

Wisconsin Historical Society  
DETERMINATION OF ELIGIBILITY FORM

(DOE July 2008)

Project ID #: \_\_\_\_\_

WHS #: \_\_\_\_\_

Property name(s): Paul Weise Building

Address/Location: 1534 North Farwell Avenue

City & County: City of Milwaukee, Milwaukee County Zip Code: 53202

Town: T7N Range: R22E Section: S21

Date of Construction: 1903, 1910, 1922

**FTA Certification:**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this request for Determination of Eligibility:

- Meets the National Register of Historic Places criteria  
 Does not meet the National Register of Historic Places criteria.

\_\_\_\_\_  
Signature of FTA Official

\_\_\_\_\_  
Date

**State Historic Preservation Office:**

In my opinion, the property:

- Meets the National Register of Historic Places criteria  
 Does not meet the National Register of Historic Places criteria.

\_\_\_\_\_  
Signature of Historic Preservation Officer

\_\_\_\_\_  
Date

Division of Historic Preservation  
Wisconsin Historical Society  
816 State Street  
Madison, WI 53706

**Classification:**

<u>Ownership:</u>	<u>Type of Property:</u>	<u># Contributing</u>	<u># Non-Contributing</u>
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	_____ buildings	<u>  1  </u>
<input type="checkbox"/> public	_____ site	_____ sites	_____
If public,	_____ structure	_____ structures	_____
specify:	_____ object	_____ objects	_____
	_____ district	<u>  0  </u> <b>total</b>	<u>  1  </u>

**Function/Use:**

Historic Function(s):   COMMERCE/TRADE: Specialty Store  

Current Function(s):   COMMERCE/TRADE: Specialty Store  

**Architectural Style(s):**   LATE 19<sup>th</sup> & EARLY 20<sup>th</sup> CENTURY AMERICAN MOVEMENTS: 20<sup>th</sup> Century Commercial  

**Criteria:**

<input checked="" type="checkbox"/> A (history)	<b>Areas of Significance:</b> <u>  Architecture  </u>
<input checked="" type="checkbox"/> B (important persons)	<u>  Industry  </u>
<input checked="" type="checkbox"/> C (architecture/engineering)	<u>  Commerce  </u>
<input type="checkbox"/> D (archaeology)	<b>Period of Significance:</b> <u>  1903, 1910, 1922  </u>
	<b>Significant Date:</b> <u>  1903, 1910, 1922  </u>
	<b>Cultural Affiliation:</b> _____
	<b>Architect/Builder:</b> <u>  Alexander C. Eschweiler (architect - 1903, 1910); Leenhouts &amp; Guthrie (architect - 1922)  </u>

**Criteria Considerations:**

<input type="checkbox"/> A (owned by religious institution)	<input type="checkbox"/> E (reconstruction)
<input type="checkbox"/> B (moved)	<input type="checkbox"/> F (commemorative)
<input type="checkbox"/> C (birthplace/grave)	<input type="checkbox"/> G (less than 50 years old)
<input type="checkbox"/> D (cemetery)	

**ATTACHMENT CHECKLIST**

Historic Boundary Map  
 Labeled, professionally printed color photographs  
 USGS map with UTM coordinates

**Property Information:**

Acreage of Property: Less than one acre

UTM Reference: 1/6    4/2/7/1/4/9    4/7/6/6/5/7/2  
                  Zone    Easting            Northing

**Verbal Boundary Description:**

The historic boundary of the property is a rectangle that measures approximately 112 feet by 100 feet. The long-center axis is perpendicular to N. Farwell Avenue.

**Boundary Justification:**

The northeastern, southeastern and southwestern historic boundary lines reflect the property's current lot lines, the parcel of which is otherwise known as *Ronalds Subd of Lot 7 Blk 198 & Lot 11 Blk 199 in Rogers Addition in SE 1/4 Sec 21-7-22 Sely 51' Lot 4 & Lot 8 in (Lot 7 Block 198)*. The northwestern historic boundary line has been extended to the back-of-curb in order to incorporate a canopy that extends over the sidewalk on this elevation.

