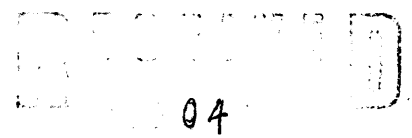


NPS Form 10-900
(Rev. 8/86)
Wisconsin Word Processing Format
(Approved 2/87)

OMB No. 1024-0018

United States 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 on a letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only 25% or greater cotton content bond paper.

1. Name of Property

historic name Milwaukee-Western Fuel Company Building
other name/site number North Western-Hanna Fuel Company Building
Electronic Data Systems Corporation Building

2. Location

street & number 2150 North Prospect Avenue N/A not for publication
city, town Milwaukee N/A vicinity
state Wisconsin code WI county Milwaukee code 079 zip code 53202

3. Classification

Ownership of Property	Category of Property	No. of Resources within Property	
		contributing	noncontributing
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)		
<input type="checkbox"/> public-Local	<input type="checkbox"/> district	<u>1</u>	<u>0</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site		<u>0</u> sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure		<u>0</u> structures
	<input type="checkbox"/> object	<u>1</u>	<u>0</u> objects
			<u>0</u> Total

Name of related multiple property listing:
N/A

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

4. State/Federal Agency Certification

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

[Signature]
Signature of certifying official
State Historic Preservation Officer-WI

1/22/92
Date

State or Federal agency and bureau

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

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

~~entered in the~~
National Register

- entered in the National Register.
 See continuation sheet
- determined eligible for the National Register. See continuation sheet
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

[Signature] 3/5/92

Signature of the Keeper Date

6. Functions or Use

Historic Functions
(enter categories from instructions)

Current Functions
(enter categories from instructions)

Commerce/Business

Commerce/Business

7. Description

Architectural Classification (enter categories from instructions)	Materials (enter categories from instructions)
Art Deco	foundation <u>concrete</u> walls <u>brick</u>
Moderne	
	roof <u>asphalt</u>
	other <u>terra cotta</u> <u>aluminum</u>

Describe present and historic physical appearance.

Description

The Milwaukee-Western Fuel Company Building at 2150 North Prospect Avenue is located on Milwaukee's lower east side almost two miles northeast of the city's central business district. The building is situated on a 180-foot by 150-foot lot at the northeast corner of Prospect Avenue and Woodstock Place. The property takes up roughly one-quarter of the block bounded by North Prospect Avenue, East Woodstock Place, North Summit Avenue, and East Kenilworth Place. Oriented to face west toward Prospect Avenue, the building is set back 30 feet from the sidewalk behind a small lawn area. It is also set back about 10 feet from East Woodstock Place with a small lawn area. A driveway is located on the north side of the property, and to the rear is a paved parking lot. A tall chainlink fence surrounds the parking lot.

The Milwaukee-Western Fuel Company Building is located in a mixed commercial, industrial, and residential area that extends for three blocks north from the former Chicago and North Western railroad right-of-way to North Avenue. The blocks facing the east side of Prospect Avenue were once lined with modest frame Victorian houses, but by the time the Milwaukee-Western Fuel Company Building was constructed in 1934, the area had been taken over by commercial and industrial land uses. The building's neighbor to the south across Woodstock Place at 2122 North Prospect Avenue is the six-story United Storage Company warehouse constructed in 1919 while across Prospect Avenue to the west is the five-story, former Ford Motor Company automobile assembly plant at 2185 North Prospect Avenue built in 1915. To the north of the Milwaukee-Western Fuel Company Building on the same block is a sprawling, one-story, former service station built in the 1920s. Additional commercial buildings, filling stations, warehouses, an apartment building, and a former car dealership, all built before 1930, occupy the remainder of the Prospect Avenue frontage north to North Avenue.

The Milwaukee-Western Fuel Company Building is a two-story, flat roofed, rectangular structure, 86 feet wide and 46 1/2 feet deep. It is a concrete-framed building sheathed with two colors of buff brick and accented with orange and black colored terra cotta. Behind the parapet wall, the building's flat roof consists of a standard, built-up asphalt type. The building is a sophisticated example of late Art Deco design that also exhibits the influence of the streamlined Moderne style.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 7 Page 1 Milwaukee-Western Fuel Company Building
Milwaukee, Milwaukee County, Wisconsin

The most dramatic feature of the building's principal elevations is the use of orange-colored, terra cotta-clad engaged columns. In all there are twenty-three such columns on the building, eleven on the west-facing principal facade with six on each of the north and south elevations. On the Prospect Avenue facade, the eleven buttresses are concentrated at the center of the elevation flanked by a ground floor entrance to either side. These entrances are simply enframed with a three-part tubular light fixture located on the doorframe to either side of the entrance. Tubular, curved railings were once located at both entrances, but they have been removed from the south entrance. The entrances are sheltered by small, flat-roofed semicircular aluminum canopies supported by a cluster of three metal tie rods. This use of elements in groups of three or multiples of three is repeated throughout the design of the building's exterior. A flag pole and curved metal oriel are located above each canopy. These oriel windows echo the curving profile of the engaged columns and are divided into twelve lights by delicate horizontal and vertical steel mullions. Above each oriel window in the parapet, the company's trademark, a black diamond bisected with a diagonal orange cross bar, is executed in terra cotta.

The seeming simplicity of the principal facade belies its artful balance of horizontal and vertical elements. The orange brick wall surface is enlivened every sixth course with a band of brick laid in a lighter color buff brick to create subtle horizontal stripes across the building. The simple brick parapet is capped with a bold terra cotta coping of plain blocks interspersed with blocks decorated with vertical grooves that are placed above each engaged column. The ten bays of tall narrow windows inserted between the engaged columns were originally glazed with steel windows divided into four horizontal lights that continued the banded motif across the facade. Sometime after 1981 these windows were replaced with the present single-paned fixed units.

The design of the engaged columns reflects the interplay between the horizontal and vertical that is the hallmark of the building's design. The verticality of the engaged columns is emphasized by such devices as incised reeding, but their upward thrust is checked by terminating them abruptly several feet below the coping of the parapet with pseudo-capitals comprised of three bands of black terra cotta surmounted by a heavy orange terra-cotta cap. At the bottom, three more bands of black terra-cotta simulate bases. The shaft of each column is textured with a scratch pattern of random horizontal lines resembling birch bark.

