

56-2235

NPS Form 10-900

Wisconsin Word Processing Format (Approved 1/92)



OMB No. 10024-0018

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

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Vincent-McCall Company Building
other names/site number

2. Location

street & number	2122 56th Street	N/A	not for publication
city or town	Kenosha	N/A	vicinity
state Wisconsin	code WI	county Kenosha	code 059
			zip code 53140

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this 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 meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide locally. (See continuation sheet for additional comments.)



Date 2/6/18

State Historic Preservation Office - Wisconsin
State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Vincent-McCall Company Building
Name of Property

Kenosha
County and State

Wisconsin

4. National Park Service Certification

I hereby certify that the property is:
 entered in the National Register.
____ See continuation sheet.
____ determined eligible for the
National Register.
____ See continuation sheet.
____ determined not eligible for the
National Register.
____ See continuation sheet.
____ removed from the National
Register.
____ other, (explain:)


Signature of the Keeper

3-26-18
Date of Action

5. Classification

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

private
public-local
public-State
public-Federal

Category of Property
(Check only one box)

building(s)
district
structure
site
object

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

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	0 total

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

N/A

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

0

6. Function or Use

Historic Functions

(Enter categories from instructions)
INDUSTRY/PROCESSING/EXTRACTION/manufacturing
facility

Current Functions

(Enter categories from instructions)
VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY AMERICAN
MOVEMENTS

Materials

(Enter categories from instructions)

foundation STONE
walls BRICK

roof ASPHALT

other

Narrative Description

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

Vincent-McCall Company Building
Name of Property

Kenosha
County and State

Wisconsin

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

INDUSTRY

Period of Significance

1900-1963

Significant Dates

1900, 1905, 1908, 1945

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Unknown

Narrative Statement of Significance

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

Vincent-McCall Company Building
Name of Property

Kenosha
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property 1.7 acres

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

1 16T 431466.04 4714963.29
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

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

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

11. Form Prepared By

name/title	John Cramer	date	May17, 2017
organization	MacRostie Historic Advisors LLC	telephone	(312) 786-1700
street & number	53 West Jackson Boulevard	zip code	60604-3619
city or town	Chicago	state	IL

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	S. R. Mills	date	May 17, 2017
organization	VMC Lofts, LLC	telephone	(262) 842-0452
street & number	4011 80th Street	zip code	53142
city or town	Kenosha	state	WI

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

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

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Summary

Located at 2122 56th Street, just west of Kenosha's downtown, is the Vincent-McCall Company Building, a one-story and two-story brick masonry industrial building constructed in 1900 with additions in c. 1905, 1908, and 1945. The building is utilitarian in design with an irregular footprint, low-pitch gabled roof, stone foundation, and flat roof on some portions. It is situated on an approximately two-acre plot of land at the northeast corner of 56th Street and 22nd Avenue, following the southeast by northwest angle of the former Chicago & NorthWestern Railroad along the building's primary south elevation and abutting a concrete pedestrian sidewalk to the west. Light commercial development and single-family homes are situated to the north and east. A gravel surface parking lot stretches the length of the south elevation, extending from the base of the building to the railroad tracks at the back of the property. A gravel driveway extends from the parking lot around the northeast corner of the building for shipping and receiving along the rear elevation where a railroad spur was once located. There is little to no vegetation surrounding the building with the exception of some trees to the northeast.

The Vincent-McCall Company Building as it currently stands includes the original 1900 factory building, a c. 1905 addition, and two larger additions completed in 1908 and 1945, respectively. All additions were constructed by the Vincent-McCall Company and reflect the growth and expansion of the company through the first half of the twentieth century. The original building constructed in 1900 is a two-story 300 x 46-foot building with a one-story 46 x 50-foot portion stretching east along 56th Street. An addition in 1908 expanded the manufacturing space to the north across the original railroad spur, allowing direct shipping access into the building. A small second story addition was made in the 1910s bridging the north rail spur, between the c. 1905 expansion and the north 1908 addition. In 1945, the company added two stories of additional manufacturing floor space to the west and a two-story office to the south. All elevations of the main manufacturing space are clad in brick laid in running bond and are regularly fenestrated with simple arched window openings and limestone sills. The west elevation fronting 22nd Avenue has been painted with alternating horizontal stripes. A water tower sits above the main entrance on the building's west elevation. The exterior brick has been painted in many areas and the windows infilled, but the original openings remain evident.

Exterior

South Elevation (56th Street)

The building's south elevation can be broken down into two sections—a two-story section and a one-story section—both constructed in 1900. The two-story section sits to the west and is 18 bays in length. Two loading entrances sit slightly above grade at the east (15th bay) and west (2nd bay) ends of

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 2

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

this section. The remainder of the elevation is regularly fenestrated with simple arched windows featuring a two-course brick header and limestone sills. All windows have been boarded up.

The one-story section of the south elevation is to the east and can be further broken down into two sections: one to the west and one to the east. The first section to the west has seven single window openings consistent in size and shape to the rest of the building. They have all been infilled with concrete block. The one-story portion to the east, used for crating and shipping, is 10 bays in length. Simple arched window openings have been infilled with concrete block. Two loading doors, one at either end of the section, are slightly above grade. The loading door to the west (2nd bay) has been boarded up and is surrounded by concrete block. The loading door to the east (8th bay) has been infilled with concrete block. The red brick office addition, visible along this façade to the west, is described separately below.

West Facade (22nd Avenue)

The west facade of the Vincent-McCall Company Building fronts 22nd Avenue and its foundation and second floor have been painted gray, while the first floor is painted off-white creating a horizontal banding effect. Like the rest of the building, this elevation features single arched window openings (one in each bay and now boarded up), void of ornamentation. The main portion of this elevation (to the north of the red brick office addition), stretches 28 bays wide. The 1908 building to the north and the 1945 addition to the south, which connected the two buildings and expanded the manufacturing space, is seamless in transition. A rusticated stone base is evident in the 1908 building to the north. A single door opening, slightly recessed from the face of the building, and sign structure sit at the connecting point. A second entrance sits three bays in from the office addition. This single recessed entrance sits below the tower and water tank structure above. Window openings on the first-story to the south of this entrance have been altered. Most windows on this elevation have been infilled with masonry with the exception of a few, which now hold replacement windows.

East Facade

The building's east (rear) elevation features the areas that were once connected to the railroad spur and used for shipping and receiving. In addition to access by train, this elevation features a number of large shipping entrances where trucks could pick up and deliver goods. To the south, there are two sections, one to the south constructed in 1900 and one to the west constructed c. 1905, which protrude from the remainder of the elevation. Each section features a front facing gabled roof. A concrete platform is situated slightly above grade with loading entrances and simple arched window openings; most of which have been infilled with concrete block. Each section is four bays wide. The north elevation of the c. 1905 portion of the building is exposed. The one-story section is regularly fenestrated with

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 3

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

single arched window openings and two loading doors, which have been infilled with concrete block. Ivy covers the westernmost portion of this elevation.

