

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

For NPS use only

received MAY 15 1984  
date entered

See instructions in *How to Complete National Register Forms*  
Type all entries—complete applicable sections

1. Name

historic N.A.

and/or common Wisconsin Avenue Historic District

2. Location

street & number 106-226 W. Wisconsin Avenue  
110 Church Street not for publication

city, town Neenah vicinity of

state Wisconsin code 55 county Winnebago code 139

3. Classification

<b>Category</b>	<b>Ownership</b>	<b>Status</b>	<b>Present Use</b>	
<input checked="" type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture	<input type="checkbox"/> museum
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial	<input type="checkbox"/> park
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational	<input type="checkbox"/> private residence
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input type="checkbox"/> entertainment	<input type="checkbox"/> religious
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government	<input type="checkbox"/> scientific
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial	<input type="checkbox"/> transportation
	<input checked="" type="checkbox"/> N.A.	<input type="checkbox"/> no	<input type="checkbox"/> military	<input type="checkbox"/> other:

4. Owner of Property

name Various - See Continuation Sheet

street & number

city, town vicinity of state

5. Location of Legal Description

courthouse, registry of deeds, etc. Winnebago County Courthouse

street & number 415 Jackson Street

city, town Oshkosh state Wisconsin 54901

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible?  yes  no

date 1977  federal  state  county  local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

# 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved    date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

**Describe the present and original (if known) physical appearance**

General Description

The proposed Wisconsin Avenue Historic District is located on the principal thoroughfare in Neenah. It occupies two blocks on the north and south sides of West Wisconsin Avenue between Main Street and Commercial Street. Immediately north and west are the mills of Kimberly-Clark Corporation and P.H. Glatfelter-Bergstrom Division; south and east are churches and newer commercial buildings, including some older residences converted to commercial use. The district contains thirty-six buildings, nearly all painted brick and two stories in height. Seven are pivotal, twenty-eight contributing and one non-contributing. Pivotal buildings are distinguished for their singular commercial use and/or unique architectural style. The large number of contributing buildings relates to the number of brick facades that have lost character after painting. The non-contributing building is sided with aluminum panels.

The visual impact of the district is an harmonious blend of 19th and 20th century commercial architecture, broken only by the demolition of a few odd-numbered buildings in the 200 block and the regretable loss of a Queen Anne building at 201 W. Wisconsin Avenue. About half of the buildings in the district date from Neenah's early development to the paper industry's heyday in the 1890's. These buildings include 19th Century Classical, Queen Anne and Romanesque styles that retain much of their original decorative features above the ground story. Four of these buildings are the work of Oshkosh architect William Waters and two can be attributed to Appleton architect Charles Hove. The balance of the district dates from the 1920's and 1930's, mostly the result of facade renovations. These buildings include 20th Century Classical, Prairie School and Art Deco styles, many of which retain their original store fronts. Twenty-two buildings in the district were painted as part of a revitalization effort in the 1960's. Only pivotal building #27 is known to contain its original interior features.

Currently the district houses forty-six stores: twenty-eight retail shops, four services, three taverns, two offices, and three eating establishments. Six stores are unoccupied. Historical usages include a bank, a newspaper office, a funeral chapel, a post office, a cigar manufactory, a paper company office, a creamery and a department store.

A description of each pivotal and strong contributing building follows the Inventory.

Inventory

<u>Map #</u>	<u>Address</u>	<u>Name: Original (Current)</u>	<u>Classification</u>
<b>W. WISCONSIN AVENUE</b>			
1	220	Badger Paint Store ) (Neenah-Menasha Business Machines)	
	222	Exide Battery & Tire Store ) (Voster's Upholstry)	
	224	Radio Lunch (Town & Country Beauty Salon/Star Bar)	Contributing
2	218	Unknown (Farmer's Bar)	Contributing

Key: A (after Classification) = Architecturally significant; H = Historically significant

## 8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> transportation
		<input type="checkbox"/> invention		<input type="checkbox"/> other (specify)

**Specific dates** Various - See Below    **Builder/Architect** Various - See Below

### Statement of Significance (in one paragraph)

PERIOD OF SIGNIFICANCE: 1858-1934

The proposed Wisconsin Avenue Historic District reflects Neenah's principal commercial development and includes fine examples of the dominant periods of commercial construction: High Victorian Gothic, Queen Anne, Victorian Romanesque, Sullivaneseque, and Art Deco. While only a few buildings within the district would be eligible individually on their architectural or historical merits, the district as a whole maintains an unbroken visual integrity and typifies commercial districts in small Wisconsin cities during the late 19th and early 20th centuries.

### HISTORICAL BACKGROUND

Neenah began in 1835 as an industrial and agricultural mission for the Menominee Indians. Its early white settlement started a few years later, attracted by the transportation route of the Fox-Wisconsin Waterway and local water power. As a result of strife among pioneer developers, Neenah's growth lagged behind other villages in the area until after the Civil War. At that time, rail transportation, European immigration, and renewed economic vigor encouraged a boom in local industry, making Neenah the second largest flour milling center in the state. Neenah's role in the paper industry also began during this period and resulted in the formation of Kimberly, Clark & Company in 1872.

The phenomenal success of this and other local paper companies produced a dichotomous social structure dominated by some of the most influential families in the Fox River Valley and the state. This social structure and the industry that sustained it reached a plateau around the turn of the century, when labor activism and community consciousness began to emerge. Before World War I, industry turned from manufacturing bulk commodities to consumer products, creating more jobs and greater wealth. This continued industrial expansion provided Neenah with a stable economic environment throughout the Great Depression and created a professional middle class which slowly assumed community leadership after World War II.

### COMMERCIAL DEVELOPMENT

Settlers were first attracted to Neenah by the presence of the Lower Fox River, a reliable source of transportation and power. The river was part of a long sought water route connecting the Great Lakes and the Mississippi, and a government project to improve this route had begun in 1849. At several locations locks and canals were necessary to circumnavigate falls and rapids, but these obstacles were also a source of considerable power. Dropping ten feet at Neenah, the river has a constant flow of clear water. Vital to the movement of goods as well as their manufacture, the river was the focus of industry and commerce.

# 9. Major Bibliographical References

See Continuation Sheet

# 10. Geographical Data

Acreege of nominated property 4.65

Quadrangle name Neenah, Wisconsin

Quadrangle scale 1:24,000

### UTM References

A	<u>1</u> <u>6</u>	<u>3</u> <u>8</u> <u>3</u> <u>1</u> <u>8</u> <u>0</u>	<u>4</u> <u>8</u> <u>9</u> <u>3</u> <u>4</u> <u>6</u> <u>0</u>
	Zone	Easting	Northing

B	<u>1</u> <u>6</u>	<u>3</u> <u>8</u> <u>3</u> <u>1</u> <u>4</u> <u>0</u>	<u>4</u> <u>8</u> <u>9</u> <u>3</u> <u>3</u> <u>9</u> <u>0</u>
	Zone	Easting	Northing

C	<u>1</u> <u>6</u>	<u>3</u> <u>8</u> <u>2</u> <u>9</u> <u>6</u> <u>0</u>	<u>4</u> <u>8</u> <u>9</u> <u>3</u> <u>5</u> <u>1</u> <u>0</u>
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D	<u>1</u> <u>6</u>	<u>3</u> <u>8</u> <u>3</u> <u>0</u> <u>0</u> <u>0</u>	<u>4</u> <u>8</u> <u>9</u> <u>3</u> <u>5</u> <u>7</u> <u>0</u>
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E	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>
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F	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>
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G	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>
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H	<u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>	<u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u>
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### Verbal boundary description and justification

See Continuation Sheet and Item 8

### List all states and counties for properties overlapping state or county boundaries

state	code	county	code
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state	code	county	code
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# 11. Form Prepared By

name/title Peter James Adams

organization N/A date September 12, 1983

street & number 537 E. Wisconsin Avenue telephone (414) 722-1422

city or town Neenah state Wisconsin 54956

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

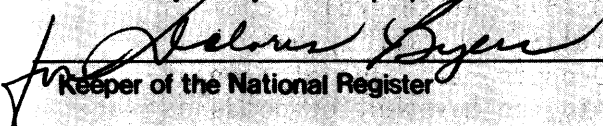
As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National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

