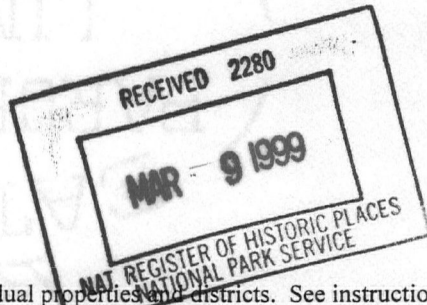


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United States Department of Interior
National Park Service



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 Shawano Main Street Historic District

other names/site number N/A

2. Location

street & number	East Division Street and 100 and part of 200 Blocks South Main Street	N/A	not for publication
city or town	Shawano	N/A	vicinity
state	Wisconsin	code WI	county Shawano
		code 115	zip code 54166

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.)

Alicia J. Goering
Signature of certifying official/Title

3/1/99
Date

Deputy State Historic Preservation Officer-WI

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

Shawano Main Street Historic District

Shawano

Wisconsin

Name of Property

County and State

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

4/9/99

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(check as many boxes 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
34	13 buildings
	sites
	structures
	objects
34	13 total

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

None

Number of contributing resources is previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

- COMMERCE/TRADE: Business
- COMMERCE/TRADE: Financial Institution
- COMMERCE/TRADE: Specialty Store

Current Functions

(Enter categories from instructions)

- COMMERCE/TRADE: Business
- COMMERCE/TRADE: Financial Institution
- COMMERCE/TRADE: Specialty Store

7. Description

Architectural Classification

(Enter categories from instructions)

- Late Victorian: Italianate
- Late 19th and 20th Century Revivals

Materials

(Enter categories from instructions)

- Foundation Limestone
- walls Brick
- Concrete
- roof Asphalt
- other Metal

Narrative Description

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

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Shawano Main Street Historic District
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I. Introduction

The Shawano Main Street Historic District consists of 47 late-nineteenth and early-to-mid-twentieth century commercial buildings in the northeastern Wisconsin city of Shawano. Of these, 13 are non-contributing, two due to being less than 50 years old as of the date of this nomination, the balance due to the lack of significant integrity. Several of the non-contributing buildings are small one-story commercial buildings, and do not impact the district's integrity to the extent of the few larger non-contributing buildings. The district extends approximately one and one-half blocks along both sides of South Main Street; all of the nominated buildings face Main Street with the exception of one resource, which adjoins a Main Street building and faces East Division Street. The district is bordered east and west by alleys immediately adjoining the rear facades of the buildings. The district is bordered on the north by Highway 29 (known locally as Green Bay Street); the buildings lying immediately north of Highway 29 are non-historic. The southern boundary of the business district developed historically at approximately the middle of the two southern blocks of the district; the balance of these blocks beyond the southernmost buildings included in the district consist of a lower-density area of historic residences and church structures and a non-historic post office building. Low-density residential and non-historic commercial resources also lie beyond the alleys east and west. As a result, the south, east and west borders of the district may be seen to arise from the district's developmental history; the north border resulting from non-historic developments.

The contributing buildings represent a range of late-nineteenth to mid-twentieth century, predominately vernacular, commercial architecture that typifies the developmental history of commercial districts in northern Wisconsin communities. The designs range from massive, elaborately-decorated commercial blocks with two or more storefronts, to two-story single-storefront edifices with modest decoration, to utilitarian one-story buildings with gable roofs and parapet or "Boomtown" facades. With a few exceptions, most of the contributing buildings have undergone storefront renovations since their construction; some of these storefronts are now historic in their own right and will be identified as such. The contributing buildings generally demonstrate acceptable integrity of their second-story facades (none of the buildings are taller than two stories); those that have one story were determined to have acceptable integrity if historic design or materials were apparent above the storefront area. Non-contributing buildings generally do not evidence historic materials or design on any portion of their facades.

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The previous overview raises issues particularly pertinent to this district's discussion. Like many small-town historic commercial districts, the buildings in the Shawano Main Street Historic District often defy the limited vocabulary pertaining to such buildings contained in the architectural sections of the State Historical Society of Wisconsin's benchmark publication, Cultural Resources Management in Wisconsin (CRMW). As proposed in CRMW, commercial buildings are categorized simply as vernacular structures or by the names commonly attributed to domestic buildings demonstrating similar design characteristics, such as "Italianate" for commercial buildings with arched windows, carved or paired cornice brackets and elaborate hood molds, or "Queen Anne" for building with semi-hexagonal bays, turrets or scroll-sawn decoration. Some of the buildings in the Shawano Main Street Historic District fit these designations to a great or lesser extent, and will be identified as such. Others demonstrate the influences of the Art Deco and Streamlined styles, both delineated in commercial terms by the CRMW, and these features will be noted. However, many of the district's buildings are good examples of vernacular building forms common to commercial districts of this region and era, and where feasible such buildings will be identified by commonly-used names drawn from other architectural sources, which will be cited.

II. Inventory:

Following is the complete inventory of contributing and non-contributing buildings within the district. It should be noted that severe limitations on extant and usable information pertaining to particular buildings account for the unusually high numbers of properties for which dates of construction must be approximated and for which reliable historic names are not available.

For reasons not completely understood, the original plats of the present district area were from a very early date all but ignored by builders of the settlement. The platted lots adjoining what is now South Main Street were irregularly sized and often over one hundred feet at the lot line adjoining the public right-of-way. However, due to the norms of business district construction, which were well-established in the Midwest by the late 19th century, builders constructed the expected fifteen- to thirty-foot storefronts side by side along Main Street, on narrow segments of these larger lots. Such improvised parcels frequently straddled lot boundaries and in several cases overlapped the platted side streets or other lots. As a result, the legal descriptions of most properties adjoining Main Street became so convoluted that even

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the contemporary assessors had difficulty. In the 1895 city tax rolls, three individual properties within one platted lot were described as "a part of" the lot, with no additional delineation.¹

This difficulty was somewhat resolved in 1933, when the entire downtown was replatted to align with current building and street locations; however, all but a few of the district's properties predate this reconfiguration. As a result, both tax rolls and land transaction records prior to 1933 are of virtually no practical use in determining dates and historic names of properties in the district. In addition, there are no known Shawano city directories prior to 1938, thus limiting another usual source of information for particular building information. The following inventory is compiled on the basis of several sources, including Sanborn fire insurance maps, photographs in the collection of the Shawano County Historical Society, newspaper clippings and photographs in the collection of the Shawano City-County Library, and other supplemental and corroborating sources.

Address	Historic Name	Date of Construction	Class.*
101-103 S. Main St.	Woolworth Company	1949	N
105-107 S. Main St.	Kuckuk & Pulcifer Building	1890	C
106 S. Main St.	lunch room	pre-1894	C
108 S. Main St.	--	ca. 1905	N
110 S. Main St.	Schmidt's Tavern	pre-1894	C
112-114 S. Main St.	Raddant Saloon	1902	C
113 S. Main St.	--	1911	N
116 S. Main St.	Klosterman & Raisler	pre-1894	C
117 S. Main St. St.	Lutz Furniture Store	1884	N
118-120 S. Main St.	A&P	pre-1894 / ca.1910	C
122 S. Main St.	Grover's Badger Paint Store	ca. 1910	C
124 S. Main St.	Gustman's Bakery	ca. 1910	N
125 S. Main St.	Holtz Saloon	1890	C
126 S. Main St.	Lieg Building	1933	C
127 S. Main St.	Schweer's Hardware	1890	C
128 S. Main St.	Mehlberg Bakery	1917	C

¹ 1895 tax rolls, n.p., located in Shawano County Courthouse basement.

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<u>Address</u>	<u>Historic Name</u>	<u>Date of Const.</u>	<u>Class.</u>
129 S. Main St.	Garbrecht Drug Store	1890	C
130-132 S. Main St.	Dehn's Ice Cream Building	1947	C
133-131 S. Main St.	German-American Mutual Bank/ Raddant Brewing Co Tavern	1890	N
134 S. Main St.	Chaimson's Fair Store	1907	C
135 S. Main St.	Stier Building	1908	C
136 S. Main St.	Bohr Saloon	1908	C
137 S. Main St.	J.C. Penney's	1929	C
138 S. Main St.	Shawano News & Liquor	pre-1894	N
140 S. Main St.	Seifert's Restaurant	1924	C
141 S. Main St.	Schroeder Bldg.	ca. 1930	C
142 S. Main St.	Ludolph Grocery	1916	C
143 S. Main St.	-- --		N
144 S. Main St.	Raddant Millinery	pre-1894/ca. 1903	C
146 S. Main St.	Citizen's State Bank	1910	C
147-145 S. Main St.	--	ca. 1930	N
148 S. Main St.	Wavrunek Harnesses	1898	C
149 S. Main St.	Kriefall's Barber Shop	1934	C
151 S. Main St.	Brunner's Barbershopca.	1940	N
152 S. Main St.	Zenisek Confectionery	pre-1894	C
153 S. Main St.	Upham & Russell Block	1920	C
154 S. Main St.	Jung's Furniture	pre-1894	C
108 E. Division St.	Boehm Barber Shop	1929	C
200-204 S. Main St.	IOOF Building	1889	N
201-203 S. Main St.	Masonic Block	ca. 1910 / 1921	C
207 S Main St.	-- --		N
208 S. Main St.	Karth Furniture & Undertaking	1904/1945	C
214 S. Main St.	Naber block	1903	C
216 S. Main St.	Red Cross Canteen	1903	N
220 S. Main St.	Crescent Theater	1915	C
224-226 S. Main St.	Reinholz Shoe Store	1946	C
209 S. Main St.	A&P Supermarket.	1947	C

*Classification C = Contributing N = Non-contributing

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III. Descriptions

Following are descriptions of current and historic appearances of several buildings in the district, commencing at the north end of the district and proceeding south:

Kuckuk & Pulcifer Building (1890) : 105-107 South Main Street

This two-story, eight-bay commercial block with cream brick veneer visually anchors the northwest corner of the historic district; it is adjoined to the north by a single one-story building constructed in 1949. The Kuckuk & Pulcifer Building bears the initials of its original owners in the center of the upper facade, which is surmounted by a pressed-metal cornice supported by singly-spaced shallow brackets decorated with oak leaves and small rosettes. The flat brick area, into which the initials and a smaller stone bearing the date of construction are set, is created by a three-course band of basketweave brick, which spans the facade between the corner piers.

A simple pressed metal cornice spans the facade across the transoms of the second-story windows; each window is marked by a single short bracket projecting from the cornice at either side, thus achieving the appearance of individual hood molds from a single piece. The original double-hung windows have been replaced with glass block, and the storefront and transom have been altered with a cedar-shingled fixed canopy, commonly applied to Shawano downtown buildings in the early 1980s. Like almost all of the district's pre-1900 commercial buildings, the storefront was altered at an earlier date.

Lieg Building (1933): 126 South Main Street

This building has predominately original or historic features, and is one of the most striking on the block. The two-story, four-bay facade features a concrete stringcourse above the second-story windows with Art Deco-inspired chevrons across its length. The facade's cornice is delineated by a thin band of concrete molded with a line of exposed points projecting upward, and the building's brick corner piers are slightly beveled from the cornice to the lower edge of the stringcourse. The four second story windows are nearly square, with one-over-one double-hung glazing in plain surrounds. They are protected by single-pane storm windows.

The building has an applied storefront of bright green structural glass, which covers the areas traditionally occupied by the storefront's piers, transom and signage area between the transom and the sills of the second-story windows. On the piers, the panels are roughly one-and

one-half feet in width and slightly longer, and are separated from each other by narrow strips of light green structural glass set in thin metal strips. The horizontal members across the upper reaches of the storefront are roughly the same width but twice as long; several are butted end-to-end to span the facade with no intervening treatment. This upper storefront facade consists of three sets of wide dark green panels identical in color and width to those below, elongated as described previously. These are separated from each other by two similar bands of the light green structural glass in narrow metal frames. The entire glass area of the storefront is surrounded by a plain, wide aluminum frame. The dark green glass panels are smooth and semi-reflective, while the narrow light green strips have a subtle texture and are not reflective.

The display area consists of single-pane glass display windows set flush with the surrounding structural glass and placed on either side of a pair of non-historic inset aluminum doors; display windows set at a perpendicular angle extend from the building's facade to the entry. A single, non-historic aluminum and glass door is inset from the facade between the southern pier and the adjoining display window; this door accesses the second floor, which historically held offices. Both sets of display windows on either side of the central entry have non-historic brick bulkheads. A non-historic, flat, corrugated plastic awning extends over the sidewalk immediately above the display windows. The structural glass facade is the only one of its type in the historic district, and, although a somewhat jarring juxtaposition with the building's more restrained upper reaches, it appears to be either original to the building or to date from within a short time of its construction.

Raddant Saloon (1902): 112-114 South Main Street

This two-story commercial block demonstrates some Queen Anne influences. Like most of the district's buildings, its most intact features are above the storefront transom area. The building's second story is dominated by two semi-hexagonal bay windows, each with three historic double-hung windows behind modern storm units. Each bay has a slightly conical roof and a convex lower surface, which is suspended over the sidewalk. On each bay, the three windows are separated from each other and from the brick wall by four wreathed column pilasters, which are surmounted by a simple architrave molding and an egg-and-dart pattern molding. The pilasters rest upon narrow paneled bulkheads adorned with a single rectangular leaf-and flower emblem, which in turn are separated from the bay's convex underside by a row of egg-and-dart molding. All of these pressed-metal features are original and unaltered.

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The building is faced with a red brick veneer, and is surmounted by a simple brick corbeled cornice. Immediately below this cornice is a long band of three courses of dogtoothed red brick, framed on all four sides by a single course of contrasting cream brick. Immediately below this band, and immediately above the second story windows, are a row of ten diamond-shaped patterns constructed of cream brick. Between the two bay windows described previously is a single segmented-arched window opening with a rough stone lintel and a row of cream bricks defining the segmented arch. The middle two bricks of this row, however, are red, disrupting the expected pattern. A small stone with the date of construction sits immediately above this window. This window has been boarded up; an identical window beyond the southernmost bay window is in original condition.

The lower portions of the bay windows are intersected by the storefront cornice, a wood molding marked at both ends with small gabled consoles. From this cornice extends a non-historic corrugated metal fixed awning;² the storefront area below that has been entirely altered.

Holst Saloon: (1890) 125 South Main Street

This building and the Schweers Hardware Store immediately south appear in many of the oldest known photographs of downtown Shawano, and date from the aftermath of the 1890 fire that destroyed most of this block. The Holst Saloon appears little changed above the storefront from those images, and is one of few buildings in the district to maintain original, second-story, two-over-two, double-hung glazing. This two-story, three-bay building has a simple pressed-metal cornice, marked only by wide plain-faced brackets at either end and a single row of shallow conical protrusions extending along the cornice's length. Each of the three second-story windows has plain stone lintels and a flat-faced, plain hood mold, and immediately below these windows is a metal storefront cornice with corner brackets similar to those on the building cornice. The storefront area is entirely altered.

Schweers Hardware Store (1890): 127 South Main Street

² It has been difficult to determine whether such shed-profile applied metal awnings, which appear on several buildings in the district, are in fact from the late historic period or the early non-historic period. The latter assumption has been made, but this caveat should be taken into account.

