

NOV 28 2012

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

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Pritzlaff, John, Hardware Company
other names/site number

2. Location

street & number	305-333 North Plankinton Avenue (odd only), 143 and 155 West St. Paul Avenue	N/A	not for publication
city or town	Milwaukee	N/A	vicinity
state Wisconsin	code WI county Milwaukee	code 079	zip code 53203

3. State/Federal Agency Certification

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

Signature of certifying official/Title

Date

11/20/12

State Historic Preservation Officer – Wisconsin

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.
(See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

- I hereby certify that the property is:
 - entered in the National Register
 - See continuation sheet.
 - determined eligible for the National Register.
 - See continuation sheet.
 - determined not eligible for the National Register.
 - See continuation sheet.
 - removed from the National Register.
 - other, (explain):

Edson H. Beall

1.14.13

ler

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as apply)

private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)

building(s)
 district
 structure
 site
 object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing
2	buildings
	sites
	structures
	objects
2	0 total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE: SPECIALTY STORE
 COMMERCE/TRADE: WAREHOUSE

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE: BUSINESS
 COMMERCE/TRADE: SPECIALTY STORE
 COMMERCE/TRADE: WAREHOUSE

7. Description

Architectural Classification
(Enter categories from instructions)

LATE VICTORIAN: ITALIANATE

Materials
(Enter categories from instructions)

foundation Limestone
 walls BRICK
 roof RUBBER
 other CAST IRON

Narrative Description

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

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

General Description

The John Pritzlaff Hardware Company complex is located on the southwest corner of North Plankinton and West St. Paul avenues directly south of Milwaukee's immediate downtown area. Built over the course of 44 years between 1875 and 1919, the facility is an outstanding collection of seven sections of contiguous cream brick commercial buildings and additions ranging in height from four to seven stories. At the firm's peak, around 1920, the complex included additional warehouse buildings found directly to the west and north. (Those to the north were razed in the 1960s for freeway construction. To the west is the central Milwaukee Post Office facility constructed in 1966.) The subject buildings comprise the historic core of the complex and are the largest, oldest and most architecturally significant structures associated with the firm at this location. Utilized to house the wholesale hardware company operations and its offices, the facility features exposed wooden post-and-beam interior spaces that retain elements associated with the business including vaults, metal fire doors, and a cast iron spiral chute. Stylistically, the oldest portion of the complex is an excellent example of Italianate style commercial architecture exhibiting a bracketed cornice and round-arch window surrounds with carved stone trim. Romanesque Revival style elements are evident on later building additions. Indeed, having been built over the course of four decades, the complex is a singular entity in the city possessing a unique collection of storefront design with examples of decorative cast iron and carved stone columns. Although its appearance currently suggests a singular entity, the westernmost structure, 155 W. St. Paul Avenue, was built as a separate building and was later connected to the rest of the facility by the existing bridge-like addition. This is in contrast to the facility's other construction phases that were built as true additions onto the original building. Therefore, an appropriate resource count is two contributing buildings. Recently partially rehabilitated under the federal historic preservation tax credit program (NPS Project #17692), the John Pritzlaff Hardware Company retains excellent integrity of design, materials, workmanship, feeling, association and location.¹

¹ In addition to having been rehabilitated under the federal historic preservation tax credit program, the property was previously determined eligible for the National Register in August 2001 as part of a Wisconsin Department of Transportation (WisDOT) project. As well, a Historic Designation Study Report was prepared by Paul Jakubovich, Milwaukee Department of City Development, Historic Preservation Office in 2000; however, the property was not locally designated at that time. The research conducted by Mr. Jakubovich was very helpful in the preparation of this nomination.

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Description

On the east and north, the complex abuts the sidewalks of North Plankinton and West St. Paul avenues, while railroad tracks and North Second Street border the property on the south and west, respectively. The setting is urban with an elevated section of the I-794 freeway and its ramps found across West St. Paul Avenue to the north. To the west is the central Milwaukee post office built in the 1960s, while a modern service station and large asphalt parking area bordered by the Milwaukee River are located to the east. The South First and Second Street Historic District, consisting of commercial buildings erected between the mid-nineteenth and early twentieth centuries, lies beyond the Menomonee River to the south.

It is relatively easy to distinguish visually between most of the building additions due to stylistic, material and storefront changes. As well, with its exterior recently cleaned, differences in shade of cream brick are also discernible. In general, while both primary elevations feature dressed stone, ornamental brickwork and architectural sheet metal, the Plankinton Avenue elevation is more embellished than the St. Paul Avenue elevation as it also exhibits cast iron work. Side elevations, facing southwest and west, and the rear elevation are utilitarian in character, composed of plain cream brick walls pierced by window and door openings. In terms of their construction, all building additions feature load-bearing brick walls and wooden heavy-timber, post-and-beam construction. Fenestration throughout the complex predominantly consists of historic, one-over-one, double-hung, wooden sash windows on the street-facing elevations, while divided-light, metal and wooden sash windows are found on the secondary elevations. As well, modern windows were installed on the first and second floors of the rear elevation of 305 N. Plankinton during the recent rehabilitation.

The original and oldest 9 bay portion of the facility, constructed in 1875 based on designs of John Rugee, is located in the middle of the Plankinton Avenue elevation (325 N. Plankinton Avenue). It is an outstanding four-story, Italianate style structure of Milwaukee cream brick. Most of the building's original street level storefront remains intact. It is composed of fluted cast-iron columns with large plate glass windows between them. Two sets of modern wooden double-doors were designed based on original precedents and installed during the recent rehabilitation (this is true of all doors along the Plankinton and St. Paul elevations). The second through fourth stories of the building display regularly placed, round-arched window openings containing double-hung, wooden sash windows. Each opening is trimmed with a brick surround accented with decoratively carved trimstone. A contrasting stone beltcourse is found between the second and third floors. The building is crowned with an impressive sheet metal cornice featuring dentils and decorative brackets, atop which rests a segmental, denticulated, open bed pediment with raised date. Three ornamental cast iron urns are found on either side of pediment, while the name "PRITZLAFF" is centered beneath it in raised metal lettering. The

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building was enlarged in 1879 with a virtually seamless, identical, three bay, four-story addition at 315 N. Plankinton Avenue that added additional street frontage to the south side of the structure.²

The southernmost building addition, 305 N. Plankinton Avenue, appears to be one large seven story block but it is actually composed of a two bay, four-story addition and a later addition that was built around it. The older part, which features a 311 N. Plankinton Avenue address, was built in 1895 according to designs provided by Milwaukee architects George Bowman Ferry and Alfred C. Clas. It is a four-story structure approximately 25 feet wide that was added to the south side of the 1879 addition. It stands out from the later, seven-story addition that surrounds it due to the different shade of cream brick. In 1915, the seven-story structure was built. Designed and constructed by the Milwaukee engineering and architectural firm Klug and Smith, this structure is composed of cream brick walls and regularly placed double hung windows. It lacks the extensive brick and stone ornament that is common to the facility's older construction. The street level storefront is composed of square brick piers. The second through seventh stories feature plain brick walls with regularly placed pairs of double-hung windows. The façade is topped with a projecting, bracketed sheet metal cornice that reflects the influence of Neo-Classical style of architecture that was popular for early twentieth century commercial buildings. A steel water tank support frame is located on the roof atop this addition (the water tanks are no longer extant).³

The four-story, Romanesque Revival style building addition at the southwest corner of N. Plankinton and W. St. Paul avenues was built in two sections many years apart (333 N. Plankinton/143 W. St. Paul). The structure is trimmed with Romanesque-style detailing, including basket-style capitals on the storefront columns and carved rope-like window hoods that rest on foliated label stops. The two halves of the addition can be discerned by their differing shade of cream brick, as well as the color difference of their ornamental stonework. The first section, completed in 1887, was L-shaped in plan. The addition was constructed to wrap around the backsides of three, small, brick buildings that stood at the street corner. Nearly 30 years later, those buildings were demolished to make way for an addition to the 1887 structure (research has not identified the designer of the 1887 addition). This addition faced the street corner and was completed in 1919 according to plans furnished by Klug and Smith. Although their addition fits seamlessly into the structure that surrounds it, they could not have completed the original design because neither partner in the firm was working when the first section was built. The two additions currently have the appearance of a single entity. The street level storefront of the 1887 structure is composed of alternating limestone piers and cast-iron shafts. The limestone piers include grouped colonettes topped with basket-style capitals resting on rock-faced

² *Milwaukee Sentinel*, 27 May 1875, Page 8/Column 2; 30 August 1875, 8/2; 31 December 1875, 2/3; 26 September 1879, 8/4; Frank Flower, *History of Milwaukee, Wisconsin* (Chicago: Western Historical Company, 1881), 1304.

³ Building permits (14 June 1895 & 22 March 1915), 333 N. Plankinton Avenue. On file at the Department of City Development, City of Milwaukee, 809 N. Broadway (First Floor), Milwaukee, WI.

