


# SHOREWOOD

*from the river to the lake*

News from the Shorewood Historical Society

Issue 3, August 2023



Doorhangers are popping up throughout the neighborhood as volunteers get the word out to promote the return of the popular granite sidewalk marker project that displays the year a house was built. See more info on page 5.

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**Shorewood**  
HISTORICAL SOCIETY  
*Preserving Our Past For Our Future*

## HOUSE VISIT A REAL TREAT! – 4308 N. Lake Drive

by Karen de Hartog

On a warm June evening, Marilyn White welcomed the Historical Society Board to her lovely home at 4308 N. Lake Dr. Following a house tour, the June meeting of the Board was called to order with members seated around the expansive dining room table.

The invitation from Marilyn to tour the house started with her interest in learning more about the history of her home. Marilyn made an appointment with Mary Jorgensen for assistance through our In-House Research program. Working together, Marilyn and Mary pieced together the history of the house; the tour invitation followed.

Marilyn's home was designed for Dr. Anthony and Della Taugher by Perce Schley, a member of the firm of George Schley and Sons (see article on page 4). The three story Italian Renaissance Revival Style home features large rooms with wide plaster finish and rope molding. The rooms are connected by large arches and leaded glass windows provide a beautiful view of the green bluff and Lake Michigan.

Old phone books and newspaper articles helped identify several previous owners before Marilyn and her husband Randy purchased the house in 1986. Their restoration

projects included removing lots of shag carpeting to expose the hardwood floors. Mary Jorgensen admired the gorgeous dining room chandelier and was intrigued by the winding narrow stairway off the kitchen that went up to the third floor servant's quarters.

Decorative tile is found throughout the house in flooring, bathroom walls and whimsical fountains. Milwaukee tile expert and historian Ben Tyjeski



*Marilyn White shared her beautiful Italian Renaissance Revival Style home at 4308 N. Lake Dr. for a Shorewood Historical Society board meeting and tour. The house was built in the 1920s and designed by architect Perce Schley.*

(Cont. on Page 4)

WELCOME NEW MEMBERS

Ann Maki Abel	Dan O’Keefe
Franco Cardinale	Laurel Lemke
Susan Drone	Heidi Papenfus
John Kraus	

PRESIDENT’S COLUMN

During this summer, we initiated projects to encourage appreciation for, and preservation of, our built environment:

- “Snap !!” – a photography contest encourages residents to take pictures of our unique Shorewood architecture. The contest ends September 1, 2023.
- Our Birthday Marker program is back by popular demand. Orders will be accepted until September 30.
- We participated in the 4<sup>th</sup> of July parade and took advantage of the “teachable moment” to focus on architecture.

Learn more about the programs above elsewhere in this newsletter.

Our Annual Dinner meeting was held at Hubbard Lodge on May 10. Two new people with specialized background and skills that will be helpful to us were elected to the Board:

- Licensed architect **Andrew Lasca** is Principal and Project Manager at HGA Architects in Milwaukee. He attended Shorewood schools and graduated from SHS in 1995. He and his wife Maria have two young sons who attend Lake Bluff.
- **Christine Mueller**, a UWM graduate in business and architecture, lived for most of the last two decades in California where she worked with several start up initiatives advising marketing and business development. She has advertising and media experience and has held leadership posts with several non-profits. Chris recently moved back to the area and bought a home in Shorewood. Lucky for us, we met her when she visited our In-House History Room.

Andrew and Christine were elected to three-year terms along with incumbents Natalie Carroll, Kathy Kean, and Alex Vagelatos.



*Marilyn John was honored by President Kathy Kean at the Annual Meeting in recognition of her many years of service on the Historical Society Board.*



*Annual Meeting dessert was a special cake that was decorated to call attention to the unique façade of the DPW buildings. Besides its visual interest, it was delicious!*

The Annual Meeting concluded with a program on the history of the Department of Public Works and the historic character and evolution of its buildings. The role of architect and Shorewood resident Henry Hengles, the construction involvement of the WPA, and current needs and possible options for future relocation of DPW functions were also explored.

As we look to the future, a committee has been formed to update our website and the remodeling of the Historical Society archives is nearing completion. Stay tuned for news about a future open house when a tour of the Village Hall office renovations and the archives will be jointly held.

In the meantime, get out and snap some photos and look for the granite Birthday Markers while the weather is still warm!

Kathy Kean  
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## WRIGHT AND LIKE™ 2023 HOME TOUR FEATURED TWO SHOREWOOD HOMES



*The Elizabeth Murphy House, 2106 E. Newton Ave., was featured on this year's Wright and Like™ tour.*



*The Stegemann House, 1819 E. Beverly Rd., was included on this year's Wright and Like™ tour.*

The 24th year of the Wright and Like™ annual architecture tour presented by Wright in Wisconsin, focusing on homes designed by Frank Lloyd Wright and his contemporaries, was held in the Milwaukee area on July 29, 2023. Among the homes featured, two are located in Shorewood — the Elizabeth Murphy House, 2106 E. Newton Ave., and the Harry and Laura Stegemann House, 1819 E. Beverly Rd.

Both homes are distinguished by their affiliation with Frank Lloyd Wright's designs for the American System-Built Home (ASBH) Model Series, and their connection with local architect Russell Barr Williamson. Frank Lloyd Wright intended his plans for the ASBH series as a solution for affordable housing. His idea envisioned everyone being able to live in an affordable, modest, yet beautifully designed home.

The Elizabeth Murphy House (1917-1918) was the last ASBH to be completed. Four months into construction, Frank Lloyd Wright would

cancel the ASBH program and sever all ties with his partner, Arthur Richards, and his assistant, Russell Barr Williamson, leaving the project to be finished independently without support and supplies. Over time and after several owners, the home's significance was forgotten. In 2015, it was re-discovered as a Wright-designed dwelling. In 2016, the home was purchased by the current stewards, Nick and Angela Hayes, who have restored and preserved key ASBH features and elements while documenting their preservation work.

The Stegemann House (1922-1923) utilizes a floor plan attributed to architect Russell Barr Williamson, who had been a close associate of Frank Lloyd Wright. Although the exterior appearance of the bungalow was executed by a local contractor, omitting some of its Prairie style influence, the home's interior is almost identical to the published plan and reflects the American System-Built Home model of the Elizabeth Murphy House.

– Natalie Carroll

**Editor's Note:** See Shorewood Historical Society Newsletter 2017, Issue 3, "Our Century Homes" for more information about the Newton Ave. Wright designed home.

### Archives Progress

Renovation of the Historical Society archives continues. New vinyl flooring has been installed and walls painted bright white. DPW staff have updated all electrical connections and installed new ceiling lights.

Next up: purchase additional shelving, computer desk and chair and return all items currently stored in corners of the Village Hall basement to their proper location. Our goal is to have the whole area in working research order by September.



*The refreshed Archives space is progressing!*

### Shorewood – Unburb!

The April edition of Milwaukee Magazine featured Milwaukee suburbs (The Heart of the Suburbs). Our beloved Village was described under the title "A Nod to Shorewood The UnBurb"! The author is Dan Simmons who declared in the first sentence: I hate the suburbs. Always have, always will. Yet my life and my wife landed me in Shorewood, and I've come to love this place.

He writes on to describe Shorewood with words like arboreal and vintage and old-growth: yards are tiny and neighbors are close; built for walking. He concludes by stating "I'm happy to live in this bubble, the village that, for me, puts the urban in suburban.

*We are, too, Dan!*

– Margaret Mathews Sankovitz

*("House Visit A Real Treat – 4308 N. Lake Drive," cont. from Page 1)*

was invited to tour the house and was delighted with what he found.

"The home has a wonderful collection of faience art tile, including a colorful indoor Batchelder\* tile fountain and unglazed pavers, typical of 1920's homes, as well as another fountain in the sunroom with a dolphin spout and bowl attributed to the Flint Faience Tile Co. of Flint, Michigan. There are also unique tiled covers above the radiator grilles that were manufactured by our local Continental Faience and Tile Co. of South Milwaukee."



*Marilyn White poses with one of two original fountains in her home. This fountain is located in the tiled sunroom.*

Marilyn shared many stories about her "treasures", one of which was a large rock she found on the bluff behind the house. Carved into the rock is the original house number: 1528 Lake Dr. Current house numbers were assigned in 1930.

\*Batchelder, a California native, was in the business of creating hand-crafted art tiles. Inspired by the Arts and Crafts movement, the tiles were hugely popular, and by the 1920s, Batchelder's tiles could be found in homes and buildings across the United States.

Interested in learning more about your Shorewood home? Contact us at [shorewoodhistory@yahoo.com](mailto:shorewoodhistory@yahoo.com) to set up an appointment.



*The fountain in the sunroom features a dolphin spout and bowl attributed to the Flint Faience Tile Co. of Flint, Michigan.*

### **Historic Decorative Art Tile in Shorewood Homes**

Many Shorewood homes were built in the 1920-30s and retain their original hand-crafted tile ornamentation that was hugely popular and widely installed during this period. Homeowners today value these unique works of decorative art and strive to preserve these historic pieces in their homes.



*The distinctive indoor fountain includes Batchelder tile and unglazed pavers.*

## **WHO WAS PERCE SCHLEY?**

Perce Schley may not be the first name you think of when asked to list well-known historic Milwaukee architects, but he deserves more recognition.

Schley worked in a successful design/build firm, George Schley & Sons, with his father and brother. By his own estimate, Perce Schley designed more than 1,600 homes and commercial buildings in the Milwaukee area from the 1910s to the 1970s.

George Schley started his business building spec homes from stock plans, primarily on Milwaukee's west side. When Perce, who had a degree in civil engineering, joined the firm in 1914, he became the designer of most Schley projects. He later received American Institute of Architects credentials.

Perce first put his skills to work designing homes in a variety of styles for the

*(Cont. on Page 5)*

*("Who was Perce Schley?" cont. from Page 4)*

Story Hill and east side neighborhoods. Later he continued north along Lake Dr. You can see many of the homes built by the firm and largely designed by Schley on and near Lake Dr. from Shorewood to Mequon. Bigger, more expensive homes were constructed in Tudor, Mediterranean, Craftsman and Classical Revival styles. Many of those attractive homes have endured because of solid craftsmanship. The firm designed and built more than 100 homes along Lake Dr. north of Lake Park.

Shorewood still has a number of homes attributed to Perce Schley. He made a sizeable contribution to the way Shorewood looks today. The Shorewood Historical Society's In-House research collection has a number of resources that will help residents determine if their home was designed by Perce Schley. We also have an advertising book from 1935 that includes interior pictures. Contact us at [shorewoodhistory@yahoo.com](mailto:shorewoodhistory@yahoo.com) to set up an appointment.



*George and Natalie Schley residence at 4051 N. Richland Ct.*



*Perce Schley residence at 2729 E. Capitol Dr.*

**Editor's Note:** The Schleys not only designed homes for the Shorewood area but also had homes and offices in the Village. George Schley & Sons Architects maintained an office at 1922 E. Capitol Dr., appearing at that address in the 1962 Shorewood Directory and as late as the 1983 directory. George and Natalie Schley and Perce Schley were listed at the residence at 4051 N. Richland Ct. in the 1932 directory and Perce Schley was listed at the residence at 2729 E. Capitol Dr. in the 1941 directory.



*Posters identifying the many housing styles found in the Village were displayed by Historical Society members in Shorewood's 4th of July Parade.*

## *Houses on Display in 4th of July Parade*

Even a parade is a good place to promote preservation of our historic homes!

Shorewood's 4th of July parade watchers received a brief but colorful architectural history lesson as members of our board and their families marched by carrying posters that identified the many housing styles found in Shorewood. Shouts of "We live in a Tudor!" and "That's my house," came from the appreciative and engaged audience that lined the sides of Oakland Ave.

Our parade unit also included a flashy blue historic Corvette. Thanks to the Deans and Rich Cardo, we added a new level of class to the Historical Society's image!!

*- Karen de Hartog*

## SHOREWOOD HISTORICAL MARKER PROGRAM

Every home in Shorewood has a history. Share yours with a Shorewood Historical Society engraved granite "Birthday Marker" displaying the year that your home was built.

For more information and to purchase your home's birthday present, go to [shorewoodhistory.org](http://shorewoodhistory.org).

Order online from August 1 to September 30, 2023, \$129 per marker. Your purchase includes an engraved granite marker, professional installation next to your sidewalk and a 1 year family membership in the Shorewood Historical Society.



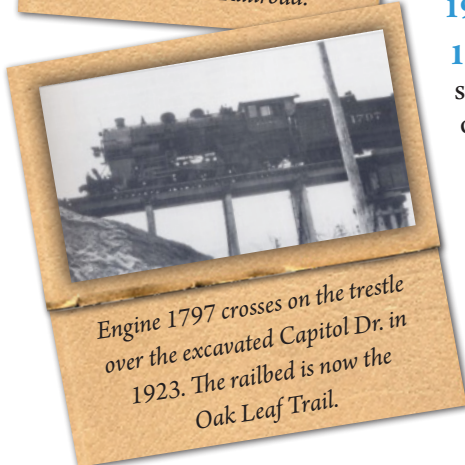
## AUGUST IN SHOREWOOD CIRCA 1925 – 1937



The covered refuse cars that were huge upgrades for garbage and ash collection in the Village.



The Lake Shore Station that was approximately where the Oak Leaf Trail is now located on the former railbed for the Chicago and Northwestern Railroad.



Engine 1797 crosses on the trestle over the excavated Capitol Dr. in 1923. The railbed is now the Oak Leaf Trail.

(Sue Rebholz – “Susie Centennial” – compiled booklets of Village history that was gleaned from *The Shorewood Radio* and *Shorewood Herald* files. What follows are excerpts from Sue’s excerpts.)

**August 21 and 22, 1925** – Shorewood Celebrates its 25<sup>th</sup>! A two day celebration with decorations on store fronts and private homes, a parade with bands and floats, free ice cream, pop and crackerjack, pavement dancing, baseball and fireworks. Old residents honored, speeches, horns, whistles and clowns. A souvenir booklet was distributed.

**1925** – The land one block west of Lake Drive, 55 acres of thick woods, “The Orton Woods”, will be developed. The last remnant of the old “dummy line” curves through it and out across Hampton. Maples, oaks, and wild flowers near Oakland Ave. will be divided into 50’ wide lots with a boulevard (Cumberland) running through it. Now there is no chance of an inland park save for Estabrook!

**Letter to the editor** – We need a route to the lake. Residents now go to the bathing area at Kensington and Lake Drive. Pretty soon they will be going through someone’s back yard!

**1928** – Two new concrete tennis courts are being constructed on the west side of the Atwater school playgrounds.

Capitol Drive has been closed since October while the North Western railroad raises its tracks and builds the subway bridge.

**1929** – 3,554 families in Shorewood, approximately 3,000 autos, four horses

**1932** – “Residents witnessed a total eclipse of the sun... a marvelous fading out of the sun by the usually calm and peaceful moon... viewed through smoked glasses and overexposed films the sun appeared as a golden crescent in the sky... another one, not for 45 years.”

**1933** – Newspaper business not hurt by depression says Shorewood corner newsman. “The more depressed they are, the more they want to read about it.”

**1935** – First annual summer playground festival will be held on Shorewood ballfield... games, tug of war, races, community signing, amateur hour, pie eating contest and more... expect 5,000.

St. Robert school has enrollment of 630. Total number of children attending all schools in Shorewood is 3,328.

The San Francisco Examiner recently carried a news story about Shorewood. “The garbage-hauling business is going streamlined. Out in Shorewood, a suburb, it was announced recently that streamlined, covered trucks done in modernistic aluminum finish, would carry ashes and garbage.

**1936** – The Public Service Commission ended Shorewood’s hopes for a scenic drive along the east bank of the Milwaukee River south of Capitol.

Carl Van Treek’s murals depicting the growth of Shorewood and Milwaukee are now being installed in the high school lobby. Van Treek’s sketches were chosen from a number of entries.

**1937** – The WPA Shorewood History writers need pictures of the gypsy camp set up every year when the Wonderland Dance Hall and Ravenna Park were in operation. They are also looking for information re: Shorewood, Chicago and North Western station when it was Lake Shore Junction and re: the glue factory and distilleries located along the river near preset Lincoln Park.

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.  
 I would prefer to receive the digital version of the Shorewood Historical Society Newsletter sent via email.

Support the Shorewood Historical Society by becoming a member. Join online at [shorewoodhistory.org](http://shorewoodhistory.org) or contact us at [shorewoodhistory@yahoo.com](mailto:shorewoodhistory@yahoo.com) for more information.

## SHOREWOOD HISTORICAL SOCIETY BOARD OF DIRECTORS, 2022-2023

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414-962-2450

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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.



LOOK — DISCOVER — CONNECT:  
EXPERIENCE OUR UNIQUE VILLAGE

There is still time to submit photos of  
your favorite Shorewood buildings,  
decorative details, or interesting street  
scenes in our photo contest. Look up  
and all around you as you walk and  
snap pictures of your favorite views.

Contest ends on September 1st and  
prizes will be awarded for the best  
photos.

See the Historical Society web site for  
details on submitting photos:  
[www.shorewoodhistory.com](http://www.shorewoodhistory.com)



The Shorewood Historical Society  
**PHOTO CONTEST 2023**  
ends **Friday, SEPTEMBER 1st**

Submit your digital photo(s) snapped in  
Shorewood, WI by email to:  
[shorewoodpics@gmail.com](mailto:shorewoodpics@gmail.com).