State Historic Preservation Officer signature 

title Director, Historic Preservation Division date MAY 9, 1984

### For NPS use only

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

  
 Keeper of the National Register

Entered in the National Register date 6/14/84

Attest: \_\_\_\_\_ date \_\_\_\_\_

Chief of Registration

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

**National Register of Historic Places  
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WISCONSIN AVENUE HISTORIC DISTRICT, Neenah, Winnebago Co., Wisc.  
Continuation sheet

Item number 4

Page 1

Owners of Property:

1. Neenah-Menasha Business Machines/Modern Cash Register/Town & Country  
Beauty Salon/Star Bar; 220-222-224 W. Wisconsin Avenue:

Bookland, Inc.  
228 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

2. Farmers Bar; 218 W. Wisconsin Avenue:

Art Jury  
131½ W. Wisconsin Avenue  
Neenah, Wisconsin 54956

3. Unoccupied; 214-216 W. Wisconsin Avenue:

Doug Schmidt  
8158 S. Oakwood Avenue  
Neenah, Wisconsin 54956

4. Schooner Inn; 212 W. Wisconsin Avenue:

William Paul  
616 Keyes Street  
Menasha, Wisconsin 54952

5. 14 Carat Boutique; 210 W. Wisconsin Avenue:

Sung Ho Hong  
1316 Larson Road  
Neenah, Wisconsin 54956

6. Montgomery Ward; 208 W. Wisconsin Avenue:

William Schultz  
605 Elm Street  
Neenah, Wisconsin 54956

7. R & R Yarn Shop; 206 W. Wisconsin Avenue:

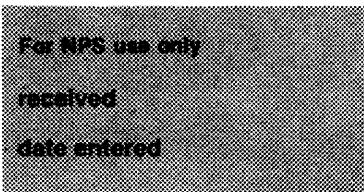
Renata Kuehl  
206 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

8. Gene's Bake Shop; The Frame Up; 202-204 W. Wisconsin Avenue:

John Krieg  
202-204 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

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Owners of Property

9. Craft Connection; 200 W. Wisconsin Avenue:

Douglas Kopljen  
1252 Wooden Shoe Road  
Neenah, Wisconsin 54956

10. Caliban's; 134 W. Wisconsin Avenue:

D.L. Bell & J.C. Counard  
7383 Darrow Road  
Neenah, Wisconsin 54956

11. Holz Pfaff Sewing & Fabric Center; 132 W. Wisconsin Avenue:

Roy Holz, et. al.  
132 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

12. Unoccupied; 110 Church Street:

Roy Holz  
132 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

13. Atlas Office & School Supply; 130 W. Wisconsin Avenue:

F.J. Liebel  
246 Webster Street  
Neenah, Wisconsin 54956

14. Camera & Card, Inc.; 128 W. Wisconsin Avenue:

Frank Priest  
632 O'Leary Road  
Neenah, Wisconsin 54956

15. Camera & Card, Inc.; 126 W. Wisconsin Avenue:

Frank Priest  
632 O'Leary Road  
Neenah, Wisconsin 54956

16. Unoccupied; 124 W. Wisconsin Avenue:

Wisconsin Avenue Development Corp.  
120 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

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Owners of Property

17. Unoccupied; 120 W. Wisconsin Avenue:

Wisconsin Avenue Development Corp.  
120 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

18. Unoccupied; 118 W. Wisconsin Avenue:

Wisconsin Avenue Development Corp.  
120 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

19. T. M. Werner/Colleen's Candy Shop; 116 W. Wisconsin Avenue:

Francil Hauser  
325 12th Street  
Neenah, Wisconsin 54956

20. The Penny Wise Shop; 114 W. Wisconsin Avenue:

The Neenah-Menasha Emergency Society  
114 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

21. Bill Paul LTD; 112 W. Wisconsin Avenue:

William Paul  
616 Keyes Street  
Menasha, Wisconsin 54952

22. Hermene's Gift Shop; 110 W. Wisconsin Avenue:

William Paul  
616 Keyes Street  
Menasha, Wisconsin 54952

23. Morton Drug Co., Inc.; 108 W. Wisconsin Avenue:

Charles E. Morton  
318 Park Drive  
Neenah, Wisconsin 54956

24. Elwers Pharmacy, Inc.; 106 W. Wisconsin Avenue:

First National Bank of Neenah  
100 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

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WISCONSIN AVENUE HISTORIC DISTRICT, Neenah, Winnebago Co., Wisc.  
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Page 4

Owners of Property

25. P.H. Glatfelter Co., - Bergstrom Division Offices;  
225 W. Wisconsin Avenue:

Glatfelter Co., Bergstrom Division  
Highway 41  
Neenah, Wisconsin 54956

26. Mautz Decorating Center; 207 W. Wisconsin Avenue:

B. J. Schneider  
207 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

27. In His Footsteps; 205 W. Wisconsin Avenue:

B. J. Schneider  
207 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

28. Unoccupied; 203 W. Wisconsin Avenue:

Glatfelter Co. Bergstrom Division  
Highway 41  
Neenah, Wisconsin 54956

29. J. J. Keller & Associates, Inc.; 137-145 W. Wisconsin Avenue:

Keller Properties LTD  
145 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

30. Unoccupied/Athletes Feet; 135 W. Wisconsin Avenue:

Pioneer Co.  
231 E. Wisconsin Avenue  
Neenah, Wisconsin 54956

31. Arlo Coffee Shop; 133 W. Wisconsin Avenue:

T. Perry Burtsuklis  
133 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

32. Stork Shop/Katherine K's; 131 W. Wisconsin Avenue:

Earl & Mildred Pantton  
405 N. Ocean Blvd.  
Apt. 320  
Pompano Beach Florida 33062



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Owners of Property

33. Oskar's Jewelry; 127 W. Wisconsin Avenue:

Mr. & Mrs. Donald Oscar  
127 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

34. Joseph's Shoes; 125 W. Wisconsin Avenue:

H. Joseph Vander Loop  
125 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

35. The Barn Door; 123 W. Wisconsin Avenue:

John Powell  
212 Adella Beach  
Neenah, Wisconsin 54956

36. Michaels for Guys and Gals; 121 W. Wisconsin Avenue:

Albert Schultz  
121 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

37. Meyer's Booterie/McCarthy-Haertl Jewelers; 117-119 W. Wisconsin Avenue:

Helen McCarthy, et. al.  
119 W. Wisconsin Avenue  
Neenah, Wisconsin 54956

38. Classcycles/Modern Barber Service; 113-115 W. Wisconsin Avenue:

Frank Priest  
632 O'Leary Road  
Neenah, Wisconsin 54956

39. Unoccupied/Avenue Cafe; 111 W. Wisconsin Avenue:

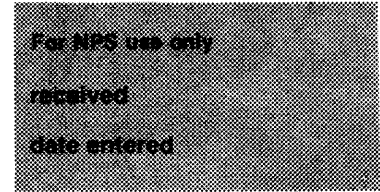
Vern H. Romenesko  
602 E. Pacific St.  
Appleton, Wisconsin 54911

40. Wisconsin Electric Power Co./Wisconsin Natural Gas Co.; 109 W. Wisconsin Avenue:

Wisconsin Electric Power Company  
807 S. Oneida Street  
Appleton, Wisconsin 54911

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REPRESENTATION IN EXISTING SURVEYS:

Neenah Intensive Survey Report

Local

1982

State Historical Society of Wisconsin

Madison, Wisconsin

**United States Department of the Interior  
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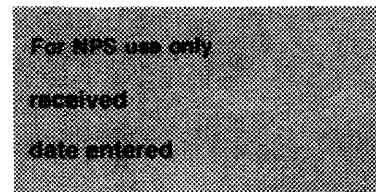
WISCONSIN AVENUE HISTORIC DISTRICT, Neenah, Winnebago Co., Wisc.  
Continuation sheet Item number 7

