



The gleaming copper dome atop the Administration Building at Shorewood High School was refurbished in 2021. Read about the use of copper on two Shorewood landmarks starting on page 3.

SHOREWOOD

from the river to the lake

News from the Shorewood Historical Society

Issue 1, February 2023

SOCIETY ARCHIVE RENOVATION A WORK IN PROGRESS

by Karen de Hartog

An archive is a collection of documents such as letters, official papers, photographs or recorded material kept for historic interest. An archive can also refer to a building or room that houses an archive.

The Shorewood Historical Society's archive is located in the basement of Village Hall. Initially inspired by the "leaning tower of Pisa" (see photo), a major renovation of the space is underway in order to appropriately store and preserve current and future collections and to provide a pleasant place for volunteers and researchers to work.

The first project was to rearrange the boxes so that everything was off the floor. The "leaning tower" is now safely on shelving. Volunteer Society members are in the midst of sorting, boxing and labeling all loose items in preparation for temporary movement of the boxes to other parts of the Hall basement.

Next, carpeting will be removed, walls will be painted and lighting improved. Additional shelving and office equipment will be purchased to safely store and provide easy access to all materials. By fall it is hoped that a review of collections and individual items will ensure that everything is properly cataloged and stored.

The archive space is small. It will never be a museum. The long-term goal is to have a "virtual" museum, available to the public online. Already, Shorewood Heralds and high school Copperdome yearbooks are online. There are many pictures to be added to the collection as soon as the dust from the current renovation settles.

A bequest from the estate of Virginia Palmer designated specifically for renovating the archive has made this renovation possible. Virginia was a life-long Shorewood resident and a charter member of the Society. Her personal knowledge and extensive research added significantly to the Society's chronicling of Shorewood history.



"The Leaning Tower of Pisa" that was instrumental in leading to the Society's renovation of the Archive area in the Village Hall basement.

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PRESIDENT'S COLUMN

As we enter February, those who enjoy winter weather are still hoping for more snow while others can start thinking of spring!* In the meantime, members of the Historical Society have been making good progress on the archive reorganization and on planning for 2023 programs.

For the first time since 2020, we are looking forward to the return of our in-person **Annual Dinner and Meeting. Mark your calendars now for Tuesday, May 9, 2023, at the historic Hubbard Lodge.** Members will receive an invitation and registration information in April.

It also is a good time to be sure that your membership is up to date. If you have a reminder sticker on this newsletter, renew now. If you have already renewed, thanks!

In the last two months, I have been reminded again about how fortunate it is that Shorewood has such a great resource in the collected information that the Society has readily available. Two neighboring communities have contacted us to inquire about how the organization was started and what strategies have been employed to sustain and keep it so active. We owe a great deal to the residents who had the vision to found the organization in 1984. In the decades since, the Society has expanded its offerings to the community. Please encourage new residents to check out our website, In-House Research Room, and other resources to see how easy it is to learn how life has evolved in our Village over the years.

We also can help shape our future. The Village Design Review Board has been working on updating a twenty-year master plan for the Oakland Ave./Capitol Dr. business corridor. Village officials are also currently conducting a needs assessment of the WPA era Department of Public Works facilities. Public comment on both projects is encouraged and welcomed. Check www.villageofshorewood.org for more information.

The Shorewood Historical Society continues to serve the community by assisting people in making connections between the past and the present. Thanks for your ongoing support.

Kathy Kean
keank@aol.com, 414-962-2450

* As this issue is being readied to go to press, it **IS** February and there **HAS BEEN** more snow!

WELCOME NEW MEMBERS

Julia Beilke

Jeffrey Frank

Angela Funk

Jed & Kathy Groser

Patrick & Christine Hamiels

Dr. William (Liam) Kean Family

Bob Knetzger

John Knetzger

Elaina Qureshi & Ken Pagenkopf

Margaret & Nick Petrie

Ryann Beck & Josh Polleck

Jeff & Adrienne Widell



The new and old copper crosses from the steeple of Luther Memorial Chapel on 3833 N. Maryland Ave.



Rev. Michael Larson blesses the new copper cross before its installation on the steeple of Luther Memorial Chapel.



The Copperdome atop the Administration Building at Shorewood High School. The copper was refurbished in 2021.

NEW CROSS TOPS LUTHER MEMORIAL CHAPEL AND UNIVERSITY STUDENT CENTER AFTER ALMOST 100 YEARS

A shiny copper cross, to replace the original, almost 100 year old cross that was in deteriorating condition, was blessed and installed on the top of the steeple at Luther Memorial Chapel Jan. 5, 2023. The original cross will be displayed somewhere in the Church in the future. The Chapel will also have a new black slate roof.

