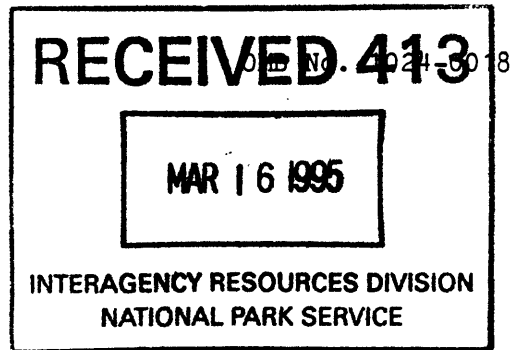


NPS Form 10-900
(Rev. 8/86)
Wisconsin Word Processor Format (1331D)
(Approved 3/87)

United State Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
REGISTRATION FORM



This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register form (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only archival paper (20 pound, acid free paper with a 2% alkaline reserve).

1. Name of Property Main Street Historic District

historic name N/A

other names/site number _____

2. Location

street & number various, see inventory N/A not for publication

city, town Mayville N/A vicinity

state Wisconsin code WI county Dodge code 027 zip code 53050

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)		
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>40</u>	<u>9</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<u> </u> sites
<input checked="" type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<u> </u> structures
	<input type="checkbox"/> object	<u>1</u>	<u> </u> objects
		<u>41</u>	<u>9</u> Total

Name of related multiple property listing:
N/A

No. of contributing resources previously listed in the National Register 1

4. State/Federal Agency Certification

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

[Signature]
Signature of certifying official
State Historic Preservation Officer-WI
State or Federal agency and bureau

3/16/95
Date

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

Signature of commenting or other official Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.
___ See continuation sheet

Edson H. Beall

4.14.95

___ determined eligible for the National Register. ___ See continuation sheet

___ determined not eligible for the National Register.

___ removed from the National Register.

___ other, (explain): _____

Entered in ___
National Register

[Signature]
Signature of the Keeper

Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/specialty store

COMMERCE/TRADE/restaurant

COMMERCE/TRADE/restaurant

DOMESTIC/single dwelling

DOMESTIC/single dwelling

GOVERNMENT/post office

GOVERNMENT/post office

7. Description

Architectural Classification

(enter categories from instructions)

Materials

(enter categories from instructions)

LATE VICTORIAN/Italianate

LATE 19TH-20TH CENTURY REVIVALS/

Classical Revival

foundation STONE/Limestone

walls BRICK

STONE/Limestone

roof ASPHALT

other METAL/aluminum

WOOD

Describe present and historic physical appearance.

The Main Street Historic District is composed of most of the historic downtown commercial business center of Mayville, a small city in east-central Wisconsin. Most of the district runs along Main Street and consists of a streetscape of nineteenth and early twentieth century commercial buildings. This streetscape is rarely interrupted by vacant lots, parking lots, or other non-contributing elements, giving the district much of its architectural cohesiveness.

A principal factor in the development of the Main Street Historic District is the Rock River, a major waterway that flows through eastern and southern Wisconsin. The river parallels Main St. to the east of the district. The district's topography is generally flat, with the land sloping gently toward the river behind the buildings on the east side of Main Street. Main Street is a two-lane, two-way urban street with angle parking on both sides of the street. It has been attractively landscaped, with small trees, decorative planters and lights, and benches, the result of a street rehabilitation project completed in 1989. The tall overhead street lights are attractive, modern fixtures. Also attractively landscaped is Bridge Street, the other principal street of the district. It is a two-way urban street with parallel parking on both sides of the street.

While many of the district's buildings share party walls, there is a higher incidence of separated buildings than in other downtowns of the same size. There are also two residential properties in the district, another unusual feature, since most downtowns have lost the residential buildings that were a part of most downtowns in the nineteenth century. The buildings take up most of the small lots they sit on and there are few outbuildings in the district boundaries.

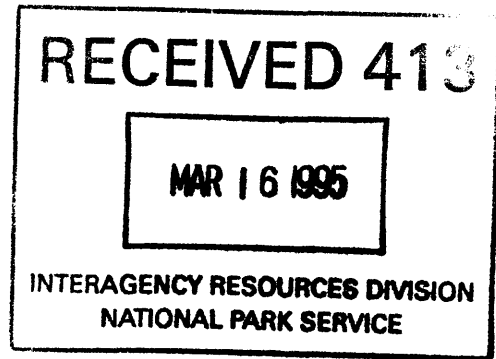
The district is separated from other parts of Mayville by distinct physical features. As indicated above, the eastern boundary of the district is defined by the Rock River. Across the river is a largely residential neighborhood, interspersed with a few buildings of mixed uses. Of particular note in this area is the historic Hollenstein Wagon Factory (NRHP, 1979) located on Bridge Street, just outside of the district boundaries, a building now used at the Mayville Historical Society museum. Beyond the north district boundary are a few non-contributing commercial buildings, the Mayville Middle School complex, and a residential neighborhood. Of note in this area is the historic White Limestone School (NRHP, 1976). To the south and west of the district boundaries, there is primarily residential construction. These physical features help define Mayville's main business district and help define the boundaries of the Main Street Historic District.

x See continuation sheet

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET



Section number 7 Page 1 Main Street Historic District,
Mayville, Dodge County, Wisconsin

The commercial buildings in the district are typical of Wisconsin's downtowns. They are primarily one- to two-story brick buildings with modernized first floor storefronts. A few frame buildings have survived in this downtown, and they are generally sided with modern materials. Some of the brick buildings have been painted, as well. Most of the buildings have a late nineteenth or early twentieth century appearance, with details that reflect the architectural styles of those eras, such as the Italianate, Queen Anne, and Classical Revival styles. Most of the buildings are not elaborately decorated, showing their style primarily in cornice and window decoration on the upper stories.

The condition of most of the buildings in the district is good, and at the present time there are no vacant storefronts in the district. Contributing buildings in the district are those buildings with most of their historic details still extant. Although many of these buildings have modernized storefronts, their historic details are still extant in the upper stories. Non-contributing buildings are those constructed outside of the period of significance, or so heavily remodeled or altered that most of their historic details are not extant or not evident. Some of the non-contributing buildings have false fronts and may have their historic details intact under modern materials, and restoration efforts in the future may make them contributing in the district. Those buildings with no extant historic materials may also be restored to contributing status in the future, since there is an abundance of historic photographs available for Mayville's downtown that would be an aid in historic restoration.

In any event, the non-contributing buildings (nine, or 18 percent of the total buildings in the district) are largely overshadowed by the contributing buildings of the district. The result is that the Main Street Historic District still reflects the historic stages of Mayville's downtown development. The high occupancy rate of buildings in the district, along with the city's current willingness to promote historic preservation in downtown Mayville, indicates that this part of the community continues to serve important commercial needs in the city.

There is only one outbuilding within the district boundaries. This is a remodeled carriage house that is a non-contributing element of the district. It has been labeled as such on the district map and is not included in the building count or the building inventory. It is behind 26 N. Main Street.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 2 Main Street Historic District,
Mayville, Dodge County, Wisconsin

DESCRIPTION OF SELECTED BUILDINGS IN THE DISTRICT

Italianate

34 S. Main St.
August Reible Building
c.1866 (1)

The August Reible Building is the best example of the Italianate style in the district. The two-story building is constructed of regularly coursed limestone ashlar. The building is accented with a pressed metal cornice that features paired pendant brackets. Second floor windows are multi-light sashes that are decorated with smooth limestone arches and pilasters. The first floor is dominated by a round-arched arcaded storefront. Two large show windows sit under fanlights and flank an entrance recessed behind another fanlight. The fanlights are topped with smooth limestone round arches with keystones. Smooth limestone pilasters flank the entrance. A small part of the entrance is enclosed with wood paneling and the entry door is not original to the building. The show window aprons are also enclosed with similar wood paneling. Attached to the north side wall is an enclosed staircase to the second story of the building.

August Reible constructed this building for his business around 1866. Reible was a stonemason who operated a marble and stone cutting business in this building with his family until the early twentieth century. As the Mayville Granite and Marble Works, the business continued until 1949, when it was bought out by the Archie Brothers monument company. There have been several businesses in the building since that time. (2)

121 S. Main St.
Saloon
c.1875

This two-story painted brick building features a brick corbelled cornice resembling dentils and modillions. Second floor windows are recessed under round brick arches decorated with tall keystones. The first floor features a tall round arched arcaded storefront. The central entrance and large show window areas under the arches have been enclosed with vinyl siding and modern undivided fanlights. Keystones decorate the arches and pilasters divide the old show window and entrance areas. A narrow ell connects this building and its neighbor to the south. It serves as the main entry to the building at this time.

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 3 Main Street Historic District,
Mayville, Dodge County, Wisconsin

This building was probably constructed as the saloon for the old American House, Mayville's oldest hotel, which was located just to the south of this building until 1913. It continued to be operated as a saloon until prohibition, then was used as a storage building for the neighboring garage building. (3)

33 N. Main St.
M. Ziegler Building
1889

This three-story brick commercial block is built in the late Italianate style sometimes referred to as High Victorian Italianate. It features a pressed metal cornice decorated with shallow brackets, finials, and dentils. A similar pressed metal cornice sits above the first story of the building. It is decorated with dentils and brackets topped with pediments. Windows are tall and narrow and filled with older two-over-two light double-hung sashes on the third floor and more modern single-light sashes on the second floor. All of the front wall windows are decorated with heavy brick label moldings with keystones. The moldings are joined at the ends by brick corbelling and similar brick corbelling also sits under the upper cornice. The storefronts of the first story are from the historic period and feature recessed entrances to the building along with a large and two small show windows. The storefront transoms are all enclosed except those that decorate the largest show window. Brick pilasters separate the show windows and entrances. A shallow, modern, shingled overhang sits under the lower cornice of the building.

This building was constructed for Matthew (Mathias) Ziegler in 1889 on the site of an old hotel and saloon he acquired in 1861. Ziegler operated this building as a saloon, an adjunct to his brewery on South Main Street (not extant). He died in 1892 and his son, Emil, operated the business until 1936. The Zieglers had a beer garden on the south side of this building prior to the construction of the bowling alley. The first floor of this building is used for insurance offices today. (4)

Commercial Vernacular

102-108 S. Main St.
Simonin-Wolff-Faust Building
pre-1873

This building is an example of one of the versions of the commercial vernacular style, a version often referred to as "boomtown," because this type of building

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 4 Main Street Historic District,
Mayville, Dodge County, Wisconsin

often sprang up quickly during economic "boom" periods in a community's downtown. The two-story building is of frame construction and may have been built in two sections. The building has a parapeted gable roofline decorated with a cornice of paneled frieze and paired brackets. The parapet on the north end of the building is slightly taller and narrower than the south end of the building. The second floor windows are single-light double-hung sashes that are undecorated. The wall surface of the upper level is covered with asphalt siding. The lower level of the building contains three storefronts. The north storefront has an historic appearance with large show windows and a central recessed entrance of double wood and glass doors. The large show windows of the other storefronts are partially enclosed with wood siding and have simple entry doors.

This building was probably constructed for Francois Simonin, an early saloon-keeper in Mayville. Around 1880, it became the Wolff piano factory. In 1894, Conrad Faust, a butcher, purchased the building for his meat market, one of Mayville's most long-term retail businesses. When Faust occupied the building, the central storefront was used for a residence, and the south storefront was used for a barber shop. The building housed the Faust Meat Market until at least the 1970s. Since that time, it has housed Dave Forst TV store, Hugo Bachhuber Insurance, Noreen Frank Antiques, and a pizzeria. (5)

5-7 S. Main St.
Julius Andrae Building
c.1860

One of the oldest brick buildings in the district, the Julius Andrae Building is a three-story Italianate-influenced commercial vernacular block. The windows of both upper stories are tall and narrow. The third-floor windows are enclosed, although the outline of the original windows can be seen. The second floor windows are filled with modern single-light double-hung sashes. These openings are decorated with slightly curved hood moldings that are decorated with pendants. The first floor has a post-World War II storefront with an enclosed transom, large, modern show windows, and a recessed entrance.

This building was probably constructed for Julius Andrae's general store around 1860. Andrae operated his business here until 1894, when Charles Barwig, a local distiller, acquired the building for his liquor business. It was owned by the Barwig family until prohibition, after which it became a bakery for Knoll and Spangler. In recent years the building has housed Koeck's and Bilitz Bakeries and the Clarence Leichtle and Ray Mielke grocery stores. (6)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 5 Main Street Historic District,
Mayville, Dodge County, Wisconsin

18-24 N. Main St.
Albrecht-Schultz Building
1890, 1929

The Albrecht-Schultz Building is a two-story painted brick block that is a good example of the commercial vernacular style. It features individual and paired modern single-light double-hung sashes on the second story that are decorated with segmental arches. Undecorated windows punctuate the side walls of the building as well. The first story storefronts are from the post-World War II era and feature enclosed transoms, large show windows, and modern entrances. There is a large non-contributing addition to the rear of the building.

