

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

# **National Register of Historic Places Continuation Sheet**

Section number \_\_\_\_\_ Page \_\_\_\_\_

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Stoughton Main Street Historic District Dane County WISCONSIN 82001842

ADDITIONAL DOCUMENTATION APPROVED  
(Name change from Main Street Historic District)

Beth Boland 5/12/94

**United States Department of the Interior  
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Stoughton Main Street Commercial Historic District (Boundary Increase)  
Dane County WISCONSIN 94000387

BOUNDARY INCREASE APPROVED

 5/12/94

387

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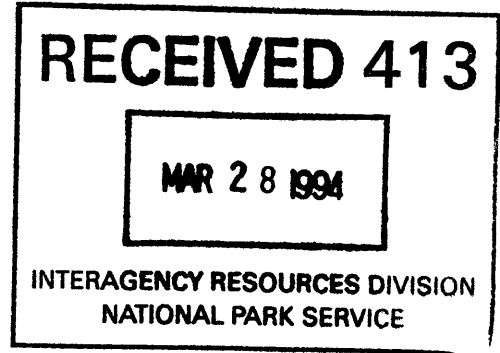
Section 1 Page 1

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**Amendment to Main Street Historic District  
Stoughton, Dane County, Wisconsin**

The historic name is amended to read:

Stoughton Main Street Commercial Historic District



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**Amendment to Main Street Historic District  
Stoughton, Dane County, Wisconsin**

2 Location:  
Street & number: (see inventory)  
city: Stoughton  
state: Wisconsin code: WI  
county: Dane code: 025 zip: 53589

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**Amendment to Main Street Historic District  
Stoughton, Dane County, Wisconsin**

**3 Classification**

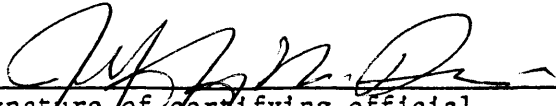
Ownership of property	Category of Property	No. of Resources within Property	
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)	contributing	noncontributing
<input checked="" type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	<u>18</u>	<u>11</u> buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	<u>    </u>	<u>    </u> sites
<input checked="" type="checkbox"/> public - Federal	<input type="checkbox"/> structure	<u>    </u>	<u>    </u> structures
	<input type="checkbox"/> object	<u>    </u>	<u>    </u> objects
		<u>18</u>	<u>11</u> Total

Name of related multiple property listing:  
N/A

No. of contributing resources  
previously listed in the  
National Register 39

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.



3/15/88

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

Date

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

Signature of commenting or other official

Date

State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:

     entered in the National Register.

     See continuation sheet

     determined eligible for the National Register.      See continuation sheet

     determined not eligible for the National Register.

     removed from the National Register.

     other, (explain:)

Signature of the Keeper

Date

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Amendment to Main Street Historic District  
Stoughton, Dane County, Wisconsin

**6. Functions or Use**

Historic Functions  
(enter categories from instructions)  
instructions)

Current Functions  
(enter categories from instructions)

Commerce/business	Commerce/business
Commerce/professional	Commerce/specialty store
Commerce/financial institution	Commerce/professional
Commerce/specialty store	Commerce/restaurant
Commerce/department store	Government/city hall
Commerce/restaurant	Government/post office
Social/meeting hall	Education/Library
Government/city hall	Recreation and Culture/theater
Government/post office	
Education/Library	
Recreation and Culture/theater	
Health Care/medical business/office	

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7. Description

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Architectural Classification  
(enter categories from instructions)

Materials  
(enter categories from instructions)

Italianate \_\_\_\_\_

foundation \_\_\_\_\_ stone \_\_\_\_\_

Renaissance \_\_\_\_\_

walls \_\_\_\_\_ brick \_\_\_\_\_

Classical Revival \_\_\_\_\_

\_\_\_\_\_ stone \_\_\_\_\_

Romanesque \_\_\_\_\_

roof \_\_\_\_\_ asphalt \_\_\_\_\_

Art Deco \_\_\_\_\_

other \_\_\_\_\_ wood \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ metal \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

  x   See continuation sheet



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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   X   A    B   X   C    D

Criteria Considerations (Exceptions)    A    B    C    D    E    F    G

Areas of Significance

(enter categories from instructions)

Commerce

Period of Significance

1860-1941

Significant Dates

N/A

Architecture

Education

Government

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Claude, Louis and Starck, Edward

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

The Stoughton Main Street Historic District is listed on the National Register under criteria A and C. Based on additional research, this amendment adds properties which are significant under the areas of Federal Government, Local Government, and Education: Libraries. Additional properties are also added to the Architecture and Commerce areas of significance. Following a summary of the additional research and an expanded historic context, the statements of significance for Commerce and Architecture are here amended, and the statements of significance for Government (Federal and Local) and Education (Libraries) are provided.

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1991 Amendment to Main Street Historic District  
Stoughton, Wisconsin

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7. Description

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The Main Street Historic District 1991 amendment adds eighteen contributing and eleven non-contributing properties to the existing Main Street Historic District. The total number of properties is now sixty-eight; divided into fifty contributing, and eighteen non-contributing. The additional properties necessitate the inclusion of new style classifications, namely, Commercial Vernacular, Romanesque Revival, Art Deco, and Early 20th Century Commercial. The district boundaries are being extended to include all of the historic Commercial core from the Yahara River to Fifth Street. The Yahara River is a natural western boundary to the Main Street Historic District, while Fifth Street creates the division between the traditionally retail-related commerce of the Main Street Historic District and the transportation-related commerce of the area closer to the railroad tracks. In addition, landscape and traffic patterns help define the Main Street Historic District from the area adjacent to the east. Fifth Street rests at the top of a hill which separates the two areas. West of Fifth Street the traffic is slowed by stop lights and the ins-and-outs of parking. East of Fifth Street, the traffic speeds up as it descends down the hills on either side of the railroad tracks.

Description of additional selected contributing buildings:  
255 East Main Street Badger Theater 40-13

Built in 1921, this two story Neo-Classical Revival style-influenced brick-faced theater is located on the south side of Main Street amidst commercial/retail buildings of approximately the same scale. Two stories high, with a large main entrance and two smaller side entrances, the main facade of the theater blends well with the neighboring buildings. The windows on the second floor are all multi-paned. There are no openings other than the doors and box office on the first story. The Neo-Classical design elements, most notably the quioning, the central opening trim, and the scarab in the cornice all appear to be cast concrete. Although the name has changed from the "Badger" to the "Cinema Cafe", and the marquee has been lost, the theater appears to have been changed relatively little since its construction. The building was touted as being "as nearly fire-proof as it is possible to make one, its construction being of steel,

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brick, cement and tile."<sup>1</sup> The 1926 Sanborn Map shows a theater with a tile- and brick-faced front wall, plastered interior walls and a wood truss supporting the roof.

When it opened on March 26, 1921, this theater was known as the Badger Theater.<sup>2</sup> It was owned by Charles Guelson and Gustave Roe. Guelson appears to have been the active partner, as a newspaper article of 1929 says that while Roe is part owner of the theater, he is "head of the Roe Auto Company and devotes his time to the automobile business."<sup>3</sup>

Guelson came to Stoughton in 1908 to work as a clothing salesman for the Department Company Store. He subsequently worked for the Melaas-Johnson company, purchased an electric shop, and sold automobiles for the Roe Auto company. In 1916 he bought out the Lyric theater from Jacob Moelk.<sup>4</sup>

Roe was the son of prominent Stoughton citizen Ole K. Roe, who was active in the local tobacco business, and had been Mayor from 1896 to 1901. Along with his brother Carl, Gustave had been in the garage business since 1912.<sup>5</sup> Guelson appears to have consistently tried new ventures, and probably enticed Roe to join the theater business while he was working for the Roe Auto Company.

In 1920, Guelson and Roe purchased and demolished the Beardsley house.<sup>6</sup> The site was chosen for the natural slope of the land which accommodated the construction

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<sup>1</sup>The Stoughton Courier-Hub. 5 November, 1929.

<sup>2</sup>Ibid.

<sup>3</sup>Ibid.

<sup>4</sup>Ibid.

<sup>5</sup>The Stoughton Courier-Hub. 18 March, 1928.

<sup>6</sup>The Stoughton Courier-Hub. 5 November, 1929.

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of a sloped floor for the desired seating.<sup>7</sup> Construction for the theater began in April, 1920. It opened for business in March 1921. The first "talkie" came to the theater in 1929. Full front page coverage by the Courier Hub was given to the event.<sup>8</sup> The theater was called the Badger until sometime between 1979 and 1990, when the name was changed to the Cinema Cafe.

304 S. Fourth Street Carnegie Public Library 59-10

Designed by Claude and Stark<sup>9</sup> in 1906 the Carnegie Public Library is constructed of brick and stone in the Neo-Classical Style. The original main block is three-bays-wide and three bays deep. A 1990 Post Modern addition; also of brick and stone, abuts the south and west walls. The original building rests on a stone foundation. The wall mass is dominated by thick brick pilasters and piers, upon which rests a heavy entablature with triangular pediments over the centered entrances. The cornice is accentuated by modillions and scrolled keystones accent the arched entrance and the horizontal window lintels. Muntins that simulate clathri decorate the window and door transoms. Simple stairs lead to the old main entrance located between heavy piers on the east elevation.

During the late 1980s the residents of Stoughton recognized the importance of a downtown library. They chose to keep the same location rather than relocate the library to the outskirts of town.

While the new, non-contributing addition triples the space of the library, it does not significantly alter the main elevations, and attempts to reflect the spirit of the building in massing, materials, and composition. It is joined to the original block by gable-roofed glass hyphens which though compatible, clearly reflect the architectural trends of the late 1980s and early 1990s.

On December 4, 1905, the City Council voted to devote \$2000 annually to the support of a Carnegie Library. In March of 1906, the Council voted to accept the \$10,000 gift from Carnegie to build a new library. The city had to provide the

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<sup>7</sup>Ibid.

<sup>8</sup>Ibid.

<sup>9</sup>"Architects File" at Division of Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

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site. The Carnegie offer was increased by \$3000 in February of 1907 to provide for a suitable building.<sup>10</sup> The city acquired the eastern forty-four feet of the Nels Thompson corner on which to locate the library.<sup>11</sup> Claude and Stark designed the building and Fred Hill built it.<sup>12</sup> It was completed and dedicated in 1907.<sup>13</sup>

246 East Main Street United States Post Office 40-14

One story tall, The United States Post Office is a significant component of the downtown commercial district on east Main Street. Constructed in 1936 as a simple rectangular block, the Post Office features Art Deco details, particularly in the transom above the main entrance, the sconces on either side of the entrance, and the iron handrails flanking the main stairs. Fenestration is regular with large twelve-over-twelve double hung wood sash windows. An original mural entitled "Air Mail Service" executed by Edmund Lewandowski adorns the west wall of the lobby. This modern brick building was designed by Louis Simon, Treasury Department architect.<sup>14</sup>

A later unobtrusive addition of unknown construction date is located off the northeast (rear) corner of the building.

