

THE ORIGINS OF SOME MADISON, WISCONSIN, STREET NAMES

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“Many facts, minute in themselves, are in this view very important. The details, which is the appropriate province of the local historian to spread before the public are not so much history itself, as materials for history, leaving to the general historian, who has before him all these details, to exhibit the connection of the several parts, and their dependence one upon another.”

Daniel S. Durrie
A History of Madison, 1874

Contents

This document contains information on the origins of street names in several areas of Madison, Wisconsin.

Part I is a short history of the Northside of Madison from the 1840s to the present as revealed by street naming practices.

Part II presents more information about Northside street names.

Part III explains how the Army changed the designations of streets at Truax Field from letters and numbers to “avenues of honor.”

Part IV is a sidebar with sketches of several carpenters, contractors, and developers who helped build the Northside from the 1920s through the 1970s.

Part V discusses and lists the names of Eastside streets between the Yahara River and Starkweather Creek.

Part VI uses the same format as Part V to discuss the names of Westside streets from Wingra Park to Nakoma.

Part VII is devoted to Westside areas north of the Beltline to about 1970.

Part VIII returns to the Eastside with facts about streets from Starkweather Creek and Monona Drive to Interstate 90.

Part IX describes streets south of the Beltline from Fish Hatchery Road to Elver Park.

Part X discusses streets in five Southside areas north of the Beltline.

Part XI covers many streets between Randall Avenue and the Yahara River.

Each part has a page or two listing some major sources; most of these are available at the Madison Public Library, the Wisconsin Historical Society, or on the Internet.

Much of the most interesting and valuable information came from local residents who shared memories with the authors.

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Part I. STREET NAMING PRACTICES FROM EARLY
DAYS TO THE PRESENT



Cordelia A. P. Harvey about 1865

Part I. Street naming practices from early days to the present

A landowner or developer in the Madison area including the Northside has always been able to choose almost any name for a street and its type – street, avenue, lane, way, etc.

The Post Office and other agencies try to prevent duplication and other problems but the basic policy has always been “You own it, you name it.”

For this article, the southern boundary of the Northside is the Yahara River at Tenney Park. The eastern border is about a half mile east of Pennsylvania Avenue and Packers Avenue. The northern border is the Cherokee Marsh. The western border is the shore of Lake Mendota and then north along the Yahara River.

Geographically the Northside is a peninsula of higher ground surrounded by a lake, two sections of a river, several marshes, and Truax Field, which was built on a marsh. The relatively small area of dry land has precluded the development of large tracts. Growth has been sporadic and in small parcels. This has resulted in many street names, some for streets that are only a block or two long.

From the 1840s until the 1940s, most street names were the last names of local farmers or businessmen. These include Roth, Mayer, Messerschmidt, Sachtjen, Vahlen, Schlimgen, Woodward, Harbort, Toban, Kennedy, Farwell, Steensland, Fuller, Burrows, Wilder, Veith, McBride, and others.

The Roth family owned a farm and several businesses including a coal yard; in 1961 they built Northgate Shopping Center on some of their land. The Oscar Mayer family bought a failed meat packing company and made it successful. Packers Avenue is named for “Oscar’s.”

The Sachtjens owned several farms; two family members became Dane County judges. An 1852 Sachtjen farm house is still standing at 2215 North Sherman. The Schlimgens had many interests including a monument (grave marker) company. The Woodward brothers, William and J.P., owned land along the north shore of Lake Mendota including “Woodward’s Grove,” east of Governor’s Island. Lawrence Toban was a farmer who died in 1986 at age 91. Edward M. Fuller owned a manufacturing plant; some Fuller and Johnson agricultural implements and engines are still in service. George Burrows was a lawyer. Amos Wilder was editor of the *Wisconsin State Journal*; his son Thornton became a popular writer.

James McBride, an Irishman, arrived in the Madison area in the 1840s and bought several hundred acres of land. A house that he and his wife Mary built in 1849 was later owned by Halle Steensland, Samuel H. Marshall, Robert M. LaFollette, and several other LaFollettes. It is at 733 Lakewood in Maple Bluff. Lakewood is named for a land company.

Leonard J. Farwell was Wisconsin’s governor from 1852 to 1854. He was important in

the early development of Madison both downtown and north and east of the Yahara. The Madison Park and Pleasure Drive Association named Farwell Drive in his memory in 1897.

Halle Steensland arrived a few years after Farwell and was active for more than 50 years – mostly in banking, insurance, and land promotion. His properties included much of the land in the northern third of Maple Bluff.

Between 1900 and 1945 the Northside changed from rural to urban fringe. As roads improved, city style houses began to appear. The trim Cape Cod at 2402 Darwin built in 1919 is a good example. Maple Bluff and Woodward Drive acquired many of their lakeside mansions. Several areas were platted but sparsely populated. They contain such streets as Crowley, O’Neil, Loftsgordon, Huxley, Ruskin, Heath, Sheridan, and Winchester, all of which appear on a 1930 map.

The streets in downtown Madison are named after signers of the U.S. Constitution, one of whom was Roger Sherman of Connecticut. Sherman Avenue begins at Brearly and originally ended at the Yahara River. When an extension of Sherman Avenue crossed the Yahara, its name changed to the Lodi Road or the Asylum Road. It was later considered part of the original Sherman Avenue.

North Sherman Avenue begins at Fordem Avenue and has long been more closely associated with William Tecumseh Sherman, the civil war general, than with Roger Sherman.

Streets in the Sherman Park subdivision near Sherman School are named for other civil war military leaders. Porter Street is named for Admiral David Dixon Porter of the U.S. Navy. His foster brother, Admiral David G. Farragut, is the most famous civil war naval officer. The rest are named for generals – Logan, Hooker, McPherson, Sheridan, and Fremont.

Winchester Street runs east from North Sherman to Huxley; Sheridan is the next street south. Both were named by the developer, John C. McKenna, in 1910 or 1911. On the morning of October 16, 1864, alerted by telegraph that Confederate soldiers were attacking, Philip Sheridan rode his horse Rienzi some 25 miles from Winchester, Virginia, to Cedar Creek, Virginia, where he rallied Union soldiers who stopped the Confederate advance. His heroic ride and Rienzi’s valor were widely publicized. Sheridan then renamed Rienzi “Winchester.” A children’s poem, *Sheridan’s Ride*, is still popular. Winchester, stuffed since 1871, is at the Smithsonian in Washington, D.C.

