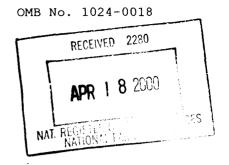
NPS Form 10-900 (Rev. 8/86) Wisconsin Word Processor Format (1331D) (Approved 3/87)

United States Department of the Interior National Park Service

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NATIONAL REGISTER OF HISTORIC PLACES REGISTER FORM

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in <u>Guidelines for Completing National Register Forms</u> (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries. Use letter quality printer in 12 pitch, using an 85 space line and a 10 space left margin. Use only 25% or greater cotton content bond paper.

1. Name of Prope	erty			
historic name	WHIT	NG, FRANK B. HOL	JSE	
other names/site	number_ <u>"The</u>	Gables," and Bas	rnes, David W.,H	ouse
2. Location				
street & number_	620 East Fore	est Avenue		N/A not for ublication
city, town	Neenah			N/A vicinity
state Wisconsin	code WI	county Winnel	pago code 139	zip code 54956
3. Classification				
Ownership of Prop X private public-local public-State public-Federa	<u>X</u>	egory of Propert building(s) district site structure	No. of Recontribut	buildings sites structures
Name of related r	multiple prope	object	previousl	objects 0 Total ntributing resources y listed in the Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this \underline{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 meets the National Register criteria. I recommend that this property be considered significant __nationally __statewide \underline{X} locally. (__see continuation sheet for additional comments.)

Alicia J. (ou)	4/10	12000
Signature of certifying official	Date	
State or Federal agency and bureau		
In my opinion, the propertymeets criteriaSee continuation sheet.	does not meet the N	ational Register
Signature of commenting or other official	Date	
State or other Federal agency and bureau		
5. National Park Service Certification I, hearby, certify that this property is:		
entered in the National Register. See continuation sheet	BHR Poland	5/31/00
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
6. Functions or use		
Historic Functions	Current Functions	
(enter categories from instructions)	(enter categories from in	structions)
DOMESTIC/single dwelling	DOMESTIC/single dwelling	
DOMESTIC/secondary structure	DOMESTIC/secondary struc	

Whiting, Frank B., House Name of Property

7. Description		
Architectural Classification	Materials	
(enter categories from instructions)	(enter cate	gories from instructions)
	foundation	limestone
Queen Anne	walls	brick
		weatherboard
	roof	asphalt
	other	shingle
		wood

Describe present and historic physical appearance.

The Frank B. Whiting House is situated on less than one acre of land on the south side of Doty Island. Lying midway between Fifth and Ninth Streets on the north side of East Forest Avenue, the Whiting House is about one mile northeast of the central business district in a loose cluster of large and distinguished late 19th century homes, many of which are listed in the National Register of Historic Places.

The principal structure on the property is a three-story residence built of masonry in the Queen Anne style in 1885. The plan configuration is rectangular with a full-width rear wing, to which a rear two-story porch and a contemporary one-story addition have been added. The roof form is side-gabled with prominent front and rear cross gables. On the one-story addition the roof form is mansard.

The foundations of the house are rock-faced ashlar limestone. The walls are yellow brick with a stretcher bond in the main mass, with clapboard on the first and second floors and fish scale shingles on the third floor of the rear wing. The roofing materials are contemporary asphalt shingles. The roofline of the main mass has one dormer and two chimneys. The dormer is shed style and found on the south or front slope of the main roof. A ridge chimney is located at the center of the main mass, and an interior end chimney is located on the north facade of the rear wing. An exterior end chimney is also located on the east facade of the one-story addition.

The Queen Anne design includes a one-story polygonal bay on the east facade of the main mass, and a two-story rectangular bay on the west facade. A porch from the 1940s extends across the east half of the south or front facade, and a matching entry porch is located on the west facade rectangular bay. Both have stone foundations, filigreed wrought iron supports, and flat roofs. The west entry porch has stairs to the driveway, and its roof extends out over the porch in a cantilevered fashion. A second entry porch is integrated into the two-story porch on the north facade. The porches replaced older Queen Anne and early 20th century porches with turned porch supports and Stick Style balustrades. The porch on the south facade provided access to the original main entry.

