Name of Building or Site:

Common Name

Historic Name (if applicable)

Madison Candy Company

Location:

Street Address

Aldermanic District

744 Williamson Street

Sixth

Classification:

Type of Property (building, monument, park, etc.)

Building

Zoning District

Present Use

C3 HIS-TL

offices

Current Owner of Property (available at City Assessor's Office):

Name(s)

Williamson Center LLC

Street Address

Telephone Number

1014 Williamson Street, Madison, WI 53703

Legal Description (available at City Assessor's Office):

Parcel Number

Legal Description

0709-134-1707-2

Lots 11 and 12, Block 129, Original Plat.

Condition of Property:

Physical Condition (excellent, good, fair, deteriorated, ruins)

excellent

Altered or Unaltered?

Moved or Original Site?

altered

original site

Wall Construction

brick load-bearing

		v.

Historical Data:

Original Owner

Original Use

Madison Candy Company

Candy manufacturing

Architect or Builder

Architectural Style

John Nader, Architect

vernacular commercial

Date of Construction

Indigenous Materials Used

1903

List of Bibliographical References Used:

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Martens, John. Telephone interview with B. Wyatt, 9-25-95.

Mollenhoff, David. Madison: A History of the Formative Years. Dubuque, Iowa: Kendall/Hunt Publishing Co., 1982.

Rankin, Katherine H. Telephone interview with B. Wyatt, 9-21-95.

Rankin Katherine H. and Timothy Heggland. <u>Madison Intensive Survey Report (draft)</u>. In possession of the City of Madison, Department of Planning and Development, 1995.

Sanborn-Perris Insurance Maps for 1878, 1902, 1908, and 1942.

Schmelzer, Vic. Telephone interview with B. Wyatt, 5-1-95.

- U.S. Census, "Census of Manufacturers: 1905" (Bulletin 56). Washington, DC: U.S. Government Printing Office, 1906.
- U.S. Census, "Special Reports of the Census Office, Part 3." Washington, DC: U.S. Government Printing Office, 1907 and 1921.

Wisconsin State Journal, 8-18-1899 and 7-17-1903.

Form Prepared By:

Name and Title

Barbara Wyatt and Katherine Rankin

Organization Represented (if any)

Landmarks Commission

Address

Telephone Number

P. O. Box 2985, Madison, WI 53701

266-6552

Date Nomination Form Was Prepared

Sept., 1995 and March, 1999

Describe Present and Original Physical Construction and Appearance:

The Madison Candy Company is a three story brick structure built to house a candy manufacturing business in 1903. The building was designed in a vernacular commercial style by John Nader, a prominent Madison architect and engineer. The 45 by 60 foot rectangular plan of the structure was later modified by the addition of a covered loading dock on the rear of the building. The brick walls are about one foot thick, with red brick on the front and cream brick on the sides and back. Its shed roof, which slopes to the northwest (rear), is concealed by a stepped parapet on the front. Since 1946 the building has housed Ela Welding Supplies.

Decorative elements of the building are confined to the red brick front facade. The parapet has rusticated concrete caps and is punctuated with two round windows flanking a centered datestone that reads "1903." A concrete cornice at the base of the parapet is interrupted by the round windows. The concrete trim is used at two belt courses on the front of the building, providing window sills for the flat arched windows on the second and third stories. The four windows on each of the upper stories give the appearance of being separated by brick columns. In the arched openings original multi-paned metal windows remain, but glass at the top of the arches has been concealed both inside and out.

The ground story facade was altered in about 1950 when Williamson Street was widened (Schmelzer, 1995). At that time the exterior double staircase to the central entrance was removed and the staircase was relocated into the building. (The ground floor is raised about three feet). Window wells at the basement windows were removed, and the windows were bricked in to the level of the sidewalk and filled with glass block above. The original rusticated concrete block foundation on the front was left intact and exposed, although aluminum windows and an aluminum/glass entryway replaced the original. Modern metal siding frames the openings. Above the siding rests a pair of original steel beams, flanked by rusticated block and embellished with three florets each. Brick piers between the openings remain, with a narrow concrete belt course two-thirds of the way from the bottom of the windows and a wider course at the base. The retractable canvas awning spans the ground story.

The pattern of fenestration on the back of the building matches the front, but the windows are plain rectangles instead of arched. A fire escape on the back of the building is reached by doors that have been inserted in window openings on each of the upper stories. The bottom two-thirds of the windows on the first floor have been bricked in and glass block has been installed in the upper third.

On the west side of the back of the building, a concrete loading dock was added in about 1980 and enclosed about five years later (Schmelzer, 1995). The metal-sided wing has an arched roof, a door on the east side is reached by a short flight of steps, and next to it are two garage doors. The loading dock is raised about three feet; a large door on the north side of the original building provides access to the loading dock. According to 1908 and 1942 Sanborn-Perris maps, a concrete slab existed in this location prior to construction of the loading dock, and a frame outbuilding stood behind the building. The outbuilding probably was removed when the loading dock was built. At that time a large opening to the basement (now concealed by the

loading dock) was blocked in. This opening had been used to bring material into the building by a conveyor system from the railroad tracks behind the building (Schmelzer, 1995).

Basement windows on the back and on the east side of the building exhibit the brick and glass block treatment of the front basement windows. One exception is the east side basement window nearest the front, which has a louvered vent opening. The exposed foundation on the east side and back is stone that has been stuccoed.

Small flat-arched windows accent the east wall of the building (four on the first and third floors and six on the second floor). Original wood windows remain in the openings. A side entrance, modernized with a steel door, is reached by a short flight of stairs, and a sash window on the east side near the front of the building lights an office. At the top of the building on the east and west sides the words "Madison Candy Co." appear in faded paint. On the west side an adjacent two story commercial/warehouse building obscures most of the wall. On the third story, two small windows have been bricked in.

On the interior, the front portion of the first floor is divided into three offices and an entry hall. The most interesting feature in the offices is the original walk-in safe in the back wall of the west office. Straight back from the front entrance, a door leads to the back of the building, used as a stockroom. The original wood floors are evident here, as is some bead board paneling; on other walls pegboard has been applied, but in the back the brick is exposed. Modern sheetrock sheathes the ceiling throughout the first floor, except in the front office where there are asbestos panels. Adjacent to the staircase that leads upstairs is a bathroom; bathrooms are in the same location on the second and third floors. An elevator, with wood doors that open outward, is situated on the west side of the building. It runs from the basement to the third floor. A staircase leads to the basement on the west side of the first floor. Three openings between the Madison Candy Company building and the building next door were created on the first floor when the buildings came under the same ownership, probably in the 1970s (Schmelzer, 1995). Two of the modern steel door openings are in the back stockroom on the first floor and one is in the front office.

On each level a central wood beam runs the length of the building. On the upper floors the beam is supported by five heavy wood posts and in the basement it is supported by massive masonry columns. Four chimneys with double flues extend the height of the building and two single flue chimneys are evident only on the second and third floors. These chimneys are a legacy of the candy manufacturing industry. An opening to one of the double flue chimneys on the third floor has been covered with sheet aluminum; the floor in front of this chimney shows a great deal of wear and scarring.

The upper two floors are open rooms with exposed brick walls. The stairwells have bead board paneling, as do the small bathrooms. Original wood floors appear throughout these rooms. Except for a small part of the ceiling near the front of the building, the third floor joists are exposed at the second floor ceiling. On the third floor the ceiling is composed of bead board paneling, which is partially covered with plastic due to roof leaks at one time.

The stone walls are exposed in the basement, and the floor is concrete. As described above, under the loading dock, a large opening has been blocked in.

The Madison Candy Company faces Williamson Street, with a sidewalk between the building and the street. The lot measures 132 by 66 feet and the building faces southeast, occupying the southernmost corner of the lot. The building is adjacent to a former warehouse on the west and a small gravel parking lot to the east that extends around the building to the back. To the east of the parking area, on the corner of Williamson Street and Livingston Street, the building that housed the Madison Bottling Works is now vacant. to the north of the Madison Candy Company there is a large parking lot (167 bays), which is separated from the candy property by a low wood fence. Railroad tracks are located north of the parking lot.

There is nothing distinguished about the flat lot on which the building is set, nor was there historically. However, the broader streetscape presents an appropriate historic setting, with several buildings of a comparable age and use remaining in the vicinity. To the northwest of those buildings is the massive Madison Gas and Electric company generating facility.

Significance of Nominated Property and Conformance to Designation Criteria:

The Madison Candy Company building is nominated for its association with the development of Madison industry, and as an intact industrial building with a high degree of integrity and as a representative work of architect John Nader.

The Madison Candy Company is one of the few buildings left in Madison that reflects the industrial development of the community. For the first few decades of its history, Madison was a center of regional commerce and the seat of the state university and government. Finally, near the end of the nineteenth century the forces that believed that industry could have a positive effect on the city, by providing jobs and boosting the tax base, prevailed. The Madison Candy Company was one of many industries that emerged in this period. It is the city's best example of a confectionery facility. Located in the city's "factory district," its location reflects the anti-industry advocates demand that industry be concentrated on Madison's east side.

The building is significant as an excellent example of industrial design and construction. In load-bearing capacity, lighting, and the movement of goods, it reflects the functional requirements considered by the architect. The building is an excellent example of the work of locally-recognized master John Nader, Madison architect and engineer. It exemplifies the merging of his expertise as a designer and engineer. The sensitively articulated facade belies the strength of the building, engineered to withstand the rigors of its industrial function.

The period of significance extends from the date of construction of the building (and its initial occupancy by the Madison Candy Company), until the business ceased operation.

The Madison Candy Company

The Madison Candy Company was established 1 January 1899 and was in operation until about 1927. It manufactured a variety of candy, and also sold crackers, cigars, cheese, and nuts. Its specialty was chocolate creams (Wisconsin State Journal, 7-17-03). The company's products were marketed throughout Wisconsin, and later in Illinois as well. In 1903, four men were employed for this sales effort. Thirty-five people were employed at the factory (Ibid.).

Until the building at 744 Williamson Street was built in 1903, the factory was located at 623 Williamson Street. The new building was designed by John Nader and built by the Sayle Building and Manufacturing Company (Madison Democrat, 9-20-03). According to the Madison Democrat, the location of the new building was enhanced by better access to the railroad. It stated that "track facilities on the St. Paul road will solve the transportation problem" (Ibid.). The west end of Williamson Street began to emerge as a center of manufacturing and commerce at the turn of the century, as earlier dwellings were replaced with concerns such as the agricultural implement warehouse at 734, the bottling works at 754 (built in 1906), and the warehouse at 740 (built in 1925). Proximity to the St. Paul rail lines to the north was the key to development of this area.

The Madison Candy Company was started by Joseph E. Kleiner, an individual about which little is known except that he lived at 854 Jenifer Street. Much more is known about the Prendergast family, which had a sweeping influence on this Madison business. Manager and vice-president of the Madison Candy Company was James J. Prendergast. Secretary of the company was his brother Thomas F. Prendergast, and his sister Mary was the "forelady" (Angell and Co., 1902). Another brother, Charles E. Prendergast, was identified as "travs" for the company, probably indicating he was a traveling salesman. In 1902 the siblings lived down the street from Mr. Kleiner at 731 Jenifer Street with their mother and another sister Catherine. By 1924 the family lived in two different houses, with James and Catherine at 843 Jenifer Street and Thomas (and his two children) and Mary at 1051 Spaight Street. Their mother died in 1915 (S.J. Clarke Publishing Co., p. 636).

The parents of this brood of confectioners immigrated from Ireland in 1947. They settled in Dodge County, and James Prendergast, born in 1854 and educated in Watertown, worked for 29 years for the Woodard and Stone Steam Bakery and Confectionery in Watertown. Woodard and Stone was a significant industry in Watertown, with sales of \$145,000 in 1879 (Architectural Researches, Inc., p. 180). In 1900 the company was bought by the National Biscuit Company, and this sale seems to have precipitated the Prendergasts move to Madison in 1899 to work for the Madison Candy Company. James Prendergast never married and "devotes his entire time to his business, which has given abundant evidence of able management in its steady growth and consistent prosperity" (S.J. Clarke Publishing Co., p. 636).

The Madison Candy Company operated until about 1927. It manufactured a "general line of Candies, and does a jobbing business in Crackers, Cigars, Cheese and Nuts" (Wisconsin State Journal, 7-17-03). The newspaper elaborated on its line of products as follows:

The leading thing in the candy world just now is Chocolate Creams and of this the Madison Candy Company makes an excellent article which is rapidly growing in popularity. It also makes a fine line of Mixed Candies and a large line of novelties in sweets. The Company's output is marketed in all parts of Wisconsin (Ibid.).

The interior of the factory building is devoid of the machinery, stoves, ovens, etc. that would have been in place for the manufacture of candy. The chimneys indicate that cooking probably occurred on all levels (except the basement). Packaging would have been an important part of the process. This brief description hints at the candy-making process:

It is interesting to spend an hour at the factory watching the process of candy making, from the time the white, granular sugar leaves the barrel till the finished product - the delicate, appetizing, finished chocolate creams are packed away in boxes of pretty design. In the manufacture of candies the company requires sugar by the carload (op.cit.).

By 1930 the building was vacant, but in 1935 the Wisconsin Farm Bureau began an occupancy that lasted 10 years. In 1946 Ela Welding supplies moved into the building that it occupies today. In the 1970s the Ela Company purchased the adjacent building to the west to expand its operation, and connected the two buildings by adding doorways between them (Schmelzer, 1995).

Significance

Until the late nineteenth century there was little manufacturing in Madison. In part this was due to the opposition of Madison leaders, especially in the professional and academic communities. An 1889 article about Madison that appeared in Harper's Weekly stated:

Madison can of course darken her skies with the smoke of countless furnaces, and cover her vacant lots with long rows of tenement houses, if she so wills it... Madison ought to be content as well as proud of her present. She is rich and prosperous and cultured; let her exist for the sake of being beautiful (Mollenhoff, p. 189).

Until late in the century, investors did not push for industrial growth because of a shortage of skilled labor and high freight rates, despite more than adequate rail service (Mollenhoff, p. 188). An inland city found it hard to compete with the low transport costs available to lake front cities like Milwaukee.

By the late 1880s the industrial picture in Madison began to change. There were concerted efforts to attract industry by groups such as the Madison Businessmen's Association. Industry began to be viewed by city leaders as a sign of growth had success, and the added tax revenues as a means to fund the many amenities the growing city needed (Mollenhoff, p. 266). Industrialists believed that the labor problems that were rampant in larger cities would be absent in a city the size of Madison. As a compromise between the forces that saw the advantages of industry and those that saw the disadvantages, only "high grade" factories that employed skilled, well-paid artisans were encouraged to locate in Madison. Processing plants, such as steel mills, were not encouraged to darken its skies. Furthermore, industry was to be concentrated on the east side of the city, in the "factory district" that stretched from the Yahara River to the west end of Williamson Street, and included the area between East Washington Avenue and Williamson Street (Mollenhoff, p. 268). The Madison Candy Company is at the west end of the district.

Madison's flagship nineteenth century industries were the Fuller and Johnson Manufacturing Company and the Gisholt Machine Company. The former began as the Madison Plow Company in 1880. In 1889 John Johnson, one of the founders of Fuller and Johnson, established Gisholt to manufacture machine tools, essentially machines that manufacture parts for other machines (Mollenhoff, p. 185). Both industries were hugely successful. Many smaller industries were established in the city too. The total labor force employed by the variety of Madison industries began to change the city from a commercial center to one with a

a significant industrial aspect as well. By 1905 there were 48 firms and incorporated companies operating in the city (U.S. Census Bureau, 1906), producing a wide variety of products, from corsets to horse collars (Mollenhoff, p. 191).

Among the industries spawned in Madison in the late nineteenth century was the Madison Candy Company, established in 1899. Unlike some other industries, candy manufacturing had been an important local industry in Madison for a number of years. The 1860 census listed candy manufacturing as Madison' fourteenth most profitable industry, with \$11,370 in sales (Rankin and Heggland, n.p.). Unfortunately, such specific information was not available from later censuses. Probably all of these early confectioners produced for the local market and included shops and restaurant space.

By late in the century candy manufacturing had become more than a small family business, with a distinction between candy production for local "sweet shops" and wholesale confectioneries. By 1905 production by the 33 confectioneries in Wisconsin was valued at \$1,892,605 (U.S. Census Bureau, 1907). Twelve confectioneries were in Milwaukee and two were in Madison, the Madison Candy Company and Keeley's, established in 1894 and located on State Street and later on East Washington Avenue. By 1920 the number of confectioneries in Wisconsin had jumped to 80, with 32 in Milwaukee and three in Madison; the Teckemeyer Candy Company was established in 1909 (Rankin and Heggland, n.p.). Although a comprehensive analysis of the industry has not been completed as part of the state's cultural resource management plan, it clearly was an industry of some significance, and illustrative of the increase in wholesale production of foods in Wisconsin as the nineteenth century progressed.

The Madison Candy Company is significant for its link to Madison's industrial beginnings and growth. Little else still stands from Madison's early industrial period. According to Kitty Rankin, Madison's historic preservation officer, the following industrial buildings remain: the Gisholt Machine Company (now Marquip) on East Washington Avenue, Madison Sattlery on Wilson Street (now Reuben's Furniture), the original part of Madison Kipp on Waubesa Street, and the old sugar beet factory with the top two floors missing, next to Olbrich Botanical Gardens and probably soon to be demolished (Rankin, 1995). Th bottling works next to the Madison Candy Company might be added to this list. None of these buildings are listed in the National Register and, although their eligibility has not been formally assessed, integrity is a serious issue with some.

Also standing, although lacking sufficient integrity to be listed in the National Register, are the buildings used by the two other candy manufacturers of a comparable scale operating in Madison during the years the Madison Candy Company was in production. Keeley's Old Fashion Chocolate was manufactured in a plant at 949 E. Washington Avenue from 1919 to 1939. This is the smallest of Madison's three early twentieth century candy manufacturing plants. Alterations to the two-story building have resulted in a great loss of integrity. The red brick has been sandblasted, non-historic windows have been installed, a modern canopy shelters the entrance, and metal flashing caps the parapet. It houses the City Employees Credit Union.

The Teckemeyer Candy Company at 550 W. Washington Avenue was in operation from 1909 to 1929. The elegant but simple entrance on West Washington Avenue is inscribed with the words "Teckemeyer Candy Co." At some point the building's size was doubled with an addition on the back, making it the largest of Madison's early twentieth century candy manufacturers. Also three stories, the addition is a simpler version of the original building. The red brick building has been rehabilitated as an office complex. Unfortunately, the original windows have been replaced with modern windows throughout. A large bank of modern windows, and an adjacent door, dominate the Bassett Street side of the building. These modifications have compromised the building's historical and architectural integrity.

The emergence of Madison as an industrial community resulted in significant changes in the composition-and appearance of the city. Its population grew and diversified as jobs became available. The east-side skyline was altered as industrial facilities were built in the factory district and in other east side locations. This important chapter is Madison's history is well represented by the Madison Candy Company. It signifies the eventual success of manufacturing in Madison, despite the hard-fought battle for it to gain a toe-hold in the city.

Architecture

The Madison Candy Company is architecturally significant as an intact example of industrial architecture, and for its association with local architect John Nader.

Located in the city's "factory district", the Madison Candy Company probably is the most intact legacy of Madison's industrial development. It retains nearly all of its original fabric (although some has been concealed on the front), in contrast to other Madison industrial buildings, including the extant candy companies. Plans for the building include restoration to its original appearance and utilization of the space for offices.

Industrial buildings were designed to withstand the weight of heavy equipment and supplies, and to accommodate the processes that occurred within. The Madison Candy Company, like many industrial buildings, was designed by an engineer. The masonry building was a "fireproof" construction, an important consideration in an industry that relied on cooking. Its heavy beams, supported by massive posts, demonstrate the loads the building was designed to accommodate. The freight elevator facilitated the movement of supplies and finished goods between the basement and upper floors. Reflecting the importance of the rail line to the north, the now-closed opening on the back of the building was the designer's method of moving goods in and out of the building. Construction of the loading dock is a reminder of the eventual replacement of rail transport by trucking.

Human comfort was achieved by maximizing lighting with broad banks of windows on the front and back and with smaller windows on the east wall. The absence of partitions on the upper floors allowed the entire room to take some advantage of natural light. Restrooms on each floor also contributed to worker comfort. Although utilitarian in nature, the embellishment of the front facade of the Madison Candy Company shows the detailing more often reserved for commercial buildings. The scale of the building resembles that of

commercial buildings, although is in keeping with moderate size industries of the period. In design and scale, the building was successfully integrated into a neighborhood just blocks away from the state capitol. Representing well-designed industrial architecture at the turn-of-the century, the Madison Candy Company is a handsome example, with a high degree of integrity.

John Nader

John Nader, engineer, architect and surveyor, had a long and significant association with Madison. His obituary described him as "a pioneer citizen and architect of this city" (The Madison Democrat, 6-29-19. Kitty Rankin states that his significance has grown as the body of nineteenth century architecture in Madison has dwindled. His designs are among the best survivors (Rankin, 1995).

Born in 1839 in Westchester County, New York, Nader's career brought him to Wisconsin in 1869. Until that time he had an illustrious career with the Corps of Engineers in New York. In 1871 "he was appointed Assistant United States Engineer in charge of the Wisconsin River improvement, with headquarters at Portage" (Biographical Review of Dane County, 1893). In 1879 he moved his headquarters to Madison, and continued in this position until 1879. From 1876 to 1880 and from 1884 to 1887 he served as Madison's city engineer. In this capacity he was instrumental in development of the city's first sewage treatment plan. Nader left Madison to live in New York City in 1915, and died there in 1919 (The Madison Democrat, 6-29-19).

Today, Nader is remembered most for his architectural contributions to the city and state. His sturdy yet elegant designs have endured as some of the city's best late nineteenth/early twentieth century works. In Madison, besides the Madison Candy Company, buildings designed by Nader that remain include St. Patrick's Roman Catholic Church (404 E. Main, NRHP 9-16-92), the J. J. Suhr House (121 Langdon, NRHP 6-7-82), the Suhr Bank Block (102 King), the F. G. Brown House (130 E. Gorham), and the Col. Adolph Wagner House (851 Jenifer). He also designed the steeple for St. Raphael's Church (216 W. Main) and executed alterations for Holy Redeemer Church (120 W. Johnson). Outside of Madison, he designed several churches, including Our Lady of Consolation in Oregon, St. John's Church in Muscoda, St. Mary's Roman Catholic Church in Portage, and St. John's Lutheran Church in Dane. Besides a number of residences, Nader designed asylums and courthouses, and is credited with the Dane County Asylum, the Sauk County Asylum, the Bayfield County Courthouse (NRHP 1-17-75), and the St. Joseph County (Michigan) Courthouse.

In his life he was recognized as a fine architect, with one publication declaring him "one of the oldest and most proficient of his profession in the city of Madison" (Biographical Review of Dane County, p. 215) and another declaring him "the pioneer architect of the city" (Wisconsin State Journal, 8-18-99). The thorough analysis of the city's historic architects that was completed as part of the intensive survey concluded that Nader was a significant practitioner. The survey report states the following:

Nader was an accomplished architect whose extant work adds vitality and a sense of history to downtown Madison... Nader's work also takes on more importance than merely for its excellent architectural quality, because the buildings he designed that still exist are among the best examples of Madison's 19th century building stock, so little of which remains intact (Rankin and Heggland, n.p.).

Most, if not all, of the works of Nader that remain are masonry buildings (stone or brick) with Romanesque Revival, Second Empire, and Italianate influences. Most are of a large scale. The only industrial building that he is known to have designed is the Madison Candy Company, "one of Madison's finest turn-of-the-century industrial buildings" (Ibid.). Although the building reflects its utilitarian nature, detailing on the Madison Candy Company demonstrate Nader's artistic talents. Structurally, it reflects his engineering expertise.