Ornamental terra cotta bas-relief spandrel panels are located between the first and second story windows, while plain orange terra-cotta panels with

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 7 Page 2 Milwaukee-Western Fuel Company Building
Milwaukee, Milwaukee County, Wisconsin

black banding comprise the spandrels for the first story windows. The decorative panels consist of three different scenes that are repeated across the facade. Each depicts an aspect of the coal industry: one shows the mining of coal with a laborer holding a pick; the second shows the transporting of coal by rail, barge and truck; and the third shows a laborer shoveling coal into a boiler. It is not known at this time if the building's architect, Herbert Tullgren, executed the specific designs for these panels or whether they were designed by the artist at the Northwestern Terra Cotta Company, which had the contract for supplying the terra cotta work.¹ Copies of Tullgren's plans show the location of these panels, but not their specific design.² Metal letters spelling out Milwaukee-Western Fuel Co. were located above the engaged columns on the parapet of the facade. These were later changed to³ read North Western-Hanna Fuel Co. and were removed entirely in the mid-1970s.

The south-facing Woodstock Place elevation has five bays of engaged columns and fenestration identical to that on the principal facade, but does not have any entrance. The spandrel panels below the first story windows differ from the spandrels on the west and north elevations in that they are plain orange terra-cotta panels with vertical grooves without the black terra-cotta banding. The north elevation is similar to the south elevation except that it has a canopied entrance located in the center bay, and its first story spandrel panels are identical to those on the west elevation.

The east elevation is utilitarian in character and lacks the banded brickwork and terra cotta ornament found on the other three sides. A tall, rectangular chimney extends above the roof near the north end of this elevation. The windows are symmetrically arranged in two horizontal bands across the rear. The three center windows of the second floor are shorter than the rest. The first story windows were blocked up in the 1973 remodeling. Revised drawings by Tullgren dated April 9, 1934 show that he simplified this elevation to eliminate the engaged columns and other detailing that are shown on the original drawings dated February 1, 1934.

On the interior of the building, Tullgren designed a compact and efficient working space for the office employees of the Milwaukee-Western Fuel Company. The basement was reached by staircases at the northwest and southwest corners of the building. The rooms were arranged on either side of a central hall that bisected the interior from north to south. Two storage rooms, a vault, and a men's locker room were located along the west side of the hall while the boiler room, coal bin, fan room, recreation room, and men's lavatory were located along the east side. The recreation room was the largest space in the basement and was separated from the hall by a glazed partition. At its south end there was a fully equipped kitchen.⁴

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 7 Page 3 Milwaukee-Western Fuel Company Building
Milwaukee, Milwaukee County, Wisconsin

The first floor was accessed by either of the two public entrances on the west facade or by the employee entrance on the north elevation. The public entrances lead into vestibules that in turn opened through double doors into the large public area that extended along the west end of the building on this floor. Two large counters separated by a cashier's office allowed domestic customers to pay their coal bills in person. Behind the counters and cashier's office was a large, open bookkeeping room. An area for salesmen was located to the south of the bookkeeping room, and a tabulating⁵ room and machine bookkeeping room were located at the north end of the floor.

The second floor was laid out with a center hall bisecting the floor from north to south. Four offices, a ladies' restroom, and a men's restroom were located on the east side of the hall while five offices occupied the west side of the hall. The amenities incorporated into the office at the southwest corner of the building indicate that this was probably the company president's suite.⁶ The space has its own restroom, a small kitchen, a closet, and a large safe.

Tullgren's drawings of the interior details show that the building was finished in a simple and utilitarian manner with plain woodwork and doors. The walls were simply plastered in most areas. Only the ceiling in the main first floor room had any ornamental detailing. Marble wainscoting was used in the public areas and in the restrooms. Linoleum wainscoting with aluminum trim was installed in the entry halls.⁷

Building permits do not indicate any alterations to the interior prior to 1973. Abendroth and Associates, Inc. were responsible for the remodeling work done in that year when the building was altered to accommodate a computer laboratory.⁸ The basement and first floor were virtually gutted, and most of the original finish features and partitions were changed. The public space on the first floor was divided into offices. The cashier's office and counters were removed, and the former bookkeeping room was made into the computer area. Partitions were removed in the former salesmen's area, and alterations were made to the former tabulating and machine bookkeeping rooms. The linoleum and aluminum trim was removed from the entry vestibule, and the walls were resurfaced with gypsum board and covered with vinyl fabric. The rear windows on the east elevation of the first floor were sealed up. A portion of the Art Deco-style ceiling in the main public room on the first floor with its concentric geometric border survived, but it has since been covered over with acoustical tile except for a few areas where it is still visible around piers.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 7 Page 4 Milwaukee-Western Fuel Company Building
Milwaukee, Milwaukee County, Wisconsin

In the basement, only the former vault area has survived from the original plan. The former recreation room and kitchen have been converted to storage and a restroom.

The second story, however, remains much as it was before the 1973 remodeling. The former president's office apparently remains intact. Original clear glass partitions separate three of the offices.

Due to the sensitive nature of the company's business, the author of this nomination was not allowed to view the interior of the structure. The information on the interior was based on an examination of building permit records and interviews with company employees and others familiar with its present condition.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 7 Page 5 Milwaukee-Western Fuel Company Building
Milwaukee, Milwaukee County, Wisconsin

FOOTNOTES

¹Milwaukee Daily Reporter, April 24, 1934, p. 4.

²Herbert W. Tullgren. Plans for the Milwaukee-Western Fuel Company Building dated February 1, 1934 and April 9, 1934. City Records Center, Reel 66, Plan No. 6.

³Milwaukee Landmarks Commission Landmark Inventory Nomination Form for the Milwaukee-Western Fuel Company Building, March, 1979.

⁴Tullgren, Plans.

⁵Ibid.

⁶Ibid.

⁷Ibid.