Thomas D. Brock, author of *History of the Village of Shorewood Hills, Wisconsin* (Madison, 2000), mentions that McKenna was an affable man who liked to tell Norwegian stories and recite verse. *Sheridan’s Ride* may have been one of his favorites.

The never-ending love of horses, the poem, and the closeness of Sheridan Street suggest that Winchester may be the only Madison street named after a horse, and a good horse,

too.

The civil war streets aside, most others still had the names of Madison families. For example, Robert K. Aberg says that during the Depression, his father William J. P. Aberg, a prominent attorney who owned land and rental houses in the area near modern Demetral Field, turned over most of this marsh land to the city. An unimproved road ran through the area at that time. Maps from the 1950s show Aberg extending only from North Sherman to Packers; it became an important connector when it was extended to East Washington Avenue, earlier known as the Sun Prairie Road.

A family-named street begun in the 1890s may have influenced the selection of several street names into the 1960s. A railroad between east Madison and Portage officially opened in 1871. It became a division of the Milwaukee Road, which established Darwin Station north of Madison some time before 1890, when the name appears on a plat map of Burke. This station is named in honor of A. G. (Acel Gil) Darwin, who was the railroad's first agent in Madison when it reached Madison in 1854. His brother Ephraim was the Milwaukee Road's Madison freight agent in 1891, the year A. G. died. Darwin Station gave its name to Darwin Road, which once ran all the way from North Sherman Avenue to Highway 51. Darwin Station later became the location of the Darwin Milk Co., a cheese factory, and the Raemisch sauerkraut factory. The station has disappeared and Darwin Road has shrunk considerably due to the expansion of Truax Field and the extension of Northport to Packers. The sauerkraut factory burned in 1947.

Darwin Road may have become associated with the name of Charles Darwin, the English scientist, and may then have influenced John C. McKenna's choice of streets named Huxley (for an English advocate of Darwin's theories) Street, and Ruskin (for an English essayist) Street, in the 1911 McKenna Park subdivision.

After 1945, during the postwar housing boom that lasted well into the 1960s, street names became more varied. For example, because Darwin, Huxley, and Ruskin were close by, A. Aaron Elkind, the developer of Berkeley Heights north of Northport Avenue and east of North Sherman Avenue may have chosen the names of English poets and novelists of several periods – Tennyson, Kipling, Dryden, Browning, Thackeray, Shelley, Scott, and Eliot – to complete the score.

The Mendota Hills subdivision developed by Ingvald Hovde and his sons in the 1950s includes Hovde Street, Glendale for his son Glenn, and Cascade, Shasta, and Alpine for scenes that impressed the family on a western vacation. Ingvald named Forster Drive for George Forster, Madison's mayor from 1950 until 1955 when he resigned to become the city manager of Janesville.

Streets with first names became popular – Susan, Nancy, Marcy, Debra, Monica, Jay, Judy and many others. They were usually the names of the developer's wife or children. But not always: in an article in the April-May 2001 *Northside News* celebrating Bill and Lucille Elsa's 61st anniversary, Lucille says that when the City of Madison wanted names for the dirt roads in the section north of Northport and west of Sherman Avenue,

she asked that the street on which a young girl, Barby Brassington, lived be named for the child. Hence Barby Lane.

Lucille also said that Mandrake Road is named for the mayapple (mandrake) that grows in the area and that Havey Road is named for Nicholas Havey, a local farmer. Troy Drive is named for Troy M. Gordon, business manager at Mendota State Hospital, who lived at 409 Troy Drive.

Harry Scoville built more than 100 houses in the Lake View Hills neighborhood. He named three streets for his children – Randy Lane, Gina Court, and Gale Court – and one for the family – Scoville Lane. Actually Gale was his daughter Judy's middle name, but Judy had already been taken so he had to go with Gale.

According to Marlene Gest, two streets in the Lake View Hills area are named for the Haas family. In 1955 Zeno Haas converted an apple orchard near Lake View, Zeno, and North Sherman to housing and built Haas street from the south end of Zeno to North Sherman. Jerry and Marlene Gest built their house on Zeno in 1956 and have lived there ever since.

The Bruns family has lived on the Northside since the 1850s. They have owned farms, garages, car dealerships, and shopping districts, including Northside Town Center, formerly known as Sherman Plaza. In the 1960s they developed land south of Northport and east of North Sherman. Don Bruns says that Elka Lane is named for a recreational community, Elka Park, in the New York Catskill Mountains where his mother's family owned a cottage. Windom Lane honors Windom, Minnesota. Don's uncle, Richard V. Bruns, married Shirley Lienke, who was from Windom.

From the 1950s developers have frequently used clusters of related names such as states – Arkansas, Arizona, Utah, Vermont, Colorado, Montana, Iowa, Texas, Nevada, Tennessee, Delaware, and Wyoming in the Sherman Village subdivision. The 1960 Madison City Directory lists Harry J. Brody as president of the Sherman Village Corporation. His wife Ida was secretary-treasurer. Alex Temkin was also involved.

The Brentwood neighborhood developed in the mid-1950s to mid-1960s by Lloyd, Doris, and Harry Moe has several streets with vaguely old English names – Arrowood, Wyldewood, and Brentwood.

The Cherokee neighborhood has Indian and romantic names: Menomonie, Comanche, Arapahoe, Shoshone, Red Cloud, Burning Wood, and Chinook. The use of Cherokee to describe the area on both sides of Sherman north of Wheeler comes from the name of a 19th century hunting club that owned land in the marsh.

Oak Park Terrace on Packers Avenue north of Darwin, the only Northside trailer court, has Main Lane, Banding Lane, and 16 other lanes with bird names from Mockingbird to Canary to Oriole to Mallard to Waxwing.

Apartment complexes and condominiums began to supplement single-family housing in the 1960s and 1970s. The Cherokee Country Club and its condominiums have Golf Course Road, Golf Parkway, and Golf Glen.

Some of the most pleasant names are in the wooded hills and former pastures north of Northport and west of Sherman that overlook Lake Mendota – Lake View, Longview, Mayfield, and Sunfield.

