



SHOREWOOD

from the river to the lake

Shorewood was a booming community one hundred years ago. In the four 2024 issues of this newsletter, our goal is to help our readers visualize and understand what life was like here in the 1920s.

News from the Shorewood Historical Society

Issue 2, April 2024

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SOCIETY TO CELEBRATE 40TH ANNIVERSARY

by Karen de Hartog

On the 20th of December, 1982, the Shorewood Village Board adopted a resolution establishing an ad hoc Steering Committee with the charge of drafting recommendations for the formation of a permanent historical society. Michael Spector, a Village Board member and Chairman Pro Tem of the Steering Committee, filed Articles of incorporation of the Shorewood Historical Society on May 7, 1984. A Board of Directors was established with Connie Horstman serving as the first president. The first meeting of the new organization was held on May 16, 1984. UWM Professor Frederick Olson spoke on local history.



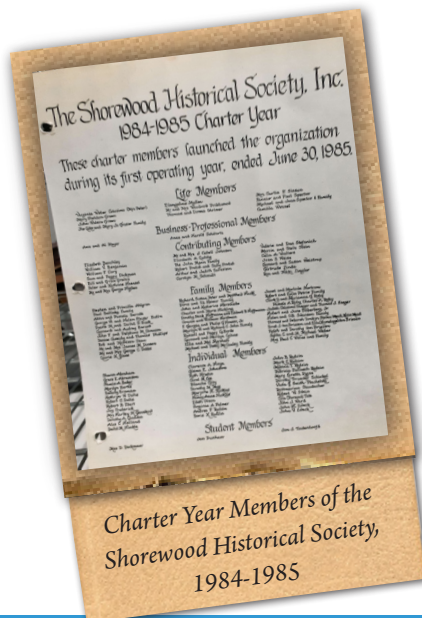
The first officers of Shorewood Historical Society: seated, Connie Horstman, President; Camilla Wessel, Vice President.; standing, John Ward, Membership Secretary; Richard John, Treasurer ; Virginia Palmer, Program Chairman and Recording Secretary.

Early activities of the organization included programs with speakers held in the community room of the Shorewood library, and antique shows in Hubbard Lodge on Family Day (4th of July). Society members also began to collect items for the archive which was located in a very small corner room of the Village Hall basement.

At the Annual Dinner Meeting on May 16, 2024, (exactly 40 years after the first Society program!) the 40th anniversary will be celebrated, charter members will be honored (see p. 2) and changes over the 40 years will be highlighted (e.g. the very first newsletter was prepared for printing on a typewriter!)

Annemarie Sawkins PhD. will be the featured speaker focusing on Shorewood's mid-century architecture.

Invitations to the Annual Dinner have been mailed to all current members. Please contact the Society at shorewoodhistory@yahoo.com if you have questions.



Charter Year Members of the Shorewood Historical Society, 1984-1985

WELCOME NEW MEMBERS

Molly Browne
Kenneth Bucholz
Matthew Robinson
Jane Tomasi

PRESIDENT'S COLUMN

Shorewood Historical Society Updates:

The results of the Historic Preservation Survey were presented at the Village Board Meeting Feb. 19, 2024. (See Village Manager's Memo Feb. 12, 2024, for the Agenda pp 124-166, for a copy of the presentation and written comments.) Village Trustees authorized the Village staff and the Shorewood Historical Society to begin planning a series of programs to respond to survey comments.

In early March, I presented two power-point programs entitled: "A Story of Shorewood as Revealed through Its Architecture" to nearly 100 people. The talks were co-sponsored with the Senior Center and the Library.

Laura Beldavs has been working with our consultant on the final stages of the Historical Society's website. A launch of our "new and improved" design is coming soon.

The Historical Society is assisting both Lake Bluff School and the High School as they prepare for Centennial Celebrations in 2024.



