

United States Department of Interior  
National Park Service

National Register of Historic Places  
Registration Form



370

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 Main Street Historic District  
other names/site number N/A

2. Location

street & number	various, see inventory	N/A	not for publication
city or town	Waupaca	N/A	vicinity
state Wisconsin	code WI	county Waupaca	code 135
			zip code 54981

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.)

*Alicia Z. Corwin*  
Signature of certifying official/Title

February 27, 2002  
Date

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

Main Street Historic District  
Name of Property

Waupaca  
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:)

*Edson H. Beall*

*4/12/02*

Signature of the Keeper

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
43	5 buildings
	sites
	structures
	objects
43	5 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  
is previously listed in the National Register**

2

#### 6. Function or Use

**Historic Functions**

(Enter categories from instructions)  
COMMERCE/TRADE/specialty store  
COMMERCE/TRADE/financial institution  
SOCIAL/meeting hall

**Current Functions**

(Enter categories from instructions)  
COMMERCE/TRADE/specialty store  
COMMERCE/TRADE/business

#### 7. Description

**Architectural Classification**

(Enter categories from instructions)  
LATE VICTORIAN/Italianate  
LATE VICTORIAN/Queen Anne  
LATE VICTORIAN/Romanesque

**Materials**

(Enter categories from instructions)  
Foundation stone  
walls brick  
roof asphalt  
other limestone

#### Narrative Description

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

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

**National Register of Historic Places**  
Continuation Sheet

Section   7   Page   1   Main Street Historic District  
Waupaca, Waupaca County, WI

---

**GENERAL DESCRIPTION**

The Main Street Historic District is made up of almost four blocks of Main Street and runs into several side streets of downtown Waupaca, a small city in central Wisconsin. Waupaca sits in a largely rural area of Wisconsin that is filled with lakes that have attracted tourists for over 100 years. In fact, Waupaca is just east of the large Chain O' Lakes, a series of connected lakes about five miles in length. Waupaca County and its neighboring counties have similar features; that is, large rural areas interspersed with small cities and villages and the many lakes that have attracted tourists and permanent residents. Agriculture has historically been important in the area, and today, many farmers grow cash crops such as cucumbers, potatoes and Christmas trees. Overall, the region's economy is divided up between specialty agriculture, industry, services, and tourism.

Several major highways run through and around Waupaca, including state highways 22, 49, 54, and U. S. Highway 10. These highways bring considerable traffic into and through the city of Waupaca, and help make it a regional commercial center. Waupaca has historically had significant rail connections for both passenger and freight service. Today, passenger service is not available, but a major rail line still comes through the city to serve some of the important industries of the community. One of the most important developments in the last several decades that has had an effect on Waupaca is the growth of the nearby Veterans Home at King, Wisconsin, only a few miles to the west. This huge retirement and nursing home complex provides employment for many people in Waupaca and helps keep the community economically viable.

The historic buildings in the Main Street Historic District are a cohesive group of primarily later nineteenth and early twentieth century commercial buildings that share party walls, for the most part. The buildings are almost all two stories in height and constructed of primarily locally-produced red brick. The architectural styles of the buildings are harmonious. The most decorative buildings have Italianate and Queen Anne details, but the vast majority of buildings in the district have a simple Commercial Vernacular or Twentieth Century Commercial style. This results in a district that has a visual continuity throughout.

Although the entire city of Waupaca has a topography that is irregular and dramatic, with hills and rock outcroppings creating picturesque views, the topography of the Main Street Historic District is flat. It remains generally flat to the south and west, but to the north, there is a dramatic hill and rock outcropping where Main Street comes to an end. To the east, the land drops sharply to a park that runs along the Waupaca River. These physical barriers help define the size and shape of the district.

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 2 Main Street Historic District  
Waupaca, Waupaca County, WI

---

Main Street is a wide, urban street that supports two lanes of traffic with angle parking on both sides of the street. The side streets of the district are also standard sized city streets that have room for parallel parking on both sides of the street. The streets are improved with concrete curbs, gutters, and wide sidewalks that extend from the street to the buildings. Period-style fixtures light Main Street and trees that have been planted in the sidewalks along Main Street provide the only landscaping in the district. But, on the south end of the east side of the district, there is a small park that sits in front of the modern city hall and library building. Although not officially in the district, this park is an important landscape element of the city's downtown. It is also historically important as the site of the old county courthouse.

The cohesive nature of this district has been partly addressed above by the physical characteristics of the downtown. Within the district boundaries, cohesiveness comes from the size, scale, style, and construction materials of the buildings, which are harmonious. Also, there are few vacant spaces in the district; most buildings share party walls. There are few non-contributing buildings in the district. Of the 50 buildings in the district, only 5 (10%) are non-contributing. They are non-contributing because they are either too recently constructed to be contributing or they have been so remodeled that they have lost too much of their historic appearance.

Factors outside of the district also contribute to its cohesiveness. As stated earlier, the district ends on the north side when the topography changes radically. Historically, at this point the downtown extended a bit to the west along Granite Street and a bit to the east along Water Street. Both areas did not expand any further than a few buildings, though, and the few commercial buildings on Water Street that used to physically connect with Main Street have been separated from the bulk of the downtown by the demolition of the old city hall and fire station on the east side of North Main Street. A large apartment building was constructed there, effectively isolating the buildings of Water Street from the commercial area along Main Street. To the east of the district is the Waupaca River that runs along the back of North Main Street. To the east of South Main Street, the area becomes one of mixed uses and a variety of old and new commercial buildings. To the south, Main Street runs into a large residential neighborhood, and to the west, it runs through an area of mixed uses into another large residential area.

Like most downtowns in Wisconsin, the storefronts of the commercial buildings in the district have been remodeled, sometimes more than once. But the second story levels of the buildings, in general, have retained much of their historic appearance. The city of Waupaca is participating in Wisconsin's Main Street Program and is working with downtown building owners to improve and restore the buildings of the commercial district. The availability of tax credits that come

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 3 Main Street Historic District  
Waupaca, Waupaca County, WI

with this National Register listing will be of help to the city and its Main Street program in this effort.

**DESCRIPTION OF SELECTED BUILDINGS**

*Italianate*

115 E. Fulton St.  
Jens Hansen Wagon and Carriage Shop  
1868

The Jens Hansen Wagon and Carriage Shop (NRHP 6/17/94) is a mid-nineteenth century, small industrial building that was used for decades as a successful wagon shop. It is a two-story red brick building with Italianate details. At the cornice is a row of brick corbelling in a raised "I" pattern. The openings on the main elevation are all decorated with brick label moldings. On the second story, the label moldings cover four individual two-over-two-light, double-hung sashes. At the center is a larger opening covered with wooden doors made up of diagonal boards. Two four-light, double-hung sashes flank this opening that is covered with a very large label molding. The first story has two large wagon entrances. Each entrance is covered with two wood and glass entry doors that are made up of panels of diagonal boards under a four light opening. Flanking the west entrance are two sashes that are the same as on the second story. Flanking the east entrance is one sash and another entrance made up of a wood and glass door with a tall transom.

The Jens Hansen Wagon and Carriage Shop was one of the largest and most long-lived of the carriage and wagon shops in Waupaca. Hansen took over this shop in 1869 with his father and operated it until his death in 1902. Hansen named his shop the "Live and Let Live" shop, and soon had a highly successful small manufacturing firm employing from six to 12 men during the late nineteenth century. In 1900, Hansen built the block to the west for a warehouse, but his death effectively ended the businesses. The family owned the wagon and carriage shop building until 1907, then sold it. In 1909, Cornelius Kreunen acquired the building and used it to operate an agricultural implement dealership with his son-in-law, George Freiberg. They operated this business in the old building until 1932.<sup>1</sup>

After 1932, Freiburg took over the business and converted it into an auto dealership and in 1938, he had a large one-story building added to the east side of the old shop. Freiberg operated his auto dealership until 1973, when he sold the business. The building was vacant between 1977

---

<sup>1</sup> Carol Lohry Cartwright, *City of Waupaca, Wisconsin Intensive Survey Report Architectural and Historical Survey*, Waupaca: Waupaca Historic Preservation Commission, 1999, p. 100.

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 4 Main Street Historic District  
Waupaca, Waupaca County, WI

and 1987, then used as a snack bar and arcade. In the early 1990s, Terrence Martin and Steven McBain began restoring the building for office and apartment space. In 1999, Terrence Martin moved his architect's office into the first floor of the building.<sup>2</sup>

103 and 105 N. Main St.  
Beadleston Block and Masonic Block  
1878, 1877

The Beadleston and Masonic Blocks are two identically decorated buildings constructed within a year of each other. They are both two-story buildings constructed of bricks that have been painted, each a different color. The buildings have identical brick corbelled cornices. At the center of the brick cornice are two flat brackets. On the Beadleston Block, the brackets accent a date, "1877" (sic), and on the Masonic Block, the brackets accent a Masonic symbol. Above the brick cornice, the Masonic Block has a classically-detailed pressed metal cornice that may have been added later. The Beadleston Block is a corner building and its south elevation has a slightly taller wall with a wide paneled cornice accented with brick corbels.

The second story openings of the main elevation of both buildings are tall and narrow and topped with stone label moldings decorated with keystones and corbel stops. The second story openings of both buildings are partially enclosed with tall wood panels and modern single-light sash windows. The same openings span the east elevation of the Beadleston Block. The storefronts of both buildings have been remodeled. A large shingled canopy spans both buildings covering modern storefronts of large plate glass show windows and plain brick aprons.

The Beadleston Block was built for the Beadleston Brothers, Hiram C. and Henry, who came to Waupaca in 1857 and opened a grocery store in 1862. They started their business in a frame building on this site and had this building erected in 1878 after a fire destroyed the old building in 1877. In the early 1880s, the Beadlestons sold their business to Hudson and Jeffers, who operated a general store in the building. The best known retailer in the building was the Pioneer Hardware Store, which moved there between 1901 and 1909. This business remained in the building until 1935. Today, the building houses the Main Street Marketplace, a gift store that has been in this location for a number of years.<sup>3</sup>

The Masonic Block was built right after the Mason's earlier frame building burned in the same fire that destroyed the old Beadleston store building in 1877. The first Masonic lodge was

---

<sup>2</sup> *Ibid.*, p. 101.

<sup>3</sup> *Ibid.*, p. 65.

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

**National Register of Historic Places**  
Continuation Sheet

Section   7   Page   5   Main Street Historic District  
Waupaca, Waupaca County, WI

---

formed in Waupaca in 1860 and the group moved into their frame building on Main Street in 1864. After 1877, their lodges met in this building. Not only was this building the Masonic Temple, but it was also the long-time location of one of Waupaca's most notable drug stores. In 1877, druggist Rant Bailey moved his drug store into the storefront of the new Masonic Block and operated there until 1884, when he sold the business to C. A. Spencer. Spencer's drug store remained at this location until the mid-1920s. The storefront remained a drug store through the twentieth century, the latest occupant being Stratton's Drug Store, still operating today.<sup>4</sup>

104-106 W. Fulton St.  
Beadleston Annex  
c.1885

The Beadleston Annex is a two-story building that shares a party wall with the Beadleston Block. Constructed of brick that is also painted, the building has a heavy brick cornice with arches and flat piers that suggest brackets. Small blocks at the bottom of the arches and piers suggest corbel stops. The second story openings are round-arched and are decorated with round brick arches and surrounds. The openings are enclosed with wood panels and modern single-light sashes. A cornice with dentils demarcates the first and second stories.

The first floor has a storefront that consists of three large round brick arches with keystones. These arches rise from pilasters at the center of the storefront and from wide paneled pilasters at the building ends. The arches are connected in an arcaded effect. Recessed under the central arch are the storefront entrances, two single doors with transoms. The west entrance is a period wood and glass door with a transom filled with an air conditioner. The east entrance also has a period wood and glass door with an enclosed transom. The arches flanking the central entrance arch were probably filled with large round-arched transoms over the extant rectangular plate glass show windows. The round arches are now filled in with bricks. The building has an exposed stone foundation that is also painted.

The history of this building is sketchy. It was indicated as a warehouse on Sanborn-Perris maps during the 1880s and 1890s. After the Pioneer Hardware Store moved into the Beadleston Block, this building was noted as a part of the hardware store on the maps. In recent years, it has housed retail businesses or offices in the two storefronts.<sup>5</sup>

---

<sup>4</sup> *Ibid.*, pp. 65, 172.

<sup>5</sup> Sanborn-Perris Fire Insurance Maps for the City of Waupaca, on file in the Archives of the Wisconsin Historical Society, Madison, Wisconsin.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 6 Main Street Historic District  
Waupaca, Waupaca County, WI

---

*Romanesque*

303 N. Main St.  
Danes Home  
Architect: William Waters  
Builder: Hans Knudson

The Danes Home (NRHP 1/17/80) is a two and one-half story Victorian Romanesque style building constructed of tan brick on a raised granite stone foundation. The building has a steeply-pitched hip roof covered with standing seam metal sheathing. A two and one-half story hexagonal oriel projects from the southeast corner of the building. On the east elevation, the gable of the entry pavilion rises above the roofline. The oriel has a pent roof also covered with metal sheathing and its walls are covered with clapboards. The lower part of the oriel has a bank of medium-sized single-light sashes. Two narrow sashes topped with cornice moldings sit at the center of the oriel and a row of small single-light sashes sit under the oriel's eaves.

The openings of the building's east and south elevations are a combination of round arched, segmentally arched, and flat windows. On the first story, the windows are round arched and filled with round-arched single-light sashes. The windows are grouped in twos or threes and decorated with round brick arches that have an arcaded effect and appear to be rising from pilasters. The main entrance is in the east elevation, and it also sits under a large round brick arch. The arch rises from stone pilasters. The entrance is set in an entry pavilion that rises above all three stories and over the roofline. Another round-arched entrance sits at the southeast corner of the building between the stone foundation and the first story. Rectangular single-light sashes project from the foundation on both the south and east elevations and they are also grouped in twos and threes, matching their counterparts on the first story. They are decorated with heavy rusticated stone lintels.

