

Wisconsin Word Processing Format (Approved 1/92)

**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name *Milwaukee Journal Complex*
other names/site number N/A

2. Location

street & number	333 West State Street	N/A	not for publication
city or town	Milwaukee	N/A	vicinity
state Wisconsin	code WI	county Milwaukee	code 079
			zip code 53203

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

___ entered in the National Register.

___ See continuation sheet.

___ determined eligible for the National Register.

___ See continuation sheet.

___ determined not eligible for the National Register.

___ See continuation sheet.

___ removed from the National Register.

___ other, (explain:)

Signature of the Keeper

Date of Action

5. Classification**Ownership of Property**
(check as many boxes as
as apply)

private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)

building(s)
 district
 structure
 site
 object

Number of Resources within Property
(Do not include previously listed resources
in the count)

contributing	noncontributing
2	buildings
	sites
	structures
	1 objects
2	1 total

Name of related multiple property listing:

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

N/A

Number of contributing resources**previously listed in the National Register**

0

6. Function or Use**Historic Functions**

(Enter categories from instructions)

Industry: Communications Facility (Newspaper Plant)

Current Functions

(Enter categories from instructions)

Vacant

7. Description**Architectural Classification**

(Enter categories from instructions)

Modern Movement: Art Deco

Modern Movement: Other (Mid-century Modern)

Materials

(Enter categories from instructions)

foundation Concrete

walls Limestone, Granite, Brick

roof Modern membrane

other

Narrative Description

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

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Communications

Period of Significance

1924-1970

Significant Dates

1924; 1954; 1962; 1968

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Frank D. Chase
Eschweiler and Eschweiler

Narrative Statement of Significance

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

9. Major Bibliographic References

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

Previous Documentation on File (National Park Service):

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

Primary location of additional data:

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

Name of repository:

10. Geographical Data

Acreage of Property 2 acres

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

1 16T 425428.24 4765950.70
Zone Easting Northing

2 _____
Zone Easting Northing

3 _____
Zone Easting Northing

4 _____
Zone Easting Northing

See Continuation Sheet

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

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

11. Form Prepared By

name/title	John M. Tess, President	date	September 16, 2020
organization	Heritage Consulting Group	telephone	503-228-0272
street & number	1120 NW Northrup Street	zip code	97209
city or town	Portland	state	OR

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<u>Milwaukee Journal Complex</u>	<u>Milwaukee</u>	<u>Wisconsin</u>
Name of Property	County and State	

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	La Guardia Myer, Senior Vice President of Real Estate	date	June 25, 2020
organization	Gannett Co., Inc.	telephone	703-854-4465
street & number	7950 Jones Branch Drive	zip code	22107
city or town	McLean	state	VA

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Summary Paragraph

The *Milwaukee Journal* complex is located at 333 West State Street, one block west of the Milwaukee River. The surrounding area is mixed commercial use and includes the Fiserv Forum and University of Wisconsin-Milwaukee sports arena. The complex occupies three-quarters of the city block bounded by West State Street at the North, North Old World 3rd Street at the East, Vel. R. Phillips Avenue at the West, and West Kilbourn Avenue at the south. The subject site includes the 1924 *Journal* Building at the northwest, a 1962 addition at the east, and two interconnected circa 1920s buildings at the south incorporated into the newspaper complex when acquired by the *Journal* newspaper in 1954.

The complex has two contributing resources. The first is the 1924 *Milwaukee Journal* Building at the northwest corner of the block. It is five stories with a full basement and 1956 partial sixth floor addition. The structure is of reinforced concrete, clad in Kasota limestone, and can be best described as Art Deco style. Attached and interconnected at the east is the 1962 *Milwaukee Journal* Addition, designed by Eschweiler and Eschweiler, a local Milwaukee architectural firm with Pereira & Associates of Chicago as consulting architects. It is two, three, and five stories in three respective parts. Although the 1962 addition appears to be three separate structures, on the interior it functions as one coherent whole. Its structure is of reinforced concrete construction, clad in limestone, granite, and brick, and can best described as Mid-Century Modern in style.

The second contributing resource is the *Journal* Annex building. This structure consists of two now interconnected buildings both acquired in 1954 by the *Journal* and located at the south of the 1924 building. The first of the two buildings was the Republic Building, a three story reinforced concrete structure built in 1918; in 1924, a fourth story was added to this structure. The second abutting building to the south was built in 1928 with four ground floor stores and industrial style loft space above. Upon acquisition by the *Journal*, the buildings were adapted for use by the newspaper with sky bridges constructing it to the 1924 structure. In 1965, to create a more unified and modern appearance, metal screens were attached to the roof, side and rear elevations of the subject buildings.

The area to the southeast of the parcel is surface parking. The lot is enclosed at the perimeter with a picket style metal aluminum fence supported by cast concrete block piers. There are gated entries both at the east and south. The fence is a non-contributing object resource. The modern fence is a non-contributing object.

The complex retains integrity to convey the *Milwaukee Journal* complex's historic significance as the main headquarters of the *Milwaukee Journal*, the most prominent regional paper during the twentieth century. The period of significance begins in 1924 with the completion of the headquarters buildings and ends in 1970 at the fifty year threshold.

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Narrative Description

SETTING

The *Milwaukee Journal* complex is located in downtown Milwaukee on the west side of the Milwaukee River in a dense urban setting. It is located directly to the west of the UW-Milwaukee Panther Arena (formerly known as the MECCA), a 12,700 capacity event venue built in 1950. Farther to the west along State Street is the Milwaukee Area Technical College campus, which occupies several buildings on State Street between 6th and 9th streets. To the north and along 3rd Street are mostly three-story turn of the century commercial buildings with ground floor retail or restaurant uses; many of the upper floors are vacant. Interspersed are surface parking lots. Within three blocks to the south, both along 3rd and 4th streets, is the west side downtown core. I-794 is four blocks south. I-43 is five blocks west.

SITE

The *Milwaukee Journal* complex is located on the city block bounded by West State Street at the north, Vel R. Phillips Avenue at the west, Old North World 3rd Street at the east, and West Kilbourn Avenue at the south. The 1924 building faces north onto West State Street and measures approximately 150 feet east and west. It has a second street-facing elevation, facing west onto Vel R. Phillips Avenue; that elevation is approximately 200 feet north and south. The 1962 addition also faces north onto West State Street and measures approximately 175 feet east and west. It has a second street-facing elevation on North Old World 3rd Street which measures approximately 200 feet north and south. At the south of the 1924 building is the *Journal* Annex, L-shaped interconnected 1918/1928 buildings which face west onto Vel R. Phillips Avenue and measures approximately 125 feet north and south. The southeast quarter of the block is a surface parking lot with a modern black aluminum picket style fence at the perimeter supported by cast concrete piers with picket style gates at the east and south. A vacated alleyway runs between the 1924 building and the Annex. The parcel is fully disturbed. The buildings are constructed to the lot lines and there are no character-defining landscape features. Outside the property line, at the perimeter, is a concrete sidewalk, approximately 10 feet in width.

STRUCTURE

The 1924 building is five stories of reinforced concrete construction with a full basement and is rectangular in form. In 1956, a partial sixth floor rooftop addition was built. The 1962 addition is two, three, and five stories in three respective parts. Although the 1962 addition appears to be three separate structures, on the interior it functions as one coherent whole. It is also of reinforced concrete construction and rectangular in form and has a full basement. The *Journal* Annex consists of two interconnected 4-story with full basement unreinforced masonry structures.

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EXTERIOR

1924 Milwaukee Journal Building

The 1924 *Milwaukee Journal* Building, which occupies the northwest corner of the block, was designed in what is best described as Art Deco style. It has two street-facing elevations which are similar. These are clad in pink-hued Minnesota Kasota limestone with a band of dark marble approximately six inches tall at the base. Vertically, the facades are symmetrically and rhythmically organized. Horizontally, the elevations have traditional tripartite organization. The base includes the first and second stories, and is separated by a belt course from the shaft. The shaft extends from the third to fifth stories. The capital is a concrete band, approximately six feet tall. Historically, the elevations had a carved cornice frieze, six feet in height, by Arthur Weary, also in Kasota limestone. It depicted the story of man's effort to communicate. This frieze became structurally unsound and had to be removed in 2011. It was replaced with compatible cast stone.

Fenestration is consistent. There are lower level grand windows, two stories in height, are painted cast iron frames with ornately detailed cast iron spandrels. These windows typically have centered fixed glass flanked by sidelights, surmounted at the second floor by a similar transom and separated by a painted cast iron spandrel. In minor bays, the opening is either an entry or a single pane of glass surmounted by an arched opening with double paired thin casement windows. Upper floor windows are circa 1960 aluminum casement. Above the windows on the third story are semi-circular limestone lunettes which feature unique bas-relief carvings in Kasota limestone of symbols from early pioneers in the history of printing from around the world by Arthur Weary. These include symbols from printers such as Fust & Schoeffer, which appeared in the first book ever printed with a date in 1457, and Theodore Devinne, a pioneer of illustrated magazines c. 1914.¹

North (State Street) Elevation

The primary elevation fronts West State Street to the north. The elevation is symmetrical and has seven bays, each framed with shaped limestone. On the base, the central bay features a recessed main entry at street level with double doors. Surrounding the entry and filling the span of the two-story opening is decorative cast-iron detailing. This includes recessed panels to the sides, elongated arched panels and framed transoms above, and divided light arched window at the top. The limestone framing the main entry has ornate carvings. There are two original large cast-iron sconces flanking the central opening. The entry doors are modern. To both sides of the main entry are two bays, each with square window openings that are notched at the top corners and are approximately twice the width of the more narrow

¹ Tanzilo, Bobby, "Designation aims to preserve historic newspaper building," OnMilwaukee.com, March 7, 2019, <https://onmilwaukee.com/history/articles/journal-building-designation.html>.

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arched openings. Each of these four openings features original ornamental cast iron, including spandrels, which separate the first and second stories. The spandrels feature three panels of decorative motifs. Above and below the spandrels are vertical cast iron mullions. Above the westernmost square window opening is a sign that reads "Milwaukee Journal Sentinel". Each of the outermost bays on this elevation have arched window openings which feature the cast iron spandrels with decorative motifs, above which are arched windows with vertical cast iron mullions.

West (Vel R. Phillips) Elevation

The west elevation fronts Vel. R. Phillips Avenue. Whereas the north elevation provides access to the building's primary lobby, the west elevation provides access to the customer service lobby along with windows to the printing presses. This elevation is also symmetrical and has 10 bays. The four central bays have the same large notched square window openings as the West State Street elevation, flanked on each side by an arched window opening, another large square opening, and a final arched window opening. All openings feature the same decorative cast iron detailing and spandrels as the West State Street elevation. The northernmost square opening features a double door entry, above which is a "Milwaukee Journal Sentinel" sign, matching the sign on the north elevation. The southernmost arched opening on the west elevation features a recessed double door entry with cast iron frame and tall, narrow transom windows above. The southernmost first floor window is a replacement with a vertical mullion. The doors are modern.

Secondary Elevations

The south elevation runs along a now vacated alley. Utilitarian in nature, this elevation is clad in painted brick. Fenestration is functional with galvanized steel framed windows, some of which are barred. At grade, there is a roll-up door. The east elevation abuts the 1962 Addition at floors two and three, and at the southern (rear) 75 feet of floors four and five. The recessed north 125 feet at this level is clad in Kasota limestone with paired casement aluminum windows. The ground floor is a loading dock.

Roof

The roof consists of two elements: the western half consists of six east-west saw-tooth style monitor windows, though these have been covered with a modern membrane. The eastern portion of the roof has a rectangular flat roof addition, set approximately six feet from the north and east parapet. This addition was built in 1956 and houses offices. At the north, the addition face includes the elevator penthouses; attached to the face here is a sign of oversized individual letters spelling "Journal Communications".

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1962 Milwaukee Journal Addition

The *Journal* Addition was designed as an amalgamation of what is best described as a Mid-Century Modern styles. It occupies the northeast quarter of the block. From the exterior, it is best understood as three separate elements, though the interior functions as one coherent facility. The first section occupies the northeast corner of the building and, though it appears to be three stories, is only two stories with a parapet that reaches the height of the adjacent three-story portion of section two. This section is at the west and abuts the 1924 building. Section 3 is at the south. The exterior of each section is described separately below.

Section One

The first section comprises the northeast corner of the block with a 100 foot long street elevation at the north and east. The two elevations are more or less identical, clad with Kasota limestone. This section reads as three stories with an enlarged parapet and false row of windows to create the illusion of a third story. Fenestration consists of rows of eight uniformly set openings. On the second story, openings feature casement style aluminum windows. On the parapet level, openings feature aluminum louvers. Vertical definition is achieved by the installation of geometric decorative metal grilles that run vertically over each of the eight window bays. The base of the façade is black granite with oversized silver aluminum windows. On the north elevation there are two sets of three picture windows approximately 12 feet from the corner, each approximately four feet wide, separated and framed on the sides by grey granite that spans from the ground to the second story. To the west, approximately 12 feet from the end of this section of the building there is a deeply recessed double-door street-level entry with a single fixed transom above. On the east along the North Old World 3rd Street elevation, there are four aluminum frames for advertisements. At the corner of the building on both elevations there is an engraved stone sign affixed to and flush with both walls that reads "Milwaukee Journal Sentinel".

Section Two

The second section has a single north façade along West State Street, approximately 75 feet across. The section runs from the east end of Section One to the 1924 building. At grade, as built, it was open, spanning a vacated alley; in recent times, a concrete block and glass brick face was built at the east and west ten feet with a modern metal gate at the center. The upper two floors are identical, clad in rows of fixed aluminum framed windows with enamel metal spandrels. In total, the second and third stories have 18 ribbon windows separated by slightly protruding metal mullions.

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Section Three

The five-story Section Three has a street elevation on the east, approximately 100 feet long, facing North Old World 3rd Street. It has a full height secondary elevation on the south and a secondary north elevation that rises above Sections One and Two. Materials are consistent with broad piers of gray stacked brick separated by narrow bays with a line of single casement style aluminum windows with Kasota limestone spandrels. Window openings at the second floor are infilled with louvers. The base is black granite with four aluminum frames for advertisements and postings, each approximately six feet wide by three feet tall, spaced every eight feet. The rhythmic distribution of the pilasters, windows, vents, and limestone is repeated along the secondary elevation.

Roof

Though at different levels, all three roofs are flat with either a membrane or asphalt/gravel covering. The roof of Section Two has a modern octagon wood deck, accessed from the cafeteria area, built circa 1988.

1918/1928 Journal Annex Building

The *Journal Annex* consist to two rectangular, flat-roofed buildings: A 1918 building at the north with a 1928 building abutting at the south. Both building face west onto Vel R. Phillips Avenue with secondary elevations on the north, east and south.

West (Vel R. Phillips) Elevation

The 1918 elevation is at the north, approximately 50 feet wide and clad in tan brick. Vertically, it is symmetrically organized with a primary center bay, approximately 30 feet in width, flanked by slightly projecting bays roughly 10 feet in width. Horizontally in the center bay, at the second, third and fourth floors at the center is a grouping of five windows flanked by brick piers and an additional similar window. Cast stone sills and a unifying cast stone pronounced heads across the third floor further unify the center bay. The north and south flanking bays have distinctly different fenestration. The north bay has a single now slightly oversized fixed pane window on floors two, three and four. The south bay has an original wood framed two story multilight window at floors two and three. At the fourth floor is a single fixed pane window, slimmer than its companion on the north. Above this window is a decorative cast stone fixture.

The 1928 elevation at the south is approximately 100 feet in length, also clad in tan brick. Vertically, it is divided into four similar bays at the south; the northernmost bay is somewhat truncated. The four bays at the south have paired windows, now a single fixed pane, separated by a minor pilasters that

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runs from the second floor to the cornice. Each bay then is distinguished by a major, similar but slightly projecting pilaster. The northern bay is similar but simpler, with a single line of now fixed pane windows.

Horizontally, alterations unify the two building. In the 1960s, a metal screen was installed across the roof line of both building. At the same time, a new simplified cast stone cornice was installed. Circa 1990, the ground floor was modernized with uniform cast stone cladding across both buildings with a bronze, anodized aluminum frame multilight storefront installed in each bay. The center bay then became the primary entry to the building with paired doors.

North Elevation

The north elevation is that of the 1918 building. The north elevation of the 1928 building abuts the 1918 structure. This north elevation consists of two elements. The westernmost second is three bays across clad in tan brick. Fenestration is 3-over-3 steel windows with a cast stone sill. To the east, the brick is painted with seven similar bays, generally each bay with a grouping of three windows though the bays further along the alleyway are organized more for utility.

