non-Contributing	1867, 1946
200 East Main Street Peterson-Muldner Store	Contributing	1851, 1853
201-205 East Main Street J. W. Cole Block	Contributing	1854
204-206 East Main Street Neff and Blanchard-Racek Buildings	Non-Contributing	1853 and c. 1882, c. 1970s
207-213 E. Main Street Schempf Block	Contributing	207:c. 1866, 209-211:1855, 213:c. 1864, c. 1901-09
208 East Main Street Henry Bieber Saloon	Contributing	c. 1865
210 East Main Street Fischer and Rohr Clothing Store	Contributing	c. 1864
212 East Main Street Henry Bertram Building	Contributing	1862-1863, 1986
214 East Main Street Cordes and Platz Building	Contributing	1862-1863, 1986
215 East Main Street Henry Mulberger Building	Contributing	c. 1874
216 East Main Street E. W. Cole Building	Contributing	1862-1863, 1920's
217 East Main Street Mrs. P. Duffy Store and Residence	Contributing	1871
300 East Main Street The Central Bank	Contributing	1856
301-303 East Main Street Platz and Brandt Store	Contributing	c. 1867, c. 1900, 1986
302 East Main Street Grube and Achtenhagen Store	Contributing	c. 1885, 1986
304 East Main Street Peter Seibel Building	Contributing	c. 1868
305 East Main Street C. Reubhausen Building	Contributing	1868, 1986
306 East Main Street H. Bellack Building	Contributing	c. 1867
307 East Main Street Marquardt-Pritzlaff Building	Contributing	Early 1860's
308 East Main Street Classic Theatre	Contributing	1920's
309 East Main Street Henry Muldner Building	Contributing	1870-1871

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311 East Main Street Julius Goeldner Building	Contributing	1870-1871
312-320 East Main Street Miller Building	Contributing	1910, c. 1920
313 East Main Street John Heymann Building	Contributing	1870-1871
315 East Main Street Theodore Prentiss Office and Store	Contributing	Late 1860's, c. 1900
317 East Main Street Assistant's Bank	Contributing	1884
400 East Main Street August Gamm Store	Contributing	1882
401 East Main Street Christof Schroeder Building	Contributing	1874
402 East Main Street F. W. Kurtzweg Building	Contributing	c. 1880
403 East Main Street J. Placka Building	Contributing	1868
404 East Main Street Joseph Butcher Building	Contributing	c. 1880
405 East Main Street William Fischer Building	Contributing	1868
406 East Main Street John Bramer Building	Contributing	1884
407 East Main Street Jacob Brunner Tailor Shop	Contributing	1868
408 East Main Street John Bramer Implement Store	Contributing	Late 1880's
409 East Main Street F. Baeberoth Bookstore	Contributing	1867
410 East Main Street J. Kohlmetz Building	Non-Contributing	Pre-1884, c. 1920
411 East Main Street Charles Goette Building	Contributing	1868
412 East Main Street Henry Pritzlaff Building	Contributing	c. 1880
413 East Main Street Charles Goette Building	Contributing	1878
414 East Main Street C. F. Zanter Building	Contributing	Early 1880's
415 East Main Street Charles Goette Building	Non-Contributing	Early 1880's, c. 1970
416 East Main Street H. Tank Building	Contributing	Early 1880's
417 East Main Street Sip and Bite Sandwich Shop	Non-Contributing	c. 1930, c. 1980

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500 East Main Street Marine Bank	Non-Contributing	c. 1970
501 East Main Street Friewald's Pure Oil Service Station	Non-Contributing	c. 1940
510 East Main Street Schuett's Drive-In	Non-Contributing	c. 1960
511 East Main Street Ernest Baumann Building	Contributing	Pre-1884
516 East Main Street Washington Hotel	Contributing	1877, c. 1909, c. 1920
519 East Main Street Ulrich Habegger Building	Contributing	Between 1895 and 1901
600 East Main Street First Financial Savings	Non-Contributing	c. 1970
605 East Main Street William Krebs	Contributing	1885
607-611 East Main Street Needham Block	Contributing	Between 1901 and 1909
615 East Main Street A. Kramp Co. Building	Contributing	1920
616 East Main Street H. Volkman Building	Non-Contributing	1882, c. 1980
618 East Main Street William Krueger Bakery	Contributing	Between 1884 and 1890
621 East Main Street William Jaedecke Building	Contributing	Between 1884 and 1890
115-115 1/2 N. Washington St. Brooks Brothers Warehouse	Contributing	Between 1895 and 1901
110 North Water Street C. E. Klemann Building	Contributing	1896
112 North Water Street Joe Loeschinger Store	Contributing	1898
114 North Water Street C and J Dobbrantz Building	Contributing	1888
118 North Water Street Otto Biefeld Building	Contributing	1914, 1918, 1929
121 North Water Street Liedtke and Schook Building	Contributing	Between 1915 and 1926
123 North Water Street Christ Becker Building	Contributing	Between 1876 and 1884
125 North Water Street Phoenix Firehouse	Contributing	1876, c. 1940
202 North Water Street Misegades Wagon Works	Contributing	c. 1858, 1866
210 North Water Street F. B. Weber Building	Contributing	Between 1901 and 1909

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212 North Water Street Jacob Weber Store	Contributing	c. 1871
214 North Water Street Jacob Weber House	Contributing	c. 1868
100 South Water Street Watertown Public Library	Contributing	1907, 1930, 1984
111 North First Street Sears Roebuck Store	Non-Contributing	c. 1980
117 North First Street Concordia Hall	Contributing	1887-1888, 1917
114-116 S. First Street Fred Specht Harness Shop	Contributing	1874
115 South First Street Commercial Hotel	Contributing	1879, betw. 1901 and 1909
200 South First Street Fredericks Livery and Boarding Stable	Contributing	Between 1895 and 1900
206 South First Street William Crenz Building	Non-Contributing	Between 1884 and 1890
218 South First Street Archie Brothers Monument Works	Contributing	c. 1920
106 South Second Street James Chapell Building	Contributing	c. 1860
107 South Second Street Frank Koser Building	Contributing	Between 1915 and 1926
108 South Second Street John Keck Building	Contributing	1865
111 South Second Street Frank Koser Bakery	Contributing	Between 1901 and 1909
112 South Second Street Fred Hoffman Building	Non-Contributing	c. 1868
113-115-117 S. 2nd St. Cady and Brown-Rohr Building	Non-Contributing	113-115:1855 117:Between 1884-1890
200 South Second Street Milwaukee Electric Railway and Light Co. Interurban Depot	Contributing	c. 1927
109 North Third Street Herman Bramer Implement Store	Contributing	c. 1910
110-112 N. Third Street Water-Weiseman/Raabe Building	Contributing	110:1863 112:1890's, c. 1950
108 South Third Street William Buchheit Building	Contributing	1866, c. 1970
109 South Third Street C. W. Schulz Building	Non-Contributing	Pre 1876
110 South Third Street William Bucheit Building	Contributing	c. 1876

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111 South Third Street C. W. Schulz Building	Non-Contributing	Pre 1876
113 South Third Street C. W. Schulz Building	Contributing	c. 1870
112 South Third Street William Buchheit Building	Contributing	1878
116 South Third Street William Buchheit Building	Contributing	c. 1880
117-119 S. Third Street C. W. Schulz Building	Non-Contributing	c. 1870's
201 South Third Street Christ Staats Saloon	Contributing	Between 1884 and 1890, 1900's
205-207-209 S. 3rd St. Strauss Garage	Contributing	c. 1930
211 South Third Street Seefeldt Livery	Contributing	Between 1901 and 1909
215 South Third Street Schmuel Building	Contributing	1890
111 North Fourth Street Fred Becker Building	Contributing	1868
112 North Fourth Street Roegner Marble Works	Contributing	c. 1905, between 1915 and 1926
113 North Fourth Street George Gamm Building	Contributing	Late 1880's
115 North Fourth Street Emil Gaebler Store	Non-Contributing	c. 1867-1868
117 North Fourth Street Emil Gaebler House	Contributing	c. 1867-1868
200 North Fourth Street John Krueger Grocery Store	Contributing	1868
212 North Fourth Street John Podratz Residence	Contributing	c. 1870
215 North Fourth Street Herman Yahr Bakery	Contributing	Between 1890 and 1895
217 North Fourth Street Kunert Saloon	Contributing	Pre 1884
219 North Fourth Street E. Kunert Building	Contributing	Between 1876 and 1884
300 North Fourth Street Buena Vista House	Contributing	1847-1848
301-303 North Fourth Street Steinberg Meat Market and Residence	Contributing	c. 1875
110 South Fourth Street John Jung Building	Non-Contributing	c. 1867
114 South Fourth Street Coron Clinic	Non-Contributing	c. 1930, c.1980

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115 South Fourth Street Wisconsin Telephone Company Building	Contributing	1928
107-111 S. Fifth Street Zautner Blacksmith Shop	Contributing	107:Late 1880's 109:Pre 1884

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as the commercial and entertainment hub of the community, forming a trade and mercantile center of regional importance.

A complete discussion of how the historic district properties specifically meet the National Register criteria listed above and how the district properties relate to Wisconsin's cultural resource management plan, will be given under each theme listed above, after a brief discussion of the district's historical background.

### Historical Background

Watertown's downtown, the boundaries of which lie within the Main Street Commercial Historic district, has historically been the center of most of the community's important commercial activity. It was also the center of city government and governmental activities, many social activities, and numerous professional and small industrial activities. The development of this district began with the earliest settlers who came to Watertown right after Timothy Johnson founded the community in 1836. James Rogan, who came shortly after Johnson, built a large cabin that was used as an inn for the fledgling settlement. This is the first recorded commercial activity in Watertown. In 1837 a sawmill was built at the settlement and Watertown's entrepreneurs began developing a lumber and grist mill industrial base. In 1841, pioneers John and Luther Cole opened a store on Main Street. This was the first formal commercial business established in Watertown, and because it was established on Main St., it set the precedent for this area becoming the commercial district of the community. Soon other commercial businesses located around Cole's store.

By 1845 Watertown had a thriving milling industry, and Main Street housed a number of commercial businesses including six general stores, one grocery, Cole's flour and feed store, two hotels, and a saloon. All the buildings were of frame construction, and several residences were interspersed within the Main Street streetscape.

During the 1840s and early 1850s, large groups of German and Irish immigrants joined the original Yankee settlers in Watertown, and the population grew to 4,000 by 1853. In 1855 the population was 8,500 plus, and Watertown was the second largest city in the state. These boom years were fueled by the completion of the Watertown Plank Road from Milwaukee in the early 1850s and the coming of the first railroad link in 1855. The result of these boom years was to make Watertown a major commercial and industrial center in southeastern Wisconsin. Most of the industries were located at the middle dam near Main Street and consisted primarily of sawmills, grist mills, and wood products factories. On Main Street and its cross streets were many small industrial shops producing

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essential goods such as barrels, wagons, furniture, and shoes. Commercial activity had permanently settled along Main Street and its cross streets between N. Water St. and Sixth Street, the area within the Main Street Commercial Historic District. In the 1850s the stores in this district were generally small, taking up one first floor storefront. Larger buildings often had two or three commercial businesses located within their walls. The most common store types were dry goods, general, and grocery stores. Also in the district were hardware, drug, butcher, tailor, and millinery shops, and saloons.<sup>3</sup>

Cementing the importance of Main Street as the leading commercial area of Watertown was the establishment of the Viehmarkt around 1859. This livestock market traditionally was held on the second Tuesday of each month and was a place for farmers and townspeople alike to gather to trade in horses, cattle, or other livestock. Eventually the Viehmarkt became primarily a produce market and in the twentieth century it has continued to draw the public downtown as a farmer's market. Originally the Viehmarkt was held on Market Street, one block south of Main Street. It then shifted to the cross streets north of Main Street and east of the river, where it remains today.<sup>4</sup>

The phenomenal growth of the Main Street commercial district in the 1840s and 1850s resulted in the construction of many brick blocks by 1860. These brick blocks either added to, or replaced, or in some cases, covered up the frame structures of the 1840s. Two of the most prominent blocks constructed in the mid-1850s were Cole's Block, built by John Cole (201-205 E. Main St.), and the Dennis Block, built by William Dennis (206-210 W. Main St.). On the eve of the Civil War, Watertown's future was bright. As the Milwaukee Sentinel stated; Watertown had "more of a real city aspect than any other interior town can show."<sup>5</sup>

The boom years for Watertown were short-lived, however. During the last 40 years of the nineteenth century, Watertown's population and economic growth stabilized. Many local historians attribute this event to the massive railroad bond debt that Watertown had incurred trying to bring railroad links to the community. When the city failed to settle this debt, as most communities did during the 1860s, it dogged the community for almost three decades, causing disruption of city government and services and a lack of confidence in the community's ability to survive. Consequently, while Watertown's existing businesses matured and expanded, and some new businesses replaced old ones, there was little expansion in overall numbers of businesses in the community during the last half of the nineteenth century. And there was little population growth. Population dropped between 1855 and 1866, and only rose by 4,000 during the 100 years between 1855 and 1955. While the railroad bond debt is the most obvious cause of the community's lack of substantial growth in the late nineteenth century, other factors may have played a role. First, the expansion of railroad links in the state may have made Watertown a less crucial stopping-off point between Milwaukee and the interior of the state. Second the development of communities in areas of the



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state further north and west of southeastern Wisconsin may have lessened the importance of southeastern Wisconsin as a principal provider of goods and services to the state's interior. And, finally, Watertown's close proximity to Milwaukee may have siphoned off some industry and commerce. In any event, Watertown's growth stabilized, but did not stagnate, and nowhere is that more evident than in the city's commercial district, which maintained itself as an important regional trading center in southeastern Wisconsin.

