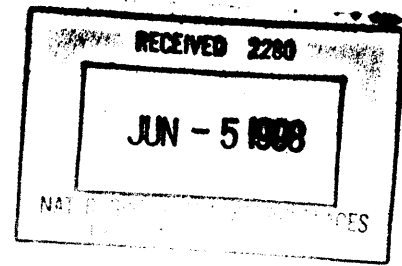


United States Department of Interior  
National Park Service



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 Wauwatosa Woman's Club Clubhouse

other names/site number N/A

2. Location

street & number 1626 Wauwatosa Avenue N/A not for publication

city or town Wauwatosa N/A vicinity

state Wisconsin code WI county Milwaukee code 079 zip code 53213

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]  
Signature of certifying official/Title  
State Historic Preservation Officer-WI

5/20/98  
Date

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

Wauwatosa Woman's Club Clubhouse  
Name of Property

Milwaukee County, Wisconsin  
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:)

Signature of the Keeper: Edson A Beal  
Date of Action: 7-1-98

**5. Classification**

Ownership of Property (check as many boxes as apply)

- private
  - public-local
  - public-state
  - public-federal
- Category of Property (Check only one box)
- building(s)
  - district
  - site
  - structure
  - object

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

Contributing	Noncontributing	
<u>1</u>	<u>0</u>	buildings
		sites
		structures
		objects
<u>1</u>	<u>0</u>	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 (Enter categories from instructions)

SOCIAL/clubhouse

Current Functions (Enter categories from instructions)

SOCIAL/clubhouse

**7. Description**

Architectural Classification (Enter categories from instructions)

Colonial Revival

Materials (Enter categories from instructions)

foundation Concrete

walls Brick

roof Copper

other Stone

Wood

**Narrative Description**

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

Wauwatosa Woman's Club Clubhouse  
Name of Property

Milwaukee County, Wisconsin  
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)  
Social History  
Architecture

- 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  
1924-1947  
1924

Significant Dates  
N/A

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  
Kirchoff & Rose/Architect

**Narrative Statement of Significance**

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

Wauwatosa Woman's Club Clubhouse  
Name of Property

Milwaukee County, 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  
 Local government  
 University  
 Other  
Name of repository:  
Wauwatosa Woman's Club

**10. Geographical Data**

Acreage of Property Less than one acre

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

1 1/6 4/1/8/0/0/5 4/7/6/6/9/0/0 3 / / / / / / / / / /  
Zone Easting Northing Zone Easting Northing

2 / / / / / / / / / / 4 / / / / / / / / / /  
Zone Easting Northing 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 Prof. Frederick I. Olson  
organization \_\_\_\_\_ date 7/11/97  
street & number 2437 N. 90th Street telephone 414/453-2331  
city or town Wauwatosa state Wisconsin Zip code 53226

**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)

Wauwatosa Woman's Club Clubhouse Milwaukee County, Wisconsin  
Name of Property County and State

**Property Owner**

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

name Wauwatosa Woman's Club  
street & number 1626 Wauwatosa Avenue telephone 414-257-9935  
city or town Wauwatosa state Wisconsin zip code 53213

**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.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number 7

Page 1

Wauwatosa Woman's Club Clubhouse  
Milwaukee County, WI

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### Description Section

The Wauwatosa Woman's Club's clubhouse is a very fine two-story red brick-veneered Georgian Revival style building that is situated on the southeast corner of the intersection of Wauwatosa and Milwaukee avenues in the heart of the city of Wauwatosa's downtown. The clubhouse was designed by the prominent Milwaukee architectural firm of Kirchoff and Rose and was erected in 1924-25. Located at the intersection of two of Wauwatosa's busiest streets, the clubhouse is set back about twenty feet from both streets and its main and side elevations are bordered by lawn and by neatly kept ornamental plantings. An asphalt-surfaced parking lot abuts the east (rear) elevation of the building. The clubhouse is comprised of a rectangular mass that is 46.5-feet-wide by 79.6-feet-deep and it is topped by a shallow-pitched hip and deck roof whose slopes are clad either in asphalt or fibre-glass shingles. Very shallow gable-roofed two-story pavilions project from the centers of the west-facing (main) elevation and the north and south-facing side elevations.

The symmetrically designed three-part main elevation of the building is five-bays-wide. Its centrally positioned pavilion is three-bays-wide, it projects slightly beyond the main wall surface, and it is ornamented with brick quoins and is topped with a gabled pediment whose tympanum is also faced in brick. The first story of the pavilion contains the main entrance to the clubhouse, which is sheltered by a classically inspired flat-roofed wooden entrance portico that is supported by two Tuscan order columns and doubled pilasters. In a manner typical of Colonial and Georgian Revival architecture, the design of the portico freely mixes Greek and Roman derived ornament. The entablature is richly detailed with applied rosettes alternating with triglyphs and metopes. This is topped by a dentil course and the soffit of the entablature's cornice is decorated with modillion blocks. The portico's ceiling is paneled with beaded boards and it is edged with denticulated molding. The roof of the portico is ornamented with a decorative wrought iron balustrade whose railings are composed of two tiers of C-shaped wrought iron curlicues. In the center of the front-facing railing is also placed a round wrought iron monogram consisting of the entwined letters "W" and "C", which stand for "Woman's Club." The portico

## National Register of Historic Places Continuation Sheet

Wauwatosa Woman's Club Clubhouse

Section Number 7 Page 2 Milwaukee County, WI

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shelters a flat-arched entrance that is comprised of a paneled surround into which is placed a pair of solid wood three-panel doors that are surmounted by a leaded glass transom. This entrance is flanked by two narrow two-over-two light double hung wood sash sidelights that correspond to the elevation's second and fourth bays.

The three-bay-wide second story of the central pavilion is a vaguely Palladian three-part composition that consists of a taller round-arched central element that is flanked by two narrower and less wide flat-arched ones. The center element is slightly recessed into the wall surface, its round-arched upper portion is blind, and most of it is taken up by a six-over-six-light double-hung wood sash window that is topped by a flat stone lintel ornamented with a keystone. This element is flanked on either side by a narrower flat-arched four-over-four-light double-hung wood sash window.

The first story of the main elevation's two flanking bays each contain a single six-over-six-light double hung wood sash window whose lintel is ornamented with angled bricks and stone keystones while the second story of each of these bays is identical to the recessed six-over-six-light center window in the central pavilion. The entire main elevation is crowned by an overhanging boxed cornice whose soffit is ornamented with plain, shaped modillion blocks. Identical modillion blocks are also placed under the soffits of the raking cornices of the pediment that crowns the center pavilion as well. In addition, the first and second stories are separated from each other by a stone beltcourse that wraps around the building at the second story level, all windows have dressed stone lug sills, and a cornerstone reads "Wauwatosa Historical Building."

