

United States Department of Interior
National Park Service

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National Register of Historic Places
Registration Form

NATIONAL
REGISTER

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Newberry Boulevard Historic District

other names/site number _____

2. Location

street & number 1802-3000 East Newberry Boulevard N/A not for publication

city or town Milwaukee N/A vicinity

state Wisconsin code WI county Milwaukee code 079 zip code 53211

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this x nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property x meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide x locally. (See continuation sheet for additional comments.)

[Signature] 1/24/94
Signature of certifying official/Title Date
State Historic Preservation Officer-WI

SHPO

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria.

(See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State of Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

for Edson H. Beall
Signature of the Keeper

3/7/94
Date of Action

I hereby certify that the property is: entered in the National Register. ~~Entered in the National Register~~

determined eligible for the National Register. See continuation sheet.

determined not eligible for the National Register. See continuation sheet.

removed from the National Register. See continuation sheet.

other, (explain:)

5. Classification

Ownership of Property (check as many boxes as apply)

Category of Property (Check only one box)

Number of Resources within Property (Do not include listed resources within the count)

Ownership of Property (check as many boxes as apply)	Category of Property (Check only one box)	Contributing/Noncontributing		
		Contributing	Noncontributing	Total
<input checked="" type="checkbox"/> private	<input type="checkbox"/> building(s)			
<input type="checkbox"/> public-local	<input checked="" type="checkbox"/> district	101	1	buildings
<input type="checkbox"/> buildings				
<input type="checkbox"/> public-state	<input type="checkbox"/> site			sites
<input type="checkbox"/> sites				
<input type="checkbox"/> public-federal	<input type="checkbox"/> structure			structures
<input type="checkbox"/> structures				
<input type="checkbox"/> objects	<input type="checkbox"/> object			objects
	Totals	101	1	Total

Name of related multiple property listing (Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

0

6. Function or Use

Historic Functions

Current Functions

(Enter categories from instructions)

DOMESTIC: single dwelling
DOMESTIC: multiple dwelling

DOMESTIC: single dwelling
DOMESTIC: multiple dwelling

7. Description

Architectural Classification

Materials

(Enter categories from instructions)

See continuation sheet.

foundation brick
walls brick
stone
roof asphalt
other terra cotta
copper

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

GENERAL DESCRIPTION

The East Newberry Boulevard Historic District is a linear residential area that includes the buildings on both sides of the boulevard between N. Oakland Avenue and N. Lake Drive, a distance of 12 city blocks. East Newberry Boulevard is a broad, linear street distinguished by a landscaped, grassy median strip about 50 feet wide that separates the roadways. The median is planted with large, deciduous trees and small bushes. The boulevard was designed to connect two city parks and dead ends into Lake Park and Riverside Park at its eastern and western ends respectively.

Of the 102 buildings adjacent to the boulevard, 101 are contributing buildings and one is a non-contributing apartment building which was built less than 50 years ago. Although the first house was built on the boulevard in 1896, the busiest years of development on the street were between 1908 and 1930. Brick, stucco and limestone are the primary exterior cladding materials for buildings in the district, but there are several wood sided houses as well at the western end of the district. Many roofs on the boulevard are sheathed with Spanish or flat terra cotta tiles or slate.

X See Continuation Sheets

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National Register of Historic Places
Continuation Sheet

Section 7 Page 1

Newberry Boulevard Historic District
Milwaukee County, WI

Description (continued)

Architectural Classifications

Colonial Revival
Tudor Revival
Prairie School
Mission/Spanish Colonial Revival
Bungalow/Craftsman
Late Gothic Revival

Materials

foundation: concrete
walls: stucco
weatherboard
roof: slate
terra cotta

The following architectural inventory of the district contains a brief description of each building along with the names of the architect, builder, and original owner, if they are known. Frequently, additional biographical information on an original owner is included. Garages are not included in resources count due to their insufficient size and scale.

DESCRIPTIONS OF INDIVIDUAL HOUSES

2761 N. Downer Avenue (1925)
Designer unknown

Frank N. Treis,
original owner

The Frank N. Treis house is a brick, 1-1/2 story, multi-gabled, rectangular, English cottage style house that is in excellent condition and retains its original character. The house

Newberry Boulevard Historic District
Name of Property

Milwaukee County, WI
County and State

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the
criteria qualifying the property for the
National Register listing.)

Areas of Significance
(Enter categories from
instructions)

Architecture

Community Planning and
Development

A Property is associated with events
that have made a significant
contribution to the broad patterns of
our history.

B Property is associated with the lives
of persons significant in our past.

C Property embodies the distinctive
characteristics of a type, period, or
method of construction or represents
the work of a master, or possesses
high artistic values, or represents a
significant and distinguishable entity
whose components lack individual
distinction.

D Property has yielded, or is likely to
yield, information important in
prehistory or history.

Period of Significance

1896 - 1932¹

Significant Dates

Significant Person
(Complete if Criterion B is
marked above)

N/A

Criteria Considerations
(Mark "x" in all the boxes that apply.)

A owned by a religious institution or
used for religious purposes.

B removed from its original location.

C a birthplace or grave.

D a cemetery.

E a reconstructed building, object, or
structure.

F a commemorative property.

G less than 50 years of age achieved
significance within the past 50 years.

Cultural Affiliation

N/A

Architect/Builder

See Continuation Sheets

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

See Continuation Sheets

9. Major Bibliographic References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

X See Continuation Sheets

Newberry Boulevard Historic District
Name of Property

Milwaukee, Wisconsin
County and State

Previous Documentation on File (NPS):
 preliminary determination of individual listing (36 CFR 67) has been requested
 previously listed in the National Register
 previously determined eligible by the National Register
 designated a National Historic Landmark
 recorded by Historic American Buildings Survey # _____
 recorded by Historic American Engineering Record # _____

Primary location of additional data:
 State Historic Preservation Office
 Other State Agency
 Federal Agency
 X Local government
 University
 Other
Name of repository:
Dept. of City Development, Milwaukee

10. Geographical Data

Acreage of Property 20 acres

UTM References (Place additional UTM references on a continuation sheet.)

1 1/6 4/2/7/7/0/0 4/7/6/8/7/4/0 3 1/6 4/2/8/9/6/0 4/7/6/8/6/4/0
Zone Easting Northing Zone Easting Northing
2 1/6 4/2/8/9/8/0 4/7/6/8/7/0/0 4 1/6 4/2/7/7/0/0 4/7/6/8/6/6/0
Zone Easting Northing Zone Easting Northing
 X see continuation sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

X See Continuation Sheet

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

X See Continuation Sheet

11. Form Prepared By

name/title Paul Jakubovich; Les Vollmert, Historic Pres. Officer
organization Department of City Development date Sept., 1992
street & number 809 N. Broadway telephone 414/223-5705
city or town Milwaukee state WI zip code 53202

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**National Register of Historic Places
Continuation Sheet**

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

is noteworthy for its steeply-pitched gables and peaks that are a hallmark of the English cottage style that was popular during the 1920s.

The house was built for Frank and Pauline Treis. He was the vice-president of the Imperial Lithography Company in Milwaukee. His father, Frank, Sr., was the president.

2819 N. Downer Avenue (1926)
Wesley S. Hess, architect

John D. Edwards,
original owner

Another of the district's fine, English Tudor style cottages is this 1-1/2 story, rectangular, multi-gabled, stucco and half-timber home that was constructed for and by John D. Edwards, who was a local builder. The principal focus of the main elevation facing N. Downer Avenue is a central, projecting, gabled entry pavilion that features a beaded wood door fenestrated with diamond-shaped, leaded glass quarrels. The rectangular door opening is framed by a round-arched band of red brick. The house is in very good condition and has not been altered.

John D. Edwards, the original owner, was the president of a home-building company named after him that was located in downtown Milwaukee. In 1929 the city directory listed Wesley S. Hess, the architect of the Edwards house, as the vice-president of the firm and George Kemnitz, another local architect, who designed 2307 E. Newberry Boulevard in the district, as the secretary. Before moving to this cottage, Edwards lived nearby at 2561 N. Prospect Avenue. The Edwards Company, with Hess as architect, also built in 1926 the English Tudor style house on the southern two-thirds of this lot that is addressed at 2530 E. Newberry Boulevard and is included in this inventory.

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Continuation Sheet**

Section 7 Page 3

**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

2800 N. Frederick Avenue (1943)
R. W. Dwyer, architect
Non-contributing

This 2-story, red brick, Colonial Revival style, 4-family apartment building is a non-contributing structure because it was built less than 50 years ago and is not presently known to possess any architectural or historic significance.

2773 N. Lake Drive (1929)
Herman W. Buemming, architect
Contributing structure

Philip A. Koehring,
original owner

The Philip Koehring house is a large, 2-1/2 story, multi-gabled, irregular plan Tudor Revival style residence that is veneered with rock-faced, random ashlar limestone and topped with a gray slate roof. The house is trimmed with extensive carved and dressed limestone, and the gable ends are clad with stucco and half timbering. The principal focus of the main elevation facing N. Lake Drive is a limestone enframed, round-arched doorway. An intricate carved wooden barge board trims the largest of three gables on the main elevation. The building is well-maintained today with no obvious alterations.

Philip Koehring was one of the founders and the secretary-treasurer of the Koehring Company, a large manufacturer of concrete mixing equipment and locomotive cranes. The large main plant located at N. 31st Street and W. Concordia Avenue in Milwaukee employed up to 450 people and was once reputed to be the largest plant in the world devoted to the manufacture of concrete mixing machines. Koehring was born, raised and educated in Kiel, Wisconsin. He was described as a "self-made man" in his biography, and he held the patent on a special paving mixer with boom and bucket distribution. Koehring had an active social life in

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Newberry Boulevard Historic District
Milwaukee County, WI

Description (continued)

Milwaukee, and he was a member of the Wisconsin Club, the Milwaukee Athletic Club, the Ozaukee Country Club, the Milwaukee Yacht Club, the Rotary Club, the Automobile Club, and the City Club. He was also a director of the Young Men's Christian Association. He had three sons, Calvin, Robert and Martin. Koehring did not long enjoy his new mansion, since he was forced to sell it during the Great Depression. He later rebuilt his fortune, but never lived in the Lake Drive house again.¹

2773 N. Maryland Avenue (1910, 1918,
1924)
Ferry and Clas, architects
Contributing structure

William Henry
Halsey,
original owner

The Halsey house is a large, 2-1/2 story, red brick, symmetrically-composed, multi-gabled, Georgian Revival style structure topped with a slate roof. The house is located on the southwest corner of N. Maryland Avenue and E. Newberry Boulevard behind a slightly bermed grass lawn with the main elevation facing N. Maryland Avenue. The central block of the house facing N. Maryland Avenue was built in 1910 and enlarged substantially with side and rear additions in 1918 and 1924. The house is trimmed with extensive wooden bracket work and cornice moldings at the eaves, and the front central entry is framed with Doric-style woodwork composed of round wooden columns that support a modest entablature and a small pent roof. The house is fenestrated with double hung windows that feature true divided light top sash. A side addition to the south that includes a garage was built in 1918 and designed by the noted architectural firm of Schuchardt and Judell. A very large, rear addition that is visible from the Boulevard elevation was built in 1924 according to the designs of architects Judell and Boyner. Both additions were so sensitively designed as to be virtually indistinguishable from the original house. The house is in good condition, and there have been no

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

apparent exterior changes since the completion of the last addition in 1924.

William Henry Halsey was a master plumber and a sanitary engineer who was born in Albany, New York on October 16, 1857. He was descended from an old English family that first came to America from Herefordshire, England in 1637. An old family home given to them by King Henry VIII, called "The Golden Parsonage," was still standing in Herefordshire in the early twentieth century. The family could trace its ancestry back to 1458. In Cornwall, England they possessed a title of nobility in English society as well as their own specially-designed heraldic crest. In America, Halsey ancestors fought in every American war before 1920. William Henry Halsey's son, William Howard Halsey, was a Milwaukee physician and a Navy surgeon during World War I.²

1800-02 E. Newberry Boulevard (1916)
Hugo Miller, architect
Contributing structure

Original owner,
unknown

Louis Auer and Sons were the contractors who built this \$4,500 clapboard sided, 2-1/2 story, multi-gabled, Arts and Crafts style duplex. The principal architectural feature of the main elevation facing E. Newberry Boulevard is a 2-story, projecting, polygonal bay that is topped with a flat roof. This duplex is basically in original condition and in good repair although the wooden railing on the walk-out front porch roof is a modern replacement.

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

1805-15 E. Newberry Boulevard
(1923-24)
R. Razall, architect
Contributing structure

First known occupants:
Apt. A. Frank M. Child
Apt. B. Henry Jung
Apt. C. O. Healy Powell
Apt. D. Glen G. Holt
Apt. E. Dwight O. Lyman
Apt. F. John H. Clark
Apt. G. William F. McDonald
Apt. H. Mrs. Julia W. Calligan

This large, 2-1/2 story, rectangular, symmetrically composed, multi-gabled, brick, English Tudor style apartment building is an anchor of the west end of the district on the southeast corner of E. Newberry Boulevard and N. Oakland Avenue. The principal elevation facing the boulevard features a central, projecting, twin-peaked bay that is trimmed with wooden half-timbering that is infilled with flat, ornamental brickwork. The two entrances on the E. Newberry Boulevard elevation are framed with English style, arched, limestone openings.

The building is in very good condition, and there have been no structural alterations to the exterior, although modern aluminum triple track storms and screens have been installed over the original double hung windows. This is a fine example of the better class of apartment building that was erected in response to the demand for apartments in the city's better residential areas. The building was started in 1923 according to the permit, but the first occupants of the 8-unit building were not listed in the city directory until 1925. G. W. Adams was the builder of this structure which reportedly cost \$40,000 according to the original permit.

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

1806-08 E. Newberry Boulevard (1916) Original owner,
Architect probably Hugo Miller unknown
Contributing structure

This duplex is a 2-1/2 story, multi-gabled, rectangular, symmetrically composed, clapboard sided, English Tudor style structure. It cost about \$4,500 to build, and Louis Auer and Son were the mason contractors. The gable ends are trimmed with half-timbering and stucco. The soffit of the projecting front gable is trimmed with large, triangular wooden braces. The duplex features a small, central porch composed of tall, square brick piers that support a flat, walk-out second story deck which is enclosed with a decorative wooden balustrade. The first story of the porch deck is enclosed with a red brick wall set between the brick piers. The main elevation is fenestrated with a central, 2-story, polygonal bay window of double hung, 10-over-1 sash windows. At the second story level, the bay also features true divided light transoms atop the double hung window units. The house is in excellent condition, and there have been no apparent alterations to any of the publicly visible elevations.

1812-14 E. Newberry Boulevard (1916) Original owner,
Architect probably Hugo Miller unknown
Contributing structure

This 2-1/2 story, rectangular, multi-gabled, clapboard-sided, English Tudor style duplex is one of three similar style structures built in the district by Louis Auer and Son in 1916. The other two are located to the east on consecutive lots at 1802-04 and 1806-08 E. Newberry Boulevard. This duplex has been well maintained over the years, and it retains all of its original features with no visible exterior alterations. The front gables are trimmed with half-timbering and stucco, and the impressive, projecting, square, flat-roofed front porch is made of brick piers, segmentally-arched

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

limestone lintels, and a parapet wall capped with a limestone coping.

1818-20 E. Newberry Boulevard (1927)
Harry Mewes, builder
Contributing structure

Mrs. Ella Whitney and
Joseph Padway,
original occupants

This 1-1/2 story, brick, jerkinhead-roofed, bungalow style duplex is in original condition and has been well maintained. The original estimated cost was \$10,000.

1828 E. Newberry Boulevard (1911)
Henry Messmer and Son, architects
Contributing structure

Original owner,
unknown

Described on the original permit as a cottage costing \$4,500, this 2-story, rectangular, frame, side-gabled, Craftsman style home features a large, front-gabled porch. Charles Zellmer was the carpenter contractor, and Louis Auer and Son were the masons. The first story of the house has been sheathed with modern artificial cast stone, but the second story retains its original wooden sidewall shingling and decorative rafter ends at the eaves. A bank of double hung windows on the first story of the main elevation facing E. Newberry Boulevard has been replaced with a modern picture window. Despite the alterations, the house is still recognizable as a historic structure, and it retains enough of its essential historic architectural character.

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

1829 E. Newberry Boulevard (1922) (a.k.a. 2775 N. Cramer Street) William J. Kosick, architect Contributing structure	Original owner, unknown
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A good example of a large Milwaukee duplex, this 2-1/2 story, brick and stucco, rectangular, multi-gabled, Arts and Crafts style building is located on the southwest corner of N. Cramer Street and E. Newberry Boulevard. The principal elevation is oriented towards N. Cramer Street. The main elevation features a front porch topped with combination hip roof and flat, walk-out deck. The front, jerkinhead style gable is trimmed with large, flat barge boards that are flared at the ends to compensate for the slight cant that is designed into the edge of the roof plane. The principal features of the side elevation facing the boulevard are a large, flat-roofed brick screen porch and a large, 2-1/2 story, stuccoed, gabled bay. The elevation features randomly placed windows and doors. One of the original occupants was William H. Clark, a sales manager of the Red Star Yeast Company. The duplex is in good condition, and there have been no structural changes to any of the publicly visible elevation.

1900-02 E. Newberry Boulevard (1908) Designer unknown Contributing structure	Original owner, unknown
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This is a large, 2-1/2 story, rectangular, multi-gabled, clapboard sided, vernacular Milwaukee duplex. Hauck and Bartels were the carpenter contractors, and the estimated cost was \$3,800, according to the original permit. The large, boxy, stuccoed front porch piers are replacements for original wooden porch posts, and there may have originally been a wooden railing that enclosed the flat porch roof. The house retains nearly all of its original

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

character and materials, however, and is therefore a contributing structure.

1901-03 E. Newberry Boulevard (1899)
F. W. Andree, architect
Contributing structure

Original owner,
unknown

Alterations have hidden much of the original character of this 2-1/2 story, frame, multi-gabled, rectangular Colonial Revival style house that was converted to a duplex in 1936. Because most of the changes are cosmetic and reversible, however, this is still a contributing structure in the district. For example, the most significant change, the application of wide, aluminum siding, is relatively easy to remove, which would allow restoration of the original wooden clapboards underneath. The house retains its original wooden bracketing under the cantilevered front and side gables, and the original, randomly placed fenestration appears to be intact. Frank Hunholz was the carpenter, and William Dallmann was the mason for this house, which is one of only five existing in the district that were constructed during the nineteenth century.

1906-08 E. Newberry Boulevard (1908)
Architect unknown
Contributing structure

Original owner,
unknown

Another large duplex, this 2-1/2 story, multi-gabled, clapboard-sided, rectangular, Arts and Crafts style building features a treatment of wooden sidewall shingles in the gable ends and dormers. This duplex has not been altered on the exterior, and retains its original character. The two front dormers both feature splayed roof ends. Louis Auer and Sons were the mason contractors, and J. Hauck and William Bartelt were the carpenter contractors of

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

this duplex which cost an estimated \$3,800 to build, according to the original permit.

1907 E. Newberry Boulevard (1899)
F. W. Andree, architect
Contributing structure

Original owner,
unknown

One of the most outstanding early frame houses in the district, this 2-1/2 story, multi-gabled, clapboard sided, Colonial Revival style residence was built in 1899. This house is in excellent condition, although the front porch was apparently modified during the early twentieth century. The estimated cost of the building was \$4,500. Frank Hunholz was the carpenter, and William Dallmann was the mason contractor, according to the original permit.

The main elevation facing the boulevard features a projecting, rounded bay at the northeast corner, which is truncated at the eaves. The visually striking roofline features a steeply pitched gable that is trimmed with Colonial style bracketing, wooden sidewall shingling, and applied decorative wooden carvings on the tails of the barge boards. The gable is flanked by an unusual, large, octagonal dormer trimmed with a frieze of carved, wooden Colonial style swags. The building was converted to a duplex in 1958, but this did not result in any significant exterior changes.

1912-14 E. Newberry Boulevard (c. 1905)
Architect unknown
Contributing structure

Original owner,
unknown

Looking much the same as it did when it was built around 1905, this 2-1/2 story, rectangular, multi-gabled, clapboard-sided, vernacular Milwaukee duplex is topped with a cement asbestos

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Description (continued)

shingle roof. The front and side gables are trimmed with original, random-cut, square butt wooden shingles. The front porch, which stretches across the entire main elevation facing E. Newberry Boulevard, appears to be completely original with the exception of the wooden railing enclosing the second story flat-roofed deck, which is of contemporary design and construction. The house otherwise retains its original early twentieth century character and is in good condition. Research has not pinpointed an exact construction date for this building.

1915 E. Newberry Boulevard (1899)
F. W. Andree, architect
Contributing structure

Original owner,
unknown

Retaining all of its late nineteenth century character, this 2-1/2 story, multi-gabled, rectangular, clapboard sided Colonial Revival style house has suffered only the addition of an easily-removed fire escape to an attic window on the front elevation. The most architecturally outstanding features of the main elevation facing the boulevard are the steeply-pitched, twin-peaked gables. Each is fenestrated with an identical double hung window that is framed by round Doric style columns at the sides, a carved wooden sunburst panel at the top, and a bottom panel of carved, wooden, floral motif ornament. All gables on the house are sheathed with wooden sidewall shingles. The front porch appears to be in nearly original condition, and it retains its original tapered wooden columns that are topped with Ionic style capitals. Frank Hunholz was the carpenter, and William Dallmann was the mason contractor for this fine home which cost an estimated \$4,500 to build. The house is in good condition.

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Newberry Boulevard Historic District
Milwaukee County, WI

Description (continued)

1918-20 E. Newberry Boulevard (1909)
Henry Messmer and Son, architect
Contributing structure

Original owner,
unknown

This large, 2-1/2 story, multi-gabled, frame duplex of Arts and Crafts design is sheathed with its original wooden clapboard siding and wooden shingles. The most outstanding feature of the front elevation facing the boulevard is an unusual, projecting, shingled bay that is fenestrated near the apex with a small double hung window that is trimmed at the top with peaked crown moldings. The duplex is in fine condition and shows no signs of exterior alterations with the minor exception that a wooden railing atop the flat deck of the front porch appears to be of modern design and construction. This is a good example of an architect-designed frame duplex. The building cost an estimated \$8,000 to build. Louis Auer and Son were the mason contractors, and Hauck and Bartels were the carpenters.

1921 E. Newberry Boulevard (1901)
Ferry and Clas, architects
Contributing structure

Otto M. Rau,
original owner

The Otto M. Rau house is a 2-1/2 story, square, symmetrically composed, hip-roofed, frame, Colonial Revival style structure that has been sheathed with cement asbestos siding. Despite the addition of the siding material, the house is a contributing structure in the district because it otherwise retains its historic character.

Otto Rau was the superintendent of the City of Milwaukee's light department when this house was built in 1901. The original estimated cost of the building was \$4,000. In 1952 it was converted to a duplex. This alteration was confined to the

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Newberry Boulevard Historic District
Milwaukee County, WI

Description (continued)

interior and did not result in any changes to the exterior elevations.

1924-26 E. Newberry Boulevard (1909) Henry Messmer and Son, architects Contributing structure	Original owner, unknown
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Another of the three Messmer-designed duplexes on the boulevard is this 2-1/2 story, multi-gabled, stuccoed, Arts and Crafts style building that retains all of its original architectural character. The other two duplexes designed by Messmer at approximately the same time are located on either side of this building at 1918-20 and 1928-30 E. Newberry Boulevard. The house is fenestrated with randomly placed windows, and the entire exterior, including the widely overhanging eaves of the plate roof, is finished with cement stucco. The front porch is composed of square, stuccoed piers that support an entablature, cornice and flat roof that is trimmed with a wooden railing of geometric design.

1927 E. Newberry Boulevard (1904) Architect unknown Frank Hunholz, builder Contributing structure	Original owner, unknown
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Other than the addition of modern aluminum siding, this finely detailed, 2-1/2 story, multi-gabled, rectangular Colonial Revival style residence retains its historic character. The siding, which does not hide the extensive historic wooden ornament, could be easily removed in order to restore the original wooden clapboard siding that is underneath. The house retains nearly all of its original detailing such as wooden sidewall shingling in the gable ends, Ionic style porch columns, bracketed gable returns, and

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Description (continued)

dentil molding trim on the barge boards of the front gable. Frank Hunholz, a successful Milwaukee carpenter who built this house, was also listed on the original permit as the architect. Although his role in the design process cannot be confirmed, and sometimes permit information has to be creatively interpreted, it is likely that he may have contributed to the overall detailing and architecture of the exterior.

1928-30 E. Newberry Boulevard (1909) Henry Messmer and Son, architect Contributing structure	Original owner, unknown
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The neighboring duplex at 1918-20 E. Newberry Boulevard, also designed by the Messmer firm, shares much of the same overall character with this 2-1/2 story, multi-gabled, frame, rectangular, Arts and Crafts style duplex that is sheathed with wooden sidewall shingles on the second story and gable ends. The original wooden clapboard siding on the first story has been covered with modern aluminum siding. There have been no apparent alterations to any of the original windows, although a small dormer was constructed on the rear, northeast corner of the roof. This duplex, like the two other Messmer-designed duplexes to the west of it, was built by the masonry construction firm of Louis Auer and Son and the carpentry firm of Hauck and Bartels. The original estimated cost was \$8,000.