⁸Abendroth and Associates, Inc. Plans for remodeling 2150 North Prospect Avenue for Time Sharing Systems Inc., no date. Milwaukee City Records Center Microfiche Jacket; Milwaukee City Building Permits, 2150 North Prospect Avenue, July 12, 1973.

⁹Telephone interview with James Stankowski, Data Communications Manager of Electronic Data Systems Corp., February 5, 1990.

8. Statement of Significance

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

Applicable National Register Criteria A B X C D
Criteria Considerations (Exceptions) A B C D E F G
Areas of Significance

(enter categories from instructions) Period of Significance Significant Dates

Architecture	1934	1934 ¹
	Cultural Affiliation	
	N/A	
Significant Person	Architect/Builder	
N/A	Tullgren, Herbert W., Architect ²	
	Selzer-Ornst, Contractor ³	

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

Significance

The Milwaukee-Western Fuel Company Building is being nominated to the National Register for its local significance in the area of architecture, Criterion C. The building is architecturally significant as an exceptional local example of a late Art Deco style building that exhibits the influence of the Art Moderne style. These styles are relatively uncommon in Milwaukee, and this structure represents a sophisticated rendition of them on a small scale displaying an outstanding use of terra cotta as a decorative medium. The Milwaukee-Western Fuel Company Building is also important as an example of the best Art Deco commercial work of one of the city's leading twentieth century architects, Herbert W. Tullgren.

History

The Milwaukee-Western Fuel Company was organized in the spring of 1901 by the merger of the B. Uhrig Coal Company, the R. P. Elmore Company, the H. M. Benjamin Coal Company, the F. R. Buell Company, and the George S. Eastman Company. It was capitalized at \$2,000,000 with Edward S. Uhrig as president, Eltinge Elmore as first vice-president, Lawrence Demmer (Uhrig's brother-in-law) as second vice-president, Charles W. Moody as treasurer, F. R. Buell as secretary, George S. Eastman as assistant superintendent, and H. M. Benjamin as chairman. This consolidation created what was said to be the largest enterprise of its kind in the northwest, and the company advertized itself as Milwaukee's largest wholesale and retail fuel merchant.⁴ By 1903 some of the

 X See Continuation Sheets

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 1 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

officers, including Buell, Eastman, ⁵Elmore, and Benjamin had left the firm to embark upon other business ventures.

The Milwaukee-Western Fuel Company did not engage in any coal mining operations, but rather served as a wholesaler and retailer of coal. The company received bulk coal shipments, primarily by freighter, which it then sold to local consumers and industries as well as to out-of state customers. An advertisement in a 1905 manufacturer's directory indicated that the company had eight docks and handled an annual capacity of 1,500,000 tons of bituminous and anthracite coal. Brands of coal included the best grades of Smithing Coal, Kentucky Cannel, and West Virginia Splint. Milwaukee-Western Fuel was also the agent for D.L. & W.R.R. Company's Scranton Coal, Pittsburgh Coal Company's Youghiogheny Coal, New Pittsburgh Coal Company's Hocking Coal, C.C.B. Pocahontas, and Smokeless Coal.⁵ Later brands also included "Hi-Heat" Stove Coal and "Kentucky" Prime Coal and Solvay Coke as well as all grades of bituminous coal including coal for stokers. The company trade mark was a black diamond bordered in white with the words Milwaukee-Western Fuel Company placed across the diamond in a diagonal orange-red ribbon.⁸

From its incorporation in 1901 until 1918 the general offices of the firm were located on the second floor of a commercial building on the north side of West Wisconsin Avenue on the banks of the Milwaukee River.⁹ This distinctive building with its large plate glass windows on each story was razed in the 1920s to make way for the Empire/Riverside Theater Building. Branch offices over the years were located at 100 West Cherry Street, 1986 South Kinnickinnic Avenue, 2008 South Kinnickinnic Avenue, 1301 West Mt. Vernon Avenue, the west side of Plankinton Avenue near Wells Street and Juneau Avenue at the Milwaukee River. Its coal distribution yards were located at 1942 North Commerce Street, 2003 South Kinnickinnic Avenue, and 301 East Washington Street with a repair shop at 103 West Pierce Street and coal docks at 316 East Greenfield Avenue, on Canal Street, and on Sixteenth Street.¹⁰

Up to 1907 Milwaukee was said to have been the biggest coal customer in this region of the country and ranked as the leading coal receiving port on the Great Lakes. Beginning in 1907, Superior surpassed Milwaukee to become the leading coal dock port of Wisconsin. In 1907 Milwaukee received by lake steamer 4,108,919 tons of coal of which 60 percent was consumed locally for domestic and industrial use while 40 percent was shipped out to various markets in the west and northwest. That tonnage was valued at \$16,000,000 making coal trade the city's fifth leading industry behind iron, beer, leather, and meat. Most of the coal came by lake steamer from eastern states rather than overland from Midwest fields such as those in Illinois. Statistics show that in 1904 only one steamer with a 10,000-ton capacity

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 2 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

unloaded coal at Milwaukee while by 1907 there were seventy-four such steamers making their seasonal stops here and almost one hundred steamers with a combined cargo capacity of one-half million tons wintered at Milwaukee.¹¹ The need to accommodate the increasingly large coal steamers was an important force in the growth of Milwaukee's port facilities. Between 1910 and 1939, coal consistently represented about two-thirds of the city's waterborne commerce.¹²

The Milwaukee-Western Fuel Company was one of Milwaukee's major industries and had extensive facilities throughout the city to receive, distribute, and store coal. In 1907 the company privately maintained one and one-half miles of dock frontage and two and one-half miles of railroad sidetrack that could accommodate three hundred railroad cars at one time. Thirty-nine unloading hoists could unload eight ships simultaneously. The company's facilities covered some forty-three acres. The firm employed 600 persons and had 150 teams of horses delivering coal locally. In 1907 the company received 268 cargoes amounting to 1,277,256 tons and shipped 20,839 carloads amounting to 1,386,876 tons of coal valued at \$5,500,000.¹³