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blocks (piers on the W. St. Paul Avenue elevation lack the grouped colonettes and are simply composed of rock-faced blocks topped with modest capitals). Identical limestone piers continue on the street level of the 1919 structure although the cast-iron shafts are not featured. Like the rest of the facility, the original storefronts were rehabilitated under the federal historic preservation tax credit program and consist of large plate glass windows. The 333 N. Plankinton Avenue entrance is unique within the complex consisting of sidelights and transom composed of multiple, square glass panes. The second, third and fourth stories of the structure are divided into bays by slightly projecting, brick pilasters. Each bay features paired, round-arched, double-hung, wooden sash windows and trimstone. The ornamental sheet metal cornice with dentils and decorative brackets found on the 1875 and 1879 buildings is repeated on the subject structure, which also features modest brick corbeling. As this cornice terminates on the W. St. Paul Avenue elevation it is more modest lacking the decorative brackets.⁴

Resting on a rusticated limestone foundation, the seven-story, six-bay cream brick building at 155 W. St. Paul is the westernmost structure in the complex. This building lacks the level of exterior ornamentation seen in other areas of the facility, exhibiting simple brick pilasters featuring stone capitals dividing the bays. Constructed in 1903, research has not identified its architect. The first story of the primary elevation facing W. St. Paul Avenue features five former loading dock openings. The outer openings contain wood and glass windows that evoke overhead garage doors, while a double-door pedestrian entrance is found in the center opening – all of which were installed during the recent rehabilitation. A former railroad spur that now serves as an automotive drive runs north and south completely through the west end of the building. Regularly spaced triple wooden sash windows are found above the former loading dock openings and on the second through sixth stories. The seventh story is fenestrated with individual wooden sash windows. The building is topped with modest brick corbeling, while a metal cornice is found above the first floor. A recessed, metal-sheathed, bridge-like addition spanning the alley was constructed in 1912 connecting the second, third and fourth floors of this building with the 1887 addition to the east.⁵

The interior of the John Pritzlaff Hardware Company is predominantly characterized by mill-type construction with brick load-bearing walls and exposed timber-framing. The open floor plan features wooden floors, exposed wooden joists, and generally lacks finished ceilings. Most of the space within the facility was historically utilized to warehouse the stock of the wholesale hardware firm. Indeed, fire insurance maps identify interior areas as warehouse excepting the third floor of the bridge-like addition, which was used for box making, and the first floor of 333 N. Plankinton/143 W. St. Paul,

⁴ *Milwaukee Sentinel*, 27 August 1887, 3/1; "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report. Prepared by Paul Jakubovich, City of Milwaukee Department of City Development, Historic Preservation Office (8 December 2000), 3.

⁵ *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress* (Milwaukee: John Pritzlaff Hardware Company, 1925), unpaginated; "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report, 4.

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which served as the company offices. This latter area features cast iron columns, terrazzo floors, and both pressed metal and wooden beaded board ceilings. A historic photograph of the John Pritzlaff Hardware Company offices (historic photograph #4 included with this nomination) reveals that it also generally featured an open floor plan, although limited glass-and-wooden-frame, floor-to-ceiling partitions were once found between some of the cast iron columns. Prior to the construction of this building addition, company offices were located on the first floor of the original 1875 building (325 N. Plankinton). This area features a wooden ceiling. As well, round wooden columns with simple capitals are found on every floor of this building instead of the large squared posts found throughout the rest of the facility. The presence of vaults on the first floor of 325 N. Plankinton and first and second floors of 333 N. Plankinton/143 W. St. Paul further suggest the original office functions of these areas. Vault doors on the first floor of 333 N. Plankinton/143 W. St. Paul are especially notable as they are decoratively painted and feature ornamental metalwork. Small areas of pressed metal ceilings on the second floor of 305 N. Plankinton and second and third floors of 333 N. Plankinton/143 W. St. Paul hint at alternative uses of these areas other than warehouse space, although research has not discerned their function. Presumably, the facility would have featured extensive shelving to hold inventory; however, this is no longer extant. One notable interior vestige of the building's historic function is an original cast iron spiral chute in 325 N. Plankinton used for sending stock to lower floors. The facility also retains a number of its historic metal-clad fire doors (fire suppression was an important feature within the John Pritzlaff Hardware Company, which originally contained sprinklers, two 30,000-gallon water tanks and numerous chemical extinguishers, as well as two night watchmen).⁶

Exterior work completed during the recent rehabilitation of the John Pritzlaff Hardware Company (NPS Tax Credit Project #17692) involved cleaning the brick and repairing and painting the original metal cornices. As well, the storefronts were rehabilitated and new storefront doors matching the originals were installed. Fire escapes were removed and new fenestration was installed on the first and second floors of the rear elevation of 305 N. Plankinton. Finally, loading docks dating to the mid- to late-twentieth-century were removed from the rear elevation of 311, 315 and 325 N. Plankinton and from beneath the 1912 bridge-like addition. This allowed the construction of the existing handicap accessible entrance on the rear elevation of 325 N. Plankinton. It also resulted in the new automotive drive that utilizes the former railroad spur passageway within 155 W. St. Paul and former alleyway under the 1912 bridge-like addition. On the interior, the brick and timber-frames were cleaned via media blasting and modern partition walls dating to the facility's later use as a retail furniture store were removed.

⁶ Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, Wis.* (New York: Sanborn Map Company, 1910 w/ updates to 1926); *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress*, unpaginated; *Milwaukee Sentinel*, 20 April 1878, 2/1.

Name of Property

County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture _____
 Commerce _____

Period of Significance

1875-1919 (architecture) _____
 1875-1958 (commerce/trade) _____

Significant Dates

1875 _____

Significant Person

(Complete if Criterion B is marked)

N/A _____

Cultural Affiliation

N/A _____

Architect/Builder

Rugee, John _____
 Ferry and Clas _____
 Klug and Smith _____

Narrative Statement of Significance

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

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Statement of Significance

The John Pritzlaff Hardware Company is locally significant under Criteria A and C. In terms of Criterion A, the facility served as the location of one of the city's most prosperous wholesaling firms. Relatively few complexes associated with Milwaukee's thriving nineteenth century wholesale businesses remain intact today and, of those, the John Pritzlaff Hardware Company is the largest and best example. Housing the wholesale hardware company operations and its offices, the facility was built over the course of 44 years between 1875 and 1919. The period of significance in commerce/trade begins with the establishment of the John Pritzlaff Hardware Company at this location and ends with the dissolution of the firm in 1958. Under Criterion C, the oldest portion of the John Pritzlaff Hardware Company is an excellent example of Italianate style commercial architecture exhibiting a bracketed cornice, impressive round-arch window surrounds with carved stone trim, and a segmental, open bed pediment with date. Later building additions feature Romanesque Revival style elements and possess characteristics associated with the industrial loft building form. The facility is also notable for its high degree of integrity retaining largely intact storefronts. As well, having been built over the course of four decades, it is a singular entity in the city possessing a unique collection of storefront design with examples of decorative cast iron and carved stone columns. The period of significance in architecture extends from 1875 to 1919 encompassing the beginning and ending dates of construction of its building additions. The John Pritzlaff Hardware Company is unique because it reflects both the architectural and commercial development of Milwaukee over a number of years during the late nineteenth and early twentieth centuries.

General Historical Background

The present-day City of Milwaukee was established in 1846 with the incorporation of three independent communities: Kilbourn town, Juneau town and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial center in Wisconsin. As a port and railroad hub, Milwaukee's population increased from 16,521 in 1848 to 45,246 by 1860.⁷

Although industrial concerns such as tanning, meat-packing, brewing, and machinery manufacturing began to dominate Milwaukee's economy in the late nineteenth and twentieth centuries, commercial interests also played a crucial role in the city's development as a metropolis. In fact, success in the industrial sector led to the creation of many commercial businesses in the areas of banking, insurance, commission trading, and wholesaling. Businesses associated with the latter two fields were predominantly found in the Third Ward section of the city, located directly across the Milwaukee

⁷ Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9.

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River from the subject property. During this period, the city experienced significant population growth increasing from 115,587 individuals in 1880 to 204,468 in 1890 and 373,857 in 1910 when Milwaukee became the twelfth largest city in the United States.⁸

Wholesaling

Wholesaling became an important business in Milwaukee following the Civil War primarily due to the city's favorable geographic location and its convenient transportation services. Milwaukee was one of the few cities on the Great Lakes that had both a large port and extensive rail facilities. As such, the city became a strategic transfer point between the agricultural regions in the northwestern portion of the country and factories in the eastern United States and in Europe.⁹

Located across the Milwaukee River from the subject John Pritzlaff Hardware Company facility, the Third Ward became the center of Milwaukee's wholesale trade. This area was close to the lake port and was served by two major railroad lines. Significant hardware wholesalers in the city were concentrated just west of the Third Ward between the Milwaukee River and North Third Street. In addition to the John Pritzlaff Hardware Company, the Frankfurth Hardware Company was located two blocks north at 521 N. Plankinton Avenue (no longer extant) and remained in business until 1978. The Wholesale Hardware, Iron and Steel Company had their building (no longer extant) immediately south of the Pritzlaff complex. Finally, the Suelflohn & Seefeld Company based their hardware concern at 413 N. Second Street and were subsequently purchased by hardware wholesaler Shadboldt & Boyd. Although that firm has subsequently gone out of business, the building remains and has been converted into apartments.¹⁰

By the 1880s, wholesaling was at its peak in Milwaukee with merchants supplying a vast assortment of products that included hardware, machine tools, millwork, dry goods, and leather products. Many of the products were shipped to growing regions in the Northwest and West. Milwaukee, due to its transportation advantages, could offer prices that were often lower than its competitors in other cities. Milwaukee's importance as a transfer point and wholesaling center began to decline in the 1890s due to increased competition from both the Chicago and the Minneapolis/St. Paul markets. However, wholesaling remained a significant activity in the city until a further decline in the mid-twentieth century as a result of the rise of truck transportation and competition from other cities. Currently, fruit

⁸ Ibid., 9; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 100, 164, 181, 246. Milwaukee's *Historic Third Ward District* was listed in the National Register of Historic Places on 8 March 1984.

⁹ "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report, 12.