The present main entrance is located off the west facade entry porch and consists of a single door with multi-paned door glazed with beveled glass. Two identical doors open onto the south porch. The rear door consists of a paneled door with a single light in the upper half. A paneled fire door on the third floor of the north facade opens onto the roof of the two-story porch. A ground level entry to the basement is located on the west side of the porch.

The fenestration is predominantly functional and consists of double-hung, single-paned sash except where noted. Multi-paned sash is six-over-one unless described

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Whiting, Frank B., House

otherwise. The front facade of the south cross gable is balanced by a paired window grouping and a single light on the first floor, and a paired window grouping and a stained-glass light on the second. This formality is repeated in the main front facade, where a paired window grouping is located directly over the south doorway. The entrance itself is surrounded by a beveled glass transom and sidelights.

The east and west facades, or gable ends of the main mass, combine both formal and functional elements. The one-story polygonal bay on the east facade is centered on the first floor and includes four windows below a bracketed canopy roof. Above this on the second floor a single window is flanked by multi-paned transoms. On the west facade the two-story rectangular bay includes a single window adjacent to the first floor entry, also surrounded by beveled glass transom and sidelights. Above these are a single window and a multi-paned transom. The main facade of the west gable end has a three window grouping with multi-paned transoms on the first floor, and a paired window grouping on the second.

On the west facade of the rear wing a paired window group is located on the first floor along with five modern, single-paned casements wrapping around the northwest corner. A paired window grouping is located on the second floor, and two single windows with multi-paned upper sash are located on the third floor. On the second floor of the north facade is a paired window grouping with modern casement sash, and on the third floor two paired window groupings with multi-paned upper sash flank the fire exit. The two-story porch includes paired window groupings on the east and west facades, and a three window grouping across the north facade. On the east facade a multi-paned light is located on the second floor, and a double window and intervening transom, all with multipaned upper sash, is on the third floor. The one story addition, located on the northeast corner of the rear wing, has four modern casement windows on the north, three double-hung windows on the east, and one double-hung window on the south facades.

The fenestration of the gable ends include a three window grouping in the east gable, a three window grouping in the south and west gables, and two multi-paned lights in the north gable. The south dormer is comprised of three lights.

Character defining decorative features include the use of fish scale shingles, pedimented gables, limestone headers and sills, Stick-style balustrades, elongated and fan brackets, terra cotta tiles, and patterned brickwork. Typical of the Queen Anne style, these decorative features are concentrated in the dominant side and front gables. The two pedimented side gables are particularly featured in the design, incorporating fishscale shingles and double brackets under pedimented gablewithin-gables that also serve as window caps. In addition to these features, the east gable has an integral balcony with a Stick-style balustrade. The shutters found on various windows are contemporary.

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Whiting, Frank B., House Neenah, Winnebago County, Wisconsin

The interior follows a modified center hall plan with dining room and kitchen at the rear, and a corner parlor serving also as a carriage entrance. Enlarged and altered several times during Whiting's lifetime, the interior combines modest Victorian detailing with high-style design elements from the 1940s. The simple woodwork is notably unmitted around doors and windows, reflecting the economies of the original builder. To this has been added various theatrical features, including leather-padded interior shutters, a waterfall staircase, imitation marble flooring, torchiere chandeliers, and floor-to-ceiling bookcases with false-front sets of the classics. The basement has a false brick-covered wine cellar door dating from Prohibition.

Although substantially altered and enlarged from its 1885 appearance, the principal changes made to the house fall into two distinct periods of Whiting's historic residence. The first period, which began not long after Whiting acquired the house in 1910, includes the enlargement of the small rear brick wing into the full-width, three-story clapboard addition. The overall enlargement, along with the two-story rear porch, probably took place over a number of years and reflects the space needs of Whiting's growing family. Also from this period is the construction of the two-car garage and the original tennis court.