The rest of the east elevation, constructed in 1908, is set back and accessed by a gravel drive. The railroad spur was located here along the building's early north elevation serving as a divider between the c. 1905 building and 1908 addition to the north. The railroad spur has since been removed and the access point has been infilled. The east elevation of the 1908 addition was also used for shipping. It similarly features a raised concrete platform and loading doors. The irregular floor plan, somewhat triangular in shape, was once two separate buildings most likely connected at the time of the 1945 construction. The two-story portion to the south features a slightly angled face, three-bays wide, with single-arched window openings (now boarded up) on the second story. Two loading doors are situated on the first story. The concrete platform extends north to the second section and a two-story connector with one-story entrance connects the two buildings. The two-story north section is four-bays wide with single-arched window openings (now boarded up) and a loading dock on the south end of the first-story.

North Facade

The two-story north (side) elevation faces a small surface parking lot and vacant lot. It is 19-bays wide and features single arched windows openings on the first and second stories. First-story windows have been infilled with concrete block and second-story windows have been boarded up. The simple parapet with terra cotta coping on the east and west elevations is evident from this view. The large section of the westernmost second story appears to have been patched over with mortar.

Office Addition

The 1945 office addition, sitting at the northeast corner of 56th Street and 22nd Avenue, is the most stylized and prominent portion of the building. It is square in plan and is faced with multi-colored tan tapestry brick. The addition is regularly fenestrated with a mixture of non-historic 4/1 double-hung windows, glass block, and single-paned fixed windows, all within the original openings. Unlike the rest of the Vincent-McCall Company Building, the office addition features simple brickwork details such as recessed bays with low relief brick pilasters that rise from the base of the building, stepped brickwork, soldier window headers with limestone keystones, and limestone sills. The main entrance is centered on the three-bay south elevation fronting 56th Street. Non-historic signage sits to the west of the main entrance covering the original window opening. The office addition's five-bay west elevation features single window openings separated by brick pilasters. The center bay has seen some alterations including what appears to be removal of brick to create a larger opening that spans the length of the first and second story. This opening is infilled with glass block. A non-historic sign is positioned on the first story of the center bay. The east elevation of the office addition is similar in

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 4

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

design, although the fenestration pattern is less consistent. Some windows have been boarded up and a non-historic covered porch has been added to the center bay.

Interior

Overall

Typical of early-twentieth century industrial buildings, the Vincent-McCall Company Building is open and utilitarian with exposed structure and few interior partition walls. The building's wood post and beam construction allowed for its largely open floor plan, ideal for use as a manufacturing facility.

The portion of the McCall Company building constructed prior to 1945 follows an irregularly shaped floorplan, reflecting the growth of the building through early-twentieth century additions. Entrances on the north and south ends of the west elevation open into enclosed stairwells that connect the first and second floors. Both stairs are wood with solid wood balustrade and simple square newel posts. The walls of the stair enclosures are painted brick. A flight of wood steps near the northeast end of the second floor gives access to the roof.

The first and second floors of the main building are largely open in plan, with some brick partition walls dividing the entire length of the building. Various openings in the brick walls between additions connect the interior spaces. Some of these doorways house industrial metal fire doors. Other brick walls form small, enclosed rooms, likely used for storage. The first floors contain exposed and painted wood and poured concrete floors. Both floors feature exposed but painted brick walls, wood beam and wood truss ceilings, and timber frame structural columns. A few non-historic replacement metal columns are found throughout the building. The flooring on the first floor is primarily poured concrete; the second floor features primarily wood flooring.

The 1945 office addition is rectangular in plan with two floors. The first floor is primarily one open space and has been converted to a bar. The finishes on this floor are non-historic, including carpeted floors, dropped ceilings, and furred out walls. The windows on the south and east walls of the space retain historic painted wood casings and sills. The second floor, which most recently functioned as a residence and office, is divided into three main rooms. The room at the southeast end of the second floor features wood paneled walls, a fireplace with wood and stone mantel surround, and exposed wood floors. The office at the southwest corner of the second floor features exposed wood floors and original wood window casings. The walls in this room are knotty pine paneling. The room at the north end of the second floor retains original painted wood doors, painted door and window casings, and painted wood base trim. The flooring is carpet, and the walls are primarily covered in wallpaper with some Masonite paneling.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 7 Page 5

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Alterations and Major Additions

The major additions to the Vincent-McCall Building (completed c. 1905, 1908, and 1945) are all contributing additions constructed by the company to house their growing operations within the period of significance. The exterior has seen little change since 1945, with the exception of window infill. The large open floor plan of the building's interior also remains intact with exposed beams, wood trusses, and sections of wood flooring. Although the first floor of the office addition has seen the most change throughout the years, the upper floor (since converted into a residence) still retains historic features and finishes such as wood paneling and an original fireplace that were once part of the Vincent-McCall Company's executive offices.

Integrity

The Vincent-McCall Company Building retains good integrity from its period of significance (1900-1963), including overall floor plan, circulation pattern, and historic finishes original to its initial construction in 1900 and its additions in c. 1905, 1908, and 1945. The building served as the long-time headquarters and factory for the Windsor Spring Company and later the Vincent-McCall Company for the manufacture of metal springs, furniture supplies, and other furniture products for 63 years, until the company ceased operations in 1963. The building's physical appearance still exemplifies its industrial character. Some of the more significant features include hardwood flooring, wood paneling and an original fireplace in the 1945 office addition, as well as exposed wood beams throughout the original manufacturing spaces. Some historic windows have been replaced, although the large majority of window openings are currently infilled with concrete block or boarded up and may retain historic sash behind this infill.

Both the interior and exterior of the building retain sufficient integrity of location, design, setting, materials, workmanship, feeling, and association to convey its significance as a major manufacturing center in the heart of Kenosha's industrial core during the early twentieth century. The building maintained its original use as a spring manufacturing facility until 1963.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Statement of Significance

Summary

The Vincent-McCall Company Building at 2122 56th Street in Kenosha, Wisconsin, is locally significant under National Register Criterion A for Industry as the main headquarters and primary manufacturing facility for the Vincent-McCall Company, a prominent local spring manufacturer and metal furniture products pioneer throughout much of the twentieth century. The company's sprawling factory—constructed in 1900 and expanded in c. 1905, 1908, and 1945—served as the main headquarters for both the Windsor Spring Company and later the Vincent-McCall Company until 1963, when the company ceased operations.

The Vincent-McCall Company exemplifies the growth of Kenosha's industrial economy, particularly as it pertained to metal spring manufacturing and furniture supplies, during the first half of the twentieth century. As consumer products became more complex and industrialized, the manufacture of specialized products became pertinent to fueling the markets' growing needs. Advanced technology allowed for metal springs to be used in a variety of goods including mattresses, upholstered furniture, and automobile seats, all of which were produced in Kenosha. The Vincent-McCall Company continued to manufacture metal springs and other furniture supplies at their Kenosha factory during World War II, while also producing large quantities of equipment for the war effort, including steel berths and bunks used by officers and enlisted men of the armed forces. In the post-World War II period, the Vincent-McCall Company expanded their operations, by providing manufactured goods directly to the consumer and circumventing the wholesale jobbers (merchants) and mail order houses that had dominated the bedding and furniture market in the early-twentieth century. In the post-war period, the company also initiated production of its own lines of lawn furniture, steel cots, couches, and mattresses, which were unique among Kenosha manufacturers. The company opened a Chicago branch in 1944 specifically to produce a full line of mattresses and upholstered bedsprings; items formerly produced by other manufacturers.