In early March, Kathy Kean gave two power-point programs entitled: "A Story of Shorewood as Revealed through Its Architecture" to nearly 100 people. The talks were co-sponsored with the Senior Center and the Library.

Shorewood Historical Society members and school representatives will attend the Milwaukee County Historical Society (MCHS) Annual Dinner May 9, 2024, where they will join other 100th anniversary honorees.

The Shorewood Historical Society will celebrate its 40th Anniversary at the Annual Dinner meeting on May 16, 2024, at Hubbard Lodge. Hope you will be able to join us!

And as we approach May, once again it is time to celebrate Historic Preservation Month.

Please share the work of the Shorewood Historical Society with your neighbors and family.

Kathy Kean
keank@aol.com, H: 414-962-2450; C: 414-581-3883

**THANK YOU,
CHARTER MEMBERS**

Everyone who joined the Shorewood Historical Society in its first year (June 1984 – May 1985) was considered a Charter Member. Over 100 families and individuals joined to show their support for the new organization.

"Thank You" to Charter Members who have continuously supported the Society goals for the past 40 years:

Nancie Baker, Diane and David Buck, Joy Frederick, Laurie Glass, Luke Groser, Doris and Ed Heiser, Marilyn John, Janet Nortrom, Lucia Petrie, Sally Probst, Thomas and Judith Saeger, Thomas and Donna Shriner, Joan Spector and Susan Weistrop.



In Memorium

Elmer Jacobson, long time Shorewood High School science teacher and counselor, passed away January 1, 2024, at age 96. He was a Tradition of Excellence awardee in 2019. He was a faculty member 1954-1989.

SHOREWOOD'S "GOLD COAST" AN ARCHITECTURAL GEM

(This is the second of four articles that will specifically address 1920's architecture.)

by Kathy Kean

The proximity of Lake Michigan to Lake Drive could easily be missed by visitors if it wasn't for the break at Atwater Park. A recent opportunity to tour three Lake Drive homes piqued my interest in the evolution of this part of the Village. I wanted to follow the development of the area below the bluff and the "Gold Coast" on top.

I started by making a "field trip" to the Shorewood Nature Preserve. Founded in 1982, the eight-acre Preserve is accessed by a path next to 3600 N. Lake Dr. The wood-chipped path to the beach passes through a surprisingly large, flat, wildly untamed area of downed trees and native plants, offering a great contrast to the well-appointed homes above the bluff.

Returning to the top of the bluff, I took a close look at the impressive English revival brick home to the south of the preserve entrance. I later learned that the house was designed in 1915 by architect Alexander C. Eschweiler. Next door, the Tudor Revival home at 3590 N. Lake Dr., built in 1924, was designed by the same firm, but the name had changed to Eschweiler and Eschweiler.

These two homes and many others in the neighborhood are eligible for consideration for National Register designation.

Long before these homes existed, Lake Drive was called the Whitefish Bay Toll Road. Milwaukee residents used the road to reach the Pabst Whitefish Bay Resort (opened



1889). In 1895, the area just north of Edgewood became the Milwaukee Country Club. Guido Pfister donated nine acres of land for the first golf course in Wisconsin. The Country Club moved to River Hills in 1911 which made more of the upper bluff available for home development.

It surprises us today to learn that an afternoon on the lake in those days was considered desirable but living in lake side homes was not popular. Cold winds, damp drafts and other weather uncertainties were negatives to be avoided but by the 1890s, tastes and technologies were changing.

The fashionable East Side and Water Tower neighborhoods had already been largely developed. As the automobile replaced the carriage, north shore properties could be reached more easily. Well to do families continued moving further north into what was then called East Milwaukee. During the next two decades, many famous Milwaukee architects designed homes in what became known as Shorewood's "Gold Coast".

Between 1910 and 1930, a rough count indicates over sixty homes were built on Lake Dr. between Edgewood Ave. and Kensington Blvd. Most of the properties survive today and are an amazing collection of well-designed English, Tudor, Georgian Colonial, Mediterranean, and Italian Revival styles, which contain both exterior and interior details exhibiting master craftsmanship. A few mid-century modern and other homes have augmented the architectural variety over the last century, but the character of Shorewood's "Gold Coast" era remains largely intact from the early 20th century.

Fortunately, Village leaders retained public access to Lake Michigan at Atwater Park as early as 1916 and decades later carved out access to the woods below the bluff at the Nature Preserve. Luckily for us today, Shorewood's architectural "Gold Coast" and its unique position on Lake Michigan remains a Village asset we all can enjoy and appreciate and is worthy of continued pro-active, wise stewardship.

Reference: Wisconsin Historical Society Architecture and History Inventory



100 YEARS AGO, NEW CONSTRUCTION BEGINS!

by Karen de Hartog

The Shorewood School Board received community approval to authorize a bond issue to support the construction of Lake Bluff Grade School and the High School Administration building on March 4, 1924. With land already secured and detailed plans in place for both sites, construction of the new schools began just a month after community approval.

Lake Bluff Elementary School and Shorewood High School will be recognized for celebrating 100 years participating in the education of Village of Shorewood youths at the Milwaukee County Historical Society (MCHS) 71st Annual Awards Dinner on Thursday, May 9, 2024, at the Pfister Hotel.



Lake Bluff

On April 18, 1924, construction began on the southeast wing of Lake Bluff Grade School. The six-classroom building was designed for later expansion. Throughout the summer, construction crews worked feverishly to complete the building in time for a September opening. Neighborhood children mimicked the construction in the mud surrounding the building.

The building, designed by Eschweiler and Eschweiler in “Old English” style, included handsome, durable physical appointments. Large leaded glass windows in each classroom, acoustically treated ceilings, and battleship gray linoleum with red tile borders were installed. Carvings of animals were tucked into arches. Each classroom was dedicated to a famous person and murals were designed to highlight a significant fact about each person.

When completed, the school would house kindergarten – 5th grade students. Older students would remain at Atwater until additions could be added.



SHS Administration Building

On April 10, 1924, a steam shovel began digging the foundation for the high school administration building.

Scaffolding would soon rise up to support the three story building plus the copper dome. The dome was a last minute addition, championed by a board member who thought it would add to the college campus feel of the buildings. William Herbst, one of the architects, liked the idea so well that he drew up the plans personally. The steel and wood structure would be covered with sheets of copper. According to newspaper accounts of the day, a solution of vinegar and water was applied to the copper to hasten the oxidation process that turns copper into copper oxides. The building exterior would be Indiana Buff Bedford limestone.

According to the April 24, 1924, edition of Ripples (the high school newspaper), “The Administration Building will have 27 rooms to be used for the administrative offices of the school and district, for school

(Cont. on Page 5)

("Construction Begins!" cont. from Page 4)

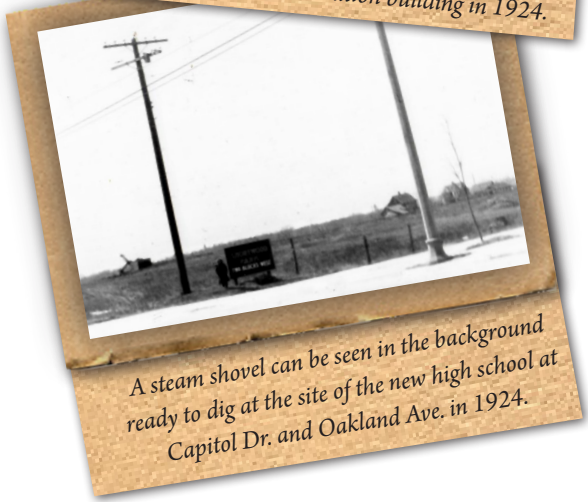
clubs and organizations and for recitation rooms... the hall floors are to be covered with battleship linoleum so as to deaden the noise we make between classes." Students were so pleased with the copper dome that they named their yearbook the Copperdome. The paper also reported that the new athletic field would soon be seeded which would be a great improvement over the hay field next to the Armory that they were currently using for team practice.

The Manuel Arts building (current Fitness Center) was constructed at the same time as the Administration building and was ready for students in shop and art classes to use in the fall of 1924.

It should be noted that even as building commenced, there were still a number of people who were questioning projected enrollment numbers. They wondered who was going to move to Shorewood and whether it was economically prudent to move ahead on plans for additional buildings. Controversy led to the replacement of some school board members and school administration changes, but large increases in enrollment in the following years sustained the building momentum.



Scaffolding would soon rise up to support the three story building plus the copper dome of the Shorewood high school administration building in 1924.



A steam shovel can be seen in the background ready to dig at the site of the new high school at Capitol Dr. and Oakland Ave. in 1924.

SHOREWOOD IN THE ROARING 20s: *New Home Construction Required a Loan*

by Karen de Hartog

In the last issue of the Newsletter, the focus was on the building boom in the 1920s. Home builders required loans. To accommodate that need, these businesses opened offices in Shorewood.

The Bank of Shorewood

Shorewood's first bank, The Bank of Shorewood, opened on January 5, 1924, at 459 Atwater Rd., currently in the 2200 block of E. Capitol Dr. (east end of City Market). Their business grew quickly and in the fall of 1931, the bank moved to 4017 N. Oakland Ave. to occupy part of the new Art Deco building on the corner of Capitol Dr. and Oakland Ave.

One year later, on June 14, 1932, the bank failed and was subsequently liquidated, a victim of the Depression. Other banks have occupied the uniquely designed space at 4017 N. Oakland Ave., but it is currently empty following the move of Wells Fargo Bank to 4108 N. Oakland Ave.

North Shore Building and Loan

Just a year before the founding of The Bank of Shorewood, The North Shore Building and Loan was organized by nine Shorewood residents. The first office was located at 463 Atwater Rd. in the back of Perkins' hardware store, also in the current City Market block. Edgar Perkins was the assistant secretary of the corporation. The office opened in February of 1923 with \$22,000 in assets. 463 Atwater Rd. (now 2213 E. Capitol Dr.) is currently occupied by Pizza 'N Curry, an Indian and Pakistani Cuisine restaurant.

The Building and Loan operated more like a cooperative than a bank. Only members could request a loan. Members had to pay a monthly fee to join, a fee which continued after a

(Cont. on Page 6)



Ad from the Shorewood Radio, March 7, 1924, for the Bank of Shorewood.

SHOREWOOD VILLAGE HALL IN THE 1980s: *Renovate or Build New?*

In 1983, the Village Board began discussing the future of Village Hall. The aging building was in need of some major repairs (roof, plumbing and heating). They had a limited amount of time to make the building handicap accessible to be in compliance with a federal mandate. Discussion went on for months as remodeling costs were weighed against new construction and other possible uses for the building.

In the meantime, a citizen committee – self-named The Shorewood Cultural Heritage Society – had

submitted an application to have the building listed on the National Register of Historic Places. The historic designation was championed by resident Adele Sissoo and Village Board member Paul Bavlnka. The Village Board had not been included in this application submission, and many of them were not pleased.

According to the Shorewood Herald, public sentiment favored renovating the building. Finally on November 19, renovation of the building was unanimously approved by the Village Board. Maintenance

work began in 1985 and the elevator addition to the building was completed in 1986.

When, or if, the Village Board ever formally acknowledged and approved the National Historic designation is not known at this time, but both state and national officials approved the application in 1984, and a sign was eventually affixed to the building. The Historic Register recognition was granted due to the long history of the building as a seat of government, not because of outstanding architecture.



The first major renovation of Village Hall was completed by WPA workers in the late 1930s. Along with an addition to the back of the building, columns and other decorative elements were added to give the building a colonial look which was popular at the time.



North Shore Savings and Loan moved from a small store front at 4418 N. Oakland Ave. to the larger building they constructed at 4414 N. Oakland Ave. That building (below) was recently demolished to make room for the Signature apartment building.



(“New Home Construction Required a Loan” cont. from Page 5)

loan was secured until the amount of the loan was paid off. A simplified explanation appeared in newspaper ads:

WE LOAN YOU MONEY
to buy or build your home.
Pay it back like rent.

Prompt attention to applications.
North Shore Building and Loan
Association,
463 Atwater Rd
Phone Edgewood 1875

*(Want Ad from the Shorewood Radio,
September 26, 1924)*

In 1924, the Building and Loan moved to the back of the Bank of Shorewood at 459 Atwater Rd. After several more moves around Shorewood*, they found a home on the northeast corner of Oakland Ave. and Lake Bluff Blvd. The name had changed from Building and Loan, to North Shore Savings and Loan, and today it is North Shore Bank (4060 N. Oakland Ave.) The bank is celebrating 100 years this year.

* May 1923 – Association organized at Hayek’s Drug Store, Atwater Rd. (now Capitol Dr.) and Downer Ave.

1923 – Open for business at Perkin’s Hardware, 463 Atwater Rd. (now 2213 E. Capitol Dr.)

February 1925 – Offices moved to Bank of Shorewood, 459 Atwater Rd. (currently in the 2200 block of E. Capitol Dr., east end of City Market)

July 1926 – Offices moved to Ocepak Building, 532 Atwater Rd. – 2nd floor (now 2520 E. Capitol Dr.)

Summer 1927 – Offices relocated to new Shorewood Theater Building – lobby – formerly located on Oakland Ave. and Lake Bluff Blvd.

January 1941 – New building, 4418 N. Oakland Ave.

April 1970 – New building, 4414 N. Oakland Ave. (second location in Shorewood after purchasing Badger Bank, 3970 N. Oakland Ave.)

July 2018 – Newest Location – 4060 N. Oakland Ave.

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 _____

MEMBERSHIP RENEWAL
 2024 Membership Renewal letters were recently mailed to all current members. If you have not yet completed your renewal, clip form here and mail today!

(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 or contact us at 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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Shorewood Historical Society
3930 N. Murray Ave.
Shorewood WI 53211
www.shorewoodhistory.org
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.



SAVE THE DATES!

Walking Shorewood History

Wednesday, June 5, 2024
10:00-11:30 a.m.

Guided walk of the Kensington Blvd. and Maryland Ave. neighborhoods.

Free. Preregistration required through the Senior Resource Center:
Shorewood SRC <src@shorewoodwi.gov>

What Else was Happening in 1984?

1984 - 2024 CELEBRATING 40 YEARS!

This May, the Shorewood Historical Society will celebrate its 40th Anniversary.

See Pages 1 and 6 to find out more from 1984.

- The Capitol Drive bridge was expanded from two lanes to four.
- Shorewood still had a hardware store, Koebels at 4093 N. Oakland Ave., and a George Webb restaurant.
- Falling enrollment in schools caused the School Board to consider closing or leasing the kindergarten buildings at both Atwater and Lake Bluff. Parents disagreed. The buildings continued to house kindergarten students and enrollment rose in following years.
- The Atwater beach house was demolished. Despite the urging of many residents to save and renovate the building, it was deemed too costly to repair.
- The Shorewood Woman's Club maintained a thrift shop in the basement of Village Hall in the area that is now the Historical Society archive.
- Walter Mondale and his running mate Geraldine Ferraro received the majority of votes in Shorewood's presidential election. Other than supporting Franklin D. Roosevelt in one of his re-election bids, it was the first time that Shorewood voters favored a Democrat for president. Presidential candidates affiliated with the Democrats have won every Shorewood election since then.