Northport Drive (Highway 113) is north of the railroad tracks from Westport Road which is named for the Town of Westport which is named for Westport in County Mayo in Ireland from which several early settlers migrated. The name Northport echoes Westport and emphasizes the fact that Highway 113 is the northern entrance to Madison.

Anne Forsberg Stuart says that Del Mar Drive in Maple Bluff is a blend of Delbert and Margery Forsberg and that Fordem Avenue is a blend from the Forsberg Paper Box Company and the Democrat Printing Company. Both firms moved to the Northside in the 1950s. A division of the Democrat Printing Company became Webcrafters.

Marlene Gest recently asked a friend, Gary Gulseth, why Blayde Elert, the mid-1990s developer of the Whitetail Ridge subdivision chose the street names Gulseth, Anhalt, Rigney, and Buehler. Gary said they were Elert's salesmen.

Meadow Ridge, west of the Central Wisconsin Center, has five streets named after 20th century Wisconsin State Supreme Court Justices: Charles A. Crownhart, Timothy Brown, E. Harold Hallows, Bruce F. Beilfuss, and Nathan Heffernan.

SOURCES

In addition to personal observations and Ann Waidelich's Madison history collection, the authors used many materials at the Wisconsin Historical Society and the Madison Public Library. These include maps, plat books, newspaper clippings, city directories, and phone books.

Special thanks to Robert K. Aberg, Donald B. Bruns, Marlene Gest, David Griffith, Donald Kreul, Marlyn Sachtjen, and Anne Forsberg Stuart.

The image of Cordelia A. P. Harvey is from *Woman's Work in the Civil War: A Record of Heroism, Patriotism, and Patience* by L. P. Brockett & M. C. Vaughan, Philadelphia, 1867.

Part II. MORE STREET NAME FACTS

Green Avenue, Sauthoff Road – About 300 acres of land between Lake Mendota and Northport Drive have been the site of several state hospitals and other state facilities for the mentally ill, developmentally disabled, and delinquent since the 1860s. In the early days many employees lived within walking distance of the State Lunatic Asylum, whose location was chosen to combine natural beauty with a healthy environment.

The Chicago and North Western Railway built a station at Mendota Post Office in the mid-1870s and by 1927 Mendota Village had a population of about 750.

Green Avenue is named for Doctor M. K. Green who started at what is now Mendota Mental Health Institute in 1901 and who was hospital superintendent from 1924 until 1948.

Sauthoff Road honors August Sauthoff or Mary Sauthoff, or both. In 1911 August was second assistant physician and Mary was women's physician. August became the clinical director and assistant superintendent. August and M. K. Green both retired on January 31, 1948.

Harbort Drive, Messerschmidt Road – The Harborts and Messerschmidts were early settlers whose family graves are in the cemetery behind the chapel at Lakeview Lutheran Church, which was originally a German Lutheran church.

Harper Road – is probably named for Dr. C. A. Harper who was Secretary of the Wisconsin State Board of Health in 1923 and a director of the Joseph M. Boyd Company, an investment and real estate firm, from its beginnings about 1908 until its liquidation in 1932.

Camino del Sol – The photo caption for March 2008 on the *Northside History* calendar states that this street is named for Sol Levin, head of the Madison Area Community Land Trust.

Northland Drive – In 1959, new 3-bedroom ranch houses in the Northland Park subdivision were being sold for \$13,500 to \$16,500. Harvey Malofsky was superintendent of the Northland Manor Development Corp. whose offices were at 1920 Fordem Avenue, now the site of New Orleans Take-Out restaurant.

Nobel Lane – is part of Nobel Park developed by the Nobel Realty Co. In 1955 David S. Novick was President, Edmond S. Luzoff vice-president, and Joseph P. Becker, secretary-treasurer.

Loeprich Lane – is named for Henry Loeprich, owner of the land where the lane is located.

Lillian Drive – extends for one block between Vahlen Avenue and Melrose Street. Lillian M. Rafferty was the wife of William L. Rafferty, 2009 Vahlen Avenue, who developed a small tract in this area during the late 1940s. Lillian may be the first Northside street named for a developer's wife.

Talisman Lane – A talisman is an object with magical powers used as a charm. Talisman Lane is in an area developed by the Bruns and probably has a secret meaning to someone in the family.

Veith Avenue – The 1911 Dane County Plat Book shows that Elizabeth Veith and the Estate of Mary Veith owned land west of Mendota State Hospital in sections 26 and 27.

Esch Lane, McGuire Street, Barnett Street – Don Kreul believes that Esch Lane is named for John H. Esch, an attorney and leader in Boy Scout Troop 27. In 1947 John Esch lived in Lakeview Heights. Don also thinks that McGuire Street is named for Raymond T. McGuire, owner of the Simpson Garment Co., a women's ready-to-wear shop at 23-25 North Pinckney and a Maple Bluff resident at 33 Cambridge Road. Also, Don believes Barnett is named for Ensign H. Barnett (Ensign is his first name, not a rank) who lived at 810 Northport Drive and who was a supply officer at the United States Armed Forces Institute that taught correspondence courses for the U.S. military. The 1956 Madison City Directory says that USAFI (you-saff-ee) had 200,000 students, a staff of 288, and was managed by the UW Extension.

Coleman Road – A man named J. Coleman owned land near this street. Thomas E. Coleman, 735 Farwell Drive, was president of Madison-Kipp Corp., and several other Colemans were also company officers.

Novick Drive, Becker Drive – These streets parallel each other near Forster Drive. In 1956 David S. Novick was president and Joseph P. Becker was secretary-treasurer of the Novick Realty Co., 510 Gay Building.

Luster Avenue – In 1956 James O. Luster was a supervisor at Mendota State Hospital and lived at 3525 Harper Road. In 1957 he lived at 417 Luster Avenue.

Northfield Place, Superior Street, Erie Court, Michigan Court – The Northfield Park subdivision is one block east of North Sherman and south of Commercial and has Northfield Place, Superior Street, Erie Court, and Michigan Court.

Melby Drive – Marshall T. Melby owned the M. T. Melby real estate agency in 1957.

