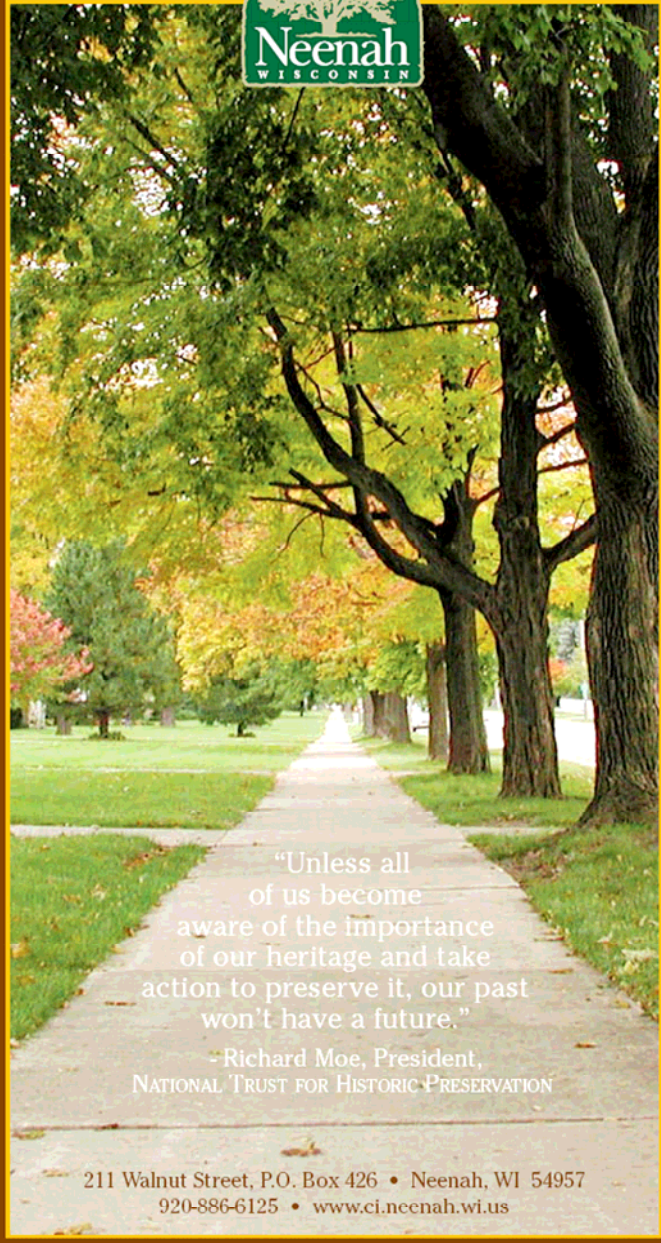


# Neenah

## Historical Tour

NEENAH LANDMARKS COMMISSION



“Unless all  
of us become  
aware of the importance  
of our heritage and take  
action to preserve it, our past  
won’t have a future.”

- Richard Moe, President,  
NATIONAL TRUST FOR HISTORIC PRESERVATION

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## The Neenah Landmarks Commission

welcomes you to the Neenah Historical Walking Tour. We are proud to support the efforts of private property owners and the public sector in the preservation and thoughtful redevelopment of the community's historic and architectural resources.

We invite you to take a closer look at the vibrant Neenah community as we journey back into time and travel from the past to the present.

The first settlement began in 1835 as a mission for the Menominee Indians. The Fox River's ability to generate water power attracted settlers to the area. Flour and lumber milling were the first industries to appear enabling commerce to thrive along the river. After the Civil War, renewed economic vigor and the availability of rail transportation helped to create a boom in local industry.

Neenah's role in the Wisconsin paper industry began during this period and resulted in the formation of the Kimberly-Clark Corporation in 1872. The success of numerous paper companies

enabled the Neenah community to prosper and become a major player on the national landscape.

After World War I, local industry diversified from manufacturing commodities such as wood pulp and paper to consumer products like facial tissue and wax paper. The stable economic environment produced commercial and residential neighborhoods that offered a unique combination of sophistication and elegance. The homes displayed remarkable craftsmanship and innovative design. These historical buildings represent a collection of work by some of Wisconsin's most notable architects, and serve as a constant reminder of our rich heritage along with inspiration for the community spirit that continues today.