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More elaborate and slightly larger than the Holst Saloon, this was also constructed immediately following the 1890 fire. This four-bay facade is surmounted by an elaborate pressed-metal cornice embossed with a scallop-shell pattern. Like those on the Holst Saloon, the four pressed-metal hood molds are of relatively simple design, having flat faces and little ornamentation; these do have what appear to be applied metal rosettes or bull's eyes at the centers and the corners. The second story windows of the Schweers building have been replaced with smaller units, the balance of the window opening being filled with metal or vinyl siding panels. The second window from the north is entirely paneled; the storefront is entirely altered.

Dehn's Ice Cream Store and Restaurant (1947):130-132 South Main Street

One of the district's newer historic commercial buildings, this building is also one of the most intact. Although both sides were historically operated by the same dairy goods company, this building's dual use is evident in the design of its storefront, which is original to the building. The northern and larger portion of the storefront area, which historically housed a retail store, has plate glass display windows set flush with the brick corner piers. The plates are framed with narrow aluminum strips and set on a black tile bulkhead. Near the entry, slightly south of the building's center, the northern storefront's display window turns away from the street at a nearly perpendicular angle and extends inward to the plane of the door. Between the interior corner of this display window and the deeply inset double doorway is a narrower display window with the same general features. This window is bordered on the edge adjoining the door by a wide aluminum pilaster with Streamlined-style vertical flutes or "speed lines." This feature extends past the upper framing of the window to the ceiling of this inset entryway, a few inches above the windows. Over the double doors and aligned with these windows is a wide, plain transom light in a wood frame below an aluminum horizontal framing member that extends across the doorway area. The double doors beneath this transom are each simple wood frame with a large plate glass window and two round aluminum push bars set at a thirty degree angle; these appear to be original. Adjoining the southern edge of the south door is a wide aluminum pilaster identical to that described previously.

The display window for the historic restaurant portion of the building to the south commences perpendicular to this pilaster and extends approximately three feet toward the street. At that point it is joined by narrow aluminum band identical to those described previously. The adjoining display window follows a ninety-degree arc and adjoins a single, flat plate glass

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window that adjoins a door leading to the second floor. The door opens against the building's southern brick wall; it and the restaurant's display windows are inset approximately four feet from the larger display window to the north and from the rest of the facade of the building.

The upper facade has seven windows and no ornamentation with the exception of a plain, narrow concrete band that encircles all seven windows across the facade. The upper windows have no distinguishing characteristics but appear to be original. As a result, this building may be seen to have exceptional overall integrity. It should also be noted that the interior of the historic restaurant portion of the building has an intact, built-in, diner-style seating and a cooking area with an undulating bar and stools that is either original to the building or dates from within a few years of its construction. Such interiors are uncommon in the Shawano region.

Chaimson's Fair Store (1907): 134 South Main Street

The two-story, three-bay Chaimson building, noted for its historic significance as the first home of one of Shawano's longest-lived department stores, has a pressed-metal cornice with dentils and shallow brackets. The building's date of construction is carved in a stone set over the center second-story window. The bays are separated by brick piers that reach from the windows' sills to the cornice above. The upper limits of the piers are defined by continuous corbeling, which spans the space between the piers.

The second-story windows have rough-cut stone lintels that extend past the window's dimensions to the adjoining piers. The rough-cut stone sills also span the entire distance between the piers and are made into a continuous belt course across the facade by abutting identically-proportioned stone caps at the bases of the piers. The second-floor windows are recent replacements; the upper portions of the original openings are filled with an opaque black panel. The storefront's simple molded cornice commences a few courses below the sills; the storefront has been completely altered.

Citizens State Bank (1910): 146 South Main Street

The only contributing historic bank in the district (another is covered by a metal slipcover and is non-contributing at this time), the Citizens State Bank Building is a two-story, two-bay building with pressed metal cornice consisting of a simple architrave supported by singly-spaced dentils. The ends of the cornice are marked by upward-projecting semicircular shapes decorated with a sunburst

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motif. The center of the cornice has two smaller, semicircular sunbursts on either side and at the peak of a projecting triangle inscribed with the building's date of construction. Beneath the cornice the upper facade is divided into two bays with three brick pilasters. The area beneath the cornice and above the second-story windows is set apart from the window area by a molded stone beltcourse, which also functions as the window's lintels. The spaces between the piers in this area are marked by shallow brick corbels and slightly inset brick panels.

The second floor window areas, defined above by the beltcourse mentioned previously; are marked on either side by the lower portions of the brick piers, each of which has a molded stone cap immediately below the belt course. A plain, stone beltcourse abuts the plain, stone bases of the piers, creating a second, continuous beltcourse that rests on top of the storefront's entablature, described below. The two large glazed areas of the second floor have been replaced by smaller, non-historic windows, with the balance of the spaces filled by plain board.

The storefront area is defined at either side by two Ionic stone pilasters. Each has wider flutes, a smaller capital and a taller, plain plinth that may be formally expected. The pilasters' capitals support a simple entablature consisting of a wide frieze and simple molded cornice; the words "CITIZEN'S STATE BANK" is emblazoned in relief across the frieze. The transom light area below this entablature is intact but covered; the storefront area is entirely and unsympathetically altered.

Raddant Millinery (pre-1894, ca. 1903): 144 South Main Street

This building's odd, off-center facade stems from the fact that it is a pre-1894 wood frame building veneered between 1901 and 1907. The facade has a simple, brick, corbeled cornice, a single band of decorative, vine-like terra cotta inlay across the upper reaches of the facade, and a set of four evenly-spaced, slightly protruding blocks above the second floor, which appear to be anchors for the wall's veneer. The building's three second-story windows each have stone lintels that extend slightly beyond the window space; the panes themselves are not original but from the historic period, and are protected by external storm units. Each window is accompanied by non-historic shutters and window boxes. There is no evidence of a historic storefront cornice; the historic absence of this feature may stem from its early construction or its historic veneer. The storefront is entirely altered.

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Upham and Russell Block (1920), 153 South Main Street

Although contemporary accounts indicate that this building's construction incorporated part of its predecessor, a mid-nineteenth century Greek Revival store built for the company in 1871, no evidence of this earlier building is apparent.³ This dark-red mottled brick building with three wide bays is located on the northwest corner of South Main Street and Division Street, where its visual impact is significant. The city's oldest historic retailer, Upham and Russell housed their dry goods, clothing and other businesses here until 1940, after which time the business housed a Montgomery Ward outlet.⁴ With the exception of obscuring the original transom light and signage area, and boarding up a series of small windows along the south-facing facade, this building appears substantially unaltered. The upper terminus of the primary facade is marked by a pressed-metal sign plate announcing the original business's name and date of commencement. This sign plate is adorned on either side by a raised, elongated diamond, a motif repeated across both the primary and south-facing facades. Immediately below this sign plate is a simple molded projecting cornice and a flush-set beltcourse underneath; both cornice and beltcourse span both of the visible facades. Across the primary facade, the area between these two horizontal members is inset with a series of evenly-spaced equilateral diamonds, which extend across the facade's length. This space is left unadorned on the south-facing facade.

The second floor windows on both facades consist of one-over-one, double-hung wood-clad glazing, all of which are original. On the primary facade these windows are paired in the openings to either side and tripled at the center bay; on the south-facing facade these are all set singly. Each window or set of windows rests on a plain, smooth-faced concrete sill and is surmounted by a decorative motif consisting of a slightly raised brick panel extending the width of the window or window grouping and inset by a single contrasting-colored equilateral diamond.

³ Shawano County Advocate, June 1, 1920, p. 1 c. 4.

⁴ Shawano Area Writers, The Shawano Story : March 19 1874 - 1974 (Shawano: Centennial Committee of the City of Shawano), 1974, 141

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The first floor of the south-facing facade has smaller window openings, approximately one-half the size and aligned directly with those above; these are currently obscured by boards. The first floor of the primary facade has two large display windows on either side of a central recessed single-door entry; all of the display windows rest upon original brick bulkheads. The door itself consists of a modern, but unobtrusive single aluminum frame door set into a transom and sidelights of similar materials. The doorway is framed by two narrower display windows, which are joined at a right angles to larger windows that extend to the street facade. The storefront is supported by interior, plain, round columns, and although the glass may be non-historic, the storefront design itself appears to be original. The entry is accessed by two wide concrete steps, which elevate the storefront above the sidewalk level. The transom area above the storefront is covered by siding material and a larger non-historic sign.

Jung's Furniture (pre-1894): 154 South Main Street

Like its neighbor, the Raddant Millinery shop described above, this building's non-symmetrical facade indicates its early provenance. Built before 1894, this wood frame structure was functioning by that year as a furniture store, and was veneered by 1901. This brick veneer has a simple corbeled cornice across its primary and south-facing facades, and a series of three symmetrically-placed inset brick designs in the shape of diamonds above the second floor windows. The second floor windows have simple segmented-arch lintels and plain stone sills, and are glazed with one-over-one double-hung panes, which date from the historic period. The building's storefront transom has been obscured, and a shallow, flat streamlined-style aluminum awning extends across the primary facade. This building is one of few of its era in the district with original cast-iron storefront columns, although its storefront may have been redesigned to allow for a slightly deeper inset entry during the later part of the historic period.

Boehm Barber Shop (1929): 108 East Division Street

This storefront, one of the smallest and most intact in the district, is appended to the rear of 200 S. Main St. by a recessed ell or passageway. Built as a barbershop, this one-story brick veneered building has a stepped concrete-edged facade with a half-circle arch at its center, under which lies a round concrete date stone. The date stone is flanked on either side by vertical concrete members set into the brick, each of which are surmounted by a small, plain, square form; these features are in turn flanked on the external sides by two square concrete panels inset with an unadorned shield or crest.

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Beneath these features extends a simple molded storefront cornice or belt course, which in turn rests upon the storefront piers and transoms. The two brick piers have simple concrete bases and are defined in their upper portions by an inverted-cross pattern of concrete set into the brick immediately below the piers' simple capitals. These capitals and the crosses' horizontal members align with the upper and lower edges of the storefront transom, which extends across the storefront facade. The transom glass consists of six panes of translucent, slightly scored glass in molded copper frames; all are entirely intact with the exception of the westernmost, which has been replaced by a portable air conditioner. The storefront itself consists of two plate-glass panes facing the sidewalk and two narrower panes angled from the plane of the others into the building, where they are adjoined by an original wood-and-glass door. The storefront panes are framed with molded copper members, and rest upon brick bulkheads. With the exception of the one replaced pane of transom glass, this building is highly intact and has exceptional integrity.

Masonic Block (ca. 1910 / 1921): 201-03 South Main Street

This building's two construction dates represent its expansion in order to house the Masonic Temple, following the Lodge's relocation from another building in 1921. The original, northern portion, which adjoins the corner of Main and Division streets, was extensively remodeled as part of the 1921 addition; the earlier portion can only be discerned in the round-arched windows of the second floor of the north-facing facade and in a slight variation in the color of the bricks of the primary facade. The primary facade has a three-stepped cornice with stone or concrete coping; the central step is inset with a stone bearing the Masonic insignia. The steps immediately to either side of this central step are underscored by a single row of brick corbels; the outlying portions of the facade have double rows of brick corbeling. The second floor of the primary facade is marked by four bays, each with one wider window flanked by two windows approximately one-third the central window's width. All have original glazing. Each window consists of a single, double-hung, one-over-one window with a transom light above, resulting in markedly long and narrow glazed openings. Each window is surmounted by a lintel of soldiered bricks staggered into a slight arch, which are in turn surmounted by a single horizontal row of slightly projecting bricks. The lintels are of plain stone and extend across all three windows of a given bay. The area between the second floor window sills and the storefront display windows is entirely covered; the storefront itself has no historic features.

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The north-facing facade of the building consists of five bays of two openings per floor in each; the bays are delineated by brick piers at equal intervals across the facade. The second floor windows have round-headed arches. They are glazed with one-over-one, double-hung windows with semicircular arched transoms and the two windows of each bay are tied together by a continuous stone sill. The first floor bays consist of single, flat-headed windows and doors; the windows have individual plain stone sills, one-over-one double-hung glazing and are of standard dimensions. The two door openings, one in the second from west bay and one in the second from east bay, have both been altered; the western door has been bricked up to create a small window and the eastern door appears to have replaced a window. This building is visually prominent in the district and has good integrity.

Karth Furniture and Undertaking (1904): 208 South Main Street

Although this building has been substantially altered, most of the alterations to the primary facade date from the building's conversion from a newspaper office to a jewelry store in 1945 and are themselves historically significant. This one-story front gabled frame building with Boomtown facade features a rare historic porcelainized enamel storefront consisting of panels of white, slightly textured, semi-reflective enamel-coated steel panels on high storefront bulkheads and on the transom area above the windows. The bulkhead segments are interrupted at about nine inches below the lower edge of the storefront windows on each side of the central entry by a single horizontal band of black porcelainized enamel about six inches in width, which extends across the width of the facade on either side of the entry. All of the panels are set in thin aluminum frames.

The doorway is recessed, with the panels and storefront windows extending from the sidewalk to the door set at a slight angle. The display windows are set in thin aluminum frames, and appear to be original to the building. The door itself is non-historic but unobtrusive, and consists of an aluminum frame with single plate glass window. An apparently historic, narrow, flat fixed awning with Streamlined-style horizontal "speed lines" extends across the facade about one foot above the upper frames of the storefront windows; a non-historic shed-style fixed metal awning is suspended immediately beneath the older awning. The porcelainized enamel panels above the awning are bisected by a black horizontal band similar to that on the bulkheads, and the entire applied storefront is framed with wide aluminum members.

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The area of the facade above the applied storefront and extending to within approximately two feet of the cornice is covered by an applied signboard, on which the word "Jewelry" can be faintly seen. Above this sign board some of the building's original wood siding is visible; the facade is surmounted by a simple molded wood cornice supported by four small, singly-spaced brackets. The exposed south-facing facade of the building, which is visible but unobtrusive to the streetscape, is sided with imitation brick siding and has no other visible features. The primary facade of this buildings has a high level of integrity.

Naber Block (1903):214 South Main Street

This commercial block is one of the largest buildings in the district, and despite alterations is still a visually significant edifice. The two-story load-bearing brick building is capped by a plain corbeled brick cornice, under which, at the center of the facade, is a stone bearing the name of the initial owner and a smaller stone beneath bearing the date of construction. The building's upper facade is divided into three bays by two brick piers; the center portion is slightly less than one and one-half times the width of the other two combined. The areas between the cornice and the second-story windows are delineated on the two side bays by three stone stringcourses that traverse the bays and the piers on either side. These are evenly spaced, with the lowest stringcourse being slightly wider than the other two. The center bay does not have these stringcourses, that area on this bay being occupied by the name and date stones described previously.

Each of the side bays has a pair of tall, narrow windows whose lintels are formed by the lowest stringcourse, described previously, and whose sills are formed by an additional, narrower stringcourse that traverses the entire facade immediately below the windows. The central bay has a pair of segmented arched windows, each approximately twice the width of one of the side windows; the segmented arches have stone keystones and springers. The windows' sills are also part of the lower stringcourse across the facade, as described previously. The glazing of all of the windows at this time is covered with siding material. The two piers dividing the upper facades bays terminate in corbels below the stringcourse and immediately before the storefront transom area.