288 East Main Street Roe Building 59-9

This two-story brick early 20th century commercial building has a commanding presence on the northwest corner of Main and Fourth streets. Presenting a solid fortress-like character, it is three bays wide and seven bays deep. As is typical of many commercial buildings of the period, the main elevation has a shaped parapet wall with concrete coping. Raised brick trim is punctuated with concrete corner blocks. Stylized buttresses are also capped with angled blocks

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<sup>10</sup>The Stoughton Hub. 13 March, 1907.

<sup>11</sup>The Stoughton Hub. 6 May, 1906.

<sup>12</sup>Survey Card, Wisconsin Inventory of Historic Places, DA 40/13, completed 11/20/79.

<sup>13</sup>The Stoughton Hub. 13 March, 1907.

<sup>14</sup>Survey Card, Wisconsin Inventory of Historic Places, 40-14, 11/20/79.

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of concrete. The datestone gives the name: ROE, and date: 1913.

While the windows have been changed, the original fenestration pattern is still visible. Of particular interest is the tripartite window under a wide segmental arch in the center of the main elevation. This second story window was originally used as a show window. The second story floor was reinforced to support cars on display on the second story.<sup>15</sup>

The main entrance appears to have been little altered, and still sports the "bullet-shaped" corner protectors typical of automobile related buildings of the teens through thirties. A smaller side door is capped with a simple concrete pediment.

The building has recently been converted into apartments. The 1926 Sanborn shows that this garage had a capacity of 20 cars. The building had steam heat and electric lights.<sup>16</sup>

315 East Main Street Boarding House 59-15

This former boarding house is the only remaining residential building facing Main Street from the river to the railroad tracks. The main block is two stories tall and three bays by five bays. The house is similar in scale to the commercial buildings near it, is of frame construction, and is sided with its original clapboards. Simple Italianate details are evident on this two story multi-hipped building, as are later applied Colonial Revival details. The 1884 Sanborn Insurance Map, the earliest for Stoughton, shows a frame boarding house on the site.

341 East Main Street O.F. Tipple Block 40-9

Although only two stories tall, this brick commercial vernacular building has a very tall parapet which gives it a more imposing character than other buildings on Main Street. Five-bays-wide, the main elevation features a centered paired window group. Italianate decorative brick work embellishes an otherwise plain

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<sup>15</sup>Kvamme, Lois, interview with author, 18 January, 1991.

<sup>16</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

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facade, particularly in the segmental arch lintels, and the corbelling in the cornice. The first story of the main elevation has been severely altered. New window sash has been inserted in original openings, which are enframed with modern elements.

This building was constructed in 1891<sup>17</sup> for Mr. O.F. Tipple who advertised "Special Attention Paid to Funerals Entrusted to My Care" in the 1882 directory.<sup>18</sup> Mr. Henderson of Edgerton was the contractor for this building, which was constructed after Tipple's original building was destroyed in a fire.<sup>19</sup>

381 East Main Street City Hall 59/12

The Stoughton City Hall is an imposing Romanesque Revival multi-purpose civic building constructed of brick with stone and wood trim, resting on a stone foundation. St. Louis pressed brick was used on the two street-facing elevations.<sup>20</sup> A hipped roof with projecting wall dormers and gabled pavilions caps three stories and a raised basement. The floor plan is irregular. The spire of the circular tower on the northeast corner was reconstructed in 1989-90. A six hundred seat auditorium is housed in the second story, and has a balcony in the third story. Paired and tripled windows with narrow stone sills are capped by Bedford stone lintels. Heavy round arches with contrasting keystone define the main entrance and the two east side garage entrances which previously accessed the fire engine house.<sup>21</sup> Stone ornamentation marks the upper edges of the wall dormer on the main facade and the east side pavilion. Circular and oval window

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<sup>17</sup>Datestone on the O.F. Tipple building.

<sup>18</sup>Thomas S. Sneath. A Directory of the City of Stoughton and the Villages of Edgerton, Milton and Milton Junction. (Madison, Wisconsin: Sneath and Wilson, 1882).

<sup>19</sup>The Stoughton Courier. 7 August 1891.

<sup>20</sup>Stoughton Hub. 15 February, 1901, p. 1.

<sup>21</sup>Ibid.

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openings ornamented with stone pierce the wall surface on the east elevation. A brick chimney extends the height of the east wall to the right of the pavilion.

Reversible alterations have been made to the building. The window sash has been replaced, the main entrance has been filled in, and an incompatible fire escape addition has been added to the west elevation. The new tower is an exact replica of the original, using modern materials. A southern addition was made to City Hall sometime after 1926.<sup>22</sup> The addition serves as the fire station. It is a noncontributing addition built of brick with a flat roof. Although stylistically "modern", it does not detract from the historic core of the original City Hall. None of the alterations affect the significance of the building.

348-364 East Main 58/9

348-364 East Main is a commercial vernacular building with Italianate detailing. Two stories tall and three bays wide, it is the largest building on the block. The pressed metal cornice has dentils, panels, and brackets in an elaborate profile. An unusual fenestration pattern is featured on the second floor of the main (south) elevation. Two three-part windows, each under a round arch, flank a smaller pair of windows, each under a round arch. Brick voussoirs outline the arches. The larger sets of windows have red voussoirs, while the center pair has alternating red and cream brick voussoirs. Multi-pane fixed sash creates a transom in the larger windows. The general design of the first story appears to be largely original. Centered doors provide access to the first floor commercial space, while a side door accesses the second floor.

Built between 1892 and 1898<sup>23</sup>, this building contained a photography studio, the local YMCA, and offices. In 1904, the Women's Christian Temperance Union (WCTU) and a photography studio occupied the first floor. In 1912, the building contained a hardware store on the first floor, and a photography studio on the second floor.<sup>24</sup>

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<sup>22</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>23</sup>Ibid.

<sup>24</sup>Ibid.



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374 East Main Street Fire Engine Station, Municipal Offices 40-12

This 1884<sup>25</sup> brick Commercial Vernacular building with Italianate detailing is located on the north side of Main Street and is similar in proportion and detail to many of the other contemporary commercial properties along the street. Three-bays-wide, it has a shaped, corbelled cornice, shouldered segmental arch lintels, and brick corner "pilasters." An arched, asymmetrically placed entrance, is all that remains of the significantly altered first story.

This building originally housed the fire-station on the first floor and the municipal (city government) offices on the second floor. In 1901, the new City Hall replaced this building as both a City Hall and an engine house.<sup>26</sup>

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<sup>25</sup>Datestone on building.

<sup>26</sup>Stoughton Hub 15 February, 1901, p. 1.

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1991 Amendment to Main Street Historic District  
Stoughton, Wisconsin

Inventory of Properties

The starred (\*) properties were included in the original Main Street Historic District nomination.

#	Street	Map Code	Classification	Date
<b>East Main Street</b>				
100-110	East Main	62/16	contributing*	1897 <sup>27</sup>
105	East Main	62/6	contributing*	1898-1904 <sup>28</sup>
113	East Main	62/7	not contributing*	
120-130	East Main	61/15	contributing*	1884-1887 <sup>29</sup>
121	East Main	62/8	contributing*	1884-1889 <sup>30</sup>
129	East Main	62/9	not contributing*	
134	East Main	40/21	contributing*	1855-1860 <sup>31</sup>
139	East Main	62/10	contributing*	1889 <sup>32</sup>
143	East Main	62/31	contributing*	1889 <sup>33</sup>
144	East Main	40/20	contributing*	by 1884 <sup>34</sup>

<sup>27</sup>Datestone on building.

<sup>28</sup>Sanborn-Perris Insurance Maps.

<sup>29</sup>Ibid.

<sup>30</sup>Ibid.

<sup>31</sup>According to Directory of the City of Stoughton, 1882 (Madison: Sneath & Wilson, 1882), p. 40, the Boyce Block was built in 1855; according to the Stoughton Courier, March 24, 1905, it was built in 1860. Tax research was unable to clarify the exact date.

<sup>32</sup>Stoughton Weekly Hub, 20 September, 1889.

<sup>33</sup>Ibid.

<sup>34</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

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147 East Main	62/11	contributing*	1889 <sup>35</sup>
151 East Main	62/12	contributing*	1889 <sup>36</sup>
154 East Main	61/13	contributing*	by 1884 <sup>37</sup>
160 East Main	40/22	contributing*	1869 <sup>38</sup>
157-161 East Main	62/13	contributing*	1889 <sup>39</sup>
167 East Main	62/14	contributing*	1889 <sup>40</sup>
164 East Main	40/23	contributing*	1898-1904 <sup>41</sup>
172 East Main	61/12	not contributing*	
175 East Main	62/15	contributing*	1889 <sup>42</sup>
180-184 East Main	40/24	contributing*	1871-1882 <sup>43</sup>
183 East Main	62/16	contributing*	1889 <sup>44</sup>
195 East Main	62/17	contributing*	1889 <sup>45</sup>

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<sup>35</sup>Stoughton Weekly Hub, 20 September, 1889.

<sup>36</sup>Ibid.

<sup>37</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>38</sup>Stoughton Reporter, 27 July, 1869.

<sup>39</sup>Stoughton Weekly Hub, 20 September, 1889.

<sup>40</sup>Ibid.

<sup>41</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>42</sup>Stoughton Weekly Hub, 20 September, 1889.

<sup>43</sup>The Jensen buildign is mentioned in the Directory of the City of Stoughton, 1882 (Madison: Sneath & Wilson, 1882), p. 32, but does not appear on the 1871 bird's-eye view map of Stoughton (drawn by H.H. Bailey, Chicago Lithograph Co., 1871).

<sup>44</sup>Stoughton Weekly Hub, 20 September, 1889.

<sup>45</sup>Ibid.

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209-211 East Main	59/19	not contributing	
225-229 East Main	59/18	not contributing	
243 East Main	59/17	not contributing	
246 East Main	40/10	contributing	1936
255 East Main	40/13	contributing	1921 <sup>46</sup>
288 East Main	59/9	contributing	1913 <sup>47</sup>
315 East Main	59/15	contributing	by 1884 <sup>48</sup>
334 East Main	57/11	not contributing	
341-345 East Main	40/9	contributing	1891 <sup>49</sup>
340 East Main	58/8	not contributing	
348-354 East Main	58/9	contributing	1892-1898 <sup>50</sup>
355-357 East Main	59/14	contributing	1891 <sup>51</sup>
374 East Main	40/12	contributing	1884 <sup>52</sup>
378 East Main	58/10	not contributing	
381 East Main	59/12	contributing	1901 <sup>53</sup>
384 East Main	58/11	contributing	1904-1912 <sup>54</sup>
388 East Main	58/12	not contributing	

<sup>46</sup>Stoughton Courier, 5 November, 1929.

<sup>47</sup>Datestone on building.

<sup>48</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>49</sup>Datestone on building.

<sup>50</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>51</sup>Stoughton Hub, 8 September 1891.

<sup>52</sup>Datestone on building.

<sup>53</sup>Stoughton Hub, 15 February, 1901.

<sup>54</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

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**South Division**

317 South Division	57/2	contributing	1912-1926 <sup>55</sup>
319 South Division	57/5	contributing	1893 <sup>56</sup>
321 South Division	57/3	contributing	1892-1898 <sup>57</sup>

**South Forest**

218 East Forest	61/11	not contributing*	
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**South Fourth Street**

304 South Fourth Street	59/10	contributing	1907 <sup>58</sup>
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**South Water Street**

212 South Water	59/3	not contributing	
218-20 South Water	59/4	contributing	1904-1912 <sup>59</sup>
211 South Water	60/20	contributing	1912-1926 <sup>60</sup>
circa 209 South Water	60/21	contributing	1912-1926 <sup>61</sup>

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<sup>55</sup>Ibid.