¹⁰ Ibid.

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and produce wholesaling firms can still be found in Milwaukee's Third Ward, although much of the wholesaling activity in the metropolitan area is located in the suburbs.¹¹

Resource-Specific History

It is within the context of Milwaukee's early commercial growth and prosperity that John Pritzlaff established his hardware business. Born in Pomerania, Prussia in 1820 – now a region located in northeastern Germany and northwestern Poland – John Pritzlaff immigrated to America in 1839 and settled in Milwaukee two years later. By 1843, he was employed with a local iron and hardware business where he began to learn the trade. With capital provided by his former employer, Henry J. Nazro & Company, John Pritzlaff opened his own small retail hardware store on Third Street in 1850 with partner August Suelflohn. Based on the success of this establishment, he built a larger hardware store, also on Third Street, in 1861.¹²

John Pritzlaff became the sole owner of the business when he bought out Suelflohn in 1853 and Henry J. Nazro & Company in 1866. In need of even more space, he built the subject building in 1875 where he operated a wholesale hardware business under the name John Pritzlaff Hardware Company. The site was advantageous; it was situated across the street from railroad freight houses and boat docks on the Milwaukee River, as well as adjoining the Chicago, Milwaukee & St. Paul Railroad spur in the process of being built to their new depot. The John Pritzlaff Hardware Company was incorporated in 1884 and its first board of directors consisted of John Pritzlaff; his son, Fred C. Pritzlaff; and his three sons-in-law: John C. Koch, H. August Luedke and Franz Wollaeger (while a vice-president of the firm, Koch also served as Milwaukee's mayor from 1893 to 1896). All assumed active roles in company management – John and, later, Fred as president; Koch as vice-president; Luedke as vice-president and general manager; and Wollaeger as treasurer and secretary. With this foundation, the John Pritzlaff Hardware Company remained family-controlled throughout its history.¹³

During its early years at the subject location, an 1878 newspaper article describes in detail the variety of goods and materials carried by the firm:

The basement, which is light and airy, contains all the heavy stock, such as Zug & Co.'s sable nails from Pittsburgh, Pa., chains, Burden's horse shoes and most of the materials

¹¹ Ibid.

¹² This latter building is located at 1033 N. Third Street and is a contributing building in the Old World Third Street Historic District (National Register-listed 19 March 1987); Flower, 1303-1304; John Gregory, *History of Milwaukee, Wisconsin* (Chicago: S. J. Clarke Publishing Co., 1931), 1:447-450, 4:729-730.

¹³ *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress*, unpaginated; *100 Years Service, Progress, 1850-1950* (Milwaukee: John Pritzlaff Hardware Company, 1950), unpaginated.

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in bulk incidental to this business. The first floor is divided into elegant offices and shipping department, and contains a great deal of stock in the shape of merchant iron and steel in bars, rounds and squares, nails, portable scales of various makes, Black Diamond steel, shelf hardware, and a full line of tin in bulk and tinner's tools, and other commodities too numerous to mention. The second floor is devoted to a large stock of shelf hardware... pressed tinware and iron-clad milk cans is an important feature in this section. One part of this floor is divided off into a special show or sample room, and most of the choice goods in the way of builders' hardware, files, etc., are tastefully displayed on the stands. The third floor brings to view a large stock of rivets, machine bolts of every description, coach and other screws, spades, shovels, carriage and wagon springs, axles and other carriage materials, bellows, sledges, vises and blacksmiths' tools generally, mice, rat and other vermin traps, wire of every description, telegraph, annealed copper, brass and plated, malleable iron castings of every description. On the fourth floor are found farm implements, T and other hinges, galvanized sheet-iron and other things too numerous to mention.¹⁴

No other hardware concern in Milwaukee compared with the John Pritzlaff Hardware Company in terms of volume of business. A 1909 publication indicates that its trade extended throughout the West and Northwest with only two other hardware establishments in the West rivaling it in sales. Indeed, during the first quarter of the twentieth century, its number of customers and volume of business more than tripled. Perhaps the greatest indication of the vitality of the John Pritzlaff Hardware Company is demonstrated by its expansion in size and personnel. Regarding the latter, the number of employees increased steadily from 52 in 1881 to 105 in 1890, 250 in 1900, and 450 in 1931. In terms of physical expansion, building additions were constructed at the subject property in 1879, 1887, 1895, 1903, 1912, 1915, and 1919. Factoring in the warehouse buildings formerly found directly to the west and north of the subject facility (no longer extant), the John Pritzlaff Hardware Company estimated, at its height, that it contained approximately 13 acres of total floor space for its inventory.¹⁵

When John Pritzlaff died on 16 August 1900, his son Fred became president of the firm. He introduced new features to the business including a policy enacted in 1918 where the company purchased a life insurance policy for each of its employees. At the seventy-fifth anniversary celebration of the John Pritzlaff Hardware Company held in 1925, an Employees Service Club was formed where individuals who had been employed by the company for at least twenty-five continuous

¹⁴ *Milwaukee Sentinel*, 20 April 1878, 2/1.

¹⁵ Gregory, 1:447, 3:544; Flower, 1304; Landscape Research, 79; *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress*, unpaginated; Jerome A. Watrous, ed., *Memoirs of Milwaukee County*, 3 vols. (Madison, WI: Western Historical Association, 1909), 2:778; *100 Years Service, Progress, 1850-1950*, unpaginated.

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years were made members and awarded gold service buttons. For every five years of additional service, the employee received a new service emblem. Testifying to the loyalty of its employees, the John Pritzlaff Hardware Company featured sixty-one employees with over twenty-five years of uninterrupted service in 1925; of these, ten had worked for the firm for forty or more years. The hundredth anniversary celebrated 101 twenty-five-year-service employees; thirty-three of whom had worked forty or more years. The John Pritzlaff Hardware Company also developed "Everkeen" as its own private brand of merchandise during Fred Pritzlaff's tenure as president. This name was used by company employees when they formed the Everkeen Employees Mutual Benefit Association in the early twentieth century. Managed by the employees themselves, the John Pritzlaff Hardware Company matched the contributions made to this association by its members.¹⁶

In 1925, the distribution area of the John Pritzlaff Hardware Company consisted of Wisconsin, Michigan, Illinois, Iowa, North Dakota, South Dakota, and west central Minnesota. The firm dealt in shelf hardware, cutlery, sporting goods, home furnishing goods, harness hardware, paints, oils, and mechanics and machinist tools and supplies, as well as steel bars, sheets, and wrought pipe and pipe fittings. By mid-century, the firm advertised itself as "The Oldest Hardware House in the Northwest" and the company catalogue required 1,544 pages to list their inventory. With six railroads and fifty-two truck lines used to service its sales territory, the John Pritzlaff Hardware Company also featured its own fleet of trucks that made daily deliveries in metropolitan areas. At the occasion of its hundredth anniversary in 1950, Fred Pritzlaff commented how the John Pritzlaff Hardware Company adapted with the times noting that the firm originally supplied those items needed to settle an undeveloped region, specifically, serving farming and lumbering interests¹⁷:

The vast tide of immigrants coming to this section of the country in the first 50 years of the company's history has ceased. The pioneer conditions have changed to a stabilized civilization; the great lumbering industry is no longer a large factor in the economy. The company has kept pace with these changes. In addition to sales of hardware to the retail hardware dealer, supplies, tools and materials are sold to the great industries that have developed throughout the territory.¹⁸

Fred Pritzlaff remained head of the company until his death in November 1951. His son Edward then became president of the firm until 1958 when the John Pritzlaff Hardware Company went out of

¹⁶ *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress*, unpaginated; *100 Years Service, Progress, 1850-1950*, unpaginated; "John Pritzlaff Passes Away," *Milwaukee Sentinel*, 17 August 1900.

¹⁷ *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1930), 111; *75th Anniversary, 1850-1925, Seventy-Five Years of Service & Progress*, unpaginated; *100 Years Service, Progress, 1850-1950*, unpaginated.

¹⁸ *100 Years Service, Progress, 1850-1950*, unpaginated.

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

business. The subject facility later housed a retail furniture store and warehouse. It is currently owned by Mr. Kendall Breunig who is rehabilitating it for commercial and residential use.¹⁹

Architecture

Representing the historic core of one of the nation's largest wholesale hardware companies during the late nineteenth and early twentieth centuries, the facility is also architecturally significant. Its original 1875 building is an excellent example of Italianate style commercial architecture. In Wisconsin, the Italianate style was widely popular between 1850 and the early 1880s. Utilized in both residential and commercial applications, the style coincided with a period of growth and settlement in the state and commercial examples are found in a number of Wisconsin's historic downtown districts. The 1875 building is a more elaborate example of the style than typically found. It possesses characteristic Italianate features, including its bracketed cornice and impressive brick window surrounds, as well as further embellishment expressed with its segmental pediment with date, dentils, carved stone trim, ornamental cast iron urns and company name in raised metal lettering. This building is also notable for its size and integrity. While many examples of Italianate style commercial architecture in Wisconsin exhibit first floor alterations, the subject building features a largely intact storefront that retains its original fluted cast-iron columns. The City of Milwaukee's Historic Designation Study Report for the subject complex considered the original 1875 building one of the largest and best Italianate style commercial buildings in the city. As well, the report characterized the carved stone window detailing as "some of the best remaining Italianate style decorative work of its kind remaining on a Milwaukee commercial building." Regarding the building's cast-iron columns, the use of iron for commercial construction in Milwaukee began in the mid-nineteenth century. This followed experiments with iron construction during the 1840s and 1850s in east coast cities that substituted iron columns for masonry outer walls to support upper floors. In 1860, an office block was constructed in downtown Milwaukee that featured a complete cast iron front (Excelsior Building, 205 E. Wisconsin, National Register-listed 12/27/1974) and, until the 1890s, iron framing was used most often in conjunction with brick bearing walls in the city's large commercial buildings.²⁰

Also architecturally significant, the later 1887 building addition evokes the Romanesque Revival style with its basket-style capitals on the storefront columns and carved rope-like window hoods that rest on foliated label stops. Popular in Wisconsin between the 1850s and the late 1880s, the style was

¹⁹ "Fred Pritzlaff Dies at Desk," *Milwaukee Sentinel*, 10 November 1951; "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report, 11.