The storefront transom area, the storefront piers at either side, and a former doorway leading to the upper floor are all obscured by an applied false brick covering. Like many of Shawano's historic retail buildings, the storefront itself was renovated to reflect contemporary marketing theory during the historic period; the present storefront has a high level of integrity

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as a result. The storefront's facade display windows give way at the center of the building to the original square cast-iron piers, which have fluted bases and slightly recessed panels in the centers of their lengths. Adjoining these piers are display windows that recess into the building at an angle perpendicular to the street and terminate approximately three feet short of the plane of the door in a narrow display window parallel to the storefront windows. These in turn each terminate at another narrow display window, which proceeds inward to the frame of the door, but at a slightly obtuse angle from the adjoining window, rather than at a perpendicular angle. The door and its transom themselves are aluminum and non-historic. All of the display windows are framed in narrow strips of molded copper. This storefront is one of the more sophisticated of the historic storefronts in the district and excellently represents the common redesign of such features during the early twentieth century.

Crescent Theater (1915): 220 South Main Street

The only historic theater in downtown Shawano, this building has excellent overall integrity. Two stories in height and constructed of load-bearing brick, the theater has a slight false gable rising above the roofline, and a simple, molded, pressed-metal cornice underneath. The area between these two features is marked at the center by an inset, pressed-metal plate bearing the name of the original owners of the theater, flanked on either side by smaller inset panels with the date of construction, which is split in half with two digits on either side of the name plate.

Beneath the cornice are six one-over-one, double-hung windows, each surmounted by a three-light transom. The windows rest on a continuous concrete sill that extends slightly beyond the end windows. Each window is surrounded by a slightly raised brick frame with square white concrete accents at the upper corners of the surround. The four windows at the center share the vertical elements of these frames between them. The single window at either end is slightly set apart from the rest and independently framed. A slightly raised brick panel with shallow corbels projects from immediately under the continuous second story window sill described previously.

The storefront area of the theater has a predominately intact, black structural glass surround applied during the late 1930s. The upper portion of this facade is marked by a projecting marquee dating from the early 1950s; windows to either side were blocked with siding at approximately the same time. At the center of the facade at the ground floor is a narrow one-person ticket booth which projects from the facade in a semi-hexagonal shape. It is sheathed in black structural glass and has the historic name of the theater etched in Art

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Deco-style lettering above the booth window. With the exception of one broken glass panel at the base of the ticket booth, this feature is entirely intact.

The booth is flanked to the south by three narrow doors consisting of wide oak frames surrounding a three-quarters length, plate glass window; the remainder of the lower portion of the door being covered by an aluminum kickplate. Each door has a pair of round aluminum bars placed at arm level to allow patrons to push the door open; these are set at a slight angle so that the two southernmost doors, which are hinged to face each other, have slightly inclined push bars that meet in the middle, forming a shallow chevron shape when closed. The third door is separated from the other two by its frame and its push bars are set at the same angle, rising toward the ticket booth at the center. The single historic door on the opposite side of the ticket booth is a mirror image of the door previously described; a pair of matched doors on this side, presumably identical to those described, were replaced in recent years by a non-historic door and sidelight installed to permit wheelchair access to the theater's lobby. An inset doorway leading to the second floor adjoins the storefront pier adjacent to the door described on the northerly end of the facade, while the window at the southerly end, beyond the historic set of doors, which historically functioned as a small confectionery stand, has been covered with painted plywood. The interior of the theater has undergone some alterations; Art Deco sconces and chandeliers do remain from the late 1930s renovation. The original shallow stage is still extant, as are many of the original metal theater chairs.

Reinholtz Building (1946): 226-228 South Main Street

This one-story concrete and stucco building, at the southernmost edge of the district, was the first new construction in the district following World War II, and is highly intact. The building has two storefronts with only a vestige of a facade above the storefront windows; this upper portion is unadorned except for non-historic signage. This space is defined on either side by an extension of the storefront piers, which terminate at the upper edge of the facade, and is divided from the storefront by a flat, unadorned, projecting shelf, which extends no more than one foot beyond the piers. A non-historic, fixed, shed-style, corrugated metal awning projects over the sidewalk in front of the building, and is supported near the street by non-historic wrought-iron supports.

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The storefront's display area consists of plate glass windows in narrow aluminum frames resting upon stuccoed bulkheads. The display area has four segments of display windows at the sidewalk level, one at either side and a pair in the center. These flank the two entries, which are deeply inset from the sidewalk. Each door has a wood frame and large plate glass window, which appear to be original to the building, and is surmounted by a single-pane, wood-frame transom light. The doors and transoms are framed by stuccoed members, which set them apart from the two narrow display windows that flank each entry. These display windows are joined to those at the sidewalk level by similar display windows set perpendicularly to their counterparts. The floors of the inset entryways surrounded by these display windows are inlaid with red and maize tile; the northernmost of the two entryways also features the name of the building's original owner in one-inch red and white tiles inset into the larger pattern.

209 South Main Street (1947): A&P Grocery Store.

This building is more difficult to describe accurately than most of the others in the district, as it represents a style of commercial architecture which was barely beginning to emerge in the late 1940s and has not yet been extensively studied. This one-story building with concrete side walls has no notable external features with the exception of a front wall made entirely of plate glass resting on a low painted concrete bulkhead. This glass wall is actually not vertical; instead it is inclined from roughly the sidewalk level at the roofline to approximately two feet further into the building at its juncture with the bulkhead. The corners of the roof are supported by plain, round iron columns, which are free-standing from the building on low concrete pedestals.

The extensive facade glazing, referred to by historian Chester Liebs as a "visual front," represented a design idea germinated in the 1930s which beginning in the late 1940s was applied to non-downtown roadside strips across the country, including Highway 29 east of Shawano. Such utilitarian modern designs, as Liebs claims, represent postwar architects' desires to incorporate the accepted credo of functionalism into the design of spaces intended to sell goods; the extensive glazing and inclined plane of many visual fronts was an attempt to render the interior goods readily visible to passersby, especially those in automobiles. The Shawano example sits at the edge of the central business district, and is located in relation to street and sidewalk in the same manner as the district's older commercial buildings. As a

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result, this structure represents an excellent example of a significant transitional development that, as of this writing, is only beginning to be acknowledged.⁵

IV: Conclusion

Although buildings in the Shawano Main Street Historic District have generally undergone alterations, most frequently to their storefront areas, the district on the whole maintains a sufficient level of integrity of historic fabric and features to be considered eligible for the National Register of Historic Places. The district has excellent overall streetscape integrity; only one vacant lot in the southern portion of the district represents a demolished historic building. Likewise, only two buildings in the district postdate the district's period of significance, one only by two years. Several buildings in the district have been altered to such an extent that they are non-contributing to the district at this time; however, a significant percentage of these are small one-story shops with less than twenty feet of frontage that have relatively little impact on the district's streetscape continuity. The few larger buildings that have been determined non-contributing all received this designation due to applied facade treatments that are likely to prove reversible in the future.

The contributing buildings in the district generally demonstrate adequate to excellent integrity above the storefront area, and include original features such as cornices, hood molds and date or namestones, which are unusually prevalent in this district. Alterations, such as placing boards over windows, are frequently additive and reversible, resulting from recent underutilization of upper floor areas. Storefront alterations range from historic to recent; on many of the district's contributing buildings the extant storefront is historic in its own right. The relatively high number of mid-twentieth century historic storefronts extant is particularly notable, as such storefront features are increasingly being lost at a time when scholarly investigation of this topic is in its infancy. The district's representative storefronts from this

⁵ See Chester Liebs, Main Street to Miracle Mile (Baltimore: Johns Hopkins University Press), 1985 pp. 60-63 for a discussion of the development and rationale behind the visual front, and pp. 130-133 for the application of the visual front to the supermarket building form. This is the most articulate source encountered to date on this subject, and is offered in order to provide some measure of context and a lexicon for this as yet academically indeterminate but increasingly significant architectural form.

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period include many good examples, and include at least one known to represent a short-lived and significant production process. Such features, which were intended to be short-lived and have been destroyed in many regional downtowns, are intact here for a variety of reasons, including the community's relatively slow economic growth in the last fifty years and the lack until recent decades of local competitors for the district's businesses. The intact nature of these storefronts, as a result, bears particular merit.

The small but highly intact selection of historic buildings constructed in the district immediately following World War II is also a feature that bears significance. The three contributing post-war buildings represent attempts to apply newly-developing ideas of commercial design principles to the existing pattern of downtown streetscape development; such efforts were by and large abandoned shortly after these buildings' construction in favor of outlying locations, such as the "strip" that developed immediately east of Shawano on Highway 29 beginning in the early 1950s. These buildings, as a result, represent a brief transitional stage of relatively traditional commercial development which presaged and was supplanted by outlying roadside development of a manner not yet the subject of extensive academic study. These buildings complete the evolution of the district during the historic period, allowing the district in its current form to fully represent a mature commercial district with extant resources spanning the entire era of the district's historic growth. As a result, the Shawano Main Street district may be determined to have adequate, and in many areas excellent, integrity as a mature traditional commercial district.

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)

COMMERCE
SOCIAL HISTORY

Period of Significance

ca. 1894-1947

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Leibert, H.T.

Narrative Statement of Significance

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

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I. Introduction

The Shawano Main Street Historic District is eligible for the National Register of Historic Places under National Register Criterion A, due to its association with and contribution to Shawano's development as a commercial and service center in northern Wisconsin. As a result of the district's physical and developmental cohesion, it represents a significant and distinguishable entity whose components, as none would be considered individually eligible for the National Register, lack individual distinction, but which collectively represents and embodies an essential element of the development of the city of Shawano and the surrounding region. This district is eligible at the local level.

From the construction of its earliest extant historic buildings in the last quarter of the nineteenth century, through the close of the district's period of significance two years after the end of World War II, Shawano provided one of the most active commercial districts in rural northern Wisconsin. The city's central business district, which consisted primarily of the Shawano Main Street Historic District, served both city residents and people of outlying areas, who came to the city, the largest in the region between Wausau and Green Bay, for shopping, entertainment, and a variety of services. Throughout this time period, the district gained a selection of predominately vernacular examples of common nineteenth- and twentieth-century commercial architectural styles and forms, and developed into a mature, cohesive, historic small-town business district. The Shawano Main Street Historic District comprises the largest intact portion of the city's historic commercial building stock and is one of the more intact historic commercial districts remaining in the smaller communities of the region.

II. Historical Context: City of Shawano

A. Physical Context:

The city of Shawano lies in Shawano County, approximately halfway between the cities of Wausau and Green Bay in northeastern Wisconsin. The city's western border consists of the Wolf River, a major state waterway which runs south and west from Forest County north of Shawano to Lake Poygan in Winnebago County. Shawano is adjoined to the northeast by Shawano Lake, which is connected to the Wolf River by a shallow outlet, historically known as the mill pond. As a result of these natural barriers, most of the city's development during the period of historic significance extended toward the south and east along two major overland corridors: Highway 29, known locally as Green Bay Road, which runs predominately east-west along a portion of the route of the former Green Bay-Superior Military Road; and Highway 22/47/55, which runs north-south through the

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city along Main Street and predominately parallels the Wolf River along a historic route connecting a river landing south of the present city of Shawano to the City of Keshena in the Menominee Indian Reservation to the north. Although the lake and river played an important role in pre- and early-settlement transport and logging, the river did not develop into a major general transportation route due to the area's relative isolation and the river's natural navigation impediments at Shawano and downstream. Instead, the city's commercial district developed around the intersection of the two overland routes, a development apparently unexpected by the planners of the area.

Lying near the southern edge of what later became known as the Cutover area of Northern Wisconsin, Shawano is one of the oldest cities between the Bay of Green Bay and the Wisconsin River. This location allowed Shawano to profit from both the pine logging of the late 19th century and the subsequent era of farming that continued through the mid-twentieth century. Unlike Cutover areas farther to the north, the land surrounding Shawano proved acceptable for farming after the timber was depleted, which allowed the city to continue to prosper and develop as a retail and service center for area farmers; it held that position with little competition for several generations. Until improved roads made access to Green Bay and other outlying areas easier starting in the 1950s, Shawano's historic commercial district functioned as an important regional commercial hub. The extant district embodies the full chronological scope of this development and in its constituent parts reflects both the city's relative commercial importance and its isolation from larger centers of population.

B. Initial settlement and development

Euro-American settlement in the area of the city of Shawano began with small-scale logging and trading in the late 1840s. This early activity was centered around the outlet from Shawano Lake into the Wolf River, about one-half mile northwest of the present historic commercial district; a mill and a tavern/boarding house were built at the confluence of these two features prior to 1851.⁶ Development began to shift to the southeast following 1853, when the creation of Shawano County led to a debate over the location of the future county courthouse. At the time, two informal concentrations of settlement had developed: one north of the lake outlet in an area known today as River Heights, and a smaller settlement in an area known as Powell's Landing, south of the present

⁶ Ila Hill Moede, Grandma's Footprints: A History of Shawano, Wisconsin 1843-1918. (Amherst, Wisc.: Palmer Publications, 1991), 8.

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city along an easterly bend in the Wolf River. A compromise led to the courthouse's construction in 1857 at a site between the two settlements, at approximately the location of the present courthouse three blocks north of the historic commercial district.

The creation of the Green Bay-Superior Military Road, which was completed in 1871, improved access to the North Woods pineries and ushered in the era of pine logging; it also led to the development of the historic commercial district around its present location. The military road, which followed an established trail (approximated by modern Highway 29) from Green Bay, turned north at a point just east of the Wolf River and followed the historic trail leading from the Shawano Lake outlet to Keshena, a route already well-established by this time. The juncture between these two routes, at approximately the same location as the present intersection of Green Bay Road and Main Street, provided a logical stopping-off place for travelers; an early hotel was constructed at this juncture, on the southwest corner of modern Green Bay and Main streets, in 1855, well before the routes' formal improvement.⁷ Full-scale commercial development at this location appears to have been unanticipated, however, and the commercial core was expected to develop west and north of this location, closer to the earlier River Heights settlement.

The area comprising the modern historic commercial district was platted by two different speculative partnerships during the 1860s. Both laid out large lots of varying sizes, many containing several acres, in a manner highly untraditional for a northern Wisconsin commercial district. Shawano was incorporated as a city in 1874; this incorporation adhered to the boundaries determined when Shawano became a village in 1871 and did not include the present commercial district, or indeed much of the present city. Instead, the incorporated city included only a small area north of the Shawano Lake outlet that was in later years removed from the incorporated entity. The city's boundaries were changed in 1877 to include the area south and west of the lake's outlet,⁸ and the historic commercial district appears to have begun to develop in earnest shortly after that time. Although several of the district's contributing buildings have dates of construction that cannot be determined due to the convolutions in the city's land records described in Section 7, it may be

⁷ *ibid*, 47.

⁸ *ibid*, 14.

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inferred with some confidence that the earliest extant buildings in the district probably date from no earlier than the mid-1870s. One building (currently non-contributing due to an applied facade) is reputed to date from prior to the district's development and to have been moved to its present site from one of the earlier settlements.

