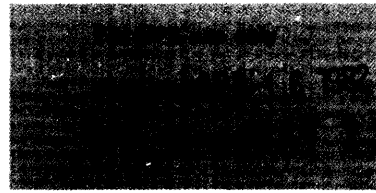


01/11/82 10:00 AM
D. J. ...

United States Department of the Interior
National Park Service

National Register of Historic Places
Inventory—Nomination Form



3 1982

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

1. Name

historic The Daily Northwestern Building

and/or common N/A

2. Location

street & number 224 State Street _____ not for publication

city, town Oshkosh _____ vicinity of ~~Congressional District~~ Sixth

state Wisconsin code 55 county Winnebago code 139

3. Classification

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

4. Owner of Property

name The Daily Northwestern; Mary Martin, Mng. Editor

street & number 224 State Street

city, town Oshkosh _____ vicinity of _____ state Wisconsin 54901

5. Location of Legal Description

courthouse, registry of deeds, etc. Winnebago County Courthouse

street & number 415 Jackson Avenue

city, town Oshkosh _____ state Wisconsin 54902

6. Representation in Existing Surveys (continued)

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

date 1978 _____ federal state _____ county _____ local

depository for survey records State Historical Society of Wisconsin

city, town Madison _____ state Wisconsin 53706

7. Description

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

Describe the present and original (if known) physical appearance

Sited in close proximity to the central business district, the Daily Northwestern Building shares, with neighboring buildings, a grand scale and reliance on classical precedents. Auler and Jensen, the architects of the Daily Northwestern building, drew on the vocabulary of the Italian Renaissance to structure and unify the large rectangular building. Measuring seventy by one hundred and sixty feet, the structure consists of four floors including basement and mezzanine. On the exterior this translates to two stories which are surfaced with Bedford stone and pierced by regularly aligned round headed windows on the first story and rectangular sash on the second.

Four colossal Corinthian columns set in antis mark the main entrance facade. The entrance is centrally located and capped by an elaborate bronze screen. The remaining two units are filled by windows. Each corner of the main elevations is embellished by round headed and rectangular windows, with balconies placed on the second story. The ten Corinthian pilasters lining the north elevation determine the pattern of fenestration and support a simple entablature and cornice. A low hipped roof covered with green tile completes the composition.

The restrained exterior opens into a room of disciplined but lavish decoration. This main business office (measuring 55 feet square) employs pinkish Rosata marble for wainscoting, window and door casings and the main horseshoe-shaped counter. Cabled pilasters and piers support the coffered ceiling which, like the wall, is covered with classical motifs painted in muted brown, green, blue and pink. The original "electrolier" fixtures have been retained but supplemented by modern unobtrusive surface mounted fixtures. The staircase occupies the south wall and is an elaborate composition of grillwork, similar to the screens on the mezzanine level. The original vault remains on the east wall beneath a portrait of John Hicks who was instrumental in developing the paper.

The production area for the newspaper is located east of the main business office. Technological advances have required remodeling of these rooms. The recent modernization of the press room resulted in removal of four round headed windows from the north elevation. These openings have been filled with Bedford stone.

8. Significance

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

Specific dates 1930¹ (construction) **Builder/Architect** Auler, Jensen and Brown ²
1930- present
 (historical sig.)

Statement of Significance (in one paragraph)

This fine Neo-Italian Renaissance structure, the Daily Northwestern Building, is architecturally significant as a representative example of a period of construction, and has gained historical significance through its role a office and production area for the regionally important newspaper, The Oshkosh Daily Northwestern.

Architectural Significance

Representing a period of construction, the Daily Northwestern Building is the most sophisticated example of the Neo-Italian Renaissance style in Oshkosh and among the most impressive in the state. The beautifully ornamented office and public space complements the restrained expression of the exterior. Designed by the local firm of Auler, Jensen and Brown, this design serves as an important corollary to their other classically inspired buildings erected in the city.