The second story openings of the east elevation are grouped in twos and sit under segmental brick arches. The third story openings of the east elevation are smaller rectangular single-light sashes grouped in threes under rusticated stone lintels. A Palladian style window sits in the gable peak at the top of the raised entry pavilion. On the south elevation, massive round-arched openings span both the second and third stories. These openings are filled with three sashes topped with large tripartite round-arched transoms. Massive round arches decorate the openings. Also accenting the building on these elevations are belt courses in contrasting bricks, the same bricks that also accent the round arches. The belt courses are attached to the bottoms of the round arches and the sills of the same windows. They are also under the eaves and suggest a cornice.



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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 7 Main Street Historic District  
Waupaca, Waupaca County, WI

---

In 1894, the Danes Home society of Waupaca's Danish ethnic group contracted with noted Oshkosh architect, William Waters to build a hall and meeting place for their group. Not only was the building to be an ethnic meeting hall, but also an opera house for the community. Many fraternal and public meetings were held in the Danes Hall during the late nineteenth and early twentieth centuries. It was also used as the armory for several years and for high school graduations. But its most important use was for entertainment in the auditorium and many noted concerts were held in the building. The Danish fraternal group declined during the mid-twentieth century, and new facilities became available for community events, so the Danes Home began to deteriorate. In 1945, the building became a metal shop and by the early 1990s, it was vacant and in need of renovation. That renovation was completed and the building now houses an antique business.<sup>6</sup>

***Queen Anne***

122 S. Main St.  
Waupaca County National Bank  
1893  
Architect: William Waters  
Builder: Simon Jensen

The Waupaca County National Bank is a three-story Queen Anne style building constructed of red brick and accented with many rusticated limestone details. The corner building has a raised entry pavilion at the southeast corner. Above the third story of the building there is a tall parapet cornice that is decorated with brick corbelling in a waffle pattern. The top of the entry pavilion rises through the parapet cornice. It has a steeply-pitched gable accented with limestone coping and round brick pilasters that rise from the second-story of the entry pavilion. The pilasters are accented with rusticated limestone. At the center of the gable peak of the entry pavilion are three round-arched openings decorated with rusticated limestone round arches and sills. The openings are enclosed. A rusticated limestone belt course spans both the south and east elevations of the building under the parapet cornice.

Over a dozen single-light, double-hung sashes span the south and east elevations of the building's third story. These sashes are topped with transoms and decorated with rusticated limestone lintels and sills. Most of the windows are grouped in pairs with an occasional single opening placed between the pairs. A rusticated limestone belt course runs under the transom on the east elevation, but is broken between the windows on the south elevation. In the entry

---

<sup>6</sup> Cartwright, p. 165.

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 8 Main Street Historic District  
Waupaca, Waupaca County, WI

pavilion, the pair of single-light sashes are topped with a rusticated limestone round arch. What was probably a round-arched transom is now enclosed.

The second story openings have been altered. Like the third story, the openings of the second story were sashes that were primarily paired with the occasional individual window between the pairs. The second story openings are also decorated with rusticated limestone lintels and sills, but the openings are partially enclosed with metal panels and modern sliding windows. On the east elevation, the rusticated lintels continue across the wall, making a belt course. Above this belt course are brick arches, segmental over the single opening and elliptical over the double opening. Under the arches are thin metal panels decorated with raised carvings. Another belt course runs through the windows on both elevations; it is also made of rusticated limestone. The second story opening in the entry pavilion has been replaced with three single lights topped with limestone lintels and an elliptical arch. A metal panel with raised decoration sits between the lintel and the arch above this opening. The second and third stories are also decorated with that same round brick pilasters that flank the entry pavilion.

The south elevation of the building has a bank of seven windows that match those of the second and third stories. These windows were probably single-light sashes with transoms, but are now enclosed with metal panels and large tinted plate glass. The openings are decorated with the heavy rusticated limestone lintels, sills, and belt course in a similar manner as the upper stories. At the southwest corner of the building, there are small rectangular openings at the ceiling level and a rear entrance to the building.

According to the original drawing for the building, the bank storefront ran along the southeast corner and east elevation of the building as it does today. But, it has an original corner entrance that sat under a large round arch of rusticated limestone. A large, round-arched opening sat to the north of the entrance and to the north of that opening there was a late nineteenth century storefront with large plate glass windows and transoms. Probably around 1910, when the bank in this building reorganized, a smooth limestone veneered storefront was put on the building. This classical storefront moved the main entrance to the center of the east elevation and a large plate glass window was installed in the old entry pavilion. Other openings of the new storefront consist of large plate glass windows surrounded by limestone veneer and numerous limestone pilasters. The storefront also consists of a plain, wide, frieze, and inset panels under the windows.

This building was erected for the Waupaca County National Bank in 1893, three years after the bank was formed. The bank occupied the first floor, and office suites were located on the second floor. The building was the most prominent professional address of the late nineteenth and early

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 9 Main Street Historic District  
Waupaca, Waupaca County, WI

---

twentieth centuries and the second floor offices were filled with some of the city's most prominent physicians and professionals. On the third floor of the building, the Knights of Pythias created their fraternal lodge, "Castle Hall."<sup>7</sup>

In 1906, the bank changed its name to First National Bank, but after a financial crisis, the Old National Bank took over the First National Bank and remained at this location. This Old National Bank failed in 1933 during the bank holiday of the Great Depression. But, in 1934, the bank was successfully reorganized and the Federal Government allowed the new First National Bank to open in this location. This bank was a success and remained here until 1973, when it built a new building in a more open location, just east of this district. Since that time, this building has been used for offices.<sup>8</sup>

204 and 210 S. Main St.  
Roberts Block  
1884

212 Main Street  
Roberts Block 2  
1893

Architect: William Waters

The original Roberts Block was a four-storefront building that had a corner tower on the south end of the building, next to what was originally vacant land. The 1893 Roberts 2 Block addition added an identical storefront bay to the south end of the original building. Because of this addition, the tower was removed from the original Roberts Block. The building today consists of two large sections; a three-storefront section on the north end and a two-storefront section on the south end. The north section of the building is two stories in height, while the south section has an additional half story. Both buildings are constructed of red brick and are decorated with brick corbelling and stone accents.

The north section of the building is topped with a wide brick corbelled cornice that consists of a wide row of long and narrow inset arches that suggest long brackets or modillions. At the center of the cornice is a parapet that is made up of panels separated by two sets of pilasters that rise slightly above the cornice. Between each set of pilasters there are smaller panels decorated with round medallions that are carved with "18" and "84." The large panel in between the sets of pilasters is a panel of brickwork laid in a herringbone pattern. Stone belt courses also decorate the parapet. Under the arches of the cornice is a course of stone panels carved in a dogtooth pattern. A wide stone belt course extends across the top of the second story openings and extends to cover the south section of the building, as well.

---

<sup>7</sup> *Ibid.*, p. 50.

<sup>8</sup> *Ibid.*, p. 51.

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

**National Register of Historic Places  
Continuation Sheet**

Section   7   Page  10  Main Street Historic District  
Waupaca, Waupaca County, WI

---

The storefronts of the northern section of the building have been remodeled into one large storefront. The new storefront has a wide cornice, enclosed transoms, and large rectangular windows. At the north end of the storefront, the windows are shorter and have faux divided lights. The windows are plate glass in the southern end of the storefront and they are taller and narrower. The storefront is painted white.

The southern section of the Roberts Blocks, which includes the original Roberts Block and the Roberts Block 2, has similar details. Because of its extra half-story, the cornice is raised above the northern section of the building. The cornice of this section has the same type of brick arches as the northern section. But instead of a central parapet, it has a set of pilasters at the center that flank a panel decorated with a brick arch filled in with a stone panel with incised carving. Stone belt courses sit above and below the half-story openings that include two sets of three windows and an individual window at the center. All of these windows are enclosed with wood panels. Under the upper half-story windows is a course of stone panels carved in a dogtooth pattern that matches the northern section of the building.

Under the wide stone belt course that spans both sections of the building are the windows of the southern section's second story. The windows are tall and narrow and in the Roberts Block, they are filled with modern single-light sashes. The windows of the Roberts Block 2 are partially enclosed at the bottom with bricks and shorter, modern, single-light sashes. A stone belt course sits under the windows and acts as their sills.

In 1893, at the same time the Roberts Block 2 was being added to the old Roberts Block, an additional storefront section was added to the Roberts Block 2 for the IOOF fraternal group. This building repeated some of the details of the Roberts Blocks, particularly above the second story openings. Recently, this building, along with the south part of the Roberts Block and the Roberts Block 2, have been united as one storefront. The modern storefront includes a shed-roofed canopy covered with asphalt shingles. The canopy covers the transom areas of the storefronts, which have modern plate glass show windows and modern entrances. Although the storefronts have been remodeled, some of the old iron columns from the original storefronts are still extant in between the large plate glass windows.

R. N. Roberts built the original Roberts Block in 1884. The block was built on the site of his father's successful general store, which Roberts operated for about 10 years. He was also a successful businessman who had an interest in the city's Crescent Roller Mills, a lumber company, and the city's potato starch factory. In 1884, he started the City Bank, a private banking firm for which he built this building, in part. In 1890, he made the bank a national bank

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

**National Register of Historic Places**  
Continuation Sheet

Section   7   Page  11  Main Street Historic District  
Waupaca, Waupaca County, WI

---

eventually known as the Old National Bank. This bank merged with the First National Bank, or the old Waupaca County Bank, and after reorganization in 1934, it became the modern First National Bank.<sup>9</sup>

Roberts' bank was not the only business in this multi-storefront building. Many other commercial businesses were located in the other storefronts over the years, including a restaurant, shoe store, and drug store. In 1893, Roberts added the Roberts Block 2, which became the long-time home of the Waupaca Post Office. In fact, the post office was located here for 46 years, until the federal government built a new post office in 1939. Since the mid-twentieth century, several commercial businesses have located in this building. In recent years, the old Roberts Block's northern section has housed a large real estate office. The southern section of the old Roberts Block, the Roberts Block 2 and the next door IOOF Block storefront has been recently united under a large modern canopy. The storefronts contain two commercial businesses and an extension of the Rosa Theater.<sup>10</sup>

***Commercial Vernacular***

119-121 N. Main St.  
M. E. & Ole Hansen Block  
1885-86

The M. E. and Ole Hansen Block consists of two sections, a northern single storefront section and a southern two storefront section that has recently been renovated. The building is two stories in height and constructed of red brick. It is decorated with light stone details that give the building a polychromatic effect that reflects the influence of the late Italianate and High Victorian Gothic commercial styles. The building has a brick corbelled cornice of inset arches that suggest brackets. On the northern third of the building, there is a plain pressed metal cornice above the brick arches. Under the brick-arched cornice, there is a panel of dark brick corbelling in a sawtooth pattern that runs across the entire length of the building. On the north third of the building there are stone belt courses above and below the panel of brick corbelling.

The second story openings consist of two groups of paired windows and a large single pane window flanked by individual windows. At the north end, the central opening has a double window filled with two panes of modern glazing flanked by individual windows filled with single panes of modern glazing. In the central section of the building, the large opening is filled

---

<sup>9</sup> *Ibid.*, p. 133.

<sup>10</sup> Sanborn-Perris maps; Cartwright, p. 83.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 12 Main Street Historic District  
Waupaca, Waupaca County, WI

---

with two replacement single-light sashes flanked by individual windows filled with replacement single-light sashes. The south end of the building has a large single light that is a "period style" replacement window flanked by two individual openings with replacement single-light sashes. The large single light opening also has very narrow sidelights between it and the individual windows. Above these openings is a belt course that rises to form pointed arches over the larger openings. Two other belt courses decorate the second story.

The north third of the building has an altered storefront that consists of a modern brick wall punctuated with two medium-sized show windows and a modern recessed central entrance. A fixed awning covers the transom area. The south two-thirds of the building has been recently renovated, along with the upper story. Two years ago, this building had a covering over the second story and a very altered storefront. The second story was renovated with replacement sashes and repair to the brickwork. The lower story has a renovated "period" storefront. This storefront consists of paneled aprons under tall plate glass show windows divided by old cast iron columns and new posts. A large transom above the show windows was replicated and consists of panels of clear glass. A period cloth awning is fixed over the transoms but does not cover them so much that they cannot be viewed under the awning.

The north end of the building (121) sits at the corner and has some details along the side wall. At the top of the side wall, there is a simple raised panel cornice interrupted with pilasters. Second story openings run along the side wall. They are individual windows with modern glazing and brick label moldings. Brick label moldings decorate former openings under each of the second story windows that have been enclosed with bricks. There is also a large painted "ghost sign" advertising a furniture store and funeral service.

After this three storefront building was completed in 1885-86, it housed a number of retail businesses, including a dry goods store, drug store, clothing store, restaurant, jewelry store, and furniture store. This building was typical of commercial blocks of the nineteenth and early twentieth century in that its storefronts housed many varied and changing businesses. But in 1937, two storefronts in the building were the location for the best department store in Waupaca during the mid-twentieth century. In that year, Meynard and Laurene Atkinson opened a department store in 117-119 N. Main Street. The building was remodeled to combine both storefronts. Atkinson's Federated Store operated until 1972, when downtown department stores began to be out of vogue. A new store, the "His and Hers" store operated in the Atkinson space until 1978, but it closed, as well.<sup>11</sup>

---

<sup>11</sup> Sanborn-Perris Maps; Cartwright, p. 61.

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

**National Register of Historic Places**  
Continuation Sheet

Section 7 Page 13 Main Street Historic District  
Waupaca, Waupaca County, WI

---

After 1978, the building began to deteriorate. The south two-thirds of the building had been given an inappropriate "modern" front that was not well maintained. About a year and one-half ago, the building was historically renovated, with the upper story repaired and a period storefront added back to the first story. The result is one of the most attractive storefronts in the city's downtown. It now houses a fashionable specialty gift and home accessories store. The north storefront has housed a bookstore for a number of years.