1931 E. Newberry Boulevard (1904) Architect unknown Frank Hunholz, builder Contributing structure	Original owner, unknown
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Retaining its original Colonial Revival style character, this 2-1/2 story, rectangular, multi-gabled, clapboard-sided home was constructed at an estimated cost of \$3,500 by builder Frank

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Description (continued)

Hunholz. The gable ends are sheathed with wooden sidewall shingles, and the apex and corners of the front gable facing E. Newberry Boulevard are trimmed with impressive carved, wooden, floral motif ornaments. The recessed attic windows in the front gable are framed by a round-arched opening trimmed at the sides with turned Doric style columns.

The house retains its original front porch which is fitted with turned wooden columns that are topped with Ionic style capitals. The only apparent alteration to the porch has been the replacement of the original balustrade atop the flat roof with modern wooden one. The building is a good example of the Colonial Revival style that was popular around the turn of the century. It makes an interesting comparison with the later interpretation of the Colonial Revival style that was popular for homes built 20 years later in the eastern end of the district.

2000-02 E. Newberry Boulevard (1910)
Henry Messmer and Son, architect
Contributing structure

Original owner,
unknown

This is another of about six similar large duplexes designed by the firm of Henry Messmer and Son in the district. It is a 2-1/2 story, multi-gabled, rectangular, frame structure that is clad with aluminum siding on the first story, and the original wooden side wall shingles on the second story. The most outstanding feature of the main elevation facing the boulevard is a large, projecting, 2-1/2 story, front-gabled bay window. The house features an original, flat-roofed front porch that stretches across the entire front elevation. Although the wooden railing that encloses the second story walk-out deck appears to be of modern design and construction. The publicly visible elevations are fenestrated with randomly-placed windows that all appear to be original to the structure. Despite the alterations to this duplex,

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it retains its overall historic character and is still a contributing structure in the district.

2001 E. Newberry Boulevard (1921)
Designer unknown
Contributing structure

James M. Taylor,
original occupant

The James M. Taylor house is a good example of a better class bungalow. It is a 1-1/2 story, jerkinhead-roofed, brick and stucco, rectangular plan structure that features unusual, deeply coved stuccoed eaves. A small, projecting, corner sunroom/entry vestibule on the west end of the main elevation facing E. Newberry Boulevard is topped with an unusual combination hip/eyebrow roof. Richard Elkert, the carpenter who built the house, is known to have worked extensively on E. Newberry Boulevard. The house is in original condition with no apparent exterior alterations to any of the publicly-visible elevations. James M. Taylor was the treasurer of the Non-Breakable Button Company in Milwaukee.

2006-08 E. Newberry Boulevard (1910)
Henry Messmer and Son, architect
Contributing structure

Original owner,
unknown

Costing approximately \$5,500 to build, this 2-1/2 story, multi-gabled, rectangular, frame Milwaukee duplex has been clad with modern aluminum siding, but the large, front-gabled bay window facing the boulevard still retains an original cement stucco veneer. The large porch, which stretches across the entire main elevation, has been sensitively enclosed with leaded-glass windows. Despite the alterations, this house retains its overall historic character, and it is recognizable as one of about six similar duplexes in the district that were designed by the Messmer firm.

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Description (continued)

A. J. Zellmer was the carpenter, and L. Stolberg did the masonry work, according to the original building permit.

2012-16 E. Newberry Boulevard (1910) Original owner,
H. Messmer and Son, architects unknown
Contributing structure

This 2-1/2 story, multi-gabled, rectangular, clapboard sided, Arts and Crafts style Milwaukee duplex is in fine condition and shows no signs of any significant exterior alterations. The house is trimmed with wooden shingles on the front and side projecting bay windows, and the roof is topped with a high-quality, original, cement asbestos shingle roof. A. J. Zellmer was the carpenter, and L. Stolberg was the mason. The original estimated cost was \$5,500.

2015 E. Newberry Boulevard (1917) James Maitland,
R. Messmer and Brother, architects original owner
Contributing structure

The James Maitland house is a large, 1-1/2 story, rectangular, brick and stucco, jerkinhead-roofed bungalow. The house is a good example of the better class of architect-designed bungalows. According to permit research, the original estimated cost was \$6,500, and Louis Auer and Son was the mason contractor. The foundation walls were reportedly made of poured concrete which, at that time, was not a widespread construction practice in Milwaukee. The house is in excellent condition today, and there have been no exterior alterations to any of the public elevations.

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Description (continued)

2021 E. Newberry Boulevard (1910)
Fred Graf, architect
Contributing structure

Original owner,
unknown

Aluminum siding has been applied over the original wooden clapboard siding of this 2-1/2 story, frame, rectangular, multi-gabled, Craftsman style house. Despite this obvious alteration, the building is still a contributing structure because it otherwise retains all of its historic character. The original cost was approximately \$6,000. L. Schroeder was the carpenter, and W. Lietz was the mason contractor.

2024 E. Newberry Boulevard (1913)
Henry Messmer and Brother, architects
Contributing structure

Original owner,
unknown

Constructed with poured concrete sidewalls, this 1-1/2 story, stuccoed, multi-gabled, rectangular bungalow is in nearly original condition, except that two large picture windows have been substituted for bays of multiple double hung windows on the first and second stories of the main elevation facing the boulevard. The house is simply finished with plain stucco exterior walls and a red brick belt course at the level of the first story window sills. The front and side gable eaves are finished with beaded wood soffits and trimmed with large box beams. The house is well maintained. This is one of two houses in the district that were built with poured concrete walls, which was a unusual construction method at that time. The other house is located at 2028 E. Newberry Boulevard and was also built in 1913 by the same contractor, A. Monsted and Co., and designed by the same architects.

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Description (continued)

2025 E. Newberry Boulevard (1913) George Schley, architect Contributing structure	Original owner, unknown
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The 2-story, symmetrically composed, hip-roofed, stuccoed block features a recessed front porch that stretches across the entire main elevation facing E. Newberry Boulevard. The house cost approximately \$5,500 to build, according to the original permit. Louis Wilke was the mason, and the carpentry work was done by the architect's own crew. The only apparent exterior alteration has been the addition of sliding sash windows to enclose the second story open air porch on the main elevation. The house is well maintained, and its simple, box-like form is an interesting addition to the varied architecture of the district.

2030 E. Newberry Boulevard (1913) R. Messmer and Brothers, architects Contributing structure	Original owner, unknown
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This is a 1-1/2 story, multi-gabled, irregular plan, stuccoed bungalow of Arts and Crafts design. The eaves are trimmed with large, scrolled wooden brackets, and all windows are fitted with leaded glass sash. The structural system of the house is interesting because it is made of poured concrete exterior walls which are in turn covered with a finish layer of stucco. Very few private homes in Milwaukee were constructed in this manner.

2031 E. Newberry Boulevard (1909) Anton Wiskocil, architect Contributing structure	Arthur A. Frank, original owner
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The Arthur A. Frank house is a 2-1/2 story, symmetrically composed, brick and stucco, Craftsman style residence that is

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Description (continued)

topped with a wood shingle roof. The main elevation facing the street features a small, central porch composed of a hip roof supported by wooden box columns. The porch is flanked on either side by a concrete deck enclosed with a brick knee wall that is capped with a dressed limestone coping. The house is generally fenestrated with symmetrically-placed 6-over-1 double hung sash windows. There have been no apparent alterations to this house although the wood shingle roof is modern. Arthur A. Frank was the secretary of the Metropolitan Manufacturing Company in Milwaukee. Members of his family lived in the house at least through 1950, but by 1960 Williard E. Downing was the occupant.

2101 E. Newberry Boulevard (1920)
Architect unknown
Contributing structure

Otto Kristafek,
original occupant

Built at an estimated cost of \$10,000, this fine, 2-story, side-gabled, stuccoed block is of Arts and Crafts design. The roof is topped with its original cement asbestos shingles, and there have been no exterior alterations to this well-maintained home. The principal focus of the main elevation facing E. Newberry Boulevard is a projecting, shallow, brick and stucco porch surmounted by a gabled, hood-like roof. Matthew Brothers of Milwaukee were the contractors, and the house was apparently built on speculation by the Maynard and Picken Real Estate Company rather than being built for a specific client.

2107 E. Newberry Boulevard (1919)
C. F. Ringer and Sons, architect
Contributing structure

John A. Smith,
original owner

The John A. Smith house is a 2-story, hip-roofed, brick and stucco block of Craftsman design that features a large, central

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Description (continued)

front porch composed of simple square brick piers that support a hip roof. The house is in excellent condition, and there have been no apparent exterior alterations. The Smith house was apparently built on speculation by the Maynard and Picken Real Estate Company, and the original buyer, John A. Smith, was a manager of the Goodyear Rubber Company store in Milwaukee. Smith lived there for about four years, until 1923 when the house was purchased by Grace Evangelical Lutheran church in downtown Milwaukee and used as a parsonage for the congregation's pastors until the early 1980s when it was sold to new owners.

2112 E. Newberry Boulevard (1916)
Fred Graf, architect
Contributing structure

Robert Sewell,
original owner

The Robert Sewell house is a 2-1/2 story, side-gabled, rectangular, stuccoed, Arts and Crafts style building featuring randomly-placed windows and doors. The central entry facing the boulevard is sheltered with a small, gabled and bracketed wooden porch hood. Another notable feature of this elevation is a pair of double leaf French doors on the second story that open to a small, wrought iron balcony trimmed with scrolled iron brackets. The iron work is particularly outstanding. The Sewell house is in fine, unaltered condition.

2115 E. Newberry Boulevard (1919)
Designer unknown
Contributing structure

Philip Orth, Jr.,
original owner

The Philip Orth, Jr. house is a 2-story, side-gabled, rectangular, stuccoed, Arts and Crafts style house that features a projecting, 1-story, hip-roofed sunroom on the side elevation facing east. The house is located atop a small, bermed grass lawn

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behind evergreen foundation plantings. The building is in excellent condition, and it has not been altered since it was built. The front elevation facing the boulevard features a central entry that is sheltered by a small wooden, gabled porch hood. A small, flat-roofed, projecting, 1-story, stuccoed bay window fenestrated with a bank of three double hung windows flanks the entrance to the east.

Philip Orth, Jr. was the secretary-treasurer of the Philip Orth Company, which was founded by his father and did a wholesale business in flour and baking supplies. Philip Orth, Jr. was married to Irene Gibson of Milwaukee, and they had at least one child, Philip Orth, III. Philip Orth, Sr., the founder of the family business, was born in Germany on March 17, 1845, and he came to Milwaukee in 1865. He began a business career in 1868 when he took a clerical job with the Milwaukee Mechanics Insurance Company. Later he became a bookkeeper with Storm, Hill and Company. Beginning in 1878, he began his own flour and feed business and gradually built a prosperous firm. By the early 1920s, he had turned over the management of the business to his son, Philip, Jr., but continued to retain the title of president of the firm. Philip Orth, Jr. had lived on the city's lower east side in the 1500 block of E. Royall Place before moving to E. Newberry Boulevard.³

2122 E. Newberry Boulevard (1902)
Eugene R. Liebert, architect
Contributing structure

Augusta Ulbricht,
original owner

The Augusta Ulbricht house is a large, brick, 2-1/2 story, multi-gabled, rectangular, Elizabethan Revival-influenced house that is trimmed with pierced, Gothic style, ornamental wooden barge boards. F. L. Vogel and Sons were the carpenter contractors, and G. Jeske was the mason contractor for this fine residence which was built at an estimated cost of \$7,500. The principal architectural

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features of the front-gabled main elevation facing E. Newberry Boulevard are a projecting, front-gabled, polygonal bay window and a flat-roofed, front porch trimmed with unusual, tapered and fluted square wooden posts. The flat front porch roof may have originally been trimmed with a railing or iron cresting, but none exists today. The house retains its original character. Augusta Ulbricht had been a widow for about 10 years by the time she had this house built in 1902. Members of the Ulbricht family lived in the house through 1927, but by 1928 Walter C. Liebner was listed in the city directory as the occupant.

2126 E. Newberry Boulevard (1902)
John Rohr, architect
Contributing structure

J. Herbert Green,
original owner

The J. Herbert Green residence, an outstanding example of Colonial Revival/Queen Anne transitional style design, is a large, 2-1/2 story, red brick, rectangular, multi-gabled structure that features a large corner tower capped with a bellcast roof. The house is located on the visually prominent northwest corner of N. Maryland Avenue and E. Newberry Boulevard. The main elevation faces the boulevard behind a small, flat grass lawn. The most outstanding feature of the house is a large, curved, flat-roofed front porch made of rusticated limestone and wood that wraps around the house to the side elevation facing N. Maryland Avenue.

The gable ends are clad with square butt, random width wooden shingles, and all sills and lintels on the first and second stories are made of dressed sandstone. The building is fenestrated with randomly placed double hung windows. The front gable is trimmed with a barge board that is curved at the eaves and decorated with a pierced, quatrefoil design. The principal focus of the side elevation facing N. Maryland Avenue is a curved, 2-story, projecting, brick bay window that is topped with a flat roof and a

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wooden Colonial Revival style balustrade. The house is in good condition and retains nearly all of its original exterior character. A small 2-story rear frame stairway addition was probably built when the building was converted to four apartments in 1939. The addition does not compromise the original architecture of the two most important elevations facing the streets.

When the house was built, the original owner, J. Herbert Green, was the president of the Green Telephone and Electric Manufacturing Company in Milwaukee. A factory was located in the city's Central Business District on the west side of the 700 block of N. 2nd Street (razed). Before moving to E. Newberry Boulevard, Green lived in a neighborhood of fine homes at 2974 N. 2nd Street on the city's North Side. City directories show that the house was vacant in 1921, but by 1923 Frank H. Spearman had moved into the home.

2201-07 E. Newberry Boulevard (1928)
Designer unknown
Contributing structure

Original owner,
unknown

This fine, 2-1/2 story, combination gable/hip roofed, brick, Tudor Revival style duplex was moved to this site in 1973 from 3375 N. Murray Avenue, which is about three-quarters of a mile to the northwest. Because it was in the path of a major hospital expansion, moving the duplex was the only way to save it. Structures that have been moved from their original sites are generally not eligible for the National Register, but since this house represents the same period and type of architecture found in the district, and since its new site is similar to its old site, it is considered to be a contributing structure. Architecturally, the duplex fits in well with the character of the neighborhood and particularly well with the block face it is located on. This site

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Description (continued)

had been vacant until 1973, and it was the last unused lot in the district.

2202 E. Newberry Boulevard (1921)
Leiser and Holst, architect
Contributing structure

Christopher G.
Johnson,
original owner

The Christopher G. Johnson house is a fine, well-maintained, brick, 2-1/2 story, hip-roofed block designed in the Prairie style. The large house, which cost an estimated \$16,000 to build, is topped with a green, terra cotta shingle tile roof, and the main elevation facing the boulevard features a projecting, 1-story, hip-roofed sun porch that is fenestrated with 10-over-15 double hung windows. There have been no exterior alterations to the building.

Christopher G. Johnson was a Milwaukee physician who lived in this home at least through 1950, and by 1960 Hobart Johnson was listed as the occupant. In 1970 the directory listed "no return" for this address, which probably indicates that the home was vacant.⁴

2211 E. Newberry Boulevard (1911)
Charles Keller, architect
Contributing structure

42
William Conrad,
original owner

The William Conrad house is a large, symmetrically-composed, 2-1/2 story, tan brick, multi-gabled, Arts and Crafts style house topped with an original cement asbestos tile roof. The main elevation faces the boulevard behind a small, bermed grass lawn. The house features a large, 1-story front porch composed of square brick piers and knee walls that support a shed-roof trimmed with

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Description (continued)

exposed rafter tails. The second story features two projecting, symmetrical, front-gabled, stuccoed bays. The house is generally fenestrated with double hung windows. William Conrad was a partner in the Conrad Brothers Tannery in Milwaukee. Louis Wilke did the masonry work on the home, and the George Schley Company did the carpentry.

2212 E. Newberry Boulevard (1920)
H. J. Rotier, architect
Contributing structure

Robert G. Sayle,
original owner

The flat roof that tops the Robert Sayle house is a unusual feature for an otherwise straight-forward, 2-story, symmetrically-composed brick, Colonial Revival style residence. The central front entry is framed by an order of Doric style woodwork composed of round columns that support an entablature and flat cornice. The house is in original, unaltered condition and is well maintained.

Robert G. Sayle was a Milwaukee physician, and, before moving to E. Newberry Boulevard, he lived primarily on the city's Near West Side. Sayle lived in the house at least through 1934, but he was gone by 1940 when Charles Jackson was the occupant, according to city directories.

2220 E. Newberry Boulevard (1920)
C. F. Ringer and Son, architects
Contributing structure

Frederick Usinger,
original owner

Built for a prominent sausage manufacturer, the Frederick Usinger house is a large, 2-1/2 story, brick, rectangular, multi-gabled, Arts and Crafts style house that retains all of its original character. A large, original, detached, 2-story,

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jerkinhead roofed brick garage with a second story apartment is located at the rear of the property near the north lot line. Access to the garage is by means of a long concrete side drive from the street.

The house is architecturally simple in character with plain brick walls, fenestrated with randomly placed six-over-one double hung windows that are trimmed with dressed limestone sills and unusual, rectangular limestone corner blocks with a backbanding. The front elevation facing the boulevard features a jerkinhead gable trimmed with large, flat barge boards supported by large, triangular, wooden brackets. The side elevation facing east features a projecting, 2-story, gabled bay with a main entry door that faces the boulevard and is sheltered by a small porch hood. All other elevations are simple in character with randomly placed windows and doors.

Frederick Usinger was the founder of the Fred Usinger Sausage Company in Milwaukee, which is still in business today. Usinger was born in Nassau, Germany on May 15, 1860 and was educated in his native land before coming to America and arriving in Milwaukee on October 14, 1881. He established a sausage business in a small retail space on N. 3rd Street and quickly won widespread recognition for his products. By the 1920s his business had expanded at the N. 3rd Street location to a 6-floor factory that made sausage for shipment to all parts of the United States and Canada. In addition to his sausage factory, Usinger owned a large ranch in Virginia of 2,756 acres stocked with 300 head of Hereford cattle. He also maintained a farm on the shore of Lake Michigan about 10 miles north of Milwaukee. Usinger was married in 1882 to Miss Louise Lorence, and they had two children, Frederick, Jr. and Lena. Before moving to E. Newberry Boulevard, Usinger lived for many years in a fine nineteenth century home at 3131 W. Highland Boulevard (razed). For about a year before moving to his new home on E. Newberry Boulevard, the city directory listed his residence

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as Rural Route 1, North Milwaukee, which was probably the location of his farm. Usinger died about 1930, but his widow, Louise, lived in the house through 1933, and in 1934 the city directory listed the property as vacant.

2221 E. Newberry Boulevard (1915)
Herman J. Esser, architect
Contributing structure

William G. Hanson,
original owner

The William G. Hanson house, a good example of early twentieth century eclectic design, is essentially a 2-story, symmetrically-composed, side-gabled brick block that features a remarkable, central, gabled, Tudor-influenced front porch. The house is topped with a red, Spanish style, terra cotta tile roof. The eaves are trimmed with decorative wooden rafter tails. The main elevation facing the boulevard features half-round copper rain gutters and ornamental copper leader boxes at the apex of the downspouts under the eaves. The house is fenestrated with double hung windows that feature 6-over-1 leaded glass sash. The windows on the first story of the main elevation are framed with dressed and molded limestone.

The house is a very good example of an original eclectic design that borrowed features from a number of architectural styles of the day. The Hanson house is in excellent, unaltered condition. William G. Hanson was the manager of the U.S. Glue Company plant in Milwaukee. He lived in the house until about 1940 when the property was listed as vacant in the Milwaukee city directory.

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2228 E. Newberry Boulevard (1930)
Fred Graf, architect
Contributing structure

Charles Boltz,
original owner

This exceptional Tudor style house built for Charles Boltz is a 2-1/2 story, irregular plan, combination gable/hip-roofed, stone veneered structure. The original estimated cost was \$25,000, and Adam Schmitt was the builder. The Boltz house is located on the northwest corner of N. Farwell Avenue and E. Newberry Boulevard with the main elevation facing the boulevard. Landscaping is limited to one medium shade tree and several mature evergreen shrubs planted around the foundation. The most outstanding architectural feature of the house is its impeccably-laid, random ashlar brownstone veneer. This material was rarely used in Milwaukee for residential exteriors. The main elevation features randomly placed windows, a small polygonal bay capped with a steeply pitched tile-covered roof and a projecting, central, turret-like entry capped with a conical roof. A small front gable and part of the second story walls are veneered with brown brick set between ornamental wooden half-timbering. The house features two large chimney stacks on the side elevations facing east and west that are topped with round terra cotta pots. The Boltz house has the rambling, picturesque character of an old English country estate. The house is also one of the best examples of the residential design work of architect Fred Graf.

Charles Boltz was the owner of the Milwaukee Aluminum and Brass Foundry Company. Members of the Boltz family lived in the house at least through the early 1940s. By 1950 a new owner, Dan Kaufman, was listed in the city directories.

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2229 E. Newberry Boulevard (1919)
Leenhouts and Guthrie, architect
Contributing structure

Fred D. Doepke,
original owner

A fine example of the Mediterranean Revival style, this large, brick, 2-story, L-plan residence is topped with a distinctive Spanish style terra cotta hip roof. The most outstanding feature of the main elevation facing E. Newberry Boulevard is a carved, limestone Renaissance style surround that frames the round-arched opening to the recessed, central front porch. The round-top main entry door is framed by a unusual, round-arched, clear glass transom and sidelights. The house is trimmed with shaped wooden rafter tails beneath exceptionally wide, overhanging eaves, dressed limestone belt coursing, and transomed casement windows.

The original owner, Fred D. Doepke, was the president of the Wrought Washer Manufacturing Company, which is still in business today on S. Bay Street in the city's Bay View neighborhood. The Doepke family lived in the house at least through 1940, but a spot check of city directories reveals a new occupant by 1950, Harold B. Phillips.

Fred Doepke was born in Rockford, Illinois on March 28, 1862 to Gottlieb and Amerlia (Miller) Doepke who were both German immigrants. Fred Doepke's father worked in Milwaukee as a ship chandler for the Joys Brothers Company. He died in 1884, and his wife passed away in 1887. Fred Doepke was educated in Milwaukee's parochial schools before becoming an apprentice machinist for four years in the Milwaukee shop of Filer and Stowell Company, a manufacturer of sawmill equipment. After completing his apprenticeship, Doepke went to New York and then to Philadelphia where he attended the Franklin Institute. In New York he was employed at Fletcher's North River Iron Works and attended the Cooper Union School to study mechanical drawing and mathematics.

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Later, Doepke moved to Cleveland, Ohio where he went to work for the Upton Nut Company. In 1889 Doepke returned to Milwaukee and started his own business. Initially, he purchased an interest in the Milwaukee Nut and Washer Manufacturing Company, but later bought out his associate and changed the name of the firm to the Wrought Washer Manufacturing Company which is still in business today. Doepke's firm made steel plate washers used in the machinery business and by railroad, bridge, and dock builders. The factory, on the city's South Side, was reputed to be the largest of its kind in the world during the early 1920s. Doepke married Annie Disch of Milwaukee in 1892, and they had one son, Fred. C.⁵

2301 E. Newberry Boulevard (1922)
Architect unknown
Contributing structure

Christian Fluck,
original owner

This 2-story, rectangular brick block topped with a Spanish style clay tile hip roof is designed in a simplified Mediterranean Revival style. The house is fenestrated with randomly-placed windows that are trimmed with dressed limestone sills. The principal focus of the main elevation facing E. Newberry Boulevard is a round-arched, recessed front porch stoop.

The original owner of the house was Christian Fluck, the president and manager of the American Mirror Company. He was listed as the principal occupant in the city directory through 1933. Beginning in 1934 only his wife, Tecla, is listed which indicates that he may have died about that year. A new occupant, Clarence F. Hardy, was listed in the directory by 1940.

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Description (continued)

2302 E. Newberry Boulevard (1926)
C. F. Ringer & Son, architects
Contributing structure

Ira S. Lorenz,
original owner

Brick and half-timbering clad the exterior of the Ira Lorenz house which is a 2-1/2 story, rectangular, multi-gabled Tudor style residence. The house is located on the northeast corner of N. Farwell Avenue and E. Newberry Boulevard. The main elevation faces the boulevard behind a level grass lawn. Landscaping is limited to mature, meticulously-trimmed evergreen shrubs around the foundation. Most of the first and second story walls are veneered with brown tapestry brick, and the window sills are trimmed with dressed limestone. The most outstanding feature of the main elevation is a large, gabled section of the second story that is cantilevered out over the first story and sheathed with decorative wooden, half-timbering and cement stucco. The side elevation facing N. Farwell Avenue features Tudor style double-peaked gable sheathed with stucco and half-timbering. Windows and doors are randomly placed on all elevations. The house is in original condition and has not been altered. Ira S. Lorenz was an attorney in the firm of Lorenz and Lorenz in Milwaukee. He lived in the E. Newberry Boulevard house through the mid-1930s, but by 1940 the property had been purchased by John C. Johnson.