East and South Elevations

The other elevations include the south and east elevation of the 1928 building, and the east and south elevation of the 1918 building. All four elevation are today clad in metal screen that generally extends from the base of the second floor to a floor above the roof line. The screen was installed between 1979 and 1985. The screen is vertically articulated with perforated panels approximately 8 feet across separated by contrasting metal stripes roughly two feet wide. At the base of the 1918 south elevation is a loading dock with shed-style roof. At the base of the 1918 and 1928 east elevation the ground floor is exposed; the brick painted and the overall treatment utilitarian. The condition of the elevation behind the metal screen is unknown.

Roof

The roofs of both the 1918 and 1928 building are flat, covered with a modern membrane. At the north end of the 1928 building are two penthouse structures. Another penthouse is located at the southeast corner of the 1918 building. As noted, the metal screen extends a floor above the roof line.

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INTERIOR

1924 Milwaukee Journal Building

The building is five stories tall with a full basement and partial sixth floor rooftop addition. Primary access to the upper floors is at the center of the State Street elevation. The main entry door leads to the building and customer service lobby, which is located at the northwest. The first floor entry vestibule features the original Tavernelle rose marble walls. The main lobby floor was gray Carthage marble with a Belgian black marble base, though most of the floor was replaced in the 1980s lobby remodel. The black marble base is extant in some areas. The lobby walls are paneled from floor to ceiling with American walnut.

The first floor and majority of the second floor house the press room. The remainder of the second floor consisted of offices and some employee spaces; this has been largely reconfigured today with new partitions. The upper floors were generally open office spaces with some executive offices on the fourth floor.

Finishes have generally been updated throughout the building with partitions removed and added during each modernization. In the basement, the floors are concrete, and walls and ceilings are unfinished concrete. Updated finishes on floors two through six include wall-to-wall carpeting, acoustic ceiling tiles, and the walls have been furred out with gypsum board. Some select areas retain the wood block flooring.

There are three modern passenger elevators and an original stair tower at the north of the building which serve as the primary means for vertical access. The stair has original terrazzo floors and straight stiles on the upper floors; between the first and second floor the stair is marble with ornately detailed stiles. The west side of the building has a freight elevator, and one combination freight and passenger elevator, as well as an additional stair tower, which is an original concrete stair at the secondary employee entrance.

1962 Milwaukee Journal Addition

Although the addition appears to be an assemblage of separate structures from the exterior, on the interior it is seamless. There are three primary interior spaces. The first is the printing press room, which comprises the sub-basement, basement, and the eastern half of the first floor. The second is mechanical and storage space, which comprises the second story. The third is office space, which comprises the third through fifth floors.

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Primary access to the addition is at the center north which leads to an entry vestibule. To the east, stairs lead down to the basement level and up to the third floor. To the south is a corridor leading to the south of the building, where a staircase runs from the basement to the fifth floor. Along the corridor to the west are four loading docks. To the west of the loading docks is the first floor drive-through tunnel parking area. It comprises the entire west half of the first floor, and can be accessed at street level from the north and the south of the buildings. In the parking area the ground is asphalt and the walls are faced with white brick and concrete block. To the east there are four loading docks with metal railings which protrude into the parking area. Parking spaces line the west side of the area. Framing the entries to the parking area are walls of concrete block and glass block, which were added c. 1995.

To the east of the entry vestibule is the printing press room, which spans from the sub-basement to the first floor. The only section of this area which has a footprint on the first floor is the control room corridor that runs north-south along the east wall, accessed via a metal stairway at the northeast of the basement. There are rectangular picture windows that look down into the printing press room along the corridor.

The second floor is divided into two primary rooms along a north-south axis. The room to the west has wood block floors and gypsum board walls with approximately 12' tall ceilings. The room has four storage areas that jut into the room from the west with gypsum board walls. These occupy approximately the center 2/3 of the building's depth and west quarter of the room's width. The southernmost storage area is approximately twice as wide as the others, occupying half of the room's width. Structural concrete columns are faced with sheet metal and flare out at the top. The eastern room on the second floor is full of mechanical equipment and ductwork. It has concrete floor and concrete block walls. The reinforced concrete structural columns are bare and feature a flair at their tops. The second floor is the top floor of the northeast quarter, or the second section, of the building.

The third floor occupies the top floor of section 2 as well as section 3. It is comprised of two large rooms with offices adjacent to the north. Both rooms have open floor plans divided only by structural columns. The finishes are modern throughout. The columns and walls are faced with gypsum board, the floor is carpeted, and the ceiling is paneled with acoustic panels.

The fourth and fifth floors only exist to the south half, or section 3, of the building. The fourth floor is mostly devoted to a cafeteria and kitchen. There are two corridors running east-west. Finishes are modern throughout, with gypsum board walls, carpet and tile floors, and acoustic paneled ceilings. At the north center, a stairway leads to the rooftop deck of the northwest corner of the building and down to the rooftop of the northeast quarter, or second section of the structure. The fifth floor is divided at the center along an east-west axis. In the north room there are offices along the north and south of the west end of the room. The south room has an open floor plan. The entire floor has modern finishes, including gypsum board walls, acoustic paneled ceilings, and carpeted floors.

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The basement floor of the entire east half of the building is comprised of a concrete catwalk that circumnavigates the three-story printing press area, which spans from the sub-basement to the top of the first floor. The walls are clad in rectangular white tile. In the northwest and northeast corners of the room there are metal stairways leading to the first floor. The sub-basement is accessed via metal stairway and the southwest corner of the room. The sub-basement has concrete floors and concrete block walls.

1918/1928 *Journal* Annex Building

The interior of Annex has changed substantially over time. As noted earlier, a fourth floor was added to the 1918 building at the north. The building was originally used as an office building with a single ground floor retail tenant. The 1928 building had four ground floor stores with light industrial loft space above. When the *Journal* acquired the buildings in 1954, it substantially modified the interior with a combination of open floor plates and private offices, built out with modern materials. In addition to editorial and business offices, the building also housed the newspaper's credit union and the *Journal* Gallery, the later used for public displays of art. Sky bridges were constructed to connect the north building with the 1924 *Journal* headquarters building. In 1968, the *Milwaukee Journal* acquired the *Sentinel* newspaper, however, that acquisition was in name only. The *Journal* located the "Sentinel" newspaper staff in this building to give the appearance of a separate entity.

Today, the Annex is an assortment of both open and private offices on all four floors. Finishes are modern, including wall-to-wall carpeting, gypsum board walls, and acoustical drop tile ceilings throughout.

ALTERATIONS

1924 *Milwaukee Journal* Building Alterations

Exterior alterations to the *Milwaukee Journal* Building include a roof addition and the replacement of upper floor windows in the original openings. The friezes were removed from the street-facing elevations for safety reasons in 2011.

On the interior, the press room is largely intact, though office spaces have been modernized and updated over time. The lobby and customer service space was remodeled in 1956, and again in 1986. Upper floor office alterations were made as early as 1936 and continued throughout into the 1980s and 1990s.

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1962 Milwaukee Journal Addition Alterations

In 1988, the building underwent a renovation to the fourth and fifth floor, including the cafeteria and dining area. In 1991, the third floor was renovated. In 1995, the concrete and glass block walls on the north elevation of the first floor parking area were added.² The date of the modern renovations to the first floor are unknown, but occurred at some point since 2008.

Milwaukee Journal Annex Building Alterations

While the Annex Building has had substantial alterations since the time of construction, its period of significance begins in 1954 with the acquisition by the *Journal*. The most noticeable changes to the resource are on the west street facing elevation. These changes include installation of a rooftop metal screen, replacement of the windows, and replacement of the ground floor cladding.

The most distinctive change is at the ground floor where stone cladding in the southern building had been removed and new cladding installed across the width of the two buildings. This occurred after 1981. This change maintained the ground floor bay structure on the south building and included installation of new storefronts. At the north, storefronts were introduced. The intent of the work, like the rooftop screen, was to better unify the two buildings visually to a single *Journal-Sentinel* resource. Except for decorative windows at the south end of the Republic Building, which appear to be original to the 1918 construction, all the upper floor windows have been replaced with fixed pane. The date of this change is unknown. Finally, the rear elevations at the south and east were screened in 1965.

Similar to most office buildings, the interior has been modified and modernized over time.

INTEGRITY

The *Milwaukee Journal* complex retains sufficient integrity to convey its historic values. A standard measure of integrity is if a contemporary would recognize the building. Unquestionably in the case of the *Milwaukee Journal* complex, the answer is yes. The integrity of the building is more than sufficient to reflect its history.

National Register Bulletin 15 provides guidance on evaluating integrity, identifying seven aspects. The complex is nominated under Criterion A for Communications as locally important as the headquarters building for the most prominent newspaper in Milwaukee. As such, the association and feeling of the contributing buildings are the most important aspects of integrity to convey these values; design,

² Milwaukee Building Permits, "333 West State Street," 1924-2006.

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workmanship, and materials are less important. Location and setting are important, but as with nearly every intensely urban property, setting evolves with ebb and flow of development and redevelopment and the location's context can change.

Specific to the seven aspects of integrity for each building:

1924 Milwaukee Journal Building:

Location: The *Milwaukee Journal* Building is in its original location.

Association: The *Milwaukee Journal* Building has been the headquarters for the *Milwaukee Journal* since 1924. The *Milwaukee Journal* has the preeminent newspaper in the city since its founding. As such, the building retains its direct association with the historic events for which the property is being nominated.

Feeling: To the casual observer, the headquarters building today looks essential the same as when the property was built in 1924. Exterior alterations are minimal, and include the removal of the friezes.

Setting: The street facing elevations remain largely intact. The surrounding neighborhood has evolved but the character of the setting has not changed from what it was during the period of significance: a centrally located downtown intersection.

Design: There have been no substantial alterations of the exterior of the building, save for the removal of the friezes. Primary interior spaces, which relate to the specific use as a newspaper building, also remain largely intact.

Materials and Workmanship: Materials and workmanship both relate to the presence of historic fabric, and for purposes of this evaluation are similar. As discussed previously, there have been minimal alterations to the primary resource. Original materials and workmanship are extant both on the interior and exterior.

1962 Milwaukee Journal Addition

Location: The *Milwaukee Journal* Building is in its original location.

Design: There have been no substantial alterations to the exterior of the building. Character defining features including the original aluminum windows, the aluminum siding, limestone and granite cladding, and original metal window screens are all intact.

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Materials and Workmanship: Both aspects relate to the degree to which the physical materials of the building have changed since the period of significance. The *Milwaukee Journal* Building retains all of its original character defining exterior materials.

Setting: The building was constructed in a dense commercial setting adjacent to the 1924 *Milwaukee Journal* Building. Today, it is surrounded by many of the same buildings that were standing at the time of its construction and the character of the setting has not fundamentally changed.

Feeling: The *Milwaukee Journal* Building retains sufficient physical historic integrity to convey the same feeling as when it was built.

Association: The building was a representation of the expansion in civic architecture and popularity of the *Milwaukee Journal* during the 1950s and 1960s. As such, the building retains its direct association with this era of development in the city of Milwaukee.

1918/1928 *Milwaukee Journal* Annex Building

Location: The building is in its original location.

Association: The building retains its direct association with the event as a component to the *Journal* newspaper's vision to remain and expand in downtown Milwaukee.

Feeling: The building today retains the same feel as it did in its period of significance, 1954-1970. From varying visual perspective, it conveys the sense of being an integral piece of the *Journal* complex.

Setting: The setting has not substantially changed over time. It remains a comparably dense, downtown area.

Design, Materials and Workmanship: For the most part, the resource retains the design, materials and workmanship from its period of significance. This includes building massing, definition and cladding, but also the sky bridges and metal screens on the roof and south and east elevations. The major alteration is the recladding of the ground floor as well as changes to the windows and storefronts. Within the context and framework of the resource's significance, these alterations should not be considered disqualifying.

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Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

The *Milwaukee Journal* complex is eligible for listing in the National Register of Historic Places as locally significant under Criterion A for Communications as an important contributor the communications industry in Milwaukee, Wisconsin. It is specifically significant as the headquarters of the *Journal* which was one of the most influential papers in the country. The newspaper was groundbreaking in its reporting style and later with its use of color printing. The resource retains integrity. The period of significance begins at the year of construction of the *Milwaukee Journal* Building in 1924 and ends in 1970 at the fifty year mark.

The *Milwaukee Journal* Complex is eligible for listing in the National Register of Historic Places as locally significant under Criterion A for Communications as the home of the city's primary newspaper.

The American newspaper business was in a period of flux following the Civil War. Special interest papers were losing readership and being replaced by independent papers dedicated to serving the public and connecting communities with a hard-hitting and probing local news focus. the *Milwaukee Journal*, first founded in 1882, quickly built a reputation as one of the best newspapers not only in Milwaukee, but throughout Wisconsin and even nationally. The paper is still published today, though in 1995 it merged with the *Milwaukee Sentinel* to form the *Milwaukee Journal Sentinel*.

In addition to having widespread circulation even in this digital age, the newspaper has also won numerous awards for ground-breaking content. The *Milwaukee Journal* and later the *Milwaukee Journal Sentinel* have won a combined eight Pulitzer Prizes between 1919 and 2011 for international reporting, public service, and local investigative reporting. The *Milwaukee Journal* outgrew its offices in several different locations before settling in the building at 333 West State Street in 1924. While some of these former offices are extant today, the paper has been located at the address for the longest period, and also reached its height of circulation while located in the building. When the 1924 building was built it was unique for its streamlined engineered that emphasized the traditional linotype and printing press process. Additionally, the *Milwaukee Journal* Building is the only building that was built for and exclusively occupied by the *Journal*.

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History of the *Milwaukee Journal* Newspaper

The Milwaukee Journal dates back to 1882, when it was founded by Peter Duester and Michael Kraus as one of ten daily newspapers in Milwaukee. Only four of the competing daily papers were published in English; four were in German and two were Polish to cater to Milwaukee's large immigrant population. Many of these newspapers shared staff and production facilities, and could be found in a downtown Milwaukee on Mason Street, which became known as Newspaper Row. Other contemporary papers include *Der Herold* (1861-1890), *Der Seebote* (c. 1870 – 1898), the *Milwaukee Herold* (1890-1898) and its successor the *Milwaukee Herold and Seebote* (1898-1912), and the *Telephon* (1886-1898). Most of these papers went out of business or combined with other papers within a decade or two.

Deuster, a Democratic congressman, had owned and edited the German-language *Seebote* and saw an opening for an English language counterpoint. The first office was a small room in the *Seebote* building. Afraid that the paper was losing too much money at the start, Deuster soon sold the paper to Lucius W. Nieman, who became editor and made changes to the paper's editorial policy.

Nieman had a solid newspaper background, and was an experienced reporter, city editor, and managing editor for the *Milwaukee Sentinel*, which was at that time the most prominent English language daily. With his independent and progressive stance, Nieman quickly grew the paper and moved into an office at what is today 222 East Mason Street. Nieman's emphasis was reporting on the facts and investigative reporting. The reporting of one particular incident, the Newhall House Fire in January 1883, was instrumental in increasing circulation. The *Journal* reported that the Newhall building was a firetrap and that the ownership should be held accountable. A later trial acquitted those involved in the fire, but readership increased significantly after the fire along with the reputation of the paper as a voice for truth.

In 1890, the business was reorganized on a stock company basis as The *Journal* Company. L.W. Nieman was president, L.T. Boyd was the secretary, and J.W. Schaum was treasurer. The paper soon relocated to a new office in the Montgomery Building (no longer extant) at the southeast corner of Milwaukee and Michigan streets in 1891.

Circulation continued to grow steadily, and by 1900 daily circulation had reached 21,864. Eventually in 1907, the *Journal* moved into a larger building at 734 North 4th Street (no longer extant).³ In the lead up to World War I, the paper took an opposing position to the pro-German sentiment that was widespread in Milwaukee, which had strong connections to German roots. The *Journal* published

³ This is the current site of the 1927 Commerce Building.

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several stories revealing bias in Milwaukee's German newspapers that was rallying support for the German cause. The German community was outraged, and cancelled subscriptions to the paper. After an initial slump, circulation bounced back and the *Milwaukee Journal* won a Pulitzer Prize in 1918 for its strong stance and reporting on the issue.

In 1919, Nieman stepped back from his leadership role at the paper. He was replaced by Harry J. Grant, who greatly increased the paper's circulation and finances, as well as quality of the staff. With its increased financial success under Grant and standing as a Pulitzer Prize winning paper, the *Milwaukee Journal* built the *Milwaukee Journal Building* at 333 West State Street, which served as the new headquarters and accurately reflected the paper's standing in the community with its scale and quality of design.

Throughout the following decades, the *Milwaukee Journal* continued to expand and demonstrate excellent quality in reporting. In 1927, the *Journal* started its own radio station, WTMJ. The paper won another Pulitzer Prize in 1935 for a cartoon on labor industry violence. The first color advertisement was printed as early as 1937 and by 1947 the paper led the world in the volume of newspaper color advertising.