118 N. Main St.  
Earle Block  
1893

The Earle Block is a two story red brick building with simple details. The cornice has a row of inset arches that resemble brackets. Under the arches is a narrow band of brick corbelling in a sawtooth pattern. The second story has two paired openings flanking a central single opening. The openings are filled with tall replacement sash windows and decorated with brick label moldings with keystones. The first story has rebuilt "period" storefronts consisting of tall paneled aprons, large plate glass show windows, some original cast iron columns, and recessed entrances with transoms. Fixed awnings cover the transoms over the show windows.

The Earle Block was built in 1893 and originally had an agricultural implement store in its first floor. Within five years, there were three businesses in the block; a paint store, a laundry, and a tailor shop. During the twentieth century, many businesses were housed in this building. Today it is the location of a long-time jewelry store.<sup>12</sup>

***Twentieth Century Commercial***

201 N. Main St.  
Whittington Block  
1913  
Architect: Gus A. Krasin

The Whittington Block is a two story corner building constructed of dark red brick. It has a plain pressed metal cornice and a thin line of brick corbelling at the top of the building. Second story openings are both paired and individual single-light, double-hung sashes. A few of the openings have been partially enclosed with panels and smaller sashes. The windows are undecorated. A

---

<sup>12</sup> Sanborn-Perris Maps.

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

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 14 Main Street Historic District  
Waupaca, Waupaca County, WI

---

plaque sits above the window at the corner of the building. It gives the building name and date. Under the second story openings are two thin lines of brick corbelling.

The two storefronts of the building sit largely in the east elevation, but the south storefront wraps around to the south elevation. The main entrance to the south storefront sits in the corner of the building. It consists of a wood and glass door with a transom and sidelights. The large show windows of the part of the storefront that lies in the east elevation are partially enclosed, but they are topped with a large transom filled with small glass panes. On the other side of the corner entrance is the rest of the storefront, which consists of a show window that is partially enclosed and a smaller transom panel like the one of the east elevation. The south storefront on the east elevation has retained its large show windows, original apron and large transom of small glass panes. Between the storefronts is an entrance to the upper floor. This entrance had a transom that is now enclosed with bricks.

The Whittington Block is a modern-looking commercial building that was built for the owner in 1913 by Gus Krasin of the Krasin Brothers architectural and building firm of Marshfield, Wisconsin. The two storefronts housed many different businesses during the twentieth century.<sup>13</sup>

111-117 W. Union St.  
Godfrey Auto Company  
1919  
Builder: Theodore Anderson

The Godfrey Auto Company building is a one-story early twentieth century garage that has a large elliptically-arched roofline. The arched roof is covered with standing seam metal. Much of the brick building is painted, but the exposed east wall shows that the building was constructed of red brick. The main or north elevation is decorated with a brick corbelled cornice of inset squares that ends at each corner of the elevation in a large brick pilaster. A belt course spans the building above the openings of the main elevation. These openings consist of a large show window at the east end, a smaller show window at the west end, a large entrance for vehicles and a smaller entrance at the center of the elevation. The side elevations are punctuated with tall, industrial style, segmentally-arched windows with brick segmental arches. Most of these windows are filled with single-light, double-hung sashes. A few of the windows are doubled on the east elevation of the building. There are fewer windows on the west elevation than on the east elevation. At the rear of the building there is a later-added ell that is largely undecorated.

---

<sup>13</sup> *Waupaca Post*, 6 March 1913, p. 3.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 15 Main Street Historic District  
Waupaca, Waupaca County, WI

This building was constructed in two parts. C. E. Cain and his son, W. E., built the Cain Garage on this site in 1909. The Cain Garage was about one-half of the size of the present building. It was a repair shop that sold bicycles and may have dealt in automobiles. In 1915, Myron Godfrey leased the Cain Garage for a Studebaker automobile agency and purchased the building in 1917. In 1919, Godfrey made a major change to the building that resulted in its current appearance. Instead of demolishing the old building, Godfrey had builder Theodore Anderson add two layers of brick to the walls of the existing building and construct a large addition to double the building's size. The new building encompassed the old garage, but the walls of the old building are still within the current structure. The Godfrey company remained in the garage for many years, and today, the building is still used for automobile purposes as a tire and repair shop.<sup>14</sup>

**BUILDING INVENTORY**

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date of Construction</i>	<i>Status</i>
109 E. Fulton St.	Nelson Shoe Store	20 <sup>th</sup> Century Commercial	1904 <sup>15</sup>	C
111 E. Fulton St.	Commercial Building	Commercial Vernacular	c.1950 <sup>16</sup>	NC
113 E. Fulton St.	Hansen Carriage Warehouse	Commercial Vernacular	1900	C
115 E. Fulton St.	Hansen Carriage Shop	Italianate	1868	C (NRHP)
123 E. Fulton St.	Kruenen Co. Warehouse	Commercial Vernacular	1938	NC
Builder: Neuman Brothers				
104-106 W. Fulton St.	Beadleston Annex	Italianate	c.1885 <sup>17</sup>	C
107 W. Fulton St.	Fur Warehouse	Commercial Vernacular	c.1878 <sup>18</sup>	C
106-108 Granite St.	Granite Hotel	Second Empire	1891, 1905 <sup>19</sup>	C

<sup>14</sup> Wayne A. Guyant, "When Then Was Now," *Waupaca Post*, 9 April 1992, article on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

<sup>15</sup> *Waupaca Post*, 25 August 1904, p. 3; Tax Rolls for the City of Waupaca, on file in the Area Research Center of the Library at the University of Wisconsin-Oshkosh, Oshkosh, Wisconsin.

<sup>16</sup> Sanborn-Perris Maps; Cartwright, p. 43.

<sup>17</sup> Sanborn-Perris Maps.

<sup>18</sup> Sanborn-Perris Maps.

<sup>19</sup> Tax Rolls; Sanborn-Perris Maps.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 16 Main Street Historic District  
Waupaca, Waupaca County, WI

BUILDING INVENTORY

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date of Construction</i>	<i>Status</i>
112 Granite St.	Garage	20 <sup>th</sup> Century Commercial	c.1909 <sup>20</sup>	C
100 N. Main St.	IIOF Block 1 Builder: Nelson Lumber Company	Italianate	1889 <sup>21</sup>	C
103 N. Main St.	Beadleston Block	Italianate	1878 <sup>22</sup>	C
102 N. Main St.	Chris Johnson Block	Italianate	1889 <sup>23</sup>	C
104 N. Main St.	Matt Jensen Block 2	Commercial Vernacular	1898 <sup>24</sup>	C
105 N. Main St.	Masonic Block	Italianate	1877 <sup>25</sup>	C
106 N. Main St.	Gmeiner Block Builder: Conrad Gmeiner	Commercial Vernacular	1900 <sup>26</sup>	C
108 N. Main St.	Cohen Block	20 <sup>th</sup> Century Commercial	1921 <sup>27</sup>	C
109 N. Main St.	Pinkerton Block	Commercial Vernacular	1883 <sup>28</sup>	C
111 N. Main St.	Raymond-Larson Block	Classical Revival	1878, c.1900 <sup>29</sup>	C
112 N. Main St.	Peterson Saloon	Commercial Vernacular	1896 <sup>30</sup>	C
113 N. Main St.	Peterson Building	Commercial	c.1880, c.1910 <sup>31</sup>	C

<sup>20</sup> *Ibid.*

<sup>21</sup> "The New Odd Fellows Block," *Waupaca Post*, 5 September 1889, p. 4.

<sup>22</sup> Tax Rolls; Wayne A. Guyant, "When Then Was Now," *Waupaca Post*, 28 January 1993, article on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

<sup>23</sup> Tax Rolls.

<sup>24</sup> *Ibid.*

<sup>25</sup> Tax Rolls; *Waupaca Centennial Book, 1857-1957*, Berlin, WI: Berry Printing Co., 1957, p. 95.

<sup>26</sup> Tax Rolls; *Waupaca Post*, 3 May 1900, p. 5.

<sup>27</sup> Datestone; Wayne A. Guyant, "When Then Was Now," *Waupaca Post*, article on Cohen Block on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

<sup>28</sup> Tax Rolls; *Waupaca Post*, 10 May 1883, p. 3.

<sup>29</sup> Tax Rolls; *Waupaca Post*, 21 September 1878, p. 4.

<sup>30</sup> Tax Rolls.

<sup>31</sup> *Ibid.*

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 17 Main Street Historic District  
Waupaca, Waupaca County, WI

BUILDING INVENTORY		Vernacular		
Address	Name	Style	Date of Construction	Status
114-116 N. Main St.	Matt Jensen Block 1	Queen Anne	1896 <sup>32</sup>	C
115 N. Main St.	Jensen Meat Market	Commercial	1881 <sup>33</sup>	C
		Vernacular		
118 N. Main St.	Earle Block	Commercial	1893 <sup>34</sup>	C
119-121 N. Main St.	M.E.& Ole Hansen Block	Commercial	1885-86 <sup>35</sup>	C
		Vernacular		
124 N. Main St.	Commercial Building	Commercial	c.1925 <sup>36</sup>	NC
		Vernacular		
200 N. Main St.	Hanson Garage	Commercial	1906 <sup>37</sup>	C
		Vernacular		
201 N. Main St.	Whittington Block	20 <sup>th</sup> Century	1913 <sup>38</sup>	C
		Commercial		
204 N. Main St.	N.P.Peterson Block	Commercial	1901 <sup>39</sup>	C
		Vernacular		
	Builders: C. W. Nelson, Conrad Gmeiner			
205-207 N. Main St.	Jensen-Peterson Block	Commercial	1884 <sup>40</sup>	C
		Vernacular		
209 N Main St.	Nelson Block	Commercial	1896 <sup>41</sup>	C
		Vernacular		
206 N. Main St.	M. Hanson Block	Commercial	1893 <sup>42</sup>	C
		Vernacular		

<sup>32</sup> *Ibid.*

<sup>33</sup> Tax Rolls; *Waupaca Post*, 21 July 1881, p. 3.

<sup>34</sup> Tax Rolls.

<sup>35</sup> Tax Rolls; *Waupaca Post*, 7 May 1885, p. 5.

<sup>36</sup> Sanborn-Perris Maps.

<sup>37</sup> Tax Rolls.

<sup>38</sup> Datestone; *Waupaca Post*, 6 March 1913, p. 3.

<sup>39</sup> Tax Rolls; *Waupaca Post*, 20 June 1901, p. 5.

<sup>40</sup> Tax Rolls; *Waupaca Post*, 5 June 1884, p. 3; 28 August 1884, p. 3

<sup>41</sup> *Waupaca Post*, 3 September 1896, p. 5.

<sup>42</sup> Tax Rolls.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 18 Main Street Historic District  
Waupaca, Waupaca County, WI

BUILDING INVENTORY

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date of Construction</i>	<i>Status</i>
211-213 N. Main St.	G. I. Lord Block	Commercial Vernacular	1896 <sup>43</sup>	C
215 N. Main St.	Ware Block	Commercial Vernacular	1908 <sup>44</sup>	C
217 N. Main St.	Hanson Block	Italianate	1882 <sup>45</sup>	C
219 N. Main St.	Irving Lord Block 1	Italianate	1892 <sup>46</sup>	C
221 N. Main St.	Irving Lord Block 2	20 <sup>th</sup> Century Commercial	1909 <sup>47</sup>	C
	Architect: William Waters			
303 N. Main St.	Danes Homes	Romanesque	1894 <sup>48</sup>	C (NRHP)
100-102 S. Main St.	Lea Block Royal Green	Contemporary	1870, c.1955 <sup>49</sup>	NC
104 S. Main St.	Lea Block Addition	Italianate	c.1878 <sup>50</sup>	C
106-110 S. Main St.	Parish-Roberts Block	Italianate	c.1880 <sup>51</sup>	C
112-114 S. Main St.	Fair Store	Commercial Vernacular	1900 <sup>52</sup>	C
	Builders: Hans Knudson and Conrad Gmeiner			
116 S. Main St.	Rice-Hebblewhite Block	Commercial Vernacular	1868, c.1900 <sup>53</sup>	C
118 S. Main St.	Hebblewhite Building	Commercial Vernacular	1901 <sup>54</sup>	C

<sup>43</sup> Tax Rolls; *Waupaca Post*, 4 June 1896, p. 5.

<sup>44</sup> Tax Rolls.

<sup>45</sup> Tax Rolls; *Waupaca Post*, 5 October 1882, p. 2.

<sup>46</sup> Tax Rolls; *Waupaca Post*, 14 January 1892, p. 3.

<sup>47</sup> Tax Rolls; *Waupaca Post*, 7 October 1909, p. 1.

<sup>48</sup> National Register of Historic Places Nomination for the Danes Home, on file in the Historic Preservation Division of the Wisconsin Historical Society, Madison, Wisconsin.

<sup>49</sup> Tax Rolls; *Waupaca Post*, 29 June 1905, p. 1.

<sup>50</sup> Tax Rolls; Sanborn-Perris Maps.

<sup>51</sup> Tax Rolls.

<sup>52</sup> Tax Rolls; *Waupaca Post*, 22 June 1899, p. 5, 27 July 1899, p. 5.

<sup>53</sup> Tax Rolls.

<sup>54</sup> *Ibid.*

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

**National Register of Historic Places  
Continuation Sheet**

Section   8   Page   1   Main Street Historic District  
Waupaca, Waupaca County, WI

---

**SIGNIFICANCE<sup>1</sup>**

The Main Street Historic District is being nominated for the National Register of Historic Places under criteria A and C for both architectural and historical significance. It is nominated under criterion A for local historical significance because the district has been the center of Waupaca's historic commercial development since the later nineteenth century and throughout the twentieth century. The buildings of this district housed the vast majority of historic commercial activities in the community, including financial services and retail trade. The most significant historic buildings related to banks and retail stores are located within the Main Street Historic District. The businesses in Waupaca did not only serve the city, itself, but also the surrounding area of farmers and villagers who were looking for a larger selection of goods.