Graedel Court – In 1958 a cabinet maker, Paul Graedel, lived at 4217 Mandrake, a short distance from the present Graedel Court.

Oxford, Cambridge, Charing Cross, Kensington, New Castle, Roxbury, Londonderry – Oxford Place and Cambridge Road are named for the English

universities. Charing Cross Road is named for a street in London, England. Kensington Drive is named for Kensington, a fashionable borough in London. Roxbury Road is probably named for Roxbury, Massachusetts, one of the first towns established by the Massachusetts Bay Colony. Londonderry Drive is close to but not a part of the Berkeley Heights subdivision; Londonderry is the second largest city in Northern Ireland. Except for Cambridge Road, which may have some association with John Nolen, the landscape architect and urban planner who designed the area near Cambridge Road, none of these names seems to have any local connection.

Almo Avenue – Albert K. Moe (1884-1981) was a Norwegian immigrant who started out as a machinist. By 1927 he had become a building contractor and developer.

Some time before the 1950s, Albert acquired many acres of land west of North Sherman, north of McPherson, east of the Chicago and North Western tracks, and south of modern Trailway, where he and his children began the Brentwood subdivision in the 1950s.

The main entrance to Brentwood Village from North Sherman is Almo Avenue for Albert Moe.

Northwestern Avenue, Crowley Avenue, O'Neill Avenue, Boyd Avenue, Kropf Avenue, Loftsgordon Avenue, Spohn Avenue – These streets are all part of Clyde A. Gallagher's Sherman Avenue Subdivision. Loftsgordon is for a family who owned several lumber yards in the Atwood Avenue area. They were also active in financial circles.

In 1929 Leo T. Crowley was president and Charles O'Neill was vice president of the Bank of Wisconsin.

Joseph M. Boyd was president and Rudolph R. Kropf was secretary and treasurer of a financial firm, the Joseph M. Boyd Company at 2 South Carroll.

State Senator Fred Risser says that Northwestern Avenue is named for the Northwestern Securities Company, organized in 1913. In 1927 Senator Risser's grandfather, Ernest N. Warner, was president. The company sold mortgages and bonds, loaned money, and sold real estate. Senator Risser's father, Fred Risser was later an officer.

From at least 1905 until about 1950, George E. Spohn was president of a business college known first as Capital City Commercial College, then Madison College, and finally Madison Business College.

Warner Drive – is named for Ernest N. Warner in honor of his work as president of the Madison Park and Pleasure Drive Association. Warner Park is also named for E. N. Warner.

Blaine Drive, Goodland Road – These streets cross each other and are east of School Road south of Northport. John J. Blaine was Governor of Wisconsin from 1921 to 1927.

Walter S. Goodland was Governor from 1943 to 1947.

Carioca Lane, Calypso Road – In 1959 Marlyn Sachtjen and her husband Bill built a house on Sachtjen land west of North Sherman and next to Brentwood Village. Marlyn says she chose Carioca and Calypso because “all the family names were used up and I thought it would be fun to have some Caribbean names.”

Manley Street, Vahlen Street – Marlyn Sachtjen’s son Stephan reports that “The Sachtjen farm house at 2215 North Sherman was owned and occupied by my uncle Wilbur Sachtjen and his wife Kathryn Sachtjen (Manley) for many years. This is where Manley Street comes from. Another uncle Carl Sachtjen and his wife Della (Vahlen) lived right to the south of the Sachtjen homestead on Vahlen Street. This is where Vahlen Street came from.”

International Lane – In 1966 the Madison Chamber of Commerce sponsored a contest to choose a name for the street connecting Packers Avenue with the new Truax airport administration building. There were 15,000 entries. The winner was Mrs. Alice Draper with International Lane.

Moose Trail, Tenley Lane, Cordelia Crescent – In 2003, Moose Lodge 1451 and Women of the Moose Chapter 291 sold a 5.8 acre site at the northwest corner of Northport Drive and Kennedy Road that they had occupied since 1969 or 1970. The new owners named the plot Northport Commons and began to develop the area for single-family housing. Three streets were laid out. Robert Schwarz, a Madison developer who was associated with the project, helped choose their names. Moose Trail, which passes directly over the location of the former lodge building, is obvious. Tenley Lane is for Robert’s daughter. Cordelia Crescent is named for Mrs. Cordelia A. P. Harvey. Her husband Louis P. Harvey was elected governor of Wisconsin in 1861. He drowned in 1862 while delivering medical supplies and examining the care of sick and wounded Wisconsin soldiers.

Cordelia carried on his work until the end of the war and was the first superintendent of the Soldiers’ Orphans Home in Madison. She was the “Wisconsin Angel” to thousands of soldiers and hundreds of orphans.

The street name is particularly apt because the Moose and Women of the Moose have always been involved in the care of orphans and other children in need of a safe home.

Fuller Drive, Fuller Court, Paget Road – Morris E. Fuller (1821-1919) and his son Edward M. Fuller (1847-1918) are best known for their investments in the Fuller Opera House and an agricultural implement and internal combustion engine manufacturing company that eventually became Fuller and Johnson. (Johnson was John Anders Johnson [1832-1901], a Norwegian immigrant who started with the firm as a salesman and later became its president. He is best known as the founder of Gisholt Machine Company which manufactured lathes and similar products.)

Sometime before 1890 Morris Fuller purchased about 25 acres of land north of the Yahara River between the Mendota shoreline and Sherman Avenue. Edward built a substantial estate on this land.

In October 2007 Beth Kubly told Don Kreul that she thought Paget Road was named for a Fuller family member, probably a child. Jessica Haskell Fuller (died 1930), Edward's wife, had a half-sister named Paget Daniels Cady. The Cady's son (1895-1966) was also named Paget. Paget Road, pronounced "padgett" by local residents, honors these two.

After Edward died in 1918, Jessica began to sell off land near the estate; in 1925 the Ross M. Koen Realty Co. was the sales agent for the Fuller's Woods subdivision which eventually became part of the Village of Maple Bluff.

The Intersection of Pleasure Drive and Hooker Avenue – About 1906 the Madison Park and Pleasure Drive Association decided to build a connector between the northern section of Farwell Drive and Sherman Avenue. The road ran across the Maple Bluff Country Club golf course (where it was known as Golf Road), bridged the Chicago and North Western Railway tracks, and curved around to the present McPherson Street, at the northern border of the Sherman Park subdivision which contains Hooker Avenue.