Into the 1950s, the *Journal* continued to be a pioneer in color newspaper printing. The *Journal* had created a ROP (Run of Paper) Color Service, which supplied over 500 newspapers with printing materials. From 1959 to 1961, the *Journal* was named "ROP Color Newspaper of the Year" by the National Press Photographers, and in 1960 its color advertisements totaled 3.6 million lines, twice as many as the *Los Angeles Times* in second place. In addition to its strengths in color publications, from 1950 until 1954, the *Journal* led the world in advertising volume.⁴ By 1959, the Sunday paper had over half a million readers, from 250-350 pages, and included colored comics, a women's section, and a TV-screen tabloid, which printed weekly broadcasting schedules. In 1958, the company's revenue was \$35.6 million, more than double revenue from 1948.⁵ The *Journal* anticipated the continuation of the rapid growth it had seen over the last several decades.

Unfortunately, the *Journal's* aspirational growth was not long-lived. Its all-time peak circulation number was attained in 1963. The 1960s was a decade of dramatic change for the paper, when technology shifted from the traditional printing methods which had remained unchanged since the nineteenth century when the paper was founded. In 1968, the paper began implementing computer and photographic technology for printing which took the place of mechanical and chemical printing,

⁴ Conrad, Wilson, and Wilson, *The Milwaukee Journal*, 172.

⁵ Wells, Robert W., *The Milwaukee Journal: An Informal Chronicle of its First 100 Years* (Milwaukee, Wis.: *Milwaukee Journal*, 1981), 397.

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making elements of the original 1924 building and even the 1962 addition's design elements obsolete and outdated.

Changes were occurring in broader society as well. The readership numbers fell steadily as the public began to receive more and more news coverage from morning and evening television news. Despite these challenges, the paper was still considered one of the leading local newspapers in the United States; the *Milwaukee Journal* was named one of America's ten best newspapers for the fifth time by industry organizations and *Time* magazine in 1974. To diversify and offset declining readership, the company began purchasing other, smaller businesses including printing companies, an educational film company, radio and television companies, and cable television systems.

In 1995, the *Journal* and the *Sentinel* consolidated into the *Milwaukee Journal Sentinel*. The *Milwaukee Sentinel* was founded in 1937 as a four-page weekly paper with a strong Whig and Republican leaning. In 1968, the owners of the *Sentinel* sold the subscription lists to The *Journal* Company, which owned the *Milwaukee Journal*. That same year, the *Sentinel* moved into the *Journal* Annex. The *Journal* Company's local ownership ended in 2016 when the company was acquired by the Gannet Company. The Gannet Company owns a large number of regional papers and has brand standards for newspaper layout, website, and apps to which the *Milwaukee Journal Sentinel* has conformed.

Newspaper Buildings in Milwaukee (Extant and Demolished)

To fully understand the significance of the *Milwaukee Journal complex* it is important to compare it to other resources in Milwaukee with a similar history. Very few newspaper offices from the early development of city newspapers have survived nationwide, and especially not in Milwaukee. Both their office space and their printing plants became inadequate in size, as the cities and the newspapers grew and printing technology changed. The old buildings, because of the specialized nature, did not adapt well to reuse for general purposes. The 1924 *Journal* headquarters with its 1962 addition particularly are excellent examples of a twentieth century newspaper buildings in Milwaukee.

Newspaper Row

Currently the one block stretch of Mason Street west of Broadway Street, known as Newspaper Row, has two other examples of newspaper buildings which date to the late nineteenth century, one of which is listed in the National Register of Historic Places.

The first building is the *Sentinel* Building at 91 (currently 225) East Mason Street, which housed the *Milwaukee Sentinel*. Constructed in the Romanesque Revival style in 1892 as a home for the paper, the

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nine-story building was designed by Walter A. Holbrook. The paper's offices were located in this building from 1892 to 1930.

The second extant building, located across the street at 92 (today 222) East Mason, is the *Milwaukee News* Building, built in 1879. The *Milwaukee News* Building is a three-story Italianate building constructed out of a Cream City brick with a limestone base. It was built for the *Milwaukee News*, which was founded in 1848, and also housed the *Journal of Commerce* and the *Daily Journal*. This building and the neighboring Milwaukee Abstract Association Building, a four-story Cream City brick building with an ornate projecting central bay, were combined into one building in 1970 and listed in the National Register of Historic Places in 1982 for its architecture and association with the *Milwaukee News*.

Other contemporary Newspaper Row buildings have been demolished. Historically the block also included a four-story vernacular commercial building at what is today 226 East Mason (no longer extant). This building was the headquarters of two German newspapers, the *Daily Seebote* (c. 1870-1898) and the *Milwaukee Katholische Zeitung*, both published by the *Milwaukee Journal* co-founder P.V. Deuster. The *Milwaukee Journal* was also first published in this building in 1882 until being purchased by Lucius Nieman.

Unfortunately, Newspaper Row and its immediate surroundings have undergone significant alterations. North Broadway Street has been widened and modern buildings have replaced the majority of the late nineteenth century buildings that once existed on the block. On the north side of the block, three of the five associated buildings have been demolished, leaving just the now consolidated *Milwaukee News* and Milwaukee Abstract Association buildings, which have modern window replacements. The *Sentinel* Building across the street has also been altered with modern window replacements and abuts a four-story mid-century parking structure.

Outside of Newspaper Row was the building which held the *Herold* offices, and temporarily housed the *Journal*. In 1883 the *Journal* moved to the *Herold* building at 433 Broadway Street (no longer extant), where *Der Herold* (1861-1890), another German language paper, was being published. Shortly thereafter, in 1885, the paper moved to 92 Mason Street, the *Milwaukee News* Building listed above, where it was located until 1893.

The Milwaukee Journal Complex

The *Milwaukee Journal* complex on West State Street stands in stark contrast to Newspaper Row. Newspaper Row is notable as a concentration of smaller buildings that served as newspaper offices. At one time the single block housed approximately 15 newspapers and magazines, according to the 1885

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Milwaukee City Directory. Constructed almost fifty years after most of the buildings on Newspaper Row and on a much larger scale, the *1924 Milwaukee Journal* headquarters on its own was considered to be the finest example of a newspaper building in its time.

Nationwide, newspaper buildings in the early twentieth century were typically grand buildings designed to reflect the civic importance of the city's newspapers, both through architecture and through specific design elements that focused on the role of the news and communications over time. Often they were very large in scale and consisted of on-site printing presses, which added to the feeling of the building being alive as reporters and staff stayed on top of the daily news cycle. The buildings expressed a sense of permanence through their large scale and engraved messages and artwork depicting the long history of communications. Many of these buildings were constructed at a time when newspapers had experienced decades of continuous growth in both readership and status within communities and were expected to continue to do so.

The *1924 Milwaukee Journal* Building is best described as an example of the Art Deco style, featuring key characteristics of the style, such as smooth facades, vertical orientation of windows and door openings, and low-relief ornamentation. However, some elements of the building are not typical of Art Deco; the usual geometric design motif was replaced with print-themed.

Beyond the elegance and simplicity of the exterior design, the interior was also very carefully designed around the printing process of the era. The layout was organized with speed and efficiency as the guiding principles. The varying departments were placed so that several goals could be achieved: a direct route for materials from incoming copy to finished newspapers, to facilitate management, to allow contact with and accessibility to the public, and to provide the option for future expansion.

With the printing press room occupying the first floor and some parts of the second, the rest of the building was used for office spaces for reporters and other newspaper staff. The second floor had the mailing room, the lounge, and the conference rooms. Should the printing press area be expanded, these rooms would have been converted into the upper part of the printing press space.

The third floor consisted of general business offices, including advertising, circulation, and administration departments. The fourth floor contained editorial and news departments, a conference room and library, and the President and Vice President's suites. There was also a fully soundproofed telegraph room.

The fifth floor held mechanical departments where the stereotype press plates were prepared with the text, which were sent up from the workers on the floor below. Skylights in the roof above provided light to the engraving and composing rooms on the top floor, and the raised roof provided ventilation

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for the chemical fumes along with a ventilation systems using exhaust fans and air conditioning system to keep the paper storage and press room at the ideal temperature and humidity level.

All floors were connected with two high-speed passenger elevators, a heavy freight elevator, and a combination freight and passenger elevator. Additionally, a series of dumb-waiters, ladders, special stairs, conveyors, chutes, and pneumatic tubes expedited the transportation of material throughout the building.

Amenities for employees were found throughout the building, including a large cafeteria that could seat 100 employees at a time, an auditorium that could fit 300, a first aid room easily accessed by the elevator, the second floor lounge which had an ever-changing local art exhibit, and locker, wash, shower, and toilet facilities. Both chauffeurs and newsboys had large rooms available for their use. Some of these amenities were available for public use upon request.

The construction of the 1962 *Journal* addition increased the newspaper's office and printing space by approximately 33%, further increasing the scale of the headquarters compared to other examples of newspaper buildings in the city.

Visitors who toured the completed building in 1924 praised equally the artistic design elements and the engineering as an industrial plant. The progressive design of the building was linked to the reputation the *Journal* had for ground-breaking reporting, and Milwaukee residents were proud of the building as a reflection of their city, and the state of Wisconsin.⁶ Additionally, the 1962 addition was designed in an innovative Modern design by two well-known architecture firms, Eschweiler and Eschweiler and Pereira & Associates, likely with similar intentions as the original 1924 building: to portray the newspaper as modern and of the times.

HISTORY OF THE RESOURCE⁷

The site at the corner of West State Street and Fourth Street was selected as the location for the growing *Milwaukee Journal* due to its downtown location, which provided easy access to the civic center of the city, accessibility to the public and ease of the newspaper delivery to all areas of the city. The construction of the building required the demolition of small-frame dwellings, a commercial building, and a saloon. These buildings were razed in 1923, and work quickly began on the new structure. The building was to house reporters, offices for newspaper executives, and the printing

⁶ "What the Visitors Say", Green Bay Press-Gazette (Green Bay, Wisconsin), November 28, 1924, pg. 11.

⁷ Much of this historical background came from the March 2019 Permanent Historic Designation Study Report, submitted by Alderman Michael Murphy and Alderman Robert Bauman.

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presses in one centrally located building. The simple but well-designed Art Deco building typified the importance of the press, and specifically the *Milwaukee Journal*, in the city.

The permit for the building was taken out on January 10, 1924. W.W. Oeflein was selected as the general contractor. The cornerstone was laid on April 12, 1924 by L.W. Nieman and Harry Grant, though only a few other long-term employees attended the small ceremony. The stone held a copper box which contained articles and other documents. Formal opening day for the public was November 16, 1924, which was the 42nd anniversary of the paper. The printing presses in the new building were turning out 135,000 32-page newspapers in an hour.⁸ In the following few months, over 30,000 people toured the building.⁹

The architect chosen for the building was Frank David Chase of Frank D. Chase, Inc. out of Chicago. The firm was founded in 1913 and provided both architectural and engineering services, specializing in industrial buildings. Chase was also the architect of at least two other newspaper buildings. The owners of the *Milwaukee Journal* worked closely with Chase to create a design that fit their needs and aesthetic values. They wanted a building that was simple but well-designed to contrast with the ornateness of many of downtown Milwaukee's other buildings. The simplicity of the building allowed for the ornate friezes to take center stage.

The friezes were six feet in height, divided into 17 major epochs that illustrated the history of communication from early modern humans to the present day press and modern newsboy. The State Street elevation featured seven panels depicting the development of communication, first through images, starting with a caveman carving a picture into stone, and Egyptian scribe showing the transition to writing, a Chaldean scribe carving into a clay tablet, an Assyrian scribe writing with a reed, a Roman scribe using the alphabet, a Medieval monk, and an early printing press. The 4th Street (Vel R. Phillips Ave.) elevation represented 10 different methods of communication over history, starting with smoke signals, ancient Gauls forcing a stranger to tell news, a Roman magistrate announcing results of a battle, Roman slaves posting the Acta Diurna (daily Roman official notices), Norsemen releasing a message via carrier pigeon, a town crier, Venetian merchants spreading news on the Rialto, an 18th century newsman, the Pony Express, and the modern newsboy. The exterior also featured printer's marks in relief over the third floor windows.

The main presses were to be located on the first floor so that passersby would have a view of the production process of the paper, which was a daily part of life in the city. To achieve this, the press floor was raised three feet above the sidewalk level with sufficient windows to allow an uninterrupted

⁸ "A \$2,000,000 Investment in better newspaper service for all Wisconsin", *Green Bay Press-Gazette* (Green Bay, Wisconsin), November 7, 1924, pg 7.

⁹ *The Milwaukee Journal: The First 80 Years*, pg. 122.

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view of the transfer of the rolls of paper into printed pages. This meant considerable savings on the cost of construction as the heavy machinery was located on a lower floor, but a challenge in designing windows that would rise to the second floor. The site chosen for the building had been marsh land at one time and needed significant reinforcement in the foundation. Additionally, the structural engineering of the building needed to be sufficient to accommodate the printing presses and other machinery. The building was designed specifically to mask the noise and reduce the vibrations of the printing press machinery. The architect was able to mitigate the noise and vibration by designing and constructing independent foundations for the presses, lessening the impact on the building as a whole.

The possibility of later expansion was part of Chase's planning for the building. The *Milwaukee Journal* had moved its location six times since its founding and knew that any new location would have to be adaptable and have the potential for expansion.¹⁰ Additional foundations were installed for potential future printing presses, and portions of the first floor were designed to be removed to accommodate machinery. A row of columns in the printing press room was left out to allow for the future expansion of another row of printing presses. Foundations were installed in these areas to provide the structural support for the additional presses. The press room is two stories high and has clear spans with no support columns obstructing the room, as the heavy girders support the floors above.

The floor is constructed of reinforced concrete in either flat slab or beam and girder construction. Special insulating blocks were placed under the support posts as an additional barrier against vibration. The material, West Virginia poplar, was chosen after much experimenting due to its even grain and uniform compressibility. The wood was creosoted to act as a barrier against the ground water at the basement floor level. Evidence that the building was specifically designed for its newspaper use can be found in the press room floor, which had several openings with brass poles, allowing operators to slide down the pole to the reel floor below in case of a paper jam.

The basement was also specifically designed for the newspaper use. Originally used as paper storage, it was key that no water ever leak into the basement. In order to get the height and storage capacity needed, the basement floor was dropped below the ground water line, increasing the risk of leakage. To lower that risk, heavy floor construction was needed to protect against settling and cracking. The entire basement was waterproofed, with a system of trenches and drains with bilge pumps.

The roof is supported by steel trusses to create a clear span on the top floor. The roof over the stereotyping department is raised above the other areas for ventilation, efficiently removing fumes from the chemicals used for printing and typesetting from the building.

¹⁰ Tirrell J. Ferrenz, "The Milwaukee Journal Building", *The American Architect*, Volume, 128, November, 1925, pg. 435.

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A year after the building had been completed, much of the space Chase had designed in case of the need for expansion had already been utilized. The design of the building had received much praise as one of the more distinctive commercial buildings in the city. A 1925 *American Architect* article on the building claimed that the design had fulfilled the three major virtues of architecture: to act well, speak well, and look well.¹¹

The greatest period of expansion for the *Milwaukee Journal* came following World War II. This was also a period of significant change in Milwaukee, with an emphasis on improving the downtown, enlarging the airport, building a sports arena, stadium, and new building for the art institute. Two members of the committee responsible for most of these ideas were prominent *Journal* employees, Irwin Maier and Donald B. Abort.

In this time period the newspaper expanded its business department, editorial department, and Sunday department, and needed more physical space as well. In 1950, a \$2,500 penthouse addition was built on the rooftop. Perhaps more importantly, in 1954, the *Journal*, through its real estate arm, the Merchant Realty Company, acquired the two adjacent buildings to the south for expansion. The first building, at the north, was the Republic Building, developed for Kletzch Realty in 1918; the Kletzsch family owned the nearby Republican Hotel, hence the name Republic Building. The building was designed by Alfred C. Clas. A fourth story was added in 1923, designed by the Clas' successor firm, Clas, Shepherd & Clas. The second building, at the south, had been built in 1928 with four ground floor storefronts and industrial style loft space above. The two buildings were integrated and modernized into new office space, but also housed the newspaper's credit union and the *Journal* Gallery, used for public displays of art, particularly from school and community art contests. At this same time, sky bridges were constructed to connect the building at 918 N. 4th with the 1924 *Journal* headquarters building. Additional growth came in the form of a sixth floor addition on the east side of the fifth story rooftop; this housed a locker room, art department, and studio.

The purchase of these buildings was the first step in what would be an ongoing effort by the *Journal* Newspaper to acquire the other buildings on the block, but also nearby properties as well. The intent was to provide the rapidly growing newspaper with the opportunity to expand yet remain centrally located in downtown Milwaukee.