The company continuously expanded in the early twentieth century to the point that by 1918 the Milwaukee-Western Fuel Company's facilities had expanded to eight docks covering an area of about 85 acres with three miles of waterfront and six and one-half miles of railway sidetracks. Twelve boats could be unloaded simultaneously and 40,000 tons could be unloaded in ten hours. An article about the company in a national publication at that time expressed pride in replacing all of its horse-drawn delivery teams with a large fleet of motor trucks, thirty of which were five-ton trucks and five were two-ton. In January of 1918 the company moved its headquarters to the Wells Building at 324 East Wisconsin Avenue where it occupied all of the fourteenth floor and about half of the thirteenth floor.¹⁴

This period of expansion and modernization for the Milwaukee-Western Fuel Company was dominated by its long-term chief executives, Edward August Uhrig and Joseph Warren Simpson. The company's first president, E. A. Uhrig, was born in Milwaukee on March 26, 1862 to German immigrants Bernard and Ulrika (Yahnke) Uhrig. After attending Grace Lutheran School and Spencerian Business College, Edward began to work for the Sander & Daevel Coal Company on Cherry Street on July 10, 1876 at the age of fourteen. Uhrig's father eventually purchased an interest in the business, and the company became the Uhrig & Daevel Coal Company, at which time the business was selling ten to twelve thousand tons of coal annually. The company was later renamed the B. Uhrig Coal Company and grew to sell over one million tons of coal annually. In 1901 the business was merged with a number of other coal concerns to form the

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 3 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

Milwaukee-Western Fuel Company. Edward A. Uhrig was well respected for his business acumen, sound judgment, friendliness, and civic consciousness. He was a member of the Milwaukee, Wisconsin, Athletic, City and Calumet Clubs and was a thirty-second degree Mason and Shriner. He was a major stockholder and one of the directors of the First Wisconsin National Bank, First Wisconsin Company, First Wisconsin Trust Company, and Wisconsin Telephone Company, and was secretary of the Milwaukee Auditorium Company. Uhrig married Rosa Kehr on March 6, 1883 and had four children, Alexander B., Edwin L., Walter, and Gertrude. Alexander was the only one of his children to survive to adulthood. Alexander joined his father in the Milwaukee-Western Fuel Company after graduating from the Milwaukee Academy and served as the company's vice-president from 1907 through 1922. The family lived in the still extant mansion designed by local architects Ferry and Clas in 1905 at 2263 North Lake Drive. Edward A. Uhrig died on December 14, 1922. His son subsequently withdrew from the coal business to manage his father's estate.¹⁵

Joseph Warren Simpson (January 15, 1872 - June 24, 1946) was the second long-term chief executive of the Milwaukee-Western Fuel Company. Simpson was one of three sons of William H. Simpson and Sarah M. Cheetham and was born in East Dubuque, Illinois. Simpson's father, the son of Irish immigrants, pursued a number of occupations in the Illinois and Mississippi River area before moving to Milwaukee in 1877 to serve as the superintendent of the North Western Fuel Company, a coal firm based in St. Paul, Minnesota.¹⁶ William H. Simpson retained this position until his death in July of 1919. The Simpson family home, a large Queen Anne-style house built in 1889 was designed by local architect E. T. Mix & Co. and still stands at 3127 West Wisconsin Avenue. In addition to Joseph, Simpson had two other sons, George C.¹⁷ who moved to Cleveland, Ohio (and died in February, 1941), and William Burt.

In his late teens and early twenties, from about 1890 to 1898, Joseph Warren Simpson worked with his father at the North Western Fuel Company as bookkeeper, cashier, and clerk. He subsequently opened his own coal, wood, and coke company, the Joseph W. Simpson Coal Company with his brother, William Burt, as the company vice-president. The Simpson Coal Company was sold to the Milwaukee-Western Fuel Company in 1909, and Simpson was subsequently employed by the firm and handled city sales. His brother, William Burt Simpson, also came to work for Milwaukee-Western Fuel in the position of salesman.¹⁸

Joseph Warren Simpson moved up steadily in the company and became assistant to the president in 1915 and served as vice-president in charge of city sales from 1916 until E. A. Uhrig's death, after which time he became company president in 1923. Simpson remained the company's president through 1939, then served as chairman of the board, and finally retired around 1945 when he was 73 years of age.¹⁹

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 4 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

Simpson was a member of the Milwaukee Club, Milwaukee Country Club, University Club, Town Club, Union League Club of Chicago, and Caw Caw Club of Marquette, Wisconsin in Green Lake County. Simpson also served as the alderman of the Sixteenth Ward in 1898 while he was still living at the family home on West Wisconsin Avenue.²⁰ His son, Joseph Warren Simpson, Jr., eventually became president of the First Wisconsin National Bank. Simpson's daughter Mary married Karl Maier, Jr., who worked in the loan department of Northwestern Mutual Life Insurance Company. His other daughter, Charlotte, named after his wife, Charlotte Flanders, died at birth.²¹

It was during Joseph W. Simpson's presidency of the firm that the company erected its unique, Art Deco-Moderne style office building at 2150 North Prospect Avenue. This site, at the northeast corner of North Prospect Avenue and East Woodstock Place, has had an interesting history. Maps and histories indicate that the Manchester-Brown Surgical Hospital was constructed there in 1894. This two-story, frame, Arts and Crafts style, cross-shaped building was under construction from April through November of 1894. The hospital was the inspiration of Dr. Horace M. Brown and was designed to provide aseptic surgical facilities for Milwaukee area doctors. It was not affiliated with any previously established hospital. The building had two main operating rooms, beds for about thirty-five patients, a laboratory and dressing rooms. When Dr. Brown's health failed, he left for Europe and turned over the hospital to a group that established a tuberculosis sanatorium on the premises. This sanatorium was said to be the first of its kind in the state. The sanatorium failed as a business venture, and Brown resumed control of the building. He reopened the facility as Lake Side Hospital in 1902. Associated with the hospital was a prominent training school for nurses which absorbed the state's first nurses' training school, the Wisconsin Training School for Nurses.²²