The period of significance for the Vincent-McCall Company Building is from 1900 through 1963, reflecting the date of initial construction through the year the Vincent-McCall Company ceased operations and vacated their Kenosha headquarters building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 2

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Industrial Expansion in Kenosha, Wisconsin

The city of Kenosha was originally founded in the 1830s as a shipping port due to its strategic location along the western shore of Lake Michigan and between the urban metropolitan cities of Milwaukee and Chicago. Showing great promise as a successful manufacturing center, Kenosha began attracting large numbers of immigrant workers. Resources such as a lake port, abundant fresh water, and railroad corridors greatly affected the growth of the city's industry by providing manufacturers with access to affordable natural resources like iron, copper, wood, and coal. Less than a decade after the founding of Kenosha, a pier was constructed allowing more imports and exports to flow through the harbor.¹ Kenosha's early industry concentrated around the harbor, lakefront, and city center, including the production of wagons, tanned leather, bicycles, foundry products, and machine tools. These products laid the groundwork for the production of automobile, furniture, rail, and transportation components such as wire and tools that would soon dominate Kenosha's industrial market.

Like many of Wisconsin's port cities, commercial and industrial development in Kenosha was initially concentrated along the lakefront, as large-scale manufacturing became an important part of the local economy. Changes in technology and transportation gradually allowed large factories to expand their operations away from the lakefront. The railroad was constructed in 1855, creating a crucial link to Milwaukee and Chicago. Opportunities for manufacturing jobs brought more people into the city. Around 1910, Kenosha's population was about 22,000 - nearly double that from the turn of the century.² The population would double again in the following decade.³ A 1956 article on the Vincent-McCall Company in the *Kenosha Evening News* described the early decades of the twentieth century as "a period of great enterprise and activity [when] the manufacturing structure was being established which was later to cause the community to be known as the 'City of Industry.'"⁴

During the late-nineteenth century, Kenosha's industrial economy was beginning to take shape with a focus on tanning and leather products, automobiles, machinery, brass products, and bedding. By 1910, Kenosha's leading industrial concerns, according to the State Bureau of Labor Statistics, included Allen Sons Tannery, Badger Brass Manufacturing Company, Bain Wagon Works, Chicago Brass Company, Cooper Underwear Company, Dagenback Cigar Factory, Frost Manufacturing Company, T.

¹ John J. Hosmanek, *Kenosha* (Great Britain: Arcadia Publishing, 2006), 93.

² "The Vincent-McCall Company," *Kenosha Evening News*, May 1956.

³ Ibid.

⁴ Ibid.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 3

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

B. Jeffries Company, Kenosha Crib Company, Simmons Manufacturing Company, and the Windsor Springs Company, which together employed a total of 6,865 people.⁵ Just 10 years later, in 1920, Kenosha ranked third in the state behind Milwaukee for manufacturing output and employment. The city continued its top rank well into the years following World War II.

Manufacturing in Kenosha during the early-twentieth century was dominated by two major corporations, which accounted for over half of Kenosha's manufacturing employment from 1920 into the 1950s; Simmons Manufacturing Company (established in 1884) and Nash Motors (later American Motors Corporation or AMC, established in 1900). The Windsor Spring Company followed Simmons lead, organizing their business in 1897. Although their focus would be on the production of steel springs to be distributed to a number of manufacturers and jobbers across the U.S., the company would become the largest competitor to the Simmons Manufacturing Company in Kenosha during the early part of the twentieth century. The Vincent-McCall Company was able to tap into two of Kenosha's fastest growing markets with their metal springs: bedding and automobiles.

Simmons was a major manufacturer of mattresses and related bedding products. Zalmon G. Simmons, opened his first factory in Kenosha in 1870 for the manufacture of wooden telegraph insulators and cheese boxes. He would eventually move into the bedding industry after receiving a patent for a handmade woven-wire bedspring as a gift. By 1876, Simmons became the first to mass-produce woven wire mattresses, allowing for quicker and cheaper production of mattresses than its competitors. Although innerspring mattresses had been patented in the U.S. as early as 1853, they were expensive enough to be out of reach of many consumers. Simmon's patented design cost much less to produce than a typical innerspring mattress, therefore appealing to a much wider range of customers. The company was officially incorporated as the Northwestern Wire Mattress Company in 1884, and adapted the name "Simmons Manufacturing Company" in 1889. According to Simmons Company records, the company was the largest of its kind in the world by 1891.⁶ Simmons vacated its massive manufacturing plant in Kenosha in 1958 at which time AMC took over their lakefront plant and expanded their operations (factory no longer extant).⁷ According to the federal Department of Commerce and Labor Bureau Census of Manufacturers in 1905, there were 420 establishments across

⁵ Ray Hughes Whitbeck, *The Geography and Economic Development of Southeastern Wisconsin*, Bulletin No. 58, Madison Wisconsin: 1921.

⁶ Jennifer Snyder, Simmons Company Records, 1892-2000, Archives Center, National Museum #731, accessed November 1, 2015, http://amhistory.si.edu/archives/d7731.htm#_edn6.

⁷ John Holusha, "A.M.C.'s Hopes for a New Car," *The New York Times*, May 14, 1982.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 4

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

the U.S. listed under “mattresses and spring beds” with an average number of employees under 10.⁸ By 1910, Simmons employed 1,700 employees, indicating that the manufacturing of bedding remained relatively local and specialized industry up to this time.

Kenosha’s largest industry—automobile manufacturing—got its start from bicycle manufacturing by Sterling Bicycle Factory in 1895. Thomas B. Jeffrey purchased the factory and pioneered Kenosha’s auto industry in 1900, creating the second mass produced auto by 1902. By 1910, the auto plant was one of the largest in the United States.⁹ Charles Nash purchased the company in 1916, renaming it Nash Motors. The company thrived in Kenosha and became one of the city’s largest manufacturers. Nash Motors merged with Kelvinator in 1937 and Hudson Motor Car Company in 1954, eventually forming the American Motors Company (AMC).¹⁰ The company continued to dominate Kenosha’s industrial market until 1987 when they were purchased by Chrysler and moved off site.

History of the Windsor Spring Company and the Vincent-McCall Company

Early Years (1897-1940)

The Vincent-McCall Company got its start as the Windsor Spring Company in 1897-98, manufacturers of metal springs primarily for beds, couches, and furniture manufacturers. The company, founded by Ben F. Windsor, Fred C. Hannahs Sr., and Frank Chesley, was originally located in what would later become part of the Simmons lakefront plant at Market and Exchange Streets (now 56th Street and 5th Avenue; no longer extant). In 1900, the new factory was constructed at 2122 56th Street to accommodate their rapidly expanding operations. Although the company’s original plant location had relied on close proximity to the lake, the establishment of the railroad allowed for greater flexibility in building bigger and better manufacturing facilities away from Kenosha Harbor. An 1899 issue of *The Engineering Record* reported that The Windsor Spring Co., of Kenosha, Wisconsin was to erect a “two-story 300 x 46-ft. main building with a one-story 46 x 50-ft. addition, which [would] be used in the manufacture of steel springs and beds.”¹¹

Former Simmons Company executives, William Wright Vincent and Vaughn Lee Alward, purchased

⁸ Department of Commerce and Labor Bureau of the Census. “Manufacturers, 1905 (Washington, D.C.: Government Printing Office, 1908), 720.

⁹ “Marker 473: Auto Production in Wisconsin.” Wisconsin Historical Markers. Accessed November 2, 2015. <http://wisconsinhistoricalmarkers.blogspot.com/2013/05/marker-473-auto-production-in-kenosha.html>.