²⁰ Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 vols. (Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2, Architecture, 2/6; "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report, 5; Landscape Research, 77.

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Pritzlaff, John, Hardware Company
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characterized by repetition of round arches in windows, entrances, and corbel tables. It was considered appropriate for ecclesiastical buildings, as well as popular for commercial structures of the period.²¹

In overall composition, the primary, street-facing elevations reflect the prosperity of the business and are embellished with quality architectural details including ornamental brickwork, decorative sheet metal and carved stone. Recently rehabilitated under the federal historic preservation tax credit program, the complex retains a high degree of integrity. Indeed, this is true of its varied storefront materials that include both cast iron and carved stone columns, and its decorative details as exhibited by the cast iron urns found by the pediment with date. The Historic Designation Study Report indicated that these urns "are unquestionably the best surviving cast iron details of their kind in the city," while the storefronts were "a unique collection of the city's turn of the century storefront design."²²

As spaces used for warehouse purposes, the facility shares characteristics with the industrial loft building form, especially in regard to its structural system and construction materials, fire-resistive qualities, and need for large open floor spaces on the interior. The industrial loft is defined as a long, narrow, multistory building with a flat roof and parapet. Its origins date to the late eighteenth and early nineteenth century textile mills in Britain and the form was adopted for the same mills in New England, as well as other mechanized industrial buildings. Indeed, the "textile mill" is a specialized subtype of the industrial loft possessing a pilaster-and-panel brick exterior, and heavy wood framing and flooring known as "mill construction." Similar to the John Pritzlaff Hardware Company, industrial lofts were typically built of load-bearing brick with heavy timber framing prior to 1920. The qualities that made timber framing beneficial in industrial loft construction – its high tensile strength, elasticity, and allowance for more flexibility in layout than masonry walls – were also advantageous in the construction of the John Pritzlaff Hardware Company, which, given its contents, featured high floor load demands. As well, the fire resistive characteristics of industrial loft buildings are reflected throughout the subject facility: high ceilings, elimination of ceiling finishes and attics, metal-clad doors, and sprinklers with water tanks on the roof. Containing the inventory of the firm, fire-resistive construction was critical to the John Pritzlaff Hardware Company.²³ Save for the 1919 building addition constructed to visually integrate with the surrounding 1887 addition, the John Pritzlaff Hardware Company's twentieth-century construction is especially reflective of the textile mill industrial lofts of their time. With its pilaster-and-panel brick exterior, 155 W. St. Paul evokes their middle period (1900s) when these buildings took on a boxier, more massive form featuring an almost square footprint. Similarly, 305 N. Plankinton, with the exception of its cornice, reflects their late

²¹ Wyatt, ed., *Cultural Resource Management in Wisconsin*, Vol. 2, Architecture, 2/9.

²² "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report, 6, 7.

²³ Fire insurance maps indicate the facility also featured numerous chemical extinguishers and two night watchmen.

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

period (1910s & 1920s) when the textile mill industrial loft was large and generally stripped of ornament.²⁴

Architects²⁵

John Rugee:

John Rugee (1827-1894) was a German-born pioneer whose accomplishments as a builder, architect, inventor and politician played a significant role in the early development of the City of Milwaukee. Mr. Rugee was born in Lubeck, Germany and at an early age showed an aptitude for drawing and designing. In 1840, the Rugee family immigrated to the United States settling on a farm in Ulster County, New York. A year later, John became an apprentice carpenter in Poughkeepsie, New York and, following a three-year apprenticeship, he worked as a journeyman carpenter constructing bridges, breweries and grain elevators. John's father Christopher Rugee moved his family to Milwaukee in 1846; John relocated from the East Coast to Milwaukee in 1851 having secured a job as a construction superintendent for Stoddard Martin who specialized in building bridges and grain elevators. In 1853, John Rugee formed a partnership with Mr. Martin and they were known as architects, builders and manufacturers of sashes, doors and blinds. Mr. Rugee also enjoyed modest success as an inventor of a machine that cut old wooden pilings beneath the water line to assist with new bridge construction.

Following Mr. Martin's death in 1865, John Rugee continued the business by himself until 1872 when he entered into a partnership with Emil Durr. Their firm, Durr and Rugee, became a leading wholesale and retail dealer in lumber, lath and shingles. At the same time, Mr. Rugee also developed an outstanding reputation as an architect of commercial buildings and, between 1872 and 1880, he was supervising architect for the Schlitz, Best, and Falk brewing companies in Milwaukee. It was during this period that he designed and built the four-story, Italianate style commercial building for John Pritzlaff, which serves as the original building of the subject John Pritzlaff Hardware Company.

John Rugee's other interests included politics. He served as a City of Milwaukee alderman before moving on to the Wisconsin Legislature and, later, becoming Milwaukee County Sheriff. In 1893, Mr. Rugee fell into poor health and following a trip to California in the hopes of regaining his strength, he died in Redlands, California on 7 March 1894. He is buried in Milwaukee's Forest Home Cemetery.

²⁴ "Florida and Third Industrial Historic District," National Register nomination, Prepared by Elizabeth L. Miller (30 September 2007).

²⁵ The following architect biographies and information regarding Milwaukee cream-colored brick was derived from the "Pritzlaff Hardware Company Complex," Final Historic Designation Study Report.

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Pritzlaff, John, Hardware Company
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The extent of Mr. Rugee's formal training as an architect is not known, however it was not uncommon at that time for an experienced carpenter and builder to assume the duties of a practicing architect. Other fine examples of his work in Milwaukee include the George Burnham Block (170 S. 2nd Street, contributing building in the National Register-listed South First & Second Street Historic District) and Saint Peter's Lutheran School (1204 S. 8th Street, contributing building in the National Register-listed Saint Peter's Evangelical Lutheran Church complex). Additionally, John Rugee also designed the Emil Schneider House (813 S. 3rd Street) and the South Side German and English Academy (900 S. 4th Street), both of which are contributing buildings in the National Register-listed Walker's Point Historic District.

Ferry and Clas:

George Bowman Ferry (1851-1918) and Alfred Clas (1859-1942) were partners in one of Milwaukee's most creative and busiest architectural firms at the close of the nineteenth century. Their design work includes the Steinmeyer Building (1893) at 1050 N. Old World Third Street; the Milwaukee Central Library (1897) at 814 W. Wisconsin Avenue; and the Northwestern National Insurance Building (1906) at 526 E. Wisconsin Avenue – all of which are Milwaukee-designated landmarks or are contained within a landmark district.

Mr. Ferry was born and educated in Springfield, Massachusetts. Between 1871 and 1872, he studied architecture at the Massachusetts Institute of Technology and then began an architectural career in his hometown. Mr. Ferry moved to Milwaukee in 1881 and, in 1890, entered into partnership with Alfred C. Clas. Their partnership lasted until 1912 and the firm designed many notable buildings in Milwaukee.

Mr. Ferry continued his own architectural practice until about 1916. During this period he helped organize Wisconsin's first architectural association and worked on a committee creating the by-laws and constitution of the American Institute of Architects.

Alfred Clas was born in the rural community of Sauk City, Wisconsin to German immigrant parents. Soon after graduating from high school, Clas entered into an architectural apprenticeship and received two years of practical instruction in the building trade. After two years additional apprenticeship working in an architect's office in Stockton, California, he returned to Wisconsin and settled in Milwaukee. From about 1880 to 1884, Clas worked his way up from draftsman to architect in the office of James Douglas. In 1885 and 1886, the two were partners until Clas left to establish his own practice before ultimately forming a partnership with George Ferry in 1890.

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Following his partnership with Ferry, Clas and his son Angelo operated their own firm from 1912 to 1921, which subsequently became Clas, Shepherd & Clas with the addition of another son (Rubens) and John S. Shepherd. In business from 1921 to 1931, the firm then became Clas & Clas with the departure of John Shepherd and, later, Clas & Clas, Inc. Alfred Clas remained active in the practice into 1933 and maintained the position of president of the corporation until at least 1936.

Klug and Smith:

Leberecht Julius Klug and Fred W. Smith established their engineering and construction firm, Klug and Smith in 1912. Five years later, in 1917, the firm incorporated engaging in an active business designing and constructing bridges and industrial structures.

The son of German immigrants, Leberecht Klug was born in Milwaukee on 9 January 1876. Mr. Klug attended local Milwaukee schools before earning a degree in civil engineering from the University of Wisconsin. Following his graduation, he changed jobs frequently gaining valuable experience working as an engineer in Milwaukee and Chicago. His first job was working as a bridge draftsman for the American Bridge Works in Chicago. Returning to Milwaukee, Mr. Klug was employed by the J. G. Wagner Company, another bridge and building firm, before returning to the American Bridge Works helping open the firm's Milwaukee office. He then took a succession of jobs; first working for the Milwaukee engineering firm, the Worden-Allen Company, then moving on to the Milwaukee Bridge Company where he was employed as an assistant engineer and chief draftsman. He ultimately landed a job with the City of Milwaukee working as an assistant city engineer and then as the city's first superintendent of bridges and public buildings before forming his partnership with Fred Smith.