<sup>56</sup>Datestone on building.

<sup>57</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>58</sup>Stoughton Hub, 13 March, 1907.

<sup>59</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>60</sup>Ibid.

<sup>61</sup>Ibid.

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West Main Street

101 West Main	62/5	contributing*	1912-1926 <sup>62</sup>
127-133 West Main	62/4	contributing*	1890-1895 <sup>63</sup>
124 West Main	61/17	not contributing*	
143 West Main	61/22	contributing*	1892-1898 <sup>64</sup>
154 West Main	40/33	contributing*	1892-1898 <sup>65</sup>
155 West Main	62/2	contributing*	1898-1904 <sup>66</sup>
159 West Main	61/24	not contributing*	
168 West Main	61/18	contributing*	1892-1898 <sup>67</sup>
171 West Main	40/29	contributing*	1906-1907 <sup>68</sup>
173 West Main	61/23	not contributing*	
176 West Main	61/19	contributing*	1887-1892 <sup>69</sup>
184 West Main	61/20	contributing*	1898-1904 <sup>70</sup>
187 West Main	40/30	contributing*	1887-1892 <sup>71</sup>

<sup>62</sup>Ibid.

<sup>63</sup>Original Nomination, item 7, page 6.

<sup>64</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>65</sup>Ibid.

<sup>66</sup>Ibid.

<sup>67</sup>Ibid.

<sup>68</sup>Wisconsin State Gazetteer, 1907-08 (Chicago: R.L. Polk and Co., 1907), p. 1203.

<sup>69</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>70</sup>Ibid.

<sup>71</sup>Ibid.

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188 West Main	40/27	contributing*	1905 <sup>72</sup>
193 West Main	61/22	contributing*	by 1884 <sup>73</sup>
201 West Main	61/21	contributing*	1897 <sup>74</sup>
204 West Main	59/5	contributing	1887-1892 <sup>75</sup>
206-208 West Main	59/6	not contributing	
214 West Main	59/7	not contributing	
220 West Main	59/8	not contributing	

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<sup>72</sup>Stoughton Courier, 21 July, 1905.

<sup>73</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>74</sup>Stoughton Courier, 21 July, 1905.

<sup>75</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

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Properties in the existing National Register of Historic Places Main Street Historic District and along the rest of Main Street and the flanking side streets were surveyed during the Stoughton Commercial Survey. The Survey was conducted between October 1990 and March 1991 to identify, research, and evaluate properties of architectural and historical significance. The survey was executed by Historic Preservation consultant Rebecca Sample Bernstein. This additional research provided additional information regarding the Main Street Historic District, identified additional properties as contributing to the District, and identified an expanded period of significance for the Main Street Historic District.

The properties on Main Street from Forest (the eastern boundary of the existing Historic District) to Fifth streets are similar to those in the existing district in materials, use, and style. Most of these properties were constructed during the period of significance defined in the original nomination. Continued commercial use of the properties through 1941 (the National Register cutoff date for properties at least fifty years old) justifies the extension of the period of significance through 1941. The same parameters which defined the original district also justify including two more blocks on Main Street, a half of a block on South Water Street, and a half of a block on South Division Street. The new area would add eighteen contributing properties and eleven non-contributing properties for a total of fifty contributing properties, and eighteen non-contributing properties; a total of sixty-eight properties included in the district.

Historical Overview

The Village of Stoughton was first removed from U.S. Government holdings in 1836 by "The Western Land Association."<sup>1</sup> The Association was comprised of Mark Healy and B.B. Kircheval. In August 1838, they sold the land to U.S. Senator Daniel Webster who appears to have lost it through non-payment of taxes. In 1841 Herman Cope and Thomas S. Taylor purchased land from the Territory of Wisconsin at a tax

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<sup>1</sup>Ferd Homme. Oak Opening, the Story of Stoughton. (Stoughton, Wisconsin: The Stoughton Centennial History Committee, 1947), 19.



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deed sale, as well as a warranty deed from Daniel Webster.<sup>2</sup> On July 3, 1847, Luke Stoughton bought the land - 800 acres - from Cope and Taylor for \$2,100.<sup>3</sup>

A native of Vermont, Luke Stoughton had resettled in the Janesville area in 1838. At first, he had a farm north of the Village but in 1840 he and his family moved into Janesville where he established a mercantile business. While he was selling real estate he noticed and purchased the undeveloped land nestled in a large bend of the Yahara River. He envisioned a complete town on the site - and in 1847 platted the town and built a lumber mill and dam [not extant] to provide for the imagined buildings.<sup>4</sup> Stoughton then publicized his town to others. The small community attracted travelers and customers as it was halfway between Janesville and Madison and was centrally located for surrounding farmers.<sup>5</sup>

The Village of Stoughton was first platted by Luke Stoughton in 1847. The plat included Main, Jefferson, Washington, Page, Water, Division, and Forest streets. The first addition to that plat was made in 1855 by Stoughton.<sup>6</sup> The location of the addition is unknown. The next known map is from 1861, as an enlarged detail on Menges and Ligowsky's "Map of Dane County, Wisconsin". It shows subdivided land two-fifths of which was on the east side of the Yahara River (still called Catfish at the time of the map). The lots were fairly evenly divided, except on either side of Main Street between Fourth and Fifth streets, which have three narrow lots to one standard lot; and the northwest, northeast, and southeast corners of Division and Main streets which have two lots per standard size lot size. Such divisions of lot sizes along Main Street does not appear to have affected the size of the buildings located on them - rather the lots appear to have been combined or divided as needed. For instance, on the 1861 map the block

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<sup>2</sup>Ibid.

<sup>3</sup>Ibid., 20.

<sup>4</sup>Ibid., 21.

<sup>5</sup>Ibid.

<sup>6</sup>History of Dane County, Wisconsin (Chicago, Illinois: Western Historical Company, 1880), 842.

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between Fourth and Fifth has twelve lots, but never had more than seven buildings according to Bird's Eye Views and Sanborn Insurance Maps. On the other hand, the block on the north side of Main Street between Division and Forest was shown with six lots on the 1861 map, but historically has had twelve buildings.

The pattern of the village as it was to be for the next hundred or more years was well established at the time of the first Bird's Eye View of Stoughton from 1871. The commercial core was concentrated along Main Street from the river east to Division Street. The block between Division Street and Fourth Street was sparsely developed. An early "industrial" area had developed from Fifth Street to the railroad tracks. There was scattered residential development beyond Main Street. By 1883, the date of the next Bird's Eye View, the community appeared densely settled. Most of the blocks had the appearance of being filled to capacity. Sanborn Insurance maps cover an ever larger area of Stoughton from 1884 to 1926. While the commercial core remained along Main Street, by 1892 it covered not only the original blocks between the Yahara River and Division Streets but continued on to Fifth Street, with additional light industrial development near the railroad tracks on the east side of town. Also, the residential areas grew from the first fifty blocks platted by Luke Stoughton to more than 100.

As the surrounding land was cleared, the cut timber was brought to mill. The resulting lumber was used in the construction of the first generation of Stoughton's buildings. One of Stoughton's first buildings was a general merchandise store on what is now the northwest corner of Main and Division streets [not extant]. Alvin West brought his family and started an Inn [not extant, site of 101 West Main Street, DA 62/5] on the southwest corner of Main and Division.<sup>7</sup> In the Spring of 1848, Mr. Colton and Mr. Westcott erected a blacksmith shop "near the upper bridge" and a residence nearby [not surveyed]. Luke Stoughton moved his family to the village from Janesville, and in 1850 built a small grist mill and shortly thereafter a larger one, both located on the edge of town on the north east side of the river [not extant].<sup>8</sup> The first school

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<sup>7</sup>Ibid.

<sup>8</sup>Madison, Dane County and Surrounding Towns; being a History and Guide  
(Madison, Wisconsin: Wm. J. Park & Co., 1877), 339.

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house was built on the corner of Main and Page streets [not extant] in that year as well.<sup>9</sup> Local farmers by that time had most of their basic needs supplied: lumber, flour, general goods, and education were all available.

Previously part of Dunkirk Township, Stoughton was incorporated as a Village in 1868.<sup>10</sup> On February 6, 1882 the City Charter was adopted.<sup>11</sup> At that time, government structure changed from a Board and President to a Council and Mayor. The City Hall was completed and dedicated in February, 1901.<sup>12</sup>

Today the historic core of Main Street is filled with vital retail and service businesses. The broad-based economic community that Luke Stoughton envisioned has weathered well. While the first generation of wood-frame commercial buildings is almost all gone, many brick and masonry buildings of the next generation have survived. The current occupants of the buildings also have a vision of Stoughton's future, one that will take Stoughton through another 150 years of success.

Commerce Theme

Provision of goods and services first defined the community of Stoughton. Founding father Luke Stoughton envisioned a city on the banks of the Yahara River (originally named the Catfish River), and knew that only thriving businesses would draw people from the surrounding area. Consequently, in 1847, he built a lumber mill. Although no longer extant, it was located at the end of Fourth Street on the east side of the Yahara River.<sup>13</sup> In 1848, Stoughton opened a

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<sup>9</sup>Ibid.

<sup>10</sup>Homme, 33.

<sup>11</sup>RoIfe H. Hanson, A History of Stoughton Government, Village and City, 1868-1983 (Stoughton, Wisconsin: The Auditorium Restoration Committee, n.d.), 6.

<sup>12</sup>"Stoughton's City Hall Auditorium", brochure, Stoughton City Hall Restoration Committee, n.d.

<sup>13</sup>Bird's Eye View of 1861.

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general store [not extant] across Main Street from the Alvin West's inn.<sup>14</sup> By 1855, there were two general stores and two hotels in Stoughton.<sup>15</sup>

Although the Milwaukee and Mississippi Railroad reached Stoughton on December 15, 1853, it could not counter the Depression of 1857 and nearly all of the stores (which had increased from two to twelve) closed.<sup>16</sup> Perhaps because the community was still so new, it was able to revive itself, and by 1884, there were thirty-two business buildings along Main Street.<sup>17</sup> One of the buildings built for these new businesses was the Williams Block [not extant, site of 124 West Main Street, DA 61/17], also known as the Opera House. The most magnificent of the commercial buildings on Main Street of its day, it housed a bank, hardware store, post office, and a grocery.<sup>18</sup>

From the mid-1880s until the first decade of the twentieth century the retail businesses along Main Street grew steadily. In 1887, there were thirty-eight business buildings on Main Street. In the next thirteen years, twenty-one commercial buildings were constructed. By 1898, nine more were erected. By 1904, a total of seventy-six business buildings lined Main Street stretching from the Yahara River to the railroad tracks. Three more were constructed before 1912. By 1926, the community's economic downturn was reflected in the loss of four buildings.<sup>19</sup>

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<sup>14</sup>Madison, Dane County and Surrounding Towns: being a History and Guide (Madison, Wisconsin: Wm. J. Park & Co., 1877), 339.

<sup>15</sup>History of Dane County, Wisconsin (Chicago, Illinois: Western Historical Company, 1880), 844.