Inventory

<u>Map #</u>	<u>Address</u>	<u>Name: Original</u> (Current)	<u>Classification</u>
3	214 ) 216	Rasmus Nelson's Meat Market (Unoccupied) Unknown (Unoccupied)	Contributing
4	212	Sorenson's Badger Furniture Store (Schooner Inn)	Contributing
5	210	Outagamie County Produce Co. (14 Carat Boutique)	Contributing
6	208	Unknown (Montgomery Ward Co.)	Contributing
7	206	Carl Clausen, Boots & Shoes (R & R Yarn Shop)	Contributing
8	202 ) 204	H. J. Frank Creamery (Gene's Bake Shop) Unknown (The Frame Up)	Contributing
9	200	Unknown (Craft Connection)	Non-Contributing
10	134 )	Thompson's Columbian Sample Rooms (Caliban's)	
11	132	Sorenson & Son Furniture (Holz Pfaff Sewing & Fabric Center)	Pivotal H
CHURCH STREET			
12	110	Sorenson's Morgue & Chapel (Unoccupied)	Contributing
W. WISCONSIN AVENUE			
13	130	Hoffman Groceries (Atlas Office & School Supply)	Contributing
14	128	Redner Automobile Company (Camera & Card, Inc.)	Contributing
15	126	Seatoft's Hardware Store (Camera & Card, Inc.)	Contributing

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Inventory

<u>Map #</u>	<u>Address</u>	<u>Name: Original (Current)</u>	<u>Classification</u>	
16	124	Ulrich's Meat Market (Unoccupied)	Contributing	
17	120	The Jandrey Company (Unoccupied)	Pivotal	H/A
18	118	Hanson Bros. Clothiers (Unoccupied)	Contributing	
19	116	Drahiem & Pingle Sample Rooms (T. M. Werner/Collen's Candy Store)	Contributing	
20	114	Weber Clothing Company (The Penny Wise Shop)	Contributing	
21	112	Dau & Madsen Clothiers (Bill Paul LTD)		
22	110	Kalfahs Dry Goods Store (Hermene's Gift Shop)	Contributing	
23	108	Kuehl Groceries (Morton Drug Co., Inc.)	Contributing	
24	106	Marsh Bros. Pharmacy (Elwers Pharmacy, Inc.)	Contributing	
25	225	Winnebago Paper Co. Office (P. H. Glatfelter Co.- Bergstrom Div.)	Pivotal	H/A
26	207	Unknown (Mautz Decorating Center)	Contributing	
27	205	Northwestern Distributing Company Store and Manufactory (In His Name)	Pivotal	A
28	203	H. C. Jasperson's Feed Store (Unoccupied)	Contributing	

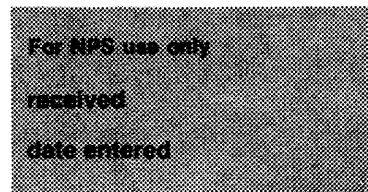
W. WISCONSIN AVENUE

Sherry's Post Office Block

29	137	U.S. Express Company (J. J. Keller & Associates)		
	139	Unknown (J. J. Keller & Associates)		

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<u>Map #</u>	<u>Address</u>	<u>Name: Original</u> (Current)	<u>Classification</u>	
W. WISCONSIN AVENUE				
<u>Sherry's Post Office Block (Cont'd)</u>				
	141	Savings Bank (J. J. Keller & Associates)		
	143	Wheeler & Jennings Lumber Co. (J. J. Keller & Associates)		
	145	U.S. Post Office (J. J. Keller & Associates)	Pivotal	H/A
30	135	Neenah Daily News Office (Unoccupied)	Contributing	
31	133	Forrest & Snell, Dressmakers (Arlo Coffee Shop)	Contributing	
32	131	George Schmidt & Son Cigars (The Stork Shop/Katherine K's)	Contributing	
33	127	Livermore's Bakery (Oskar's Jewelry)	Contributing	
34	125	McDermott & Co. Groceries (Joseph's Shoes)	Contributing	
35	123	Denniger's Photography Studio (The Barn Door)		
36	121	Wilde Company Druggists (Michaels for Guys and Gals)	Contributing	
37	117	Meyer's Booterie (Meyer's Booterie)		
	119	Haertl Jewelers (McCarthy-Haertl Jewelers)	Contributing	
38	113	Nelson's Jewelry Store (Classcycles)		
	115	J. G. Thomas, Barber (Modern Barber Service)		
39	111	Thomasen Bros. Confectionary (Unoccupied/Avenue Cafe)	Pivotal	A
40	109	National Manufacturers' Bank (Wisconsin Electric Power Co. Wisconsin Natural Gas Co.)	Pivotal	H

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Nos. 1-9; 224-200 W. Wisconsin Avenue

Framed by contributing building #1 (220-222-224 W. Wisconsin Avenue) and non-contributing building #9 (200 W. Wisconsin Avenue), this nine-building block in the southwest quarter of the district is the most varied in terms of color, height, and state of preservation. It consists of eight contributing buildings, two of which are strong contributors. With the exception of contributing building #7 (206 W. Wisconsin Avenue) which is of frame construction with a brick facade, all the buildings in this block are brick with stone trim. Brick color varies widely from white, tan, orange, yellow and red. Overall this block is lower than the other three, and the one and two story variation in height produces less rhythm and harmony between buildings. Non-contributing building #9 (the only building so designated in the district) is in this block. While varying greatly in many respects, the buildings within this block retain the original visual impact of the district as a whole and strongly define its western half.

#3 Rasmus Nelson's Meat Market; 214-216 W. Wisconsin Avenue

This painted yellow brick commercial building is distinctive for its Renaissance Revival references. On the first floor the store front has been modernized with brick, plate glass, and a plastic shake pent roof just below a brick corbel table. On the second floor four windows with pedimented molded brick window caps flank a central stilted-arch window with a rounded molded brick window cap with limestone keystone and capstops. A corbel table of stimulated brackets completes the cornice and the corners of the building have brick quoins. A contributing building due to its storefront alterations and painted brick, the Renaissance Revival references and the elaborate brickwork are singular within the district, recommending it as a strong contributor.

#4 Sorenson's Badger Furniture Store; 212 W. Wisconsin Avenue

This unpainted yellow brick building is a late 19th Century Vernacular commercial building. On the first floor the original store front has been replaced with grey and maroon carrara glass etched in brown. The name LOEHNING'S is over the entryway and the store windows are octagonal. On the second floor above four single windows is a frieze of cutwork brick similar to the blind grills and applied bartisons of contributing building #34 (125 W. Wisconsin Avenue). This building is one of the best preserved in the district and is listed as a strong contributor.

Nos. 10-24; 134-106 W. Wisconsin Avenue and 110 Church Street

Framed by pivotal building #10/11 (132-134 W. Wisconsin Avenue) and contributing building #24 (106 W. Wisconsin Avenue), this thirteen-building block in the southeast quarter of the district is a harmonious mix of late nineteenth century and early twentieth century architecture. It consists of two pivotal and eleven contributing buildings, one of which is a strong contributor. The buildings in this block are brick construction with stone trim. Painted white in

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the 1960's, they were constructed of white, yellow, pink and red brick. Contrasting with this color variation, the buildings are of uniform height and the window openings on the second floor are regular and rhythmic. A classical influence is also present in both the 19th and 20th century styles, providing strong visual unity. Contributing building #19 (116 W. Wisconsin Avenue) retains its original cast iron storefront beneath contemporary signage.

#10/11 Wheeler & Leavens Block, 132-134 W. Wisconsin Avenue

This painted red brick commercial building is 19th Century Vernacular. On the ground floor the storefronts have been altered at undetermined dates, but the central entry and scroll-bracketed storefront cornice remain intact. On the second floor are nine windows with stone lintels, above which is a simple paired-bracketed cornice at the parapet. While modest in character, its size makes the building visually prominent in the district. It is also the oldest commercial building in the city and significant as a representative of early commercial development. It is listed as a strong pivotal.

