

WALKING



WAVWATOSA

A SELF-GUIDED SIDEWALK TOUR OF ARTS & CRAFTS,
BUNGALOW AND MAIL-ORDER HOMES

ACKNOWLEDGEMENTS

CITY OF WAUWATOSA HISTORIC PRESERVATION COMMISSION

7725 W. NORTH AVENUE

WAUWATOSA, WI 53213

414/479.8957

Chair, Sharon Eiff

Art Chadek

Jo Cole

Brian Cumming

Craig Eischen

Gene Guszkowski

John Klett

James Krol

Dr. Frederick Olson

David Pikel

Janel Ruzicka

CITY OF WAUWATOSA DEPARTMENT OF COMMUNITY DEVELOPMENT

Nancy Welch

Tammy Szudy

Authorship and layout by THE KUBALA WASHATKO ARCHITECTS, INC.

W61 N617 Mequon Avenue

Cedarburg, WI 53012-2017

262/377.6039

Edited by Jenann Olsen of The Olsen Company

1029 N. Jackson Street #1410A

Milwaukee, WI 53202

414/271.6908

The City of Wauwatosa Historic Preservation Commission and The Kubala Washatko Architects, Inc. would like to thank the following individuals and organizations who graciously contributed to the content and design of the Arts and Crafts, bungalow and mail-order homes tour booklet and poster.

WAUWATOSA HISTORICAL SOCIETY

Janel Ruzicka

WAUWATOSA PUBLIC LIBRARY

MILWAUKEE COUNTY HISTORICAL SOCIETY

STATE HISTORICAL SOCIETY OF WISCONSIN

HOME OWNERS

Brain Buchberger

Thelma and Pat Godin

Gary Hofmeister

Jeanine Gaymor-Karlsvill

James Mills

Katie Obbink

Hope and Tom Olson

Eva Holfman and Carol Schaeve

Michele and Dean Teofilo

CITY OF WAUWATOSA MAPS

ARTS AND CRAFTS, BUNGALOW AND MAIL-ORDER HOMES WALKING TOUR

1 FULL MAP OF THE CITY OF WAUWATOSA

2 DETAIL MAP

Wauwatosa is easily accessible from major transportation arteries by automobile or public transportation.

Highway 45 passes through Wauwatosa. The eastbound North Avenue exit leads to tour routes B through E.

Interstate 94 runs just south of Wauwatosa. The northbound 68th Street or 76th Street exit leads directly to tour route A.

Public transportation routes pass through or near the tour routes.

Contact the Milwaukee County Transit System (MCTS) at 414/344.6711 or <http://www.ridemcts.com>.

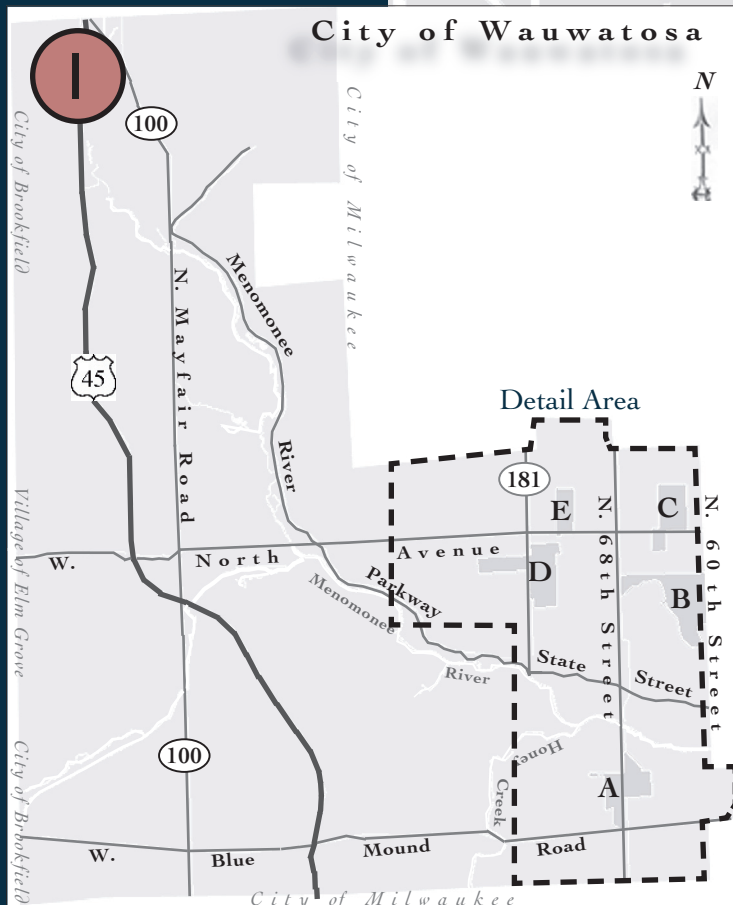


TABLE OF CONTENTS

"Oak Flower"
By Tzadi Turrou
Undated



TOUR BOOKLET GUIDE

2-3

"Windybill"
Charles Rennie Macintosh
Ca. 1915

TIMELINE OF WAUWATOSA'S
RESIDENTIAL DEVELOPMENT

4-6

"BBB"
By William de Morgan,
Ca. 1895

ARTS AND CRAFTS
INTRODUCTION

7-9

"Ginkgo"
By Ephraim Faience
Ca. 1915

BUNGALOW
INTRODUCTION

10-12

"Chelsea"
J. & J.G. Low
Undated

MAIL-ORDER HOMES
INTRODUCTION

13-16

"Longden"
William Morris
Ca. 1870



TOUR A

17-22

"Northwind"
Ephraim Faience
Ca. 1915



TOUR B

23-28

"Arts and Crafts Rose"
Ca. 1910
Dard Hunter



TOUR C

29-36

"Tulip and Lattice"
Charles Rennie Macintosh
Ca. 1910



TOUR D

37-42

"Findon Daisy"
William Morris
Ca. 1880



TOUR E

43-46

"Sunflower"
William Morris
Ca. 1890

APPENDIX
GLOSSARY OF ARCHITECTURAL
FEATURES

47-56

57-60



MAPS

A foldout map located on the inside cover of this booklet shows the tour routes in the context of the City of Wauwatosa and major transportation arteries. Individual route maps are located at the beginning of each tour section in the booklet. Smaller, more detailed maps show the locations and addresses of each property.

TOUR ROUTE SELECTION

Regardless of which tour route you select to start, you are encouraged to see them all and explore the neighborhoods beyond. A walk in the areas surrounding the tour routes will more fully reveal the wealth of Arts and Crafts and bungalow homes in Wauwatosa.

We ask that you remain on the sidewalk while enjoying the tours to protect the privacy of home owners.

A GLOSSARY OF ARCHITECTURAL FORMS AND FEATURES IS LOCATED ON PAGES 57-60 AT THE END OF THIS BOOKLET.

Tour Route A is approximately 1.6 miles with an estimated walking time of 45 minutes.

Arts and Crafts, California, Chicago, Mission, Tudor, and vernacular bungalow homes are the focus of this tour route, presenting a wide perspective on the bungalow form and its styling variations. Arts and Crafts homes, ranging from traditional English styling to uniquely American interpretations, are also included.

START: Northeast corner of Maple Terrace and N. 68th Street
PAGE: 17

Tour Route B is approximately 2.2 miles with an estimated walking time of 95 minutes.

A wide variety of Arts and Crafts and bungalow homes will be seen on this tour in the park-like setting of the Washington Highlands and surrounding area.

START: Southern-most intersection of Washington Circle and Martha Washington Drive (near Milwaukee Avenue)
PAGE: 23



Tour Route C is approximately 2 miles with an estimated walking time of 90 minutes.

This tour route has the highest concentration of historic homes in Wauwatosa. Arts and Crafts, bungalow, and mail-order homes are well represented on this route.

START: Kenwood Avenue, just east of Wauwatosa Avenue

PAGE: 29

Tour Route D is approximately 0.7 miles with an estimated walking time of 35 minutes.

Chicago bungalow style homes line the streets of this tour route. It is as if you have been transported to Chicago's Ravenswood neighborhood.

START: Northeast corner of W. Meinecke Avenue and Lefebvre Avenue

PAGE: 37

Tour Route E is approximately 1.2 miles with an estimated walking time of 40 minutes.

Vernacular to more unusual bungalows are included on this tour. Interesting and unexpected materials and forms stretch the perception of the traditional working class bungalow.

START: Southwest corner of N. 64th Street and W. Meinecke Avenue

PAGE: 43

HOME INFORMATION

Each home that is pictured is listed with its address, style, and/or form, date of construction, and architect, if known. Descriptions of the pictured homes are based on available information about the exterior of the home. Due to the large number of homes in the tour booklet, every one could not be photographed and described. Refer to the tour route maps for more homes as well as the "Additional Properties of Interest" list in the Appendix.

ENJOY

WALKING

WAUWATOSA!

Wauwatosa's name is taken for the Potawatomi Indian tribe term "Wau-wau-tae-sie"¹, meaning "firefly."² The first settlers on the land were a Potawatomi village ruled by Chief Wau-wau-tae-sie.

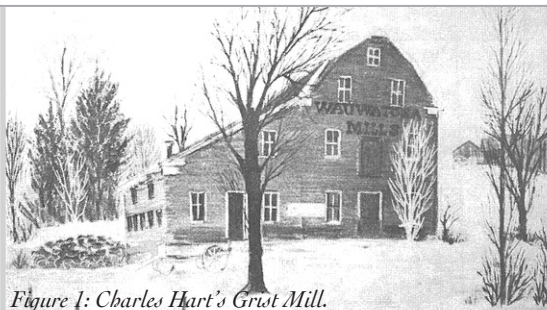


Figure 1: Charles Hart's Grist Mill.

TIMELINE OF WAUWATOSA'S RESIDENTIAL DEVELOPMENT

- 1833** Treaty with the Potawatomi Indians gives the United States title to all land south and west of the Milwaukee River.³
- 1835** Charles and Thomas Benjamin Hart constructed two mills on the west side of the Menomonee River (now Harwood Avenue); the area is called Hart's Mills.
- 1838** The United States Road (now Harwood Avenue) is built from Milwaukee, through Wauwatosa, and on to Madison.⁴ The first public school is established in the Wales family home.⁵
- 1839** 160-acre land patent is awarded to Charles Hart from the Territory of Wisconsin. This land is subdivided into residential lots southwest of Wauwatosa Road and North Avenue. The first land sale results in the purchase of 28 lots.
- 1841** First public school building, a log structure, is built just north of Root Common in the village.⁶
- 1842** The Territorial Legislature creates the Town of Wauwatosa (April 30, 1840). The first town meeting is held; Charles Hart is elected chairman of the board. The Hart's Mills name is no more.
- 1844** Oliver Damon builds a home on Wauwatosa Avenue, (now known as the Lowell Damon House).
- 1848-51** A wooden toll road, the Milwaukee-Watertown Plank Road, is built from downtown Milwaukee, through the Wauwatosa settlement, to Watertown.
- 1850** In November Wisconsin's first railroad reaches Wauwatosa from Milwaukee on its way to Waukesha and Madison.
- 1853** The first church building, First Congregational Church of Wauwatosa, is built at 1511 Church Street.⁷
- 1871** First high school building is constructed at the corner of Wauwatosa and Milwaukee Avenues (current site of Wauwatosa East High School).⁸

1872 Stickney Fields (now east of N. 74th Street and north of Milwaukee Avenue) is subdivided for the J.S. Stickney, Stickney, and Baumbach Subdivision.

1873 Captain Frederick Pabst purchases 178 acres (reaches 217 acres) west of Seventh Avenue (now North 60th Street) for a farm to raise Percheron horses and grow hops for his brewery.

1880 Public improvements include an electric generating station, a road system, and the beginning of the Milwaukee and Wauwatosa Rapid Transit line.⁹

1882 St. John's Evangelical Lutheran Church opens Wauwatosa's first parochial school.¹⁰

1884 The first subdivision of the Warren farm (now the area between Woodland and Milwaukee Avenues) is created by the Warren family.

1891 Pabst permits construction of an east-west street (now Lloyd Street) and a Milwaukee and Wauwatosa Rapid Transit streetcar route through his farm.¹¹ The portion of the land north of the streetcar route is platted into a rectangular grid for use as residential lots.¹²

1892 The Village of Wauwatosa is incorporated out of the Town of Wauwatosa with a population of 1,150 residents.

1893 The portion of the Warren farm east of Church Street is subdivided into residential lots.

1895 Fire destroys a large part of the town center that is comprised of wooden buildings.

1897 Wauwatosa is incorporated as a city.

1899 Modern conveniences become available, including city water, sewer, a public library, and gas, electric, and telephone service.¹³

1902 Population 2,842. Home delivery of mail begins.

1906 A streetcar leaves Wauwatosa for Milwaukee every 15 minutes.



Figure 2: State Street and Harwood Avenue (from the Wauwatosa Historical Society Collections).

- 1910** Population 3,346. The Grand Avenue viaduct (now the Wisconsin Avenue Viaduct) is completed over the Menomonee River.
- 1915** Greystone Park, Government Heights, and the Wellauer Tract are annexed to Wauwatosa.
- 1916** The first planned subdivision in Wauwatosa, the Washington Highlands, is developed on the southern 133 acres of Pabst farm.
- 1918** The final portion (northwest corner) of the Warren farm is subdivided. Warren Avenue is created to access the development.
- 1919** Warren Subdivision and Wellauer Park (now the area around Wellauer Drive) are formally established. Wauwatosa Avenue is paved. St. Bernard's Catholic Church opens the first Catholic parochial school.¹⁴
- 1920** Population 5,818. Glenshire (now 86th to 88th Streets between Center Street and North Avenue) and Brookside (now Brookside Place and Rockway Place) subdivisions are established.
- 1921** Wauwatosa is the second city in the state to adopt a zoning ordinance.¹⁵
- 1923** Blue Mound Golf and Country Club relocates to West North Avenue¹⁶ (originally located between Maple Terrace on the north, 72nd Street on the east, Wisconsin Avenue on the south, and 76th Street on the west). Construction of the Club House is completed in 1926.
- 1926** Population 12,500. Over 600 homes are constructed this year. 62 acres of the Ludington farm are developed into the Ravenswood Subdivision (now the area around Ravenswood Circle). Annexation to the City of Milwaukee is threatened.
- 1930** Population 21,194. The Great Depression slows development.
- 1933** Lloyd Street streetcar line is discontinued.
- 1952** Population 33,324. 8.5 square miles of land west of North Mayfair Road and north of West Center Street is annexed to Wauwatosa adding 13,000 residents and tripling the land area of Wauwatosa. The Milwaukee County Grounds is incorporated into the city of Wauwatosa.¹⁷
- 1958** Population 50,936. The last streetcar line in Wisconsin, the Wells-Farwell route to Wauwatosa and West Allis, is abandoned. Mayfair Shopping Center (now Mayfair Mall) is opened.
- 1985** The Wauwatosa Landmark Commission creates the Wauwatosa Avenue Historic District.
- 1989** Church Street Historic District and the Washington Highlands are listed on the National Register of Historic Places.
- 1992** Population 49,484. The Wauwatosa Landmark Commission creates the Church Street Historic District.

ARTS AND CRAFTS STYLE DEFINED

The Arts and Crafts style can appear in many forms in architecture. It may be in the use of materials, overall styling, simplicity of elements, or decorative details such as art glass windows and wallpaper treatments. Arts and Crafts homes may appear in forms ranging from English styling to a simplified bungalow. There are, however, elements that are typical of Arts and Crafts homes.



Figure 3: Arts and Crafts bungalow home at 8028 Warren Avenue.