One half of this building was constructed in 1890 as a replacement for William Albrecht's blacksmith and wagon shop, already on the site. Albrecht owned this portion of the building until 1912. After this time, the building became both a carriage and auto repair shop under the ownership of Robert Geritz and Orville Hurlbert. In 1927, Pat Schultz took over the building and became operating an auto repair and showroom from the building. Schultz built the second half of this building in 1929. The Schultz family operated automobile dealerships out of the expanded building until 1986. Today the building houses retail businesses and apartments. (7)

40 S. Main St.
William Klieforth Building
1886

This two-story brick building shares party walls with its neighbors. It is decorated by a cornice with paneled frieze and paired brackets. Under the cornice is a row of corbelling made up of bricks of a contrasting color. The second story windows are large single-light double-hung sashes that are undecorated. While the transom is enclosed, the building features a fine historic storefront of paneled wood aprons, large show windows, and a recessed entrance. An awning gives the building an additional historic appearance.

Tax rolls indicate that William Klieforth had this building constructed in 1886. Klieforth operated a saloon here until the turn of the century. It continued to be operated as a saloon until prohibition, then housed the Bachhuber Variety Store. In 1942, it became the Western Auto Store. In 1966, it was the location of Roger's Men's Apparel. On the second floor was the Thiel and Allan law office. It is a restaurant today. (8)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 6 Main Street Historic District,
Mayville, Dodge County, Wisconsin

26 S. Main St.
State Bank Building I
1892

The old State Bank building is a two-story brick commercial vernacular building with a fancy Queen Anne style cornice. The cornice, located under a parapet features a steeply-pitched pediment with brackets and a row of dentils. The windows of the second story are tall and narrow single-light, double-hung sashes decorated with segmental arches. The first story of the building has two large openings that are partially enclosed. One opening is a show window while the other opening has the entrance to the building.

This building was constructed for the new State Bank of Mayville in 1892. It was housed in this building until 1914, when a new bank building was completed across the street. The building then housed the print shop of the Mayville News. One of the businesses on the second floor was the Dodge County Bond Company. Other businesses here included a bakery and a paint shop. (9)

4-12 S. Main St.
Music Block
1897, 1898

The Music Block is a two-story brick building constructed in four sections. Each section of the building has a slightly different exterior appearance. Section 1 or 4 S. Main St., is a dark brick corner building with an exterior wall extending along Bridge St. Section 2, or 6 S. Main St., has a painted brick exterior. Section 3, or 8 N. Main St. has a polychromatic brick exterior. Section 4, or 12 S. Main St., has a light brick exterior. All of these sections are unified by a pressed metal cornice that features dentils and large brackets that top brick pilasters separating the sections of the building. A row of brick corbelling resembling modillions that runs under the metal cornice of the building, as well. Under this corbelling are brick insets that mirror the lintels of the windows below them. At the corner of the building the cornice rises to a parapet and has the inscription "Music Block."

Second story windows are tall and narrow single-light double-hung sashes decorated with flat stone lintels. On some of the sections of the building, these openings are partially enclosed. On Section 3, or 8 S. Main St., there is a large round-headed stone arch that decorates an opening that has been enclosed. The first story of the building consists of four large storefronts. They have all been modernized somewhat with enclosed transoms (except on 12 S. Main St.), modern glazing in the large show

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 7 Main Street Historic District,
Mayville, Dodge County, Wisconsin

windows, and modern entrances. On 8 S. Main St., there is a large metal awning covering the storefront. On 4 S. Main St., a storefront that faced Bridge St. at the rear of the building has been enclosed.

The Music Block was home to many different businesses. The Muenchow and Gordon Music Store, for which the building was named, was, ironically, a very short-lived business in 4 S. Main St., operating until only around 1903. A series of businesses followed in this building, including the George Heim Men's Store, the A & P Grocery Store, Orlicky's 5 & 10 Store, and Zier Coast to Coast hardware store. The second floor of this section of the building housed the Husting Law Office, the Telephone Company office, and the Purity Cheese Company office at some time in its history. Through the Bridge St. entrance to the building (now enclosed), a pool and lunch room operated for many years. (10)

A long-term agricultural implement business occupied 6 S. Main St. The first owner was Andrew Bachhuber. In 1903, the business became the Ruedebusch Implement store, the Ruedebusch & Ende, then Ruedebusch Implements again until 1952. In that year the store became part of the Coast-to-Coast hardware store business. August Ruedebusch, the developer of the Music Block, had a furniture store in 8 S. Main St. for a very short time. The storefront became the long-time home of the popular Chicago Store, a general store, in 1907. It briefly housed the May Company store, the Mayville Electric Shop, Wurtz Refrigeration, Laab's Men's Store, and Mayville Engineering. William Hertel operated a saloon at 12 S. Main St. It became the Wisconsin Power and Light Company store in 1929, operating until 1981. It has been professional offices since that time. (11)

16 S. Main St.
Koepsell-Gruber Building
1909

20 S. Main St.
Modjeska Theater
1911

These two buildings, constructed two years apart, are visually similar. They are two-story brick blocks that share a party wall. They are simply decorated with pressed metal cornices under a parapet roof. The cornices feature modillions and an additional thin metal cornices sit above the second story windows. In between are brick insets like those on the Music Block. The second story windows of 16 S. Main St. are large modern single pane units, while those of 20 S. Main St. are smaller single pane units with transoms. The recently remodeled storefront of 16 S. Main St. features large modern show windows, an enclosed transom, and an arched awning. The storefront of 20 S. Main St. features smaller, modern show windows, vertical board siding, and a flat metal awning that was once part of the theater marquee.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 8 Main Street Historic District,
Mayville, Dodge County, Wisconsin

The Koepsell-Gruber Building was constructed in 1909 for the furniture and undertaking business of E. H. Koepsell and Fred Krohn. In 1912, Alois Gruber joined the firm and it was briefly known as the Krohn, Koepsell, Gruber Company. Around 1915, Krohn dropped out of the partnership, and the business became the Koepsell and Gruber Company. In 1923, Alois Gruber died, but the firm continued to use his name throughout the life of the business. In 1942, L. W. Moul purchased the business, and operated it as Moul Furniture until 1990. The storefront continues to house a furniture business today. (12)

The Modjeska Theater was constructed by Adolph Rhode in 1911. R. E. Harvey and C. W. Doctor leased the building to operate a movie theater. It was Mayville's main movie theater through much of the twentieth century, eventually purchased by C. W. Doctor and renamed the May Theater after World War I. The theater operated until 1982. (13)

Queen Anne

1 N. Main St.
Lehner House
1889

The Lehner House is a two and one-half story Queen Anne building constructed of cream bricks. It has a large wood-shingled front gable decorated with brackets and a tripartite sash window. A corner oriel is also covered with shingles. Until 1946, the oriel was a corner tower that extended above the roofline. Windows on the second story are partially enclosed single-light double-hung sashes. The first story openings are larger single-pane windows with enclosed transoms. The entrance to the building is at the corner and it also features an enclosed transom. The rear wing of the building is a two-story gable-roofed ell with cream brick walls. The exposed south wall of this ell has a parapeted brown brick front in the Twentieth Century Commercial style, probably added in the 1920s. Its generally rectangular openings have been enclosed with modern single lights or double-hung sashes.

John C. Lehner built this structure in 1889, replacing an older building already on the site. It was originally named the Lehner House, but shortly renamed the Rock River House. Around 1900, it became the Commercial Hotel, then around 1910, the building was renamed the Grand Hotel. By the 1920s, it had become primarily a rooming house. Prior to the construction of the large and fashionable Beaumont Hotel in 1896, the Lehner House was the best and largest hotel in the city. Also operated in the building were a saloon and general store. (14)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 9 Main Street Historic District,
Mayville, Dodge County, Wisconsin

45 N. Main St.
Beaumont Hotel
1896
Architect: Henry Messmer and Son

The Beaumont Hotel is the best example of a Queen Anne commercial block in Mayville. It is a three-story brick building decorated with elaborate pressed metal cornices and bays. At the corner of the building is a polygonal domed turret that rises from a corner bay. The elaborate pressed metal cornices feature gable parapets, modillions, brackets, and embossing in classical motifs. The pressed metal covering of the bays also feature embossing in classical motifs. Another pressed metal cornice accents the first story of the building and covers the bottom of the bays.

The main entrance to the building is at the corner, recessed behind a Corinthian column. The entrance of double wood and glass doors is accented with a large transom and sidelights. Shallow brick pilasters separate the large show windows and other entrances to the building along the east wall. Decorating the first story north wall are several large elliptically-arched multi-light openings decorated with brick arches and stone keystones.

The Beaumont Hotel was constructed in 1896 by Jacob Mueller, editor of the Dodge County Pioneer, one of the important German language newspapers in the area. It became the showplace hotel of the area and remained a hotel, with a restaurant and saloon on the first floor, along with other retail businesses, until the post-World War II era. Like many small town hotels, it declined in the 1960s and 1970s, eventually becoming an apartment building and rooming house. In the late 1980s, the hotel was extensively renovated, including the return of the handsome turret on the exterior. Operated as a small luxury inn and tavern, the building is now known as the Audobon Inn, reflecting the interest in the area in the wildlife found at the nearby Horicon Marsh. (15) The building was listed on the National Register in 1988.

101-103 N. Main St.
Henry Hamm Building
1897
Architect: Henry Messmer and Son

The Henry Hamm Building is a two-story brick commercial block with Queen Anne features. Designed by the architect who designed the neighboring Beaumont Hotel. The second story of the building features brick corbelling, brick dentils, and bays covered with pressed metal. Second story windows are single-light double-hung

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 10 Main Street Historic District,
Mayville, Dodge County, Wisconsin

sashes set under round brick arches and flat stone lintels. On the south side wall, the arches and lintels run together in an arcaded effect. Shallow brick pilasters accent the corners and bays of this story.

The first story storefront has been remodeled and features large modern show windows, modern bricks, and a wood shingled awning. Originally, the main entrance and show windows of this building was in the south wall. The plain brick wall with small arched windows reflects the closing up of this storefront in favor of one on the east wall in the early twentieth century.

This building was constructed for Henry Hamm's general store, which was relatively short-lived. For a few years in the early twentieth century, the building housed the office supply store of the Charles Ruedebusch Company. During most of the 1920s, the building housed the Pico Company, a company store for employees of the local steel and tube company. In 1928, the H. A. Mueller & Sons paint store began occupying the building and remained until 1971. On the upper level, the building housed medical offices. (16)

115 S. Main St.
August F. Schoen Building II
1903

This diminutive two-story painted brick building features a brick corbelled cornice that resembles modillions. The second story has a bay window with two single-light double-hung sashes and a single pane window with transom. The cornice of the bay features a row of dentils. The other second story window is filled with a modern sash and decorated with a segmental arch and keystone. The first story storefront has been enclosed with modern bricks, a small horizontal window, and a wood shingled awning.

This is the second building August Schoen constructed for his drug store business. He constructed this building in 1903, right next door to his first store (111 S. Main St.) that he had built around 1875. Schoen continued his drug store in this building until 1927, when Emil Meiners moved his jewelry store here. Meiners was a long-time jeweler in Mayville, becoming a partner with Ed Rathke in 1900. After Meiners, the building housed Harkins Jewelry Store until 1968, when he moved elsewhere. The building has been a dentist's office since that time. (17)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 11 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Classical Revival

119 S. Main St.
Ruedebusch Department Store
1891

The Ruedebusch Department Store building is a two-story brick block with a red brick front facade. The building features a classically-decorated cornice with rows of dentils, rosettes, classical panels, and an inscription that reads "Chas. Ruedebusch Co." The second story openings consist of paired single-light double-hung sashes decorated with brick pilasters with Corinthian capitals. Decorated pilasters also frame the main facade. The first story storefront consists of large show windows and transoms and a glass block apron.

This building was constructed for the Ruedebusch Department Store, a business that had its roots in the Ruedebusch and Naber general store that was established in 1853. Eventually, Charles Ruedebusch, Sr. established his own general store in a building that was located on this site. After this building was constructed, the Ruedebusch Department Store served the Mayville community until 1971. (18)

17 S. Main St.
Barwig-Kohl Building
c.1890

This two-story Classical Revival building has a main facade of cream bricks. A parapet decorated with brick corbelling resembling brackets sits above a pressed metal cornice. The cornice is decorated with Corinthian capitals that top brick pilasters. Second story openings consist of a large single-light window with multi-light transom flanked by two single-light double-hung sashes, also with multi-light transoms. The windows are decorated with round arches filled in with brickwork in a lattice pattern. The modernized storefront features a large shingled overhang, medium-sized show windows, vertical wood siding, and a modern entry door.