#17 The Jandrey Company; 120 W. Wisconsin Avenue

This painted white brick commercial building is noteworthy for its Sullivanesque references. On the ground floor the storefront has undergone some modification. On the second floor eight large windows punctuate the facade. Above these are terra cotta panels styled after Louis Sullivan. While simple in appearance, it is the only commercial building in the city reflecting the Chicago School influence. Its associations with the oldest continuing business in the city and unique architectural style recommends it as pivotal.

#18 Hanson Brothers Clothiers; 118 W. Wisconsin Avenue

This painted yellow brick building is a late 19th Century Victorian commercial building with Queen Anne and Romanesque references. On the ground floor the storefront dates from the 1920's. On the second floor are five windows, three of which have leaded round transoms, duplicating the stilted arch windows of contributing building #19 (116 W. Wisconsin Avenue) next to it. Above these transoms and to either side are tile panels and a machicolated corbel table similar to those of pivotal building #29 (137-145 W. Wisconsin Avenue). As an example of the architectural integration of the district, this building is listed as a strong contributor.

Nos. 25-28; 225-203 W. Wisconsin Avenue

Beginning with pivotal building #25 (225 W. Wisconsin Avenue) and ending with contributing building #28 (203 W. Wisconsin Avenue), this four-building block in the northwest quarter of the district has been subject to extensive industrial encroachment. It consists of two pivotal and two contributing buildings. Once filled with numerous frame and brick buildings, much of the block is now empty and is undistinguished except for the two pivotal buildings.

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#25 Winnebago Paper Company Office; 225 W. Wisconsin Avenue

This office building is the most distinguished and best preserved building in the district if not the city. Built in 1893 and attributed to William Waters, it is a Victorian Romanesque commercial building constructed of red brick and quarry-cut limestone.<sup>1</sup> On the southwest corner is a gabled entry with a stone tympanum and small paired columns with undecorated capitals. To the right of this entry are two three-window groups defined by large round arches with limestone voussoirs; to the left are three similar window groups. On the second floor above the gabled entry, applied bartisons flank a bowed window and a gable with three stilted arch windows. On the right side of the bow window are five single windows connected in two pairs by a limestone sill course, all by a limestone lintel course; on the left side are seven single windows similarly joined. The hipped roof retains its original slate. Note the similarity to contributing building #34 (125 W. Wisconsin Avenue), designed by Waters. By virtue of its architectural integrity and association with the paper industry of Neenah it is listed as pivotal.

#27 Northwestern Distributing Company Store and Manufactory; 205 W. Wisconsin

This stone and carrara glass building is the only example of Art Deco commercial architecture in the city. The ground story is covered with black glass etched in grey. Over the display windows are the words CIGARS and CIGARETTES. Around the doorway are bands of repeating and interweaving lines, and above it NORTHWESTERN DISTRIBUTING COMPANY TOBACCOS is also etched. Contemporary signage was recently attached with adhesive in order to preserve these features. The second floor is surfaced in grey stone with decorative wrought iron grills beneath two of three casement windows. The interior also retains its original equipment and fixtures. Its integrity and uniqueness in the community recommends it as a pivotal building in the district.

Nos. 29-40; 145-109 W. Wisconsin Avenue

Framed by pivotal building #29 (137-145 W. Wisconsin Avenue) and pivotal building #40 (109 W. Wisconsin Avenue), this ten-building block in the northeast quarter of the district has the greatest visual interest. It consists of three pivotal and seven contributing buildings, four of which are strong contributors. All are brick or stone construction and all but contributing building #30 (135 W. Wisconsin Avenue) are two stories high. Also painted in the 1960's, the original brick color varied less in this block in contrast to a greatly varying roofline. The buildings in this block were constructed of either yellow or red brick and six were either partially or fully gabled. The buildings in this block repeat many of the architectural features found elsewhere in the district, making all four blocks a unified whole.

#29 Sherry's Post Office Block; 137-145 W. Wisconsin Avenue

This painted yellow brick building is a Gothicized Queen Anne commercial building with a low rectangular tower. Built in 1883 it is also the largest building in the district.<sup>2</sup> On the first floor are four altered store fronts, one



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to the left of the tower entryway and three to the right. On the second floor are twelve windows: three to the left of the tower, one in the tower, and eight to the right six of which are in two three-window groupings with transoms. Above the three windows to the right of the tower are three attic lights and a blind segmental arch with diaper pattern tiles and the entwined initials H and S; above each window grouping to the right of the tower are two blind segmental arches also with diaper pattern tiles. At the cornice are three gables and a machicolated corbel table. This corbel table, the tower and the pointed-arch window in the tower are among the Gothic features. Attached to the rear is a painted yellow brick building similar to contributing building #30 (135 W. Wisconsin Avenue). It is listed as pivotal.

#32 George Schmidt & Son Cigars; 131 W. Wisconsin Avenue

This painted red brick commercial building is Victorian Vernacular with Ruskinian motifs. On the ground floor the storefronts have been altered; on the second floor elaborate quarry-cut limestone courses at the sill and lintel levels incorporate eight windows and four transoms into a stepped window arrangement building towards two central attic windows and the inscription GEO. SCHMIDT & SON, above which was a stilted gable of cutwork brick and incised limestone ornament. The central gable has been removed and wrought iron cresting added, possibly from pivotal building #38/39 (111-115 W. Wisconsin Avenue). Incorporating common design elements within the district yet distinctly individual, this building is listed as a strong contributor.

#34 McDermott & Company Groceries; 125 W. Wisconsin Avenue

This painted pink brick commercial building is Queen Anne with Romanesque references. Designed by William Waters in 1892, the ground floor storefronts have been altered.<sup>3</sup> On the second floor four windows have been closed with glass brick. Above them is a paladian style window grouping in a central gable with a stone tympanum. Flanking this gable are two blind grills of cutwork brick, in turn flanked by applied brick and stone bartisons. Altered, yet the design source of contributing building #31 (131 W. Wisconsin Avenue), contributing building #4 (212 W. Wisconsin Avenue) and pivotal building #25 (225 W. Wisconsin Avenue), this building is listed as a strong contributor.

#35/36 Sherry-Schimpf Building; 121-123 W. Wisconsin Avenue

This painted yellow brick commercial building is High Victorian Gothic. On the first floor are two altered storefronts; on the second floor are six peaked arch windows surmounted by brick and limestone molded window caps, each with ornamented keystones and capstops. On the left side the windows are original, on the right they have been altered and partially closed. Above these windows an elaborate wooden cornice with incised brackets and two pedimented gables similar to pivotal building #38/39 (111-115 W. Wisconsin Avenue) has been removed. The close associations between this building and pivotal building #38/39 suggests that Charles Hove may have been the architect for both. It is listed as a strong contributor.

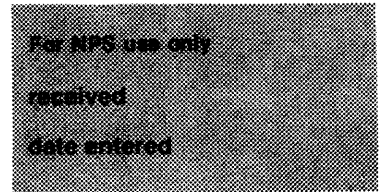
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#38/39 Sherry-Tippens Building, 111-115 W. Wisconsin Avenue

This painted yellow brick building is an exceptional example of High Victorian Gothic design. On the first floor are three altered storefronts; on the second floor are nine sleigh-arch windows with incised headers, molded brick and limestone window hoods and original sash. Above these windows is an extensive belt course of limestone and cutwork brick and a Romanesque corbel table just below the cornice. Above the bracketed metal parapet which suggests a mansard roof, are two gables with incised Ruskinian tympanies; photographs also show wrought iron roof crestings. It is attributed to Charles Hove who practiced in Neenah before relocating in Appleton.<sup>4</sup> Similar to contributing building #35/36 (121-123 W. Wisconsin Avenue) and contributing building #33 (127 W. Wisconsin Avenue), this building is listed as pivotal.

#40 National Manufacturers' Bank; 109 W. Wisconsin Avenue

This painted smooth ashlar limestone building is the only Neo-Classical commercial building in the district. Built in 1902, on the ground level the storefront has been made flush with the facade, obscuring the lower half of two columns and their pedestals.<sup>5</sup> On the second floor are three windows closed by wooden shutters. Flanking these windows are two fluted Ionic columns recessed into the facade and supporting a frieze inscribed with BANK.