Historical Significance-Communications

The Daily Northwestern Building is historically significant because of its association with the development of the regionally important newspaper, The Oshkosh Daily Northwestern. This is the only newspaper still published of the dozen papers produced in early Oshkosh. The Northwestern was founded by local businessmen in 1860 as a Republican publication and, under the direction of John Hicks, became one of the strongest Republican newspapers in the state.

A succession of owners acquired the newspaper prior to its purchase in 1870 by Colonel John Hicks and General T. S. Allen. Hicks was a prominent member of the community, enjoying an illustrious career as author, editor, publisher, art patron and politician (ambassador). He managed the paper until his death in 1917.

The newspaper had been located in a number of buildings in Oshkosh which have since been demolished. Expansion and improved technology necessitated construction of the present structure, begun in 1928 and occupied in 1930. The building was one of the showplaces of Oshkosh, and was advertised by the Northwestern as one of the most conveniently planned and beautifully decorated newspaper buildings in the state. ³

Footnotes

1. Date on cornerstone
2. The Story of the Daily Northwestern. Oshkosh Daily Northwestern. c. 1930 reproduction of blueprints.
3. Ibid.

9. Major Bibliographical References

The Story of the Northwestern. Oshkosh Daily Northwestern. Oshkosh, Wisconsin. c.1930

10. Geographical Data

Acreeage of nominated property less than one acre

Quadrangle name Oshkosh, Wisconsin

Quadrangle scale 1: 24,000

UMT References

A

1	6	3	7	6	9	0	0	4	8	7	4	6	7	0
Zone		Easting				Northing								

B

Zone		Easting				Northing								

C

Zone		Easting				Northing								

D

Zone		Easting				Northing								

E

Zone		Easting				Northing								

F

Zone		Easting				Northing								

G

Zone		Easting				Northing								

H

Zone		Easting				Northing								

Verbal boundary description and justification L. M. Miller's First addition Lot 1 and Nly 26' of Lot 2. Also Lot 23 and Wly 1/2 of Lot 22 exc. Wly 18' of Sly 69.4' of Lot 22 exc. Wly 18' of Sly 69.4' of Lot 23 and exc. com. at a pt. that is 5' Ely of most Nly point.

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

state code county code

state code county code

11. Form Prepared By (continued)

name/title Dorothy Steele, Architectural Historian

organization Howard, Needles, Tammen & Bergendoff

date September 1981

street & number 6815 West Capitol Drive

telephone 414-463-2310

city or town Milwaukee

state Wisconsin 53216

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

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

State Historic Preservation Officer signature Richard Kenney

title Director, State Historical Society of Wisconsin

date 3/31/82

For HCRS use only

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

Entered in the National Register

date 5/13/82

for Alma Byers
Keeper of the National Register

Attest:

date

Chief of Registration

**United States Department of the Interior
Heritage Conservation and Recreation Service**

**National Register of Historic Places
Inventory—Nomination Form**

For HCRS use only

received

date entered

Continuation sheet The Daily Northwestern Bldg. Item number

Page 1

6. REPRESENTATION:

Intensive Survey of Oshkosh
1980
State Historical Society of Wisconsin
Madison, WI 53706

**United States Department of the Interior
Heritage Conservation and Recreation Service
National Register of Historic Places
Inventory—Nomination Form**

