UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES

RECEIVED AUG 22 1978

SEE I	NSTRUCTIONS IN <i>HOW T</i> TYPE ALL ENTRIES (5
1 NAME:				
HISTORIC Franklyn C.	Shattuck House	• •		-
AND/OR COMMON)			
Shattuck-Br	own House		•	• • • • •
2 LOCATION		tiai ta sacaria		
STREET & NUMBER	/··/			·
547 East Wi	sconsin Ave nue	•	NOT FOR PUBLICATION	
CITY, TOWN			CONGRESSIONAL DISTR	ICT
Neenah STATE		VICINITY OF	COUNTY	CODE
Wisconsin		CODE 55	Winnebago	139
3 CLASSIFIC	ATION			
		: .		
CATEGORY	OWNERSHIP	STATUS	PRES	ENT USE
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SITE	PUBLIC ACQUISITION	ACCESSIBLE	ENTERTAINMENT	RELIGIOUS
OBJECT	IN PROCESS	YES: RESTRICTED	GOVERNMENT	SCIENTIFIC
	BEING CONSIDERED	YES: UNRESTRICTED	INDUSTRIAL	TRANSPORTATION
1 1		NO	MILITARY	OTHER:
TOWNER OF	PROPERTY			
OWNER OF	·			
NAME Dr. Timothy	T. and Joan R. Flahe	rty		
STREET & NUMBER 547 East Wi	sconsin Avenue			
city, town Neenah			STATE Wisconsi	n 54956
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STREET & NUMBER	415 Jackson Stre	et :		
CITY, TOWN			STATE	
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REPRESEN	TATION IN EXIST	ING SURVEYS	,	
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CONDITION

CHECK ONE

CHECK ONE

__EXCELLENT _XGOOD

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__DETERIORATED

__RUINS __UNEXPOSED __UNALTERED X_ALTERED

X_ORIGINAL SITE

__MOVED DATE____

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Shattuck-Brown House is a detached rectangular dwelling with a rear wing, all two and one half stories high. The foundations are smooth ashlar limestone with a string coursing, the walls are red pressed brick with a stretcher bond, and the roof is hipped, graduating to a deck. On the north side are two bays on the first floor asymmetrically flanking the front entry. On the east side is an addition (ca. 1905) to the first floor with a small rectangular bay facing south. On the west side there is a two story bow. The rear wing also has a two story extension on the south side.

Extending further from the building are two porches and a porte-cochere. On the north side the front porch, or veranda, runs the full width of the building with a semicircular extension reached by seven curved limestone steps. The original tiles on the veranda have been replaced by cement. Twelve fluted Ionic columns support the deck above; two of these are square, one in each cluster of three where the veranda curves out. Where the sides of the veranda meet the building are matching Ionic pilasters. The shafts of the columns and pilasters have entasis, but the capitals fit no formal classification: grape clusters hang between the volutes instead of festoons. Above the capitals is a simplified entablature consisting of a convex frieze and a classic Roman soffit. The ceiling of the veranda is covered with tongue-and-groove boards and is ribbed. The balustrade of the veranda is of wooden spindles, and the handrails are the same, ending in fluted shafts surmounted by urn finials. The deck balustrade is of black wrought iron, imitating the goose-necked lines of the wooden one it replaced.

On the east side is the porte-cochere. Six fluted Ionic columns in clusters of three, standing on a U-shaped foundation of smooth ashlar limestone, support the entablature and deck on the far side of the drive. The entry porch, reached by five coffered limestone steps from the walk or four from a carriage, has another fluted Ionic column for support on the corner; the wall of the addition provides the rest. Where the northern side of the entry porch meets the house is one Ionic pilaster. The tiles on the porch are red. The ceiling, balustrades and handrail match those found on the veranda; the black wrought iron on the porte-cochere deck matches that on the veranda deck. The deck of the adjacent addition is flanked by low red brick curtain walls with black wrought iron joining them.

On the south side of the rear wing is the back porch. It covers nearly the full width of the extension and is reached by five wooden steps. The flooring is wood. Three Tuscan columns support the entablature and deck, two flanking the covered basement entry on the east side. The balustrade and handrails match those found elsewhere, except the handrail posts are square and the urn finials have been removed (one handrail was blown off in a recent storm). The balustrade of the deck has been removed and now replaced by wrought iron. The ceiling is of tongue-and-groove boards.

The six entries are found on the north, east and south sides. On the north side is the front entry consisting of two oak doors stained walnut; each is set with a single pane of beveled glass, decorated with a bas relief circular wreath in the central panel and flanked by half-size Ionic pilasters, large leaded side lights and two more half-size Ionic pilasters. The positioning is asymmetrical to the overall form balance of the north side.