**Methodology:**

Following a field and literature review of the project length, this was one of the properties that stood out from the rest as far as architecture is concerned. Constructed in the 20<sup>th</sup> Century Commercial style, the Paul Weise Building was built in three stages over a 20-year span. The Milwaukee County Historical Society, Milwaukee Public Library Humanities Room, building permits, city directories and City of Milwaukee Historic Preservation Office staff were consulted for additional information. Attempts made to schedule a site visit were unsuccessful (see attached letters from Michael McQuillen, M.S. to property owners Steven & Edward Stein dated 3 November and 6 December 2010). As a result of this research, the Paul Weise Building was determined to be not eligible for the National Register of Historic Places.

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**Narrative Description:**

(Describe property in two pages or less)

The Paul Weise Building is located on the east corner of N. Farwell Avenue and E. Albion Street in the City of Milwaukee, Milwaukee County. It is found in a neighborhood featuring three-story, early-and-mid-20th-century, apartment buildings across N. Farwell Avenue to the northwest. To the southeast is an asphalt parking lot and one-story, residential building. A one-story, mid-20th-century, commercial building abuts the subject building to the northeast, while two-to-two-and-one-half-story, late-19th-century and early-20th-century residential buildings are found to the southwest. The subject building sits on an urban lot and has an approximate setback of 9 feet from the back of curb of N. Farwell Avenue. The Paul Weise Building is the only resource on the property and it is considered not eligible for the National Register of Historic Places.

Building (Non-Contributing, 1903, 1910, 1922<sup>1</sup>):

The three-story, 20<sup>th</sup> Century Commercial-style, the Paul Weise Building consists of primary (northwest) and southwest facades composed of face brick with modest limestone ornamentation, while the other two elevations are constructed with common brick and lack ornamentation (photos #2 & 5 of 5). The walls of the northwest and southwest facades are comprised of a series of bays created by thin brick pilasters. Each pilaster is decorated with plain stone insets between the first and second floors sandwiched around a stone beltcourse. A second set of stone insets, as well as a stone pendant, are positioned at the top of the pilaster and underneath a stone beltcourse that underscores the raised parapet (photos #1 & 2 of 5). The main part of the parapet is adorned with a raised diagonal brick pattern, while the top is comprised of several rows of corbeled brick topped with a stone cap. The bays on the first floor generally are outfitted with entrances or plate-glass windows and on the upper levels with modern, one-over-one, double-hung windows. Fenestration on the common brick facades generally consists of one-over-one, double-hung sashes in rectangular or segmentally arched openings.

The main (northwest) elevation fronts N. Farwell Avenue and is comprised of six bays (photo #2 of 5). Beginning at the west corner and moving from right to left, the first bay on the ground floor is filled with a plate-glass window set within an aluminum frame. A cloth awning hides an original multi-light, leaded-glass transom. The upper two floors each carry three, modern, one-over-one, double-hung windows. The second bay features the main entrance (photo #3 of 5), which is tucked

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<sup>1</sup> Building permits, 1534 N. Farwell Avenue, 10 March 1903, 12 November 1910, 20 March 1922, On file at the Department of City Development, City of Milwaukee, 809 N. Broadway (First Floor), Milwaukee, WI.

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underneath a modern, metal canopy. A set of wooden, multi-light, leaded-glass doors are flanked by sidelights that mirror the two doors and the entire entry is crowned with a multi-light, leaded-glass transom. The upper floors each carry three, modern, double-hung windows. The third and fifth bays are identical to the first, while the fourth bay is narrow and contains a doorway and solitary double-hung windows on the upper floors. The sixth bay abuts the north corner and is highlighted by a slightly recessed doorway topped with a six-light transom. Two, original, six-over-one, wooden sash windows are located to the right of the entrance. The upper two floors each contain modern, one-over-one, double-hung windows. Although exhibiting the same form and features of the other bays, the fifth and sixth bays are identified as later built based on their different shade of brick.