This created, about 1928, an intersection – Pleasure Drive and Hooker Avenue – which has been a source of much amusement.

Joseph Hooker was a sometimes brilliant civil war general who was fond of hard liquor and fast women – so much so that reporters wrote of "Hooker's brigade" of camp followers. The term "hooker" was actually in use long before Joseph Hooker, but popular legend attributes its origin to the general.

The street signs at Hooker and Pleasure Drive are reportedly the most often stolen of any in Madison.

Golf Road and the bridge were removed in the early 1960s.

SOURCES

The sources for Part II are the same as those for Part I.

Part III. THE AIRPORT AND TRUAX FIELD



Part III. The Airport and Truax Field

A large marsh east of Packers Avenue and County CV and west of U.S. Highway 51 has been closely linked to the Northside since the early days.

The marsh is drained by two branches of Starkweather Creek. Its elevation, about 859 feet, is only a few feet lower than many areas west of Packers and CV, which were covered by grasslands and forests that were ideal for mixed farming. Several families – including Bruns, Raemisch, Vahlen, Sachtjen, Roth, and Schlimgen – built farmsteads on higher land along Packers and CV and often bought parcels of land in the marsh to grow hay and vegetables, especially cabbage for sauerkraut; to hunt deer and prairie chickens; and to trap mink.

Not later than 1890, the area was served by two railroad stations, probably little more than sidings, on the Portage division of the Milwaukee Road. Sanderson Station was near the intersection of CV and Wheeler Road. Darwin Station was about a quarter mile east of the present intersection of Northport, Packers, and CV. It was accessed by a road that went straight east from this intersection to Highway 51. This became part of Madison Rural Route 1 and was known as Darwin Road, as shown in entries for Raemisch in the 1938 Madison Telephone Directory.

Because the marsh was close to Madison, near the railroad, sparsely populated, and perfectly flat, businessmen, air enthusiasts, and the City of Madison began planning for a publicly owned airport in the area as early as 1928. Howard Morey was a leader in this movement.

After considerable discussion, Madison negotiated contracts with federal agencies, primarily the Works Progress Administration, and major construction began about 1937. The Madison Municipal Airport opened in 1939 with service to Minneapolis and Chicago.

In 1942, the Army Air Forces began to build a training base in the marsh just south of the airport and named it Truax Field after Lieutenant Thomas Truax, an air cadet from Madison who had been killed during a training flight in California. At its peak in 1943 and 1944, 25,000 to 30,000 soldiers were stationed at Truax, most as students in a school for radio operators.

Darwin Road was the only significant civilian road crossing the base. Military routes were identified by letters or numbers; for example, “Base Road 31.”

That changed in February 1945, when post commander Brigadier General Vincent J. Meloy decided to name one of the base routes Wright Street for Wilbur Wright, the aviation pioneer who died in 1912, and another Mitchell Street for General Billy Mitchell, who grew up in West Allis and died in 1936 after many years of promoting air power. General Meloy, with Washington’s approval, announced that the other base routes would also be called streets and would be named for Wisconsin airmen who had died in

service up to that point in the war. Only the airman's last name would be used. The man need not have been stationed at Truax.

Thirty-five names were chosen. Twenty-six of the men were from Madison; most of the rest were from nearby towns and cities such as Baraboo, but a few were from as far away as Green Bay, Westby, and Richland Center. These thirty-five names were published in the *Madison Capital Times* on February 25, 1945, and a shorter list, with only the names of the Madison soldiers, in the *Wisconsin State Journal* on February 28, 1945. The lists gave only the soldier's name and rank and the names and address of his parents or another family member.

Two streets were added later.

An article in the *Wisconsin State Journal*, May 25, 1945, states that General Meloy has named a street at Truax for Captain Paul Mathison, who was killed on October 12, 1944, while piloting a B-24 bomber over Germany. He was the son of Mr. and Mrs. Otto Mathison of Madison.

Sometime after this, Weaver Street was added. Its origin is unknown.

Most of the streets were in the main grid. Others were spaced throughout the base near warehouses and other buildings. The 1950 City of Madison map shows most of the 1945 streets but is not completely accurate. "Grimm," for example, was misspelled "Grim" and Bowman Street, which intersected Hoffman Street was omitted.

A 2009 biography of Charles Darwin Foard states that Darwin Road was named for Lieutenant Foard. That is not correct. Foard Street was named for Charles Darwin Foard. Darwin Road was named for Darwin Station. Both streets are on the 1950 map. Foard is the first street north of Anderson in the base grid.

Darwin Road continued to pass through the air base until the 1960s when runway extensions and other construction finally reduced it to the present remnant from Packers Avenue to International Lane.

The base was deactivated for a few years after World War II. Some of the housing was used by GI bill students at the University of Wisconsin.

Truax soon returned to life and became a major air defense center. It has been home since 1948 to Wisconsin Air National Guard units flying a succession of planes: the F-51, F-86D, F-89, F-102, O2-A, OA-37, A-10, and F-16C. The Army National Guard has UH-60 Blackhawk helicopters.

Portions of the grid have broken up over the years so that many of the 1945 streets have disappeared. As of 2010 some of the World War II street names were still in use – for example, Pankratz, Grimm, Kinsman, Anderson, Swanson, Miller, Hoffman, Straubel, Mitchell, and Wright.

The World War II street names honor aviation pioneers or Wisconsin airmen who died while defending their country during the war. One street in the grid honors a Wisconsin airman who died defending his country after the war.

On April 26, 1958, First Lieutenant Duane Pierstorff, a Wisconsin Air National Guard pilot, and his radar operator, First Lieutenant Charles F. Aschenbrenner, took off in an F-89 from Tinker Air Force Base near Oklahoma City. Pierstorff was a 1949 graduate of East High School in Madison; both men were students at the University of Wisconsin. They were returning to Madison after a navigation training flight.

Soon after takeoff the plane began to vibrate excessively. Aschenbrenner parachuted from an altitude of about 500 feet. He was okay. Pierstorff returned to Tinker and crashed the plane onto a runway so that no civilians would be hurt. He was badly burned and died from these injuries in June 1958.