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER

PAGE 1

The Shattuck-Brown House (continued)

On the east side is the porte-cochere entry consisting of a single oak door set with fifteen panes of beveled glass and ornamented with a heavily carved wreath. The door is flanked by half-size Ionic pilasters. On the second floor of the east side is a single door opening out onto the deck of the addition; it is set with a full length piece of glass.

On the east side of the rear wing is the entry to the ice box, paneled and painted red. Overhead is a wrought iron crane painted red. On the south side of the rear wing are the two rear entries: to the basement level and to the first floor level. Both are connected to the back porch. The basement entry is a single door, paneled and painted black. The first floor entry is a single paneled oak door.

All windows on the south and west sides and on the entire rear wing have single-light double-hung sash; some have storm windows with multiple panes. On the north side the exceptions are the large leaded side lights. On the east side the exceptions are a double-hung patterned glass window by the porte-cochere entry, a four window grouping on the east side of the addition with multiple panes in the upper third of the sash, and a three window grouping of stained glass on the second floor. All windows above the foundations have red terra-cotta sills, except the side lights on the north side and the dormers; all those not abutting the entablatures have flat lintels consisting of five radiating vousoirs of red terra-cotta. The numerous basement windows are all single paned with double paned storm windows.

On the major corners of the building are stretcher quoins of red terra—cotta. The entablature above matches that found elsewhere. The roof has black asphalt shingles with a balustrade of black wrought iron on the deck and on the west side bow.

There are five chimneys, two flanking the north side on the east and west sides, adding to the formal balance. Another is on the south side of the main building, and one is on the south side of the rear wing; it has been capped a few feet from the roof. The others were taken down a few feet but the bricks and red terra-cotta caps were saved. All chimneys are pilastered with red terra-cotta Ionic capitals at the extreme end of each length a few feet from the top. Those on the west, east and south sides have wrought iron chimney anchors with scroll work.

Also projecting from the roof are eight large dormers, all but one with deeply set pediments, all with fluted pilasters flanking the windows. On the north side are three: two single window dormers flanking a central double window dormer with a swan's neck pediment and corrugated facing. On the east side are two: one double window dormer over the stained glass window grouping and one single window dormer to the south. On the west side are two more: one double window dormer over the bow and one single window dormer to the north. The rear wing has one single window

Form No. 10-300a (Rev. 10-74)

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER

PAGE

2

The Shattuck-Brown House (continued)

dormer on each of its three sides. All dormers have original brown stained wood shingles on their sides; all but one have the same shingles in the pediments. The pilasters have neo-classic medallions in lieu of capitals.

The woodwork in the interior of the building is predominantly of oak: floors, trim and mantels. The rear wing is in pine. The exceptions are the parlor (antique white on pine), the library (mahogany), the library chamber (bird's-eye maple), and the third floor ballroom (beige pine). Some of the oak has been stained a walnut color. This has been done in the front vestibule, the dining room, the music room, and the music room chamber. The dining room chamber has been remodeled and the woodwork painted pink.

The front vestibule and the reception hall are wainscotted as are the service halls in the rear wing. In the vestibule the exterior framing is repeated inside and around both the front and vestibule doors. The hall has similar framing around the vestibule doors and it repeats the exterior use of fluted Ionic pilasters to flank all the doorways. The ceiling is ribbed like those on the porches. The stairway makes three ninety-degree turns with goose-neck railings, lighted by the three window grouping of stained glass.

Three rooms have gold leafed ceilings: the library, dining room and music room. The library and dining room also have Louis Comfort Tiffany light fixtures, matching the copper art nouveau hardware found in most rooms. Of all the rooms the dining room has the most extensive woodwork. There is shoulder-high wainscotting, built-in buffets with galleries and mirrors, and an intricate but shallow mantelpiece. The walls retain their original covering of lincrusta; the subject is peacocks and poppies.

One of the remarkable features of the house is the original plumbing. On each floor is a powder room, and on the second floor are four full baths with many original fixtures. Additional sinks are found elsewhere, and in the service halls in the rear wing are utility sinks in each broom closet. All of these closets and the interior baths have double-hung windows of frosted glass opening onto the service halls. Other domestic conveniences include a dumbwaiter, an enunciator, a walk-in ice box, an early central vacuum system, a gas grate in each bedroom fireplace, and a series of speaking tubes.

The garage was constructed in 1961.

The general condition of the house is good. Some of the exterior trim, however, is rotting. The handrails, balustrades and columns are deteriorating, as is some of the soffit. The brick, particularly on the south side of the main building, has some serious efflorescence. The rest of the building is stable.