Arts and Crafts homes are cottage-like in appearance even though they can be up to two-and-a-half stories tall. This appearance is achieved by breaking up the elements of the home into various forms such as multiple, steep gabled roofs and irregular massing. Often elements of the second story project over the first, such as a window bay supported with simple supporting corbels or brackets.

The exterior wall surfaces are further defined by the use of multiple materials, often combinations of brick, stone, wood shingles, or stucco. Large porches or terraces are common to many Arts and Crafts homes. Regardless of what materials and details are used, these homes appear simple and tranquil. No applied ornamentation is used; even bracket details serve a function.

ROOTS OF THE ARTS AND CRAFTS MOVEMENT

The Arts and Crafts movement focused on honesty of materials and the creativity of individual craftsmen. The style traces its beginnings to a reform movement in 1860s England founded by John Ruskin (1819-1900) and William Morris (1834-1896).

Ruskin, an influential writer in the arts, was the movement's philosophical leader. Morris took Ruskin's ideas about nature, art, morality, and the poor state of the working classes, and created a unified theory of design.¹⁸ He revived craftsmen's guilds where workers who designed an item also built it by hand.



Figure 4: The Woodpecker high warp tapestry designed by William Morris, woven in the 1880s.

One of Morris's goals was to produce beautiful handcrafted items that would be affordable to the working class. Due to production costs, this goal was never achieved and the items were within the means of only the wealthy.

ARTS AND CRAFTS MOVEMENT COMES TO AMERICA

Writings on the decorative arts of Morris and Co. were available at the Boston Athenaeum and other American libraries as soon as they were published in London. Morris and Co. began to sell its wallpaper in Boston in 1873, and by the mid 1870s had representatives for their growing line of wallpaper, fabric, and carpet in many major American cities.

In America two of the earliest and most successful proponents of the Arts and Crafts Movement were Elbert Hubbard (1856-1915) and Gustav Stickley (1858-1942). Hubbard traveled to England in 1894 and toured Morris' Kelmscott Press. When he returned to the United States, Hubbard established the Roycroft Printing Shop in East Aurora, New York. The printing shop was very successful and Hubbard became famous as an author, editor, and publisher. Many visitors arrived to tour the shop, which resulted in Hubbard constructing an inn to house them. Partly as a way to furnish the inn, the shop began producing metalwork, lighting fixtures, furniture, etc.¹⁹ The Roycroft furniture designs are now famous for their solid construction and simplicity. Hubbard remained an important Arts and Crafts leader until his death in 1915.

After traveling to England, Wisconsin-born Stickley also settled in upstate New York. In 1901 he founded a monthly magazine, *The Craftsman* (1901-1916), to promote the Arts and Crafts philosophy.

Stickley organized his furniture workshop along the lines of a medieval craft guild by increasing the workers' artistic input into each piece. Unlike other companies, Stickley used machinery in his manufacturing to control quality and reduce costs. His quarter sawn oak furniture was free of ornamentation and focused on handcrafted joinery rather than applied decoration. He encouraged built-in bookcases, benches, and sideboards to create a practical home as many working class families had little furniture.



Figure 5: Home featured in the May 1907 issue of *The Craftsman* magazine.

MARKETING TO THE MASSES

The Arts and Crafts style was promoted by popular magazines such as *House Beautiful*.²⁰ Its largely female audience wished to copy elements of this style in an affordable manner. Furniture manufacturers quickly acted to meet this demand. Soon Arts and Crafts styled furniture was available from such sources as the Sears, Roebuck and Company catalog.

Builders took inspiration from the home styles in Stickley's *The Craftsman* magazine and began selling them through catalogs. Strictly speaking, the only houses that can truly be designated "Craftsman" are those that were built from designs that appeared in *The Craftsman* magazine.²¹ Stickley designed over 241 homes and published 221 plans, but it is not known how many of these homes were actually built.²² No Stickley Craftsman homes have been documented in Wauwatosa.



Figure 6: Popular Stickley design bookcase.

The Greene brothers'²³ turn-of-the-century homes popularized the Arts and Crafts movement in California. The Greenes drew upon strong oriental influences using low building forms, Japanese tile roofs, and extended rafter tails. In contrast to the straight lines and simple detail of Stickley's designs, theirs incorporated smooth rounded edges, elaborately pegged joints, intricate inlay, and the subtly curving line reflecting an Art Nouveau influence.



Figure 7: Popular Stickley design chair.

Ironically, the Arts and Crafts style achieved success through the tools of mass production. Arts and Crafts became affordable to the working classes only with the use of modern production techniques and machinery.

Many architects and designers drew inspiration from the Arts and Crafts style—including Charles Rennie Macintosh (1868-1928) in Glasgow, Scotland, and Frank Lloyd Wright (1867-1959) in Chicago. The simplicity and serenity of the Arts and Crafts homes add to the richness of the American housing stock. The Arts and Crafts style may have started in England but American designers redefined it and made it accessible to the working class.



THE BUNGALOW DEFINED

Bungalows in the United States were primarily constructed between 1880 and 1930 and are a building form rather than an architectural style. The typical form is characterized by one-and-a-half story home topped with a broad, low gabled or hipped roof with wide, overhanging eaves and a prominent and often large front porch. A bungalow is set low to the ground, nestled on its site. This form has been adapted to many building styles such as California, Craftsman, Colonial Revival, Mission, Moderne, Prairie, Queen Anne, and Tudor. Bungalows are found all over the world, but the largest concentrations in the United States are on the west coast, most notably in southern California. Hundreds of bungalows are located in Wauwatosa in all styles and sizes but the essential form remains the same.

FROM “BANGLA” TO “BUNGALOW”

The word bungalow originated in India, deriving from the Bengali word, *bāṅglā*, meaning a low house with galleries or porches all around.”²⁴

As the native Bengali housing (one-story thatch-roofed huts) was adapted by 18th century British colonists, the term *bāṅglā* came to refer to a one-story building with a porch and overhanging eaves. The English in particular

combined elements of the British army tent and the English cottage to further develop this building form. The bungalow form spread throughout the British colonies, to such far-flung places as Australia, Ceylon, and Kenya. The Dutch, French, Germans, and Russians also picked up on this building form and began to incorporate it into their housing styles.

These early homes placed dining rooms, kitchens, bedrooms, and bathrooms around a central living room rather than the traditional parlor arrangement. This essential bungalow layout has changed little over the years.

Early in the 19th century, “bungalow” formally became the term for a simple, one-and-a-half story home with a wide porch. Most bungalows had compact floor plans to save on space and building costs. Often the half story was no more than an unfinished attic that could be finished into living space in the future.

The first documented example of an American building described as a bungalow, a summerhouse on Cape Cod, Massachusetts, appeared in the *American Architect and Building News* in 1880.²⁵ This two-story home was likely termed a “bungalow” due to its retreat styling.

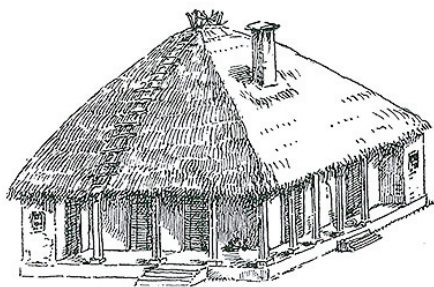


Figure 8: Early form of the English cottage resulting in the bungalow form.

MARKETING THE BUNGALOW

Ladies Home Journal, *The Craftsman*, *The Bungalow Magazine* and many other publications featured bungalow homes. In keeping with the Arts and Crafts philosophy, *The Craftsman* (1901-1916) celebrated the bungalow and its fine, simple wood detailing as a revolt against the Industrial Revolution. Ironically, it was the new techniques



Figure 9: The first documented example of an American home described as a bungalow, a summerhouse on Cape Cod, Mass.

of mass production and milling lumber that made bungalows affordable to many Americans. *The Craftsman* probably did more than any other magazine to further the idea of the bungalow in the United States.²⁶

Between the 1910s and the 1920s, bungalows achieved their height of popularity. Numerous home plan books, such as *Loizeaux's Plan Book No. 7* from 1927, sold bungalow-style home plans and specifications. Mail-order bungalow homes were also available, with kits of plans, specifications and most of the building materials. Mail-order home popularity had a large influence on the bungalow's appearance. Mail-order homes were typically small in scale with simple detailing. Mail-order bungalows were no exception and fit perfectly with this new building approach. Bungalows were proclaimed the home for the workingman and intended for middle class families with steady incomes.

The bungalow's beginnings as a cottage or vacation home made it easy to build on small lots. Major functional rooms of the home, living room, kitchen, and bath, were typically located on the first floor. Front entries opened directly into the living room. This efficient plan configuration and simple detailing kept building costs low.



Figure 10: Loizeaux's bungalow design #12746-B featured 5 rooms and a bath.

THE BUNGALOW ACROSS AMERICA

California, the ultimate resort, is where the bungalow flourished. In the 1920s, southern California experienced a residential building boom. Thousands of families flocked to the temperate climate of the west coast. Land was cheap, and affordable

housing desirable. Bungalow homes offered smaller, more affordable homes that could be situated on small lots. The plans could be kept simple and repetitive, details could be kept to a minimum, and local materials such as wood and stone could be used to dress-up the exterior's appearance. Builders nationwide wanting to identify with sunny west coast living coined the term "California Bungalow" as a marketing tactic to entice homebuyers.

The rustically detailed Arts and Crafts bungalows were at first the most popular (1900-1920²⁷). The pagoda influences of the Orient, such as the upswept gable peaks are seen on many California Bungalows. The term Japo-Swiss was coined at the time to describe the unlikely union of influences from both Japan and Switzerland.²⁸ The Swiss tradition of wooden cutout forms on railing, rafter tails and prominent front-facing gables translated well into the bungalow. The Prairie style bungalow achieved popularity in the early 1920s, particularly in the Midwest. By the mid 1920s more traditional styles such as Colonial and Mission became popular and were quickly adapted into the bungalow form.

Currently, the most widely accepted definition of a bungalow is a one-and-a-half story home with a broad, low gabled roof. The gable end may front the street or be oriented to the side. Gabled or shed dormers are typical bungalow roof features. Hipped roofs are also found throughout the Midwest. Rafter tail ends are exposed and shaped.

Porches are often the most prominent feature of bungalow homes (with the exception of the Chicago Bungalow, which typically has no porch). Massive square or tapered columns that often start at the top of the porch railing support porches. Clapboard (wood) siding was the primary material of choice. However, brick, stone, and wood shingles were also used in combination or alone. The Chicago Bungalow typically has brick cladding and a projecting sunroom at the front with or without an open terrace (raised patio).

Today, the bungalow is a popular housing form. Its simple wood detailing, hardwood floors, built-in casework, art and leaded glass windows, and generous porches would be costly to replicate in today's market. Existing examples are in demand as the homebuyers of today strive to purchase the charm and elegance that is the American Bungalow.



Figure 11: Bungalow with a gable roof and shed dormer located at 8201 Warren Avenue. The large porch is enclosed.

HOME FROM A CATALOG

Mail-order housing of the early 20th century offered thousands of Americans the reality of owning affordable homes. Aladdin Homes, Gordon-Van Tine, Harris Brothers, Hodgson Company, Montgomery Ward, Sears, Roebuck and Company, and Sterling Homes all produced catalog homes at some point between 1908 and 1940. During this period, more than 200,000 families purchased catalog homes.



Sears produced homes in three quality levels; other mail-order companies had similar categories.

- Sears “Honor Built” line was their highest quality. This line featured 2” x 4” or 2” x 8” rafters spaced 14-3/8” apart, thick headers (supports) over doors and windows, double strength glass, and thick wood sheathing.²⁹
- Sears “Standard Built” homes were recommended for warmer climates. This line featured 2” x 4” rafters spaced 22-3/8” apart, standard headers over doors and windows, single strength glass, and no wood sheathing.³⁰
- Sears “Simplex Cottages,” designed for summer use, were lightly framed and did not include bathrooms or plastered interior walls. These homes arrived in completed sections for quick assembly.³¹

Catalog companies sold homes in “kits.” (A typical kit is profiled on the following page).

- Kits did not include the site, site work, utility service connections, bricks, concrete blocks, other masonry products, or plaster/plaster-board. However, the instruction book usually estimated how much some of these materials and services might cost.
- Optional materials and systems shown in the catalogs included screens, storm windows, plaster-board, plumbing, heating, electrical, garages, lighting fixtures, wall finishes, furniture, and other decorative features.

For a time, Sears and a few other mail-order companies offered the option of contracting for the construction of the home.

AFFORDABILITY

In 1908, Sears mail-order home prices ranged from \$650 to \$2,500, clearly marketing to the working-class budget. As mail-order homes gained popularity, larger and more ornate homes were included in the catalogs. A 1921 Sears catalog depicts kits ranging in price from \$462 for “The Goldenrod” cottage, up to \$5,140 for “The Magnolia.”³²



Figure 12: Sear's “Bedford” model catalog image.

A typical moderately sized Sears' Honor Built home kit, "The Walton" (\$2,471 in 1926), contained the following:

What Our Price Includes

Lumber; Lath

Roofing, Best Grade Clear Red Cedar Shingles

Siding, Clear Cypress or Clear Red Cedar, Bevel

Framing Lumber, No. 1 Quality Douglas Fir or Pacific Coast Hemlock

Wood Flooring, Clear Maple for Kitchen and Bathroom, Clear oak for Balance of Rooms

Porch Floor to be Cement

Porch Ceiling, Clear Grade Douglas Fir or Pacific Coast Hemlock

Finishing Lumber

High Grade Millwork

Interior Doors, Inverted Two-Cross Panel Design of Douglas Fir

Trim, Beautiful Grain Douglas Fir or Yellow Pine

Windows of California Clear White Pine

Bookcase Colonnade; Medicine Case

Mantel; Sash Weights; Cedar

Chest Seat

40 lb. Building Paper; Eaves Trough (gutters); **Down Spouts**

Chicago Design Hardware

Paint (for three coats of outside trim and siding)

Shellac and Varnish (for interior trim and doors)

Shellac, Paste Filler and Floor Varnish (for oak and maple floors)

Stain (for two brush coats for shingles on gables)

We guarantee enough material to build this house. Price does not include cement, brick or plaster.

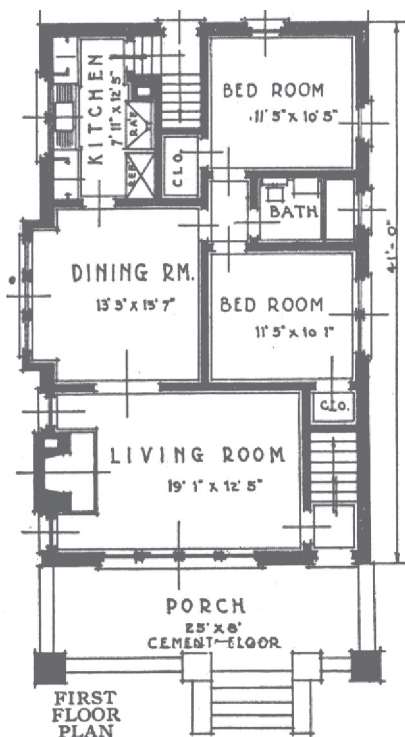


Figure 15: Sear's "Bedford" model floor plan .

"The Goldenrod" was a one-story cottage with three rooms, no bath, and a full width porch with shed roof; this was considered ideal for a summer cottage. "The Magnolia" was a two-and-a-half story, high-style Colonial Revival with eight rooms, two and a half baths, a two-story portico, side porte-cochere (carport), decks, and a sleeping porch.

The success of mail-order homes can largely be attributed to their financing packages and overall affordability. By 1911, Sears offered 5 year loans at 6% interest with monthly payment plans; payments could also be extended over 15 years. This type of payment plan was a new concept at the time, and resulted in monthly payments comparable to the rent for many working-class families.

