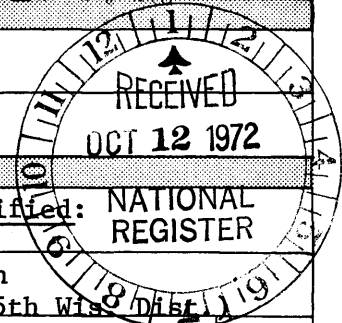


**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM**

(Type all entries - complete applicable sections)

STATE: Wisconsin	
COUNTY: Milwaukee	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	OCT 20 1972



Use the same number

1. NAME

COMMON:
611 North Broadway Building

AND/OR HISTORIC:
Home Office, Northwestern Mutual Life Insurance Company

2. LOCATION

STREET AND NUMBER: **605-623 North Broadway**

CITY OR TOWN: **Milwaukee**

STATE: **Wisconsin**

CODE: **55**

COUNTY: **Milwaukee**

CODE: **079**

Congressmen to be notified:
Sen. William Proxmire
Sen. Gaylord A. Nelson
Rep. Henry S. Reuss (5th Wis)

3. CLASSIFICATION

CATEGORY (Check One)	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress	Yes: <input checked="" type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input type="checkbox"/> No
PRESENT USE (Check One or More as Appropriate)			
<input type="checkbox"/> Agricultural <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other (Specify) _____ _____

4. OWNER OF PROPERTY

OWNER'S NAME:
Charles D. Ashley (Charles Realty Company)

STREET AND NUMBER:
611 North Broadway

CITY OR TOWN: **Milwaukee**

STATE: **Wisconsin**

CODE: **55**

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.:
Milwaukee County Courthouse

STREET AND NUMBER:
901 North Ninth Street

CITY OR TOWN: **Milwaukee**

STATE: **Wisconsin**

CODE: **55**

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY:
Historic American Buildings Survey

DATE OF SURVEY: **1970**

Federal State County Local

DEPOSITORY FOR SURVEY RECORDS:
Library of Congress

STREET AND NUMBER:
Washington

CITY OR TOWN: **Washington**

STATE: **District of Columbia**

CODE: **11**

SEE INSTRUCTIONS

STATE: Wisconsin
COUNTY: Milwaukee
ENTRY NUMBER
DATE
FOR NPS USE ONLY

7. DESCRIPTION

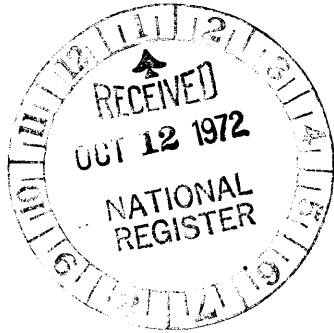
CONDITION	(Check One)					
	<input type="checkbox"/> Excellent	<input checked="" type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

Northwestern Mutual's former home office is an imposing, ornamental, well-preserved Richardsonian Romanesque building, presenting such typical features of the style as rock-faced masonry, arcaded elevations, and Romanesque-inspired detail. More specifically, the design is indebted to H. H. Richardson's Cheney Block in Hartford, Connecticut and famed Marshall Field Wholesale Warehouse.

Occupying three lots on the northwest corner of East Michigan Street and North Broadway, the block comprises five stories plus sub-basement, basement, and attic and measures 180 feet (nine bays) north-south 120 feet (six bays) east-west. On the street fronts basement and first story walls are gray Fox Island and Halowell granite, second through attic story walls gray Bedford stone. In the mid-1960's the Broadway and Michigan Street fronts were painted pale beige.

Focal point of the interior from first through attic stories is a splendid central arcade crowned by an arched iron and glass skylight and surrounded by corridors giving access to the numerous suites and offices. The latter spaces have been remodelled; but the arcade itself remains relatively unchanged, and in hallways and lobbies on all levels substantial portions of the original ceramic tile and terrazzo flooring, marble trim, and paneled wood wainscot survive. Stairways, too, have been altered very little, retaining their original marble and slate treads and elaborate metal railings and newels. On the exterior the building has undergone only minor alterations.