8 SIGNIFICANCE

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Ferry & Clas, Milwaukee²

STATEMENT OF SIGNIFICANCE

added to circa 1905¹

The significance of the Shattuck-Brown House is threefold: first, it was designed by the Milwaukee architectural firm Ferry & Clas and is an excellent example of Georgian Revival architecture as interpreted for a small Midwestern community; second, it was built by F. C. Shattuck, one of the four founders of the Kimberly-Clark Corporation, and was the home of Arthur Shattuck, an internationally known concert pianist; and third, it was the home of D. K. Brown, prominent Fox River Valley industrialist.

Architecture

The architectural firm of Ferry & Clas was established in 1890 and lasted until 1913. Consisting of George B. Ferry (1851-1918) and Alfred C. Clas (1859-1942), this firm was commissioned to design some of the most important buildings in the state. Among these were the Capt Frederick Pabst Mansion, the Public Library and Museum, and the Northwestern National Insurance Building in Milwaukee, and the State Historical Society Library in Madison.

Among the earliest homes designed by this partnership was the Shattuck-Brown House. Commissioned by F. C. Shattuck in the fall of 1890, the house would become a part of a trend in the Fox Riyer Valley to demolish outdated houses and replace them with more fashionable edifices. Industrialists in that part of the state had been having their homes designed by Oshkosh architect William Waters; Shattuck was one of the first to pass over this local talent. In doing so he had access to the most current trends in architectural design, and with the guidance of Alfred Clas he selected a style on the verge of popularity: Georgian Revival.

The house Ferry and Clas designed for their client was by no means a literal copy of historic precedent. Historical details such as a swan's neck pediment were mixed with numerous contemporary elements; pressed brick and terra cotta, fashionable building materials in Milwaukee at the time, were incorporated in the designs. Other features, particularly a veranda and porte-cochere, were required by local custom. The resulting combination produced a free interpretation of a style preferred by a sophisticated minority in the East. What Ferry and Clas had designed was a monument to the cultivation and wealth of the builder and his family.

History

Franklyn C. Shattuck (1839-1901), a native of Massachusetts, came to Wisconsin as a traveling wholesaler of notions. He operated out of Chicago, traveling the territory from Fond du Lac to Green Bay. In 1872 he became a silent partner in Kimberly-Clark. Within two years time he abandoned wholesaling and moved to Neenah where the company was based. By 1877 he was married and living in a small Italianate villa.⁴

9 MAJOR BIBLIOGRAPHICAL REFERENCES

See continuation sheet.

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Peter James Adams ORGANIZATION STREET & NUMBER 537 East Wisconsin Avenu	1e		DATE May 23, 1978 TELEPHONE (414) 722-1422
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FOR NPS USE ONLY I HEREBY CERTIFY THAT THIS I	PROPERTY IS INCLUDED IN	THE NATIONAL R	EGISTER DATE / 2 · 4 / > 5
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NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM

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CONTINUATION SHEET

ITEM NUMBER

PAGE

The Shattuck-Brown House (continued)

Between 1872 and 1888 Kimberly-Clark grew; its capitalized value of \$30,000 increased to a capitalized value of \$1,500,000, a growth that presaged its twentieth century emergence as a multinational corporation. A key man in the company, Shattuck was looked upon as a living example of the wealth and cultivation attainable by any man in Neenah. He and his family took this position seriously and were active in the Presbyterian church, promoted cultural affairs, and donated time and money to the improvement of the city and its facilities. By 1890 the Italianate villa was no longer appropriate for a family of such local importance, so a new home was planned. The villa was moved away, and the work began. Through this new home the Shattucks indulged in many novelties: Georgian Revival architecture, art nouveau fixtures, and immoderate plumbing There was no censure of such extravagance; the fact that Neenah could produce a man of such wealth and taste was a very real source of community pride.

Two months before they moved in, the Panic of 1893 struck. While Shattuck's financial security was not threatened, pressures increased and the principal enjoyment of the house was left to his family. The year-old Shattuck & Babcock Paper Company at DePere, of which he was president, began to founder as did Kimberly-Clark, of which he was both treasurer and secretary. As an officer of three more paper companies, a vice president of two banks and a director of numerous concerns, Shattuck's time was dominated by his business interests until his death in 1901.

Not long after his death, Mr. Shattuck's billiard room was converted to a music room; an addition was made to accommodate his son's two concert grand pianos. Arthur T. Shattuck (1881-1951) had been sent to Vienna in 1894 to study piano under Theodor Leschetizky, whose students had included Tchaikovsky and Paderewski. In 1903 Arthur made his European debut with the Royal Orchestra of Copenhagen, through the influence of his personal friend and admirer Edvard Grieg. That same year he established an apartment in Paris, traveling in circles that entertained Kaiser Wilhelm at dinner and gave Napoleonic watches as birthday presents.

In spite of the glamour of his continental life, Arthur returned to Neenah nearly every year, making it his base during his American tours. In his father's converted billiard room he practiced on his two Steinways for concerts, including a performance at the White House for President Taft. While in Neenah he was visited by some of the renowned performers of the era, such as singers Mesdames Gadski and Schumann-Heink. Always he played a benefit concert. Whether in the ballroom on the third floor of his family's home, at the Neenah Opera House which his father had helped to build, or at any of a number of halls and churches, Arthur Shattuck brought some of the finest music in the world to the Fox River valley, in some cases as a personal friend of the composer.

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER

PAGE 2

The Shattuck-Brown House (continued)

After Mrs. F. C. Shattuck died in 1922, the house was sold to Daniel K. Brown (1886-1974). Born in England, he came to Neenah in 1905 to join an uncle who had payed his passage to this country. For two years he worked as a carpenter. In 1907 he became an assistant shipping clerk at Kimberly-Clark, taking night school business courses. These helped him land a job as cost accountant at the Neenah Paper Company in 1909, where in less than nine years he would be a member of the board of directors. By 1922 he was both treasurer and general manager.

Brown's life was the paper industry. Eventual president of the Neenah Paper Company, he was a founding trustee of the Institute of Paper Chemistry in Appleton and wrote numerous articles on the manufacture of paper for trade magazines. He became one of the most respected men in the paper industry, serving as president of the Writing Paper Manufactureres Association, the Wisconsin Paper and Pulp Manufacturers Traffic Association, and the American Paper and Pulp Association.

Brown was a firm believer that hard work and determination were the keys to all goals. His life was his own evidence: he had been a carpenter's apprentice as a boy and his wife was the daughter of a mason, the same mason who had faced the fireplaces in the house they came to own. 12 Like F. C. Shattuck before him, D. K. Brown was an example of what could be accomplished by those who made Neenah their home.

Dr. Timothy Flaherty purchased the Shattuck-Brown House from the estate of D. K. Brown in 1974. By that time many changes had taken place, yet the essential integrity of the building had been maintained. The Shattuck-Brown House remains an excellent example of Midwestern Georgian Revival architecture, and as the home of two prominent Fox River valley milling families it represents the tastes, ambitions, and expectations of a way of life now past.

Neenah Daily Times; July 7, 1893, p. 4.

²Ibid.; June 28, 1892, p. 4.

³Ibid.; Sept. 26, 1890, p. 4.

⁴Neenah City Times; July 28, 1877, p. 1.

Neenah Daily Times; March 6, 1891, p. 4.

⁶Ibid.; December 19, 1901; p. 1.

Interview with Dorothy Brown Severson; May 4, 1978.

⁸Neenah Daily Times; June 4, 1912; p. 4.

⁹Interview with Dorothy Brown Severson; May 4, 1978.

^{10&}lt;sub>Ibid</sub>.

¹¹ Ibid.

¹² Ibid.

UNITED STATES DEPARTMENT OF THE INTERIOR NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY -- NOMINATION FORM



CONTINUATION SHEET

ITEM NUMBER

PAGE

1

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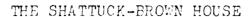
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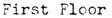
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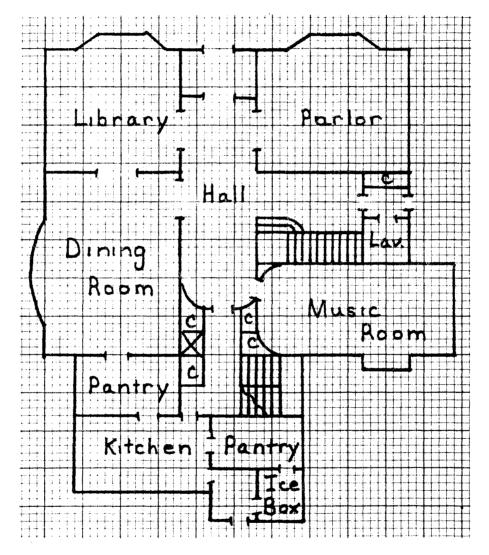
Neenah Daily Times, Sept. 26, 1890, March 5, 1891, June 28, 1892, July 7, 1893, Dec. 19, 1901.

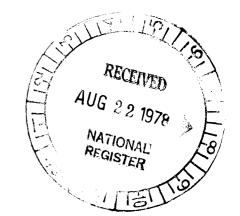
Interview with Dorothy Brown Severson, May 4, 1978.











THE SHATTUCK-BROWN HOUSE

Second Floor