Footnotes

- 1 1893 Neenah Tax Rolls, p. 29.
- 2 Inscription On Building.
- 3 1892 Neenah Tax Rolls, p. 28; William Waters Junior Photo Album.
- 4 Neenah Daily Times; October 23, 1915; p. 1, col. 2.
- 5 Shattuck, S. F. History of Neenah, p. 174.

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Access to water transportation dictated the location of early Fox River Valley commercial districts. In Neenah the first commercial buildings were constructed in 1847 at the intersection of East Wisconsin Avenue and Walnut Street, near the first improvements to the river.<sup>1</sup> As the dredging of a canal moved westward, so did speculative commercial development. With the completion of a lock at Little Lake Butte des Morts in 1852, commercial building spread to the intersection of West Wisconsin Avenue and Main Street, all within 300 feet of the Fox-Wisconsin Waterway.

Influencing the nature of local commerce was the adjacent milling district off North Commercial Street. Between 1850 and 1860, the mills on Neenah's water power increased from four to ten, six of which were flour mills. By 1870 Neenah had eleven flour mills and was second behind Milwaukee in terms of state production.<sup>2</sup> Neenah millers were thought to pay premium prices, so farmers throughout the valley came to town to sell their wheat and buy supplies.<sup>3</sup> For more than twenty years these wheat farmers were the primary market of the central business district.

This early period of commercial development dates from 1848 to 1858. During this time, buildings were frame construction or brick veneer, detached from one another, and vernacular in style with either Greek Revival or Italianate references. Nearly all the buildings were constructed on the south side of the street except at the intersection with North Commercial, where shops clustered on both sides. This period was noteworthy for its rampant speculation in real estate, which ended with the Panic of 1858.

In 1861 the Chicago & Northwestern Railroad reached Neenah, ending the role of water transportation as the lifeline of local commerce and industry. Laid through town at Walnut Street with a depot on Doty Island, the Railroad drew commercial activity across the bridge at North Commercial Street. A second railroad, the Wisconsin Central, followed in 1880 with a depot at West Wisconsin and Main (where the Bergstrom Paper Mills stand today). Through the construction of a downtown depot with connections to Milwaukee, commercial activity was drawn away from North Commercial and redirected down West Wisconsin Avenue. New construction filled and replaced the clapboard buildings, establishing the city's first urban streetscape along the western part of the principal commercial corridor.

With early rail connections to Chicago, Neenah capitalists saw potential in the more labor-intensive manufacture of wholesale papers. In 1865 a consortium of flour millers and shopkeepers built the Neenah Paper Mill. This was followed by the formation of Kimberly, Clark & Company in 1872, the Patten Paper Company in 1874, and the Winnebago Paper Company in 1874. Kimberly, Clark & Company began with an initial investment of \$30,000 which grew to \$1,500,000 in 1888 to finance additional mills in Appleton, the creation of the company town of Kimberly, and yet another mill at DePere.

Stimulated by the singular success of this one Neenah company, Fox River Valley mills were producing more paper in 1892 than the largest eastern center.<sup>4</sup> In that year Kimberly, Clark & Company alone produced more than \$3,500,000 worth

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of paper, making Neenah the Midwestern center for paper manufacturing and the nucleus of a prosperous industrial valley. The conversion from flour to paper also resulted in a permanent retail market shift from an outlying population of wheat farmers to an indigenous industrial workforce.

The second major period of commercial development dates from 1865 to the Panic of 1893. During this time, the frame and brick veneer buildings were replaced by brick ones, contiguous with each other, uniform in height, reflecting a greater variety of architectural styles and several the work of trained architects. Nearly all the buildings constructed during this period were built in the 100 block of West Wisconsin on both sides of the street. This period is noteworthy for the rapid expansion of the paper industry the Neenah Paper Mill in 1866, and the construction of numerous mansions (Havilah Babcock House, NRHP 1974; Franklyn C. Shattuck House, NRHP 1978; Charles R. Smith House, NRHP 1979; and the Henry S. Smith House, NRHP 1982). In 1873 Neenah incorporated as a city.

After the Panic of 1893, the paper industry in Neenah entered a hiatus which lasted for nearly twenty years. During that time very few changes took place in the central business district. Then in 1911 the federal government entered into a reciprocity agreement with Canada, removing duty from many paper commodities manufactured in Neenah. In order to hold their position, local paper companies shifted to more consumer-oriented paper commodities such as tissue, waxed paper, and cardboard. During this period Kimberly-Clark Corporation first manufactured Cellucotton, which would establish its reputation world-wide. The transition from bulk commodities to consumer products created unexpected industrial wealth, giving rise to the legend that Neenah was the wealthiest community in the United States.

The third period of commercial development dates from 1911 to the Great Depression. During this time new commercial building concentrated outside the proposed district. Facade renovation was the primary means of modernization within the proposed district, probably the work of a local contractors. This period was noteworthy for the industrial conversion and for a community-wide effort to beautify the city. It was during this period that Edna Ferber come to Neenah to research her book Come and Get It.<sup>5</sup>

With the depression, all further development of the central business district came to an end. Then during the 1960's renewed interest in commercial development began to emerge. In this fourth and continuing period of commercial development, the 19th century focus of the central business district has been largely untouched.

**COMMERCIAL SIGNIFICANCE**

Pivotal elements of the proposed historic district reflect Neenah's principal commercial development. While only five merit special attention, the remainder typify commercial activities in small Wisconsin cities during the late 19th and early 20th centuries. A general discussion of commercial activities within contributing buildings follows those of pivotal commercial significance.

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Pivotal Building #10/11; Wheeler & Leavens Block

Built in 1858 by C. J. Wheeler and C. A. Leavens, this building was the most pretentious commercial building in the city constructed before the Civil War.<sup>6</sup> From 1858 to 1874 the second floor hall housed the Methodist Evangelical Church, second largest congregation in the city.<sup>7</sup> During the war the first floor housed recruiting offices for men enlisting in Company K of the 11th regiment.<sup>8</sup> Later the eastern store housed Sorensen & Son, a furniture business that provided undertaking services to the city's most prominent families. A funeral chapel was attached from Church Street in 1912 (Contributing Building #12).<sup>9</sup> The second floor #10/11 also housed the offices of J. C. Kerwin, Wisconsin Supreme Court Judge from 1904 to 1921.<sup>10</sup> This is also the only building that remains from the city's earliest period of commercial development.

Pivotal Building #17; The Jandrey Company

The Jandrey Company was the oldest continuous business in the city. Begun in 1866 as a dry goods establishment under the ownership of William Kellett, Sr., it was located at the intersection of Wisconsin and Commercial.<sup>11</sup> In 1888 the hardware store of Kimberly-Clark founder C. B. Clark was bought and the business relocated to its present site.<sup>12</sup> At this location former clerk E. E. Jandrey became a partner and later owner after the death of Mr. Kellett. Under Jandrey's ownership the dry goods business was converted to a department store with a new facade in 1916.<sup>13</sup> As the business grew adjacent buildings were acquired, incorporating contributing buildings #16, 18, and 19. After two changes of ownership, Jandrey's closed in 1983.

Pivotal Building #25; Winnebago Paper Company Offices

The Winnebago Paper Company formed in 1874 under the leadership of flour miller John R. Davis, Sr.<sup>14</sup> It was one of four paper companies formed in Neenah during the 19th century and at one time included operations in Eau Claire.<sup>15</sup> The company's primary product was book and print papers. Its office building was built in 1893, probably the work of William Waters.<sup>16</sup> In 1904 the business was sold to Bergstrom Paper Company which continued the manufacture of book and print papers and expanded into recycled waste papers.<sup>17</sup> Loss of integrity of the adjacent paper mills precludes a larger eligible site or thematic nomination of the rest of the company.