C. Evolution of district during period of historic significance:

By the time the city's first Sanborn Fire Insurance map was published in 1894, Shawano's commercial district extended along Main Street for approximately one block north and south of the Green Bay Road and Main Street intersection.⁹ The commercial district also included five commercial buildings on the south side of the intersection of Main Street and Division, or Center, Street, as it was called on either side of Main Street. Despite its irregular platting, the core of the commercial district in the first block of South Main Street had by this time taken on the full appearance of a typical regional business district, dominated along the street by one to three story buildings set side-by-side and directly abutting the public right-of way. Several load-bearing brick buildings had by this time taken their place along the street, especially in the middle portion of the west side, where five buildings had been destroyed by a fire on May 2, 1890.¹⁰ The east side of the street, primarily unscathed by fire, consisted predominately of wood-frame buildings, with two brick and two brick veneer buildings interspersed. Businesses in the commercial district included a typical array of retailers and services, including several saloons, dry goods, hardware stores, jewelers and confectioners. Most of these businesses were sole proprietorships with few, if any, non-family employees. Thirty-seven buildings stood along the street between the two intersections at that time.

By 1894, Shawano's commercial district was already experiencing profound change in its sources of income and customers. Although logging provided much of the early speculative interest in the

⁹ The historic commercial district north of Green Bay Road has been extensively altered and lacks sufficient integrity to be included with the proposed historic district or to be nominated as a district independently.

¹⁰ Shawano Area Writers, The Shawano Story : March 19 1874 - 1974 (Shawano: Centennial Committee of the City of Shawano , 1974), 31.

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Shawano area, and pine logs were still being floated to market on the Wolf River as late as 1911,¹¹ farming began to supplant logging as the primary source of Shawano's income as early as the 1880s. As in much of northern Wisconsin, central and western European immigrants, particularly from the German states, began to arrive in the rural Shawano area as early as the 1870s. By purchasing inexpensive cutover lands and undertaking the back-breaking labor necessary to uproot the huge stumps, immigrants to the Shawano area could avail themselves of a farm sufficient to support their families with a minimum of monetary investment. Unlike more northern cutover areas, which proved too difficult to clear or to have a growing season too short for successful farming, the Shawano area's farmers did well, raising grains and later dairy cattle in a manner common to the southern half of the state. Farming proved a reasonably successful means of making a living until well after the district's period of significance, and provided the economic basis for much of the district's historic development. Farmers, along with city residents, constituted virtually the entire market for the city's goods and services for most of the district's period of significance; even those who lived at a greater distance from Shawano and did most of their shopping at businesses in smaller communities came to Shawano regularly for unusual goods or legal or medical services.

During the district's period of significance, Shawano's commercial district expanded but remained functionally quite similar to its 1890s mode of operation. The district's business owners, while still predominately independent entrepreneurs, were joined by national retailers such as the Atlantic & Pacific Tea Company, which occupied 118-120 S. Main St. for several years before moving into its new building at 209 S Main Street in 1947; J.C. Penney's Department Store, which built at 137 S. Main St. in 1929,¹² and Lauer mann's, which occupied 214 S. Main St. A handful of residential-style buildings on the east side of the southern end of the 100 South Block and in the 200 South Block were replaced with no-setback commercial buildings, resulting in a gradual expansion of the commercial district to its present borders with the construction of the two southernmost buildings in the district in 1946 and 1947. Several early commercial buildings were also veneered between

¹¹ Moede, *op cit.*, 41.

¹² Shawano Area Writers, *op cit.*, 136.

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1900 and 1927, as bricks became more available and a brick facade considered safer and more appropriate for a commercial building. In general, upper stories were occupied by either the family of the proprietor of the store below or by service providers, such as lawyers or doctors. The area's slow, steady growth resulted in only a few new buildings every few years, and in many cases older buildings were substantially enlarged and remodeled in lieu of new construction.

Prior to the improvement of regional roads in the 1930s, many Shawano area residents went no farther than this community on any but an exceptional basis. Passenger and freight rail connections were made possible by the 1884 construction of the St. Paul and Eastern Grand Trunk Railway branch from Oconto to Clintonville; while it and subsequent rail connections improved the availability of goods made elsewhere, the costs of rail travel made it seldom an option for any but necessary or important trips. In terms of retailer competition, the railroad had little negative impact on the district's businesses, and for many businesses provided improved access to consumer goods. Locations outside the central business district also remained undesirable for businesses or services, since limitations on transportation worked in favor of compact concentrations of commercial establishments within walking distance of each other. Since Shawano never expanded to the point of requiring a trolley or other electric rail system, and never had an organized bus or livery service other than that serving the hotels, outlying development along primary arteries occurred in only limited forms prior to World War II. In short, like many rural cities' central business districts, Shawano's Main Street establishments enjoyed virtually unquestioned status as virtually the only desirable business location throughout the district's period of significance.

D. Decline of district following period of significance

Beginning in the late 1930s, and more extensively after World War II, improvements in roads and automobiles made previously inaccessible or inhospitable locations desirable for both customers and businesses. Starting in the 1950s, commercial development began to spread along outlying arteries, particularly along Highway 29 east of the city. Cheaper land available in larger parcels, including space for parking the necessary cars, made outlying locations attractive for larger operations, such as supermarkets. Amenities for highway travelers also became a growth industry, as Highway 29 became a common route for vacationers destined for Shawano Lake or points farther north. Auto

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travelers were catered to by a series of drive-in restaurants, gas stations and tourist cabins. Since visitors and rural and city residents could reach such businesses with ease, and without struggling with the question of where to put the automobile, Shawano's downtown began to lose businesses, especially those that required higher customer volumes or that catered to the auto traveler. As the highway improved access to specialty retailers in Green Bay and other area cities, and as roadside mall-style developments began to provide new locations for specialty businesses, smaller retail and service spaces in the downtown also began to be affected.

By the early 1980s Shawano's historic central business district, which had remained little changed since the end of the district's period of significance, began to undergo severe physical alterations as a result of attempts to improve the area's economic health. Several buildings north of the district were demolished as Green Bay Road was widened. New construction and parking lots physically divided the remaining fragment of the northern portion of the historic commercial area from the bulk of the commercial district. Within the district, several buildings received additive treatments that in a few cases obscured the facade entirely; only the Chaimson's Department Store building had received such a facade prior to 1980.¹³ The district became part of Shawano's Main Street program area in 1990, and has since received some measure of attention through promotional efforts, business recruitment and development, and design and preservation assistance. This nomination is prepared in order to help building owners benefit from federal and state investment tax credits, the Wisconsin Historic Building Code, and other programs supportive of historic preservation.

III. Significance: Historic

A. Role of District as regional hub:

The Shawano Main Street Historic District is locally significant under National Register Criterion A for its substantial contribution to Shawano's economic and social development as a regional hub. Businesses housed in district buildings provided the largest regional concentration of retail and

¹³Postcard, ca. 1975, in collection of Shawano County Historical Society. The society's collection is extensive and valuable, but uncatalogued.

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service businesses, and served as the primary sources of goods and services for the city as well as outlying areas throughout the duration of the district's period of historic significance. Following are descriptions of selected businesses operating in contributing buildings during the period of significance; taken together these businesses constitute a significant element of the social and economic history of the community. It should be noted that the businesses cited represent those that occupied contributing buildings and those for which adequate, coherent documentation exists. Due to limitations on available historical materials, short-lived businesses that fall into these categories have not been cited, although it is understood and acknowledged that such establishments were essential in creating the historic fabric of the district.

1. General Stores and Department Stores:

In rural communities such as Shawano, general stores and later department stores were commonly among the most prominent retailers in a commercial district. General stores NPS frequently combined groceries, furnishings, clothing, hardware and an assortment of other goods under one roof. Although many unincorporated crossroads communities continued to support a general store until after World War II, most general stores in larger communities ceded the grocery, foodstuffs and other aspects of the business requiring local production to dedicated grocery stores, meat markets and the like well before that time. By divesting themselves of such labor-intensive businesses, general stores could concentrate instead on retailing manufactured consumer goods, such as furniture, ready-made clothing, notions, and other household equipment. They could also focus their marketing toward the housewife responsible for the family's adornment, who had access to an increasing amount of income available for such goods, which previous generations would have viewed as luxuries. This increased buying power and desire for manufactured goods led to the gradual development of the department store, with its segmented, specialized spaces and staff. Although this process was well underway by 1920, the arrival of national and regional department stores in downtown areas during the early 20th century speeded this process, and influenced customers' expectations of store appearance and management for both local and non-local competitors.

Several general stores and department stores played prominent roles in Shawano's retail development; two of the local general stores evolved into department stores as retail practices expanded and changed. The oldest, the Upham & Russell Co., traced its roots to Charles Upham's

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general store, founded in 1858 about one-quarter mile south of the district and established in order to supply the needs of the logging business, which was barely underway at that time. By 1871, after taking a partner, Upham & Russell moved to the northwest corner of Main and Division streets, then the edge of the developing commercial district, and built what was at that time a typical commercial establishment: a two-story front-gabled building with one-story ell and glass display windows across its first floor.¹⁴

By 1898 the Upham & Russell Company had expanded to the point of having its various departments located in at least three different buildings. The company also operated a grist mill

and maintained extensive sheds outside the district to stable visiting farmers' horses. During this transitional period the headquarters building, described previously, was still operated as a general store, selling "Dry Goods, Groceries, Lumbermen's Supplies, Hay, Grain and all Farm Produce;" it also housed a real estate business, offering "Choice City Property and Improved Farms for rent or sale."¹⁵ The portion of the business selling hardware was located one block north of the general store, while the men's furnishing's business, known as "The Hub," was operated that year in a storefront at 131 S. Main Street.¹⁶ A 1908 publication details the arrangement of the various departments, and indicates that even at this early date the departments were apparently managed with a considerable degree of independence, probably necessitated in part by the dispersed physical arrangements. In 1920, with the grocery business, dry goods, and women's' and children's' clothing departments still incorporated, but the hardware and men's clothing establishments

¹⁴ Illustrated Atlas of Shawano County, Wis. (Milwaukee: Radtke Bros & Kortsch, 1898), 101; Moede, *op cit.*, 51,

¹⁵ Illustrated Atlas, *op cit.*, 101.

¹⁶ Men's furnishings stores with the name "The Hub" appear with bewildering frequency in Northern Wisconsin during the early 20th century; such businesses using that name functioned in Green Bay and Hurley, in addition to other locations. It is not known if these disparate retailers were somehow functioning in concert or if the name simply proved popular.

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apparently severed from the firm, Upham & Russell rebuilt their store building in order to expand their space and update their appearance with regard to the rest of the business district. The announcement of their plans indicated that the original building would be veneered and incorporated into the larger building;¹⁷ later accounts, however, indicate that the old building was probably moved, a common occurrence which apparently did not merit newspaper coverage.¹⁸ Upham & Russell closed in 1939; the building was occupied by a Montgomery Ward store for the duration of the historic period.¹⁹

Another general store opened in 1903 in an unidentified storefront near its extant building's site. Max Chaimson's Fair Store occupied its new building at 134 S. Main Street building in 1907; like its older competitor, Chaimson's sold dry goods and groceries, and, according to one early photograph, accepted pelts and hides for trade or sale.²⁰ By the late 1970s Chaimson's had moved into the former Raddant Brewing Company building across the street from its previous location. Chaimson's purchase of the building in 1919 was hailed as "one of the most important real estate transactions that has taken place in Shawano for a number of years."²¹ Chaimson's had discontinued the grocery portion of the business by this time. The company remained in this building through the period of historic significance. Due to an applied metal facade, this later building is not contributing to the district at this time; the 1907 building at 134 S. Main Street is the only contributing property associated with this historically prominent Shawano company.

¹⁷ Shawano County Advocate, June 1, 1920, p. 1 c. 4

¹⁸ Moede, *op cit.*, 51.

¹⁹ Shawano City Directory, 1938 [no publisher], 19; Shawano City Directory 1941 [no publisher], 12.

²⁰ Photo dated 1909, published in Shawano Evening Leader Sept. 18, 1984. Copy held in Shawano City -County Library vertical files.

²¹ Shawano County Advocate, May 27, 1919, p. 1 c. 5.

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Within a few years of Chaimson's and Upham & Russell's expansions, a national department store and a regional department store made their appearance in the Shawano district, further emphasizing the transition from general store to department store. In 1929 the local J.C. Penney outlet moved into a new storefront in the middle of the west side of the 100 block of South Main Street;²² this building is similar in most respects to its neighbors dating from the time period but is the widest building in the district to lack second story residential or office space. J.C. Penney remained at this location until well past the close of the district's period of significance. Another department store based outside of the Shawano area was Lauerman's, founded in 1890 in Marinette, Wisconsin, and established at 214 S. Main Street in 1929, where it stayed though the district's period of significance.

Despite their disparate backgrounds, these four businesses provided an essential basis for the district's historic retail economy, drawing customers for a variety of purposes in a manner seldom possible for smaller, more specialized retailers. They also reflect the increasing specialization in early twentieth-century retail practices, which led many urban general stores to focus on relatively uniform retail segments requiring basically similar storage and display parameters, evolving as a result into department stores focused on marketing personal and household consumer goods. This left grocery, animal feed and other businesses to more specialized operations. With the exception of the Upham & Russell Company, all of the previously described retailers remained active in the district throughout its period of significance; all had closed or moved out of the district by 1986.²³

2. Food Retailers

As discussed previously, general stores initially provided much of the district's grocery and produce business; however, certain kinds of food preparation and sale that involved specialized equipment or skills, or which were not compatible with other types of retail, were being conducted by specialized

²² Shawano Area Writers, *op cit.*, 136.

²³ Shawano Evening Leader, June 26, 1986, n.p. Copy located in Shawano City-County Library vertical file. Lauerman's closed in 1986; Penney's still maintains a store in Shawano which is located outside the downtown area.

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retailers as early as 1894. Specialized food retailers predominately catered to city residents, who could not raise most of their own foodstuffs and thus could not as readily do their own butchering or everyday baking, as those living in outlying areas did. In 1894 an unnamed meat market operated in 110 S. Main Street (since veneered); like most butchers the establishment made sausage in a rear addition.²⁴ Another common type of specialized food retailer is represented by the Mehlberg family's bakery, which was in business by 1914, when C.F. Mehlberg announced plans to build an addition to his earlier commercial building in order to expand his wholesale baking business.²⁵ The Mehlbergs rebuilt their streetfront building at 128 S. Main St. in 1917; the bakery operated under the family's name throughout the period of significance and as late as the early 1970s. As a result of the specialized physical plant required, this building still functions as a bakery.

A less specialized business, a grocery, was operated by George Ludolph, who started his grocery business in his new building at 142 S. Main St. in 1916. As early as 1898, Ludolph had operated a bake shop and ice cream store out of a previous one-story wood frame building on this site; in 1916 he relocated that building and had the present building constructed in order to house a grocery store. Ludolph's Grocery was reputed to be the first business in Shawano to sell fresh fruits and vegetables, a distinction which was probably made possible by the growth in truck farming, or vegetable farming for sale, throughout much of Northeast Wisconsin in the late 1890s and early 1900s. The single known extant photo showing the interior of this building during Ludolph's tenure, which appears to date from the early 1920s, presents an image universal to grocery stores of this time period. The photograph shows a narrow store space of utilitarian design lined on both sides by glass and wood counters, behind which rows of solidly stocked shelves rise to the ceiling,²⁶ a common arrangement for all types of stores that both limited what an establishment could offer and dictated the means by which they did business. Until about the 1930s, independent storefront groceries, such as Ludolph's operation, dominated the grocery business in rural northern Wisconsin. Sales of fruits, vegetables

²⁴ Sanborn Fire Insurance Map, 1894, 4.

²⁵ Shawano County Advocate, April 21, 1914, p. 1 c. 2.

²⁶ Photograph, n.d., in collection of the Shawano County Historical Society.

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and packaged goods predominated, with shoppers expected to purchase other types of foods at more specialized shops, such as those described previously.²⁷ Since the shopper's physical access to most goods was limited by the store space and its arrangement, the proprietor or a clerk often would select, package and, for city residents, deliver groceries requested by the customer. By 1935, Rudolph had leased his grocery store to another operator, although he continued to live in the upstairs apartment.²⁸ By 1938 King's Tavern occupied the storefront.²⁹

The demise of Ludolph's grocery store may have stemmed from new competition for the area's foodstuffs market. The Atlantic and Pacific Tea Company moved into 118 S. Main Street between 1927 and 1938.³⁰ This is the first known A&P location in Shawano and remained as such until the grocery store built at 209 S. Main St. in 1947. Based on standard grocery store operations in pre-World War II storefront locations, it appears likely that A&P's operations represented a subtle but significant change from Ludolph's and that A&P's operations changed dramatically between its two buildings. As early as the mid-1920s, self-service and "combination" stores were becoming prevalent nationwide in the A&P chain; by 1932 nearly one third of A&P stores in the United States operated according to one or both of these systems.³¹ Unlike its nineteenth-century predecessors,

²⁷ One meat market did exist through the historic period; this building was located immediately south of 208 S. Main and was demolished in 1993.

²⁸ Veronica Owen, notes from interview with Lucille Seifert Weigert September 1989. In collection of the Shawano County Historical Society.

²⁹ Shawano City Directory, 1938, no publisher, 19.

³⁰ Sanborn Fire Insurance Map Company, "Shawano," January 21, 1927; Shawano City Directory, n.p., 1938, 19. The 1927 map identifies a drug store in this space.

³¹ Chester Liebs, Main Street to Miracle Mile (Baltimore: The Johns Hopkins University Press), 1985, 124

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self-service grocery stores placed goods in low stands within reach of the customer, who then directly selected the goods sought; establishments referred to as "combination" stores incorporated goods traditionally supplied outside of the grocery, such as meats and baked goods. Either system, however, required more horizontal display space than the traditional narrow commercial storefront, and in locations where wider storefronts were not available and transportation impediments made outlying areas undesirable, even national grocery chains accepted downtown locations with narrow storefronts in order to be close to established retail traffic.

As a result, the first Shawano A&P location probably employed only modest innovations, and any expansion plans are likely to have been delayed by the Depression and World War II. The modest innovations they did employ, however, along with its corporate chain buying power, generally gave national chain grocery stores a considerable advantage over independent competition.³² The construction of the new building in 1947 allowed the Shawano operation to become a "supermarket," a term which by the postwar had come to mean a massive, almost completely self-service market carrying a complete and extensive assortment of food products, including baked goods and meats. The wide, low building allowed the use of numerous interior aisles between free-standing shelves, including a large freezer system for prepackaged meats, a 1939 A&P innovation,³³ and a variety of other innovations that within a few years would be replicated in non-downtown supermarkets across the Shawano region. Significantly, A&P included a parking lot adjoining its new building, although the building itself followed the commercial district's established norm of zero setback from the sidewalk, in parallel with nearby older commercial buildings.

As a result, these four buildings excellently represent the development of the Shawano Main Street Historic District's historic significance as a commercial food retail center from the late 19th to mid-20th centuries. From specialized efforts based on nineteenth-century models, using norms of operation common to many kinds of business, to transitional semi-self service operations dominated by national or regional grocery chains, to the construction of buildings designed specifically to meet the expanded needs of the supermarket, the retail food business's evolution in Shawano is represented in full by these extant buildings.

³² *ibid*, 121

³³ *ibid*, 127.

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3. Specialty Retailers

As in most historic commercial districts, the majority of retail operations throughout the district's period of significance consisted of single-storefront, independent establishments selling one or two categories of goods. In their basic operational methods, such stores were more similar to each other than to many of their larger neighbors, a fact which reflected both the tradition they inherited and the physical realities of the traditional commercial district, which had become well established by the beginning of the Shawano Main Street Historic District's period of significance. Independent jewelers, hardware dealers, drug stores, clothing and shoe retailers, and other businesses sold their goods in highly similar manners, out of similar and often interchangeable retail spaces, and were usually managed as a sole proprietorship or a partnership that included at least one of the people actually running the store. Such businesses continue to predominate in downtown Shawano's storefront spaces at the time of this writing, reflecting both the economic and physical requirements common to many specialty retailers and historic central business districts.

Hardware stores were among the necessities of a frontier area, such as Shawano was in the late nineteenth and early twentieth centuries, and one of the earliest independent hardware retailers was Schweers Brothers, located in 127 S. Main St. for at least ten years, beginning a few years after its construction in 1890. An 1898 advertisement lists the Schweers Brothers as dealers in tinware, stoves, and furnaces, with steam and hot water heating appliances listed as a specialty. Stoves and heating equipment would have been an important portion of the Schweers' retail market at that time, as the area was growing quickly and building one's own home was still common task for new farmers, as well as lower-income residents of the city. Unlike the food stores, which catered primarily to a city-based clientele, Schweers Brothers clearly drew much of its business from farmers, offering agricultural implements such as Goodhue windmills, threshers, and portable sawmills, often used for preparing building materials on-site at locations out of reach of the area's stationary mills. Schweers Brothers also sold wagons, engines and carriages, as well as more basic supplies such as paint and window sash.³⁴ Within a few years, Schweers Brothers Hardware was

³⁴ Illustrated Atlas, *op cit.*, 105.

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also offering sewing machine demonstrations.³⁵ The Schweers' choice of location was probably heavily influenced by the existence of its predecessor in that building, a firm headed by M. Nachtwey, who also specialized in farm machinery, stoves and ranges, as well as watches.³⁶ Hardware stores were especially likely to move into spaces formerly occupied by hardware businesses; goods like sheet metal products and paints required specialized production spaces in order to minimize fumes, fire hazard and other undesirable but necessary features of the business. The building housed a hardware store as late as 1927;³⁷ by 1938 it was occupied by F.W. Woolworth's Co.³⁸

Another vital specialty retailer was the drug store, a niche occupied throughout the historic period by the building at 129 S. Main St. Built in 1890 by tailor G. Garbrecht to replace his original store, which was destroyed in the 1890 Jennings House fire,³⁹ Garbrecht began renting the building in 1896 to Gallagher & McCarthy,⁴⁰ who had started business the year before in the Kuckuk & Pulcifer Block. J.F. Gallagher, by this time operating independently, bought the building in 1905; the business was still operated by his heirs in the 1970s. A 1953 advertisement illustrates the evolving market targeted by small-town drug store owners, who

³⁵ Photograph, "Demonstration of "Free" Sewing Machine at Shawano, Wisconsin," n.d., collection of Shawano Historical Society.

³⁶ Photograph of exterior of building, n.d., collection of Shawano Historical Society.

³⁷ Sanborn fire insurance map, 1927, 4.

³⁸ Shawano City Directory, 1938, *op.cit.*, 19.

³⁹ Commemorative Biographical Record of the Upper Wisconsin Counties (Chicago: J.H. Beers & Co.), 1895, 748.

⁴⁰ Shawano Area Writers, *op.cit.*, 95; Illustrated Atlas, *op.cit.*, 104.

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often provided treatments for more than just a farm's human residents. The ad's slogan reads, "Everything for the Farmer / Serums-- Vaccines."⁴¹ Another drug store, operated by the Heintz family, remained in the former Raddant Millinery building at 144 S. Main St. from 1929 into the 1970's, and by the 1940s was functioning as a Walgreens agency an indication of the trend toward franchise alliance that transformed the pharmacy industry after World War II.

In addition to the general stores and department stores described previously, several properties in the district functioned during the period of significance as clothing and shoe retailers. Clothing retailing evolved dramatically over the course of the period of significance, and the types of specialty businesses operated in the district evolved as well. Only one tailor, G. Garbrecht, is known to have had his own building, as described previously. Tailoring does not seem to have been a particularly lucrative business in Shawano; as early as 1898, after Garbrecht had discontinued his business, only one tailor remained in the city, at an unknown location.⁴² The limited numbers of tailors may indicate the growth of the ready-made clothing business, which was dominated by general stores and later department stores; as early as 1890 Garbrecht had apparently recognized this trend and claimed to specialize in ready-made clothing.⁴³

Milliners, on the other hand, appear to have done well in Shawano during the period of historic significance. One of the longest-running millinery operations was conducted by Bertha Raddant and her family, who established a millinery business at 144 S. Main Street prior to 1894. Since millinery was one of few trades open to women, milliners in northern Wisconsin tended to work out of homes or out of second-story rooms over commercial storefronts; Raddant's longtime occupancy of the building's first-floor space is thus somewhat atypical. Two other millinery establishments are listed in the 1898 directory. Although their locations are unknown, both probably occupied houses on the east side of Main Street that were replaced during the historic period by commercial buildings.⁴⁴ There were no millinery shops in business in Shawano by 1938, a result of increasing merchandising of machine-made hats by women's clothing retailers.

⁴¹ Shawano County Centurawano :1853-1953 [program, n.p.] 1953, n.p.

⁴² Illustrated Atlas, op cit., 17-18.

⁴³ Commemorative Biographical Record of the Upper Wisconsin Counties, op cit. , 748.

⁴⁴ Sanborn Fire Insurance Map 1894, *op cit.*, 2.

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Several women's and men's specialty clothing retailers operated during the historic period; however most do not appear to have operated, or at least kept the same name or address, for a time period sufficient to establish a significant connection. Compared to other businesses, there appear to have been relatively few such retailers during the period of historic significance, especially when compared to the numbers of saloon, barbers, and other specialty retailers in the district. It appears that general stores and department stores probably supplied the lion's share of locally-purchased clothing.

Shoes, however, do appear to have proved a successful and stable specialty business for at least two retailers, both of whom constructed new buildings during the historic period to house their businesses. John and Joseph Lieg, sons of a prominent Shawano retail family, opened their shoe store 1921 in the former Rohloff building at 126 S. Main St., which they replaced with the extant building in 1933. Although the store claimed as late as 1953 to carry menswear in addition to shoes,⁴⁵ the shoe business was the primary concern⁴⁶ Another shoe retailer was Herman Reinholst, whose business had started in Gillett, Wisconsin in 1913.⁴⁷ By 1938 he had moved his business to the former Karth Furniture Store Building at 208 S. Main Street, and in 1946 he moved into his new building at 224-226 S. Main Street. Reinholst's building was the first constructed in the district after World War II, and Reinholst had his name tiled into the floor in front of his store. Although the pre-war tradition, in many cases, had been to build a second story to allow for the shopkeeper's home, Reinholst had no need for living space -- by 1941 he had purchased the house at 228 S. Main Street, immediately south of his new store building. Reinholst remained in that storefront until well past the district's period of significance.

Another group of consumer goods that proved attractive to independent specialty market retailers was furniture, which was the stock-in-trade of some of the district's earliest retailers. As early as

⁴⁵ Shawano County Centurawano, *op cit.*, n.p.

⁴⁶ Shawano County Writers, *op cit.*, 165.

⁴⁷ Shawano County Writers, *op cit.*, 139.

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1894 Shawano had a dedicated furniture store, located in the building at 154 S. Main St. Like hardware, furniture was also sold by the district's general stores.⁴⁸ Ernst Jung's store at this location was one of only two in the city in 1898.⁴⁹ Jung's store continued to operate under this name until the 1930s.⁵⁰ In 1927 the building housed furniture sales and repair on the first floor and a cigar factory on the second; this unnamed establishment is the only known example of this common second-floor industry to operate in Shawano.⁵¹ It was no longer at this location by 1938.

The other 1898 furniture store was operated by Charles Wenstedt, whose business was housed in the building at 208 S. Main St. Wenstedt's successor in the building, M.W. Karth, operated a furniture store and an undertaking business, a common combination of businesses as both required skilled cabinetmakers, who could be scarce in rural communities.⁵² Karth Furniture and Undertaking remained at this location until 1913, when it moved to the building at 131 S. Main St. [non-contributing at this time due to obscured facade]. By 1923 the business discontinued furniture entirely and built one of the first funeral homes north of Milwaukee.⁵³

A final type of specialty retailer prominently represented in the district are jewelers, who made up significant portion of the district's retail business throughout the historic period. In addition to several short-lived jewelers whose names or locations cannot be determined, three jewelers maintained prominent businesses. The earliest of these belonged to Antone Kuckuk, who received a failing jewelry business as payment for a debt in 1885. By 1890 Kuckuk, who had married the

⁴⁸ Sanborn Fire Insurance Map 1894, *op. cit.*

⁴⁹ Shawano County Writers, *op. cit.*, 143; Illustrated Atlas, *op. cit.*, 17-18.

⁵⁰ Shawano City Directory, 1938, *op. cit.*, 19.

⁵¹ Sanborn Fire Insurance Map 1927, *op. cit.*

⁵² Shawano County Centurawano, *op. cit.*, n.p. This account claims that Wenstadt also did undertaking, which is feasible but cannot be verified.

⁵³ Shawano County Centurawano, *op. cit.*, n.p.

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daughter of prominent local figure D.H. Pulcifer, had convinced his new brother-in-law to go into business with him, the result being the K&P building at 107-109 S. Main Street, the oldest multi-storefront commercial block extant and one of the first built in the district. Kuckuk operated his jewelry store in the south half of the commercial block, while in the north half the partners operated a short-lived grocery.⁵⁴ By 1894 the grocery had closed and Kuckuk, still in the south storefront, had added music and "hand printing" to his offerings.⁵⁵ In 1895 Kuckuk obtained an ophthalmology degree and added glasses and optics, a common business for jewelry stores in the early stages of ophthalmologic science.⁵⁶ In later years the store added sewing machines and photographic equipment. Like many early jewelry stores, Kuckuk's employed a watchmaker starting in 1894; the business closed after the last watchmaker died in 1960.⁵⁷

Another long-lived jewelry establishment, Thimke Jewelers, occupied a series of storefronts [in buildings which were replaced or are currently non-contributing due to alterations] between 1916 and 1939, before settling into 148 S. Main St. The business remained at that location until closing in 1987. The last noted jewelry store to open during the historic period was Runge's Jewelers, which acquired the building at 208 S. Main Street in 1945. Like most retailers of the later portion of the historic period, Runge's remodeled the storefront of the building to fit both the current trends in storefront fashion and the needs of his business, which required higher storefront bulkheads and smaller windows than retailers selling large items. Runge's storefront is still intact, the only jeweler's storefront extant from the historic period in the district. Although generally smaller and less visually or economically impactful operations, specialty retailers occupied much of the district's commercial space and played an important role in the district's perception and function as the area's primary center of retail activity. Catering to

⁵⁴ Shawano County Writers, *op cit.*, 52.

⁵⁵ Sanborn Fire Insurance Map 1894, *op. cit.*

⁵⁶ Commemorative Biographical Record, *op cit.*, 142.

⁵⁷ Shawano County Writers, *op cit.*, 53.

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needs that ranged from basics to luxuries, such specialty retailers maintained similar basic parameters in terms of size, location and management methods, while in many cases expanding, relocating, or repositioning their offerings in order to take advantage of or react to the retail sector's evolution throughout the historic period. Specialty retailers continue to dominate the district's streetscape in 1997. Although locational options and retail trends have led to some businesses' demise or removal from the district, others, such as retailers of antiques, continue to occupy historic specialty retailer spaces.

4. Service Businesses:

Service businesses actually tended to outnumber retail establishments in the Shawano Main Street Historic District, predominately due to the number of taverns, which were ubiquitous fixtures of most northern Wisconsin business districts, especially in those downtowns that drew significant portions of their income from lumberjacks or farmers. Restaurants also catered to the visitor, as well as to city residents with sufficient disposable income to eat out for convenience or entertainment. Barbers and beauticians, as well as banks and medical practitioners, also served both in-town and out-of-town clients.

As far as can be determined, more than half on the district's single-storefront buildings operated as a tavern for at least part of the period of historic significance. Since both the lumberjack and the farmer customer groups consisted of individuals who lived and worked at a distance from the city, and who therefore came to the city infrequently, both groups tended to make long trips, often staying in town for a full day or more. Many of these visitors' needs involved waiting for an item or a service, such as having grain ground or equipment repaired; this fact and the tendency to try to do several things while in town often necessitated considerable waiting time, which, for men in particular, was often spent in the saloon. Most saloons left relatively little documentary evidence of their existence, especially in comparison to retailers, since they relied primarily on word-of-mouth and regular customers to maintain their business. For recent immigrants with limited skill in English, tavern ownership provided one of the best opportunities available for making an independent living, since one could operate on a limited vocabulary and rely to at least a partial extent on people from one's own linguistic background to patronize one's establishment. From a societal perspective, taverns provided the primary social space for men of the city and from outlying areas. Taverns were also, even during the historic period, most frequently blamed for civic problems such as

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public drunkenness and fights. Despite occasional bouts of local temperance activity, attempts to regulate the industry's effects on the city and the federal implementation of Prohibition in 1920, taverns changed their basic practices only very slightly during the period of historic significance.

By 1894 seven were operating in the Shawano Main Street Historic District. In 1898 Shawano had six saloons of sufficient prominence to be listed in a published directory.⁵⁸ As in much of Northern Wisconsin, the temporary annoyance of federal Prohibition did little to curtail the tavern business; by 1938, only six years after the repeal of Prohibition, at least seven taverns were operating in the district, including one in the former Ludolph Grocery Store at 142 S. Main.⁵⁹ Several of the longer-lived taverns extant from the historic period will be cited below.

One of the first documented within the historic district, William Holst's tavern was in operation shortly after the construction of the building at 125 S. Main St. As the sign on his tavern announces in a photograph, purported to date from the late 1890s, Holst's tavern also served "meals at all hours," an important supplemental business for most taverns.⁶⁰ In 1901 Holst took as a partner a former employee of the Raddant Brewing Companies, one of three breweries operating in Shawano at that time. By 1902 Holst & August Marohl's tavern warranted a glowing description in the *Oshkosh Times*, based more than sixty miles south of Shawano. The passage reflects not only the business's prominence, but also indicates the generally high level of respectability accorded to tavern proprietorship in northern Wisconsin in the decades before Prohibition: [Holst & Marohl] carry a large and fine line

⁵⁸ Illustrated Atlas, *op cit.*, 17-18.

⁵⁹ Shawano City Directory, 1938, *op.cit.*, 19.

⁶⁰ Photograph dated ca. 1900 [sic], collection of the Shawano County Historical Society.

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of wines, liquors and cigars. Their sample room is known as the 'Bon Ton,' and is very liberally patronized. The firm is comprised of Messrs. William Holtz and August Marohl, both experienced gentlemen in this business and very popular....Their business is prospering and both are capable gentlemen."⁶¹

By 1938 the tavern was run by William Wolf; it remained a tavern into the 1970s. Another successful Raddant-connected tavern was operated by E.T. Raddant, who sold beer made a short distance to the south at the Raddant family's brewery, starting shortly after the tavern building's construction in 1902.⁶² Company-owned or sanctioned taverns were a common method of distribution for local breweries in northern Wisconsin. In exchange for an exclusive franchise, breweries would often finance construction, improvements or signage for recipient taverns.

Two longtime independent taverns were operated by J. Bohr and Otto Schmidt at 136 and 110 S. Main St., respectively. Bohr bought an older, brick veneered building in 1908 and added a second story in order to house his family, a common method among independent business owners, and especially among tavern owners, for whom minimizing costs was an important consideration.⁶³ By 1938 the tavern had received new ownership and the picturesque name of "Farmer's Home Tavern," which indicated both the establishment's primary clientele and the home-when-you're-away-from-home atmosphere that many taverns tried to cultivate.⁶⁴ In 1939 the tavern installed a bowling alley, the second known to have been installed in the

⁶¹ Quoted in Moede, *op.cit.*, 75.

⁶² Shawano Area Writers, *op cit.*, 144.

⁶³ Shawano Area Writers, *op cit.*, 166.

⁶⁴ Shawano City Directory, 1938, *op.cit.*, 19.

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district.⁶⁵ The tavern and bar remained under the same ownership through the historic period, and remained a tavern and bowling alley into the 1970s.⁶⁶ Schmidt's tavern, was in business by approximately 1910,⁶⁷ received a brick veneer by 1927,⁶⁸ and was still operating under Schmidt's name in 1947.⁶⁹ Despite their relatively unheralded presence, these taverns and those that operated for shorter periods of time in other buildings of the district contributed significantly to the district's economic and social impact, functioning in fundamentally the same manner throughout the district's period of historic significance.

Another important service was provided by restaurants, which in the early years of the period of historic significance catered primarily to visitors and workers in the downtown area who lived too far from their place of work to return home for lunch. Although hotels and taverns frequently served meals of varying quality and elaborateness, downtown visitors and workers frequently required a fast meal, which the other sources were often ill-equipped to provide. An early business designed to meet this need was the "lunch room;" an unnamed business of this type was operating in the building at 106 S. Main St. as early as 1894.⁷⁰ Like taverns, restaurants frequently opened and closed at different locations, resulting in several buildings that at some time housed a restaurant which remained there for only a few years, at most.

⁶⁵ Shawano Area Writers, *op cit.*, 166.

⁶⁶ Shawano City Directory, 1947, *op.cit.*, 48.

⁶⁷ Photograph dated ca. 1910, collection of Shawano County Historical Society.

⁶⁸ Sanborn Fire Insurance Map 1927, *op. cit.*

⁶⁹ Shawano City Directory, 1947, *op.cit.*, 47.

⁷⁰ Sanborn Fire Insurance Map 1894, *op. cit.*

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However, restaurants in the Shawano Main Street Historic District were less prevalent than taverns, which presumably provided most of the demand for meals. In the 1938 directory only two restaurants are listed, as opposed to at least seven taverns; one of the listed restaurants is in Mehlberg's Bakery, discussed previously.

Another food retailing business, however, expanded to include a restaurant in 1947, providing a new source of quick meals to downtown visitors and workers. Dehn's Ice Cream and its predecessor, the Green Bay-based Fairmount Creamery Co., operated a retail establishment in a building at 132 S. Main St. as early as 1938.⁷¹ In 1947 they built the second-newest contributing building in the district during the current period of historic significance. The new building, which replaced the former storefront and a tavern to the immediate north, included a wide storefront area and a narrow restaurant portion, about one-half the width of the store area. The restaurant portion of the building included a curved display window with high bulkheads, ideal for displaying food plates or desserts, and incorporated diner-style seating running the length of the space and arranged to face the cooking equipment, which was arrayed along the south wall in full view of the customer.⁷² This business, while a predecessor to and replacement for the

⁷¹ Shawano City Directory, 1938, *op.cit.*, 19

⁷² As noted in Section 7, the interior of the restaurant portion of the building has features that are either historic or within ten years of being historic at this time. Because of the proximity of the date of the building's construction to the arbitrary end of the district's period of significance at this time, as well as the lack of local witnesses able to accurately state when the present interior was installed, it is not possible to determine whether the interior features date from the building's construction or shortly thereafter at this time. The original interior would, however, have been required to function similarly to the restaurant's present arrangement, since the narrow width of the space, which corresponds to that shown on the 1948 Sanborn map, and the present installation of all of the cooking appliances against that wall, would make another, earlier arrangement unlikely.

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pre-1900 lunch room, functioned in a highly similar manner, providing an inexpensive meal to people who needed to eat quickly.

A more traditional restaurant type provided snacks and treats to visitors who could afford such luxuries. The Ruby Inn opened in 1920 in a building at 140 S. Main St. that burned to the ground in 1924.⁷³ The Seifert family, occupants of the destroyed building and operators of the Ruby Inn, built the extant building at this address and continued to operate the business until 1943, when it was purchased for a retail business.⁷⁴ According to a later recollection, the Ruby Inn sold "all varieties of goodies, ice cream, ice cream sodas, fruit, and a complete line of confectioneries."⁷⁵

Another essential service usually provided in historic central business districts were banks, which became especially important aspects of a commercial district's function during the last quarter of the twentieth century. Although, like most northern Wisconsin settlements, Shawano area residents initially made do without local banking operations, increasing financial sophistication and increasing reliance on cash as the primary means of commerce led to the establishment of independent banks governed and operated by local citizens. Shawano's first bank [non-extant] was established in 1881; the third, Citizens State Bank, included several farmers in its initial board of directors. Their selection indicates one of this bank's primary anticipated markets and was a departure from the previous two banks, whose boards had been dominated by merchants.⁷⁶ Between 1927 and 1938 the bank relocated from its original building at 146 S. Main St. to a vacated bank building across the street [non-contributing due to alterations], where it remained through the historic period.

⁷³ Owens, Veronica, notes from interview with Lucille Seifert Weigert, September 1989, collection of Shawano County Historical Society.

⁷⁴ *ibid.*; Shawano City Directory, 1947, *op.cit.*, 11.

⁷⁵ Shawano Evening Leader, Aug. 8, 1974, p. 4 c.3.

⁷⁶ Moede, *op cit.*, 58.

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A less physically impressive but socially important service provided in central commercial districts were barbers, who located in downtown storefronts in order to capitalize on customers inclined to combine a haircut or shave with other downtown activities. Like the tavern, barbershops provided an informal meeting place, where the necessity of waiting for a personal service lent itself to discussion and interaction in a manner that would have been discouraged in most retail-oriented operations. Although several barbers operated during the historic period out of several storefronts in the district, two have particularly significant ties to contributing buildings. The Boehm brothers, Joe and Louis, operated a barber shop out of the building at 108 E. Division St. from its construction in 1929 through the period of historic significance, while William Kriefall, who had previously been the house barber at the Murdock Hotel, opened his shop in his new building at 149 S. Main in 1935.⁷⁷ He stayed in this building until 1962.⁷⁸ Due to the relatively unobtrusive nature of such businesses, few details can be determined about these establishments' operations, but it may be assumed that each catered to a group of regular customers that included predominately local city residents, along with a few of the more affluent farmers in the area. A few beauty salons did operate in the district during the historic period; however these appear to have been short-lived at any given location until after the period of historic significance.

Other essential services provided in the Main Street Historic District's contributing buildings included medical care, legal advice, and real estate transaction management, services that were usually located in second-story quarters over retail or service storefronts. Such businesses, although less visible and often somewhat transient, were also important features of the traditional commercial district and, like previously-discussed businesses, benefitted from proximity to unrelated establishments that targeted the same customers. As early as 1900, J.G. Luebke operated an insurance business out of the second story of the building housing Nachtwey's Hardware Store.⁷⁹ As late as 1938, several doctors operated out of upstairs offices

⁷⁷ Shawano Area Writers, *op cit.*, 138.

⁷⁸ *ibid.*, 57.

⁷⁹ Photograph dated ca. 1900, collection of Shawano County Historical Society.

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in 146, 137, and 127 S. Main St., in addition to others. One such professional, Dr. Ernest Schroeder, had a building constructed for him at 141 S. Main St. in the mid-1930s, which still bears his name prominently;⁸⁰ several doctors kept offices in this building during the historic period.

5. Culture and Entertainment

Finally, in addition to the retail and service components, The Shawano Main Street historic district housed two entities that were significant contributors to the district's role as a center of cultural and entertainment functions for both the city and the region. Cultural groups, such as fraternal organizations, and entertainment businesses located in historic business districts for reasons similar to those of retailers and services. Such locations allowed them to capitalize on a central, relatively easily-accessible location that would allow them to draw members or customers from those already traveling to the district from across the region for other reasons. Such establishments came to be seen as important and distinctive elements of the downtown area's offerings, even if, in the case of the fraternal organizations, the establishment was open only to selected downtown visitors.

The Shawano area Masonic Lodge was established in 1868⁸¹ and was housed over time in three buildings, which are at present non-contributing due to alterations, before establishing themselves in the building at 201-203 S. Main St. in 1922.⁸² An article announcing the sale of their previous building expressed the hope that the Masons would "purchase a building lot in the near future and... erect a fine Masonic Temple which will be a credit to the city of Shawano,"⁸³ the lodge decided to pursue a mixed-use development rather than a temple in order to maintain a source of income from storefront rental. The lodge purchased an existing brick commercial building on the southwest corner of Main and Division streets, and doubled

⁸⁰ Shawano Area Writers, *op cit.*, 72. Construction appears, but cannot be conclusively determined, to predate the replat of the district.

⁸¹ Shawano Area Writers, *op cit.*, 91.

⁸² *ibid.*

⁸³ Shawano County Advocate, May 27, 1919 p. 1 c. 4.

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the building's frontage, adding a storefront to the existing space and substantially rebuilding the structure. Their new property presented the appearance of an imposing commercial block, with two storefronts facing Main Street and smaller windows at intervals across the second floor. From the exterior, the only evidence of the building's unique purpose was contained in the second-floor signage and the date and name stones set in the cornice, which included the Masonic Square and the number assigned to the lodge. On the interior, the second floor was primarily occupied by the Lodge's ritual spaces, while the basement included a bowling alley; there is no evidence to indicate whether this was a private or public amenity.⁸⁴ As in many communities, members of the Masonic Order included several of the city's prominent men, including several district business owners.⁸⁵

A different type of district feature was constructed in 1915, and served as a community center of entertainment throughout the remainder of the period of historic significance. The Crescent Theater at 214 S. Main Street was the only dedicated theater constructed during the period of historic significance, and is the oldest such establishment extant in the city.⁸⁶ Begun in 1914 and completed in 1915, the theater was financed and operated by George Nagel and later by members of the Nagel family, recent arrivals to Shawano from Rhinelander, Wisconsin.⁸⁷ Designed by Wausau architect H.T. Leibert and constructed by Shawano builder Fred Werbelow,⁸⁸ the building included both film equipment and a shallow stage, suitable for

⁸⁴ Sanborn Fire Insurance Map, 1927, 4.