The Landmarks Commission hopes that this guide will provide a glimpse of Neenah's history and our continued pride in the present. We invite all residents and visitors, both young and old, to discover what makes Neenah a place to call home.

## ARCHITECTURE STYLES

### Period Georgian Revival 1900-1940

Borrowed from the classical forms of Georgian and Federal architecture, the style was fostered by the 1876 Centennial Exposition and the public's interest in the past. Formal, symmetrical facades, rectangular plans, and hipped roofs are characteristic of the Period Georgian Revival Style. The main entrances are emphasized with columns and crowned with a pediment. The materials used on the exterior are either brick or wood with classical cornice detailing.

### Italianate 1850-1880

This gothic but classic style is heavily decorated with cornices and cast-iron scrolls. The roof line is flat or lowpitched. The facade has round arches, tall first-floor windows and ample porches.

### Stick style 1870-1890

The wood construction has vertical, horizontal, or diagonal boards applied over clapboard siding giving an overall vertical and asymmetric feel. Details include a large veranda or porch, simple corner posts, roof rafters, brackets, porch posts and railings.

### Romanesque Style 1870-1900

Massive stone construction with a rock-faced finish often with a single massive tower. The style lacks ornate ornamentation but boasts round arches, broad roof planes, and eyebrow dormers with deep set windows. The doors and windows are defined by contrasting colors or short robust columns.

### Shingle Style 1880-1900

A two or three-story tall home spreads low against the ground with a heavy stone foundation. Turrets and verandas are integrated into the architecture and details are used sparingly. The most recognizable feature of this style is rough shingles covering the entire building.

### Queen Anne Revival Style 1885-1900

The varied eclectic look is defined as asymmetrical with bay windows, balconies, turrets, porches and an abundance of decorative details that combine in unexpected ways. The picturesque style architecture can be seen in cities from Boston to San Francisco.

# NEENAH HISTORICAL TOUR



*Please remember the homes and businesses are private properties and may only be viewed from the sidewalk or street. Exceptions would be the Doty Cabin (12), the Whiting Boathouse (13), and the Kimberly Point Lighthouse (24), which are open for viewing by the general public.*



1

347 Smith St.



2

307 Commercial St.



3



200 S. Commercial St.

4

500 N. Commercial St.



5

516 E. Forest Ave.



6

620 E. Forest Ave.



7

706 E. Forest Ave.



8

711 E. Forest Ave.



9

824 E. Forest Ave.



10

1010 E. Forest Ave.



11

1102 E. Forest Ave.



12

701 Lincoln St.



13

515 Clark St.



14

251 E. Doty Ave.



15

331 E. Wisconsin Ave.



16

345 E. Wisconsin Ave.



17

433 E. Wisconsin Ave.



18

527 E. Wisconsin Ave.



19

537 E. Wisconsin Ave.



20

547 E. Wisconsin Ave.



21

579 E. Wisconsin Ave.



22

143 N. Park Ave.



23

256 N. Park Ave.



24

Kimberly Point Lighthouse







**Hiram Smith House, 347 Smith Street**

It is one of a few octagon houses built in the United States and the only one built in Neenah. The home was built by Hiram Smith, founder of the first paper mill, in Neenah and the Manufacturers' National Bank. The octagonal shape was believed to make the most use of livable square footage, and reduced building costs and heat loss. The building is now the home of the Neenah Historical Society.



**U.S. Post Office, 307 S. Commercial Street**

Built in 1916 as the U.S. Post Office, the building now contains business offices. It was designed by William A. Wetmore and is a fine example of Georgian Revival architecture.



**Clocktower, 200 S. Commercial Street**

The clocktower is the sole remnant of the original Neenah City Hall. It was designed by William Waters in the Romanesque Revival Style and was constructed in 1888. All city offices, including the police and fire departments and the school superintendent, were housed there. In the base of the tower, horse-drawn fire trucks were stored. In 1972, plans were made to raze City Hall, but a citizen effort led to the preservation of the 110-foot clocktower. The rest of the building was demolished in 1975.