Lake Side Hospital apparently ceased operation around 1916, and the building was subsequently acquired by the Milwaukee Country Day School in 1919 for use by its junior department. The Milwaukee Country Day School was begun on the lower east side as St. Bernard's School by Arthur Gleddin Santer at his residence at the southwest corner of Franklin Place and Ogden Avenue. The boys' prep school moved to a large new facility in Whitefish Bay in 1917. A junior department, for boys ages six to nine, began operation about that time at a residence near the corner of East Brady Street and North Farwell Avenue. The junior department subsequently acquired the old Lake Side Hospital building and remodeled it for classroom purposes. In 1931, the junior department moved to its own new campus near the senior school. The Milwaukee Country Day School has since undergone several mergers and is now known as the University School.²³

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 5 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

The old building on North Prospect Avenue stood vacant for several years after the junior department moved and was razed in February of 1934 to make way for the construction of the present office building.²⁴ The Milwaukee-Western Fuel Company president, Joseph W. Simpson, was probably aware of the availability of the old Country Day School property through his ties with the school. Simpson was one of the original stockholders of the school, and his son, Joseph Jr., was a student there in the late teens.²⁵ The site at Prospect Avenue and Woodstock Place was also not far from Simpson's residence at 1335 North Prospect Avenue. This Italianate style house, built around 1855 and later enlarged and made into a double house, was the former Robert M. Haney residence. Simpson married Haney's granddaughter, Charlotte Flanders, and moved into the north half of the house after the widow Delia Haney's death and lived there from 1910 through 1940. Like Mrs. Haney had done before them, the Simpsons rented out the south half of the house to various tenants over the years. The Simpsons later moved to 4145 North Downer Avenue in Shorewood where they lived until their deaths.²⁶

It is not possible at this time to determine just how Herbert Tullgren was chosen to design the new Milwaukee-Western Fuel Company headquarters. Tullgren's office was located at 1234 North Prospect Avenue, near the Simpson residence, and Simpson could have been familiar with Tullgren's various apartment building projects nearby as well as the Watts Building downtown (1925) and the Bertelson Building (1927) which was just a block away from the fuel company building site. It is known that Charlotte Simpson's brother, Roger Y. Flanders, was one of the incorporators of the Hathaway Group Inc., which financed the construction²⁷ of the Hathaway Tower at 1838 East Kane Place designed by Tullgren in 1930.²⁷ An inventory of Charlotte Simpson's estate following her death on December 16, 1944 showed that she had 12 7/10 shares of the Hathaway Group, which at that time had no value since the corporation had dissolved in the fall of 1936. Charlotte may have been an investor in the project or else inherited the shares at her brother's death.

Construction on the new Milwaukee-Western Fuel Company Building proceeded within days after the building permit was issued on April 24, 1934. Contractors on the project included: Selzer-Ornst (excavating, concrete, masonry, carpentry);²⁸ Marchese Brothers (sublet excavating);²⁹ Edwin O. Schmidt (plumbing); Simpson & Beyer (electrical); Western Ornament Co. (plaster); Butler & Co. (asphalt tile and masonite flooring);³⁰ Hackendahl & Schmidt (structural steel); Taylor-Palmer Co. (aluminum); Winding Roofing Co. (roofing); Wisconsin Mosaic & Tile Co. (terrazzo); Jackson & Fahey (metal sash)³¹ Biersach & Niedermeyer (sheet metal); H. Spetz (painting);³² W. H. Pipkorn Co. (reinforcing steel); R. Stambaugh (pans);³³ Ed T. Ver Halen

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 6 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

(acoustical ceiling); Breidster Marble Co. (marble);³⁴ Pittsburgh Plate Glass Co. (glazing);³⁵ Peterson-Loeffler Co. (wainscoting); Tews Lime & Cement Co. (face brick);³⁶ Air Conditioning Equipment Corp. (heating);³⁷ Iron Fireman of Wisconsin (stoker);³⁸ Curtis Lighting Inc. (electric fixtures);³⁹ and Northwestern Terra Cotta Co. (terra cotta).⁴⁰ The building was completed in December of 1934.

Competition within the shrinking coal business apparently became more intense in Milwaukee during the years of the Great Depression, but Milwaukee-Western Fuel Company retained its prominence in coal distribution in the Milwaukee area. Interestingly, a rival coal company, the North Western Fuel Co., made an appearance in the city in 1931, and this company ultimately merged with Milwaukee-Western. At the present time it is unclear whether this was the same company once headed locally by William H. Simpson or whether this was a different company. From city directory listings it appears that North Western was not locally owned. There had been no listing for the North Western Fuel Company from the time of W. H. Simpson's death in 1919 to 1931, when John R. Warner is shown as division manager. The similarity in names between the two firms prompted Milwaukee-Western Fuel to take out an advertisement in the 1931 Street Guide Supplement which stated, "Owing to the confusion caused by the similarity of some firm names, we take the liberty of calling your special attention to ours ... Milwaukee is as much a part of our name as we are a part of Milwaukee, Milwaukee-Western Fuel Company."⁴¹

Company consolidation became the trend in the coal industry, however, as coal use began its decline during the 1930s. Coal receipts for the industry as a whole continued to fall throughout the 1930s and into the 1940s. This drop has been attributed to a decline in local industrial activity during the Great Depression, a loss of markets west and northwest of the city, the more efficient use of coal by industry and increasing reliance on electricity and petroleum products as sources of power.⁴² These market conditions led to numerous consolidations and mergers. Local ownership of the Milwaukee-Western Fuel Company ended in the 1940s. Joseph W. Simpson's retirement around 1945 might have been prompted by the anticipated changes in the company, in addition to his advanced age, or perhaps his retirement led to the company's sale. In 1946 Milwaukee-Western became a division of North Western-Hanna Fuel Company, a merger that involved Milwaukee-Western, North Western Fuel, and probably the Hanna Coal Company, which in the 1930s had been headquartered in Ohio.⁴³ Milwaukee-Western remained a semi-autonomous company operating out of its Prospect Avenue office. Division managers and superintendents replaced the slate of former corporate officers. A new sign for the Prospect Avenue office was commissioned in October of 1936, which indicated that the company was now a division of North Western-Hanna Fuel Company.⁴⁴ By 1950 the city

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 7 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

directory shows that the name "Milwaukee-Western" had been dropped, and the company was simply referred to as North Western-Hanna Fuel Company.