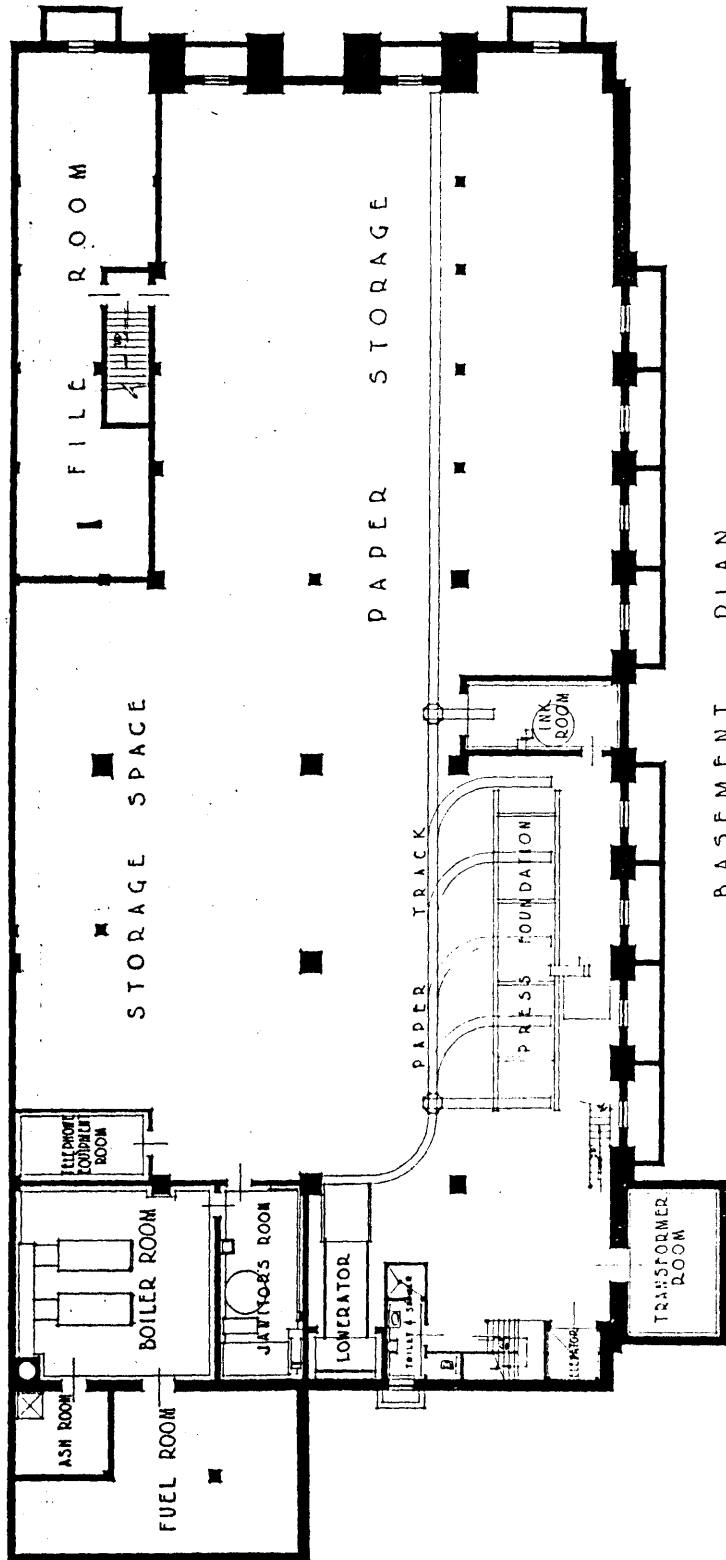


Continuation sheet The Daily Northwestern Item number 11

Page 1

Form Prepared By:

Charles W. Causier, Historian
Howard, Needles, Tammen and Bergendoff
6815 West Capitol Drive
Milwaukee, Wisconsin 53216
Telephone (414) 463-2310
September 1981