In October 1959, the Madison Common Council resolved that a new street in the Air National Guard area at Truax be named Pierstorff Road. "Road" was later changed to "street," probably for consistency with the other "avenues of honor."

A much more recent street in a commercial development on the east side of Dane County Regional Airport, Amelia Earhart Drive, pays tribute to the most famous female American aviator.

SOURCES

In addition to the sources mentioned for Parts I and II, clippings in folders labeled "Airports" at the Madison Public Library were extremely useful.

THE 1945 LIST

In addition to fighters from Madison, fliers from many other communities of the area have given their names, including those from Mt. Sterling, De Forest, Reedsburg, Soldiers Grove, Westby and Baraboo.

Here Is List

The new Truax field streets and the names of the men who have sacrificed their lives and have given their names to these thoroughfares, have been announced as follows:

Miller st.—T/Sgt. Paul E. Miller, son of Mrs. Grace Miller, 1214 Spring st.

Olson st.—Lieut. Jerome M. Olson, son of Mr. and Mrs. Harold E. Olson, 2739 Commercial ave.

Burns st.—Maj. Ray E. Burns, son of William Burns, 305 E. Wilson st.

Bowman st.—Capt. John Poole Bowman, son of Dr. and Mrs. F. F. Bowman, Cottage Grove rd.

Beran st.—Lieut. Van John E. Beran, son of Mr. and Mrs. Van J. Beran, 2213 University ave.

Berg st.—T/Sgt. Charles Berg, son of Mr. and Mrs. Carl Berg, Route 4.

Kinsman st.—Corp Royal C. Kinsman, son of Mr. and Mrs. F. E. Kinsman, 2126 Sommers ave.

Bjerk st.—Lieut. Robert J. Bjerk, son of Mr. and Mrs. Ira O. Bjerk, 445 W. Wilson st.

Wagner st.—Lieut. N. P. Wagner, husband of Mrs. Nicholas Wagner, 509 N. Lake st.

Fleury st.—Sgt. Louis Fleury, son of Mrs. L. C. Fleury, 828 Prospect pl.

Whiteis st. — S/Sgt. Harold Whiteis, son of Mr. and Mrs. Clyde B. Whiteis, 710 Conklin pl.

Anderson st.—Sgt. Otto Anderson, son of Mrs. Mary Ann Lee, 16 S. Lake st., and David Anderson, Herling st.

Shaw st.—Lieut. Elwyn H. Shaw, son of Byron Shaw, 2416 Hegg ave.

Pearson st. — Capt. Burdette Pearson, husband of Mrs. Josephine L. Pearson, 606 Baltzell st.

Anthes st.—Lieut. Calvin L. Anthes, son of Mr. and Mrs. Arthur Anthes, 311 Norris ct.

Buss st.—Corp. Robert P. Buss, brother of Norman Buss, 2813 Atwood ave.

Hilsenhoff st.—Lieut. Leonard L. Hilsenhoff, son of Mr. and Mrs. T. E. Hilsenhoff, 1038 Williamson st.

Marks st. — S/Sgt. Thomas Marks, son of Atty. Cyril E. Marks, 119 Monona ave.

Hoffman st.—Capt. Sylvester A. Hoffman, son of Mr. and Mrs. Fred Hoffman, 916 Van Buren st.

Johnson st.—Lieut. Lloyd "Bud" Johnson, husband of Mrs. Lloyd Johnson, 18 N. First st.

Haugh st.—T/Sgt. Louis Haugh, son of Mrs. Edith Haugh, 2502 Chamberlain ave.

Swanson st.—Lieut. Ernest W. Swanson, son of Mr. and Mrs. A. Swanson, 413 E. Johnson st.

Grimm st.—T/Sgt. Clarence "Bud" Grimm, Jr., son of Mr. and Mrs. Clarence Grimm, 817½ University ave.

Nelson st.—Lieut. Maurice E. Nelson, son of Mr. and Mrs. Edward M. Nelson, 711 W. Dayton st.

Pankratz st.—S/Sgt. Anthony J. Pankratz, son of Mr. and Mrs. Joseph J. Pankratz, Auburndale, and brother of Mrs. Willis A. Graham, 1343 Jenifer st.

Becker st.—Lieut. Harold Becker, son of Mr. and Mrs. Clarence Becker, Stitzer, Wis.

Benson st.—Lieut. Paul G. Benson, son of Dr. and Mrs. Arthur G. Benson, Mt. Sterling, Wis.

Funk st.—Sgt. Archer Funk, son of Mrs. Anna Funk, Westby.

Grinde st.—T/Sgt. John H. Grinde, son of Mr. and Mrs. Peter Grinde, De Forest.

Palmer st.—Lieut. Harland P. Palmer, son of Mrs. R. E. Palmer, Reedsburg.

Dalton st.—Sgt. Malcolm C. Dalton, son of Mr. and Mrs. H. Clay Dalton, Soldiers Grove.