¹⁰ Ibid.

¹¹ *Engineering Record: Building Record and the Sanitary Engineer*, vol. 40. July 29, 1899.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 5

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

the Windsor Spring Company in 1912, using their expertise in the bedding industry to take on a new venture. It was reported in the *Telegraph-Courier* that both men were well known and respected in Kenosha's manufacturing world and that the new company would "become an active competitor of the Simmons Company."¹² The company continued to operate under the original Windsor Spring name until January 1913, when it was renamed the Vincent-Alward Company after its new executives. Alward sold his interest in the company in January 1915. At this time, two hundred workmen were employed in the company's manufacturing facility. Vincent continued his position as president and treasurer following Alward's departure. He was joined by Alexander B. McCall in 1918, at which time the venture was renamed once again.

The Vincent-McCall Company, originally focused on the production of bedsprings and furniture manufacturers' supplies such as upholstery springs, chair bands, seat constructions, and a large line of automobile seats and backs. By the early 1920s, however, the company had expanded its operations to include not only bedding components but also more finished and complete bedding and furniture products such as steel cots, couches, and even lawn furniture. These products were produced almost entirely for the jobbing trade and various mail order houses. Jobbers would sell their products to wholesalers and retailers or sell their specialized parts to other manufacturing companies.

Kenosha County directories list the Vincent-McCall Company as the only operating "Spring Manufacturer" in Kenosha from the time the company got its start as the Windsor Spring Company until the time the business closed in the 1960s. Very few other companies, aside from the Simmons Manufacturing Company, were listed under "Bed Spring Manufacturers" or "Bed Manufacturers." These companies were relatively small and short-lived in comparison, and most did not produce their own metal springs.

By the early 1920s, the Vincent-McCall Company had a salesroom on the 14th floor of the Furniture Mart in Chicago and was continuing to gain recognition across the country for their own furniture and bedding products.¹³ Roger V. Vincent joined his father as vice president of the company in 1925. After William's retirement, his other son, William Wright Vincent Jr., also joined the leadership team. By 1930, a large portion of the company's stock had been purchased by other furniture manufacturers and automakers.

The Vincent-McCall Company was completely reorganized with newly appointed officers in 1936 to combat the effects of the economic depression on its business. General operations were redirected to focus on selling goods directly to the consumer through furniture and department stores, which relied

¹² "Form New Company: W. W. Vincent and V. L. Alward Leave Simmons Co. to Start Manufacturing," *The Telegraph-Courier*, Thursday, June 6, 1912.

¹³ "The Vincent-McCall Company," *Kenosha Evening News*, May 1956.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 6

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

less on jobbers and other manufacturers. By 1940, the company completely ceased production of furniture manufacturers' accessories, focusing their efforts instead on the production of bedsprings, steel cots, rollaway cots, and a limited line of steel porch and lawn furniture.¹⁴

World War II Production (1940-1945)

Although production slowed during World War II, it did not cease entirely for the Vincent-McCall Company since bedding was still considered a civilian necessity. Government directives did oversee the manufacture of these items based on wartime specifications as it did for all other manufacturing facilities during this time. The company held government contracts for sleeping equipment for the armed forces, which compensated for slowed production in their retail line. Because of the large quantities of items produced for the armed forces, one department was turned over entirely to the production of navy berthing equipment, which included steel berths and bunks used by officers and enlisted men.¹⁵

One of Vincent-McCall's largest contracts was for the manufacture of berthing equipment for invasion barges. All barges in the African-Italian campaign, for example, had sleeping accommodations produced by Vincent-McCall. In addition, the marines ordered a half-million canvas folding field cots, another half-million steel folding cots, and a quarter-million medical bedsteads for hospital use.¹⁶ The company also had a number of sub-contracts through other manufacturers for various component parts such as fabrics for sleeping equipment and upholstery coils, some of which were used in the manufacture of seats for army jeeps.

Steel was regulated for government use during the war, meaning consumer goods such as those produced by the Vincent-McCall Company had to shift their products accordingly. The company was able to maintain its dealer contracts during the war by adapting many of their signature items to wood. These items, formerly manufactured in steel, included bedsprings, rollaway cots, porch and lawn furniture, and even link spring.¹⁷ Any items under government contract were still permitted to be made in steel. The Vincent-McCall Company was the only company in the country that manufactured wooden rollaway cots and their patented wood wheel chaise lounges.¹⁸ Due to their ability to quickly adapt to the wartime changes and maintain these channels of distribution, the company approached the end of the war with a very strong position in the market. The company's main Kenosha plant was devoted almost entirely to wartime production. Much of their wood furniture was manufactured off site

¹⁴ Ibid.

¹⁵ "Vincent-McCall Company Shows 48 Years of Growth," *Kenosha Evening News*, Tuesday, July 9, 1946.

¹⁶ Ibid.

¹⁷ Ibid.

¹⁸ Ibid.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 7

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

in rented quarters.

Post-World War II Expansion (1945-1963)

After the war, the Vincent-McCall Company continued to grow rapidly as they put into play aggressive plans for expansion and improvement, including the establishment of a Chicago branch in December 1944 and a major addition to their Kenosha facility in 1945. The Chicago plant was established to complete the company's line of bedding with items formerly purchased from other manufacturers. Their product line expanded to include a full range of mattresses (cotton, felt, and innerspring), upholstered boxsprings, Hollywood beds and upholstered headboards, sofas and studio couches, as well as crib mattresses (felt and innerspring).¹⁹ These products were distributed by nationally known merchandisers such as Marshall Fields and Carsons in Chicago, Macys and Wannamakers in New York, J. L. Hudson in Detroit, Famous-Barr in St. Louis, and Higbees in Cleveland.

In the post-war years, the Vincent-McCall Company also added materially to their facilities and equipment by installing the latest in specially designed machinery in all departments. The company's expansion of the Kenosha plant increased floor space, creating new manufacturing areas and completely remodeling and doubling the size of their former office space. The new addition was reported to cost \$128,000.²⁰ The Kenosha plant continued to manufacture coil bedsprings, link bedsprings, rollaway cots (both coil and link), steel and wood outdoor furniture, and crib springs for baby and youth beds following World War II.

In 1946, Vincent-McCall was profiled in the *Kenosha News* as a model of post-war manufacturing in the city. The article stated that, "The success of this local bedding plant has created many jobs, provided steady income, and helped to make the city strong."²¹ That same year, the Vincent-McCall Company was reported to be the second largest producer of link-wire mesh fabric in the United States; a product produced for other manufacturers.²² By 1955, the Chicago plant was relocated back to the Kenosha headquarters where all product manufacturing was concentrated.²³ The company continued to produce a full range of mattresses (cotton, felt, and innerspring), upholstered box-springs, upholstered headboards, crib mattresses, and cushions for the Kenosha line of porch and lawn furniture.²⁴ The Windsor Spring Company and the Vincent-McCall Company operated out of its main Kenosha

¹⁹ Ibid.

²⁰ "To Build Warehouses," *Racine Journal Times*, November 16, 1945.

²¹ "Vincent-McCall Company Shows 48 Years of Growth," *Kenosha Evening News*, Tuesday, July 9, 1946.

²² Diane Giles, "History Mystery: Vincent-McCall Co. had long history in Kenosha," *Kenosha News*. Monday, May 11, 2015.

²³ "The Vincent-McCall Company," *Kenosha Evening News*, May 1956.