What made these low cost homes possible was the production process. During this time period, precut lumber for construction and power tools were rarities. Mail-order companies had large warehouses filled with standardized framing, windows, doors, and millwork. This mass-production approach to housing kept costs down without sacrificing quality. A home's components were sent by train to the town and trucked to the home site; one house typically filled two boxcars.

Another appeal of mail-order homes was that most of the models were truly "modern," a term emphasized in every mail-order catalog. The term "modern" referred to features that were luxuries at the time such as central heating, indoor plumbing (that also meant a bathroom), and electrical wiring/lighting.

Mail-order homes forever changed the American concept of how to produce, build, and buy homes. Thousands of families achieved the American dream of homeownership from the same companies from which they ordered toasters, plows, fabric, and shoes.

The WALTON ~ INTERIORS

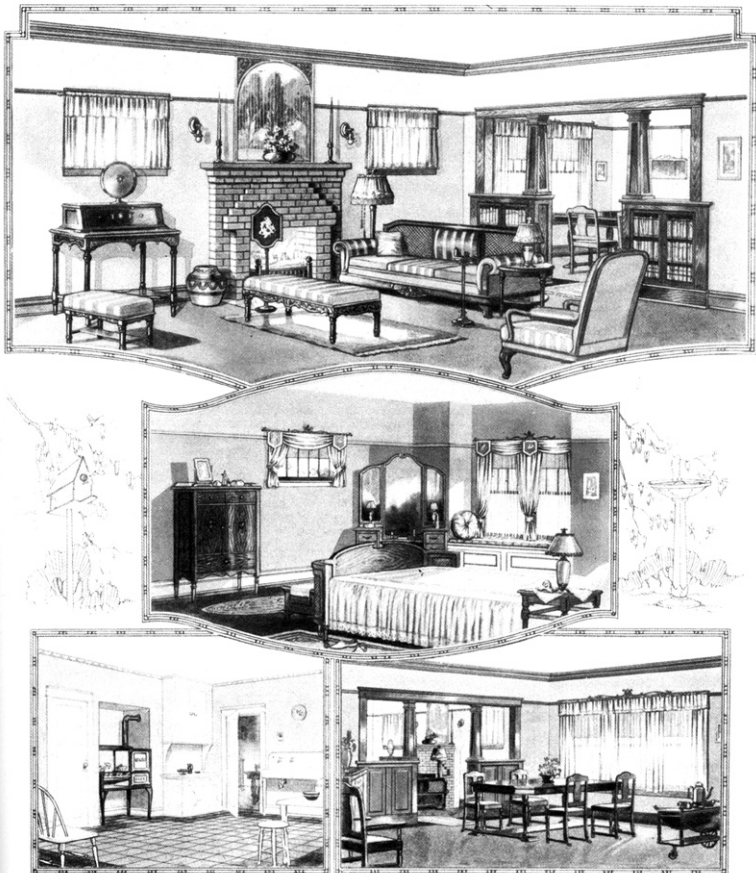


Figure 14: Sear's "Walton" model, interior views.

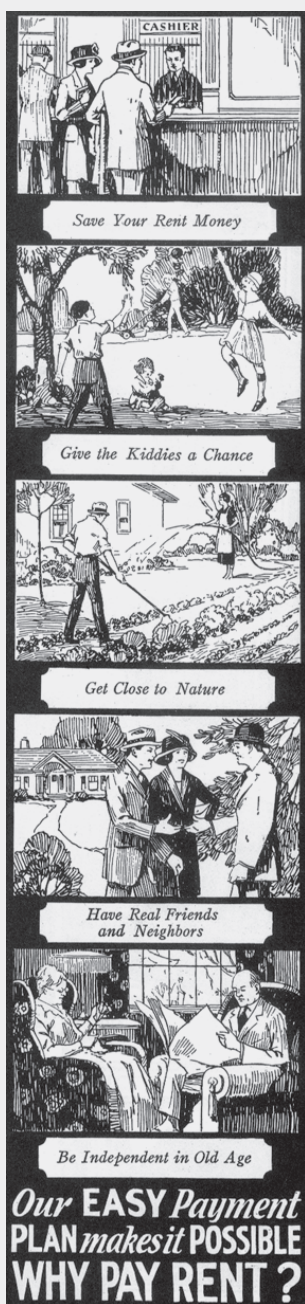


Figure 15: Sales pitch printed in the 1926 Sear's catalog.

IS YOUR HOUSE A MAIL-ORDER HOME?

Identifying a mail-order home can be difficult. Mail-order home producers customized their home kits based on the consumer's needs. Also, the original owners may have made adaptations when constructing the kit. For example, a full second floor may have been substituted for a half story in the original plan. Add to this list successive owners who modified the exteriors, enclosed porches, and covered over siding, and you may have quite a mystery to solve.

Many reproductions of mail-order home catalogs are available. Consult these resources to determine if your home's plan and/or exterior matches or is very similar to one from a catalog. If either of these is similar, you may have a catalog home. Look for telltale markings in your home including:

- Numbered markings on joists and rafters; these numbers correspond to catalog company house plans. Studs are also numbered but may have to be removed for examination.
- Look for the Sears' name stamped on any built-in item in or on the home.
- Mortgage records may list the name of the catalog company as the original mortgage holder.
- Look for numbering or the label "Norwood Sash and Door Manufacturing Co." on window frames, trim, and molding.
- Bath and hardware fixtures may be numbered or engraved with the letters "ASR."
- Lucky homeowners may have the original construction drawings for the home or a bill of lading. These drawings may have been passed along with the home.

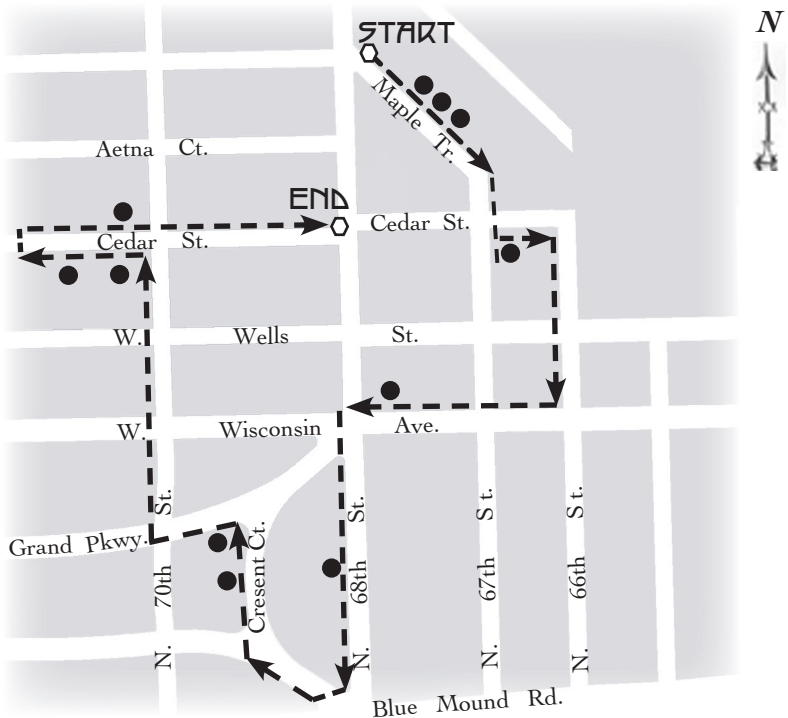
TOUR ROUTE A INTRODUCTION

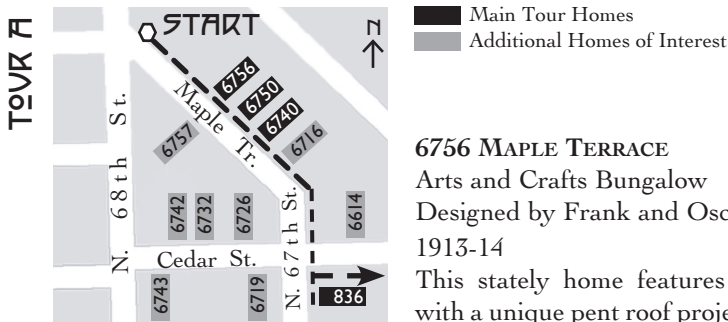
Constructed between 1908 and 1928, the homes on this tour route represent the full range of Arts and Crafts and bungalow styling. The bungalow homes concentrated on Maple Terrace represent examples of the Arts and Crafts style as found in England and the California Bungalow as developed on the west coast of the United States. It is rare to find true Arts and Crafts style bungalows in the Midwest and rarer still to see a concentration of excellent examples side-by-side.



*APPROXIMATELY
1.6 MILES,
ESTIMATED
WALKING TIME
IS 45 MINUTES*

This tour route travels through the neighborhoods/subdivisions of Greystone Park (1924), Hyde Park (ca. 1900-05), David V. Jennings Park (1924), and Wellauer Park (1919³⁴).





6756 MAPLE TERRACE

Arts and Crafts Bungalow

Designed by Frank and Oscar Bader

1913-14

This stately home features a gambrel roof with a unique pent roof projection at the peak that shades the upper façade windows. Large console brackets support this pent roof and the one beneath it. Both of the box bay façade windows have a unique muntin pattern. The base of the walls have battered extensions (slanted outward at the corners), resulting in the walls appearing as if they were built of more than wooden studs and stucco. Large bracketed planters add to the massive feel of the home. A sunroom projection with a hip roof is located at the southwest corner.



Figure 16: 6756 Maple Terrace.

Two nephews of Frank Bader and his wife, Annette Druetzer Bader, bought the homes at 6750 and 6756 in 1936. They lived there with their families until 1970. The interiors of these homes are largely intact, likely due to their long ownership by the same families.³⁵

6750 MAPLE TERRACE

Arts and Crafts Bungalow

Designed by Frank and Oscar Bader

1916

The heavy roof form, low profile of the stucco walls, prominent chimney, and bands of windows of this home result in an English cottage-like appearance. The complex roof features a main gable that is clipped at both ends. The clipped portion, supported with knee braces, is extended to shade the windows. A shed roof is located over the entry, also supported by knee braces. The chimney is prominently located off-center on the home's facade.



Figure 17: 6750 Maple Terrace.



Figure 18: Large bracket at 6750 Maple Terrace, typical on Bader designed homes.

6740 MAPLE TERRACE

Arts and Crafts Bungalow

Designed by Charles L. Lesser

1910

The detailing of this home is typical of a west coast Arts and Crafts bungalow. The broad, low gable end front porch is typical California Bungalow. The large picture window is said to be original to the home; its large size would have been rare at the time. Exquisite art glass windows filter colored light into the home. Leaded glass accents the front entry and sidelights.

The main hip roof features exposed rafter tails; knee braces support the eaves. Hip dormers on the east and west elevations have long extensions at the front to shade the windows. The home was purchased from the original owner/builder in 1967.³⁶ This may account for the largely intact historical state of the home.

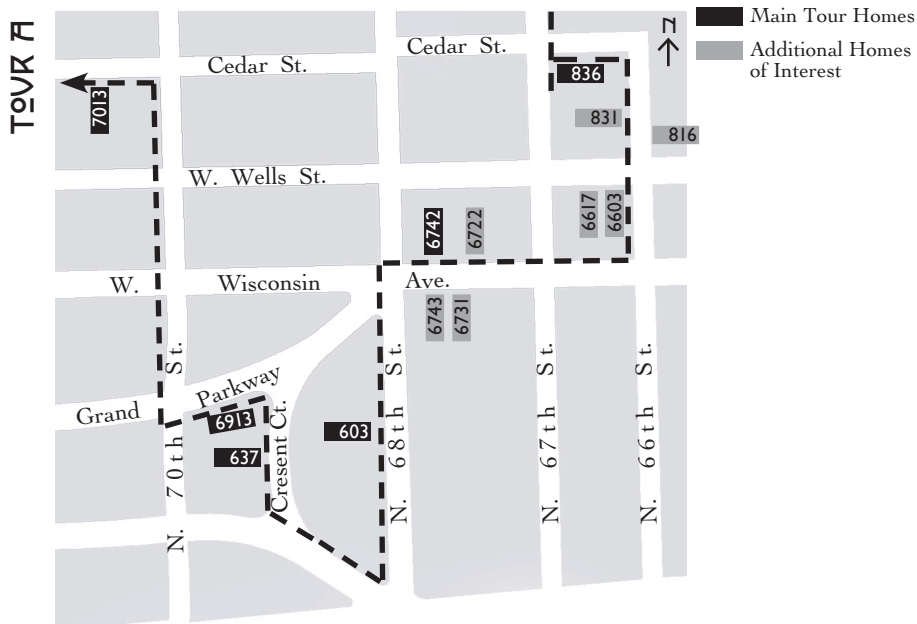
*Figure 19: 6740 Maple Terrace.**Figure 20: 6740 Maple Terrace.***836 N. 67TH STREET**

Arts and Crafts

1913

Wall projections and multiple rooflines result in a home that appears from the street to be much larger than it is in reality. The main hip roof has two intersecting clipped gable dormers on the south elevation. The clipped edge is extended and supported by beam extensions. A pent roof is located over the southeast corner second floor window and the north elevation side entry. The second floor extends over the first, increasing the home's mass. Supported by gently curving arches, the porch columns have battered wall extensions. The broad base at the first floor of the facade emphasizes the chimney. Most of the windows are a six-over-six muntin configuration.

*Figure 21: 836 N. 67th Street.**Figure 22: Clipped gable roof at 836 N. 67th Street.*



6742 W. WISCONSIN AVENUE

Arts and Crafts

1903



Figure 25: 6742 W. Wisconsin Avenue.

Traditional Arts and Crafts features are abundant on this stately home. Irregular massing, a clipped gable roof, and a pent roof over the upper window on the west elevation break down the home into smaller portions. A two-story bay on the facade is accented with half-timbering and topped with a hip roof. A small clipped gable dormer adds further interest. Generous roof overhangs are supported with console brackets.

603 N. 68TH STREET

Bungalow

1922



Figure 24: 603 N. 68th Street.

The prominent entry feature on the southeast corner of the home consists of gentle arches and battered wall extensions. The hip roof arches over the entry portion. A flat roof dormer is located at the south elevation. Arched window groupings along the facade add graceful interest without being monotonous.

637 CRESCENT COURT

Chicago Bungalow

1922

This large yellow brick bungalow has multiple roof elements. The main roof form is a clipped gable. Two clipped gables are located over the entry and the main facade dormer. A shed roof extension was placed on the south elevation to complete the line of the front entry clipped gable. Rafter tails are rounded. A raised patio is located along the facade. Areas of art glass subtly accent the double hung and casement windows.

*Figure 25: 637 Crescent Court.***6913 GRAND PARKWAY**

Mission Bungalow

1922

Wauwatosa has a few examples of Mission style architecture. The Mission style elements of this bungalow are what set it apart from other bungalow form homes. Mission style elements of this home include a red Spanish clay tile roof, white stucco wall finish, ogee shaped parapet walls, bracketed pent roof over the windows, metal planter boxes, and arched entrances and windows.

*Figure 26: 6913 Grand Parkway.*

Take a close look at the exposed rafter tails. They are cut in a curving line with a scroll at the end. The detailed knee braces are equally interesting. Mission Bungalow homes are known for their functional interior space with most of the interest coming from the fireplace and windows.

*Figure 27: Arched entry at 6913 Grand Parkway.*

This home's typical bungalow form is hidden by the Mission style design elements. Bungalow elements of this home include the broad, low hip roof and wide eaves with projecting rafter tails. Parapet walls topped with an ogee, or bell shape, cleverly conceal the symmetrically placed gable end dormers. Narrow arched windows are located at these dormers. The typical bungalow porch has been reduced in size to a mere vestibule that focuses attention on the entry.