Pivotal Building #29; Sherry's Post Office Block

Sherry's Post Office Block was one of four buildings constructed downtown on land formerly used by Henry Sherry as a lumberyard. Begun in 1883, its location was criticized for being far removed from the center of town.<sup>17</sup> Eventually it was lauded as one of the greatest improvements to the commercial district.<sup>18</sup> In addition to housing the post office from 1884 to 1916, the Twin City Savings & Loan opened its doors here in 1893 as did the Equitable Fraternal Union in 1897.<sup>19</sup> Paper manufacturer F. T. Russell was the first president of both institutions, the latter being a life insurance society.<sup>20</sup> Twin City Savings & Loan continued operations here until 1918 while the Equitable Fraternal Union continued until 1909.<sup>21</sup> Both play important roles in the community today. The

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builder Henry Sherry had lumber interests throughout the Midwest and was ranked with Piletus Sawyer, Isaac Stephenson, and Frederick Weyerhauser as one of the pre-eminent lumbermen of Wisconsin.<sup>22</sup> The other buildings constructed by Sherry within the district include contributing buildings #13 and #35/36, and pivotal building #38/39.<sup>23</sup>

Pivotal Building #40; National Manufacturers' Bank

The National Manufacturers' Bank incorporated in 1881 and acquired this building which had been the photography studio of Johns-Manville Corporation founder C. B. Manville.<sup>24</sup> In 1902 the Neo Classic stone facade was added.<sup>25</sup> The first presidents were pioneer manufacturers: Hiram Smith, who was a founder of the first paper mill in Neenah; D. C. Van Ostrand, his partner in the manufacture of stoves; and William Gilbert, founder of the Gilbert Paper Company of Menasha.<sup>26</sup> Prominent directors of the bank included lumberman Henry Sherry and F. C. Shattuck, founder of Kimberly-Clark Corporation. It was the second bank in the city's history, operating from this location until moving to a new building in 1923.<sup>27</sup>

Several contributing buildings also merit mention. Contributing building #19 was the butcher shop and home of Gottfried Ulrich whose business grew to include shops in Oshkosh, Menasha, and Appleton; contributing building #30 was the office of the Neenah Daily News, the republican paper later merged into the current Twin City News Record; contributing building #28, a flour and feed store run by miller H. C. Jaspersen; and contributing building #21/22 which includes the men's shop of George Madsen and the grocery store of Gustav Kalfahs, both of whom became founding officers in Jersild Knitting Company.<sup>28</sup> The balance of buildings in the district were occupied by such businesses as a creamery in contributing building #8, a hardware store in #15, and a bakery in #33.<sup>29</sup>

**ARCHITECTURAL SIGNIFICANCE**

In addition to the preceding commercial significance, the proposed district includes fine examples of the dominant periods of commercial construction: High Victorian Gothic, Queen Anne, Victorian Romanesque, and Art Deco. Also within the district are lesser examples of the same periods of construction, creating an harmonious blend of late 19th and early 20th century commercial architecture.

Pivotal Building #17; The Jandrey Company

Edward Jandrey had this storefront constructed in the style of Louis Sullivan in 1916.<sup>30</sup> Simple and clear-cut in form and terminating in a flat roof, the cornice is ornamented with terra cotta relief. These combine naturalistic and stylized foliage with a variety of linear interlaces characteristic of Sullivan's designs. This facade joined two older buildings to house the city's longest operating business. Begun in 1866 by William Kellett and continued by his former clerk under the name Jandrey Company, the Jandrey Company building is the only commercial building in the city reflecting the Chicago School of architecture.<sup>31</sup>

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Pivotal Building #25; Winnebago Paper Company Office

The Davis family commissioned this office building as headquarters of their paper company. Its polychromatic finish of red brick and limestone, applied bartisons, and round arch windows is typical of Victorian Romanesque. Completed in 1894, it housed by the paper company office and a flat on the second floor for some member of the Davis family.<sup>32</sup> The Winnebago Paper Company was formed in 1874 as one of three paper companies in Neenah, and later it expanded operations to Eau Claire. In 1905 the business was sold to the Bergstrom Paper Company. The office building is one of the best preserved buildings in the city and merits individual nomination for both architectural and historical significance.

Pivotal Building #27; Northwestern Distributing Company Store and Manufactory

The Northwestern Distributing Company store and manufactory is the only full Art Deco facade in the district (contributing building #4 has an Art Deco storefront). Completed in 1934, its characteristic features include a stepped facade, iron grille work in the spandrels, and zig-zag ornament in the cararra glass storefront.<sup>33</sup> It was the last in a long line of hometown cigar operations in Neenah. Its excellent physical condition includes original interior counters, shelving, and drying rooms.

Pivotal Building #29; Sherry's Post Office Block

Lumberman Henry Sherry commissioned this building in 1883 to house the post office.<sup>34</sup> Irregular in plan and massing, the Queen Anne design incorporates prominent medieval features as a corbel table imitating the machicolations of a fortress, and a square tower with a low pitched roof. The largest building in the district, it also housed a small local lumber company, the savings and loan, and a variety of clubs and organizations. Sherry, one of the most prominent lumbermen in Wisconsin, went bankrupt in 1894 with debts in excess of \$1,000,000.<sup>35</sup> His initials emblazoned on one gable end resemble a dollar sign.

Pivotal Building #38/39; Sherry-Tippens Building

The Sherry-Tippens building duplicates the Steven's Palace Block in the College Avenue Historic District (NRHP, 1982).<sup>36</sup> Attributable to Charles Hove and constructed in 1883, this building suggests the same affinity to High Victorian Gothic: sleigh-arched windows, incised Ruskinian tympanies, and limestone belt courses.<sup>37</sup> It was one of four buildings constructed by Henry Sherry downtown and housed at one time a jewelry store, confectionary and barber.<sup>38</sup> While altered on the first floor, the rare style reflected in its upper story makes it an important asset to the district.

Also within the district are lesser examples of the same periods of construction. Contributing building #4 incorporates the applied bartisons and blind grill of contributing building #34, which in turn reflects the pedimented entrance and Victorian Romanesque designs of pivotal building #25. Contributing building #18 incorporates the terra cotta tiles and masticulated corbel table of pivotal building #29 and, thus, the Queen Anne period of construction.

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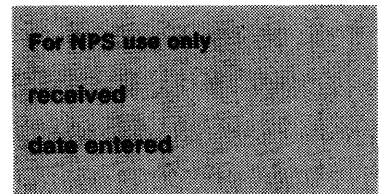
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Contributing buildings #33 and #35/36 similarly incorporate the sleigh-arch windows and High Victorian Gothic design of pivotal building #38/39. Also within the district are altered examples of the Neo-Classic (pivotal building #40) and Renaissance Revival (contributing building #3) periods of construction. Also worthy of mention is contributing building #12, a morgue and chapel built of cast concrete block with Gothic and Neo-Classic references.

**BOUNDARY JUSTIFICATION/DESCRIPTION**

The Wisconsin Avenue Historic District can be described as follows: beginning at the SW corner of 224 W. Wisconsin Avenue east along the rear (southern) property lines of 224-106 W. Wisconsin Avenue; then north along the eastern property line of 106 W. Wisconsin Avenue to the midpoint of the avenue; then west to the southern extension of the eastern property line of 109 W. Wisconsin Avenue and north along that line; then west along the rear (northern) property lines of 109-207 W. Wisconsin Avenue; then south along the western property line of 207 W. Wisconsin Avenue to the midpoint of the avenue; then west to the southern extension of the eastern property line of 225 W. Wisconsin Avenue and north along that line; then west along the rear (northern) property line and south along the western property line of 225 W. Wisconsin Avenue to the midpoint of the avenue; then east to the northern extension of the western property line of 224 W. Wisconsin Avenue and south along that line to the point of beginning.

**ARCHAEOLOGICAL POTENTIAL**

The Fox River Valley is known to have numerous prehistoric and historic archaeological sites, but the State Historical Society of Wisconsin files do not list any in the vicinity of the proposed Wisconsin Avenue Historic District. Any sites that may once have existed in the area have probably been destroyed by extensive commercial development.

**PRESERVATION ACTIVITIES**

Historic preservation became a community concern in 1966 when the home of a prominent industrialist was demolished to make way for a new post office. Preserving Neenah's past became a political issue in 1972 when a group of citizens initiated an effort to save the old City Hall. The high visibility of that group's work stimulated other private preservation efforts, including the listing of the Grand Loggery (NRHP 1973), the Havilah Babcock House (NRHP 1974), the Franklyn C. Shattuck House (NRHP 1978), the Charles R. Smith House (NRHP 1979), and the Henry S. Smith House (NRHP 1982).

