

United States Department of Interior  
National Park Service

National Register of Historic Places  
Registration Form

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 Koelsch Funeral Home  
other names/site number

2. Location

street & number	7622 West Greenfield Avenue	N/A	not for publication
city or town	West Allis	N/A	vicinity
state Wisconsin	code WI	county Milwaukee	code 079
			zip code 53214

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ 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 ☒ meets \_ does not meet the National Register criteria. I recommend that this property be considered significant \_ nationally \_ statewide ☒ locally. ( See continuation sheet for additional comments.)

  
Signature of certifying official/Title

8/17/10  
Date

State Historic Preservation Officer - Wisconsin

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 commenting official/Title

Date

State or Federal agency and bureau

Koelsch Funeral Home

Milwaukee

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**I hereby certify that the property is:  
☒ entered in the National Register.☐ See continuation sheet.☐ determined eligible for the

National Register.

☐ See continuation sheet.☐ determined not eligible for the

National Register.

☐ See continuation sheet.☐ removed from the National

Register.

☐ other, (explain:)

Edgar H. Ball

10.12.10

Bar

Signature of the Keeper

Date of Action

**5. Classification****Ownership of Property**  
(check as many boxes as  
as apply)

x

private

public-local

public-State

public-Federal

**Category of Property**  
(Check only one box)

x

building(s)

district

structure

site

object

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

contributing

1

noncontributing

buildings

sites

structures

objects

1

0

total

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

N/A

**Number of contributing resources****is previously listed in the National Register**

0

**6. Function or Use****Historic Functions**

(Enter categories from instructions)

FUNERARY/mortuary

**Current Functions**

(Enter categories from instructions)

FUNERARY/mortuary

DOMESTIC/single dwelling

**7. Description****Architectural Classification**

(Enter categories from instructions)

LATE 19<sup>TH</sup> & 20<sup>TH</sup> CENTURY REVIVALS: Tudor Revival**Materials**

(Enter categories from instructions)

Foundation Concrete block

walls Limestone

roof

Asphalt

other

**Narrative Description**

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

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

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**GENERAL DESCRIPTION**

The Koelsch Funeral Home is located at the northeast corner of W. Greenfield Avenue and S. 77<sup>th</sup> Street in the City of West Allis. A parking lot surrounding the structure separates it from a residential neighborhood and a mid-twentieth century gas station to the north and east, respectively. Across the street to the south and lining W. Greenfield Avenue are circa 1920s commercial buildings, while the Wisconsin State Fairgrounds occupy all of the land across S. 77<sup>th</sup> Street and to the west. The property upon which the funeral home sits includes well-manicured bushes immediately around the building, while two mature trees are located in the front of the parcel along W. Greenfield Avenue. Additional trees are located within the terrace to the west along tree-lined S. 77<sup>th</sup> Street. Aside from the funeral home itself, the plot includes a raised, round planter bed, a flag pole, a modern sign, four small lantern fixtures that line the front entrance, as well as a low railing in front of the main doorway. These resources are not counted individually because of their small size and scale.

**DESCRIPTION OF FUNERAL HOME (Contributing, 1937<sup>1</sup>):**

Oriented to the south, this two-story, English-inspired, Period Tudor Revival-style funeral home is constructed of 8-inch Waylite block that is faced with 4-inch Lannon stone and trimmed with smooth cast stone. The building sits on a concrete foundation. The multiple-gabled roofline is sheathed with asphalt shingles and cast stone coping trims each of the parapeted gables. Windows throughout the structure are generally multiple-light, casement examples with zinc leading. The primary (south) elevation and most other first-floor examples feature a detailed cast stone surround with a raised header, thick mullions and quoins on the sides, while the upper floor openings feature a plain stone sill only. Windows along the second floor are protected by modern storms.

The primary entrance is set within a modestly projecting, one-story gable that features buttress-like trim to either side. The segmental-arched doorway opening is detailed with cast stone quoins and topped with a label mold--the corners of which are carved with a foliated design. A single, modern (albeit historic-looking) fixture hangs to either side of the entrance. The actual door is slightly set back within the opening and comprised of both wooden and glass square insets. A modern canopy with metal supports extends from the entrance to the front sidewalk and identifies the building's current name: Church & Chapel. The entrance gable is set within a larger, modestly projecting gable that includes a multiple-light, leaded casement opening to the right (east) of the entry, next to which is a bronze plaque that reads, "KOELSCH-LARSEN BROS. CHAPEL." The larger entrance gable carries a pair of diamond-paned casement windows along its second floor. The remainder of the south

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<sup>1</sup> Original permit for 7622 W. Greenfield, 15 July 1936 (not noted as completed until August 1937). This permit, as well as those to follow, is on file at the Department of Building Inspection & Zoning, West Allis City Hall, West Allis, WI.

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elevation left (west) of the entrance and along the first floor includes a floor-to-ceiling grouping of four, leaded casement windows with square panes, the upper pane of which is fixed. The second level features a tripartite grouping of square-paned casements.

The west façade features three cross gables, the central one of which is slightly shorter than the outside examples and carries a four-part, stone-trimmed, floor-to-ceiling window on the first floor, like that found along the primary elevation. The central gable's upper-level opening is a tripartite arrangement of casement windows with rectangular-pane leading. The outer two gables each terminate as a modest parapet and are trimmed with stone coping. The first floor of the south gabled section carries two single casements that stand to either side of the interior fireplace. Like the central gabled section, the second floor features a tripartite grouping of casements. The northernmost gable contains a pair of smaller casement windows on each floor; the lower-level example of which is not trimmed with stone, while the second-floor opening has only a stone sill. A single pedestrian door completes the west wall of the funeral home proper. The northernmost end of the west elevation is the garage wing which rises one-and-one-half stories and carries an overhead garage door opening that has been infilled with a cedar panel. The former pedestrian garage door opening just south of the overhead door has also been infilled with wood.

Turning to the rear (north) elevation of the garage wing, a new pedestrian service door is located at the west end of the first floor, while a pair of square-paned casements occupies the space to the east. A single window is also found at the easternmost end of the main block/funeral home proper. Visible along the upper level is a small porch area that is accessible from the second-floor living quarters via a wood-and-glass doorway. Paired, square-paned windows are located to either side of the wide exterior chimney that rises to a height beyond the roofline.

Extending from the north end of the west elevation is a porte cochere that features a stone-trimmed, Tudor-arched opening on all three of its open sides. Stepped, buttress-like trim is located at each of its corners. The east wall of the porte cochere terminates as a parapet endwall and a pair of original, wooden-paneled doors is located beneath the canopy. One panel within each door features a rectilinear leaded design along with what appears to be an oak leaf. A small, original plaque on the north door alerts the delivery person that flower deliveries should be made to the garage. Moving south and along both the first and second levels, the central gabled section carries two, paired casement openings, each with only a simple stone sill. The southernmost gable, which also terminates as a parapet endwall, includes the entrance to the upper-level living quarters. Like the primary elevation, the wooden door is set within a stone surround with a label mold, quoins and carved foliated trim. An original copper lantern fixture with amber glass is located above the entry, while a paired grouping of diamond-paned,



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sash openings set within a stone surround occupy the upper level. Finally, the southernmost end of the east elevation carries a pair of casement windows within a full stone surround.