This building was probably constructed by Charles Barwig for his wholesale liquor and saloon business around 1890, replacing a building already on the site. In 1912, the building was acquired by William Kohl, who continued to operate a saloon from this site and was also a local politician and postmaster. During the 1930s, the building was the Paul Meyer meat market, then between 1937 and 1969, it was the local Gamble hardware store, operated by Clarence Leichtle. It became a barber shop/hair salon in 1971. (19)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 12 Main Street Historic District,
Mayville, Dodge County, Wisconsin

11 S. Main St.
State Bank Building II
1913

The second building constructed for the State Bank of Mayville is a two-story brick structure with a decorative terra cotta facade executed in the Classical Revival style. The facade appears only on the second story of the building and consists of an entablature with a prominent cornice decorated with dentils and classical moldings. The undecorated frieze has the inscription "State Bank" and sits on top of a stepped architrave molding. Two colossal Ionic columns "support" the entablature and flank a large arched opening that has been enclosed with modern windows and wood paneling. The storefront has been modernized with vertical wood siding, medium-sized show windows, and an arched awning.

The State Bank of Mayville outgrew its first quarters at 26 S. Main St. in the early twentieth century and moved into this new building in 1914. The bank remained here until they acquired the First National Bank in 1946. In 1947, the new State Bank of Mayville moved into the old First National Bank building (2 N. Main St.) where they remained until the early 1960s, when they moved into new quarters on the corner of Horicon and School Streets. (20)

Twentieth Century Commercial

16 N. Main St.
Automobile Garage
1928

This one-story brick building has painted side and rear walls with a brown brick main facade and trim. The facade features a curved and stepped parapet, pilasters, and stone trim. The modern double glass and steel doors are decorated with modern sidelights and a transom. Flanking the main entrance are the show window openings. The north show window features four large panes of glass, while the south show window is enclosed with wood paneling. Similar brickwork and trim is found on the south side rear entrance to the building.

This building was constructed as an automobile garage and service station in 1928. In 1937, Ewald Kuehl began his automobile dealership in half of the building which he operated until 1971. The other portion of the building was used for a shoe repair shop, a print shop and barber shop. All of the portions of the building were united in 1971 for Peter Buerger's Main Hardware store. (21)

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 13 Main Street Historic District,
Mayville, Dodge County, Wisconsin

125 S. Main St.
Mayville Auto Company
1913

This large two-story painted brick building features an undecorated cornice, large second story openings, and a relatively intact storefront. The building is accented with shallow pilasters, stone accents in geometric shapes, and a belt course. The first story storefront has large show windows and a large entrance with an enclosed transom. Most of the second story windows are partially enclosed or enclosed with modern sashes and glass blocks.

This building was originally built for Richard Ruedebusch and Fred Lang's Badger Auto Company, which existed only until 1918. At that time Phillip, Leo, and Gilbert Bachhuber took over the business and renamed it the Mayville Auto Company, which operated until 1947. In 1947, it became the Wiley Dealership, then several owners after that. All owners operated the business as a Ford Automobile Dealership. In recent years, the building has been an automobile parts retail business. (22)

105 Bridge St.
C. W. Doctor Building
1908

This unusual one and one-half story building is constructed of red bricks and features a stepped parapet roofline accented with a sloping gable roof at the west end of the building. Openings are filled with single-light double-hung sashes and multiple light windows. The storefront features a simple entry door with an attached multiple light small show window. Above these openings is a large tripartite transom filled with decorative stained glass.

This unusual commercial building was constructed for C. W. Doctor, local photographer and businessman, for his photography studio. Doctor was a noted figure in Mayville during the twentieth century, also operating the local movie theater. This building was used for his photography studio until the mid-twentieth century. After Doctor's tenure, the building was used for the Larson Studio, then it became a dental office, which it remains today. (23)

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(Rev. 8-86)
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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 14 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Modern

2 N. Main St.
First National Bank
1915

This two-story brown brick building has a modern exterior with a curved corner and a few details that suggest the Classical Revival style. The building has a streamlined cornice of stone and brick belt courses and tripartite window units with transoms. On the first story, the main entrance sits in the curved corner and the modern glass and metal door is decorated with a stone frontispiece of pilasters and an undecorated entablature. Above the frontispiece cornice is a stepped carved stone panel featuring a shield with acanthus decoration. A south side entrance is modern and undecorated, except for a transom, and has a handicapped accessibility ramp.

The First National Bank was constructed in 1915 for Mayville's second public bank. While the bank survived the Great Depression of the 1930s, it was purchased by the State Bank of Mayville in 1946. The new State Bank moved into the First National Bank's superior quarters in 1947, and remained there until around 1961, when it moved to a new building. The building was used for a variety of businesses until 1970, when it was purchased as a site for the public library. This venture failed, but the owner offered the building to the City of Mayville anyway, and in 1970, it became City Hall. It has remained City Hall until the present time. (24)

7 N. School St.
U. S. Post Office
1939
Architect: Louis Simon

This one-story modern Post Office building is constructed of tan bricks with stone decoration. The cornice consists of a wide band of smooth limestone with the inscription "United States Post Office Mayville Wisconsin." Stone panels are also used for the aprons of the tall and narrow tri-part six-light window openings. The main entrance consists of a set of metal and glass doors decorated with a large transom that is filled in with a metal Eagle decoration. A set of stone steps lead up to the entrance. They have simple metal balustrades and two Art Deco style bowl lights on tall, narrow bases.

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 15 Main Street Historic District,
Mayville, Dodge County, Wisconsin

The U. S. Post Office was built in 1939 on the site of Naber's Store, one of Mayville's historic retail businesses. Early post office's in Mayville were located in a variety of downtown commercial buildings, depending upon who was the postmaster at the time. In 1913, Oscar Naber, the postmaster at that time, constructed a commercial building (13 N. School St.) as a permanent location for the post office, but it moved again after his tenure was completed. This building became the permanent home of the post office after 1939. (25)

31 N. Main St.
Mayville Lanes
1944

Erected at the end of the period of significance for this district, the Mayville Lanes is a one-story modern building with a rusticated limestone veneer exterior on the main facade. The building has a stone-trimmed stepped parapet roof and two enclosed openings flanking the projecting entry pavilion. The openings are decorated with stone veneer flat arches. The entry pavilion has a hip roof, rounded corners, a modern steel double door with an awning, and grooved stone pilasters decorating the entrance.

Notes to Section 7:

(1) Dates of construction for the buildings described in this section of the nomination are footnoted in the building inventory that follows.

(2) C. W. Butterfield, The History of Dodge County, Wisconsin, Chicago: Western Historical Company, 1880, p. 651. Wisconsin and Minnesota State Gazetteer, Shippers' Guide and Business Directory for 1865-66, Indianapolis: George W. Hawes, 1865; M. T. Platt, Wisconsin Business Directory 1873, Milwaukee: Evening Wisconsin Book and Job Printing Establishment, 1873; Wisconsin State Gazetteer and Business Directory for 1876-7, Milwaukee: The Sentinel Company, 1876; Wisconsin State Gazetteer and Business Directory 1879, Milwaukee: William Hogg, 1879; Wisconsin State Gazetteer, Chicago: R. L. Polk & Co., 1891-92, 1895-6, 1901-2, 1903-4, 1905-6, 1909-10, 1911-12, 1913-14, 1915-16, 1917-18, 1919-20, 1921-22, 1924-25, 1927-28; hereafter referred to as Business Directories.

(3) Sanborn-Perris Fire Insurance Maps, 1892, 1900, 1912, 1926, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin; Business Directories; Tax Rolls for the City of Mayville, on file in the Mayville Historical Society Museum, Mayville, Wisconsin.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 16 Main Street Historic District,
Mayville, Dodge County, Wisconsin

- (4) Butterfield, p. 655; "Oldest Tavern in City is Closed," Mayville News, 22 July 1936, p. 1; information from members of the Mayville Historical Society and other Mayville citizens, hereafter referred to as Mayville Historical Society.
- (5) Business directories; Sanborn-Perris Maps; Dodge County Pionier, 11 October 1894, as reported in "News in Review," Mayville News, clippings on file at the Mayville Historical Society Museum, Mayville, Wisconsin. The Mayville News has been running a column of news clippings taken from old Dodge County Pionier or Mayville News editions for several years. Information from these clippings will hereafter be cited as "News in Review," date; Mayville Historical Society.
- (6) Tax Rolls; Sanborn-Perris Maps; Business Directories; Mayville Historical Society.
- (7) Tax Rolls; Business Directories; "News in Review," 12 June 1890, 26 June 1929; personal communication from David Schultz, building owner, November 29, 1993.
- (8) Tax Rolls; Business Directories; Mayville Historical Society.
- (9) Tax Rolls; Mayville 125 Years 1847-1972, Mayville: Service Printing and Publishing Company, 1972, p. 53; Mayville Historical Society.
- (10) Tax Rolls; Business Directories; Mayville Historical Society.
- (11) Tax Rolls; Business Directories; "News in Review," 9 November 1897, 24 April 1947, 5 June 1952, 14 April 1955; Mayville Historical Society.
- (12) Business directories; "News in Review," 16 September 1909; Alois Gruber Obituary, Mayville News, 14 February 1923, p. 1; Mayville 125 Years 1847-1972, p. 75; Mayville Historical Society.
- (13) Business directories; "News in Review," 12 October 1911; ending date for the theater was found on a photograph at the Mayville Historical Society Museum, Mayville, Wisconsin.
- (14) "News in Review," 23 July 1889; Business Directories.
- (15) National Register of Historic Places nomination form for the Beaumont Hotel, 1987, on file at the Historic Preservation Division of the State Historical Society of Wisconsin, Madison, Wisconsin.
- (16) Tax Rolls; Business Directories; "News in Review," 31 August 1897, 22 August 1928; "Employees to Open Large Store," Mayville News, 15 December 1920, p. 1; Mayville Historical Society.
- (17) Tax Rolls; Business Directories; "'News in Review," 31 August 1927; Mayville Historical Society.
- (18) Mayville 125 Years 1847-1972, p. 75.
- (19) Tax Rolls; Business Directories; Mayville Historical Society.
- (20) "New Bank Building Completed," Mayville News, 12 February 1914, p. 1; "News in Review," 3 October 1946, 1 May 1947, 9 November 1961.
- (21) "Old Landmark Being Razed," Mayville News, 29 February 1928, p. 1; Tax Rolls; Mayville Historical Society.

United States Department of the Interior
 National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
 CONTINUATION SHEET

Section number 7 Page 17 Main Street Historic District,
 Mayville, Dodge County, Wisconsin

- (22) "New Home of the Badger Auto Co.," Mayville News, 9 October 1913, p. 1; Mayville Historical Society.
 (23) Tax Rolls; "News in Review," 20 October 1908; Mayville Historical Society.
 (24) Tax Rolls; "Ready for Business," Mayville News, 16 September 1915, p. 1; "News in Review," 10 March 1946, 1 May 1947, 12 November 1970; Mayville Historical Society.
 (25) "News in Review," 29 March 1939.