²⁴ Ibid.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 8

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

headquarters for over 60 years. Increasing competition and declining sales forced the company out of business in 1963.

Comparable Sites

A handful of other manufacturers in Kenosha were categorized in the general bedding industry during the time of the Vincent-McCall Company, although few operated on the same scale, for the same length of time, and in the same specialized yet versatile field of spring manufacturing. It is important to note that the bedding and metal spring manufacturing industries were divided into different subcategories in local city directories based on the kind of goods produced. "Bed Manufacturers" were among the largest category, although this generally referred to companies making bed frames and other related furniture. Those listed under "Bed Spring Manufacturers" were more refined, and often only included the Simmons Manufacturing Company and the Windsor Spring Company (before they became the Vincent-McCall Company). The Windsor Spring Company and the Vincent-McCall Company were both consistently the only concerns listed under "Spring Manufacturers" throughout the entirety of their business operation in Kenosha. Very few other companies were listed in the city directories under "Bed Spring Manufacturers." These competitors were often small operations that appeared for a relatively short length of time in comparison to the Vincent-McCall Company.

Some less significant spring and bedding manufacturers include Modern Mattress, Kenosha Spring Bed Company, and Marshall Ventilated Mattress Company. Most of these companies were only listed in city directories for a handful of years. Those that made an important mark on Kenosha's bedding industry include: **Kenosha Mattress Works** (2421 60th Street; factory no longer extant); **American Brass Company** (1420 63rd Street; 1917; factory extant); **Frank L. Wells Company** (5821 5th Avenue; 1875; factory extant); and the **Simmons Manufacturing Company** (56th Street and 5th Avenue; factory no longer extant).

Of these comparable companies, the Vincent-McCall Company and the Simmons Manufacturing Company are arguably the most significant to the specific manufacture of steel mattress springs in Kenosha. The American Brass Company manufactured brass parts and furniture including brass headboards. The Frank L. Wells Company manufactured the machinery that was used in the production of steel springs, like those used by both the Simmons Manufacturing Company and the Vincent-McCall Company. The Simmons Company was located at a sprawling lakefront plant at Market and Exchange streets (now 56th Street and 5th Avenue). The company occupied the site until 1959 when it was taken over by AMC. The site was demolished in 1990.

The Vincent-McCall Company Building, located at 2122 56th Street, is the only remaining building representative of Kenosha's history as an important center for the manufacturing of bedding products,

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 8 Page 9

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

specifically under the subcategory of steel spring manufacture.

Conclusion

The Vincent-McCall Company Building, constructed in 1900 and expanded through 1945, is locally significant under National Register Criterion A for Industry as the main headquarters and primary manufacturing facility for the Vincent-McCall Company, a prominent local spring manufacturer and metal furniture products pioneer throughout much of the twentieth century. The company's sprawling factory exemplifies the growth of Kenosha's industrial economy, particularly as it pertained to metal spring manufacturing and furniture supplies, during the first half of the twentieth century. After first venturing into production of finished metal furniture pieces during World War II, including steel berths and bunks used by officers and enlisted men of the armed forces, Vincent-McCall expanded its operations in the post-war period by providing mattresses and upholstered goods directly to consumers while also developing its own lines of lawn furniture, steel cots, couches, and mattresses, which were unique among Kenosha manufacturers.

The period of significance for the Vincent-McCall Company Building is from 1900 through 1963, reflecting the date of initial construction through the year the Vincent-McCall Company ceased operations and vacated their Kenosha headquarters building.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 9 Page 2

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 10 Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

___ Insert Boundary Descriptions

Verbal Boundary Description:

The nominated parcel (12-223-31-334-020) is irregularly shaped and is bordered by 22nd Avenue on the west, 56th Avenue on the south, a rail line right-of-way along the southeaster side, and privately owned residential property on the north. The corresponding legal description is as follows:

6841 Southwest 1/4 Section 31 Town 2, Range 23, Block 3, The News Subdivision & also COM AT northeast corner of 56th Street & 22nd Avenue then 23.2FT Northeasterly to a point 42FT east at right angles from SD east line of 22nd Avenue south 45FT west to beginning. V 1593 P 495.

Boundary Justification:

The nominated property consists of the entire lot that has been historically associated with the property since the original date of construction.

___ End of Boundary Descriptions

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section photos Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

___Insert Photo Descriptions

Photo Log

Name of Property:	<u>Vincent-McCall Company Building</u>		
City or Vicinity:	<u>Kenosha</u>		
County:	<u>Kenosha</u>	State:	<u>Wisconsin</u>
Photographer:	<u>John Cramer</u>		
Date Photographed:	<u>October 30, 2015</u>		
Location of Original Digital Files:	<u>Wisconsin Historical Society, Historic Preservation Division, Madison, WI</u>		

- Photo 1 of 10:** South and east facades looking northwest
- Photo 2 of 10:** South facade looking north
- Photo 3 of 10:** East facade looking southwest
- Photo 4 of 10:** North and west facades looking southeast
- Photo 5 of 10:** West facade looking east
- Photo 6 of 10:** First floor looking northeast
- Photo 7 of 10:** First floor looking northeast
- Photo 8 of 10:** Second floor looking northwest
- Photo 9 of 10:** Second floor office looking southeast
- Photo 10 of 10:** First floor stair looking west

___End of Photo Descriptions

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 1

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

___Insert Figures

Figure 1: Sanborn Fire Insurance Map, 1900.

Figure 2: Sanborn Fire Insurance Map, 1969.

Figure 3: Chronology Plan

Figure 4: Vincent-McCall Company history, *Kenosha Evening News*, July 9, 1946.