The second set of alterations, which followed Whiting's marriage to Broadway actress Merle Stevens in the 1940s, include the redecoration of the interior and the alteration of the porches. The porch alterations removed Stick Style ballusters, turned porch supports, and gabled entries. While a loss of architectural integrity, the modernization nevertheless reflects an important period of social achievement for Whiting. Also dating from his second period is the conversion of the tennis court to an animal preserve.

While altered from its appearance in 1885, the house remains largely as it evolved during the Whiting's forty-two year residence. With only a single alteration antedating their occupancy, the historic exterior and interior alterations reflect the period in which Whiting distinguished himself as both a paper industry leader and society figure.

The grounds include a two-story carriage house built of brick in the 1880s, and a one-story garage built of brick sometime after 1910. The carriage house is brick on the first floor and fish-scaled shingles on the second, and there is a sliding hayloft door on the south facade. Various landscape features also remain intact, including the site of a lawn tennis court that was later converted to a small nature preserve in which deer and other indigenous Wisconsin fauna were kept. The carriage house and garage are contributing buildings.

Winneba	ago (County,	Wisconsin
County			

8. Statement of Significance		
Certifying official has considered the	significance of this proper	ty in relation to
other properties:nationally	statewide	X locally
Applicable National Register Criteria	A <u>X</u> BCD	
Criteria Considerations (Exceptions) _	ABCD	EF <u>X</u> G
Areas of Significance		
(enter categories from instructions)	Period of Significance	Significant Dates
Industry	1910-1952 (1)	N/A
	Cultural Affiliation	
Significant Person Whiting, Frank Brockway	Architect/Builder unknown	

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

The Frank B. Whiting House is of local historical significance under criterion B for its association with one of Neenah's leading twentieth century paper manufacturers. Occupied by Whiting for more than forty years, the house is reflective of a significant period of community growth and achievement in which Whiting played a notable role.

HISTORICAL BACKGROUND

Neenah began in 1835 as an industrial and agricultural mission for the Menominee Indians. Its early white settlement, attracted by the water power of the Fox River, started a few years later. Developing in the 1850s as an important flour milling center in Wisconsin, Neenah's industrial economy evolved into a nationally prominent center for paper milling in the late 19th century, dominated by the Kimberly-Clark Corporation. After the turn of the century the local paper industry turned from bulk papers to consumer products, a move which resulted in continued industrial expansion during the 20th century. Kimberly-Clark led the way in this movement through the development of Cellucotton products, while others like the Gilbert and Whiting paper companies continued to provide important industrial commodities such as book and print grade papers.

The economic development of the late 19th and early 20th centuries produced a large number of substantial local fortunes, with which Neenah's industrialists built notable residences on East Wisconsin Avenue, the city's principal thoroughfare. A second prestigious neighborhood simultaneously developed along East Forest Avenue on Doty Island. Here leading Menasha industrial figures built substantial homes on large wooded lots in relative seclusion from both communities.

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Whiting, Frank B., House Neenah, Winnebago County, Wisconsin

The homes along this street were particularly distinguished for their association with such second generation industrial figures as the children of Menasha Wooden Ware founder Elisha D. Smith, and various members of the Gilbert and Whiting paper families.

INDUSTRY

In 1882 George A. Whiting, a part owner of Neenah's Winnebago Paper Co, built a one-machine mill on Menasha's government canal in partnership with William Gilbert. Four years later the two men parted company, with Whiting taking his share interest in title to the mill. From this beginning Whiting expanded his operations to include mills and other investments at Wisconsin Rapids, Whiting, Plover, and Stevens Point. One of the principal developers of Wisconsin River waterpower, Whiting was the first local paper manufacturer to expand outside of the Fox River Valley. In doing so he became one of Wisconsin's most influential paper men.(2)