Alterations to the exterior of the building are limited. In 2000, the overhead garage door along the west side of the garage was removed and replaced with a cedar panel, while the adjacent service door was also removed and replaced with a solid piece of wood. An additional service door was added where a window was previously located along the north side of the garage wing and a new overhead door was installed on the garage's east elevation. As a result of continuous leaking, the original slate roof was replaced six years ago with the existing shaped shingles. Finally, a canopy now extends from the front entrance and over the walk; however, it is not permanently attached to the building.<sup>2</sup>

As designed by architect Raymond Dwyer in 1936, the first-floor interior originally included a front entrance hall, a rear hall, office, reception room, chapel/viewing room with sanctuary and an organ room, two family rooms (with a divider), a restroom, and the "operating" or preparation room (See Attachment B, Exhibit #2). Today, all spacing remains essentially the same and the decorative crown moldings of each room remain intact; however, in 1978, the walls of the organ room and sanctuary were removed to enlarge the chapel/viewing area. At the same time that the walls were removed, some of the interior doorway openings were enlarged; however, the leaded-glass French doors remain intact between the entrance hall and the viewing room. In 2004-05, the family rooms along the east side of the building were remodeled for use as a full kitchen. Decorative plasterwork detailing remains on the angled ceiling of the entrance hall, while crown moldings of either grapes and leaves or flowers and vines adorn the viewing and reception room, as well as the remodeled kitchen area. Aside from the kitchen proper, original chandeliers and sconces are located throughout the building, while the reception room also includes a carved wooden fireplace along its west wall. Carpeting covers all floor areas, except the preparation room, which has a tile floor.<sup>3</sup>

Per the original plans (See Attachment B, Exhibit #1), the lower level included a coal bin, boiler room, casket display room, women's lounge, men's lounge, and storage; however, those spaces are no longer publicly utilized. The casket display room now houses some exercise equipment, while the remaining rooms, aside from the boiler room, are now empty.<sup>4</sup>

<sup>2</sup> Permit for alteration (re: garage wing), 9 August 2000; Tom Skubal, Part owner of the Church & Chapel Funeral Homes, Conversation with Traci E. Schnell, 29 July 2009. Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

<sup>3</sup> R.W. Dwyer, "Funeral Home for Mr. Frank X. Koelsch," Original plans (undated), On file in the Department of Building Inspection & Zoning, West Allis City Hall, West Allis, WI; Permit for alteration (re: first-floor interior), 17 August 1978; Skubal, Conversation with Schnell.

<sup>4</sup> Dwyer, "Funeral Home for Frank X. Koelsch."

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Originally the upper level was designed to accommodate full living quarters; however, only sleeping rooms appear to have been finished off (See Attachment B, Exhibit #3). The 1936 plans do identify three bedrooms along the east side of the building; however, all remaining spaces (dining and living rooms, kitchen and two bedrooms) are identified as "future." Although the upper level at one time did have a tenant (or tenants, presumably renting the bedrooms), the upper floor was largely unfinished until 1967, at which time Frank X. Koelsch II, the funeral home manager, planned to occupy it.<sup>5</sup> Tenants currently occupy the second floor.

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<sup>5</sup> Ibid.; Permit for alteration (re: second floor), 14 July 1967. Because the second-floor occupants are tenants, no access was granted to view the second-floor living quarters. Tom Skubal indicated that due to the 1967 alterations, there was not much in the way of detailing left on the second floor. Skubal, Conversation with Schnell.

Koelsch Funeral Home  
Name of Property

Milwaukee  
County and State

Wisconsin

## 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.)

- ☐ 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.

### Criteria Considerations

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

Property is:

- ☐ 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 or achieved significance within the past 50 years.

### Areas of Significance

(Enter categories from instructions)

Architecture

### Period of Significance

1937

### Significant Dates

1937

### Significant Person

(Complete if Criterion B is marked)

N/A

### Cultural Affiliation

N/A

### Architect/Builder

Dwyer, Raymond W.

### Narrative Statement of Significance

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

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**SIGNIFICANCE**

The Koelsch Funeral Home is nominated to the National Register of Historic Places under Criterion C for local architectural significance as an example of the Tudor Revival style and as an example of a purpose built funeral home property type. Indeed, the Koelsch Funeral Home is an excellent and highly intact example of the English-inspired, Period Tudor Revival style as executed for funerary use. Sheathed with local Lannon stone (limestone), the structure features the following common characteristics of the style: steeply pitched gables, including a gabled entrance; cast stone trim; and multiple-light, leaded-glass casement windows. While its styling is, admittedly, somewhat austere or restrained, it is appropriate for the funerary function of the building. The mortuary is one of only two Tudor Revival style commercial buildings in the City of West Allis and is one of only a handful of period Tudor Revival style buildings identified as having potential eligibility by the recently completed (2007) survey of West Allis. Throughout its history, West Allis has seen a number of funeral homes come and go, as well as change hands. Of the extant funeral homes in the city, only one other example is considered comparable as a building type, however, it no longer functions as such. Although the interior of the Koelsch concern has seen a modest degree of modification and some of the rooms are no longer utilized, the interior still retains all of the rooms/spaces mandatory for a funeral home of the 1930s, as well as an area dedicated to living quarters, which was generally considered standard for the time period.

**HISTORICAL BACKGROUND**

The City of West Allis is a Milwaukee suburb situated in western Milwaukee County directly south of Interstate 94. It is bordered by Milwaukee and Wauwatosa on the north, Milwaukee and West Milwaukee on the east, Milwaukee and Greenfield on the south, and New Berlin and Brookfield to the west. The two small waterways of Honey Creek and the Root River cross the city.

The origins of West Allis are tied directly to the settlement of what would become the City of Milwaukee. Milwaukee emerged in the early 1830s as settlers were drawn to the confluence of the Milwaukee, Menomonee and Kinnickinnic rivers. As the Milwaukee settlement grew, other settlers pushed further into the interior and set up other small, pioneer communities. Within the modern-day boundaries of West Allis, one of these small settlements emerged around 1835 and was called Honey Creek in the Town of Greenfield. It was named for the honey bees living in the fruit trees lining the creek's bank.<sup>6</sup>

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<sup>6</sup> Julius H. Burbach, *West Allis: A City of Marvellous (Sic) Growth in a Decade, June 28, 1902-June 28, 1912* (N.p.: 1912), 5.



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The first settlement grew rapidly and by 1845 the first log schoolhouse had thirty-eight pupils. In the early 1850s, the Case steam sawmill began operations. Lumber from the mill was used in the 1860s to build the Mukwonago Plank Road, a toll road laid over the old Indian trail, which is now National Avenue. Where this road crossed two other trails (at the present-day intersection of National and Greenfield avenues with 62<sup>nd</sup> Street) became known as "Old Six Points." Stagecoaches made a mail run three days a week between Milwaukee, Madison and Hazel Green and teams of horses delivered loads of walnut, oak, maple, elm and basswood lumber from the sawmills to Milwaukee. By 1869, the village of Honey Creek included a blacksmith shop, the Case sawmill, a general store, a brick schoolhouse, a cemetery, a Baptist church and numerous farms and homesteads.<sup>7</sup>

The next phase of the settlement began in 1880 when the Chicago & NorthWestern Railroad line from Milwaukee to Madison was built with a stop named "North Greenfield" near the Honey Creek settlement. A similar and parallel line just to the north was laid by the Chicago, Milwaukee & St. Paul Railroad (the Milwaukee Road). In 1887, brothers Fred W. and Stutley I. Henderson platted Henderson's Subdivision No. 1 near the North Greenfield Depot. In 1891, after a bitter contest, the permanent site for the Wisconsin State Fair was selected on the former site of the Alfred Orendorf claim, which was adjacent to the Milwaukee Road rail line. After a few years, the Milwaukee Motor Railway Company extended a streetcar line to the fairgrounds, followed by the Milwaukee Street Car Company.<sup>8</sup>

Meanwhile, the City of Milwaukee had grown phenomenally as a port and as one of the nation's leading manufacturing centers. Massive shipments of wheat, meat and lumber came through the city by water or rail. The E.P. Allis Reliance Works diversified production of burr millstones, steam engines, saw and flour-mill equipment and other iron and steel products, along with the rise of the Milwaukee Iron Company's iron and steel works sealed Milwaukee's future as a heavy goods center. Milwaukee breweries were among the country's first to bottle beer and ship it to a national market. With an endless supply of immigrant workers, a handful of strong business and civic leaders, and a worldwide market for its products, Milwaukee's potential for industrial growth was limited only by its

<sup>7</sup>Winifred Case Knapp, "Random Notes on the Honey Creek Settlement," (Milwaukee: Milwaukee County Historical Society, 1959), from program for dedication of historical plaque marking the site of the Honey Creek settlement; *Map of the County and City of Milwaukee* (Milwaukee: Chapman and Smith, 1869); Leonard A. Szudy, "A Half Century of Public Education in West Allis," In partial fulfillment for Ph.D. in Education from Colorado State College, 1 August 1960, 33-34, On file at the West Allis Historical Society, West Allis, WI (Henceforth cited as WAHS).