The north and south-facing side elevations are similarly detailed and both also feature a three-part composition, but the greater length of these elevations means that they are seven-bays-wide rather than five. The center element of both of these elevations, for example, is a slightly projecting two-story gabled pavilion that is similar to the one on the front elevation (although both of them lack the front pavilion's brick quoins). The greater width of these two pavilions, however, made it possible for the architect to position three windows of equal size across the width of each story. For the same reason, both stories of the side elevation's flanking elements are two-bays-wide rather than one. In general, all seven of these two-story bays are identical to the ones that comprise the flanking bays of the main elevation. The first story of each bay consists of a single flat-arched six-over-

## National Register of Historic Places Continuation Sheet

Wauwatosa Woman's Club Clubhouse

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six-light double hung wood sash window whose lintel is ornamented with angled bricks and a stone keystone and whose second story contains a taller flat-arched six-over-six-light center window that is inset into a taller round-arched recess placed in the wall surface. Exceptions to this include the south elevation's easternmost bay, which contains a six-light two-panel wood emergency exit door (topped with a six-light transom) that opens onto a metal fire escape that descends to ground level, and the center (fourth) bay on the south elevation, which consists of a chimney that pierces the apex of the pavilion's gable peak. In addition, the second story windows of the north elevation's center three bays (the ones in the pavilion) are also ornamented with three semi-circular wrought iron balconets. These balconets are also detailed with double rows of curlicues that are identical to those of the balustrade that encircles the roof of the main elevation's portico.

The rear east-facing elevation of the clubhouse, although less formal in composition, utilizes the same brick cladding, stone beltcourse, six-over-six wood sash, and decorative cornice found on the rest of the building. The first story is functionally fenestrated without regard to symmetry and consists of a centered projecting exterior chimney stack flanked by six-over-six wood sash double hung windows set in segmental-arched openings. The portion of the first story wall surface located to the right of the chimney also contains a service door and a stubby one-over-one double hung wood sash window that is set in an opening that originally served as a coal chute. The elevation's second story is bisected by the central chimney stack, which is flanked on either side by a double hung six-over-six-light wood sash window.

### Interior

The interior layout of the clubhouse originally comprised an entrance hall, dining room, kitchen, museum room, and club rooms on the first floor and a large auditorium and a club board room on the second. One walks through the double doors of the main entry into a combined entrance lobby and stair hall. This room is simply finished with a tile floor, plaster walls and plaster ceiling. It has a baseboard, a molded wood chair rail, and a crown molding at the ceiling. Door and window trim is similarly simple and refined.



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Wauwatosa Woman's Club Clubhouse

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The wall surface below the chair rail is painted and is wallpapered above. Several hanging Colonial style brass ceiling light fixtures illuminate the lobby.

Continuing ahead from the entrance, one passes through a set of double doors into the lower lounge (designated on the original plans as the "dining room"). The lounge occupies the middle portion of the first story (its less wide north and south ends are contained within the projecting pavilions on the north and south elevations) and it has the same baseboard, chair rail and cornice treatment as the entrance hall that adjoins it. It has a modern parquet hardwood floor and a ceiling that is divided into three sections by two large paneled beams. The original plaster surface of the ceiling itself, however, is now covered in modern acoustic tile. The south end of the room is dominated by a centrally positioned fireplace having a fine Adamesque wood mantelpiece. The room is sparsely furnished with a mixture of Victorian Era and Colonial Revival style furnishings. Most notable are several curio cabinets that relate to the buildings secondary function as an historical museum.

The northwest corner of the first story contains a room that was designated as the "library" on the original plans but has served as the Wauwatosa Woman's Club museum room for most of its existence. It contains several built-in display cases housing historical artifacts and a number of furnishings, all reflective of Wauwatosa's early settlement history. A small adjacent room designated on the original plans as a "cloak room" is also now incorporated into the display space as well.

The east end of the first story is devoted to utilitarian functions. A storeroom, a dressing room, and kitchen and pantry spaces are functionally arranged. All are in good condition and are largely original. Most notably, the kitchen and pantry still contain their original maple cupboards, cabinets and work tables. In addition, an original pair of hand-operated dumbwaiters located in the kitchen were used to reach the second floor serving room. Service stairs in the rear of this story lead down to the furnace room and up to the backstage areas of the second floor auditorium.

Returning once again to the main entrance hall, one finds a broad partially enclosed Colonial Revival style dogleg staircase to the right of the entrance that has a balustrade

## National Register of Historic Places Continuation Sheet

Wauwatosa Woman's Club Clubhouse

Section Number 7 Page 5 Milwaukee County, WI

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having turned balusters, a shaped handrail, and a lower termination that ends in a turned out easement and a turned newel post. The stairwell wall gently curves at the landing level and the stairs lead up to a second story stair hall.

The second story stair hall spans the width of the main elevation's central pavilion. The principal function of this room is as a vestibule for the auditorium, but it also provides access to the "committee room" in the northwest corner of this story and to the attic stairs through two six-panel doors that are placed on the wall opposite the stairs. This room has the same baseboard and chair rail as the first story rooms and it also has the same wallpaper as the entry hall, but its crown molding consists of a scalloped molding that is surmounted by a cornice molding.

The club's large auditorium is entered through a wide flat-arched and curtained opening. This is the most impressively scaled and detailed room in the clubhouse. It consists of a barrel-vaulted rectilinear plan space whose east end features a broad proscenium arch which contains a raised stage that still retains its original curtains and stagery. The stage platform has a hardwood floor surface and it rests on a tall curved and paneled base. Two multi-paneled doors flank the stage and allow both emergency egress and access to the rear of the stage. The surrounds of these two doors are very ornate and both feature a shouldered architrave topped by a fascia that is adorned with fluted panels and incised rosettes, a denticulated cornice, and a triangular pediment whose raking cornices are also decorated with denticulated molding.

A series of giant order fluted plaster pilasters that are set on chair rail height plinths encircle the auditorium. They are topped with Ionic Order capitals whose design features an egg and dart-decorated echinus topped by an anthemion ornament. The pilasters support a wide entablature that encircles the room just below the ceiling and which has a denticulated cornice. The plastered walls of the room have chair rails and baseboards whose detailing is consistent with the rest of the building. A well-detailed Adams Style fireplace mantel with a marble surround is located in the center of the south wall of the room and a large simplified Georgian style multi-branch brass chandelier is suspended from the ceiling. The floor of the room is covered in narrow hardwood boards.

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Wauwatosa Woman's Club Clubhouse

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A rear staircase and a small dressing room are located to one side of the backstage area and a small "serving room" to the other. The serving room contains the dumbwaiters and still another narrow service stairs that descend to the first story kitchen.

The Wauwatosa Woman's Club Clubhouse is an excellent example of Georgian Revival design. In Wauwatosa, only the Georgian Revival style First Congregational Church and the Christ King Catholic Church can rival the Woman's Club in their level of ornament, graceful classical proportions, and fine Georgian detailing. The Wauwatosa Woman's Club also retains excellent historic integrity. Although the original shutters belonging to the first story windows have been removed due to deterioration, they will be restored through a fund-raising program that is currently in process. These funds will also be used to install air conditioning and to upgrade mechanical systems.