Figure 5: Site Plan and Photo Key

Figure 6: First Floor Plan and Photo Key

Figure 7: Second Floor Plan and Photo Key

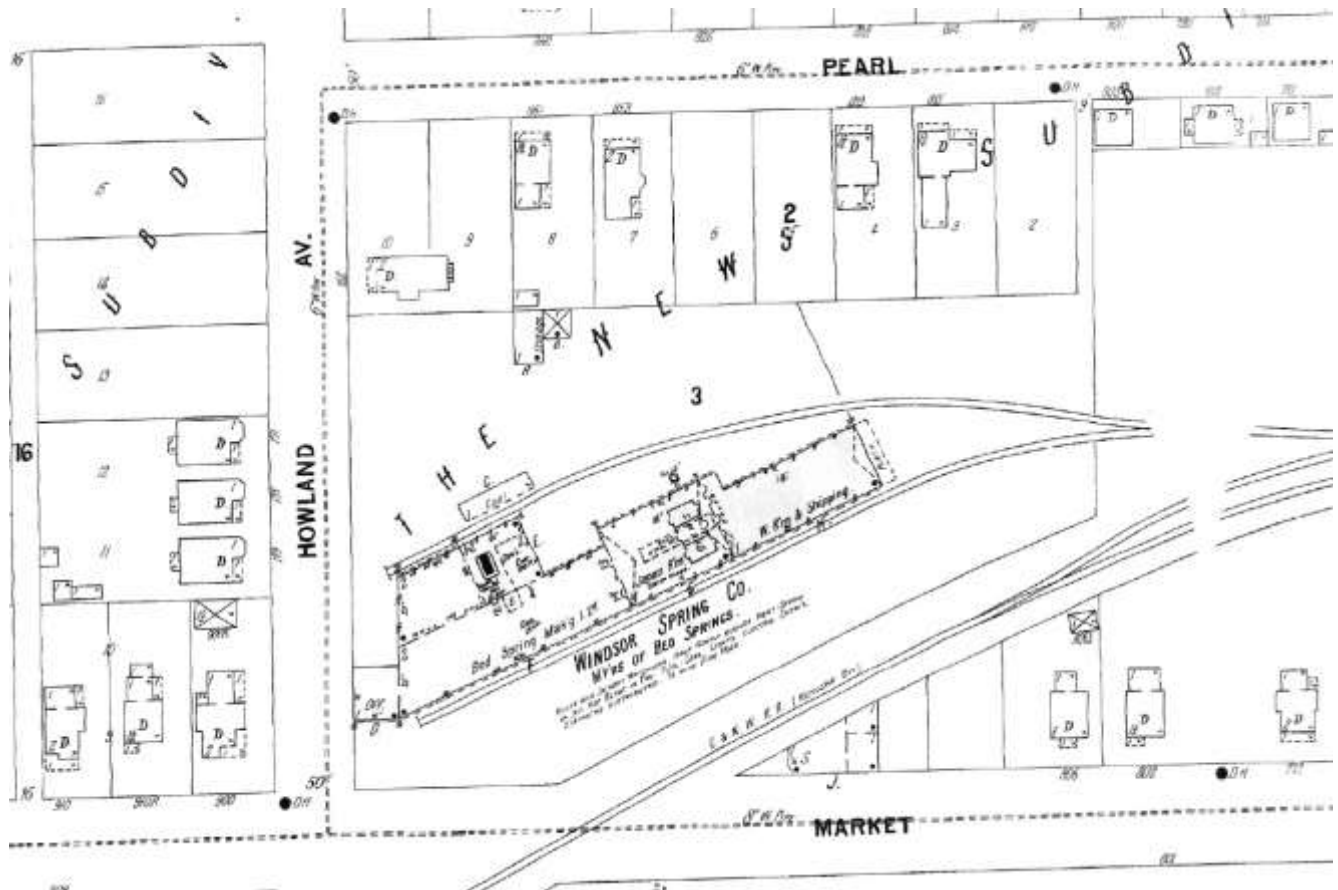
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 2

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 1: Sanborn Fire Insurance Map, 1900.



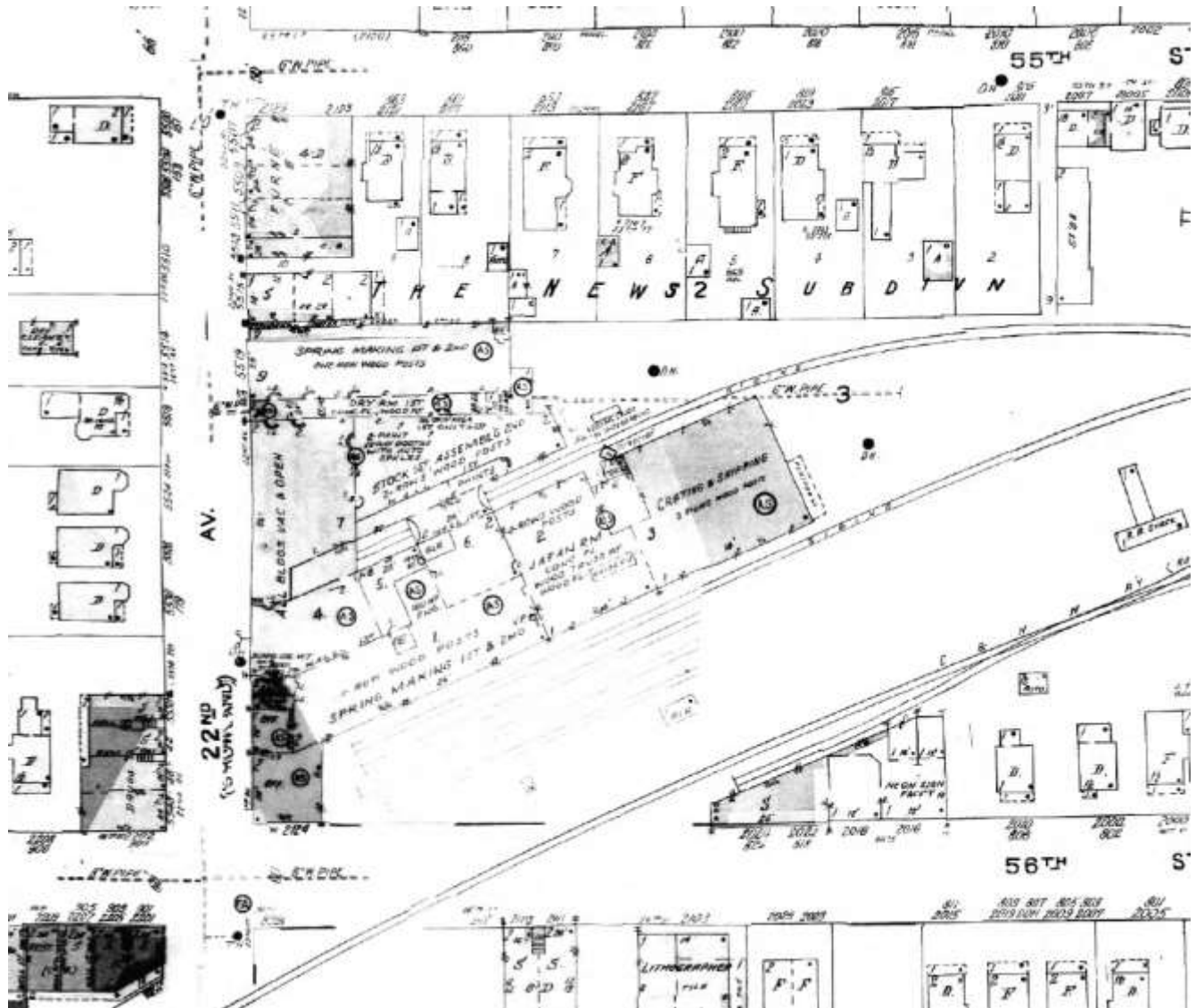
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Section figures Page 3

Figure 2: Sanborn Fire Insurance Map, 1969.



United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 4

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 3: Chronology Plan



United States Department of the Interior National Park Service

National Register of Historic Places Continuation Sheet

Section figures Page 5

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 4: Vincent-McCall Company history, *Kenosha Evening News*, July 9, 1946.

TUESDAY, JULY 9, 1946 KENOSHA EVENING NEWS Page Nine

Vincent-McCall Company Shows 48 Years of Growth

Success in Bedding Industry a Result of Planning and Hard Work

Kenosha is proud of the growth and achievements of the Vincent-McCall Company.

The success of this local bedding plant has created money for the community, and helped to make the city a better place to live.

Founded in 1898 as the Wisconsin Bedding Company, the plant has since moved to its present location on the corner of 10th and Main streets.

By 1910, the plant had moved to its present location on the corner of 10th and Main streets.

At that time, the plant was owned by W. Vincent and W. J. McCall.

Over the years, the plant has grown and expanded its operations. Today, it is one of the largest bedding plants in the United States.

The plant's success is a result of the hard work and planning of its employees and management.

The plant's products are sold in all parts of the United States and are highly regarded for their quality and durability.