<sup>8</sup>Burbach, *West Allis* (1912), 5, 9 13; Frederick I. Olsen, "City Expansion and Suburban Spread: Settlements and Governments in Milwaukee County," in Ralph M. Aderman, ed., *Trading Post to Metropolis: Milwaukee County's First 150 Years* (Milwaukee: Milwaukee County Historical Society, 1987), 45.

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physical boundaries.<sup>9</sup>

At the turn of the twentieth century, North Greenfield was a thriving business and professional community that was platted but sparsely developed and surrounded by farmland and open countryside. Connected to Milwaukee by streetcar and railroad lines, it was a natural choice for factories wishing to relocate, since it offered reasonable transportation and housing opportunities for workers, as well as room for expansion. Stutley I. Henderson recognized the area's potential for industrial growth and was keenly aware of the E. P. Allis company's desire to expand. Indeed, the Allis firm, headed by Charles Allis, had been offered a number of inducements to move their Clinton Street factory to other Milwaukee-area locations. However, it was Henderson's visit on 25 November 1900 to the home of Charles Allis that initiated the factory's move to what is now West Allis. Although Henderson alone could offer the 100 acres needed by Allis, an option for additional land was needed to facilitate the construction of a spur line between the Milwaukee Road and the Chicago & NorthWestern Railroad. For this, Arthur N. McGeoch, a significant land owner in the vicinity, was approached by Henderson to help seal the deal. As a result of his involvement, the real estate firm known as the Central Improvement Company (CIC) was formed, with McGeoch as one of its officers. Charles Allis ultimately made the decision to open a new plant for his company in North Greenfield. This signaled a boom in the speculative development of worker housing and prompted dozens of other factories to establish themselves in the area. In turn, the newly developing community, which incorporated as a village in 1902 and a city just two years later, required more than the existing commercial services in order to support the growing population.<sup>10</sup>

Indeed, the origins of the commercial history of West Allis date back to the time of the Honey Creek settlement. This small cluster of buildings initially contained a blacksmith shop, a sawmill and a general store. In 1880, the Chicago & NorthWestern Railroad constructed the North Greenfield depot in the vicinity of S. 82<sup>nd</sup> Street and W. National Avenue, which sparked a good amount of residential and commercial development. Much of this development occurred along W. National Avenue between S. 79<sup>th</sup> and S. 82<sup>nd</sup> streets. By 1910, this three-block stretch included approximately twenty stores, the LeFeber Brothers Grain Elevator, a steam laundry, a veterinary office, and the Wilbur Lumber Company.<sup>11</sup>

<sup>9</sup>Olsen, "City Expansion and Suburban Spread," 22.

<sup>10</sup>Burbach, *West Allis* (1912), 19, 21, 23; "McGeoch, Sr., is Dead Here," Unidentified newspaper clipping, 18 June 1949, Clipping filed under "M" in the Surname Binder, WAHS.

<sup>11</sup>Julius H. Burbach, *Historical Review of West Allis* (West Allis, WI: By the author, 1927), 7; Sanborn Map Company, *Fire Insurance Map of West Allis, WI* (New York: Sanborn Map Company, 1910).

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The development of other commercial areas within early West Allis coincided with the placement of streetcar lines. The first lines ran along W. Greenfield Avenue and S. 70<sup>th</sup> Street. As a result, W. Greenfield Avenue emerged as West Allis' main street. Beginning at Six Points, which was the intersection of W. Greenfield and W. National avenues with S. 62<sup>nd</sup> Street, the commercial character of the street continued westward. Early development was intermittent along this route with the heaviest concentration existing between S. 68<sup>th</sup> and S. 74<sup>th</sup> streets. By 1910, this stretch possessed forty-six commercial structures intermixed with twenty-eight vacant lots. One of the businesses established along this stretch in late 1903 was the combined undertaking establishment, picture frame manufactory and shoe sales of Joseph H. Koelsch and his son Frank, which was located at present-day S. 71<sup>st</sup> Street and W. Greenfield Avenue.<sup>12</sup>

By 1903, the funerary business in the United States was well established, having emerged during and after the Civil War. The foundation of the industry was the practice of embalming. Thomas Holmes is considered one of the pioneers of the funeral industry and has been identified as "The Father of American Embalming." Holmes was responsible for the embalming of well-known national figure Colonel Elmer E. Ellsworth after his death on 24 May 1861, as a result of the Civil War. Embalming, however, did not receive widespread acceptance until President Abraham Lincoln's death. Following his assassination in 1865 in Washington, D.C., his body then made the 14-day trip, via train, to his home in Springfield, Illinois. At each train stop, hundreds, if not thousands, of spectators were able to pay their final respects. Prior to Lincoln's death, the majority of Americans rejected any interference with the natural decomposition of the body. And rather than embalm a body to preserve it for later burial, they were "put on ice" and the actual funeral occurred very shortly after the person's death.<sup>13</sup>

In the early days, the act of embalming was done by medical doctors. The first recorded embalming instruction was done by Dr. Auguste Renouard in 1874 for a group of undertakers in the back room of a Denver furniture store. As well, the chemical companies that produced the embalming chemicals traveled the United States and gave short courses on the process to undertakers. Trade periodicals such as *The Undertaker* and *The Casket*, established in 1871 and 1876, respectively, provided undertakers with the most recent information in the field. Eventually schools of embalming were established throughout the country and, thus evolved the profession of funeral director.<sup>14</sup>

<sup>12</sup> *Fire Insurance Map of West Allis* (1910; 1927).

<sup>13</sup> Robert W. Habenstein and William M. Lamers, *The History of American Funeral Directing*, 2<sup>nd</sup> ed. (Milwaukee, WI: National Funeral Directors' Association, 1981), 206-07; "Funeral Industry," in *Encyclopedia of Death and Dying*, General information regarding the funeral industry available at [www.deathreference.com/En-Gh/Funeral-Industry.html](http://www.deathreference.com/En-Gh/Funeral-Industry.html), Accessed on 23 July 2009.

<sup>14</sup> Habenstein and Lamers, the *History of American Funeral Directing*, 306, 328; "Funeral Industry."

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In 1880, the funeral home as an independent business (as we know it today), was just starting to emerge. Most often, however, undertakers were also associated with some sort of woodworking business, such as furniture, cabinet or picture-frame manufacturing. These craftsmen generally made coffins by request and, eventually, it made sense to keep some degree of stock available. In addition, early undertakers most often operated out of a storefront, as well as provided livery service.<sup>15</sup>

Indeed, the undertaking establishment of Joseph H. Koelsch & Son followed the above description. Son Frank Xavier Koelsch (b. 12 October 1884) had apprenticed as a picture frame maker in Milwaukee in 1900 and it was likely there that he was introduced to the field of undertaking. In 1902, the same year that the Village of West Allis was established, the Koelsch family moved from Milwaukee to West Allis. The following year, Frank reportedly attended a six-week course at Chicago's Morris School of Embalming and, by 1904, the Koelsch firm was established on W. Greenfield Avenue, the street that would eventually develop as the primary commercial strip in West Allis. Although associated with the undertaking business by name, father Joseph was actually engaged in shoe sales (from the same building) until his death in October 1910. Indeed, Frank was a mere nineteen years old when he reportedly entered the profession and using his father's name likely helped to legitimize the business. The firm's first hearse was described as "an elaborate horse-drawn affair."<sup>16</sup>

In addition to Koelsch, it appears that there was at least one other undertaker in West Allis in 1904. Gustav A. Jung operated his business along the commercial strip of W. National Avenue, near the original Honey Creek settlement. Aside from Jung (who would move in 1908 to Cedarburg, where he opened a furniture store), the West Allis area was likely attended to by undertakers/funeral directors from Milwaukee. After Koelsch, the next to establish a funeral business in West Allis was George A. Slattery in 1909, who had previously worked for the Koelsch concern. After Slattery came William

<sup>15</sup> Habenstein and Lamers, *The History of American Funeral Directing*, 152, 267; Kathleen Walczak, National Funeral Directors' Association Research and Information Specialist, Conversation with Traci E. Schnell, August 2009, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI.