The Main Street Historic District is also being nominated under criterion C, for local architectural significance, because it has some good examples of late nineteenth and early twentieth century architectural styles and some buildings designed by a noted Wisconsin architect and important local builders. More importantly, though, the district is significant because, as a whole, its largely commercial vernacular buildings blend in with each other because of their stylistic elements, scale, and common building materials.

**HISTORICAL BACKGROUND**

The city of Waupaca is located near a chain of interconnected lakes about five miles in length. According to historical sources, Native Americans were attracted to these lakes and numerous prehistoric mounds and archeological sites have been identified in the Waupaca area. The city is located in one of the state's most picturesque areas, but it was a water power source that drew the early white settlers to form a community at this location. A group of five men from Vermont, among them E. C. Sessions and William and Joseph Hibbard, came to the area in 1849 and made land claims between that year and 1852. The land claims were formalized in 1853 and more settlers began to come after that time.<sup>2</sup>

---

<sup>1</sup> This footnote relates to the period of significance given on the first page of Section 8 of the nomination form. The period of significance encompasses the earliest date of construction in the district to 1950. The period of significance includes all dates of construction for the buildings in the district, along with historic additions and remodeling. The period also includes the dates when these buildings housed their most significant historic commercial activities.

<sup>2</sup> Carol Lohry Cartwright, *City of Waupaca, Wisconsin Intensive Survey Report Architectural and Historical Survey*, Waupaca: Waupaca Historic Preservation Commission, 1999, p. 7.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 2 Main Street Historic District  
Waupaca, Waupaca County, WI

---

In 1853, the county board established the county seat at Waupaca and, after attempts to move it elsewhere, the county seat was permanently set at Waupaca in 1855. A courthouse was built in Waupaca in that year on the square block of public land in downtown Waupaca that was established in the land sale of 1853, henceforth known as courthouse square. During the 1850s, the downtown commercial district of the city grew up around the courthouse square, primarily in small frame buildings housing general stores and small shops that made goods such as shoes, harnesses, furniture, wagons, and agricultural implements.<sup>3</sup>

By 1857, Waupaca was incorporated as a village and important public advancements were made during the 1860s, such as the construction of a new public school building and the establishment of a cemetery. In 1860, the first fraternal group formed, the Masons; during the 1850s and 1860s, Baptist, Episcopal, and Methodist churches were established. Industry in Waupaca during this period revolved around grist milling, lumber milling, and small industrial shops. The coming of the railroad in 1871 would help boost the city's commerce and industry.<sup>4</sup>

In 1875, village leaders incorporated Waupaca as a city and for the next 25 years, there was significant growth and development in the community. A city hall was built in 1894, streets and sidewalks were improved, electric and telephone service was established, a streetcar service to the veterans' home at King was started, a new school was built and a high school established, and a large group of Danish immigrants came to the city, bringing an ethnic flavor to what was primarily a Yankee town. Industry was dominated by the growth of sawmills, processing lumber from the pineries. And, large granite deposits near the city were exploited for stone and gravel.<sup>5</sup>

Waupaca's commercial economy and its downtown had tremendous growth during the late nineteenth century. Most of the city's early frame commercial buildings were demolished or destroyed by fire during this period and were replaced with two and three-story brick blocks. Joining the brick Stetson and Lea blocks (200-202 S. Main St., 100-102 S. Main St.), built in 1870, were the Masonic and Beadleston Blocks (103 and 105 N. Main St.), built in 1877 and 1878, the two Roberts Blocks (204-210, 212 S. Main St.), built in 1884 and 1893, and the Waupaca County National Bank block, built in 1893, among several others. So much building occurred in Waupaca's downtown during the late nineteenth century that most of the brick blocks that are extant today were built by 1900.<sup>6</sup>

---

<sup>3</sup> *Ibid.*

<sup>4</sup> *Ibid.*, pp. 7-8.

<sup>5</sup> *Ibid.*, pp. 8-9.

<sup>6</sup> *Ibid.*, p. 9.

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

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 3 Main Street Historic District  
Waupaca, Waupaca County, WI

The new brick blocks in Waupaca's downtown reflected the growth and development of the city's commercial economy. During this time, stores became larger, and the variety of stores and the goods they offered were more numerous. The first large, nationally chartered bank, the Waupaca County National Bank, opened in 1890, followed closely by the Old National Bank. But, overall, the city's commercial economy was dominated by the potato trade of the late nineteenth century. Local farmers had good luck growing potatoes and eventually a larger market was established for potato growers. By the 1880s, dealing in potatoes was the most important commercial activity in the city and potato warehouses sprang up along the rail lines of the city. By the turn of the twentieth century, Waupaca was the leading potato shipping center in the country.<sup>7</sup>

Between 1900 and the 1930s, Waupaca matured into a modern community. The growth in public services that began in the late nineteenth century blossomed during the first few decades of the twentieth century. A water and sewer system was constructed and improved, the fire and police departments modernized, modern curbs, gutters, sidewalks, and paved streets were installed, and a large city park was developed. Schools were improved during this period and social and political groups, such as the Waupaca Woman's Club and the Monday Night Club carried out significant civic work in the city, such as the establishment of a public library. A hospital movement was slow to develop, but progressive physicians established two small hospital-clinics in the city during this time. Waupaca's industries were still dominated by new and larger sawmills, but new industries were started, such as two potato starch factories that operated for several years.<sup>8</sup>

The growth of the sawmills and the potato trade fueled the city's commercial businesses during the early twentieth century. Several more large brick commercial buildings were erected in the city's downtown and its size expanded to more than three full blocks of retail stores along Main Street, stretching into adjacent side streets. Right after 1900, two major department stores were established in the city's downtown and in this historic district, the Fair Store (112-114 and 116 S. Main St.) and Cristy's Department Store (200-202 S. Main St.). These stores dominated retailing in the city until World War II. Along with retail businesses, the city's downtown business buildings housed important financial institutions like the First National Bank (122 S. Main St.) and the Farmers State Bank (100-102 S. Main St.), along with the professional offices of doctors, lawyers, and insurance agents.<sup>9</sup>

---

<sup>7</sup> *Ibid.*

<sup>8</sup> *Ibid.*, pp. 10-11.

<sup>9</sup> *Ibid.*, p.11.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 4 Main Street Historic District  
Waupaca, Waupaca County, WI

---

The Great Depression of the 1930s and World War II in the 1940s put a hold on some of the economic growth and development in the city other than for war-related production. Many long-established businesses survived and important industries remained open. Only after World War II did the city see a boost in its consumer economy again. After World War II, the improvement of the basic public services provided by the city was significant and included a city recreation program, a drastically improved water system, new and improved school buildings, and the establishment of a large hospital. By this time, the lumber industry was in decline, but a new industry soon took over as an anchor for the city's industrial economy. The Waupaca Foundry expanded in 1955 and by 1965, it had filled up an entire 13-acre site. The Waupaca Foundry continued to expand during the late twentieth century and today employs almost 2,000 people in several casting plants at two large sites in the city. The foundry was joined by smaller industries, such as a manufactured housing company, a potato chip factory, and a knitting mill.<sup>10</sup>

While the city's industrial base grew and developed after World War II, the city's commercial base changed dramatically. By the end of the Great Depression, the large potato trade was a thing of the past and the two large department stores that had dominated retailing in the city's downtown were closing. In the 1960s and 1970s, the downtown business district, although still important, was losing business to nearby communities with modern shopping malls and large discount stores. By the 1980s, many of the traditional businesses in downtown Waupaca were gone and a new shopping area had emerged on the city's west side.<sup>11</sup>

This trend continued during the 1990s, and some downtown business blocks had a problem with vacant storefronts. But, gradually, the downtown business district is working toward stability, with new types of businesses that do not compete with large grocery and discount stores. And, many of the retail storefronts have been converted to office space. City leaders and businesspeople are working to achieve a successful mix of businesses in the downtown commercial district. They have begun a Main Street program and are supporting the rehabilitation and renovation of historic downtown buildings. Many of the downtown businesses cater to the tourist industry, which is an important component of the local economy today. The result is a downtown that is slowly, but surely, finding its place again in the city's commercial economy and celebrating its historic appearance and the ambience that cannot be found in a shopping mall or discount store.<sup>12</sup>

---

<sup>10</sup> *Ibid.*, pp. 12-14.

<sup>11</sup> *Ibid.*, p. 14.

<sup>12</sup> *Ibid.*, pp. 14-15.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 5 Main Street Historic District  
Waupaca, Waupaca County, WI

---

**AREA OF SIGNIFICANCE: ARCHITECTURE**

The Main Street Historic District is locally significant for architecture because it contains the best concentration of historic commercial buildings in the city and because many of its buildings are good examples of the Italianate, Queen Anne, and Twentieth Century Commercial, and Commercial Vernacular architectural styles. Most importantly, the district, as a whole, is significant because its buildings have common style elements, a common scale, and common building materials that form the cohesive streetscape within the district boundaries. Several of the buildings were designed by a noted Wisconsin architect, but more importantly, many were built by important local builders. Also, the use of locally-produced brick in many of the buildings adds to the architectural cohesiveness of this district.

*Architecture Styles*

There are several buildings that are good examples of the Italianate commercial style. Italianate commercial buildings in Wisconsin have several common details, like pressed metal cornices with brackets, brick corbelled cornices with brickwork that resembles brackets, and round-arched or label moldings over the second story windows, executed in brick, stone, or wood. Elaborate Italianate commercial buildings are not common due to alterations and/or the limitations of the building type, but many commercial vernacular buildings have some Italianate details, most commonly the round arch or label molding over upper story windows.<sup>13</sup>

The use of elaborate Italianate style details is not common in this district. The best example of an Italianate style building is the Beadleston Annex (104-106 W. Fulton St.). The building is a good example of the style because it has had few alterations to its stylistic details. Its heavy brick corbelled cornice is intact, as are the interesting round-arched second story windows. They are unusual because they form footed surrounds. The most well-preserved detail is the storefront, which expresses its Italianate style in its three large arches rising from pilasters. This is the only arched storefront in the district and even though the transoms have been enclosed, the storefront has retained most of its historic appearance.

More typical Italianate buildings are the Beadleston and Masonic Blocks (103, 105 N. Main St.). Their details are simple; the style is expressed primarily in the brick corbelled cornices and label moldings over the second story windows. Part of the building's cornices have been removed, but the second stories still look very similar to an engraving published in 1888, only 10 years after the buildings were constructed.

---

<sup>13</sup> Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin, Vol. II*, Madison: State Historical Society of Wisconsin, 1986, Architecture, p. 2-3.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 7 Page 19 Main Street Historic District  
Waupaca, Waupaca County, WI

BUILDING INVENTORY

<i>Address</i>	<i>Name</i>	<i>Style</i>	<i>Date of Construction</i>	<i>Status</i>
122 S. Main St.	Waupaca County National Bank Architect: William Waters; Builders: Andrew G. Nelson and Simon Jensen	Queen Anne	1893 <sup>55</sup>	C
200-202 S. Main St.	Stetson Block Builder: Royal Green	Italianate	1870 <sup>56</sup>	C
204-210 S. Main St.	Roberts Block Architect: William Waters	Queen Anne	1884 <sup>57</sup>	C
212 S. Main St.	Roberts Block 2	Queen Anne	1893 <sup>58</sup>	C
214 S. Main St.	IIOF Block 2	Commercial	1893 <sup>59</sup>	C
218 S. Main St.	Rosa Theater	Contemporary Vernacular	1948 <sup>60</sup>	NC
111-117 W. Union St.	Godfrey Auto Co. Builder: Theodore Anderson	20 <sup>th</sup> Century Commercial	1919 <sup>61</sup>	C

<sup>55</sup> *Waupaca Post*, 20 April 1893, p. 4, 4 May 1893, p.4.

<sup>56</sup> Wayne A. Guyant, "When Then Was Now," *Waupaca Post*, August 8, 1991, article on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

<sup>57</sup> *Waupaca Post*, 20 March 1884, p. 5.

<sup>58</sup> *Waupaca Post*, 13 April 1893, p. 4.

<sup>59</sup> *Waupaca Post*, 7 September 1893, p. 4.

<sup>60</sup> Wayne Guyant, "When Then Was Now," *Waupaca Post*, 16 January 1992, article on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

<sup>61</sup> Wayne A. Guyant, "When Then Was Now," *Waupaca Post*, 9 April 1992.

Main Street Historic District  
Name of Property

Waupaca  
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)

Architecture  
Commerce

**Period of Significance**

1868-1950

**Significant Dates**

N/A

**Significant Person**  
(Complete if Criterion B is marked)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Waters, William

## Narrative Statement of Significance

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

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

**National Register of Historic Places**  
Continuation Sheet

Section   8   Page   6   Main Street Historic District  
Waupaca, Waupaca County, WI

The Hansen Wagon and Carriage Shop (115 E. Fulton St.) is also a simple building, erected for light industrial use. But its interesting brick corbelled cornice with the I detail and the brick label moldings over all of the openings strongly suggest the Italianate style. This building is also one of the most intact and well-preserved of the district. Renovated during the last few years, it has period windows and doors and brick walls that are original. Its adaptive reuse into an office and apartment space is a fine illustration of how a historic building can be successfully used for modern purposes while retaining its historic appearance and character.

Most of the Italianate style details in this district are seen in the commercial vernacular buildings constructed during the nineteenth century. For example, many buildings in the district have the brick corbelled cornices and arched second story openings of the style, but few other details. Of these buildings, the best examples are the Stetson Block (200-202 S. Main St.), the IOOF Block 1 (100 N. Main St.), the Chris Johnson Block (102 N. Main St.), the Hanson Garage (200 N. Main St.), the M. Hanson Block (206 N. Main St.), the Hanson-Lord Block (217 N. Main St.), the Irving Lord Block 1 (219 N. Main St.), and the Parish-Roberts Block (106-110 S. Main St.). All of these buildings are simple commercial vernacular blocks with brick corbelled cornices and arched openings with brick arches or label moldings from the Italianate style. The number of buildings with Italianate style details is one of the reasons why the district has a unified appearance.

The Danes Home (303 N. Main St.) is a fine local example of the Victorian Romanesque. The use of contrasting materials and the variations in color and texture, as well as the arched openings are all characteristic of the style. While the main entrance of the building faces onto Main Street, the building addresses its corner location through the use of a corner turret, framed in wood. The building was designed by William Waters.

One of the most elaborate buildings in this district is an interesting and well-preserved example of the Queen Anne style. The Queen Anne commercial style has many details in common with the residential style. It is asymmetrical and emphasizes a variety of surface materials. Like houses, Queen Anne commercial buildings often have towers or oriels as well as elaborate embossed pressed metal cornices. Fenestration of Queen Anne houses is usually irregular, but due to the limitations of commercial buildings, especially small ones, fenestration is often regular with the common use of a bay window to create irregularity.<sup>14</sup>

A fine example of the Queen Anne commercial style in the district, with some suggestions of the Romanesque Revival style, is the Waupaca County National Bank building (122 S. Main St.).

---

<sup>14</sup> *Ibid.*, p. 2-15.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 7 Main Street Historic District  
Waupaca, Waupaca County, WI

---

The design uses contrasting materials to suggest an irregular surface. The Waupaca County National Bank building dramatically achieves this look with its smooth red brick walls accented with rusticated limestone. Also giving the bank building a different textural appearance is the tall cornice with the waffle pattern brickwork. The building is generally rectangular in plan. The asymmetry is seen in the raised entry pavilion, pilasters, and irregular surface materials of the Waupaca County National Bank.

Queen Anne style buildings often have style elements from other popular architectural styles of the era, including the Romanesque and the Richardsonian Romanesque. The use of the rusticated limestone blocks details suggest the Richardsonian Romanesque style in the Waupaca County National Bank building. These style elements add to the unusual nature of the building, which not only reflects the Queen Anne style, but is also an interesting and well-executed interpretation of the style. The high quality can be explained by the fact that it was also designed by noted architect, William Waters.

Both the Danes Home and the Waupaca County National Bank buildings have a high level of integrity. The Danes Home, recently renovated, has all of its historic details intact and in good condition. The bank building has most of its details intact. A few windows have been altered, but could be easily restored and all of the trim materials are extant. The storefront is not original, but it is from the historic period and is a fine limestone veneer classical storefront that does not detract from the original look of the building. Not only are these two buildings important for their architecture, but they are also two of the finest commercial buildings in the district.

Another building with some Queen Anne architectural features is the Roberts Block and the Roberts Block 2 (204-210, 212 S. Main St.). When the Roberts Block was first constructed, it had a corner tower that added to its early Queen Anne appearance. The tower is not extant, but the variety and irregularity of surface materials of the upper stories, including interesting brick corbelling and stone belt courses, reflects its style. Again, this building is has interesting early Queen Anne features and high quality details because of its association with architect William Waters. The Queen Anne style was relatively new in 1884, but as a progressive architect, Waters was already using its elements in his designs. The result is this building, that has an appearance different from other buildings of the era in the district.

Several buildings in this district are good examples of the largely vernacular Twentieth Century Commercial style. Twentieth Century Commercial buildings were constructed primarily after 1910. They generally have a minimalist, modern, appearance with few architectural details, although a parapet is common. Many of the buildings of this type have vague Classical Revival details, but they are not elaborate enough to be classified under this style. Rather, they are largely transitional buildings between the picturesque nineteenth century commercial buildings

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

**National Register of Historic Places  
Continuation Sheet**

Section   8   Page   8   Main Street Historic District  
Waupaca, Waupaca County, WI

---

and the modern mid-twentieth century commercial buildings that were mostly devoid of architectural details.

There are two buildings that are good examples of the Twentieth Century Commercial style. The Godfrey Auto Company building (111-117 W. Union St.) has a large arched roof, a new type of detail for commercial buildings, but common in early twentieth century automobile garages. The long arch of the roof, attached to pilasters at the corners, gives a modern appearance to the building. The simple, classically-influenced brick cornice is typical of the style, as are the large, modern show windows. The building has much of its historic appearance intact, with only a few alterations. As such, it is a fine example of this new type of twentieth century commercial building, the automobile dealership or garage.

The Whittington Block is another relatively intact example of the Twentieth Century Commercial Style. Its details vaguely suggest the Classical Revival style, but its plain cornice and simple sash windows make the building more vernacular than stylistic. These simple details also give the building a modern appearance. The almost entirely intact early twentieth century storefronts add significantly to the historic quality of the building. In particular, the intact transoms with the small pane glazing, are rare extant examples of this important component of early twentieth century storefronts.

Many of the commercial buildings in this district represent the Commercial Vernacular style. Commercial vernacular buildings are simple and date primarily from the nineteenth century. The buildings are largely undecorated, but often feature period storefronts, cornices with some decorative treatments such as brick corbelling, and second story openings with simple moldings or arches. Many of the commercial vernacular buildings of the nineteenth century suggest the Italianate or Romanesque Revival architectural styles and some suggest the Queen Anne style, but like Twentieth Century Commercial buildings, Commercial Vernacular buildings do not have enough stylistic details to be classified under any particular style.

The many Commercial Vernacular buildings in this district constructed between 1870 and 1900 reflect primarily the Italianate and Queen Anne styles. Some of the buildings constructed around 1900 vaguely reflect the Classical Revival style, as well. Although they are not elaborately decorated buildings, they contribute to the overall architectural significance of the district because, as a group, they represent the growth and development of simple business blocks that can be found throughout Wisconsin.

Two excellent examples of the Commercial Vernacular style have been described in Section 7; the M. E. and Ole Hansen Block (119-121 N. Main St.) and the Earle Block (118 N. Main St.). Both blocks are especially well preserved examples of the style. The Hansen Block's

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 9 Main Street Historic District  
Waupaca, Waupaca County, WI

---

architectural details are limited to a brick corbelled cornice and unusual pointed arches over the second story openings. These details are not elaborate, but they add interest and style to a simple commercial block. The same is true for the Earle Block, which also has a simple brick cornice and brick label moldings over the second story openings, details that suggest the Italianate style. Both buildings have a high level of integrity with many of their historic features intact or restored. They illustrate how even simple commercial buildings, if properly maintained or restored, can be as attractive as the more elaborate commercial buildings of the district.

Most of the other good examples of the Commercial Vernacular style have much of their interest at the second story level. These buildings also reflect the later versions of the Commercial Vernacular style that were influenced by the return to classicism at the turn-of-the-twentieth century. They include the G. I. Lord Block (211-213 N. Main St.), built in 1896 and the Fair Store, built in 1900, and the Rice-Hebblewhite Blocks (112-114, 116 S. Main St.), refaced in 1900. In particular, the Fair Store and Rice-Hebblewhite Blocks have cornice details that strongly suggest the brackets and modillions of the Classical Revival style.

Although this district has several good examples of important architectural styles, it is the concentration of good examples of Commercial Vernacular buildings that account for much of the district's architectural significance. These buildings add to the depth and variety of commercial architecture in the district. They illustrate the broad range of commercial building types seen in most downtowns, from simple Italianate-influenced buildings to large, multi-storefront blocks like the Hansen Block. As a group, the commercial vernacular buildings make up an important element in the streetscape of this district and help define the historic appearance of downtown Waupaca.

*Architects and Builders*

Part of the architectural significance of this district is that many of the buildings were the work of both local builders and of one of Wisconsin's most notable nineteenth century architects. The architect was William Waters, who was responsible for the designs of four buildings in this district. *William Waters* was born in New York in 1843 and studied architecture at the Polytechnic Institute in Troy, New York. In 1867, Waters came to Oshkosh to begin his architectural practice. Waters became one of the most prolific and noted architects in Wisconsin during the late nineteenth century, designing many large public buildings, including courthouses at Phillips, Wautoma, and at Waupaca (not extant). He also designed many school buildings and commercial buildings. He designed most of the old frame buildings at the Veterans' Home at nearby King, including the Commandant's Residence and a prototype for some of the cottages

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 10 Main Street Historic District  
Waupaca, Waupaca County, WI

---

on the site. He is most noted for designing the Wisconsin State Building at the World's Columbian Exposition in Chicago in 1893.<sup>15</sup>

Perhaps because William Waters had designed extensively for the nearby Veterans' Home, late nineteenth century building owners were familiar with his work, which is why he was used for the designs of four downtown buildings. The first was the Roberts Block, built in 1884. Waters designed the Roberts Block in the emerging Queen Anne style, even including a tower on the original building. When the Roberts 2 Block was completed in 1893, similar details were used so that the new addition blended right in with the older building. The picturesque nature of the Roberts Blocks, different from the Italianate-influenced commercial buildings that dominated downtown at that time, stood out in the city. Even with the extensively remodeled storefronts, the buildings still have an attractive historic appearance on the second story that speaks to Waters' skill at making even simple commercial buildings distinctive.

In 1893, Waters designed the Danes Home (303 N. Main St.), a large building with a strong Romanesque influence in its polychromy and arched openings. Waters used the heavy rusticated limestone arches of the Richardsonian Romanesque style in the Queen Anne Waupaca County National Bank (122 S. Main St.) in the 1896 design of that building. He gave the bank building an unusual raised cornice of waffle pattern brickwork and an abundance of rusticated limestone details that contrasted with the smooth red brick walls.

Waters' last known design in Waupaca was the Irving Lord Block, 2221 N. Main St., built in 1909. This simple commercial vernacular building is not as elaborate as the other designs he completed for this district. The building was small, so there was room for little architectural detail. It is a simple building that suggests the Twentieth Century Commercial style and is one of the architect's less significant commissions in this district.

A number of important local builders were identified in a 1999-completed intensive architectural and historical survey of Waupaca. The work of these builders can be seen in several of the district's buildings. The first known builder identified in Waupaca was Royal Green, who worked in the mid- to late nineteenth century and is all but forgotten today. *Royal Green* came to Waupaca during its pioneer era. He was known to have been the carpenter on many of the oldest buildings of the city, but few have been specifically identified and many have probably been demolished, particularly in the downtown. He was best known as the carpenter for the old Union School and the County Courthouse (both not extant). He retired in 1893 and died in 1905.<sup>16</sup>

---

<sup>15</sup> Cartwright, p. 40-41.

<sup>16</sup> *Ibid.*, p. 41-42.



United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 11 Main Street Historic District  
Waupaca, Waupaca County, WI

---

Royal Green is known to have built two buildings in this district, the two oldest extant buildings. He built both the Stetson Block (200-202 S. Main St.) and the Lea Block (100-102 S. Main St.) in 1870. The Stetson Block was the most important brick building in Waupaca for many years after it was built. It had a hall on the second floor that was a popular public facility. The second story of the Stetson Block is still original and features finely executed round-arched openings. The Lea Block has, unfortunately, been covered with modern materials.<sup>17</sup>

Several carpenters and masons worked in Waupaca during the late nineteenth and early twentieth centuries. One of the most successful was *Hans Knudson*. Knudson was born in Denmark and came to Waupaca in 1881. He began his building career in Waupaca in 1890 and one of his earliest commissions was the Danes Home (303 N. Main St.). He also built the 1912 high school building (not extant) and built schools and other public buildings outside of the city. One of his most important out-of-town jobs was the old brick hospital building at the Veterans' Home at King. Hans Knudson built two buildings in this district. The first is the afore-mentioned Danes Home. The second was the large Fair Store building (112-114 S. Main St.) in 1900.<sup>18</sup>

*Simon Jensen* was another Danish immigrant who came to Waupaca in the 1880s. In 1885, he started a building contractor business and was joined by his sons in later years. In 1915, he retired and he died in 1929. He built many homes in Waupaca and one of his most noted commissions was the old city hall building (not extant). Jensen's known work in this district is a large one, the Waupaca County National Bank, a fine building that illustrates his skill as a builder.<sup>19</sup>

*C. W. Nelson* was a local builder in turn-of-the-twentieth century Waupaca. He eventually became city engineer and street commissioner, but was best known for the large and elaborate Queen Anne house of lumberman A. G. Nelson. The building he worked on in this district was the N. P. Peterson Building, 204 N. Main Street. He worked with mason Conrad Gmeiner in its construction.<sup>20</sup>

*Conrad Gmeiner* was one of the city's most prolific builders and he also operated the Waupaca Brick Yard, building with and promoting the use of bricks in the area. Conrad Gmeiner was born in 1865 and came to Waupaca in 1893. He was a general mason and contractor until 1904, when he took over the Waupaca Brick Yard. He was especially known for promoting the use of

---

<sup>17</sup> *Ibid.*

<sup>18</sup> *Ibid.*, pp. 42-43.

<sup>19</sup> *Ibid.*, p. 42.

<sup>20</sup> *Ibid.*, p. 43.

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

**National Register of Historic Places**  
Continuation Sheet

Section   8   Page   12   Main Street Historic District  
Waupaca, Waupaca County, WI

---

bricks for silos after he became the owner of the brick yard. Gmeiner also manufactured concrete blocks and promoted their use in buildings. He was most successful in the early twentieth century. He died in 1943. He worked with Hans Knudson on the Fair Store building (112-114 S. Main St.) and with C. W. Nelson on the N. P. Peterson Building (204 N. Main St.). He built his own commercial block in the district, the Gmeiner Block at 106 N. Main Street in 1900.<sup>21</sup>

The fact that several local builders are known to have worked on some of the buildings in this district and probably worked on others that are not documented is one of the reasons that there is a cohesiveness in the district. For example, many of the buildings have similar brick corbelled cornices, particularly the commonly seen brick cornice that features inset arches. Many buildings have similar brick label moldings over second story windows and several buildings feature bands of brick corbelling with a sawtooth motif. These features suggest common builders using common style details that help the buildings have a continuity of style and appearance that helps give it a cohesive historic architectural appearance.

*Building Materials: Bricks*

One of the most important reasons for the appearance of this district is the success of the local brick yard. The Waupaca Brick Yard was, at first, typical of local brickmaking in Wisconsin, but for several reasons, it grew into a large operation that lasted well into the twentieth century. This local brick yard had a profound impact on the appearance of buildings in this district, including the type and color of the bricks used in many of its buildings.

The earliest brickmaking in Wisconsin was done in small kilns throughout the state. Because early brickmakers used local clays, the bricks from this era took on a variety of colors. The Milwaukee area is famous for its cream colored brick, but many other areas of Wisconsin also produced cream bricks. In particular, southeastern Wisconsin had significant concentrations of clays that produced cream bricks. In central and western Wisconsin, there were significant concentrations of clays that produced red bricks and communities in these areas of the state have large concentrations of red brick buildings. Eventually, large brickmaking firms took over the business from local kilns, and, due to changing architectural tastes and the lack of profits for local brick yards, local brickmaking declined in the state.<sup>22</sup>

Brick was probably made in Waupaca as early as the 1850s or 1860s, but pioneer brick yards have not been located. In the early 1870s, a small brick yard was operated in the Town of

---

<sup>21</sup> *Ibid.*, p. 41.

<sup>22</sup> Wyatt, pp. 4-10—4-11.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section 8 Page 13 Main Street Historic District  
Waupaca, Waupaca County, WI

---

Waupaca. The Waupaca Brick Yard dates to a brick yard started in 1881 by W. S. Bemis and George Hansen, located east of the city. By 1885, this firm was firing 850,000 bricks per year. In 1888, W. J. Chamberlin took over the brick yard, which had, by then, become known for its red brick. The brick was used primarily in the Waupaca area, but was also shipped elsewhere in the state. Chamberlin owned the yard until 1903, when Conrad Gmeiner, a local builder, acquired it. At a time when many local brick yards were closing, Gmeiner infused new life into the Waupaca Brick Yard.<sup>23</sup>

Gmeiner promoted the use of bricks in buildings and in silos, a new type of agricultural structure becoming essential for dairy farmers in the early twentieth century. As a builder, he was able to promote brick use in his construction projects. The Waupaca Brick Yard employed from 15 to 35 people during the warm season when bricks could be made, and during the Great Depression of the 1930s, the brick yard was one of the few places where people could find steady seasonal work.<sup>24</sup>

One of the reasons for the longevity of the Waupaca Brick Yard was its clay deposits. The yard was located at a point where the Waupaca and Crystal rivers converged. In this area, there were large deposits of clay only a few feet below a layer of sand and gravel. The clay was dug from the pits along the rivers, then taken to the molding machine where the bricks were extruded and placed on drying cars. At first the bricks dried in sheds, then later, drying tunnels were erected and the bricks were heated with waste heat to speed up the drying process. The bricks were fired for five to seven days, then sat in the kilns for several days to cool down. Then the bricks were graded and shipped or stored.<sup>25</sup>

Conrad Gmeiner owned the Waupaca Brick Yard until his death in 1943 and in 1944, the family sold the yard to Elmer Dushek, who continued to make bricks well into the post-World War II era. Many of his bricks were sold for post-war housing projects. Because of the post-war housing boom, the demand for bricks was great and in 1953, Dushek leased the yard to Charley Schultz, who added automatic machinery to operate the brick yard year around. But, the costs of digging deeper in the clay pits and rising labor costs ate up the savings from using the more efficient production methods. In 1963, Schultz gave up his lease and Dushek sold the yard to Edwin Pope. Pope operated the yard for about two years, then leased it to a short-lived company that closed the yard down in the mid-1960s for good.<sup>26</sup>

---

<sup>23</sup> Cartwright, pp. 108-109.

<sup>24</sup> *Ibid.*, p. 109.

<sup>25</sup> *Ibid.*

<sup>26</sup> *Ibid.*

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

**National Register of Historic Places  
Continuation Sheet**

Section   8   Page   14   Main Street Historic District  
Waupaca, Waupaca County, WI

---

The length of operation of the Waupaca Brick Yard and the fact that they dug the clay from the same location throughout much of its history, probably explains the relatively consistent hue of the bricks used in many of the district's buildings. The locally-produced red brick was a soft red color that made an attractive backdrop for architectural details. In particular, the red bricks were a good match for builders who used contrasting stone accents, as can be seen on some of the district's buildings. Of course, not all of the buildings of the district were made from Waupaca brick, but enough used this local building material that it makes an architectural statement in the district and adds considerably to its historic appearance.

*Significance Statement*

The Main Street Historic District is architecturally significant at the local level for several reasons. First, several of its buildings are good examples of popular nineteenth century architectural styles. More importantly, the district, as a whole, has a group of Commercial Vernacular buildings that have a continuity of style, scale, building materials, methods of construction, and a good level of preservation, that makes for a cohesive historic streetscape with few intrusions. Second, the district contains buildings that are the work of several local builders who made important contributions to building construction in Waupaca. And, the district contains four buildings designed by one of Wisconsin's master architects, William Waters. Three of Waters' buildings were the most significant built in the district during the nineteenth century. In addition, the district contains many buildings constructed from an important local building material, Waupaca brick. The many years of production in this brick yard meant that local bricks were available for downtown buildings through the late nineteenth century and the early twentieth century. The use of local bricks add beauty and visual cohesiveness of the district

**AREA OF SIGNIFICANCE: COMMERCE**

The Main Street Historic District is historically significant at the local level because it has been the center of commercial activity in Waupaca from the later nineteenth century through the period of significance. It makes up the historic core of Waupaca's downtown commercial district that drew not only a local clientele, but customers from the entire region. Within this district's boundaries the most significant growth and development of financial services and retailing occurred. These activities, particularly in the area of retailing, were the center of the city's commercial economy and this commercial economy was an important component in the city's entire economic base throughout the period of significance.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 15 Main Street Historic District  
Waupaca, Waupaca County, WI

---

*Financial Services*

Local financial institutions were important in the development of Waupaca. Their capacity to supply capital to area businesses and residents provided an important impetus to the city's growth and development. Historically, banks were located in the heart of downtown Waupaca, and even today, the main banks of the city are still located close to Main Street. In the Main Street Historic District, two of the city's most important banks had their beginnings and remained for decades.

The earliest banks in Wisconsin were usually private banks, operated by a single individual or a group of individuals without a charter from the national or state government. These banks had a wide range of successes and failures, often depending on the person who put up the capital or managed the assets. The earliest bank in Waupaca was this type of an institution. Established by Henry C. Mead in 1862, the Exchange and Savings Bank handled a general banking business, including a savings department. Mead's bank was located in a small frame building like most of the businesses in Waupaca at that time. Mead's bank was successful, mainly due to his hard work and attention to detail, but in 1882, Mead was murdered and the bank closed. The Mead Bank is better known for its murder mystery over the years, but it was a successful private bank in an era before regulated banks came to Waupaca.<sup>27</sup>

Two other private banks operated in Waupaca during the later nineteenth century, but neither were as successful as Mead's bank. The first nationally chartered bank also had its beginnings in a private bank started by R. N. Roberts in 1884. Roberts' City Bank of Waupaca was located in his new Roberts Block (204-210 S. Main St.). In 1890, Roberts got his bank a national charter and changed its name to the National Bank of Waupaca. In 1906, the name was changed again to the Old National Bank.<sup>28</sup>

In 1890, a group of businessmen in Waupaca formed another nationally-chartered bank, the Waupaca County National Bank. This bank constructed an impressive new building designed by William Waters at 122 S. Main St. The three-story building housed the bank on the first floor, offices on the second floor, and the Knights of Pythias' "Castle Hall" on the third floor. It was soon the most prestigious address in downtown Waupaca. In 1906, this bank also changed its name to the First National Bank of Waupaca.<sup>29</sup>

---

<sup>27</sup> *Ibid.*, p. 49.

<sup>28</sup> *Ibid.*, p. 50.

<sup>29</sup> *Ibid.*

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

**National Register of Historic Places**  
Continuation Sheet

Section   8   Page  16  Main Street Historic District  
Waupaca, Waupaca County, WI

---

By 1910, the First National Bank was failing and was taken over by the Old National Bank, and the merged bank remained in the First National bank building at 122 S. Main Street. The Old National Bank was in financial trouble by the 1930s, and when President Roosevelt declared a "bank holiday" in March of 1933 to see which banks were financially sound, the Old National Bank was deemed insolvent and failed to reopen. Within the next year, local businessmen had reorganized the Old National Bank and in March of 1934, the federal government allowed the new First National Bank to reopen in the old bank building at 122 S. Main Street. This bank remained solvent and operated out of the bank building on Main Street until 1973, when a new building was constructed just east of Main Street. The First National Bank is still operating in Waupaca today.<sup>30</sup>

When the national banks merged in 1910, there was room in Waupaca for another bank. In 1911, local businessmen organized the Farmers State Bank and established it in the north half of the old Lea Block (100-102 S. Main St.). This bank was also a success and remained at this location until 1966. In the early 1960s, the bank had purchased some old buildings along West Fulton Street near Main Street, demolishing them for future expansion. In 1966, their new bank building was completed. In 1999, this building was completely remodeled and is the modern location of the Farmers State Bank.<sup>31</sup>

The Main Street Historic District is historically significant, in part, because it was the center of the growth and development of modern banking and financial services in Waupaca during the period of significance. The modern banks in the community developed in downtown Waupaca, and they remain in operation today near the historic downtown. Unfortunately, the Lea Block has a mid-twentieth century appearance, but its historic use for the Farmers State Bank adds to the history of banking in the district. The old Waupaca National Bank building, later the home of the modern First National Bank, still has its historic appearance and is one of the most historically significant buildings in the district.

*Retailing*

Trading in goods and services began in Wisconsin communities almost from the beginning of their settlement, some businesses starting out in primitive log cabins. Often, pioneer businesses incorporated a general store, inn, and post office all under one roof. As communities developed in the late nineteenth century, even the smallest towns had a variety of retail stores, usually located in downtown commercial business districts. Retailers in larger cities, such as Milwaukee, developed larger stores that had a larger selection of goods. The popularity of

---

<sup>30</sup> *Ibid.*, p. 51.

<sup>31</sup> *Ibid.*, p. 52.

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

**National Register of Historic Places**  
Continuation Sheet

Section   8   Page   17   Main Street Historic District  
Waupaca, Waupaca County, WI

---

retailing increased during the late nineteenth century, and while pioneer general stores persisted during this time, they gradually died out in favor of large department stores and small specialty shops. The common thread winding through the history of retailing in Wisconsin is the high turnover of businesses, short-term retailers being the rule and not the exception.<sup>32</sup>

The history of retailing in Waupaca is centered in the Main Street Historic District. The most important buildings related to general stores, department stores, hardware stores, drug stores, and other significant retailers are located in this district. These retail stores were the anchors in the city's downtown throughout the period of significance and their buildings are extant representatives of this important historic commercial activity.

Wilson Holt opened the first general store in Waupaca in 1851, right after the first settlers began forming the community. Other early stores were James A. Chesley's drug store, opened in 1853; P. A. Chesley's hardware store, opened in 1855, R. R. Roberts' general store, opened in 1856, and J. B. Simcock's hardware store, opened in 1856. During the late 1850s and 1860s, more stores located in Waupaca's downtown, primarily in small, frame buildings. During the 1870s and 1880s, as Waupaca's downtown commercial district matured, these small, frame buildings gave way to "fire-proof" buildings of brick construction. And, the type of stores began to change from general stores and small shops to specialty and large department and dry goods stores. By the early twentieth century, a large downtown commercial district had developed in Waupaca with a large and varied mix of retail stores.<sup>33</sup>

The following discussion will include brief histories of important retail businesses that were important in the growth and development of Waupaca's downtown commercial district and that were located in extant buildings in this district. One of the early general stores listed above is related to an extant downtown building, the Roberts Blocks (204-210, 212 S. Main St.). R. R. Roberts established his general store in 1856 in a frame building. Roberts carried a wide variety of goods and in 1881, his son, R. N. Roberts had taken over the business that at the time had four employees. R. N. Roberts went on to become one of the wealthiest and most successful businessmen in the city. In 1884, Roberts had the old general store demolished in favor of the new Roberts Blocks. Although Roberts never operated a general store in the new building, his success was based on a foundation of retailing in downtown Waupaca.<sup>34</sup>

---

<sup>32</sup> Richard N. Current, *The History of Wisconsin, Vol. II: The Civil War Era, 1848-1873*, Madison: State Historical Society of Wisconsin, 1976, pp. 107-108; Robert C. Nesbit, *The History of Wisconsin, Vol. III: Urbanization and Industrialization, 1873-1893*, Madison: State Historical Society of Wisconsin, 1985, pp. 211-213.

<sup>33</sup> Cartwright, pp. 57-58.

<sup>34</sup> *Ibid.*, p. 58.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 18 Main Street Historic District  
Waupaca, Waupaca County, WI

In 1865, Hacon Nordvi began another long-time general store in downtown Waupaca. Nordvi operated this store until his death in 1894. His son, George Nordvi, who joined the business in 1885, continued to operate the store until 1900. Between 1883 and 1900, Nordvi's general store was located in the Pinkerton Block (109 N. Main St.). In 1900, George Nordvi joined with a group of merchants to establish the Union Store, where each merchant would have a separate business, but in the same building. The Union Store was the first attempt to create a large department store in the city.<sup>35</sup>

Another early general store was operated by Henry and Austin Stetson, who came to Waupaca in 1863. They started their business in a frame building, then built the Stetson Block (200-202 S. Main St.) in 1870. It was one of the earliest brick blocks of the city and had a hall on the second floor. One of the special features of the Stetson store was Mrs. Henry Stetson's expansive millinery and dressmaking department. In 1889, the dressmaking department alone employed over a dozen women. When Henry Stetson died in 1893, though, the store was sold to C. J. Vosburg, who operated it until 1903.<sup>36</sup>

In 1865, Richard Lea founded another general store in Waupaca. He first located in a small wooden building, but in 1870, he had a brick block built for his business at 100-102 S. Main Street. Lea operated his large general store until 1883. His son, Hugo, operated the general store, along with a clothing store, until 1906. In 1911, half of the building became the location of the new Farmer's State Bank.<sup>37</sup>

At the turn of the twentieth century, general stores finally gave way to department stores in Waupaca and three department stores located in the Main Street Historic District helped Waupaca become a leading commercial center in the area for decades. The three locally-owned department stores prospered in spite of competition from chain department stores that were hurting locally-owned stores in other communities. Waupaca's locally-owned department stores, perhaps more than any other retailers in the city's downtown, were instrumental in the growth and development of the city's twentieth century commercial economy.

One of these department stores was the Fair Store. Nathan Cohen established the Fair Store in 1897 in a building on East Union Street. It was a small department store at that time. In 1899, several downtown retailers combined their stores in two buildings along Main Street to form the Union Store. George Nordvi handled dry goods, I. Ovrom had clothing, H. W. Williams moved his hardware store there, George James had furniture, and Peter Holst handled groceries.

---

<sup>35</sup> *Ibid.*

<sup>36</sup> *Ibid.*, pp. 58-59.

<sup>37</sup> *Ibid.*, p. 59.



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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 19 Main Street Historic District  
Waupaca, Waupaca County, WI

Although under one roof for convenience, the individual businessmen still continued to operate independently. This unusual business experiment was housed in the buildings that would become the Fair Store (112-114 and 116 S. Main St.).<sup>38</sup>

The Union Store experiment lasted until 1904, when Nathan Cohen agreed to lease the Union Store buildings and purchase most of the merchants' stock. The new Fair Store filled the basement and both floors of the old Union Store buildings, becoming the largest department store in the area. Under Nathan Cohen's management, the Fair Store was a highly successful business for 35 years. After Nathan Cohen retired, the Fair Store continued to operate, but in 1939, the store closed. Ironically, the new tenant of the Fair Store buildings was the chain discount store, Schultz Brothers, and the chain grocery store, Kroger.<sup>39</sup>

The Fair Store's chief competition during the early twentieth century was Cristy's Department Store. It was located in the old Stetson Block (200-202 S. Main St.). J. E. Cristy came from Illinois to operate his department store when his oldest son, Carroll, married the daughter of C. J. Vosburg, who had a general store in the Stetson Block until 1900. Cristy had attended Valparaiso University and had worked in his father's general store, eventually owning it. His experience and education was what probably helped make Cristy's department store a success. In 1912, Cristy added on to the Stetson Block and had merchandise on both floors and in the basement of the building. When J. E. Cristy died in 1927, his son, Carroll, continued to operate Cristy's and after Carroll's death, Mrs. Frances Cristy ran the business. But, like the Fair Store, in the late 1930s, the store declined and Mrs. Cristy leased half of her building to the chain store, Gambles, in 1937. In 1942, Gambles took over the entire building. In 1981, Roger and Gloria Coenen leased the building for a True Value Hardware Store that is still operating today.<sup>40</sup>

The last big department store in the district was Atkinson's Federated Store. In 1937, Meynard and Laurene Atkinson opened a new department store in two storefronts of the M. E. and Ole Hansen Block (117-119 N. Main St.). The Atkinsons remodeled the storefront and combined the interior space. After Meynard Atkinson died in 1952, his brother, Loid, took over the business in Waupaca and another Atkinson's store in Portage. The Atkinson's Federated Store operated until 1972. For six years, Charles Gamm operated the "His and Hers" store in the Atkinson's storefronts, but it closed in 1978.<sup>41</sup>

---

<sup>38</sup> *Ibid.*, p. 60.

<sup>39</sup> *Ibid.*

<sup>40</sup> *Ibid.*, pp. 60-61.

<sup>41</sup> *Ibid.*, p. 61.

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

**National Register of Historic Places**  
Continuation Sheet

Section   8   Page   20   Main Street Historic District  
Waupaca, Waupaca County, WI

The Stetson Block, the Fair Store and Rice-Hebblewhite Building, and the M. E. and Ole Hansen Block are important historic locations of department stores in Waupaca. These stores drew people downtown with their wide variety of goods and services. As such, they anchored the Main Street Historic District throughout much of its period of significance. Chain stores eventually replaced the locally-owned department stores in Waupaca, but during their heyday, the department stores were large and historically significant businesses that helped the city attract customers from all over the Waupaca County area.

Because Waupaca had a regional trade, the downtown and this district had several hardware stores and several drug stores. These businesses provided essential goods and services as adjuncts to the department stores. Many of these businesses dated back to the pioneer era of the city and several buildings in the district represent the growth and development of these important retailers of Waupaca.

One of the two long-time hardware stores located in this district began when H. W. Williams established his hardware store in Waupaca in 1878. By 1889, he was located in the old Scott Building, which was replaced by the Fair Store in 1900. In fact, Williams was one of the founders of the Union Store, which was located in the building that would later be known as the Fair Store (112-114 S. Main St.). When Nathan Cohen took over the Union Store for the Fair Store, Williams sold his business to R. L. and Gale Pope, who moved the hardware store to 110 S. Main St. (Parish-Roberts Block). Fred Parish (of the Parish-Roberts Block) acquired the business from the Popes shortly after the move and operated it until 1915. He then sold to Chris Christenson and Theodore Nelson, who sold the business to Teisberg and Peterson in 1928. Teisberg and Peterson renamed the store the Leader Hardware Store. In 1943, Tiesberg began operating the store alone, which he did until 1958.<sup>42</sup>

The second important hardware store in Waupaca was the Pioneer Hardware Store, which also dated back to the early settlement era. In 1858, J. B. Simcock established a hardware store on Main Street and in 1867, he was operating the store with his three brothers and William A. West, a new partner. The business was then known as Simcock and West. In 1887, E. C. Williams became a partner with Simcock and in 1888, Williams became the sole owner of the store. Williams named the store the Pioneer Hardware Store and its location was in a frame building at 104 N. Main Street, which burned in 1896. The building, owned by Matt Jensen, was rebuilt in 1898. The hardware store stayed in this new building until sometime between 1901 and 1909, when it moved to the old Beadleston Block (103 N. Main St.). It remained there until 1935. Old

---

<sup>42</sup> *Ibid.*, pp. 62-63.

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

**National Register of Historic Places  
Continuation Sheet**

Section 8 Page 21 Main Street Historic District  
Waupaca, Waupaca County, WI

---

photos of the Beadleston Block show the name of the Pioneer Hardware Store displayed prominently on the building.<sup>43</sup>

Waupaca's downtown commercial district had a lively drug store trade, with businesses going back to the pioneer era of the city. In fact, one pioneer drug store operated, under several different names, until 1967. This store began when pioneer J. A. Chesley opened a drug store in a frame building on Main Street in 1853. In 1870, J. H. Woodnorth opened a drug store in Waupaca, but in 1875, he took over the old Chesley store. Around 1878, Woodnorth moved his drug store into the new building next to the Lea Block (104 S. Main St.). In 1886, F. R. Whipple joined the business, which was now known as Woodnorth and Whipple.<sup>44</sup>

In 1896, William J. Hocking, along with his brother, J. F. Hocking, took over the Woodnorth and Whipple store and renamed it Hocking Brothers Drug Store. They remained at 104 S. Main Street until 1906, when they moved next door into the south half of the Lea Block (100-102 S. Main St.). In 1912, William Hocking died and A. J. Murphy took over the drug store. Murphy, and several different partners, operated the drug store until 1929, when Helen Stedman took over the business. Stedman was one of the few businesswomen who operated her own store in downtown Waupaca during the historic period. She was a graduate of the University of Wisconsin Pharmacy School and had a popular drug store business until she retired in 1945. After Stedman, Harold D. Olson took over the business, then sold it to Sam and Minnie Winch, who operated it until 1967.<sup>45</sup>

Another long-time drug store in this district was in business between 1866 and the mid-1920s. In 1866, Rant Bailey's father established a drug store in Waupaca and in 1871, Bailey took over the business. In 1877, the drug store moved into the new Masonic Block (105 S. Main Street). In 1884, Bailey sold the business to C. A. Spencer. Spencer was not a pharmacist, but a successful businessman, who created a reputation for himself in the trade of the chemical commonly used to kill the potato beetle, the chief pest of potato farmers in the area. Called "Paris Green," this arsenic compound was banned in the twentieth century because of its toxicity, but during the late nineteenth and early twentieth centuries, Spencer prided himself for selling the most "Paris Green" per season. Spencer's drug store remained at this location until the 1920s. The building remained the location of a drug store, and one still exists there today.<sup>46</sup>

---

<sup>43</sup> *Ibid.*, p. 63.

<sup>44</sup> *Ibid.*, p. 64.

<sup>45</sup> *Ibid.*

<sup>46</sup> *Ibid.*, p. 65.

United States Department of the Interior  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 22 Main Street Historic District  
Waupaca, Waupaca County, WI

---

Another essential item that brought people to downtowns during the historic period was furniture, and an essential service that usually came with local furniture stores was undertaking. In the nineteenth and early twentieth century, it was common that undertakers also operated furniture stores. Modern funeral parlors did not exist, since funerals were held in one's home at that time. One of the most important of these businesses in Waupaca was A. J. Holly's Furniture Store. Holly's furniture store eventually developed the city's first funeral home and became the leader in funeral services during the twentieth century.

A. J. Holly came to Waupaca in 1865, and in 1873, he opened a furniture store and undertaking business. Holly's furniture store was the most fashionable in the city and he was an expert at embalming and other undertaking needs. In 1889, Holly's store moved into the new IOOF Block 1 at 100 N. Main Street and by 1898, the business had taken over the entire building. By that time, Holly's sons, Orin and Roy, had also joined the business. In 1926, A. J. Holly and Sons announced they were selling out their furniture stock and were remodeling their building. They would lease the front to a grocery store and use the rear of the building for a funeral parlor. It was during this period that progressive undertakers were establishing separate funeral parlors and moving funerals out of the home. The Hollys were in the forefront of this movement. In 1928, the Hollys purchased the old James Chesley house on the corner of South Main Street and Lake Street and converted this house into a funeral home. The Holly Funeral home has been an institution in Waupaca since that time and, recently, they built a modern funeral home on the site of the old Chesley house.<sup>47</sup>

The long-time banks, department stores, and retail stores described above were only a few of the many businesses that located in Waupaca's Main Street Historic District during the period of significance. But, they were the most important. Historic retailing was noted for its high turnover. Stores came and went frequently, and only the best and most tenacious retailers and financial institutions stayed in business for more than a few years. The duration of a business is one way to assess its historic significance, because long-time retailers made the greatest contribution to the city's commercial economy. And the banks and stores listed above also add historical significance because of the type of businesses they were. Businesses that offered essential goods and services, and were the most durable, made the most important contributions to the city's economy.

*Significance Statement*

The Main Street Historic District is locally significant under Criterion A because it was the center of the Waupaca's commercial activities throughout the city's history. Commerce began in

---

<sup>47</sup> *Ibid.*, pp. 65-66.

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

**National Register of Historic Places**  
Continuation Sheet

Section 8 Page 23 Main Street Historic District  
Waupaca, Waupaca County, WI

---

the district as soon as the earliest settlers came to Waupaca. Commerce, especially retailing, remained the most important activity in the district as it grew and developed from an area of small frame buildings to a streetscape of historic brick blocks. The most important commercial businesses in the city's history were located in this district, including the two most significant banks, the three most important department stores, and some of the most long-lasting retailers who offered essential goods and services to the community and the area. The Main Street Historic District is still a center of commerce in the city and, even though the commercial activities may be different, they still provide an important component in the city's economy.

**ARCHEOLOGICAL STATEMENT**

Historic sources indicate that the Waupaca area, and especially the area around the Chain O' Lakes was the site of considerable pre-historic Native American activities. Downtown Waupaca was also the site of much of the city's earliest development. An archeological investigation was beyond the scope of this nomination, although it is likely that either pre-historic or historic resources from the above-mentioned activities may still be extant within the boundaries of this district.

**PRESERVATION ACTIVITIES**

This nomination was prepared for the Waupaca Historic Preservation Commission with the support of the City of Waupaca. The Historic Preservation Commission is active in the preservation of Waupaca's historic resources and has engaged in many activities that help to promote and protect those resources. Two years ago, the Commission oversaw the intensive architectural and historical survey of the entire city that resulted in a comprehensive report that was used heavily as a resource for this nomination. This district nomination is part of a large project of several nominations that are designed to list most of Waupaca's important historic resources in the National Register of Historic Places. In listing this district, the City of Waupaca also hopes to help the local Main Street program in its efforts to help revitalize and restore the downtown business district. The National Register listing will provide the opportunity for downtown building owners to more easily obtain tax credits and/or other incentives to restore and renovate their properties as part of the on-going efforts to maintain a successful and viable downtown business district.

Main Street Historic District  
Name of Property

Waupaca  
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 4.5 acres

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

1	<u>16</u>	<u>333780</u>	<u>4914000</u>	3	<u>16</u>	<u>333840</u>	<u>4913570</u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u>16</u>	<u>333910</u>	<u>4913740</u>	4	<u>16</u>	<u>333800</u>	<u>4913570</u>
	Zone	Easting	Northing		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	Carol Lohry Cartwright	date	8/30/01
organization	prepared for the City of Waupaca	telephone	262-473-6820
street & number	W7646 Hackett Rd.	zip code	53190
city or town	Whitewater	state	WI

United States Department of the Interior  
National Park Service

**National Register of Historic Places**  
**Continuation Sheet**

Section   9   Page   1   Main Street Historic District  
Waupaca, Waupaca County, WI

---

**MAJOR BIBLIOGRAPHIC REFERENCES**

Cartwright, Carol Lohry. *City of Waupaca, Wisconsin Intensive Survey Report Architectural and Historical Survey*. Waupaca: Waupaca Historic Preservation Commission, 1999.

Current, Richard N. *The History of Wisconsin, Vol. II: The Civil War Era, 1848-1873*. Madison: State Historical Society of Wisconsin, 1976.

Guyant, Wayne A. "When Then Was Now," *Waupaca Post*. Article on Cohen Block on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

Guyant, Wayne A. "When Then Was Now," *Waupaca Post*, 8 August 1991, 16 January 1992, 9 April 1992, 28 January 1993. Articles on file in the collections of the Hutchinson House Museum, Waupaca, Wisconsin.

National Register of Historic Places Nomination for the Danes Home. On file in the Historic Preservation Division of the Wisconsin Historical Society, Madison, Wisconsin.

Nesbit, Robert C. *The History of Wisconsin, Vol. III: Urbanization and Industrialization, 1873-1893*. Madison: State Historical Society of Wisconsin, 1985.

"The New Odd Fellows Block," *Waupaca Post*, 5 September 1889, p. 4.

Sanborn-Perris Fire Insurance Maps for the City of Waupaca. On file in the Archives of the Wisconsin Historical Society, Madison, Wisconsin.

Tax Rolls for the City of Waupaca. On file in the Area Research Center of the Library at the University of Wisconsin-Oshkosh, Oshkosh, Wisconsin.

*Waupaca Centennial Book, 1857-1957*. Berlin, WI: Berry Printing Co., 1957.

Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin, Vol. II*. Madison: State Historical Society of Wisconsin, 1986, Architecture.

*Waupaca Post*:

21 September 1878, p. 4.

21 July 1881, p. 3.

5 October 1882, p. 2.

United States Department of the Interior  
National Park Service

**National Register of Historic Places**  
Continuation Sheet

Section   9   Page   2   Main Street Historic District  
Waupaca, Waupaca County, WI

---

21 July 1881, p. 3.

5 October 1882, p. 2.

*Waupaca Post (continued):*

10 May 1883, p. 3.

20 March 1884, p. 5.

5 June 1884, p. 3.

28 August 1884, p. 3.

7 May 1885, p. 5.

14 January 1892, p. 3.

13 April 1893, p. 4.

20 April 1893, p. 4.

4 May 1893, p. 4.

7 September 1893, p. 4.

4 June 1896, p. 5.

3 September 1896, p. 5.

22 June 1899, p. 5.

27 July 1899, p. 5.

3 May 1900, p. 5.

20 June 1901, p. 5.

25 August 1904, p. 3.

29 June 1905, p. 1.

7 October 1909, p. 1.

6 March 1913, p. 3.



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

**National Register of Historic Places  
Continuation Sheet**

Section   10   Page   1   Main Street Historic District  
Waupaca, Waupaca County, WI

---

**GEOGRAPHICAL DATA**

**District Boundary**

The boundaries of this district are as follows: Beginning at the intersection of the west curb line of South Main Street and the north curb line of East Fulton Street, then east along the north curb line of East Fulton Street to the east lot line of 123 E. Fulton Street, then north along this line to the north lot lines of 109-111 E. Fulton Street, then west along these lines to the east lot lines of 106-206 N. Main Street, then generally north along these lines to the north lot line of 206 N. Main Street, then west along this line to the west curb line of North Main Street, then north along this line to the north lot lines of 303 N. Main Street and 106-112 Granite Street, then west along these lines to the west lot line of 112 Granite Street, then south along this line to the north curb line of Granite Street, then east along this line to the west lot lines of 103-121 N. Main Street, 100-122 S. Main Street, 104-106 W. Fulton Street and 107 W. Fulton Street, then south along these lines to the south curb line of W. Union Street, then west along this line to the west lot line of 111-117 W. Union Street, then south along this line to the south lot line of 111-117 W. Union Street, then east along this line to the west lot lines of 212-218 S. Main Street, then south along these lines to the south lot line of 218 S. Main Street, then east along this line to the west curb line of South Main Street, then north along this line to the point of beginning.

**Boundary Justification**

The boundaries of this district were drawn to include the cohesive historic streetscape along North and South Main Street, with extensions into Granite, Fulton, and Union Streets that make up the historic core of Waupaca's downtown commercial district. The boundaries were drawn to exclude the mixed commercial areas to the east and west of the district and the heavily remodeled and reconstructed commercial area south of East Union Street. The modern city hall and library building on courthouse square was also not included. To the north of the district, the boundary was drawn because Main Street ends at the large hill and rock outcropping located there, and to the south, the district runs into the beginning of a large residential neighborhood after a few modern and remodeled commercial buildings. The district was extended into the side streets to continue the cohesive historic streetscape of the downtown.

Main Street Historic District

Waupaca

Wisconsin

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**

**organization**

**date**

**street&number**

**telephone**

**city or town**

**state**

**zip code**

**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

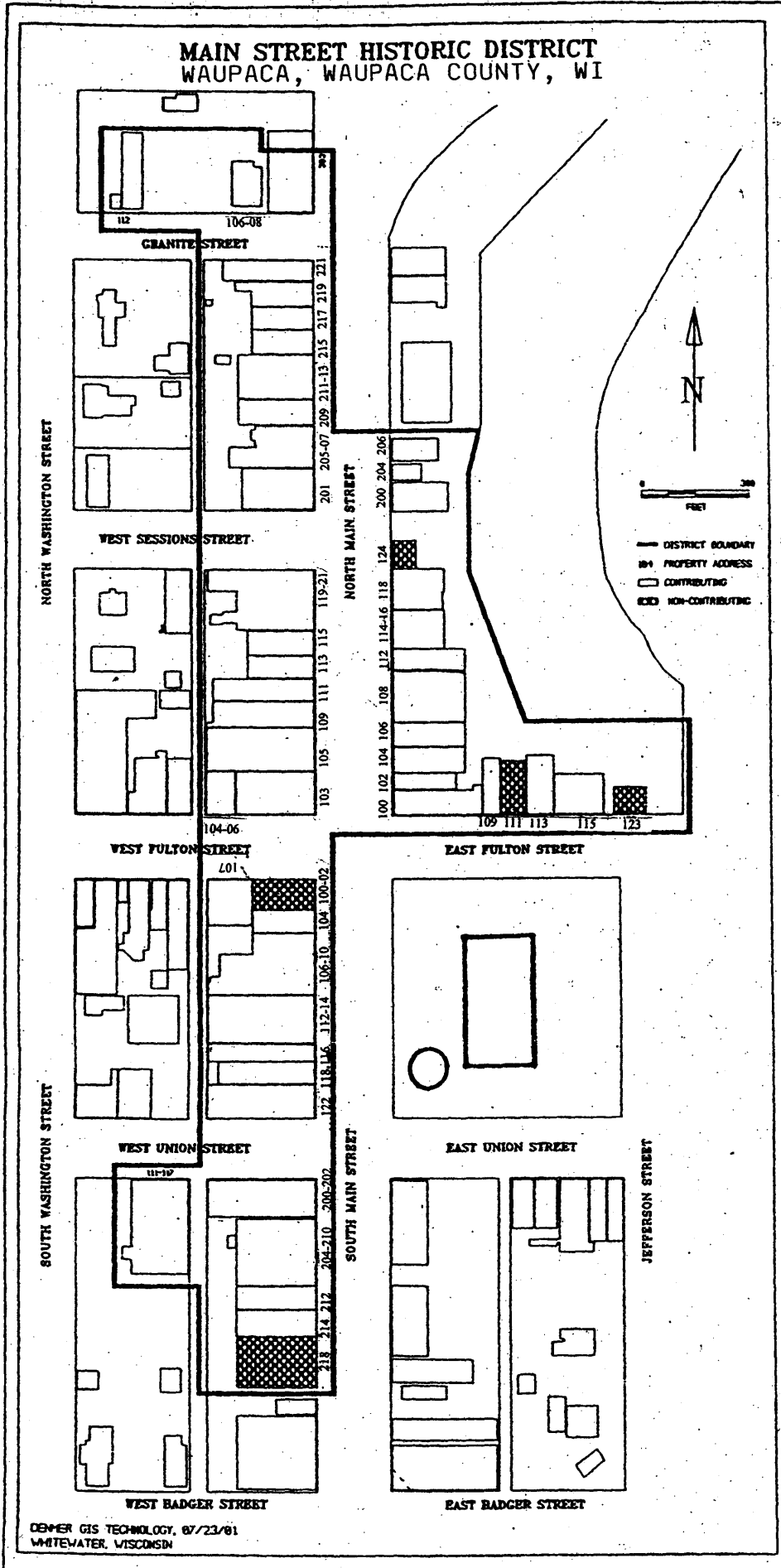
Section Photos Page 1 Main Street Historic District  
Waupaca, Waupaca County, WI

---

**MAIN STREET HISTORIC DISTRICT**, Waupaca, Waupaca County, WI. Photos by C. Cartwright, June, 2001. Negatives on file in the Historic Preservation Division of the Wisconsin Historical Society, Madison, Wisconsin.

- 1 of 10: 202-214 S. Main St., view from the southeast.
- 2 of 10: 122 S. Main St., view from the southeast.
- 3 of 10: 100-122 S. Main St., view from the southeast.
- 4 of 10: 109-115 E. Fulton St., view from the southwest.
- 5 of 10: 103 N. Main St. and 104-106 W. Fulton St., view from the southeast.
- 6 of 10: 103-121 N. Main St., view from the southeast.
- 7 of 10: 201-221 N. Main St., view from the southeast.
- 8 of 10: 303 N. Main St., view from the southeast.
- 9 of 10: 200-206 N. Main St., view from the northwest.
- 10 of 10: 100-124 N. Main St., view from the northwest.

# MAIN STREET HISTORIC DISTRICT WAUPACA, WAUPACA COUNTY, WI

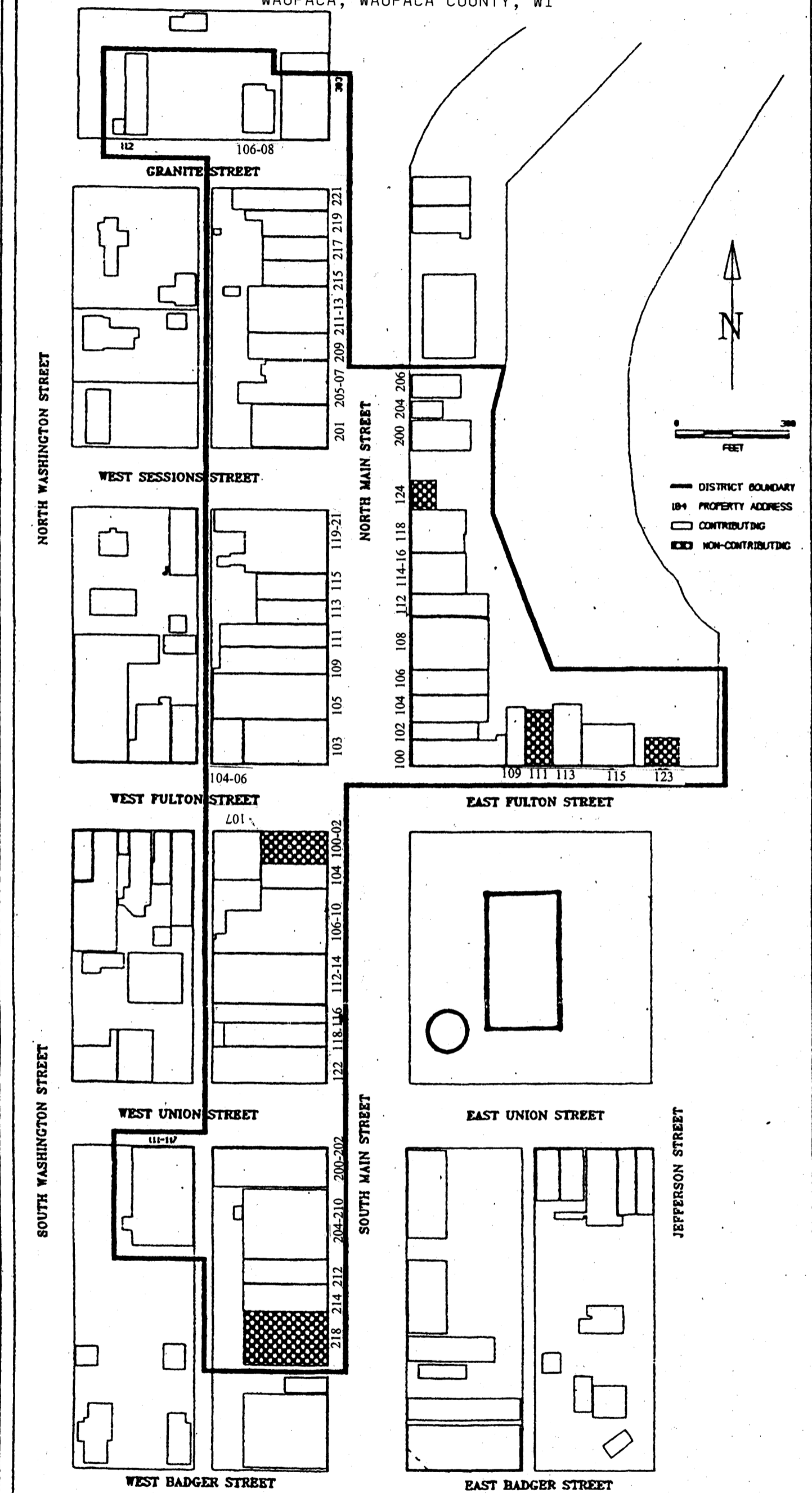


DENVER GIS TECHNOLOGY, 07/23/01  
WHITEWATER, WISCONSIN

*not to scale*

# MAIN STREET HISTORIC DISTRICT

WAUPACA, WAUPACA COUNTY, WI



DENVER GIS TECHNOLOGY, 07/23/01  
WHITEWATER, WISCONSIN