<sup>16</sup>Ibid.

<sup>17</sup>H.H. Bailey. Bird's Eye View, "Stoughton, Wisconsin, 1871".

<sup>18</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>19</sup>Ibid.

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Hotels and Boarding Houses

As the community grew physically, so did its reputation. By 1880, Stoughton was called "first in commercial importance in the county."<sup>20</sup> Such prosperity attracted visitors. Three hotels are known to have been located on Main Street. The Hutson House was located on the southeast corner of Main and Division, the site of Alvin West's 1855 inn. The current building on the site may be the third hotel in that location (101 West Main). The building occupying the site had a number of different names: the Stoughton House, the Mt. Vernon House, the Higbee House, the Hutson House, and the Hotel Kegonsa.<sup>21</sup>

Closer to the railroad tracks and depots (and not in this proposed amendment due to their location) were the National Hotel [not extant, site 480 East Main] and the Hanson Hotel [421 East Main].<sup>22</sup>

Boarding Houses provided lodging for other temporary but longer-term visitors. With the growth of industry, cash flow, and the immigrant population towards the end of the nineteenth century, operating a boarding house was a respectable way for a woman to make money. While married women took in boarders to augment the family income, single or widowed women often relied on money from boarders as their only source of support. In some cases boarders were taken in to an existing single-family home, in other cases a building was constructed as a multi-unit dwelling.<sup>23</sup> The building at 315 East Main Street (DA 59/15) is the only remaining house facing Main Street, and while residential in appearance, it was a commercial enterprise in fact. It is not known whether this building was constructed as a boarding house, or if such use was an adaptation when the commercial area of the community began to surround the property. One of four in

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<sup>20</sup>Dane County, 842.

<sup>21</sup>Homme, 27.

<sup>22</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926. The National Hotel was also called the Revere Hotel and the Hotel Waldorf, and the Hanson House was later known as the Grand Hotel.

<sup>23</sup>Susan Strasser, Never Done: A History of American Housework (New York: Pantheon Books, 1982), 145-161.

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Stoughton at the time, in 1882, this boarding house was operated by Mrs. Julia Miller.<sup>24</sup> In 1904 it was run by Mrs. Clara E. Knight.<sup>25</sup> By 1912 it was identified as a dwelling (implying single family occupancy), rather than as a boarding house.<sup>26</sup> The property is significant as a boarding house under Criterion A as an example of the Goods and Services element of the Commerce Theme for Stoughton.

Banks

A prosperous, growing economy required local financial resources. The community's first bank was the Stoughton State Bank. Founded in 1877 by George Dow and H.H. Giles<sup>27</sup>, the directors in 1880 were O.M. Turner, George Dow, M. Johnson and H.H. Giles.<sup>28</sup> In 1878 the bank built a two story building, probably the one located at the corner of Forest and Main streets in 1884 [211 East Main Street, DA 59/19].<sup>29</sup> The bank is now located in a new building on the west side of Stoughton [not surveyed].

The Williams Block [not extant, site of 124 West Main Street, DA 61/17], built in 1868 for Nelson Williams, housed Stoughton's second bank. Founded in 1883<sup>30</sup>, the Dane County State Bank occupied the first floor of the Williams Block. In

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<sup>24</sup>Thomas S. Sneath. A Directory of the City of Stoughton and the Villages of Edgerton, Milton and Milton Junction. (Madison, Wisconsin: Sneath and Wilson, 1882).

<sup>25</sup>G.R. Angell & Co.'s Directory of Dane County. G. R. Angell & Co., 1904.

<sup>26</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>27</sup>Industrial Review of Stoughton, Wisconsin (Milwaukee, Wisconsin: A.I. Lord, 1898), 14.

<sup>28</sup>Dane County, 851.

<sup>29</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>30</sup>Industrial Review, 21.

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1899 O.M. Turner was president, J.M. Estes was Vice President, J.H. Joice was cashier, and G. M. Turner was assistant Cashier.<sup>31</sup>

After the Dane County State Bank went out of business, the First National Bank of Stoughton was formed in October, 1899 by Leander Choate of Oshkosh, L.D. Moses and Charles Cowan of Ripon, and M.A. Johnson and J.F. Melaas of Stoughton.<sup>32</sup> They then occupied the space vacated by the Dane County State Bank. The First National Bank remained in the Williams Block until March of 1962 when they moved to a new building designed for them by John Steinmann, purportedly a student of Frank Lloyd Wright [DA 57/21-24].<sup>33</sup>

Little is known about the Citizen's National Bank, which was located in the Neo-Classical building at 171 West Main Street [DA 40/29]. The building was constructed between 1904 and 1906.<sup>34</sup> The bank was still located at that site in 1926.<sup>35</sup>

Saloons, Temperance, and the Women's Christian Temperance Union

From 1868, when Stoughton was separated from the town of Dunkirk as a unique village, until national prohibition in 1919, Stoughton citizens battled over the issue of licensing the sale of alcohol.<sup>36</sup> In 1878, 1881, and 1892 licensing for alcohol was defeated, and Stoughton was "dry" for those years. From 1906 until prohibition, except for 1907, the community was also dry - no licensing. When

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<sup>31</sup>Newspaper unknown, 12 May, 1899, located in First National Bank of Stoughton scrapbook.

<sup>32</sup>Stoughton Weekly Courier-Hub 18 August, 1916.

<sup>33</sup>Scrapbook, First National Bank of Stoughton.

<sup>34</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>35</sup>Ibid.

<sup>36</sup>The only way a saloon could legally serve alcohol was with a license from the city. Consequently, in the years when licensing was voted down, serving alcohol was illegal and the town was "dry".

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prohibition was repealed on the national level in 1933, the citizens of Stoughton voted 913 to repeal the 18th Amendment, 450 to keep it. Although national prohibition was over, the City Council adopted an ordinance to regulate the sale of "fermented malt beverages and light wine" in 1933. Consequently, until the 1950s, a hard drink could not be purchased in a restaurant or tavern. In 1934, a city liquor store was established by a vote of 1297 to 567. The store appears to have been in the Kegonsa Hotel [101 West Main Street, DA 62/5]. The municipal liquor store was a substantial revenue builder for the city. By 1959, the city was issuing licenses for liquor as well as beer and wine, although the city still ran the liquor store.<sup>37</sup>

Stoughton women were very active in the Women's Christian Temperance Union (WCTU), on the local, county and state levels. After a lecture on temperance given by Amy Kellogg of Fort Atkinson in the Williams Building, an organizational meeting of the Stoughton WCTU was held on June 16th, 1884. At that time, Alice Ames was elected president, Lucy Buckman was elected secretary, and Maggie Beatie was elected treasurer.

Aware of the importance of using the political system, WCTU members actively petitioned the City Council for Sunday closing of saloons, laws against selling to minors, closing of saloons at eleven o'clock, restricting spitting on city streets, and regulation of moving pictures. During the period before prohibition when the local government licensed saloons, the WCTU worked to get Stoughton to be a "no-license" city, which occurred thirteen years before national prohibition.<sup>38</sup>

Sanborn Insurance Maps provide an interesting insight to the effect of the temperance movement on local saloons. In 1887, there were six saloons indicated; by 1892, all of them were listed as "Temperance Saloons".<sup>39</sup> The 1898 Sanborn

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<sup>37</sup>Hanson, 65.

<sup>38</sup>Ibid., 25, 33.

<sup>39</sup>It is not clear whether Temperance Saloons advocated moderate alcohol consumption, or served substitute beverages rather than alcohol. Since 1892 was a year when licensing had been voted down, it can be assumed that the "Temperance



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Insurance Map indicates that there were five saloons, four of which were listed as "Temperance Saloons" in 1892, one of which was a new establishment. The 1904 Sanborn Insurance maps shows an addition of two more saloons for a total of seven. In 1912, there were no saloons and no temperance saloons identified: there was one location with the tag "soft drinks" (presumably as opposed to "hard drinks"), one pool hall, and the rest of the 1898 saloons were replaced with miscellaneous commercial ventures. In 1926, there was no distinction made by the map company between types of commercial properties. All of them were listed as "S" for store, apparently even if the building housed a restaurant.<sup>40</sup>

Medicine on Main Street

Stoughton had doctors practicing in downtown offices by 1884 [134 East Main Street, DA 40/21].<sup>41</sup> Sanborn Insurance Maps from later years do not identify doctor's offices, although they do note pharmacies and dentist's offices. The pharmacies are plentiful, and a few sites were pharmacies from 1884 through 1926 - 100 East Main [DA 61/16], 134 East Main [DA 40/21] and 147 East Main [DA 62/11]. From 1898 through 1926 there was a drug store on the site of 124 West Main [not extant, DA 61/17].<sup>42</sup>

In 1915, there were eleven doctors with addresses on Main Street according to a directory of that year. Four of them were listed in the same locations as the previously mentioned pharmacies, and may be assumed to have been Pharmacists. They were Dr. A.L. Olson at 100 East Main [DA 61/16], Dr. Michael Iverson at 134 East Main [DA 40/21], Dr. J.I. Suby and Dr. H.A. Keenan at 147 East Main [DA 62/11] and Dr. V.S. Falk at 129 West Main [not extant, now site of DA 61/17]. The others were Dr. C.S. Toay [211 East Main Street, DA 59/19], Dr. G.H. Larson [225-229 East Main Street, DA 59/18], Dr. C.L. Wright [171 West Main Street, DA

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Saloon" had at least the guise of abstaining from serving alcohol.

<sup>40</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>41</sup>Ibid.

<sup>42</sup>Ibid.

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40/29], Dr. Julius Noer [188 West Main Street, DA 40/27], and Dr. W.L. Gregerson [203-205 West Main, DA 16/21].<sup>43</sup>

Transportation-Related Commerce

Several buildings within the Main Street Historic District represent the changes in transportation methods during the period of significance. The O. F. Tipple Building at 341 East Main Street (DA 40/9) was constructed in 1891.<sup>44</sup> Tipple advertised "Special Attention Paid to Funerals Entrusted to My Care" in the 1882 directory. In 1891 a large fire destroyed Tipple's first livery barn. In September of that year, Tipple began reconstructing the barn, with a Mr. Henderson of Edgerton in charge of construction.<sup>45</sup> The resulting building was wood frame with brick veneer. The 1904 and 1912 Sanborn Insurance maps indicate that the same building continued as a livery. William Sullivan and John Lienau are listed as the owners of the livery in the 1904-06 directory.<sup>46</sup> Sullivan is listed as living at 310 East Main, which is probably the second story, as indicated on the 1904 Sanborn Map. F.M. Farman is listed in the 1915-16 directory at 308-310 E. Main, without any further definition of his occupation, or the use of the building.<sup>47</sup> By 1926 farm implements were being sold in building.<sup>48</sup>

The Roe Building at 288 East Main (DA 59-9) reflects the necessary change in emphasis from wagon manufacturing, which was a major element in Stoughton's economy, to automobile sales and service from the late 1910s through the present.

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<sup>43</sup>Stoughton Directory 1915-1916.

<sup>44</sup>Datestone on Tipple Building.

<sup>45</sup>Stoughton Courier. 7 August, 1891.

<sup>46</sup>G.R. Angel & Co.'s Directory of Dane County. G.R. Angell & Co., 1904.