The plant's growth has been a source of pride for the community and has helped to create many jobs for local residents.

The plant's success is a testament to the hard work and planning of its employees and management.

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Railly Products

Originally, bedding and furniture manufacturers' supplies were sold in a general way. The plant's success is a result of the hard work and planning of its employees and management.

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The plant's success is a testament to the hard work and planning of its employees and management.




Mike D'Onofrio is one of the oldest employees, having worked with the company since 1918. He is in charge of the automatic control machine, additional work of which has been added during the recent expansion.

Anthony D'Onofrio is pictured inspecting and checking a rack of goods. The goods are used as parts for the lawn chairs.

Future Expansion—New Branches

Since the time of the war, the company has grown rapidly. The plant's success is a result of the hard work and planning of its employees and management.

The plant's products are sold in all parts of the United States and are highly regarded for their quality and durability.

The plant's growth has been a source of pride for the community and has helped to create many jobs for local residents.

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The plant's success is a testament to the hard work and planning of its employees and management.

Next Week

SNAP-ON TOOLS Corporation




Frank Buffin and Louis Riecke are skilled bedding assemblers. As a team, they are shown as they assemble the beds in the bed spring frame. This operation requires long experience and master degrees.

At this photograph, Ben Santilli, one of the many Vincent-McCall workers, is directing an automatic link-wire fabric machine. This machine produces a directing an automatic link-wire fabric machine. This machine produces a directing an automatic link-wire fabric machine. This machine produces a directing an automatic link-wire fabric machine.

A Wallace Hydraulic Bender is one of the new Vincent-McCall machines. The above operation shows the bending of bed spring frames. The operator is Stanley Mandatka.

CHAMBER OF COMMERCE—COMMITTEE FOR THE PROMOTION OF KENOSHA

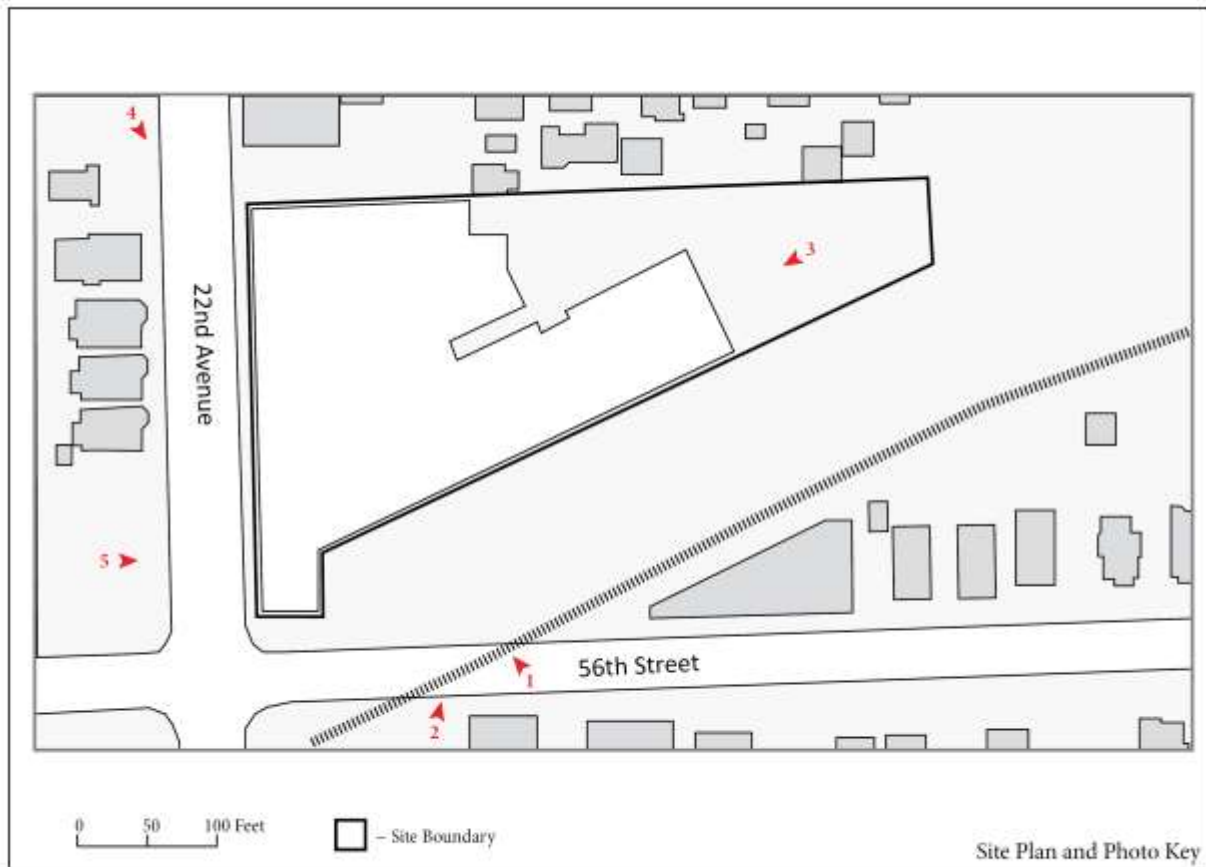
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 6

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 5: Site Plan and Photo Key



Vincent-McCall Company Building
2122 56th Street
Kenosha, Kenosha, Wisconsin

National Park Service
NR Photo Key 

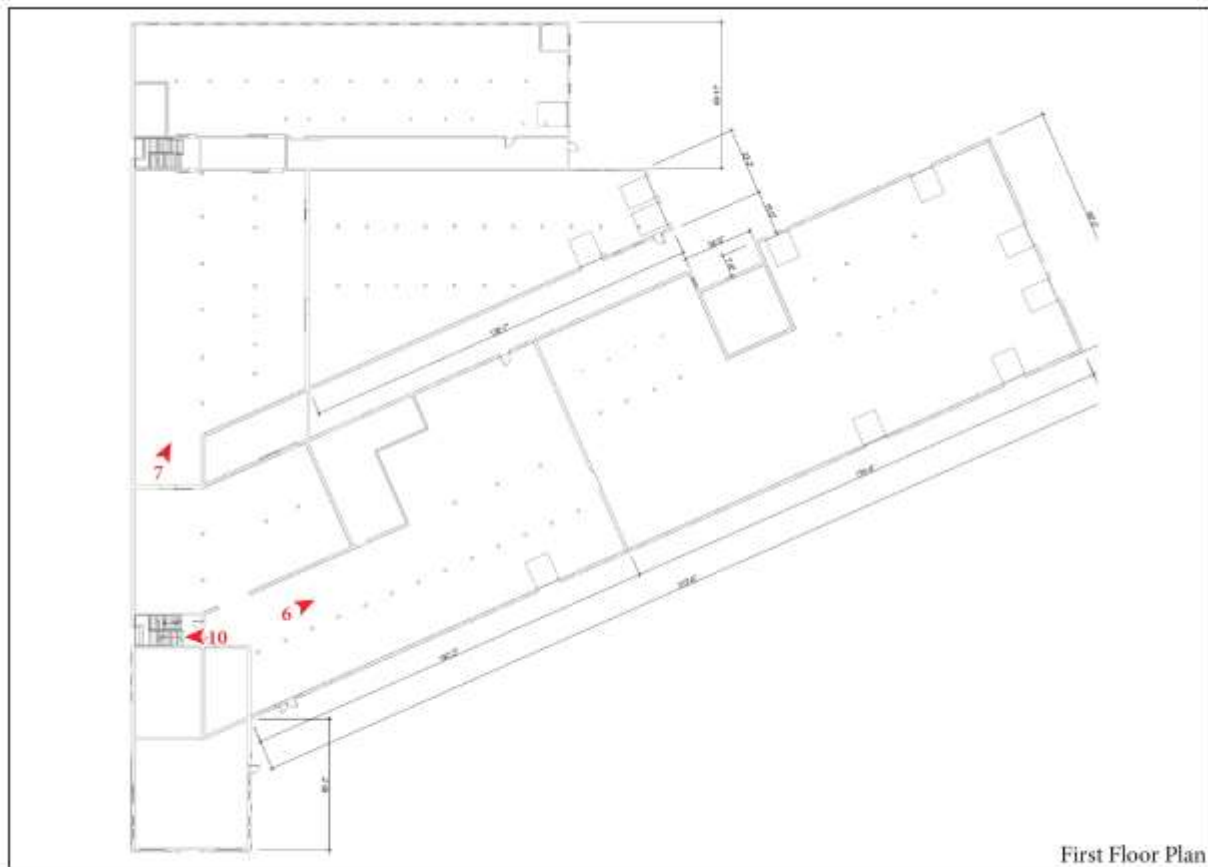
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National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 7