All About Copper

Copper can be found on a number of Shorewood buildings constructed in the early 20th century. It was used as decoration, sheathing, flashing and down spouts. Copper was used because it was strong and malleable. It was much lighter than slate or tile, and aluminum was not readily available at that time. New copper sparkles in sunlight but quickly develops a green patina, or verdigris, that protects the surface and adds to its durability.

Two Shorewood landmarks, both built in 1924, recently had original copper replaced. Longer Roofing and Sheet Metal, Inc. replaced the copper sheathing on the Shorewood High School dome and fabricated and placed the copper cross on the steeple of Luther Memorial Chapel.

Owners of Shorewood homes with original copper gutters occasionally ask if they have to replace the original copper with new copper in order to maintain the historic character of the house. Although copper is preferable because of its durability and color, suitable replacements are available that will still maintain the integrity of the home.



The Society Archive sign prior to being blown down in a strong wind.

ARCHIVE HELP!

Archive sign

Our sign fell down! The wooden sign above the entrance to the Historical Society archive landed in a heap after a strong wind. It was past due for replacement. We are looking for a crafty woodworker who will help us replace the sign with something similar (wood, style and decoration appropriate for our historic Village Hall).

Physical Support

Of necessity, boxes and shelving will have to be moved around as floor, wall and electrical projects are completed. Join our "call as needed" list to help us keep things moving. Reward: you can peak in some of our boxes and discover new treasures!

Details and More

Eventually, we are going to need detail oriented people to help us comb through collections and make sure our records accurately document our archive.

If you can help us with any of the above, please call

Karen de Hartog,
414-964-5258, or email

shorewoodhistory@yahoo.com

SHOREWOOD SHOW HOUSE — 4146 N. Murray Ave.

By Jennifer Anderson

In 1960, the hot topic at Shorewood's Board of Trustees meetings was a growing concern that blight was creeping its way into the Village from the south, most noticeably through an increase in rundown homes. Trustees knew that even a single dilapidated home on a block could depress property values for the entire neighborhood, so they landed on a novel idea: they decided to buy an old home and remodel it as the "Shorewood Show House." The show house would illustrate how modern design and renovations could breathe new life into a home, even for homeowners on a tight budget.

"A new age is sweeping in and there is a cry for more modern and comfortable living," noted the Shorewood Herald newspaper. "The idea about the 'Re-model Home' is to set a pattern that other homeowners can follow in part or wholly."

After a search for just the right house to remodel, trustees secured a loan from the North Shore Bank and bought the 50-year-old home** at 4146 N. Murray Ave for \$16,000. They also set a budget of \$9,000 for renovations. The Murray residence was chosen because of its location in a "good" neighborhood and because its frame construction and large lot lent itself well to a major makeover.

The board held a contest to select an architect and chose the local team of Donald Drake and Charles Harper to create the new design. They also held a competition for area high school students to design the teen bedroom in the home; the winning design would be used in the home and the student awarded a portable record player.

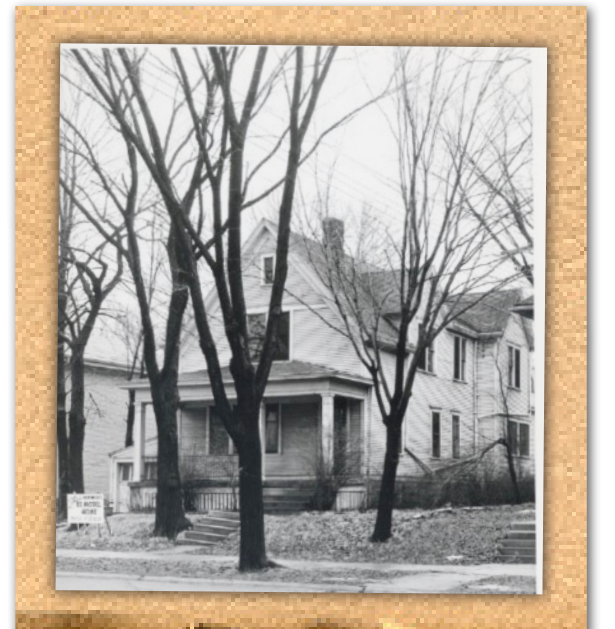
The trustees enlisted local tradespeople to do the work and businesses like Magaw Electric Company and Wisconsin Floor Covering jumped on board to provide their services. Life Magazine helped to sponsor the undertaking and supplied products that were advertised on its pages.

Many of the remodeling plans were quite ambitious. The one-car garage was demolished and architects designed a partially subterranean two-car garage that extended into the basement. Two separate rooms on the second floor were combined to create the primary bedroom with an ensuite bathroom and dressing room.

Paramount in the plans was the kitchen redesign. "Upgrading the kitchen with modern conveniences can add cheer to the



Present day picture of the renovated home at 4146 N. Murray Ave.



The house at 4146 N. Murray Ave. prior to the renovation in 1960. (William J. Hayes, Photographer)

housewife's day," noted the Herald. "It takes the drudgery out of housework, and leaves mom time enough to pay more heed to the growing problems of her children." The kitchen was painted a "dull yellow" according to the Herald and had yellow appliances to match.

Interest in the home grew and after several months of furious work, the Re-Model Home was officially opened to the public in a ceremony that featured that year's Mrs. Wisconsin. Touring the home became the hot ticket in the Milwaukee area with over 4,000 people going through it in the first three days alone. In the end, over 24,000 people would tour the home during the three months it was open to the public, much more than the entire population of the Village at that time.

The home went on the market and was quickly purchased by a family of six *** for just under \$35,000. Today, the home is owned by Joel Rosenthal and his wife Liliana Hermosilla Rosenthal, who bought the home in 1974 and raised their three children there. They were drawn to the open layout and big backyard, and over the years they have updated the kitchen and expanded the back side of the home.

"It's really a one-of-a-kind home," says Rosenthal. "People often stop by to tell us that they went through the open house back in the early 1960s. We love that it has this unique history in the Village."

***Perry Stearns was the owner of the home that was sold to the Village*

****Robert and Betty Ryan and their children were the first owner-occupants of the newly remodeled home*

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the early 1960s. We love that it has this
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”

BE YOUR OWN HOUSE DETECTIVE

When the Rosenthals wanted to know more about their house on Murray Ave., they contacted the In-House Research office in the Sheldon Room in the Village Center last August. The Rosenthals, longtime owners of the house, had some material regarding the history of their home. Mary Jorgenson, point person in the In-House Research office, was able to recommend places and sites where they could discover more about the house and the people who lived in it prior to their ownership.

Mary Jorgenson, a member of the Shorewood Historical Society and volunteer in the Sheldon Room, said that requests for information about houses come in a "slow trickle" but each discovery is very interesting.

Mary is able to help persons be the detectives of their own houses by showing them the Society's digital photo file that has pictures of each house on each street in the Village. She also is able to guide them to the Village phone directories that are now digitalized and direct them to *Ancestry.com* that they may investigate at home or at the Village Library. With information from the directories regarding occupancy, the "detectives" are able to learn about those occupants through *Ancestry.com*. There is also information about each property in the planning office in the Village Hall.

Persons interested in researching their homes may contact Mary Jorgenson at shorewoodhistory@yahoo.com to arrange an appointment.

LUTHER MEMORIAL CHAPEL A SHOREWOOD LANDMARK

The following is several excerpts from a Shorewood Historical Society newsletter article (2016 Issue 2) regarding the history of the congregation.

Recently, a new copper cross was erected on the steeple of the Chapel on Maryland Ave. The old copper cross was placed there in 1925 when the construction of the church building was completed.

- April 12, 1916, a group of people gathered to formally organize a Lutheran congregation known as Evangelical Lutheran Congregation of East Milwaukee with 16 charter members.
- In 1914, Pastor Theodore Kissling of Merrill, Wisconsin, was called to serve as missionary-at-large in the Milwaukee area. He chose the little community adjoining Milwaukee known, at that time, as East Milwaukee (now Shorewood). Rev. Kissling began a small Sunday School that met at his flat on Newton Ave. until his landlord objected. The school relocated in a store building on Oakland Ave. near Providence Ave. in Milwaukee until the building was sold. Then it moved to a restaurant building in the abandoned Ravenna Amusement Park on Oakland Ave.

- For a year, Rev. Kissling held worship services in the East Milwaukee Village Hall located at Mineral Spring Rd. and Oakland Ave. on the Armory grounds. His congregation was small — for a while, just one woman from Whitefish Bay and her husband.

- Rev. Kissling's congregation was housed in a prefabricated portable chapel from the Missouri Synod Mission Board, constructed on the north side of Mineral Spring Rd. (now Capitol Dr.) near Cramer St. The little white chapel was dedicated April 18, 1925.

- In 1920, the church's name was changed to Luther Memorial Chapel of Shorewood.

- In 1924, ground was broken for what would become the present church building. The finished church was dedicated in May, 1925.

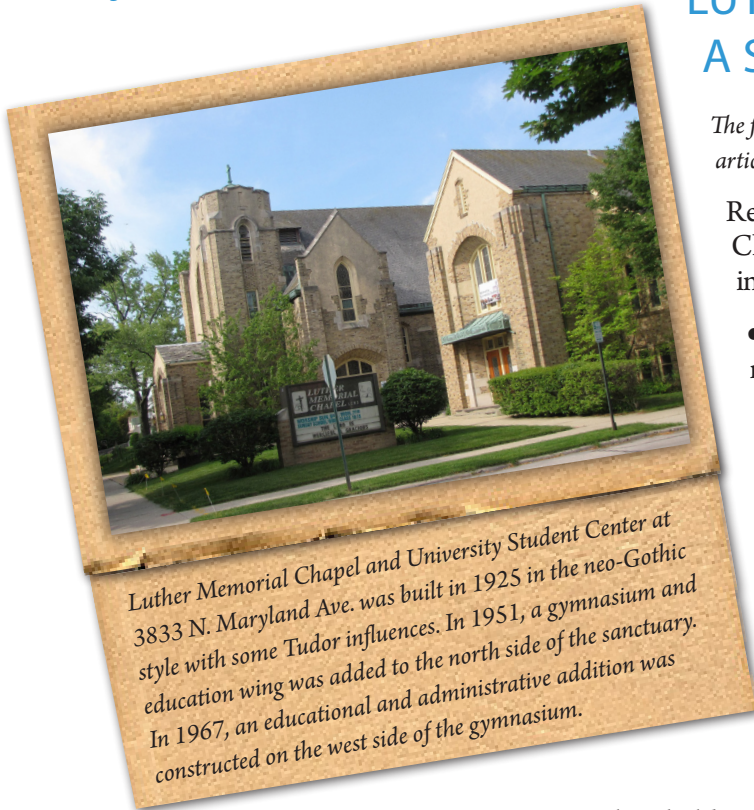
- Until 1936, services were held in English and German every Sunday.

- In the early years, the Sunday School picnic was held at Stabelfeldt's Grove (east end of Green Tree Rd.), Lindwurm Farm (Estabrook Park) and Lake Park. In later years the congregation would pack into double-decker streetcars and ride out to Washington Park and the Zoo for the picnics.

- Stained glass windows were installed in 1951.

- In 2002, the campus ministry at the University of Wisconsin-Milwaukee was transferred to Luther Memorial changing its name to Luther Memorial Chapel and University Student Center.

- Five pastors have served the congregation since its inception: Rev. Theodore Kissling, Rev. O.F. Engelbrecht, Rev. Richard Jesse, Rev. Theodore Hessel, and Rev. Kenneth Wieting.



Luther Memorial Chapel and University Student Center at 3833 N. Maryland Ave. was built in 1925 in the neo-Gothic style with some Tudor influences. In 1951, a gymnasium and education wing was added to the north side of the sanctuary. In 1967, an educational and administrative addition was constructed on the west side of the gymnasium.



First site of the Lutheran congregation's services — a prefabricated building on Mineral Spring Rd. (now Capitol Dr.) near Cramer St., where the Shorewood telephone company building now stands.

We depend upon the commitment and support of people like you
to preserve and promote Shorewood's rich history.

Send your application to: Shorewood Historical Society • 3930 N. Murray Avenue • Shorewood, WI 53211

Name(s) _____

Address _____

Phone _____

E-mail _____

(Your e-mail address will be used only to alert you to upcoming programs and events. It will not be shared with any other individual or organization.)

- Individual \$15
 Family \$20
 Contributing \$35
 Sustaining \$100
 Associate \$250
 Life \$500
 Additional Donation \$ _____ Please make check payable to the Shorewood Historical Society.

All memberships are per calendar year except the one-time payment Life membership.

- I am interested in becoming more involved in Shorewood Historical Society activities. Please contact me with further information.

Support the Shorewood Historical Society by becoming a member. Join online at shorewoodhistory.org or contact us at shorewoodhistory@yahoo.com for more information.

SHOREWOOD HISTORICAL SOCIETY BOARD OF DIRECTORS, 2022-2023

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Email: shorewoodhistory@yahoo.com
 The Sheldon Room/In-House Research is located in the Shorewood Village Center (lower level of library) at 3920 N. Murray Ave. and is open by appointment via contact by phone: 414-847-2726 or email: shorewoodhistory@yahoo.com
 The Shorewood Historical Society is a nonprofit 501 (c)(3) organization. Your donations and in-kind gifts are tax-deductible as allowed by law.



3930 North Murray Avenue
Shorewood, WI 53211

Please keep the Shorewood Historical Society in mind when cleaning out your attic or basement.

We are in particular need of pictures, abstracts and other information about Shorewood homes and neighborhoods.

CONTACT US AT:
SHOREWOODHISTORY@YAHOO.COM
OR 414-847-2726 WITH QUESTIONS
OR TO MAKE A DONATION.



SHOREWOOD HIGH SCHOOL'S COPPER DOME INSPIRES YEARBOOK COVERS

The copper dome of Shorewood High School's Administration Building has loaned its name to the high school yearbook staff since 1925 and has stood the test of time to this day. Shown are a few examples of the digitized yearbooks featuring an image of the copper dome on the cover.

Read more about two Shorewood landmarks that have a copper feature in this issue on Pages 3 and 6.