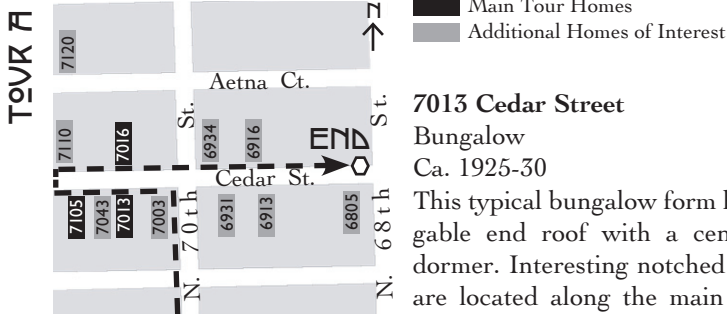


Figure 28: 7015 Cedar Street.



Figure 29: 7105 Cedar Street.



Figure 30: 7016 Cedar Street.

■ Main Tour Homes

■ Additional Homes of Interest

7013 Cedar Street

Bungalow

Ca. 1925-30

This typical bungalow form home has a broad gable end roof with a centered gable end dormer. Interesting notched beam extensions are located along the main gable slope and the facade dormer. The first floor wall area is finished with stucco, while the gable ends and dormers are sided with shingles. Unusual keystone wood hoodmolds top the second story windows. The rectangular windows flanking the chimney on the east elevation are a quintessential bungalow feature. The full length front porch with tapered columns is screened in at the entry.

7105 CEDAR STREET

Chicago Bungalow

Ca. 1925-30

This bungalow would look at home in many Chicago neighborhoods. This large yellow brick bungalow features a raised patio or terrace instead of a porch. A sunroom projects out at the home's northwest corner. The lower facade windows and front door are arched, softening the look of the home. The home has a long hip roof with a hipped dormer at the front and along the east side.

7016 CEDAR STREET

Bungalow

Ca. 1925-30

The dark red brick with bright white trim gives this bungalow a Colonial Revival appearance. The gable end roofs on the home and above the main entry are clipped. Simple knee braces visually support the roof overhangs and add interest. Rafter tails are extended and exposed. A raised patio along the front is accented with brick piers.

TOUR ROUTE B INTRODUCTION

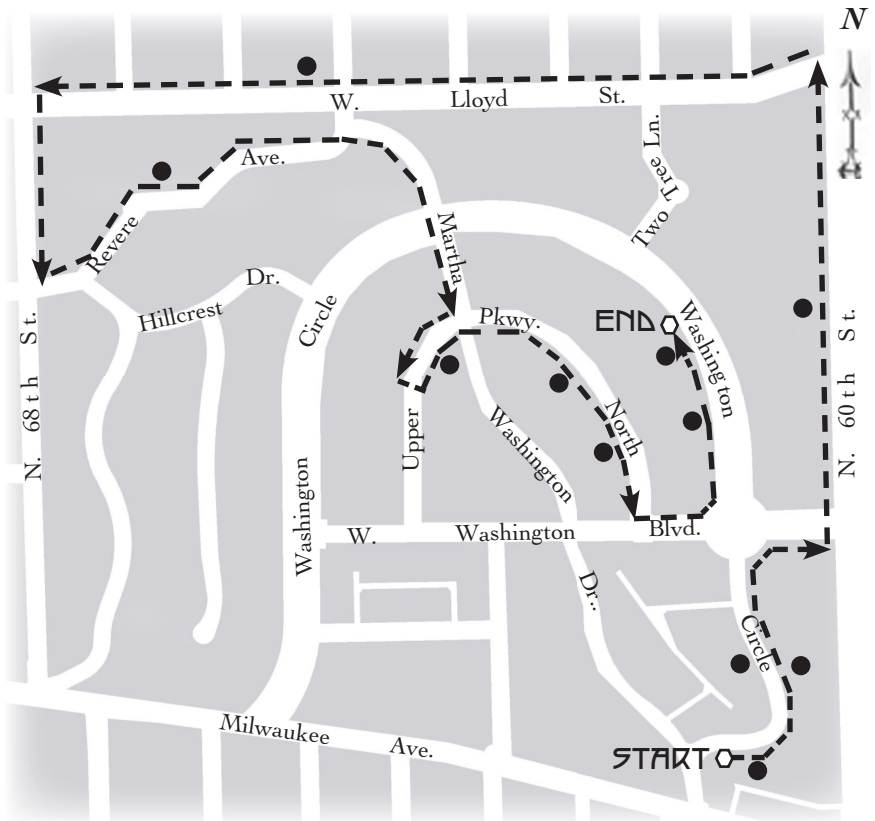
Variations on the bungalow form are plentiful on this tour, ranging from small cottages to large-scale homes, from Arts and Crafts to vernacular bungalows. This route's Arts and Crafts homes are typically large in size with simple finishes and detailing such as stucco wall finishes, exposed and shaped rafter tail ends, and multiple roof planes.

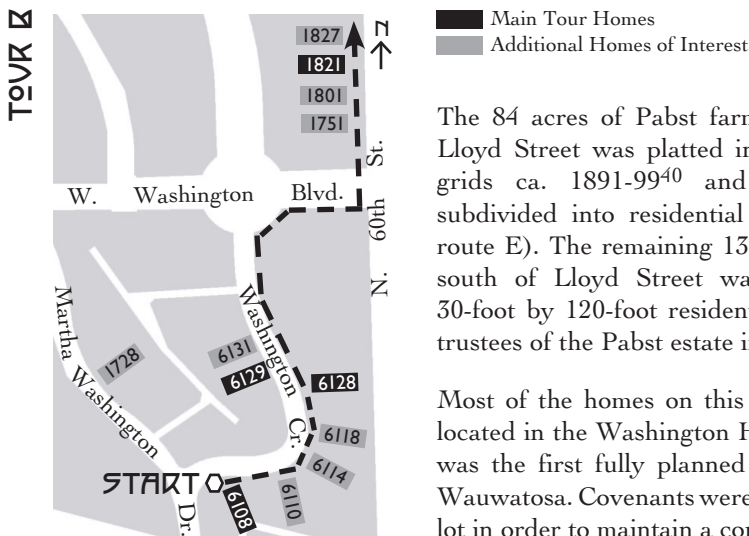
Most of the homes on this tour route are located on what once was the Pabst farm, owned and operated by Captain Frederick Pabst (1836-1904), co-owner and president³⁷ of Milwaukee's Pabst brewery. The 217³⁸ acres of farmland housed a residence, a working Percheron horse farm, and hop fields for the brewery. In 1891, Pabst permitted a street running east-west through the middle of his land (today's Lloyd Street) and granted a right-of-way for the Milwaukee and Wauwatosa Rapid Transit Company to build a streetcar line providing transportation to downtown Milwaukee.³⁹

Continued on page 24.



**APPROXIMATELY
2.2 MILES,
ESTIMATED
WALKING TIME
IS 95 MINUTES**





The 84 acres of Pabst farmland north of Lloyd Street was platted into rectangular grids ca. 1891-99⁴⁰ and subsequently subdivided into residential lots (see tour route E). The remaining 133 acres of land south of Lloyd Street was platted into 30-foot by 120-foot residential lots by the trustees of the Pabst estate in 1916.⁴¹

Most of the homes on this tour route are located in the Washington Highlands. This was the first fully planned subdivision in Wauwatosa. Covenants were placed on each lot in order to maintain a consistent level of design and neighborhood appearance.

The Highlands subdivision was planned and designed by Werner Hegeman and Elbert Peets based on the principles of the Garden City Movement. This movement emphasized building rural housing estates within the contours of the natural landscape.

As enunciated by Sir Ebenezer Howard, founder of the Garden City Movement, *"...by so laying out a Garden City that, as it grows, the free gifts of nature - fresh air, sunlight, breathing room and playing room - shall be still retained in all needed abundance."*⁴²

6108 WASHINGTON CIRCLE

Tudor Bungalow

1925

This Tudor bungalow's hip roof is accented with hipped dormers over the north, east and west sides. The first floor wall area is finished with yellow brick. Stucco and half-timbering cover the upper wall areas and portions of the sides and rear elevations. Battered wall extensions are located at the brick corners. A square sunroom projects from the northeast corner of the home. Here the roof is a cross-gable with pent extensions to elongate the roof form. A rendition of a Palladian window is used on three sides of the sunroom.



Figure 51: 6108 Washington Circle.

6128 WASHINGTON CIRCLE**Mediterranean Bungalow**

Designed by Herman W. Buemming
1925

Mediterranean elements of this eclectic home include the arched windows, turned pilasters between grouped windows, and tile accents. It is likely that the roof was originally covered in Spanish clay tile. The home is clad in limestone, with stucco in the gable ends of the roof. Tile insets are placed in stucco bands around the windows. An octagon shaped sunroom at the southwest corner breaks up the facade. A leaded glass pattern accents the upper portion of the arched windows.



Figure 32: 6128 Washington Circle.

6129 WASHINGTON CIRCLE**Arts and Crafts Bungalow**

1919

At first glance this home appears to be a typical vernacular bungalow. A closer look reveals refined Arts and Crafts details. The roof is slightly rounded to hint at the thatched roof of an English cottage. The tapered chimney is intricately detailed with brickwork and stucco. Another interesting detail is the staggered shingle exposure on the siding.



Figure 33: 6129 Washington Circle.

1821 N. 60TH STREET**Vernacular Bungalow**

1924

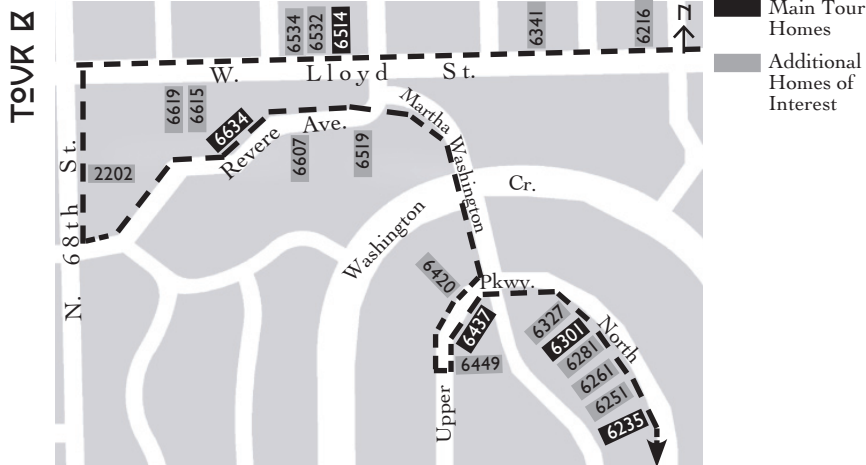
The main clipped gable roof form is disguised by a small hipped dormer and a prominent clipped gable over the sunroom. The upturned edges of the extended sunroom roof and large overhangs elongate the roof form. Stone sills and header insets accent the burnt yellow brick. A screened-in porch extends from the south side of the home balancing the sunroom's form.



Figure 34: 1821 N. 60th Street.



Figure 35: Grouping of bungalows on N. 60th Street.



6514 W. LLOYD STREET

Arts and Crafts
1932

This bungalow is set apart from others by its unusual finish details that result in a rustic flare. The exterior walls are finished in rough-faced lannon stone below the roofline. Wood shingles finish the gable end wall portions. The gable end porch projection is finished with stucco, half-timbering, and stone. A single



Figure 36: 6514 W. Lloyd Street.

column at the southwest corner of the front porch has a battered wall extension. The upper portions of the windows are inset with art glass details in stark contrast to the rough stone finish of the exterior. The sunroom features leaded glass windows in a sunburst pattern.

6634 REVERE AVENUE

Arts and Crafts Bungalow
1923

The clipped gable roof on this bungalow has unusual twin gable end dormers on the facade. This meeting of dormers results in more wall and window area as well as an impressive roofline. Rafter tails are rounded and exposed. Beam-ends are extended. The home is finished with stucco and half-timbering. Wide fascia boards along the roof slopes emphasize the roof edges. The entry is simple with a gable end roof and Tudor arched door.



Figure 37: 6634 Revere Avenue.

6437 UPPER PARKWAY NORTH

Arts and Crafts Bungalow
1924

This cottage-like bungalow has several special features. The prominent chimney is finished with brick and stucco with a decorative cap. The low hip roof has rounded edges to evoke the spirit of an English thatched roof. A narrow eyebrow dormer and a broad entry gable accent the roof. The half-timbering in the front entry gable end is curved. The entry porch columns have wood cutouts in the shape of a tree. The beam over the porch entry is in the shape of a soft Tudor arch. Most of the windows are leaded glass. A delicate art glass window flanks the main entry. A garage addition at the north side of the home is sympathetic in scale.



Figure 38: 6437 Upper Parkway North.

6301 UPPER PARKWAY NORTH

Bungalow
1923

The broad hip roof shapes the tall profile of this home with a high hipped dormer on each side. The center hipped dormer breaks the main roof form, resulting in a continuous wall surface between the main facade and dormer. This adds to the visual height of the home. The narrow tall facade windows also emphasize the home's height. The generous roof overhang showcases the exposed rafter tails and beam-ends. The burnt yellow brick is wonderfully accented by the warm orange trim.



Figure 39: 6301 Upper Parkway North.

6235 UPPER PARKWAY NORTH

Bungalow
1921

A shed dormer on the facade projects from the long clipped gable roof. The brown brick columns and pilasters have a recessed rectangular detail. Below the first floor windows are rectangles of brick laid out in a herringbone pattern. The front entry porch is located under the main roof. The span between porch columns is topped with a gently curving arch. Leaded glass accents the upper portion of many windows.



Figure 40: 6235 Upper Parkway North.

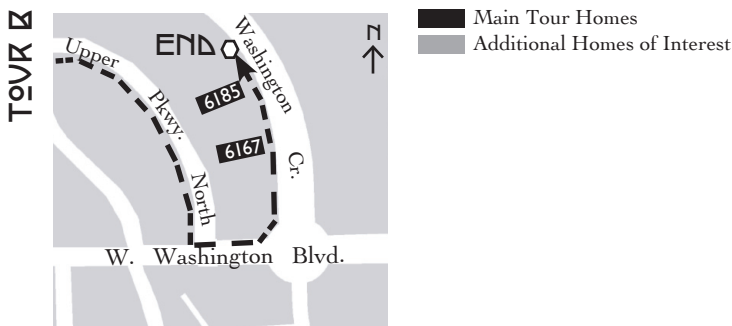


Figure 41: 6167 Washington Circle.

6167 WASHINGTON CIRCLE

Arts and Crafts

1924

The symmetrical design of this Arts and Crafts home is topped with a hip roof that has generous overhangs. A graceful eyebrow dormer at the front gently extends up to the roof's ridge. Battered extensions at the base of the walls expand the mass of the home. The arched front entry ties in with the eyebrow dormer to soften the facade.



Figure 42: 6185 Washington Circle.

6185 WASHINGTON CIRCLE

Mediterranean Bungalow

1926

This home's Mediterranean details set it apart from its surroundings. The shimmering green cross gable Spanish clay tile roof has prominent ridges. An octagon shaped sunroom is located on the southeast corner. A half octagon shaped dormer and entry mimic this shape and tie together the overall design. The soft burnt yellow brick sets off the green roof. Bricks extend at the corners, accented by their shadow lines. A raised patio, with wide steps, creates an inviting entry.

TOUR ROUTE C INTRODUCTION

Arts and Crafts, bungalows, and mail-order homes are ready for viewing along this tour route. These homes represent a wide period of construction, ca. 1909-25. This area's rich and varied architectural fabric results from this relatively long developmental history. Because some larger plats of land were subdivided into smaller lots late in the development period, homes from the 1840s-1890s are neighbored by homes from the 1910s-1930s.