During the late nineteenth century, Watertown's commercial district maintained its size, but gradually changed its appearance and the types of businesses located there. In 1876, a large percentage of the buildings along Main Street were brick blocks. Of approximately 111 buildings then existing along this street, 69 were brick blocks while 42 were still of frame construction. But by 1884, the vast majority of buildings in the entire commercial district were brick blocks, and the appearance of the commercial district for the future was in place.

In 1876, the types of businesses in the district were mostly commercial in nature and were generally small, one-storefront operations. Interspersed within these retail businesses were the offices of city government, the fire department, the post office, and some small industrial shops such as wagon-makers, harness-makers, and cigar-makers. In fact, downtown was historically the location of the several important cigar-makers of the community. The commercial district was also the center of most of the community's entertainment and social life. All the fraternal groups met downtown in either Cole's Hall, Schempf's Hall, or the old Bank of Watertown Block. And, downtown was the location for most of the city's saloons, an important social outlet for this heavily German community.

After the railroad bond debt was resolved in 1889 and the final payment made in 1905, the community entered a "progressive" period when it expanded and improved its services; and commerce and industry in the community grew and changed at a moderate rate. The city built a water and sewer system in the 1890s and began paving streets. The downtown was paved completely by 1907. Several industries blossomed in the early twentieth century, including the Otto Biefeld Company, the G. B. Lewis Company, and the Brandt Automatic Cashier Company. These industries gave an economic boost to downtown Watertown.

The interurban electric railway service from Milwaukee reached Watertown's downtown in 1908 and the public library was built there in 1907. Downtown also became almost exclusively retail in nature and stores became larger and more specialized, as the general store virtually disappeared during this period. Several large department stores dominated retailing until the 1930s. They were the Schempf Brothers store (205-209 E. Main St.), the W. F. Brandt Company store (301-303 E. Main St.), and the Fischer and Son store (206 W. Main St.). The small, tailor, dress-making, and millinery shops gave way to larger men's and women's clothing stores, and the small boot and shoe shops gave way to large shoe stores. Supplementing these

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businesses were numerous drug stores, jewelry stores, large furniture stores, and hardware stores, among others.

Entertainment remained downtown as the new movie theatres of the 1910s and 1920s located downtown. Also, most professional services, such as attorneys, doctors, and dentists, were located in the upper floors of the commercial blocks. City Hall, the post office, and the main banks of the community completed the services available to Watertown citizens downtown. The early twentieth century cemented the importance of the downtown as the primary location for retailing and services, and although the size of the downtown did not change markedly during this time, its influence remained the same or increased during this formative era.

The depression and World War II failed to deteriorate Watertown's commercial district, and the post-war era of shopping malls and east automobile transportation to nearby Madison and Milwaukee also failed to destroy Watertown's downtown. Like most moderately-sized communities in Wisconsin, the commercial district is facing many challenges to maintain its hold as the principal commercial area of the community, but its foundation is strong. Most of its storefronts, although they have not always survived as intact historic structures, are occupied, and many buildings are well-maintained. It is clear that the Main Street Commercial historic district is still the focus of much of Watertown's important commercial and professional activity today.

### Architecture

Comprised of most of the significant commercial buildings and a few of the significant industrial buildings in Watertown, the proposed Main Street Commercial Historic District represents the architectural development of the city from its establishment as a trade center that developed in conjunction with the milling industry and the railway center through the early decades of the 20th century until the last major historic structure was constructed in 1935. Of the 158 properties in the proposed commercial historic district, 50 were built in the early 1850s to 1860s period in the history of Watertown. Approximately 50 additional buildings were constructed in the later 1870s and 1880s. Building activity in the late 19th and early 20th century slowed considerably. During the first four decades of the 20th century, approximately 25 buildings and structures were constructed in the proposed Main Street Commercial Historic District. As a result, mid-19th century building styles and forms shape the architectural character of Watertown's commercial district. Although the buildings in Watertown's commercial center were constructed generally with a functional emphasis, many exhibit at least some influence of the architectural styles popular at the time. Italianate, Romanesque Revival, Queen Anne, Classical and early 20th century Modern and revival styles are among the sources shaping the architectural environment of Watertown.

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Distinguished by a uniformity of scale, the proposed Main Street Historic District is composed of two and three-story buildings except for several one-story, mostly non-contributing buildings. Except for the buildings constructed in the 20th century, all of the brick commercial buildings on Main Street are constructed of cream brick, most of which were made by the Watertown brickyards. Now described as a city of brick, Watertown was a village of wooden buildings from its settlement until the first brickyard was established in 1847 by John Chadwick. Brick construction quickly became the preferred method of building in the village of Watertown, dramatically changing the architectural character of the village in the process. Excellent early examples of Watertown cream brick are the large three-story commercial blocks constructed on Main Street in the 1850s including the Peterson-Maldaner Block at 200 East Main, the Cole Block at 201-205 East Main, the Jones Block at 116-118 West Main and the Dennis Block at 208-210 West Main.

The majority of the structures built in the 19th century in Watertown are the work of unknown local carpenters and masons using standard plans, while the most substantial buildings in the early 20th century were designed by professional architects. The Masonic Temple at 2 East Main was designed by the H. C. Koch and Sons architectural firm of Milwaukee in 1905. Established by the German immigrant Henry Koch who immigrated to America in 1842, the H. C. Koch firm, known as Koch and Son after 1905, was noted regionally as the designer of churches and courthouses. Noted for Prairie style buildings in Madison and for small library buildings throughout the upper midwest, Claude and Starck of Madison created the Neo-classical Watertown Public Library in 1907.<sup>10</sup>

The more abstract compatibility of character exists because the buildings were constructed in a mostly vernacular interpretation of prevalent architectural styles with a conservative amount of ornament. The earliest buildings in the commercial historic district reflect vernacular building traditions. The vernacular building tradition tempers most of the popular architectural influences affecting the commercial and industrial buildings. As a result, most buildings can more properly be described as influenced by rather than as an example of a particular accepted style. The earliest extant brick commercial buildings built in the vernacular tradition prior to 1855 exhibited no ornament. Built in 1854 at 220 West Main St., the well-preserved Phillip Johnson building characterized by plain flat stone window lintels and an iron storefront is typical of the earliest extant cream brick commercial buildings in the Main Street Historical District. This simple vernacular building form continued to be constructed throughout the 19th century and early 20th century. Among the best preserved of this type in the district, the Washington Hotel at 516 East Main featuring a plain projecting cornice and plain flat lintels over six over six windows was built in 1877 with additions built as late as the 1920s.<sup>11</sup>

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Decorative brick work in the form of a denticulated or corbelled brick cornice is the only ornament on many other simple commercial vernacular brick buildings. Built in 1851 with the east bays added in 1853, the Peterson-Maldaner Store at 200 East Main typically exhibits a brick cornice decorated with classical dentils and a paneled brick frieze.<sup>12</sup> An unusually elaborate cornice ornaments the Duffy Grocery Store and Residence built in 1871 at 217 East Main St.<sup>13</sup>

After the early development period of the 1850s and 1860s, the commercial vernacular brick buildings of Watertown became more elaborate as the wealth of the merchants grew and as the city became more sophisticated. Commencing around 1870s, the traditional commercial vernacular brick form was enriched with more elaborate brick cornices, applied brick pilasters and paneled brick friezes. Representative of the more elaborate small commercial buildings during this period, the Christof Schroeder building surfaces are ornamented by Italianate segmental arched projecting brick window heads as well as a wide ornamental brick entablature resting on applied brick pilasters in a manner generally associated with classical design sources. Built in 1874 on the corner at 401 East Main Street, the Schroeder building's extensive ornamental brick work is similar to that of the Brooks building built in c. 1873 at 101 East Main Street.<sup>14</sup>

Series of similarly styled adjacent small two-story commercial vernacular brick buildings characterize the streetscape of the proposed Main Street Commercial Historic District. An early group of identical 1850s vernacular brick buildings exhibiting denticulated cornices and capped applied brick pilasters on the upper stories are the Moore building at 105 West Main, the Johnson building at 107 West and the Johnson Drug Store at 109 West Main of which the Johnson Drug Store is the best preserved. Another series of buildings constructed for individual owners with identical vernacular ornamental brick cornices and arcaded windows on the upper stories are the four small commercial vernacular brick buildings built adjacent to each other in the 200 block of East Main. Only the buildings constructed for Henry Bieber at 208 East Main around 1865 and the Fischer and Rohr building built at 210 East Main around 1864 have retained the original architectural character of this series. A less ornamented series of single storefront vernacular brick buildings featuring simple ornamental brick cornices and plain flat window lintels on the upper stories characterize the 400 block on the south side of East Main Street. None of these buildings have retained a historic storefront, although the upper stories show a fair degree of integrity. A more ornamented series of commercial vernacular brick buildings with single storefronts featuring ornamental brick cornices and projecting arched Italianate styled window heads were built in the 1880s on the 400 block on the north side of East Main. The Joseph Butcher building at 404 East Main and the John Bremer building at 406 East Main, both constructed in the early 1880s, continue to display the original architectural character of this series of small vernacular brick commercial buildings.<sup>15</sup>

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Italianate sources were used to create the designs for the earliest of the more fashionable commercial buildings in the district. The three-story Jones building at 116-118 West Main is of a restrained Italianate style more dependent on Renaissance design sources than the more exuberant Victorian Italianate mode found later in the 19th century. Exhibiting the bracketed projecting cornice typical of the style, the 1855 Daniel Jones Block also displays Italianate influenced arched window heads. Probably the most elaborate example of the Italianate style in a commercial building in Watertown, the Jones and Evans building constructed c.1878 at 103-105 East Main also exhibits varied window treatments and a compartmentalized facade.<sup>16</sup> Constructed a few years earlier around 1858 in an unusually elaborate design for an industrial building, the Misegades Wagon Works at 220 North Water Street displays highly articulated bracketed and denticulated cornices and round arched window heads. Watertown's commercial structures continued to be influenced by the Italianate style until the turn of the century. A large two-story cream brick block with multiple storefronts, the Needham Block at 607-611 East Main Street built in the first decade of the 20th century exhibits the scaled down cornice and articulation of the surface typical of<sup>17</sup> the interpretation of the Italianate style in the late stages of its popularity.

Although the Italianate style had the greatest influence on the 19th century buildings in the proposed district, Romanesque, Queen Anne, and Classical Revivals also were among the sources which shaped the architectural environment of Watertown. Details of the Romanesque Revival style such as a miniature blind arcade along the top of the building, and a corner turret decorated with pressed metal geometric mouldings were used as surface ornament on the remodeled facade of the Platz and Brandt Store at 301 East Main in the first decade of the 20th century.<sup>18</sup> The asymmetrical Queen Anne style was manifested in the commercial architecture of Watertown very late in its period of popularity mainly through stylistic devices such as turrets, projecting bays and windows and irregular form and surface texture. One of the few buildings in the proposed Main Street District to exhibit more definite Queen Anne influence, the Staats Saloon at 201 South Third Street was given its Queen Anne character when it was remodeled after the turn of the century through the addition of a two-story polygonal turret over the corner entrance and a bay window with leaded glass and decorative shingles on the upper story.<sup>19</sup> A definite taste for architecture influenced by various classical sources in Watertown was expressed mainly through the use of the classically derived Italianate style in the commercial buildings. Only the building at 317 East Main used briefly as the Assistant's Bank in 1884 can be associated with the 19th century Classical styled commercial building.<sup>20</sup> Ornament derived from classical sources was used in the late 19th century to decorate the facade of the Theodore Racek building at 111 East Main Street. Remodeled in the 1890s,<sup>21</sup> the building's stone surface is covered by classical designs in relief decoration.

The buildings constructed in the early 20th century in the proposed Main Street Historic District reflect the conflicting trends of historic architectural

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styles and the new, modern styles that characterized the period. Classicism was the major design source in the commercial district in the first decade of the 20th century. Claude and Starck of Madison<sup>22</sup> designed the Watertown Public Library in 1907 to appear as a small classical temple. Among the best of the examples of Neo-classical architecture in the city, the library placed on an elevated foundation displays the essential characteristics of the style including a pedimented portico featuring fluted Ionic columns. Intending to suggest stability and prestige through the use of an ancient style, the Bank of Watertown at 14 East Main built its new building in 1911 in a rather stylized Neo-classic design.<sup>23</sup> Covered by stone veneer, the bank building exhibits a plain entablature resting on applied pilasters with stylized capitals and a corner entrance flanked by two-story fluted Ionic columns. Neo-classicism also affected vernacular commercial buildings. In an unusual design for a livery building, the concrete block Siefeldt Livery built between 1901 and 1909 at 211 South Third employs a modillion decorated projecting cornice and denticulated cornice over the storefront.<sup>24</sup> Further influence of the classically derived architectural style is displayed by the Masonic Temple at 2 East Main designed by H. C. Koch and Sons in 1905.<sup>25</sup> Organized into distinct horizontal divisions topped by a broad overhanging cornice, this rectangular building has arcaded window openings on the third floor and contrasting large rectangular multipaned windows on the second floor.

The architectural environment of the commercial district was affected by historic styles other than the conservative Classic Revival styles in the later decades of the early 20th century. During the Period Revival era of the 1920s, both the English and the Mediterranean Revival styles were used for two important public service buildings in Watertown. Utilizing principally the broad red tile roof typical of the style in its design, the Mediterranean-Mission style is merely suggested in the Milwaukee Electric, Railway and Light Company Interurban Depot built at 200 South Second Street c. 1927.<sup>26</sup> Built about the same time at 115 South Fourth, the Wisconsin Telephone Company building exhibits the Elizabethan Revival style in a restrained interpretation that is typical of much of the historic architecture designed in the early 20th century.<sup>27</sup> Characterized by the abstracted, stylized stone strapwork around the openings and around the stylized pilasters, this red brick building that also features a Tudor arched entrance can almost be described as a contemporary design.

The trend toward a new modern style fueled by a distaste for decorative and historic styles of the past was displayed in the majority of the few vernacular commercial buildings constructed or remodeled in the early decades of the 20th century in Watertown. Generally built in a simple rectangular form, these early modern buildings also exhibit a minimal amount of ornament derived from the commercial Chicago School and its residential counterpart, the Prairie School. Constructed in a rather utilitarian manner employing simple brick surfaces and simple rectangular windows, the A. Kramp Company building built at 615 East Main around 1920 is decorated mainly by decorative brick and tile patterns inset in the red

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brick facade. Remodeled around 1930 using similar stylistic elements, the Wiggenghorn Jewelry Company buildings facade is characterized mainly by decorative brick and tile patterns inset in the simple red brick facade. Similarly styled buildings were constructed in the Watertown's commercial district until 1946.<sup>28</sup>

Despite a variety of functions and the span of years, the historic buildings in the district maintain a notable degree of integrity of scale, materials and design. Removal of architectural details from individual buildings have altered somewhat the quality of the historic character of the proposed district. According to the 1887 Folio of Photographs (see Photographs #62 and #63), the buildings on Main Street have lost window ornamentation, pediments, and cornices. Also, the photographs provide evidence that new facades were added in the late 19th and early 20th century to update the old cream brick buildings. New facades in historic styles were added in the late 19th century to the Racek building at 111 East Main and the Prentiss building at 315 East Main while new facades in the 20th century gave a contemporary appearance to the Keck building at 110 East Main, to the Wiggenghorn Jewelry Store at 13 East Main, to the J. W. Cole building at 116 East Main, and the E. W. Cole building at 216 East Main. When adjacent buildings were incorporated for additional interior space, a new facade was designed to create the appearance of one building for the historic Schempf Department Store at 207-213 East Main as well as the Platz and Brandt Department Store at 301-303 East Main Street in the first decade of the 20th century.<sup>29</sup>

In addition to the historic building altered by the addition of contemporary siding and remodeled storefronts and facades, the historic character of the proposed commercial historic district has been modified by the removal of a number of historic buildings important to the historical development of the city. In the past year, the destruction of the historically and architecturally significant Wiggenghorn Tobacco Company building at 102 West Main and the historically significant Salick Jewelry Store at 1 East Main has altered considerably the historic waterfront, which played such an important role in this city's development. At least six red brick and stone veneered buildings of modern design have been built in the last 20 years to take the place of older demolished buildings in the proposed district. Further altering the historic fabric of the proposed district, parking lots have taken the place of at least nine historic buildings.

### Commerce

The Main Street Commercial Historic District is significant for local history in the area of commerce because it contained and still contains, within its boundaries, the highest concentration of retail trade, wholesale trade, information services, and utility services in Watertown. While the Cultural Resource Management Plan has yet to discuss and identify historic resources in this area of Wisconsin history, historians of Wisconsin have discussed at length the importance of commerce in Wisconsin communities.

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Trading in goods and services began in Wisconsin communities almost from the beginning of their settlement, some businesses starting in primitive log cabins. These early businesses were often multi-dimensional, consisting of general store, inn, and post office. As communities developed, even the smallest towns had a variety of stores such as grocery, dry goods, and hardware stores, among others. Larger communities, such as Milwaukee, had larger stores featuring more specialty goods. The popularity of retailing increased during the late nineteenth century and some citizens complained of an over abundance of commercial enterprises when industry was sorely needed in a community. The pioneer general store persisted during this time, but did not increase in numbers as retailing became more specialized. Overall, what dominated retailing during the nineteenth century<sup>30</sup> was the high turnover of businesses in the highly competitive area of commerce.

Providing services was also prolific in Wisconsin communities in the nineteenth century. A boom in establishing banks occurred during the 1850s, and by 1871 there were 105 banking facilities in 58 towns in Wisconsin. Nineteen of these towns had more than one facility. In 1891 there were 272 banking facilities in 172 communities, and 67 towns had more than one facility. Along with banking, most communities featured a wide range of other services, such as livery stables, photographers, dentists, physicians, and lawyers. And like retailing, turnover of professionals offering services in communities was great.<sup>31</sup>

Watertown's development of trade in goods and services was typical of the above discussion. Beginning in primitive log and frame structures, the commercial district developed from small general stores and shops to larger department stores and expanded specialty stores. Like other communities, Watertown had a large turnover in retailing and those merchants who were long-lasting often became the leading commercial businesspersons in the community. Along with retail stores, Watertown had an abundance of professional services, hotels, and saloons. What is important, though, is that the vast majority of the trade in goods and services in Watertown occurred in this district and that the most important commercial businesses in the community existed downtown, creating a stable commercial center in Watertown for the twentieth century. It was, in fact, the presence of successful and long-time businesses that helped maintain Watertown's position as a regional trading center when the community experienced little numerical economic growth.

That the Main Street Commercial Historic district contained the vast majority of commercial businesses in Watertown is evident by just examining the city directories between 1866 and 1930. What is more significant, though, is the growth and development of the long-term commercial establishments in retailing, lodging, banking, wholesale trade, information services and utilities. Their history, taken together, is the core of the significance of this district for commerce.



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Probably the most historically well-known retail business in Watertown was Schempf Brothers store. Located at 205-209 E. Main St., Schempf's was the largest department store in town, although it did not begin as such. George S. Schempf came from Germany in 1847 and established a grocery store, but he soon went west during the gold rush, turning over his store to his brother. After two years George returned to Watertown. In 1862 Schempf became a partner with his nephew Leonard Schempf, and established the business known as G. S. and L. Schempf, the forerunner of Schempf Brothers. Eventually Leonard's brother John entered the business and a second generation of Schempfs continued to operate the business until 1936. It grew to a full-service department store after 1900, occupying most of the Schempf building on E. Main St.<sup>32</sup>

Another large and successful department store was the W. F. Brandt and Son store. Frederich W. Brandt, a German immigrant, founded the store as the Platz and Brandt store in 1864. It remained a partnership until 1900 when Frederich's son W. F. Brandt became the sole owner. W. F.'s son W. E. Brandt entered the business and in 1917 W. F. Brandt and Son was a large department store employing 20 to 30 people.<sup>33</sup> The business operated at 301-303 E. Main St. until well into the twentieth century.

The third most important department store in Watertown was the Fischer and Son department store. The store was established in 1895 on W. Main St. (demolished) and was known as "Watertown's greatest west side store." Around 1920 it moved to the new Masonic Temple building at 2 E. Main. Fischer's expanded into neighboring buildings and today Fischer's is the only large historic department store on Main St.<sup>34</sup>

Augmenting the large dry goods or department stores in Watertown's commercial district were the specialty shops that grew and developed during the nineteenth and early twentieth century. Probably the most prominent of the furniture stores of Watertown was the Keck Furniture Store. German immigrant John Keck came to Watertown in 1851, working first as a cabinetmaker in the community. He made all the furniture sold at his first location at 314 Main St. (demolished). He then moved the furniture store to 110 (108) S. Second St. where it remained until 1897. From that year on, the store was located at 110 E. Main St. Several generations of Kecks have worked in the business. In 1920 the entire store was remodeled by the grandson of John Keck, George Fred Keck, the noted Chicago architect.<sup>35</sup>

Another well-known and long-time furniture store in Watertown was the Schmutzler Furniture Company. The business began in the 1870s as the Nowack Brothers furniture store and funeral home, and in 1879 Edward Schmutzler, son of pioneer carpenter and builder Christian Schmutzler, joined the firm. Eventually Schmutzler became the sole owner of the business which continued in family hands until well into the twentieth century. In recent years the family business has concentrated on undertaking and is located in the fine Edward Schmutzler residence at 721 N. Fourth St. But for a long time, the building at 401 E. Main St. was the location of Schmutzler's furniture and undertaking business.<sup>36</sup>

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Another furniture and undertaking business that today is a large furniture store only, is the Hafemeister Company. While today it is located in three storefronts, its historic home is at 607 E. Main St. In one half of this building, the furniture store that was the parent business of Hafemeister's, Nowack and Kohls, was located. After several changes of ownership, in the early twentieth century, the business became the Kohls-Mayer-Hafemeister Company and today still remains in operation as the Hafemeister Furniture store. It eventually expanded into the neighboring storefront, the home of a long-time grocery store, and now includes a third storefront in a near-by building.<sup>37</sup>

Watertown's commercial district was home to a number of jewelry stores. These stores often included musical instruments, as Watertown's citizens had a thriving musical interest in the nineteenth and early twentieth centuries. One of the best-known and most historic of the jewelry stores in the commercial district is the Salick Jewelry Store, located on Main Street between 1853 and the present time. Founded by Joseph Salick, the store was located originally at 1 E. Main St. (demolished), and remained there until 1933 when it moved to 310 E. Main St. In 1944 the business moved again to 217 E. Main St., and it has been located there ever since. Other long-term jewelry stores that helped develop the commercial district were the Wiggenhorn and Son Jewelers, founded by German immigrant August Wiggenhorn in 1861. The Wiggenhorn family operated the business at 13 E. Main St. until well into the twentieth century. W. D. Sproesser was a German immigrant who came to Watertown in 1855 and began a jewelry store business in a frame building on Main St. In 1868 he turned over his business to his son, William D. Sproesser, a fine musician and singer, and ultimately successful businessman. William Sproesser operated the business on Second St., in the Cole's Block, at 113 E. Main, in Schempf's Block (205-209 E. Main) between 1878 and 1907, and finally, at 111 E. Main St. One other long-term jewelry and music store business was the Goeldner store. Housed at 113 E. Main St. in a building built<sup>38</sup> for Carl Goeldner in 1867, the business remained at this location until around 1920.

One of the smaller specialty stores that helped Watertown's commercial district develop, several stand out as most important. The Edward Johnson drug store, like Salick's Jewelry Store, was a pioneer business. Johnson came to Watertown in 1843 and began operating a drug store shortly thereafter. Johnson built the brick block at 109 W. Main St. for his business in the 1850s, and he remained in business until 1873. In that year he sold the business to druggists Gustav and Herman Eberle. The building at 109 W. <sup>39</sup>Main St. continued to be a drug store until well into the twentieth century.

One of the most unusual of the long-time specialty shops in Watertown's commercial district was the August Gamm Crockery store, in operation at 400 E. Main St. between 1882 and 1940. The store had its beginnings as the August and George Gamm feed and general store. A fire in 1882 destroyed that business and after the

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fire, August Gamm built the new building at 400 E. Main St. for a china shop. Gamm's store remained in operation until 1940.<sup>40</sup>

Boot and shoe-making shops were important businesses, providing essential goods to the public. Henry Bertram was one of the earliest boot and shoe makers in Watertown, coming in 1847 and beginning a business shortly thereafter. He located his business at 212 E. Main St. until 1876. After that time, Henry Meyer continued the shoe business and gradually the building was transformed into a large shoe store, expanding into the next building in the twentieth century. Today the building that Henry Bertram used as a boot and shoe shop still sells shoes. Another important and long-term shoe business was the Fred Kurzweg shoe shop. He was in operation as early as 1866 at 402 E. Main St. Eventually, this store, too, converted to a retail shoe store, operated by a second generation of Kurzwegs until around 1930. Probably the longest continuous family operated shoe store was the Ruesch shoe store, begun by German immigrant Fredolin Ruesch on N. Water St. (exact location unknown, but possibly within the boundaries of the historic district) in 1846. Leo Ruesch took over the business in 1871, and realizing the importance of a Main Street location, he moved the store there in 1895. Ruesch operated at 210 W. Main St. (the Dennis Block) until the mid-twentieth century.<sup>41</sup>

Grocery stores were one of the most transient of businesses in Watertown's commercial district. But again, the most long-lived and prominent of the groceries in Watertown were located on Main St. or within the historic district boundaries. Charles Goette operated his business at 411 E. Main St. between the 1860s and the 1890s; William Krebs operated his business at 605 E. Main between 1875 and the 1910s; and the Brooks grocery operated at 220 W. Main St. between the 1880s and around 1910. Of the numerous meat markets in the community, the most long-lived and significant is the Steinberg-Fendt meat market, located at 303 N. Fourth St. The business was begun by Richard Steinberg after the Civil War and operated until around the turn of the century. The Fendt family took over the business and have operated it at the N. Fourth St. location until the present time.<sup>42</sup>

There is no question that the Main Street Commercial historic district was the location of the most important businesses in the community, and that these businesses represent the transitions made in the district from a commercial center of small shops to a modern-day Main Street shopping area of department stores and large specialty stores. But in the area of commerce, retail services were also important. As discussed in the historical background, Watertown was an important pioneering stopping off point for travelers between Milwaukee and the state's interior. The many pioneer hotels are no longer extant, with the exception of the Buena Vista House (300 N. Fourth St.), built in 1848 by Henry Boegel, who named it for a battle in the Mexican War. It was shortly after sold to William Wiggenhorn, then had several owners until 1868 when Andreas Bertling purchased it and operated it for 25 years. Besides being an important pioneer hotel, the Buena Vista House was a favorite German men's club. The other hotels extant in the district represent the continued

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importance of the community for travelers, visitors, and salespeople. The Commercial Hotel, at 115 S. First St., began as a retail block that was rebuilt for a hotel in the mid-nineteenth century. In 1879 it was rebuilt as a higher quality hotel and named the Commercial House. It was remodeled around 1900 and christened the "New Commercial Hotel." Today the building is operated as a rooming house known as the Carlton.<sup>43</sup>

The Dennis Block at 206-210 W. Main St. had several businesses located within it, but around 1885 most of the building was used as a hotel known as the West Avenue House, with the lobby at 206 W. Main St. Later the hotel was known as the New Belvidere Hotel and the Grand Hotel and operated until well into the twentieth century. And finally, the last extant hotel in the district is the Washington Hotel or Washington House. Originally constructed on this site in 1855, the Washington House was a pioneer hotel. The building burned in 1877, was rebuilt, and also received additions in the early 20th century.<sup>44</sup>

An important service that was an adjunct to hotels and the community in general, were livery stables. Most livery stables were frame, barn-like structures, and few exist in communities today for this reason. Watertown has two livery stables that because they were constructed relatively late, and are of brick construction, still remain extant today. One is the Al Fredericks Livery and Boarding Stable, constructed at 200 S. First St. around 1900. It operated as a livery until about 1915 when it became an automobile garage. The second extant livery stable is the Frank Seefeldt livery, built at 211 S. Third St. around 1902. It only operated as a livery until around 1911, when it too became an automobile garage. While these are later-constructed livery stables, they<sup>45</sup> represent the important remnants of the horse-era in the commercial district today.