## National Register of Historic Places Continuation Sheet

Wauwatosa Woman's Club Clubhouse  
Milwaukee County, WI

Section Number 8 Page 1

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### Narrative Statement of Significance

The clubhouse of the Wauwatosa Woman's Club is being nominated to the National Register of Historic Places (NRHP) for its local significance utilizing National Register (NR) criteria A and C. More specifically the clubhouse is being nominated because of its associations with the NR theme areas of Architecture and of Social History, both of which are also significance areas treated in the State of Wisconsin's *Cultural Resource Management Plan* (CRMP). Research to assess this potential was initiated using the Period Revivals style subsection of the Architecture Theme of the CRMP and the Women's Organizations subsection of the Social and Political theme section of the CRMP.<sup>1</sup> The results of this research is listed below and appears to support a listing of the clubhouse using either or both criteria. Constructed in 1924-25, the clubhouse is a fine and highly intact example of the Georgian Revival style of architecture that was designed by the well known Milwaukee architectural firm of Kirchoff & Rose.<sup>2</sup> The choice of the Georgian Revival style for the clubhouse was an appropriate one. At the time that the clubhouse was built a large number of the club's members were descendents of the predominantly Yankee founders of Wauwatosa, many of whom were still vivid in the memories of the club's members in 1925. The location of the new clubhouse was determined by a gift of land from a mid-19th century Wauwatosa pioneer who had been a major force in the last decade of the century in fashioning an urban center (since grown to a complex suburban municipality of about 50,000) out of a rural-farm community. This site on Wauwatosa Avenue, the city's main thoroughfare, is but a few blocks away from the heart of the original settlement of 1835, which evolved into a "village" long before it was incorporated as a municipality. As a condition of his gift, the donor of the lot obliged the club to incorporate into the building a museum celebrating the role of Wauwatosa's pioneers, of which he was a distinguished representative.

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<sup>1</sup> Wyatt, Barbara (Ed.). *Cultural Resource Management in Wisconsin*. Madison: Historic Preservation Division, State Historical Society of Wisconsin, 1986, vol. 2 (Architecture), p. 2-28; vol. 3 (Social & Political Movements), pp. 4-1 - 4-11.

<sup>2</sup> Signed drawings in the possession of the Wauwatosa Woman's Club.

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County, WI

Wauwatosa Woman's Club  
Wauwatosa, Milwaukee

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The clubhouse is also locally significant under Criterion A for its local associations with the social history of Wauwatosa. Before the construction of its clubhouse the Wauwatosa Woman's Club was already a social center for the women of the Wauwatosa community, providing opportunities for self-improvement, intellectual growth and service in the community. Except for churches and schools Wauwatosa had few other organized opportunities for woman's social activities, and none were as important as the Woman's Club. Later, men in the community developed business organizations and luncheon clubs, but for the women of the city the Woman's Club continued to be a major focus of activity. The completion of the building in 1925 stimulated the club members in many ways, and the club's influence may be said to have peaked, along with its membership rolls, a half century later.

### **Historical Context**

Wauwatosa is now a western suburb of the city of Milwaukee, the second most populous (49,366 in 1990) of the county's eighteen suburbs. Settlers from New England, New York, and Pennsylvania arrived to claim land along the Menomonee River in 1835, shortly after the federal government had made treaties to complete Indian cessions of what is now the southeastern portion of the state of Wisconsin and had opened the land to public sale. Charles and Thomas B. Hart opened mills on the river in the late 1830's (hence the early name of the settlement, Harts Mills) and around them, at the intersection of what is now Harwood Avenue and State Street with the river, a growing community developed. It served two main purposes, as a market town for the surrounding farm area (the Town of Wauwatosa, a six-mile-square area, was identical with the federal surveyor's township), which was to remain predominately agricultural for the rest of the century, and as a transportation hub for people and freight moving west from the city of Milwaukee. By mid-century this community had access to the United States Road (Harwood Avenue), the Milwaukee-Watertown Plank Road, the most important of the several toll roads radiating out of downtown Milwaukee, and the Milwaukee and Waukesha Railroad, the first to be constructed in the state and ultimately a connection to the Mississippi River.

By the 1890's, due to the presence of public and private schools, including the county's

## National Register of Historic Places Continuation Sheet

Wauwatosa Woman's Club Clubhouse  
Milwaukee County, WI

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second high school, several churches, a post office, stores, a library, a hotel and several businesses, the settlement was referred to as a "village" even before it received its Village charter from the State in 1892 and its charter as a fourth class city in 1897. By then it had over 2000 inhabitants and was the second most important urban area in Milwaukee County.

Annexations of abutting territory and increases in population were steady up to the middle of the twentieth century, when the city's population reached 33,324. By that time, Wauwatosa, which as early as 1892, had two electric street car lines connecting it to downtown Milwaukee, had taken on many of the characteristics of a bedroom suburb of Milwaukee.

As a "suburb" of the city of Milwaukee, Wauwatosa has several distinguishing historical characteristics. It was originally settled in 1835, at the same time as Milwaukee and with the same predominantly Yankee migrants. For a long time, even after the image had lost some of its applicability, it was considered a transplantation of New England. This was encouraged by such things as the designation of a central area as Root Commons, named for pioneer Oliver Pomeroy Root, and the dominance of mainstream Protestant churches, such as Congregational (the most important), Presbyterian, Baptist, Methodist, and Episcopal, and the absence for a long time of Roman Catholic and Lutheran parishes. It was not originally either a Milwaukee suburb or an industrial suburb (as were Bay View, South Milwaukee, Cudahy, West Milwaukee, and West Allis) but rather an independent community with its own infrastructure at some distance from Milwaukee's borders. Because of Milwaukee's subsequent westward thrust, it is important to note that its western boundary remained at 35th Street from 1892 to 1925, when it finally was extended west to meet Wauwatosa's village limits of 60th Street (or Hawley Road) set in 1892; moreover, Wauwatosa did not become a significant "bedroom suburb" for Milwaukee until it was finally reached by two electrified street car lines in 1892 (it had been served for over 40 years, however, by the Milwaukee Road railroad's main route, which ran west from downtown Milwaukee through the Menomonee River valley).

Additional evidence of the special Yankee character of Wauwatosa (both before its village and city charters of 1892 and 1897 and thereafter) can be seen in such developments as the founding of a town high school in 1871 ( just three years after

## National Register of Historic Places Continuation Sheet

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Milwaukee County, WI

Milwaukee's first one was started), a lending library in the 1880's, a volunteer fire department and an artesian well and water distribution system soon after the disastrous 1895 fire in the old "village" area, and the incorporation of a national bank in 1907. An additional locational factor of considerable importance to the growth of Wauwatosa and to the nature of its development was the creation of a large open area to its south, beginning in the 1850's, that became the location of such county-wide institutions as an insane asylum, a poor farm, an orphanage, a hospital, an agricultural and domestic economy high school, an indigent burial ground, and a sanitarium.

The above characterization of the City of Wauwatosa is directly related to the formation of the Wauwatosa Woman's Club in 1894 and its erection of a clubhouse in 1924-25; the modern Wauwatosa had two important decades of growth and development, the 1890's and the 1920's, in which the Woman's Club both shared and contributed. The last of Wauwatosa's great leaps forward was the land annexations of 1952.