By this time, the *Journal* was delivering over a quarter of a million newspaper each weekday and over half a million papers on Sundays. In a 1960 poll of 335 newspaper editors across the country, the *Milwaukee Journal* ranked third behind the *New York Times* and the *Christian Science Monitor*.

¹¹ Ferrenz, pg. 439.

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In short order, the *Journal* purchased the adjacent eastern portion of the 300-block of West State Street, which included the Republican House Hotel, built in 1836. While the Republic Hotel was being demolished, local architects Eschweiler and Eschweiler embarked on an innovative design clearly in the Modernist rectilinear geometric vocabulary, one that created the illusion of distinct massing yet unified through materials into a coherent whole. To aid in the effort, they teamed with the consulting architecture firm of Pereira & Associates of Chicago. William Pereira was a noted architect that designed in Modernist styles from the 1930s until the 1980s. His notable buildings included the Transamerica Building, an 853-foot tall square-based pyramidal tower in San Francisco, built in 1969 and the Googie-style Theme Building at the Los Angeles International Airport, built in 1960. The building exhibited many hallmarks of Modernist commercial design from the time, including flush façades, flat roofs, ribbon windows, structural glass block, and decorative window screens.

On April 20, 1960, a permit was issued for the construction of the addition. The new building would allow the paper “the latest techniques in all printing processes – including color printing in ‘run of paper pages’ – for which the *Journal* already ranks first as ‘America’s Most Colorful Newspaper.’”¹² The building was constructed on 1,111 steel H-piles necessary to support the printing equipment, which included two 8-unit presses with decks for ROP (run of paper) color printing, each capable of printing 60,000 copies an hour.¹³ The 1962 *Milwaukee Journal* was the most expensive building constructed in downtown Milwaukee in over a century, and made the *Journal* the city’s biggest taxpayer.¹⁴

In 1968, the *Milwaukee Journal* acquired the *Sentinel* newspaper. The acquisition followed a strike by the Newspaper Guild against both the *Journal* and the *Sentinel*. The *Sentinel* had been acquired by the Hearst Corporation in 1924. In the face of the strike, Hearst closed the paper. In July, 1968, the *Journal* acquired the *Sentinel* name, subscription lists and “good will.” The *Journal* management created a new and separate *Sentinel* editorial and news operations up in the *Journal* Annex buildings, allowing the newspaper to have independent editorial control, but printed the newspaper through the *Journal* presses in the 1924 and 1962 addition to the north. The first *Journal* produced *Sentinel* issue was sold July 23, 1968. The advertising, circulation and mechanical departments of the two papers were merged into a single entity and operated in all three buildings. Also combined were the *Journal* and *Sentinel*’s bureaus in Washington, D.C. The preceding *Sentinel* building, located at Michigan Street and Plankinton Avenue, was demolished and the presses transferred to Hearst operations in San Francisco. At this time, the *Journal* had a circulation of roughly 400,000 daily while the *Sentinel* had a circulation of 160,000. The two newspapers continued until consolidation in 1995 into the *Journal-*

¹² “New high honors... and pile drivers,” *Wisconsin Jewish Chronicle*, September 16, 1960, <https://www.newspapers.com/image/49962494/?terms=new%2Bmilwaukee%2Bjournal%2Bbuilding>.

¹³ Conrad, Wilson, and Wilson, *The Milwaukee Journal*, 171.

¹⁴ Wells, Robert W., *The Milwaukee Journal*, 402.

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Sentinel when the *Milwaukee Journal* and the *Sentinel* merged and began producing a digital edition. This action was largely in response to efforts to modernize the paper and its image. Further changes came when the paper merged with E. W. Scripps Co. of Cincinnati in 2015, forming a new corporation called the *Journal Media Group*, which was largely controlled by the Scripps newspaper chain. The paper was acquired again by Gannett Company in 2016, and had to conform to Gannett style and layout. Gannett moved the printing operations elsewhere and vacated the *Journal Building* in early 2019.

ARCHITECT OF THE 1924 MILWAUKEE JOURNAL BUILDING: FRANK D. CHASE

Frank David Chase was the architect/engineer of the building. He was born on August 2, 1878 in Riverside, Illinois. The family's roots date to Thomas Chase, who immigrated to the New Hampshire colony circa 1638. Chase's father moved to the Chicago area prior to the Civil War.

Frank Chase attended school at Evanston Township Academy, and then received his Bachelor of Science degree in Civil Engineering from the Massachusetts Institute of Technology in 1901. His interests gravitated toward industrial engineering, the design of manufacturing plants and production facilities. Upon graduating from MIT, Chase worked as an architect first for Western Electric and later the Illinois Central Railroad. The railroad, with rail lines from Chicago to New Orleans and Mobile, allowed Chase the opportunity to design rail stations from Natchez, Mississippi to Bay City, Michigan. By the mid-1900s, Chase was designing single-family homes in the greater Chicago area, some for prominent Chicago industrialists. In 1913, he formed Frank D. Chase, Inc., architects and engineers, with offices at 307 North Michigan Avenue.

Among his works, Chase designed the newspaper plants for the *St. Louis Star-Times* and the *Oklahoman* as well as the *Milwaukee Journal*. He also designed buildings for Virginia Public Service Company (Alexandria, VA), Des Moines Foundry and Machine and the QRS Music Co. Building (New York, NY). Based in Chicago, he also designed numerous buildings in that city; these included 100 West Monroe, 173 West Madison, the Strack Building, Chicago Memorial Hospital and the South Chicago Community Hospital. In 1933, Chase took over management of the Civil Works Administration for the state of Illinois, where he remained until his death in 1937. One of Chase's most distinctive buildings was the dramatic Art Moderne style, Campana Factory in Batavia, Illinois, designed with William James Smith in 1936.

Professionally, Chase was active in the Western Society of Engineers, the American Society of Civil Engineers, and the Engineers Club of Chicago. Socially, he belonged to the Union League of Chicago, University Club of Chicago and the Barrington Hills Country Club. Chase died at his home in Evanston, Illinois on July 23, 1937.

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ARCHITECT OF THE 1962 *JOURNAL* ADDITION: ESCHWEILER AND ESCHWEILER

The architects of the 1962 *Milwaukee Journal* Addition were Eschweiler and Eschweiler. At the time, the partners of the firm were Theodore L. Eschweiler and Charles F. Eschweiler. Alexander C. Eschweiler, an architect working in Wisconsin at the turn of the century, was the first of several generations of Eschweiler architects. He was born in Boston, Massachusetts and moved to Milwaukee in 1882 at the age of 17 with his parents. He began working as a draftsman in an architectural office in 1886. In 1887, he left Milwaukee to study architecture at Cornell University and upon graduating in 1890, he returned to Milwaukee to work for H.C. Koch & Co.¹⁵ In 1893, Alexander established his firm with his sons Alexander Jr. and Theodore L. Eschweiler, later joined by a third son, Charles F. Eschweiler. Known as Eschweiler & Eschweiler, the firm designed innumerable buildings in both Milwaukee and Wisconsin in a variety of styles appropriate for both the time and the client.

The oeuvre of Eschweiler buildings is characterized by a wide variety of uses, styles, shapes, and sizes. In the earlier days of Alexander C. Eschweiler, designs were more traditional. These include extant structures such as St. Thomas Aquinas Church, designed in a Gothic Revival style and built in 1901, the Wisconsin Telephone Company Building in Milwaukee, designed in a Gothic Revival style in 1918 (listed in the East Side Commercial National Historic District in 1986), and the Columbia Hospital, designed in a Georgian Revival style in 1919. The firm also designed several residential homes in Milwaukee, including the Manegold/Gramling House (listed in the South Layton Boulevard National Historic District in 1996), an Arts and Crafts style home built in 1913, and the Horace A.J. Upham Residence, a large Tudor Revival house built in 1911 in the nearby Kenwood Park-Prospect Hill Historic District.

However, not to become obsolete in a time of great architectural advancement, Eschweiler & Eschweiler adapted to current trends throughout the twentieth century. Extant structures of early Modern styles include the Banker's Building, a contemporary style office building built in 1929, the Wisconsin Gas Building, designed in an Art Deco style in 1930, and the John. W. Mariner Building, designed in a Streamline Modern style in 1937.¹⁶ Smaller Streamline Moderne style buildings include the *Milwaukee Journal's* Radio City at 720 East Capitol Drive, built in 1941 and McCulloch Engineering Co. Plant at 3420 W. Capitol Drive, built in 1950. Alexander C. Eschweiler also displayed his versatility in the design of a pagoda-style gas station for Wadham's Oil and Grease Company of Milwaukee c. 1917, over 100 of which were built throughout the state.¹⁷

15 Heggland, Timothy F., "Kenwood Park-Prospect Hill Historic District," National Register of Historic Places Form, Water Tower Landmark Trust, Inc., Madison, Wisconsin, 2001, pg. 44.

16 Ibid, pg. 45.

17 "Alexander Eschweiler," Moxie Milwaukee, April 2, 2019, <https://moxiemke.com/2019/04/02/who-was-alexander-eschweiler/>.

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By the mid-twentieth century, Alexander Eschweiler and the Eschweiler name had an unbeatable reputation in Milwaukee. An article in the *Milwaukee Journal* dated April 9, 1950 states that “there are large companies in Milwaukee now which will do nothing without first consulting the Eschweilers.”¹⁸ The firm continued to secure prominent design projects throughout the city. In 1950, the firm took on the design of a new sports arena for the University of Milwaukee nearby at the northwest corner of the intersection of West Kilbourn and Vel R. Phillips Avenue. The arena is modern in style. Its exterior walls are flush red brick with little ornamentation, its entry features a prominent cantilevered awning and polished granite walls. In 1960, the firm designed the Milwaukee Public Museum, an austere limestone-clad building with large, geometric massing that eschewed overt references to classical style and instead embraced modern design.

In 1962, the firm’s name became Eschweiler, Eschweiler, and Sielaff, incorporating the name of Myron A. Sielaff, who had been with the firm since 1958.¹⁹ Many early examples of Eschweiler architecture, particularly civic and commercial architecture, have been demolished or are in disrepair, including four buildings on the former campus of the Milwaukee County School of Agriculture. A fifth building on the campus, also designed by Eschweiler, has been demolished.²⁰

CONCLUSION

The *Milwaukee Journal* complex is eligible for listing in the National Register of Historic Places as locally significant under Criterion A for Communications as the headquarters of the *Milwaukee Journal*, a leading Wisconsin newspaper. The *Milwaukee Journal*, now the *Milwaukee Journal Sentinel*, has won eight Pulitzer Prizes in the more than century and a half it has been in print. The two primary structures, the 1924 headquarters and 1962 addition particularly are distinguished from the few extant contemporary newspaper buildings in Milwaukee by their large scale, later date of construction, the sophisticated Art Deco design and engineering of the 1924 building, and the Modern architecture of the 1962 addition.

18 “Brother Team Molded Arena,” *Milwaukee Journal*, April 9, 1950, genealogybank.com

19 “New Firm Names,” *Milwaukee Journal*, October 14, 1962, genealogybank.com.

20 “9722 W Watertown Plank Road,” Wisconsin Historical Society, accessed September 6, 2019, <https://www.wisconsinhistory.org/Records/Property/HI13834>.

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<https://moxiemke.com/2019/04/02/who-was-alexander-eschweiler/>.

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Wisconsin Historical Society. "9722 W Watertown Plank Road." Accessed September 6, 2019,
<https://www.wisconsinhistory.org/Records/Property/HI13834>.

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Verbal Boundary Description:

The property is located at 333 W. State Street, Milwaukee, Milwaukee County, Wisconsin, specifically it is located on the Lots 1-8, 10, 11, and 14 of Block 51 of the Original Plat of the Town of Milwaukee West of the River. The current tax ID for the property is 3610559111.

Boundary Justification:

The boundary encompasses the original and historic boundary of nominated property.

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Photo Log

Name of Property: *Journal Building*

City or Vicinity: Milwaukee

County: Milwaukee State: Wisconsin

Photographer: Heritage Consulting Group

Date Photographed: September 2019

Description of Photograph(s) and number, include description of view indicating direction of camera:

Photo 1 of 18: 1924 *Milwaukee Journal* Building, north and west elevations, looking southeast.

Photo 2 of 18: 1924 *Milwaukee Journal* Building, north elevation, looking south.

Photo 3 of 18: 1924 *Milwaukee Journal* Building, building lobby at center west, looking east.

Photo 4 of 18: 1924 *Milwaukee Journal* Building, customer service lobby at center west, looking east.

Photo 5 of 18: 1924 *Milwaukee Journal* Building, printing press room at northwest, looking southeast.

Photo 6 of 18: 1924 *Milwaukee Journal* Building, second floor at south center, looking north.

Photo 7 of 18: 1924 *Milwaukee Journal* Building, fourth floor, east-west corridor, looking east.

Photo 8 of 18: 1924 *Milwaukee Journal* Building, fourth floor, executive offices at northwest, looking west.

Photo 9 of 18: 1924 *Milwaukee Journal* Building, fifth floor at southwest, looking northeast.

Photo 10 of 18: 1924 *Milwaukee Journal* Building, sixth floor addition at south, looking north.

Photo 11 of 18: 1962 *Milwaukee Journal* Building, east and north elevations, looking southwest.

Photo 12 of 18: 1962 *Milwaukee Journal* Building, south and east elevations, looking northwest.

Photo 13 of 18: 1962 *Milwaukee Journal* Building, printing press room at southwest, looking northeast.

Photo 14 of 18: 1962 *Milwaukee Journal* Building, south and east elevations, looking northwest.

Photo 15 of 18: 1962 *Milwaukee Journal* Building, third floor at southwest, looking northeast.

Photo 16 of 18: 1962 *Milwaukee Journal* Building, fourth floor at center, looking southeast.

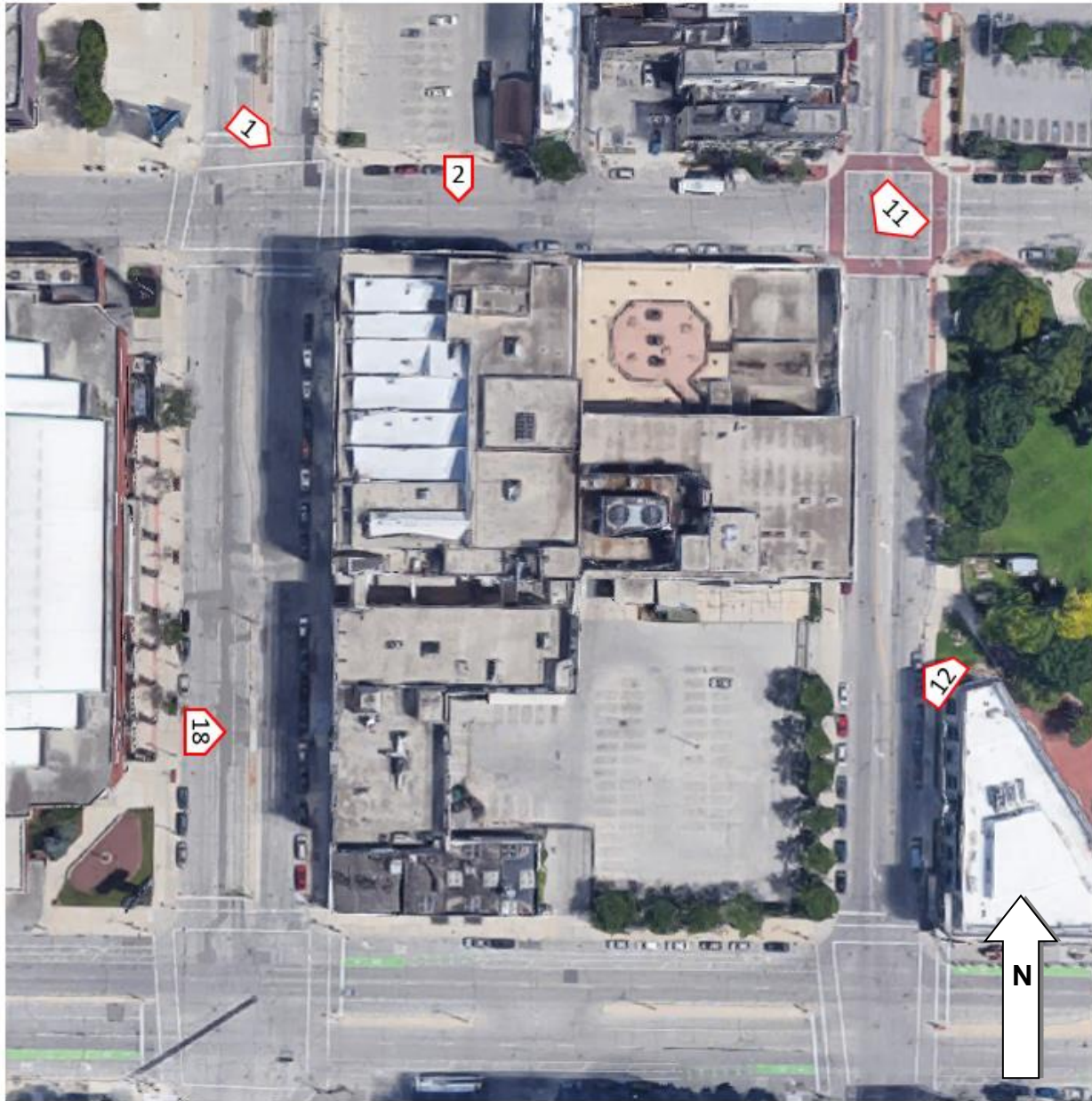
Photo 17 of 18: 1962 *Milwaukee Journal* Building, fifth floor at southeast, looking northwest.