BUILDING INVENTORY

<u>Address</u>	<u>Name</u>	<u>Style</u>	<u>Date</u>	<u>Status</u>
1 N. Main St.	Lehner House	Queen Anne	1889 (1)	C*
2 N. Main St.	First National Bank	Classical Revival	1915 (2)	C
5 N. Main St.	Commercial Building	Contemporary	post-1945 (3)	NC*
16 N. Main St.	Automobile Garage	Twentieth Century	1928 (4)	C
18-24 N. Main St.	Albrecht-Schultz Building	Commercial Vernacular	1890 1929 (5)	C
26 N. Main St.	Residence	Gabled Ell	1852 (6)	C
31 N. Main St.	Mayville Lanes	Modern	1944 (7)	C
32 N. Main St.	Marling-Bachhuber House	Gabled Ell	c.1861 (8)	C
33 N. Main St.	Ziegler Building	Italianate	1889 (9)	C
44 N. Main St.	Bachhuber Building	Commercial Vernacular	pre-1873 1920 (10)	C
45 N. Main St.	Beaumont Hotel	Queen Anne	1896 (11)	C
48-52 N. Main St.	Mueller-Quandt Building	Commercial Vernacular	pre-1873 c.1940 (12)	C
101-103 N. Main St.	Henry Hamm Building	Queen Anne	1897 (13)	C
1-3 S. Main St.	Charles Kroesing Building	Commercial Vernacular	pre-1865 (14)	NC
4-12 S. Main St.	Music Block	Commercial Vernacular	1897 1898 (15)	C
5-7 S. Main St.	Julius Andrae Building	Commercial Vernacular	c.1860 (16)	C
11 S. Main St.	State Bank Building II	Classical Revival	1913 (17)	C
16 S. Main St.	Koepsell-Gruber Building	Commercial Vernacular	1909 (18)	C

*C=Contributing
 NC=Non-contributing

United States Department of the Interior
 National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
 CONTINUATION SHEET

Section number 7 Page 18 Main Street Historic District,
 Mayville, Dodge County, Wisconsin

Building Inventory (continued)

<u>Address</u>	<u>Name</u>	<u>Style</u>	<u>Date</u>	<u>Status</u>
17 S. Main St.	Barwig-Kohl Building	Classical Revival	c.1890 (19)	C
19 S. Main St.	Sauerhering-Koepsell Building	Twentieth Century Commercial	c.1856; Remodeled, 1929 (20)	C
20 S. Main St.	Modjeska Theater	Commercial Vernacular	1911 (21)	C
25 S. Main St.	Saloon	Commercial Vernacular	1897 (22)	C
26 S. Main St.	State Bank Building I	Commercial Vernacular	1892 (23)	C
34 S. Main St.	August Reible Building	Italianate	c.1866 (24)	C
35 S. Main St.	Frank Traeger Building	Commercial Vernacular	1897; Addition: 1972 (25)	C
39 S. Main St.	Saloon-Hall	Other Vernacular	pre-1873 (26)	NC
40 S. Main St.	William Klieforth Building	Commercial Vernacular	1886 (27)	C
42 S. Main St.	Ruedebusch-Fischer Building	Commercial Vernacular	c.1880 (28)	C
101 S. Main St.	D. Naber Building	Commercial Vernacular	c.1861 (29)	NC
102-108 S. Main St.	Simonin-Wolff-Faust Building	Commercial Vernacular	pre-1873 (30)	C
103 S. Main St.	Jewelry Store	Commercial Vernacular	c.1880 (31)	NC
105 S. Main St.	August Thielke Building	Commercial Vernacular	1895 (32)	C
111 S. Main St.	August F. Schoen Building I	Commercial Vernacular	c.1875; re- modeled c.1930 (33)	C
112-114 S. Main St.	Hammermeister Building	Commercial Vernacular	c.1875 (34)	NC
115 S. Main St.	August F. Schoen Building II	Queen Anne	1903 (35)	C
116 S. Main St.	Mayville Building and Loan Association Buildings	Contemporary	1957 (36)	NC
119 S. Main St.	Ruedebusch Department Store	Classical Revival	1891 (37)	C
121 S. Main St.	Saloon	Italianate	c.1875 (38)	C

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 19 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Building Inventory (continued)

<u>Address</u>	<u>Name</u>	<u>Style</u>	<u>Date</u>	<u>Status</u>
125 S. Main St.	Mayville Auto Company	Twentieth Century Commercial	1913 (39)	C
126-130 S. Main St.	Commercial Building	Commercial Vernacular	1895 (40)	C
134 S. Main St.	Livery Stable	Commercial Vernacular	c.1860 (41)	C
136 S. Main St.	Carriage Garage	Astylistic	c.1860 (42)	NC
Map No. A	Horse Fountain	Classical Revival	c.1880 (43)	C
105 Bridge St.	C. W. Doctor Building	Twentieth Century Commercial	1908 (44)	C
113 Bridge St.	Byron Barwig Building	Commercial Vernacular	1908 (45)	NC
116 Bridge St.	Walter Schellpfeffer Building	Twentieth Century Commercial	1924 (46)	C
120 Bridge St.	Crescent Garage	Twentieth Century Commercial	1929 (47)	C
123 Bridge St.	William Finke Building	Twentieth Century Commercial	1929 (48)	C
126 Bridge St.	<u>Dodge County Pionier</u> Building (NC addition)	Commercial Vernacular	1891 (49)	C
7 N. School St.	U. S. Post Office	Modern	1939 (50)	C
13 N. School St.	Oscar Naber's Post Office Building (NC addition)	Commercial Vernacular	1912-13 (51)	C

Notes to Building Inventory:

(1) Dodge County Pionier, 23 July 1889, as reported in "News in Review," Mayville News, clippings on file at the Mayville Historical Society Museum, Mayville, Wisconsin. The Mayville News has been running a column of news clippings taken from old Dodge County Pionier or Mayville News editions for several years. Information from these clippings will hereafter be cited as "News in Review," date.

(2) "Ready for Business," Mayville News, 16 September 1915, p. 1.

(3) Field observation.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 20 Main Street Historic District,
Mayville, Dodge County, Wisconsin

- (4) Tax Rolls for the City of Mayville, on file at the Mayville Historical Society Museum, Mayville, Wisconsin; "Old Landmark Being Razed," Mayville News, 29 February 1928, p. 1.
- (5) "News in Review," 12 June 1890, 26 June 1929.
- (6) Personal communication from David Schultz, building owner, November 29, 1993.
- (7) "News in Review," 23 August 1944.
- (8) Map of Mayville, 1876, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin; C. W. Butterfield, History of Dodge County, Wisconsin, Chicago: Western Historical Company, 1880, p. 648.
- (9) Tax Rolls; "Oldest Tavern in City is Closed," Mayville News, 22 July 1936, p. 1.
- (10) Atlas of Dodge County, Wisconsin, Madison: Harrison & Warner, 1873, p. 63; Map of Mayville, 1876; "News in Review," 22 December 1920.
- (11) National Register of Historic Places nomination form for the Beaumont Hotel, 1987, on file at the Historic Preservation Division of the State Historical Society of Wisconsin, Madison, Wisconsin.
- (12) Atlas of Dodge County, Wisconsin; Sanborn-Perris Fire Insurance Maps for the City of Mayville, 1892, 1900, 1912, 1926, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin.
- (13) Tax Rolls; "News in Review," 31 August 1897.
- (14) Tax Rolls; Wisconsin and Minnesota State Gazetteer, Shippers' Guide and Business Directory for 1865-66, Indianapolis: George W. Hawes, 1865; M. T. Platt, Wisconsin Business Directory 1873, Milwaukee: Evening Wisconsin Book and Job Printing Estate, 1873.
- (15) Building inscription; Tax Rolls.
- (16) Tax Rolls; Atlas of Dodge County, Wisconsin; Wisconsin and Minnesota State Gazetteer; Platt.
- (17) Tax Rolls; "New Bank Building Completed," Mayville News, 12 February 1914, p. 1.
- (18) Tax Rolls; "News in Review," 16 September 1909.
- (19) Tax Rolls; field observation.
- (20) Tax Rolls; Wisconsin and Minnesota State Gazetteer; Wisconsin Business Directory 1873; Butterfield, pp. 652-653; "News in Review," 12 June 1929.
- (21) Tax Rolls; "News in Review," 12 October 1911.
- (22) Tax Rolls.
- (23) Tax Rolls.
- (24) Tax Rolls; Atlas of Dodge County, Wisconsin; Butterfield, p. 651.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 7 Page 21 Main Street Historic District,
Mayville, Dodge County, Wisconsin

- (25) The two-story building was constructed in 1897 (Tax Rolls, "News in Review," 31 August 1897). The modern addition to the north was built in 1972 (dated photograph of construction located in the Mayville Historical Society Museum, Mayville, Wisconsin).
- (26) Tax Rolls; Atlas of Dodge County, Wisconsin.
- (27) Tax Rolls.
- (28) Tax Rolls.
- (29) Tax Rolls; Atlas of Dodge County, Wisconsin; Wisconsin and Minnesota State Gazetteer; Wisconsin Business Directory 1873; Butterfield; p. 648.
- (30) Tax Rolls; Atlas of Dodge County, Wisconsin; Wisconsin Business Directory 1873.
- (31) Sanborn-Perris Maps.
- (32) Tax Rolls; "News in Review," 11 April 1895.
- (33) Tax Rolls, Atlas of Dodge County, Wisconsin, field observation.
- (34) Ibid.
- (35) Tax Rolls.
- (36) "News in Review," 25 April 1957.
- (37) Building inscription; "News in Review," 23 July 1891.
- (38) Tax Rolls; Atlas of Dodge County, Wisconsin.
- (39) Tax Rolls; "New Home of the Badger Auto Co.," Mayville News, 9 October 1913, p. 1.
- (40) Tax Rolls; "News in Review," 13 December 1894.
- (41) Tax Rolls; Atlas of Dodge County, Wisconsin.
- (42) Field observation.
- (43) Field observation.
- (44) "News in Review," 20 October 1908.
- (45) Tax Rolls.
- (46) "News in Review," 5 November 1924.
- (47) "News in Review," 3 April 1929.
- (48) "News in Review," 26 June 1929.
- (49) Tax Rolls.
- (50) "News in Review," 29 March 1939.
- (51) "Our New Post Office," Mayville News, 6 November 1913, P.1.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 1 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Historical Overview

The history of the Main Street Historic District dates back to the earliest beginnings of Mayville. There may have been others in the Mayville area earlier than 1845, but in that year the formal development of the community began when Alvin and William Foster and Chester and S.P./Eli (in some sources it is S.P. and in other sources it is Eli) May travelled along the Rock River from Fort Atkinson, looking for a water power site at which to establish a mill. At the Mayville site, they found a drop in the river suitable for the development of a dam. The Mays and the Fosters erected cabins (the Foster cabin was near 2 N. Main St. today) and made claims on the land around it. After William Foster contracted the building of a dam, the developers erected a sawmill on the site of the Music Block. (4)

In 1847, Alvin Foster platted the village of Mayville, and the developers began to promote settlement in the community. To that end, they erected a building and offered it at no charge to an entrepreneur who would operate a general store there. Thomas and Benjamin Palmer took up the offer, and established the first store in the community (at the site of 101 S. Main St.). Also in 1847, H. G. Phelps built the first hotel in Mayville, later known as the American House (not extant) and Thomas Palmer established a post office in his store. The Fosters and Mays offered free lots in the village to anyone who would build on them. These efforts promoted the early settlement in the community by Yankees (eastern Americans) and the French. But, soon German immigrants would come to dominate the community and fuel its most rapid growth. (5)

Political conflicts in Europe in 1848 caused a massive immigration of Germans to Wisconsin and in particular, Dodge County. Many Germans came to Mayville to work in the growing iron industry. German immigration and influence in Mayville was so large that there were no English language newspapers in Mayville until the 1890s. The German press was active, though, and several German language newspapers were published in Dodge County, including the important Dodge County Pionier, published in Mayville. German organizations, like the Turnverein, along with German churches, societies, and musical organizations also flourished in Mayville. (6)

Iron ore, found in local limestone beds, was first smelted in quantity in 1849, when the first major blast furnace was built near Mayville. Many of the workers at this new industry were single men, giving Mayville the atmosphere of a "frontier" mining community, not unlike mining towns of the "Old West." The general rowdiness of this era was short-lived, though, as Mayville matured and more families and commercial businesses were established in the community. (7)

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 2 Main Street Historic District,
Mayville, Dodge County, Wisconsin

By the end of the 1850s, there were about 1,000 people in Mayville, most of them German immigrants who came to work in the iron works. This influx of people into the community resulted in the rapid growth and development of Mayville's business district. A map from 1860 listed a business directory (probably not complete) that included four general stores, two hotels, a hardware store, a harness maker, a wagon maker, a drug store, a doctor, and three lawyers. Although not as large a community as others in Dodge County, by the Civil War it is apparent that Mayville had a thriving downtown commercial center. (8)

Most of the commercial buildings constructed during this early boom period were of frame construction and were eventually replaced with newer structures due to fire or the need for more commercial space. Some of the buildings from this era are still extant in the district, although most are non-contributing due to extensive alterations. A contributing building still surviving from this era is the Simonin-Wolff-Faust Building (102-108 S. Main St., pre-1873), which has a typical "boomtown" appearance. Two other important commercial buildings that survive from the Civil War era include the stone-constructed August Reible Building (34 S. Main St., c.1866) and the cream brick Julius Andrae Building (5-7 S. Main St., c.1860).

In 1867, Mayville was incorporated as a village and the industrial economy of the community was largely based on the booming iron industry. However, Mayville was also a commercial center for area farmers. The Mayville village plat found in the 1873 plat book for Dodge County shows that the commercial center of the village was almost as large as it is today, running along three blocks of Main Street. On the west side of the street, the blocks were almost entirely filled in with commercial buildings, but on the east side of the street, the commercial buildings were more scattered, due primarily to the large amount of land taken up by the old mill at the corner of Main and Bridge Streets (where the Music Block is now located) and the Boehmer Foundry, located across Bridge St. The business directory included with this map shows a similar breakdown of businesses as were listed in the 1860 map directory. (9)

In 1885, Mayville was incorporated as a city, and during the late nineteenth century, the downtown commercial area experienced a building boom. Some old frame buildings were replaced with new brick blocks, while other brick buildings were constructed on vacant lots. One of the largest projects built during this time was the Music Block (4-12 S. Main St., 1897). It was built on the site of the old grist mill that had burned. The replacement mill was constructed closer to the river, leaving the site available for commercial development. Other buildings constructed during this era include the Lehner House (replacing an older building, 1 N. Main

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 3 Main Street Historic District,
Mayville, Dodge County, Wisconsin

St., 1889), the Ziegler Building (replacing an older building, 33 N. Main St., 1889), the Beaumont Hotel (replacing older buildings, 45 N. Main St., 1897), the Henry Hamm Building (replacing an older building, 101-103 N. Main St., 1897), the State Bank Building I (on a vacant lot, 26 S. Main St., 1892), the William Klieforth Building (on a vacant lot, 40 S. Main St., 1886), the commercial building at 126-130 S. Main St. (replacing an older building, 1895), and the Ruedebusch Department Store (replacing an older building, 119 S. Main St., 1891). (10)

The addition of the Music Block and other buildings listed above filled in the Main Street streetscape. By 1900, Mayville's downtown, between the White Limestone School on the north and Horicon Street on the south, had a cohesive appearance that remains today. The growth of the commercial district was due in large part to the growth of the iron industry at that time. This growth culminated in 1906 with the construction of a second furnace at the iron works, joining the original furnace constructed in 1849. New technology was also driving the iron industry so that by 1911, the Northwestern Iron Company was an industry leader in producing machine cast pig iron. In 1914, a new coke plant was constructed at the iron works, and it provided a steady source of fuel for the two furnaces. (11)

Also adding to the growth of Mayville's commercial district during the late nineteenth century was the change in local farming practices. Pioneer farmers largely grew wheat during the Civil War era, a cash grain crop. After wheat played out, farmers tried diversified farming as a way to save their soil and make a living. In the late nineteenth century, most farmers began making the transition to dairying as a means to a steady agricultural income and were very successful, particularly in Dodge County. The cash farmers received from selling milk to cheese or butter factories provided them with a good income, and increased their patronage of local businesses. Along with Mayville's residents, farmers played a significant role in helping drive the commercial economy in the community. (12)

Iron industry production peaked during World War I, as the country geared up for war production. But, after the war, the local iron industry declined rapidly. Part of the decline may have been triggered by the sale of the Northwestern Iron Company to the Steel and Tube Company of America, and then the acquisition of the business by the Youngstown Sheet and Tube Company in 1923. In any event, the coke plant closed in 1921, and the furnaces closed down in 1928. The closure of the iron works was an economic blow for the community, made worse by the onset of the Great Depression of the 1930s. The downtown commercial district reflected these economic trends, with much building activity prior to 1930, and very little building activity through the depression and World War II years. (13)

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 4 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Some of the buildings constructed during the period between 1900 and 1930 that are still extant in the Main Street Historic District include the impressive First National Bank building (2 N. Main St., 1915), the automobile garage at 16 N. Main St. (1928), the State Bank Building II (11 S. Main St., 1913), the Koepsell-Gruber Building (16 S. Main St., 1909), the Modjeska Theater (20 S. Main St., 1911), the August F. Schoen Building II (115 S. Main St., 1903), the Mayville Auto Company (125 S. Main St., 1913), the C. W. Doctor Building (105 Bridge St., 1908), the Walter Schellpfeffer Building (116 Bridge St., 1924), the Crescent Garage (120 Bridge St., 1929), the William Fink Building (123 Bridge St., 1929), and Oscar Naber's Post Office Building (13 N. School St., 1912-13). Older buildings that were significantly remodeled during this era include the Sauerhering-Koepsell Building (19 S. Main St., remodeled 1929) and the August F. Schoen Building I (111 S. Main St., remodeled c. 1930). Several other commercial buildings were given face-lifts, as well, illustrating that during this period of industrial growth, the commercial district changed as well.

This flurry of building activity reflected the last boom years of the iron industry and the "roaring twenties." While the population of Mayville in 1920 was 3,011, it had dropped off to 2,500 by 1930. The local newspaper reported some hard times in the city in the 1930s, and local citizens tried to draw new industry to the community. Companies such as the Mayville Canning Company, Maysteel, and the Mayville Metal Products Corporation tried to fill the void that was left by the iron works, but the general slowdown in the national economy made for limited success. Every winter, the ice harvest on the Rock River was a noted event, primarily since it provided some much needed income for unemployed workers. Eventually, the new industries mentioned above, along with cheese manufacturing, provided Mayville with a strong post World War II industrial base. The population increases in the community (2,950 in 1940, 3,000 in 1950, 3,600 in 1960 and 4,167 in 1970) during this time illustrate this return to prosperity. (14)

The downtown commercial district also felt the effects of the Great Depression. Most businesses survived the hard times, but few new businesses were established. Other than the new Post Office building (7 N. School St.), constructed in 1939, no new construction occurred in Mayville's downtown until 1944, when the Mayville Lanes bowling establishment (31 N. Main St.) opened. Because Mayville's downtown was large already, only a few new commercial buildings were constructed there after World War II. But the effects of the post World War II prosperity can be seen in all of the remodeled storefronts of downtown commercial buildings. Modernization of storefronts has continued up to the present time, and only a few of the buildings in the district have retained their original or period storefronts. But, most

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 5 Main Street Historic District,
Mayville, Dodge County, Wisconsin

buildings have retained their original second story appearance and due to the vast number of photographs of the downtown that are available in Mayville, the potential for storefront restoration is high.

The commercial makeup of Mayville's Main Street has had to change dramatically during the last 20 years, as traditional businesses have closed or moved elsewhere, as has been typical of all downtowns during this era. But, the high occupancy of the district's buildings, with small offices and small specialty stores replacing large clothing, grocery, and department stores, indicates that in Mayville, the downtown is still the center of important commercial activity in the community.

Architecture

The Main Street Historic District contains a significant concentration of fine individual examples of popular nineteenth and early twentieth century commercial styles. These buildings reflect the progression of commercial architectural design and were meant to convey an image of importance and stylishness to the owner and/or occupant of the building. Interspersed between these individual buildings are good examples of Commercial Vernacular architecture. These simple buildings are common in most of Wisconsin's downtowns and often reflect, in their simple details, the popular styles of architecture at the time when they were built. The result is a historic district that includes Mayville's historically and architecturally significant downtown.

Many of the architecturally significant buildings in this district were built in the Italianate style. According to Wisconsin's Cultural Resource Management Plan, Italianate commercial buildings are usually distinguished by their bracketed wood, stone, or metal cornices. Arched window hoods or label moldings of wood, stone, or metal are also common details on the upper stories of Italianate buildings. In fact, the Plan indicates that Italianate details are often only seen in the upper stories of commercial buildings. (15)

The most outstanding version of the Italianate commercial style in the district is the recently renovated August Reible Building (34 S. Main St., c. 1866). Its round arched openings and bracketed pressed metal cornice are typical details of the Italianate style. And, while round arched openings on the second story are commonly seen in buildings of this era, the arched show windows and main entrance, connected in a very attractive arcaded effect, is unusual, due to the pervasiveness of remodeled storefronts. Adding to this building's distinctiveness is its limestone facade. The high-quality masonry of the building stands out among the brick fronts

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 6 Main Street Historic District,
Mayville, Dodge County, Wisconsin

of most of the rest of Main Street. This fine mid-nineteenth century building is an excellent example of its style, and with its original details revealed, it is also important for the information it provides on the appearance of Civil-War era commercial buildings.

A similar, but less well-preserved, building from the Italianate era is the Saloon building at 121 S. Main St. It, too, features the Italianate style round arches, decorating both the second story openings and the first story show windows and original entrance. A brick corbelled cornice suggesting brackets is another detail often seen on Italianate commercial buildings. Although there is some loss of integrity due to the enclosure of the first story openings, the attractive arcaded effect of the large round arches is still extant. And, the historic glazing of the second story windows adds to the building's period appearance.

The Italianate style was so popular with commercial buildings that its influence lasted until the turn of the century. The Ziegler Building (33 N. Main St., 1889), is a good example of this late Italianate influence. The heavy Italianate label hood moldings, and the cornices decorated with classically-influenced brackets, pediments, and dentils are details often found on late Italianate commercial buildings and are well executed and attractive on this example. The building is also enhanced by decorative brick corbelling, and a relatively intact storefront. The Ziegler building is less picturesque than the earlier Italianate Reible Building, yet it retains the major elements of the style.

There are several buildings in the district that are good example of the Queen Anne style of commercial architecture. The Queen Anne style was popular between 1880 and 1910 in Wisconsin. Queen Anne commercial buildings are generally two or more stories in height and feature bay or oriel windows on the upper floors. Because commercial buildings tend to be rectangular, the irregularity and asymmetry of the style is usually seen in elaborate towers or oriels, and in decorative cornices and bays. (16)

The Queen Anne buildings in the Main Street Historic District are typical of the above description. Rectangular in shape, they show the style primarily in towers, oriels, bays, and decorative cornices. The oldest Queen Anne building in the district is the 1889 Lehner House (1 N. Main St.), built during the early popularity of the style. Of all of the Queen Anne buildings in the district, it is most house-like. The prominent shingled front gable with tripartite opening is a detail often seen on Queen Anne houses. The shingled second story oriel was once a tower, a detail typical of Queen Anne houses and commercial buildings. The first floor show

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 7 Main Street Historic District,
Mayville, Dodge County, Wisconsin

windows are also house-like. They are smaller than other show windows of this era and are made up of large single lights with transoms, a window type often found on Queen Anne houses. These details make this building an unusual commercial example of the style, much different from the outstanding, but more typical Beaumont Hotel.

The Beaumont Hotel (45 N. Main St., 1896) is one of the largest commercial blocks in Mayville. The building's outstanding feature is its abundance of pressed metal bays and cornices, all reflecting the elaborate classicism of the Queen Anne style. The top of the corner tower, recently restored, is another Queen Anne feature. Reconstructed from photographs, the domed tower helps give the building a grand appearance. The original storefronts of the building, including a Corinthian column and massive arched windows on the first story north wall also add to the building's elegant and historically accurate appearance.

The Henry Hamm Building (101-103 N. Main St., 1897) is a much smaller Queen Anne commercial building, but it was designed by the same architect as the Beaumont Hotel, Henry Messmer and Son. It, too, shows its Queen Anne style primarily in its pressed metal bays on the second story. Also of interest in this building are the pilasters, brick corbelling, and round arches decorating openings, all vaguely classical details. The modernized storefront detracts somewhat from the building's integrity, but its fine details are all extant on the second story.

While the Queen Anne style is primarily associated with large, impressive buildings, it could also be used to decorate small buildings. The August F. Schoen Building II (115 S. Main St., 1903) is a good example of how the use of decorative brick corbelling and a bay window could give a diminutive building a Queen Anne appearance.

The next style to make a significant impact on commercial architecture was the Classical Revival style. According to Wisconsin's Cultural Resource Management Plan, the Classical Revival style re-introduced formal buildings with heavy, classical details around the turn of the century. The style was promoted at the World's Columbian Exposition of 1893 in Chicago. At that event, many prominent architects designed large, classically-decorated buildings that were painted white. Called the "White City," these buildings were models for the style. Because of its reliance on large scale classical details, the Classical Revival style was used primarily for public, institutional, or commercial buildings. (17)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 8 Main Street Historic District,
Mayville, Dodge County, Wisconsin

The popularity of the Classical Revival style peaked during the first two decades of the twentieth century. Built in 1891, the Ruedebusch Department Store (119 S. Main St.) is an early example of the use of Classical Revival details on commercial buildings. The cornice with modillions, dentils and foliated panels; Corinthian pilasters; and stone trim all suggest the Classical Revival style. And while this makes for an attractive building, the building's most outstanding detail is its high level of integrity with its second story openings and first story storefront intact and well-preserved. Like the mid-nineteenth century Reible Building, the Ruedebusch Department Store Building is important for the information it provides about late nineteenth century commercial buildings.

A building that more typically reflects the Classical Revival style is the 1913 State Bank Building II. Although the first story has been remodeled, the heavy classicism of the style can be seen in the full entablature and colossal Ionic columns of the building executed in decorative terra cotta. The State Bank II is a good example of how the style was used to give even a small building a formal appearance, suitable for a banking institution.