Local preservation projects have also been the recipients of two National Register grants-in-aid: the restoration of the Havilah Babcock House in 1978, and the survey of the city's historical and architectural resources in 1980. The broader purpose of the latter project was to conduct an intensive survey, nominate the central business district to the National Register, and to integrate historic preservation objectives into public and private planning. Project participants included the City of Neenah, the Neenah Downtown Business Association, and the Neenah Historical Society.



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Current preservation activities are focused on the redevelopment of the central business district. Under the guidance of American City Corporation of Maryland, Neenah residents have been preparing a comprehensive plan for the downtown, incorporating the preservation of all historic properties within the proposed district and its environs. Complimenting this effort, the City of Neenah is preparing a landmarks commission ordinance to further encourage these efforts.

Footnotes

- 1 G. A. Cunningham, History of Neenah, p. 89.
- 2 Charles Glaab and Lawrence Larson, Factories in the Valley, pp. 27-28.
- 3 The Conservator; December 18, 1858; p. 3, col. 2.
- 4 Glaab and Larson, p. 125.
- 5 Julie Gilbert, Ferber, pp. 329-32.
- 6 The Conservator; August 13, 1857; p. 3, col. 1.
- 7 Cunningham, p. 246.
- 8 Ibid., p. 131.
- 9 Konrad's 1914 Directory of Winnebago County, p. 97.
- 10 The Daily News & The Times; January 29, 1921; p. 1, col. 6.
- 11 S. Frank Shattuck, History of Neenah, p. 48.
- 12 Ibid., p. 45.
- 13 1916 Neenah Tax Rolls, p. 38.
- 14 Cunningham, p. 192.
- 15 Glaab and Larson, p. 119.
- 16 1893 Neenah Tax Rolls, p. 29.
- 17 Neenah City Times; February 3, 1983; p. 1, col. 7.
- 18 Ibid., February 10, 1883; p. 2, col. 2.
- 19 Shattuck, pp. 177 and 255.

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Footnotes

- 20 Ibid.
- 21 Ibid.
- 22 Undated newspaper article in the Sherry Papers; Avery Sherry, Milwaukee.
- 23 1888 Neenah Tax Rolls, p. 27; 1881 Neenah Tax Rolls, p. 30; 1883 Neenah Tax Rolls, p. 2.
- 24 Shattuck, p. 174.
- 25 Ibid.
- 26 Ibid.
- 27 Ibid.
- 28 P. V. Lawson, History of Winnebago County, p. 1173; Shattuck, pp. 340-42; Bunn's 1900 Directory of Winnebago County, p. 633; William A. Titus, History of the Fox River Valley, p. 390; P. V. Lawson, History of Winnebago County, p. 1005.
- 29 Konrad, p. 33; Bunn, p. 632; Ibid., p. 728.
- 30 1916 Neenah Tax Rolls, p. 38.
- 31 Titus, p. 494.
- 32 Original blueprints, Bergstrom Paper Company; Neenah, Wisconsin.
- 33 1934 Neenah Tax Rolls, p. 150.
- 34 Neenah City Times; April 29, 1882; p. 1, col. 4.
- 35 Sherry Papers.
- 36 Diane Filipowicz, College Avenue Historic District (NRHP 1982).
- 37 1883 Neenah Tax Rolls, p. 2.
- 38 Bunn, pp. 695, 717, and 718.

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Bunn's 1895 Directory of Winnebago County

Bunn's 1900 Directory of Winnebago County

Bunn's 1905 Directory of Winnebago County

Konrad's 1910 Directory of Winnebago County

Konrad's 1914 Directory of Winnebago County

Stirling's 1920 Directory of Neenah-Menasha

Wright's 1924 Directory of Neenah-Menasha

Zabel's 1928 Neenah-Menasha Directory

1934 Neenah-Menasha Community Directory

The Conservator, 1856-1860.

Island City Times, 1863-1870.

Neenah City Times, 1876-1884.

Neenah Daily Times, 1882-1919.

Neenah Gazette, 1871-1882.

Neenah News-Times, 1919-1949.

Twin City News-Record, 1950-1978.

College Avenue Historic District, NRHP 1983; Appleton, Wisconsin

Neenah Tax Records, 1872-1940

Sherry Papers, Avery Sherry; Milwaukee, Wisconsin

Cunningham, G. A.: History of Neenah; Gazette Printing Company, 1878; Neenah  
Wisconsin.

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Historical Society of Wisconsin, 1969; Madison, Wisconsin.

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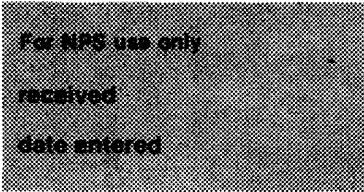
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- Lawson, P. V.: History of Winnebago County; C. F. Cooper & Co., 1908; Chicago Illinois.
- Shattuck, S. F.: History of Neenah; George Banta Publishing Co., 1958; Neenah, Wisconsin.
- Smith, Alice: Millstone and Saw; State Historical Society of Wisconsin, 1967; Madison, Wisconsin
- Titus, William A.: History of the Fox River Valley; S. J. Clarke Publishing Co., 1930; Chicago, Illinois.

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Legal Descriptions:

1. Neenah-Menasha Business Machines/Modern Cash Register/Town & Country Beauty Salon/Star Bar; 220-222-224 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 11 & West 1/2 of 10 & All of  
Lot 12, Block 3

2. Farmers Bar; 218 W. Wisconsin Avenue:

Jones 2nd Addition  
West 1/2 of Lot 9 & East 1/2 of 10,  
Block 3

3. Unoccupied; 214-216 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 8 & East 1/2 of Lot 9, Block 3

4. Schooner Inn; 212 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 7, Block 3

5. 14 Carat Boutique; 210 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 6, Block 3

6. Montgomery Ward; 208 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 5, Block 3

7. R & R Yarn Shop; 206 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 4, Block 3

8. Gene's Bake Shop; The Frame Up; 202-204 W. Wisconsin Avenue:

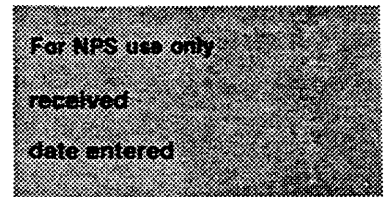
Jones 2nd Addition  
Lot 2 & Lot 3, Block 3

9. Craft Connection; 200 W. Wisconsin Avenue:

Jones 2nd Addition  
Lot 1, Block 3

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Legal Descriptions:

10. Caliban's; 134 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
The North 106 Ft of Lot 16, Block E

11. Holz Pfaff Sewing & Fabric Center; 132 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 15, Lot 16 Excluding Northeast 106  
Ft & Northeast 25 Ft Lot 17, All Block E

12. Unoccupied; 110 Church Street:

Plat of Winnebago Rapids  
Lot 15, Lot 16 Excluding Northeast 106  
Ft & Northeast 25 Ft Lot 17, All Block E

13. Atlas Office & School Supply; 130 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 14, Block E

14. Camera & Card, Inc.; 128 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
North 79 Ft 10 Inches of Lot 13,  
Block E

15. Camera & Card, Inc.; 126 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 12, Block E

16. Unoccupied; 124 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 11, Block E

17. Unoccupied; 120 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 11 & North 50 Ft Lot 20, All Block E

18. Unoccupied; 118 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 8, Block E

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Legal Descriptions:

19. T. M. Werner/Colleen's Candy Shop; 116 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
Lot 7, Block E

20. The Penny Wise Shop; 114 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
West 20 Ft of Lot 6, Block E

21. Bill Paul LTD; 112 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
West 11.50 Ft of Lot 5 & East 10  
Ft of 6, Block E

22. Hermene's Gift Shop; 110 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
West 3 Ft of Lot 4 & East 18.50 Ft  
of 5, Block E