The northeast elevation on the first level abuts an adjoining building (photo #4 of 5). The second story features two window openings fitted with original multi-light windows that appear to be oriented to a stairwell. The third floor features two openings containing modern windows. The elevator machinery/attic block is apparent on this facade and a significant section of the wall features a painted green and white advertisement for Paul Weise Furniture.

The rear (southeast) facade carries a similar painted advertisement (photo #5 of 5). The first and second floors contain modern, one-over-one, double-hung sash windows situated in segmentally arched openings. These windows are concentrated near the east corner and coincide with the later built northeastern two-bay section. The third floor on the older section of the building is marked by four widely spaced, one-over-one, double-hung sashes situated in rectangular openings, while a line of six openings coincide with the aforementioned examples on the lower floors.

The southwest elevation fronts E. Albion Street and is comprised of three bays (photos #1 & 2 of 5). Beginning at the south corner, bays one and two on the first level contain three, original, six-over-one, wooden sash windows. The upper two floors feature modern, one-over-one, double-hung windows. Meanwhile, the third bay displays a plate glass window protected by a small cloth awning. An original, multi-light, leaded glass transom is found above the awning. Modern, one-over-one windows are located on the upper levels.

Exterior alterations within the past twenty years include the replacement of original, eight-over-one and six-over-one, double-hung, wooden sash windows on the upper two floors with modern, one-over-one examples. As well, a copper-clad canopy installed over the main entrance in 1927 has been

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replaced with the existing canopy.<sup>2</sup>

Interior retail spaces consist of large, open, unornamented and carpeted rooms that display furniture. The room inside the primary entrance features crown molding.

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<sup>2</sup> Alexander C. Eschweiler, architect, 1910 plans for the Paul Weise Building in possession of the Wisconsin Architectural Archive located at the Milwaukee Public (Central) Library, Milwaukee, WI; City of Milwaukee Historic Preservation Office Representative, Conversation with Michael T. McQuillen, 21 January 2011, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI; Building permits, 1534 N. Farwell Avenue.

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**Narrative Statement of Significance:**

(Describe the context in which you have evaluated the property and give a summary statement of significance.)

CRMP Context Chapters:     Architecture  
                                   Industry  
                                   \_\_\_\_\_

Statement of Significance:

The Paul Weise Building was evaluated for the National Register under Criteria A, B and C. No evidence was found to suggest eligibility under Criterion B. Regarding Criterion A, the Paul Weise Company was established at the present location in 1886 and they built the subject building in three stages in 1903, 1910 and 1922. Originally focused on the repair, manufacture and upholstering of furniture, the company evolved to become a dealer of fine furniture. Indeed, the business shifted its operations away from furniture manufacturing at the turn of the twentieth century, therefore, this part of its history is more appropriately associated with its original building at this location rather than the subject building. In terms of Criterion C, with its large storefront windows and transoms, the Paul Weise Building is an example of the 20<sup>th</sup> Century Commercial style with modest, classically inspired elements. However, the integrity of the building has been negatively affected with the replacement of original eight-over-one and six-over-one, double-hung, wooden sash windows on the two upper floors with modern, one-over-one examples. As well, a copper-clad canopy originally installed over the main entrance in 1927 has been removed. Based on this information, the Paul Weise Building is considered to be not eligible for the National Register.

General Historical Background:

The City of Milwaukee was established in 1846 with the incorporation of three independent communities, namely, Kilbourn town, Juneau town and Walker's Point. Located at the convergence of the Menomonee, Milwaukee and Kinnickinnic rivers, this former trading post became the largest city and commercial capital in Wisconsin. As a port and railroad hub, Milwaukee was the world's leading shipper of wheat by the early 1860s with a population that increased from 16,521 in 1848 to 45,246 by 1860. From 1870 to 1900, Milwaukee became a highly diversified city with its economic base broadening from the processing of the region's agricultural products to include large-scale heavy industry. In the period 1860 to 1890, the city's ethnically diverse population increased

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more than four-fold and, by 1910, Milwaukee contained approximately 373,857 residents.<sup>3</sup>