The company occupied the Prospect Avenue office until 1965. In that year the company was listed as the Consolidation Coal Company of Pittsburgh. In February of 1965 a company spokesman reported that plans had been completed to sell the North Western-Hanna docks at Milwaukee, Green Bay, Menomonie, and De Pere in Wisconsin; Duluth, Minnesota; and Sault St Marie, Michigan to the C. Reiss Coal Company of Sheboygan. North Western-Hanna continued to operate its docks until April 30, 1965 and retained fueling docks at Lime Island near De Tour, Michigan; Windsor, Ontario; Clayton, New York; and the Mississippi River docks at Minneapolis-St. Paul, Red Wing, and Winona, Minnesota and La Crosse, Wisconsin. A company spokesman denied the report of an unidentified employee who said that the company was being sold because of the decline in use of coal due to the increased use of other power sources, particularly natural gas. The spokesman indicated that North Western-Hanna would remain as an active marketer of coal to industrial and utility customers. Despite those optimistic statements made in February, North Western-Hanna was dissolved on June 30, 1965, and the building on North Prospect Avenue was vacated.⁴⁵ A "for sale" sign went up in front of the building in September.⁴⁶ Consolidation Coal Company continued to sell wholesale fuel out of a sales office at 316 East Silver Spring Avenue in Whitefish Bay through 1971 after which time the company no longer was listed in the city directories.⁴⁷

Consolidation sold the Prospect Avenue building to accountant-lawyer Harvey W. Peters by late November, 1965. Peters rented the building to the University of Wisconsin-Milwaukee, which used the structure for its business offices, publications, and duplicating departments. From 1972 until 1973 the building stood vacant. In 1973 Time Sharing Inc. purchased it. The firm spent about \$20,000 to remodel the building for its computer services business.⁴⁸ Time Sharing Inc. was subsequently acquired by Computer Service of Racine, Wisconsin, which was later sold to Electronic Data Systems Corporation. Electronic Data Systems Corporation, which still uses the structure, is now a part of the General Motors Corporation.⁴⁹

Architectural Significance

Art Deco buildings are relatively rare in the Milwaukee area. It was a style of prosperity, optimism and modernity that reflected the ebullient spirit of the late 1920s when it was introduced. It was not bound by the historical conventions and design formulas of the period revival styles and made use of innovative materials, colors, patterns, and shapes. A survey of the local architectural scene reveals that the Art Deco style first appeared

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 8 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

in the city about 1928 and influenced the design of about two dozen significant structures throughout Milwaukee. They range in size from the twenty-two story Mariner Tower (today's Wisconsin Tower) at 606 West Wisconsin Avenue (1929-1930) and the skyscraper Wisconsin Gas Company building at 626 East Wisconsin Avenue (1930) to the two-story terra cotta-clad storefront at 525 West Wisconsin Avenue (1928-1929). An inherently commercial style, Art Deco was not employed in the design of any known single-family residential projects in the city, although several large apartment houses and hotels were designed in the style between 1928 and 1938.

Most of the city's large Art Deco style buildings were built in the central business district with other major examples constructed along such commercial arteries as West Wisconsin Avenue, Capitol Drive, Prospect Avenue, and what is today known as Dr. Martin Luther King, Jr. Drive. Small Art Deco retail storefronts were quite common downtown and in neighborhood commercial strips, but urban blight, freeway construction, demolitions, and subsequent remodeling have obliterated many examples.

The Milwaukee-Western Fuel Company Building is a rare type of structure in the city. As a building type, small corporate office buildings were not at all common. Most speculative commercial structures built in this era incorporated ground floor retail space with offices or apartments upstairs, while most businesses had their headquarters in prestigious downtown office towers or else adjacent to their principal manufacturing or processing plants. In contrast, the Milwaukee-Western Fuel Company left a suite of offices in the central business district and set up their corporate headquarters, not at one of their many coal yards or docks, as was common with the city's other major industries, but in a neighborhood commercial strip that bordered one of the city's more exclusive residential neighborhoods.

The Art Deco style as it was expressed in Milwaukee reflected design characteristics typical of the style nationally. In terms of materials, terra cotta, either as a complete sheathing material or as a decorative accent, was often used in combination with brick on the exterior of Art Deco buildings. Stone, brick, cast stone and/or metal panels, and metal grilles were also used to ornament facades. Ornament was most frequently concentrated around doors, windows, string courses, and parapets. The ornament often consisted of flattened floral, geometric, or rectilinear forms. Fluting and reeding were common as were the use of the chevron and zigzag patterns. Freestanding buildings were often blocky in form with projecting piers defining vertical bands of strip windows with sculptural spandrel panels. High-rise structures usually employed setbacks with patterned belt courses and sculptural parapets to emphasize level changes. The design emphasis was vertical, and the piers

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 9 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

of many buildings often terminated in finlike projections above the parapet line. The use of terra cotta and structural glass resulted in some highly polychromatic effects on the facades.

The Milwaukee-Western Fuel Company Building is significant as a forward-looking structure that skillfully combines features of both the Art Deco and Art Moderne styles. Terra cotta-clad engaged columns and terra cotta ornamental panels, for example, exhibit their Deco roots, but the panels are not filled with geometric or abstract floral designs. Rather they depict scenes from the coal industry that, in a way, realistically celebrate the work ethic and the laborer much like the paintings and murals sponsored by the Public Works of Art Project and the Works Progress Administration during the later 1930s. The design of the Milwaukee-Western Fuel Company Building also emphasizes horizontality by using subtle brick banding, flat-roofed entry canopies, curving cylindrical oriel windows, engaged columns, and black terra-cotta banding. There is an overall sleekness to the building that points to the Moderne Style and the stripped-down, clean-lined look that characterized construction in the later 1930s and after World War II.

