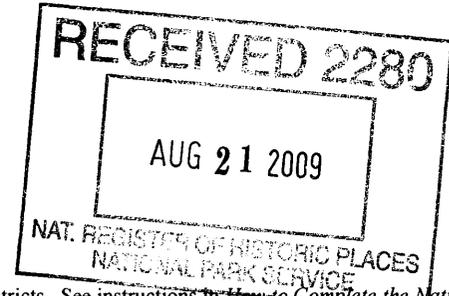


797



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

**National Register of Historic Places
Registration Form**

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

1. Name of Property

historic name Fountain Inn
other names/site number _____

2. Location

street & number	203 Front Street	N/A	not for publication
city or town	Beaver Dam	N/A	vicinity
state	Wisconsin	code	027
code	WI	county	Dodge
code	027	zip code	53916

3. State/Federal Agency Certification

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

[Signature] _____
Signature of certifying official/Title Date 8/3/09

State Historic Preservation Officer - Wisconsin

State or Federal agency and bureau

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

Signature of commenting official/Title Date

State or Federal agency and bureau

Fountain Inn
Name of Property

Dodge County
County and State

Wisconsin

4. National Park Service Certification

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

Edson H. Beall

9.30.09

hcr

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes as
as apply)

private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)

building(s)
 district
 structure
 site
 object

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

contributing	noncontributing
1	0 buildings
0	0 sites
0	0 structures
0	0 objects
1	0 total

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

N/A

**Number of contributing resources
is previously listed in the National Register**

0

6. Function or Use

Historic Functions

(Enter categories from instructions)
COMMERCE/TRADE/ restaurant

Current Functions

(Enter categories from instructions)
COMMERCE/TRADE/ restaurant

7. Description

Architectural Classification

(Enter categories from instructions)

LATE 19TH AND EARLY 20TH CENTURY
AMERICAN MOVEMENTS/ Commercial style

Materials

(Enter categories from instructions)

Foundation CONCRETE

walls BRICK

roof SYNTHETICS/ rubber

other STONE/ limestone

Narrative Description

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

Fountain Inn
Name of Property

Dodge County
County and State

Wisconsin

8. Statement of Significance

Applicable National Register Criteria

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

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

Criteria Considerations

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

Property is:

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

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

Period of Significance

1911

Significant Dates

1911

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Leiser and Holst

Narrative Statement of Significance

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

Fountain Inn
Name of Property

Dodge County
County and State

Wisconsin

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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

Photographs Representative black and white photographs of the property.

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

Property Owner

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

name/title	Jay Hoeft	date	December 8, 2008
organization		telephone	920-885-9736
street&number	511 S. Lincoln Ave.	zip code	53916
city or town	Beaver Dam	state	WI

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

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

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

The Fountain Inn is situated in a commercial block on the main street of downtown Beaver Dam. Like other buildings on the south side of the 200 block of Front Street, the Fountain Inn building partially extends over the Beaver Dam River, which flows behind and under the Front Street buildings. The southern $\frac{3}{4}$ (approximately) of the building rests on concrete piers and sits over the river.

The Fountain Inn is a two-story, rectangular, red brick, commercial vernacular structure with a flat roof. It measures 24 feet wide by 55 feet deep and directly adjoins commercial structures on both sides. On the east side, it shares a common wall with the former Dodge County Lodge #72 Masonic Temple, which is on the southwest corner of Front and Center streets. The Fountain Inn was built at the same time as the Masonic Temple building, and appears to have been designed and constructed in combination with the Temple.

The basement of the Fountain Inn has a concrete floor, with a manhole opening to the river. Four concrete pillars in the basement support the superstructure. The basement walls are poured concrete, except for the front (north) wall, where concrete block covers a former coal chute, and the upper part of the rear (south) wall, which is brick. A poured concrete stairway leads to the ground floor.

The street level façade of the building is dominated by a segmental-arch storefront. It consists of a fully glazed oak door flanked by brick bulkheads that support plate glass display windows. The bulkheads each have a decorative, rectangular projecting brick panel. The bulkheads and windows are indented slightly from the principal wall plane and are set at a shallow oblique angle, so that the door is slightly recessed under the lintel. A prism glass transom, divided into three bays, extends over the door and windows. The transom is made up of prismatic glass tiles set in zinc comes. In the lower right hand (west) corner of the transom, viewed from the outside, the word "Luxfer" is molded into one of the tiles. Brick pilasters with simple Tuscan limestone bases and capitals flank the archway. A stone sill, which has been painted, extends under and beyond the windows to the pilasters.