Included in Wisconsin's developing industries in the mid- to late-nineteenth-century was the manufacture of furniture. With an abundant supply of wood, labor and access to nearby and distant markets, Wisconsin was among the top 10 states in furniture production nationally throughout most of the late nineteenth century. In 1870, Milwaukee County featured 78 furniture manufacturing firms. 17 firms operated within the City of Milwaukee in 1886, a number that remained fairly consistent until it increased to 21 in 1916 and 28 in 1926. The number of upholsterers in the city increased from 16 in 1886 to 31 in 1901 and 53 in 1931.<sup>4</sup>

Resource-Specific History:

Born on 3 July 1863 in Germany, Paul Weise immigrated to the United States in May 1882 settling in Birmingham, Connecticut, where he found work as an upholsterer. He moved to Milwaukee in 1883 and was employed by the Matthews Brothers furniture manufacturing firm. Venturing out on his own, he established a furniture repair and upholstery shop in 1886 at the northeast corner of N. Farwell Avenue and E. Albion Street where the Paul Weise Company has been located ever since. The business incorporated in 1903 and all of the early stockholders were employees. In addition to furniture repair and upholstering, the firm also manufactured and sold fine furniture, cabinetry and draperies, as well as offered rug and drapery cleaning and building vacuuming services early in its history. Ultimately, the business discontinued the furniture, cabinet-making and vacuuming endeavors to focus on interior design and the retail sale of fine and antique furniture. Indeed, city directories reveal that, in 1886, Weise is listed as both a furniture manufacturer and upholsterer in the business section; however, in 1901, he is solely listed as an upholsterer. Again, in 1906 and 1916, Weise is only included under the upholsterer heading and the business listing describes the company services as furniture dealers, upholsterers, compressed air carpet cleaners and renovators. In 1921 and 1926, their directory listing is restricted to furniture (dealer) and carpet cleaning, while, in 1931, it only lists furniture. Paul Weise died in the early 1930s and since then the firm has changed

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<sup>3</sup> Landscape Research, *Built in Milwaukee: An Architectural View of the City* (Milwaukee: City of Milwaukee, Department of City Development, 1981), 3, 7, 9; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 138, 181.

<sup>4</sup> *Wright's City of Milwaukee Directory* (Milwaukee: Wright Directory Company, 1886, 1901, 1906, 1911, 1916, 1921, 1926 & 1931); Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 Vols. (Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2, Industry, 7/1-7/9.



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ownership over the years.<sup>5</sup>

The frame structure that originally housed the Paul Weise Company was replaced with the subject brick building constructed in three stages beginning in 1903. This first section was designed by Alexander C. Eschweiler and built at a cost of \$4500. Albert Kroenig was the mason. Seven years later, in 1910, the next portion of the building was constructed at a cost of \$6,900. Eschweiler again served as architect and General Construction Company was the builder. The final section was designed by the firm Leenhouts & Guthrie and completed in 1922 at a cost of \$10,000. Additional work completed after 1922 consisted of the installation of a copper-clad canopy over the main entrance in 1927 (since removed) and replacement of the original storefront windows with plate glass examples in 1928.<sup>6</sup>

Architecture:

Alexander Chadbourne Eschweiler was born on 10 August 1865 in Boston and he moved with his family to Milwaukee when he was seventeen. After attending Marquette College for a year, he transferred to Cornell University and obtained his degree from its College of Architecture. Returning to Milwaukee, he worked in various architectural offices from 1890 to 1892, including that of H.C. Koch, before opening his own practice. Initially focusing on residential design, his first major commission came when he won a competition to design buildings for Milwaukee Downer College (now part of the University of Wisconsin-Milwaukee campus) in 1893.<sup>7</sup>

In 1923, Eschweiler was joined by his sons Alexander Jr., Theodore and Carl, whom also received their degrees in architecture from Cornell University. The firm was renamed Eschweiler & Eschweiler and it completed designs for such Milwaukee landmarks as the Marquette University

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<sup>5</sup> William George Bruce, ed., *History of Milwaukee, City and County* (Chicago: S.J. Clarke Publishing Co., 1922), 711-712; *Lower East Side Neighborhood Historic Resources Survey: Final Report* (Milwaukee: City of Milwaukee, Department of City Development, 1988), 4-5; *Wright's City of Milwaukee Directory*, 1886, 1901, 1906, 1911, 1916, 1921, 1926 & 1931.

<sup>6</sup> Building permits, 1534 N. Farwell Avenue; *Lower East Side Neighborhood Historic Resources Survey: Final Report*, 5; Sanborn Map Company, *Sanborn Fire Insurance Map - Milwaukee, Wisconsin* (New York: Sanborn Map Company, 1894, 1910, 1910 revised to 1961).

<sup>7</sup> Richard S. Davis, *50 Years of Architecture: Being an Accounting of Sorts on the Work Done in Half a Century by a Father and His Sons. The Name of These Men is Eschweiler. They Have Been Builders All Their Lives* (Milwaukee: Printed by Hammersmith-Kortmeyer Co., 1943), unpaginated; Samuel Ilsley, "The Work of Alexander C. Eschweiler," *The Architectural Record* 17, no. 3 (March 1905): 210-15.

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School of Law and Science Buildings (1923), Milwaukee Gas Light Company office building (1929) and the John W. Mariner Building (1937). Alexander Sr. retired from the practice in the late 1930s and died in 1940. His sons continued the firm until 1972 during which time they designed The Milwaukee Journal Company's Radio City (1941), the Milwaukee Arena (1949-50) and the Milwaukee Public Museum (1960-63). At the time the firm closed its doors, it had completed more than 1,100 commissions. Noted architectural historian Richard W.E. Perrin stated in the publication *Milwaukee Landmarks* that "few architects could lay claim to as many consistently well-designed buildings as A.C. Eschweiler and the architectural firm he founded."<sup>8</sup>

The architectural firm of Leenhouts & Guthrie originated in 1900 established by Cornelius Leenhouts & Hugh Wilson Guthrie. Leenhouts was born in Milwaukee, the descendant of French Huguenots whom had fled to Holland in the sixteenth century to escape religious persecution. Cornelius Sr. came to the United States in 1847 and Cornelius Jr. was born in 1864. After spending three years as a student in the offices of H.W. Parker, Leenhouts eventually became a draftsman for H.C. Koch by 1883. Thereafter, he worked for James Douglas (three years) and E.T. Mix & Co. (two years) and then Crane & Barkhausen from 1890 to 1896. In 1897, he went into partnership with Frank J. Voith; however, that was short-lived as the twenty-eight-year-old Voith unexpectedly passed away in 1899. Leenhouts then went into business with Hugh Wilson Guthrie; this partnership would last until the death of Leenhouts in 1935 – this would include the official addition of his son Willis into the firm in 1930 (resulting in Leenhouts, Guthrie & Leenhouts). As well, Leenhouts' daughter, Sarah Elizabeth, worked with the firm beginning in 1919. Leenhouts was a member of the American Institute of Architects and its Wisconsin chapter.<sup>9</sup>

Hugh Guthrie was born in Ayrshire, Scotland, in 1863 and immigrated with his family to the United States. He first appears in Milwaukee city directories in 1883 with the occupation of clerk. Between 1884 and 1891, he worked with the firm E.T. Mix & Co. After Mix passed away in 1890, the firm of E.T. Mix & Co. was continued for one year by Mix's partner Walter Holbrook. Thereafter, Holbrook continued the practice under his own name until 1899 and Guthrie remained with him until Holbrook's retirement. In 1900, Guthrie partnered with Cornelius Leenhouts until the latter's death in 1935. It was during this partnership that the Blackstone Apartments was constructed. Although retiring from the architectural practice, Guthrie continued to work in various local and county positions until his death in 1945. Like Leenhouts, he was a member of the American Institute of

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<sup>8</sup> Davis, unpaginated; Richard W.E. Perrin, *Milwaukee Landmarks* (Milwaukee: Milwaukee Public Museum, 1979), 112.

<sup>9</sup> "Prospect Avenue Apartment Buildings Historic District," National Register nomination, Prepared by Les Vollmert/Carlen Hatala for the Department of City Development, Milwaukee (23 February 1989).