No one architectural firm in Milwaukee seems to have specialized in the Art Deco style, although a number of architects incorporated the style into their repertoire in the late 1920s as an alternative to their offerings in the historical revival styles. Eschweiler & Eschweiler and Herbert W. Tullgren produced the largest number of Art Deco commissions and designed some of the city's most prominent buildings in this style. Most of Milwaukee's largest Art Deco buildings, however, were designed by Chicago architectural firms including Holabird & Roche, Alford & Weary, and Rapp & Rapp.

Herbert Wallace Tullgren (July, 1889 - February 22, 1944), the architect of the Milwaukee-Western Fuel Company Building, was the city's leading practitioner of the Art Deco and Art Moderne styles in the late 1920s and 1930s. He was born in Chicago and educated in the local public schools there before attending Staunton Military Academy in Virginia, from which he graduated in 1908. Having served as a draftsman for his father's firm from 1905 through 1908, Herbert joined his father, Martin, as a partner in 1909.⁵⁰

The founder of the architectural firm, Herbert's father, Martin Tullgren (May 7, 1858 - February 23, 1922), was a Swedish immigrant who established an architectural practice in Chicago in 1881. He interrupted his career to prospect for gold and superintend mines in the west for a number of years. Tullgren resumed his architectural career in Chicago at the turn of the century, taking Archibald Hood into partnership with him. By 1902 the firm had established a branch office in Milwaukee and Tullgren settled here

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 10 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

permanently here in 1905. Tullgren and Hood designed numerous apartment buildings throughout the city and maintained an ownership interest in a number of their buildings.⁵¹

Tullgren dissolved his ties with Hood in 1909 and took his sons, Herbert Wallace and S. Minard, into partnership with him under the name Martin Tullgren & Sons. The firm specialized in large commercial projects, especially hotels and apartment houses. After Martin's death in 1922, the firm was continued under the old name by Herbert and Minard. Biographies seem to indicate that Herbert was the chief designer of the firm after his father's death while Minard handled construction. After Minard's unexpected death in 1928, Herbert retained the old firm name in the directories until 1936 when it became Herbert Tullgren, Architect. Architectural drawings, however, indicate that he used his own name on his drawings after 1928.⁵²

Tullgren was a facile designer and produced buildings in a number of historical revival styles during the late teens and 1920s. After 1928, however, his work was almost exclusively in the Art Deco and Moderne styles and included such structures as the First Wisconsin Bank Garage (1929) at 740 North Water Street, the Armory Courts Building (1930-1931) at 4001-4015 North Oakland Avenue, the Hathaway Tower (1930) at 1830 East Kane Place, the Viking Apartments (1931) at 1705-1717 East Kane Place, the Sherman Theater (1935) at 4632 West Burleigh Street, the remodeling of the Wisconsin Consistory for the Scottish Rite Masons (1936-1937) at 790 North Van Buren Street, the Badger Mutual Fire Insurance Company Building (1937) at 1635 West National Avenue, and the 1260 Apartments (1938-1939) at 1260 North Prospect Avenue. The Milwaukee-Western Fuel Company Building is unique among his projects and is currently the only known structure of this type that Tullgren designed.

In summary, the Milwaukee-Western Fuel Company Building is architecturally significant as a fine example of Art Deco design displaying outstanding terra cotta decoration. It represents the mature work of one of the city's major twentieth century architects during the phase of his career when he was turning away from the historical revival styles to explore the more modern design idioms of his period.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 11 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

FOOTNOTES

¹Milwaukee City Building Permits. 2150 North Prospect Avenue, April 23, 1934; Herbert W. Tullgren. Plans for the Milwaukee-Western Fuel Company Building dated February 1, 1934 and April 9, 1934. City Records Center, Reel 66, Plan No. 6.

²Ibid.

³Milwaukee Daily Reporter, April 23, 1934, p. 6.

⁴Milwaukee Press Club, editor, Commercial History of Wisconsin (Milwaukee: Thompson H. Adams, 1910), p. 71; Milwaukee City Directory; advertisement for Milwaukee-Western Fuel Company, Wright's Street Guide Supplement, Milwaukee City Directory, 1930 (Milwaukee: Wright Directory Company, 1931), p. 12.

⁵Milwaukee City Directory.

⁶Wholesalers and Manufacturers Directory and Illustrated Milwaukee (Milwaukee: Burdick & Allen Printing, 1905), p. 82.

⁷Merchants and Manufacturers Association of Milwaukee, Wholesalers' and Manufacturers' Directory Year Book. (Milwaukee: Burdick-Allen-Dietas Co., 1917), p. 116; Wright's Supplement, p. 12.

⁸Milwaukee-Western Fuel Co., Milwaukee. A Leading Coal Distributing Port (no publisher, 1908), p. 1.

⁹Ibid., p. 2; Milwaukee City Directory.

¹⁰A Leading Coal Port, pp. 8-31; Milwaukee City Directory.

¹¹Milwaukee Press Club, p. 71.

¹²Arthur M. Hull and Sydney A. Hale, editors, Coalmen of America (Chicago: The Retail Coalman, Inc., 1918), p. 481.

¹³Milwaukee Press Club, p. 71.

¹⁴Hull and Hale, p. 484.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 12 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

¹⁵William George Bruce, History of Milwaukee, City and County (Milwaukee: S. J. Clarke Publishing Company, 1922), Vol. II, p. 681. Gregory, Vol. IV, pp. 116-120; "City Mourns Loss of Civic Leader, Edward A. Uhrig Will Be Buried by Lodge on Saturday," Wisconsin Necrology, Vol. 20, pp. 195-196, Milwaukee Sentinel, December 15, 1922.

¹⁶"J. W. Simpson Dead at 74," Milwaukee Sentinel, June 25, 1946, Section 2, p. 8; Jerome A. Watrous, editor, Memoirs of Milwaukee County (Madison: Western Historical Association, 1909), Vol. II, pp. 175-176; Milwaukee of To-Day, the Cream City of the Lakes (Milwaukee: Phoenix Publishing Company, no date, c. 1893), p. 138.