A flurry of annexations by existing municipalities and the incorporation of eight additional ones that occurred in 1952, meant that there was no "town" left in Milwaukee County by the end of that year. Among the most active participants was Wauwatosa, whose Common Council added enough land to nearly triple that city's area to about 13 square miles and increase its population by 50%. Among the consequences of this annexation to the west and north were the construction of a new civic center, the development of Mayfair Mall, generally felt to be the most successful shopping mall in the metropolitan area, the addition of significant industrial sites, and the speedy construction of additional urban infrastructure for the new areas. In addition, there was the incorporation into the city of all of the so-called County Institutions grounds, which soon became the site of the County Regional Medical Center and the Medical College of Wisconsin, formerly Marquette University's School of Medicine, but now transformed into a major center of research and teaching.

The city's population swelled to 58,676 in the 1970 census, but has since fallen below 50,000 due to the aging of its population and the continued migration of Milwaukee area residents still further to the west to the communities of Elm Grove and Brookfield in Waukesha County. The city still retains a strong residential character, but with the addition of important commercial and industrial corporations, significant hotel/motel

## National Register of Historic Places Continuation Sheet

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Milwaukee County, WI

facilities, and a surprising amount of open space. County parks and parkways, municipal and private golf courses, unused County institutional grounds, some as yet undeveloped areas, and the abutting largely unoccupied Mount Mary College campus.

### **Social History**

The woman's club movement in the United States traces its origin to the metropolitan areas of the east in the post-Civil War era. A nationwide spurt in the founding of such clubs occurred in the last two decades of the nineteenth century and was climaxed by the creation of a national organization in 1890, the General Federation of Woman's Clubs. The first Wisconsin club was formed in Sparta in 1871, and a major middle western development was the founding of the Woman's Club of Wisconsin, which was formed in part as a response of the desire of Milwaukee women to participate in the nation's centennial celebration of 1876. A state federation was formed in Wisconsin in 1896, by which date there were over 150 Wisconsin clubs, most of which were small and located in the state's smaller communities.<sup>3</sup>

The Wauwatosa Woman's Club had its origins in the informal meetings held in the homes of a small number of the village's homemakers in the fall of 1893. The next year, 22 of these women formally organized as the Wauwatosa Woman's Club. At first the club members continued to meet in their homes. Then, for a short time, they met in the parlors of the Irvington Hotel, and later in the rooms of the local lending library. The members conformed in a general way to the membership of other woman's clubs of the times - they were essentially middle class, typically married to local business and professional leaders, and their roots in the community were deep. In the case of the Wauwatosa club they were also predominantly (but not exclusively) from Yankee backgrounds. The club's original mission closely matched that of other woman's clubs of the era; to improve upon their own usually limited formal education and to advance the intellectual development of women in general.

The twice monthly early meetings of the club generally included reports on areas of the

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<sup>3</sup> Wyatt, Barbara (Ed.). Op. Cit., vol. 3 (Social & Political Movements), p. 4-3.



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world, such as the British Isles and Germany, about which they wanted to better informed. Each member was expected to accept assignments of topics on which to report. They also began to invite outside speakers early in the club's history, the first being Ellen Sabin, who represented the outstanding example of female achievement in education at that time, being the president of the newly created Milwaukee Downer College, which was then in the process of removing from downtown Milwaukee to a major planned campus on Milwaukee's northeastern boundary with the village of Shorewood (then East Milwaukee). Sabin had relatively frequent contacts with the club during this early period and this relationship lasted well into the next century, partly because of what Sabin represented in the field of higher education for women and partly because there was in the woman's club movement at that time an emphasis on women's organizations of all kinds. Moreover, an unstated but well understood function of the Wauwatosa club was the support of a wide range of programs whose intent was to either advance or alter the status of women. This was demonstrated less by the active crusading stance of the club as a whole than by its individual members speaking out on matters of interest such as the achievement of woman's suffrage, which was a major objective of Wisconsin women generally in the first two decades of the twentieth century.

Membership in the club increased slowly from the original 22 of 1894. A significant agent of change appeared in 1904 with the election of Miriam Hoyt as president. She differed sharply from most of the other members in some respects: she was single, she possessed a bachelor's degree from the University of Wisconsin in Madison, and she taught history in the Milwaukee Public School system. But she shared with many of the club's charter members a respect for the community's pioneers and it was during her presidency (1904-1906) that the club created a standing committee on Wauwatosa's History and Landmarks.<sup>4</sup> Hoyt was the daughter of Emerson Demerit Hoyt, of New England descent, who was born on his father's farm in the Town of Wauwatosa in 1847 and who retired from farming in 1888 to become a leading resident of the "village" area. After being elected president of the Village of Wauwatosa, he then served in the State Assembly, where he authored the legislation that enabled the Village to qualify for city status, and was then elected the City's first mayor in 1897.

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<sup>4</sup> Wauwatosa Woman's Club. *Memories of the Wauwatosa Woman's Club*, Wauwatosa: Wauwatosa Woman's Club, 1944, pp. 8-9.

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In 1914 Emerson Hoyt proposed to the club an agreement whereby he would transfer two lots on Wauwatosa Avenue to the club if they could raise \$10,000 to build a clubhouse within two years. Hoyt later extended the period for raising the funds, due at first to the difficulty the club had in getting enough pledges, and then due to the intervention of World War I and post-war inflation. By 1924, the club had \$32,000 in hand and commissioned the Milwaukee architectural firm of Kirchoff & Rose to design for them a Georgian Revival building fronting on Wauwatosa Avenue. The ultimate cost was \$45,000; with the club arranging a mortgage of \$15,000 to cover the excess costs and the costs of furnishings.<sup>5</sup>

Hoyt died in 1924, while the building was under construction. He left an indelible mark on the building, however, by stipulating in his first offer to the club that the building must contain a room dedicated to the history of Wauwatosa. This was so important a matter to Hoyt that he suggested that the building be called the Historical and Woman's Club Building, with the emphasis on the former. How seriously the club members took his preference is hard to determine, but the building has always been construed as a clubhouse rather than a museum building. On the other hand, the club honored Hoyt's requirement of including an historical museum in the building. This room remains an integral element in the clubhouse has been a long standing matter of pride to club members. The pioneer period in Wauwatosa's history no longer is an active memory among club members, but Hoyt's wishes have been honored through the artifactual and documentary materials housed in the museum. These have been gathered by the club over their century of existence, but most have come since the erection of the clubhouse. Artifacts include many pieces of furniture from pioneers (some of which are in regular use in club rooms, some in the museum), pioneer dresses and personal items, swords, guns (the club has always emphasized its respect for those Wauwatosan's who served in the nation's wars), household items, and books and pictures. Some of the archival materials relating to Wauwatosa history are important to that documentation, especially the record book of the old settlers (pre-1840) of the Towns of Wauwatosa, Greenfield, and Granville and several albums of pioneer

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<sup>5</sup> Wauwatosa Woman's Club. *Memories of the Wauwatosa Woman's Club*, Wauwatosa: Wauwatosa Woman's Club, 1944, pp. 17-24.

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portraits and scenes of early Wauwatosa, as well as scattered pioneer documents. Moreover, the club's emphasis on Wauwatosa history has also led to the recording of some reminiscences of two descendants of pioneer citizens (Foley and Watner).

The club's first thirty years (prior to construction of the clubhouse) saw a steady growth in club activities despite inadequate facilities. Most of these activities emphasized the club's initial mission but there gradually evolved a greater emphasis on service to the community. This evolution paralleled the growth and development of the national woman's club movements and the increasing role of women in American society, climaxed by the adoption of the woman's suffrage amendments in 1920. As early club leaders were later to observe, when the club began in the 1890's there were few if any precedents for their activities. Gradually the club created as many as eight departments, a term referring to special interest groups, such as music, art, theater, etc., which served as subsets within the club, and as many as 22 committees to handle the more formal business of the club. As was characteristic of most women's clubs, the Wauwatosa entity honored the principles of parliamentary procedure in its business meetings. Subsequently, Mrs. Stewart Scrimshaw, often recognized in mid-century as the state's outstanding parliamentarian, served as club president and also as president of the state federation.

Early service interest included support for the public schools and the local library. Cash prizes were awarded to Wauwatosa students for special excellence. The schools were lobbied for home economics instructions for girls and manual training for boys. Ultimately the club donated three scholarships annually for post-high school education; which scholarships have remained even though club income has shrunk and the stipend amount has remained the same. One early club member, Abbie Brown, formed a well respected Milwaukee secretarial school; at her death she left a substantial bequest to the club, and her successors at the school were so impressed that they invited club members to nominate a Wauwatosa girl for an annual scholarship thereafter. The club office room memorializes Miss Brown. A favorite service activity of the club was ministering to the indigent and handicapped in the nearby County institutions. Later, it became traditional for the club to make annual contributions to local social service agencies, a practice continued to date despite more strained budgets. Service on the home front in World War I was extensive but was only one of the more extensive range

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of activities that took place within the clubhouse during World War II.

Other club activities changed over the years, especially after the opening of the clubhouse in 1925. The second floor auditorium provided a stage for theatrical and musical activities, and its seating capacity of approximately 400 (which for a time determined the maximum number of members) gradually led to the practice of offering regional and even nationally known lecturers at substantial fees. During one program year such lecturers included Senator Gerald P. Nye, authors Bertita Harding, Mortimer Adler, and Sterling North, and noted sculptor Gutzon Borglum. In addition, after the clubhouse opened, programs that would become annual events evolved such as men's night, the May breakfast, and theater night.

During World War I, when the members were challenged by Hoyt to raise funds for a clubhouse, their numbers were about 150. This number increased gradually once the clubhouse was built, the building becoming both a symbol of the club and an attraction for would-be members. In the 1930's the club's community status was demonstrated by a membership increase of 100 in six months even without a special drive for members. Membership increased to 400 members by the end of World War II, and was capped at that figure, while a junior club was created to serve the daughters of members. Moreover, to serve the younger newcomers to the community, the Suburban Woman's Club of Wauwatosa was also organized. The three decades following the end of the war saw the club reach the peak of its membership - in the middle 400s - and probably of its prestige, standing, and influence in the community. A regular waiting list of 50 or so existed. Since the mid-1970's, however, the waiting list has disappeared and the club has regularly lost members, numbering only 169 for the 1996-97 year. The yearly decline has been modest but steady, and the consequences threatening - reduced income, leadership, and program activities. Today 80% of the club budget goes for building maintenance, and in order to meet scholarships and charitable contributions, funds are drawn from earlier savings.

No one foresees a reversal of this downward trend in women's club members. In fact, national observers have been commenting on it for decades. The New York Times News Service (printed in the Milwaukee Journal, April 15, 1973) and Time Magazine, May 30, 1988, as well as local news stories for more than a decade, have pointed to

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the supposed reasons with a pessimistic emphasis. Most important, of course, are important changes in the role of American women and changing American lifestyles. It has been suggested, for example, that if the formation of woman's clubs in the late 19th and early 20th centuries and their steady growth thereafter was in response to the felt need of so many middle class women for more education and personal self-improvement (including travel), then perhaps the woman's club as an institution has served its purpose and lost its reason for being.

For the Wauwatosa club special circumstances have contributed to a loss of members. The feeling of social cohesion which permeated Wauwatosa as a community throughout the club's first 50 years began to break down, especially after the major annexation of 1952. And, as the age of newcomers to Wauwatosa went down, that age group was less likely to find as much appeal in so venerable an institution as the club. The club had always had some members from the political units adjacent to the city of Wauwatosa, but by the 1970's there was an exodus to the suburbs immediately to the west, Elm Grove and Brookfield, both of which were in significant growth patterns and both of which had their own clubs. In the mid-1980's the president of the Wauwatosa Club was a resident of Brookfield; but local loyalties are no longer what they were. In fact, several suburban Milwaukee woman's clubs have lost their buildings and dissolved. Unfortunately no one has emerged with a plan to refocus the traditional woman's club to permit it to survive. The Wauwatosa Woman's Club may very well survive because of its long standing traditions and because of the existence of its landmark clubhouse, but it will do so only if it can muster community support and provide additional evidence of its relevance to the present day community.

The Wauwatosa Woman's Club's clubhouse is thus being nominated to the NRHP under NR criterion A for its local significance within the NR significance area of Social History. The Wauwatosa Woman's Club has been an important social force in the city of Wauwatosa for more than a century and has also been the most important social organization in the city organized specifically for the benefit of women. Since it was constructed in 1924, the clubhouse has been both the visible symbol of the club's existence and also the scene of the numerous and varied social activities that have been traditionally associated with the club. The significance of the clubhouse is further enhanced by its excellent condition and highly intact state.

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### Architecture

The Wauwatosa Woman's Club's clubhouse is also being nominated to the NRHP under criterion C because it is an excellent example of Georgian Revival style design and because it is a product of the distinguished Milwaukee architectural firm of Kirchoff & Rose. The clubhouse has long been a prominent visual landmark in Wauwatosa's downtown and the recently completed Historic Property Reconnaissance Survey of the City of Wauwatosa identified the clubhouse as one of the buildings it deemed to be individually eligible for listing in the NRHP on the basis of its architectural significance.<sup>6</sup>

The principals in the firm of Kirchoff & Rose were Charles Kirchoff, Jr. and Thomas Leslie Rose. Charles Kirchoff, Jr. (1856-1916) began his work in Milwaukee as an architectural draughtsman in 1883.<sup>7</sup> A year later he became an independent architect and in 1898 he was joined by Thomas Leslie Rose (1868-1935), who had migrated to Milwaukee from New York via Chicago, in the renamed firm of Kirchoff and Rose.<sup>8</sup>

By the turn-of-the-century, the new firm had become a decided success, designing many major theaters, hotels, breweries, and office building projects both in Milwaukee and elsewhere. Many of their major designs in Milwaukee still remain, such as: the excellent Beaux-Arts style Second Ward Savings Bank (now the Milwaukee County Historical Center); the Majestic Theater and Office Building, built in 1907; the Empire Building/Riverside Theater, built in 1927; and the Kunzelmann-Esser Furniture Company's office building. The firm also carried out a substantial number of large-

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<sup>6</sup> Mead & Hunt. Wauwatosa Reconnaissance Survey Report. Madison: Mead & Hunt, 1996, p. 71.

<sup>7</sup> Aikens, Andrew Jackson. *Men of Progress*. Milwaukee, WI: The Evening Wisconsin Co., 1897, pp. 566-567.

<sup>8</sup> Withey, Henry F. & Elsie Rathburn Withey. *Biographical Dictionary of American Architects (Deceased)*. Los Angeles: Hennessey & Ingalls, 1970, p. 527.

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scale projects in other parts of the country as well, including most notably a series of excellent theaters: Chicago (Princess Theater, built in 1907); Minneapolis (Orpheum Theater, 910 Hennepin Ave., built in 1921); New York (Palace Theater, 47th Street and Broadway); and Winnipeg, Canada (Orpheum Theater, built in 1910).

After Charles Kirchoff, Jr. died in 1916, Rose became the senior partner in the firm, but the name of Kirchoff was to be perpetuated by a second generation of the family. Roger Kirchoff (1890- 1976), the son of Charles Kirchoff, Jr., was born in Milwaukee and studied architecture at the University of Illinois, after which he practiced briefly in New York City. He joined his father's firm after the latter's death, and except for two years of military service in World War I, worked there continuously as an architect and later as the senior partner until 1941, when he was appointed State Architect of Wisconsin.<sup>9</sup> Together, he and Rose continued the firms' impressive tradition of securing major commissions for industrial and commercial projects, especially in the prosperous 1920's, by which time Kirchoff and Rose was one of Milwaukee's leading architectural firms.

Like most large metropolitan architectural firms that practiced in the first half of this century, Kirchoff and Rose could design successfully in many different styles and they also readily adapted to new styles as they became fashionable. By the late 1920s, the firm was nearly as well known locally for its Period Revival style residences and churches as it was for the more modern designs of the its better known and much larger high-rise office buildings and institutional buildings. Thus, the choice of this firm to design the clubhouse of the socially prominent Wauwatosa Woman's Club was not a surprising one. Neither was Kirchoff and Rose's decision to use the Georgian Revival style for the clubhouse. By the 1920s, the Georgian Revival style had become the style of choice for both men's and women's urban social clubs all across America, thanks in large part to its historic associations with the Georgian Style men's clubs, coffee houses, and meeting halls built in 18th century London and in colonial American cities by such architects as Robert Adams and Charles Bulfinch. The style was therefore

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<sup>9</sup> Gregory, John G. *History of Milwaukee, Wisconsin*. Chicago, 1931, vol. 4, pp. 501-502.

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entirely in keeping with both the tastes and even with the Yankee (and therefore English) backgrounds of many of the club's members.

The clubhouse is an excellent example of Georgian Revival style design and displays practically all of the characteristics that the CRMP associates with this style, such as: "formal, symmetrical facades, rectangular plans, and hipped roofs" and "a wide range of classical details for tasteful embellishment, including denticulated cornices, fanlights, sidelights flanking doorways, Palladian windows, pediments, and classical columns."<sup>10</sup> In addition, the red brick used to clad the clubhouse, the use of quoins, and the white paint that protects its wood trim are also typically associated with the style, as are multi-light double hung wooden sash windows and multi-panel wood doors. All of these elements were knowledgeably combined by the architects into a harmonious and impressive whole and the interior is, if anything, even more impressive. All the public rooms are truly fine examples of Georgian Revival design, the main second story hall in particular, with its shallow arched ceiling, encircling fluted giant order Ionic pilasters, and pedimented doorways, being especially fine.

The Wauwatosa Woman's Club clubhouse is therefore considered to eligible for listing in the NRHP as a locally significant and highly intact example of Georgian Revival design. Practically all the salient features that are typically associated with this style have been incorporated into its design, which was the product of one of the Milwaukee area's most prominent architectural firms of the time; Kirchoff & Rose. In addition, the clubhouse is one of only three really important non-residential examples of the Georgian Revival style in Wauwatosa, the other two being the First Congregational Church (1511 Church Street, built in 1921-1922, Church Street Historic District, NRHP, 8/10/89) and the Christ King Catholic Church (2646 Swan Boulevard, built in 1955).

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<sup>10</sup> Wyatt, Barbara (Ed.). Op. Cit., vol. 2 (Architecture), p. 2-28.



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### Major Bibliographic References

#### 1. Archives:

Wauwatosa Woman's Club Archives. These are voluminous, and while not well organized, are readily retrievable. Because they date from 1893, the year after the granting of the Village charter, they constitute a full record of the most important social organization of Wauwatosa for more than a century. Included (but not exhaustive) are minute books for meetings and the executive committee, annual membership booklets (certain organizational details, membership lists, and programs for the year), monthly bulletins on club activities. Thirteen scrapbooks of clippings (these vary, some exclusively relating to Club activities as reported in Wauwatosa weeklies and Milwaukee dailies, and some covering other press clippings of interest to Club members, especially on local history and other woman's clubs), a photograph collection of Club events and activities (including the ground breaking and opening ceremony for the Clubhouse), inventory and 1989 appraisal of Club furnishings, art objects and holdings of their museum, correspondence files, complete architects plans for Clubhouse 1924-25, portrait albums of early Wauwatosans (husband and wife), and albums of Wauwatosa scenes from pioneer days.

Wisconsin Architectural Archives, Milwaukee Public Library. This archive provided biographical material relating to the partners in the firm of Kirchoff and Rose, 1896- 1973, list of structures designed by the firm, and other data relating to the firm. It holds ink-on-linen drawings of most of the firm's work.

#### 2. Periodicals:

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Wyatt, Barbara (Ed.). Cultural Resource Management in Wisconsin. Madison: Historic Preservation Division, State Historical Society of Wisconsin, 1986, vol. 2 (Architecture); vol. 3 (Social & Political Movements).

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### Verbal Boundary Description

The westerly 49.71 feet on front line and the westerly 38.41 feet on rear line, of Lot 6, and all of Lots 7, 8, and 9, in Ringrose Subdivision, being in the Southwest 1/4 of Section 22, Town 7 North, Range 21 East, in the City of Wauwatosa, County of Milwaukee and State of Wisconsin.

### Boundary Justification

The boundaries enclose all the land historically associated with the Wauwatosa Woman's Club clubhouse.

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Items a-d are the same for each photo

### Photo 1

- a) Wauwatosa Woman's Club Clubhouse
- b) Wauwatosa, Milwaukee Co., WI
- c) Joan Riggan, August, 1997.
- d) State Historical Society of Wisconsin
- e) View of Main Facade, facing NNE
- f) Photo 1 of 11

### Photo 2

- e) View of Main Entrance Porch, facing E
- f) Photo 2 of 11

### Photo 3

- e) View of Interior, second story vestibule, facing N
- f) Photo 3 of 11

### Photo 4

- e) View of Interior, second exit door from story meeting room, facing E
- f) Photo 4 of 11

### Photo 5

- e) View of Interior, first story, detail of museum room, facing N
- f) Photo 5 of 11

### Photo 6

- e) View of Exterior, rear elevation, facing NW
- f) Photo 6 of 11

### Photo 7

- e) View of Exterior, detail of south-facing side elevation, facing N
- f) Photo 7 of 11

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Items a-d are the same for each photo

### Photo 8

- e) View of exterior, detail of south-facing side elevation, facing N
- f) Photo 8 of 11

### Photo 9

- e) View of Exterior, north-facing side elevation, facing SW
- f) Photo 9 of 11

### Photo 10

- e) View of Interior, first story dining room, facing N
- f) Photo 10 of 11

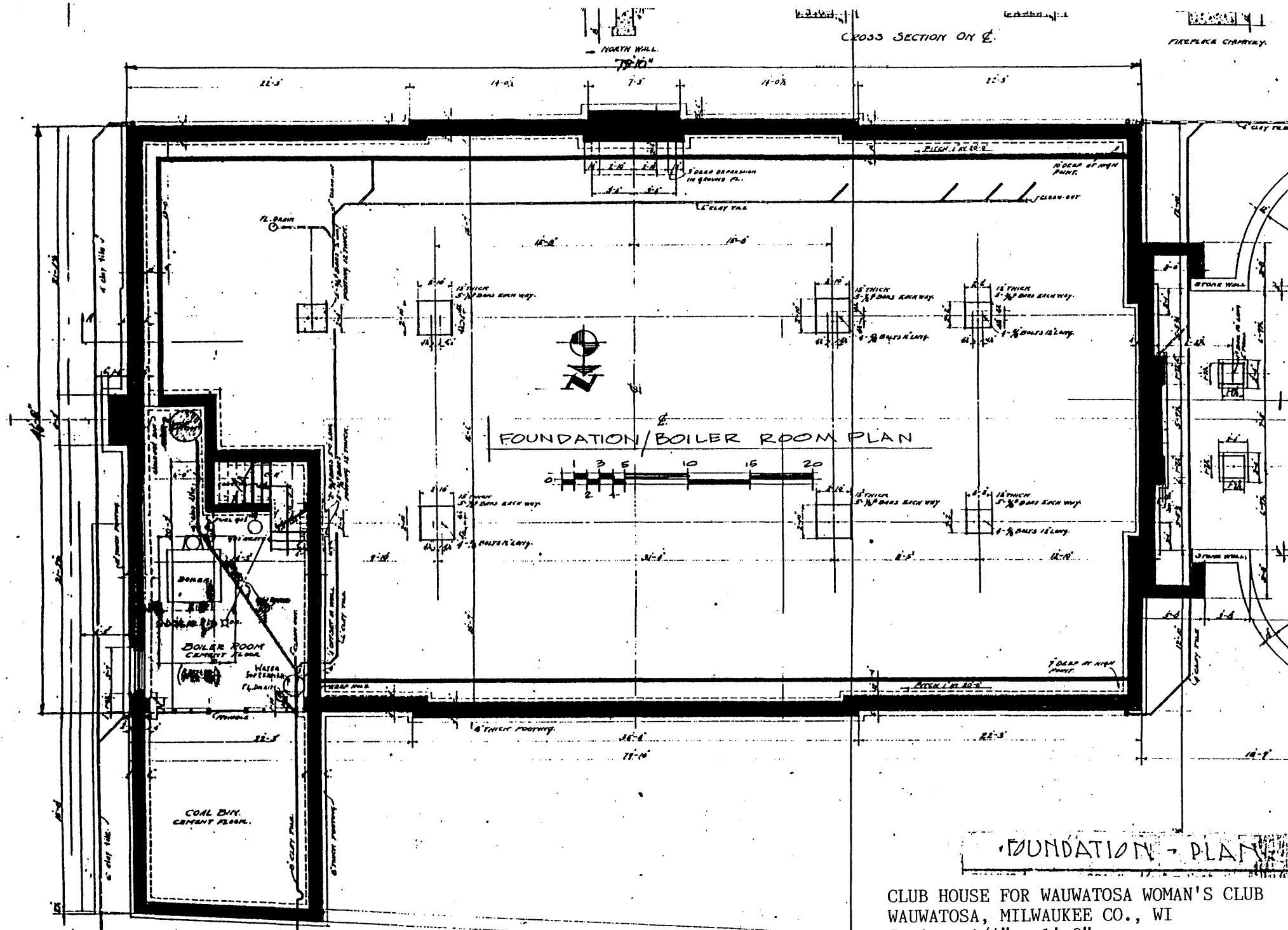
### Photo 11

- e) View of Interior, second story meeting hall, facing E
- f) Photo 11 of 11

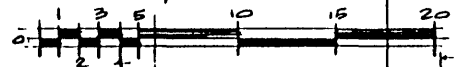
CROSS SECTION ON E.

FIREPLACE CHIMNEY.

NORTH WALL  
7'-10"



### FOUNDATION/BOILER ROOM PLAN



### FOUNDATION - PLAN

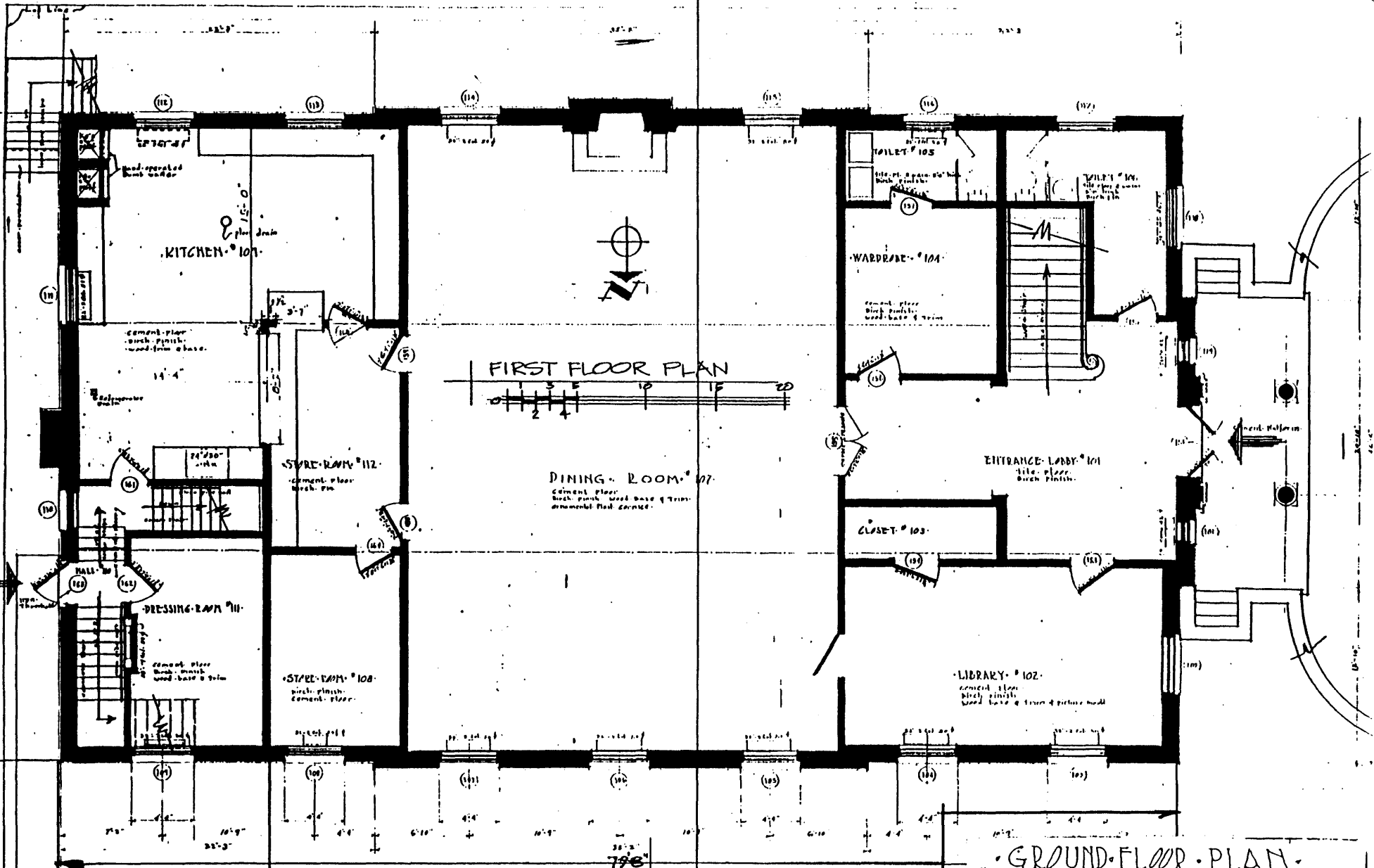
CLUB HOUSE FOR WAUWATOSA WOMAN'S CLUB  
 WAUWATOSA, MILWAUKEE CO., WI  
 Scale: 1/4" = 1'-0"

Lead to and discharge  
 into street gutter

EL. F. 10'-0"  
 FROM THE BARRA BARR

1'-0" CONC. GROUND FL. EL. 10'-0"

MILWAUKEE WISCONSIN

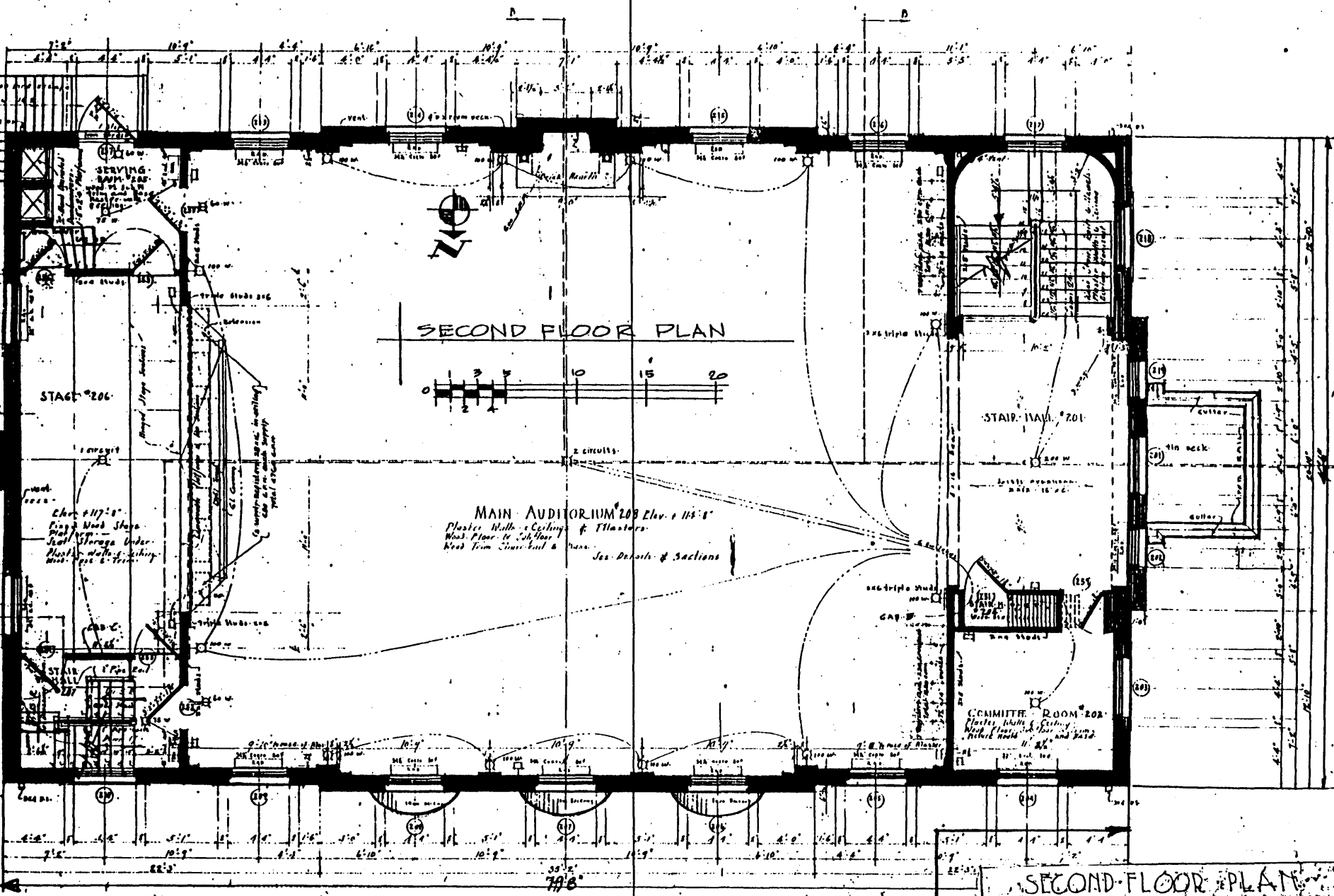


CLUB HOUSE FOR WAUWATOSA WOMAN'S CLUB  
 WAUWATOSA, MILWAUKEE CO., WI  
 SCALE: 1/4" = 1'0"

GROUND FLOOR PLAN

REVISED	SCALE 1/4" = 1'-0"	INDEX
	CLUB HOUSE	2206
	WAUWATOSA WOMAN'S CLUB	SHEET
	3 E COR WAUWATOSA AND EAST MILWAUKEE AVES WAUWATOSA WISCONSIN	2A
DATE	KIRCHHOFF & ROSE ARCHITECTS MILWAUKEE WISCONSIN	11
8-16-24		48





SECOND FLOOR PLAN

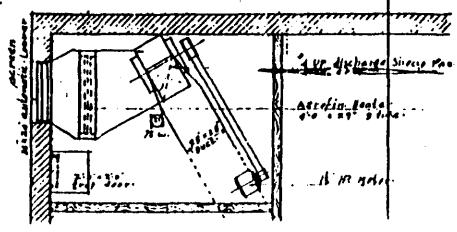


MAIN AUDITORIUM #208 Elev. ± 115'-8"  
 Plastic Molding Ceiling & Plasterwork  
 Wood Floor to sub floor  
 Wood Trim Sills and Base  
 See Details & Sections

SECOND FLOOR PLAN  
 REVISED SCALE 1/4" = 1'-0"

Note: All Masonry - Dimple

CLUB HOUSE FOR WAUWATOSA WOMAN'S CLUB  
 WAUWATOSA, MILWAUKEE CO., WI  
 Scale: 1/4" = 1'-0"



SING. RM.  
 DRESSING ROOM #209