The era of the 1920s saw much construction and remodeling activity in downtown Mayville. Most of these buildings reflect a popular style at the time, the Twentieth Century Commercial style. The style, sometimes in its more elaborate form called the Chicago Style, was popular between 1895 and 1930 in Wisconsin, according to Wisconsin's Cultural Resource Management Plan. The style developed primarily in response to new technology that allowed for a higher and larger building with more expansive floor space. Common characteristics include regular fenestration of large divided rectangular windows and little exterior ornamentation. Many Twentieth Century Commercial buildings in Wisconsin have details that suggest the Prairie style, a popular style in the state. (18)

The best example of this style is the automobile garage at 16 N. Main St. (1928). Its long, spacious front suggests large, open interior space. It has little ornamentation except for stone trim in a modern motif. The parapet roofline, trimmed with stone, is a typical detail of the style. Except for the enclosure of one of the large show windows, the building has a high degree of integrity, with most of its original details intact. Another interesting Twentieth Century Commercial Building is the C. W. Doctor Building (105 Bridge St.), constructed in 1908. It has a similar parapet roofline, but the unusual sloping roof at the west end of the building, along with the divided-light windows, give this building a unique appearance. C. W. Doctor was a colorful local photographer and businessman and this building probably reflected his artistic character.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 9 Main Street Historic District,
Mayville, Dodge County, Wisconsin

The Mayville Auto Company building (125 S. Main St., 1913) is another variation of the style and was Mayville's first truly modern commercial building. Much larger than other examples of the style in the district, the building is also less decorative. Its most distinctive features are its large openings (some enclosed), shallow pilasters, and relatively intact storefront. Its modern, stripped down appearance is advanced for its 1913 construction date, making it a significant architectural element in the district.

There are three buildings that reflect the modern architecture of the early twentieth century. They are not elaborate enough to be designated Art Deco or Moderne, but they have features that suggest these styles and the popular Classical Revival style described earlier. The Art Deco and Moderne styles were popular primarily during the 1920s through the 1940s. The Art Deco style incorporated futuristic or highly stylized historical details on buildings that stressed verticality and hard edges. The Moderne was a less decorative style, stressing streamlining via the use of rounded corners and smooth surfaces. (19)

The First National Bank (2 N. Main St., 1915) was constructed with details that suggest both the Classical Revival and the Moderne styles. The tripartite windows with transoms, along with the entrance frontispiece with its entablature, pilasters, and classical trim are details that suggest the Classical Revival style. But these details are executed in a modern manner, and are less elaborate than details seen on other Classical Revival buildings of that era. The rounded corner, narrow brick corbelled cornice, and the simple, modernized classical frontispiece are all details that suggest the Moderne or Art Deco style. Because this building was constructed in 1915, its modern appearance is somewhat ahead of its time, making the building particularly significant in the district.

The U. S. Post Office building (13 N. School St., 1939) is an example of a modern building with windows that suggest the Classical Revival style and other details that suggest the Art Deco style. The tall, three unit multi-light openings suggest the Classical Revival style. But the undecorated, smooth limestone cornice and window decoration suggests the hard edges of the Art Deco style. Also from the Art Deco style is the stylized eagle decoration over the main entrance. This detail is typical of how Art Deco-influenced architects incorporated highly stylized historical details into a modern design. The other Art Deco detail of note is the pair of tall bowl light fixtures flanking the entry. But the Art Deco details are not elaborate on this building, and overall, its design strongly reflects the coming era of unadorned modern office buildings.

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 10 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Another interesting example of the influence of the Moderne style in Mayville's downtown is the facade of the Mayville Lanes (31 N. Main St., 1944). The facade's rounded edges and streamlined appearance is typical of the style. Of special note are the flat, fluted pilasters flanking the entrance, a hard-edged detail that accents this small building. These details make a simple, modern, utilitarian building more decorative and stylish.

The above-discussed buildings reflect the architecturally interesting individual commercial buildings in the Main Street Historic District. But as in most small towns in Wisconsin, much of the architectural interest in the district is seen in the group of buildings designated as Commercial Vernacular. Some Commercial Vernacular buildings are good individual examples of the style, but they are usually more significant as a group, reflecting the most common architecture of downtown commercial districts.

Commercial Vernacular buildings feature large show windows on the first floor, simple window openings on the second floor, simple wooden entry doors with transoms, and cornices with some decorative treatment, such as brick corbelling, wood moldings, or metal friezes. Often, these buildings have segmental arches or label moldings over upper floor windows, and cornices with brackets, or brick corbelling that suggests brackets; details from the popular nineteenth century Italianate style. Many turn-of-the-century or early twentieth century commercial buildings have bays and cornices with classical details that reflect the Queen Anne or Classical Revival styles. (20)

There are many good examples of Commercial Vernacular buildings in this district stretching from the mid-nineteenth to the early twentieth century and reflecting many variations of the form. One of the earliest of these buildings is the Simonin-Wolff-Faust Building (102-108 S. Main St., pre-1873). This long structure, unified by historical ownership and a simple bracketed cornice, is an example of a building often referred to as "boomtown." Boomtown commercial buildings are usually frame structures with gable roofs and a parapeted facade. Often built during the "boom" years of a community's early growth, they were frequently replaced with brick structures due to fire or obsolescence. If not replaced, they are often victims of extensive remodeling, as is seen in this district. The Simonin-Wolff-Faust Building is significant because its well-preserved exterior makes it a fine and relatively intact example of the style.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 11 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Another mid-nineteenth century version of the Commercial Vernacular style is the Julius Andrae Building (5-7 S. Main St., c. 1860). This brick block is typical of mid-nineteenth century versions of the style. It is largely undecorated except for its tall second floor windows with arched hood moldings, a detail that suggests the Italianate style. Although it has an altered storefront, the upper floors of the building illustrate the hallmarks of the Commercial Vernacular form.

The late nineteenth century continued to produce Commercial Vernacular buildings in the district. Many still reflected the Italianate style, while others had details suggesting the popular Queen Anne style. The William Klieforth Building (40 S. Main St., 1886) is a good example of a late Italianate-influenced Commercial Vernacular building. It has the bracketed cornice and brick corbelling of the Italianate style, but lack the arched windows. It is further distinguished by a historic storefront. The Queen Anne-influenced State Bank Building I (26 S. Main St., 1892) is another interesting late nineteenth century Commercial Vernacular building. Its pedimented cornice, slightly arched windows, and original storefront reflect the picturesqueness of the Queen Anne style, without being an elaborate example of it.

The extensive Music Block (4-12 S. Main St., 1897) is a more classically-influenced Commercial Vernacular building. The polychromatic effect of the use of different bricks for the individual units of the building suggests the High Victorian Italianate style, but the classically-influenced cornice suggests both the Queen Anne and Classical Revival styles. None of these style influences is strong, though, making the Music Block typical of Commercial Vernacular structures. Although two of the storefronts have been remodeled, the building has a high level of integrity, with many of its historic features intact.

After the turn of the century, the Commercial Vernacular style was still being used in Mayville. The Koepsell-Gruber and the Modjeska Theater (16-20 S. Main St., 1909, 1911) buildings were constructed to blend in with the attached Music Block, but their more simple cornices and larger second story windows suggest an attempt at modernizing the design. The Twentieth Century Commercial style is related to the Commercial Vernacular form, and in Mayville, during the 1920s, this style was used for a number of new or remodeled buildings, bringing the influence of simple vernacular styles and forms in Mayville's downtown up to the Great Depression era.

Commercial Vernacular buildings are simple, economical business blocks that stress function over architectural details. They were popular because they were probably less costly, yet reflected the architectural trends of the period in which they were built. Some stand out individually because of their interesting details or their

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 12 Main Street Historic District,
Mayville, Dodge County, Wisconsin

high level of preservation. But more importantly, taken together, they represent a common, but significant, type of commercial construction in the city.

The architectural significance of this district can be found in the fine individual examples of nineteenth and twentieth century architecture found there and the fact that the district, as a whole, is a good example of an historic downtown of a small Wisconsin community. The buildings have individual differences, yet they have a continuity of scale, building materials, and architectural features that give the district a cohesive architectural appearance. As the center of commercial architecture in the community, the Main Street Historic District represents the development of commercial buildings from the earliest years of the community through the period of significance. As such, the district is an important architectural entity in the city of Mayville.

Commerce

The Main Street Historic District is locally significant because it encompasses most of Mayville's historic downtown business district. Throughout the community's history, Mayville's downtown was the center of commercial activity from general stores to banking to small industrial shops providing goods and services to local residents. The downtown remained the center of commercial activity in Mayville throughout the period of significance, and although some retailing has moved to other parts of town, or disappeared altogether, Mayville's downtown business district is still an important center of professional services, specialty retailing, and other commercial services that fill its buildings.

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 were multi-purpose, incorporating general store, inn, and post office all under one roof. As communities developed in the late nineteenth century, even the smallest towns usually had a variety of stores such as groceries, dry goods, and hardware stores, all located in a commercial business district at the center of the community. Entrepreneurs in larger communities, such as Milwaukee, developed larger stores that featured more specialty goods. The popularity of retailing increased during the late nineteenth century, and while the pioneer general store persisted during this time, it gradually died out as retailing became more specialized. There was a high turnover of businesses in commercial districts and short-term retailers were the rule and not the exception. (21)

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 13 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Like the model described above, the history of commerce in Mayville began with small businesses, like the general store operated by the Palmers. Like most pioneer businesses, Mayville's first general store was also the first post office in the community. Another early business in Mayville was a hotel. Soon, additional small businesses came to Mayville and offered a full complement of retail goods and services, as described in the historical overview. Mayville's early downtown development existed along side of the community's early industries, such as the mill and the old Boehmer Foundry. Small industrial shopkeepers, such as harnessmakers, shoemakers, wagonmakers, and blacksmiths also worked side-by-side with retailers in Mayville's early downtown commercial district, providing custom goods not necessarily available from merchants.

As Mayville's downtown matured in the late nineteenth and early twentieth centuries, some of the businesses changed. Larger specialty stores were established and a modern department store anchored Main Street. Some of the small shops closed as these services were provided by retailers or because they became obsolete. During the twentieth century, outside forces such as mail-order catalogs and shopping malls in larger cities changed the way people shopped, and had an impact on the type and size of businesses found there. Throughout the period of significance, Mayville's downtown has grown and developed, responding to these changes, and it is indicative of the adaptability of historic commercial buildings that owners have been able to use them for the ever changing needs of commercial businesses in the city.

That the Main Street Historic District was the center of historic commercial activity in Mayville can be shown in a brief review of the important and long-term commercial businesses located there. General stores were usually the earliest businesses established in a new community. As stated in the historical overview, the first commercial business in Mayville was the Palmer general store, located on the site of 101 S. Main St. (D. Naber Building, c. 1861, non-contributing). This address remained a general store when D. Naber erected the current building for his business around 1861. In the late nineteenth century, the Naber building was used for Dreger and Fleming's general and clothing store. Another building used for a general store was the Julius Andrae Building (5-7 S. Main St., c. 1860). Andrae operated a general store there until around 1880. At the turn of the century, Charles Barwig operated a general store in the building until converting it to a liquor store. (22)

One of Mayville's most important retail businesses was the Charles Ruedebusch Department Store, located at 119 S. Main St. (1891). The business began, though, as a general store. Charles Ruedebusch Sr. came to America from Germany in 1832. He

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 14 Main Street Historic District,
Mayville, Dodge County, Wisconsin

worked as a clerk in Charleston, South Carolina before coming to Milwaukee in 1850. After a flirtation with the "gold rush" of 1849, he came to Mayville in 1853, where he entered into a partnership with Herman Naber, who was operating a general store on Main Street. Ruedebusch eventually started his own general store, and this business expanded when his son and sons-in-law took over upon his retirement. In 1891, the family erected the current building, making Ruedebusch's Department Store the premier retailer in the community. Although it was a traditional department store, Ruedebusch's retained a grocery department, reflecting the company's general store history. (23)

The second commercial business established in Mayville was a hotel. Later known as the American House, this hotel was operated into the twentieth century and the old American House building was only recently demolished. The two remaining hotel buildings in the district began providing hotel services in the late nineteenth century, and after a brief period of inactivity, one of the buildings again provides these services today.