**Chicago & Northwestern Depot, 500 N. Commercial Street**

The Chicago & Northwestern Depot was built in 1892 at the height of the paper industry boom. It was larger than the Appleton and Oshkosh depots and reflected the importance of the commercial connection to the Chicago market in the late 1800's. The red brick Richardsonian Romanesque Style building was designed by Charles Sumner Frost, a noted depot architect.



**Judge J. C. Kerwin House, 516 E. Forest Avenue**

This two and a half story Queen Anne with early Georgian revival influences was built in 1885. Kerwin was a native of Menasha and served Neenah as City Clerk and City Attorney. In 1904, he was elected to the State Supreme Court for the first of two terms.



**Frank B. Whiting House, 620 E. Forest Avenue**

The home was originally constructed in 1885 for local building contractor David Barnes. It was purchased in 1910 by Frank B. Whiting, who enlarged the residence with a two-story brick rear wing. Whiting was the son of paper manufacturer George A. Whiting, and after assuming the presidency of the Whiting mills, kept the local mill solvent through the Great Depression and expanded the operation. The Queen Anne style reflected the extravagant lifestyle he enjoyed with his third wife, Broadway actress Merle Stevens.



**Henry Spencer Smith House, 706 E. Forest Avenue**

Second son of Elisha Smith (founder of Menasha Wooden Ware), Henry Spencer Smith built this house in 1892. Henry Smith was secretary, vice-president and chairman of the board of the now Menasha Corp., during the years in which the company became the largest employer and single most important industry in Menasha. Designed by William Waters, the house incorporates Queen Anne, Shingle Style and Colonial Revival features.



**Ellis Jennings House, 711 E. Forest Avenue**

This exceptional Queen Anne Revival residence was built in 1893 by Ellis Jennings, a partner in the lumber company of Wheeler and Jennings.



**Charles R. Smith House, 824 E. Forest Avenue**

Charles Smith built this Queen Anne and Eastlake Style home in 1891. Smith, a native of Menasha and son of Elisha Smith, founder of Menasha Wooden Ware Company, became president of the company and expanded its business throughout the United States. This home reflects the social dynamics and indulgences of the day and within the Neenah - Menasha enclave of the industrial elite.



**Gilbert/Lachmann House, 1010 E. Forest Avenue**

Constructed for Albert M. Gilbert, Gilbert Paper Co. Director, was built in 1904 in the late Queen Anne/Shingle Style. It became the home of Edmund J. Lachmann, partner in the Krueger and Lachmann flour mill, and Neenah mayor in 1892.



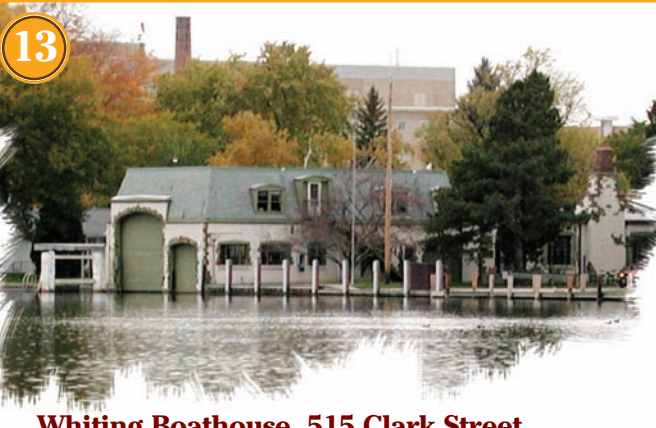
**Perry Lindsley House, 1102 E. Forest Avenue**

William Waters, one of Wisconsin's notable 19th century architects, designed this Shingle Style home for Perry Lindsley in 1893. The Shingle Style design is characterized by its extensive use of wood shingles and limited decorative elements. The Lindsley House is also distinguished by Romanesque Revival arches on the verandah.



**James D. Doty House (Doty Cabin), 701 Lincoln Street**

In 1845 James Duane Doty, Wisconsin's second territorial governor, built a dog-run style double log house several hundred yards northeast of this location. It was moved to Doty Park in 1925. In 1948, the building was found to be no longer safe for public use. It was accurately reconstructed with original trim and other salvageable material from the original cabin.



**Whiting Boathouse, 515 Clark Street**

This stucco Mediterranean Eclectic building on Doty Island was built in 1932 by Frank Whiting, president of the George A. Whiting Paper Company. The Boathouse was designed by Fluor Brothers of Oshkosh and Robert M. Messmer of Milwaukee and includes many nautical symbols. The building is said to epitomize the extravagant lifestyle that the paper industry supported at one time. It is now owned by the City of Neenah and is made available to the public by the Neenah Parks and Recreation Department.



**Henry Paepke House, 251 E. Doty Avenue**

The Paepke House is a rare two-story Stick Style residence with Queen Anne references. It was built in 1885 by Henry Paepke, a local building contractor.



**Rev. Jens N. Jersild House, 331 E. Wisconsin Avenue**

This Queen Anne residence was built in 1886. It was purchased in 1902 by Rev. Jens N. Jersild, who played a highly visible role in the community, supporting the educational, spiritual, and economic efforts of Neenah's immigrant Danes. He also was the founder of prominent business enterprises, including Jersild Knitting Company.



**Hans Gram House, 345 E. Wisconsin Avenue**

This residence, built in 1887, is one of a declining number of middle-class vernacular residences incorporating Queen Anne and Italianate periods of construction. Hans Gram operated a dry goods store in the Russell House Hotel with P. H. Miller.



**Frank Winchester Hawks House, 433 E. Wisconsin Avenue**

This home, built in 1904, is an outstanding example of the Shingle Style with Colonial Revival details. It was built by Frank Winchester Hawks, an Indiana furniture manufacturer who later was associated with Neenah's nationally prominent paper industry. The Hawks' eldest child, Howard Hawks, directed more than forty Hollywood films.



**Henry Sherry House, 527 E. Wisconsin Avenue**

Henry Sherry hired William Waters to design and build this eclectic-style home in 1883. Sherry was one of Wisconsin's best known lumbermen and was responsible for much of Neenah's residential and commercial development.



**Havilah Babcock House, 537 E. Wisconsin Avenue**

Havilah Babcock built this home in 1883. Babcock went into the dry goods business with J. Alfred Kimberly and later became a founder of Kimberly-Clark Corporation and Bergstrom Stove Works. This eclectically styled Queen Anne was designed by William Waters of Oshkosh.



**Franklin C. Shattuck House, 547 E. Wisconsin Avenue**

Built in 1893, this excellent example of Georgian Revival architecture was built by Franklin C. Shattuck, one of the four founders of Kimberly-Clark Corporation. The house was designed by Ferry and Clas of Milwaukee. F. C. Shattuck's wife, Clara Merriman Shattuck, donated the land for Shattuck Park in 1915.



**George O. Bergstrom House, 579 E. Wisconsin Avenue**

This Queen Anne residence was built in 1894 by George O. Bergstrom, the son of a blacksmith who came to Menasha from Norway in 1852. George and his brother, Diedrick Waldemar purchased the Neenah Stove Works in 1878 and operated it until 1904. In that year, D.W. Bergstrom purchased the Winnebago Paper Mill and formed the Bergstrom Paper Company. The home is thought to be the design of William Waters of Oshkosh.



**William C. Wing House, 143 N. Park Avenue**

This Period French Revival residence was built in 1918 by Chicago broker George S. Gaylord. The Chicago architectural firm of Childs and Smith designed the house, which Gaylord sold to Neenah native William C. Wing, president of the Fox River Paper Company in Appleton. View from Lakeshore Ave.



**J. Leslie Sensenbrenner House, 256 N. Park Avenue**

This waterfront home, a notable example of Period Colonial Revival design, was originally constructed for Chicago industrialist George Gaylord in 1932. It was greatly enlarged and remodeled by J. Leslie Sensenbrenner, son of Kimberly-Clark president F. J. Sensenbrenner. Distinctive elements of this design include molded brick quoins at the building corners and the Georgian swan's neck pediment on the entrance porch.



**Kimberly Point Lighthouse**

This brick lighthouse located in Kimberly Point Park on Lake Winnebago and the Fox River was built in 1945 as a gift from James C. Kimberly. The park land was donated in part by Helen Kimberly Stuart, in commemoration of her father, John A. Kimberly, one of the founders of Kimberly Clark Corporation. The Kimberly family came to Neenah in 1849 and became one of the city's most influential families.