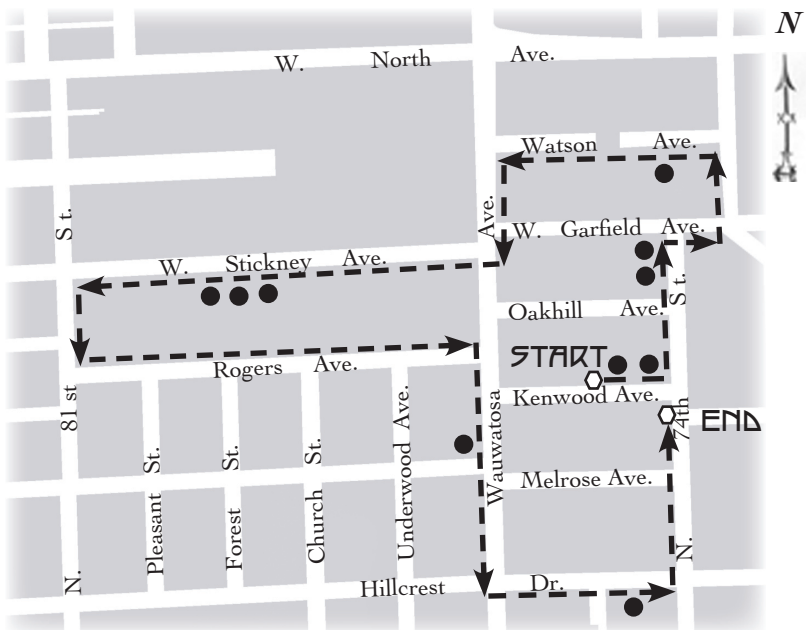
In 1839, 160 acres southwest of Wauwatosa Road (now Avenue) and North Avenue were subdivided into residential lots. 28 lots were sold marking the start of residential development in Wauwatosa.

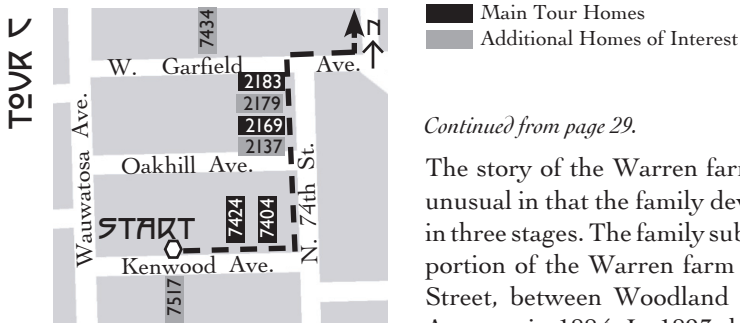
Stickney Avenue (refer to map below) is named for the Stickney family. This street was previously named Grove Street but was changed to Stickney in 1911. The family land was located east of present day 74th Street and north of Milwaukee Avenue. The family originally grew cucumbers and later formed the Stickney Realty Co. The land east and west of present day N. 73rd Street was subdivided in 1872 into the J.S. Stickney, Stickney and Baumbach subdivision⁴³. At the time, N. 73rd Street was known as Pickle Street because James and Charles Stickney operated the Milwaukee Pickle Company at present day Yale Place⁴⁴.

Continued on page 30.



**APPROXIMATELY
2 MILES,
ESTIMATED
WALKING TIME
IS 90 MINUTES**





Continued from page 29.

The story of the Warren farm subdivision is unusual in that the family developed the land in three stages. The family subdivided the first portion of the Warren farm west of Church Street, between Woodland and Milwaukee Avenues in 1884. In 1893 the portion of the farm east of Church Street was subdivided.

The final northwest corner portion of the farm was subdivided in 1918. Warren Avenue was built in 1916 to provide access for the development.

The majority of the homes on Watson Avenue were constructed between 1880 and 1900 with the exception of the bungalows dating from the early 1920s.

The land occupied by the Memorial Civic Center and the homes at the corner of Wauwatosa and Stickney Avenues was once the location of Few Acres, the estate of railroad baron Frederick Underwood. The fence at this corner is a remnant of the estate. Surprisingly, Wauwatosa Avenue was not paved until 1919.

7424 KENWOOD AVENUE

Arts and Crafts

1912

This home's dramatic hip roof slopes down the facade to cover the front porch. Two gable end dormers at the top and a shed dormer toward the middle project from this long slope. Just the tip of a gable end protrudes through this gracious slope to demarcate the front entry. The roof eaves flare up slightly, emphasizing the generous overhangs. A pent roof over the southeast facade windows visually continues the main roofline edge. Two prominent chimneys balance each end of the home. Unusual details include the scalloped gableboards, and the brackets at each side of the porch columns. The exterior is finished in stucco with half-timbering. Brick forms the base of the porch.



Figure 45: 7424 Kenwood Avenue.

7404 KENWOOD AVENUE

Arts and Crafts

1925

A long, lower gable end roof to the west intersects the main gable end roof. Two gable end protrusions on the facade add interesting rhythm to this home's form. One tops an octagon shaped sunroom. Brick finishes the first floor exterior walls, and stucco, with areas of half-timbering, enhancing the second floor. Leaded glass windows accent many of the first floor windows. Diamond-pane leaded glass windows accent the top sashes of the second floor windows. Wood shingles add further detail in the main gable end and west of the sunroom. Lannon stone accents are located around the front entry.

*Figure 44: 7404 Kenwood Avenue.***2169 N. 74TH STREET**

Bungalow

Ca. 1924-28

The main clipped gable roof is intersected by two gable end extensions along the facade. An octagon shaped sunroom projects from the home's south side. Terra cotta roofing tiles and decorative ridge tiles at the peak of the roof accent the brick. Arched openings highlight the main entry. Wood accents include exposed rafter tails, knee braces, gableboards, and faux beam-ends.

*Figure 45: 2169 N. 74th Street.***2183 N. 74TH STREET**

Chicago Bungalow

1927

At first glance this home appears to be a typical brick bungalow. A closer look reveals many special details. The low hip roof is accented by three octagon shaped dormers. Stucco box bays below emphasize the two dormers on the south elevation. A large octagon shaped sunroom dominates the front entry. Brick walls are highlighted with lannon stone and stucco. The tall chimney has a large cutout near the top, adding further interest. Delicate leaded glass and diamond pane windows add intricate detail throughout the home. One art glass window in the front bay includes a depiction of designer Ephraim Fainence's "Northwind."

*Figure 46: 2183 N. 74th Street.*

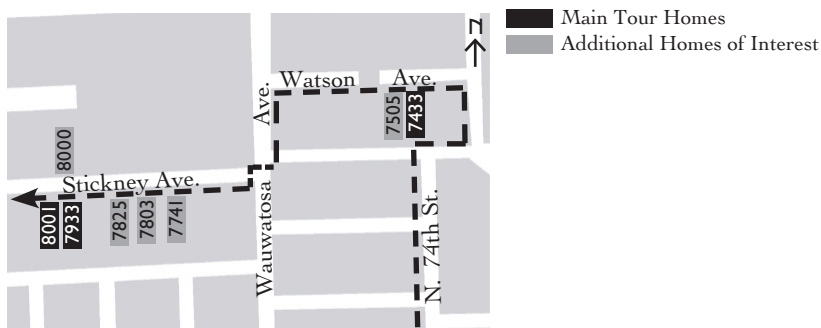


Figure 47: 7433 Watson Avenue.

7433 WATSON AVENUE

California Bungalow

1920

The plans for this home are said to have come from a Los Angeles architect⁴⁵. This would account for its California styling, not typical of the Midwest. A low shed dormer accentuates the long, low gable roof. Intricately crafted capitals support the large inviting front porch. Similar capitals are found on several mail-order homes in Wauwatosa and in mail-order catalogs. However, it has not been determined that this is, in fact, a mail-order home. Exposed rafter tail extensions have a notch cutout. Rectangular beam extensions extend through the gableboards.

7933 STICKNEY AVENUE

Mail-order Home: Sears' "The Honor" Model

1923

Sears' Honor model kits ranged in price from \$2,747 to \$3,278. The 1926 Sears catalog describes this home's styling as "historical Colonial."⁴⁶ The two features that fit this description are the symmetrical façade and Colonial styled entrance porch. The undulating effect of the curving facade roofline and rounded eaves are features of the Arts and Crafts style.



Figure 48: Sear's "The Honor" model catalog image.

The catalog shows the home in brick, but the brick was an option. As brick was not included in the standard mail-order kit, the original owners clad the home in clapboard siding (wood). The plan was also reversed from the configuration shown in the catalog.



Figure 49: 7933 Stickney Avenue.

This home features a large kitchen for its time and four bedrooms. A sunroom and a second floor sleeping porch are located in the southwest corner.

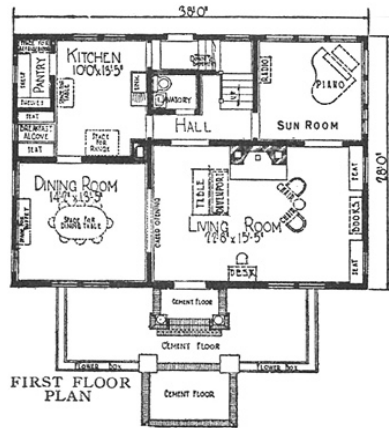


Figure 50: Sears' "The Honor" model floor plan catalog image.

Descendents of the original home owners have stated that 7933, 8001, and 8011 Stickney Avenue were all built by their family.⁴⁷ These three lots were once one large plot.

8001 STICKNEY AVENUE

Mail-order Home: Sears' "The Albion" Model

American Foursquare

1923

Sears' Albion model was available at prices starting at \$2,496. This classic American Foursquare is almost square in plan and, with the exception of the front entry, symmetrical. Foursquares are an essential American home form and were built throughout the country.



Figure 51: 8011 Stickney Avenue.

The basic form and styling of the home is simple. Essentially, a room is located in each corner of the home, four to a floor, resulting in the name, foursquare. The living room is the exception to this as it shares its half of the home with the entry vestibule and is therefore typically longer than other rooms in the home.

Cont. on page 34.



Figure 52: Sears' "The Albion" model catalog image.

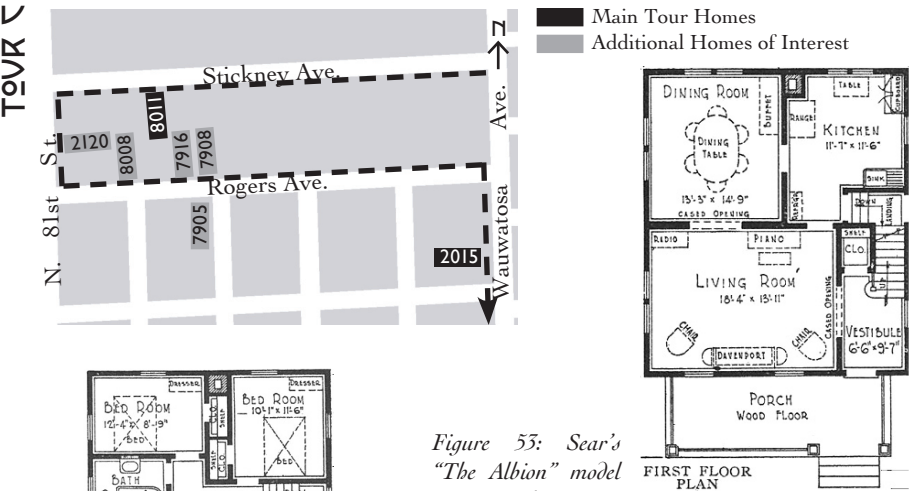


Figure 53: Sears' "The Albion" model first floor plan.

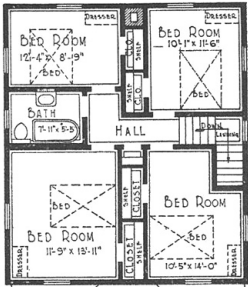


Figure 54: Sears' "The Albion" model second floor plan.



Figure 55: 8011 Stickney Avenue.

8011 STICKNEY AVENUE

Mail-order Home: Sears' "The Osborn" Model
California Bungalow
1923

Sears' Osborn model was available non-consecutively from 1916 through 1929 with prices ranging from \$1,163 to \$2,753. Variations from the catalog included flipping the plan to accommodate the site. In addition, the side porch was enclosed to create an all-season room.

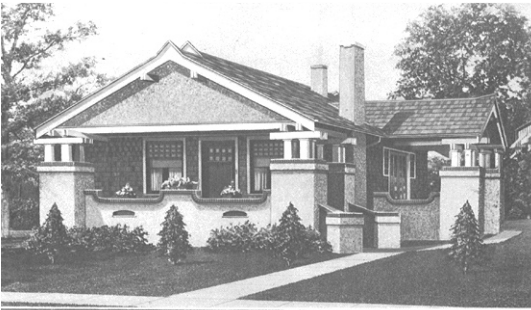


Figure 56: Sears' "The Osborn" model catalog image.

The Sears catalog referred to the Osborn model's styling as Spanish Mission. Today, this home's detailing would be considered California Bungalow. The term "California Bungalow" refers to either a one or a one-and-a-half-story home whose Arts and Crafts architectural style includes elements from Japanese buildings. The Japanese influence is evident in the low sloping gable end roofs, which have a raised ridge or top.

A wide front porch that extends the length of the home has unusual crafted columns. Wood posts top the columns. A criss-crossing of wooden boards draws attention to the generous roof overhang. Cutouts on the exposed rafter ends add interest and further emphasize the roof overhang. Notched beam extensions are also visible at the gable ends.

The fact that the original owner was employed by the Ford Motor Company might explain the garage, which is said to be one of the first two in Wauwatosa.⁴⁸ As a special touch, wainscoting covers the interior walls of the garage.

2015 WAUWATOSA AVENUE

California Bungalow

1920

This unusual bungalow features accents and styling typical of the California style. This style evokes an Arts and Crafts architectural style that merges elements from Japanese buildings and Swiss chalets. Japanese elements of this home include the generally low profile of the home accented by the low, gable end roofs. Swiss elements of the home include the sculpted gableboards, exposed and shaped rafter tail ends, and knee braces. The home is finished in stucco with rubble masonry worked in as accents in the stucco and forming the raised patio. Another interesting detail on this home is the flared window casings.

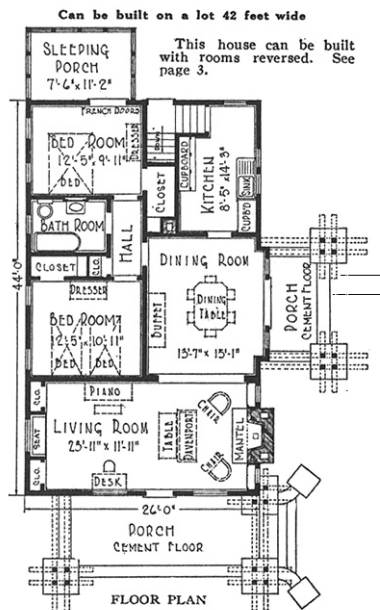


Figure 57: Sear's "The Osborn" model floor plan.



Figure 58: 2015 Wauwatosa Avenue.



Main Tour Homes
 Additional Homes of Interest

7429 HILLCREST DRIVE

Arts and Crafts

Designed by Frank Bader

1910

This home is known as either the Edward C. True House (original owners) or the Hofmeister House (current owners). When this house was first built, the True family proudly sent their friends copies of an unusual photograph book showing details of their new house.⁴⁹



Figure 59: 7429 Hillcrest Drive.



Figure 60: 7429 Hillcrest Drive entry, note the large brackets.



Figure 61: Garage at 7429 Hillcrest Drive.

The roof is the dominant feature of the home. The main hip roof has a slightly bowed ridgeline and upturned eaves evoking the thatched look of a cottage. Three gable end protrusions on the facade break up the main roof form. A large gable end dormer is located on each end of the home; two large chimneys anchor each end as well.

Adding to the massive feel of the roof is the progression of overhangs. The roof overhangs the second floor and the second floor overhangs the first floor. These overhangs are supported by large, oversized curving wood brackets on the second floor. On the first floor stucco beam extensions support the overhang.

Thin slit windows are located in the two main gable ends, adding to the Arts and Crafts feel of the home. A very small curved stucco pent roof is located over the second floor facade windows. The long porch is accented by arched openings and more oversized wood brackets. Textured brick accents the predominately stucco wall finish. An unusual small matching garage is located to the east of the home.

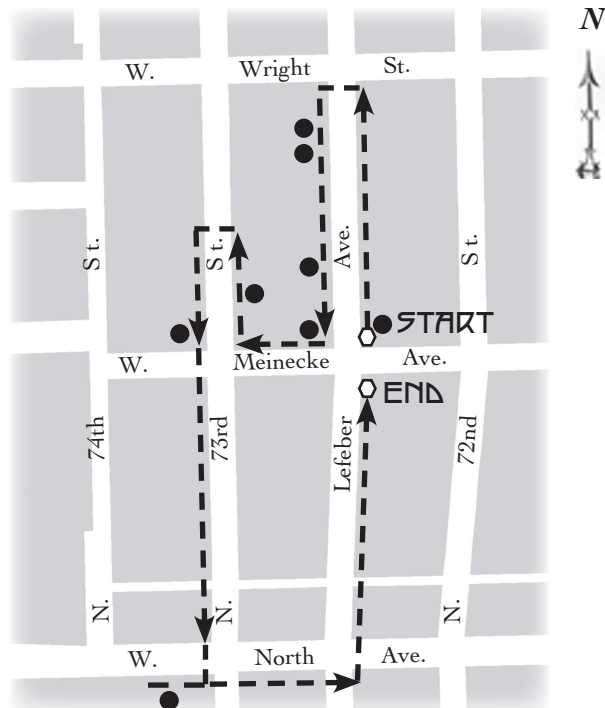
TOUR ROUTE D INTRODUCTION

An 1876 map shows the area north of North Avenue from approximately 68th to 74th Streets as two individual properties belonging to the A. Lefeber and Siegert families. These properties were subdivided into residential lots ca. 1923-26. This area is filled with Chicago Bungalows, that is, a brick bungalow that is entered through an enclosed sunroom at the front. Lefeber Street in particular could easily be mistaken for several neighborhoods in Chicago. Many of the homes on this tour route are similar in form, layout, materials, and details.



*APPROXIMATELY
0.7 MILE,
ESTIMATED
WALKING TIME IS
35 MINUTES*

Because the homes in this area are very similar, one might mistakenly assume that one builder developed this area. Builders constructing multiple homes in this area included the Hoffman Brothers, William Wagner, Bauman and Manter, and John Gruman.⁵⁰ It is likely that these builders/contractors purchased plans from the same source(s), but information on the source of these designs was unavailable at the time of publication.



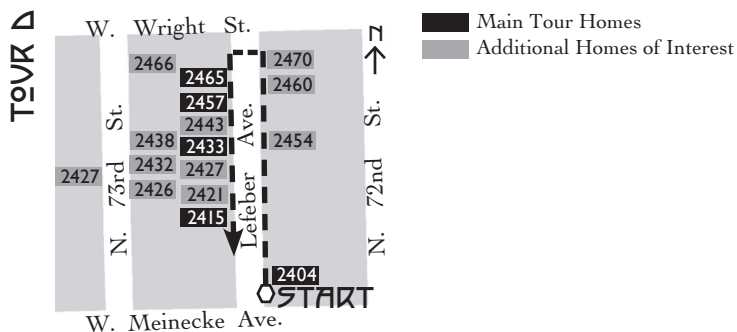


Figure 62: 2404 Lefebvre Avenue.

2404 LEFEBRE AVENUE

Chicago Bungalow

1927

A dominant octagon shaped dormer highlights the large clipped gable roof. Pent roofs wrap around the gable ends to carry over the eave line. The flashing, gutters, and downspouts are copper. The hip roof porch projects from the facade and has tapered columns.

Original leaded glass windows are located throughout the home, and decorate the front door as well. The tan brick is accented by a vertically turned course at each sill line and arch accents over many of the windows. A large brick planter is located below the main facade window grouping. A large safe in the basement was once used to house the gold fillings of the dentist who originally owned the home.⁵¹ One of the first floor rooms was used as his office.

2465 LEFEBRE AVENUE

Bungalow

1927-28

The clipped gable roof has a clipped gable projection on the facade. Pent roof extensions wrap the eave line around to the gable end projections of the home. Two matching gable end projections flank the south elevation. Rounded windows and the main entry soften the look of the home. Warm colored brick forms battered wall extensions at the main corners. Corbel brick and stone brackets support the planter. Stone is located at the window sills and accents the upper portions of the facade windows. The upper sashes of many of the windows are decorated with leaded glass.



Figure 65: 2465 Lefebvre Avenue.

2457 LEFEBER AVENUE

Bungalow
1929

A gable end dormer on each side of the roof balances the gable end roof. Two gable end projections balance each side of the facade; the smaller of the two is the home's main entry. Wide and slightly rounded gableboards add to the prominence of the roofline. The yellow toned brick is accented with stone window sills and an arch surrounding the main entry. An unusual round window is located in the front door. Leaded glass accents in a rectangular pattern are located in many of the upper window sashes.

2433 LEFEBER AVENUE

Chicago Bungalow
1927

This home epitomizes the Chicago Bungalow form and styling. The brick home is entered from the side of a sunroom. The low hip roof has hipped dormers, on the front and each side. There is no front porch, just a raised stoop leading to the front steps. Corbel brackets are topped with stone under the main sunroom windows. The warm brown brick is turned vertically at the sill line. Leaded glass windows accent the top window sashes.

2415 LEFEBER AVENUE

Chicago Bungalow
1926

This typical Chicago Bungalow has a few special features. Two stone capped podiums accent the front entry. A podium extension left of the front window mirrors this detail. Brick corbel brackets support a large planter beneath the sunroom windows. The rounded front windows are topped with vertical brick headers. A small eyebrow dormer projects from the hip roof. Beam extensions with cut outs protrude from beneath the roof eaves.



Figure 64: 2457 Lefebber Avenue.



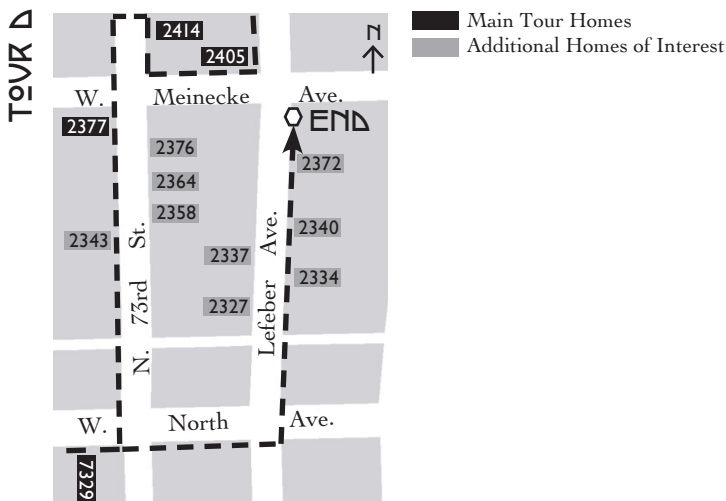
Figure 65: Entry door at 2457 Lefebber Avenue.



Figure 66: 2433 Lefebber Avenue.



Figure 67: 2415 Lefebber Avenue.

**2405 LEFEBER AVENUE**

Chicago Bungalow

1927

Unlike many similarly styled bungalows, this home has a prominent entry topped with a hip roof and accented with gently rounded arches. The front porch is screened, adding further emphasis. Podiums line each side of the front steps. The arches are carried over onto the facade and southeast windows.

*Figure 68: 2405 Lefebber Avenue.*

Leaded glass accents many of the casement windows. Stone accents are located at the window sills and a keystone above the rounded windows. Cream-colored brick is turned vertically at the sill and is formed into headers over the rounded windows.

2414 N. 73RD STREET

Chicago Bungalow

1935

This charming bungalow is unusual in that it is clad in lannon stone. Stone accents the arched windows and door. The facade wall edges are battered, extending the line of the home. The front bay window has tall, thin arched casement windows. The hip roof has one small hipped dormer on the front and an octagon projection that covers the front bay windows. A small hipped dormer is located on the south elevation. The gable end roof over the entry has a wide scalloped gableboard.

*Figure 69: 2414 N. 73rd Street.*

2377 N. 73RD STREET

French Revival Bungalow
1927

French Revival features of this home include the low entry tower at the apex of the L-shaped plan, conical tower roof, and a rough faced lannon stone exterior finish. Smooth cut stone accents the entry. The windows are tall and narrow with a rectangular leaded glass detail.



Figure 70: 2377 N. 73rd Street.

7329 W. NORTH AVENUE

Mail-order Home: Sears' "The Vallonia"
Model

Arts and Crafts Bungalow
1921

Sears' Vallonia model was available from 1921 through 1939 with kit components priced from \$1,465 to \$2,479. The Vallonia was one of Sears' most successful models as it was affordable without skimping on features. The Vallonia's popularity is indicated by its two page payout in the 1926 catalog which stated, "Perfect harmony in all details marks the architecture of the Vallonia."



Figure 71: 7329 W. North Avenue.

This home appears to be identical to the catalog illustration with the exception of the glassed in porch and two windows in the dormer instead of three. Sears offered the enclosed porch as an option; this detail may be original to the home. Interestingly, Sears charged \$247 to provide the customer with a finished plan for the second floor of this model.

The long gable roof has one gable end dormer. The gableboards on the dormer have cut outs at the ends. The beam-ends are extended just past the eave edge. Brick piers support the porch's paired columns. These wood columns feature unique joinery that is obscured by the closed-in porch. The foundation is concrete formed to look like stone. The home is finished in clapboards on the first floor and shingles as accent in the gable ends.



Figure 72: Sear's "The Vallonia" catalog image.

TOUR ROUTE E INTRODUCTION

The land comprising this tour route was originally the northeast section of the Pabst Farm. In 1891, Captain Frederick Pabst (1836-1904) permitted the bisecting of his property by opening an east-west street (today the site of Lloyd Street). Ca. 1891-99⁵² the land from Lloyd Street to North Avenue (bordered by N. 60th Street on the east and N. 68th Street to the west) was subdivided into residential grids and subsequently subdivided into residential lots. This neighborhood was called Pabst Park. The land south of Lloyd Street was subdivided into the Washington Highlands in 1916 (see tour route B).

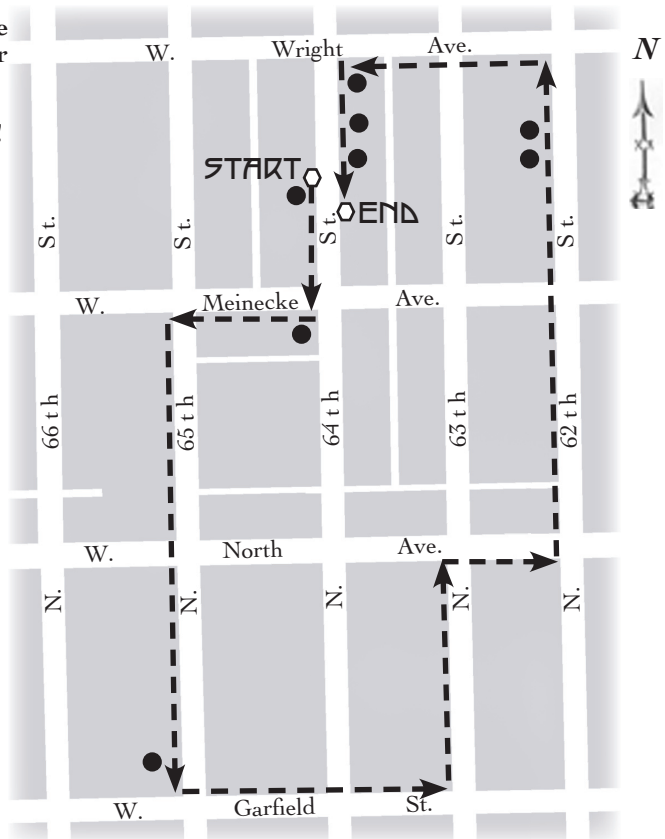


*APPROXIMATELY
1.2 MILES,
ESTIMATED
WALKING TIME
IS 40 MINUTES*

The homes in this area are mainly bungalows, many Chicago Bungalows (e.g., clad in brick with an enclosed sunroom in lieu of a porch). Several vernacular bungalows are also located in this area. The brick patterning on many of the bungalows on this tour is eye catching. This patterning is developed through uses of color and texture, as well as the direction in which the brick is laid.

Bungalows line the streets between tour routes D and E.

Explore Wauwatosa!



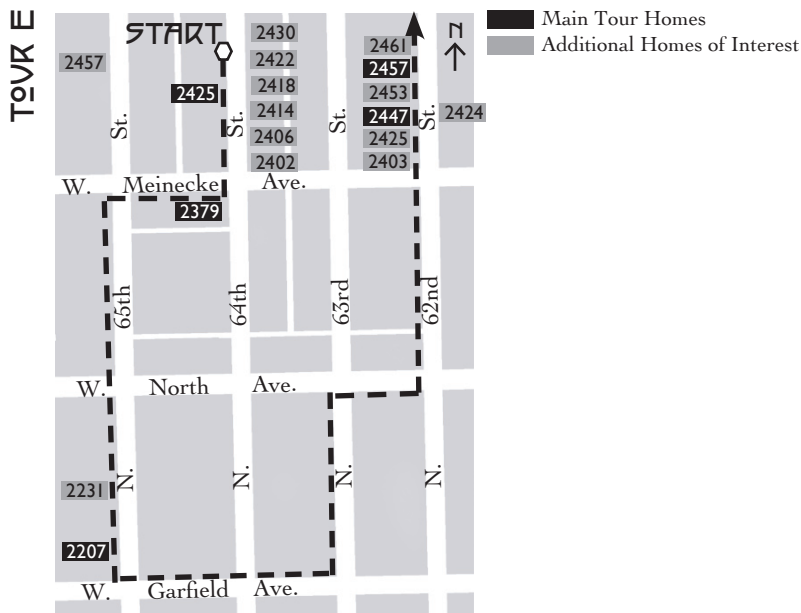


Figure 73: 2425 N. 64th Street.



Figure 74: 2379 N. 64th Street.

2425 N. 64TH STREET Vernacular Bungalow 1925

This vernacular home features simple, clean lines as well as forms and features typical of the bungalow. A hip roof covering the entry porch extends the clipped gable roof. The small porch is supported with combination concrete and tapered wood columns. A pent extension above the facade windows closes in the gable end of the roof, which is finished in shingle siding. Bungalows styled in this manner are evident throughout Wauwatosa, Milwaukee, and the Midwest.

2379 N. 64TH STREET Arts and Crafts Bungalow 1924-25

This gem of a bungalow stands out among the vernacular homes on this block. The stucco walls flare out along the sill of the home's facade in a battered fashion.

The hip roof's generous overhang is accented by paired beam extensions at the corners. A gentle flare to the eave line evokes the Japanese influence of the Pagoda, rare in southeastern Wisconsin. The hip roof front porch sits lower than the rest of the home. Its battered walls add to the squat look, further emphasizing the Japanese influence as interpreted by the Arts and Crafts style.

2207 N. 65TH STREET

Bungalow

Ca. 1928-30

Details on this bungalow set it apart from other homes on the block. The gableboard is crafted into two pieces segmented by supports. Large knee braces visually support generous roof overhangs. Beam extensions are elongated. A three-quarter length front porch has large square columns with battered bases elongating the home. Two gable end dormers on the facade puncture the long sloping gable roof.



Figure 75: 2207 N. 65th Street.

2447 N. 62ND STREET

Chicago Bungalow

1928

Low, curved front steps lead to an elegant entrance tower. The arched entry door is flanked by intimate arched windows. The roof ridges (peaks) are accented by copper ridge caps. Clipped gable roofs over the sunroom at the northeast corner, on the upper facade, and on the south elevation balance the tall chimney and rounded entry.



Figure 76: 2447 N. 62nd Street.

2457 N. 62ND STREET

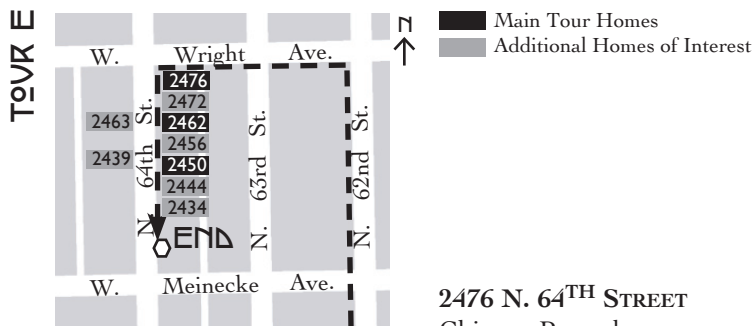
Chicago Bungalow

1927

This bungalow is set apart by the octagonal tower at its northeast corner. The tower houses the main entry sunroom on the main level and a sun-filled bedroom on the second floor. The brick edges extend at the corners, adding texture and shadow. A half-turn brick pattern along the sill lines adds further texture and interest. Terra cotta colored and textured brick spandrels fill the area above the first floor windows and below those on the second floor.



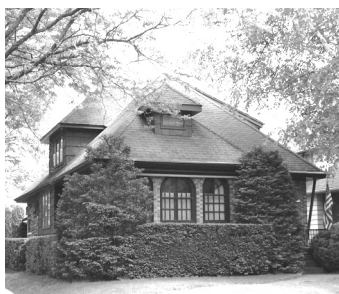
Figure 77: 2457 N. 62nd Street.

**2476 N. 64TH STREET**

Chicago Bungalow

1930

Textured multi-colored brick is an outstanding feature of this home and the one nearby at 2456 N. 64th Street. The sunroom projection facade windows and arched entry door add its cottage-like feel. The hip roof has an unusual small hipped dormer. The shed dormer on the south elevation was likely added in 1969 when the home was converted into a two-family residence.

*Figure 78: 2476 N. 64th Street.***2462 N. 64TH STREET**

Chicago Bungalow

1928

Buff colored brick with brown brick accents along the sills and corners are atypical details for a small bungalow. The octagonal dormer on the facade is another special feature. Further adding to this home's charm are the leaded glass accents in the upper sashes of the windows.

*Figure 79: 2462 N. 64th Street.***2450 N. 64TH STREET**

Chicago Bungalow

1928

The gable end roofs and dormer on this bungalow are detailed with copper shingles as gable end ornamentation. This has a dramatic effect on the home's appearance, setting it apart, even on a street of remarkable bungalows. Pent roofs project over the facade and south elevation windows. The upper sashes of the windows are accented with leaded glass.

*Figure 80: 2450 N. 64th Street.*

ENDNOTES



- ¹ Wauwatosa Sesquicentennial Committee, *The Wauwatosa Story*, Wamco Printing, Wauwatosa, 1961, Sesquicentennial Revision, 1985, p. 1.
- ² Lyman G. Wheeler, "Sketches of Wauwatosa," *Early History of Schools in Wauwatosa*, Compiled by Elizabeth V. Foley, 1932, p. 9.
- ³ Wauwatosa Sesquicentennial Committee, *Wauwatosa Story*, p. 2.
- ⁴ Wauwatosa Sesquicentennial Committee, *Wauwatosa Story*, p. 8.
- ⁵ Mary Courtney Lefebber, "Sketches of Wauwatosa," *Early History of Schools in Wauwatosa*, Compiled by Elizabeth V. Foley, 1932, p. 20.
- ⁶ Ibid.
- ⁷ Julius R. Ruff, "First Congregational Church of Wauwatosa," *Gathered in 1842, Sesquicentennial History, Part 3*, First Congregational Church of Wauwatosa, Wauwatosa, 2003.
- ⁸ Wauwatosa Sesquicentennial Committee, *Wauwatosa Story*, p. 26.
- ⁹ Mead and Hunt, *Wauwatosa, The City of Homes, Intensive Survey of Residential Historic Districts*, April, 1998, p. 2.
- ¹⁰ Ibid, p. 27.
- ¹¹ Bruce and Cynthia Lynch, "Dedication of the Historical Marker Plaque for The Washington Highlands Historic District," *History of the Development of Washington Highlands*, Wauwatosa Landmark No. 11, Wauwatosa Landmark Commission, Sunday, October 6, 1991, p. 3.
- ¹² Bruce and Cynthia Lynch, *Washington Highlands Historic District National Register Nomination*, September 28, 1988, s. 6, p. 4.
- ¹³ Mead and Hunt, *Wauwatosa, The City of Homes*, p. 3.
- ¹⁴ Wauwatosa Sesquicentennial Committee, *Wauwatosa Story*, p. 27.
- ¹⁵ Ibid, p. 34.
- ¹⁶ Jim Price, *Blue Mound Golf and Country Club Centennial History Book*, Inland Press, Menomonee Falls, WI, 2002.
- ¹⁷ Mead and Hunt, *Wauwatosa: The City of Homes*, p. 5.
- ¹⁸ Barbara Floyd, "The Noble Craftsman We Promote: The Arts and Crafts Movement in the American Midwest," *Roots of Arts and Crafts*, An Exhibit of the Ward M. Canaday Center for Special Collections, Carlson Library, The University of Toledo, March 26th-June 30th, 1999.
- ¹⁹ Ibid.
- ²⁰ Published in Chicago beginning in 1896.
- ²¹ Kitty Turgeon and Robert Rust, *The Arts and Crafts Home*, New York: Friedman/Fairfax Publishers, New York, 2001, p. 44.
- ²² Ray Stubblebine, "Arts and Crafts Movement Resource Directory," *Gustav Stickley and the Craftsman Home*, An Exhibition presented by the Craftsman Farms Foundation, Morris Plains, New Jersey, 1995.
- ²³ The Greene brothers were Charles Sumner Greene (1868-1957) and Henry Mather Greene (1870-1954).
- ²⁴ Clay Lancaster, *The American Bungalow 1880-1950*, Dover Publications, Inc., New York, 1985, p. 19.

- 25 Paul Duchscher and Douglas Keister, *The Bungalow, America's Arts and Crafts Home*, Penguin Books USA, Inc., New York, 1995, p. 11.
- 26 Robert Winter and Alexander Vertikoff, *American Bungalow Style*, Simon & Schuster, New York, 1996, p. 18.
- 27 Ibid, p. 17.
- 28 Duchscher and Keister, *The Bungalow*, p. 19.
- 29 Sears Roebuck and Co., *Small Houses of the Twenties, The Sears, Roebuck 1926 House Catalog*, An Unabridged Reprint, Dover Publications, Inc., New York, 1991, p. 13.
- 30 Ibid, p. 13.
- 31 Ibid, p. 121.
- 32 Katherine Cole Stevenson and H. Ward Jandl, *Houses by Mail, A Guide to Houses from Sears, Roebuck and Company*, Preservation Press, John Wiley and Sons, Inc., New York, 1986, pgs. 285, 343-44.
- 33 Sears, *Small Houses of the Twenties*, p. 52.
- 34 Mead and Hunt, *Wauwatosa, City of Homes*, p. 4.
- 35 Richard Peeples, *Historic Wauwatosa*, Wauwatosa Historical Society Publisher, Wauwatosa, No. 94, May, 1993, p. 3.
- 36 Ibid, p. 3.
- 37 Thomas C. Cochran, *The Pabst Brewing Company, History of an American Business*, Business History Series, New York University Press, New York, 1948, p. 49.
- 38 The Pabst farm grew to be 217 acres in size by 1888 as depicted on the Silas Chapman Map of Wauwatosa.
- 39 Bruce and Cynthia Lynch, *Dedication of the Plaque*, p. 3.
- 40 Bruce and Cynthia Lynch, *Washington Highlands*, p. 4.
- 41 Bruce and Cynthia Lynch, *Dedication of the Plaque*, p. 3.
- 42 Norman Lucey, "The Effects of Sir Ebenezer Howard and the Garden City Movement on Twentieth Century Town Planning," *The Early Influences on The Garden City*, Norman Lucey Publisher, Hertfordshire, United Kingdom, 1973, s. 1, p. 1.
- 43 "Sketches of Wauwatosa," *Early History of Schools in Wauwatosa*, Compiled by Elizabeth V. Foley, 1932, p. 77.
- 44 Ibid.
- 45 Wauwatosa Landmarks Commission, *Wauwatosa Avenue Historic District*, Wauwatosa Landmark No. 7, Sunday, June 16, 1985, p. 8.
- 46 Sears, *Small Houses of the Twenties*, p. 94.
- 47 Eva Holfman and Carol Schaeve, telephone conversation with Donna Weiss-Priebe, June 24, 2003. Nieces of the original home owners of 7933 and 8001 Stickney Avenue. Eva lived in 8011 Stickney Avenue until 1927, her parents Harry and Eva Stauff Schaeve built this home.
- 48 Michele Teofilo, telephone conversation with Donna Weiss-Priebe, May 25, 2003.
- 49 Wauwatosa Landmarks Commission, *Wauwatosa Avenue*, p. 8.
- 50 Information on builders obtained from the building records in the City of Wauwatosa Planning Department.
- 51 Information provided by the current owner, Brian Buchberger. April, 2003.
- 52 Bruce and Cynthia Lynch, *Washington Highlands*, s. 6, p. 4.

PHOTOGRAPHS AND ILLUSTRATION CREDITS

TABLE OF CONTENTS TILES

Tzadi Turrou, *Oak Flower*, The Craftsman Farm Foundation, Inc., Morris Plains, NJ, copyright 2003.

Charles Rennie Macintosh, *Widyhill*, designed 1915, Charles Rupert Designs Limited, Victoria BC, Canada, copyright 2000.

William de Morgan, *BBB*, ca. 1890, M023, Utrecht, Ravesteijn, WWW Tile Image Gallery, copyright 1996, 97, 98.

Ephriam Faience, *Gingko*, ca. 1915, The Craftsman Farm Foundation, Inc., Morris Plains, NJ, copyright 2003.

J & J.G. Low, *Chelsea*, Patent Art Tile Works, Chelsea, MA., copyright 1881.

William Morris, *Longden*, designed ca. 1870, Designs in Tile, copyright 1999.

Ephriam Faience, *Northwind*, designed ca. 1915, The Craftsman Farm Foundation, Inc., Morris Plains, NJ, copyright 2003.

Dard Hunter, *Arts and Crafts Rose*, ca. 1910, Motawi Tileworks, copyright 2003.

Charles Rennie Macintosh, *Tulip and Lattice*, designed ca. 1910, Charles Rupert Designs Limited, Victoria BC, Canada, copyright 2000.

William Morris, *Findon Daisy*, designed ca. 1880, The Arts and Crafts Home, Mark Golding, Sussex, England, copyright 2003.

William Morris, *Sunflower*, ca. 1880, M181, Utrecht, Ravesteijn, WWW Tile Image Gallery, copyright 1996, 97, 98.

MAIN IMAGES

FIGURE 1: Wauwatosa Sesquicentennial Committee, *The Wauwatosa Story*, Wamco Printing, Wauwatosa, 1961, Sesquicentennial Revision, 1985, p. 5.

FIGURE 2: Courtesy of the Wauwatosa Historical Society.

FIGURE 3: City of Wauwatosa, Copyright 2003.

FIGURE 4: Ray Watkinson, *William Morris As Designer*, Trefoil Publications, London, 1990, Image 1.

FIGURE 5: Gustav Stickley, The Craftsman, May 1907.

FIGURE 6: Gustav Stickley, *Craftsman Homes, Mission Style Homes and Furnishings of the American Arts and Crafts Movement*, Gramercy Books, New York, 1995, p. 214.

FIGURE 7: Gustav Stickley, *Craftsman Homes*, p. 213.

FIGURE 8: Clay Lancaster, *The American Bungalow 1880-1950*, Dover Publications, Inc. New York, 1985, p. 20.

FIGURE 9: Clay Lancaster, *The American Bungalow*, p. 77.

FIGURE 10: J.D. Loizeaux Lumber Company, Plainfield, NJ and Loizeaux Builders and Supply Co., *Loizeaux's Plan Book No. 7*. Chas L. Bowes, Hindsdale, IL, 1927, p. 58.

FIGURE 11: City of Wauwatosa, Copyright 2003.

FIGURE 12 - 13: Sears Roebuck and Co., *Small Houses of the Twenties, The Sears, Roebuck 1926 House Catalog*, An unabridged Reprint, Dover Publications, Inc., New York, 1991, p. 101.

FIGURE 14: Sears Roebuck, *Small Houses of the Twenties*, p. 53.

FIGURE 15: Sears Roebuck, *Small Houses of the Twenties*, p. 1.

TOUR A

FIGURES 16 - 30: City of Wauwatosa, Copyright 2003.

TOUR B

FIGURES 31 - 42: City of Wauwatosa, Copyright 2003.

TOUR C

FIGURES 43 - 47: City of Wauwatosa, Copyright 2003.

FIGURES 48 and 50: Sears Roebuck, *Small Houses of the Twenties*, p. 94.

FIGURES 49, 50 - 51: City of Wauwatosa, Copyright 2003.

FIGURES 52 - 54: Sears Roebuck, *Small Houses of the Twenties*, p. 81.

FIGURE 55: City of Wauwatosa, Copyright 2003.

FIGURES 56 - 57: Sears Roebuck, *Small Houses of the Twenties*, p. 84.

FIGURES 58 - 61: City of Wauwatosa, Copyright 2003.

TOUR D

FIGURES 62 - 71: City of Wauwatosa, Copyright 2003.

FIGURE 72: Sears Roebuck, *Small Houses of the Twenties*, p. 84.

TOUR E

FIGURES 73 - 80: City of Wauwatosa, Copyright 2003.

Appendix

All images in the Glossary of Architectural Features are by the City of Wauwatosa, Copyright 2003.

Maps

All maps were designed and executed by The Kubala Washatko Architects, Inc. based on source maps provided by the City of Wauwatosa Planning Department. Copyright resides with the City of Wauwatosa, 2003.

RESOURCES

ARTS AND CRAFTS

BOOKS/PERIODICALS:

Peter Davey, **Architecture of the Arts and Crafts Movement**, Rizzoli International Publications, Inc., New York, 1980.

Barbara Floyd, **The Noble Craftsman We Promote: The Arts and Crafts Movement in the American Midwest**, <www.cl.utoledo.edu/canaday/artsandcrafts/roots.html>.

Gustav Stickley, **Craftsman Homes, Mission Style Homes and Furnishings of the American Arts and Crafts Movement**, Gramercy Books, distributed by Random House, New York, 1995.

Barbara Mayer, **In the Arts and Crafts Style**, Chronicle Books, Running Heads Incorporated, New York, 1992.

Ray Stubblebine, **Gustav Stickley and the Craftsman Home**, <www.ragtime.org/arch/rs>.