⁸⁵ Shawano Area Writers, *op cit.*, 91

⁸⁶ A vaudeville theater operated during the late 19th and early 20th century in what was then known as the Rohloff building at 126 S. Main St. This building was either demolished or completely altered in 1933; the resulting Lieg Building, discussed previously, bears little, if any, physical resemblance to its predecessor.

⁸⁷ Shawano County Advocate, August 18, 1914, p. 1 c. 3.

⁸⁸ Shawano County Advocate, October 16, 1914. p. 1 c. 4.

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vaudeville acts but not for full-scale dramatic productions. At its opening on March 6, 1915, the theater showed several motion pictures, featuring such topics as a candy plant in Milwaukee.⁸⁹ Following George Nagle's death the following year, the theater continued under the operation of Anna Nagle and her family until at least 1973.⁹⁰

As has been demonstrated, the Shawano Main Street Historic District constituted a significant portion of Shawano's traditional central business district throughout the period of historic significance. A wide array of businesses and services, ranging from retail emporiums to single-person professional offices, operated from contributing buildings within the district, creating a cohesive, interrelated and historically significant collection of buildings which, taken as a whole, constitute a historic district eligible for the National Register of Historic Places under Criterion A. Together, these buildings constituted a commercial district frequented for a wide variety of purposes by people from the city and from far-outlying areas who sought goods, services, entertainment and community activities, all to be found within the district's accessible, compact space.

VI: Context

As is the case with all historic districts, the Shawano Main Street Historic District's significance is determined within the context of other extant local historic areas of similar function and dating from a similar period of historic significance. Although Shawano's central commercial district during the period of historic significance also included the 100 and part of the 200 block of North Main Street, located immediately north of Green Bay Road, which is the present northern boundary of the district, all but a small portion of the historic buildings in this area were demolished during the 1970s and 1980s. The eastern side of the 100 block is at present taken up almost entirely by a large, recently-constructed building and a large parking lot; the southern portion of the west side of this block is occupied by another recently-constructed building and adjoining parking lot and landscaping.

⁸⁹ Shawano County Advocate, March 9, 1915.

⁹⁰ Shawano Area Writers, *op cit.*, 115.

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Small groupings of historic commercial buildings are located in the northern portion of the 100 North Block and the southern portion of the 200 North block; these areas contain a few small single-storefront buildings that could potentially prove significant as individual properties but which, due to intrusions and extensively altered buildings, lack the cohesion and density necessary to justify a historic district. Due to the demolition and new construction previously mentioned, these properties also cannot be defined as contributing to the Shawano Main Street Historic District. Although the Shawano Main Street Historic District lacks some of the historic property types found in such districts, such as hotels, these are not extant in other portions of the Shawano central business district as well. As a result, the Shawano Main Street Historic District incorporates the majority of the extant historic commercial buildings, as well as the most significant concentration of such buildings, in the area that historically functioned as the city's central business district.

Several subsidiary concentration of historic commercial properties did develop in the area of the Shawano Main Street Historic District. Not only do these represent different developmental forces and differing economic niches, none contains at present a sufficient concentration of historic and potentially contributing properties to allow for listing as a historic district on the basis of their own unique merits. One such area developed several blocks south of the Shawano Main Street Historic District around the intersection of South Main Street with one of the city's two historic rail lines. Buildings surrounding this intersection reflect industrial, transportation and commercial uses oriented to rail, rather than road transportation and are interspersed among several vacant lots, metal storage sheds and other buildings of recent construction. Another such concentration of commercial properties developed along Green Bay Road between approximately the 1930s and the post-World War II era. With the exception of the Shawano Main Street Historic District, no extant portion of the City of Shawano and the city's immediate environs cohesively and comprehensively

represents the historically significant role of Shawano's central business district during the Shawano Main Street Historic District's period of significance.

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V. Conclusion

The Shawano Main Street Historic District is eligible for the National Register of Historic Places under National Register Criterion A as the most complete, most intact and cohesive, and most historically significant remaining portion of the local historic central business district. From at least 1894 to 1947, the Shawano Main Street Historic District served as the primary local center of commerce, serving city and regional residents and providing an extensive and interrelated array of goods, services and activities. The district's contributing buildings constitute a historically significant and coherent assemblage of such properties. The extant contributing buildings represent and embody the development of the district throughout the district's period of historic significance. Within the local context, this district represents the largest extant cohesive assemblage of properties historically associated with the historic central business district, and constitute the only such portion of the city's historic building stock to represent the development of the traditional central business district during the period of historic significance. For these reasons, the Shawano Main Street Historic District is eligible for the National Register of Historic Places.

VI. Archeological Potential

Although the Shawano area was inhabited by both pre-historic and historic period Native Americans, these settlements were generally located near Shawano Lake and the lake's outlet to the Wolf River. Since the Shawano Main Street Historic District developed at a distance from that location and at the junction of two historic-period overland routes, it is unlikely that extensive settlement prior to the settlement period took place in this area. As in most historic districts, much of the land in the district has been extensively disturbed by construction, making extant archeological resources predating current features possible but unlikely.

Preservation Activity:

The nomination of the Shawano Main Street Historic District to the National Register of Historic Places will heighten the town's sense of pride and place. Ideally, it will stimulate greater awareness of the man-made environment and encourage local preservation efforts. As a Wisconsin Main Street community, designation of the Main Street Historic District is expected to encourage business and property owners to avail themselves of federal and state incentives designed to encourage historically sensitive renovations. This nomination is the first step in that direction.

Shawano Main Street Historic District

Shawano

Wisconsin

Name of Property

County and State

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

Shawano Library
Shawano Co. Hist. Society

10. Geographical Data

Acreege of Property 5 acres

UTM References (Place additional UTM references on a continuation sheet.)

1	<u>1/6</u>	<u>3/7/2/7/3/0</u>	<u>4/9/5/9/7/7/0</u>
	Zone	Easting	Northing

3	<u>1/6</u>	<u>3/7/2/6/6/0</u>	<u>4/9/5/9/5/2/0</u>
	Zone	Easting	Northing

2	<u>1/6</u>	<u>3/7/2/7/3/0</u>	<u>4/9/5/9/4/9/0</u>
	Zone	Easting	Northing

4	<u>1/6</u>	<u>3/7/2/6/6/0</u>	<u>4/9/5/9/7/7/0</u>
	Zone	Easting	Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Della Rucker	date	6/13/97
organization	Rucker Historical Research	telephone	920 432-7044
street & number	PO Box 204	zip code	54305
city or town	Green Bay	state	Wisconsin

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- Shawano County Centurawano :1853-1953. [commemorative program, no publisher], 1953.
- Shawano Evening Leader, various, copies in Shawano City-County Library vertical clipping files.

25% COTTON FIBRE

Shawano Main Street Historic District
Name of Property

Shawano
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	various see continuation sheet		
organization			date
street&number			telephone
city or town	state	Wisconsin	zip code

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.

BEATONS
OPACUE
DIAMOND WHITE
BOND
BERKSHIRE

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Photo #1 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 100 South Block Main Street, looking southeast.

Photo #2 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 107 S. Main St., looking northwest.

Photo #3 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 112 S. Main St., looking east.

Photo #4 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 125 S. Main St., looking west.

Photo #5 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 127 S. Main St., looking west.

Photo #6 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 146 S. Main St., looking east.

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Wisconsin Word Processing Format
(Approved 1/92)

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 2 Shawano Main Street Historic District, City of Shawano ., Shawano Co., WI

Photo #7 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 201 S. Main St. and 100 South Block, looking northwest.

Photo #8 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 153 S. Main St., looking west.

Photo #9 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 201 S. Main St., looking west.

Photo #10 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 154 S. Main St., looking east.

Photo #11 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 200 S. Main St. and 100 South Block Main St., looking east.

Photo #12 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 200 South Block Main St., looking southeast.

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(Rev. 8-86)
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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section Photos Page 3 Shawano Main Street Historic District, City of Shawano, Shawano Co., WI

Photo #13 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 208 S. Main St., looking east.

Photo #14 of 14

SHAWANO MAIN STREET HISTORIC DISTRICT
City of Shawano, Shawano County, WI
Photo by D.G. Rucker, Nov. 15, 1996
Negative at State Historical Society of Wisconsin
View of 220 S. Main St., looking east.

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section 10 Page 1 Shawano Main Street Historic District, City of Shawano.

Boundary Description:

The nominated district is defined as follows:

Commencing at the eastern corner of the intersection of the southerly curb of West Green Bay Street with the edge of the alley that extends in a north-south direction through the block bordered by Green Bay Street on the north, South Main Street on the east, Division Street on the south and Washington Street on the west; proceeding thence easterly from said intersection along the southerly curb of West Green Bay Street to the intersection of said curb line with the westerly curb line of South Main Street; continuing across the South Main Street right-of-way in a straight line directly to the intersection of the southerly curb line of Green Bay Street with the easterly curb line of South Main Street. Continuing thence along the southerly curb line of Green Bay Street to the intersection of said curb line with the westerly edge of the alley that extends in a north-south direction through the block bordered by Green Bay Street on the north, South Main Street on the west, Division Street on the south and Sawyer Street on the east; continuing thence southerly along the westerly edge of said alley to the intersection of the westerly edge of said alley with the northerly curb line of East Division Street.

Continuing thence directly across East Division Street in a straight line to the intersection of the southerly curb line of East Division Street; continuing thence easterly along said southerly curb line of East Division Street to a point directly north of the northeast corner of a building at 108 East Division St. Continuing thence South along the easterly edge of said building at 108 East Division St., and proceeding in a straight line due South to a point due east of the southeastern corner of the building at 224-226 S. Main St. Continuing thence along a line parallel with the southerly facade of said building at 224-226 S. Main St. and bisecting the space between said building at 224-226 S. Main St. and a residential structure immediately south of said building. Continuing thence West in a straight line to the intersection of said line with the easterly curb line of South Main Street; continuing thence northerly along said easterly curb line to a point directly east of the southeastern corner of the lot associated with and including the building at 209 S. Main Street and including the parking lot lying immediately south of said building. Continuing thence along said lot line to the rear lot line of said property; continuing thence North to the intersection of this line and the southerly curb line of West Division Street. Continuing thence westerly along said lot line to a point directly south of the point of intersection between the northerly curb of said West Division Street and the easterly edge of the alley that extends in a north-south direction through the block bordered by Green Bay Street on the north, South Main Street on the east, Division Street on the south and Washington Street on the west; continuing thence northerly along the edge of said alley to the point of beginning.

Boundary Justification:

The above boundaries encompass the entire commercial district lying south of Green Bay Street along both sides of South Main Street. The boundaries are drawn as described in order to exclude non-historic developments north, east and west of the contributing buildings, and to exclude low-density residential

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Shawano Main Street Historic District
Shawano, Shawano Co., WI

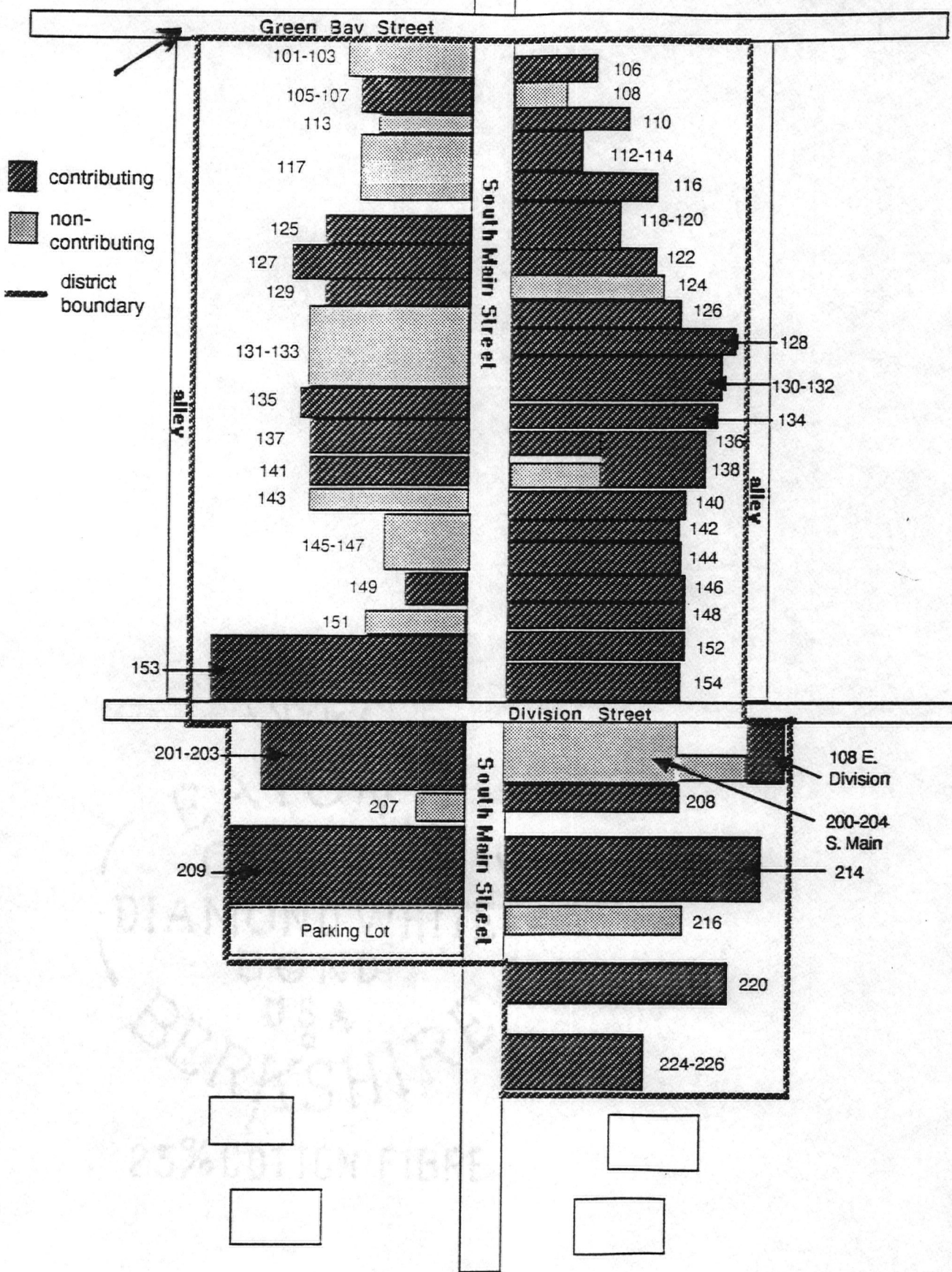
Section 10 Page 2

development to the south and west of the district. The district's boundaries are set along appropriate lot lines, where known; they are set in relation to curblines and alleys when lot lines are not known or appear inappropriate to the purposes of the National Register of Historic Places. Due to the historic confusion and convolution of property plats and descriptions in the area that includes the Shawano Main Street Historic District, use of historic lot lines exclusively was determined to be inappropriate to the purposes of the National Register of Historic Places. The alleys behind the buildings in the 100 block of South Main Street were used as the outer boundaries for these two blocks.



Shawano Main Street Historic District
City of Shawano, Shawano County,
Wisconsin.