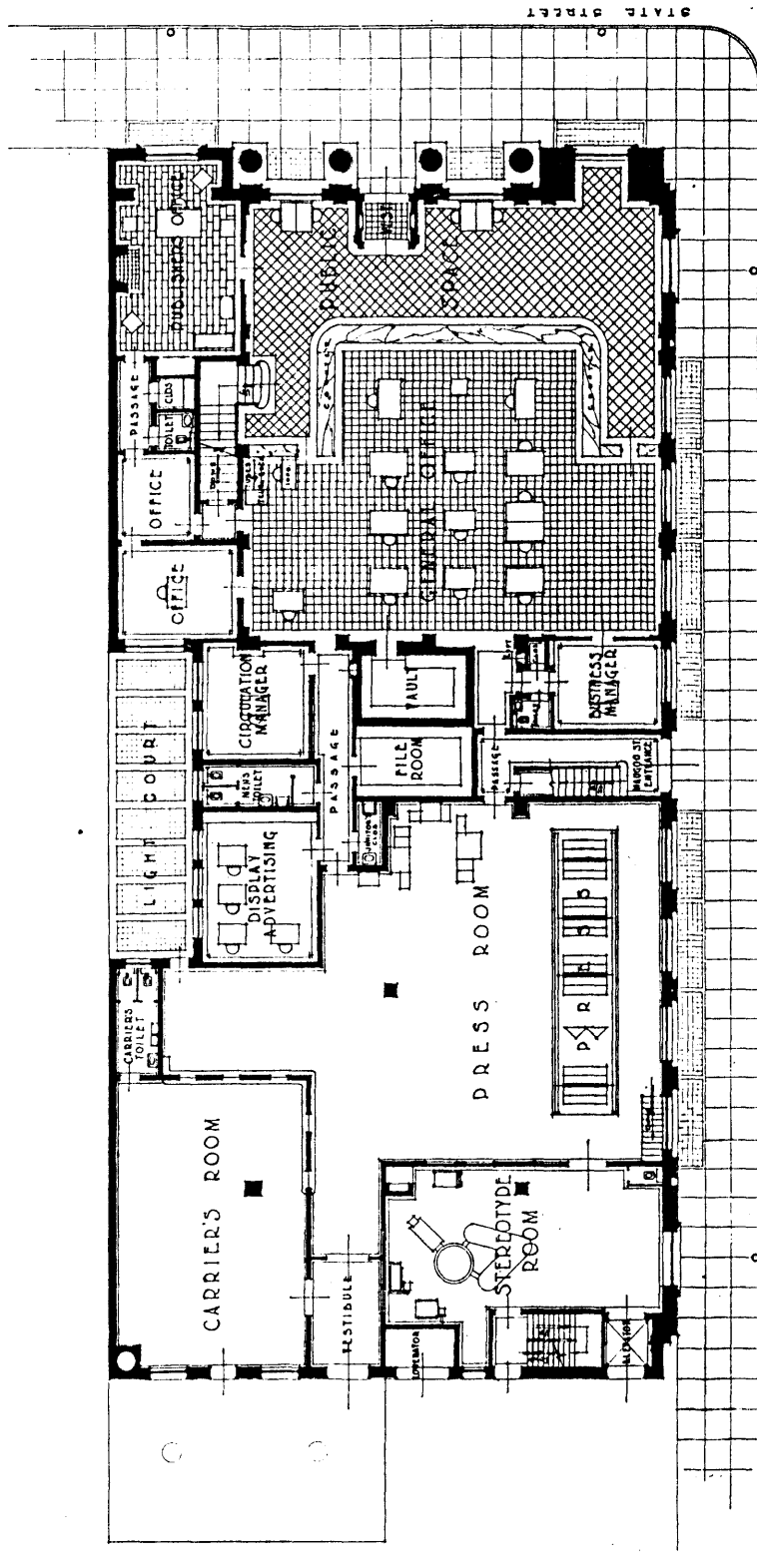
BASEMENT PLAN

SCALE 1" = 10' - 0"

THE DAILY NORTHWESTERN BUILDING
OSHKOSH WISCONSIN

AULIE - JENSEN & PERRY ARCHITECTS
OSHKOSH WISCONSIN

Basement, showing mechanical details for handling print paper

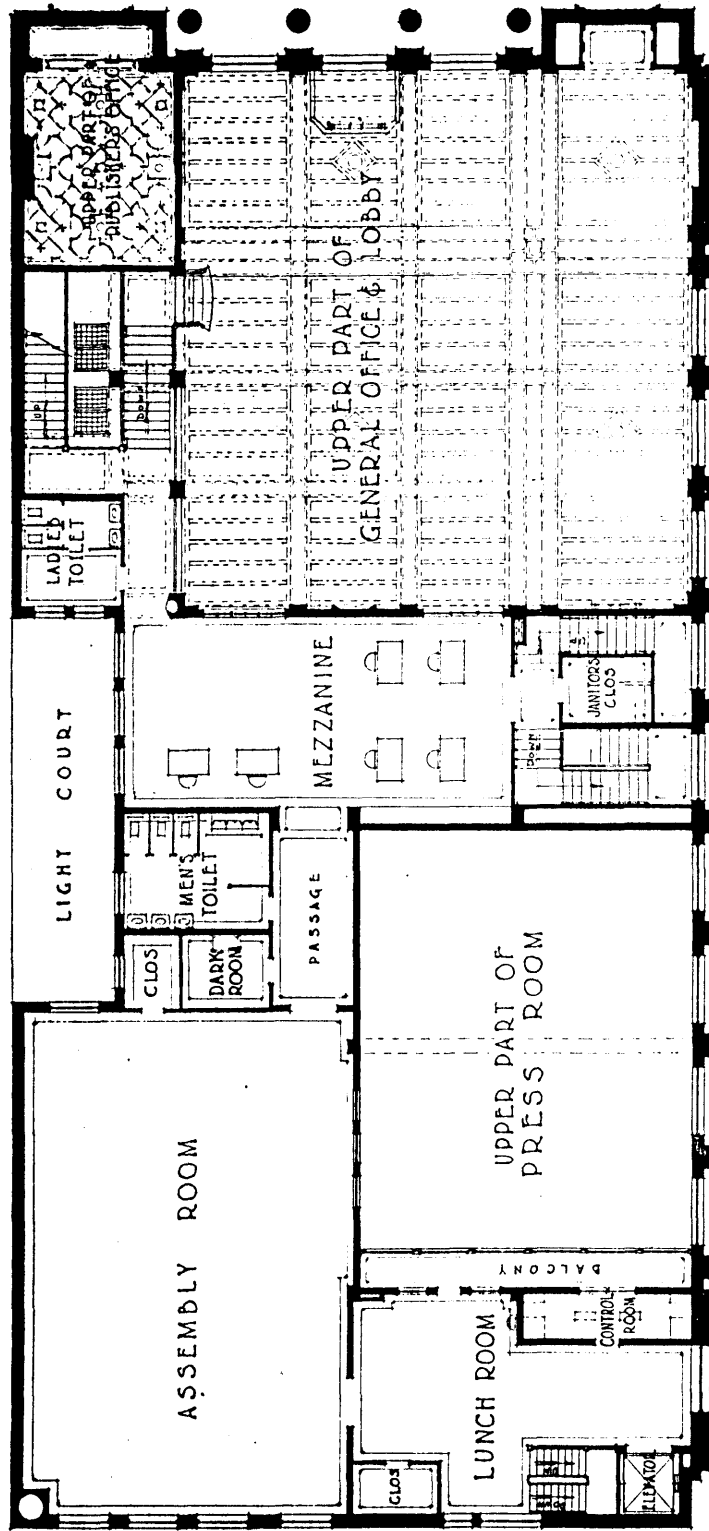


WAUWATON STREET
 STATE STREET

FIRST FLOOR PLAN
 SCALE 1" = 10'-0"