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 6: First Floor Plan and Photo Key



First Floor Plan



Vincent-McCall Company Building
2122 56th Street
Kenosha, Kenosha, Wisconsin

National Park Service
NR Photo Key



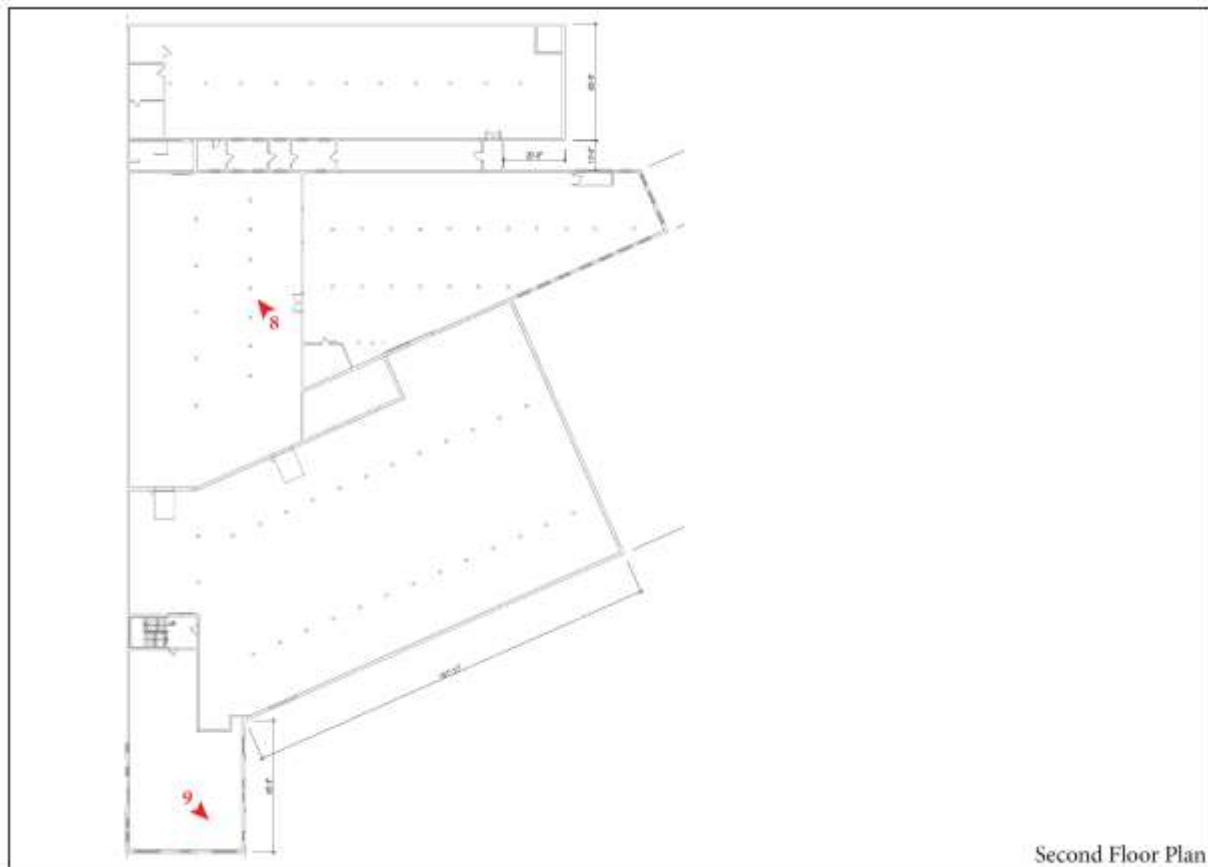
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section figures Page 8

Vincent-McCall Company Building
Kenosha, Kenosha County, Wisconsin

Figure 7: Second Floor Plan and Photo Key



Vincent-McCall Company Building
2122 56th Street
Kenosha, Kenosha, Wisconsin



___ End Figures









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Tod Ohnstad

STATE REPRESENTATIVE



RY:

November 7, 2017

Wisconsin Historical Society
C/o Peggy Veregin
Wisconsin Historical Society
816 State Street
Madison, WI 53706

To Whom It May Concern,

I am writing in strong support of the nomination of the Vincent-McCall Company Building to the Wisconsin State Register of Historic Places and National Register of Historic Places. I am pleased and honored to recommend this notable landmark.

For over 100 years, The Vincent-McCall Company Building has served as a prominent indicator of downtown Kenosha's economic infrastructure and industrial heritage. From furniture to steel manufacturing, this building not only reflects the time period for when it was built, but also encapsulates the history of the people who lived and worked in the surrounding area. Today, the building's unique design and history provides opportunity for revitalization efforts among the Third Avenue Historic District.

I believe Kenosha's culturally significant Vincent-McCall building would be an asset to the Wisconsin State Register of Historic Places and National Register of Historic Places. Thank you for your consideration of this important site.

Sincerely,

Tod Ohnstad
State Representative
65th Assembly District

65th ASSEMBLY DISTRICT





WISCONSIN
HISTORICAL
SOCIETY



TO: Keeper
National Register of Historic Places

FROM: Peggy Veregin
National Register Coordinator

SUBJECT: National Register Nomination

The following materials are submitted on this Sixth day of February 2018, for the nomination of the Vincent-McCall Company Building to the National Register of Historic Places:

<u>1</u>	Original National Register of Historic Places Nomination Form
<u>1</u>	CD with NRHP Nomination form PDF
<u> </u>	Multiple Property Nomination form
<u>10</u>	Photograph(s)
<u>1</u>	CD with image files
<u>1</u>	Map(s)
<u>7</u>	Sketch map(s)/figures(s)/exhibit(s)
<u>1</u>	Piece(s) of correspondence
<u> </u>	Other:

COMMENTS:

<u> </u>	Please ensure that this nomination is reviewed
<u>X</u>	This property has been certified under 36 CFR 67
<u> </u>	The enclosed owner objection(s) do or do not constitute a majority of property owners
<u> </u>	Other: