


<b>1</b> City, Village or Town: Milwaukee ✓	County: Milwaukee ✓	Surveyor: Resource Design Group	Date: 11/27/82	Street West Vine Number 325 Town Range Section Map Name Historic Brewers' Hill 1982 Map Code 34-21	
Street Address: 325 W. Vine St. ✓		Legal Description: SUB OF LOTS 1 + 4 BLOCK 42 and LOTS 2 + 3 B BK 43 SHERMANS ADDN IN NE 1/4 SEC 20-7-22 BLOCK 43 LOT 3 + N 25' OF E 25' LOT 6 BLK 43	Acreage: 1.25's 2.44 Y2, N. 12		
Current Name & Use: Commercial Building		Current Owner: NED GOYER & WIFE MITTELSTADT			
Film Roll No. MI 34	 Prints	Current Owner's Address: 325 W. VINE ST. MILW 53212			
Negative No. 21		Special Features Not Visible In Photographs: UTM Reference: 16/425490/4766960			
Facade Orient. North		Interior visited? <input type="radio"/> Yes <input checked="" type="radio"/> No			
<b>2</b> Original Name & Use: Frederick Ketter Warehouse (1936-1945; Walter Geiger Horseradish Factory)	Source B	Previous Owners	Dates	Uses	Source
Dates of Construction / Alteration 1895, Period of Significance c.1891	Source A				
Architect and/or Builder:	Source				
<b>3</b> Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input checked="" type="radio"/> Represents a type, period, or method of construction <input type="radio"/> Is a visual landmark in the area <input type="radio"/> Other: _____ <input type="radio"/> None		<b>4</b> Historical Significance <input type="radio"/> Assoc. with lives of significant persons <input type="radio"/> Assoc. with significant historical events <input type="radio"/> Assoc. with development of a locality <input type="radio"/> Other: _____ <input checked="" type="radio"/> None			
Architectural Statement: see attached statement		Historical Statement: see attached statement			
<b>5</b> Sources of Information (Reference to Above) <b>A</b> Tax Program <b>B</b> Built in Milwaukee p. 149 <b>C</b> CITY DIRECTORY, 1868-69 <b>D</b> <b>E</b> <b>F</b>		<b>6</b> Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> NAER <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP <input type="radio"/> landmark <input type="radio"/> other: _____			
<b>7</b> Condition <input type="radio"/> excellent <input type="radio"/> good <input checked="" type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins		<b>8</b> District: _____ <input type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing initials: _____ date: _____			
<b>9</b> Opinion of National Register Eligibility <input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown <input type="radio"/> national <input type="radio"/> state <input checked="" type="radio"/> local initials: <u>RDS</u>					

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Frederick Ketter Warehouse/  
WALTER GEIGER HORSERADISH FACTORY (325 West Vine Street)

#### ARCHITECTURAL STATEMENT:

Description: The Geiger building is a two-story brick masonry warehouse building with both Romanesque and German Renaissance features. It is a long, narrow building with the gable end facing Vine Street. The gable end wall extends above the roof to form a stepped parapet. The building is built on a coursed limestone base with a heavy stone watertable, above which is brick masonry. The front elevation is divided vertically into three bays which are created by pilasters running the full height of the building and trimmed by heavy capstones. The center bay has a large first floor opening with double doors. It has a low segmental arch over it; however, most of the load is taken by a taller round arch above it. Windows above this are paired on the second floor and in the attic, which is also a round arch opening. The narrow bays on each side are each a single opening wide, that on the left ground floor being a door. These bays in the gable end have recessed panels and stepped parapet, imparting the Flemish character the building displays. Window openings on the sides are tall, segmental arch openings. (MI 34-21).

Significance: This structure, locally known as the Geiger Horseradish Factory, is architecturally significant as an important example of the Romanesque Revival as manifest in a small commercial building. What further distinguishes its architectural significance is the stepped parapet gable which imparts a German Renaissance flavor unique to Milwaukee's development and heritage. The structure exhibits excellent integrity with the remodeling of the south window into a door as the only major change to the exterior. The interior has retained its original plan and finish which is non-descript load-bearing walls and timber support members.

#### HISTORICAL STATEMENT:

This structure was built probably as a grocery warehouse c.1891 for Frederick Ketter. As evidenced by the Sanborn Fire Insurance Maps, it was used as this until about 1926. In the 1920's and 1930's there were a succession of uses which included a junk shop, ornamental plaster studio, flax seed warehouse and store equipment company. Walter Geiger purchased the property in 1926 when it was still a grocery warehouse and leased it to the above successive businesses. From 1936 to 1945, Geiger operated his horseradish and honey bottling plant here. The building has long been associated with Geiger and a plaque emblazoned with "Walter Geiger Horseradish Factory" remains above the center entrance. Geiger sold the property in 1947 and it has been in continuous use with light manufacturing.