Photo 18 of 18: 1918 *Journal Annex* Building, west elevation, looking east.

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Exterior Photo Key

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Figure 5 of 28: A 1924 rendering of the newly completed 1924 *Milwaukee Journal* Building.

Figure 6 of 28: A 1924 photo of the newly completed 1924 *Milwaukee Journal* Building.

Figure 7 of 28: A 1935 photo of the newspaper's automobile fleet at the 1924 *Milwaukee Journal* Building.

Figure 8 of 28: A photo of the 1962 *Milwaukee Journal* Building after completion.

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Figure 10 of 28: 1924 *Journal* Building, First Floor Plan

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Figure 16 of 28: 1924 *Journal* Building, Basement Floor Plan

Figure 17 of 28: 1962 *Journal* Addition, First Floor

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Figure 20 of 28: 1962 *Journal* Addition, Fourth Floor

Figure 21 of 28: 1962 *Journal* Addition, Fifth Floor

Figure 22 of 28: 1962 *Journal* Addition, Sixth/Attic Floor

Figure 23 of 28: 1962 *Journal* Addition, Basement

Figure 24 of 28: 1918/1928 *Journal Annex*, First Floor

Figure 25 of 28: 1918/1928 *Journal Annex*, Second Floor

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Figure 27 of 28: 1918/1928 *Journal Annex*, Fourth Floor

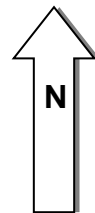
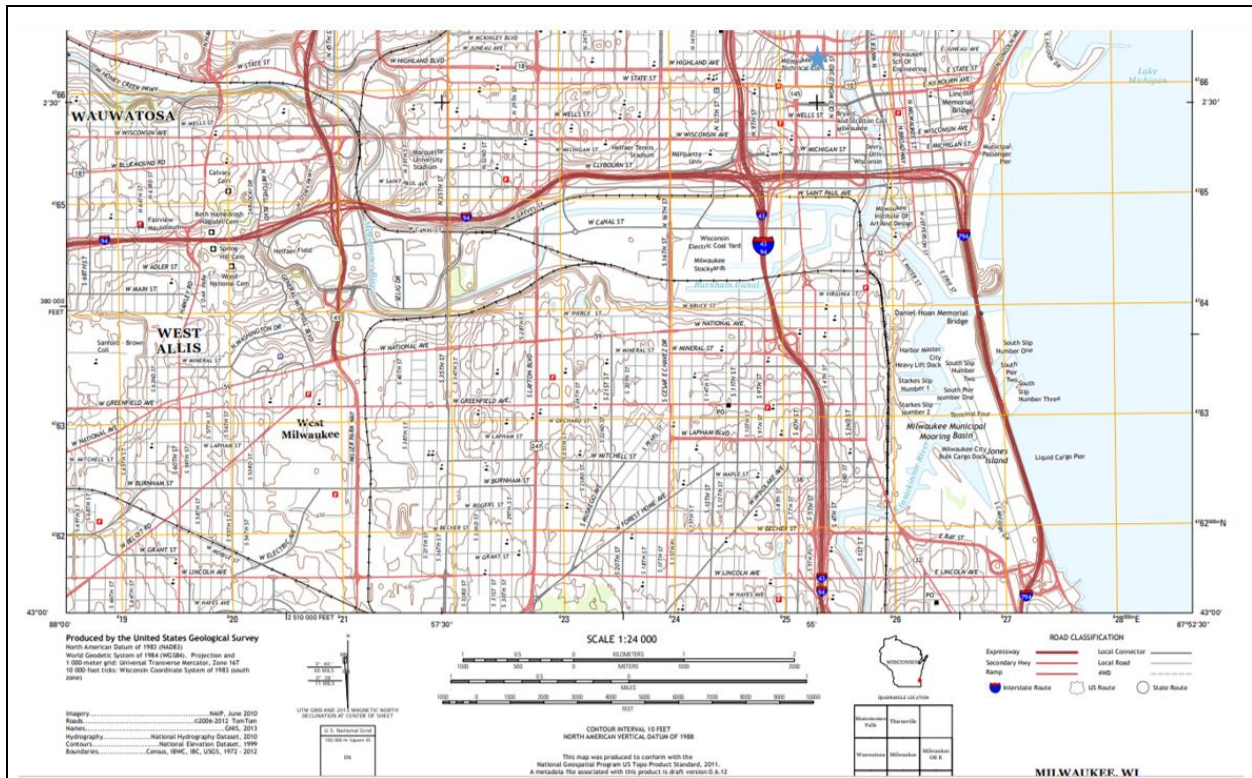
Figure 28 of 28: 1918/1928 *Journal Annex*, Basement

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Figure 1 of 28: USGS map



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Figure 2 of 28: Local area map

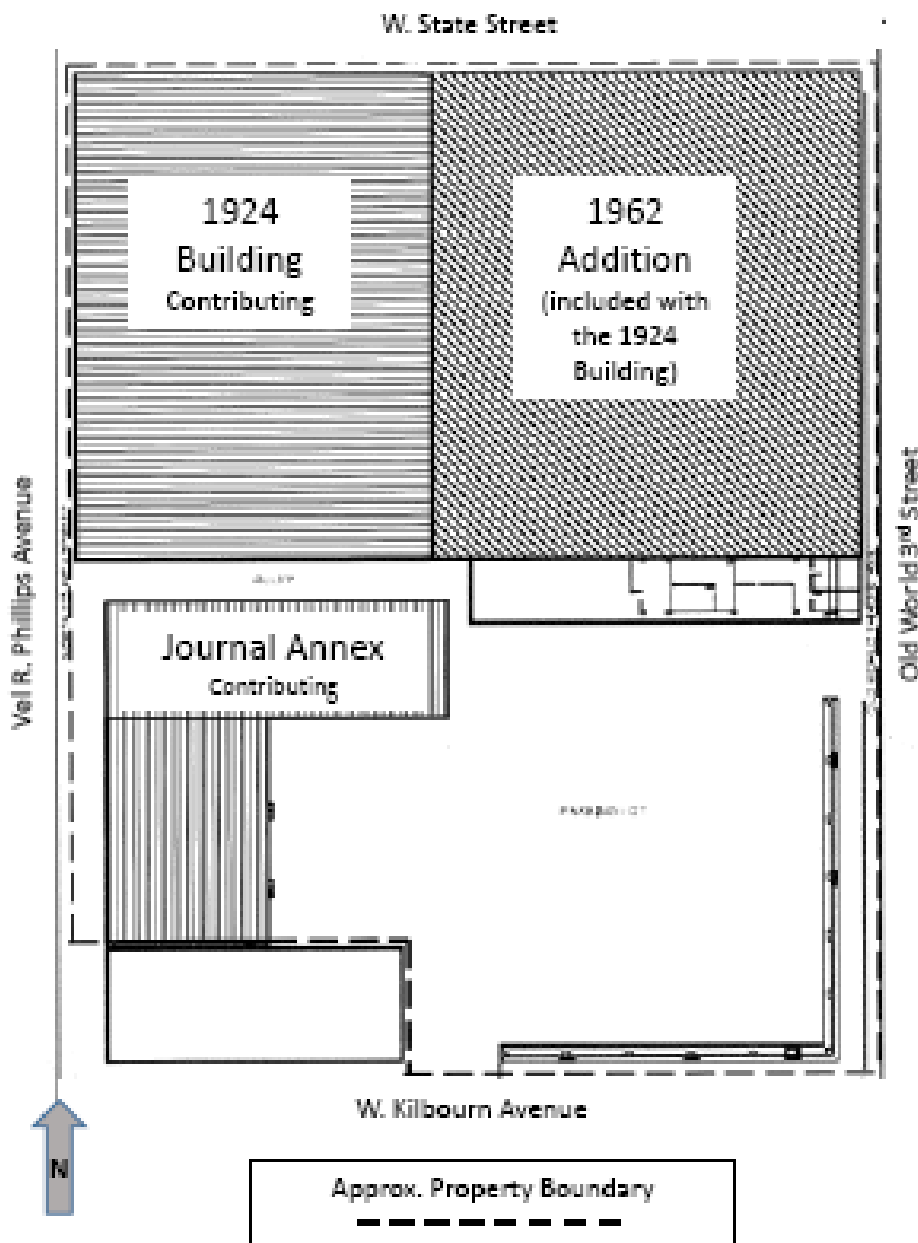


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Figure 3 of 28: Site map illustrating the historic boundaries, the 1924 *Journal* Building, 1962 Addition, and the 1918/1928 Annex. The area at the southeast (lower left is surface parking)



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Figure 4 of 28: Historic photo of the 1924 *Milwaukee Journal* Building under construction, c, 1924.
Source: *The Milwaukee Journal, An Informal Chronicle of Its First 100 Years.*



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Figure 5 of 28: A 1924 rendering of the newly completed 1924 *Milwaukee Journal* Building. Source: *Green Bay Press- Gazette* article, November 28, 1924.



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Figure 6 of 28: A 1924 photo of the newly completed 1924 *Milwaukee Journal* Building. Source: *The Milwaukee Journal, The First Eighty Years*.

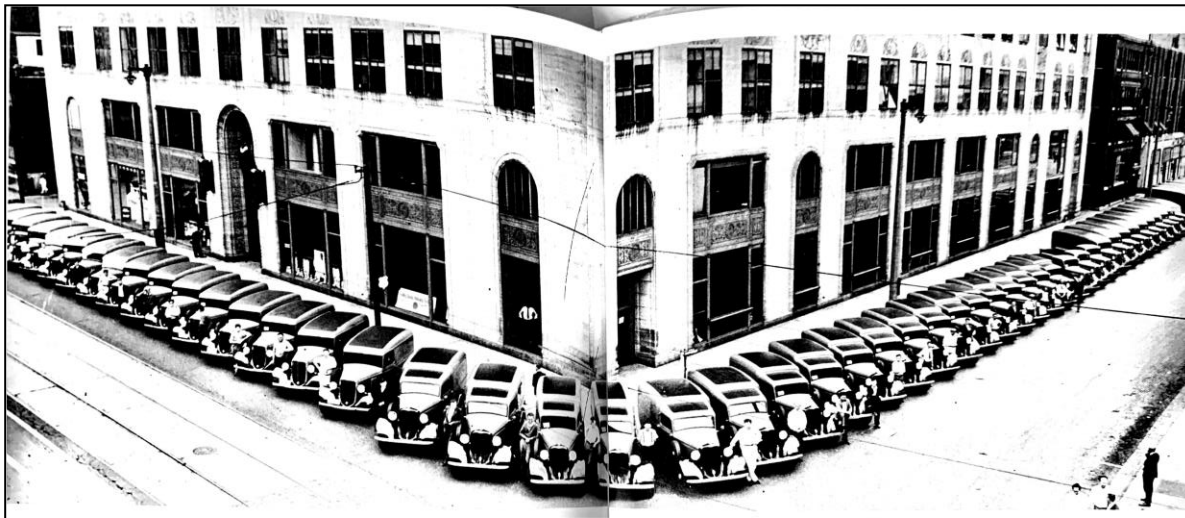


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Figure 7 of 28: A 1935 photo of the newspaper automobile fleet in front of the *Milwaukee Journal* Building. Source: *The Milwaukee Journal, An Informal Chronicle of Its First 100 Years*.



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Figure 8 of 28: A photo of the 1962 *Milwaukee Journal* Building after completion. Source: *The Milwaukee Journal, The First Eighty Years*



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Figure 9 of 28: A 1979 photo of the *Milwaukee Journal Annex* Building. Source: Wisconsin Historical Society, wisconsinhistory.org

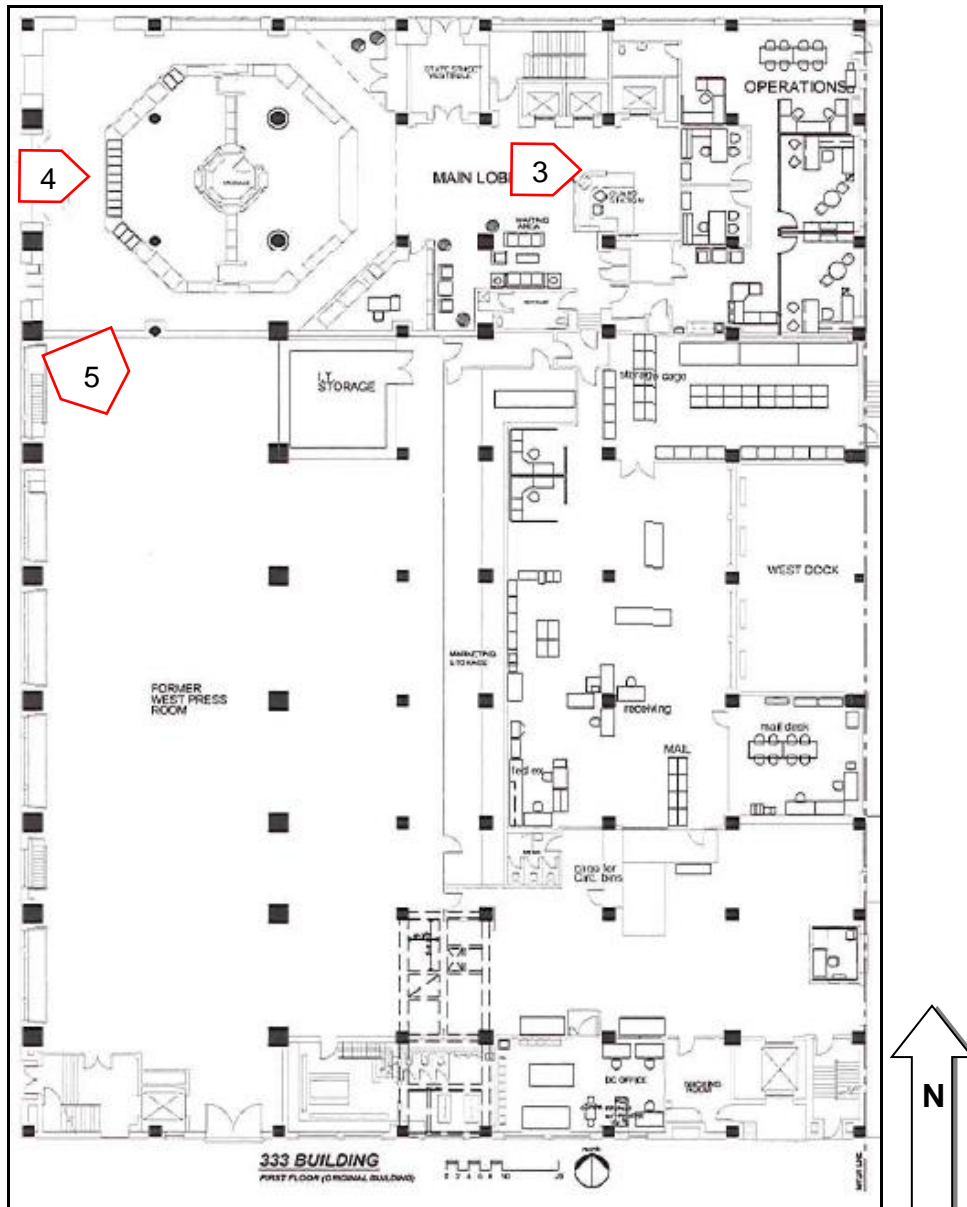


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Figure 10 of 28: 1924 *Milwaukee Journal* Building, First Floor

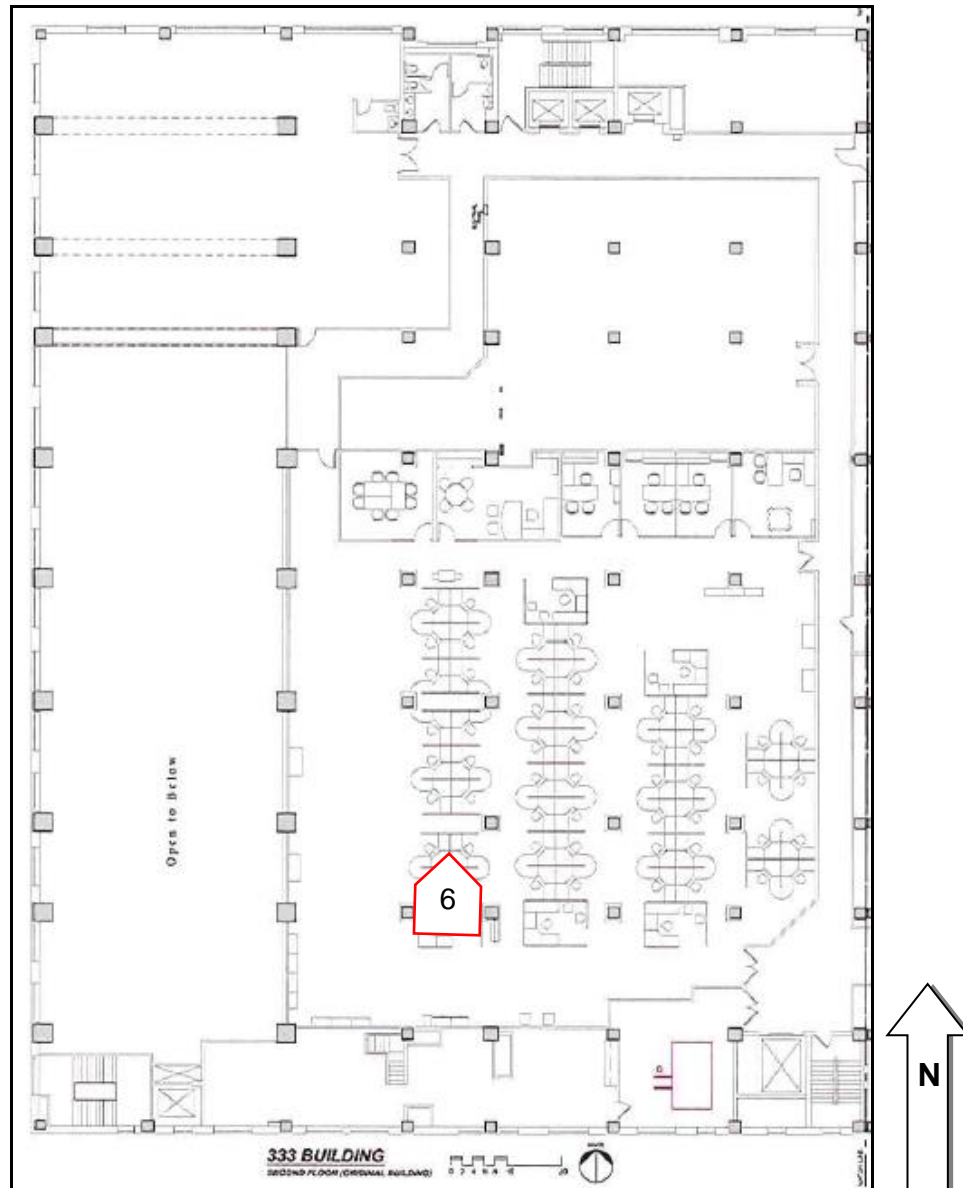


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Figure 11 of 28: 1924 *Milwaukee Journal* Building, Second Floor

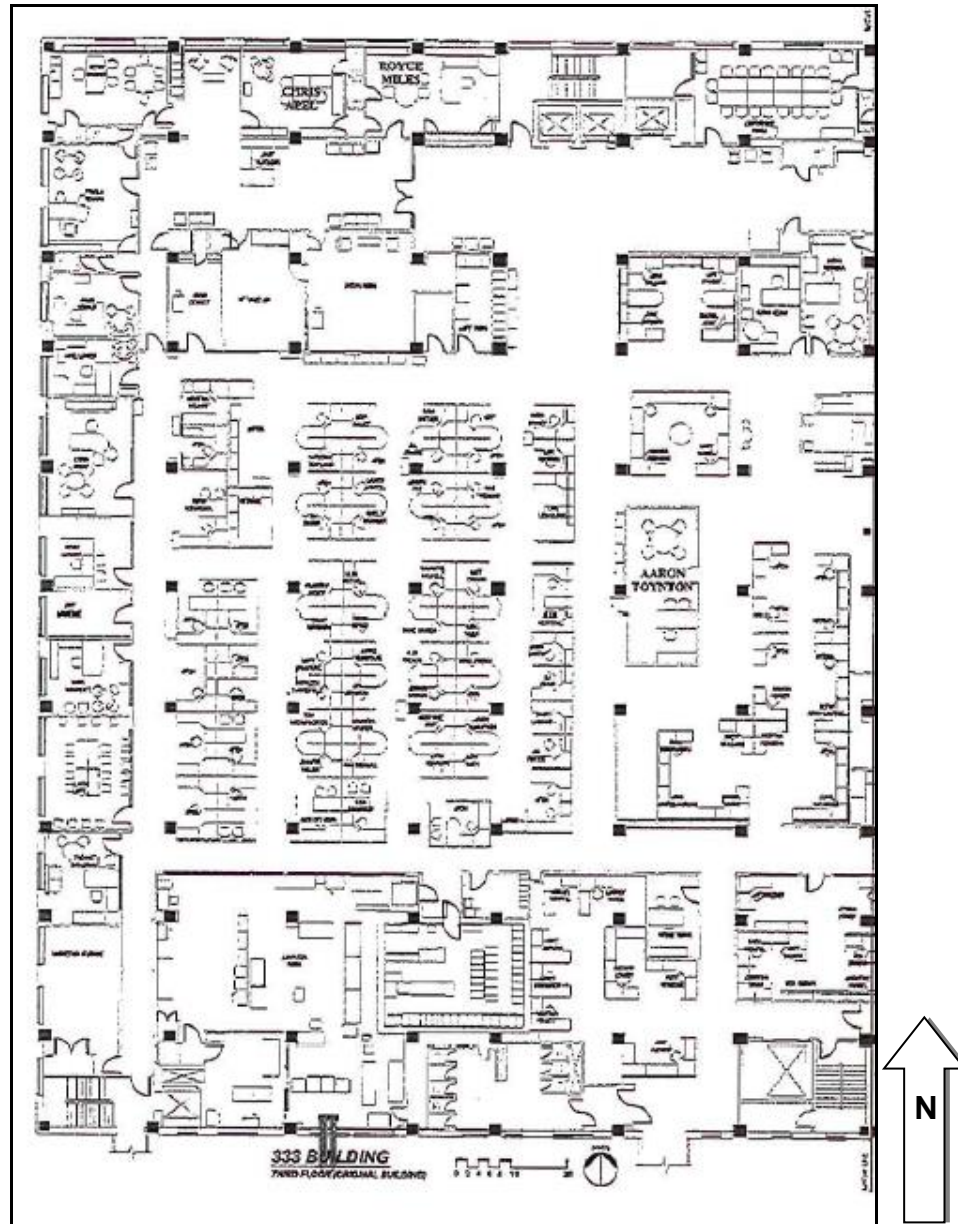


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Figure 12 of 28: 1924 *Milwaukee Journal* Building, Third Floor

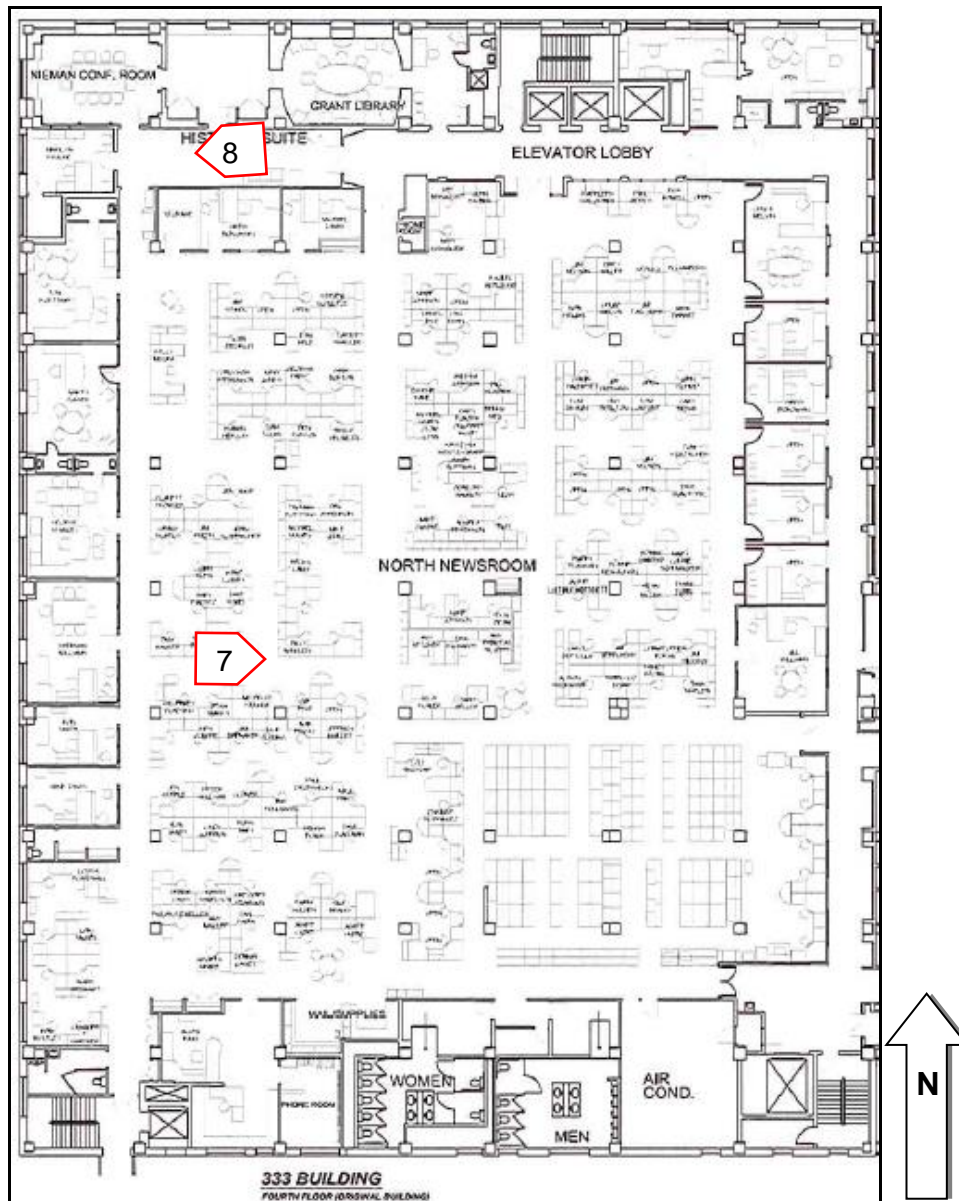


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Figure 13 of 28: 1924 *Milwaukee Journal* Building, Fourth Floor



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Figure 14 of 28: 1924 *Milwaukee Journal* Building, Fifth Floor

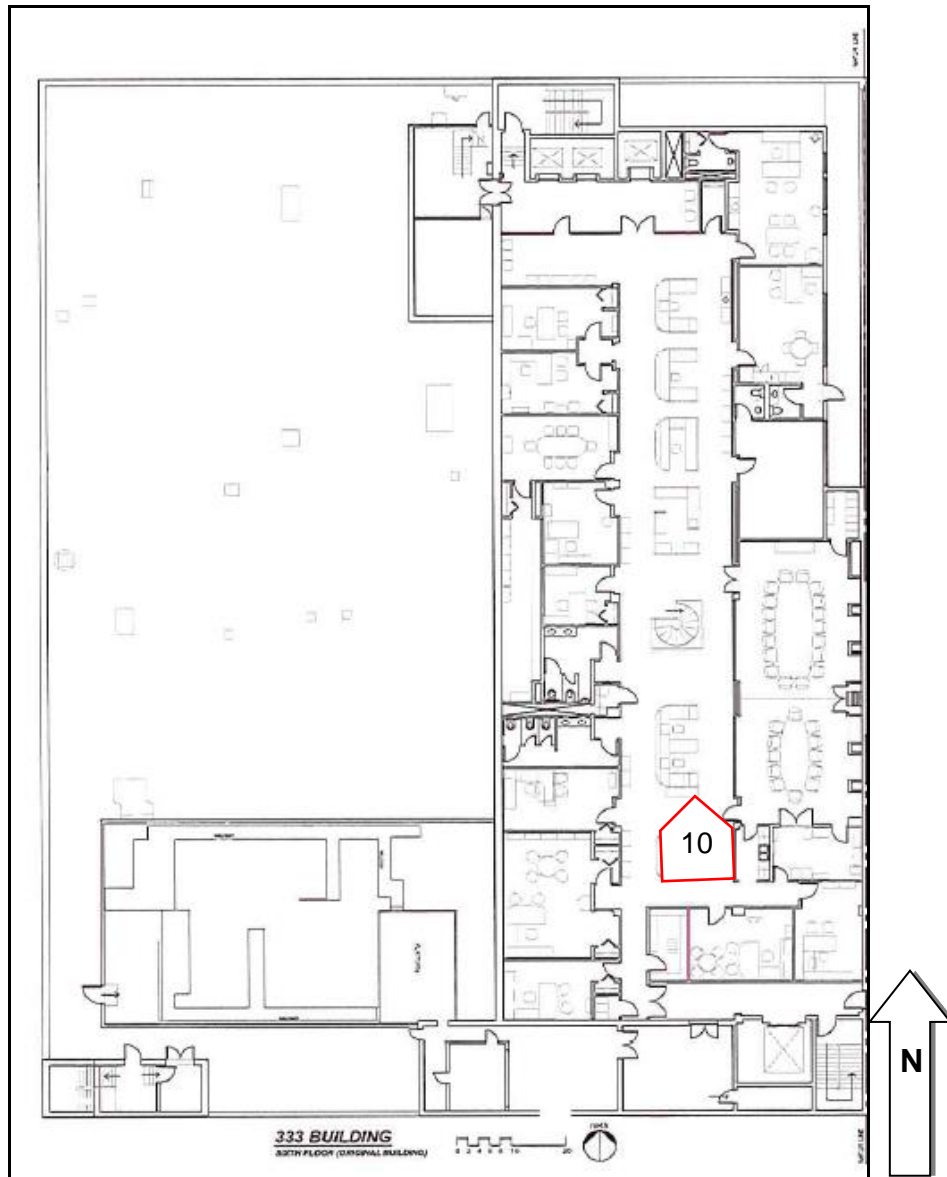


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Figure 15 of 28: 1924 *Milwaukee Journal* Building, Sixth Floor

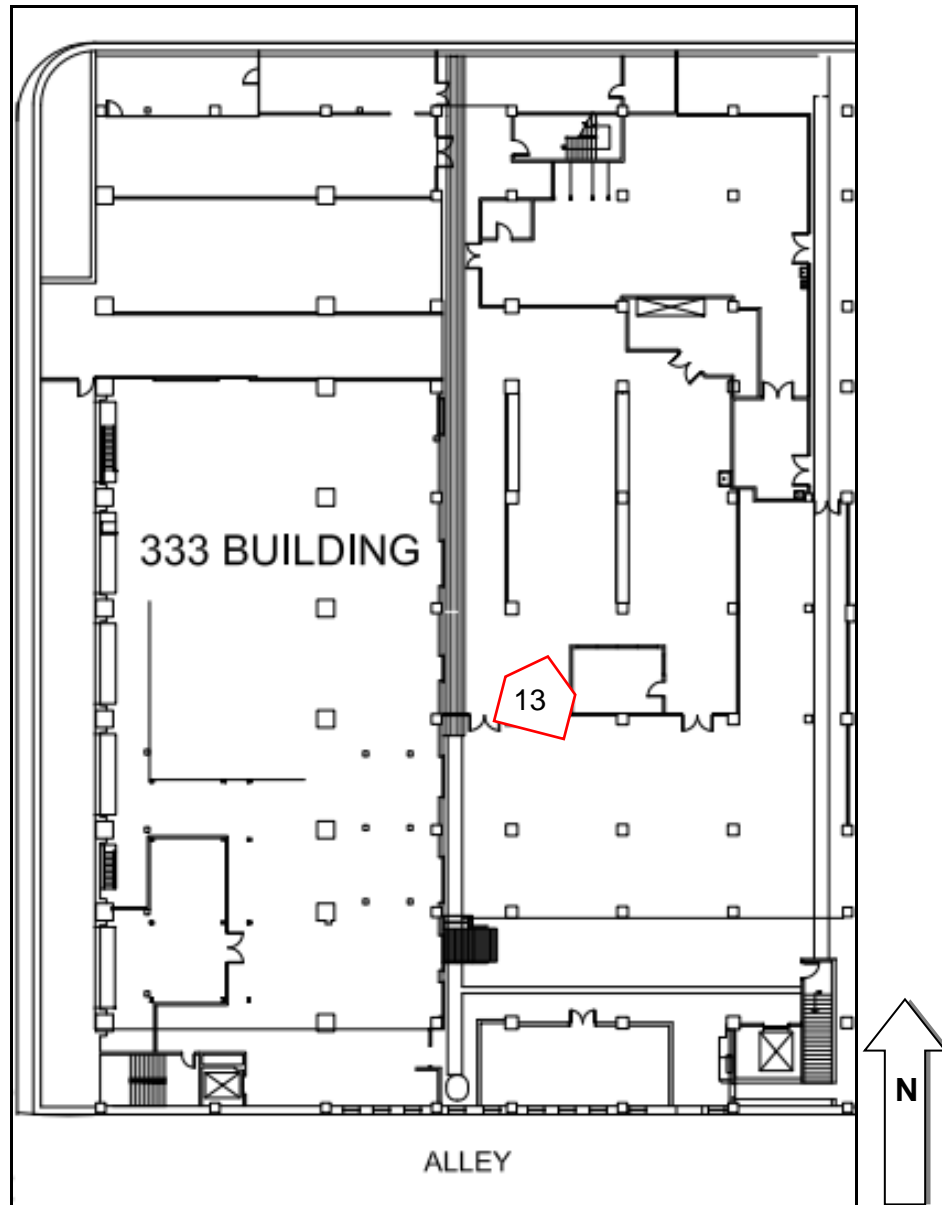


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Figure 16 of 28: 1924 *Milwaukee Journal* Building, Basement

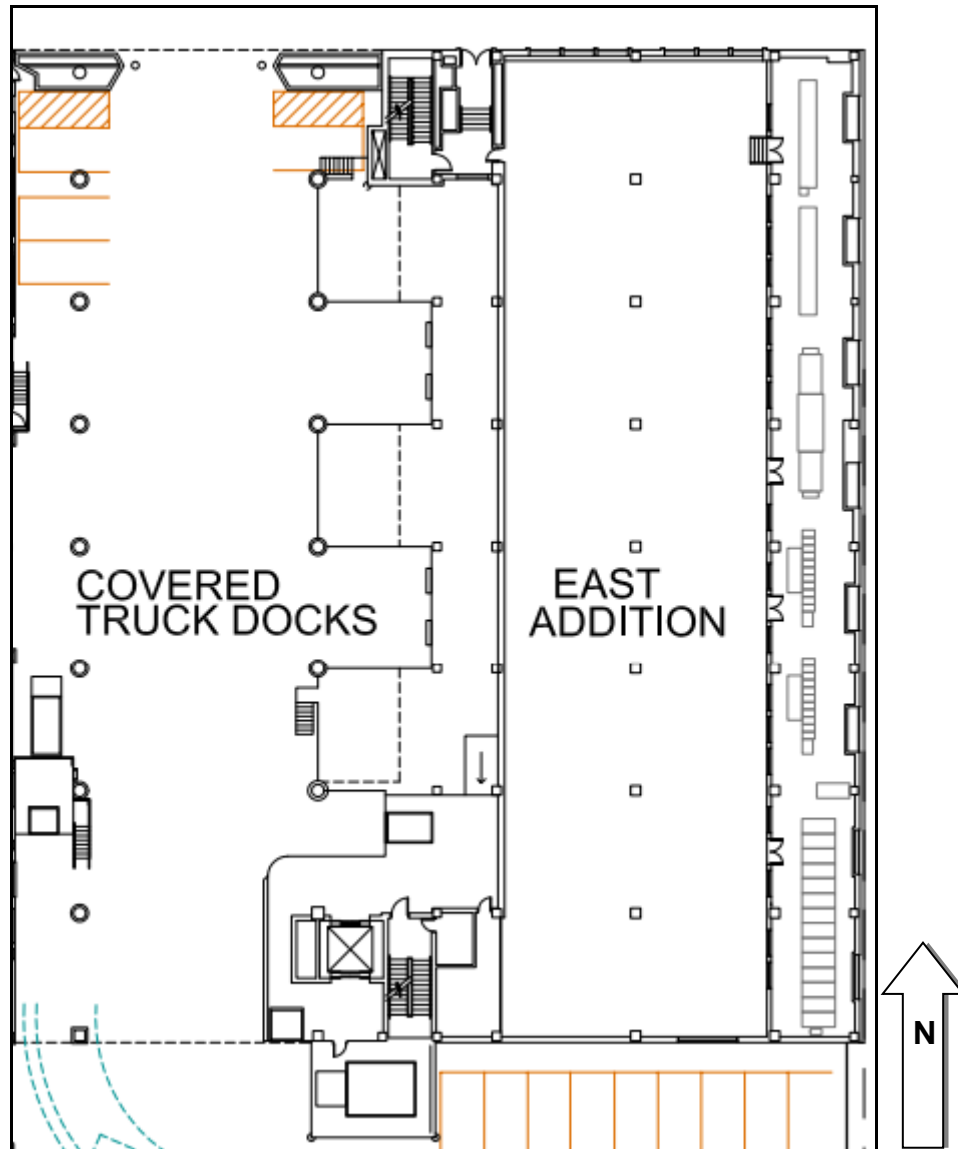


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Figure 17 of 28: 1962 *Milwaukee Journal* Addition, First Floor

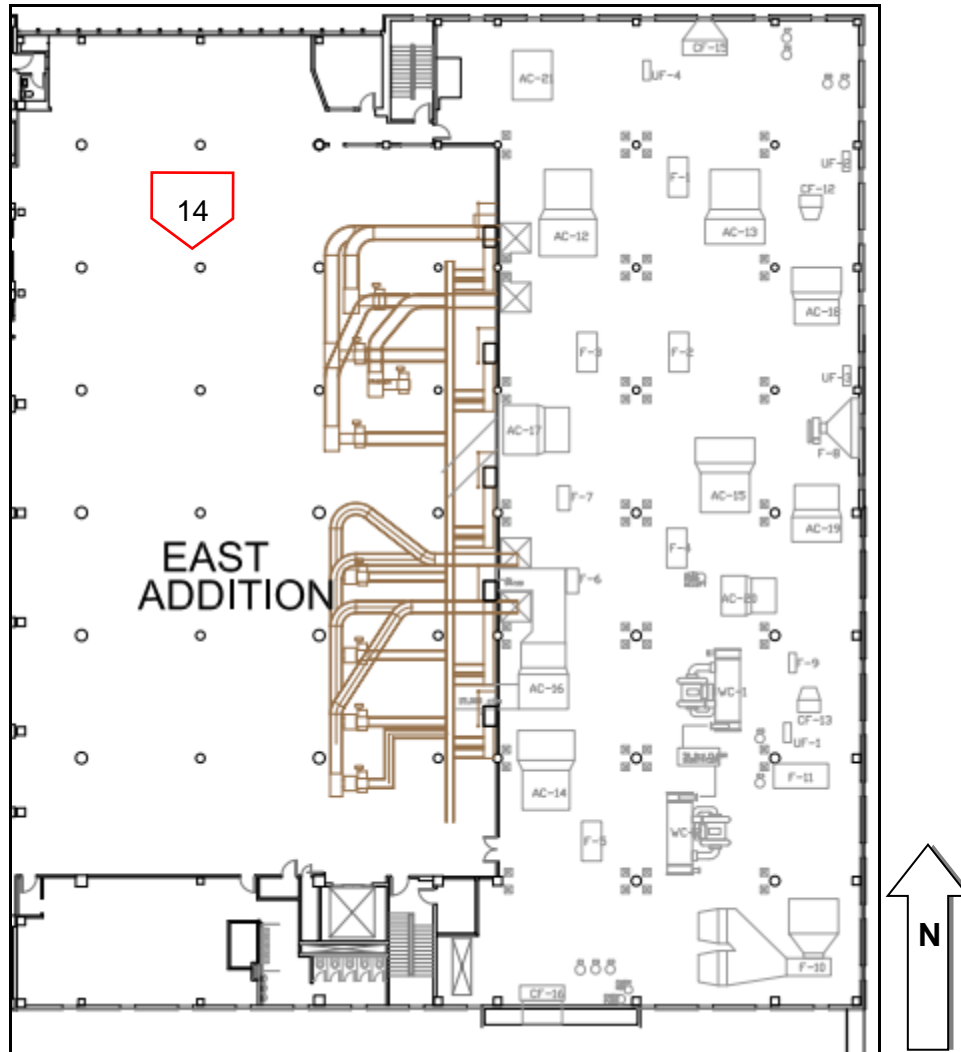


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Figure 18 of 28: 1962 *Milwaukee Journal* Addition, Second Floor

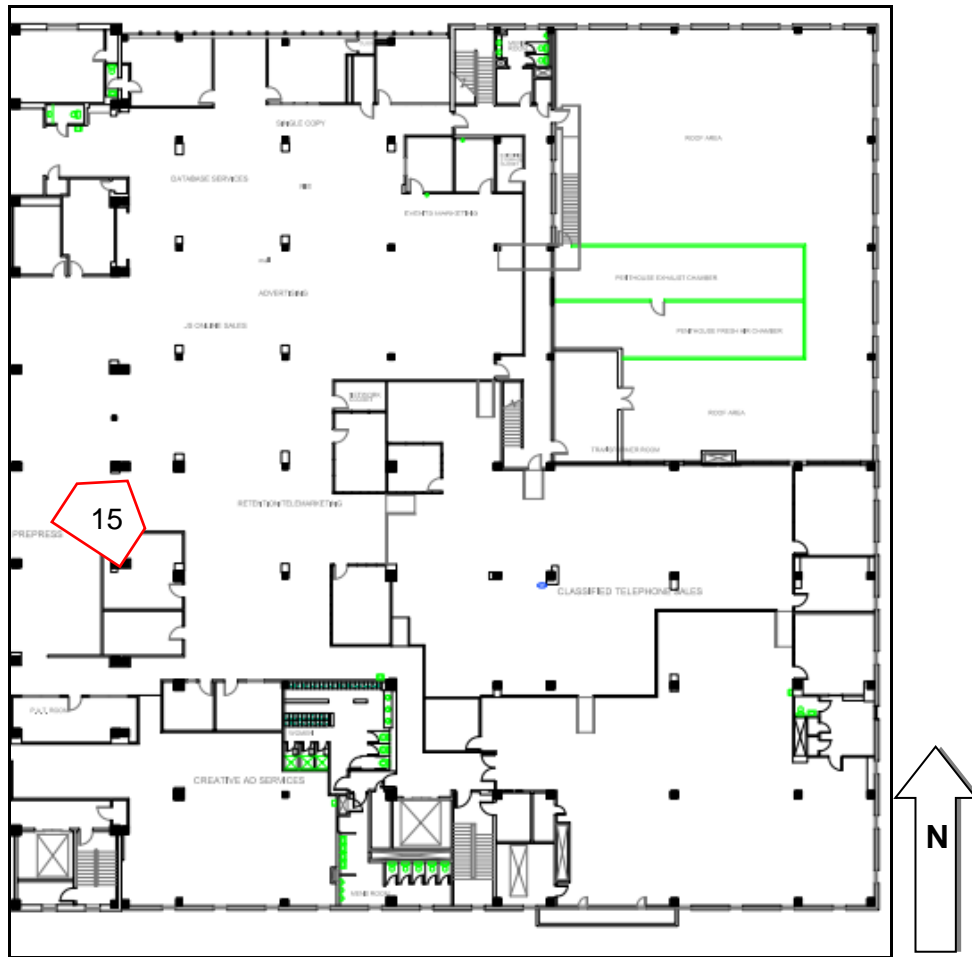


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Figure 19 of 28: 1962 *Milwaukee Journal* Addition, Third Floor

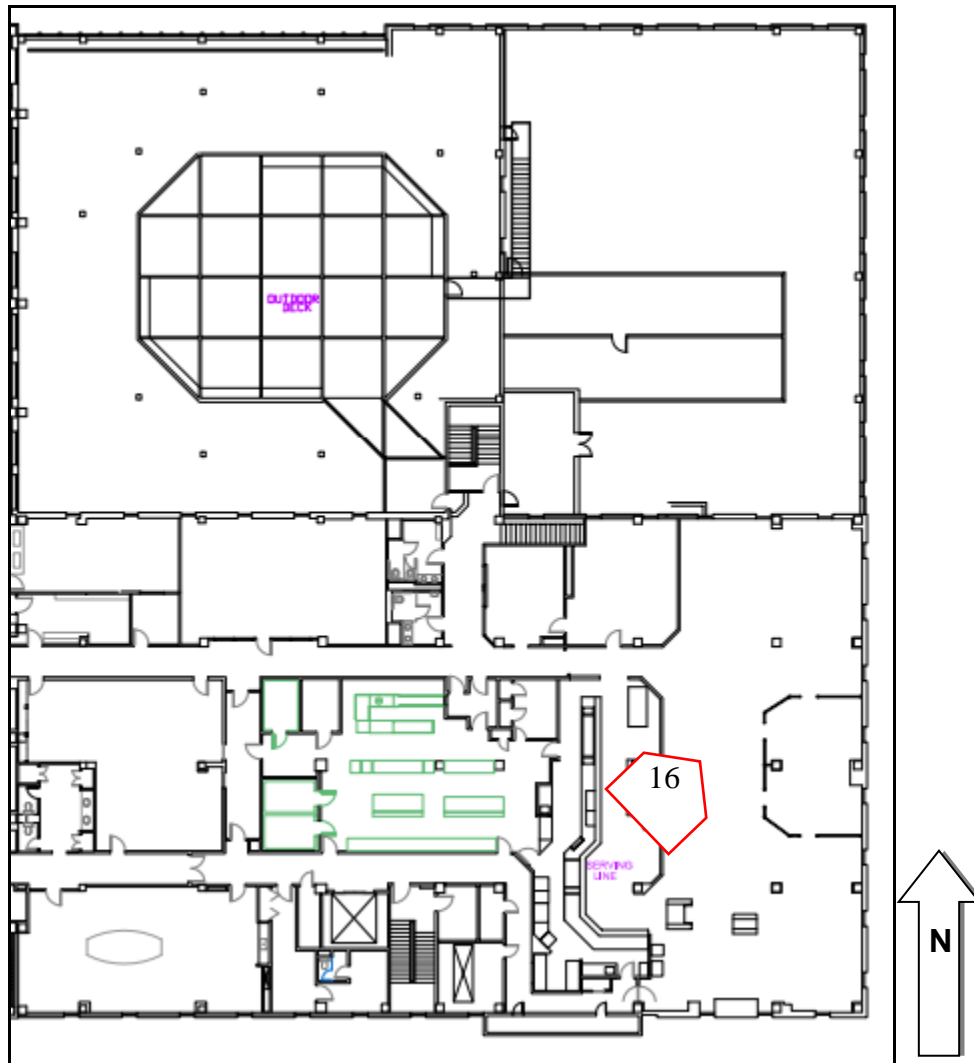


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Figure 20 of 28: 1962 *Milwaukee Journal* Addition, Fourth Floor

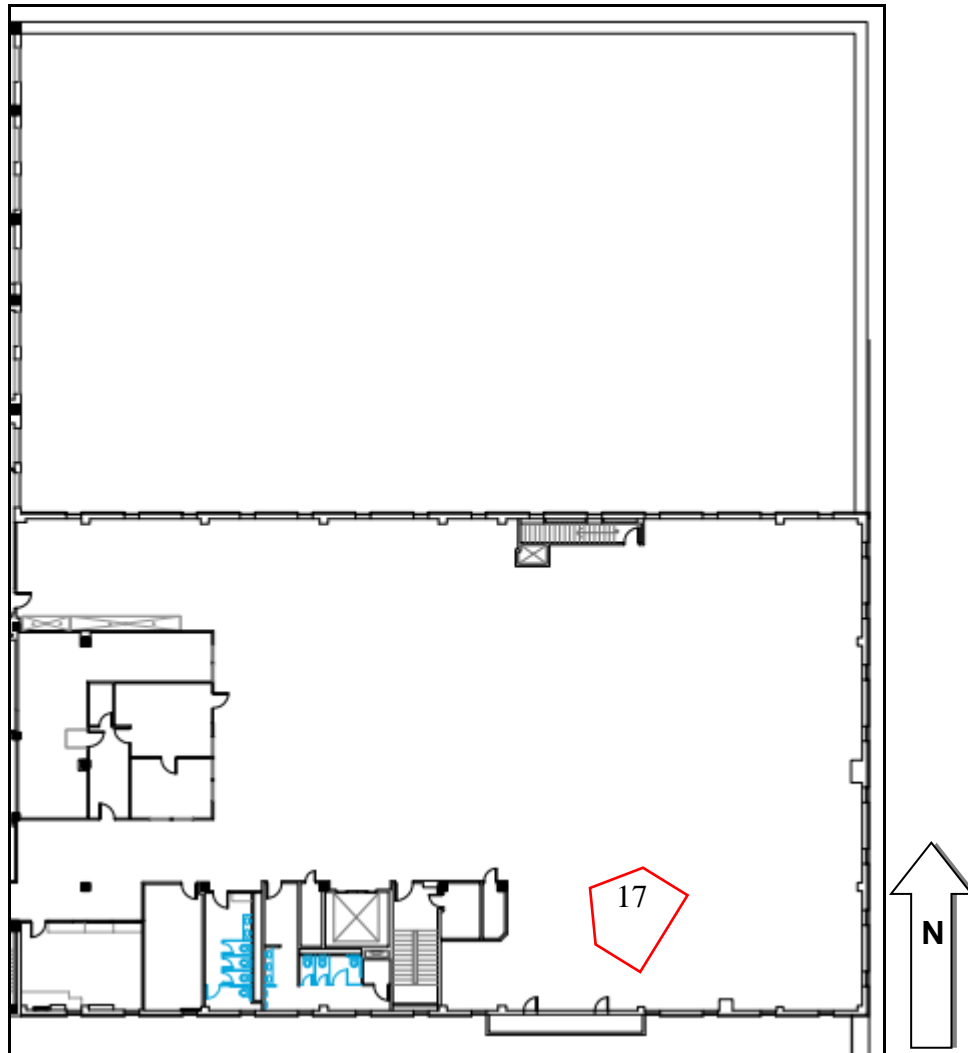


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Figure 21 of 28: 1962 *Milwaukee Journal* Addition, Fifth Floor

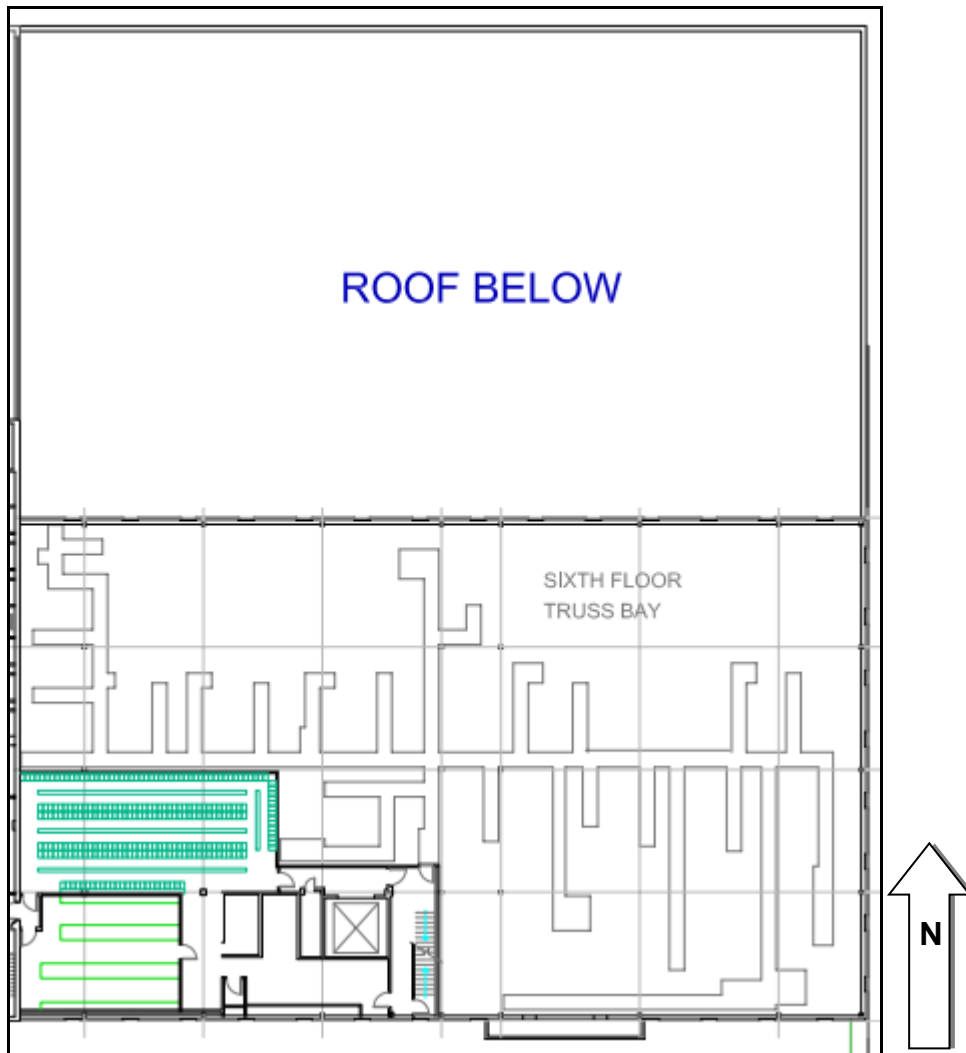


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Figure 22 of 28: 1962 *Milwaukee Journal* Addition, Sixth Floor

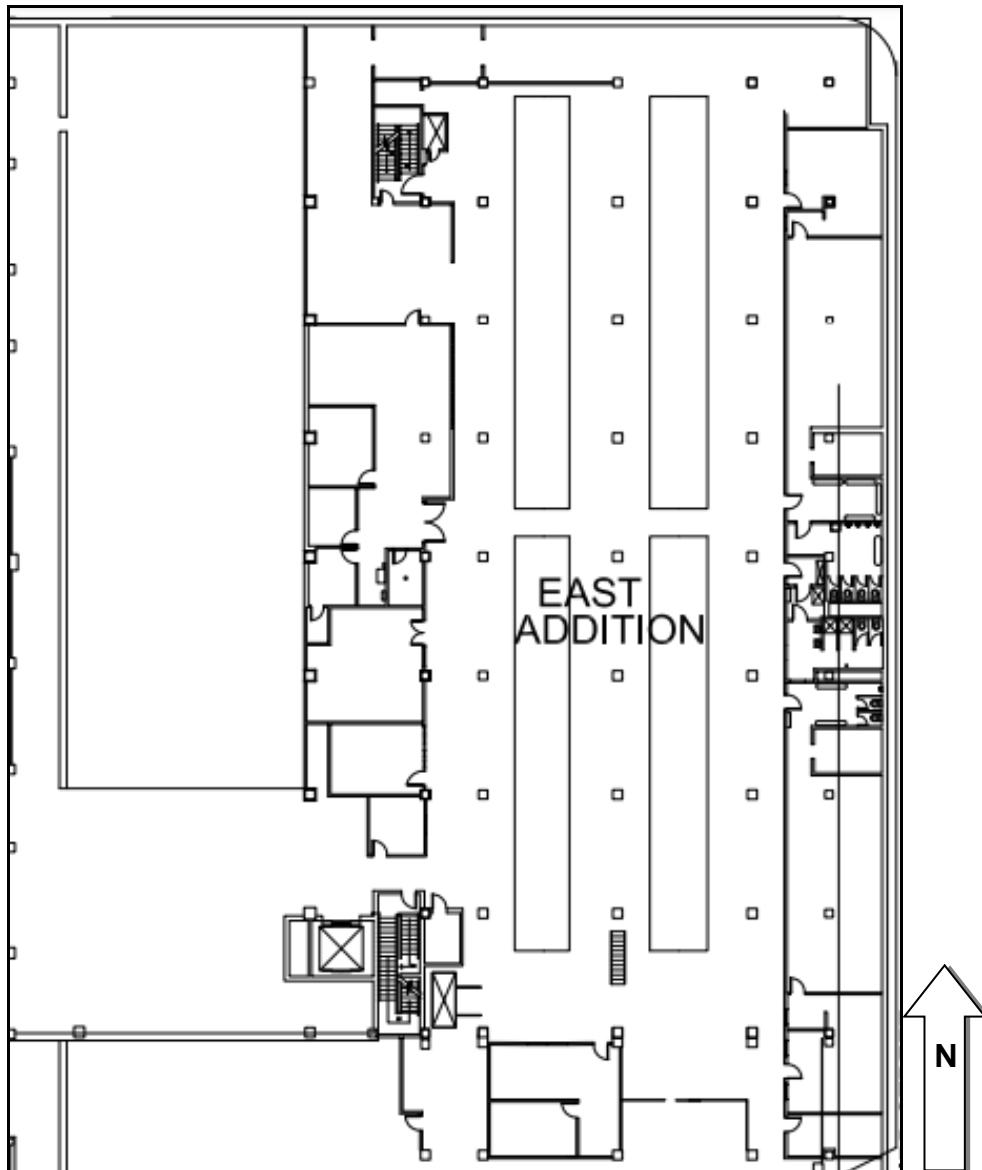


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Figure 23 of 28: 1962 *Milwaukee Journal* Addition, Basement

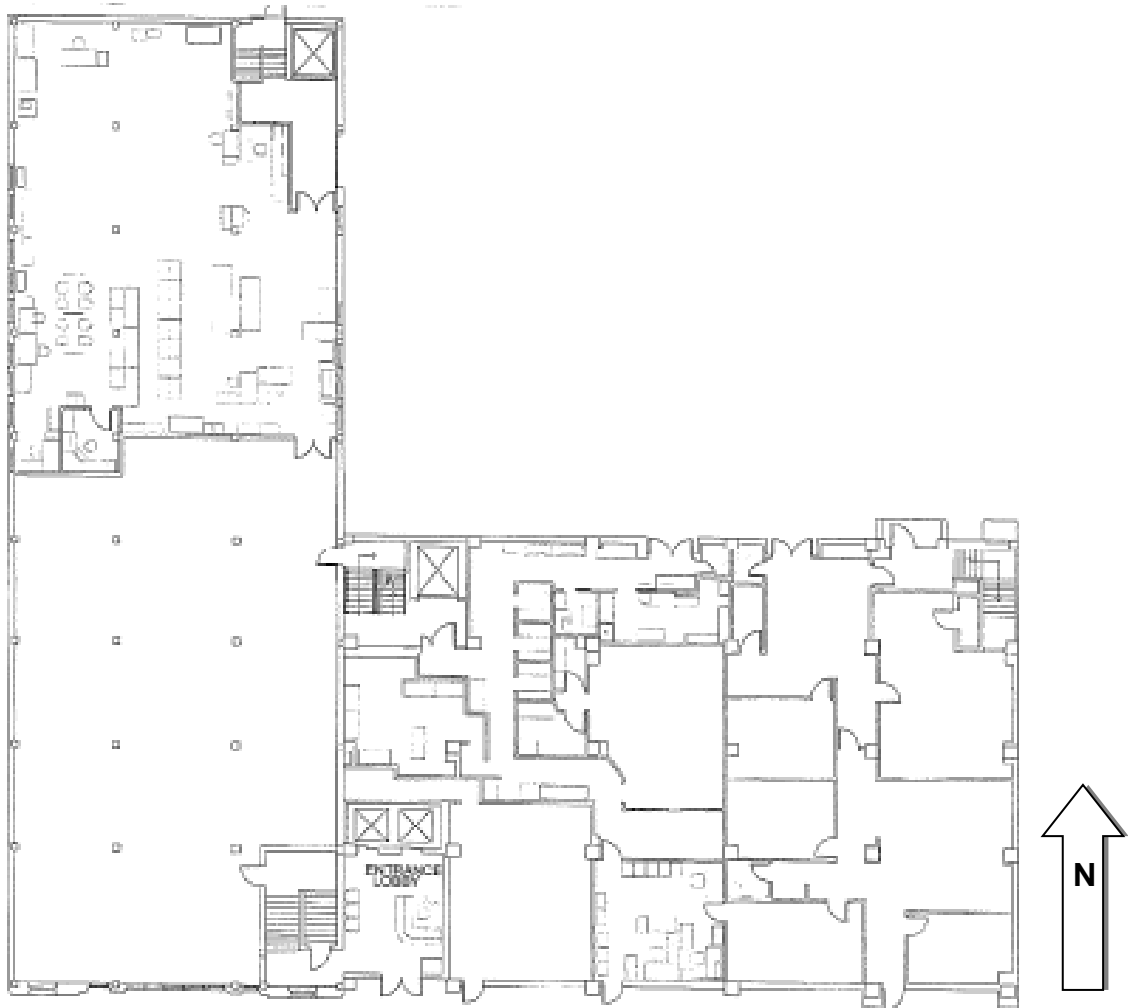


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Figure 24 of 28: 1918/1928 *Journal Annex*, First Floor



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Figure 25 of 28: 1918/1928 *Journal Annex*, Second Floor

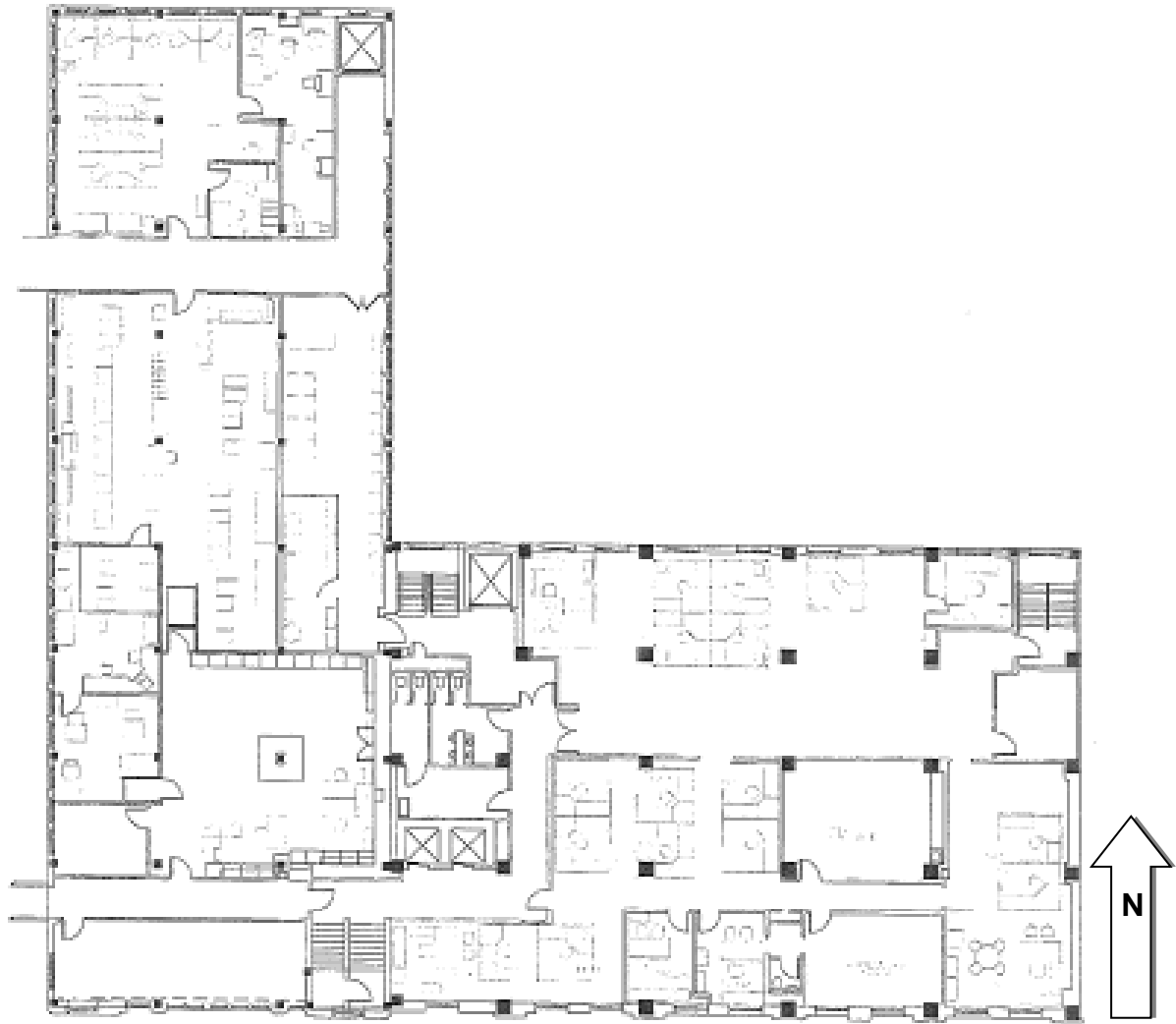


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Figure 26 of 28: 1918/1928 *Journal Annex*, Third Floor



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Figure 27 of 28: 1918/1928 *Journal Annex*, Fourth Floor

