Wisconsin Historical Society: National Tinsel and Toy Manufacturing Company building listed in the National Register of Historic Places

Posted on Tuesday, Aug 15, 2023

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Manitowoc, Manitowoc County, Wisconsin – The Wisconsin Historical Society announces the listing of the National Tinsel & Toy Manufacturing Company Building in the National Register of Historic Places on July 26, 2023. It was nominated for its local significance in industry.

Specializing in Christmas tree ornaments, the company was one of Manitowoc's leading industries. It grew to become the largest manufacturer of these products in the United States and by the early 1940s, the world. Additionally, the building is associated with innovation within the Christmas tree ornament industry, as the company secured numerous ornament-related patents between the 1890s and 1960s. The National Tinsel & Toy Manufacturing Company was also one of the largest employers of women in Manitowoc.

The enterprise evolved from the Stolze Manufacturing Company, established by Henry Stolze Jr. in 1888. In 1915, the company was sold to William C. Protz, and took on the name National Tinsel Manufacturing Company in 1923. Stolze and Protz were both German immigrants whose entrepreneurship was vital to Manitowoc's growth and industrialization during the early twentieth century. The original building and its later additions collectively convey the growth of the company as mergers occurred and manufacturing activities evolved under three generations of Protz family ownership. The company ceased operations in 2019, but the building stands

within a residential neighborhood as a testament to the industry and the area's workforce history.

Additional information for The National Tinsel & Toy Manufacturing Company:

https://www.wisconsinhistory.org/Records/NationalRegister/NR2766

To learn more about the State and National Register programs in Wisconsin, visit: https://wisconsinhistory.org/hp/register/