¹⁷Watrous, p. 176; Probate Records, Joseph W. Simpson, Milwaukee County Courthouse, No. 258-504. Microfilm Roll #1194.

¹⁸Milwaukee City Directory; "Fuel Dealer, Simpson, Dies," Milwaukee Journal, June 24, 1946, Local News, p. 1.

¹⁹Milwaukee City Directory; "Fuel Dealer;" "J. W. Simpson Dead;" Probate Records, Joseph W. Simpson.

²⁰Milwaukee City Directory; "Fuel Dealer;" "J. W. Simpson Dead."

²¹Probate Records, Joseph W. Simpson; Milwaukee City Directory.

²²Louis Frederick Frank, The Medical History of Milwaukee 1834-1914 (Milwaukee: Germania Publishing Co. [1915]), pp. 164-165; Milwaukee Public Library Historic Photograph Collection.

²³"St. Bernard School/Milwaukee Country Day School," Lower East Side Neighborhood Historic Resources Survey, prepared for the City of Milwaukee, Department of City Development, February, 1988, pp. 144-146.

²⁴Milwaukee City Building Permits.

²⁵William F. Stark, "Be a Great Boy," The Story of the Milwaukee Country Day School 1917-1963 (Milwaukee: Milwaukee Country Day School Alumni Association, no date c. 1963), pp. 4, 61.

²⁶Milwaukee City Directory; probate records of Charlotte F. Simpson, Milwaukee County Courthouse, No. 245-349. Microfilm Roll #1145; H. Russell Zimmermann, "Prospect's Oldest House Shows Traces of Opulence," Milwaukee Journal, January 25, 1970, Section 7, p. 1.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 13 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

²⁷ Hathaway Group Inc., Articles of Incorporation, Vol. 74, p. 223, March 27, 1930; Articles of Dissolution, Vol. 87, p. 442, located at the Milwaukee County Historical Society Library.

²⁸ Milwaukee Daily Reporter, April 23, 1934, p. 6.

²⁹ Milwaukee Daily Reporter, April 30, 1934, p. 4.

³⁰ Milwaukee Daily Reporter, April 24, 1934, p. 4.

³¹ Milwaukee Daily Reporter, April 25, 1934, p. 4.

³² Milwaukee Daily Reporter, April 26, 1934, p. 4.

³³ Milwaukee Daily Reporter., April 30, 1934, p. 4.

³⁴ Milwaukee Daily Reporter., May 8, 1934, p. 4.

³⁵ Milwaukee Daily Reporter, May 10, 1934, p. 4.

³⁶ Milwaukee Daily Reporter, May 12, 1934, p. 14.

³⁷ Milwaukee Daily Reporter, May 17, 1934, p. 4.

³⁸ Milwaukee Daily Reporter, May 22, 1934, p. 4.

³⁹ Milwaukee Daily Reporter, June 8, 1934, p. 6.

⁴⁰ Milwaukee Daily Reporter, April 24, 1934, p. 4.

⁴¹ Advertisement for Milwaukee-Western Fuel, Wright's Supplement, p. 12.

⁴² Bayrd Still, Milwaukee, The History of a City (Madison: The State Historical Society of Wisconsin, 1948), p. 504.

⁴³ Milwaukee City Directory.

⁴⁴ Design for a sign for Milwaukee-Western Division of North Western-Hanna Fuel Company, October 5, 1946, City Records Center, Reel 16, Plan No. 41.

⁴⁵ Milwaukee County Historical Society Library, Newspaper Clippings File, Box 269, Milwaukee Journal, February 1, 1965, February 2, 1965, November 28, 1965 and Milwaukee Sentinel, February 2, 1965.

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 8 Page 14 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

⁴⁶Building Permits, September 24, 1965.

⁴⁷Milwaukee City Directory.

⁴⁸Ibid., Building Permits 1965 to 1987.

⁴⁹Telephone interview with James Stenkowski, Data Communications Manager of Electronic Data Systems Corporation, February 5, 1990.

⁵⁰John G. Gregory, History of Milwaukee, Wisconsin (Chicago and Milwaukee: S. J. Clarke Publishing Company, 1931), Vol. IV, pp. 520-523; "H. W. Tullgren, Architect, Dies," Milwaukee Journal, February 23, 1944, Sports, Business News, Classified Ads Section, p. 1.

⁵¹Gregory, pp. 520-523; Milwaukee City Directory, 1902-1905.

⁵²Ibid.; "H. W. Tullgren, Architect, Dies."

9. Major Bibliographical Reference

SEE CONTINUATION SHEET

Previous documentation on file (NPS): X See continuation sheet
 preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____

Primary location of additional data:
 State Historic preservation office
 Other State agency
 Federal agency
 Local government
 University
 Other

Specific repository:
Historic Preservation Commission
809 North Broadway
Milwaukee, WI 53202

10. Geographical Data

Acreage of property Less than one acre.

UTM References

A	Zone	Easting	Northing	B	Zone	Easting	Northing
<u>1/6</u>	<u>4/2/7/9/0/0</u>	<u>4/7/6/7/4/2/0</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>
<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>
			<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>	<u>/</u>

See continuation sheet

Verbal Boundary Description

Glidden and Lockwood's Addition in NW 1/4 SEC 22-7-22, Block 18, LOTS 1 & 2.

See continuation sheet

Boundary Justification

The boundaries include the land upon which the Milwaukee-Western Fuel Company Building now stands.

See continuation sheet

11. Form Prepared By

name/title	<u>Les Vollmert and Carlen Hatala</u>	Date	<u>November 8, 1991</u>
organization	<u>Dept. of City Development</u>	telephone	<u>(414) 223-5705</u>
street & number	<u>809 North Broadway</u>	state	<u>WI</u>
city or town	<u>Milwaukee</u>	zip code	<u>53202</u>

United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 9 Page 1 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

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United States Department of the Interior
National Park Service

NATIONAL REGISTER OF HISTORIC PLACES
CONTINUATION SHEET

Section Number 9 Page 2 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

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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 Milwaukee-Western Fuel Co. Building
Milwaukee, Milwaukee County, Wisconsin

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