23. Morton Drug Co., Inc.; 108 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
East 27 Ft of Lot 4, Block E

24. Elwers Pharmacy, Inc.; 106 W. Wisconsin Avenue:

Plat of Winnebago Rapids  
West 24 Ft of Lot 3, Block E

25. P.H. Glatfelter Co., - Bergstrom Division Offices;  
225 W. Wisconsin Avenue:

Warners Addition  
Lot 12 & East 1/2 of Lot 13,  
Block B

26. Mautz Decorating Center; 207 W. Wisconsin Avenue:

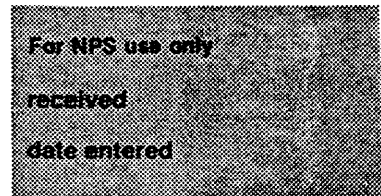
Warners Addition  
Lot 4, Block B

27. In His Footsteps; 205 W. Wisconsin Avenue:

Warners Addition  
Lot 3, Block B

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Legal Descriptions:

28. Unoccupied; 203 W. Wisconsin Avenue:

Warners Addition  
Lot 3, Block B

29. J. J. Keller & Associates, Inc.; 137-145 W. Wisconsin Avenue:

Warners Addition  
Lots 15 & 16 & West 29.50 Ft of  
14, Block A

30. Unoccupied/Athletes Feet; 135 W. Wisconsin Avenue:

Warners Addition  
West 24 Ft of Lot 13 & East 6 Inches  
of Lot 14 & Undivided 2-3 Interest of  
West 5 Ft of East 6 Ft of Lot 13, Block A

31. Arlo Coffee Shop; 133 W. Wisconsin Avenue:

Warners Addition  
West 16 Ft of Lot 12 & East 1 Ft of  
13 & Undivided 1-3 Interest of 5 Ft  
of East 6 Ft of Lot 13, Block A

32. Stork Shop/Katherine K's; 131 W. Wisconsin Avenue:

Warners Addition  
West 24 Ft of Lot 11 & East 14 Ft  
of 12, Block A

33. Oskar's Jewelry; 127 W. Wisconsin Avenue:

Warners Addition  
West 10 Ft of Lot 10 & East 6 Ft  
of Lot 11, Block A

34. Joseph's Shoes; 125 W. Wisconsin Avenue:

Warners Addition  
West 7.50 Ft of Lot 9 & East 20 Ft  
of 10, Block A

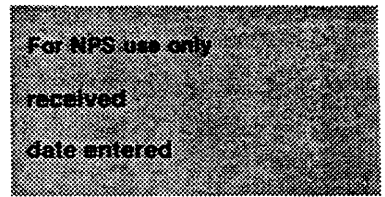
35. The Barn Door; 123 W. Wisconsin Avenue:

Warners Addition  
West .9 Ft of South 128 Ft of Lot 8  
& East 22.5 Ft of Lot 9, Block A



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Legal Descriptions:

36. Michaels for Guys and Gals; 121 W. Wisconsin Avenue:

Warners Addition  
East 24.1 Ft of South 128 Ft of Lot  
8, Block A

37. Meyer's Booterie/McCarthy-Haertl Jewelers; 117-119 W. Wisconsin Avenue:

Warners Addition  
Lot 7, Block A

38. Classcycles/Modern Barber Service; 113-115 W. Wisconsin Avenue:

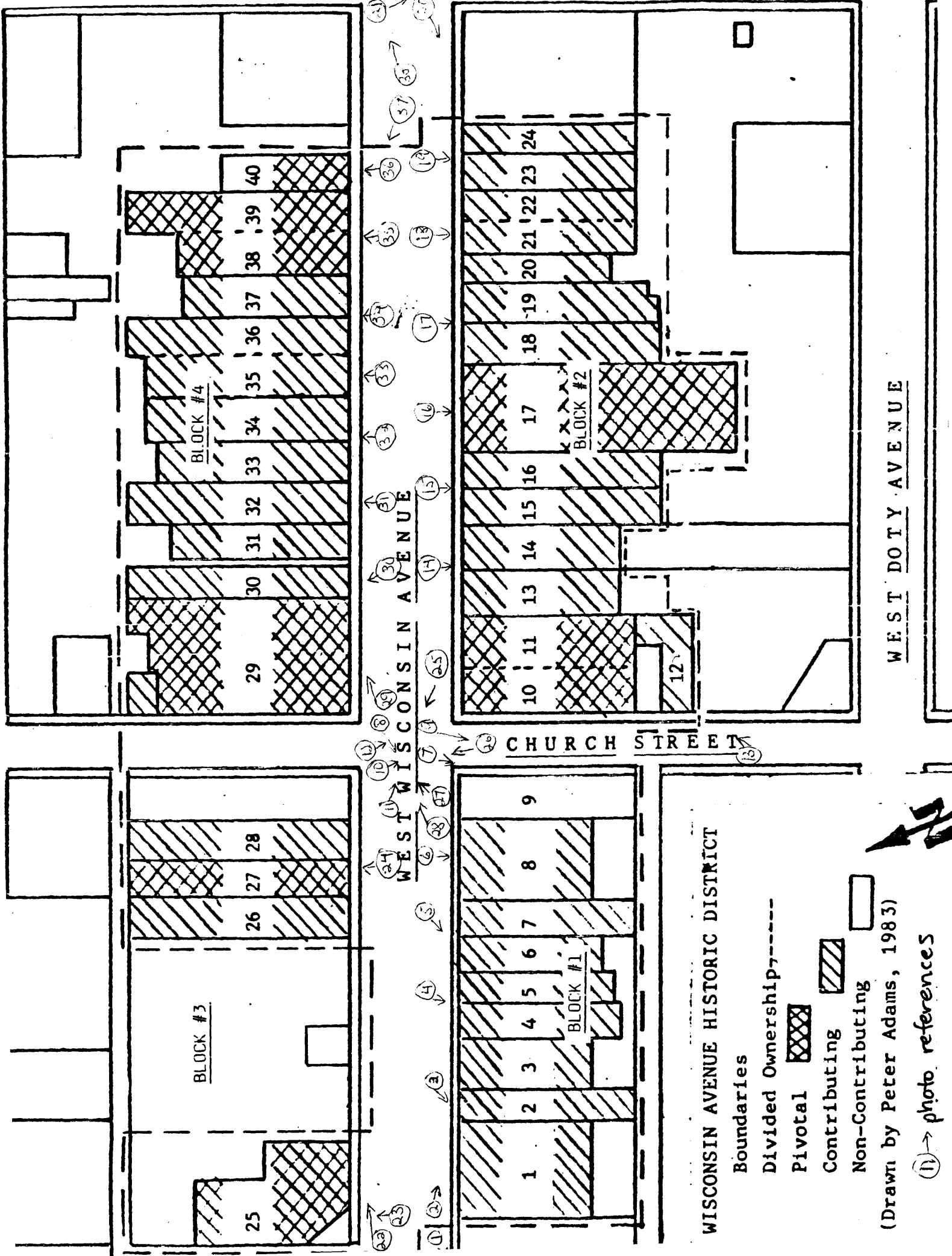
Warners Addition  
Lot 6, Block A

39. Unoccupied/Avenue Cafe; 111 W. Wisconsin Avenue:

Warner's Addition  
Lot 5 & the Westerly 6 Inches of  
the Southerly 75 Ft of Lot 4, Block A

40. Wisconsin Electric Power Co./Wisconsin Natural Gas Co.; 109 W. Wisconsin  
Avenue:

Warners Addition  
Lot 4, Block A



WISCONSIN AVENUE HISTORIC DISTRICT

- Boundaries
- Divided Ownership
- Pivotal
- Contributing
- Non-Contributing

(Drawn by Peter Adams, 1983)

(1) → photo references

WEST DOTY AVENUE

WEST WISCONSIN AVENUE

CHURCH STREET

BLOCK #4

BLOCK #2

BLOCK #3

BLOCK #1

29 30 31 32 33 34 35 36 37 38 39 40

10 11 12 13 14 15 16 17 18 19 20 21 22 23 24

25 26 27 28

1 2 3 4 5 6 7 8 9