Examples of Klug and Smith's design and engineering work include the Bayley Heating & Supply Co. building (2045 W. St. Paul Avenue) and a large part of the Jones Island Sewerage plant in Milwaukee. They also designed a number of bridges in the City of Milwaukee that have since been razed including the former Michigan Street Bascule Bridge, former Wells Street Bascule Bridge and former North Avenue Bridge over the Milwaukee River. Built in 1915, the Pritzlaff building at 305 N. Plankinton Avenue is likely one of the oldest extant commercial buildings that Klug and Smith designed.

Milwaukee Cream Brick

The Pritzlaff Hardware Company complex is also notable because it is among the dwindling number of historic structures in the city made from Milwaukee's unique cream-colored brick. In the late nineteenth century, the large number of buildings in Milwaukee made from this brick earned the city its "Cream City" sobriquet. Cream brick, however, has not been manufactured since the 1920s making

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Milwaukee, Milwaukee County, Wisconsin

the remaining structures built of this material an increasingly valuable part of the city's architectural and civic history.

Milwaukee's first brickyard opened for business in 1835 or 1836. The first brick makers thought that red brick would result after firing the red-brown Milwaukee clay, however, an unusually high content of calcium and magnesium in the clay gave the brick its unique soft yellow color instead. The cream brick, as it came to be known, grew in popularity in Milwaukee and the city's brick makers took great pride in their unique product.

In May 1859, the schooner M.S. Scott sailed to Germany carrying, among other things, samples of Milwaukee's cream brick to the mayor of Hamburg. The Germans were impressed with the Milwaukee brick and later imported some of it for use in ornamenting their new buildings. It is not known if there are any buildings remaining in Germany today that feature Milwaukee's cream brick. The popularity of Milwaukee cream brick was reflected by the fact that as late as the 1920s, The Pittsburgh Paint and Glass Co., which was a large paint manufacturer headquartered in the east, sold a ready-mixed house paint in a creamy color called "Milwaukee brick."

Conclusion

Operating at the subject location from the late nineteenth to the mid-twentieth centuries, the John Pritzlaff Hardware Company is eligible for the National Register under Criterion A as a once thriving hardware wholesaler that contributed to the commercial growth of Milwaukee. It is also eligible under Criterion C as its original 1875 building is an excellent and highly intact example of Italianate style commercial architecture that together with its later additions shows the changes in popular styles for commercial buildings in the city. In addition, the building is noted for its intact cast iron storefronts. The John Pritzlaff Hardware Company is significant at the local level.

Preservation Activities

The City of Milwaukee has had a historic preservation ordinance, commission and staff for over 30 years. In the 1980s, an intensive survey of the city's historic resources was completed. The John Pritzlaff Hardware Company was surveyed at that time. A Historic Designation Study Report was prepared by Paul Jakubovich, Milwaukee Department of City Development, Historic Preservation Office in 2000; however, the property was not locally designated at that time. Most recently, the John Pritzlaff Hardware Company has been rehabilitated in conformance with the "Secretary of the Interior's Standards for Rehabilitation" utilizing federal and state historic preservation tax credits (NPS Project #17692).

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

Archaeological Potential

No archaeological remains have been discovered to date on the John Pritzlaff Hardware Company property. Some prehistoric and late historic remains may be present, as Wisconsin Indian nations and, later, European-Americans have inhabited the area for hundreds of years. Any remains of pre-European cultures are likely to have been disturbed, if not destroyed, by the building activity associated with the immediate area surrounding the John Pritzlaff Hardware Company. The presence of historic archaeological remains is possible and might be worth exploring.

Pritzlaff, John, Hardware Company
Name of Property

Milwaukee County
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
 - Other State Agency
 - Federal Agency
 - Local government
 - University
 - Other
- Name of repository: Milwaukee Public Library

10. Geographical Data

Acres of Property 2.16 acres

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

1 16 425703 4764802
Zone Easting Northing

3 _____
Zone Easting Northing

2 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Michael T. McQuillen	date	May 2012
organization	Heritage Research, Ltd.	telephone	(262) 251-7792
street & number	N89 W16785 Appleton Avenue	zip code	53051
city or town	Menomonee Falls	state	WI

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

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Section 9 Page 2

Pritzlaff, John, Hardware Company
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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

Verbal Boundary Description:

The boundary of the John Pritzlaff Hardware Company is described as follows: all that part of Lots 5, 6, 7, 12, 13 and the vacated alley in Block 145 in fraction or Lot 6 in Section 29, Township 7 North, Range 22 East. Also, Lots 1, 2, 3, 4, 14, 15, 16, 17, 18 and the remainder of said Lots 5 and 6, together with both vacated alleys adjoining said lots in said Block 145. Also, Lots 1, 2, 3 and 4, together with that portion of the southeasterly of the vacated alley adjoining said Lot 4 on the northwest, in subdivision of Lot 19, in Block 145 in the southeast L/4 of Section 29, in Township 7 North, Range 22 East, in the City of Milwaukee, Milwaukee County, Wisconsin. Excepting therefrom that part thereof described in a trustees deed recorded on January 27, 1969, as document No. 4442274 (Survey No. 162376-MHK). The site encompasses 2.16 acres.

Boundary Justification:

The historic boundary of the John Pritzlaff Hardware Company coincides with the legal boundary of the property and, generally, is bounded by North 2nd Street on the west, West St. Paul Avenue on the north, North Plankinton Avenue on the east-southeast, and the Wisconsin Central Limited Railroad (former Chicago, Milwaukee, St. Paul & Pacific Railroad) on the south-southwest. The boundary encompasses all extant buildings historically associated with the John Pritzlaff Hardware Company at this site.

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	date
organization	telephone
street & number	zip code
city or town	state

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

Pritzlaff, John, Hardware Company
City of Milwaukee, Milwaukee County, Wisconsin
Photo by Michael T. McQuillen, June 2012

Photo 1 of 13

Context view on N. Plankinton & W. St. Paul avenues, view looking southwest

The information for the following photos is the same as above, except as noted:

Photo 2 of 13

N. Plankinton Avenue elevation, view looking west

Photo 3 of 13

N. Plankinton Avenue elevation, view looking west

Photo 4 of 13

N. Plankinton Avenue elevation (305 & 311 N. Plankinton), view looking west

Photo 5 of 13

W. St. Paul Avenue elevation, view looking south

Photo 6 of 13

W. St. Paul Avenue elevation, view looking south

Photo 7 of 13

W. St. Paul Avenue elevation (155 W. St. Paul), view looking south

Photo 8 of 13

Side (west) and rear elevations, view looking east

Photo 9 of 13

Side (west) and rear elevations, view looking northeast

Photo 10 of 13

Side (southwest) and rear elevations, view looking northeast

Photo 11 of 13, photograph taken October, 2010

Original cast iron spiral chute in 1875 building (325 N. Plankinton), view looking north

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Photo 12 of 13

Cast iron columns on first floor of 333 N. Plankinton, view looking northwest

Photo 13 of 13

Vault located on first floor of 333 N. Plankinton, view looking north

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Pritzlaff, John, Hardware Company
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Site Plan – Pritzlaff, John, Hardware Company

(reprinted from “Pritzlaff Hardware Company Complex” Historic Designation Study Report, prepared by Paul Jakubovich, City of Milwaukee Department of City Development, Historic Preservation Office, 8 December 2000)

Historic Photograph #1 (exterior view at the N. Plankinton & W. St. Paul avenues intersection)
(photograph property of the Milwaukee County Historical Society, Milwaukee, Wisconsin)

Historic Photograph #2 (circa 1900 exterior view along N. Plankinton Avenue)
(photograph property of the Milwaukee County Historical Society, Milwaukee, Wisconsin)

Historic Photograph #3 (May 15, 1928 view of exterior along N. Plankinton Avenue)
(photograph property of the Milwaukee County Historical Society, Milwaukee, Wisconsin)

Historic Photograph #4 (interior view of 333 N. Plankinton)
(photograph property of the Milwaukee County Historical Society, Milwaukee, Wisconsin)

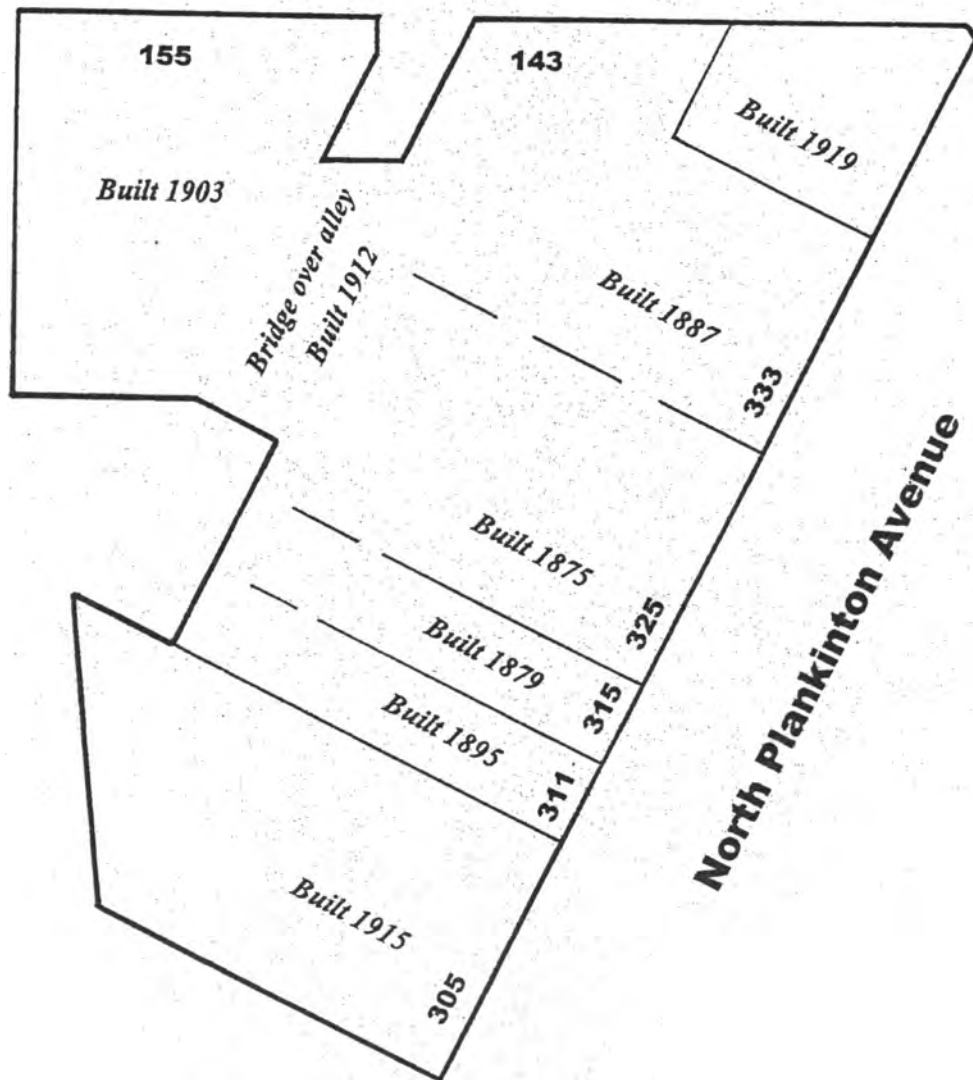
Historic Lithograph #1

(image found in *Commercial Milwaukee Wholesalers & Manufacturers Directory*, 1907)

Historic Lithograph #2

(image found in *Milwaukee: A Picturesque and Descriptive Account of the Present Mercantile and Industrial Interests and Advantages of the Metropolis of Wisconsin*, 1903)

West St. Paul Avenue



**JOHN PRITZLAFF
HARDWARE COMPANY**
333 N. PLANKINTON AVENUE
MILWAUKEE, MILWAUKEE COUNTY,
WISCONSIN



Plan of complex

Scale 50:1



MILWAUKEE COUNTY HISTORICAL SOCIETY
REFERENCE COPY

PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI

HISTORIC PHOTOGRAPH #1



MILWAUKEE COUNTY HISTORICAL SOCIETY
REFERENCE COPY

PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI

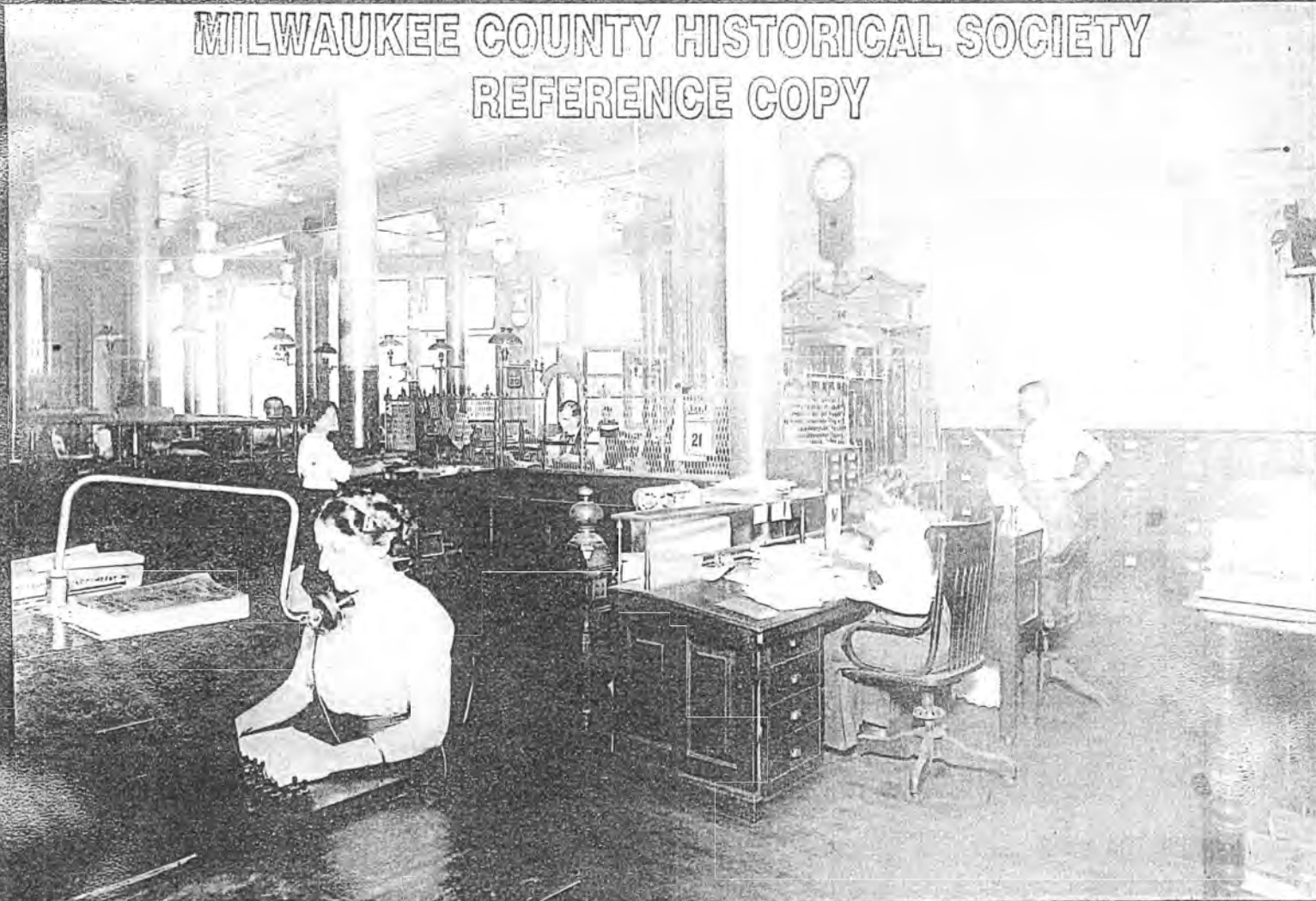


MILWAUKEE COUNTY HISTORICAL SOCIETY
REFERENCE COPY

PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI

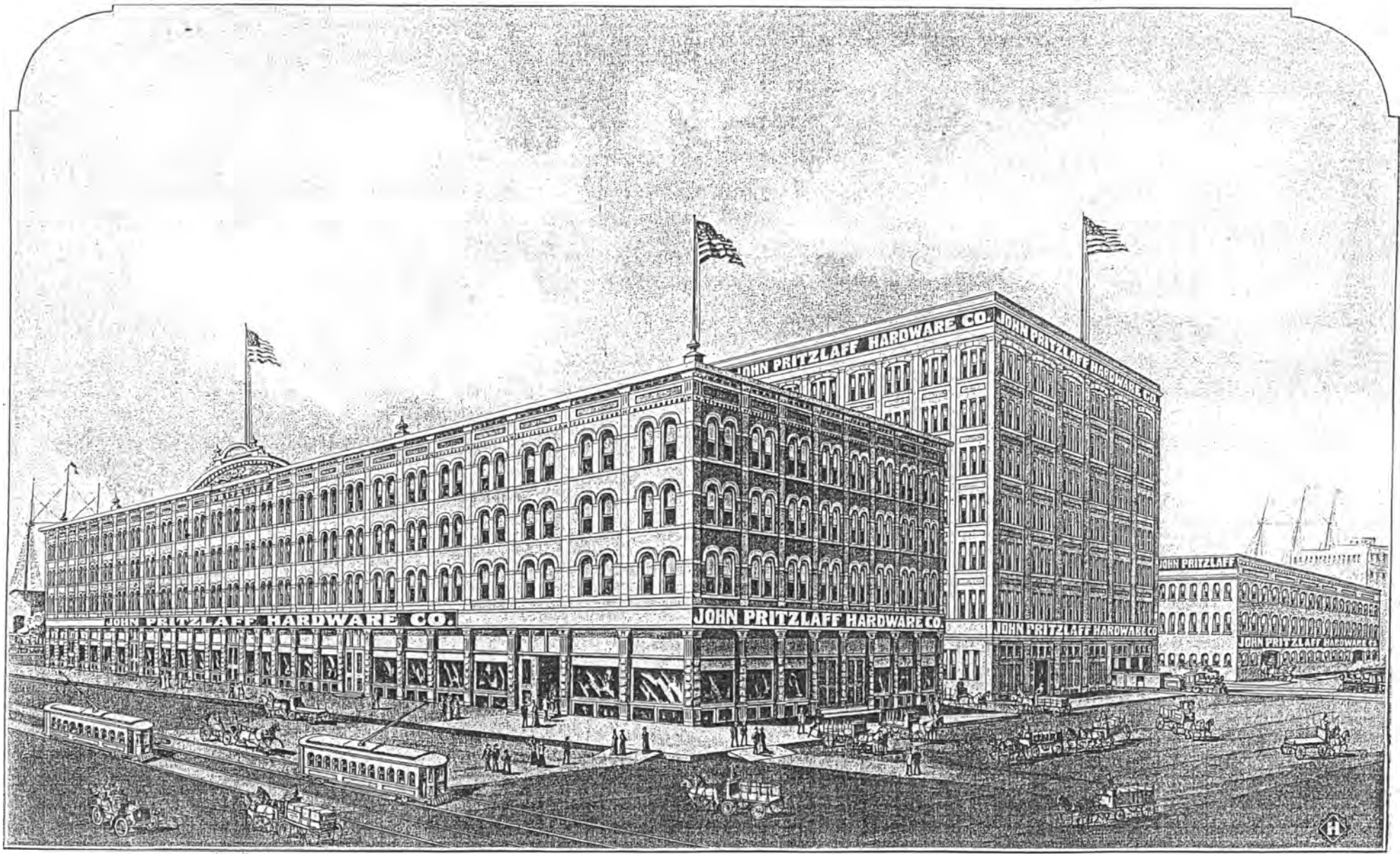
HISTORIC PHOTOGRAPH #3

MILWAUKEE COUNTY HISTORICAL SOCIETY
REFERENCE COPY



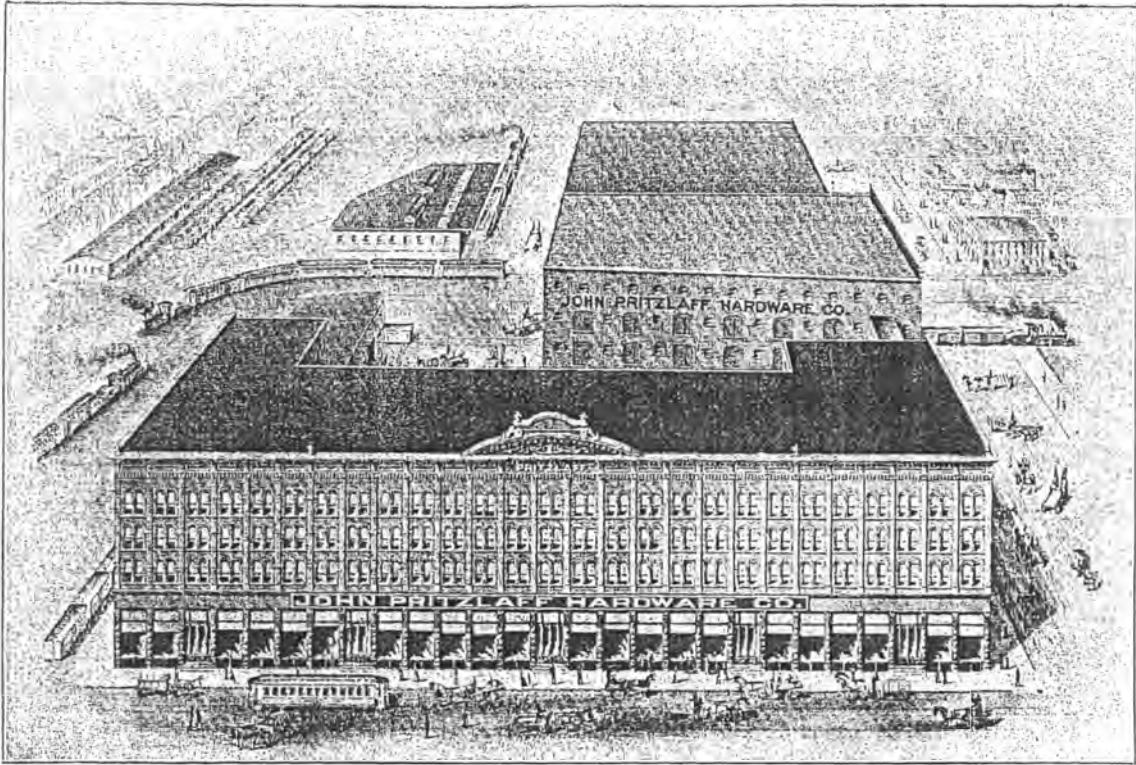
PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI

HISTORIC PHOTOGRAPH #4

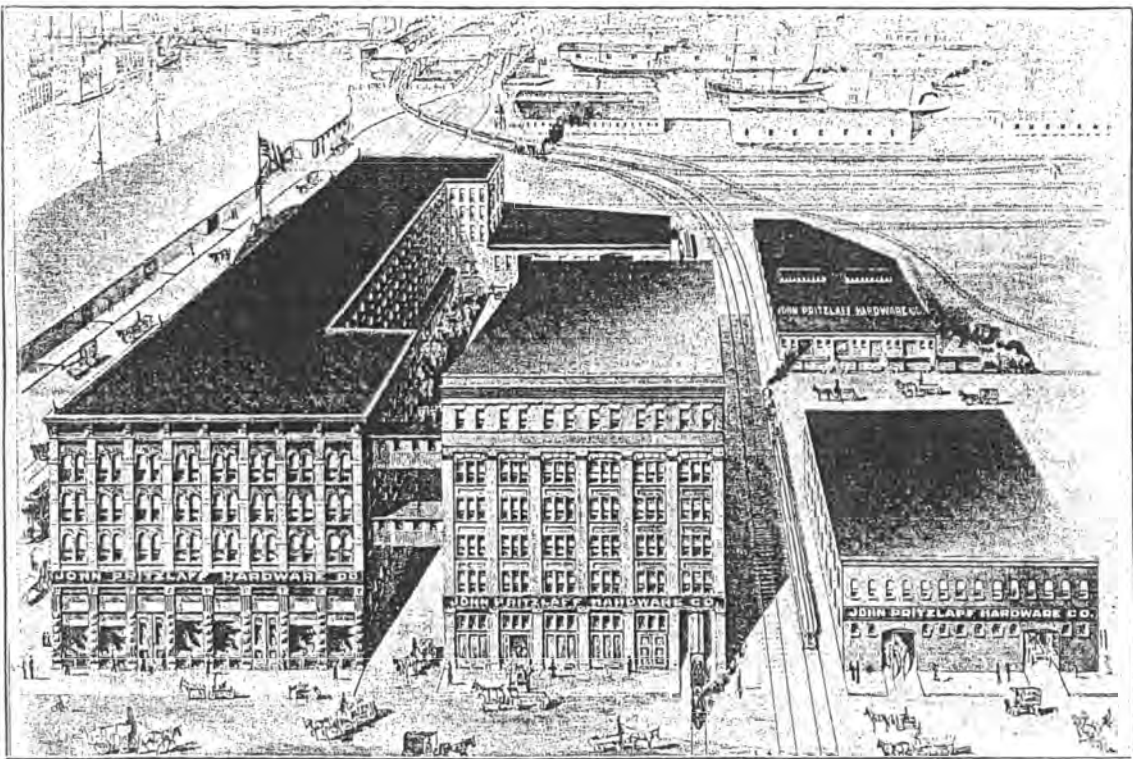


**PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI**

JOHN PRITZLAFF HARDWARE Co., STORE AND WAREHOUSES



John Pritzlaff Hardware Co., Store and Warehouses,
View from West Water Street



John Pritzlaff Hardware Co., Store and Warehouses,
View from Fowler Street

PRITZLAFF, JOHN, HARDWARE COMPANY
MILWAUKEE, MILWAUKEE COUNTY, WI

HISTORIC LITHOGRAPH #2

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Pritzlaff, John, Hardware Company
NAME:

MULTIPLE
NAME:

STATE & COUNTY: WISCONSIN, Milwaukee

DATE RECEIVED: 11/28/12 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 1/14/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 12001187

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 1-14-13 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in
The National Register
of
Historic Places

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo # 1 of 13

299576004 <3548610..001.jp2> 2/26

Wulfsberg 05002 <? 06-12-12



PEITELAPP

SUNSET INVESTORS

Available

SUNSET INVESTORS
1000 1st St. S.
SEASIDE, CA 94133

Call for more information
708.222.1111

Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

Photo # 2 of 13

899576004 <3548610..001.jpg> 4/26

Watershed 05002 < 06/12/12



PRITZLAFF

PRITZLAFF BUILDING

19 23
ONE WAY

NO RIGHT TURN

Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo # 3 of 13

899576004 (3548610., 001. Jps) 6/26

Wulereens 85882 (2) 86/12/12



Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo # 4 of 13

899576004 <3548610,,001.jpg> 8/26

Wisconsin 05002 <? 06/12/12



COMMERCIAL
FOR SALE /
LEASE
610-347-1000
THE PORTLAND BUILDING

Portland

Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin
Photo # 5 of 13

899576004 <3548610,,001.jpg> 10/26

Waterrens 85082 < 86-12-12



REDEVELOPMENT
FOR SALE /
LEASE
CALL 347-1000
1000 PICTURARY BUILDING

Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin
Photo # 6 of 13

899576004 <3548610,,001.JPE> 12/26

Universens 85882 (*) 86-12-12



40

3

3

3

4

4

5

5

6

6

Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin
Photo # 7 of 13

899576004 <3548610..001.jpg> 14/26

Wulereens 05002 <? 05/12/12



W 2nd
43
44
45

USPS
MAIL SERVICE

STOP

Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin

Photo # 8 of 13

899576004 (3548610..001.jpg) 16/26

Wulfsberg 05802 X) 06/12/12



Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin
Photo # 9 of 13

899576004 <3548610,,001.jp2> 17/26

Waterrens 85882 (7) 86-12-12



Pritzlaff, John, Hardware Company
Milwaukee, Milwaukee County, Wisconsin
Photo # 10 of 13