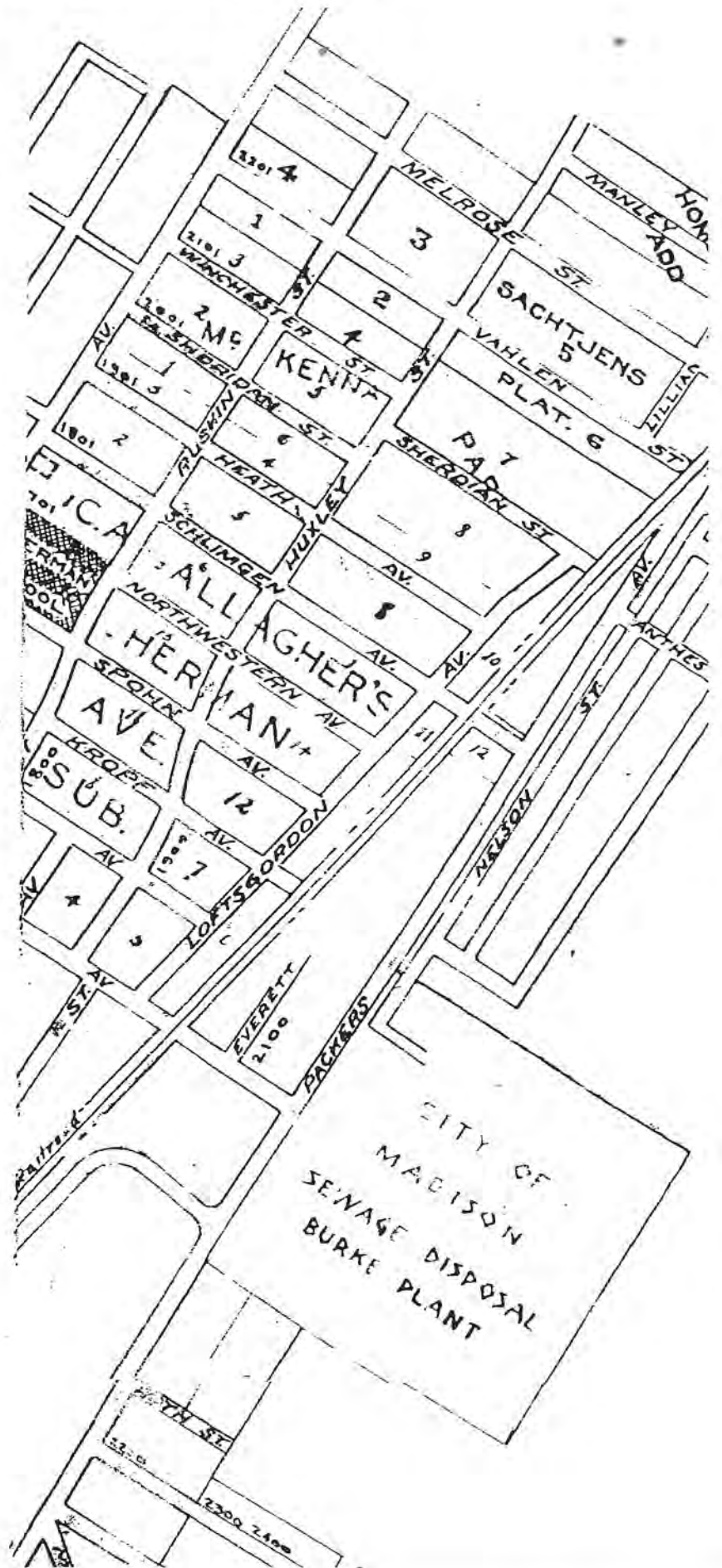
Spreacher st.—T/Sgt. George R. Spreacher, son of Mr. and Mrs. Noble C. Spreacher, Baraboo.

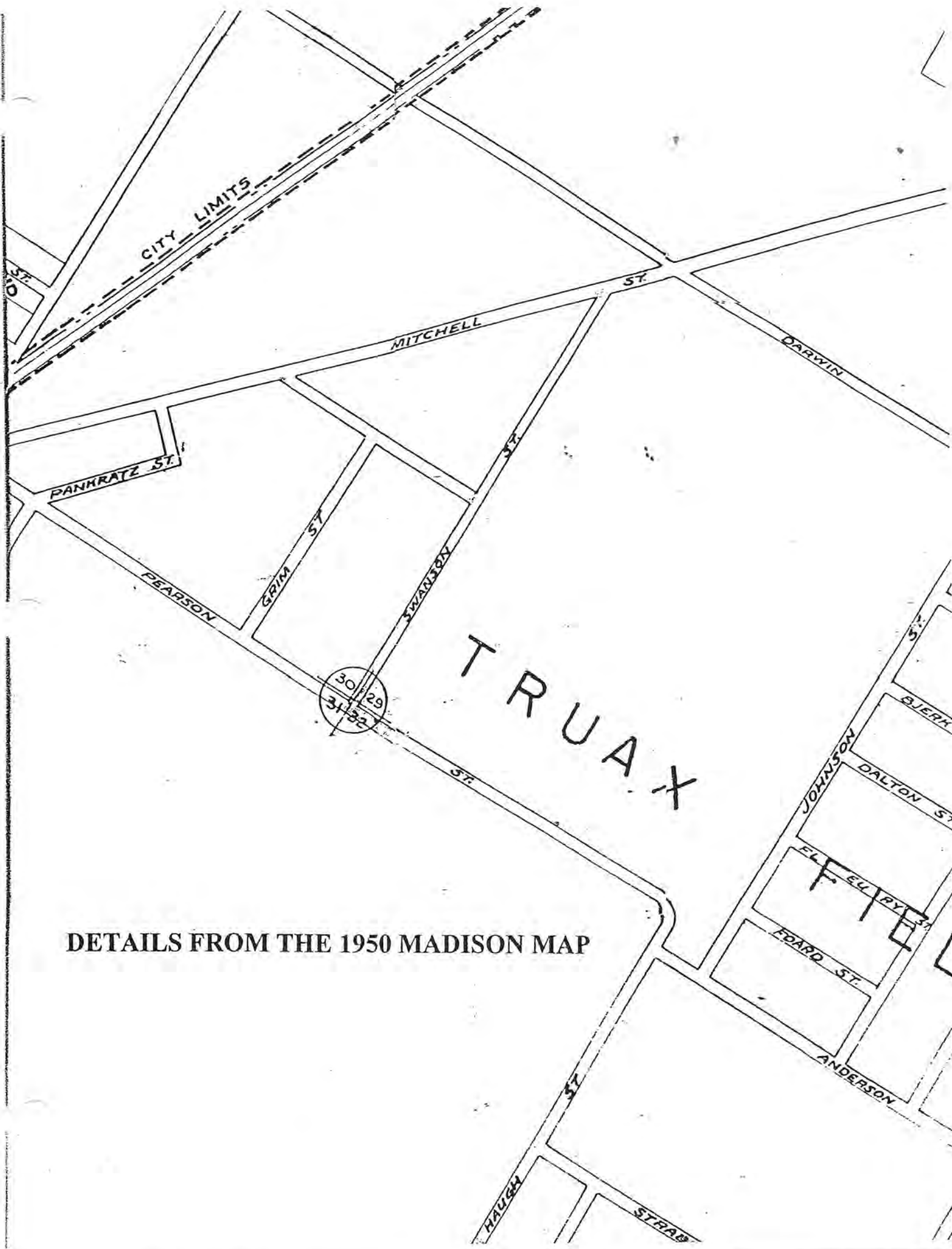
Smith st.—Lieut. Robert S. Smith, son of Mr. and Mrs. Harry G. Smith, Oregon.