Frank B. Whiting (1885-1952), a 1908 graduate of Princeton University, joined his adoptive father in the family business and functioned for twenty years as his right hand man. Made an officer and shareholder when the George A Whiting Paper Co. was reorganized in 1911, the younger Whiting was put in charge of the rapidly expanding Wisconsin River operations. He also played a leadership role in the implementation of such radical initiatives as employee profit sharing, begun several years before industry leader Kimberly-Clark Corp.(3) Assuming the presidency following his father's death in 1930, Whiting's management kept the mills solvent and at full employment throughout the Great Depression. In 1937 he became president of the Whiting-Plover Paper Company at Stevens Point, and in 1941 he increased the capital investment at the Menasha mill threefold. (4) Under Whiting's leadership, the companies maintained offices and warehouses in New York City, Milwaukee, Chicago, St. Paul, and Minneapolis, and established an international reputation through a growing clientele in South America and the Orient.(5)

As one of a half dozen second generation paper industrialists in Neenah, Whiting distinguished himself from the other sons of prominent men by the diversity of his other interests. In addition to his leadership role in the paper industry, Whiting was a pioneer in the establishment of Wisconsin air travel. Constructing an airport on Menasha's Appleton Road, he promoted charter air service to Milwaukee and Chicago, and opened a flight school. He also helped to establish his airport as an official depot on the Green Bay to Milwaukee U. S. airmail route operated by the fledgling North American Airlines. Although the field's lifespan was barely more than eight years, Whiting's promotion of the facility earned it the reputation of being one of Wisconsin's busiest airfields.(6)

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An avid yachtsman and tennis player, Whiting also contributed generously to the local advancement of both sports, ultimately donating his luxurious boathouse to the city for use in patrolling Lake Winnebago. The boathouse, valued at \$100,000 when constructed in 1932, was at the time one of the single largest gifts ever presented to the city. It remains to this day the only water safety facility on the entire lake. As one of the state's first tennis competitors, Whiting also played host to many of America's reigning amateurs when the Doty Tennis Club competitions attracted such 1940s luminaries as Poncho Gonzalez and Bobby Riggs. (7)

The Whiting Memorial Baptist Church was yet another beneficiary of Frank Whiting's generosity. Although never a member, Whiting continued to support the congregation as his father had. In a similar vein he maintained the senior Whiting's Forest Avenue home until his own death, and preserved the Whiting mills in Menasha as the only paper mill operating entirely on water power.

In sharp contrast to his conservative role in industry and the community, Whiting was viewed by many of his contemporaries as a millionaire playboy, a reputation he earned by indulging himself in lavish parties, fast cars, and pedigree dogs. Undaunted by social convention, Whiting installed a secret liquor vault in his home during prohibition. When the whim moved him, Whiting even converted a lawn tennis court at his home into a sanctuary for tame Wisconsin fauna. His third wife, Broadway actress Merle Stevens, brought additional luster to his reputation as a bon vivant. An eastern socialite in her own right, Stevens named the house "The Gables" and included actress Martha Raye and other theatrical notables in their whirl of parties. (8)

The house, acquired by Whiting in 1910, had been built in 1885 for building contractor David W.Barnes. A modest residence of nominal architectural pretensions, the house was nearly tripled it in size to accommodate Whiting's growing family of three children. The house and grounds were also enhanced by the construction of a second garage and lawn tennis courts. Widowed and then divorced, Whiting's marriage to Stevens brought about a number of other modernizations. These later changes included the distinctive theatrical decor featuring false-front books and a cascading waterfall staircase in the entry parlor, and massive leather-covered interior shutters to the living room. The remodeling of the porches, which entailed a loss of architectural integrity, is also believed to have been part of this updated look.

According to <u>Cultural Resource Management in Wisconsin</u>, the Whiting house is historically significant as one of only two surviving Neenah structures associated with Whiting's life. The George Whiting Home, the Winnebago Paper Mill, and the Whiting Memorial Baptist Church in Neenah have all been demolished. The Whiting mill and airport in Menasha are extant but greatly altered. It is not known whether the

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Whiting, Frank B., House Neenah, Winnebago County, Wisconsin

Whiting mills in Wisconsin Rapids, Plover, and Whiting are in existence. Of the surviving Neenah resources, the Whiting Boathouse at 515 Clark St. is architecturally significant as a finely detailed Mediterranean Revival jewel. Its historical significance to the community and to the Fox-Wisconsin waterway is also incontestable. Its importance, however, as a reflection of Whiting's life is limited to one aspect of his recreational interests.