A recessed doorway at the east corner of the building opens to an interior stairway that leads to the second floor. Immediately east of the doorway is another brick pilaster, which belongs to the Masonic Temple building. It is slightly wider, but similar in form to the two on either side of the Fountain Inn's arched storefront. A painted sheet metal cornice extends across the tops of all three capitals and separates the storefront from the second story; it continues around both facades of the Masonic Temple to the east. The second story is lighted by three closely spaced flat-headed double hung windows connected by a continuous limestone sill and surrounded by a plain projecting brick molding. Two oblong limestone blocks, evidently meant to suggest pilaster capitals, appear to float near the upper outside corners of the building. Closely-spaced ornamental rafter tails and a decorative purlin support a pent roof clad with green ceramic barrel tiles, which extends across the top of a low parapet. A copper gutter edges the tile roof, and a flat rubber roof lies behind the parapet.

The ground floor of the building is a single large rectangular space. The floor is paved with white hexagon tiles accented with regularly spaced brown rosette designs. The tiles around the perimeter of the room are square, also white, but set off from the central field by a brown border and featuring a Greek key motif, also executed

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

in brown tile. The interior walls of are red wire-faced brick with a slight glaze. An original bracketed oak plate rail extends around the entire room. Above the plate rail, the east wall is clad with pine paneling that was installed in the late 1990s; elsewhere, the upper walls are a paler, unglazed brick that was exposed when a painted cardboard covering was removed. The ceiling consists of rectangular, painted panels framed by shallow, dark-stained oak box beams alternating with narrow oak battens.

The front door opens directly into the northeast corner of the bar room. Along the east wall, just south of the entry, a door opens into the vestibule for the stairway to the second floor, and beyond it, another door leads to the basement stairs. Both doors have a single oak panel and gently arched frames, and are set into segmental arched brick doorways with brick hood moldings.

Beyond the doorways is a seating alcove with a painted paneled ceiling and an elongated opening topped by a shallow, inverted V-shaped oak arch. Both ends of the arch rest on bullnozed wooden imposts set into the brick corners. The alcove encloses three wooden booths with U-shaped vinyl bench seats and freestanding wooden tables with laminate art deco design tops. The booths replaced wooden tables and chairs that appear in historic photographs taken soon after the tavern's opening. The alcove has a paneled ceiling, which has been painted.

Beyond the seating alcove, in the southeast corner of the room, there is an arched doorway, similar to the two doors on the other side of the alcove. This door opens into the men's lavatory. Inside, there is a water closet stall to the right, with a tongue and groove vertical board oak partition and swinging door. To the left are two original stone or concrete stall urinals with a porcelain finish. Straight ahead, there is a round-arched brick niche with an original, white porcelain wall-hung sink mounted in it. A lighting/ventilation shaft rises from directly over the men's room, approximately 30 feet to the roof.

Next to the men's room, in the southeast corner of the bar room, is a built-out brick enclosure that now holds the women's lavatory but probably was a closet originally. The oak door has a flat head and lacks the brick segmental arch that characterizes the other door and window openings. On the west wall, near the southwest corner of the room, there is a segmental arch window opening that has been boarded up.

Dominating the west wall is a massive oak bar, with back bar, approximately 24 feet long and 10.5 feet high. Both the front and back bars have mahogany tops. The front bar rests on the original pink marble base. A brass footrail was installed by the current owner.

The back bar is a rectangular structure with an elliptical arch opening and an ogee cornice. The arch sits on carved wooden columns at each end. The columns have a suggestion of Corinthian capitals, with carved acanthus leaves framing a large inverted tear-drop or egg-shaped cartouche. The cartouche is inlaid with red, blue and green painted elements outlined in mother of pearl. A narrow oak band wraps around the cartouche and acanthus leaves. The back of the bar is a plate glass mirror with an arched top and a beveled glass strip down the center. Contoured early neon lighting tubes are attached to the soffit of the arch over the back bar.

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

The lower section of the back bar consists of oak cabinets, which include a cooler with solid double door; a wine cabinet with glazed double doors; a liquor cabinet with three narrow stepped-back narrow shelves and glazed double doors, and a storage cabinet with solid doors. The hinges and some of the door latches are original. In the northwest corner of the room are two relatively recent coolers and an oak showcase, which is old but may not be original to the building.

A separate exterior door, tucked into a recess at the northeast corner of the building, opens into a vestibule and stairway to the second floor. The oak door has a full glass panel. The vestibule floor is the same hexagon tile with brown rosettes as in the tavern. High over the door is a large transom window, operated by metal rods that extend down the sides of the doorframe. A steep stairway, with an original oak handrail on the right side, leads straight up to a landing on the second floor.

From the landing at the top of the stairs, a long hallway leads to the right (north). Directly across from the landing (west), a doorway opens into the living room; there is a bathroom to the immediate left (south), off the landing. The hall leads to two bedrooms in the front of the building. The doorways to the bedrooms are set at an angle, with closets built into the triangular spaces between the hall and bedroom walls. A third bedroom occupies the space between the west bedroom and the living room. Adjacent to the living room, in the southwest corner of the building, is the kitchen, and behind it, to the east, a pantry. The kitchen has original cabinets over the sink. In the north pantry wall, there is a window that opens into the ventilation shaft. The pantry contains the original cabinets, which have been painted, as well newer cupboards that have been added.