<sup>16</sup> United States Federal Census, 1900-1930, Available online at [www.Ancestry.com](http://www.Ancestry.com), Accessed June 2009; Peg Park, "Koelsch Continues, Merged with Larsen Brothers," *West Allis Post*, 11 October 1978; Lila Roberts, "Bet You Were Dying to Know This Stuff: An Attempt to Sort Out Funeral Homes in West Allis," *Historical Buzz*, Newsletter of the West Allis Historical Society, Vol. 44, No. 2, April - June 2009, 5. Historical materials cite two different dates for the establishment of the business. The Park article cited above, from 1978, is believed to have been completed from an interview with Koelsch family members and that article cites the date as 27 August 1904. However, a 1921 ad for the business notes the establishment date as 16 November 1903, *West Allis City Directory*, 1904, 1921.



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West Allis, Milwaukee County, WI

Oelerich and, by no later than 1923, Sylvester Stachowiak. And so the business of funerals expanded in West Allis.<sup>17</sup>

In 1925, licensed embalmer Kenneth Abel joined the Koelsch firm and business continued as usual. However, the 1920s signaled the transition (in urban areas) from the storefront funeral parlor to the independent structure built solely for funerary use. Crowding of cities and the subsequent construction of apartment buildings (the individual apartments of which were not large enough to accommodate funerals) fueled the change. Indeed, across the country, homes had already been converted for funeral use, but independent structures had not yet become the standard.<sup>18</sup>

In West Allis, the first to build a "modern" funeral home was William P. Oelerich in 1924. Located along the busy, commercial thoroughfare of W. National Avenue, he chose to erect his new Spanish Colonial structure in a residential area at 1603 S. 81<sup>st</sup> Street. The next to announce his intent to build anew was George A. Slaterry. As cited above, Slaterry started his funeral business in West Allis in 1909, located first at 6405 (present-day 7211) W. Greenfield Avenue. He later built his own building (another storefront) across the street at 6418 (present-day 7234) W. Greenfield. Also located within the business district, Slaterry decided that he needed to move to a more "tranquil" location. Although planned for as early as 1927, his new "modern" funeral home was not completed at the corner of Sixty-fifth Avenue and Elm Street (present-day 1500 S. 73<sup>rd</sup> Street) until 1930. This structure, which was located in a residential section of the city, included a chapel, as well as living quarters for the Slaterry family.<sup>19</sup>

Area funeral home construction continued into the 1930s and saw the completion of the Colonial Revival-style Ermenc Funeral Home at 5325 W. Greenfield Avenue. Although not located in West Allis proper, it was just blocks east (in West Milwaukee) and likely served east side West Allis residents. The Ermenc facility, which opened in late February 1937, touted its new facility as a modern mortuary, complete with air conditioning. Six months later, the subject Koelsch Funeral Home officially opened for business.<sup>20</sup>

<sup>17</sup> *West Allis City Directory*, 1914, 1918, 1923, 1925.

<sup>18</sup> "New Funeral Home to Open Saturday," *West Allis Star*, 16 September 1937, 1/6; Habenstein and Lamers, *The History of American Funeral Directing*, 285.

<sup>19</sup> "Slaterry Plans New Building," *West Allis Star*, 8 September 1927, 1/3.

<sup>20</sup> Announcement (re: open house for Ermenc Funeral Home), *West Allis Star*, 25 February 1937, 10/3-5.



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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

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**RESOURCE SPECIFIC HISTORY**

On 15 July 1936, a permit was taken out by Frank X. Koelsch for the construction of a new funeral home. The location chosen was the northeast corner of S. 77<sup>th</sup> Street and W. Greenfield Avenue, the site of the former Thomas Fleming home. The architect chosen for its design was Raymond W. Dwyer (see Architecture discussion). Estimated to cost \$20,000, the structure was not officially completed until August 1937; however, funerals were being held there the month previous. An article in the *West Allis Star* announced its official opening for the weekend of September 18-19 and described spacious rooms and accommodations for up to four funerals. Like the Ermenc home, it boasted air conditioning, but it also cited a modern sound system that could carry music from the organ room throughout the building. The article also noted that the garage housed a new LaSalle hearse. By 1937, Koelsch's son, Frank Jr., had joined the family business, as had his daughter Dolores (Elliot). Frank X. died on 28 June 1959 and the funeral parlor continued to run under the direction of Frank Jr., who moved into the second-floor quarters after entirely finishing them off in 1967 (up to that point, they were only partially finished). In 1978, the Koelsch family concern merged with Larsen Bros. Funeral Homes, making it the eighth location of the Larsens. That same year, the viewing room was expanded following the removal of the walls between it and the organ room and sacristy. The entrances along the east side of the viewing room were also enlarged and bi-fold doors installed. This work was done by the local contracting firm of A. Guenther & Sons at an approximate cost of \$10,000.<sup>21</sup>

Another business merger occurred with the former Skubal-Slattery Funeral Home (1500 S. 73<sup>rd</sup> Street in West Allis) and the firm was known as the Skubal-Slattery-Koelsch-Larsen Funeral Home. In December 1998, the Larsen family sold this facility, as well as six others in the Milwaukee metro area, to Hamilton Group, a funeral home consolidating firm in San Diego, California. However, six years later, all seven were purchased back by Ted Larsen and now run under the name of Church & Chapel Funeral Home.<sup>22</sup>

The evolution of the funeral business is evident through the current business practice of Church & Chapel. In 2004-05, and as a result of client comments/requests, they remodeled the former family room area into a full-functioning kitchen on one end with couches and chairs at the opposite end. As a result, neither the ladies' nor men's lounges in the basement are utilized any longer. As well, the

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<sup>21</sup> "New Funeral Home to Open Saturday," *West Allis Star*, 16 September 1937, 1/6; Park, "Koelsch Continues, Merged with Larsen Brothers"; Permit for alteration (re: second floor), 14 July 1967; Permit for alteration (re: interior walls removed), 17 August 1978.

<sup>22</sup> Skubal, Conversation with Schnell; "Church & Chapel Owner Buys Seven Ritter-Larsen Funeral Homes," *The Business Journal*, 30 September 2004.

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

former casket display room no longer functions as such, for clients can either view casket choices on a computer in the funeral home's office or they can go to Church & Chapel's pre-planning location at N. 92<sup>nd</sup> & W. Bluemound Road in Milwaukee. Finally, embalming is no longer done on premises, it is instead done at their larger quarters in Brookfield, where all bodies are embalmed and then transported to their respective funeral home locations.<sup>23</sup>

**AREA OF SIGNIFICANCE: ARCHITECTURE**

The Koelsch Funeral Home is locally architecturally significant because it is an excellent and intact example of the Tudor Revival style. Although a fair number of Tudor Revival-style residences are located throughout the city, the Koelsch structure is one of only two commercial examples of the style in West Allis.

Based largely on medieval antecedents, the Period Tudor Revival style is generally distinguished by the use of half-timber work and stucco or brick. The funeral home, however, is sheathed entirely with a stone veneer; specifically with limestone or what is commonly called Lannon stone or more broadly as Waukesha limestone. Lannon stone refers directly to the quarries in the vicinity of the Village of Lannon, in Waukesha County; however, other quarries in Waukesha also provided such limestone to the surrounding communities. Indeed, Lannon stone sheathes a good number of structures in West Allis. Despite the structure's locationally unique building material, it does exhibit many of the usual characteristics associated with the Period Tudor Revival style such as a dominant gable that includes a smaller gabled entrance; leaded glass, casement windows (with either rectangular or diamond panes); smooth stone, cast stone window surrounds and a label mold above the primary entrance. While its design is considered restrained or austere, it is entirely in keeping with the structure's funerary function.

The architect of the funeral home was Raymond W. Dwyer of Milwaukee. Dwyer was born in Milwaukee on 25 August 1896, the son of blacksmith Michael Dwyer and his wife Agnes. Dwyer attended local schools and then apprenticed for Charles Tharinger and, later, the firm of Judell & Bogner. According to his son, Ray Dwyer, Jr., his father began his own practice, R.W. Dwyer, Inc., in 1922. In either 1932 or 1933, after completing a significant number of homes and other buildings in the Milwaukee-metro area, he was allowed to become (grandfathered in as) a registered architect. Ray Jr. purports that his father was the busiest Depression-Era architect in the city and much of his work at that time consisted of large homes (including five to six bedrooms) for the wealthy along the Milwaukee's East Side and North Shore. Indeed, the senior Dwyer's obituary identified him as

<sup>23</sup> Skubal, Conversation with Schnell.

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

"a leading residential designer" prior to World War II. Although the obituary went on to say that he did mostly commercial and industrial work after WWII, Dwyer Jr. indicated that the firm did not specialize in any particular building type and, in fact, they quite nearly did a little bit of everything. However, they reportedly did design a number of funeral homes, trucking company offices, and shoe company buildings. The firm also did work outside of Wisconsin, including buildings in (but not limited to) Dubuque, Iowa; Santa Rosa, California; Charleston, South Carolina; and in Florida. Ray Sr. retired in 1964 and died ten years later. In 1964-65, the firm was taken over by his eldest son Ray, Jr., who had started working in the office at the age of thirteen (circa 1936). Ray Jr. graduated Magna Cum Laude in 1948, with a degree in Architecture from the University of Notre Dame, after which he worked until retiring in 1984.<sup>24</sup>

Despite over forty years in the business, there are comparably few recorded works of Dwyer, Sr.—a total of just twenty-two. However, his known designs include high-style homes on Milwaukee's East Side (Valentine Fina Residence, 2705 E. Newberry Boulevard, 1928); nine homes in Wauwatosa's Washington Highlands (dating between 1924 and 1936), and one on Grant Boulevard (Peter W. Sprecher Residence, 2728 N. Grant Boulevard, 1920). All of the aforementioned Dwyer-designed homes are located within a National Register-listed Historic District. Stylistically, he appears to have worked in a variety of styles; however, Tudor and Colonial revivals seem to dominate.<sup>25</sup>

In addition to the funeral home's local significance as an excellent example of the English Tudor Revival style of architecture, it is also eligible as an example of the purpose built funeral home property type. Once the funeral home industry moved from the commercial storefront to a separate building—either built specifically for funerary use or a converted residence—rooms/spaces required for its efficient function generally included the following: an office or offices, a chapel (or chapels), a reception room, a family room (sometimes separate rooms for men and women), a preparation room, and a casket display room. Indeed, a 1936 article on funeral home floor plans in *The American Funeral Director* identifies these spaces in shorter order: space for chapel services, rooms for reception and offices, as well as preparation and display space. In addition, during the period between

<sup>24</sup> United States Federal Census, 1900; "Raymond W. Dwyer, Sr.," Obituary, *Milwaukee Journal*, 5 January 1974; Raymond Dwyer, Jr., Conversation with Traci E. Schnell, 29 July 2009, Notes on file at Heritage Research, Ltd., Menomonee Falls, WI. Dwyer, Jr. also noted that his father apprenticed for one other Milwaukee architect before starting his own practice, but could not remember the architect's name at the time of our conversation. He also mentioned two draftsmen of note who worked for his father—Victor Koepke and Don Pond.

<sup>25</sup> Wisconsin Historic Preservation Database information, Available online at [www.wisahrd.org](http://www.wisahrd.org); accessed June 2009. No records or drawings from the Dwyer firm exist any longer, as they were destroyed some years ago by Dwyer Jr., as a result of work being copied. Dwyer's memory of their work is phenomenal; however, he has no desire to record that information, Dwyer, Jr., conversation with Schnell.

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

the 1920s and the 1940s, funeral home designs often included living quarters for the funeral director. Although the second floor of the Koelsch facility was not fully finished off until the 1960s, the original plans certainly account for their inclusion in the original design.<sup>26</sup>

In April 1937, an article in *The Casket & Sunnyside* entitled "A Model Funeral Home" enumerated the key points of a new funeral home for the time. It was written by Harry Foster Almon, an architect in Omaha, Nebraska, who was cited as the designer of "some of the largest and most elaborate mortuaries of the Middle West." His assignment was to provide a design for a funeral home, located in a small city or suburban area, at a cost not to exceed \$12,000 that would "answer every requirement for modern service in attractive and homelike surroundings." His design includes all of the same rooms as are evident in the Koelsch facility; however, he places the preparation room in the basement level—which is, in fact, a more common placement for that room. The reception room was designed to accommodate a wood-burning fireplace, and living quarters were also included in the plan and on the second floor. The inclusion of air conditioning was strongly recommended; indeed, it was cited as essential. The merits of air conditioning were touted in a number of articles that ran in *The American Funeral Director* in 1936. Some of the titles included: "Some Air Conditioning Facts;" "Just What is Air Conditioning?;" and "Mortuary Comfort the Whole Year 'Round." The lattermost article was written by three funeral home directors (in California, Virginia and Wisconsin) and their experiences with it. The Wisconsin story validated the need for air conditioning in a climate that sees only a limited stretch of warm weather.<sup>27</sup>

Regarding the exterior, Almon chose the "modified English" (Tudor) style. Almon promoted Colonial, Spanish and English designs for funerary functioning structures, but did not think that "Modernistic" was appropriate for "the time-honored profession of the funeral director." He also promoted the use of face brick or stone for the exteriors, along with a slate roof and copper gutters and flashings; however, he did admit that those materials could drive up the cost of the building beyond the suggested \$12,000. In *The History of American Funeral Directing*, exterior design is only briefly covered; however, it is noted that they should "add to the beauty of the neighborhood" and include well-landscaped grounds.<sup>28</sup>

<sup>26</sup> "Bay State Mortuary Has its Face Lifted," *The American Funeral Director*, November 1937, 38-39; Dwyer Jr. indicated that when they designed funeral homes, that they generally had free reign on what the exterior looked like, as long as it was appropriate for its location and that it included the required interior spaces, Dwyer, Jr., Conversation with Schnell.

<sup>27</sup> "A Model Funeral Home," *The Casket and Sunnyside* (New York, N.Y.), April 1937, 29-31, ; "Just What is Air Conditioning," *The American Funeral Director* (New York, N.Y.), March 1936, 48; "Some Air Conditioning Facts," *The American Funeral Director*, April 1936, 48; "Mortuary Comfort the Whole Year 'Round," *The American Funeral Director*, May 1936, 36-40.

<sup>28</sup> "A Model Funeral Home," 29, 33-35; Habenstien and Lamers, *The History of American Funeral Directing*, 372.



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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

Although the interior has seen some degree of remodeling, the Koelsch Funeral Home, which was built including air conditioning, continues to maintain all of the requisite rooms of a funeral home. Admittedly some spaces, such as the preparation room, the lower-level parlors and the casket display rooms are no longer utilized; however, their space remains. The structure also employs one of the three "recommended" styles for the exterior and includes attractive exterior sheathing. Furthermore, the Koelsch structure rests on a corner lot (which was also recommended by Almon) and amidst well-manicured landscaping. Further, its scale and style reflect the influence and interest in maintaining a residential feel to the funeral home.

## **CONCLUSION**

The Koelsch Funeral Home is significant at the local level because it is an excellent and highly intact example of the English-inspired Tudor Revival style of architecture in the City of West Allis. Although the interior has been moderately altered, it is also considered eligible under Criterion C as a very good example of a building type that includes all of the requisite interior spaces for a funeral home facility.

## **ARCHAEOLOGICAL POTENTIAL**

Due to its highly urban nature, no archaeological survey has been done within the immediate vicinity of the Koelsch Funeral Home. It is known, however, that the home of Thomas Fleming was located on this same parcel prior to the 1936-37 construction of the funeral facility. Although no archaeological deposits have been reported, the archaeological potential for this area remains unassessed.

## **PRESERVATION ACTIVITIES**

In 2006, the City of West Allis received a grant from the National Park Service to conduct a full reconnaissance and intensive survey of the city in order to determine what buildings and districts were considered to be potentially eligible for the National Register. In 2008, the city again received a grant from the National Park Service, this time to prepare National Register nominations based on the results of the 2006-07 survey. Therefore, this nomination, along with three others, was prepared for the West Allis Landmarks Commission with the support of the City of West Allis' Department of City Development. The City of West Allis was created on industry and for close to three-quarters of the city's existence, industry had been its focus. Since the majority of the large manufacturing concerns have since left the city (with some being subsequently demolished), the West Allis Landmarks



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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

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Commission feels that it is important to identify and recognize those property owners that have made a concerted effort to preserve their buildings throughout the city's evolving economy. The National Register listing of this property will enable its owner to take part in the tax rehabilitation program which, in turn, can help to maintain the property's historic integrity in the future.

Koelsch Funeral Home  
Name of Property

Milwaukee  
County and State

Wisconsin

## 9. Major Bibliographic References

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

### Previous Documentation on File (National Park Service):

- 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
- Local government
- University
- Other

Name of repository:

## 10. Geographical Data

Acreage of Property less than one acre

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

1    16    417564    4762714  
      Zone   Easting    Northing

2    \_\_\_\_\_  
      Zone   Easting    Northing

3    \_\_\_\_\_  
      Zone   Easting    Northing

4    \_\_\_\_\_  
      Zone   Easting    Northing

☐ See Continuation Sheet

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

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

## 11. Form Prepared By

name/title    Traci E. Schnell/Senior Architectural Historian  
organization    Heritage Research, Ltd.  
street & number    N89 W16785 Appleton Avenue  
city or town    Menomonee Falls    state    WI

date    June 2009  
telephone    262.251.7792  
zip code    53051

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

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Koelsch Funeral Home  
West Allis, Milwaukee County, WI

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West Allis, Milwaukee County, WI

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Section 10 Page 1

Koelsch Funeral Home  
West Allis, Milwaukee County, WI

**GEOGRAPHICAL DATA**

**Boundary Description**

The boundary of the Koelsch Funeral Home is nearly a square that measures 144 feet x 150 feet. The legal description of which is Lots 19-24 of Block 4 in the Fleming Park Subdivision, in the City of West Allis.

**Boundary Justification**

The boundary was drawn to include the area that was historically associated with the funeral home property, which does include the existing parking lot and drive.

Koelsch Funeral Home  
Name of Property

Milwaukee  
County and State

Wisconsin

### 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)

### Property Owner

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

<b>name/title</b>	Mr. Tom Skubal	<b>date</b>	August 2009
<b>organization</b>	Church & Chapel Funeral Services	<b>telephone</b>	414.350.5196
<b>street &amp; number</b>	1875 N. Calhoun Road	<b>zip code</b>	53005
<b>city or town</b>	Brookfield	<b>state</b>	WI

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**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.

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Section photos Page 1

Koelsch Funeral Home  
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**PHOTOGRAPHS**

**KOELSCH FUNERAL HOME, West Allis, Milwaukee County, Wisconsin.  
Photos by Traci E. Schnell, August 2009.  
Negatives on file at the Wisconsin Historical Society, Madison, Wisconsin.**

KOELSCH FUNERAL HOME (south elevation)  
View to North  
Photo #1 of 7

KOELSCH FUNERAL HOME (south and west elevations)  
View to North  
Photo #2 of 7

KOELSCH FUNERAL HOME (west and north elevations)  
View to North  
Photo #3 of 7

KOELSCH FUNERAL HOME (north elevation)  
View to North  
Photo #4 of 7

KOELSCH FUNERAL HOME (east and north elevations)  
View to North  
Photo #5 of 7

KOELSCH FUNERAL HOME (Detail: front door)  
View to North  
Photo #6 of 7

KOELSCH FUNERAL HOME (Detail: door under porte cochere)  
View to North  
Photo #7 of 7

# Formal Opening of Koelsch Funeral Home

You Are Cordially Invited To  
Visit Our New Funeral Home

Saturday & Sunday, Sept. 18 - 19

Between 10 A. M. and 10 P. M.

As the oldest established funeral firm in West Allis,  
we take great pleasure in extending this invitation to  
view our new home—an important step in the progress  
of this city.

ORGAN RECITAL

## Koelsch Funeral Home

7626 W. Greenfield Ave.

Phones: GR. 0052 & GR. 3552

ATTACHMENT A: Koelsch Funeral Home, Opening advertisement, in the *West Allis Star*, 16  
September 1937, page 8, bottom corner.

KOELSCH FUNERAL HOME  
7622 WEST GREENFIELD AVENUE  
WEST ALLIS, MILWAUKEE COUNTY, WISCONSIN

**KOELSCH FUNERAL HOME**  
**7622 WEST GREENFIELD AVENUE**  
WEST ALLIS, MILWAUKEE COUNTY, WISCONSIN

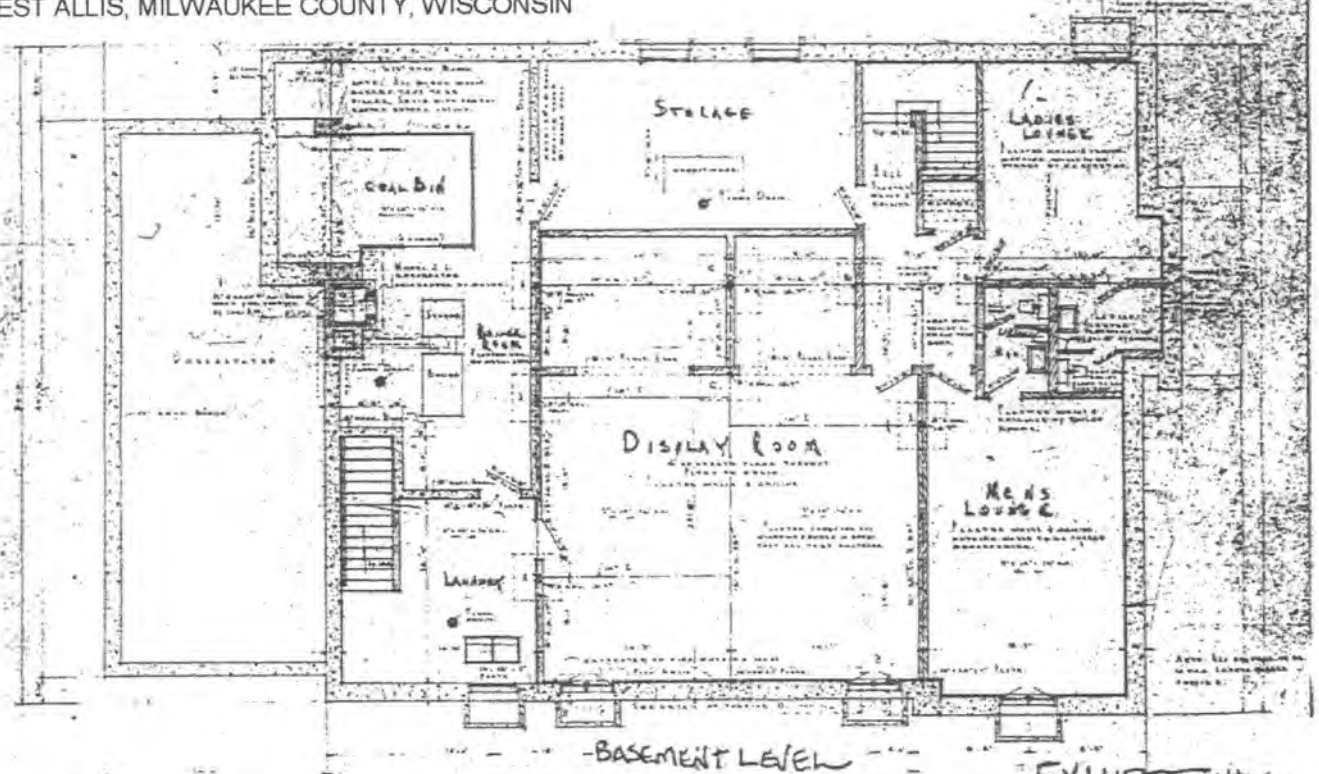


EXHIBIT #1

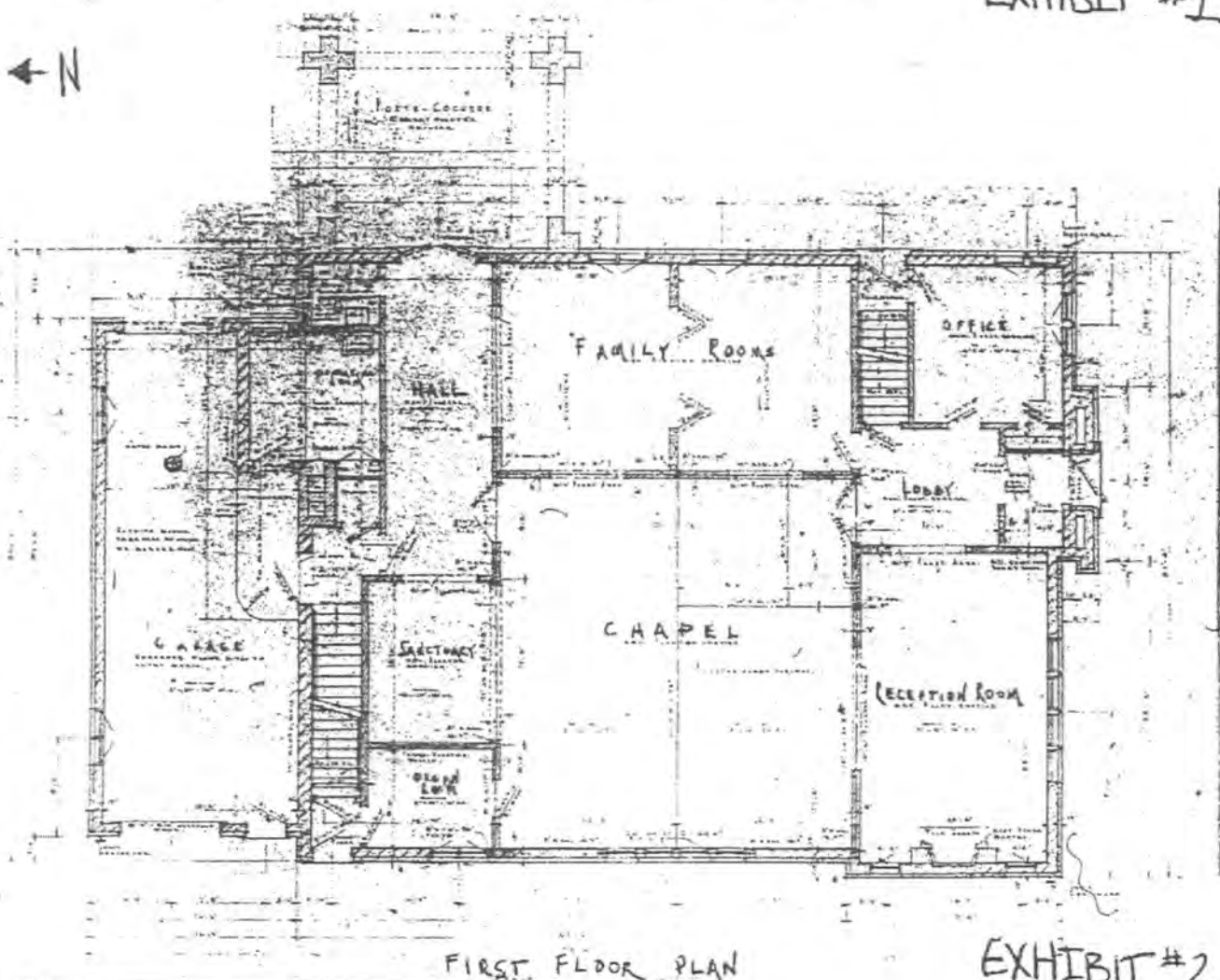
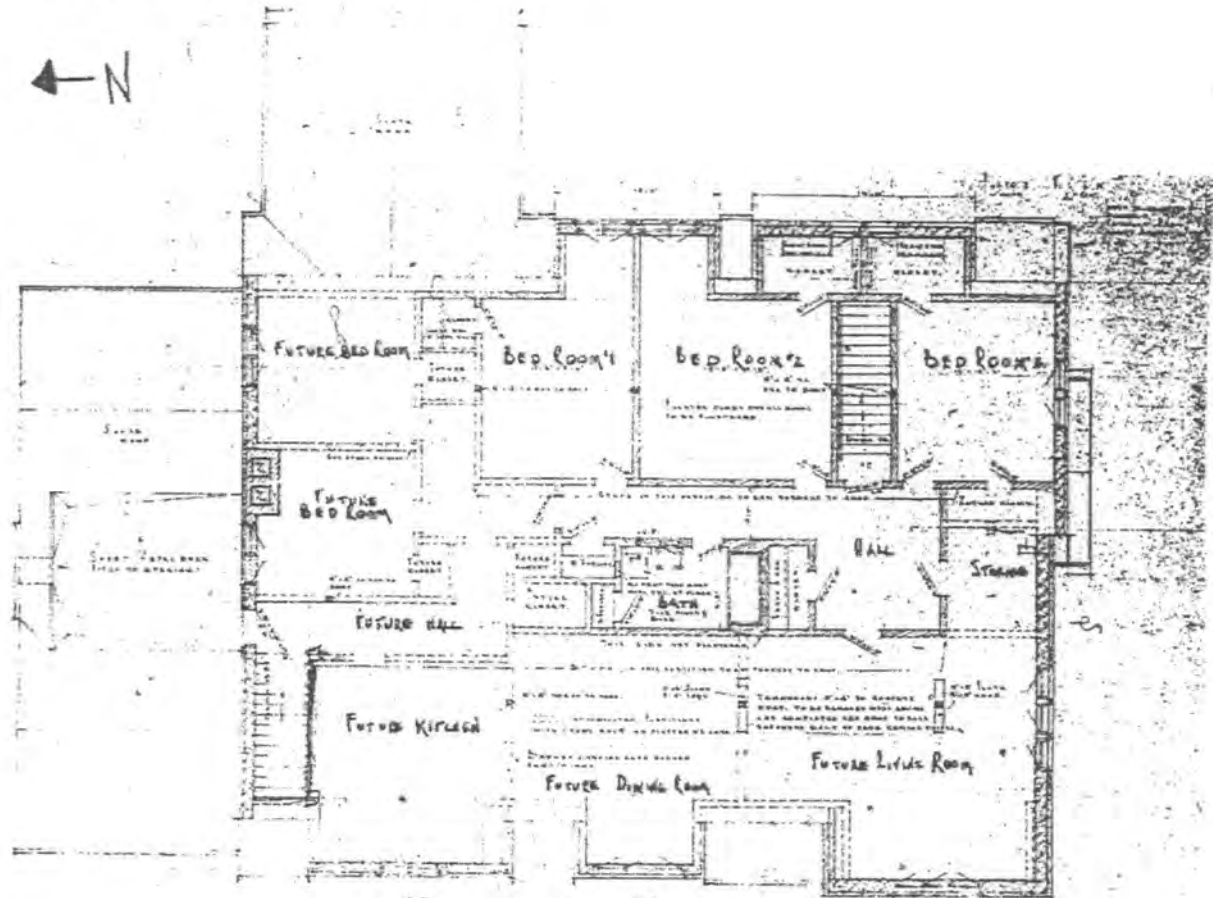


EXHIBIT #2



**KOELSCH FUNERAL HOME**  
**7622 WEST GREENFIELD AVENUE**  
WEST ALLIS, MILWAUKEE COUNTY, WISCONSIN



SECOND FLOOR PLAN

EXHIBIT #3

UNITED STATES DEPARTMENT OF THE INTERIOR  
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES  
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Koelsch Funeral Home  
NAME:

MULTIPLE  
NAME:

STATE & COUNTY: WISCONSIN, Milwaukee

DATE RECEIVED: 8/25/10 DATE OF PENDING LIST: 9/27/10  
DATE OF 16TH DAY: 10/12/10 DATE OF 45TH DAY: 10/09/10  
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 10000822

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N  
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N  
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

☒ ACCEPT ☐ RETURN ☐ REJECT 10.12.10 DATE

ABSTRACT/SUMMARY COMMENTS:

Entered in  
The National Register  
of  
Historic Places

RECOM./CRITERIA \_\_\_\_\_

REVIEWER \_\_\_\_\_ DISCIPLINE \_\_\_\_\_

TELEPHONE \_\_\_\_\_ DATE \_\_\_\_\_

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



KOELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo # 1 of 7





KOELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo #2 of 7



KOELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo # 3 of 7



ROELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo # 4 of 7





ROELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo # 5 of 7



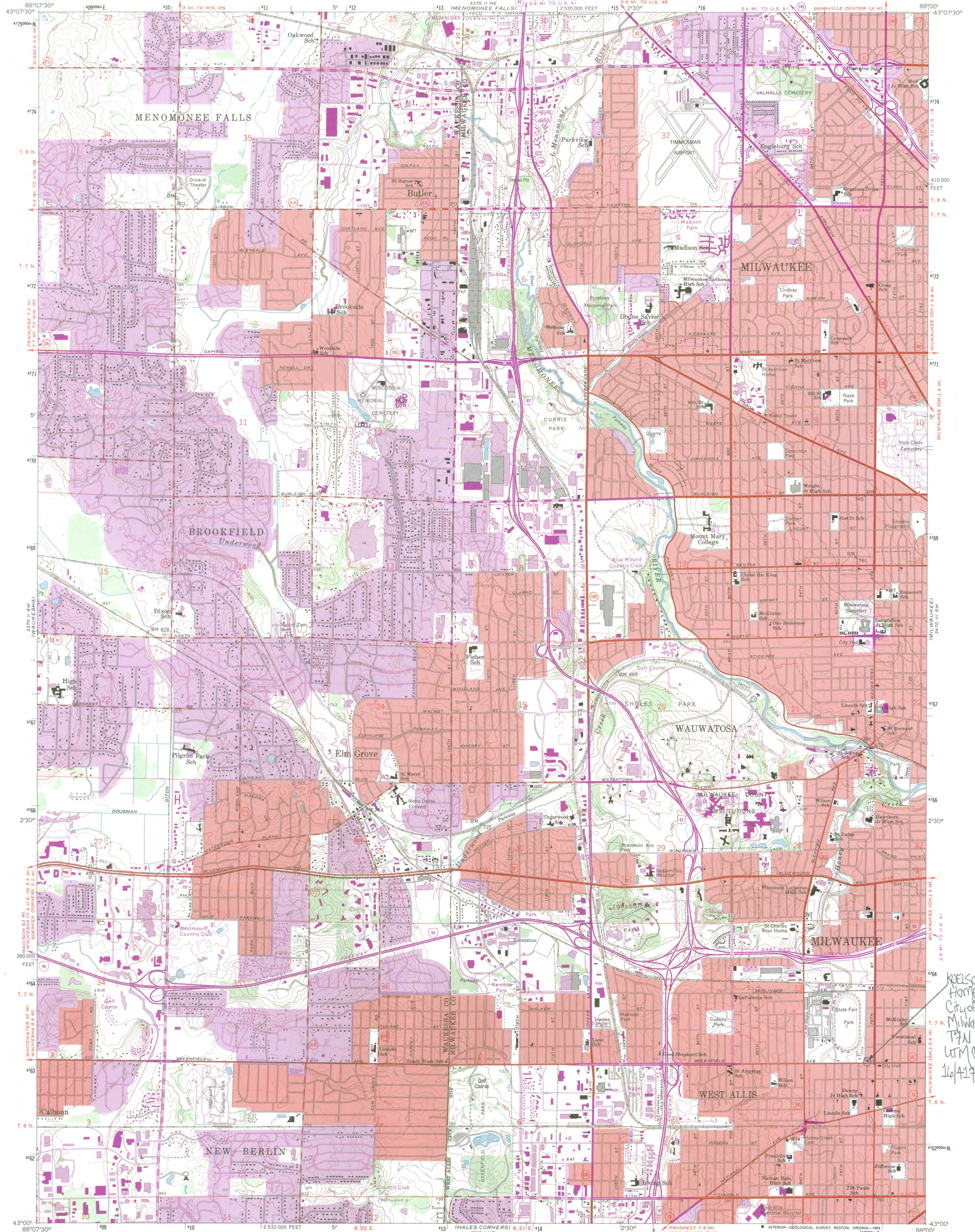
KOELSCH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo #6 of 7





ROELSH FUNERAL HOME  
West Allis, Milwaukee County, WI  
Photo # 7 of 7





KEELSCH FUNERAL  
Home  
City of West Allis,  
Milwaukee County, WI  
T4N R21E S33  
UTM Coordinates:  
16417564 / 4762714

Produced by the United States Geological Survey

Control by USGS and NOS/NOAA

Topography by photogrammetric methods from aerial photographs

taken 1954-55 and in part by the City of Brookfield. Field checked 1958

Projection and 10,000-foot grid ticks: Wisconsin coordinate

system, south zone (Lambert conformal conic)

1000-meter Universal Transverse Mercator grid ticks, zone 16, shown in blue

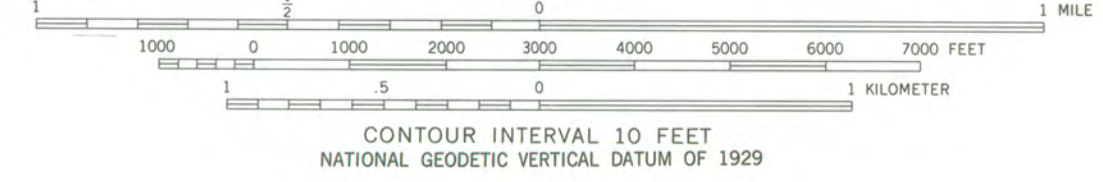
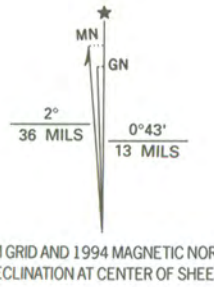
1927 North American Datum (NAD 27)

North American Datum of 1983 (NAD 83) is shown by dashed corner ticks

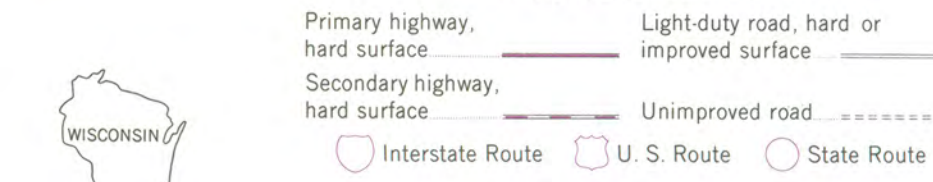
The values of the shift between NAD 27 and NAD 83 for 7.5-minute

intersections are given in USGS Bulletin 1875

Red tint indicates areas in which only landmark buildings are shown



THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS  
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092  
AND WISCONSIN GEOLOGICAL AND NATURAL HISTORY SURVEY, MADISON, WISCONSIN 53706  
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST



Revisions shown in purple compiled in cooperation with  
State of Wisconsin agencies from aerial photographs  
taken 1992 and other sources. This information not  
field checked. Map edited 1994

Information shown in purple may not meet USGS content  
standards and may conflict with previously mapped contours  
Purple tint indicates extension of urban area

WAUWATOSA, WIS.  
SE/4 WAUKESHA 15' QUADRANGLE  
43088-A1-TF-024

1958  
REVISED 1994  
DMA 3370 II SE - SERIES V861





RECEIVED  
FEB 18 2010  
DIV HIST PRE

**COPY**



MAYOR'S OFFICE

Dan Devine  
Mayor

414/302-8290  
414/302-8207 (Fax)

City Hall  
7525 West Greenfield Avenue  
West Allis, Wisconsin 53214  
ddevine@ci.west-allis.wi.us  
www.ci.west-allis.wi.us

Wisconsin Historical Society  
Attn: Daina Penkiunas  
816 State St.  
Madison, WI 53706

February 15, 2010

RE: State and National Register of Historic Places Nomination

Dear Preservation Review Board Members:

On behalf of the City of West Allis Historical Commission I am writing in support of the nomination of Kegel's Inn, (5901-05 W. National Ave., Koelsch Funeral Home, (7622 W. Greenfield Ave.) and McMicken, Alexander & Pauline House (1508 S. 80 St.) to the State and National Register of Historic Places. The Historical Commission was formed to promote preservation awareness, to preserve historic resources and to educate the public on historic preservation.

The City of West Allis Historical Commission is committed to preserving its important cultural resources by actively pursuing and utilizing available historic preservation tools. The City of West Allis Historical Commission is honored to support the continued preservation of these three (3) properties nominated for the State and National Register.

If you have any questions or would like to discuss these or other preservation projects please contact me at (414) 302-8290.

Sincerely,

Mayor Dan Devine, Chair  
West Allis Historical Commission



The following materials are submitted on this 18th day of August 2010,  
for nomination of the Koelsch Funeral Home to the National Register of Historic  
Places: