PERMANENT HISTORIC DESIGNATION STUDY REPORT

SAMUEL HOWARD BUILDING / MILWAUKEE ABSTRACT ASSOCIATION BUILDING

MILWAUKEE NEWS BUILDING

216-222 EAST MASON STREET

JULY 2018

PERMANENT HISTORIC DESIGNATION STUDY REPORT
SAMUEL HOWARD/AND MILWAUKEE ABSTRACT ASSOCIATION BUILDING
AND MILWAUKEE NEWS BUILDING
JULY, 2018

I. NAME

Historic: Samuel Howard Building (#216)
News Building (#222) (A.K.A Milwaukee News, Milwaukee Daily News)

Common Name: Milwaukee Abstract Association Building (#216)
News Building (#222)

II. LOCATION

216 - 3222 East Mason Street

Legal Description Tax Key No. 3920705100
PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 10 W 40' LOT 6 BID #21

III. CLASSIFICATION

Site

IV. OWNER

Hugo H. Delportillo, Stella M. Montoya Delportillo
2352 East Oklahoma Avenue
Milwaukee, WI 53207

ALDERMAN Ald. Robert Bauman 4th Aldermanic District

NOMINATOR Owners

V. YEAR BUILT

1879 (222 East Mason Street) (Tax Rolls 1877-1879; date stone)
1884 (216 East Mason Street) (Tax Rolls 1883-1884; Milwaukee Sentinel 1883 November 11, page 5)

ARCHITECT: James Douglas (216 East Mason Street) (Milwaukee Sentinel 1883 November 11, page 5)

Unknown (222 East Mason)

VI. PHYSICAL DESCRIPTION

THE AREA

The property currently addressed as 216-222 East Mason Street consists of two buildings that were constructed four years apart. Built by two different owners, over time they came to have joint ownership and interior walls were removed between the buildings.

The property is located on the north side of East Mason Street, a block from Milwaukee City Hall in the heart of the east side's commercial district. The immediate area is characterized by mostly mid-to-tall commercial buildings, constructed from the 1870s to the present. As reflects their

construction era, the earlier buildings top out at four stories with taller buildings being constructed each succeeding decade. The twenty-story M I Bank Building, now BMO Harris Bank, is located around the corner from our nominated property and is the tallest in the immediate vicinity. Immediately adjacent to the east of the nominated property are a three story and a four story building, both constructed in the 19th century but reclad with new façades in the 20th. In addition to scale, the styles of the buildings in the vicinity range from Victorian Gothic to Queen Anne, Romanesque, Classical Revival, Commercial style, Art Deco and contemporary, all reflecting the designs common in their period of construction. As is characteristic in densely built commercial districts, buildings are constructed up to their lot lines at the front facades, often share party walls and only have room for access at the alley facades.

BUILDING DESCRIPTION

The following paragraphs will describe each building individually.

The Milwaukee News Building (# 222) is a three-story solid masonry building with a flat, membrane covered roof, having one prominent elevation, that facing Mason Street. The rear is not visible from the street and both the east and west elevations abut the adjacent buildings.

The building is crowned by a prominent cornice with a projecting pediment supported by corbels and modillions. At the center of the pediment is a datestone inscribed with 1879 and “News”. Each story is delineated by a stone beltcourse. There are three window openings on each of the second and third stories, stacked above one another with the center openings slightly larger than those flanking them. The three window openings on the second story feature stone lintels with chamfered edges. The lintels drop to join a stone beltcourse that extends to the corners of the building. The third story likewise has three openings. The outer windows have segmental arched openings while the center opening is larger and crowned by a Gothic style pointed arch. This center window has a decorative spandrel with medallion and sawtooth stonework as well as prominent impost blocks with medallions having what appear to be abstracted floral forms. The lintels here have stone keystones and impost blocks but are otherwise constructed of corbeled masonry.

Above the third story and second story windows are bands of ornamental brick with distinctive recesses that create shadow lines on what is a rather planar, flat façade.

The overall style would be classified as Victorian Gothic given the arched window, decorative masonry and incised foliate and abstract designs on the date stone.

The first story once had a traditional storefront, adapted to the sloping site along Mason Street. The extreme east end of the building featured an entrance to the upper stories. To the west or left of this was a glazed storefront with center entrance. It was elevated above the sidewalk and approached by a flight of stairs. Due to the sloped site, the basement was elevated and a large window illuminating the interior could be seen in a depiction of the building in 1879.

The storefront was altered sometime in the twentieth century when the entire first story was brought to grade. A large recessed entry was located at the east end and a single paned storefront was located to the left or west.

The building’s current first story was constructed in 1970. The old storefront was replaced by brick infill with three segmental openings. The tallest of these openings is at the east end of the façade and contains the recessed entrance. The other two openings feature one-over-one sash and are each of different size. The current cornice is a modern replacement meant to keep in character with the building. It extends across both buildings.

The Samuel Howard Building, also referred to as the Milwaukee Abstract Association Building, is a four story, solid masonry building with flat roof and cut stone foundation. Like its neighbor the

News Building, the primary façade fronts Mason Street. The east wall abuts the News Building and the rear wall abuts the side wall of a property fronting on Broadway. The west elevation runs along an alley and is visible from Mason Street.

This Queen Anne style building, designed by architect James Douglas, features all of the characteristics associated with the style including a complex roofline, projecting bay and an entire host of decorative details. The building's east and west corners feature pilasters that are punctuated with stone blocks at each story in which are set bulls-eye medallions. At the level of the first story a fanciful capital is inserted consisting of a very abstracted ionic scroll from which hangs tassels and a leafy swag with five-petaled flowers.

Virtually the entire façade consists of a projecting bay, clad in sheet metal, which rises from the second to the fourth story. The bay is three-sided with paired windows at the center and single windows at the outer sections. All openings are rectangular in shape and feature one-over-one sash. Each of the stories sports a differently shaped gable from scrolled to pediment-like to curved. Likewise, each story has different spandrel designs. Circular motifs and floral motifs are prominent.

The building is crowned with a shaped pediment flanked by very small curved pediments that are supported by paired corbels. Within the shaped pediment is a scrolled plaque inscribed with the date 1884, as well as sunburst-like floral forms and, near the apex, a field with different sizes of medallions. Floral forms also fill the spandrels above the fourth story pediment. No spot was left bare of ornament.

The ground floor once had a raised English style basement due to sloped nature of the Mason Street site. The first floor was accessed by an ornamental wrought iron stairway that led to the recessed door at the east end of the façade. To the left or west of that entry was a glazed storefront. There was street access to the basement level at the west end of the façade. This condition survived until the 1970 remodeling that joined the two buildings.

At that time a unified masonry fade was installed in the place of the storefronts and entry. The bricked up first story feature three windows, the center window opening being wider that the outer two. One-over-one sash fill the openings. There is no access directly off Mason Street to the main portion of the building today. One enters the building(s) through the east door in the News Building. The raised basement area is still accessible from Mason Street. The area is recessed into the building and has stairs and a railing to prevent pedestrians from falling into the space.

The east elevation of the building is not visible except for the portion of the fourth story that rises above the News Building. It had no windows.

The west elevation along the alley is very utilitarian in character and lacks the embellishments of the front façade. It features single or paired segmental arched window openings on each floor, stacked above one another. Windows on many levels appear to be original and have two-over-two sash. A few openings at the far north end are bricked in. On this elevation the stone foundation is visible. Where the paint has peeled away the original red brick is visible. Two prominent corbelled chimneys extend above this elevation's cornice line.

VII. SIGNIFICANCE

The Milwaukee News and the Samuel Howard Building are significant both for their architecture and their association with Milwaukee's newspaper industry as well as associations with the field of compiling property abstract and providing mortgage insurance.

The Milwaukee News Building is an excellent and uncommon example of the Victorian Gothic commercial style building. The style was introduced by Edward Townsend Mix in his design for the first Northwestern Mutual Life Insurance Building in 1870 (no longer extant) at the northwest

corner of North Broadway and East Wisconsin Avenue. The style was popular for commercial buildings into the 1880s when it was supplanted by the Queen Anne style. One surviving example on the east side of the river is 320 East Clybourn Avenue, built for Wisconsin Leather Company in 1874 and designed by Edward Townsend Mix. A more elaborate example is at 724-728 North Milwaukee Street, constructed in 1877 and also designed by Edward Townsend Mix, a few blocks over from the nominated property.

The Milwaukee News Building is also associated with the journalism history of Milwaukee, being home to what was considered the most important English language Democratic daily in the city and later, The Daily Journal (Milwaukee Journal Sentinel today) for several years before the latter moved to bigger quarters. The building remains an intact example from the 1870s in an area that had once been the hub of journalism in the city. Numerous publications including the English language Milwaukee Sentinel and the German language See-Bote could be found either on Mason Street, nearby Broadway or Market Square.

The Samuel Howard Building is an excellent example of the type of small scale Queen Anne style commercial building that was once common downtown but has all but disappeared. One other example on the east side of the river is the Bertha Klatte Building at 146-148 East Juneau Avenue, also from 1884. The Samuel Howard building features all of the bells and whistles that are associated with the Queen Anne including a three story projecting bay, each story of which features different ornament, and an elaborate parapet with the date inscribed in a scrolled plaque. The building's three-dimensional bay with its exuberant detail building serves as an interesting contrast to the Milwaukee News Building with its planar façade. The Howard building is also an important and rare small scale commercial commission from the office of architect James Douglas. Known mostly for his residential commissions this example sheds light into what might have been an important but previously unknown building type out of his office.

The Howard building served as the home of the Milwaukee Abstract Association, whose president was Samuel Howard. It also housed The Wisconsin Legal News and Howard founded the Milwaukee Title Insurance Company at this site. These types of businesses were in the forefront of record keeping and providing assurances to buyers of real property. The field of tracking ownership records had previously been an occupation of individual conveyancers but formal businesses devoted to this task only began to develop only in the late 19th century following a Pennsylvania court ruling in 1868. This building's location, in proximity to so many publishers and even City Hall, offered Howard the opportunity to have daily lists of property transfers published in the press.

Neighborhood Context

The two buildings under consideration for local historic designation were constructed on the East Side of the Milwaukee River in the heart of what was called Juneautown. This side of the river had long been the city's center of government and finance. It was also home to early commerce, which clustered along the Milwaukee River. Water Street was the spine of this commercial activity and by the time of the Civil War commerce had spread east to Broadway and then to Milwaukee Street. Other east-west streets such as Michigan, Clybourn and East Wisconsin Avenue likewise played an important role in Milwaukee's commercial development.

North of Wisconsin Avenue the location of the Milwaukee County Courthouse and Milwaukee City Hall led to such businesses as legal and professional offices, hotels, financial institutions and insurance companies. Also prevalent were information services, the newspapers.

Mason Street, where our nominated properties are located, was early on a commercial thoroughfare, with an early brick hotel and commercial building being constructed at the southeast corner of North Water Street and Mason Street in 1844. It was subsequently enlarged and renamed Kirby House after its 1865 purchase by Abner Kirby. It would be a landmark in the area until its demolition in 1929.

The block in which the nominated properties are located can be used as an example of development in general on the east side of the Milwaukee River. Bounded by Mason Street, Broadway, East Wells Street (then Oneida) and North Water Street, the 1876 Rascher Fire Insurance Map shows the block to contain a major insurance company (Mechanic Mutual Fire Insurance Co., later Milwaukee Mechanics Insurance Co.), a wholesale drug company, a paint company, St. Charles Hotel, the early location for the police department and County sheriff, as well as residential properties (a rowhouse and private dwelling). The hotel expanded by 1888,

Interestingly, information services clustered in the vicinity of Broadway and Water Street along Mason Street. The following paragraphs about the history of downtown information services are taken from the Central Business District Historic Resources Survey written in 1985-1986. (City of Milwaukee, Department of City Development, Central Business District Historic Resources Survey, March, 1986, section on Information Services)

> Milwaukee's nineteenth century press was a lively and energetic medium. The city's first publication, the Milwaukee Advertiser, began during territorial days in 1836. The Green Bay Intelligence (1834) and the Wisconsin Democrat (1836) were both published in Green Bay. For the most part, early newspapers were established as vehicles for political propaganda and particular philosophical views and were seen as a means to influence their readership rather than to serve as objective informational publications. As a result, numerous short-lived papers were begun in response to the varying political issues of the day from abolition to socialism. Ultimately these either merged with their stronger competitors or suspended publication once the political or business climate had changed. Changes in ownership and political affiliation were frequent, often confusing the contemporary reader as well as today's historian. Milwaukee's early pioneer population supported a relatively wide range of diverse publications. For example, in 1855 there were seven dailies (3 German) with a circulation of 6,000, nine weeklies with a combined circulation of 15,000 and five tri-weeklies with a circulation of 2,500. Until 1870, the number of dailies did not exceed nine, four in English (Sentinel, Evening Wisconsin, News, and The Commercial Times) and five in German (Herold, Seebote, Banner, Germania, and Socialist). (Milwaukee Illustrated p. 118; Knoche p. 48) In the mid-1870s, the number of weeklies and monthlies blossomed so that there were some twenty-six total publications being printed in 1875 compared to only six a decade before. By 1880 the number had increased to forty-seven and by 1885 to fifty-three. By 1907 this number of publications had burgeoned to an all-time high of 123 with some eleven dailies, forty-three weeklies and fifty-six monthlies. Of these, eighty-two were English-language publications and thirty-three were German. The bulk of these, some thirty-one, were general news and political publications while twenty-one were devoted to religious subjects, fourteen to literature and family-oriented subjects while the remainder covered such topics as business, agriculture and science. (Watrous p. 457-458; Milwaukee City Directory). Out of this plethora of dailies, three dominant English language papers emerged, the Journal, the Sentinel and the Evening Wisconsin.

Only one combined paper, the Journal Sentinel survives today. The two German language publications that emerged as significant were the Germania and the Herold. Neither exist today.

> Milwaukee's publishing center was concentrated in the Central Business District. Through the 1860s most publishers were located along North Water Street, between Mason and Clybourn Streets. By the 1870s, some printing had spread west of the Milwaukee River along West Wisconsin Avenue, but the majority was still being done along North Water Street, Broadway, and Milwaukee Street and along East Mason Street between North Water and Broadway. In the 1890s a West Side publishing center developed along North Plankinton Avenue and in the Germania Building at 135 West Wells. East Side printing remained concentrated in the same locations as before and new large scale business blocks were constructed to house the papers' diverse activities:

the Sentinel Building at 225 East Mason Street (1892), the Montgomery Building at 409 East Michigan (1891, demolished) and the McGeoch Building at 322 East Michigan (1890/1894). With the absorption of the smaller papers and the decline of the German press following World War I the once strong East Side printing center completely dispersed. The two surviving papers, the Journal and Sentinel relocated to the west side at Fourth Street.

Milwaukee News History

Researching the newspaper that came to occupy 222 East Mason Street was challenging due to the variety of names the paper held over time. It was referred to as The News, The Milwaukee Daily News, The Milwaukee News Company and the like. Likewise published accounts differ from newspaper accounts as well as city directories in terms of dates. The following summary attempts to merge the varying sources and depict a coherent chronology of the company.

The Milwaukee News, also known as the Milwaukee Daily News as is said to have been established in 1848 as the Commercial Advertiser and expanded from a weekly to a daily in 1849. Its successor the Morning News took over in 1852 and the Milwaukee Sentinel commented on its being a Democratic publication. (Milwaukee Sentinel 1852 May 25 page 2 column 4) "Democratic" at that time was not the Democratic Party we know today. In these early years politics was concentrated in the Whig and the Democratic parties. The Whig party espoused big government and believed that the federal government should "protect domestic industries with tariffs, subsidize internal improvements, and most divisively, permit a national bank to regulate currency and make tax monies available for government investment in private enterprises….In contrast, the Democratic party, the party of Thomas Jefferson and later Andrew Jackson, tended to believe in a small government, preferring to relegate powers to state and local governments and expand personal liberties for white males." Milwaukee was known for being a Democratic town into the 1880s. Milwaukee's Germans, immigrants and working classes were "always suspicious of unchecked government growth." The Sentinel was considered a Whig publication. (Kyle P. Steele, "A Yankee Whig in Milwaukee. Rufus King Jr. and the City's First Public Schools"; Wisconsin Magazine of History, Volume 101, Number 4/Summer 2018, pages 17 - 18)

The paper's name Morning News was modified to The Milwaukee Daily News in 1854 after a suspension then resumption in printing and the Sentinel commented on its "slightly enlarged dimensions." The new editors. G. W. Clason and C. F. Huntsman indicated that they would "continue to advocate the principles of the National Democracy." (Milwaukee Sentinel 1854 August 16 page 2 column 2) The paper later combined with the Peoples Press under the name People's Press and News, a name that was short-lived. (Milwaukee Sentinel 1860 December 15 page 1 column 4; December 17 page 1 column 3)

Over the next couple of decades the paper shifted its time of publication and had a number of editors. It became the official paper or official English language paper of the City of Milwaukee in various years (1855, 1856, 1857, 1859, 1867, 1871, and 1872) and had printing contracts with both the city and the county in various years. Printing commissions were the mainstays of most newspapers and they could found to print books, periodicals, advertising, official publications for public record and the like. Politically, the paper consistently supported the Democratic Party and candidates and over the course of its run. The Milwaukee Daily News was cited for favoring abolition and women's suffrage. (Milwaukee Sentinel 1854 October 17, page 2 column 2; 1867 April 29 page 2 column 2) During the 1870s the paper was also criticized by rival Sentinel as being a mouth piece for financier and railroad magnate Alexander Mitchell. (Milwaukee Sentinel Index, Milwaukee Central Library)

Zealous Democrat George H. Paul was editor from the late 1860s into the 1870s, a period said to be the paper's heyday. His interest in the business was purchased by E. A. Calkins.in 1874. Calkins would resign in 1876. (Central Business District Historic Resources Survey, section on

Information Services; Milwaukee Sentinel 1874 May 4 page 5 column 4; Milwaukee Sentinel 1876 March 6 page 4 column 5)

The paper's financial difficulties came to a head in 1877. On Tuesday May 22, 1877 the Sheriff's office seized the assets of the company which included the Associated Press franchise, stock machinery, and "good will". Loss of the city printing contract had left the paper in debt and added to that was the cost of new equipment. Dr. Edwin W. Magann, the business manager for the paper, loaned the paper money for the equipment. The paper's future was in doubt. It was said "There is considerable speculation as to the probable purchaser. There is some talk of the formation of a company among the leading Democrats here to buy it and make a live Democratic paper. But democrats as a rule aren't capitalists, and those who have money would rather put it in something less dangerous and uncertain than The News." (Milwaukee Sentinel 1877 May 23 page 8 column 1)

On Tuesday morning June 12, 1877 the sheriff sale took place, witnessed by reporters and management from other papers. After some weak bids, Dr. Magann purchased the paper's assets for $7,500 and stated he wanted to make the paper a staunch democratic organ and had plans for an updated look. The Sentinel reported cheekily that it remained to be seen if the paper could be made into a respectable sheet. (Milwaukee Sentinel, 1877 June 13 page 2 column 5-6)

Over its history the Milwaukee Daily News / Milwaukee News occupied a number of locations. In October 1853, the Morning News moved to the corner of East Water Street and Huron (East Clybourn) and then in 1859 moved to the Ludington Block at the northwest corner of East Wisconsin and North Water Street.

Dr. Magann took efforts to make good on his promise of a revamped paper. In the year following his purchase Magann moved the paper to a new location, close to where the current building would be constructed. In 1878 the Sentinel reported that The News Company as well as The Banner and Volksfreund Company were leasing quarters in the old Munkwitz Block at the northwest corner of Broadway and East Mason Street. "The building is to be overhauled to suit the convenience of the publishers." (Milwaukee Sentinel 1878 July 3, page 8 column 3)

Given the financial problems of the Milwaukee News, it is interesting that a decision was made to construct a new solid masonry structure to house the operations at what is today's 222 East Mason street. Magann may have had a number of financial backers for his project. The site he selected was just a couple doors down from the Munkwitz block and was occupied by a two story building that was valued at only $200 in the tax rolls. W. J. Watkins was the owner of the property. After The News building was constructed on the site, assessments rose to $1,800 on the property in 1879 and then to $2,200 by 1883. (Milwaukee Historic Photos, Milwaukee Public Library Digital Collection, East on Mason from N Water; Milwaukee Tax Rolls 1877 page 655 and 1878 page 671; 1879 page 671; 1883 page 703)

Work began on the new building either in late 1878 or early 1879. The Milwaukee News wrote a column length article about the completion of its new building and even included an illustration. The building as shown is much as it appears today except for the first story. The paper stated that it had been printing for the past few days and that the day before, Saturday June 7, 1879, the office had been formally opened. The illustration of the building front was to show the exterior to "distant friends." The article called out its continuous publication for 32 years, the fact that it was now occupying its own building and that it was grateful to its patrons and intended to keep clear of rings and monopolies. It countered its rivals' assertions that it could not survive without city and county printing contracts.

The building was described:

> Our new building as will be seen, is without an exception, the handsomest on the street. It is three stories high with a large, light and airy basement in which all the presses,

> machinery, and mailing department are located. On the ground or first floor, is located our counting room, which is a model of neatness, completeness and convenience, with the job department in its rear on the same floor. We are amply prepared to do any and all kinds of job printing in the most satisfactory manner, and at the lowest possible price. We would respectfully solicit our friends to give us a share of their patronage in that line.
>
> On the second floor is located the editorial rooms, library, and apartments for general purposes.
>
> On the third floor is the composition room where the type for the paper is set, the forms made up and prepared for the press, and from which they are sent to the press room by an elevator. The composition room, which, by the way, is the most important room about a newspaper office, is without exception one of the best and most conveniently arranged in the state, and light, airy and well ventilated. Altogether, the new News building being built especially for the purpose, is one of the best adapted to the purposes of a newspaper office of any in the country of its size.
>
> In this connection we will say to our friends throughout the country that the News enters upon a new era of usefulness and prosperity, and that if they will extend to the paper the patronage naturally due to the only Democratic State paper in Wisconsin, the paper will be made all they can ask or desire. (The Milwaukee News, 1879 June 8 Sunday column 1-2)

Research is ongoing to determine the architect who designed the building since no designer was mentioned in the article. A check of the building lists for 1879 and annual summaries has failed to turn up an architect to date.

To probably help the paper's bottom line the News announced that the The Dispatch Company would be printing their two cent daily, The Evening Dispatch, on the premises. It was targeted to the working classes and had been planned for some time. The completion of The News building made it possible for the Dispatch to become a reality. The twenty-four column folio daily would be printed on good paper and sold throughout the city and on trains and be available by subscription. The paper would have content from around the country and through The Western Associated Press. The Evening Dispatch seems likely to have never been published. It fails to appear in the city directories and likely ran into financial problems. (The Daily Milwaukee News, 1879 September 4 page 4; Milwaukee City Directories)

It appears that another publication, the Journal of Commerce, also occupied the News building in 1879 and 1880. More research will have to be done on this publication.

The much heralded new beginning for the company did not provide the much needed financial stability. The St. Louis Globe-Democrat reported in 1880 that James S. White purchased the Milwaukee News, "one of the oldest newspapers in the Northwest" and that the paper would the following Tuesday appear in new dress and form. White assumed editorial duties assisted by Duff G. Reid "late of New York and Chicago" and G. Y. Heynoniue formerly with Louisville and Cincinnati papers. (St. Louis Globe-Democrat, 1880 March 1 page 5) Dr. Edwin W. Magann meanwhile passed into history. Research so far has not been able to determine whether he had practiced medicine or why he was always referred to as "Dr." Magann. He had lived in Walker's Point, first on today's South Second Street, then on South Third Street then on today's South Fourth Street and is first listed in the directories in 1866. He was listed with the occupation as insurance agent then in 1877 appears as vice-president of the Milwaukee News. After selling the paper to James S. White, Magann is not shown with an occupation for a number of years but is listed as superintendent of city delivery at the post office in 1885 then superintendent of carriers at the post office in 1886, superintendent of free delivery post office in 1887 and 1888. He is last listed in 1889, without an occupation, and at a new address in 1889. (Milwaukee City Directories)

White's ownership too was short lived. Chicago's The Daily Inter Ocean reported on February 16, 1881:

> It appears that James S. White is a prominent Democratic politician in Milwaukee, who was defeated in the last election for Comptroller, a position to which he sought to be re-elected. About two months ago he sold out his paper, the Milwaukee Daily News, for $25,000. Monday night he intended to visit this city [Chicago] and purchase a new press for a new Democratic daily which he was going to publish in the interest of the "great unwashed". (The Daily Inter Ocean [Chicago], 1881 February 16 page 8)

Later that year the Sentinel reported that the case of White vs. Magann had opened in Circuit Court in September related to "counting in the defunct Milwaukee News Company". Listings confirm that the paper disappeared from city directories beginning in 1881. What did appear at 222 East Mason Street (old number 92 Mason) was the Republican & News, with Horace Rublee as editor and John Nazro as manager.

The Milwaukee Sentinel reported:

> About January 3, 1881, The Republican and News was commenced and began to divide the patronage extended to morning newspapers, and was continued until May 21 of the present year [1883]. The competition was zealously kept up on both sides [meaning between the Sentinel and The Republican and News] during that time and in the early part of this year parties prominently identified with The Republican and News ownership purchased a controlling interest of The Sentinel stock with a view to the consolidation of the two morning journals. N. S. Murphy resigned as president of The Sentinel Company, and a new board of officers was elected. The consolidated issue appeared for the first time May 22, bearing the hyphenated title Republican-Sentinel. The union proved a happy one in every respect. The subscription list of the two papers combined gave it a circulation such as had never before been attained by any paper in this State, and it took the lead. (Milwaukee Sentinel 1883 January 1)

The paper resumed the name the Sentinel by 1883 and the paper continued to be published across the street from The News building at what was then 91 Mason Street. The Sentinel has survived to the present, albeit in different form, consolidated with the Milwaukee Journal as the Journal Sentinel.

An ad in the Milwaukee Sentinel on February 14, 1883 indicated that 92 Mason Street was for rent, formerly occupied by The Republican and News. (Milwaukee Sentinel, 1883 February 14 page 5)

In April that year the plumbing and gas fitting firm of Sloteman & Kruse advertised its move from 385 Broadway to 92 Mason Street. They were the "agency" for the Walker & Pratt Manufacturing Company and handled plumbing and high and low pressure steam heating. (Milwaukee Sentinel 1883 April 6 page 8 and 1883 June 24 page 8)

Another new tenant occupied the second floor, J. W. Fieroe. He placed many ads for salespersons. Fieroe was an "enlarger of portraits", his business consisting of enlarging portraits and finishing them in oil, water colors and the like. An altercation was reported in the press (by a reporter on the scene) when Fieroe refused to pay two of his salespersons and took a dive at one of the young men only to be knocked to the floor. Fieroe declined to press charges and the young man involved in the scuffle left "behind him a party of puffing portrait painters and confused heaps of pictures and frames in Fieroe's office." (Milwaukee Sentinel 1883 June 2 page 5)

Perhaps the best known later occupant of the building was the Daily Journal or Milwaukee Journal. Its first edition had been published on October 6, 1882 under the ownership of Peter V. Deuster and Michael Kraus and was an afternoon daily. L. W. Neiman purchased Deuster's

interest in the paper and changed to an independent paper. The paper was located at 433 Broadway but moved to 92 Mason Street in 1885. It remained in the old News building until moving into the Montgomery Building in 1891, located at the southeast corner of Milwaukee and Michigan Streets.

Later occupants of the News building appeared to be insurance and underwriting businesses. (See attached table)

SAMUEL HOWARD BUILDING / MILWAUKEE ABSTRACT ASSOCIATION BUILDING

The building immediately west of the News building is addressed at 218 East Mason Street today and was originally addressed as 90 Mason Street.

A building stood on the site at least as far back as 1867 when The Daily Milwaukee News reported that the old "Sweetland cigar stand" at 90 Mason Street was being converted into a saloon by Bilty and would open shortly. (The Daily Milwaukee News, 1867 June 25).

In 1875 Yalla, a Chinese California laundry was located on the premises advertising that washing and ironing was done on short notice. "Particular attention given to ladies' washing and fluting." ((Milwaukee Sentinel 1875 August 25 page 6)

By 1877 the premises had resumed its saloon occupancy and E. Koeppe advertised that he had just remodeled the cozy saloon and will open to the public with a "Free Lunch and the famous Blatz Lager on Saturday and Sunday Feb. 3 and 4. All are invited to come and have a Lunch." (Milwaukee Sentinel 1877 February 3)

By May that same year, Adam Roth advertised he was opening a saloon on the premises, opposite the Sentinel building and that a free lunch would be served. (Milwaukee Sentinel, 1877 May 7 page 8) Business must have been good. Roth announced moving to bigger quarters at the corner of Water and East Wisconsin under the Bank of Commerce. (Milwaukee Sentinel 1877 September 29 page 8)

Later saloon keepers included ex-Justice Hermann Boerngen and F. Kirschner who had a restaurant and sample room there. (Milwaukee Sentinel 1878 August 3 and 1882 May 23 page 9)

The building was a two story front gabled structure as seen in an old photo in the collection of the Milwaukee Public Library. At the time of the photo this building along with 92 Mason (future site of the News) already looked out of place as three and four story masonry buildings were already standing at the Water and Broadway corners. Number 90 Mason Street was assessed at $300 in the tax rolls from 1877 through 1883. (Milwaukee Tax Rolls 1877 page 655, 1878 page 671, 1879 page 671, 1883 page 703)

By 1883 Samuel Howard had plans for the site. The Sentinel wrote that

> Douglas, the architect, is preparing plans for a four-story brick block, to be built on the east side of the alley on the north side of Mason, between Broadway and East Water street, directly opposite The Sentinel office, and will take the place of the frame building now occupying the site. The building will be four stories, and will be of red brick. The first floor will be a store, and the second floor is intended for a printing office. The fronts of the second and third floors will be adorned with fancy bay windows. The building will be one of the finest on the street, and will add much to this quarter, especially as it takes the place of an eye-sore, and will be in keeping with both Colby's and Conroy's new blocks, although not as extensive as either. The projector of the new building is Samuel Howard. (Milwaukee Sentinel 1883 November 11 page 5)

Before work could commence, Howard had to take legal action against Valentine Blatz, Adam Roth and W. P. King to vacate the premises. The property had originally belonged to Mrs. Nettie S. Hopkins who leased it to the defendants. They in turn sub-rented it to another party against the terms of the lease. Samuel Howard had purchased the property with the intent of developing it. His suit was successful. (Milwaukee Sentinel 1883 December 12 page 5) Official reporting of Howard's purchase was reported on January 1, 1884 where it showed he paid Nettie S. Hopkins $5,000 for the parcel. (Milwaukee Sentinel 1884 January 1 page 3) A little later it was reported that Howard took out a $6,000 mortgage for the property on March 18, 1884. (Milwaukee Sentinel 1884 March 25 page 3)

The new building was assessed at $5,300 upon completion. (Tax Rolls 1884 page 706, 1885 page 782) Samuel Howard moved his various businesses (his law office, the Milwaukee Abstract Association and the Milwaukee Title Guarantee Company) into the building but had other associates and tenants as well. One publication printed in the building was the Wisconsin Legal News.

By June 9, 1884 Charles D. Kendrick advertised his relocation to the building and was one of a number of tenants all related to the legal field or property sales/property recording and the like. Kendrick was a loan and investment broker who also was a dealer in investment securities. In addition to real estate loans he provided commercial paper, and negotiated State, County, City and School Bonds. He also had a Chicago office. Kendrick was one of the incorporators of the Milwaukee Abstract Association. Another well-known real estate investor and attorney, Courtland P. Larkin, had his offices in the new building as well. (Milwaukee Sentinel 1884 June 9 page 5; August 11 page 6; October 8 page 5; 1886 January 18)

The Milwaukee Abstract Association was incorporated on December 30, 1882 by Samuel Howard, Charles D. Kendrick, Edward P. Hackett, and James Jenkins. (Official Directory of Corporations of Milwaukee, Wisconsin, Milwaukee: Odell & Owen Publishers, 1904, page 484) The business had been located at 102 Wisconsin (old number) but moved into the Mason Street building in 1884. A specialized business that recorded and kept track of real estate transactions and provided title insurance was a relatively new enterprise in the late nineteenth century. Prior to that time, transferring title to real property was "handled primarily by conveyancers, who were responsible for all aspects of the transaction. The conveyancer conducted a title search to determine the ownership rights of the seller and any other rights, interests, liens or encumbrances that might exist with respect to the property, and based on its research, provide a signed abstract (or description) of the status of the title. Although the conveyancer was generally not a lawyer, that individual was recognized as an authority on real estate law. The origin of title insurance is directly traceable to the limited protection that the work of such a conveyancer provided to the purchaser of real property." (Old Republic Title, "History of Title Insurance", accessed on line June 28, 2018 at http://www.oldrepublictitle.com/newnational/resources/primer/historicaldevelopments.asp)

The case of Watson v. Muirhead in Pennsylvania in 1868 made clear that the existing conveyance system could not provide buyers of real property the assurances needed that they would be secure in their ownership. The Pennsylvania legislature subsequently passed legislation "to provide for the incorporation and regulation of title insurance companies". The first title insurance company was established in Philadelphia in 1876. The model was quickly adopted in all major cities. (Old Republic Title, History of Title Insurance, accessed on line June 28, 2018 at http://www.oldrepublictitle.com/newnational/resources/primer/historicaldevelopments.asp)

An abstract of title "is the condensed history of the title to a particular parcel of real estate, consisting of a summary of the original grant and all subsequent conveyances and encumbrances affecting the property and a certification by the abstractor that the history is complete an accurate. (Wikipedia, Property Abstract, accessed on line June 28, 2018 https://en.wikipedia.org/wiki/Property_abstract)

The Milwaukee Abstract Association advertised that it controlled the sets of abstract books "lately Owned [sic] by Wilson Graham, Joshua Stark, G. B. Seaman, C. D. Kendrick." Howard's business provided statistics on real estate sales and valuations for numerous publications and organizations including the Milwaukee Chamber of Commerce, An Illustrated Description of Milwaukee (1890) (William. J. Langson, Thirty-fourth Annual Report of the Trade and Commerce of Milwaukee compiled for the Chamber of Commerce, Milwaukee: Cramer, Aikens & Cramer, Engravers and Printers, 1892, page 49; An Illustrated Description of Milwaukee, The Milwaukee Sentinel, March 1890)

One biographical sketch indicated that Howard was brought to Wisconsin by his parents, moved to Minnesota with them then returned to the state. He attended the University of Michigan, graduated from the classics department in 1862 then attained a master's degree. He is said to have worked his way through school through the printer's trade. He served for six months with General Starkweather and then read law with J. P. C. Cottrill and served under him as Assistant District Attorney. He entered the practice of law in 1866 and specialized in trust, wills, banking, real estate and constitutional law. For a period of time he served as the city editor of the Milwaukee Sentinel. Howard was also the counsel for the Second Ward Savings Bank and his business card appeared in a directory of attorneys who specialized in banking law. (Milwaukee, Wisconsin. The Cream City, Milwaukee: Cramer, Aikens & Cramer, 1891, p. 55; Sharp & Alleman's Lawyers and Bankers Directory for 1893, January Edition, page 434a)

In addition to the Milwaukee Abstract Association, Howard also established the Milwaukee Title Guarantee Company c. 1895 with capital of $200,000 and was the principal stockholder. Howard was the president of the Alumni Association of the Delta Kappa Epsilon fraternity and was described in the 1896 quarterly as "probably the best authority on the law of real property in Wisconsin." (The Delta Kappa Epsilon Quarterly, Vol. XIV, No. 1, March, 1890 page 127 Graduate personals)

City Directories show that Samuel Howard was unmarried and that he typically lived at his offices, which had been at a number of locations before constructing this building at 90 Mason Street. The Mason Street building would be his office and home until his death in 1898. He did have a cottage at Lake Nagawicka and his will left his real estate and personal estate to various siblings and their children as well as to a couple of orphanages. All together his estate amounted to about $150,000. His law library contained 1,038 volumes while his private library contained 619. (Information about Samuel Howard at Ancestry.com)

One later occupant of the Mason Street building included the Milwaukee County Abstract Company, incorporated in 1902. Oscar J. Fielung served as vice-president and director. One of the incorporators of the older Milwaukee Abstract Association, Edward P. Hackett, served as president of this new company. "The facilities of this company embrace the ownership books and documents constituting a complete record of the transfers, changes of ownership, subdivisions, encumbrances, etc., covering all real estate in Milwaukee County from government entry to date." (Mercantile and Financial Times, New York and Chicago, March 16, 1907 Vol. XXVIII No. 79, page 14)

The building remained an office for a number of real estate and law firms into the twentieth century. One exception was a lease to R. Fred Whetter, a tailor, for twenty-five years for about $50,000 beginning in 1926. The Sentinel commented on the unusual situation having been part of the will of the "well known Milwaukee bachelor" Samuel Howard whereby the Milwaukee Orphan Asylum used the proceeds from lease of the building but could not sell it. Whetter was said to be spending about $25,000 to remodel the structure. (Milwaukee Sentinel February 26, 1926)

One interesting tenant was Arthur L. Richards who was president of the Richards Real Estate Co. He occupied the building from at least 1921 through 1923. Richards is known for working with

Frank Lloyd Wright in obtaining plans to build the American System Built houses on West Burnham Street in 1916. He also built other projects designed by Wright.

See table at the end of the report for additional occupants of the Howard Building.

THE TWO BUILDINGS JOINED

Exterior alterations have occurred to these two buildings over time, some documented in the permit records, some not. At the News building, 222 East Mason, some changes to the storefront were made as early as 1908 when two eight-inch I-beams were installed at the storefront. The alteration cost $500 and the owner was listed as the Jung Brewery Company. Jung's connection with the building, other than possible ownership, is not known at this time. The brewery was at 5th and Cherry Streets and the Jung Building was on Water Street nearby. Jung then took out a permit to "install flush doors in sidewalk", probably for a sidewalk vault in 1912. There is a gap in permit records until the late 1930s when an occupancy permit for the Howard Building at 218 East Mason Street was being processed for Reliance Stamp and Stencil Works in 1937.

Joint ownership of the buildings had occurred by 1952 when inspectors ordered owners Soevig & Hickox (an insurance firm) to vacate living quarters on the third floor of the former News building, 220-222 East Mason. Discussion about whether there should be two or only one electrical service installation for the buildings was generated by the insurance firm's change from direct to alternating current service. At that time, 1954, there was only one opening between the two buildings, on the third floor. (Permit records April 14, 1952, April 13, 1954)

Major changes to the first story were proposed by an application for a permit to convert the two vacant storefronts on the first floor into a restaurant in July of 1969. It appears this conversion did not take place. On April 24, 1970 the Shellow & Shellow law firm applied to remodel three floors and basement of the two buildings. A new elevator was to be installed as well as restrooms. The fourth floor was to remain vacant. A fuzzy photograph attached to the permit records shows that the storefronts had retained much of their original appearance until that time. The storefront for the News building (#220) appears to have been changed by this time with the entry and the storefront brought to grade. The Howard building (#216) still had a stair to the raised main entrance (east end of the building) with below grade entrance to the basement level which housed a barber shop. A special privilege and then an amended special privilege was granted by the city for the "projecting first floor façade, an area well consisting of concrete stairs to the basement and an iron railing with gate, all items being located in the public way adjacent to the building at 222 East Mason Street, to now include the placing and maintenance of three movable wooden planters, in the 4th Aldermanic District of the City of Milwaukee." The dimensions of the façade of what was the Howard building are described as extending from 0.60 feet to 0.44 feet into the 14.5 foot wide fully paved walk area in the public way and the lower level well was 4.00 feet wide and 20.20 feet long consisting of concrete stairs to the basement and an iron railing with gate.

The resulting remodel produced the first story we see today. At #216, the old Howard building, the storefront was replaced with masonry into which was cut three windows with one-over-one sash. The center window is slightly larger than the outer two. At # 222 the storefront was likewise filled in with masonry. The at-grade entrance was retained at the east end, where an entry had been historically, and to the left or west are two window openings with one-over-one sash. One projecting cornice was placed across the two buildings above the former storefronts.

Possibly in connection with this remodeling the buildings were painted a uniform color. We do know that the Howard building was constructed of red brick from newspaper accounts and from one black and white historic photo showing the masonry darker that the News building next door which appeared to be cream brick.

These alterations do not impact the significance of the two buildings and a more sympathetic storefront façade could be built should the current owners wish.

VIII. THE ARCHITECT

The architect for the News building has not yet been identified.

The architect for the Howard building is James Douglas, one of 19th century Milwaukee's more highly regarded designers.

James Douglas (July 23, 1823 – August 31, 1894) was born in Wick, Scotland, and as a boy moved with his parents James Alexander and Annabella McKenzie Douglas to Gananoquie, Canada. In 1843 Douglas came to Milwaukee to seek his fortune and set himself up in business as a carpenter. He took part in the construction of the first bridge across the Milwaukee River at Wisconsin Avenue and later built a bridge across the river at Kinnickinnic Avenue. As a master builder, he directed work on the old City Hall, the first St. Gall's Church, Holy Trinity Church, St. John's Cathedral, and other early buildings. With his younger brother Alexander, James Douglas established a building company in 1847 and later established the firm of J. & A. Douglas in the later 1850s. The brothers sometimes listed themselves as carpenters, sometimes as builders, as sometimes as architect-builders. For sixteen years the two brothers had a lucrative business. Douglas then left the trade and between 1863 and 1872 worked for the Northwestern Mutual Life Insurance Company where his expertise in property values enabled the company to place loans and invest in real estate. Douglas' love of architecture led him to return to that profession in 1872, and he continued as an architect until the time of his death. (Flower, p. 1500; Howard Louis Conard, ed. History of Milwaukee County from Its First Settlement to the year 1895, Chicago: American Biographical Publishing Company, [1895], Vol. 1, pp. 463-464)

Specializing in residential design, Douglas was probably the most prolific architect working on Milwaukee's Lower East Side. Part of it was said to have been nicknamed "Douglasville" because so many houses were of his design. (Annabel Douglas McArthur, "Memories of Yankee Hill"; Milwaukee Sentinel 1963 June 5 part 3, p.1; Conard, p. 464)

In 1874 Douglas published two articles, "A Modern Home" and "Modern House" that appeared in The Milwaukee Monthly Magazine. (James Douglas, "A Modern Home", The Milwaukee Monthly Magazine, April 1874, pp. 166-168; James Douglas, "Modern House", The Milwaukee Monthly Magazine, May, 1874, pp. 208-210.) These articles no doubt helped to spur his architectural practice. Local historians James Buck and Howard Louis Conard credit Douglas as the founder of a distinct architectural style called "Termes Mordax" or the ant hill style, because the complicated roofs supposedly resembled the complex cone-shaped colonies of African termites. Douglas' plans were said to be popular throughout the state and from Florida to California, although no out-of-state Douglas commissions have been identified to date. (James S. Buck, Pioneer History of Milwaukee from 1840 to 1846 Inclusive, Milwaukee: Symes, swain and Co., 1881 160-161; Conard, p. 464)

In his later years Douglas became increasingly involved in real estate speculation and was known to have had a real flair in timing his purchases and sales. He founded and was treasurer of the Savings and Investment Association, was the first vice-president of the First Avenue Land Company and the Lincoln Heights Land Company. Douglas owned large land holdings south of Oklahoma Avenue called Douglasdale. He also served as the first president of the Northwest Chapter of the American Institute of Architects. (Conard, p. 464; McArthur, 1963; Newspaper Clipping Collection, Douglas Family, Milwaukee County Historical Society Library, Reel No. 85)

Douglas' architectural practice served as a training ground for later generation of architects including Alfred C. Clas, who started with the firm in 1880 and was Douglas' partner in 1885 and 1886, as well as Cornelius Leenhouts, Fred Graf, and Otto C. Uihling. (Milwaukee City Directory 1882-1887; Milwaukee's Leading Industries, New York: Historical Publishing Co., 1886, p. 142)

In 1893 illness forced Douglas to take his young son Earl J. into partnership under the name James Douglas & Co. and another son, R. Bruce, was put in charge of handling the real estate activities of the company. James Douglas died of spinal trouble at the age of 71 on August 31, 1894 at his residence at 1325 North Jackson street where he had lived since 1867.

Earl J. Douglas continued his father's architectural practice through 1900 while R. Bruce Douglas went on to successfully conduct a real estate, mortgage, insurance and appraisal business and built over one hundred homes during his career. (Douglas Family Biographical clippings, Milwaukee County Historical Society; Conard, p. 464; John G. Gregory, History of Milwaukee, Wisconsin, , Chicago and Milwaukee: S. J. Clarke Publishing Co., 1931, Vol. III, pp. 277-280)

Although Douglas was known to be a prolific architect, much of his work consisted of middle-class clapboard cottages and remains undocumented. The widespread trend to remove architectural trim after World War I in the name of modernism has eroded much of Milwaukee's extant building stock from the 1870s and 1880s, making it even more difficult to make attributions to Douglas based on style. Two Prospect Avenue commissions, both masonry buildings, represent his best high style work as a mature architect. The Collins-Elwell-Cary House at 1363 N. Prospect (1876), is a striking combination of Victorian Italianate and Victorian Gothic and one of his largest commissions in the towered and turreted style for which he was known. The house was featured prominently in illustrations of Prospect Avenue that appeared in many of the city's promotional publications of the time. The Merrill House at 1425 North Prospect is a more restrained and compact example of the Queen Anne style. Two other Victorian Gothic examples stand at 1708 and 1714 North Farwell built in 1878 for Justus Vallat.

Douglas also designed institutional buildings although there are fewer documented. His South Baptist Church (1890) and the Protestant Orphan Asylum (1887) have both been razed. Papers indicate he designed the state school for dependent children in Sparta, Wisconsin. He did submit a design in the competition for Milwaukee's new city hall in the early 1890s, a design called German Renaissance by the press, but the project was awarded to Henry Koch.

Commercial buildings appear less frequently in his body of work. The Milwaukee Sentinel mentions that Douglas was designing a business block for E. D. Holton on today's West Wisconsin Avenue in 1882 which as it was being completed was said to cost $62,000. The commission for Samuel Howard appears to be one of the few small scale commercial buildings that came from the Douglas firm.

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IX. STAFF RECOMMENDATION

Staff recommends that the Samuel Howard/Milwaukee Abstract Association Building and the Milwaukee News Building be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e-5, and e--6 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

e-1. Its exemplification of the development of the cultural, economic, social or historic heritage of the City of Milwaukee, State of Wisconsin or of the United States.

The Milwaukee News Building is one of the few surviving buildings associated with the important news publishing business that was once located along East Mason Street and nearby Broadway through the 1880s. The publishers included both English language and German language press and made for lively competition as each paper espoused a different political philosophy. Some were targeted for those in commerce or the legal professions. Such information services were the lifeblood of the community, reporting on current events, government activities, even cultural developments. As the newspaper industry consolidated and needed ever larger quarters, the papers moved away from this location to build larger buildings and in the twentieth century relocated entirely to the downtown’s west side.

The Samuel Howard / Milwaukee Abstract Association Building provides a window into a service that is taken for granted today. Everyone assumes that the property they want to purchase is free and unencumbered. Few realize the record keeping and checking that is involved in the conveyance of real property. Professional services, made up by groups of individuals who kept track of all property transactions, went a long way to making sure such transactions were lawful and predictable. Likewise the formation of title insurance companies provided the comfort level for purchasers that had previously been lacking in past decades. Howard’s businesses were among a handful of such entities in the city at that time. Howard himself moved his legal office and his property related businesses as well as his real estate associates into this building, all under one roof. It remained in use as a professional office building with tenants related to real estate endeavors into the twentieth century.

e-5. Its embodiment of distinguishing characteristics of an architectural type or specimen.

The Milwaukee News Building is an excellent example of a Victorian Gothic style commercial building. The style's popularity began around 1870 in Milwaukee and was edged out by the Queen Anne in the 1880s. Not too many commercial buildings were constructed in this style in Milwaukee and most have been demolished. The pointed arch at the third story center window with its decorative spandrel, ornamented impost blocks and use of stone in flat beltcourses all are features of this style. This revival had its roots in the medieval buildings of Europe, particularly Italy, but was adapted to the conditions of the new world in ecclesiastical buildings, houses and commercial buildings. Only a few other examples are extant in Milwaukee's downtown today including the Wisconsin Leather Company Building at 320 East Clybourn and the larger Stacy Building at 150-158 East Juneau Avenue from 1874 and the Jewett and Sherman Building at 343 North Broadway built in 1875.

The Samuel Howard Building is an excellent example of the Queen Anne style as applied to a commercial building. The style was popular from the 1880s through the early 20th century by which time it had transformed to include classical revival elements. The Howard building features all of the hallmarks of the style from a large multi-story projecting bay to an elaborate roofline to the multitude of decorative details, many of which consist of abstracted floral forms. Designed to fit a small lot, the Howard Building once had many companions, but most of the Queen Anne commercial buildings downtown have been demolished. Another rare survivor still stands at 146-148 East Juneau Avenue also built in 1884.

e-6 Its identification as the work of an artist, architect, craftsperson or master builder whose individual works have influenced the development of the city.

James Douglas was an important Milwaukee architect whose career spanned the period from early settlement to the early 1890s. Up until now, his best known works have been the towered and multi-roofed residences in the Victorian Italianate/Victorian Gothic style located in the city's Lower East Side. So prolific and popular were his commissions that the Lower East Side was nicknamed "Douglasville" after his work. Douglas' work in the Queen Anne style is less understood, with fewer examples surviving. The Howard building is an outstanding example of the Queen Anne with all the elaborate detail that is associated with the style. To date, this is the only known small scale commercial project he executed in the style. That both Howard and Douglas were involved in real estate might have made the men acquaintances and led to this commission.

NOTE; The building(s) was listed in the National Register on March 3, 1982.

Preservation Guidelines
For the
Samuel Howard/Milwaukee Abstract Association Building
and Milwaukee News Building

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the permanent historic designation of the Samuel Howard/Milwaukee Abstract Association Building and Milwaukee News Building. The intent of the commission is to preserve the historic, existing exterior features of the building and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including repair of masonry and stone details but exclusive of routine painting will require a certificate of appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

A. Roofs

Retain the roof shape. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. The projecting cornices at the tops of each building are important to the reading of each building and are to be retained. The projecting chimneys with corbeled tops at the west side of the Howard building are to be retained. Skylights may be added to the roofs if they are not visible from the street or public right of way. Locate mechanical systems and vents on portions of the roof not visible at all from the public right of way and paint them out to minimize impact. Re-roofing requires consultation with historic preservation staff and a Certificate of Appropriateness to ensure appropriate materials and installation. Should a satellite dish be installed it should be placed where it is not visible from the street. No large rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of each of the buildings. The construction of other rooftop features, such as a penthouse, requires review by Historic Preservation staff and/or the Historic Preservation Commission and a Certificate of Appropriateness.

B. Materials

1. Masonry

a. Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, EIFS, etc.) is not allowed. No painting of the limestone foundation is permitted. The buildings have already been painted a number of times in the twentieth century. The buildings can remain painted but if cleaning the brick is requested please refer to section c.

b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, <u>As Good As New</u> or <u>Good For Business</u> for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Replaced mortar joints should be tooled

to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.

c. In the future should masonry cleaning be necessary it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone or brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.

d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

2. Wood/Metal

a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. Many of the decorative details on the News building and the Howard Building are made out of sheet metal and need to be preserved and repaired but not removed.

b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decayed areas of wood and wood trim. Any new elements must replicate the pattern, dimension, spacing and material of the originals, including the species of wood. Sheet metal detail can be spot repaired without wholesale remove of the detail.

C. Windows and Doors

1. Retain existing window and door openings and original doors and windows within those openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore them to the original condition. Do not make additional openings or changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or

configuration of the original window panes or sash. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. The use of structural wood epoxies is strongly encouraged to repair any minor damage or decay to wood windows.

2. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate glazing patterns. New glass must match the size of the historic glass. New windows must be made of wood. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Do not use modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. Any changes or replacements or restoration will require a Certificate of Appropriateness and appropriate wood windows.

   Any original windows on the building must be retained and repaired if at all possible. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. At present, windows on both building facades appear to have one-over-one sash. Historic views of the News building shows that the larger center windows were two-over-two sash. The current windows can remain but if they will need replacement, a return to the original sash configuration should be considered. Windows on the west or alley side of the Howard building are mainly two-over-two sash with the first story also having transoms. These are to remain and be restored if necessary. Should there need to be replacement of these windows, they will need to match the historic appearance. Basement windows at the alley elevation are currently filled in with glass block. They can stay. A more appropriate window sash can be found in the future when the windows need replacing or the owners wish to make a change. Any replacement doors must be appropriate to the historic period of the building. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness. The original storefronts on both buildings have long been replaced. It is doubtful that they could be restored as originally designed due to the accessibility issues raised by the once-elevated entries. The current condition can remain. Alternatives that are sensitive to the historic era of the buildings will be considered if the owners seek to make changes.

3. Steel bar security doors and window guards are not allowed in storefront windows. On other doors and windows they are generally not allowed where they are visible from the street. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

The trim on both of these buildings is outstanding and gives them their architectural significance. There should be no changes to the existing historic trim or ornamentation except as necessary to restore the buildings to their original condition. A replacement feature must match the original member in terms of scale, design, color, appearance and material. Existing historic trim must not be removed unless it is for the purpose of repair. Spot repair is preferable to

wholesale replacement of details. Wood epoxy repair is often highly desirable for permanently repairing smaller areas of decay or damage to wood elements. Repair can also be done to metal surfaces and stone. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

As the buildings occupy all of their property to the public sidewalk no additions are permitted at any of the elevations. The roofs may not be removed or reconfigured to allow for additional stories. Should a small addition be contemplated, such as a penthouse, approval shall be based upon its compatibility with the primary building in terms of window proportion and placement, building height, roof configuration, scale, design, color, setbacks from the parapet walls and materials. Additions must be smaller than the original building and not obscure the historic building.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture will require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Consultation with Historic Preservation staff is required to assist in the selection of exterior fixtures. Plastic internally illuminated box signs with a completely acrylic face are not permitted.

G. Site Features

While there is no physical space for planting at these buildings the commission will review any requests for planters or a new railing for the basement commercial space at the Howard building

H. Guidelines for New Construction

Since both buildings are landlocked at their site, it is not anticipated that any new construction would be proposed. The following guidelines are included, however, to be consistent with the guidelines for all locally designated historic properties.

1. Site work

New construction must respect the historic site and location of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the building. New construction is to be smaller in size and shorter in height than the historic building. New construction will not extend over the top of the current historic building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the historic building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. Since the historic building is masonry, brick or stone on new construction would be appropriate. Faux wood grained panels, wood panels, cementitious panels, panels constructed of pressed wood, metal panels or corrugated metal, and others, would be inappropriate for new construction

I. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

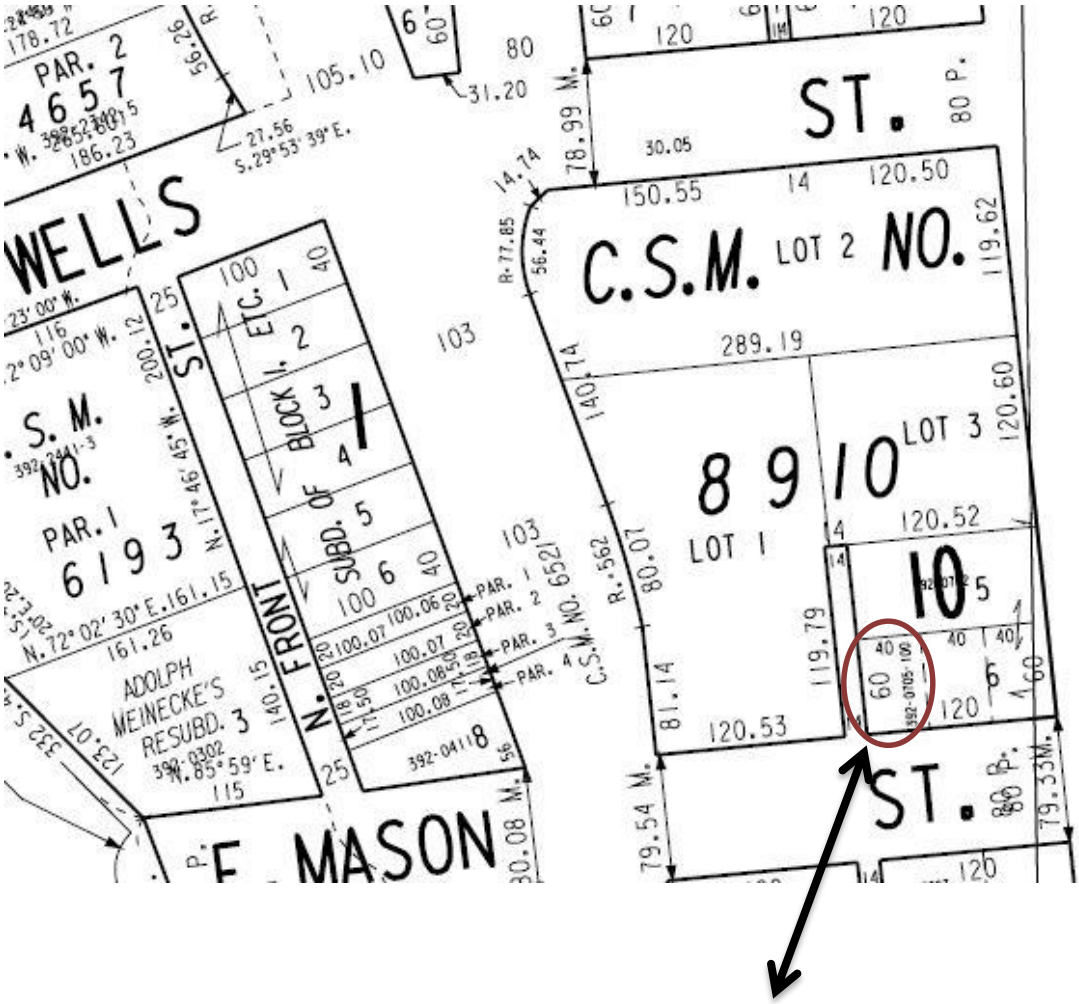
Consideration will be given to whether or not the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the building is beyond economically feasible repair.

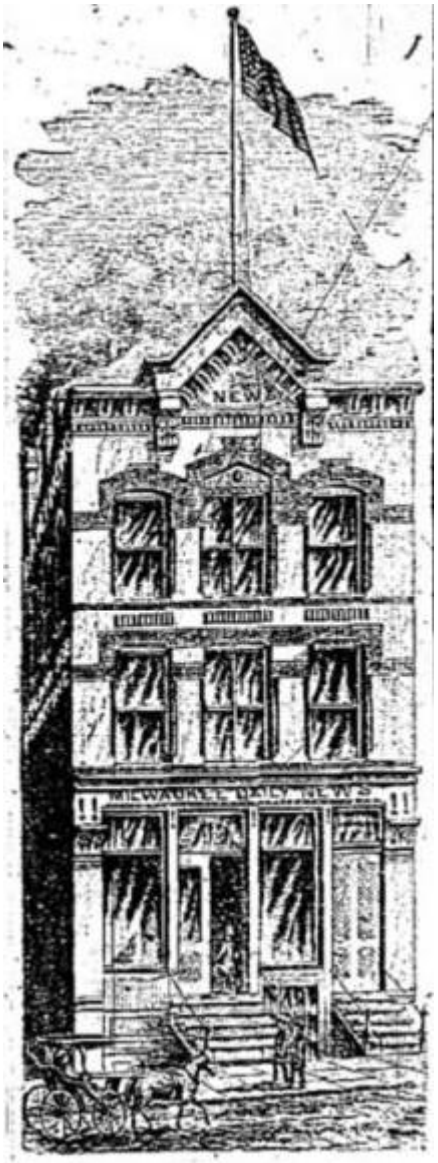
5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character. NOTE: No portion of these buildings are considered an addition



216 East Mason Street (Samuel Howard Building / Milwaukee Abstract Association Building) and 222 East Mason Street (The News Building)

HISTORIC VIEWS



No. 92 Mason Street.

The Milwaukee News published this view of its new building on June 8, 1879

Mason Street looking west from Broadway. The Milwaukee News Building and Samuel Howard Building are at the left.

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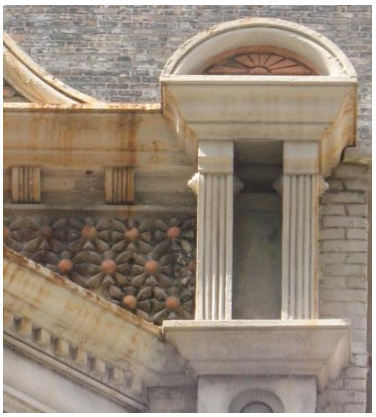
MILWAUKEE NEWS BUILDING

SAMUEL HOWARD BUILDING
MILWAUKEE ABSTRACT ASSOCIATION

1881



NO PARKING
TOWED AWAY

216-218 E. Mason (Old# 90 Mason)

Date	Who/What Was There?	Building
1884-1901	Milwaukee Abstract Association	90 Mason
1884-1900	Samuel Howard, Milwaukee Abstract Association Samuel Howard, Lawyer(1862) Samuel Howard, Pres and counsel, Milwaukee Abstract Ass'n(1888) Howard & Mallory (Samuel Howard, Rollin B. Mallory), Lawyers- Samuel Howard Pres, Milwaukee Title Guarantee Co (1895-6) Samuel Howard, Counselor at Law (1893) Samuel Howard, Lawyer(1896)	90 Mason
1902	Milwaukee County Abstract Company, *incorporated	90 Mason
1903-1915	Milwaukee County Abstract Company	90 Mason
1904	Fielung Oscar J., V-Pres and director, The Milwaukee Abstract Company	90 Mason
1921-23	Richards Real Estate Co Arthur L. Richards/ Harold A. Richards	90 Mason
1926-1952	Whetter R. Fred Co., tailors	90 Mason 218 Mason
1926	Wulf John Fredk, pres, Wulf & Unger Realty Co	90 Mason
1929	Wulf John Fredk, pres-treas, Captain Jack's Resort Inc. and Wulf & Brueck	90 Mason
1926	Groene Ernest F. Printer	90 Mason
1929	Milwaukee Park Board Krier Edwin A. (Clara), barber	90 Mason
1931-1947	Krier Ernest J., barber (basement)	216 Mason
1931-1936	Vacant	218A Mason
1937-1952	Reliance Stamp & Stencil Works	218A Mason
1952-1962	Charon Emil J., barber	216 Mason
1957	Siren Henry K. Co, tailors Vacant	218 Mason 218A Mason
1960	Zarne D & Co., tailors Shannon Allen A./Krsnich Robt	218 Mason 218A Mason

220-222 E. Mason (Old# 92 Mason)

Date	Who/What Was There?	Building
1879	Megan Edwin W. prop. Milwaukee Daily News	92 Mason
1879-1880	Journal of Commerce E. W. Magann & Co., publishers(1879) James S. White, prop (1880)	92 Mason
1879-1880	Milwaukee News James S. White, prop (1880)	92 Mason
1885-1890	Daily Journal, Journal Co, publishers	92 Mason
1891-1894	Journal Company The, publishers L. W. Nieman, pres- editor	92 Mason
1922-1926	Henkel Clarence A., Norwich Union Indemnity Co	92 Mason
1925	Lawyer-Casualty Underwriters	92 Mason
1926-1929	Soevig & Hiscox (John Soevig, Ray Hiscox) Insurance S & H Construction Co	92 Mason
1926	Hatcher Wm. J. (Jeanette) Ins	92 Mason
1929	Roberge Albert J. (Grace C.) washing mach	92 Mason
1927-1931	C. A. Henkel Insurance Casualty Underwriters Ass'n(1929) C. Henkel, pres,- Casualty Underwriters Ass'n	92 Mason
1931-1962	Soevig & Hiscox Insurance	220 Mason
1931-1936	National Fire Insurance Co	222 mason
1941-1947	American Bonding Co. of Baltimore Bankers Indemnity Insurance Co	220 Mason
1941-1947	General Insurance of America General Casualty Co of America	220 Mason
1941	Vallee Jas L. Ins Wick Robt A. Ins First National Insurance Co.	220 Mason
1947	Roger Corp The, mfrs agts	222 mason
1952	Duwe School Tours excrusions	222 mason
1957	Giese Harvey pntr Midwestern Adjustment Co Inc adj	222 mason
1962	Midwestern Adjustment Co Inc/ Rente Beverly	222 mason
1970	Shellow & Shellow	
1970	David L. Walter (2nd floor)	
1970	Hayes Attorneys (first floor and basement)	
1983	Blunt Ellis Loewi	