Historically there were four important banks in the district, three of which are still in existence today. Of these four banks, three have extant historic buildings that have a good degree of integrity. One of the oldest banks in Watertown is the Wisconsin First National Bank (Valley Bank). It began with pioneer Daniel Jones, a merchant and financier who came to Watertown from New Hampshire in 1845. After operating a store and branching out into financial services, he organized the Jefferson County Bank and the building at 116-118 W. Main St. was probably built for this institution. The bank suspended operations in 1862 and Jones then merged with the Wisconsin National Bank, which had been founded as the Bank of Wisconsin in 1858 by pioneer William Dennis. The merged bank, the Wisconsin National Bank, continued to operate at 116-118 W. Main St. until 1927. It then moved to 104 W. Main St. where it was located until 1987. Unfortunately, this bank recently demolished several historic buildings, including 104 W. Main St. for a new facility, making the structure at 116-118 W. Main all the more important for its association with this long-lived and important bank.<sup>46</sup>

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The Bank of Watertown was founded in 1854 by A. L. Pritchard, a New York financier. The bank built a three-story building at 14 E. Main St., probably shortly after its founding, and that building became one of the most prominent addresses on Main St. But in 1911 that building was replaced by the current structure on the site. The Bank of Watertown still remains in operation today (as the M & I Bank of Watertown), although in recent years it moved to a modern facility elsewhere downtown. Even though it is the second structure built for this important bank, the building at <sup>47</sup>14 E. Main St. is the only historic location and is therefore important.

The third most important historic bank in the community was the Merchants National Bank. It was founded in 1892 and a building at 100 E. Main St. was constructed for it. In 1905 some remodeling was done and again in 1937 the building was changed. Unfortunately, the current state of the building makes it non-contributing, even though it is the only historic location of this important bank that still operates at a new location today (as a Marine bank).<sup>48</sup>

Finally, a short-lived twentieth century bank completes the primary historic banking facilities that existed in Watertown's commercial district. The Farmers and Citizens Bank was organized in 1912 and occupied the Central Block at 300 E. Main St. until 1956, when the bank closed. The Central Block has much of its historic appearance and is therefore important, in part, as the location of this historic twentieth century bank.<sup>49</sup>

Watertown's downtown has also been the location of two significant wholesale agricultural products commission houses. The most significant was William Buchheit's Produce Company, located in the three brick blocks at 110-116 S. Third St., constructed in the 1870s. Buchheit came to Watertown from Germany in 1852. He started a brewery, but it failed in 1857. In 1860 he began dealing grain and this business eventually was housed, in the 1870s, in the three blocks on Third Street. Buchheit became successful as a grain dealer and in 1888, he branched out into the malting business, building a factory for this operation on the south side of Watertown. Around the turn of the century he began to vacate the buildings on Third St. and put all his attention toward his other business enterprises. But Buchheit's blocks on Third Street indicate the importance downtown had even for wholesale trade that might have been handled in a more rural setting. Another important wholesale commission house was the Watertown Grain Company. This company was housed in the late nineteenth century at 412 E. Main St., and in the twentieth century, at 317 E. Main St. Herman and Oscar Wertheimer were the most important persons associated with this business, and in the twentieth century, the Watertown Grain Company was best known as the leading dealer in the famous Watertown Stuffed Goose. A stuffed goose was one that had been overfed over a period of several weeks with high-carbohydrate "noodles" (this process was often called goose-noodling) so that their livers would become unusually large. The bird itself was not desirable, its value being primarily in the large livers that were used for pate de fois gras at exclusive

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east coast restaurants. Watertown was one of the few areas that continued to noodle geese into the twentieth century and its leading commission house takes on added<sup>50</sup> significance because of its association with this unusual agricultural product.

Of the utilities in Watertown, one that was primarily related to the commercial district was the telephone company. The first telephone came to Watertown in 1877, but it was not until around 1881 that a switchboard was established. Between 1907 and 1927, the telephone switchboard and offices were located at 101 E. Main St. The telephone company continued the tradition of a downtown location, when it built its new facility at 115 S. Fourth St. in 1928.<sup>51</sup>

Rounding out the services located in the Main Street Commercial historic district were the newspapers of the community, most of which were located downtown. The first newspaper in the community was the Watertown Chronicle, published by J. A. Hadley beginning in 1847 and operating until 1857. One of the more longer-lived papers was the Watertown Democrat, begun by D. W. Ballou in 1854 and operated by him until 1876. It was published on Main St. (exact location unknown). In 1882 the Democrat merged with the Watertown Gazette. The Gazette had been founded in 1879 and taken over by James Moore in 1880. Moore operated the Gazette until 1937, when he died. It was an important weekly newspaper in the community. The Gazette's long-time location was at 120 W. Main St., in the old Daniel Jones building which has been largely altered. Another weekly, the Watertown Republican was founded in 1860, and published for a long time at 116 E. Main St. In 1905 it became the Watertown Leader. The Leader merged with the Watertown Daily Times in 1919. Today's newspaper of record, the Watertown Daily Times, began publishing in 1895. Founded by Edwin Schoolcraft, John W. Cruger, and J. P. Holland, the newspaper surpassed all others in the twentieth century for its emphasis on "objective" reporting and attention to local news. The newspaper published out of the first Masonic Temple Building at 2-6 E. Main St. until a fire damaged that building in 1916. Soon after, the newspaper constructed a building at 115 W. Main St., where it expanded its quarters and extensively remodeled them in the 1950s. Today the newspaper is still located on W. Main St., but the extensive remodeling of the building makes it a non-contributing structure. Still, its existence downtown speaks to the hold the commercial district has on almost all the important institutions of the community.<sup>52</sup>

The Main Street Commercial Historic district has numerous important historic resources which together make up the significance of the district. But in the area of commerce, almost all the downtown buildings in some way contribute to the significance of the district, hence the emphasis on Commercial in the naming of this district. The above discussion has provided supportive evidence that almost all the important activities in the area of commerce took place in downtown Watertown, from retailing to newspaper publishing. This fact helps, in part, to give the district its identity and historical continuity.

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### Education

Under the discussion of Commerce in downtown Watertown, it is noted that almost all important community activities occurred downtown during the period of significance of this district. Therefore, it is no surprise that the community's most important free public library was located downtown and that the library still is in existence there today. There is no question that one of the most important community-wide educational institutions in Watertown was the public library. While the schools were for children and the colleges in Watertown were for the middle classes and wealthy, the free public library was for everyone.

Wisconsin's Cultural Resource Management Plan indicates that the state-wide free public library movement began in earnest during the turn of the century years, but that few communities had the financial backing to produce a first-class free public library. Andrew Carnegie, the steel magnate, authorized the Carnegie Foundation to issue millions of dollars toward free public libraries in the United States. The Cultural Resource Management Plan states that 64 libraries were built in Wisconsin with Carnegie money and that they are significant for that reason, as well as being significant as community centers and adult learning institutions. The Plan also indicates that the architectural firm of Claude and Starck was the most prolific of the library architects in the state and that Claude and Starck libraries are significant for this reason as well.<sup>53</sup>

The Watertown Public Library is typical of the above scenario because it was both a Carnegie-funded library as well as a library designed by Claude and Starck. The free public library movement began in Watertown around 1900. After a fund-raising drive in 1902, \$5,000 was raised, only enough to establish a small library at 104 E. Main St. (demolished) in 1903. In 1905 the library board applied for a Carnegie grant and on the second request, the city was granted \$20,000 for a new facility. Claude and Starck designed the building that was constructed in 1907. In 1930 a two-story children's library wing was added to the library with funds from the John W. Cole estate. In 1984, the Cole wing was remodeled and expanded, while the original section of the library was restored and remodeled. This effort transformed the old Watertown Public Library into a spacious modern facility while maintaining the historic appearance of the old building.<sup>54</sup>

The Watertown Public Library is significant because it was the result of a community movement to provide such an important educational institution to the community. While the early fund-raising drive was initiated by wealthy matrons in the city, it drew money from the entire community. And the first library required no fees or memberships. The tenacity of the community to build a first-class facility is indicated by the fact that they applied for a Carnegie grant not once, but twice. The library continued to be an important component of education for the public, and it is especially significant that in 1930, the John W. Cole bequest was used for a large children's wing. The fact that the old library was added on to twice and not

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relocated says a lot for its importance in downtown Watertown. Because the library was of continuous importance to the community and to downtown Watertown, it is significant in the district.

### Ethnic Heritage-European

There are several properties that contribute historically to this district because of their association with the many German ethnic institutions in Watertown, a heavily German immigrant community. According to Wisconsin's Cultural Resource Management Plan, German immigrants came to Wisconsin in large numbers during the 1840s, the 1850s, and the 1880s. These German immigrants often retained much of their culture and traditions from generation to generation, well into the twentieth century. In particular, Germans developed their own social groups, churches, and their own press. Germans settled equally in rural areas and communities. They were particularly admired for their high-quality farming techniques and are credited with helping diversify Wisconsin farming in the late nineteenth century. Germans immigrated for economic, religious, and political reasons. They established many German churches in order to practice the type of religion they were denied in Germany. Political immigrants were often educated, and were responsible for the establishment of the German press in America. The Plan indicates that resources associated with German ethnic institutions are significant for ethnic history.<sup>55</sup>

The first German immigrant in Watertown reportedly came shortly after the first Yankee settlers. But the initial wave of Germans to the city came in the 1840s. Particularly during the late 1840s and early 1850s, German immigration to Watertown was heavy. Many German immigrants of this era were referred to as "forty-eighters," because they were refugees from the 1848 revolutions in Germany and their conservative aftermath. By the Civil War, Watertown was a heavily German community with German settlers and German Americans pervasive in the cultural, social, and economic life of the community. One of the earliest known social gathering places for intellectual German forty-eighters was the Buena Vista House (300 N. 4th St.). It was a pioneer hotel built by German immigrant Henry Boegel, but it became a well-known social gathering place for German immigrants, particularly educated German immigrants. In fact, the Germans who frequented the Buena Vista House were referred to in the community as "Latin Farmers," because reportedly they frequently used the classical language in their intellectual discussions there. Probably more myth than fact, the term "Latin Farmers" was probably used because the irony in it was so appropriate to their status in the new community. Because the Buena Vista House is the only known extant social gathering place for Germans outside of their churches and their transitory fraternal meeting places; and because the legend of the Latin Farmers is so much a part of Watertown's ethnic heritage, the Buena Vista House contributes to the historical associations in the district.<sup>56</sup>



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Probably the most important German ethnic institution located in the historic district was the German press. German newspapers helped retain the language in the community while providing news of interest to the German ethnic population. In the 1850s, two German language newspapers appeared. David Blumenfeld and John Kopp established the Anzeiger in 1853, and Emil Rothe established Der Weltburger around 1858. In 1858, the two papers consolidated under the title Der Weltburger, with Blumenfeld as publisher and Rothe as editor. Rothe had come to Watertown in 1851 and was a talented orator and writer. In 1869 he left for Cincinnati, leaving Blumenfeld in charge of Der Weltburger. Blumenfeld had come to America in 1850, and in Racine he helped publish that community's early German newspaper. In 1851 he went to Milwaukee and worked for the Daily Banner and Volksfreund. In 1852 he came to Watertown. Blumenfeld controlled Der Weltburger from 1869 to 1904 and was one of the most significant persons in Watertown to form German public opinion during the peak years of German influence and culture in the community. Der Weltburger was the only German newspaper in town after Blumenfeld took complete control over it. After Blumenfeld's tenure, the paper never<sup>5</sup> reached the heights of success it once had and the paper officially closed in 1932.

The first location of Der Weltburger that can be identified is 300 E. Main St., home to the paper in 1866, and perhaps the first location of the paper. By 1872, though, the paper had moved to 117 S. Second St., where it remained until 1893. It probably then moved to 317 E. Main St., since it was at this location in 1900. Finally, it was located at 117 N. Third St. (demolished) in the early twentieth century. While the paper had numerous homes, it remained downtown, in the same location as the numerous English-language newspapers in Watertown's history. Because Der Weltburger was an important ethnic institution in this heavily ethnic community, and because it was associated with downtown Watertown throughout its history, it contributes to the historical associations in this district.

### Industry

There are several properties located in the Main Street Commercial Historic District that represent the era when small industry and commerce existed side-by-side in this district as in most communities during their early years. In Watertown, during its early years, small industrial shops were located alongside commercial buildings, and even Watertown's large industries were located close to downtown. As the community expanded, and waterpower was no longer needed to operate large industries, big mills and factories gradually moved away from downtown. Small shops closed in downtown as the goods they produced were more readily available from retailers. A few properties remained long-term small shops and are extant in the district.

Watertown had several carriage and wagon-makers operating in the nineteenth century, but none developed into a large industrial concern. The Misegades Wagon Shop at 202 N. Water St. is the only extant wagon-making shop in the community.

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While it cannot be documented that Misegades' business was individually significant, his fine industrial building stands today as a good example of an industry in Watertown's downtown.

There are two other shops in Watertown that also represent the small industrial shop era in this district. The Specht harness-making shop at 114-116 S. First St., operated by Fred Specht between c. 1876 and c. 1889, and Edward Specht between c. 1893 and c. 1911 represents an important industry related to the horse era, probably closing when harnesses were cheaper from retailers. In 1896 Charles Klemann built 110 N. Water St. as a horse-shoeing-blacksmith shop. He operated the shop until around 1915. This business, too, represents an important supplier of goods and services from the horse era, probably closing due to the rise of the automobile and the decline of the use of horses in town. <sup>58</sup>

Two other properties have historical associations in the district for industry because they were the early locations of the Otto Biefeld Company, a company that became a large and important metal products company in the city. Otto and Richard Biefeld began a machine shop at 117 S. Second St. in 1893. In 1899, the shop needed larger quarters and the company moved to the old Misegades Wagon Shop at 202 N. Water St. where it grew and expanded at the site. In 1914 Biefeld built another shop building at 118 N. Water St. Eventually the company was the leading industrial machine shop in the community. In the 1930s, Biefeld moved away from Main Street to the south side of the city. The location at 117 S. Second St. has lost considerable integrity, but the buildings at 118 and 202 N. Water St. have their historic appearance and represent the time when the Biefeld Company grew from a small shop to a successful industry in Watertown. <sup>59</sup>

Finally, there is one small industry in Watertown that has traditionally been associated with this district and was an unusual component to Watertown's small industrial base. It is the cigar-making industry. All the important cigar-making firms were located downtown and remained downtown until they folded. The most important of these firms was the Wiggenhorn Brothers, at one time one of the largest cigar manufacturers in the state. Originally located at 108 E. Main St. (demolished), by 1880 the firm employed between 40 and 50 people. Between 1890 and 1895 the firm built an impressive Queen Anne commercial block for their business (102-4 W. Main St.), unfortunately demolished in 1987. <sup>60</sup>

While the Wiggenhorn Brothers were the undisputed leader in the industry in Watertown, there were three other cigar-making firms of interest located in this district. Founded in 1861, A. F. Miller Company was making 225,000 cigars a year by 1880. Miller was located at 316 E. Main St., rebuilding at that site, during the height of their business, a prominent late Queen Anne commercial block in 1910. Other firms located downtown were the Schlueter Brothers at 105 W. Main St., and the

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Wilkowski Brothers, at 113 N. First St. Because of the demise of the resources relating to the Wiggernhorn Brothers, these above resources are the best remaining sites related to the important cigar-making industry in the city.<sup>61</sup>

While the extant resources related to industry in this district are not individually significant, they represent the relationship between commerce and industry that existed in this district during the period of significance. And, although commerce is still the most important historic component of the district, industry was an important adjunct in the nineteenth and early twentieth century.

### Historical background on Law, politics and government

The Main Street Commercial Historic District was the center of local government in Watertown and still contains many resources associated with local government and the persons who were important to it. The Cultural Resource Management Plan has indicated that legal, political, and governmental resources are important to a community's governmental history.

Formal government in Watertown came in 1849 when it was established as a village. In 1853 it received its charter as a city. Little is known about the location of government until the Dennis Block at 206-210 W. Main was constructed during the mid-1850s. The upper floors of this building was the first recorded location of a city meeting hall and offices. Between around 1874 and 1885, city government offices were located at 101 E. Main St., along with the post office, one of the longer locations of the post office before 1912. In 1885, a new City Hall was constructed on N. First St. and most city offices moved there, although there is some indication that some city offices stayed at 101 E. Main St. until around 1889. The 1885 City Hall housed the city offices until the mid-1960s when a new municipal building was built, then the old city hall was unfortunately demolished, making the Dennis Block and the building at 101 E. Main St. the only historic locations of city government still extant in the community.<sup>62</sup>

One of the most important adjuncts to the city government was fire protection. The district contains the only existing resource related to the historic Watertown Fire Department. The first volunteer fire company was organized in 1857 and called Pioneer Engine Company #1. They erected an engine house on S. First St. (demolished) and in 1869 the state legislature authorized the establishment of an official city fire department with company #1 as the foundation unit. In 1876 the Pioneer Engine Company #2 was organized to serve the west side, and an engine house built at 125 N. Water St. Engine companies #1 and #2 served the community as a fire department until the mid-twentieth century. Company #1 moved into the City Hall in 1885 and their building on S. First St. was eventually demolished. Since City Hall was also demolished, only the house of Engine Company #2, also known as the Phoenix Fire

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Company #2, remains extant; and although it has some integrity loss, it<sup>63</sup> represented the historic fire services of Watertown traditionally located downtown.

While Watertown was not the county seat, it had a number of lawyers, many of whom had offices in the district. Theodore Prentiss was a pioneer attorney who came to Watertown in 1845. He was a lawyer and politician who attended the first two state constitutional conventions and served as assemblyman in 1860-61. Prentiss' achievement that is most remembered is that he was elected the community's first mayor. Prentiss had a building erected in the<sup>64</sup> district at 315 E. Main St. which was used as his office and for retail businesses.

The most prominent of all of Watertown's politicians probably were Jesse Stone, who became Lt. Governor; and Charles Kading, who served in the U. S. Congress. There is no evidence that Stone, who was associated with a local industry, had offices downtown, but Kading and his wife, who was also an attorney, had offices for a long time at the Masonic Temple at 2 E. Main St. Charles and Elizabeth Kading were teachers when they met in the 1890s and they decided to attend law school together. They graduated from Valparaiso Law School in 1900, married, and set up a legal practice in Watertown. Charles Kading branched out into politics and served as city attorney, district attorney and mayor. He sided with the progressive politics of the early twentieth century in Wisconsin and was known as a "progressive" mayor. He was elected<sup>65</sup> as a Republican to Congress in 1927 and served until the Democratic landslide of 1932.

Kading's wife, Elizabeth Holste Kading, was a successful, if unusual, because of her sex, attorney. In fact, Charles Kading often commented that Elizabeth was the better lawyer of the firm and was the one that made it successful. She was considered an outstanding trial attorney, and after her son was born, she remained active, but was primarily an office counsel. She was also active in progressive circles and served the state as President of the Board of Control, the agency that oversaw state charitable and penal institutions; and also served on the State Civil Service Commission. She died in an auto accident in 1925. Charles Kading continued to practice law in Watertown after 1933, going into practice with his son. Kading died in 1956, and his son went on to have a distinguished career as an attorney and judge. The Kadings were located in offices in the Masonic Temple throughout their distinguished careers before Elizabeth Kading's death. Later Charles Kading and his son also practiced there, until the building was entirely taken over by the Fischer department store. Therefore, the building has<sup>66</sup> important historical associations with the careers of Elizabeth and Charles Kading.

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### Transportation

The old Interurban depot at 200 S. Second St. in this district is individually significant for later mass transportation history. According to the Cultural Resource Management Plan, the development of the interurban lines in the State of Wisconsin was a significant event in transportation history, since it was an early attempt to provide urban-like services between cities as well as within cities. The interurban line that came to Watertown originated out of Milwaukee as an extension of the electric streetcar service in that city. The powerful streetcar company in Milwaukee, the Milwaukee Electric Railway and Light Company (TMERL), organized the Milwaukee Electric Light, Heat and Traction Company, and began building electric car lines between Milwaukee and other cities in southeastern Wisconsin. Most of the interurban lines in Wisconsin came out of TMERL's effort, although there were a few other interurban lines elsewhere in Wisconsin. Watertown was the end of TMERL's line to the northwest, although the company had hoped to eventually extend this line to Madison. The Plan indicates that because of the fleeting nature of many of the interurban's resources, interurban depots, waiting stations, and power stations are particularly significant.<sup>67</sup>

The interurban line came from Milwaukee to Watertown in 1908. It entered in the southeastern part of the city and looped downtown before returning to Milwaukee. The first terminal locations in Watertown were all downtown, but the addresses have not been uncovered. Between 1926 and 1930 a Mediterranean Revival style terminal building and large car barn was built at 200 S. Second St. The construction of this large terminal was the last hurrah for the interurban in Watertown as service began to be phased out in the 1930s, and ended completely in Watertown in 1940. During World War II most of the interurban tracks were ripped out and today, only the terminal exists from the interurban era.<sup>68</sup>

A terminal of this size, style and integrity is a real find in the history of the interurban. Many interurban resources have been demolished or totally remodeled for new uses. While this terminal now houses, ironically, an automobile dealership, it still well represents its historic use. The interurban was popularly used in Watertown, and during the heyday of Watertown's Intercounty fair, tracks and service were extended to the fairgrounds during fair season. The interurban also provided easy access to the culture and services of Milwaukee. For example, prominent local singers Edward Brandt and his wife traveled back and forth to Milwaukee several times a week for singing lessons in the early twentieth century. This would probably have been difficult on a train schedule, but was made easy with the interurban. Because the interurban was an early attempt to provide mass transportation between cities in a clean, fast, and efficient manner, it is significant. It heralded the era when travel between cities would be common and easy, first on the interurban, then on buses and cars along good roads, and finally in cars along limited-access freeways and expressways. Because Watertown's old interurban depot is a fine example of the interurban service at its peak, it is individually significant in the district.

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### Archaeological Potential

No systematic archaeological work has been done to date in the commercial district of Watertown. Because the proposed Main Street Commercial Historic District has been developed since the 1840s, it is still possible that significant archaeological resources survive undisturbed. Also due to the district's early date of development, sites may have undiscovered historic archaeological resources.

### Preservation Activity

Although some alteration of the historic fabric of the district has taken place, the proposed commercial district continues to exhibit significant 19th century architectural character. An awareness of the value of the district's historical significance and of the uniqueness of its architectural character by the community has resulted in the establishment of a Historic Preservation Commission and the adoption of a Historic Ordinance in 1986. As part of the movement by the community toward active historic preservation, an intensive architectural and historic survey was commissioned by the city of Watertown in 1986. Other preservation activities in the district include rehabilitation of storefronts in a manner in keeping with the historic character of the building. Histories and articles on Watertown written by local historians demonstrate the serious and continuous interest of the residents of the city in the preservation of their history.

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### Notes

- <sup>1</sup> Watertown, Wisconsin Centennial 1854-1954, Watertown: Jansky Printing Company, 1954, p. 6.
- <sup>2</sup> John H. Ott, Ed., Jefferson County Wisconsin and Its People, Chicago: S. J. Clarke Publishing Company, 1917, p. 150.
- <sup>3</sup> C. W. Butterfield, A History of Jefferson County Wisconsin, Chicago: Western Historical Co., 1879.
- <sup>4</sup> "'Viehmarkt' or Cattle Fair Dates Back Over 100 Years," Watertown Daily Times Centennial Issue (hereafter cited as WDTCI), June 26, 1954, on file at the Watertown Public Library, Watertown, Wisconsin.
- <sup>5</sup> Tax Rolls for the City of Watertown, Area Research Center, University of Wisconsin-Whitewater, Wisconsin Library; Ott, p. 156.
- <sup>6</sup> Ott, p. 157; Watertown City Directories, on file at the Watertown, Wisconsin Public Library; Milwaukee (WI) Sentinel, n.d., Watertown Public Library Clipping Files.
- <sup>7</sup> Revised Tariff of Rates for Watertown, Wisconsin, 1876, booklet on file at the Watertown Historical Society, Octagon House, Watertown, Wisconsin; Sanborn-Perris Fire Insurance Maps, (New York: Sanborn Map Co.) 1884-1930, on file at the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin.
- <sup>8</sup> Revised Tariff of Rates; City Directories.
- <sup>9</sup> Watertown (WI) Chronicle, 6 October 1847; Watertown (WI) Republican, 26 May 1886; Watertown (WI) Democrat, 26 April 1855.
- <sup>10</sup> WDTCI, 1954 and Watertown Daily Times, 21 September 1984.
- <sup>11</sup> Tax Records, City of Watertown, 1860-1910; Watertown (WI) Chronicle, 26 April 1854, C. Hugo Jacobi, "Reminiscences of Early Days in Watertown," Times, 13 February and 18 March 1924.
- <sup>12</sup> Watertown (WI) Chronicle, 23 April - 28 July 1851 and 31 August 1853.
- <sup>13</sup> Tax Records, City of Watertown, 1860-1910; Watertown (WI) Democrat, 6 April 1871.
- <sup>14</sup> Ibid., 27 April 1876; Tax Records, City of Watertown, 1860-1910; Inscription on Building: 1874.
- <sup>15</sup> Tax Records, 1860-1910; Sanborn Map, 1884; Folio of Photographs, City of Watertown, 1887, Archives, Octagon House, Watertown, Wisconsin.
- <sup>16</sup> Tax Records, City of Watertown, 1860-1910, Democrat, 26 April 1855
- <sup>17</sup> Ibid., 1910; Sanborn-Perris Insurance Maps, 1901, 1909).
- <sup>18</sup> Tax Records, City of Watertown, 1860-1910.
- <sup>19</sup> Ibid.
- <sup>20</sup> Sanborn Insurance Map, 1884; Watertown City Directory, 1885, Watertown (WI) Public Library.
- <sup>21</sup> Sanborn Insurance Maps, 1890, 1895; Tax Records, City of Watertown, 1860-1910.
- <sup>22</sup> Times, 21 September 1984.
- <sup>23</sup> WDTCI, 1954.
- <sup>24</sup> Tax Records, City of Watertown, 1900-1910; Sanborn Insurance Map, 1901-1926.
- <sup>25</sup> WDTCI, 1954; Times, 6 January 1966.
- <sup>26</sup> Sanborn Insurance Map, 1926-1937.

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- <sup>27</sup>Ibid., 1937.
- <sup>28</sup>Ibid., 1915, 1926, Charles Wallman, interview with Joan Rausch, Watertown, Wisconsin, 9 July 1987.
- <sup>29</sup>Sanborn Maps, 1884-1937; Tax Records, 1860-1910; Folio of Photographs, City of Watertown, 1887, Archives, Octagon House, Watertown Historical Society, Watertown, Wisconsin.
- <sup>30</sup>Richard N. Current, The History of Wisconsin Volume II The Civil War Era, 1848-1873, Madison: State Historical Society of Wisconsin, 1976, pp. 107-108; Robert C. Nesbit, The History of Wisconsin Volume III Urbanization & Industrialization, 1873-1893, Madison: State Historical Society of Wisconsin, 1985, pp. 211-213.
- <sup>31</sup>Nesbit, pp. 213-215.
- <sup>32</sup>Jacobi, 4 April 1924.
- <sup>33</sup>Ott, pp. 182-183; "Watertown Special Edition," The Jobber and Retailer, Vol. 5, No. 5, August 1909, on file at the Watertown Historical Society, Octagon House, Watertown, Wisconsin.
- <sup>34</sup>"Fischer and Sons Store is Marking 50th Anniversary," Watertown (WI) Daily Times, 2 May 1945, Clipping File, Watertown, Wisconsin Public Library, hereafter abbreviated to Clipping File.
- <sup>35</sup>The First 100 Years of the Keck Furniture Company, probably published in Watertown by the Keck Furniture Company in 1953, n.p.
- <sup>36</sup>Watertown, Wisconsin Centennial, p. 73.
- <sup>37</sup>Watertown City Directories.
- <sup>38</sup>"Eight Business Firms Have Been in Operation in City for Over 100 Years," WDTCI; "Salick Jewelry Company Has Opened New Store Here," Watertown Daily Times, 3 August 1944; Clipping File; Butterfield, p. 630; "William Sproesser 60 Years in Jewelry Business in City," Watertown Daily Times, 17 September 1948, Clipping File; Watertown City Directories.
- <sup>39</sup>"Watertown Special Edition," p. 16; Butterfield, pp. 605, 611.
- <sup>40</sup>"Gamm's Crockery House to Close Its Doors Soon," Watertown Daily Times, 22 January 1940, Clipping File.
- <sup>41</sup>Butterfield, p. 599; "Eight Business Firms."
- <sup>42</sup>Watertown City Directories.
- <sup>43</sup>"Half-way Point for Travelers, City's Hotels Prospered During 1800s," WDTCI; Jacobi, 13 February 1924.
- <sup>44</sup>"Half-Way Point," Watertown City Directories.
- <sup>45</sup>Watertown City Directories.
- <sup>46</sup>Ott, pp. 246-47; Butterfield, pp. 430-31, 611; "Eight Business Firms."
- <sup>47</sup>Ott, p. 246; Butterfield, pp. 431, 602; "Eight Business Firms."
- <sup>48</sup>"Merchants Bank Founded in 1892," WDTCI.
- <sup>49</sup>Ott, p. 247.
- <sup>50</sup>Butterfield, p. 601; "Civic Leader Passes After Brief Illness," Watertown Daily Times, 9 October 1935, Clipping File; "Stuffed Goose Season Here, but Local Output Will be Small Indeed," Watertown Daily Times, 15 November 1952, Clipping File.
- <sup>51</sup>Watertown City Directories; Watertown, Wisconsin Centennial, pp. 48-49.



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- <sup>52</sup> Butterfield, pp. 413-418; Ott, p. 124; "James Moore Published Weekly Gazette Here," WDTCI; "Daily Times Has Been Reporting News of Watertown for 59 Years," WDTCI.
- <sup>53</sup> Barbara Wyatt, Ed., Cultural Resource Management In Wisconsin, Madison: State Historical Society of Wisconsin, 1986, pp. Education 5-1-5-5.
- <sup>54</sup> Watertown, Wisconsin Centennial, pp. 68-70; "City's Public Library is Valuable Asset in the Field of Education," WDTCI.
- <sup>55</sup> Wyatt, pp. Settlement 2-1--2-10.
- <sup>56</sup> Charles J. Wallman, Edward J. Brandt, Inventor, Watertown: Brandt, Inc., 1986, pp. 8-11; "Half-Way Point for Travelers."
- <sup>57</sup> Butterfield, pp. 413-414, 600; "'Der Weltbuerger' German Newspaper, Was Printed in Watertown for 80 Years," WDTCI; Jacobi, 8 February 1924 and 20 March 1924.
- <sup>58</sup> Watertown City Directories.
- <sup>59</sup> "Biefeld Brothers, Otto and Richard, Started Steel Fabricating Company," WDTCI.
- <sup>60</sup> "City Had Second Largest Cigar Factory in State," WDTCI.
- <sup>61</sup> Ibid.; Ott, pp. 97-98.
- <sup>62</sup> City of Watertown, Wisconsin: Its Manufacturing and Railroad Advantages, and Business Statistics, Watertown: City of Watertown, 1856, pp. 9-15; Butterfield, pp. 441-446.
- <sup>63</sup> Watertown, Wisconsin Centennial, p. 11; Butterfield, pp. 432-435.
- <sup>64</sup> Butterfield, p. 621.
- <sup>65</sup> Dictionary of Wisconsin Biography, Madison: State Historical Society of Wisconsin, 1960, p. 199; Ott, pp. 70-72.
- <sup>66</sup> Ibid.
- <sup>67</sup> Wyatt, Transportation, pp. 10-1--10-4.
- <sup>68</sup> "City of Watertown Once Had Electric Railway," Watertown Daily Times, 12 June 1976, Section 6, pp. 21-22.

contributing  
\*The Historic District contains buildings built between 1848 and 1935, yet the district continued its domination as a commercial center well into the 20th century. 1848 to 1938 was chosen as the period of significance to reflect the prime "historic" era of the district. The 1938 end date is a point 50 years in the past, no exceptional significance was uncovered to require movement beyond the NPS 50-year cut-off.

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Watertown, Jefferson County, WIVerbal Boundary Description

The proposed Main Street Commercial Historic District in the city of Watertown begins west of the Rock River at the northeast corner of Main and Washington Streets, continuing south across Main Street to the west lot line of 223 West Main Street, continuing east along the rear lot line of said building to the southeast corner of 101-103 W. Main on north to the northeast corner of 101-103 West Main, then east across the Rock River, continuing south along the rear lot lines of 116 through 218 South First, then east along the south property line of 218 South First, then north along east lot line of said building and adjacent vacant lot, then across South First to the south lot line of 200 South Second, then north along east lot line of said building, across Market Street to the northwest corner of Market and South Second, continuing east on Market Street along south lot line of 113-115 South Second and 114-116 S. Third to northeast corner of Market and South Third, then south across Market on Third along front of 201 through 215 South Third, then east along south lot line of 215 South Third, then north along rear lot lines of 215 through 201 South Third, across Market to the south lot line of 114 South Fourth Street, continuing east on Market along the south lot line of 115 South Fourth and 107-111 South Fifth, then north along the rear lot line of said building to the rear lot line of 511 East Main, then east along rear lot line of said building and 519 East Main, continuing east across South Sixth Street, then south along west lot line of 605 East Main, then east along rear lot line of said building to the northwest corner of Seventh and Market, then north along east lot line of 621 East Main building continuing across East Main Street to rear lot line of 618 East Main, continuing west along the rear

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lot line of said building through 406 East Main, continuing north along rear lot lines of 111 through 303 North Fourth Street, then west along north lot line of said building at 300 North Fourth, then south along rear lot line and east along south lot line of said building to northeast corner of Jones and North Fourth, then south along the west lot line of 217-219 North Fourth, then west across North Fourth Street continuing along north lot line of 212 North Fourth, and 306 East Madison, then south along west lot line of 306 East Madison (does not follow map, see note) continuing across East Madison to the rear lot line of 308 East Main, then south along west lot line of said building to rear lot line of 109 North Third, then west along north lot line of said building, then across North Third, continuing west along north lot line of 110-112 North Third, continuing west along rear lot lines of 204 through 110 East Main then north along rear lot line of 111-117 North First, then west along north lot line of 117 North First, south along front lot line of 117 and 111 North First, continuing across North First west along rear lot lines of 14 and 2 East Main, south along the west lot line of 2 East Main then west across the Rock River, then north along the west bank, continuing north along the rear lot lines of 121-125 North Water, then west along the north lot line of 125 North Water, continuing west to the northwest corner of Water and O'Connell Streets, then north along the front lot line of 202-214 North Water, then west along the north lot line of 214 North Water, then south along the rear lot lines of 214-202 North Water, continuing across O'Connell Street south to the rear lot lines of 118-110 North Water, then west along the alley to the rear lot line of 115 North Washington, then north along rear lot line of said building, then west along north lot line, then south along front lot line of said building, continuing south along the west lot line of 222 West Main to point of beginning.

### Boundary Justification

The proposed Main Street Historic District's boundaries encompass the early commercial district as well as a few early industrial and residential buildings. In addition, the boundaries include the greater number of significant commercial buildings remaining in the city. Retaining their architectural character as well as their historic function, the buildings are located in an area that has been the commercial center of Watertown since the first store was built on the east side of the Rock River in 1841. The district is bounded by residential properties on the west, south and intermittently on the north. A few commercial buildings altered by the addition of siding and other unsympathetic remodeling also bound the district on the north and on the south. New commercial construction extending from the east boundary separates the district from the residential area on the east end of Main Street.

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MAIN STREET COMMERCIAL HISTORIC DISTRICT  
Watertown, Jefferson County, Wisconsin  
Photographs by Joan Rausch  
1987 March  
Negatives at the State Historical Society of Wisconsin

The above information applies to all of the following photographs:

Photo # 1 of 63  
200 Block of West Main Street (north side), left to right, View from southwest.

222 West Main Street, Evans Building  
220 West Main Street, Johnson Building  
212 West Main Street, Smith Building  
210-208-206 West Main Street, William Dennis Block

Photo # 2 of 63  
200 Block of West Main Street (north side), left to right, View from southeast.

212 West Main Street, Smith Building  
210-208-206 West Main Street, William Dennis Block  
204-202 West Main Street, Sommerfield Building  
200 West Main Street, Randall Building

Photo #3 of 63  
100 Block of West Main Street (north side), left to right, View from southwest.

120 West Main Street, Jones Building  
118-116 West Main Street, Daniel Jones Block  
114 West Main Street, Rogan Building  
104 Valley View Bank

Photo #4 of 63  
000 Block of East Main Street (north side), left to right, View from southwest  
2-10 East Main Street, Masonic Temple, Daubs Hotel  
14 East Main Street, Bank of Watertown

Photo #5 of 63  
100 Block of East Main Street (north side), left to right, View from southwest.

100 East Main Street, Merchants National Bank - Weiss Millinery  
110 East Main Street, Keck Furniture Store  
114 East Main Street, Sweeney Store  
116 East Main Street, Cole Building

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Watertown Jefferson Co. Wisconsin

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Photo #6 of 63

200 Block of East Main Street (north side), left to right, View from southwest.  
200 East Main Street, Peterson-Muldaner Block  
204-206 East Main Street, Neff and Blanchard-Racek Building  
208 East Main Street, Bieber Saloon  
210 East Main Street, Fischer and Rohr Clothing Store  
212 East Main Street, Bertram Building  
214 East Main Street, Cordes and Platz Building  
216 East Main Street, Cole Building

Photo #7 of 63

300 Block of East Main Street (north side), left to right, View from southwest.  
300 East Main Street, The Central Block  
302 East Main Street, Grube and Achtenhagen Store  
304 East Main Street, Siebel Building  
306 East Main Street, Bellack Building  
308-310 East Main Street, Classic Theatre  
312-320 East Main Street, Miller Building

Photo #8 of 63

400 Block of East Main Street (north side), left to right, View from southwest.  
400 East Main Street, Gamm Store  
402 East Main Street, Kurtzweg Building  
404 East Main Street, Butcher Building  
406 East Main Street, Bramer Building  
408 East Main Street, Bramer Implement Store  
410 East Main Street, Kohlmez Building  
412 East Main Street, Pritzlaff Building  
414 East Main Street, Zanter Building  
416 East Main Street, Tank Building

Photo #9 of 63

500 Block of East Main Street (north side), left to right, View from southeast.  
500 East Main Street, Marine Bank  
510 East Main Street, Schuett's Drive-In  
516 East Main Street, Washington Hotel

Photo #10 of 63

600 Block of East Main Street (north side), left to right, View from southeast.  
600 East Main Street, First Financial Savings  
616 East Main Street, Volkman Building  
618 East Main Street, Krueger Bakery

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Watertown Jefferson Co. Wisconsin

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Photo #11 of 63

600 Block of East Main Street (south side), left to right, View from northeast.  
621 East Main Street, Jaedecke Building  
615 East Main Street, Kramp Co. Building  
607-611 East Main Street, Needham Block  
605 East Main Street, Krebs Grocery

Photo #12 of 63

500 Block of East Main Street (south side), left to right, View from northeast.  
519 East Main Street, Habhegger Building  
511 East Main Street, Baumann Building  
501 East Main Street, Friewald's Pure Oil Service Station

Photo #13 of 63

400 Block of East Main Street (south side), left to right, View from northwest.  
417 East Main Street, Sip and Bite Sandwich Shop  
415 East Main Street, Goette Building  
413 East Main Street, Goette Building  
411 East Main Street, Goette Building  
409 East Main Street, Baeberoth Bookstore  
407 East Main Street, Brunner Tailor Shop  
405 East Main Street, Fischer Building  
403 East Main Street, Placka Building  
401 East Main Street, Schroeder Building

Photo #14 of 63

300 Block of East Main Street (south side), left to right, View from northeast.  
317 East Main Street, Assistant's Bank  
315 East Main Street, Prentiss Office and Store  
313 East Main Street, Heymann Building  
311 East Main Street, Goeldner Building  
309 East Main Street, Muldaner Building  
307 East Main Street, Marquardt-Pritzlaff Building  
305 East Main Street, Reubhausen Building  
301-303 East Main Street, Platz and Brandt Store

Photo #15 of 63

300 Block of East Main Street (south side), left to right, View from northwest.  
315 East Main Street, Prentiss Office and Store  
313 East Main Street, Heymann Building  
311 East Main Street, Goeldner Building  
309 East Main Street, Muldaner Building  
307 East Main Street, Marquardt-Pritzlaff Building  
305 East Main Street, Reubhausen Building  
301-303 East Main Street, Platz and Brandt Store



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Watertown Jefferson Co. Wisconsin

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Photo # 16 of 63

200 Block of East Main Street (south side), left to right, View from northwest.  
217 East Main Street, Duffy Store and Residence  
215 East Main Street, Mulberger Building  
213-207 East Main Street, Schempf Block  
205-201 East Main Street, J.W. Cole Block

Photo #17 of 63

100 Block of East Main Street (south side), left to right, View from northeast  
117-115 East Main Street, Noack Block  
111 East Main Street, Racek Building  
113 East Main Street, Charles Goeldner Building  
109-107 East Main Street, Pritchard-Bassford Building  
105-103 East Main Street, Jones and Evans Building  
101 East Main Street, Brooks Building

Photo #18 of 63

000 Block of East Main Street (south side), left to right, View from northwest  
13 East Main Street, Wiggenghorn Jewelry Co. Store  
11 East Main Street, Hepp Building  
9 East Main Street, Nixon Building  
7 East Main Street, Sweeney Building  
5 East Main Street, Seager Building

Photo #19 of 63

Main Street/Rock River, Cole Memorial Bridge

Photo #20 of 63

100 Block of West Main Street (south side), left to right, View from northwest.  
101 West Main Street, WI Hearing Aid Center  
105 West Main Street, Moore Building  
107 West Main Street, Johnson Building  
109 West Main Street, Johnson Building  
111 West Main Street, Schoeckert Produce Store  
115 West Main Street, Daily Times Building  
121 West Main Street, Herro Building

Photo #21 of 63

100 South Water Street, Watertown Public Library, View from northeast.

Photo #22 of 63

100 South Water Street, Watertown Public Library (Addition), View from east.

Photo #23 of 63

200 Block of West Main Street (south side), left to right, View from northwest.  
209 West Main Street, Central Trading Company  
213-215 West Main Street, Hackett Building  
221 West Main Street, Coughlin Building  
223 West Main Street, Beggan Building

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Photo #24 of 63

100 Block of North Water Street (east side), left to right, View from northwest.  
125 North Water Street, Phoenix Firehouse  
123 North Water Street, Becker Building  
121 North Water Street, Liedtke and Schook Building

Photo #25 of 63

200 Block of North Water Street (west side), left to right, View from southeast  
202 North Water, Misegades Wagon Factory  
210 North Water Street, F.B. Weber Building  
212 North Water Street, Weber Store  
214 North Water Street, Weber House

Photo #26 of 63

100 Block of North Water Street (west side), left to right, View from northeast  
118 North Water Street, Biefeld Buildings

Photo #27 of 63

100 Block of North Water Street (west side), left to right, View from northeast  
110 North Water Street, Klemann Building  
112 North Water Street, Loeschinger Store  
114 North Water Street, Dobbrantz Building

Photo #28 of 63

100 Block of North First Street (east side), left to right, View from northwest  
111 North First Street, Sears Roebuck Store  
117 North First Street, Concordia Hall

Photo #29 of 63

100 Block of South First Street (east side), View from southwest  
115 South First Street, Commercial Hotel

Photo #30 of 63

100-200 Block of South First Street (west side), left to right, View from northeast.  
218 South First Street, Archie Brothers Monument Works  
206 South First Street, Crenz Building  
200 South First Street, Fredericks Livery  
116-114 South First Street, Specht Harness Shop

Photo #31 of 63

100 Block of South Second Street (west side), Left to right, View from southeast.  
112 South Second Street, Hoffman Building  
108 South Second Street, Keck Building  
106 South Second Street, Chapell Building

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Photo #32 of 63

100 Block of South Second Street (east side), Left to right, View from southeast.  
107 South Second Street, Koser Building  
111 South Second Street, Koser Bakery  
113-115-117 South Second Street, Cady and Brown-Rohr Building

Photo #33 of 63

200 Block of South Second Street (west side), View from northeast.  
200 South Second Street, Milwaukee Electric Railway and Light Co.

Photo #34 of 63

100 Block of South Third Street (west side), left to right, View from southeast.  
116 South Third Street, Buchheit Building  
112 South Third Street, Buchheit Building  
110 South Third Street, Buchheit Building  
108 South Third Street, Buchheit Building

Photo #35 of 63

100 Block of South Third Street (east side), left to right, View from southwest.  
109 South Third Street, Schulz Building  
111 South Third Street, Schulz Building  
113 South Third Street, Schultz Building  
117-119 South Third Street. Schulz Building

Photo #36 of 63

200 Block of South Third Street (east side), left to right, View from northwest.  
201 South Third Street, Staats Saloon  
205-207-209 South Third Street, Strauss Garage  
211 South Third Street, Seefeldt Livery  
215 South Third Street, Schmmel Building

Photo #37 of 63

200 Block of South Third Street (east side), left to right, View from southwest.  
201 South Third Street, Staats Saloon  
205-209 South Third Street, Strauss Garage  
211 South Third Street, Seefeldt Livery  
215 South Third Street, Schmmel Building

Photo #38 of 63

300 Block of North Fourth Street, left to right, View from southwest  
300 North Fourth Street, Buena Vista House  
301-303 North Fourth Street, Steinberg Meat Market

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Photo #39 of 63

200 Block of North Fourth Street (east side), left to right, View from northwest.  
219 North Fourth Street, Kunert Building  
217 North Fourth Street, Kunert Saloon  
215 North Fourth Street, Yahr Bakery

Photo #40 of 63

200 Block of North Fourth Street (west side), left to right, View from southeast.  
200 North Fourth Street, Krueger Grocery Store  
212 North Fourth Street, Podratz Residence

Photo #41 of 63

300 Block of East Madison Street (north side), left to right, View from southeast.  
306 East Madison Street, Schiffler Building  
310 East Madison Street, Zier Blacksmith Shop  
314 East Madison Street, Krueger Building  
200 North Fourth Street, Krueger Grocery Store

Photo #42 of 63

100 Block of North Fourth Street (west side), left to right, View from southeast.  
112 North Fourth Street, Roegner Marble Works

Photo #43 of 63

100 Block of North Fourth Street (east side), left to right, View from northwest.  
117 North Fourth Street, Gaebler House  
115 North Fourth Street, Baebler Store  
113 North Fourth Street, Gamm Building  
111 North Fourth Street, Becker Building

Photo #44 of 63

100 Block of South Fourth Street (east side), left to right, View from southwest.  
401 East Main Street, Schroeder Building  
115 South Fourth Street, Wisconsin Telephone Co. Building

Photo #45 of 63

100 Block of South Fourth Street (west side), left to right, View from southeast.  
114 South Fourth street, Coron Clinic  
110 South Fourth Street, Jung Building

Photogrpah #46 of 63

100 Block of South Fifth Street (east side), View from west.  
107-111 South Fifth Street, Zautner Blacksmith shop

Photo #47 of 63

East Main Street, 400 Block, View from east, looking west.

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116-118 West Main Street, Daniel Jones Block

View from south

Photo #49 of 63

109 West Main Street, Edward Johnson Building

View from north

Photo #50 of 63

14 East Main Street, Bank of Watertown

View from southeast

Photo #51 of 63

13 East Main Street, Wiggenghorn Jewelry Store

View from north

Photo #52 of 63

103-105 east Main Street, Jones and Evans Building

View from north

Photo #53 of 63

111 East Main Street, Racek building

View from north

Photo #54 of 63

217 East Main Street, Duffy Grocery Store and Residence

View from north

Photo #55 of 63

401 East Main Street, Schroeder Building

View from north

Photo #56 of 63

404 East Main Street, Butcher Building

View from south

Photo #57 of 63

605 East Main Street, Krebs Grocery Store

View from north

Photo #58 of 63

202 North Water Street, Misegades Wagon Works

View from east

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Photo #59 of 63  
218 South First Street, Archie Brothers Monument Works  
View from east

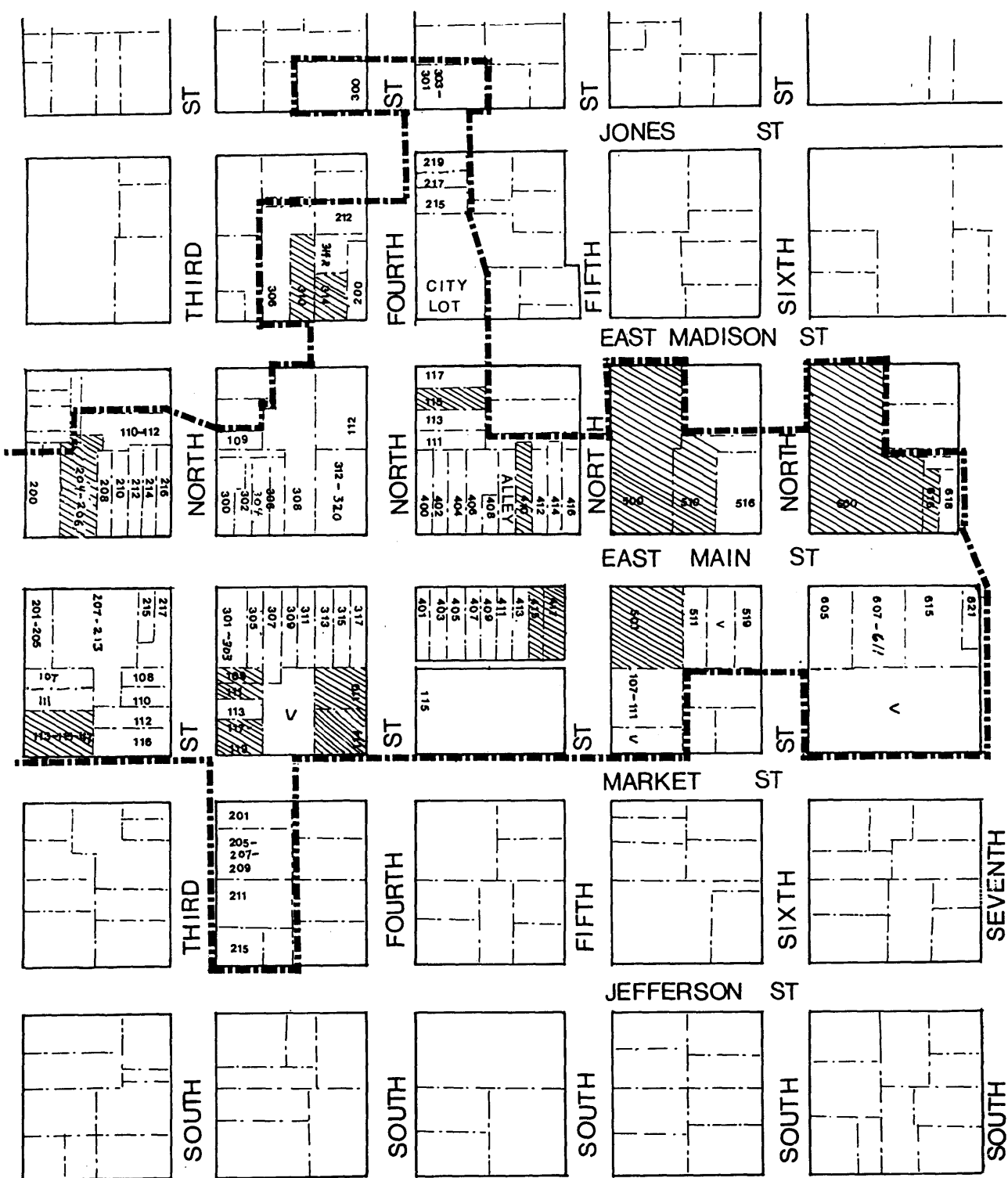
Photo #60 of 63  
314 East Madison (rear), Krueger Stable  
View from east

Photo #61 of 63  
207-213 East Main Street, Interior Metal Ceiling, Schempf Block

Photo #62 of 63  
East Main Street, c. 1887  
View from west, looking east.