THE DAILY NORTHWESTERN BUILDING
 OSHKOSH WISCONSIN

Ground Floor Plan of building showing Offices and Pressroom

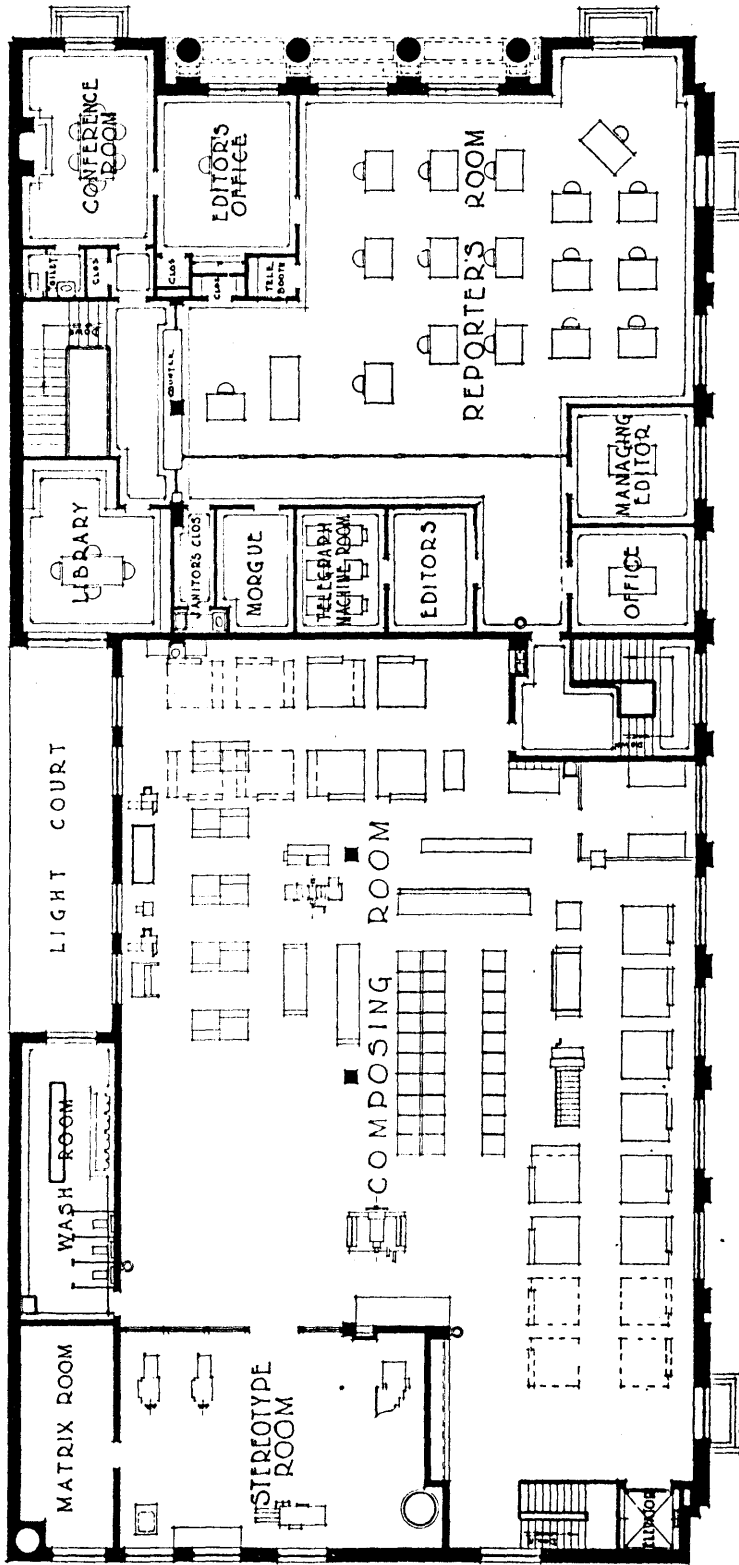


THE DAILY NORTHWESTERN BUILDING
OSHKOSH WISCONSIN

MEZZANINE FLOOR PLAN
SCALE 0 10 20 30

AULER - JENSEN & BROWN, ARCHITECTS
OSHKOSH WISCONSIN

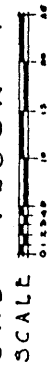
One of the most attractive parts of the building, the Mezzanine Floor



SECOND FLOOR PLAN

AULER JENSEN & BROWN ARCHITECTS
OSHKOSH WISCONSIN

THE DAILY NORTHWESTERN BUILDING
OSHKOSH WISCONSIN



Second Floor where the news is received, assembled and set into type