



SHOREWOOD

IN 1917

A Village with a Vision



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A
WALKING
BIKING
RIDING
TOUR

SHOREWOOD

IN 1917

A Village with a Vision

In 1917, the Village of East Milwaukee was poised for growth. New homes, small businesses, schools and churches were replacing farms, primarily east of Oakland Avenue. Street paving had begun.

Members of the Village Board of East Milwaukee (incorporated in 1900) decided the growing community needed a more significant name. "Shorewood," inspired by the stately trees that overlooked Lake Michigan, became the official name on August 1, 1917.

This tour guide is designed to highlight village history and development leading up to 1917, which provided a foundation for the village we see around us today.

At that time:

- Most of the community's housing was located east of Oakland Avenue.
- The population was about 1600.
- Chickens, cows and horses were allowed west of Oakland.
- There were about 500 homes.
- Most businesses were neighborhood corner stores.
- Electric streetcar routes along Downer and Oakland Avenues provided transportation to and from Milwaukee.

The newly-named Shorewood was poised to take advantage of a Milwaukee housing shortage. Construction of streets, sidewalks, gas, water and sewer pipes had begun in earnest. People were eager to move out of the city to "healthier" areas.

Over the next decade, the land west of Oakland became available for development. Approximately 200 homes were constructed every year, and the first sections of Lake Bluff Elementary and Shorewood High School were completed. By 1930, the population was over 13,000.

1917 HOMES IN SHOREWOOD

4473 N Bartlett Avenue

2208 E Beverly Road

2416 E Beverly Road

2423 E Beverly Road

2630 E Capitol Drive

3512 N Cramer Street

3513 N Cramer Street

3527 N Cramer Street

3533 N Cramer Street

3540 N Cramer Street

3541 N Cramer Street

3547 N Cramer Street

2004 E Edgewood Avenue

1816 E Elmdale Court

3544 N Frederick Avenue

1829 E Jarvis Street

1901 E Jarvis Street

2023 E Jarvis Street

4424 N Lake Drive

4425 N Lake Drive

4442 N Lake Drive

2528 E Marion Street

3916 N Maryland Avenue

3917 N Maryland Avenue

4081 N Maryland Avenue

1909 E Menlo Boulevard

2106 E Menlo Boulevard

3522 N Murray Avenue

3526 N Murray Avenue

3956 N Murray Avenue

2201 E Newton Avenue

3710 N Prospect Avenue

3804 N Prospect Avenue

3812 N Prospect Avenue

3827 N Prospect Avenue

3914 N Prospect Avenue

4028 N Prospect Avenue

4037 N Prospect Avenue

4056 N Prospect Avenue

4057 N Prospect Avenue

4069 N Prospect Avenue

4072 N Prospect Avenue

4461 N Prospect Avenue

4036 N Richland Court

2429 E Shorewood Boulevard

3945 N Stowell Avenue

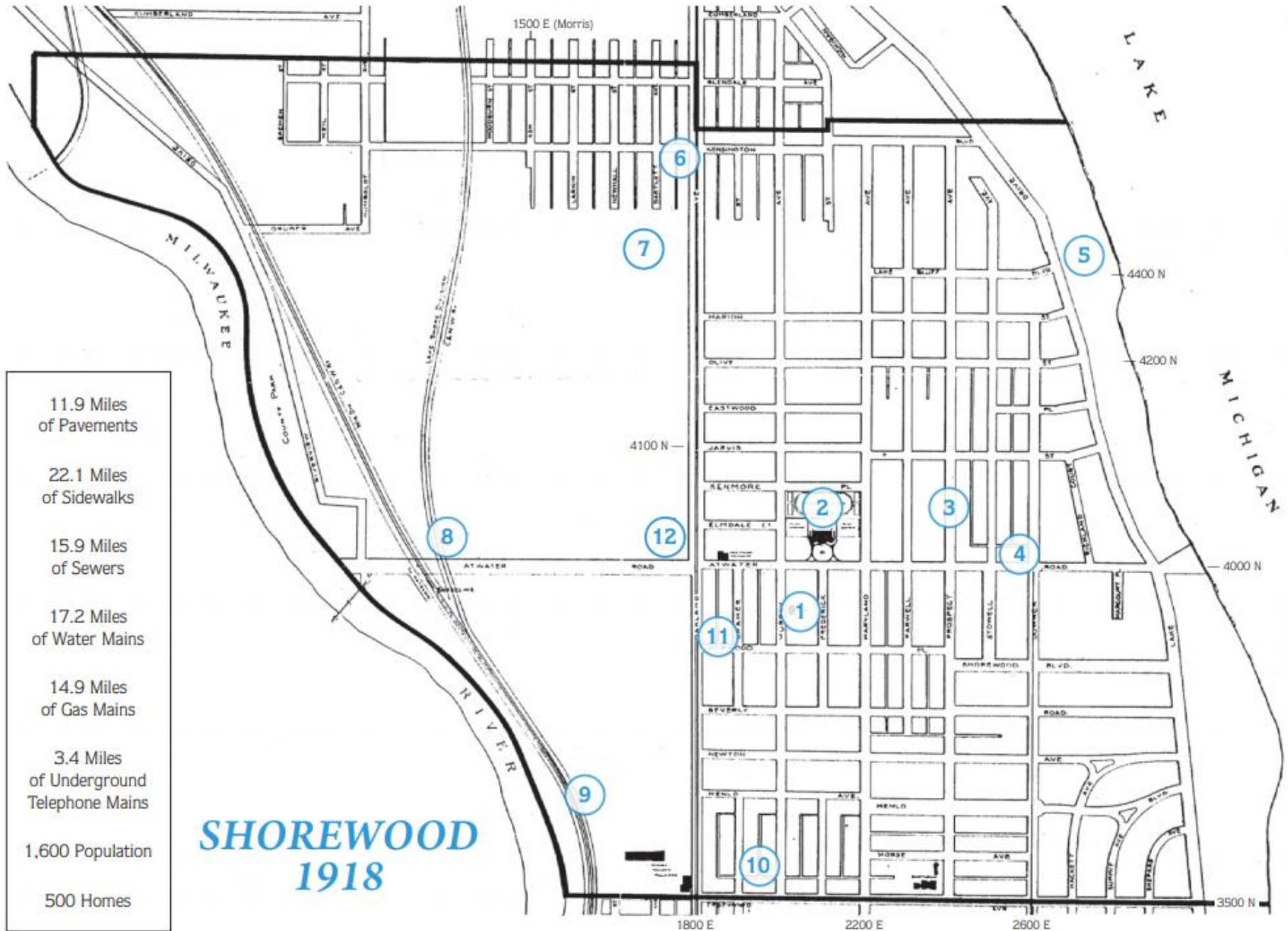
4054 N Stowell Avenue

4447 N Stowell Avenue

List compiled from
Village Assessor records.

MAP OF THE VILLAGE OF SHOREWOOD

Milwaukee County, Wisconsin
 January 1, 1918 • F.W. ULLIUS, JR. Engineer



WALKING TOUR STOPS

1 3930 N. Murray Avenue

The Village Hall, built in 1908, was originally a four-room school, but by 1917, all the students were in Atwater School. Village offices had replaced classrooms, and a jail was installed in the basement. Sunday school classes used the building on weekends.

Early libraries were located in numerous stores and the basement of the Village Hall. The Library moved to its current location in 1964.

2 Capitol Drive at Maryland Avenue

In 1915, Atwater School opened with 11 classrooms (K - 8). Non-resident students could attend as tuition students for \$.50 - \$1.50 per month. An addition was made to Atwater in 1917, and by 1921, grades 9 - 12 were included. St. Robert Parish, founded in 1912, opened a school in 1915. Additions to the school were built as enrollment increased. The current church was completed in 1937.

3. 4000 block of Prospect Avenue

Six homes on this block were built in 1917 (see list). They represent a mix of craftsman bungalows with side end gable roofs and second floor dormers. Some prairie influences are evident in the home at 4069 Prospect.