The Whiting house, on the other hand, was his principal residence for the forty-two years of his productive professional life. As altered by Whiting, it was the showplace of his diverse interests, personal tastes, and social position in the community. The multiple garages, theatrical interior features, and even the regrettable alteration of the porches all reflect the character of one of the city's most prominent and colorful industrialists and benefactors. The home of a unique individualist, the Whiting house is illustrative of the diversity of Neenah's community character in the first half of the 20th century.

NOTES:

- (1) The period of construction begins with the date of Whiting's acquisition of the house in 1910 to his death in 1952.
- (2) Glaab and Larsen, 121.
- (3) Moranz, 113.
- (4) George A. Whiting Co. Papers. Minutes book; June 3, 1941.
- (5) Post-Crescent; October 6, 1950.
- (6) Oshkosh Daily Northwestern; August 11, 1982.
- (7) Twin City News-Record; March 31, 1952.
- (8) Menasha Record; August 29, 1930.

Criteria Consideration G:

Normally a property's significance cannot extend beyond the 50 year mark. However, in the case of the Whiting House, the significance of the house is related to the years of Frank B. Whiting's residence at the property. Because the year of Whiting's death in 1952 marked the end of his association with the property and because of the close proximity of this date to the 50 year rule, it is felt that this property meets the consideration.

9. Major Bibliographic References	
See continuation sheet	·
Register previously determined eligible by the National Register designated a National Historic Landmark recorded by Historic American	Primary location of additional data: X State Historic Preservation Office Other State agency Federal agency Local government University Other Specify repository:
10. Geographical Data	
C / / /// / // / // Zone Easting Northing	B
Verbal Boundary Description	
Lot 15 and the east 5 feet of Lot 16, excl Document #652631, Block 7, Assessors Plat Street	
Boundary Justification	
Boundaries are based on the legally record associated with the nominated property.	ed boundary lines of the lots historically See continuation sheet
11. Form Prepared By	
name/title Peter J. Adams	
organization N/A	date February 28, 1999
street & number 604 E. Forest Ave.	telephone 920/725-1945
city or town Neenah	state Wisconsin zip code 54956

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					wniting	, Frank B.	, nouse	
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Whiting, Frank B., House Neenah, Winnebago County, Wisconsin

Photographic Materials - Identification

Whiting, Frank B. House, Neenah, Winnebago Co., WI. Photos by Peter J. Adams; February 1999
Negatives at the State Historical Society of Wisconsin.

Photo #1 of 14: Exterior, view of house from southwest.

Photo #2 of 14: Exterior, view of house from northwest.

Photo #3 of 14: Exterior, view of house from north.

Photo #4 of 14: Exterior, of house view from southeast.

Photo #5 of 14: Exterior, view of garage from southeast.

Photo #6 of 14: Exterior, view of garage from northwest.

Photo #7 of 14: Exterior, view of carriage house from southeast.

Photo #8 of 14: Exterior, view of carriage house from northwest.

Photo #9 of 14: Exterior, view of wildlife preserve from southwest.

Photo #10 of 14: Interior, view of waterfall staircase in entry hall.

Photo #11 of 14: Interior, view of bookcase and false books in entry hall.

Photo #12 of 14: Interior, view of entry hall chandelier

Photo #13 of 14: Interior, view of dining room chandelier

Photo #14 of 14: Interior, view of interior shutters, living room.

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Whiting, Frank B., House Neenah, Winnebago County, Wisconsin

Mr. and Mrs. Ernest J. Arlart 620 E. Forest Avenue Neenah, Wisconsin 54956

920/729-1693