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Architects and its Wisconsin chapter.<sup>10</sup>

With its large storefront windows and transoms, the Paul Weise Building is an example of the 20<sup>th</sup> Century Commercial style with modest, classically inspired elements. 20<sup>th</sup> Century Commercial buildings are generally one to five stories in height with flat or slightly pitched roofs. Often constructed of brick, these buildings have little ornamentation other than decorative brickwork along a cornice or parapet. Alterations to the exterior have negatively affected the building's integrity and preclude eligibility under Criterion C. These changes include the replacement of original eight-over-one and six-over-one, double-hung, wooden sash windows on the two upper floors with modern, one-over-one examples. As well, a copper-clad canopy originally installed over the main entrance in 1927 has been removed.<sup>11</sup>

Summary:

Based on exterior alterations that have negatively affected its integrity, the Paul Weise Building is considered to be not eligible for the National Register under Criterion A or C.

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<sup>10</sup> Ibid.

<sup>11</sup> Wyatt, ed., *Cultural Resource Management in Wisconsin*, Vol. 2, Architecture, 3/10; Alexander C. Eschweiler, architect, 1910 plans for the Paul Weise Building; City of Milwaukee Historic Preservation Office Representative, Conversation with McQuillen, 21 January 2011.

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**Resources Consulted:** An asterisk (\*) denotes sources consulted but not cited.

Alexander C. Eschweiler, architect. 1910 plans for the Paul Weise Building in possession of the Wisconsin Architectural Archive located at the Milwaukee Public (Central) Library, Milwaukee, WI.

Bruce, William George, ed. *History of Milwaukee, City and County*. Chicago: S.J. Clarke Publishing Co., 1922.

Building Permits. 1534 North Farwell Avenue. On file at the Department of City Development, City of Milwaukee, 809 N. Broadway (First Floor), Milwaukee, WI.

City of Milwaukee Historic Preservation Office Representative. Conversation with Michael T. McQuillen, 21 January 2011. Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

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Gurda, John. *The Making of Milwaukee*. Milwaukee: Milwaukee County Historical Society, 1999.

Ilsley, Samuel. "The Work of Alexander C. Eschweiler." *The Architectural Record* 17, no. 3 (March 1905): 208-230.

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*Lower East Side Neighborhood Historic Resources Survey: Final Report*. Milwaukee: City of Milwaukee, Department of City Development, 1988.

Perrin, Richard W.E. *Milwaukee Landmarks*. Milwaukee: Milwaukee Public Museum, 1979.

\*Property records, City of Milwaukee, Milwaukee County. See individual citations. Wisconsin Historic Preservation Database (WHPD). Maintained by the Wisconsin Historical Society - Division of Historic Preservation, 816 State Street, Madison, WI.

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"Prospect Avenue Apartment Buildings Historic District." National Register nomination. Prepared by Les Vollmert/Carlen Hatala for the Department of City Development, Milwaukee (23 February 1989).

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*Wright's City of Milwaukee Directory*. Milwaukee: Wright Directory Company. Various dates referenced. See individual citations.

Wyatt, Barbara, ed. *Cultural Resource Management in Wisconsin*. 3 Vols. Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986.

Determination of Eligibility Prepared By:

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**Photographs**

PAUL WEISE BUILDING (Perspective View)  
1534 North Farwell Avenue  
City of Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
November 2010  
View to northeast  
Photo #1 of 5

PAUL WEISE BUILDING (Northwest [primary] and southwest elevations)  
1534 North Farwell Avenue  
City of Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
November 2010  
View to east  
Photo #2 of 5

PAUL WEISE BUILDING (Northwest [primary] elevation entrance)  
1534 North Farwell Avenue  
City of Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
November 2010  
View to east  
Photo #3 of 5

PAUL WEISE BUILDING (Northwest [primary] and northeast elevations)  
1534 North Farwell Avenue  
City of Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
November 2010  
View to south  
Photo #4 of 5

PAUL WEISE BUILDING (Southeast [rear] and southwest elevations)  
1534 North Farwell Avenue  
City of Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
November 2010  
View to northwest  
Photo #5 of 5

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