N
 Not to scale



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Shawano Main Street Historic District
NAME:

MULTIPLE
NAME:

STATE & COUNTY: WISCONSIN, Shawano

DATE RECEIVED: 3/09/99 DATE OF PENDING LIST: 3/22/99
DATE OF 16TH DAY: 4/07/99 DATE OF 45TH DAY: 4/23/99
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 99000440

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 4/9/99 DATE

ABSTRACT/SUMMARY COMMENTS:

**Entered in the
National Register**

RECOM./CRITERIA _____

REVIEWER _____ DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



SHAWANO MAIN ST HISTORIC DIST.

1 of 4 SHAWANO, SHAWANO Co., WI

K&P

1890

The **Gentlemen's**
FINE MEN'S APPAREL QUARTER, INC. 

NATIONAL

SoftFire
SPARK PLUGS



Shawano Main Street Historic District
Shawano, Shawano Co., WI

2 of 14

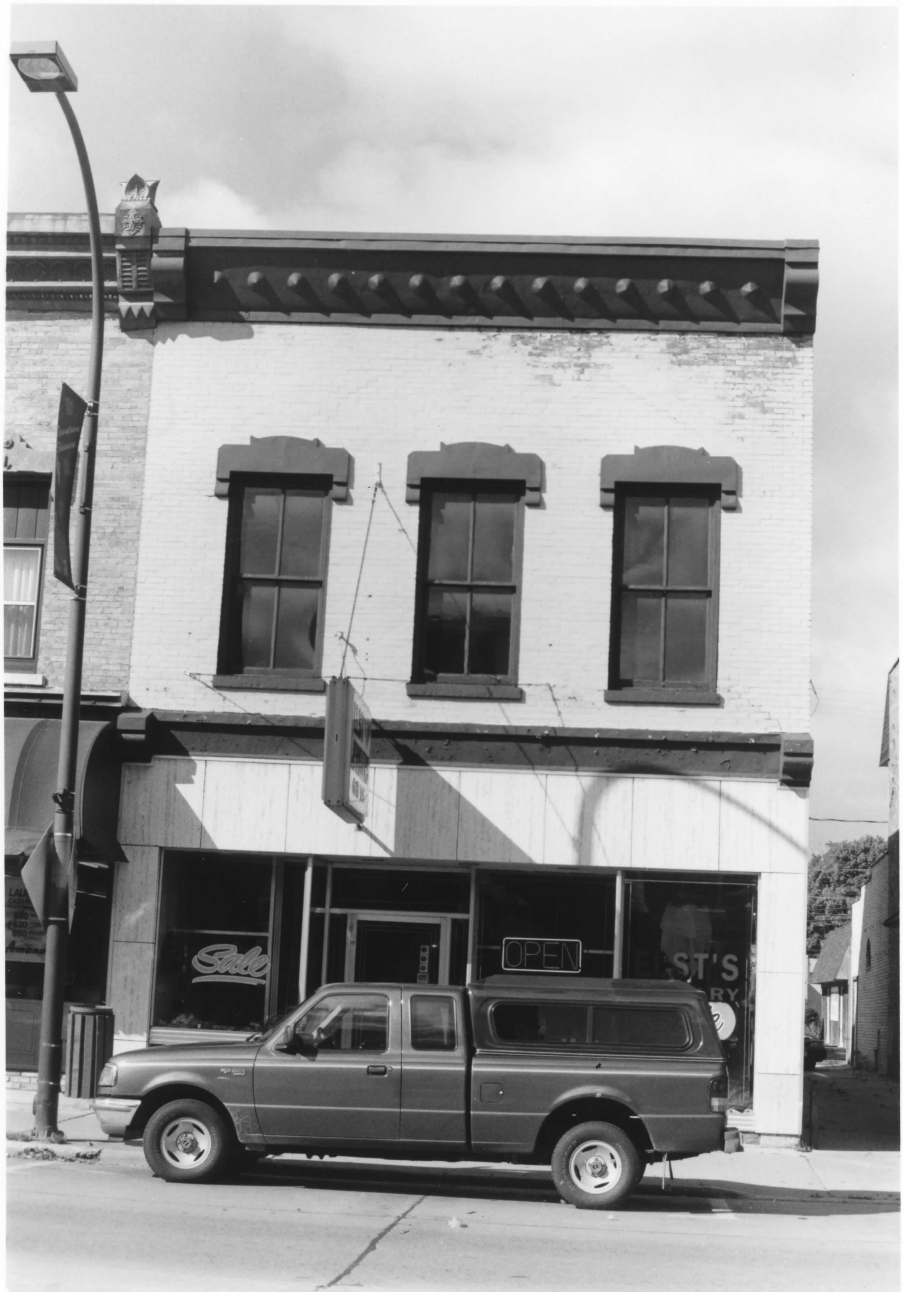
SHAWANO MAIN ST. HISTORIC DISTRICT
2 of 14



SHAWANO MAIN ST. HISTORIC DISTRICT

3 OF 14

SHAWANO, SHAWANO CO., WI



Shawano Main Street Hist. Dist.
Shawano, Shawano Co., WI
Hof 14

SHAWANO MAIN ST HISTORIC DIST.
HOF 14



Schuster's
HOME APPLIANCE INC.

CEDAR HOLLOW
CRAFT MALL

1874

SALE
MAYTAG

LAUNDRY
WASHERS
DRYERS
FREE ESTIMATES
AMERICAN

BENTON ST

Sale

SHAWANO MAIN ST HISTORIC DIST.

S #5 OF 14 Shawano, Shawano Co., WI



SHAWANO MAIN ST HISTORIC DIST.

6 OF 14 Shawano, Shawano Co., WI



SHAWANO MAIN ST. HISTORIC DIST.

7 OF 14 Shawano, Shawano Co. WI

UPHAM & RUSSELL CO.
FOUNDED 1858

QUALHEIM'S *True Value* HARDWARE

SALE-LEASE
COLDWELL BANKER
HILGENBERG
REALTORS
526-6148



SHAWANO MAIN ST HISTORIC DIST

8 OF 14 Shawano, Shawano Co., WI



LCFS.
Thrift Shop

MAIN ST

LCFS THRIFT SHOP

LCFS THRIFT SHOP

SHAWANO, MAIN ST HIST DIST,
SHAWANO, SHAWANO CO., WI

9 of 14

9



SHAWANO MAIN ST HIST. DIST.
SHAWANO, SHAWANO Co, WI

10 of 14

10 of 14

SHAWANO MAIN ST



Advertisement on overhead sign

INTERNATIONAL
BUSINESS
MACHINES

YOUR SHOP FOR APPLIANCE,
RECORDS,
BOOKS,
TOYS &
COUNTRY
MUSIC

ALL THE
OLIVES

DAY'S
Quality
SEW & YAC
REPAIR

GILL LOVE
FURNITURE

SHAWANO MAIN STREET HIST DISTRICT

SHAWANO, SHAWANO CO., WI

11 OF 14



Kodak
PARAMOUNT

City SEW & VAC
ES & SERVICE

Seuzig's
FURNITURE / TV / APPLANCE

SPY HUNTS
PACKER BANGS

SHAWANO MAIN ST. HIST. DIST.
SHAWANO, SHAWANO CO., WI.

12 of 1/4



SEW & VAC
SERVICE

Hoover
EUREKA
Sutliff

SAME DAY COLOR PRINTS
35 MM ONLY

PASSPORT
PHOTOS

FILM & MORE

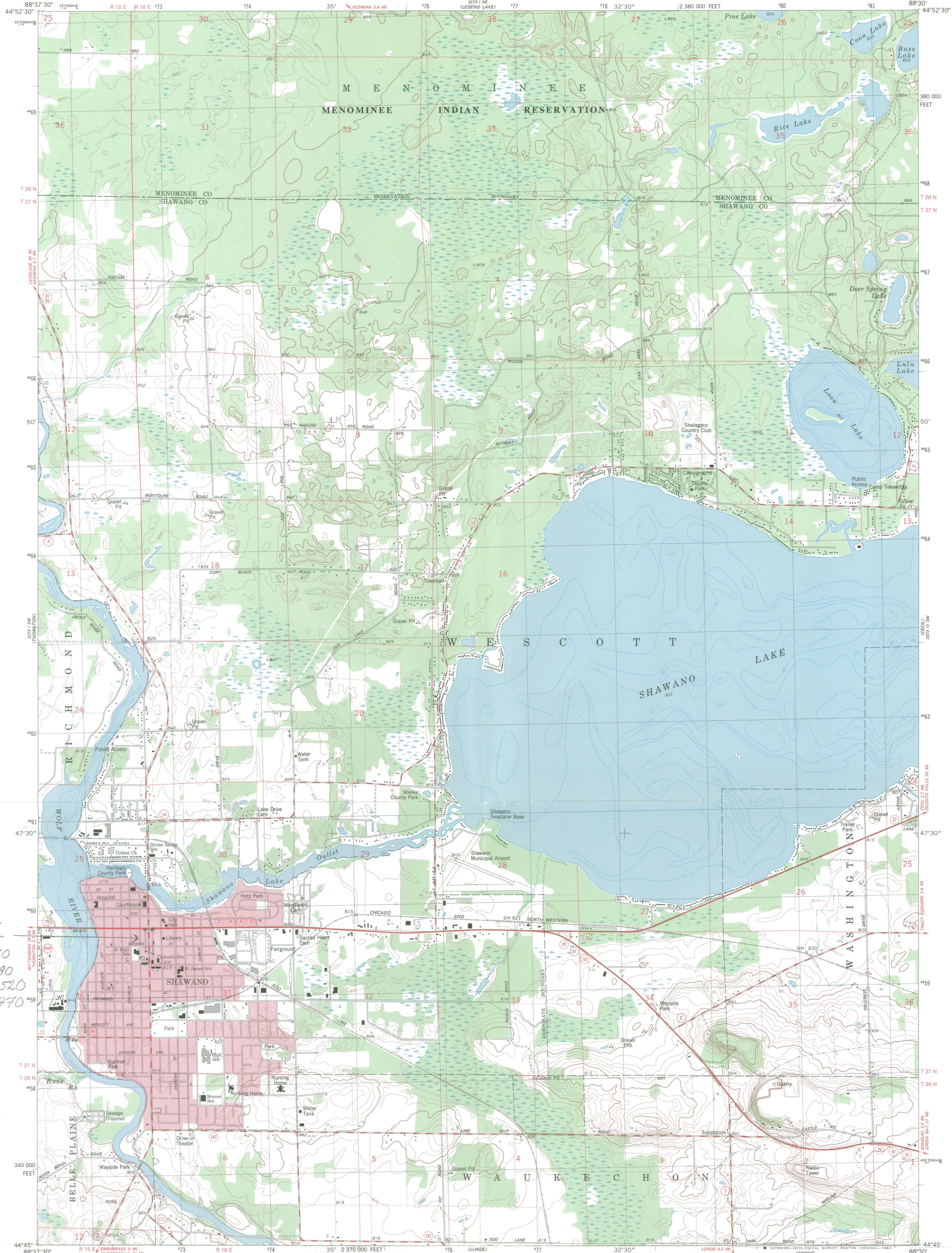
SHAWANO MAIN ST. HIST. DIST.
SHAWANO, SHAWANO CO., WI
13 OF 14

CRESCENT CRESCENT
SPY HARD
PACKER GAMES

NEBCA
E.H.
Office
224 S. MAIN
524
NEBCA

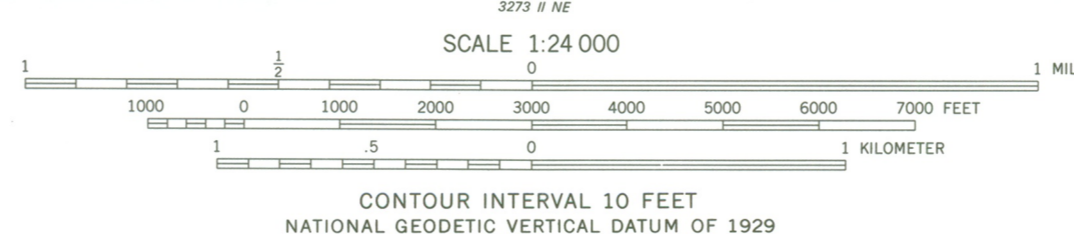
SHAWANO MAIN STREET HIST. DIST.
SHAWANO, SHAWANO CO., WI
14 of 14

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Shawano Co., WI
SHAWANO MAIN STREET
HISTORIC DISTRICT
16|372730|4959770
16|372730|4959490
16|372660|4959520
16|372660|4959770

Mapped, edited, and published by the Geological Survey in cooperation with the Wisconsin Division of Highways and Wisconsin Geological and Natural History Survey. Control by USGS and NOS/NOAA. Topography by photogrammetric methods from aerial photographs taken 1963. Revised from aerial photographs taken 1978. Field checked 1979. Map edited 1982. Hydrography compiled from information furnished by Wisconsin Department of Natural Resources. Projection and 10,000-foot grid ticks: Wisconsin coordinate system, central zone (Lambert conformal conic). 1000-meter Universal Transverse Mercator grid, zone 16 1927 North American Datum. To place on the predicted North American Datum 1983 move the projection lines 5 meters north and 8 meters east as shown by dashed corner ticks. There may be private inholdings within the boundaries of the National or State reservations shown on this map. Red tint indicates areas in which only landmark buildings are shown. Fine red dashed lines indicate selected fence and field lines where generally visible on aerial photographs. This information is uncheck.



ROAD CLASSIFICATION

Primary highway, hard surface	Light-duty road, hard or improved surface
Secondary highway, hard surface	Unimproved road
Interstate Route	U. S. Route
	State Route



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U. S. GEOLOGICAL SURVEY, RESTON, VIRGINIA 22092
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

The Map Company
2273 Main Street • Green Bay, WI 54311
(414) 469-8330

SHAWANO, WIS.
SE/4 SHAWANO 15' QUADRANGLE
N4445-W8830/7.5
1982
DMA 3273 1 SE-SERIES V861

RECEIVED

JUN 16 1998

DIV HIST PRES

Historic District

HISTORIC DISTRICT: Shawano Main St Historic District

ADDRESS OF PROPERTY OWNED: 134 S MAIN ST

CITY: Shawano WI COUNTY: Shawano

In accordance with Section 101 of the National Historic Preservation Act, as amended, and Title 36, Part 60.6, of the Code of Federal Regulations, I hereby certify that I am the sole part (circle one) owner of the property listed above, and do hereby object to its listing in the National Register of Historic Places. In accordance with said law and regulations, I understand that this historic district will not be listed in the National Register if a majority of persons owning property in the district sign and have notarized these statements, and that they submit them to the Wisconsin State Historic Preservation Officer prior to the meeting of the state Historic Preservation Review Board during which the nomination of the district to the National Register will be considered.

SIGNED: [Signature] DATE: 6/13/98

PRINT OR TYPE NAME: William J. STREUR

MAILING ADDRESS: 1000 S. Lynndale Dr.

CITY: Appleton STATE: WI ZIP: 54914

State of Wisconsin

County of Outagamie

The above statement was subscribed and sworn before me this 13 day of June, 19 98.

[Signature]

Notary Public

Notary Public Wisconsin
My Commission Expires April 1, 2001

My commission expires: _____