SEE INSTRUCTIONS

SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input checked="" type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known) 1885-86

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Landscape	<input type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Literature	<input type="checkbox"/> Theater	_____
<input checked="" type="checkbox"/> Commerce	<input type="checkbox"/> Military	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Music		
<input type="checkbox"/> Conservation			

STATEMENT OF SIGNIFICANCE

This fine specimen of Richardsonian Romanesque design was planned by the prominent Chicago architect Solon Spencer Beman for the Northwestern Mutual Life Insurance Company, a firm founded in Janesville, Wisconsin in 1857 and, by the end of the 19th century, one of the nation's largest insurance companies. The building at Broadway and Michigan was the second erected in Milwaukee by Northwestern Mutual and served as the firm's headquarters from 1886 until the present home office opened in 1914.

One of four important 19th century commercial blocks located on East Michigan Street between North Broadway and North Water Street, this edifice, like its neighbors, has been documented for the Historic American Buildings Survey. And it became an officially designated Milwaukee Landmark in 1969.

Lastly, it may be noted that this building stands on the site once occupied by the Newhall House, an elegant but ill-fated hotel that was destroyed by fire in January 1883. In the blaze more than seventy hotel guests and employees lost their lives, giving the Newhall House fire grim status among the major disasters in Milwaukee history.



SEE INSTRUCTIONS

9. MAJOR BIBLIOGRAPHICAL REFERENCES

The HABS data report includes a four-page bibliography. Among published sources listed therein are:
 "A Magnificent Edifice," The Evening Wisconsin, August 22, 1885, 9.
 Morrison, Andrew C. (ed.), The City of Milwaukee and State of Wisconsin, Milwaukee, 1888, 56-59.
 Perrin, Richard W. E., Milwaukee Landmarks, Milwaukee, 1968, 53-54.
Semi-Centennial History of Northwestern Mutual Life Insurance Company of Milwaukee, Wisconsin, 1859-1908, Milwaukee, 1908.

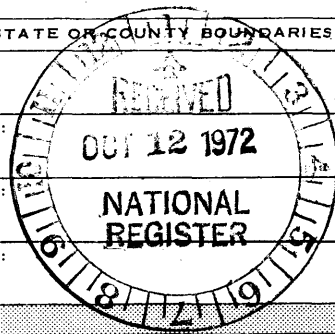
10. GEOGRAPHICAL DATA

LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY			OR	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES		
CORNER	LATITUDE	LONGITUDE		LATITUDE	LONGITUDE	
	Degrees Minutes Seconds	Degrees Minutes Seconds		Degrees Minutes Seconds	Degrees Minutes Seconds	
NW	0 ' "	0 ' "		N 43° 02' 16.5"	W 87° 54 ' 28"	
NE	0 ' "	0 ' "				
SE	0 ' "	0 ' "				
SW	0 ' "	0 ' "				

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: 0.5

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE



11. FORM PREPARED BY

NAME AND TITLE:
Mary Ellen Wietczykowski, Chairman
 ORGANIZATION: Milwaukee Landmarks Commission DATE: 5 July 1972
 STREET AND NUMBER:
210 West Michigan Street
 CITY OR TOWN: Milwaukee STATE: Wisconsin CODE: 55

12. STATE LIAISON OFFICER CERTIFICATION NATIONAL REGISTER VERIFICATION

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name: James Morton Smith
 James Morton Smith
 Title: Director, State Historical Society of Wisconsin
 Date: OCT 26 1972

I hereby certify that this property is included in the National Register.

Robert M. Utley
 Chief, Office of Archeology and Historic Preservation

Date: 3/20/73

ATTEST: [Signature]
 Keeper of The National Register

Date: 3-13-73

SEE INSTRUCTIONS

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
Wisconsin	
COUNTY	
Milwaukee	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
20	MAR 20 1973

(Number all entries)

611 NORTH BROADWAY BUILDING

6. Wisconsin Inventory of Historic Buildings and Sites (State)

1971

State Historical Society of Wisconsin

816 State Street

Madison

Wisconsin

Code: 55

11. Donald N. Anderson, Asst. Director, Historic Sites & Markers Division

State Historical Society of Wisconsin

July 17, 1972

816 State Street

Madison

Wisconsin

Code: 55