The bathroom at the top of the landing has an original claw foot tub, on the east wall, and a window that opens into the ventilation shaft, in the south wall, opposite the pantry window.

The apartment has original dark-stained maple floors throughout, except in the kitchen, where the floor has been covered with vinyl. The doors, windows, baseboards and most other trim are original, including moldings for clothes hooks. The ceilings are covered with acoustical tiles, except in the kitchen and the northeast bedroom, where the original plaster ceilings are exposed.

The Fountain Inn retains an exceptionally high degree of integrity for a commercial building. Not only is its exterior almost completely intact to the date of construction, the interior of the tavern has had minimal alterations, with almost all of the original finishes in place. Of special note is the highly intact bar which occupies a prominent place in the room.

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

The Fountain Inn is significant at the local level under Criterion C as a fine example of an early twentieth century commercial building and an early twentieth century brewery-built saloon. The Fountain Inn has been in almost continuous use as a tavern since 1911, and both the exterior and interior exhibit an unusually high degree of integrity for a commercial structure of its age. While it is a modest building, the Fountain Inn was carefully designed and constructed. The storefront exterior possesses original features that are characteristic of early twentieth century commercial buildings, including a recessed entry flanked by oblique plate glass display windows, decorative brickwork bulkheads, a prismatic glass transom, and a sheet metal cornice. The interior is also highly intact, with an oak Brunswick-Balke-Collender bar and back bar, brick walls, original patterned ceramic tile floor, paneled ceiling, lavatory, and seating alcove.

The early twentieth century commercial architecture that typified the Main Streets of towns and cities across America carried forward many features from the nineteenth and even eighteenth centuries, with some innovations. While details varied, the basic formula was remarkably consistent.¹ The prevailing vernacular commercial building type was a two-story structure, with the ground floor devoted to business purposes and the upstairs for residential use. The ground floor typically had a center entry, recessed to afford protection from the elements. The doorway was usually flanked by plate glass display windows supported by low bulkheads of masonry, metal, or wood. A door at one corner led to the second story.

Since vernacular commercial buildings often stood wall-to-wall with other, similar, structures, most daylight had to come in through the storefront. Glass transoms over the front door and windows let additional light into the interior. By the early twentieth century, innovations in glassmaking technology had led to the development of larger sizes of plate glass, as well as several varieties of exotic glass for display windows and transoms. An especially popular material for transoms was prismatic glass. It consisted of glass tiles that were faceted or ribbed on the back, and refracted light so that it reached deeper into a building's interior. The tiles were usually joined together with zinc comes. Although several different companies produced prismatic glass, the leading manufacturer was Chicago's Luxfer Co., founded in 1896 as the Radiating Light Company and renamed the Luxfer Prism Company in 1897.

Above the transom, a stone, wood, or sheet metal cornice customarily divided the storefront from the second story. The upper story usually had simple double hung windows and terminated in a decorative cornice that typically hid a flat roof. The treatment of the second floor window frames and cornice imparted distinctive styles to the standard building form.

Because this kind of "Main Street" commercial architecture was so common, it might be expected that many examples survive. Urban renewal in the second half of the twentieth century removed a number of early vernacular commercial buildings from the scene, however, and the remaining structures have frequently

¹ Wyatt, Barbara, ed., *Cultural Resource Management in Wisconsin: a Manual for Historic Properties*, vol. 2. (Madison, Wis.: State Historical Society of Wisconsin, 1986), "Architecture," 3-10.

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

undergone significant modifications in an effort to keep up with changing business demands. These changes have disproportionately affected the street level façades. While the upper stories of commercial buildings have fared better, there are relatively few intact early twentieth century storefronts in Wisconsin.

Beaver Dam's once-thriving downtown business district has lost a number of early commercial buildings, and most of those that remain have been altered, especially on the ground floor. Even the Masonic Temple building, which adjoins the Fountain Inn and was built at the same time, does not have the same degree of integrity as the Fountain Inn. The other buildings on the south side of the 200 block of Front Street are comparable in style and scale to the Fountain Inn, and several have intact second story facades, but none possesses a well-preserved storefront. The buildings on the north side of the 200 block of Front Street have been either demolished or heavily altered. Just to the east, the 100 block of Front Street, which developed earlier than the 200 block, has a number of two and three story commercial buildings from the late nineteenth and early twentieth centuries, but none with an intact retail storefront. Beaver Dam's downtown business district also extends several blocks north and south on Spring Street (which is at the east end of the 100 block of Front Street) and a block south on Center Street. Only some early buildings remain in these blocks, and virtually all of the storefronts have been substantially altered.

Unlike comparable commercial structures in Beaver Dam, the exterior of the Fountain Inn retains the original storefront, including an oak and glass door flanked by plate glass display windows set in original frames, resting on brick bulkheads. The original arched, three-bay transom with leaded Luxfer prismatic glass tiles completes the storefront and a sheet metal cornice visually separates it from the second story.

Inside, the original hexagon tile floor with Greek key border and rosette accents is intact, as are the brick walls and bracketed oak plate rail. The seating alcove in the east wall is also intact, though now occupied by upholstered wooden booths instead of the original tables and chairs. The men's lavatory is virtually unchanged, with original floor, walls, urinals, sink, and water closet partition. Most important, the massive oak Brunswick bar, which dominates the room, is original, except for surface refinishing. Underneath the back bar, the original oak cabinets testify to the variety of products once stored in them. With its elegantly arched opening, mirrored back, ornate columns, and mahogany top, the back bar is a striking focal point for this highly intact early twentieth century saloon.

Historic photographs document both the exterior and interior of the Fountain Inn. The earliest known photograph of the building, which appeared in the *Dodge County Citizen* on November 26, 1910, shows the Masonic Temple and the tavern both under construction. Several other early photographs show the exterior of the two buildings shortly after completion. In addition, three photographs in the Dodge County Historical Society show the interior of the saloon with its first proprietor, Herman Bork, behind the bar. Many details visible in the photographs are immediately recognizable today. These include the bar, the floor, the ceiling, the plate rail, doors, windows, and seating alcove. The principal changes are the loss of an interior partition wall with swinging door that originally screened the front entry, and the alteration of the wall surface above the plate

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Fountain Inn
Beaver Dam, Dodge County, Wisconsin

rail, which was originally sheathed with painted panels separated by oak battens, corresponding to the ceiling. In addition, the seating alcove held freestanding tables and wooden chairs rather than booths. One of the wooden chairs shown in the photograph still exists, in the basement. Despite minor changes in the décor, if a patron from 1911 walked into the tavern today, he would find himself in familiar surroundings.

The doorway leading to the second floor has the original oak door, transom, and tile foyer. The stairway is also intact. The room configuration and most of the building fabric in the apartment are original. They illustrate the common practice of providing living quarters over a commercial establishment of this type. Such an apartment often served as a residence for the building's owner, or as a rental property. The apartment over the Fountain Inn served both purposes. Herman Bork, the original proprietor, lived a block away, at 221 Maple Street, while the apartment was rented to others. A subsequent owner, Ray Gray, occupied the apartment for a short time. Long-time owner Howard Loudon lived above the tavern for 28 years.

History of Beaver Dam

Thomas Mackie, who arrived in the area with his family in the spring of 1841, is believed to be the first permanent European settler in Beaver Dam. Other settlers soon followed, and as early as 1842, they built the first in a series of dams to supply waterpower for a gristmill and a sawmill. The dams caused the shallow valley upriver to fill in, creating Beaver Dam Lake. By 1843, there were 79 inhabitants, a school and a church. The development of waterpower led to the establishment of mills along the southeast lake shore. In 1846, Thomas Mackie and the Brower brothers platted the town of Beaver Dam, laying out the streets that now make up the downtown. In 1856, the City of Beaver Dam was formally incorporated. The arrival of the railroad in the same year connected the town with distant markets, and Beaver Dam continued to expand at a steady pace.

Beginning in the 1860s, the original "Yankee" settlers from New England and New York were joined by immigrants from Germany, Poland, Ireland, and other countries. As wheat agriculture declined in the 1870s and 1880s across Wisconsin, dairying and the cheese industry grew in the area around Beaver Dam. Beaver Dam also developed a tourist industry in the 1880s, centered on the purported healing properties of water that flowed from springs in the area.

Nevertheless, it was manufacturing that drove Beaver Dam's economy. By the early twentieth century, Beaver Dam had a number of large manufacturing plants that the *Milwaukee Free Press* deemed exceptional for a city of its size.² To the early sawmill and grist mill had been added a linseed oil mill, tannery, several textile mills, brick makers, carriage makers, breweries, makers of agricultural implements, and other manufacturers. About 1890, several iron industries were established, specializing in malleable iron products. The largest was the Malleable Iron Range Company, which produced nationally distributed Monarch ranges. Beaver Dam's diverse industrial base allowed the population to expand rapidly in the last decade of the nineteenth century and the first decade of the twentieth century. Many public and commercial buildings were constructed in the downtown

² Homer Bishop Hubbell, *Dodge County, Wisconsin, Past and Present*. (Chicago: S.J. Clarke, 1913), 304.

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Fountain Inn
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area to serve the fast-growing city. The Fountain Inn and the Masonic Temple building next door were among them.

Brewing Industry in Wisconsin and Beaver Dam

Wisconsin's brewing industry began to develop in the 1840s. The industry was dominated by Germans and German Americans and centered in Milwaukee, although the state's first brewery was founded in 1840 in Milwaukee by three Welshmen. The following year, Herman Reutelshofer established a small German brewery in Milwaukee, and in 1844, the large concern of Jacob Best got its start. The Best brewery remained a family operation until 1866, when Phillip Best's son-in-law, Frederick Pabst, took control and developed it into a prominent national brewery. Numerous other breweries were established in Milwaukee during the late 1840s and early 1850s, including predecessors of the giant Miller, Schlitz, and Blatz concerns. Outside of Milwaukee, small local breweries sprang up in widely scattered areas across the state, usually where there were substantial German settlements. Generally located along rivers, these early, smaller breweries served local markets within the immediate vicinity. Some local breweries followed the lead of their larger counterparts and opened their own saloons. This allowed them to more effectively control the distribution of their product. Brewery owners also believed that it was in their interest to insure that their beer was distributed in substantial, well-built establishments instead of the ramshackle structures that sometimes served as saloons.³

Prior to 1850, Thomas Young had begun brewing small quantities of ale in a farm brewery on the outskirts of Beaver Dam, but it was German settlers who instituted the brewing of lager beer in the city. About 1853, Michael Biersack opened the first brewery in the city of Beaver Dam, called the Beaver Dam Brewery, at 516 Madison Street. In 1855, Biersack took Frank Liebenstein as a partner, and in 1856, he sold the plant to John Goeggerle and Joseph Patzlsberger, who had worked at a brewery in Madison. In 1859, Goeggerle took over the brewery, expanded it, and operated it until his death in 1902. From 1902 to 1904, it was operated by Frank and Julia Goeggerle. In 1905, Louis Ziegler purchased the brewery, and in 1906, he built a new and larger plant. During Prohibition, Ziegler manufactured malt wort, which was taxed by the Federal Government and used to make home brew. After Louis's death in 1927, Mrs. Ziegler took over the business. Upon the repeal of Prohibition, the company was reorganized and incorporated as the Louis Ziegler Brewing Company, under Albert Hutter and Louis Ziegler, Jr. The brewery was enlarged and extensive improvements were made. After Ziegler's death, it was bought by the Hutter Construction Co. of Fond du Lac, WI. The Louis Ziegler Brewery continued to expand, reaching a capacity of 50,000 barrels in the 1940s and acquiring satellite breweries in Ft. Atkinson and La Crosse. In 1949, all three Ziegler breweries were sold to a California company, and in 1953 the company was dissolved. The remaining buildings were demolished in 1984.

In 1857, Carl Schuette opened a brewery adjoining Goeggerle's. It was known as Farmer's Brewery. In 1866, John Philip Binzel purchased the Farmer's Brewery, located at Madison and Center streets. Binzel had been apprenticed to Milwaukee brewing giants Joseph Schlitz and Valentin Blatz from 1857-1863. He started his

³ Milwaukee Department of City Development, "Historic Designation Study Report: Pabst Tavern/Metropolitan Hall." (Milwaukee, Wis., 2002), 4.

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Fountain Inn
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own brewery in Waupun, WI in 1863, but it burned in 1866. Binzel expanded the Farmer's Brewery output, and replaced the old frame brewery and malt house with brick buildings in 1892. After Binzel died in 1902, management of the brewery passed to his widow, who ran it with the help of two of her sons. In 1906, a third son, Rudolph, bought the brewery from his mother. The business was re-organized as the J. Philip Binzel Brewing Co. Rudolph Binzel continued to expand and modernize the operation, reaching a maximum output of 12,000 barrels per year in 1920. With the advent of Prohibition, the Binzel Brewery closed, never to re-open. The plant was bought by the Louis Ziegler Brewery in 1936.

Beaver Dam's other brewing enterprises were smaller and short-lived. In 1868, a Mr. Pfestel built the New Brewery a short distance up Madison Street. George Steil took it over in 1870. After passing to Xavier Steil, the brewery was destroyed by fire in 1885. Near the turn of the twentieth century, the Bon Ton Bottling Works, a local soda manufacturer, began to brew its own beer, besides being the local agent for Schlitz. Bon Ton stopped brewing beer in 1916.⁴

As a way to control the distribution of their product, many breweries built their own saloons that were then rented out to saloonkeepers. These brewery built saloons were typical in larger cities, like Milwaukee, where brewers such as Schlitz and Pabst constructed architecturally notable buildings to house their businesses. These companies were all very conscious of their public image and sought to construct buildings that would reflect positively on their company and their product. As in the Beaver Dam example, these saloons had the public space on the first floor with a residence for the proprietor on the second. The larger examples had a rental hall on its third floor. Unlike the private saloonkeeper, the breweries had the funds to fit out the establishment with furniture and elaborate bars, such as the one at the Fountain Inn. In exchange for financing the construction and outfitting of the saloon, the saloon served as a distribution point for the brewery's beer.

Building of the Masonic Temple and Fountain Inn

Like other Wisconsin cities in the late nineteenth century, Beaver Dam was home to a number of social and fraternal organizations. One of the earliest and most prominent groups was the Free and Accepted Masons, commonly known as the Freemasons. The first meeting of what was to become Dodge County Lodge #72 of the Free and Accepted Masons took place on February 20, 1856. In 1910, after years of meeting in rented quarters, the lodge decided to build its own Masonic Temple. On March 30, 1910, the Masonic Temple Association was incorporated, especially for that purpose. According to *The Dodge County Citizen* of that date, the "site for the building had been previously bargained for at the southwest corner of Front and Center streets" and the building was to cost about \$27,000. It would be 40 x 85 feet, three stories high, with a 35 x 35 foot,

⁴ *Souvenir Program and Centennial History, Beaver Dam, Wisconsin, July 2,3,4,5 and 6, 1941* (Beaver Dam, Wis.: Historical Committee, Beaver Dam Centennial, 1941), 27, 95, 102-3; Donald Bull, Manfred Friedrich, and Robert Gottschalk, *American Breweries* (Trumbull, Conn.: Bullworks, 1984), 317; Wayne L. Kroll, *Badger Breweries Past and Present* (Jefferson, Wis., 1976), 15-17.

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two-story annex. The first floor was to be occupied by three stores and would be finished in oak; the second and third floors would be occupied by the Masonic Lodge and the Knights Templar, and were to be finished in birch. The building was to be constructed of brick and stone, with facing material of "red Terre Haute paving brick and grey stone trimmings." On July 12, 1910, the Milwaukee architectural firm of Leiser & Holst announced in *The Daily Reporter* that it was opening bids for the construction of a Masonic Temple in Beaver Dam.

On September 28, 1910, the *Dodge County Citizen* reported that a commercial building would be built adjoining the Temple:

An incorporated company has purchased the building and lot near the corner of Front and Center streets adjoining the new Masonic Temple lot of Herman Bork and will commence next Monday to build a two story brick and stone building 24 x 55 feet. The lower floors will be used for mercantile purposes and the upper floor for offices. The building on the lot now will be moved off.⁵

The new building adjoining the Temple was owned by the J. Philip Binzel Brewing Co. **On December 2, 1910, the Masonic Temple Association transferred to brewery owners Rudolph Binzel and Xavier Weix "...for building purposes only, six (6) inches of the basement, first story and second story concrete and brick walls..."** The deed stipulated, "The said parties...shall have the right to use said walls for the construction and maintenance of a building."⁶ An undated entry in the minutes of the Masonic Temple Association notes, "West wall of the Masonic Temple, 201 Front St. is on record at the County Seat, Juneau, Wisconsin as a party Wall with the J.P. Binzel Brewing Co of Beaver Dam, Wisconsin."⁷

The cornerstone of the Masonic Temple was laid on October 14, 1910. It was announced that the Temple association had hired the Milwaukee architectural firm of Leiser & Holst to design the building, and selected D.B. Danielson, also of Milwaukee, to serve as general contractor. A photograph on the front page of the *Dodge County Citizen* of November 16, 1910 shows the Temple and the adjoining building both under construction.

On February 1, 1911, the *Dodge County Citizen* announced that Herman Bork had opened a new saloon the previous Saturday (Jan. 28) at 203 Front Street in the new Binzel Building. The article went on to say,

Mr. Bork is starting out with one of the finest places of its kind in this city as far as interior finish and equipment go. The walls are the bare brick of which the building is built. The ceiling is finished in mission oak and the floor of tile. The bar and back-bar and other fixtures were made

⁵ *Dodge County Citizen* (Beaver Dam, Wis., Sept. 28, 1910), 1.

⁶ Dodge County Register of Deeds, *Deed Books*, Vol. 147, p. 201.

⁷ Richard L. Larson, *A History of Dodge County Lodge #72, Free & Accepted Masons* (Victoria, BC: Trafford Publishing, 2006), 14, 133-139.

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by the Brunswick-Balke-Collender Co., and are fine examples of the bar makers art. Mr. Bork will carry a good line of liquors and cigars.

The building is owned by the Binzel Brewing Co. of this city and the upper story can be fitted up either as office rooms or as a flat.⁸

On March 25, 1911, the Masonic lodge moved into its new building, and on June 7, 1911, the Masonic Temple was formally dedicated, in the presence of about 250 people. The ground floor was divided into three stores (two on Center St. and one on Front St.), which were rented out, while the second and third floors housed a grand Masonic Hall and its "necessary anterooms," as well as reception and club rooms, a banquet and drill hall, and a billiard room. An article in the *Dodge County Citizen* stated, "The architecture is pleasing in style and the building is one of the finest in the city."⁹

Fountain Inn History

The Fountain Inn was built in 1911 for the J. Philip Binzel Brewing Co. and has served continuously as a tavern until the present, except during Prohibition (1920-1933), when it was a soft drink parlor. Over the course of 97 years, it had six principal owner/proprietors, one of whom operated it for 28 years.

The tavern's first proprietor was Herman Bork, a German immigrant who had owned and operated a saloon on the property for some years prior to 1910. Bork sold the property, and the original building was moved off the site in 1911 to build the current structure. The new building must have been a substantial improvement over the old one, because the property tax value jumped from \$900 to \$3700 in 1911. Herman Bork managed the new establishment, called the Fountain Inn, for the Binzel Brewing Co. Several historic photographs, in the collections of the Dodge County Historical Society, show Bork behind the bar.

In 1914, the Fountain Inn was one of 31 saloons in the city of Beaver Dam. These were concentrated in a few blocks of Front, Spring, Center, and Madison streets. There were eleven saloons on Front Street, nine in the 100 block and two, including the Fountain Inn, in the 200 block.

With the advent of Prohibition in 1920, the Binzel Brewing Co. went out of business. In that year, the City Directory listed the former tavern as the Fountain Inn Buffet, owned by Z. Stanczewski. By 1927/28, Stanczewski had retired and the Fountain Inn was listed as a soft drink parlor owned by Ray Gray, who lived upstairs. In 1929/30, the City Directory listed Rudolph Marquardt as the Fountain Inn's owner and Ray Gray as an employee. In 1936/37, Ray Gray was again listed as the owner, and it was called the Fountain Tavern. By

⁸ *Dodge County Citizen* (Beaver Dam, Wis., Feb. 1, 1911), 1.

⁹ Richard L. Larson, *A History of Dodge County Lodge #72, Free & Accepted Masons* (Victoria, BC: Trafford Publishing, 2006), 14, 133-139.

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1943, Arthur P. Zink had become a co-owner with Ray Gray. Between 1945 and 1949, the establishment was called the Fountain Inn Tavern, and beginning about 1950, it was known as Gray & Zink's Tavern. About 1958, it once again became the Fountain Tavern, under the ownership of Harold Gerbitz. In 1964, the tavern was purchased by Howard Loudon, who owned and operated it for the next 28 years under the name "Loudon's Fountain Tavern" while living in the apartment upstairs. During this era, the tavern was a popular gathering place for the Beaver Dam community and local legend has it that the actor Fred MacMurray, who grew up in Beaver Dam and was a schoolmate of Loudon's, visited the bar. Loudon died in 1992. Jay Hoeft bought the building in 1995, and operated it as a bar called "Emotional Rescue" until 2008, when, after closing briefly, he reopened it as "The Fountain."

Architect, Builder, and Bar Manufacturer

Contemporary newspaper accounts and records of the Dodge County Masonic Lodge #72 state that the Masonic Temple was designed by the Milwaukee architectural firm of Leiser & Holst, and that the contractor was D.B. Danielson, also of Milwaukee. The Fountain Inn was constructed at the same time as the Masonic Temple and the two buildings share a party wall. Although no specific reference to the tavern's architect and contractor has been found, the Fountain Inn's brick facade and storefront cornice are continuous with the Temple, and the two buildings feature identical details, which suggest that the buildings were designed and constructed together.

Julius Leiser was born in 1875 to German immigrants Isadore and Sarah Leiser. Educated in the Milwaukee Public Schools, Leiser apprenticed himself at age fifteen to architect Gust. H. Leipold. After four years, Leiser learned the carpentry, plumbing and steamfitting trades and worked in Cedar Rapids, Iowa for a short time. After returning to Milwaukee, he worked as a draftsman for Fred Graf and other architects, and formed a partnership with Frank H. Mueller in 1898. In 1903, Leiser went into partnership with Charles J.F. Holst, who had previously worked for the Uehling & Linde architectural firm. Leiser & Holst had offices in Milwaukee's Germania Building. The firm was prolific and eclectic. They designed many houses in Milwaukee's newly developing neighborhoods on the East and West Sides, as well as in the adjacent suburbs. The firm was also known for its apartment houses and church designs. In addition, they designed a number of commercial buildings. Leiser & Holst worked in a broad range of styles, including Craftsman, Prairie, Tudor, Mediterranean, and Colonial Revival. Their partnership lasted until Holst's death in 1924, after which Leiser continued to practice architecture. Leiser was a member of numerous community groups, including the Aurora Lodge of the Free and Associated Masons. He died on December 5, 1930.¹⁰

Daniel B. Danielson was a prominent general contractor in Milwaukee. Born in Chicago in 1873, he was the son of Norwegian immigrants. His father, Bernard J. Danielson worked as a carpenter contractor for two years in Chicago before moving to Milwaukee. Daniel attended the Milwaukee Public Schools and then learned the carpenter's trade with his father. He worked as a journeyman carpenter and at office work for ten years, until going into business for himself as a general contractor in 1900. He superintended the construction of many prominent buildings in the Milwaukee area, including the Milwaukee Journal building, Col. Gustav Pabst's residence on Terrace Ave., the stock judging pavilion and education buildings at the state fair grounds, the

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Italian Gardens at Mitchell Park, and the library and museum buildings for the seminary in St. Francis. As of ca. 1909, Danielson was a Thirty-second degree Mason.¹¹

The Fountain Inn's bar was purchased from the Brunswick-Balke-Collender Co., one of the leading manufacturers of bars at that time. The J.M. Brunswick Co. of Cincinnati, Ohio, had been founded by a Swiss immigrant, John Moses Brunswick. The company began by making carriages in 1845, but soon began producing fine billiards tables instead. In 1873, the Brunswick company merged with its competitor, Great Western Billiard Manufactory, owned by Julius Balke, and became the Brunswick & Balke Company. In 1884, the H.W. Collender Company of New York was absorbed to form the Brunswick-Balke-Collender Company -- the largest billiards equipment maker in the world. In the 1880s, the company expanded its operations to include bowling balls, pins and equipment, and a line of large, ornate, neo-classical style bars for saloons. The company set up a special manufacturing plant in Dubuque, Iowa, where German craftsmen created bars that were veritable works of art, with hand-carved embellishments and beveled glass mirrors. Brunswick made 95% of all bar furniture manufactured between 1885 and 1900, and Brunswick saloon fixtures were exhibited at the 1893 Chicago World's Fair. In 1912, with the temperance movement gaining ground, Brunswick stopped making bars and bar fixtures. In the late 1910s, they began making phonograph records, and after World War II, the company introduced a line of school furniture. The company became the Brunswick Corporation in 1960. Ever adaptable, Brunswick became a major maker of yachts and pleasure boats in the 1980s. The company continues to manufacture a variety of sporting and fitness equipment, in addition to boats and marine engines.

¹⁰ Milwaukee Department of City Development, "Leiser and Holst" (Architects file) (Milwaukee, Wis.: n.p., n.d.).

¹¹ Watrous, Jerome A., ed., *Memoirs of Milwaukee County: From the Earliest Historical Times Down to the Present, Including a Genealogical and Biographical Record of Representative Families in Milwaukee County* (Madison, Wis.: Western Historical Association, 1909), Vol. 2, 996.

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Conclusion

The Fountain Inn is significant at the local level under Criterion C, as a representative and intact example of early twentieth century commercial architecture and as an example of an early twentieth century brewery-built saloon. Situated in the downtown business district of Beaver Dam, the Fountain Inn has an intact storefront on the ground floor and living quarters on the second floor. The storefront includes such typical features as recessed entries to the first and second floors, plate glass display windows, a Luxfer prism glass transom, and a sheet metal cornice. The second story features simple double hung windows with limestone sills, and a green ceramic tile clad decorative roof supported by ornamental rafter tails and purlin, edged with a copper gutter. The Fountain Inn's interior is also highly intact. It has the original oak bar and back bar made by the Brunswick-Balke-Collender Co., as well as a patterned hexagon tile floor, brick walls, oak plate rail, paneled ceiling, and original lavatory. Historic photographs document the original condition of both the interior and exterior of the building. Although it is a modest building, the Fountain Inn was carefully designed. Today it is one of the most intact early twentieth century commercial structures remaining in the city of Beaver Dam and is an almost completely intact saloon dating from the early 20th century.

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Verbal boundary description:

Brower & Ackerman's addition to the City of Beaver Dam, Dodge County, Wisconsin, block 17, the west 24 feet of the east 64 feet of Lot 6.

Verbal boundary justification:

The nominated property consists of the entire lot that has been historically associated with the property.

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For all photographs:

Fountain Inn
Beaver Dam, Dodge County, WI
Photographer: Susan G. Mikos
Date of photograph: Oct. 27, 2008
Original negatives at Wisconsin Historical Society.

#1 of 8
Principal façade, facing south.

#2 of 8
Storefront, facing south.

#3 of 8
Masonic Temple, corner of Front & Center Streets, and Fountain Inn, to immediate right; facing southwest.

#4 of 8
Interior, facing south; at left, door to basement, seating alcove; bar at right.

#5 of 8
Bar and back bar, facing southwest; reflection of east wall in mirror.

#6 of 8
Interior, east wall, doors to second floor stairway (left) and basement (right); facing southeast

#7 of 8
Interior, east wall, seating alcove, facing northeast.

#8 of 8
Interior, second floor, hallway to front bedrooms, facing north