4. Capitol Drive at Downer Avenue

In 1917, the Wright Drug Co., Gahn Meat Market and Van Alstine's Grocery occupied the building on the northwest corner. Similar neighborhood stores were scattered around the village. In 1918, Wright Drug was replaced by Hayeks Pharmacy. They occupied this space for the next 100 years. The #10 electric trolley line which carried people into Milwaukee to work and shop ended on this corner. A second trolley line ran along Oakland Avenue.

5. 4400 block of Lake Drive

At the beginning of the 20th century, Milwaukee's "Gold Coast" gradually spread north along Lake Drive (formerly Whitefish Bay Toll Road). Architect designed mansions were built in a variety of styles. In 1917, a colonial style home was built at 4442 N. Lake Drive for Samuel Neff

owner of a Great Lakes steamship line. Like many of our older homes, it was remodeled and is now Italian Renaissance style. The Georgian Revival home at 4424 and Stucco Mediterranean Revival home at 4425 were also constructed in 1917.

6. Oakland Avenue at Kensington Boulevard

By 1917, home construction was beginning east of Oakland in an area called Murray Woods, a popular picnic spot. A working farm owned initially by the Fischer family and later by the Gores family was on the northwest corner. The farmhouse and surrounding garden remained in place as small businesses grew up around it. In 2004, the remaining land was purchased and replaced by the current Ravenna apartments.

7. Lake Bluff Elementary School

In 1917, cows, chickens and horses outnumbered people west of Oakland Avenue. By 1924, village population had expanded sufficiently to require a second grade school. The land was acquired by the village and the first section of Lake Bluff (facing Bartlett) was constructed. The main wing along Lake Bluff Boulevard was built in the 1930s.

8. Capitol Drive at Wilson Drive

Train service through Shorewood began in 1873. In 1917, a number of railroad buildings including a small depot occupied land just south of the bridge. The rail line split at the depot with one line going to Fond du Lac (current Oak Leaf Trail) and the other to Sheboygan along current Ardmore Avenue. Land was acquired by the county for Estabrook Park in 1916 and used by residents for picnics and swimming.

9. Hubbard Park

Hubbard Park is named after William Hubbard, a popular village president from 1920 - 1946. It was constructed by WPA workers in the 1930s. Earlier, the area was home to several amusement parks and resorts (Lueddemann's, Mineral Spring, Coney Island, Wonderland and Ravenna which closed in 1916). An oval track for motor bike racing

was at the north end of the park. The twin stone tunnels, built by the railway, provided access to the amusement park for visitors who arrived by boat. Ice was harvested from the river in the winter and moved through the tunnels to the train for transport to local breweries.

10. 3500 block of Cramer Street

Seven houses on this block of narrow lots all date from 1917 (see house list). The houses are common variations of the "bungalow" style. They were popular because they were affordable, expandable and had an efficient floor plan for young families. Public transportation was nearby.

11. Oakland Avenue at Newton Avenue

Until 1916, the entire area from Newton to Edgewood and west from Oakland to the river was occupied by a succession of amusement parks. Taverns owned by Pete Mead and Charlie Adler were located on the east side of Oakland, south of Newton. They were popular meeting places for food and drink (and cock fights in the barn behind Mead's). The first meeting to plan for village incorporation took place in Pete Mead's tavern in 1900. Around the corner at 1814 E. Newton Avenue is one of the oldest homes in Shorewood.

12. Capitol Drive at Oakland Avenue

Capitol Drive had many names (Lake Avenue, Mineral Spring Road and Atwater Road), but the intersection with Oakland Avenue has always been the hub of village activity. An Armory was built on 35 acres on the northwest corner in 1910 to house the 105th Cavalry unit of the Wisconsin National Guard (the Light Horse Squadron). For many years, mounted troops entertained residents with colorful drills and parades on Oakland Avenue. See the panels on Walgreen's parking lot for more Armory information. The lot on the southwest corner of the intersection was farm land until high school construction began in 1924.