The oldest hotel building in the district is the Lehner House (1 N. Main St.), built in 1889. At the time, it was the most elegant hotel in the city, accented by its Queen Anne style. But the Lehner House was soon to be overshadowed by a bigger, more elegant hotel, the Beaumont. Built in 1896, the Beaumont Hotel (45 N. Main St.) was even more stylish than the Lehner House. After World War II, small town hotels began to decline. The Beaumont was operated as a hotel until 1968, then became primarily a rooming/apartment house and tavern. In 1989, after an extensive renovation, the Beaumont was returned to service as the luxury Audobon Inn. (24)

Other early businesses in the historic district were small shops producing goods not necessarily available from merchants. Most of these small shops were demolished in favor of new buildings in the late nineteenth and early twentieth centuries. Two shops that are still extant in the historic district are the Frank Traeger Building (35 S. Main St., 1897) and the August Reible Building (34 S. Main St., c.1866). Frank Traeger and his son were harnessmakers and erected this new building for their business in 1897. The business operated until around 1910. August Reible was a stonecutter and his long-time marble works was operated out of this building well into the twentieth century. These two buildings represent the era when small shops co-existed with retail buildings in historic downtowns. (25)

When the small industrial shops closed or left downtown, new businesses took their place. The technology that replaced harnessmaking, blacksmithing, and wagonmaking was largely embodied in the automobile, and in the early twentieth century, the

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 15 Main Street Historic District,
Mayville, Dodge County, Wisconsin

selling and repairing of automobiles became important businesses in Mayville's downtown. One of the earliest buildings erected specifically for the automobile business was the Mayville Auto Company (125 S. Main St.), constructed in 1913. This building was one of the largest commercial buildings constructed in Mayville's downtown, and has been associated with the selling and repairing of automobiles throughout its history. Even today, this building is still housing an automobile-related business, an automotive parts store. (26)

By the late 1920s, the automobile had almost entirely replaced horsepower, and several other automobile garages and dealerships joined the Mayville Auto Company in downtown Mayville. Orville Hurlbert converted William Albrecht's blacksmith and wagon shop into an automobile garage around 1915. Pat Schultz took over the garage in the 1920s and doubled the size of the building in 1929 for his automobile dealership. The Schultz dealership continued to operate out of the building until 1986. Two other garages were constructed in the late 1920s in Mayville's downtown. They included the garage at 16 N. Main St., built in 1928, and the Crescent Garage at 120 Bridge St., built in 1929. The garage at 16 N. Main St. was eventually converted into a hardware store, but the Crescent Garage is still the location of an automobile dealership. (27)

Mayville's downtown commercial district was the home of its major financial services from the 1890s until the post-World War II era. Prior to 1892, Mayville's banking facilities were privately conducted. The most significant private banking house was the Mayville Exchange Bank, operated between 1885 and 1892 by Silas Lamoreaux. In 1892, August Ruedebusch and other prominent Mayville businessmen incorporated a state bank called the State Bank of Mayville. This was the first and most significant public banking institution in the city. (28)

The first building erected for the bank was the State Bank Building I (26 S. Main St.), erected in 1892. The bank remained at this location until 1913, when it moved into new quarters at 11 S. Main St. In 1914, an Iowa investor came to Mayville to establish a new bank under a national charter. This bank, the First National Bank, opened in the fall of 1914. A prestigious building (2 N. Main St.) was erected for this bank in 1915. (29)

Both banks survived the banking crisis and Great Depression of the 1930s, but after World War II, the State Bank acquired the assets of the First National Bank and the new State Bank of Mayville moved into the old First National Bank building. The State Bank of Mayville remained at that location until 1963, when the bank moved into new facilities just outside of Mayville's downtown. In 1971, the State Bank

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 16 Main Street Historic District,
Mayville, Dodge County, Wisconsin

became affiliated with the M & I banking chain and it remains an active and important bank in the community today. (30)

Mayville's downtown did not entirely lose all of its financial services when the State Bank moved away. In 1957, the Mayville Building and Loan Association constructed a new facility for their savings bank at 116 S. Main St. after having had offices located in other downtown buildings. The bank remained at this location until they erected a new facility just outside of this historic district. The need for new and expanded facilities, including drive-up service, drove banks out of Mayville's downtown, but for well over 50 years, banking was one of the most important commercial services in the historic district.

Throughout the period of significance and up to the present time, Mayville's downtown has had a wide variety of retail businesses serving the consumer needs of the community. Since there has been historically a high turnover of retail businesses, those retailers who have maintained a business for a long period of time are often seen as the most important in a community. Mayville's downtown was the home to a number of these types of businesses.

One of the most common retail businesses in a historic commercial district was drug stores. Several long-time drug stores were active in buildings in this historic district. One of the earliest druggists in the community was Rudolph Saurhering, a German immigrant who came to Mayville in 1851. He learned his trade from his brother, Adolph, a physician and former druggist. Saurhering's son, Edward, operated the drug store until 1905, when August J. Koepsell purchased the business. Koepsell was an apprentice for Edward Saurhering, then attended the University of Illinois, graduating in 1903. He purchased Saurhering's drug store in 1905 and was a druggist until 1944. Saurhering's drug store was located at 19 S. Main St. (c.1856). Koepsell remodeled the building for his business in 1929. (31)

August F. Schoen was another nineteenth century druggist in the district. Schoen was a German immigrant who apprenticed for Rudolph Saurhering, then worked in the drug store business in Chicago. He came back to Mayville after the great Chicago fire of 1871 and established a drug store. He received a medical degree from Rush Medical College in Chicago in 1883, and continued to operate his drug store in Mayville until the 1920s. He built his first drug store at 111 S. Main St. around 1875, then vacated it for a new building at 115, which he erected in 1903. (32)

A descendent of the third important drug store in Mayville is still operating today. After Frank and Rudolph Traeger's harness business ended around 1910, the

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 17 Main Street Historic District,
Mayville, Dodge County, Wisconsin

building (35 S. Main St.) was acquired by Dr. Louis M. Bachhuber. He had his professional offices on the second floor, while the first floor was occupied by A. H. Bauer's drug store. In 1954, Mrs. Bachhuber sold the building to C. D. Harvey, who moved his drug store into the space that had been occupied by Bauer's Drug Store. In 1963, the drug store was sold to William Bachhuber and was operated as Bill's Rexall Pharmacy. Today, the drug store is known as the Health Mart and is the only drug store remaining in Mayville's downtown. (33)

Other long-time retailers in Mayville include the Thielke Hardware Store (105 S. Main St.). August Thielke took over August Ruedebusch's hardware store at this location in 1889. He built a new store in 1895 and Thielke Hardware operated until 1941. The Koepsell-Gruber furniture and undertaking business began when E. H. Koepsell and Fred Krohn established their business in 1909. In 1912 Alois Gruber joined the firm and shortly afterward Fred Krohn left the partnership. As Koepsell-Gruber, the company operated from 16 S. Main St. from 1909 until 1942. The building continued to house a furniture store, though, as L. W. Moul continued the business until recently, and a furniture store is still operating out of the building today. Also in business for many years was the Faust Meat Market. This business began operating out of 102-108 S. Main St. in 1894 and several generations of Faust family members continued to operate the business there until recently. (34)

Some commercial businesses are associated with social and recreational activities and historically most of these activities were located downtown. Two downtown businesses in this category associated with C. W. Doctor were popular with Mayville residents. C. W. Doctor was a native of Kenosha and was a photography apprentice there. In 1889 he came to Mayville and established a photography studio on Main Street. In 1908 he had the building at 105 Bridge St. erected for his business. His studio, with its many unusual backdrops, was a popular business in Mayville's downtown. In 1911, he and R. E. Harvey leased the new building at 20 S. Main St. for a movie theater they called the Modjeska. Eventually Doctor acquired the theater building and around 1920, it was renamed the May Theater. This popular social center operated until 1982. (35)

Many historic social activities in Wisconsin's small towns revolved around downtown saloons or taverns and Mayville's downtown had numerous saloons operating during the period of significance. One of the most elaborate of the historic Mayville saloons was the Ziegler Saloon (Ziegler Building, 33 N. Main St., 1889). Mathew Ziegler was a German immigrant who came to Mayville in 1858. He operated a saloon in an older building at this location until erecting this new structure in 1889. He also operated a successful brewery south of the historic district (not extant). His son,

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(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 18 Main Street Historic District,
Mayville, Dodge County, Wisconsin

Emil Ziegler continued the business after Mathew's death in 1892, and closed the saloon in 1936. (36)

Historic downtowns were also the centers of professional and other services. Physicians, attorneys, and other professionals had offices downtown along with newspapers and government offices. Mayville had two important newspapers, the German language Dodge County Pionier and the English language Mayville News. Because Mayville's citizens were almost all German-speaking in the nineteenth century, the English language Mayville News was not published until the 1890s. Both newspapers had offices in many different buildings in the downtown during the nineteenth and early twentieth centuries. In 1884, Jacob Mueller took over the publication of the Dodge County Pionier and in 1891, he built a permanent location for it at 126 Bridge St. In 1945, when the Mayville News took over the Pionier, the News took over this location and has remained there ever since that time. (37)

Historically, downtowns have been the location for government buildings like city halls, county courthouses, and post offices. Today a need for more parking space and expansive grounds has caused many government buildings to locate away from downtowns. In Mayville, the historic city hall building (not extant) was located on the fringe of downtown. For the last 20 years, though, city hall has been located in the old First National Bank building (2 N. Main St.). The city has just completed a new municipal building, again on the fringe of downtown. But the other main governmental building in Mayville, the post office, has always been associated with downtown.

Located first in Palmer's general store, the first post office for the community was established in 1847. During the nineteenth century, the post office location moved with whoever was named postmaster. Since Mayville had over 25 postmasters during the historic period, the post office has had numerous locations, all in downtown commercial buildings. In 1912, postmaster Oscar Naber oversaw the erection of the first building specifically constructed for a post office (13 N. School St., 1912-13). However, Oscar Naber owned the building and when he ceased being the postmaster, the post office again moved to another downtown location. The post office found a permanent home in 1939, when construction began on a new building. Dedicated in the spring of 1940, the new post office building (7 N. School St.) has served Mayville from its downtown location for over 50 years. (38)

The above discussion illustrates that the trading in retail goods and services was the most significant function of the Main Street Historic District. The district was the center of commercial activity from retailing to social activities to

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 19 Main Street Historic District,
Mayville, Dodge County, Wisconsin

professional services to government services. Mayville's downtown was the center of community life, and on "market days," local residents, along with area farmers, filled the historic district with commercial and social activity. Although some commercial activity has left Mayville's downtown, the Main Street Historic District is still a thriving center of specialty retailing and professional services. Because the Main Street Historic District has been the center of commercial activity in the city since the mid-nineteenth century, it is historically significant under Criterion A for the important contribution these properties have made to the commercial history of Mayville.

Notes to Section 8:

- (1) The period of significance begins with the construction date of the earliest extant building and encompasses the important historical activities up to 1944, when the last extant building was erected and when the modern era of Mayville's downtown began.
- (2) National Register of Historic Places nomination form for the Beaumont Hotel, 1987, on file at the Historic Preservation Division of the State Historical Society of Wisconsin, Madison, Wisconsin; Dodge County Pioneer, 1 January 1897, as reported in "News in Review," Mayville News, clippings on file at the Mayville Historical Society Museum, Mayville, Wisconsin. The Mayville News has been running a column of news clippings taken from old Dodge County Pioneer or Mayville News editions for several years. Information from these clippings will hereafter be cited as "News in Review," date.
- (3) Inscription on datestone of 7 N. School St.
- (4) C. W. Butterfield, The History of Dodge County, Wisconsin, Chicago: Western Historical Company, 1880, p. 561; Jan Helmbrecht, "Mayville--Its Birth and How it Grew," Mayville 125 Years 1847-1972, Mayville: Service Printing and Publishing Company, 1972, pp. 3-4; "History of the Romantic Little City. . . Mayville," Mayville News Bicentennial Supplement, 16 September 1976, p. 1.
- (5) Butterfield, p. 561-562; Helmbrecht, pp. 3-4; "History of the Romantic Little City," p. 1.
- (6) "History of the Romantic Little City," p. 1-2.
- (7) Helmbrecht, p. 5; Norman D. Bartsch, "Mayville and the Iron Age," Mayville 125 Years 1847-1972, Mayville: Service Printing and Publishing Company, 1972, p. 9.
- (8) Helmbrecht, p. 4; F. Hess, Map of Dodge County, Wisconsin, Chicago: S. H. Burhans & C. G. Scott, 1860.
- (9) Atlas of Dodge County, Wisconsin, Madison: Harrison & Warner, 1873, p. 63.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 20 Main Street Historic District,
Mayville, Dodge County, Wisconsin