2307 E. Newberry Boulevard (1916)
George Kemnitz, architect
Contributing structure

James Forest,
original owner

The James Forest residence is a 2-1/2 story, brown brick, L-plan, combination gable and hip-roofed, Prairie Style structure that features a gabled front porch and a large, gabled front dormer. J. Bendowski and Son was the mason contractor, and the original estimated construction cost was \$12,000. The brick and stuccoed front dormer is fenestrated with peaked, Prairie style

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Description (continued)

leaded glass windows. The brick porch piers feature unusual, limestone capitals and inset limestone decorative panels below them that are of Prairie School design. The house is otherwise fenestrated with randomly placed, double hung windows trimmed with dressed limestone sills. The widely overhanging eaves of the building are a hallmark of Prairie School design. This well maintained house retains its original historic character and has not been altered. James Forest was a milling engineer for the large Allis-Chalmers Company in Milwaukee. Members of the Forest family lived in the house at least through the mid-1930s, but by 1940 Dr. Wilson W. Hume was the occupant.

2310 E. Newberry Boulevard (1921) George Schley and Sons, architects Contributing structure	Chester J. Krauthoefer, original owner
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This Mediterranean style house is a 2-story, rectangular, stuccoed, symmetrically composed, hip-roofed block topped with Spanish style terra cotta roof tiles. The main elevation facing the boulevard features a 1-story, hip-roofed, stuccoed addition on the west half of the facade that may have originally been an open air porch or sunroom that was enclosed. The house is in good condition, and, despite the front addition, it retains its overall historic architectural character. Chester J. Krauthoefer was a partner in his family's business called the Wisconsin Shoe Company. The Krauthoefer family owned and occupied the house at least through 1950.

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Description (continued)

2316 E. Newberry Boulevard (1925)
Architect unknown
Contributing structure

Dr. Charles
Zimmermann,
original occupant

The Dr. Charles Zimmermann house is a fine, 2-1/2 story, symmetrically-composed, brick, side-gabled, Colonial Revival style residence topped with a red, Spanish style, clay tile roof. The most outstanding feature of the main elevation facing E. Newberry Boulevard is a central, projecting, gabled, wooden, Doric style front porch which is flanked on either side by an open concrete porch deck enclosed with original wrought iron railings set between brick piers. A central, gabled, stuccoed dormer projects from the roof. The house is trimmed with dressed limestone sills, copper rain gutters, and ornamental brick panels above the first story windows on the main elevation. The house is in excellent condition, and there have been no alterations to any of the public elevations. A rear sun porch addition is not visible to passersby.

Charles Zimmermann was a Milwaukee physician who specialized in the treatment of the eye, ear, nose and throat. He was born in Giessen, Germany on November 16, 1856. His father, Frederick, was a lawyer and judge, and his mother, Eurile, was the daughter of Carl Pirtor, a distinguished German judge. Charles Zimmermann was educated in German public schools before attending the University of Berlin where he studied medicine and graduated in 1880. In 1881 he successfully passed his medical licensing exam in Germany. The following year after completing post-graduate studies in Paris and London, Zimmermann came to the United States and settled in Baltimore, Maryland where he worked as an assistant surgeon at the Baltimore Eye and Ear Institute. After one year in that position, he moved to New York City to work as an assistant surgeon to Professor Herman Knapp at the New York Aural Ophthalmic Institute. Zimmermann left the Institute in September, 1885, traveled briefly, and then came to Milwaukee where he began a successful practice

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Description (continued)

that specialized in the treatment of eye, ear, nose and throat disorders.

Zimmermann married Ida Stern of Milwaukee on February 1, 1887, and they had three children: Herbert F., born in 1887 and died in 1916; Lili, born on October 4, 1890, and Edith, who was born on December 29, 1899. Charles Zimmermann led an active professional and social life in Milwaukee, and during World War I he was a member of the Medical Reserve Corp. Zimmermann would have been about 70 years of age when he moved into the E. Newberry Boulevard house. According to city directory research, he lived in the house at least through the mid-1930s, but by 1940 Eugene G. Malone was listed as the occupant.⁶

2317 E. Newberry Boulevard (1912)
Brust, Philipp and Heimerl, architects
Contributing structure

Hugo Grau,
original occupant

Brick and stucco clad the exterior walls of the 2-1/2 story, multi-gabled, rectangular, Arts and Crafts style home built for Hugo Grau. The mason contractor was William Winter. The first story is veneered with tan brick, and the window sills are made of dressed limestone blocks. Above the first story the walls are clad with gray stucco, and the front elevation facing the boulevard features a jerkinhead gable trimmed with wide, flat barge boards that are supported by triangular eaves brackets. A small pent roof shields a bank of five central, double hung windows on the second story. The house is in excellent, unaltered condition.

Hugo Grau held a management position as the teller of the First National Bank in Milwaukee. His name disappeared from the city directory after 1925, but members of the Grau family occupied the building continuously until at least 1975. Few homes in the

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district were owned and occupied by one family for such a great length of time.

2323 E. Newberry Boulevard (1916)
R. A. Messmer and Brother, architects
Contributing structure

Arthur E. Maas,
original owner

The Arthur E. Maas house is a 2-1/2 story, brick, front-gabled, Tudor Revival-influenced style residence that is topped with a high-quality, terra cotta, flat shingle, tile roof. The principal architectural focus of the main elevation facing E. Newberry Boulevard is a large, projecting, 2-story brick pavilion trimmed with ornamental brick quoins at the corners, and topped with a crenelated parapet wall. Projecting from this is a smaller, 1-story, polygonal brick bay window capped with a terra cotta tile clad hipped roof. Henry Schmidt was the builder. The house is fenestrated with groups of randomly-placed leaded glass double hung windows. A tall chimney stack trimmed with ornamental brickwork projects from the side elevation facing east. The house is in excellent condition, and there have been no apparent structural alterations to any of the publicly visible elevations. Maas lived in the house at least through 1940, but a spot check of city directories reveals an entry of "no return" in 1950, which indicates that the house was probably vacant at that time.

2328 E. Newberry Boulevard (1911)
Herman W. Buemming, architect
Contributing structure

Herman W. Buemming,
original owner

Designed by architect Herman Buemming as his own residence, this fine, 2-1/2 story, symmetrically-composed, stuccoed, hip-roofed Mediterranean style home is in excellent condition and has not been altered. It is located on the northwest corner of N.

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Description (continued)

Prospect Avenue and E. Newberry Boulevard with the main elevation facing N. Prospect Avenue behind a level grass lawn. The exterior of this fine home is simply finished with plain stuccoed walls and a projecting, stuccoed belt course that divides the first and second stories. The eaves are trimmed with shaped rafter tails. The principal focus of the main elevation is a central entry composed of double leaf doors that are framed by a pair of wooden, Doric style columns that, in turn support a bracketed, flat-roofed, ornamental balcony enclosed with a simple wrought iron railing. The house features large, round-arched windows on the first story of the side elevation facing the boulevard, but the fenestration is mostly composed of 4-over-4 double hung windows. Herman W. Buecking, a well-known Milwaukee architect, worked extensively in the city's better residential areas. Excellent examples of his work can be found in the district. His biography is in the background history section of this nomination.

2331 E. Newberry Boulevard (1915)
Kirchhoff and Rose, architects
Contributing structure

Gustave G. Gehrz,
original owner

The design of this large, 2-1/2 story, symmetrically composed, rectangular brick block was influenced by the Colonial Revival and American Foursquare styles of the day. The principal architectural focus of the main elevation facing E. Newberry Boulevard is a central porch composed of square brick piers that support an entablature, cornice, and parapet wall of eclectic design. A large, gabled, front dormer projects from the steeply-pitched hip roof. The main elevation is fenestrated with 6-over-1 and 4-over-1 double hung sash. The original owner, Gustave G. Gehrz, was an attorney in the Milwaukee firm of Austin, Fehr and Gehrz. He became a Milwaukee judge later in his career. This house is still owned by member of the Gehrz family, and it is believed to be the only house in the district that has been continuously owned and

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Description (continued)

occupied by the same family since it was built. The house is well maintained, and retains its original historic character.

2403 E. Newberry Boulevard (1932)
Architect unknown
Contributing structure

Colin McDougal,
original owner

One of the last homes built in the district, this rambling 2-1/2 story, irregular plan, stone and stuccoed Tudor Revival style house is located on the southeast corner of N. Farwell Avenue and E. Newberry Boulevard with the principal elevation facing N. Farwell Avenue. The most important architectural features of the main elevation are four gables that are each finished with slightly different styles of half timbering infill with either cement stucco or red brick. Wooden king posts trim the apex of each of the gables, and the barge boards are decoratively sawn with a scalloped design. The first story is veneered with random ashlar, rock-faced limestone. Windows on all the public elevations are fenestrated with leaded glass composed of either diamond-shaped or rectangular quarrels, which add to the English character of the building. The house is in excellent, unaltered condition. Colin McDougal was an instructor at the Boys' Technical High School in Milwaukee, which is now called the Milwaukee Trade and Technical High School. A spot check of city directories reveals that McDougal was living in the house at least through 1940, but by 1950 there was a different occupant, William H. Frackelton. The name of the architect of this fine building cannot be confirmed, although on the original permit William Thalman, who was a Milwaukee builder, was listed as the architect/designer.

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Description (continued)

2404 E. Newberry Boulevard (1923)
George Schley and Sons, architects
Contributing structure

Hans P. Olsen,
original owner

A fine example of the Mediterranean Revival style, this large, 2-story, rectangular, brick residence is topped with a Spanish style terra cotta tile hip roof and trimmed with extensive dressed limestone. The house is located on a large, level lot at the northeast corner of E. Newberry Boulevard and N. Prospect Avenue. The main elevation facing the boulevard features a projecting, arcaded, 1-story, open air front porch which is flanked by an enclosed sunroom. All windows on the first story are round-arched and completely enframed with molded limestone trim. The eaves are trimmed with large scrolled wooden brackets, and the rain gutters are built-in to the roof surface which allows an unobstructed view of the molded cornice which trims the fascia. There have been no exterior alterations to the publicly visible elevations of this finely maintained home.

Hans P. Olsen was the president and treasurer of Olsen Publishing Company in Milwaukee. His house cost an estimated \$24,000 to build, according to the original permit. Olsen lived in the house at least through 1940, but he was gone by 1950 when the city directory listed Ray H. Schmidt as the occupant.

2411 E. Newberry Boulevard (1922)
R. Messmer and Brother, architects
Contributing structure

Rudolph C. Forrer,
original owner

The Rudolph Forrer house is a 2-story, brick, side-gabled, rectangular, Colonial Revival style structure that features a Neoclassical order front porch composed of square brick piers that support a gabled roof. The front elevation facing E. Newberry Boulevard is trimmed with ornamental brick quoins and dressed

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Description (continued)

limestone sills. This is a well maintained house that has not been altered since it was built. Rudolph Forrer, the original owner, was the president of the Northwestern Furniture Company. City directories list him as the occupant of the house through 1929, but beginning in 1930 only his wife, Mathilda, is listed, and in 1933 a new occupant, Anna M. Glawe, appears for the first time.

2414 E. Newberry Boulevard (1915)
Herman W. Buemming, architect
Contributing structure

Emil O. Hoffmann,
original owner

This Prairie style house was built for Emil O. Hoffmann and is a 2-1/2 story, rectangular, symmetrically composed brick and stuccoed block topped with a hipped roof that is clad with slate. The first story of the main elevation facing the boulevard is veneered with battered brick walls, and the second story is stuccoed. A continuous limestone belt course wraps around the building at the level of the second story window sills. Stretching across the main elevation is a 1-story porch that is composed of square brick piers and knee walls that support a hipped roof. The porch has been enclosed with casement windows and a wooden storm door with sidelights. This house is in relatively good condition and retains its original historic character. When the house was built, Emil Hoffman was the vice-president of the J. Hoffman Company which was a wholesale grocery firm in Milwaukee. Hoffmann left the house some time during the 1940s.

2415 E. Newberry Boulevard (1900)
Van Ryn and DeGelleke, architects
Contributing structure

Guido Wiggendorf,
original owner

One of the earlier examples of an Elizabethan Revival style, turn of the century house, this 2-1/2 story, multi-gabled,

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rectangular, brick house is trimmed with wooden shingles in the gable ends and extensive, Gothic style woodwork. J. Kleppe was the carpenter, and J. Grassler was the mason contractor. The principal architectural focus of the main elevation facing the boulevard is a projecting, front-gabled, porch that is trimmed with barge boards that feature pierced, trefoil designs. The porch is flanked to the east by a projecting, 2-story bowed bay that is trimmed with quatrefoil wooden panels and topped with an elaborate, wooden, corbelled cornice. The front gable is trimmed with barge boards applied quatrefoil design bosses. A triple window unit with a label mould ornaments the front gable.

The original owner was Guido Wiggenhorn, who was the manager of Wiggenhorn Brothers Cigars in Milwaukee. The house was occupied by the Wiggenhorn family through 1932, but in 1933 the city directory listed the property as vacant. Today the house is well maintained, and it is sensitively painted to highlight its fine architectural details. There have been no exterior alterations.

2422 E. Newberry Boulevard (1908)
Howland Russell, architect
Contributing structure

Howland Russell,
original owner

Designed by architect Howland Russell as his own residence, this 2-story, symmetrically-composed, side-gabled, stuccoed house of Arts and Crafts design is topped with an original slate roof. There have been no alterations to the exterior, and the house is maintained in good condition. Russell's biography is in the Background History section of this nomination.

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2423 E. Newberry Boulevard (1908)
Buemming and Dick, architects
Contributing structure

Joseph Meisenheimer,
original owner

A fine, upscale version of American Foursquare architecture is this 2-1/2 story, brick, bellcast-hip roof house featuring a large, central front porch composed of square battered brick piers that support a hipped roof. The building is trimmed with an ornamental soldier brick belt course between the first and second stories and wooden sidewall shingles on the hip-roofed dormers that project from the front and east elevations. There have been no alterations to the exterior of this well-maintained house.

Joseph Meisenheimer was the secretary of the Meisenheimer Printing Company in Milwaukee. A scan of city directories reveals that by 1921 Chester O. Wanvig was living in the house, and by 1933 J. Fletcher Harper was listed as the occupant. Harper's family lived next door at 2433 E. Newberry Boulevard, and by 1940 he was living in the family house.

2430 E. Newberry Boulevard (1921)
Russell Barr Williamson, architect
Contributing structure

Dr. Thomas Robinson Bours,
original owner

One of the most outstanding examples of Prairie style architecture in the city, the T. Robinson Bours house located on the northwest corner of E. Newberry Boulevard and N. Stowell Avenue is a large, 2-story, rectangular, brick, hip-roofed structure with a projecting, 1-story, hip-roofed sunroom on the side elevation facing N. Stowell Avenue. The house is trimmed with dressed limestone, extensive brick pilaster work, and cast concrete Prairie style decorative tiles. The low-pitch hip roof is topped with Spanish style terra cotta tiles.

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The house was designed by the noted Prairie School architect Russell Barr Williamson, who trained in the office of Frank Lloyd Wright. The Bours house features such hallmarks of Prairie school architecture as ribbon windows on the second story and widely overhanging eaves. The massing and form of the house have an unmistakable Prairie style character. The property also features a rare, original, Prairie style iron fence on the N. Stowell Avenue side of the lot. The house is in excellent condition, and it retains all of its original historic architectural character. The original owner, Dr. Thomas Robinson Bours, was a physician, and he appears as an occupant of the house through 1931. Beginning in 1932 only Mrs. Emma Bours, presumably his widow, was listed, and by 1940 she had moved out and William J. McKillip was the occupant.

2433 E. Newberry Boulevard (1925)
Attributed to C. F. Ringer
and Son, architects
Contributing structure

John F. Harper,
original owner

This house is another variation on a design for a 2-story, hip-roofed, brick block that is attributed to the architectural firm of C. F. Ringer and Son. Similar houses can be seen in the district at 2301 and 2502 E. Newberry Boulevard. Stylistically the house is a good example Mediterranean-influenced domestic architecture. The estimated construction cost was \$10,000, and it was probably built as a speculative investment property by the Maynard and Picken Real Estate Company. Richard Elkert was the contractor. Today the house is in excellent condition and retains its historic character.

The original owner, John F. Harper, was a referee in the U.S. Bankruptcy Court in Milwaukee, according to the city directory. Harper's name appears at this address until 1933 when only Mrs. Mary Harper, presumably his wife, is listed. Harper may have died

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in 1932 or 1933. By 1940, J. Fletcher Harper was listed as the householder, and by 1950 Gilbert J. Hartmann was listed as the occupant.

2502 E. Newberry Boulevard (1924)
C. F. Ringer and Son, architects
Contributing structure

Albert E. Gartzke,
original owner

This 2-story, hip-roofed brick house with randomly placed windows and doors is similar in appearance to 2301 E. Newberry Boulevard, which was built two years earlier. Richard Elkert was the carpenter, and the original estimated cost was \$9,500 according to permit records. The original buyer, Albert E. Gartzke was an owner of the Gartzke Brothers Hardware store in Milwaukee. He lived in the house through 1927, according to city directories, but had left by 1928 when William H. Kreuger was listed as the householder at that same address. The house is in excellent condition and shows no signs of exterior alteration.

2503 E. Newberry Boulevard (1924)
Designer unknown
Contributing structure

George J. Graebner,
original owner

The George Graebner house is a 2-story, side-gabled, symmetrically composed, brick house designed in a simplified Colonial Revival style. The principal architectural feature of the house is a central front porch composed of square brick piers that support a flat roof trimmed with a simple, wrought iron railing. There have been no alterations to the exterior of the well-maintained house. The mason contractor was Walter A. Mewes, and the original estimated cost was \$9,000.

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George J. Graebner was a Milwaukee attorney who was born in the city on October 14, 1887. After attending grade school and high school in Milwaukee, he went to the University of Wisconsin Law School and graduated in 1909. He opened a private law practice after graduation in downtown Milwaukee, and later, in 1912, formed a partnership with J. L. O'Connor that was dissolved three years later. Graebner then continued his practice alone, and by 1931 he was appointed court commissioner of Milwaukee County. Graebner's father, W. H. Graebner, was the secretary of the Badger Mutual Fire Insurance Company, which was organized in 1887 and is still in business today. George Graebner lived in his E. Newberry Boulevard house at least through 1940, but he was gone by 1950 according to city directories, when Maitland J. McCuen was listed as the occupant.

2508 E. Newberry Boulevard (1923)
Fred Wilk, architect
Contributing structure

Edward H. Williams,
original owner

A fine, late example of the Prairie style is this 2-story, symmetrically-composed, hip-roofed brick house trimmed with a dressed limestone belt course and widely overhanging stuccoed eaves. The central entry is defined by a wide, flat, dressed limestone banding that surrounds the front entry door and two, flanking, recessed flat brick panels. A continuous limestone belt course wraps around the building at the level of the second story window sills. There have been no exterior alterations to this well-maintained house.

The original owner, Edward H. Williams, was the cashier of the Marine National Bank in Milwaukee. He lived there at least through 1940, but by 1950 the city directory lists a new occupant, Norvan F. Gordon. According to the original building permit the designer of the house was Fred Wilk. He is not known to have been a local

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architect. There was a carpenter named Fred Wilke who lived in Milwaukee, and he may have pulled the permit as the contractor.

2509 E. Newberry Boulevard (1924)
V. H. Esser, architect
Contributing structure

Martin C. Kopf,
original owner

The Martin Kopf house is a 2-story, side-gabled, Milwaukee cream brick house designed in a simplified Colonial Revival style. The principal focus of the main elevation facing E. Newberry Boulevard is a wooden, American Colonial style door surround topped with a scrolled pediment. The weathered looking exterior was built of salvaged Milwaukee cream brick. There have been no alterations to the exterior of this finely maintained home.

Martin Kopf was the proprietor of the Kopf Pharmacy in Milwaukee. He lived in the house at least through the mid-1930s, but by 1940 a new occupant, Arthur Knudson, was living there according to Milwaukee city directory research. Knudson and later his widow, Lois, lived in the house at least through 1970.

2516 E. Newberry Boulevard (1909)
Ferneckes and Cramer, architects
Contributing structure

Charles G. Davies,
original owner

This large, 2-1/2 story, multi-gabled, rectangular, brick, Arts and Crafts style house was built for Charles G. Davies, the assistant manager of the large, Pritzlaff hardware Company in Milwaukee. Ernst Hahn was the carpenter and Ernst Winter was the mason contractor. The estimated original cost was \$10,000. The house is a good example of the Arts and Crafts style and features the multiple gables, projecting bays, and a large front porch that are associated with the more elaborate examples of the style. An

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original brick garage that features its own large, corbelled brick chimney survives in the rear, northeast corner of the lot. The garage is a good example of the quality-built structures that were constructed to house the expensive, highly-prized automobiles of the early twentieth century. The house is in fine condition today and shows no signs of any major exterior alterations, although the original slate roof was recently replaced with modern asphalt shingles that are designed to emulate the appearance of natural slate.

Charles G. Davies apparently died before 1921, and after that date, until at least 1940, only his widow, Fannie, is listed as the principal householder at the large, E. Newberry Boulevard house. She left or died by 1950 when the directory listed Roland A. Raber as the occupant.

2517 E. Newberry Boulevard (1924)
Carl F. Ringer and Son, architect
Contributing structure

James C. Buckland,
original owner

The principal architectural feature of this large, 2-story, hip-roofed, symmetrically-composed brick house is a central entry framed by Neoclassical style woodwork. The combination of the decorative woodwork around the door with an otherwise vernacular brick house gives the house a decidedly Colonial Revival character. The tops of the first story windows on the main elevation facing E. Newberry Boulevard are trimmed with ornamental brick panels, which were a common decorative treatment during the 1920s. The house is in excellent condition and retains all of its historic architectural character.

The original owner of the house, James C. Buckland, was a production manager for the Cudahy meat packing company. Buckland

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lived in the house at least through 1950, but by 1960 the city directory listed Edward J. Flynn as the occupant.

2522 E. Newberry Boulevard (1923)
Architect unknown
Contributing structure

Joseph A. Purtell,
original owner

The Joseph A. Purtell house is a 2-story, symmetrically composed, rectangular, side-gabled brick house with a projecting, central, gabled front porch. The house is essentially vernacular in style, but influenced by the Colonial Revival style houses of its day. There have been no alterations to any of the public elevations of the house, which is maintained in excellent condition.

Joseph A. Purtell was a physician who lived on N. 23rd Street and W. Wisconsin Avenue with his wife, Charlotte, and two daughters before moving to E. Newberry Boulevard. Purtell was born in Monches, Wisconsin on April 8, 1873. He had four brothers and four sisters, and his father, John, was a merchant in Monches. Joseph Purtell went to school in Monches and eventually became a school teacher. While he began his teaching career, he attended the Normal School at Whitewater, Wisconsin. After five years as a teacher, he was financially able to pursue his goal of becoming a physician. He enrolled at Rush Medical College of Chicago and graduated in 1899. Purtell established a practice in Milwaukee on the city's west side and also became a member of the Marquette University Medical College. In addition, he was the chief of staff at Trinity Hospital in Milwaukee and a member of the staff of Misericordia Hospital (razed) in the city. He was published in medical journals of his day and maintained a busy professional life. Purtell lived on E. Newberry Boulevard for only a few years, and in 1927 relocated to an apartment on N. Prospect Avenue on the city's Northeast Side. In 1927 Edgar Federer was living in the

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**Newberry Boulevard Historic District
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Description (continued)

house but he left by 1930 when city directories listed Reginald B. Cocroft as the householder.⁷

2523 E. Newberry Boulevard (1924)
Designer unknown
Contributing structure

Ernest W. Kuehn,
original owner

The Ernest W. Kuehn house is a 2-story, side gabled, rectangular brick house designed in a simplified Colonial Revival style. The principal architectural feature of the main elevation facing E. Newberry Boulevard is a Neoclassical-style porch composed of wooden paneled box posts that support a gabled roof. Ernest Kuehn worked as a designer, and he might have designed his house. He lived there for many years until at least 1960, but a spot check of city directories reveals a new occupant, George Freskos, by 1970. The house is in excellent, original condition.

2530 E. Newberry Boulevard (1926)
W. S. Hess, architect
Contributing structure

John G. Wolleager,
first occupant

This outstanding, story-book cottage style, 2-1/2 story, L-plan, brick and stucco home is located on the visually prominent northwest corner of E. Newberry Boulevard and N. Downer Avenue. The main elevation facing E. Newberry Boulevard features a large, projecting first story polygonal bay window topped with a bellcast metal roof. The house is trimmed with decorative barge boards that feature Gothic style cusping, and extensive decorative half-timbering on the second story and gable areas that is infilled with cement stucco and randomly placed patches of red brick. The house is topped with an original, ribbed texture, concrete tile roof. The roof is also noteworthy because of the unusually steep pitch that adds to the striking visual character of the building.