Kitty Turgeon and Robert Rust, **The Arts and Crafts Home**, Michael Friedman Publishing Group, Inc., New York, 2001.

ORGANIZATIONS:

The Craftsman Homeowner

31 South Grove Street
East Aurora, NY 14052
(716) 652-3333

BUNGALOWS

BOOKS/PERIODICALS:

100 Turn-of-the-Century Brick Bungalows with Floor Plans, Roger & Manson, Dover Publications, 1994.

American Bungalow

P.O. Box 756, Sierra Madre, CA 91025-0756, (800) 350-3363,
<<http://www.americanbungalowmagazine.com>>.

April Halberstadt, **Bungalow Style**, Michael Friedman/Fairfax Publishing, New York, 1999.

Clay Lancaster, **The American Bungalow 1880-1930**, Dover Publications, Inc., New York, 1995.

Jan Cigliano, **Bungalow: American Restoration Style**, Gibbs Smith Publisher, Layton, UT, 1998.

Paul Duchscherer and Douglas Keister, **The Bungalow, America's Arts and Crafts Home**, Penguin Books, USA Inc., New York, 1995.

Robert Winter and Alexander Vertikoff, **American Bungalow Style**, Simon & Schuster, New York, 1996.

ORGANIZATIONS:

Bungalow Heaven Neighborhood Association

P.O. Box 40672
Pasadena, CA 91114-7672
(818) 585-2172

American Bungalow Registry

Nationwide registry of homes.
(800) 350-3363

Historic Chicago Bungalow Initiative

1 North LaSalle Street, 12th Floor
Chicago, IL 60602
(312) 642-9900
E-mail: bungalow@chicagobungalow.org
<<http://chicagobungalow.org>>

GENERAL

BOOKS/PERIODICALS:

Dover Publications reprints many of the Mail-Order home catalogs as well as books on bungalows and the Arts and Crafts Movement.

<<http://www.doverbooks.com>>.

Old House Journal

2 Main Street, Gloucester, MA 01930, (800) 234-3797

Paul Jakubovich, **As Good As New, A Guide to Renovating the Exterior of Your Older House**, Department of City Development, City of Milwaukee, July, 1993.

Virginia McAlester and Lee, **A Field Guide to American Houses**, Alfred A. Knopf, Inc., New York, 1984.

ORGANIZATIONS:

National Trust for Historic Preservation

1785 Massachusetts Avenue, NW,
Washington, DC 20036-2117
(202) 588-6000.
<<http://www.nthp.org>>

LOCAL HISTORY/INTEREST

BOOKS/PERIODICALS:

Best Walks in Wauwatosa Neighborhoods, Wauwatosa Health Department and Wauwatosa Neighborhood Association Council, Spring 2002.

City of Wauwatosa, 100th Anniversary, Centennial Booklet, 1935.

Elizabeth V. Foley (ed.), **Sketches of Wauwatosa**, private publication, 1932.

Historic Wauwatosa, Published by the Wauwatosa Historical Society, Inc.

Wauwatosa Sesquicentennial Committee, **The Wauwatosa Story**, Wamco Printing, Wauwatosa, 1961, Sesquicentennial Revision, 1985.

NEIGHBORHOOD ASSOCIATIONS:

Charles Jacobus Park Neighborhood Association

Paul DeMarco, Membership (414) 771-8885

<<http://www.cjpna.org>>

The boundaries of the Association are Hawley Road (east), 72nd Street (west), Blue Mound Road (south), and the Menomonee River (north).

Inglewood Neighborhood Association

<<http://www.gna.net>>

The boundaries of the Association are Wisconsin Avenue between 68th and 73rd Streets, and between North Avenue and Lloyd Street.

Lowell Damon Woods Neighborhood Association

<<http://www.damonwoods.org>>

The area covered by the Association is located south and west of Wauwatosa's City Hall and Public Library.

Pabst Park Neighborhood Association

Membership (414) 453-7987

<<http://www.pabstpark.org>>

The boundaries of the Association are N. 60th Street (east), N. 68th Street (west), Lloyd Street (south), and North Avenue (north) .

Sheraton Lawns Neighborhood Association

Greg Barlow, President (414) 302-0772

<<http://www.geocities/sheratonlawns/Main/SL.html>>

The boundaries of the Association are Burleigh Street (south), N. 105th Street (west), Menomonee River Parkway (northeast).

The Washington Highlands, Washington Homes Association

<<http://www.washingtonhighlands.org>>

The boundaries of the Association are N. 60th Street (east), N. 68th Street (west), Milwaukee Avenue (south), and Lloyd Street (north).

Tosa East Towne Neighborhood Association

Linda Sullivan, Membership (414) 456-1161

<<http://www.tetna.org>>

The boundaries of the Association are N. 60th Street (east), Wauwatosa Avenue (west), North Avenue (south), and Center Street (north).

ORGANIZATIONS:

Milwaukee County Historical Society

910 N. Old World 3rd Street

Milwaukee, WI 53203-1591

(414) 273-8288

<<http://www.milwaukeecountyhistsoc.org>>

Wauwatosa Historic Preservation Commission

7725 West North Avenue
 Wauwatosa, WI 53213
 (414) 479-8957

Wauwatosa Historical Society

7406 Hillcrest Drive
 Wauwatosa, WI 53213
 (414) 774-8672
 <<http://www.wauwatosahistoricalsociety.org>>
 E-mail: staff@wauwatosahistoricalociety.org

Wauwatosa Public Library

7635 W. North Avenue
 Wauwatosa, WI 53213
 (414) 471-8484

Wisconsin Historical Society

816 State Street
 Madison, WI 53706
 (608)
 <<http://www.wisconsinhistory.org>>

MAIL-ORDER HOMES***BOOKS/PERIODICALS:***

Aladdin "Built in a Day" House Catalog, 1917, Dover Publications, Inc., New York, 1995

J.D. Loizeaux Lumber Company, **Classic Houses of the Twenties**, The Athenaeum of Philadelphia and Dover Publications, Inc., New York, 1992.

Katherine Cole Stevenson and H. Ward Jandl, **Houses by Mail, A Guide to Houses from Sears, Roebuck and Company**. National Trust for Historic Preservation, John Wiley and Sons, Inc., 1986.

Rosemary Thornton, **The Houses That Sears Built, Everything You Ever Wanted To Know About Sears Catalog Homes**, Gentle Beam Publications, 2002.

Sears, Roebuck and Co., **Small Houses of the Twenties, The Sears, Roebuck 1926 House Catalog**, An Unabridged Reprint, The Athenaeum of Philadelphia and Dover Publications, Inc., New York, 1991.

ORGANIZATIONS:**National Trust for Historic Preservation**

<http://www.nthp.org/help/mail_order_homes.html>

HOMES OF INTEREST

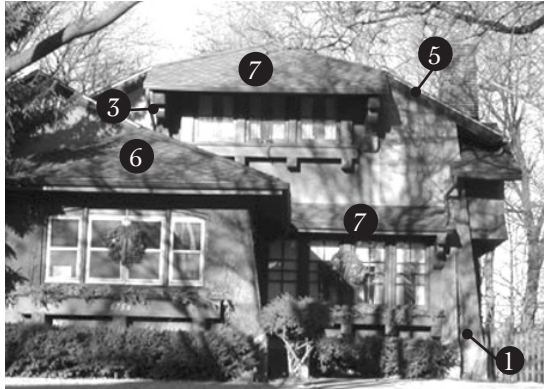
The following homes could not be included in the tour route descriptions or maps either due to their location or the space constraints of this document. All of the homes listed are examples of the Arts and Crafts or bungalows, one home is denoted as mail-order.

N. 60th Street	<i>N. 63rd Street cont.</i>	<i>N. 67th Street cont.</i>
1551	2530	2122
2115	2543	2127
2137	2550-52	2138
2171	2560	2340
2205	2565	2360
2235	2567	2402
2261	2620	2403
	2624	2425
N. 61st Street	2630	2430
2320	2636	2462
2326		2525
2327	N. 64th Street	
2352	544	N. 68th Street
2353	1316	1335
2356	2204	1629
2357	2343	1639
2369	2362	1705
2414	2503	2203
2418	2513	2355
2429	2557	2361
2435	2563	2405
2438	2569	2411
2451		2545
2456	N. 65th Street	
2457	2106	N. 69th Street
	2502	1714
N. 62nd Street	2540	1844
2125	2551	1847
2168	2556	
2540		N. 70th Street
2541	N. 66th Street	663
2544	713	1738
2550	2204	1804
2553	2501	1829
2556	2510	
2557	2515	N. 71st Street
2560	2519	1828
2563	2528	1831
	2546	1856
N. 63rd Street	2547	
1423		N. 72nd Street
2333	N. 67th Street	1723
2508	559	1736
2514	2101	1737
2518	2115	1738
2524	2121	1821

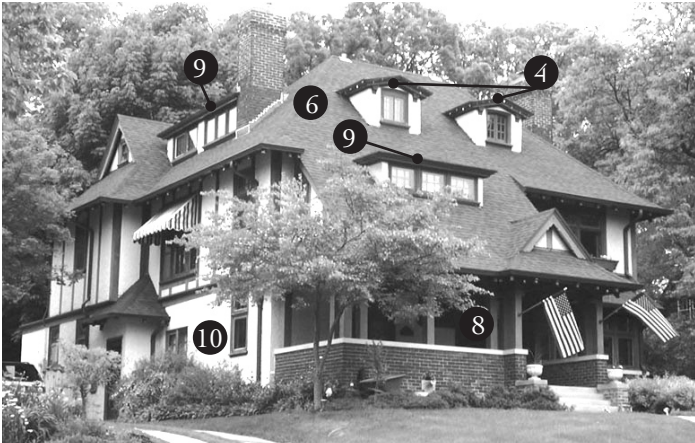
<i>N. 72nd Street cont.</i>	Forest Street	Mower Court
1845	2015	1515
1850	2025	
1854	2027	Portland Avenue
1869	2035	8007
N. 73rd Street	Glenview Avenue	Richmond Court
1862	1213	8134
2141		
2202	W. Gridley Avenue	Rockway Place
2247	8204 (mail-order Sear's Uriel Model)	8136
N. 74th Street		Rogers Avenue
1850	Harwood Avenue	7630
	7827	
N. 81st Street		Stickney Avenue
2007	Hillcrest Drive	8147
2028	7112	8204
2465	7318	
2471	7911	Underwood Avenue
	7933	1911
N. 83rd Street	8207	1935
1824		1941
1828	Jackson Park	
1901	Boulevard	Warren Avenue
1904	8805	7915
1924		8028
1946	Lefebvre Avenue	8201
2010	2550	8225
	2566	
N. 118th Street	2572	W. Wisconsin
2439	2602	Avenue
	2615	6504
Aberdeen Court		6630
8102	W. Lloyd Street	6812
	7237	
Aetna Court		Woodland Avenue
6831	Ludington Street	8121
6837	2204	8126
7025	2207	
7031	2213	
Cedar Street	Maple Terrace	
7128	7015	
	7036	
Chestnut Street	7037	
8021	7110	
8239		
Church Street	Milwaukee Avenue	
1448	6717	
1902	6721	
1920	7831	
2021		

ARTS AND CRAFTS

1. Battered wall
2. Clipped gable
3. Console bracket
4. Gable end dormer
5. Gambrel roof
6. Hip roof
7. Pent roof
8. Porch
9. Shed dormer
10. Stucco



6756 Maple Terrace (Arts and Crafts bungalow)

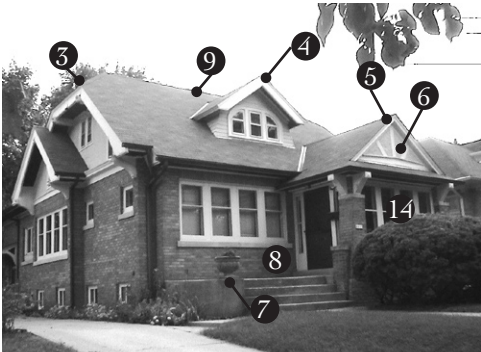


7424 Kenwood Avenue



836 N. 67th Street

BUNGALOW



6615 W. Lloyd Street



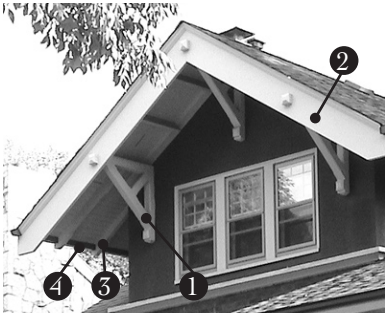
6129 Washington Circle



7455 Watson Avenue

1. Bay window
2. Beam extension
3. Clipped gable roof (or jerkin-head)
4. Gable end dormer
5. Gable end roof
6. Half-timbering
7. Podium
8. Raised patio
9. Ridge
10. Shed dormer
11. Shingle siding
12. Side gable roof
13. Simulated thatch roof
14. Sun porch (enclosed)

GENERAL



- 1 Knee brace
- 2 Gableboard
- 3 Rafter-tail (rafter)
- 4 Fascia board



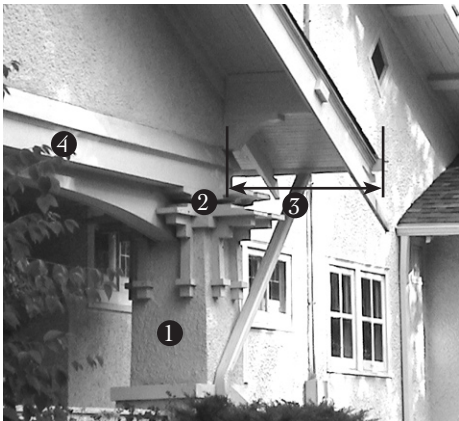
- 1 Corbel bracket
- 2 Brick



- 1 Console bracket
- 2 Pent roof



- 1 Sill line- Vertical course of brick shows where the structural sill is hidden within the wall.
- 2 Window sill



- 1 Column
- 2 Crafted capital
- 3 Eave
- 4 Tie Beam

FACADE:

The exterior face of the building which is the architectural front.

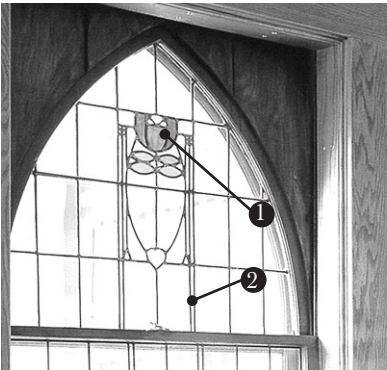
ELEVATION:

One of the faces or sides of a building.

DETAILS



1 Tapered column



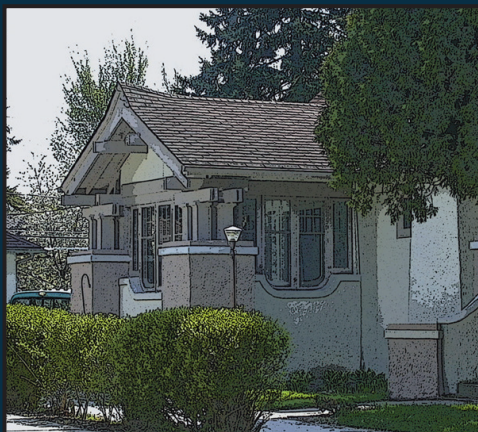
1 Art glass window
2 Leaded glass window



1 Diamond pane window



1 Eyebrow dormer



WALKING WAUWATOSA

A SELF-GUIDED SIDEWALK TOUR OF ARTS & CRAFTS, BUNGALOW AND MAIL-ORDER HOMES

City of Wauwatosa Historic Preservation Commission

2003