<sup>47</sup>Farrell-McCoy Directory Co. Stoughton Directory 1915-1916. (Rockford, Illinois: Rockford Printing Co., 1915).

<sup>48</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

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The first automobile business in Stoughton, the Roe Auto Company, was organized in 1910, with three partners: Carl Roe, Gustave Roe, and S.M. Halverson. At first it was located at the corner of Main and Fifth streets, in part of the Samuel A. Peterson building. Halverson sold his share of the business to the Roe brothers in 1911. In 1912, construction began on the garage and showroom located at the northwest corner of Main and Fourth streets.<sup>49</sup> The new building was constructed by Knut Jensen.<sup>50</sup> The company sold Overland, Oakland, Paige and Jewett, Chandler, and Willys-Knight automobiles.<sup>51</sup> Carl Roe died in 1926.<sup>52</sup> Gustave Roe sold the property in 1946 to Harry and Rachel Koltes.<sup>53</sup> The property has recently been converted into apartments.

Newspapers

Local newspapers have played an important role in Stoughton's history since a decade after the community's founding. In 1857 the Independent, published by Henry J. Walker, became Stoughton's first newspaper. Walker sold the paper to W. A. Giles in the fall of 1857, when the name was changed to the Wisconsin Signal. After two years, Giles moved the paper to Prairie du Chien. At that time, L. W. Powell moved from Brodhead to Stoughton and started the Stoughton Reporter. In the early 1860s, Frank Allen purchased a half interest in the paper. Over the next ten years Powell, Allen, C.D. Wells and A. C. Croft owned and published the paper. Croft sold the press in 1874. Allen bought new materials and began printing the a new paper, the Signal in 1874. In 1876, George W. Currier bought half interest in the paper and the name was changed to Stoughton Courier. A Mr.

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<sup>49</sup>The Stoughton Courier-Hub. 18 March, 1928.

<sup>50</sup>Stokstad, Douglas, and Ward Hanson, interview with author, 18 January, 1991.

<sup>51</sup>The Stoughton Courier-Hub. 18 March, 1928.

<sup>52</sup>The Stoughton Courier-Hub. 18 March, 1928.

<sup>53</sup>Dane County Office of Records, Deeds Volume 49, page 346.

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Kling joined Currier until 1877 when C.E. Parish bought Kling's share.<sup>54</sup> J.M. Hibbard took over the establishment in 1894. In 1880, Stoughton's first competing newspaper was founded - the Hub. C.S. Crosse purchased it in 1889.<sup>55</sup> In July, 1909, the Courier and the Hub merged to form the Stoughton Courier-Hub.<sup>56</sup>

By 1884, and through some date between 1904 and 1912 (presumably 1909), a printing operation was located on East Main Street [between 1884 and 1898: not extant, 143 East Main on site, DA 62/31; in 1904: west third of the Hutson House, 101 West Main [DA 62/5]. In 1898, another printing operation was established just off Main Street on Division Street [DA 57/5]. By 1912, the papers had merged and only the printing operation on Division Street still existed.<sup>57</sup>

Utilities

On May 23 of 1884, a telegraph company was given permission to erect poles and install lines on Stoughton's streets.<sup>58</sup> Just seven years later the Wisconsin Telephone Company was given permission to establish the first telephone system in the city by the City Council. This venture may not have been successful, because in May of 1896, Wisconsin Telephone was given another franchise to install a system.<sup>59</sup> In October, 1900, Badger State Telephone Company was given a franchise for telephones in Stoughton, with the condition that they provide a telephone free of charge to the city.<sup>60</sup> In 1905, the Wisconsin Telephone Company moved their central office from the Hyland-Olsen Block [201 West Main, DA 61/21]

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<sup>54</sup>Surrounding Towns, 345.

<sup>55</sup>Industrial Review, 10.

<sup>56</sup>Newspaper card file, State Historical Society of Wisconsin Archives.

<sup>57</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>58</sup>Hanson, 7.

<sup>59</sup>Ibid., 16.

<sup>60</sup>Ibid., 19.

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to new offices above the Stoughton State Bank [211 East Main, DA 59/19].<sup>61</sup> In that year, the importance of telephone access was recognized as so important that the City Council required that telephones be installed in the homes of the mayor and the street commissioner.<sup>62</sup>

Theatres

The Badger Theater still plays an important role in the entertainment/recreation industry in Stoughton. There is no other specialized theater building in the commercial downtown, where there was once four movie houses. Its uninterrupted operation began with construction in 1920 and extended to 1941.

Jacob Moelk opened the first moving picture theater in Stoughton in 1908. Named the Lyric, it was located on East Main Street [110 East Main Street, DA 61/16]. Moelk opened another theater named the White Front not long afterwards. It was located at the corner of Main and Division streets [105 East Main Street, DA 62/6]. Both were run as nickelodeons. Another nickelodeon, the Globe Theater [155 West Main Street, DA 62/2], was run at different times by George Hedemark, Ole Grondahl, and Charles Bacon. Albert Aichele and Frank Chase started the Princess Theater, also a nickelodeon, in the building at the corner of Main and Water streets [143 West Main Street, DA 61/22], and later sold it to Archie Skibrek, who closed it some time later. Moelk opened a "modern" movie theater [location unknown, perhaps 151 East Main Street, DA 62/12] in 1913 and sold it in 1916 to Charles Guelson.<sup>63</sup>

Guelson had moved to Stoughton in 1908 to work as a clothing salesman for the Department Company Store. He subsequently worked for the Melaas-Johnson company, purchased an electric shop, and sold automobiles for the Roe Auto company.<sup>64</sup> Guelson appears to have consistently tried new ventures and probably enticed

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<sup>61</sup>Stoughton Courier. 21 April, 1905.

<sup>62</sup>Hanson, 19.

<sup>63</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926; Stoughton Courier-Hub. 5 November, 1929.

<sup>64</sup>Stoughton Courier-Hub. 5 November, 1929.

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Gustave Roe to join him in construction of a new theater because of the friendship created while he was working for the Roe Auto Company. Roe was the son of prominent Stoughton citizen Ole K. Roe, who was active in the local tobacco business, and had been Mayor from 1896 to 1901. Along with his brother Carl, Gustave had been in the garage business since 1912.<sup>65</sup> Guelson appears to have been the active partner in the new Badger Theater [255 East Main Street, DA 40/13], as a newspaper article of 1929 says that while Roe is part owner of the theater, he is "head of the Roe Auto Company and devotes his time to the automobile business."<sup>66</sup>

In 1920, Guelson and Roe purchased and demolished the Beardsley house. The site was chosen for the natural slope of the land which accommodated the construction of the sloped floor of the new theater. Construction for the Badger Theater began in April, 1920, and it opened for business in March, 1921. The first "talkie" came to the theater in 1929. The earlier movie houses were gone by November, 1929, when the Badger opened the first "talkie" in town.<sup>67</sup>

The Williams Block [not extant, site of 124 West Main Street, DA 61/17], also known as the Opera House, was the first building constructed with space dedicated to the performing arts. It was built in 1868 by Nelson Williams, who came to Stoughton in 1859 and married Huldah DeLette Stoughton, second daughter of Eliza Page and Luke Stoughton.<sup>68</sup> Architect Gary Nettleton, of Janesville, designed the second and third floor of this three-story building as the public area with a circumscribing gallery for spectators. In 1904, the building was remodeled under the guidance of L.F. Proter.<sup>69</sup> At that time the second floor was converted to office space and the third floor was created from the gallery and

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<sup>65</sup>Stoughton Courier-Hub. 18 March, 1928.

<sup>66</sup>Stoughton Courier-Hub. 5 November, 1929.

<sup>67</sup>Ibid.

<sup>68</sup>Capital Times. 29 September, 1961.

<sup>69</sup>The Stoughton Hub. 3 March, 1904.

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used as a public meeting space for clubs and lodges.<sup>70</sup> The construction of the new City Hall [381 East Main Street, DA 59/12] in 1901, which had a large auditorium probably caused too much competition for the older Opera House, and supplanted the older building as the location of plays, concerts, and graduations. The most magnificent of the commercial buildings on Main Street until the Hyland-Olsen Block [203-225 West Main Street, DA 61/21] was constructed in 1897, the Williams block also housed a bank, hardware store, Post Office, and a grocery.<sup>71</sup>

Photography

Studios of photography have had a long presence in Stoughton. The first was located at the northwest corner of Main and Fourth streets [not extant, Roe Building on site, 288 East Main Street, DA 59/9] as of 1884.<sup>72</sup> It was probably run by W. A. Fermann, who had been a photographer in Stoughton since 1866.<sup>73</sup> Between 1887 and 1892, another photography studio (probably that of Ben Midgard) was located in the building at the northwest corner of Main and Fifth streets [388 East Main Street, DA 58/12].<sup>74</sup>

Between 1892 and 1898, photographer W.A. Fermann constructed a new building to house his studio [348-354 East Main Street, DA 58/9].<sup>75</sup> During this same period, Midgard relocated to Fermann's old studio at the corner of Main and Fourth streets.<sup>76</sup> Perhaps in reaction to the construction of Fermann's new studio,

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<sup>70</sup>Capital Times. 29 September, 1961.

<sup>71</sup>Ibid.

<sup>72</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>73</sup>Industrial Review, 26.

<sup>74</sup>Ibid., 10; Sanborn Insurance Maps.

<sup>75</sup>Industrial Review, 26.

<sup>76</sup>Ibid., 10.

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Midgard also built a new studio between 1898 and 1904. It was located on the south side of East Main Street between Forest and Fourth streets [location of original building unknown, approximate site of 225-229 East Main Street, DA 59/18].<sup>77</sup> Between 1904 and 1912, a third photographer appears to have operated in the studio which had been at one time both Fermann's and Midgard's. Between 1912 and 1926, however, Fermann's studio and the studio at the corner of Main and Fourth were no longer operating, and Midgard was the sole Stoughton photographer.<sup>78</sup>

The Stoughton Main Street Historic District is significant under Criterion A of the National Register of Historic Places because it contains the majority of surviving historic commercial buildings in Stoughton. The boundaries enclose the historic commercial retail core of the city, and the period of significance covers virtually the entire commercial history of the city prior to World War II. The district's diverse resources are both typical of the mix found in communities of this size and they illustrate the evolution of commercial activity as well. The revised district boundaries more truly reflect the historic commercial core of Stoughton.

#### Education - Libraries

The Carnegie Public Library is significant under Criterion A as an example of the Library portion of the Education theme for Stoughton. The continued importance of this building to the community is evidenced by the efforts to construct a compatible addition.

Libraries accessible to the public blossomed from private collections that periodically opened for public use, into fully public collections. Before Andrew Carnegie began funding public libraries, access to book collections was not egalitarian, with membership in a private club often required. The collections themselves were not necessarily reflective of the general public's interest either. Rather, they often reflected the biases of the library holder or creator

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<sup>77</sup>Farrell-McCoy Directory Co. Stoughton Directory 1915-1916. (Rockford, Illinois: Rockford Printing Company, 1915), 116-117.

<sup>78</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.



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which were often religiously or ethnically stilted.<sup>79</sup>

Small public library design in Wisconsin owes much to the Madison architectural firm of Claude and Starck. Active in library design from 1903 to 1925, Claude and Starck designed many Carnegie-financed libraries.<sup>80</sup>

In Stoughton, lending library activity was evident beginning with the reading room run by the Women's Christian Temperance Union (WCTU) in the late 1880s. One of the Union's first undertakings was the management of the reading room located in the basement of "Dow's Bank" [211 East Main Street, DA 59/19] which had been started earlier by Reverend T.H. Dow. The WCTU ran the reading rooms, at times with the YMCA, and at various locations - in the east half of 120-130 East Main [DA 61/15] in 1892<sup>81</sup>; at 348-354 East Main Street [DA 58/9]; and in City Hall, 381 East Main [DA 59/12], until the construction of the Carnegie Library [304 South Fourth Street, DA 59/10] when the City took over the library administration.

In March, 1901 when the WCTU was granted use of basement rooms in City Hall for use as a library, the City Council appropriated \$75 for the purchase of "literature" for the reading room.<sup>82</sup> Throughout the summer and fall of 1901, the WCTU and others, particularly Ed Drotning, A. Sholtz and Mrs. Adolf Brickson, worked to organize the library's book collection. On Dec. 14, 1901, the Library/Reading Room at City Hall was formally opened.<sup>83</sup> The library was an important element of City Hall, as the name block on the front elevation indicates: "CITY HALL & LIBRARY". The Library Board continued to be an active

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<sup>79</sup>Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 3, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Education, 5-1.

<sup>80</sup>Ibid.

<sup>81</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>82</sup>Hanson, 19.

<sup>83</sup>Stoughton Courier. 5 July; 16 August; 6, 13 December; 1901.

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organization, and pursued obtaining an autonomous library building. On December 4, 1905, the City Council voted to devote \$2000 annually to the support of a Carnegie Library. In March of 1906, the Council voted to accept a \$10,000 gift from Carnegie to build a new library. The city had to provide the site. The Carnegie offer was increased by \$3000 in February of 1907 to provide for a suitable building.<sup>84</sup> The city acquired the eastern forty-four feet of the Nels Thompson corner on which to locate the library.<sup>85</sup> Claude and Starck designed the building and Fred Hill built it.<sup>86</sup> It was completed and dedicated in 1907 [304 South Fourth Street, DA 40/10].<sup>87</sup>

The Carnegie Library is significant under criterion A of the National Register of Historic Places because it is the first building in the community designed as a free public library, and it embodies the spirit of educational efforts begun by the Women's Christian Temperance Union in the 1880s, which culminated in city financial support in 1901. The library contributes to the significance of the Main Street Historic District by complementing the district's commercial and architectural history.

Federal Government

The first post office in Stoughton was established in 1848 [site unknown].<sup>88</sup> In 1881, the Post Office was moved to the east side of the Williams Block (Opera House) [not extant, 124 West Main, DA 61/17], between the Dane County Bank on the south, and a grocery store on the north. Between 1904 and 1912, the post office moved next to the Stoughton State Bank, to what is now the east section of the Wisconsin Power and Light and Stationary House building [211 East Main Street,

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<sup>84</sup>Ibid., 24-26.

<sup>85</sup>The Stoughton Hub. 6 May, 1906.

<sup>86</sup>Survey Card, Wisconsin Inventory of Historic Places, DA 40/13, completed 11/20/79; The Stoughton Hub. 13 March, 1907.

<sup>87</sup>Ibid.

<sup>88</sup>Sneath, 50.

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DA 59/19].<sup>89</sup> In 1938, the Post Office moved again, to the modern brick building that was designed by Louis Simon, Treasury Department architect [246 East Main Street, DA 40/14].<sup>90</sup>

During the Depression of the 1930s, which Stoughton felt keenly, the Federal government funded several Public Works Administration (PWA) and Works Progress Administration (WPA) projects. Although many small maintenance projects were executed in Stoughton, the most visible legacy of Federal depression relief projects is the mural on the west wall of the Post Office lobby. The mural depicts "Air Mail" and was painted by Edmund Lewandowski.<sup>91</sup>

Local Government

Previously part of Dunkirk Township, Stoughton was incorporated as a Village in 1868.<sup>92</sup> On February 6, 1882, the City Charter was adopted.<sup>93</sup> At that time, the governmental structure changed from a Board and President to a Council and Mayor. Services provided by the city government have included fire protection, water supply, sewer service, police protection, street maintenance, and licensing of various types - liquor, telephone service, and billiards to name a few.

From 1884 to 1901, "municipal legislation" was conducted in the second story of the building at 355-357 East Main Street [DA 40/12] that housed the hose carts.<sup>94</sup> Interestingly, the Sanborn Insurance map only notes the storage of hose carts at that site, indicating the informal character of city government and its location as well as the insurance map's emphasis on the availability of fire protection.

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<sup>89</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>90</sup>Survey Card, Wisconsin Inventory of Historic Places, 40-14, 11/20/79

<sup>91</sup>Ibid.

<sup>92</sup>Homme, 33.

<sup>93</sup>Hanson, 6.

<sup>94</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926; Stoughton Hub 15 February, 1901.

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Courthouse functions were executed in a building on the "Market Place" - a now unknown location.<sup>95</sup>

On September 7, 1899, the predominantly Norwegian Stoughton City Council (of a total of nine, six were Norwegian immigrants, and the other three were probably children of Norwegian immigrants) voted to purchase three lots on Main Street for a new City Hall and Fire Station [381 East Main Street, DA 59/12].<sup>96</sup> Although a furniture store was located on the site circa 1870, Sanborn Insurance Maps suggest that the property had been vacant from 1884 until time of construction.<sup>97</sup>

On April 2, 1900, the City Council accepted plans and specifications for the new City Hall done by F. Kemp of Beloit. Bids for construction were opened on April 18, 1900, but rejected on April 23. On May 14, 1900, a bid from Bonnett, Michie & Co. was accepted on the condition that the City sell sufficient bonds. On June 4, 1900, the Council voted to issue \$23,000 worth of bonds for construction payable over twenty years, but it seems this must not have been enough to cover the job, as on October 17, 1900 they voted to issue \$24,000 bonds for City Hall, and borrow \$10,000 for current expenses.<sup>98</sup>

On June 28, 1900, after earlier rejecting bids and asking lowest bidders to submit new bids, the contract for heating and plumbing in City Hall was awarded to W.O. Harvey.<sup>99</sup> A bid from Bonnett & Michie to finish the auditorium for \$2271.50 was accepted on October 1 and the Council voted to accept a contract with a Manitowoc firm to provide seating in the auditorium on November 5, 1900. On December 12, 1900, a contract for light fixtures for City Hall was awarded to

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<sup>95</sup>Ibid.

<sup>96</sup>Hanson, 18-19. Stoughton Hub. 15 February, 1901, 1.

<sup>97</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926. Stoughton Hub. 15 February, 1901, 1.

<sup>98</sup>Hanson, 18-19.

<sup>99</sup>Ibid.

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Chas. Polacheck, Milwaukee.<sup>100</sup> The City Hall was completed and dedicated in February, 1901.<sup>101</sup>

The "up-to-date"<sup>102</sup> auditorium of the new City Hall was described in detail in the Stoughton Hub just before the building opened in February, 1901:

At the time the building was planned there was somewhat of a sentiment against incorporating a theater into the city hall, but as an auditorium was the only part of the building from which any revenue might be derived, and as without it here would have been no necessity for anything except a one-story structure which would have looked somewhat squatty, the majority carried the day, and Stoughton now has one of the finest auditoriums in this section of the state. The body of the hall is 48 feet from entrance to the orchestra pit, its breadth being 52 feet. The floor is sloping and is seated with 401 handsome opera chairs of quarter-sawed golden oak, manufactured by the Manitowoc Seating Works. The large balcony, which comes almost to the middle of the hall and extends in a half-circle along the sides to the boxes, is fitted up with 230 mahogany finished opera chairs. Back of the chairs raised platforms afford additional room for a considerable number of spectators.

The boxes are eight in number and from three to six persons can be seated in each. Box draperies, window shades and isle carpets are not yet in place but the contract for furnishing these has been given to P.I. Hale, which is a guarantee of good material and artistic work. The hall will be splendidly lighted with 80 incandescent lamps, 36 of which are placed in the main chandelier. The light fixtures throughout the building are of oxidized copper and those in the auditorium are all of the combination kind,

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<sup>100</sup>Ibid.

<sup>101</sup>"Stoughton's City Hall Auditorium", brochure, Stoughton City Hall Restoration Committee, n.d.

<sup>102</sup>Stoughton Hub. 15 February, 1901.

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furnished with both electric lamps and burners for acetylene gas, for the generation of which a plant has been purchased and placed in the basement. The number of lights given above does not include those in the orchestra pit, the 36 footlights, not any of the lights back of the curtain. The stage is fair-sized, the proscenium measuring 25 feet 8 inches, while the distance from the foot-lights to the rear wall is about 24 feet. The scenery, with which the stage is well equipped, was furnished by Sosman & Landis, of Chicago, and no attempt at description can do justice to it. The drop curtains, of which there are two, run on wires and, being counterbalanced by means of weights, are very easily operated and glide up or down noiselessly. The chief curtain is a superb piece of landscape and drapery painting and cannot fail to please the eyes of any audience. Directly behind this is hung the advertising curtain, which is to be used between the acts, and which, for its kind, is also a very pretty piece of work. There are four dressing rooms on the stage, and a hand-power elevator in the extreme southwest corner of the building facilitates the getting of baggage on to the stage.

The opening of this auditorium, of which Stoughton can be justly proud, will occur next Friday and Saturday, Feb. 22d and 23d, and as large numbers from our neighboring cities have signified their intentions of attending, the hall will, no doubt, be filled to its utmost capacity. "The Doctor's Warm Reception", a high-class comedy, played by a strong aggregation, will be rendered both evenings.<sup>103</sup>

Beginning with Stoughton residents Charles Crosse and Martin Johnson, the auditorium was later leased to managing companies. In 1910, the auditorium hosted its first showing of a movie. By the 1930s, movies and road shows held in the City Hall auditorium had been replaced by high school and local plays. During the 1950s, the auditorium fell into disuse.<sup>104</sup>

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<sup>103</sup>Ibid.

<sup>104</sup>Capital Times.29 September, 1961.

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In the early 1980s, recognition of the importance of the auditorium to the community spawned interest in the restoration of the City Hall and Auditorium. Beginning in 1984, the auditorium was again used for performances. Admirable restoration efforts continue to improve the viability of the auditorium.

The Stoughton Main Street Historic District is also significant under Criterion A for its association with the significance area of Government. Included within the district are the Post Office building [DA 40/14] and the City Hall [DA 59/12], the two buildings that have historically been most closely associated with the activities of local and Federal government in Stoughton. Both of these buildings were the first in the city to be built specifically for the purpose of housing their particular government functions. Prior to their construction the functions they were designed to house were located in buildings constructed for other purposes. As a result, the new buildings were of both practical and symbolic importance to the community, being representative of civic growth and progress.

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Historic Architecture

Architecture in Stoughton includes representations of all the most common American commercial styles from the 1870s through the 1940s, from the Italianate to the Twentieth Century Commercial and Art Deco styles.