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Description (continued)

The house was apparently built on speculation for about \$10,000 by real estate investor John D. Edwards. Construction started on the house in 1926, and was probably finished within one year. However, according to city directories, the home was vacant until 1930 when John G. Woellager moved in. He was the president and treasurer of Studebaker car sales in Milwaukee. This house has an outstanding picturesque character, and it is one of the most unusual of its kind in the city. The exterior is completely original and well maintained.

2531 E. Newberry Boulevard (1925) Designer unknown Contributing structure	John A. Butler, original owner
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The John A. Butler residence is a charming, 1-1/2 story, stone and stucco, multi-gabled, irregular plan Tudor Revival style cottage. The most outstanding architectural feature of the house is the random rubble, brownstone veneering that covers all of the first story exterior walls. This type of stone was rarely used in Milwaukee-area construction. The gables of the house are trimmed with wooden half-timbering and cement stucco. The house, located on a visually prominent lot at the southwest corner of E. Newberry Boulevard and N. Downer Avenue, is an outstanding example of the picturesque, English-influenced cottages that were popular during the 1920s.

2601-03 E. Newberry Boulevard (1921) Designer unknown, probably George Schley and Sons Contributing structure	Mrs. Fannie Benesch, original owner Jacob Graumen, first tenant
--	--

The only original home east of Maryland Avenue in the district that was built as a duplex is this two story, hip-roofed, brick

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Description (continued)

dwelling of early twentieth century vernacular design. The original estimated cost was \$20,000, and Barrows and Sturm were the builders. The most outstanding feature of the main elevation facing E. Newberry Boulevard is a large, flat-roofed, 1-story, projecting sunroom that is fenestrated with a bank of three divided light, double hung windows that are, in turn, each topped with transoms. This is a fine duplex that is commensurate in scale and quality with the large single family homes surrounding it in the district. There have apparently been no major exterior changes to the building, although the fascias and eaves have been sheathed with aluminum trim.

2602 E. Newberry Boulevard (1921)
George Schley and Son, architect
Contributing structure

Henry A. F. Schmidt,
original owner

The Schmidt house is a 2-story, rectangular, stuccoed house topped with a hip roof that is sheathed with modern artificial slate shingles. The house is located on the northeast corner of N. Downer Avenue and E. Newberry Boulevard atop a bermed grass lawn. The front elevation facing the boulevard features a projecting front porch composed of plain, square stuccoed piers that support a combination hip and flat-decked roof. The house is fenestrated primarily with double hung, 8-over-1 leaded glass windows. The house is in good condition, and there have been no alterations to the elevations that are visible from the streets except for a 1-story kitchen and garage addition made to the rear in the 1980s.

Henry A. F. Schmidt was the vice-president of the Kahn and Schmidt Company, a dry goods store on W. Fond du Lac Avenue in Milwaukee.

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Description (continued)

2609 E. Newberry Boulevard (1921)
George Schley and Sons, architect
Contributing structure

Mrs. Minnie Schulz,
original owner

This symmetrically-composed, 2-story, hip-roofed brick house is a well-preserved, intact example of early twentieth century stylistic domestic architectures. Stylistically influenced by the American Foursquare styles, this plain house typifies the architectural tastes of many early twentieth century merchants and professionals in the city. The original owner, Minnie Schulz, was a widow when the house was built for her. George Schulz, her husband, died about 1896 or 1897. He had been one of the owners of the A. George Schulz Company, a manufacturer of paper and folding boxes. Before moving to E. Newberry Boulevard, Mrs. Schulz lived in older, nineteenth century neighborhoods on the city's west side. She lived in the E. Newberry Boulevard house at least through 1930, but her name disappears after that. Wanda Schulz, who was perhaps a daughter, appears at the address for the first time in 1931. The house, as it stands today, has not been altered on the exterior, and it is in good condition.

2610 E. Newberry Boulevard (1923)
George Schley and Sons, architect
Contributing structure

Otto A. Finck,
original owner

The Otto A. Finck house is a 2-story, brick and stucco, symmetrically composed, Mediterranean Revival style, hip-roofed house with a central, projecting, hip-roofed entrance pavilion. The house is trimmed with wooden eaves brackets, dressed limestone, and ornamental brick paneling above the first story on the main elevation facing E. Newberry Boulevard. The original estimated cost, according to the building permit, was \$18,000. The house is in excellent condition and has not been altered on the exterior.

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Description (continued)

Otto A. Finck, the original owner, was the president of the Imperial Knitting Company in Milwaukee. He was born in St. Paul, Minnesota on June 8, 1862. His parents, Adam and Elizabeth (Kiefer) Finck, were both natives of Germany, who had come to this country at young ages with their parents. Adam Finck's family settled in the Milwaukee area, and Adam, in his early adulthood, opened a dry goods and grocery store in the city. In 1875 he moved to St. Paul, Minnesota and opened a commission produce business there. He also still maintained his business ties with Milwaukee through an investment in a local hat store called E. R. Pantke and Company.

Otto Finck received an education through the high school level in St. Paul, Minnesota and went to work when he was 17 years of age as an office boy for the wholesale dry goods firm of Lindekes, Warner and Schurmeier of St. Paul. After two years in that job, he left to work in bookkeeping for his father's produce business. At the age of 21, Otto left St. Paul and moved to Devils Lake, North Dakota where he began a flour and feed business. In 1884 he sold his interest in the business and came to Milwaukee to work as a bookkeeper for E. R. Pantke and Company, which was partially owned by his father. He worked there until 1888 and then became part owner in the Phoenix Suspender Company, but sold out after several years to begin a real estate business called Meyer and Finck. That firm dissolved in 1898 when Finck formed a different partnership with W. J. Morgan. Finck's business interests quickly changed again in 1904 when he bought out a fledgling knitting company owned by Hugo Dennhardt. Finck's new business, called the Imperial Knitting Company, was located at the corner of N. 4th and W. Chambers Streets until 1913 when a new 2-story brick building for the firm was built at 2745 N. 3rd Street. The firm specialized in the manufacture of sweaters which were marketed nationwide under the Art-Kote brand name.⁸

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**Newberry Boulevard Historic District
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Description (continued)

2619 E. Newberry Boulevard (1926)
Architect unknown
Contributing structure

Israel F. Friend,
original occupant

This is another of the district's fine, 2-1/2 story, side-gabled, brick, symmetrically-composed, Colonial Revival style houses. The important architectural details that enhance the main elevation facing E. Newberry Boulevard include a Spanish style terra cotta roof and a central entry framed with classical wooden box columns topped with an entablature and a small parapet wall. Although construction must have been completed within a year after the original building permit was issued in 1926, the house was vacant until 1929 when Israel F. Friend moved in. Between 1930 and at least 1940 the city directory lists Clarence Schmidt and Israel F. Friend at the address. A spot check of the city directories reveals that in 1950 only Clarence Schmidt was listed as the householder, and by 1960 Mrs. Helen U. Niss was the principal occupant. The house is in good condition and retains its original character.

2620 E. Newberry Boulevard (1923)
George Schley and Sons, architects
Contributing structure

Charles O. Chapline,
original owner

Built at an original estimated cost of \$18,000, the Charles O. Chapline residence is a rectangular, 2-1/2 story, symmetrically composed, side-gabled, red brick, Colonial Revival style house that is in excellent, unaltered condition. The most outstanding architectural feature of the main elevation facing E. Newberry Boulevard is a central front porch composed of two, round, Tuscan style wooden columns that support an unusual conical porch roof. It is the only porch of its kind in the district. Flanking the porch on either side are two full-length leaded glass casement windows set in round-arched openings that are each trimmed at the top with

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Description (continued)

a decorative wooden tympanum. The second story of the main elevation is fenestrated with leaded glass double hung windows. The house shows pride of ownership, and there have been no apparent exterior alterations to any of the public elevations.

The original owner, Charles O. Chapline, was the vice-president and general manager of the Harsh and Chapline Shoe Manufacturing Company. During the late nineteenth and early twentieth centuries, Milwaukee was an important shoe manufacturing center, and the Chapline house is an excellent reminder of the prominence that this business once had in the Milwaukee area. Chapline lived in the house through 1926, and in 1927 the new occupant, according to city directories, was Charles Munkwitz who lived there through 1930.

2627 E. Newberry Boulevard (1912)
Herman Buecking, architect
Contributing structure

Charles A. Graf,
original owner

The Charles Graf house is a large, 2-1/2 story, hip-roofed, brick, symmetrically composed Classical Revival style residence. The house is trimmed with dressed limestone, shaped rafter tails, and topped with a slate roof. The most outstanding feature of the house is a slightly projecting central entry enframed with quoining and topped with a fine wooden cornice supported on consoles and surmounted by a dwarf balustrade. The segmentally-arched front door is trimmed with dressed and backbanded limestone blocks. Rain gutters are built into the roof surface to allow a full and unobstructed view of the coved molding that trims the fascia boards.

Charles A. Graf was the secretary-treasurer of the National Straw Works in Milwaukee. By 1921 only Mrs. Tillie Graf,

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Description (continued)

presumably his widow, was listed in the city directory at this address, and in 1923 a new occupant, William P. Jahn, is listed.

2628 E. Newberry Boulevard (1911)
V. Coddington, architect
Contributing structure

Herman A. Wagner,
original owner

An unusual of the Jacobean Revival style, this large, 2-1/2 story, red brick, rectangular, residence features shaped gables, a terra cotta flat shingle tile roof, and extensive terra cotta cornice work and gable copings. One of the unusual features of this house are the load-bearing solid masonry walls.

The most outstanding features of the house are its shaped gables on the side elevations facing north and south, and on the main elevation facing N. Hackett Avenue. The masonry exterior is in poor condition today, although there have been no structural alterations to any of the public elevations. Ernst Winter was the Milwaukee contractor who did the extensive masonry work on this house, which originally cost an estimated \$20,000 to build. The architect, V. Coddington, was not a Milwaukeean, and nothing is known about his career or where he lived. The original owner was Herman A. Wagner, who was the treasurer and general manager of the Wisconsin Bridge and Iron Company in Milwaukee. He lived there through the mid-1930s, but by 1940 only Mrs. Lulu Wagner, probably his widow, was listed as the occupant. She was still there in 1950, according to the city directory, but by 1960 the house had a new occupant, Robert Inbusch, who was an investor.

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Description (continued)

2705 E. Newberry Boulevard (1929)
Architect unknown
Contributing structure

Valentine Fina,
original owner

One of the most outstanding Mediterranean Revival style houses in the district, this large, 2-story, rectangular, multi-gabled, white-painted brick residence is topped with a red, Spanish style terra cotta tile roof. The main elevation facing E. Newberry Boulevard features a pair of large, front-gabled pavilions that flank a narrow, recessed central entry. The easternmost pavilion is fenestrated with a 2-story, tall, segmentally-arched studio window that lights a large living room with cathedral ceilings. The west elevation facing Hackett Avenue includes the service and garage wing which still contains a fine pair of original wooden swinging paneled garage doors. The house is in excellent condition and is well maintained. The brick exterior was probably painted white as part of the original design.

The original owner, Valentine Fina, was the president and general manager of the Clum Manufacturing Company. He was born on February 4, 1882 in Austria near the Italian border. He came to Milwaukee in 1903, unable to speak any English and with only nine dollars of capital. He was trained as a machinist in Austria, and his work there included boilermaking, bridge work, and machine building. Shortly before coming to the U.S. he was the manager of a paper mill where he worked on improving the efficiency of the plant. In September, 1903 Fina came to Milwaukee where a brother and two sisters were already living. He quickly found work as a machinist for the Filer and Stowell Company, a manufacturer of sawmill equipment on the city's South Side. He worked there until May 25, 1911 when he and a partner, Joseph Pichler, founded the Fina-Pichler Company to manufacture labor saving tools and equipment for industry. Fina became sole-owner of the firm on November 12, 1918, and he subsequently sold it in June, 1919 in order to devote his attention to developing another business he had

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Description (continued)

bought in 1918 called the Clum Manufacturing Company. The firm was founded in 1912 but expanded and reorganized when Fina purchased it. Under Fina's ownership, the factory was moved from a plant with 23,000 square feet of floor space to a former department store with 76,000 square feet on the corner of S. 6th Street and W. National Avenue on the city's South Side. Employees increased from about 85 in 1918 to 400 by the early 1920s. The principal products of the firm were electrical control devices for automobiles, trucks and tractors.⁹

Fina lived in several homes throughout the Milwaukee area before settling on E. Newberry Boulevard. In 1909 he built a home in the Bay View area on Milwaukee's South Side, but sold it in 1918 and built a new home in the western Milwaukee suburb of Wauwatosa. By the mid-1920s Fina had moved to an apartment on the city's Lower East Side, and the 1930 city directory lists him living on E. Newberry Boulevard for the first time. He maintained his residence on E. Newberry Boulevard at least through 1950, but, according to a spot check of city directories, a new occupant, William B. Minehand, was living in the house by 1960.

2706 E. Newberry Boulevard (1928)
Eschweiler and Eschweiler, architects
Contributing structure

Mrs. Nelson
(Florence) T. Hulst,
original owner

This large, 2-story, red brick, Colonial Revival style house side-by-side duplex is composed of a side-gabled main block facing E. Newberry Boulevard containing one 2-level unit and a rear, hip-roofed, projecting, 2-story wing containing a second unit and an attached garage. The original estimated cost was \$25,000, and the architects' original drawings are located at the Wisconsin Architectural Archive in Milwaukee. The symmetrically composed main elevation features a central, round-arched recessed entry and 6-over-6 sash windows trimmed with paneled, wooden shutters. The

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Description (continued)

house is in excellent, unaltered condition. The original owner, Mrs. Florence Hulst, was a widow when she had this large residence constructed. She died or moved away some time during the 1940s, and in 1950 the city directory lists Walter K. Weschler as the occupant.

2715 E. Newberry Boulevard (1912)
Alexander C. Eschweiler, architect
Contributing structure

Miss Adele Wirth,
original owner

One of the few Prairie style residences designed by the noted local architect Alexander Eschweiler, this large, 2-1/2 story brick house is composed of a large central block and a central projecting bay that are both topped with elegant, bell-cast hip roofs. The house is simply trimmed with dressed limestone sills and lintels. A large concrete deck enclosed with a brick knee wall stretches across most of the main elevation facing E. Newberry Boulevard. John Debbink was the carpenter, and a man named Greenwald was the mason contractor. The original estimated cost was \$12,500, and the drawings for the building are located in the Wisconsin Architectural Archive in Milwaukee. This superbly maintained house has not been altered on the exterior since it was built. A spot check of city directories reveals that by 1921 Douglas L. MacDowell was the householder living at this address.

2716 E. Newberry Boulevard (1923)
Buemming and Guth, architects
Contributing structure

August J. Luedke,
original owner

Built in 1923 at an estimated cost of \$22,000, the August J. Luedke house is a fine, 2-1/2 story, tan brick, T-plan, hip-roofed, Colonial Revival style residence topped with a copper shingle roof. The house is trimmed with ornamental brick quoins on the main

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Description (continued)

elevation facing E. Newberry Boulevard, dressed limestone window sills and lintels, and an impressive, carved limestone portal surrounding the main entry.

The Luedke house is unusual for its era in that it features an attached garage with doors on the main elevation facing the boulevard. Most houses of the era had detached garages at the rear of the property or attached garages with doors oriented towards a side or rear elevation. The present overhead style garage door on the Luedke house is a replacement for an original door or bank of doors. Otherwise there have been no alterations to the house, and it is in excellent condition.

August J. Luedke was the secretary and treasurer of the Milwaukee Corrugating Company, a large firm that made sheet metal building products such as metal lath, rain gutters, portable metal garages, and sheet metal roofing shingles. These products were distributed nationwide. The copper metal shingles on his house were probably made by the Milwaukee Corrugating Company. Luedke was born in Milwaukee on May 18, 1884 to Herman August and Emma (Pritzlaff) Luedke. Herman Luedke was the secretary of the Pritzlaff Hardware Company of Milwaukee. August Luedke was educated in Milwaukee's parochial and public school and later at the University of Wisconsin in Madison where he graduated with the class of 1907. In 1906, while still a student, Luedke went to work for the Milwaukee Corrugating Company. He steadily advanced with the firm and eventually became an officer of the corporation. He also was on the board of directors of the Concordia Fire Insurance Company.

Luedke married Anita Goll in 1915, and they had one child, Margaret. August Luedke lived in the house until he died in the 1950s, and his widow, Anita, continued to live in the house until at least 1975.¹⁰

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Description (continued)

2726 E. Newberry Boulevard (1909)
Herman W. Buemming, architect
Contributing structure

Frederick J.
Schroeder,
original owner

This is a large and impressive example of a Prairie style house and garage complex that retains its original, historic architectural character. The house is a large, rectangular, hip-roofed, stuccoed dwelling topped with a green, terra cotta, shingle tile roof. The principal architectural feature of the main elevation facing E. Newberry Boulevard is a massive central, projecting, porch composed of square brick piers that support a segmentally-arched roof. The eaves are extraordinarily deep, and the rain gutters are built into the roof surface into order to provide a clear, unobstructed view of the flat fascia boards. This is a feature of many expensive Prairie style residences. The building is fenestrated with randomly placed windows and doors. Two picture windows on the first story of the side elevation facing N. Summit Avenue may be replacements for the banks of original double hung windows. The house is in excellent condition.

The detached garage, which is located along the rear north lot line of the property, is a rectangular, 2-story, hip-roofed stuccoed block with a 1-story, flat-roofed side addition. The second story was originally an apartment for a chauffeur or some other domestic employee of the family. The original garage doors have been replaced with a modern, overhead style door. The garage, which is in excellent condition, was designed and built in the same year as the house. However, the date of the flat-roofed addition remains unknown.

The original owner, Frederick J. Schroeder, was the secretary and treasurer of the Schroeder Lumber Company in Milwaukee. His father was the founder and president of this large, successful business. Schroeder lived in the house at least through the mid-

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1930s, but he was gone by 1940 when Carl W. Ema was listed as the occupant.

2727 E. Newberry Boulevard (1896-7)
John A. Moller and
George C. Ehlers, architects
Contributing structure

Benjamin M. Goldberg,
original owner

The city's most spectacular example of late nineteenth century Chateausque style residential architecture is the B. M. Goldberg house and carriage barn complex located on the visually prominent southwest corner of E. Newberry Boulevard and N. Shepard Avenue. The main elevation faces the boulevard atop a small, bermed grass lawn. The Goldberg house is a large, 3-story, pressed tan brick, multi-gabled, slate-roofed house with a large, corner tower topped with an extraordinary, almost church-like, faceted spire. This house is in impeccable condition, and the exterior is completely original. It is a remarkable essay in French Gothic style design and features a profusion of stone, wood and metal ornament that trims virtually every major component of on the building.

The 3-stage corner tower, which is a focal point of the main elevation, is composed of a 2-story, brick drum topped with a pierced, metal, Gothic style parapet wall that marks the transition to a smaller, 1-story, octagonal, multi-gabled stage that is, in turn, topped with an 8-sided slate-roofed spire. The copper hips on the spire are trimmed with Gothic style crockets. Flanking the corner tower are large dormer gables trimmed with flamboyant Gothic style tracery. The large, projecting front porch that stretches across the entire main elevation is trimmed with Gothic style segmentally-arched pierced fretwork. The side elevation facing west features a stone and brick porte cochere that is trimmed with pierced Gothic style arches similar to the front porch. The house

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is fenestrated with randomly-placed windows, and many feature transoms made of leaded, beveled, and colored glass.

The carriage barn, which was also built in 1896, is located on the rear, south lot line of the property and is connected to the house by means of an arcaded, open-air breezeway. The carriage barn, which is one of the finest surviving structures of its kind in the city, is a large, 2-story, multi-gabled, rectangular, pressed tan brick structure that features a large, round corner tower topped with an 8-sided slate roof. The carriage barn is in completely original condition, and there have been no alterations of any kind to the structure. The Goldberg house and carriage barn complex is a rare, intact example of an exceptionally fine Chateausque style mansion built of the finest materials. Benjamin Goldberg was a partner in the Milwaukee law firm of Felkers Goldberg and Aarons which was located in the Pabst office building (razed) on the northeast corner of E. Wisconsin Avenue and N. Water Street.

2804 E. Newberry Boulevard (1925)
a.k.a. 2812 N. Summit Avenue
Designer unknown
Contributing structure

O. Milford White and
Clyde Hudspeth,
original occupants

This 2-1/2 story, red brick, multi-gabled, L-plan, Arts and Crafts style duplex has survived in its original, unaltered condition. The building is located on the northeast corner of N. Summit Avenue and E. Newberry Boulevard, and the two principal elevations face those streets. Each flat has its own private entrance on one of the two street elevations. Both of the street elevations feature an identical masonry porch deck in front of a round-arched entry door that is sheltered with a bracketed, barrel-roofed porch hood. The masonry porch is composed of a large concrete deck enclosed with a brick knee wall that is capped with

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a limestone coping. The house is fenestrated with randomly-placed double hung windows. The N. Summit Avenue elevation features bracketed pent roofs that shelter two large banks of windows on the first story of a projecting, jerkinhead-roofed bay.

In 1925 construction began on the building, but the city directory does not list anyone living there until 1927. Clyde Hudspeth, the first known occupant in 1927 of the unit that was entered from N. Summit Avenue, was the agency manager for the Burroughs Adding Machine Company. O. Milford White, the president and general manager of the Harman Furniture and Carpet Company in Milwaukee, was living in the flat that was addressed on E. Newberry Boulevard by 1927. F. Donald Bird and Dr. Emerson A. Fletcher had replaced Hudspeth and White, respectively, as tenants by 1930.

2814 E. Newberry Boulevard (1908)	Thomas Spence,
Ferry and Clas, architects (house)	original owner
Charles Valentine, architect (garage)	
Contributing structures	

The Thomas Spence house is a large, red brick, 2-1/2 story, English Tudor style, L-plan house topped with a weathered green slate roof. The house is trimmed with dressed limestone, carved wooden barge boards and copper rain gutters. The most outstanding feature of the house is a remarkable, pierced, English Tudor style carved wooden barge board on the front gable facing E. Newberry Boulevard. A gargoyle is carved into the wooden bracket end beneath the peak of the gable. The barge board, which is original to the house, is in excellent condition and is one of the most outstanding of its kind surviving in the city.

At the rear, northeast corner of the property is a large, L-plan, 2-story, flat-roofed, brick garage built in 1915 that features a second story apartment where a chauffeur or some other

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Description (continued)

domestic employee of the household would have lived. The house and garage constitute an outstanding, intact complex that reflects the lifestyle of a prominent, early twentieth century Milwaukee family. The house and garage are in excellent, unaltered condition, and are well maintained.

2815 E. Newberry Boulevard (1909)
Herman W. Buemming, architect
Contributing structure

Anton Asmuth,
original owner

An outstanding example of Prairie style architecture, this large, 2-story, sienna-colored, Roman brick, rectangular, combination gable and hip-roofed residence is trimmed with extensive dressed limestone belt coursing and stuccoed soffits. The Asmuth house is a particularly fine example of the hip-roofed variety of Prairie style architecture that was relatively popular for upscale residential construction during the early twentieth century. The main elevation facing E. Newberry Boulevard features a central projecting, 1-story, cube-shaped, brick front porch that is flanked to the east by a concrete opendeck enclosed by a solid brick knee wall. A projecting, front gabled wing flanks the porch on the west.

The original owner, Anton Asmuth, was the president of the Milwaukee Malting Company, a firm that processed grain for the brewing industry. He was born in Germany on December 19, 1851, and he came to Milwaukee as a youth without his parents. After finishing his education in Milwaukee at the German English Academy and the East Side High School, Asmuth worked at odd jobs until joining the Philip Best Brewing Company in 1871 where he remained for about five years. In 1876 he left the brewery to start a produce business which was called Salomon, Asmuth and Company. In 1878, after the retirement of Salomon, the business was reorganized as Asmuth, Grau and Company, and one year later another change in

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**Newberry Boulevard Historic District
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Description (continued)

business partners necessitated a change in the business name to Asmuth and Kraus. The firm added grain to its line of produce and did a general commission business in hay and feed, but specialized in the sale of barley. The firm owned a large feed mill at the foot of N. Broadway where the general offices were also located. In 1879 the firm began making malt for the brewing industry and erected a malthouse on the city's South Side at the corner of S. 1st and W. Bruce Streets. About 175,000 bushels of malt were produced at this plant annually. In 1881 the business expanded, and a barley elevator with a capacity of 250,000 bushels was built next to the malthouse. Several years later, Asmuth assumed greater control of the business, and the firm's name was changed to the Asmuth Malt Grain Company. In 1898 Asmuth sold his interest in the firm, and in 1901 he began a new firm, the Milwaukee Malting Company, at the corner of E. Bay and Reynolds Streets on the city's South Side. Before moving to his impressive home on E. Newberry Boulevard, Asmuth lived for many years on the city's Near West Side at 944 N. 11th Street in an area that was noted for its fine nineteenth century residences. Asmuth was twice-married. His first wife in 1876 was Johanna Stolz, who died in 1887 leaving no children. In 1889 Asmuth married his deceased wife's sister, Gertrude Stolz, and together they had one child, anton William Stolz Asmuth. Joseph Stolz, Asmuth's brother-in-law, was a partner in the Milwaukee Malting Company.¹¹

2824 E. Newberry Boulevard (1904)
H. J. Rotier, architect
Contributing structure

John A. Smith,
original owner

Located on the visually prominent northwest corner of E. Newberry Boulevard and N. Shepard Avenue, the John A. Smith house is a large, 2-1/2 story, irregular plan, red brick, multi-gable, Arts and Crafts style house trimmed with stucco and topped with a red, clay shingle tile roof. The principal focus of the main

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**Newberry Boulevard Historic District
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Description (continued)

elevation facing E. Newberry Boulevard is a central, hip-roofed, front porch trimmed with groups of three wooden columns at the two front corners. Flanking the porch on either side is an open concrete terrace enclosed with a brick knee wall capped with stone coping. The house is connected by means of a breezeway to a large, rear, 1-1/2 story, brick, garage built in 1911 that features a chauffeur's or servant's apartment on the second floor. The garage, also designed by Rotier, matches the red brick, stucco trim and overall style of the house.

The Smith house is in excellent condition. John A. Smith was the owner of Smith Proprietary Medicines, a Milwaukee pharmaceutical firm.

2825 E. Newberry Boulevard (1929)
Herman W. Buemming, architect
Contributing structure

Walter Harnischfeger,
original owner

The Walter Harnischfeger house is an outstanding, 2-1/2 story, L-plan, multi-gabled, stone, Tudor Revival style house topped with a mottled gray slate roof. The house cost an estimated \$35,000 to build, and Lupinsky and Wolf were the mason contractors. The original drawings are located in the Wisconsin Architectural Archive in Milwaukee. Overall the most impressive feature of this house is the carefully laid random ashlar limestone veneering that sheathes most of the house. Other details contribute significantly to the picturesque but stately character of this home. The most prominent feature of the main elevation is a massive chimney stack constructed primarily of random ashlar limestone, but the top 20 feet above the eaves is made of red, ornamental brick. A small, central, second story bay is trimmed with half-timber and cement stucco. The impressive slate roof cants up at the gable ends in order to emulate the appearance of an old English Cotswold style

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**Newberry Boulevard Historic District
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Description (continued)

cottage roof that would have sagged with age. There have been no exterior alterations to the carefully-maintained home.

Walter Harnischfeger was the son of Henry Harnischfeger, who was a partner in the firm Pawling and Harnischfeger which manufactured heavy shovels and cranes for mining and construction. Walter Harnischfeger lived in the house at least through 1940, but in 1950 the city directory lists a new occupant, Thomas L. Tolan.

2909 E. Newberry Boulevard (1917)
Charles Valentine, architect
Contributing structure

Carl A. Miller,
original owner

One of the largest and most impressive homes in the district was built for Carl A. Miller. The house is located on the southeast corner of N. Shepard Avenue and E. Newberry Boulevard atop a bermed grass lawn with the main elevation facing the boulevard. Landscaping is limited to small evergreen shrubs planted around the foundation. This residence is a 2-1/2 story, rectangular, smooth limestone-clad, symmetrically composed, Italian Renaissance style structure that is topped with a green, Spanish style clay tile roof. The building is trimmed with outstanding, hand-wrought iron balconies on the main elevation and extensive carved and dressed stonework including a remarkable Renaissance style carved pediment above the central entry. All of the exterior walls are made of solid, load-bearing masonry. The carefully dressed, flat, Indiana limestone veneering is impressive. A 2-story, enclosed limestone passageway connects the house to a large, rear garage with second story apartments. The exterior of the house is particularly well preserved and shows no signs of alterations. This is an outstanding home that was built to the finest architectural standards of its era, and it is one of the pivotal structures in the district.

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**Newberry Boulevard Historic District
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Description (continued)

Carl A. Miller was the son-in-law of Frederic Miller, who founded the Miller Brewing Company in Milwaukee. Carl Miller worked at his father-in-law's brewery for a few years after he came to Milwaukee from Germany, but he later left to start the Carl Miller Lumber Company. Miller was also the president of the Oriental Realty Company in Milwaukee.

2914 E. Newberry Boulevard (1922)
Fitzhugh Scott, architect
Contributing structure

Dr. Curtis A. Evans,
original owner

The Curtis Evans house is a 2-1/2 story, multi-gabled, brick and half-timbered Tudor Revival style structure built at an estimated cost of \$20,000 by contractors Scott and Meyer. The most outstanding feature of the main elevation facing E. Newberry Boulevard is a projecting, central, front-gabled entrance pavilion that features a limestone, Tudor style archway that frames the main entrance behind it. The building is trimmed with copper rain gutters and leader boxes at the apex of the downspouts. The roof is topped with cement asbestos shingles. Copies of the original architectural drawings for this house are located at the Wisconsin Architectural Archive in Milwaukee. The Evans house is in excellent condition today. There have been no alterations to any of the public elevations.

Dr. Curtis A. Evans, a Milwaukee physician, lived in the house until his death in the 1940s. He was survived by his wife, Milly, who then continued to live in the house at least through 1950.

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Description (continued)

2924 E. Newberry Boulevard (1897)
Ferry and Clas, architect
Contributing structure

Ira B. Smith,
original owner

The second-oldest surviving house in the district is this 3-story, red brick, rectangular, hip-roofed, Colonial Revival style residence built for Ira B. Smith, a wholesale grocer. The most outstanding feature of the main elevation facing E. Newberry Boulevard is a flat-roofed, Ionic style, colonnaded wooden porch that stretches across the entire facade. Another outstanding feature of the building is its widely overhanging eaves that are trimmed with wooden modillions and dentil blocks. The side elevation facing west retains an original, flat-roofed porte cochere.

The Smith house is in poor condition today, although it is one of the largest and finest intact examples of a brick, Colonial Revival style, nineteenth century house in the city. It is also unusual for being a full 3-stories tall.

The original owner, Ira B. Smith, was the president of Smith, Thorndike and Brown Company, a wholesale grocery firm that was located in Milwaukee's Central Business District.

2927 E. Newberry Boulevard (1909)
Alexander C. Eschweiler, architect
Contributing structure

Charles J. Reilly,
original owner

The Charles Reilly residence is a large, red brick, 2-1/2 story, side-gabled, Jacobean Revival style house that is topped with a red, terra cotta shingle tile roof. The principal feature of the main elevation facing E. Newberry Boulevard is a projecting, 2-1/2 story, front-gabled wing that flanks a central, arcaded, recessed front porch. The Reilly house features dressed limestone

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Description (continued)

trim around all window openings. A chamfered stone belt course at the sill level of the second story windows wraps around the entire house.

The Reilly house is an excellent example of the large Jacobean Revival style residences designed by the noted local architect Alexander C. Eschweiler. The house is in outstanding condition and shows no signs of deterioration or insensitive alterations. In 1991 a small bay window was added to the side elevation facing west. It was carefully designed and built with the highest quality materials to blend with the original construct.

Charles J. Reilly's father, P. Henry Reilly, was born in England but came to Milwaukee with his parents at a early age and eventually became one of the city's most prominent tailors. Charles J. Reilly was born on January 9, 1877, and was one of six children. He was educated in the city's public schools and briefly attended a private school in Fordham, New York. He returned to Milwaukee to attend Marquette University and graduated in 1896. After college he briefly entered into his father's business, but in December of 1898 he formed a partnership with J. P. Hurley to open a successful men's fine clothing store called the Hurley-Reilly Company. The firm grew rapidly and by the time Reilly was 32 years of age his success enabled him to build an elegant home on E. Newberry Boulevard. Reilly died at the young age of 41 on January 16, 1918, and his widow, Blanche, continued to live in the house through the early 1920s. In 1923 Arthur C. Uihlein, a member of a prominent Milwaukee family that owned the Schlitz Brewing Company bought the house and lived there through 1933.¹²

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**Newberry Boulevard Historic District
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Description (continued)

3000 E. Newberry Boulevard (1914)
Brust and Philipp, architects
Contributing structure

Albert F. Gallun,
original owner

The Albert F. Gallun house is a large, 2-1/2 story, multi-gabled, irregular plan, Tudor style mansion made of solid limestone exterior walls and topped with a Cotswold style slate roof. The house is trimmed with extensive dressed and carved limestone moldings, and the property is surrounded by a hand-wrought iron fence set on a limestone base. The Gallun house, one of the largest private residences in the city, is exceptionally well-built with first-story exterior walls made of solid limestone, 16 inches thick, that is backed on the interior with 4-inch-thick hollow clay tile which acts as protection from fire. The second story walls are constructed in the same manner, but the limestone is only 12 inches thick. All of the floors are made of poured concrete and structural hollow clay tile. Following a fire in the early 1970s, the damaged portions of the interior were restored exactly to the original specifications. The original plans for the building are located at the Wisconsin Architectural Archive in Milwaukee.

The original owner, Albert F. Gallun, was born in Milwaukee on January 2, 1865. His father, August F. Gallun, was the founder of a successful leather tanning business in the city. Albert was educated in Milwaukee at the German-English Academy. He then entered his father's business and quickly assumed substantial responsibilities. During the late 1880s he assumed full control of the business. Gallun was married on January 2, 1896 to Hedwig Mann whose father was a woodenware manufacturer from Two Rivers, Wisconsin. They had four children: Elinor (who married John C. Pritzlaff), Edwin A., Albert F., Jr., and Gladys. Gallun was also a director of the Marshall and Ilesley Bank in Milwaukee. The house passed to his daughter Elinor Pritzlaff, who lived there until about 1970.¹³

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**Newberry Boulevard Historic District
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Description (continued)

2808 N. Shepard Avenue (1931)
Richard Philipp, architect
Contributing structure

Edith M. Smith,
original owner

Constructed with masonry exterior walls, this large, Colonial Revival style 2-story, multi-gabled, stone and wood-sided residence topped with a slate roof is surrounded by an outstanding, handmade wrought iron fence. The house is located on the northeast corner of N. Shepard Avenue and E. Newberry Boulevard with the main elevation facing N. Shepard Avenue. The house is exceptionally well constructed much like a fireproof commercial building of its day. The walls of the first story and a large, 2-story central entrance bay are faced with limestone veneer. The second story walls are predominantly clad with original, wide wooden clapboards. The wrought iron fence, which is set on a random ashlar limestone plinth, represents the work of a master iron worker.

The house was built for Edith M. Smith, who was the widow of industrialist Arthur O. Smith. He was the owner of the A. O. Smith Corporation in Milwaukee, which was the world's largest manufacturer of steel automobile frames during the early twentieth century. He died on June 5, 1913 at the age of 54.¹⁴ The Smith house is maintained in impeccable condition, and there have been no alterations to any of the public elevations with the exception that a modern overhead-style garage door has been installed in place of the original swinging doors.

2770 N. Summit Avenue (1929)
Eschweiler and Eschweiler, architects
Contributing structure

Arthur M. Hewitt,
original owner

The Arthur M. Hewitt house is a large, 2-1/2 story, multi-gabled, red brick, Georgian Revival style house that is topped with a slate roof and trimmed with limestone belt coursing and built-in

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**Newberry Boulevard Historic District
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Description (continued)

rain gutters. The house is located on the southeast corner of N. Summit Avenue and E. Newberry Boulevard with the principal elevation facing N. Summit Avenue. In order to build this house with the main elevation facing N. Summit Avenue, the original owner had to secure a variance from the city building code because all lots on this section of E. Newberry Boulevard were platted with the specification that all homes built there would face the boulevard.

The main elevation of the house is composed of a large, central, projecting, gabled section that features a recessed entry door framed with Colonial style woodwork. The house features 6-over-9 sash windows on the first story of the main elevation and 6-over-6 sash on the second story.

Arthur M. Hewitt was the vice-president of the First Wisconsin Company when the house was built. He lived there with his wife, Margaret, from 1931 until he died at the age of 49 on April 20, 1937. His widow continued to live in the house for several years after his death. Before moving to E. Newberry Boulevard, the Hewitts lived on the city's Lower East Side at 2314 E. Wyoming Place.

Footnotes

¹History of Milwaukee, Vol. III. Chicago: S. J. Clarke Publishing Company., 1922, pp. 560-565.

²Gregory, John G., History of Milwaukee. Chicago: S. J. Clarke Publishing Company, 1931, pp. 761-763; Milwaukee City Directories.

³History of Milwaukee, Vol. II, pp. 364-367; Milwaukee City Directories.

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⁴Ibid., Vol. III, pp. 744-745; Milwaukee City Directories.

⁵History of Milwaukee, Vol. III, pp. 36-39; Milwaukee City Directories.

⁶Gregory, pp. 723-724; Milwaukee City Directories.

⁷History of Milwaukee, Vol. III, p. 863; Milwaukee City Directories.

⁸Gregory, pp. 114-115; Milwaukee City Directories.

⁹History of Milwaukee, Vol. III, pp. 140-143.

¹⁰Ibid., p. 710.

¹¹Memoirs of Milwaukee County, Vol. II, Jerome A. Watrous, editor. Madison, Wisconsin: Western Historical Association, 1909, pp. 941-942.

¹²Ibid., p. 581.

¹³History of Milwaukee, Vol. III, p. 622.

¹⁴Ibid., pp. 880-881.

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**Newberry Boulevard Historic District
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Significance (continued)

Architects²

Buemming, Herman W.
Buemming, Herman W. and Gustav A. Dick
Buemming, Herman W. and Alexander C. Guth
Eschweiler, Alexander
Ferry, George B. and Alfred Clas
Brust, Peter and Richard Philipp
Brust, Peter, Richard Richard and Julius Heimerl
Valentine, Charles
Williamson, Russell Barr
Moller, John A. and George C. Ehlers
Schley, George and Sons
Messmer, Robert A. and Brother
Graf, Fred
Liebert, Eugene R.
Rohr, John
Kirchhoff, Charles and Thomas Rose
Van Ryn, Henry J. and Gerrit J. De Gelleke
Leiser, Julius and Charles Holst
Rotier, Henry J.
Ringer, Carl F., Sr. and Carl F. Ringer, Jr.
Miller, Hugo O.
Scott, Fitzhugh
Rzall, Roland A.
Kosick, William J.
Leenhouts, Cornelius and Hugh W. Guthrie
Esser, Herman J.
Keller, Charles
Kemnitz, George
Coddington, V.
Andree, Frank W.
Wiskocil, Anton
Hess, Wesley
Ferneckes, Max and Edwin C. Cramer

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Significance (continued)

SIGNIFICANCE

The East Newberry Boulevard Historic District is being nominated to the National Register of Historic Places under Criterion C as an architecturally distinguished assemblage of late nineteenth and early twentieth century, upper middle-class houses unified by their orientation to a broad, landscaped boulevard. The district is also significant under community planning and development as an example of the boulevard planning concept, which had such an important influence on the physical development of the City of Milwaukee. The period of significance of the district is 1896 to 1932, during which time all of the contributing structures in the district were built. The district is of planning significance for the way the developers of the district used the

boulevard planning concept and deed restrictions to ensure that the district would develop with a specific physical character that sets it apart from the surrounding area. The district is architecturally significant as one of the most outstanding concentrations of upscale, late nineteenth and early twentieth century, architect-designed residences in Milwaukee. The buildings constructed in the district between 1896 and 1932 are an excellent representation of the residential styles and high-quality construction preferred by Milwaukee's merchants, professionals and entrepreneurs during those years. Many of the homes are outstanding examples of the residential design work of the city's leading, early twentieth century architects. The styles of residential architecture represented in the district include the Prairie School, Arts and Crafts, Bungalow, Mediterranean, Colonial Revival, and Tudor Revival.

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**Newberry Boulevard Historic District
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Significance (continued)

Historical Background

Newberry Boulevard was the first in a series of boulevard streets in Milwaukee that were planned as linkages between municipal parks. It was, in fact, the first known street to be officially named a boulevard by an ordinance of the Milwaukee Common Council. The building of Newberry Boulevard occurred during a period of extensive boulevard construction in the city. In Milwaukee, as in other cities, one of the basic planning concepts of the period was that the city's parks should be connected with wide boulevards that would serve almost as linear parks. This system of boulevards to connect parks was begun, but never completed in Milwaukee. The early history of Newberry Boulevard was characterized by a lack of a unified planning, and it was not until the mid-1890s that the future of the street as an expansive boulevard with a beautifully landscaped esplanade seemed assured. East Newberry Boulevard encompasses parts of four different subdivisions that were platted at different times between 1888 and 1894. The earliest of these developments was Casper, Donoghue and Hoff's Subdivision which included a 2-block stretch of today's Newberry Boulevard between N. Oakland Avenue and N. Murray Avenue. The plat map, which was recorded on August 7, 1888, showed Newberry as a wide street rather than as a boulevard with divided roadways as we know it today.³ Newberry "Street," as it was then called, appeared for the first time in the 1888 Milwaukee city directory. All of the lots in the subdivision originally measured 40 feet wide by 120 feet deep, and were uniformly platted with an orientation towards the north-south streets that crossed Newberry Boulevard. The developers were listed as William Casper, John Donoghue, John Hoff, and Stephen H. Hoff. None of these men is known to have lived in the district.

In 1889 the Maryland Park Subdivision was platted, adding another 2-block stretch of building lots on the boulevard between N. Murray Avenue and N. Maryland Avenue. Curiously, the Maryland

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**Newberry Boulevard Historic District
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Significance (continued)

Park portion of today's Newberry Boulevard was originally called Newberry "Place," while the older, 2-block stretch east of it remained "Newberry Street." The Maryland Park lots were, for the most part, platted identically to those in Casper Donoghue and Hoff's subdivision to the east of it except that the four lots that bordered the north side of Newberry were "double-sized" and measured 120 by 80 feet in dimension with the long side facing the boulevard.⁴

Four years later, a plat was filed on February 3, 1893 creating the Prospect Hill Subdivision that included four blocks of large building lots on both sides of today's E. Newberry Boulevard between N. Downer Avenue and N. Lake Drive. The developers were the Prospect Hill Land Company that included John George as president and Edward Hackett as secretary.⁵ The north-south street immediately east of N. Downer Avenue was apparently named after Hackett. The plat map for this subdivision was the first to delineate the large median strip or esplanade between the two roadways of the boulevard that exists today. The Prospect Hill lots that faced the boulevard were typically platted at 80 feet in width and 150 feet in depth, which yielded only about three lots per block. These lots were large in comparison with typical residential subdivisions in the city at that time. The four blocks of Newberry Boulevard in the Prospect Hill plat were destined to become its finest residential area, partly due to extensive deed restrictions. All boulevard properties in the subdivision were reserved for homes costing at least \$5,000, which was a substantial amount of money in the mid-1890s. Livery and boarding stables were prohibited along with "any type of business or trade whatsoever that is detrimental to the interests of a first class residence neighborhood." Alcoholic beverages were also strictly controlled with the deed stating that "no part of the premises shall be used for the manufacture, sale or other disposal of spirituous malt, brewed, vinous, ardent, fermented or intoxicating liquors, drinks or beverages, nor shall a saloon be kept thereon, nor any building

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**Newberry Boulevard Historic District
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Significance (continued)

in which a person shall vend, sell, deal or traffic in any spirituous malt, brewed, vinous, ardent, fermented or intoxicating liquors, drinks, or beverages." Breaking any part of the restrictive covenant would result in forfeiture of the deed.⁶

Prospect Hill was the only section of the boulevard that was subject to significant deed restrictions, and most of the lots in the district were apparently sold without any special restrictions. However, because a boulevard address was inherently prestigious, and therefore costly, the prevailing market prices of the lots dictated that mostly substantial single family houses would be built, although duplexes and apartment buildings were also allowed, and a few were built.

By 1893 it was clear that each developer had a different vision of how Newberry Boulevard should look. Not only did the sizes and orientations of lots differ significantly from subdivision to subdivision, but in the span of 12 blocks the thoroughfare simultaneously held the designation of "Street," "Place" and "Boulevard." By 1894 Newberry "Place" had been dropped as a name, and the Milwaukee Common Council on March 21st of that year unified at least the name by voting "that a certain street heretofore called and now known as Newberry Boulevard and Newberry Street shall hereafter be known and called "Newberry Boulevard."

The renaming of Newberry, however, was preceded by some intensive efforts on the part of certain local government officials during 1893 to create a unified, landscaped boulevard on Newberry. Unlike any other boulevard-like street in existence in the city at that time, Newberry was proposed as a link between two major parks: Riverside Park at its western end and Lake Park at its eastern end. In its 1893 annual report, the Milwaukee Park Commission wrote that, "In the general scheme for Milwaukee parks, there is embraced a boulevard system that will eventually connect all the parks and furnish a fine driveway. The pioneer movement in this direction

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Newberry Boulevard Historic District
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Significance (continued)

was made during the past year (1893) as the city, upon recommendation of the park commissioners [acquired a strip of land] 150 feet wide extending from Lake Park to River[side] Park which had previously been opened at 66 feet wide and named Newberry Street. The plan for this boulevard provides for two driveways 28 feet in width separated by a center piece of park land 54 feet wide, with a 16-foot bridle path extending down the center. There will be sidewalks 20 feet wide on either side of this drive, the whole embellished by the planting of ornamental shade trees along the entire length of the boulevard. The park commissioners feel confident that the boulevard will meet with popular approbation when completed and be the entering wedge in securing for Milwaukee a boulevard system benefitting this city."⁸ The boulevard was landscaped essentially as dictated by the Common Council except that the sidewalks are only the standard six feet wide.

On July 31, 1894 a plat map was filed for the Newberry Boulevard Addition, located in the center of the district, which added the final 4-block stretch of lots on the boulevard between N. Maryland and N. Downer Avenues. The subdivision also included land that is one block south and one-half block north of the boulevard. Edmund Cummings was the developer.⁹ He initially matched the Prospect Hill subdivision platting with large, 80 by 150-foot boulevard lots, but then quickly re-subdivided them to increase the density from three lots per block to five, which yielded an average frontage of about 50 feet. Cummings' lots on the south side of the boulevard were re-subdivided on September 23, 1895, and a year later on December 28, 1896, he filed another plat to decrease the lot sizes on the north side of the boulevard.¹⁰

Although all the lots in the district had been platted by 1894, and at least some street improvements had been completed by that time, it took a few more years before any homes were built. A sluggish economy following the Financial Panic of 1893 dampened residential construction, and it was not until the late 1890s that

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**Newberry Boulevard Historic District
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Significance (continued)

building activity recovered to normal levels. In fact, by 1900 a total of only six homes had been built in the district, and it was not until the 1920s that anything resembling a construction "boom" took place on the boulevard.

The first house in the district was constructed for B. M. Goldberg in 1896 at 2727 E. Newberry Boulevard. His large, costly residence set the standard for the high-quality residential construction that would typify development in the Prospect Hill area of E. Newberry Boulevard between N. Downer Avenue and N. Lake Drive. In 1897 the district's second home was built nearby for Ira B. Smith at 2924 E. Newberry Boulevard. The third house, a fine Elizabethan Revival style residence designed by the noted Milwaukee architect Otto Strack, was built in 1898 at 3000 E. Newberry Boulevard, but was razed in 1914 to make way for a much larger home.¹¹

The other three nineteenth century homes in the district were built in 1899 at 1901-03, 1907 and 1915 E. Newberry Boulevard. These three structures are characteristic of the middle-class frame dwellings that dominate the western end of the district. Two are single family houses and one is a duplex.

After the turn of the century, development on E. Newberry Boulevard continued to be slow and sporadic. One home was built in 1900, another was added in 1902, and two were built each year in 1902 and 1904. After a dearth of activity between 1905 and 1907, development proceeded at a smoother, although still modest pace between 1908 and 1917 when anywhere from one to eight homes were built per year on the boulevard. During this 10-year period, approximately 35 percent of the existing homes were built. Although no homes were built in the district in 1918, during the booming post-war years of 1919 through 1929, more than 40 percent of the 101 contributing structures were built on the boulevard. Some of the finest homes on the boulevard were built during this

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**Newberry Boulevard Historic District
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Significance (continued)

period. On March 26, 1922 a large display advertisement in the Milwaukee Sentinel beckoned buyers for "Choice Residence Lots" on Newberry Boulevard. The advertisement underscored the prestigious nature of the boulevard and stated: "Linking river and lake as it does, it is a small wonder that Newberry Boulevard is the preferred residential street for particular people. It is because of its location, its wonderful improvement, and the culture that pervades the surroundings, with other advantages combined in an unparalleled degree, that Newberry Boulevard appeals to discriminating persons who are seeking an ideal homesite."¹²

As America settled into the Great Depression after 1929, there were only five vacant lots left in the district. Three of those were filled with new houses between 1930 and 1932, while a fourth empty lot in the district was developed with a brick Colonial Revival style, 4-unit apartment building in 1943 at 2800 N. Frederick Avenue. The last vacant lot at the southeast corner of N. Maryland Avenue and E. Newberry Boulevard remained unused until 1973 when a large, 1920s, brick duplex was moved there.

Historically, the development of the district is closely tied to the construction of Lake Park and Riverside Park, which respectively serve as the eastern and western termini of E. Newberry Boulevard. Most of Milwaukee's finest residential neighborhoods are located near or border on one of the city's fine parks. Lake Park, designed by the noted landscape architect Frederick Law Olmsted in the early 1890s, was one of two major parks in the city at that time. Lake Park is a beautiful, large, wooded area with grassy meadows and meandering ravines that is located atop a steep bluff overlooking Lake Michigan. Today it still retains its status as one of the flagship parks of the Milwaukee park system. Riverside Park, located at the western end of the boulevard on a steep bluff above the Milwaukee River is a medium-sized wooded recreational area. East Newberry Boulevard, in essence, with its trees and broad, planted median strip was

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intended to serve as a connection between the two parks and extends the pleasure of walking and driving through and between the parks. In a sense, streets like E. Newberry Boulevard were thought of as linear parks.

In order to place the development of the boulevard in proper context, it is necessary to understand some of the ideals and concepts of late nineteenth century city planning. The work of Boston landscape architect Frederick Law Olmsted, who designed the system of parks and interconnecting boulevards for the city of Boston in the 1880s, among other important projects, had a great influence on American architects, engineers and civic planners during the late nineteenth and early twentieth centuries. Many of the planning ideals of Olmsted and his contemporaries were manifested at the 1893 Chicago World's Fair in exhibits, lectures, and the design and siting of the impressive buildings that were constructed specifically for the Fair. The influence of the World's Fair and the interaction of design professionals during the early 1890s produced a set of ideals regarding urban planning that came to be called the "City Beautiful" movement. The goal was to make American cities more desirable places in which to live, work and go to school. The concept of planning cities with a network of broad, landscaped boulevards that terminated at or interconnected with a series of public parks was one of the more popular tenets of the City Beautiful movement.

The uniform planting of large, deciduous shade trees such as maples and elms along E. Newberry Boulevard was central to the park-like qualities of the district. Some of the original trees, planted about 25 feet apart along the curb and in the median strip, still survive today and have reached mature heights of 60 feet and more. Other, smaller and younger trees have been planted in recent years to replace diseased or damaged old American elm trees. This program of reforestation promises to preserve the intent of the original landscape design. Shade trees were an important part of

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early twentieth century urban design. In his publication "Trees for Town and City Street," M. L. Mulford, a late nineteenth and early twentieth century horticulturist wrote, "Good shade is so appreciated that its presence adds value to adjoining properties. Real-estate men recognize this factor and plant shade trees as early as practicable on land which they develop."¹³

In terms of social history, the majority of the original homeowners on E. Newberry Boulevard who lived east of N. Frederick Avenue were successful professionals, business owners or executives who held top positions in large firms. Most of these owners had previously lived in the city's older neighborhoods, particularly to the south of the district on the city's Lower East Side and on the Near West Side around the then prestigious Grand Avenue residential area known today as West Wisconsin Avenue. Ethnically, the original owners were about equally divided between German-Americans and so-called "Yankees" or Anglo-Americans.

Long-term occupancies did not characterize the original buyers on E. Newberry Boulevard. B. M. Goldberg went broke building his magnificent Chateausque style mansion at 2727 E. Newberry Boulevard, which was begun in 1896, and he was forced to move out by 1898. Many of the early buyers tended to be older, and consequently it was not unusual for a household to break up due to death of a spouse. Dr. Charles Zimmerman, for example, who lived at 2316 E. Newberry Boulevard was 70 years of age when he moved into his new home in 1926. Frederick Usinger, who lived at 2220 E. Newberry Boulevard, was 60 years of age in 1920 when he moved into his new home. While occupancies of 10 years or less were most common, a few households were maintained in the district for 30 years or more. August and Anita Luedke moved into their home at 1726 E. Newberry Boulevard in 1924, and August lived there until his death in the 1950s, and Anita stayed on there into the mid-1970s.

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Architectural Significance

The houses in the district represent a veritable catalogue of the styles and building materials that were popular for middle- and upper-class residential construction in Milwaukee between 1905 and 1930. The district is also interesting for its examples of innovative or unusual residential construction materials and methods, especially hollow terra cotta block walls, the use of solid, load-bearing, masonry walls, and poured concrete construction.

One building material innovation of the early 1900s was the use of load-bearing, hollow, terra cotta block walls that were, in turn, veneered on the exterior with brick, stone, stucco or some combination of those materials. Hollow terra cotta blocks were first used during the late 1890s for commercial and industrial construction where protection from fire was important. Between 1910 and about 1935, terra cotta block were also sometimes used for wall construction in upscale housing. Terra cotta block wall construction was more expensive than the more common wood-framed stud walls, but it was considered stronger, longer lasting, fire resistant, and nearly impervious to rot and water. In addition, the hollow space inside the block acted as an insulator. A good example of terra cotta block wall construction in the district is the Hans Olsen house (1923) at 2404 E. Newberry Boulevard with 8-inch-thick tile walls that are veneered with four inches of face brick.¹⁴

Several homes in the district are built with solid brick, load-bearing walls or brick walls veneered with stone. This is an ancient construction method that was rarely used after the mid-nineteenth century in Milwaukee for residential construction. The owners of solid brick houses in the district tended to be German immigrants or of German-American heritage. For example, Carl A. Miller, who was a German immigrant, built his house at 2909 E.

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Newberry Boulevard in 1917 with 12-inch-thick brick walls that were finished with a fine exterior veneer of Bedford, Indiana limestone. August J. Luedke, who was of German-American heritage, built his house at 2716 E. Newberry Boulevard as late as 1923 with first story walls made of solid brick that is 12 inches thick.

Much more progressive in terms of construction techniques were the houses built with poured concrete walls. The experimentation with poured reinforced concrete as a structural material that began in the 1890s was slow to filter into the housing industry. For the most part, concrete was formed into modular blocks which were laid-up like conventional masonry, and this was pretty much the extent of its use in house construction in Milwaukee until World War I. In the interim, great advances had been made in the technology of using reinforced concrete for pillars, beams and floor slabs in industrial and commercial buildings and apartment houses. Just before World War I, some interesting experiments were undertaken using poured concrete for house construction. The two Craftsman bungalows built in 1913 at 2024 and 2030 E. Newberry Boulevard are notable as early Milwaukee examples of houses constructed with poured concrete walls. The houses are stuccoed on the exterior so that their innovative construction is not apparent from the exterior. Curiously, these houses failed to attract many imitators and poured concrete wall construction remained a novelty in Milwaukee that was only briefly revived from 1924 to 1926 when a number of the celebrated Ernest Flagg-designed Norman style stone veneered cottages were built throughout the city and its suburbs. (See Ernest Flagg Stone Masonry Houses of Milwaukee County Thematic National Register Nomination.)

The interest in using new construction methods is perhaps best exemplified in the luxurious Albert F. Gallun house at 3000 E. Newberry Boulevard built in 1914. Although this expansive mansion appears to be a conventional Elizabethan manor house on the exterior, it actually represents a fusion of the most advanced

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building construction techniques available at the period. Gallun, a German-American millionaire tanning mogul, manifested his obsession with permanence and fireproof construction by building his house with 14-inch-thick solid stone exterior walls backed by 4-inch-thick hollow terra cotta tiles on the interior. The floors are of poured concrete, while the roof is slate. Gallun's confidence in his fireproof combination of poured concrete, solid loadbearing masonry, and hollow clay tile construction was justified by the way the house survived a disastrous fire in the 1970s with its structural integrity unscathed.

Architectural Styles

In terms of architectural style, Colonial Revival style homes are more numerous than any other period revival style in the district. The Colonial Revival style is a catch-all term for the revivals of the Federal, Georgian and eighteenth century vernacular styles of architecture that occurred in the late nineteenth and early twentieth centuries. The district contains some very fine examples illustrating the style's evolution during the years 1897 to 1931. Typical of the Victorianized Colonial Revival style of the 1890s is the Ira B. Smith house (1897), a 3-story, hip-roofed, red brick, Colonial Revival mansion that boasts the overblown proportions, eclectic detailing, and ubiquitous full-width front verandah and, in this case, even a porte cochere necessary to accommodate the expansive Victorian lifestyle. A slightly later example is the J. Herbert Green house (1902), 2126 E. Newberry Boulevard, with its splendid wraparound front porch and a multi-gabled roof with its corner tower. The William Halsey house (1929) at 2770 N. Summit Avenue is a fine example of the more scholarly interpretation of eighteenth century Georgian style architecture that took hold in the twentieth century, while the Edith M. Smith residence (1931) at 2808 N. Shepard Avenue illustrates the informal vernacular Colonial farmhouse style of the 1930s. There are many other good examples of the Colonial Revival style in the district

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illustrating a wide range of variations including 1907, 2316, 2509, 2523, and 2706 E. Newberry Boulevard.

The Tudor style is exceptionally well-represented in the district because it was one of the most popular modes of the years between 1910 and 1930 when the district was developed. One of the largest and finest Tudor style homes in the city is the Albert F. Gallun residence (1914) located at 3000 E. Newberry Boulevard. Built of the highest quality materials, this exceptionally well-crafted stone mansion has an impressive, estate-like character, since the entire property is surrounded by one of the best-preserved examples of early twentieth century hand-wrought iron fencing in the city, even though the lawns are actually rather small.

While the extravagant Gallun house is virtually a mock Tudor palace, the Curtis A. Evans house (1922) located at 2914 E. Newberry Boulevard is more representative of the large brick and half-timbered Tudor Revival rural squire's residence that captured the fancy of the newly rich in the 1920s. The combination of red, Flemish bond brick on the first story with half-timbering and stucco infill on the second story is typical of the picturesque, handcrafted look that made the style popular. Of particular interest on this house is the carved limestone English Gothic style portal that frames the recessed front porch.

There are many other examples of the Tudor Revival style ranging from little middle-class mock manor houses like the Colin McDougal house (1932) at 2403 E. Newberry Boulevard and the brownstone Charles Boltz house at 2228 E. Newberry Boulevard (1930) to the rambling Cotswold style "captains of industry" scale mansions like the Harnischfeger house at 2825 E. Newberry Boulevard and the Philip Koehring house at 2773 N. Lake Drive (1929). Not all of the Tudor houses in the district are of the Elizabethan type, since the Jacobean style enjoyed considerable popularity in

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Milwaukee as evidenced by such austere brick residences as Charles J. Reilly house at 2927 E. Newberry Boulevard (1909) and by the more florid Herman Wagner house, 2628 E. Newberry Boulevard (1911) with its picturesque scrolled gables. Not as recognizably English as these later houses, but still inspired by the same backward look at the late medieval world is the Guido Wiggernhorn house, 2415 E. Newberry Boulevard (1900) which was no doubt thought of as Elizabethan when it was built.

Not really all that English either, but still a product of the romanticized nostalgia for the handcrafted architecture of the pre-industrial late medieval world, are the 1920s storybook cottages found in the district. The finest of these is the Hansel and Gretel inspired little John Wolleager house at 2530 E. Newberry Boulevard (1926) with its fake brick patches of nogging interspersed amidst the stucco and half-timbering, latticed leaded windows, and dramatically swooping tile roofs. Much less picturesque, but designed in the same vein, the two similar stone cottages across the street from it on the southwest corner of N. Downer Avenue and E. Newberry Boulevard, 2531 E. Newberry Boulevard (1925).

The Mediterranean Revival style is a term applied to an architectural style that was an amalgamation of historical motifs borrowed from the architecture of Spain, Italy, Southern France, and other nations that border on the Mediterranean Sea. The grandest of the Mediterranean Revival influenced structures in the district is the baronial Carl A. Miller residence at 2909 E. Newberry Boulevard (1917), which was stylistically derived from the villas and palaces of Renaissance Italy. The Miller house is particularly outstanding because of its large size and high quality materials including smooth, Bedford (Indiana) limestone clad walls and a green, Roman style terra cotta tile roof. Another outstanding example of the Mediterranean Revival style is the Valentine Fina house (1920) located at 2705 E. Newberry Boulevard

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which features whitewashed brick walls, round-arched windows, and a contrasting red, Spanish-style clay tile roof. Other more eclectic examples of the Mediterranean Revival style can be found at 2229, 2404 and 2610 E. Newberry Boulevard and 2809 N. Prospect Avenue.

The district also features a significant concentration of Prairie style architecture. Rivaling the local works of Frank Lloyd Wright as the finest Prairie style house in Milwaukee, the architecturally striking T. Robinson Bours house (1921) at 2430 E. Newberry Boulevard was designed after the style of Wright by one of his apprentices, Russell Barr Williamson. The Anton Asmuth house (1909) located at 2815 E. Newberry Boulevard is an outstanding example of the 2-story, hip-roofed, Prairie style house type that was popular with Milwaukee's German-American upper middle class between about 1909 and 1925. A relatively late example of the hip-roofed Prairie style architecture is the Edward H. Williams house (1923) located at 2508 E. Newberry Boulevard. Other very fine examples of Prairie style architecture are the Frederick Schroeder house (1909) at 2726 E. Newberry Boulevard, the James Forrest house (1916) at 2307 E. Newberry Boulevard, and the Miss Adele Wirth house (1912) at 2715 E. Newberry Boulevard.

The district also includes several Bungalow style houses, although not nearly the number found in other affluent residential areas developed at this time. The lack of bungalows is one of the distinctive features of Newberry Boulevard, although it is not known why there aren't more. One of the most interesting examples is the bungalow built in 1913 at 2030 E. Newberry Boulevard. This 1-1/2 story home features walls of solid, poured concrete covered in stucco and trimmed with wooden brackets at the eaves. Other bungalow style homes are located at 1818-20, 2001, 2015, and 2024 E. Newberry Boulevard.

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The Arts and Crafts style is also represented in the district. Although there are not nearly as many houses as can be found in the surrounding neighborhood or in other residential areas developed at this time. One of the earliest examples of the style is the John A. Smith house (1904) and garage (1911) located at 2824 E. Newberry Boulevard. This is a well-preserved example of a large suburban house and garage complex dating from the first decade of the twentieth century. Another example of the style is architect Howland Russell's own home (1908) at 2422 E. Newberry Boulevard, which typifies the 2-story, gabled, stuccoed box designs that were popular for middle-class houses in the early 1900s. Other Arts and Crafts style houses include those at 2101, 2112, 2115 and 2516 E. Newberry Boulevard.

Milwaukee's well-known, historic tradition of duplex living is reflected in the several 2-flat buildings constructed in the district. Duplexes on E. Newberry Boulevard tend to be custom-designed and much larger and better finished than the more common types of duplexes found throughout the city. A block of three, fine, Arts and Crafts and Elizabethan Revival style duplexes built in 1916 can be found at 1800-02, 1806-08 and 1812-14 E. Newberry Boulevard. In addition, there are several side-by-side, 2-family houses. These adjacent, townhouse style, 2-story units were designed as much as possible to appear as though they were actually a large single-family house. Since these were considered to be the most desirable type of multi-family housing, they were built in the finest part of the historic district where they would blend seamlessly with their mansion-scale neighbors. Examples include the brick, Arts and Crafts style duplex (1925) at 2804 E. Newberry Boulevard (a.k.a. 2814 N. Summit Avenue) and the handsome Georgian Revival style dwelling at 2706 E. Newberry Boulevard (1928).

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Planning Significance

The E. Newberry Boulevard Historic District is also significant as an example of the innovative residential subdivision and planning concepts used during the late nineteenth and early twentieth centuries. The character of this district was largely determined by the developers through the use of boulevards and deed restrictions. In the latter case, in the days before zoning, developers would sometimes encumber the deeds to the lots in their subdivisions with restrictions to ensure that only certain types of land uses could occur or that only buildings of a certain character were built. In the Prospect Hill area of the boulevard, the deed restrictions ensured that only large houses costing over a certain amount of money could be built. Businesses, saloons, and livery stables were prohibited. This ensured that the street would have the "first class," exclusively residential character the developers were promoting.¹⁵

The other planning mechanism that the developers used to mold the character of the historic district was the boulevard. During the late nineteenth century, real estate developers became aware that the creation of an extra-wide street with wide planting strips down the center or on either side would attract high-class residences to a subdivision. Not only would the construction of such a street create a focal point and identity for a subdivision, it would generate higher lot prices, not just on the boulevard, but also for properties on the side streets in close proximity to a boulevard as well. As a result, developers created boulevards in several subdivisions that otherwise would have lacked identity. These generally thereafter became the focus of expensive house construction in Milwaukee, developing into elegant residential enclaves. Subsequently, boulevards lined with costly houses were created on McKinley Boulevard, N. Grant Boulevard, W. Washington Boulevard, N. Hi-Mount Boulevard, S. Layton Boulevard, and other streets.

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The creation of a boulevard was a legal action of the city government that had several implications. Not just any street could be created as a boulevard. As has been said, the basic idea behind the boulevard system was to create a network of landscaped thoroughfares connecting the city's parks. This concept had been developed by the Milwaukee Park Commission in 1889. As a result, all of the boulevards ideally terminated at a public park. The city mandated that commercial traffic on the boulevards was restricted, and vehicles carrying heavy loads such as building materials, refuse, animals, and farm produce were prohibited altogether from using them as throughways.

The boulevards proved to be a highly effective development tool in attracting a higher class of housing. The previously established grid pattern of subdivision in Milwaukee afforded no special or distinctive spaces in the neighborhoods to break the linear street pattern, but the boulevards with their landscaped esplanades distinguished the most important streets from the monotonous grid. The boulevard designation was intended to reduce the amount of nuisance traffic and further distinguish it as a spacious, landscaped, prestige residential street.

ARCHITECTS

According to research of the original building permits, most of the houses in the district were architect-designed. The list of architects who worked in the district includes men who were at the top of their profession in Milwaukee, while others were little-known or did not have distinguished firms. Most of the architects were American-born and trained. A few, however, such as Eugene Liebert and Carl F. Ringer, were German immigrants, and they worked for German-American clients in the district. Because original permit information for some houses is incomplete or nonexistent, the designers of some of the buildings remain unknown. Following

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are the biographies of several of the major architects who worked in the district.

Peter Brust and Richard Philipp

Brust and Philipp, the architectural firm that designed the Gallun house, 3000 E. Newberry Boulevard (1914), was considered to be one of the quality design firms in the city in the early twentieth century. It was founded in 1906 by Peter Brust and Richard Philipp.¹⁶ During their partnership, which lasted until 1926, they designed more than 35 large residences for wealthy Milwaukeeans; most of the company town of Kohler, Wisconsin; the Schuster's Department Stores in Milwaukee, and other buildings throughout the Midwest. The firm worked mostly in period revival styles ranging from Neoclassical to Tudor. Some fine examples of their work are: the Hays house, 1712 E. Bradford Avenue (1909); the St. Joseph's Convent Chapel, 1501 S. Layton Boulevard (1917); and the William E. Luick house, 2601 N. Wahl Avenue (1922). The huge Gallun house was one of the firm's major residential commissions.

According to architectural historian Richard W. E. Perrin, Richard Philipp was a truly outstanding Milwaukee architect and a "genuinely educated man despite the fact that he sat in no classroom following graduation from [Milwaukee's] East Division High School, [except for] some private tutoring in the humanities from Dr. Gerhard Balg."¹⁷ Philipp was born in Mayville, Wisconsin on May 2, 1874.¹⁸ Both his parents were born in Germany, and his father was a cabinetmaker who later operated a furniture factory. The family moved to Milwaukee in 1889. After graduating from high school in 1892, Philipp entered an apprenticeship with Ferry and Clas, one of Milwaukee's most distinguished late nineteenth century architectural firms. Two other draftsmen in the Ferry and Clas office in the early 1890s would later become Philipp's business partners: Peter Brust and Julius Heimerl. According to Perrin,

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Philipp's forte was the ability to create original designs in the Tudor style. Philipp had an early interest in English architecture. In 1898, while still working as a draftsman for Ferry and Clas, he won a \$50 first prize in the House Beautiful competition for the best house costing under \$3,000.¹⁹ Philipp's entry, called "Halcyon," which means tranquil, happy and idyllic, was a three-bedroom, Tudor style, brick and shingle house. Many of the residences built by Brust and Philipp were done in the Georgian, English Tudor, and the English Arts and Crafts styles. Philipp was credited with designing many of the small English style houses for the village of Kohler, Wisconsin in the early 1920s. Some of those houses are similar in character to Philipp's 1898 House Beautiful design. In 1899 Philipp made his first trip to Europe to study its architecture, followed by two additional European trips before forming his partnership with Peter Brust in 1906.

Peter Brust, the other half of the partnership, was born in the rural Town of Lake (now part of the southwestern portion of the City of Milwaukee north of General Mitchell International Airport) on November 4, 1869.²⁰ He learned the carpentry trade from his father, who was a carpenter/cabinetmaker and sometimes farmer. Brust entered the Ferry and Clas office as an apprentice in 1890 after working as a draftsman in several smaller offices since 1886. His work history seems to indicate that, like Richard Philipp, he had little formal education beyond high school. During the 1890s Brust worked with his fellow draftsmen, Richard Philipp and Julius Heimerl, on Ferry and Clas projects, including the tower for the St. John Roman Catholic Cathedral, 812 N. Jackson Street (1892) and the Milwaukee Public Library and Museum, 814 W. Wisconsin Avenue (1895-1899). Brust eventually became the chief draftsman for Ferry and Clas, but left the firm in 1900 to take a similar position with a rival firm, H. C. Koch and Company. From 1902 to 1905 he worked as chief draftsman for Werner C. Esser. In 1905 he traveled to Europe with several other Milwaukee architects, one of whom might

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have been Richard Philipp. In 1906 Brust formed a partnership with Richard Philipp that lasted until 1926.

The Brust and Philipp firm employed thirty men at its peak. Julius Heimerl became a partner in 1911, and the firm Brust, Philipp and Heimerl appeared in Milwaukee city directories for only two years until 1913 when Heimerl apparently left to work independently. A 1963 biography of Peter Brust in Wisconsin Architect dates Heimerl's partnership with Brust and Philipp from 1905 to 1912.²¹ Although city directories do not confirm Heimerl's name in the firm until 1911, he might have been involved earlier with Brust and Philipp, but on a part-time basis or in some other capacity that did not warrant his name in the title of the partnership. Building permits reinforce the date of 1911 for Heimerl's assumption of partnership status in the firm. The 1908 building permit for the South Branch Library at 931 W. Madison Street lists Brust and Philipp as the architects, while the 1912 permit of the Weil residence at 2515 N. Terrace Avenue lists Brust, Philipp and Heimerl as the architects.

In the mid-teens, Brust and Philipp designed their largest work, a master plan for the Town of Kohler, Wisconsin, which was founded by industrialist Walter Kohler, who had a large manufacturing plant in the area. Brust and Philipp designed the entire community including the houses, a 300-foot-long lodge building, the factory, and the administrative buildings of the Kohler Corporation, a school, a church, and other supporting facilities. The Olmstead Brothers of Boston did the landscape design. The town and factory complex were built as planned and still exist today.

After dissolving their partnership in 1926, both Richard Philipp and Peter Brust continued their own independent practices. Philipp continued his practice until his death in 1959. His last office address was in the Colby and Abbot Building at 759 N.

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Milwaukee Street. Philipp independently designed the Edith M. Smith house, which is located in the Newberry Boulevard Historic District at 2808 N. Shepard Avenue, in 1931.

After the partnership dissolved, Brust opened a small office and brought his sons Paul and John into the firm in 1929 and 1936 respectively. Brust was very active in professional circles. He became a member of the American Institute of Architects in 1911 and was elevated to fellowship in that organization in 1923. His activities also included: president of the Wisconsin chapter of the A.I.A. for three terms; member of the Milwaukee Art Commission for 10 years; and a member of the Mayor's Advisory Council for five years. He was also a member of the Milwaukee Board of Appeals on Zoning from 1920 through 1940.²² After Brust died on June 22, 1946, his sons continued the family firm under the name Brust and Brust until 1973.²³ The firm still survives, in part, under the name Brust and Zimmerman, now known as the Zimmerman Design Group, with offices located in the city of Wauwatosa.

Herman W. Buemming

Herman W. Buemming designed at least nine houses in the district including his own residence built in 1911 at 2328 E. Newberry Boulevard. Buemming's work in the district dates from 1909 to 1929 and includes excellent examples of the Prairie, Mediterranean, and Tudor Revival styles of the day. Buemming was born on September 5, 1872 in Toledo, Ohio, the son of Julius and Charlotte (Weis) Buemming, who had emigrated to the United States in 1868. When Herman was 12 years of age, the family relocated to Milwaukee and settled on the city's West Side. Herman completed his public school education and graduated from the Sixteenth District School in 1888. He then spent a year as an apprentice with local architect Charles A. Gombert and subsequently went to work for the Pabst Brewing Company where he became head draftsman.

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Significance (continued)

To further his architectural education, Buemming enrolled at Columbia University in New York City in 1891 and studied there for three years. Following his studies, Buemming worked for various New York architects including Standord White. Buemming is said to have been influenced by John Russell Pope. While working for George B. Post, Buemming was sent to Pittsburgh, Pennsylvania, to superintend the construction of the Bank of Pittsburgh and the Park Building. Buemming returned to Milwaukee in 1896 and went into partnership with Gustav Dick. They opened offices in the Pabst Building downtown. A published biography indicates that Buemming was associated with Chicago architect William LeBaron Jenny in the construction of the Railway Exchange Building in downtown Milwaukee. During the 11-year partnership of Buemming and Dick, the firm produced a number of Classical Revival and Colonial Revival style buildings including Century Hall (1899) at 2346 N. Farwell Avenue (razed after a fire in 1988), the Dr. L. Stephan residence (1899) at 2803 E. Bradford Avenue, the George Grede residence (1900) at 1804 W. Mineral Street, and the Sterneman-Graham house (1903) at 3112 W. McKinley Boulevard (McKinley Boulevard Historic District, NRHP, 7/30/1985). Buemming and Dick also designed such Classical Revival style churches as St. Matthew Roman Catholic Church (1905) at 1126 S. 25th Street and the Church of the Immaculate Conception (1907) at 1023 E. Russell Avenue and various commercial style buildings such as the terra-cotta-clad Simon Jung Building (1906) at 236 N. Water Street.

Buemming's partnership with Dick ended in 1907. Buemming moved his architectural practice to 919 N. Jackson Street (razed) where his offices remained for most of his career. During the second phase of his practice after he split with Dick, Buemming was best known for his distinctive Prairie style residences such as the A. E. Rietbrock house (1911) at 726 N. 31st Street, the George Weinhausen house (1911) at 3306 W. Highland Boulevard (Highland Boulevard National Register Historic District, 7/30/1985), the W. Green-owned house (1909) at 2906 E. Linnwood Avenue, and the

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William F. Engelhardt residence (1912) at 2806 E. Locust Street and many others. Throughout his Prairie phase, Buemming continued to design period style houses. He was facile in the Colonial, Tudor, Mediterranean, and Georgian styles. In 1913 Buemming spent four months in Europe traveling in Italy, France, and England studying architecture and sketching. This sojourn, no doubt, reinforced his interest in period revival design.

In 1919 Buemming formed a new partnership with architect Alexander C. Guth. Guth had previously worked for Buemming from about 1905 through 1915 and then went out on his own briefly before going to work for Milwaukee architect Alfred C. Clas. Guth remained Buemming's partner for eight years during which time the firm designed the French-style August J. Luedke residence (1923) at 2726 E. Newberry Boulevard, the Neoclassical style Kinley Dodge commercial building (1921) at 3903 W. Lisbon Avenue, the Jacobean style E. H. Schwartzburg house at 3223 N. Lake Drive, and the east half of the Johnson Controls Building (1924) at 507 E. Michigan Street as well as many other houses and commercial buildings. In 1927 Guth went to work for the local firm of Herbst and Kuenzli, and Buemming took his son John into practice with him. The partnership lasted until John's tragic suicide in 1933 at the family home at 2809 N. Prospect Avenue (a.k.a. 2328 E. Newberry Boulevard). After his death, Clarence W. Jahn entered Buemming's firm as a draftsman. Jahn became a partner with Buemming in 1939. In 1940 the firm moved from 919 to 925 N. Jackson Street. The firm of Buemming & Jahn Inc. was active until Buemming retired in 1943. The Buemmings subsequently moved to Waukesha County. Buemming spent several years at the Masonic Home in Dousman and died at Summit Hospital from a heart attack on Thursday, April 17, 1947.²⁴

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Significance (continued)

Alexander C. Eschweiler

Between 1910 and 1928, Alexander Eschweiler's architectural firm designed three fine residences in the district located at 2927, 2715, and 1706 E. Newberry Boulevard. Eschweiler was known for his designs of English Tudor and Arts and Crafts style homes, but the district contains one of his rare Prairie style residences located at 2715 E. Newberry Boulevard which was built in 1912 for Miss Adele Wirth. The Florence Hulst house (1928) at 2706 E. Newberry Boulevard is a Colonial Revival style structure built late in the architect's career.

Alexander C. Eschweiler was one of Milwaukee's best-known architects during the early twentieth century. He was born on August 10, 1865 in Boston, Massachusetts to Carl Ferdinand Eschweiler, a German mining engineer, and his wife, Hannah Lincoln Chadbourne, who was from an old New England family. Alexander Eschweiler spent most of his formative years in Michigan's Upper Peninsula where his father worked for a copper mining company. In 1882 when Alexander was 17 years of age, the family moved to Milwaukee. Eschweiler attended Marquette University in Milwaukee for one year, but then went to work as a clerk and later, in 1886, as an architectural draftsman. In 1887 Eschweiler left Milwaukee to study architecture at Cornell University in New York. After graduating from college in 1890, he returned to Milwaukee and worked for the prestigious Milwaukee architectural firm of H. C. Koch and Company where he reportedly did some of the drafting work for Milwaukee's City Hall built in 1892.²⁵ In 1893 Eschweiler won a design competition for the Milwaukee Downer College buildings, and the success of this project enabled him to open his own architectural practice that year in the Metropolitan Block building on the northeast corner of N. 3rd and W. State Streets (razed). During the early years of his practice, Eschweiler design work included the Milwaukee Gas Light Company Plant in the Menomonee Valley, the Wisconsin Telephone Company Building, and numerous

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Significance (continued)

residences located primarily on the city's East Side. Some of Eschweiler's early works were published in the Architectural Record magazine of March, 1905.²⁶ At least two other architects, Herman H. Bruns and Fitzhugh Scott, who both became notable in their profession in later years, worked for Eschweiler before starting their own practices.

Eschweiler's three sons, Alexander, Jr., Carl F., and Theodore L. followed in their father's footsteps and studied at Marquette University and Cornell University before being taken into the business in 1923. With the inclusion of the younger Eschweilers, the firm was renamed Eschweiler and Eschweiler. Offices were located at 720 E. Mason Street in the city's Central Business District. The practice continued to design a mix of buildings including schools, churches, offices, fine residences, and industrial complexes. Among their better-known projects are the Wisconsin Telephone Company located at 722 N. Broadway and the WTMJ radio headquarters at 720 E. Capitol Drive. In 1943 to honor the firm's fiftieth anniversary, a commemorative publication was written by Richard S. Davis and later updated in 1951.

Alexander Eschweiler died on June 12, 1940 at his summer home at North Lake in Waukesha County where the family had built homes on farmland at the south end of the lake. Eschweiler's three sons continued the architectural practice after their father's death.

Alexander C. Eschweiler, Jr. died in 1951 at the age of 58 in a plane crash. Carl F. retired from the firm in 1960 and died at the age of 76 on January 11, 1977. Theodore L. Eschweiler died on November 16, 1966 at the age of 71. Alexander C. Eschweiler, Jr.'s son, Thomas L., worked for the firm between 1954 and 1960, but he later left to work for the firm Herbst, Jacoby and Herbst. In 1966 he became director of construction with the Milwaukee Public Schools. By 1962 the Eschweiler firm had acquired a new partner and was known as Eschweiler, Eschweiler and Sielaff.

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Significance (continued)

Between 1966 and 1974, additional personnel changes required another alteration of the firm's name to Eschweiler, Schneider and Associates, Inc. When the firm finally disbanded in 1975, it was known as Eschweiler and Schneider.

In 1975, an endowment from the Eschweiler family established the Wisconsin Architectural Archives which initially included approximately 1,250 drawings of the Eschweiler firm's work. The archive is presently located in Milwaukee's Central Public Library in downtown Milwaukee and is a repository for architectural drawings from many architects' offices. The original drawings of both the Adele Wirth and Florence Hulst houses on E. Newberry Boulevard are in the archive's collection today.²⁷

Ferry & Clas

George B. Ferry was born on February 7, 1851, and was educated in Springfield, Massachusetts. He studied architecture at the Massachusetts Institute of Technology in 1871 and 1872 after which he began his architectural career in his hometown. A year following his 1880 marriage to Springfield resident Cora Frances Phillips, Ferry moved to Milwaukee and established his practice. One of his prominent works during the 1880s was the clubhouse for the Woman's Club of Wisconsin on E. Kilbourn Avenue. In 1890 Ferry went into partnership with Alfred C. Clas, and the two had offices on N. Broadway between E. Wisconsin Avenue and E. Mason Street. During their partnership, which lasted until 1912, the two were responsible for many major architectural projects including the Milwaukee Public Library and Museum, the Northwestern National Insurance Company Headquarters in Milwaukee, the State Historical Society Library at Madison, St. John's Cathedral Tower, the Unitarian Church on Ogden Avenue, the Masonic Building on Jefferson Street, the Frederick Pabst residence, the Buena Vista Flats, and the Milwaukee Auditorium building.

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Significance (continued)

After the dissolution of the partnership with Clas, Ferry retained the offices on Broadway and continued in practice until about 1916. Ferry was instrumental in organizing Wisconsin's first architectural association, and was also a member of the organizational committee that framed the by-laws and constitution of the American Institute of Architects. He was chairman of Milwaukee's building code commission for four years, president of the Milwaukee Art Commission, and a member of the National Academy of Sciences.

Throughout his life, Ferry lived at a variety of addresses including N. 17th Street, E. Kilbourn Avenue, N. Farwell Avenue, Woodland Court, and N. Prospect Avenue. He last lived on N. Cambridge Avenue. While his wife and daughter were away in New York, Ferry died at the residence of his son, Robert P. Ferry, who was then living at 1502 E. Royall Place. His passing on Tuesday, January 29, 1918 was the result of grippe complicated by an infection of the heart. Upon his death, George B. Ferry was cited as an ideal architect, conscientious, extremely well-educated, well-read, and artistic, and a professional who was inspirational and helpful to younger members of the profession. His former partner, Alfred C. Clas, stated that Ferry "was one of the best designers ever in Milwaukee, an architect of exceptional good judgment and of very artistic temperament."²⁸

The Ira B. Smith house (1898) represents a significant residential commission designed by Ferry and Clas when the firm was at the height of its fame. It is an outstanding example of the high quality period revival designs produced by the firm throughout its existence.

Alfred Charles Clas was born on December 26, 1859 in Sauk City, Wisconsin, the son of German immigrants, Adam and Magdalene (Ernst) Clas. He was educated in his hometown, and after graduating from high school served a short term appointment as a

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Significance (continued)

messenger boy in the State Senate. Clas subsequently apprenticed with an architect and also received two years of practical instruction in building construction. In 1879 he went to Stockton, California and worked in an architect's office there for almost two years. Clas then returned to Wisconsin and settled in Milwaukee. From about 1880 to 1884 he worked his way up from draftsman to architect in the offices of James Douglas. From 1885 to 1886 the two were in partnership, but Clas left in 1887 to set up his own architectural practice in offices on Milwaukee Street. Several years later Clas went into partnership with George B. Ferry, who had been practicing in Milwaukee since 1881. The two carried on a very successful business from 1890 through 1912 and were responsible for a number of civic and institutional structures as well as residences: Milwaukee Public Library and Museum, Northwestern National Insurance Headquarters, the State Historical Society Library at Madison, St. John's Cathedral Tower, the Matthews Brothers Building, the Y.W.C.A. Building, Buena Vista Flats, the Milwaukee Auditorium building, the Wisconsin State Building at the Pan-American Exposition in Buffalo, and the Wisconsin State Building for the St. Louis Exposition.

In the early decades of this century, Alfred Clas was very much involved with civic projects and took an active part in planning Milwaukee's Civic Center, the beautification of the Milwaukee River, and the development of Lincoln Memorial Drive and Parkway. He also laid out many of the city's boulevards, planned and supervised the construction of many of the city's park buildings, and served on the City Board of Park Commissioners and the County Parks Commission, and served as president of the Metropolitan Park Commission.

After dissolving his partnership with Ferry in 1912, Clas continued in partnership with his son Angelo Robert Clas from 1912 to 1921 and later with another son Rubens Frederick Clas and John S. Shepard under the name Clas, Shepard and Clas from 1921 to 1931.

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After Shepard left, the firm became Clas and Clas once again. Their offices had remained in the Colby-Abbot Building since 1914. Alfred Clas remained active in the practice into 1933 after which time a corporation was established, Clas and Clas Inc. Clas apparently retired from active participation at that time although he served as president of the corporation through at least 1936. The corporation was continued under Rubens Clas into the 1940s. Following his retirement, Clas and his second wife, Lucille, spent most of their time in Fort Lauderdale, Florida. After Lucille's death in 1939, Clas made his home with his son Rubens. His last year was spent at the Masonic Home in Dousman, Wisconsin where he was under care for complications following a fall on the ice. Clas died of those complications on July 8, 1942 at the age of 82. Following Masonic funeral services at the Weiss Funeral Home on Milwaukee's Lower East Side, Clas' cremated remains were buried in Sauk City.²⁹

George Kemnitz

George Kemnitz, Milwaukee architect and builder, designed the James Forrest House (1916) located at 2307 E. Newberry Boulevard. Kemnitz' design work consisted mainly of modest residences and churches that were built throughout the state. The Forrest house was probably one of his more important residential commissions.

George Kemnitz' father, Henry, was a native of Fond du Lac County, Wisconsin, who was born in 1858, and his mother, Caroline (Borchardt), was born in Lomira, Wisconsin in 1860. In 1881 his parents left Wisconsin to pioneer in the Dakotas, and that same year George was born in Milbank, South Dakota. The family returned to Wisconsin in 1888 and settled in the Bay View section of Milwaukee. The father worked in the city as a mason and plastering contractor.

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George attended Dover Street elementary school in Bay View and later graduated from a Milwaukee public high school. During vacation periods, Kemnitz worked for his father and developed a good knowledge of the building trades. In 1902, when he was about 19 years of age, Kemnitz became an apprentice architect in the Milwaukee office of the T. M. Christensen Company. He worked there until 1915 when he established his own architectural and building firm. Kemnitz primarily worked alone until 1929 when he entered into a partnership with Wesley L. Hess. Kemnitz and his wife, Rosa (Friederich), who was a Milwaukee native, became the parents of 12 children.³⁰

Eugene R. Liebert

One of the older homes in the district, built for Augusta Ulbricht in 1902 at 2122 E. Newberry Boulevard, was designed by Eugene R. Liebert, who was born in Germany in 1866. Liebert was educated in Germany and came to Milwaukee in 1883 at about the age of 17. His first job in Milwaukee was a clerical position with the Trostel and Gallun Tannery. Liebert was reportedly related to the Trostel family. In 1884 Liebert went to work as a draftsman for the prestigious Milwaukee architectural firm of H. C. Koch and Company. In 1886 Herman Paul Schnetzky, a partner in the H. C. Koch firm, started his own architectural practice and Liebert followed him, working first as a foreman in 1887 and 1888, and then as a draftsman from 1889 to 1890. In 1891 Liebert became an architect, and the partnership of Schnetzky and Liebert was formed. The two designed many large churches together, along with fine residences and commercial buildings. The partnership dissolved in 1896 at a time when building construction was depressed throughout the United States. Liebert developed a successful practice and was known for his residential designs for wealthy clients of German-American background. One of the more outstanding examples of his German-inspired work is the Henry Harnischfeger House located at

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3424 W. Wisconsin Avenue that was built in 1905. Over the years, three of Liebert's sons, Hans, Carl and Walter, worked with him, and at times the firm name was Liebert and Liebert. During Liebert's final years, his son Carl was reportedly working with him. Liebert had an active a career until his death on April 27, 1945. For most of his adult life, Liebert lived in a large, Queen Anne style house located at 1948 N. Holton Street which he apparently designed himself and had built in 1887 when he was about 21 years of age. The house still stands today.³¹

H. Messmer and Son/R. A. Messmer and Brother

At least 12 buildings in the district, mostly duplexes and better-class bungalows were designed by a family firm known as H. Messmer and Son before 1911 or R. A. Messmer and Brother after that date. The Messmer-designed buildings in the district were built between 1909 and 1922. Despite a change in the business name during those years, Robert A. Messmer and his brother, Henry J., were principal architects in the firm during that period. The Messmers designed the only two bungalows in the district with poured concrete exterior walls at 2030 and 2224 E. Newberry Boulevard

The founder of the firm, Henry A. Messmer, was a Swiss native who practiced architecture in Milwaukee for about 28 years before he died in 1899. He specialized in church and institutional buildings, but designed many residences as well. His son, Robert A., was born in Madison, Wisconsin on August 28, 1870. Following a move after his birth to Chicago, the family settled in Milwaukee in 1871. Robert Messmer graduated from Milwaukee's East Division High School in 1887 and subsequently entered his father's thriving architectural office as an apprentice. By the mid-1890s, Robert had become an architect and partner in his father's firm. When Henry Messmer died in 1899, Robert continued the firm, then known

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as H. Messmer and Son, without a name change for many years. Robert's younger brother, Henry J., entered the firm as a draftsman around the turn of the century, and by 1905 the city directories list him as an architect working for the family firm. In 1911 the firm name was finally changed to R. A. Messmer and Brother, and they made a specialty of designs for hospitals and public buildings. Robert Messmer was a member of the American Institute of Architects and was active in Milwaukee as a member of the Old Settlers' Club and the Association of Commerce. He also maintained fraternal membership with the Elks, the Modern Woodmen of America, and the Independent Order of Odd Fellows.³²

Harry Mewes

One of the contractors that worked in the district was Harry Mewes, who built the Joseph Padway home in 1927 at 1820 E. Newberry Boulevard. Mewes was a Milwaukee native born on October 11, 1891. He was educated in the city's public schools and later attended evening school, business college, and a technical school for architectural drafting. Mewes apprenticed as a carpenter and eventually became a foreman and worked in that capacity for several local construction companies. In 1919 he began his own small contracting business, which had become quite prosperous by the late 1920s when he built about 40 to 50 homes per year. He specialized in the construction of brick veneer residences. In 1917 Mewes married Milda Luck, and they became the parents of at least two children, Berniece and Lucille. Mewes' hobbies were fishing, swimming, athletics, raising canaries, and gardening, according to his biography. He lived for many years about one-half mile north of the E. Newberry Boulevard historic district at 3054 N. Oakland Avenue in a house that is still standing today.³³

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Carl F. Ringer and Son

At least five houses in the district were designed by the Milwaukee architectural firm of Carl F. Ringer and Son between the years of 1919 and 1926. The largest of their commissions in the district was the house and garage built in 1920 at 2220 E. Newberry Boulevard for sausage manufacturer Frederick Usinger. The Ringers' work in the district consisted mainly of large, brick, Arts and Crafts and early twentieth century modern style residences. They worked extensively in the neighborhood surrounding the district and other, earlier examples of their work includes residences at 2861 N. Maryland Avenue (1910) and 2744 N. Farwell Avenue (1900). Carl Ringer, Sr., probably working by himself, designed the Trenkamp flats apartment building in 1894 which is located at 1303 N. Milwaukee Street.

Carl F. Ringer, Sr., the founder of the firm, was born in Germany in 1851 and came to Milwaukee in 1870 where he found work as a draftsman for the Milwaukee Iron Company in Bay View. By 1877 the city directory still listed his occupation as "draughtsman" but gave no company affiliation, and he had moved from Bay View to a residence on N. Broadway in the city's Central Business District. In 1878 he appeared for the first time in the directory as an architect, and it was about this time that his son, Carl F., Jr. was born. By 1880 Ringer had moved to a home on the northeast corner of N. 24th Street and W. Kilbourn Avenue, and by 1883 he established a downtown Milwaukee office at 214 E. Wisconsin Avenue (razed). He specialized in the designs of private homes and small business blocks and reportedly maintained a staff of draftsman and other personnel. Ringer, like many architects of his day, often directly supervised the construction of the buildings he designed.

Around the turn of the century his son Carl, Jr. joined him in the firm and eventually the business name was changed to C. F. Ringer and Son. Much of the Ringers' known work dates from about

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1900 to 1910, but the Ringer-designed homes in the Newberry Boulevard Historic District are all of later, post-World War I vintage. The father and son team practiced architecture for many years together, and they always worked out of downtown Milwaukee offices. Carl, Sr. was in his late 80s and apparently maintained a very active level of participation in the firm when his son, Carl, Jr. died at the age of 61 on November 30, 1938. The younger Ringer's death brought the firm to an end, and Carl, Sr. died just five months later at the age of 88 on April 27, 1939. Carl, Sr., at the time of his death, was living at 2332 W. Kilbourn Avenue, and his son had been living at least since 1915 at 2407 E. Newton Avenue in the northern Milwaukee suburb of Shorewood.³⁴

Henry J. Rotier

Henry J. Rotier, who designed the Robert Sayle house at 2212 E. Newberry Boulevard (1920) and the John Smith house (1904) at 2824 E. Newberry Boulevard, began his architectural career about 1883 as an apprentice draftsman in the office of Milwaukee architect Andrew Elleson. After working there for several years, Rotier joined the firm of Milwaukee architect James Douglas in 1888. Rotier had become an architect by 1893 when he left Douglas to start his own practice in a downtown Milwaukee office at 727 N. Milwaukee Street. He relocated shortly after that to the Goldsmith Building (razed) on the southeast corner of N. Jefferson Street and E. Wisconsin Avenue. He remained there until 1932 when, during the peak of the Great Depression, he moved his office to his home at 1638 S. 26th Street and worked there at least through 1950. There has been some speculation that Rotier and his wife, Cora, left the city during the early 1950s to live at Lake Beulah, Wisconsin where they may have had a lake home.

The bulk of Rotier's known architectural work in the city dates from the 1890s and early 1900s when he designed many fine

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Queen Anne and Colonial Revival style houses on the city's upper east side. Examples of his work include the Frank W. Robinson residence (1894) at 2824 N. Hackett Avenue and the John W. Fisher residence (1895) at 2275 N. Lake Drive.³⁵

The John Smith house, located within the Newberry Boulevard Historic District, is a very large and fine example of the early twentieth century Arts and Crafts style. The Robert Sayle house that Rotier designed in the Colonial Revival style about 1920 is noteworthy because it has a flat roof, which is a very unusual feature for a private residence in Milwaukee.

Howland Russel

Howland Russel designed his own stuccoed, Arts and Crafts style home (1908) in the district at 2422 E. Newberry Boulevard. It is a good example of the conservative residential structures that Russel was noted for in Milwaukee. Although Russel was known in his day as a society architect, relatively little is known about his career. He began practicing in Milwaukee in 1880 after he graduated from Cornell University in New York State. He opened his practice at today's 714 N. Milwaukee Street, and in 1884 moved up the street to 724 N. Milwaukee Street. In 1889 Russel relocated to the Hathaway Building at the northeast corner of E. Mason Street and N. Broadway, which he had designed the previous year. His offices remained in the Hathaway building until it was razed for the construction of the Milwaukee Athletic Club in 1915, and he then moved into the Colby-Abbot building across the street on the northwest corner of E. Mason and N. Milwaukee Streets.

Russel's career had a slow start, and by late 1883 he had received relatively few commissions. He gradually became popular among Milwaukee's socialites and designed a number of residences as well as some commercial buildings. In 1901 he established a brief

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partnership with William H. Schuchardt, who left a year later to go into business on his own. Among Howland Russel's designs are the Ogden Row townhouses, 1019 E. Ogden Avenue (1889), the Bloodgood-Hawley houses, 1139 E. Knapp Street (1896), the Thomas Spence house, 1437 N. Prospect Avenue (1896), and the G. Goff house, 2415 E. Wyoming Place (1904). Russel is last listed in the city directory in 1916, and apparently left Milwaukee around that time.³⁶

George Schley/George Schley and Sons

The firm of George Schley and Sons offered "turn-key" services as architects and general contractors. The firm designed at least six homes in the district including 2404, 2610 and 2620 E. Newberry Boulevard where were built between 1922 and 1924. The founder of the firm, George Schley worked as a carpenter/contractor early in his career. A good example of his firm's carpentry work in the district is the William Conrad house built in 1911 at 2211 E. Newberry Boulevard to the designs of another architect.

George Schley was born in Waukesha, Wisconsin on March 21, 1868. His parents were Daniel Schley, a native of New York State, and Margaret (Stahl) Schley, who was brought to America at the age of 4 by her parents. George Schley was educated in the Waukesha public schools before he began his work career at the age of 15. His first job was as a messenger for the National Exchange Bank in Waukesha where he reportedly earned eleven dollars per month. After two years with the bank, he left to take a job in Chicago with Parker Brothers, a wholesale commission merchant firm. He started there as a receiving clerk and eventually worked his way up to cashier and bookkeeper.

Schley was married on January 15, 1889 in Milwaukee to Cara E. Hensing. In 1891 at the age of about 23, Schley left Chicago with his new wife to take a job in Milwaukee as a bookkeeper with the

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People's Building and Loan Association. George and Cara Schley had two children, Perce George and Herbert Allen. George Schley was promoted to general manager two years later, but left about a year after that in 1894 to start his own building and construction firm. Schley's wife, Cara, died on April 30, 1909 at the age of 40.

Over the years, Schley made a gradual transition from being only a contracting business to becoming a turn-key architectural/construction firm that offered complete, professional, in-house architectural design and construction services. In 1914 he took his two sons into the business and formally began the firm of George Schley and Sons. They were advertised as architects, engineers, and contractors who specialized in the construction of better-class residences. At least one member of the firm, but it is not known whom, was a member of the American Institute of Architects. During the late 1920s, the firm published a very impressive portfolio book of its residential work. George Schley was also active as the director and assistant treasurer of the Integrity Building and Loan Association in Milwaukee.

Other examples of the work of George Schley and Sons outside of the district include the David Wheeler Bloodgood residence (1926) at 2608 N. Lake Drive; the Dr. William Witte residence (1922) at 2721 N. Lake Drive; and the Arthur Straus residence (1920) located at 3439 N. Hackett Avenue.³⁷

Fitzhugh Scott

Fitzhugh Scott was the architect of the large Tudor Revival style house built in 1922 for Dr. Charles A. Evans at 2914 E. Newberry Boulevard. Scott was well-known for his designs of fine, early twentieth century homes in the period revival styles of the day. In addition to the Evans house, one of his most impressive

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design efforts was the English Tudor Revival style house built in 1920 for Myron T. MacLaren at 3230 E. Kenwood Boulevard.

Scott was born in Milwaukee in 1881, but his family moved during his infancy to Atlanta, Georgia where he grew up and went to school. In 1897 he entered the Georgia Institute of Technology, but left after three years of study to take a position in an architect's office. After a year and one-half of work experience, he returned to college at Columbia University in New York City where he graduated in 1905 with a degree in architecture. Later that year he returned to Milwaukee to work as an architect with Alexander Eschweiler's thriving firm. In 1908 Scott left Eschweiler's practice to begin his own firm in a downtown Milwaukee office. Scott married Elise Landrum in Atlanta, Georgia in 1909, and they had at least three children: Fitzhugh, Jr., born in 1910; William Frederick, born in 1911; and Elise Warren, born in 1913. Between 1909 and 1924, the Scott family lived at 2728 N. Summit Avenue, which is about one-half block south of the Newberry Boulevard Historic District.

In 1914 Scott formed an architectural firm, Scott and Scott, with his brother, Frederick M. Scott, Jr., who sold real estate. The architectural practice was continued by Fitzhugh Scott, Jr., first with the Klappenburgs, who later dropped out, and then with a series of new partners. The firm became Fitzhugh Scott Architects and Planners in 1974, and in 1975 another restructuring added new partners and resulted in a new firm, Kahler, Slater, Fitzhugh Scott. Fitzhugh Scott, Jr. seemed to drop out of the firm around 1977 when he moved to Vail, Colorado, but city directories list him as active in the firm, at least in name, through 1983. He disappears from city directories after that.³⁸

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Significance (continued)

Charles W. Valentine

One of the largest and most outstanding homes in the district, built in 1917 for Carl A. Miller at 2909 E. Newberry Boulevard, was designed by Charles W. Valentine. He was a very capable and facile architect, who apparently specialized in the design of private residences and worked mainly in the period revival styles that were popular during the early twentieth century when his practice was at its peak.

Examples of Valentine's residential design work, often found in the finest residential neighborhoods in Milwaukee and the surrounding communities, include the S. A. Weyenberg Residence at 3435 N. Lake Drive and the Oscar T. Husting residence at 2670 N. Lake Drive, as well as many houses in shorewood and Whitefish Bay.

Charles Valentine was born on November 17, 1879 in Milwaukee to William C. and Margaret (Buckenberger) Valentine. William Valentine was a cabinetmaker, and his job probably acquainted his son, Charles, with a construction-related trade at a very early age. William Valentine died at the age of 71 on January 16, 1908. The Valentine family lived for many years at 2035-37 N. Palmer Street (razed). In 1895 when Charles was about 16 years of age, he appeared for the first time in the Milwaukee city directory, and was working as a clerk on N. Water Street in Milwaukee's Central Business District. Two years later in 1897, according to the city directory, Valentine became a draftsman for the prestigious Milwaukee architectural firm of Ferry and Clas, which was noted for its designs of fine Neoclassical and period revival style buildings. Valentine became an architect after an apprenticeship period of several years, which in those days was a common way to enter the architecture profession. He worked for Ferry and Clas until starting his own architectural practice in 1910. For a few years, Valentine worked out of his home at 2562 N. Palmer Street on Milwaukee's Near North Side and then moved his office to a downtown

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Milwaukee County, WI**

Significance (continued)

Milwaukee location in 1912 at 324 E. Wisconsin Avenue. Valentine had a very successful career, and over the years he changed the location of his office to several different downtown Milwaukee locations. He also left his N. Palmer Street house shortly after moving his office to downtown Milwaukee and then lived with his wife, Etta, and their daughter, Almira, in a succession of at least seven different houses in northeast suburban Milwaukee. Near the end of his active career in 1940, he moved his architectural office to his home at 5537 N. Berkeley Boulevard in the Milwaukee suburb of Whitefish Bay. Valentine retired in 1946, but reportedly worked in some capacity, perhaps as a consultant, for the Milwaukee architectural firm of Brust and Brust. Valentine was still working for the firm when he died at Milwaukee's Mount Sinai Hospital on January 31, 1951 at the age of 72. Valentine was a member of the American Institute of Architects, the State Association of Wisconsin Architects, the Men's Sketch Club, and Lake Park Lutheran Church on the southwest corner of E. Bradford and N. Stowell Avenues on Milwaukee's East Side.³⁹

Van Ryn and De Gelleke

The architectural firm of Van Ryn and De Gelleke designed the Guido Wiggernhorn house (1900) at 2415 E. Newberry Boulevard. The large, Elizabethan Revival style house is a well-preserved example of the firm's residential design work.

Both Van Ryn and De Gelleke were of Dutch heritage. Henry J. Van Ryn was born in Milwaukee on June 8, 1864. His father, a native of Utrecht, Holland, came to Milwaukee and was a successful tobacco manufacturer until his death in 1878. Henry Van Ryn was educated in Milwaukee's public schools until 1881 when, at the age of 17, he became an apprentice architect in the Milwaukee office of Charles A. Gombert. Later Van Ryn worked as a draftsman in the offices of Milwaukee architects James Douglas and Edward Townsend

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**Newberry Boulevard Historic District
Milwaukee County, WI**

Significance (continued)

Mix. After completing his apprenticeship in 1888, Van Ryn established his own architectural practice in downtown Milwaukee at the Plankinton Bank Building (razed). In the fall of 1897, Van Ryn established a partnership with Gerrit De Gelleke who had recently returned to Milwaukee after completing an architectural studies course at the University of Pennsylvania.⁴⁰

Gerrit J. De Gelleke was born in Milwaukee on August 19, 1872. His father, a native of Holland, was a Milwaukee building contractor. After graduating from Milwaukee's East High School (razed) in about 1890, De Gelleke went to work as a draftsman for Henry Van Ryn, but left in 1895 to take a 2-year course in architectural studies at the University of Pennsylvania. After graduating in 1897, De Gelleke returned to Milwaukee as an architect and formed a partnership called Van Ryn and De Gelleke with his former boss. The firm was very prosperous and most of their extensive residential and commercial work was designed in the period revival styles of the day. The firm specialized, however, in institutional work and designed school buildings and hospitals throughout the state. Between 1912 and 1925, the firm designed all of the Milwaukee public school buildings including the Central Milwaukee Area Technical College building and Bay View and Riverside High Schools. In 1920 the firm was awarded first prize in the national architectural competition for the Milwaukee County General Hospital building.⁴¹

Footnotes

¹Building permits for 1800 to 3000 E. Newberry Boulevard.

²From analysis of building permits for the district.

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Milwaukee County, WI**

Significance (continued)

³Milwaukee County Plat Book, Volume 13, p. 11, recorded on August 7, 1888.

⁴Ibid., Vol. 14, p. 37, recorded on September 28, 1889.

⁵Ibid., Vol. 15, p. 34, recorded on April 10, 1893.

⁶Milwaukee County Deeds, Vol. 728, pp. 608-610, dated February 12, 1917 for 2909 E. Newberry Boulevard.

⁷City of Milwaukee ordinance passed on March 21, 1894. From microfilm records on reel 37 at the Legislative Reference Bureau Library at Milwaukee's City Hall.

⁸Annual Report of the Park Commissioners of the City of Milwaukee, 1893. Milwaukee: Ed Keogh, 1893, p. 13.

⁹Milwaukee County Plat Book, Vol. 15, p. 40, recorded July 31, 1894.

¹⁰Ibid., Vol. 18, p. 1; Vol. 16, p. 44.

¹¹City of Milwaukee building permits, 2727, 2924 and 3000 E. Newberry Boulevard.

¹²Milwaukee Sentinel, Sunday, March 26, 1922, p. 6.

¹³James, Harlean, Land Planning in the United States for the City, State and Nation. New York: Macmillan Company, 1926, p. 131.

¹⁴Analysis of building permits, site visits, and fire insurance maps.

¹⁵Milwaukee County deeds, Vol. 728, pp. 608-610.

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Significance (continued)

¹⁶Gregory, John G., History of Milwaukee, Vol. IV. Chicago: S. J. Clarke Publishing Co., 1931, p. 241.

¹⁷Perrin, Richard W. E., Milwaukee Landmarks. Milwaukee: Milwaukee Public Museum, 1979, p. 118.

¹⁸Ibid.

¹⁹The House Beautiful, Vol. 4, August, 1898, p. 75.

²⁰Wisconsin Architectural Archive, architect biography card for Peter Brust.

²¹Wisconsin Architect, June, 1963, p. 13.

²²Wisconsin Architectural Archive, file on Peter Brust, information apparently provided by Brust and Brust, former architectural firm.

²³Ibid.

²⁴Gregory, Vol. IV, pp. 461-462; Milwaukee City Directories; Milwaukee Journal, April 17, 1947, section 1, p. 24; City of Milwaukee building permits.

²⁵Eschweiler biographical clippings, Milwaukee County Historical Society, Reel No. 86; "An Era of Eschweilers," Milwaukee, September, 1968, pp. 20-24, 31.

²⁶Ilsley, Samuel, "The Work of Alexander C. Eschweiler," Architectural Record, Vol. XVII, March, 1905, pp. 209-230.

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Milwaukee County, WI

Significance (continued)

²⁷Milwaukee City Directories; Richard S. Davis, 50 Years of Architecture (Eschweiler and Eschweiler), Milwaukee: Hammersmith-Kortmeyer Company, 1943; "An Era of Eschweilers," pp. 21, 23, 24.

²⁸Milwaukee City Directories; Evening Wisconsin, January 29, 1918, p. 1; Milwaukee Sentinel, Home Edition, January 29, 1918, p. 5; Milwaukee Journal, Market Edition, January 29, 1918, p. 1.

²⁹Gregory, Vol. III, p. 188; Milwaukee City Directories; Milwaukee's Leading Industries. New York: Historical Publishing Company, 1886, p. 142; Milwaukee Journal, July 8, 1942, p. 1; Milwaukee Sentinel, July 9, 1942, p. 4.

³⁰Gregory, Vol. IV, pp. 793-794.

³¹Gregory, Vol. IV, pp. 709-710; Milwaukee City Directory; Milwaukee County Index of Deaths, 1944 to 1947.

³²History of Milwaukee, Vol. III, Chicago: S. J. Clarke Publishing Company, 1922, p. 817; Milwaukee City Directories.

³³Men of Milwaukee, Vol. 1. Milwaukee: Associated Companies, 1929-1930, p. 169.

³⁴Milwaukee City Directories, 1874-1939; Industrial History of Milwaukee. Milwaukee: E. E. Barton, 1886, p. 138.

³⁵Milwaukee City Directory; Milwaukee building permits.

³⁶Milwaukee City Directory; H. Russell Zimmermann, Magnificent Milwaukee: Architectural Treasures 1850-1920. Milwaukee: Milwaukee Public Museum, 1987, p. 123.

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Significance (continued)

³⁷Gregory, Vol. III, pp. 398-399; Milwaukee City Directories; Milwaukee building permits.

³⁸Gregory, Vol. IV, pp. 231-232; Milwaukee City Directories.

³⁹Milwaukee City Directories; Milwaukee Journal, January 31, 1951, Section M, p. 18; Milwaukee Sentinel, February 1, 1951, part 2, p. 10.

⁴⁰Gregory, Vol. IV, pp. 307-308; Milwaukee's Leading Industries. New York: Historical Publishing Company, 1886, p. 109.

⁴¹Gregory, Vol. IV, pp. 287-288.

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Newberry Boulevard Historic District
Milwaukee County, WI

Geographical Data (continued)

VERBAL BOUNDARY DESCRIPTION

Beginning at the intersection of the east curb line of N. Oakland Avenue and the south property line of 1805-15 E. Newberry Boulevard; then east along the rear lot lines of all properties with frontage on E. Newberry Boulevard, including 2761 N. Downer Avenue, to the intersection of the west curb line of N. Lake Drive and the south property line of 2773 N. Lake Drive; then northeasterly along the west curb line of N. Lake Drive to the north lot line of 3000 E. Newberry Boulevard; then west along the rear lot lines of all properties with frontage on E. Newberry Boulevard, including 2819 N. Downer Avenue, to the east curb line of N. Oakland Avenue; then south along the east curb line of N. Oakland Avenue to the point of beginning in the City of Milwaukee, Milwaukee County, Wisconsin.

BOUNDARY JUSTIFICATION

The district is distinguished from its environs by the parklike spaciousness created by a broad boulevard and by the physical character of the distinguished late nineteenth and early twentieth century houses that front on it. The adjacent neighborhoods in contrast consist of older houses located on much narrower, conventional width streets with the houses located closer together on narrower lots.

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location. A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Name of Property County and State

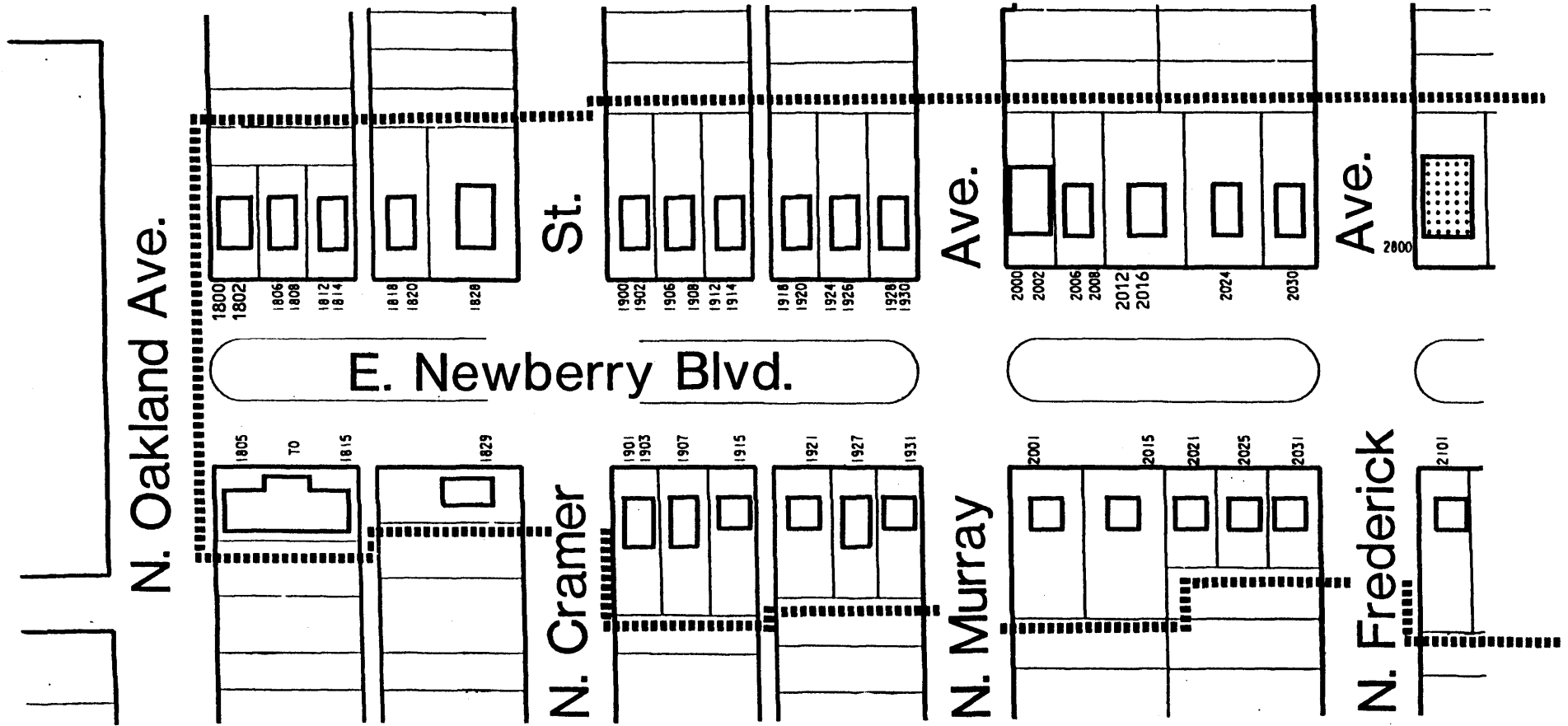
Property Owner

Complete this item at the request of SHPO or FPO.)

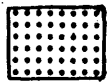
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street & number _____ telephone _____
city or town _____ state _____ zip code _____

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Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.



E. Newberry Blvd. Historic District



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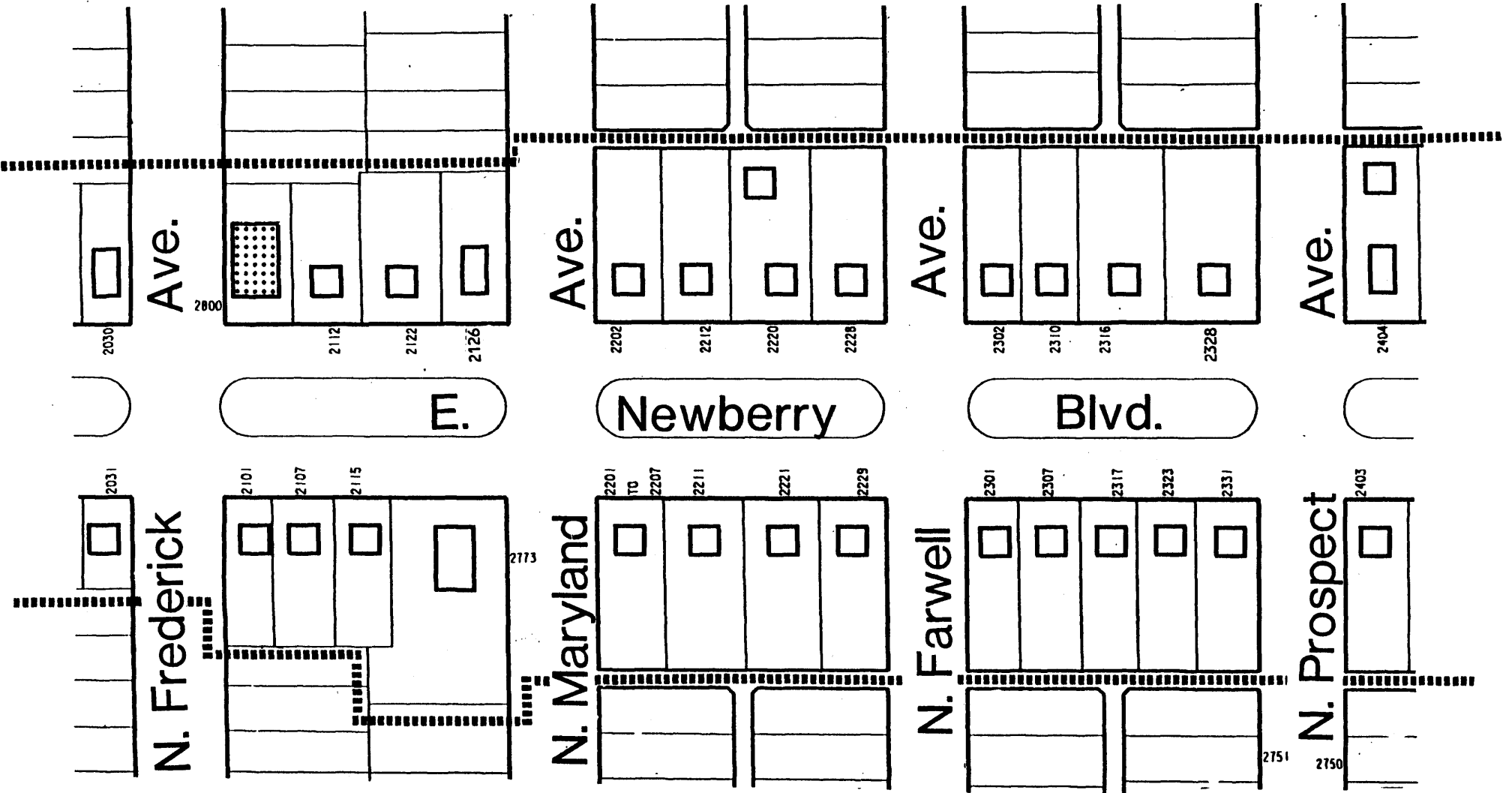
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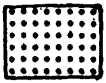

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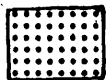

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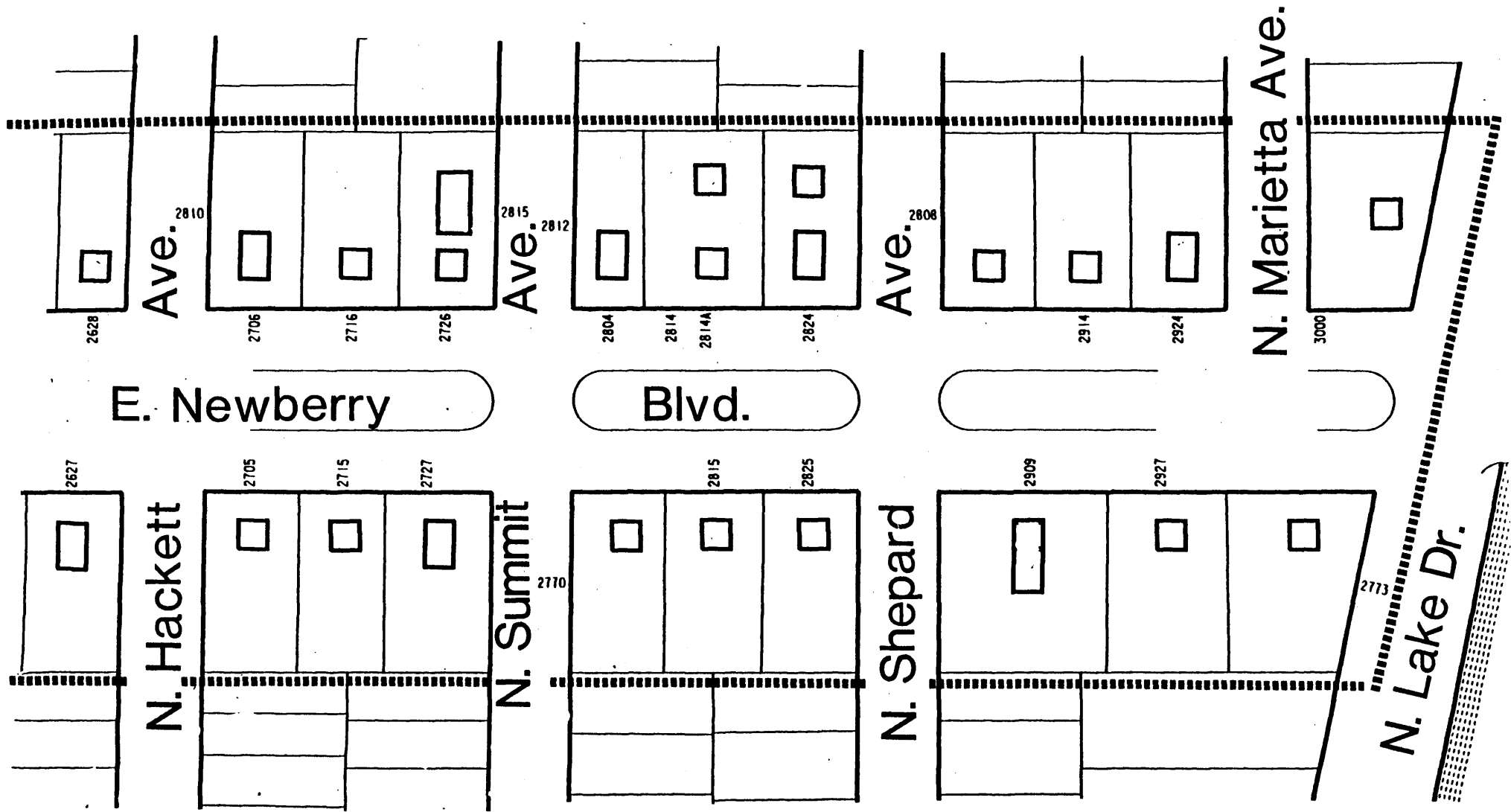
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