Photo #63 of 63  
East Main Street, c. 1887  
View from west, looking east




MAIN STREET COMMERCIAL HISTORIC DISTRICT




2 of 2 sheets

LEGEND

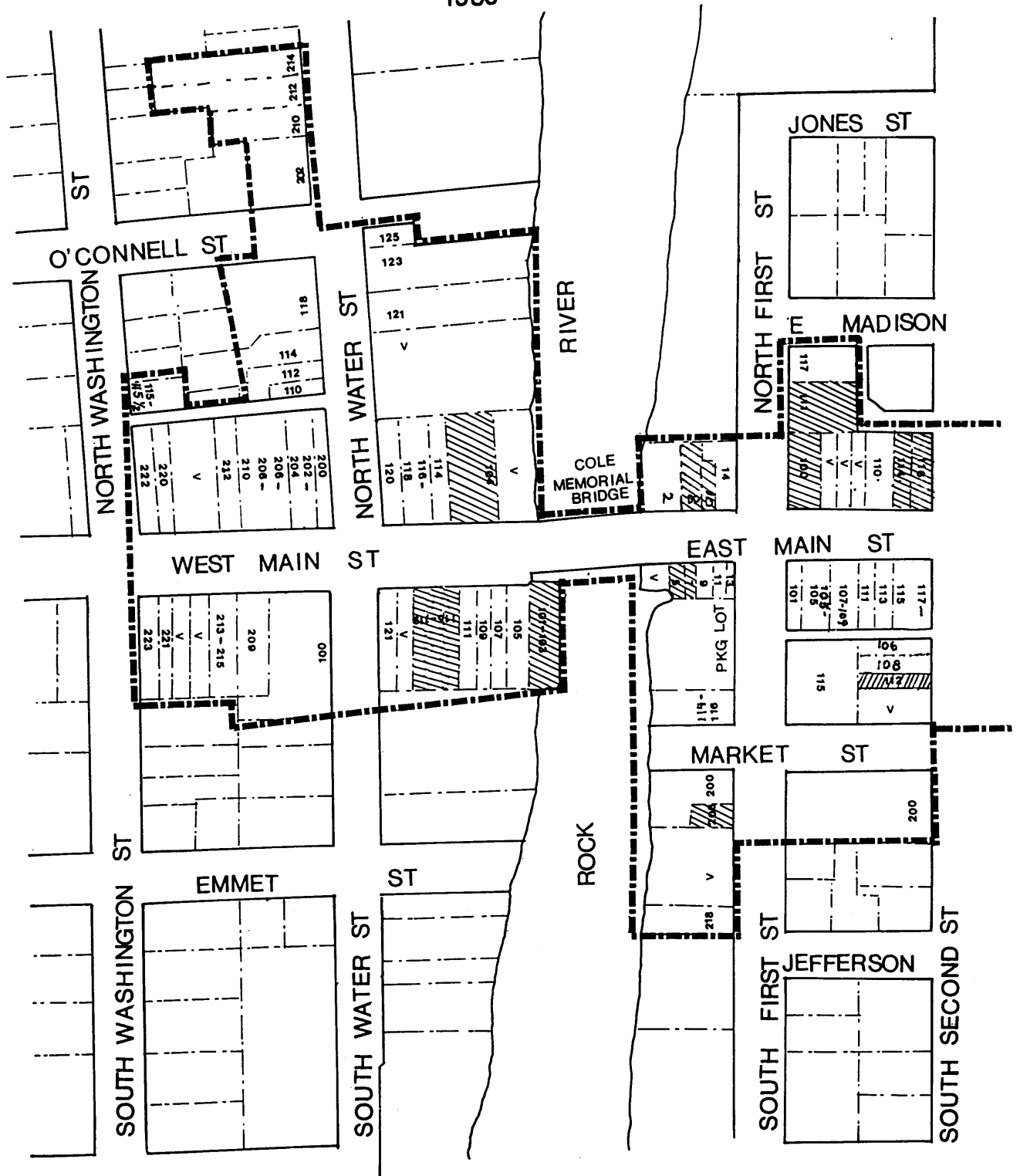
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 637 Address Number

 Contributing  
 Non-Contributing  
 Vacant Lot

N  
  
 Not To Scale

# MAIN STREET Commercial Historic District

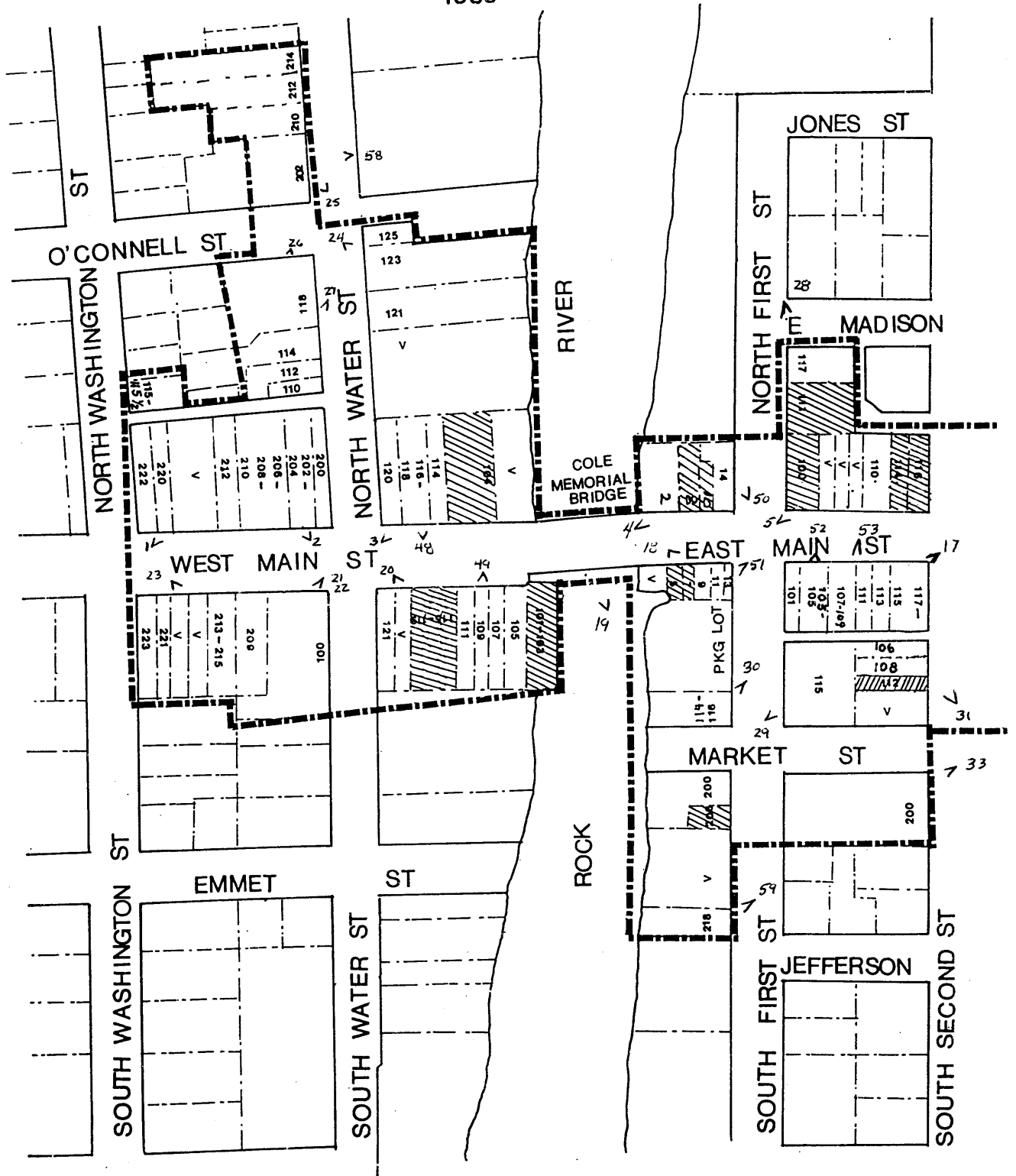
WATERTOWN INTENSIVE SURVEY  
1986



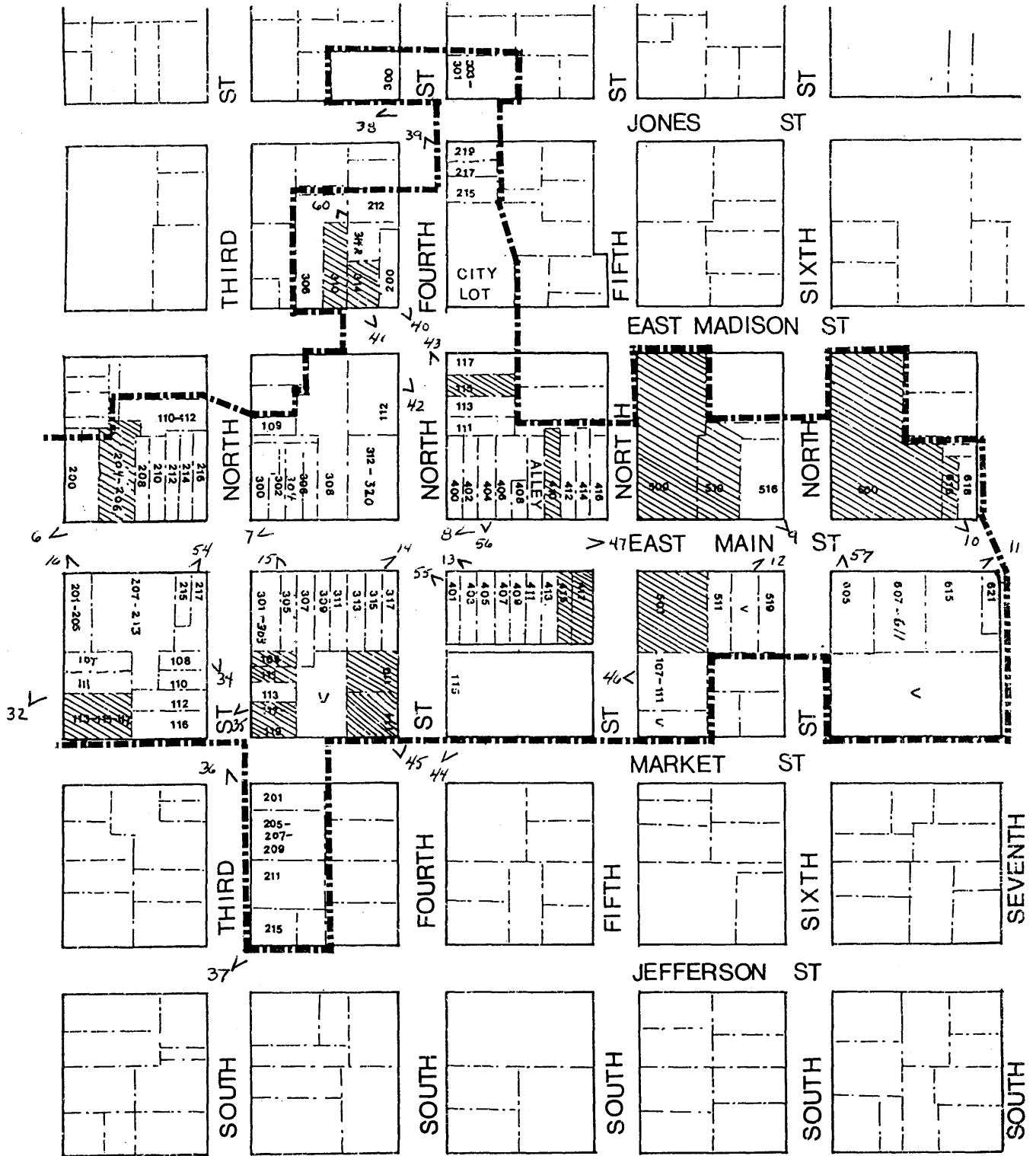


# MAIN STREET Commercial Historic District

WATERTOWN INTENSIVE SURVEY  
1986








MAIN STREET COMMERCIAL HISTORIC DISTRICT




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LEGEND

 District Boundary  
 Address Number

 Contributing  
 Non-Contributing  
 Vacant Lot

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