Stoughton's period of greatest growth lasted from the end of the Civil War to three years after World War I. A devastating fire in 1889 eliminated the block between Forest and Division on the south side of Main Street and most of the city's other early commercial buildings. Because of increasing development pressures on the downtown commercial area, however, these buildings were replaced with a later generation. Many small wood frame buildings were replaced with larger more profitable brick buildings. Only two buildings on Main Street are known to date from before 1870. They are the Boyce Block [134 East Main Street, DA 40/21] constructed in 1860, and the Masonic Lodge [160 East Main Street, DA 40/22] constructed in 1869.

All of the commercial buildings that were built in the Main Street Historic District before the turn of the century exhibit some evidence of either Italianate, Queen Anne, or early Neo-Classical style detailing. Brick examples that exhibit Italianate influence were built from the 1860s through the 1910s, the later examples being built concurrently with Neo-Classical ones. These are the most common buildings in the district, although early Twentieth Century Commercial style buildings built just before and just after World War I are nearly as common.

The existing Main Street Historic District does not include some of Stoughton's best commercial architecture, such as the Badger Theater [255 East Main Street, DA 40/13]. Neither does it include the Carnegie Library [304 South Fourth Street, DA 59/10], the Post Office [246 East Main, DA 40/10] (Art Deco), and City Hall [381 East Main, DA 59/12] (Romanesque Revival), which are all contained within the proposed district addendum boundaries. The addendum boundaries also include many vernacular buildings that are contemporary with the buildings in the existing district.

Commercial Vernacular

Vernacular commercial buildings dominate Stoughton's Main Street. The term Commercial Vernacular applies to simply designed commercial buildings of the late



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nineteenth and early twentieth centuries. In general, buildings with high integrity will have large retail show windows, simple entries to the ground floor shops and upper stories, a cornice with decorative treatment, and a belt course defining the first from the second stories.<sup>105</sup>

Many vernacular commercial buildings reflect popular contemporary styles. Influences from many of the pre-1900 styles described below can be found on these buildings. Most of the buildings in Stoughton constructed between 1860 and the turn of the century can be classified as Commercial Vernacular with Italianate details. Such buildings include the O.F. Tipple Block at 341 East Main Street [DA 40/9], 355-357 East Main [DA 59/14], and 388 East Main [DA 58/12].

Although styles other than Italianate appear in simplified form in Commercial Vernacular buildings, in Stoughton the Italianate influence appears in the 1860s, predominates through the 70s, 80s, and 90s, and lasted until after 1900. Since the Italianate was the most influential of the Victorian styles in Stoughton it is discussed here as an example of how high style architecture was filtered through to vernacular architecture.

Italianate influence can be seen on Commercial Vernacular buildings in the cornices that often rise as a parapet above a flat or shed roof. These cornices are decorated with decorative brick work that simulates brackets and other typically Italianate three-dimensional design elements (i.e. corbelling). Italianate window treatment with projecting rounded, stilted, or segmental arches is also visible on many contemporary vernacular commercial buildings. Original first floor storefronts may feature large glass display windows, transoms and cast iron pilasters. Frequently, first floors have been altered, leaving only the upper story windows and cornice as the building's identifying features.<sup>106</sup>

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<sup>105</sup>Barbara Wyatt, Project Director. Cultural Resource Management in Wisconsin: Volume 2, A Manual for Historic Properties (Madison, Wisconsin: Historic Preservation Division, State Historical Society of Wisconsin, 1986), Architecture 3-10.

<sup>106</sup>Ibid.

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Italianate

The Italianate style first became popular in the 1850s after it was imported from England and popularized in Andrew Jackson Downing's pattern books.<sup>107</sup> Primarily a domestic style until after the Civil War, it became a popular style for commercial buildings in the 1870s.<sup>108</sup> Many architectural historians indicate that the style waned in the 1880s, but as an aspect of commercial vernacular architecture, it remained in evidence at least until sometime after 1900. In Stoughton, the last extant commercial building exhibiting an Italianate influence was built sometime between 1904 and 1912[384 East Main, DA 58/11].<sup>109</sup>

The commercial form of the Italianate utilizes many of the same elements as the domestic expression of the style. Significantly, windows, cornice and corners of commercial buildings were locations of embellishment.<sup>110</sup> Cornices were rarely left undecorated. A complex cornice might include all the basic elements of an entablature (architrave, frieze, and cornice) executed in heavy three-dimensional forms. Brackets were commonly used in the cornice and are an identifying Italianate element. Pressed or cast metal was a popular medium for such a complex feature.

Windows were vertically proportioned, usually with sharply defined sills and lintels. Lintels often received more attention than did sills, primarily in the form of heavy stilted, segmental, or rounded arches. Sills were at times correspondingly heavy, but usually were simple horizontal bands. Both lintels and sills were constructed of metal, brick, stone or cement.<sup>111</sup>

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<sup>107</sup>Virginia McAlester, and Lee McAlester. A Field Guide to American Houses (New York: Alfred A. Knopf, 1985), 214.

<sup>108</sup>Herbert Gottfried, and Jan Jennings. American Vernacular Design 1870 to 1940. An Illustrated Glossary. (New York: Van Nostrand Reinhold Company, 1985), 239.

<sup>109</sup>Sanborn-Perris Insurance Maps, 1884, 1887, 1892, 1898, 1904, 1912, 1926.

<sup>110</sup>Gottfried and Jennings.

<sup>111</sup>Ibid.

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The second story was often separated from the first floor store front by a cast iron beam having decorative moldings. Cast iron or brick pilasters visually supported this division. Quoins executed in brick or stone at the corners of the building was another design element used frequently.<sup>112</sup>

Stoughton's Main Street Historic District exhibits the full range of the Italianate style. The round arch lintels of the early Italianate are displayed on the Masonic Hall at 160 East Main [DA 40/22] and the Jensen Block at 180-184 East Main Street [DA 40/24]. Later more typical segmental arches are found on the building at 374 East Main.

Romanesque Revival

The City Hall and Library is individually significant under Criterion C as an example of Romanesque Revival architecture. It is the only building of this style on Main Street in Stoughton and is a contributing resource to the Main Street Historic District. Other local examples include the Stoughton Academy (demolished), and the Stoughton High School (now the Administration Building, not surveyed).

A later variant, the Richardsonian Romanesque Revival style was popular from about 1880 to 1900. It is characterized by masonry construction, massiveness, and the use of round arches.<sup>113</sup> A prominent roofline with steep gables, wall dormers, round turrets, and pyramidal-roofed square towers is also inextricably linked to this style. Richardsonian Romanesque as interpreted by high style architects was consistently executed in rusticated stone leaving few smooth surfaces. The Romanesque Revival used smooth walls before Henry Hobson Richardson introduced the heavy stone interpretation. As it appears in the vernacular, the Richardsonian Romanesque Revival was a melding of the two - using the earlier Romanesque smooth walls, Richardson's archetypical rusticated stone arches, and one or two elements done in stone.

The Stoughton City Hall [381 East Main Street, DA 59/12] is an eclectic interpretation of the Romanesque Revival. A steeply pitched gable and hip roof

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<sup>112</sup>Ibid.

<sup>113</sup>Wyatt, Volume 2, Architecture, 2-12.

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with wall dormers caps a simple box of smooth walls. The walls are pierced primarily with rectilinear windows - whose lintels and sills are rusticated stone. The requisite arches appear at the main entrance (north elevation), the two fire engine entrances (east elevation) and in the wall dormer on the main elevation. A stone tower with a steeply pitched polygonal roof and wall dormers for clocks (reconstructed 1989-90) accents the northeast corner of the main block. Other Romanesque details are the stone wall dormer corner accents, the tall stone foundation that the building rests upon, and the use of polychromatic building materials.

Classical Revival

The 1893 World's Columbian Exposition in Chicago, with its assemblage of classically inspired buildings, renewed interest in classical design. The style was particularly popular for monumental buildings (i.e. libraries, city halls, banks).<sup>114</sup> Symmetry, pedimented porticos, classical orders, and monumentality all typify the Classical Revival.<sup>115</sup> The terms "NeoClassical" and "Classical Revival" can be used interchangeably. The Beaux Arts style, a subcategory of the Classical Revival, is based on the classical teachings of the Ecole des Beaux Arts. The Ecole was France's official school of architecture and fine arts. Beaux Arts buildings often feature monumental columns, blind parapets, balustrades, urns, anthemia, orbs and sculpture.<sup>116</sup>

Stoughton's Carnegie library [304 S. Fourth Street, DA 59-10], built in 1906, is the best example of Classical Revival design in Stoughton. Designed by Claude and Starck, the library was constructed of brick and stone. The original main block is three bays wide and three bays deep. A 1990 Post Modern addition, also of brick and stone, abuts the south and west walls. The original building rests on a heavy stone foundation. The wall mass is dominated by thick brick pilasters and piers, upon which rests a heavy entablature. There are pediments over the entrances and scrolled keystones accent the arched entrances and the window

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<sup>114</sup>Ibid.

<sup>115</sup>John C. Poppeliers. What Style Is It? (Washington, D.C.: The Preservation Press, 1983), 66-70.

<sup>116</sup>Wyatt, Volume 2, Architecture 2-19.

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lintels. The cornice is accentuated by modillions. Decorative trim highlights the window and door transoms. Stairs lead to the original main entrance located between heavy piers on the east elevation.

While the new, non-contributing addition triples the space of the library, it does not significantly alter the main elevations, and it attempts to reflect the spirit of the original building in massing, materials, and composition. It is joined to the original block by gabled glass sections which, though compatible, clearly reflect the architectural trends of the late 1980s and early 1990s.

The Badger Theater also exhibits late Classical Revival detailing, yet in a very different manner. The two-story brick-faced theater with Classical Revival details is located on the south side of Main Street. Two-stories-high, with a large main entrance and two smaller side entrances, the theater blends well with the neighboring buildings. The windows on the second floor are all multi-paned in fixed frames. There are no openings other than the doors and box office on the facade of the main floor. The Neo Classical design elements, most notably the quoining, the central opening trim, the door hoods, and the scarab in the cornice all appear to be cast concrete. The Badger Theater is a contributing feature to the Main Street Commercial historic district under Criterion C of the National Register as an excellent example of late Classical Revival design. It is the only downtown theater in Stoughton, and its design shows a last effort toward embellished architecture before Stoughton felt the effects of a depression beginning in 1922.

The Citizen's State Bank [171 West Main Street, DA 40/29] and the Erickson Building [188 West Main Street, DA 40/27] also have Classical Revival designs.

#### Art Deco

The term "Art Deco" is derived from the 1925 Paris "Exposition des Arts Decoratifs". Popular between 1925 and 1945 for both architecture and the decorative arts, Art Deco was characterized by angular composition, verticality, industrially inspired geometric hard edges, and stylized decoration. Buildings were ornamented with low relief details including shallow fluted columns, chevrons, and stylized sunbursts. Granite, terra cotta, and metal were popular

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media for decoration.<sup>117</sup> The style was first employed in this country by industrial designers for everything from toasters to locomotives. Art Deco was rarely used domestically. Door and window openings were areas of particular decorative attention.<sup>118</sup>

The federal government used this style a great deal, particularly in the 1930s. A "stripped classical" variant of Art Deco was particularly popular for use in federally funded buildings. The United States Post Office in Stoughton at 246 East Main Street [DA 40/14] is an example of the interpretation of this style by the Treasury Department architect Louis A. Simon.<sup>119</sup> Constructed in 1938 as a simple rectangular block, the Post Office features many Art Deco details, particularly in the transom above the main entrance, the sconces on either side of the entrance, and the iron hand rails flanking the main stairs. Fenestration is regular with large twelve over twelve double hung wood sash windows. An original mural entitled "Air Mail Service" executed by Edmund Lewandowski adorns the west wall of the lobby.

Early 20th Century Commercial

The early 20th Century Commercial style, popular from 1910 to 1930, is characterized by a simply ornamented, two dimensional facade on a broad rectangular building mass. Frequently constructed of textured brick, buildings in this style may be accented with simple geometric shapes in tile, stone, or concrete. The style was used for small one story storefronts and larger two to three story business blocks.

Stepped or shaped parapets topped with flat stone or concrete coping typically crown the buildings. The cornice is frequently accented with rectangular panels

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<sup>117</sup>Ibid., 2-34.

<sup>118</sup>John J.-G. Blumenson. Identifying American Architecture. A Pictorial Guide to Styles and Terms 1600-1945 (Nashville, Tennessee: American Association for State and Local History, 1981), 77.

<sup>119</sup>"Architects File" at Division of Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

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trimmed by brick soldier or header courses. Decorative brickwork may fill the interior of the panel. Soldier brick courses often ornament lintels and may define the top of the storefront.<sup>120</sup>

Simple to design and easy to construct, the Twentieth Century Commercial style appealed to the developing automobile industry. Nearly all of Stoughton's early Twentieth Century Commercial style buildings were automobile-related.

Although its window sash has been replaced, the Roe Building [288 East Main, DA 59/9] is a good example of this style. Built in 1913 for the Roe Automobile Company, owned by Carl and Gustave Roe and S.M. Halverson, the Roe Building sports a shaped parapet rising between two corner towers. The towers and the parapet are capped with concrete coping. Raised brick courses outline rectangular spandrels on the main elevation and two rectangular niches with concrete sills accent these spandrels. Faux buttresses capped with angled concrete blocks accentuate the verticality of the side walls. The building rests on a raised concrete block base which wraps around the main elevation and the corner towers. The base continues along the side walls as the base of the buttresses. An unusual feature for buildings of the style, but not for the time period, is a classically inspired pediment supported by consoles placed over the west entrance on the main elevation.

The garage at 211 South Water Street and the Kegonsa Hotel at 101 West Main are also examples of this style.

The Stoughton Main Street Historic District is significant under Criterion C of the National Register of Historic places because it contains a locally significant concentration of intact small to mid-size commercial buildings designed in styles that are representative of the period between 1860 and 1941. The majority of these buildings were designed in the Italianate, the Twentieth Century Commercial and the Art Deco styles, all styles that are typically associated with buildings of this size and type built elsewhere within the state

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<sup>120</sup>James Draeger. Commercial Style (1910-1930). Draft. division of Historic Preservation, State Historical Society of Wisconsin.

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during the same time period. In addition, the district's buildings illustrate the evolution of stylistic preferences of Stoughton during the period of significance.

Archeological Potential

The Stoughton Main Street Historic District has been the site of commercial development since 1847. Consequently, it holds the potential to yield archeological information which may contribute to the understanding of the community's history. However, to date, no official or standardized archeological survey work has been conducted along Main Street.



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18 January, 1991.

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Previous documentation on file (NPS):

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

Specify repository:

Division of Historic Preservation

816 State Street, Madison, Wisconsin

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10. Geographical Data

Acreeage of property 14 acres

UTM References

A 1/6 3/1/9/1/1/0 4/7/5/3/7/7/0 B 1/6 3/1/9/1/1/0 4/7/5/3/6/7/5  
Zone Easting Northing Zone Easting Northing

C 1/6 3/1/8/6/0/0 4/7/5/3/8/1/0 D 1/6 3/1/8/6/0/0 4/7/5/3/7/2/0

Verbal Boundary Description

The Main Street Historic District is composed of the 300, 200, and 100 blocks of East Main Street; the 100 and 200 blocks of West Main Street, 218 South Forest Street, 304 South Fourth Street, the 200 block of South Water Street, and 317, 321, and 323 South Division Street.

The district can be described as follows: Beginning at the southeast corner of 381 East Main Street (City Hall, lots 1-4 of block 37), proceed directly along rear property lines of 300 block of East Main Street, 200 Block East Main Street, half way along the rear of the 100 block East Main Street to the rear of the property at 317 South Division Street (also the east boundary of lot 6, block 27); southerly along the east boundary of lot 6, block 27 to a point one third the depth of lot 6, block 27 from Jefferson Street; thence westerly along the southern lot line of 323 South Division Street (one third of the depth of lots 5 and 6, block 27 from Jefferson Street) to a point in the middle of Division Street; then northerly to a point at the intersection of an imaginary line joining the rear property lines on the south side of Main Street between the 100 block of East Main Street, and the 100 block of West Main Street; thence westerly along rear property lines to the southwest corner of 201 West Main Street (lot 1, block 17); thence northerly along west side property line to the northwest corner of 220 West Main (lot 1, block 18); thence easterly along rear property lines of 220, 214, and 206-208 West Main to the west property line of 204 West Main; thence westerly along west property line of 204 West Main, 220 and 212 South Water Street to the north lot line of 212 South Water Street; thence easterly along the north side lot lines of 212 and 209 South Water Street to the east (rear) lot line of 209 South Water Street; thence southerly along the east lot line of 209 and 211 South Water street to the north (rear) lot lines of the

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100 block of West Main Street; thence easterly along the rear property lines of the 100 block of West Main, the 100, 200, and 300 block of East Main to the east lot line of 388 East Main Street (lots 15 and 16, block 38) at Fifth Street; thence southerly to the point of beginning.

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Boundary Justification

The district boundaries are being extended to include all of the historic Commercial core from the Yahara River to Fifth Street. The Yahara River is a natural western boundary to the Main Street Historic District, while Fifth Street creates the division between the traditionally retail-related commerce of the Main Street Historic District and the transportation-related commerce of the area closer to the railroad tracks. In addition, landscape and traffic patterns help define the Main Street Historic District from the area adjacent to the east. Fifth Street rests at the top of a hill which separates the two areas. West of Fifth Street the traffic is slowed by stop lights and the ins and outs of parking. East of Fifth Street, the traffic speeds up as it descends down the hills on either side of the railroad tracks. Properties on South Water and South Division Streets were historically, and continue to be, vital elements of the commercial core, justifying their inclusion as contributing properties in the Main Street Historic District.

11. Form Prepared By

name/title Rebecca Sample Bernstein, principal investigator

organization for Downtown Revitalization Assn. date April, 1991

street & number 352 East Main Street telephone 873-7743

city or town Stoughton state WI zip code 53589



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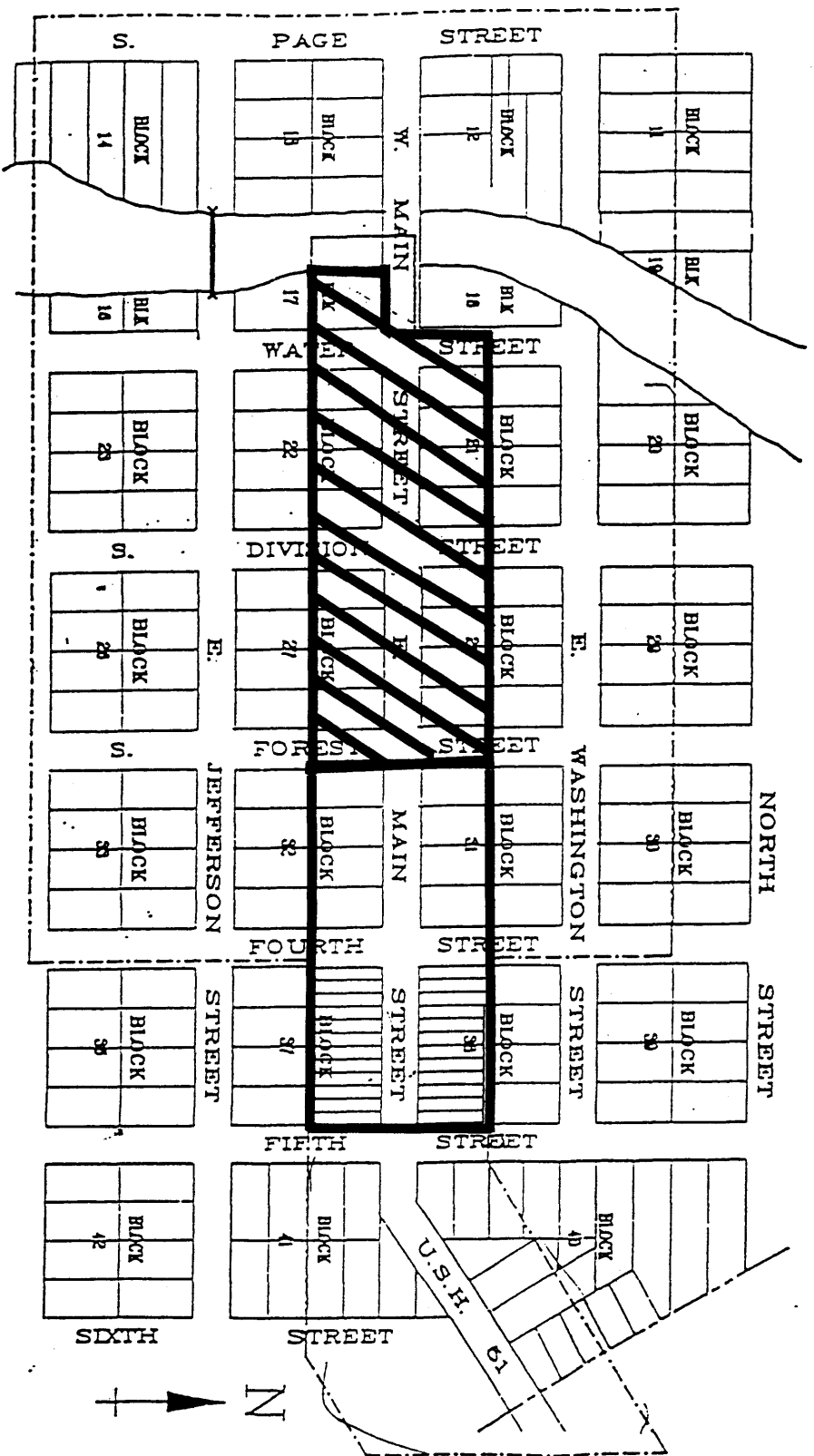
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Photographs:

Stoughton Main Street Historic District  
Stoughton, Dane County, Wisconsin  
photographer, Rebecca Sample Bernstein  
October 1990

1. 304 South Fourth Street  
View from the northeast
2. 288 East Main Street  
View from the southeast
3. 348-364 East Main Street  
View from the southwest
4. 381 East Main Street  
View from the northeast
5. Overview of the south side  
of the 200 and 300 blocks of East Main Street

# STOUGHTON MAIN STREET HISTORIC DISTRICT STOUGHTON, DANE COUNTY, WISCONSIN



CURRENT MAIN STREET HISTORIC DISTRICT BOUNDARIES



PROPOSED EXPANSION