- (10) Martin J. Bachhuber, "Mayville's History Dates Back to 1845," The Mayville Story, Mayville: The Mayville News, 1947, n.p.; Sanborn-Perris Fire Insurance Map for the City of Mayville, 1892, on file in the Archives of the State Historical Society of Wisconsin, Madison, Wisconsin.
- (11) Sanborn-Perris Map, 1900; Bartsch, p. 10-11.
- (12) Bachhuber, n.p.
- (13) Bartsch, pp. 10-11.
- (14) Helmbrecht, p. 6.
- (15) Barbara Wyatt, ed., Cultural Resource Management in Wisconsin Vol. II, Madison: State Historical Society of Wisconsin, 1986, Architecture, p. 3-10.
- (16) Ibid., p. 2-15.
- (17) Ibid., p. 2-18.
- (18) Ibid., p. 2-20.
- (19) Ibid., pp. 2-34, 2-35.
- (20) Ibid., p. 3-10.
- (21) 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.
- (22) Butterfield, p. 648; Wisconsin and Minnesota State Gazetteer, Shippers' Guide and Business Directory for 1865-66, Indianapolis: George W. Hawes, 1865; M. T. Platt, Wisconsin Business Directory 1873, Milwaukee: Evening Wisconsin Book and Job Printing Establishment, 1873; Murphy & Co., Wisconsin State Gazetteer and Business Directory for 1876-7, Milwaukee: The Sentinel Company, 1876; Wisconsin State Gazetteer and Business Directory 1879, Milwaukee: William Hogg, 1879; Wisconsin State Gazetteer, Chicago: R. L. Polk & Co., 1891-92, 1895-6, 1901-2, 1903-4, 1905-6, 1909-10, 1911-12, 1913-14, 1915-16, 1917-18, 1919-20, 1921-22, 1924-25, 1927-28; hereafter referred to as Business Directories.
- (23) "A Golden Jubilee," reprint of 1853-1903 Fifty Years in Business Golden Jubilee Souvenir of Charles Ruedebusch Co., Mayville News 24 March 1988, on file at the Mayville Historical Society Museum, Mayville, Wisconsin.
- (24) Business directories; National Register of Historic Places nomination form for the Beaumont Hotel, 1987, on file at the Historic Preservation Division of the State Historical Society of Wisconsin, Madison, Wisconsin.
- (25) Business directories; "News in Review," 31 August 1897; Butterfield, p. 651.
- (26) "New Home of the Badger Auto Co.," Mayville News, 9 October 1913.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 21 Main Street Historic District,
Mayville, Dodge County, Wisconsin

(27) Tax Rolls; information from the owner of the Albrecht-Schultz Building; "Old Landmark Being Razed," Mayville News, 29 February 1928, p. 1; "News in Review 3 April 1929.

(28) Mayville 125 Years 1847-1972, Mayville: Service Printing and Publishing Company, 1972, p. 53.

(29) Ibid.; "New Bank for Mayville," Mayville News, 30 July 1914, p. 1; "New National Bank," Mayville News, 12 November 1914, p. 1; "Ready for Business," Mayville News, 16 September 1915, p. 1.

(30) Mayville 125 Years 1847-1972, p. 53.

(31) Butterfield, pp. 652-653; Homer Bishop Hubbell, Dodge County Wisconsin Past and Present, Chicago: S. J. Clarke Publishing Company, 1913, p. 322.

(32) Hubbell, p. 234; Tax Rolls.

(33) Tax Rolls; Mayville 125 Years 1847-1972, p. 65.

(34) Tax Rolls; "News in Review," 11 April 1895, 16 September 1909, 3 September 1941; Mayville 125 Years 1847-1972, p. 75; Business Directories.

(35) Hubbell, p. 22; "News in Review," 20 October 1908, 12 October 1911.

(36) "Oldest Tavern in City is Closed," Mayville News, 22 July 1936, p. 1.

(37) Tax Rolls; "News in Review," 3 July 1884; Mayville 125 Years 1847-1972, p. 58.

(38) Mayville 125 Years 1847-1972, p. 20; "Our New Post Office," Mayville News, 6 November 1913, p. 1; "News in Review," 29 March 1939.

PRESERVATION ACTIVITY

Today, there is considerable historic preservation and downtown improvement activity in Mayville. Some of Main Street's important buildings have been renovated or restored, and many others have been spruced up. A street reconstruction project, completed in 1989, has given Main Street an attractive appearance, with many amenities such as new period benches and period street lights. The current drive to achieve National Register of Historic Places listing for this historic district is being sponsored by both the city government and private citizens as part of their efforts to improve and retain Mayville's historic Main Street. The results of the research conducted in the preparation of this nomination is being given at public meetings in the community, as well as being made available to the Mayville Historical Society, whose members assisted in this effort.

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 8 Page 22 Main Street Historic District,
Mayville, Dodge County, Wisconsin

ARCHEOLOGICAL STATEMENT

Historic sources indicate that there was considerable Native American activity along the Rock River, one of Wisconsin's major waterways. There was also considerable early pioneer industrial activity in the historic district that is no longer immediately evident. And, while surface disturbances have taken place in the district since the mid-1840s, there is still a high potential for the existence of hidden archeological resources within the boundaries of the district. A comprehensive study and excavation of these resources was not conducted for the purpose of this nomination, however, such a study may uncover both prehistoric and historic archeological resources in the district. The potential for such finding such resources in the future should be noted in the future development of the historic district.

NPS Form 10-900a
(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 1 Main Street Historic District,
Mayville, Dodge County, Wisconsin

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(Rev. 8-86)
Wisconsin Word Processor Format
Approved 2/87

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 2 Main Street Historic District,
Mayville, Dodge County, Wisconsin

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Personal communication from David Schultz, building owner, November 29, 1993.

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(Rev. 8-86)
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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 9 Page 3 Main Street Historic District,
Mayville, Dodge County, Wisconsin

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number photos Page 1 Main Street Historic District,
Mayville, Dodge County, Wisconsin

MAIN STREET HISTORIC DISTRICT, Mayville, Dodge County, Wisconsin. Photographs by C. Cartwright, November, 1993, January 1994. Negatives on file at the Division of Historic Preservation, State Historical Society of Wisconsin, Madison, Wisconsin.
Views:

- 1 of 11: 18-52 N. Main St., view from the southwest.
- 2 of 11: 31-103 N. Main St., view from the southeast.
- 3 of 11: 1 N. Main St., 116-126 Bridge St., view from the east.
- 4 of 11: 2-16 N. Main St., view from the southwest.
- 5 of 11: 4-26 S. Main St., view from the southwest.
- 6 of 11: 26-108 S. Main St., view from the southwest.
- 7 of 11: 112-136 S. Main St., view from the southwest.
- 8 of 11: 101-125 S. Main St., view from the southeast.
- 9 of 11: 116-126 Bridge St., view from the southwest.
- 10 of 11: 105-123 Bridge St., view from the northwest.
- 11 of 11: 7-13 School St., view from the southeast.

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section number 10 Page 1 Main Street Historic District,
Mayville, Dodge County, Wisconsin

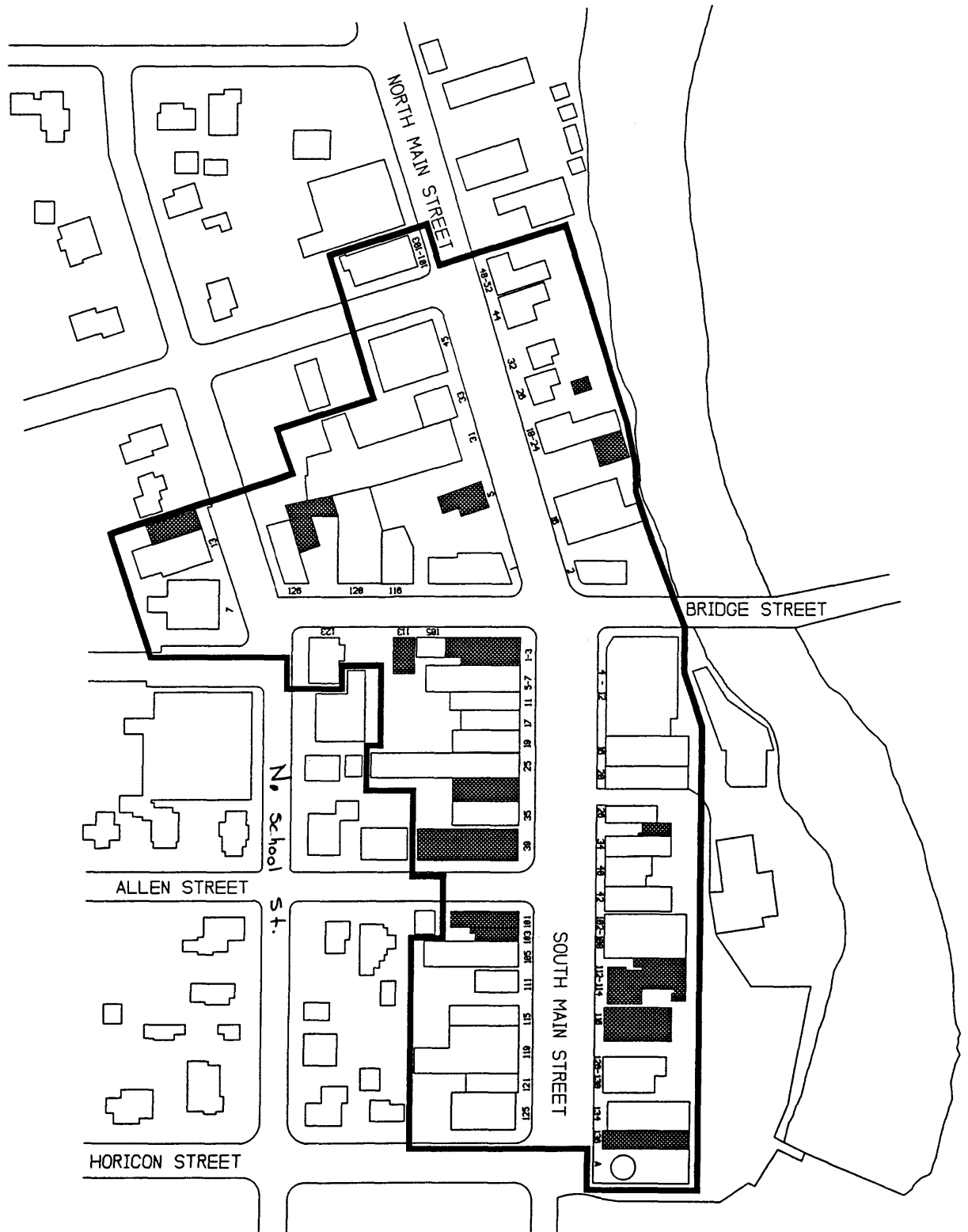
BOUNDARY DESCRIPTION

Beginning at the intersection of the east curb line of South Main St. and the north curb line of Horicon St., then west along the north curb line of Horicon St. to the west lot lines of 101-125 S. Main St., then north along these lines to the north curb line of Allen St., then west along this line to the west lot lines of 5-7--39 S. Main St., then north along these lines to the south lot line of 123 Bridge St., then west, south, and west along this line to the east curb line of School St., then north along this line to the north curb line of Bridge St., then west along this line to the west lot lines of 7-13 N. School St., then north along these lines to the north lot lines of 13 N. School St. and 126 Bridge St., then east along these lines to the west lot line of 31-33 N. Main St., then north along these lines to the north lot line of 31 N. Main St., then east along this line to the west lot lines of 45 and 101-103 N. Main St., then north along these lines to the west curb line of N. Main St., then south along this line to the north lot line of 48-52 N. Main St., then east along this line to the east lot lines of 2--48-52 N. Main St., then southeast along these lines, across Bridge St., to the east lot lines of 4-136 S. Main St. and map no. A, then south along these lines to the south curb line of Horicon St., then west along this line to the east curb line of S. Main St., then north along this line to the point of beginning.

BOUNDARY JUSTIFICATION




The boundaries of this historic district were drawn to include as much of the historic downtown business district of Mayville, while drawing out as many non-contributing elements as possible. The east boundary line was drawn along the Rock River east of N. Main St., a physical boundary, and to draw out non-contributing buildings at the rear of the buildings along S. Main St. The boundary was drawn on the south to divide Mayville's downtown from non-contributing commercial buildings and a residential neighborhood. The western boundary was drawn for the same reason. The northern boundary was drawn to exclude non-contributing commercial buildings and to separate the district from the educational buildings north of Mayville's downtown. The result is a cohesive historic downtown with a good degree of architectural integrity.

MAIN STREET HISTORIC DISTRICT MAYVILLE, DODGE COUNTY, WISCONSIN



DR. D. M. RICHTER
COMPUTER GRAPHICS LABORATORY
UW-W, DEPT. OF GEOG., 12/93



-  CONTRIBUTING
-  NON-CONTRIBUTING
-  DISTRICT BOUNDARY