899976004 <3548610,,001.jpg> 20/26

Valereens 85882 < 86-12-12



Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo #11 of 13

899576004 <3548610, 001, Jps> 22/26

Wulereens 05002 <? 06/12/12



Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo # 12 of 13

899576004 <3548610..001.jpg> 24/26

Williams 03002 < 00-12/12



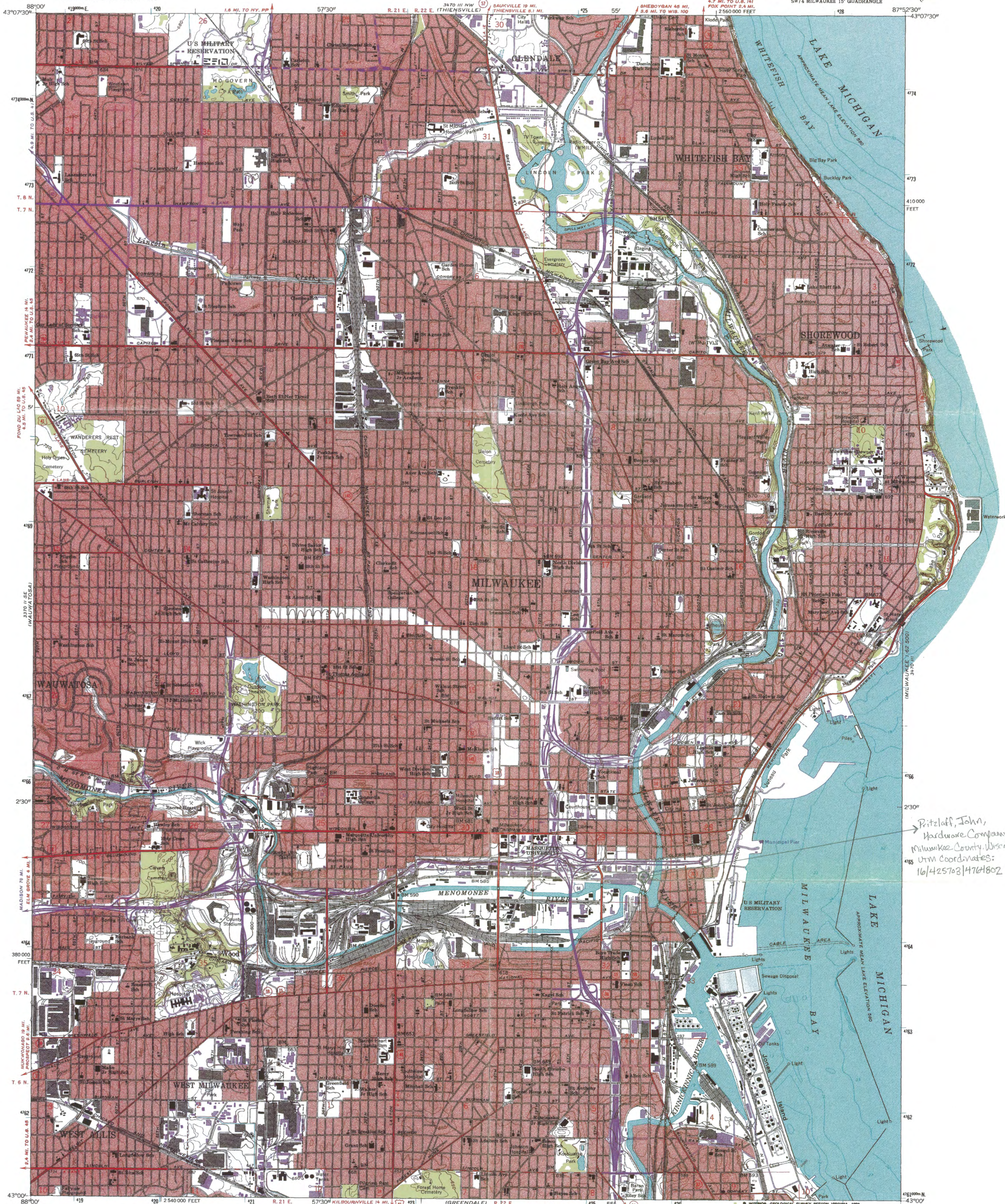
Pritzlaff, John, Hardware Company

Milwaukee, Milwaukee County, Wisconsin

Photo # 13 of 13

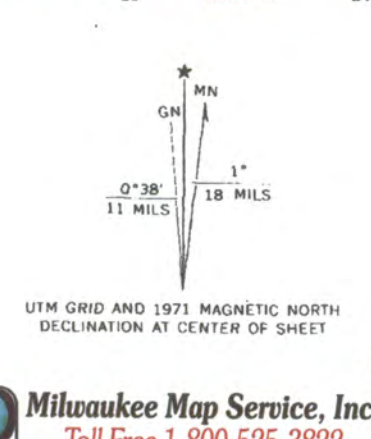
899576004 <3548610,,001.jpg> 26/26

Waterrens 05002 (7) 05/12/12

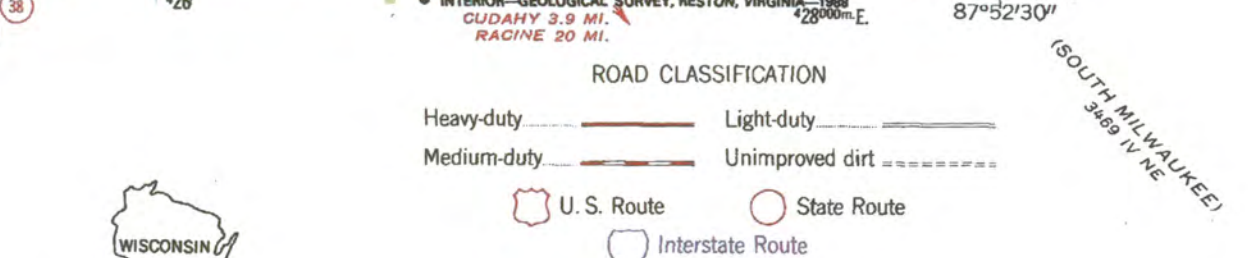


Pritzlaff, John,
Hardware Company
Milwaukee County, Wisconsin
Utm coordinates:
16/425703/4764802

Mapped, edited, and published by the Geological Survey
Control by USGS, USC&GS, and City of Milwaukee
Topography from aerial photographs by photogrammetric methods
Aerial photographs taken 1954-1955. Field check 1958
Hydrography compiled from U.S. Lake Survey charts 74
and 743 (1957)
Polyconic projection. 1927 North American datum
10,000-foot grid based on Wisconsin coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks,
zone 16, shown in blue
Red tint indicates areas in which only landmark buildings are shown
Revisions shown in purple compiled from aerial photographs
taken 1971. This information not field checked



SCALE 1:24 000
CONTOUR INTERVAL 10 FEET
NATIONAL GEODETIC DATUM OF 1929
DEPTH CURVES AND SOUNDINGS IN FEET—DATUM IS 578 FEET



QUADRANGLE LOCATION
MILWAUKEE, WIS.
SW 1/4 MILWAUKEE 15' QUADRANGLE
43087-AB-TF-024
1958
PHOTOREVISED 1971
DMA 3470 III SW—SERIES V861

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

To place on the predicted North American Datum 1983,
move the projection lines 3 meters north and
6 meters east as shown by dashed corner ticks



www.city.milwaukee.gov

RECEIVED

JUL 12 2012

DIV HIST PRES

Office of the City Clerk

Jim Owczarski
City Clerk

July 9, 2010

Ms. Daina Penkiunas
National Register Coordinator
Wisconsin Historical Society
816 State Street
Madison, WI 53706-1488

Dear Ms. Penkiunas:

RE: CLG Review of the National Register Nomination of the
Pritzlaff, John Hardware Company

In accordance with the provisions of the Certified Local Government Agreement between the City of Milwaukee and Wisconsin State Historic Preservation Office, the Milwaukee Historic Preservation Commission reviewed the National Register nomination of the Pritzlaff Hardware Company located at 333 N. Plankinton Avenue. In voting to support the nomination on July 9, 2012, the Commission determined that the property was an excellent example of an intact commercial complex, built of local Cream City brick and represented a company that was one of the leading wholesale and retail firms in the city for 108 years. It appears to meet the Statement of Significance as outlined in the application.

The building has long been a visual landmark. Its listing in the National Register will help spur the adaptive use of the structure and link the complex to nearby buildings already listed in the National Register as part of the South First and Second Streets Historic District.

If you need additional information or have any questions, please feel free to contact Carlen Hatala of the Historic Preservation Commission staff at (414) 286-5722.

Sincerely,



Matthew Jarosz, Vice-Chair
Milwaukee Historic Preservation Commission





WISCONSIN
HISTORICAL
SOCIETY

NOV 28 2012

TO: Keeper
National Register of Historic Places

FROM: Daina Penkiunas

SUBJECT: National Register Nomination

The following materials are submitted on this 19th day of November 2012,
for nomination of the Pritzlaff, John, Hardware Company to the National Register
of Historic Places:

1 Original National Register of Historic Places nomination form

 Multiple Property Documentation Form

13 Photograph(s)

1 CD with electronic images

1 Original USGS map(s)

7 Sketch map(s)/figure(s)/exhibit(s)

1 Piece(s) of correspondence

 Other: _____

COMMENTS:

 Please insure that this nomination is reviewed

X This property has been certified under 36 CFR 67

 The enclosed owner objection(s) do _____ do not _____
constitute a majority of property owners.

 Other: _____