Foard st.—Lieut. Charles D. Foard, son of Mr. and Mrs. Oscar L. Foard, Route 2, Richland Center.

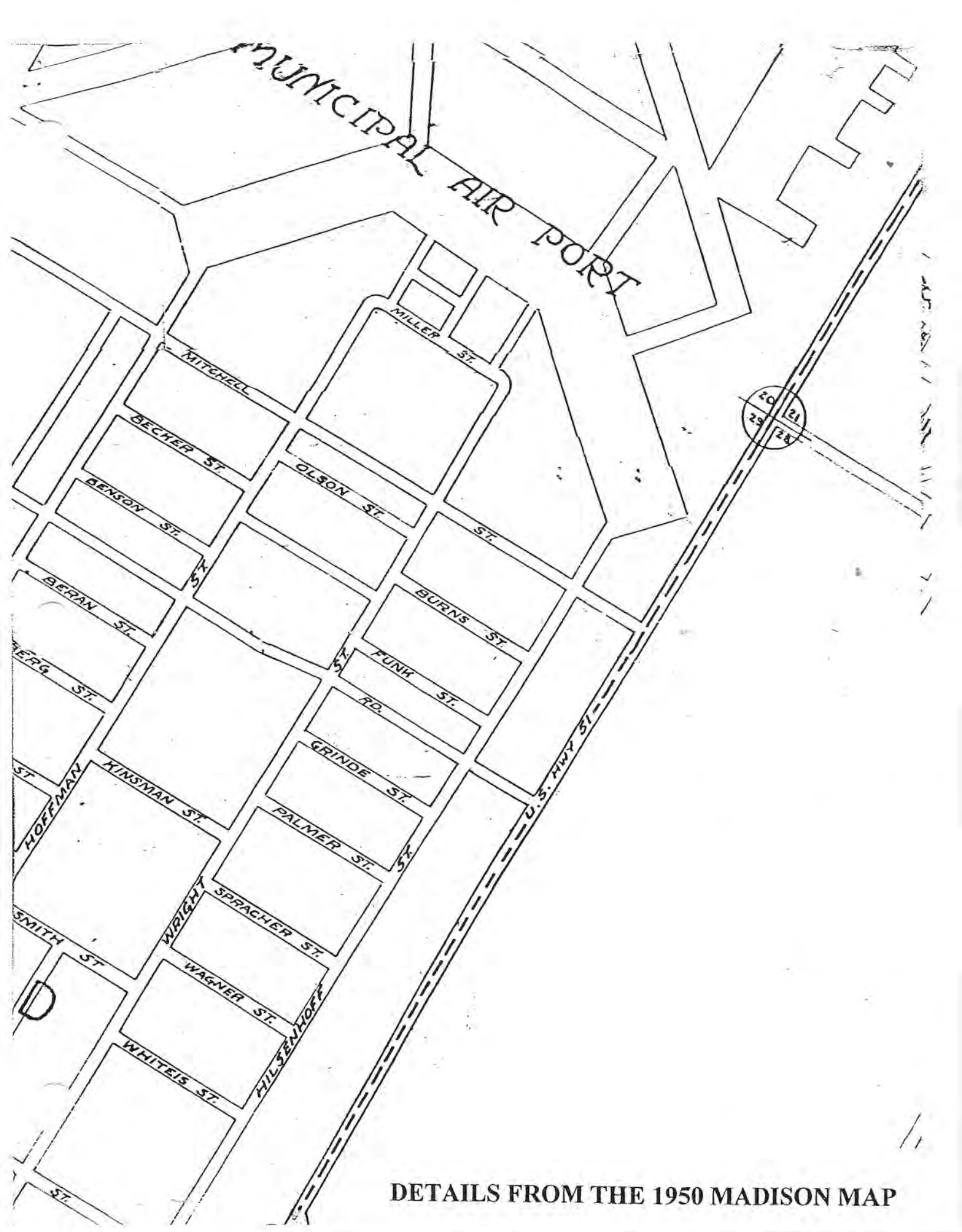
Straubel st.—Maj. Austin A. Straubel, son of Mr. and Mrs. C. A. Straubel, Green Bay.

DETAILS FROM THE 1950 MADISON MAP





DETAILS FROM THE 1950 MADISON MAP



DETAILS FROM THE 1950 MADISON MAP

Part IV. SKETCHES OF SOME NORTHSIDE DEVELOPERS

Clyde A. Gallagher, Oscar and Elfrieda Taueber, the Droster brothers, the Moe family, Harry Scoville, Aaron and Rosella Elkind, and Ingvald Hovde were some of the builders and developers who helped shape the Northside.

Clyde A. Gallagher was born in 1890, one of nine children, a son of Elisha Gallagher who owned a Madison real estate business. Clyde joined the firm about 1912, concentrating for many years on housing for the working man. He started Clyde A. Gallagher's Sherman Avenue subdivision in the early 1920s and Prospect Hill in 1943. The Sherman Avenue subdivision is bordered by North Sherman Avenue, Schlimgen Street, Loftsgordon Street, and Aberg Avenue. Prospect Hill was originally 90 acres, but now consists only of the area west of North Sherman, south of McPherson, north of Carioca, and east of Fremont.

The Gallagher firm survived the Depression and World War II. The Gallaghers had 10 children but none of them continued the business after Clyde's death in April 1947, at age 57.

Gallagher built more than 500 houses and at least six subdivisions. He never foreclosed on a property, often paid taxes for home owners down on their luck, and even paid their hospital bills. If an owner died, the mortgage was canceled.

Clyde said that his houses were built from locally purchased materials and were constructed by union labor. Ninety-five per cent were owner-occupied.

Sherman Park, the area north of Steensland, west of North Sherman to the railroad tracks, and south of McPherson, was developed by Sherman Park, Inc., which was incorporated in 1928 by members of the South Side Realty Co. including Oscar J. and Elfrieda Taueber, and August C. Holscher. Allen W. Dibble was also involved.

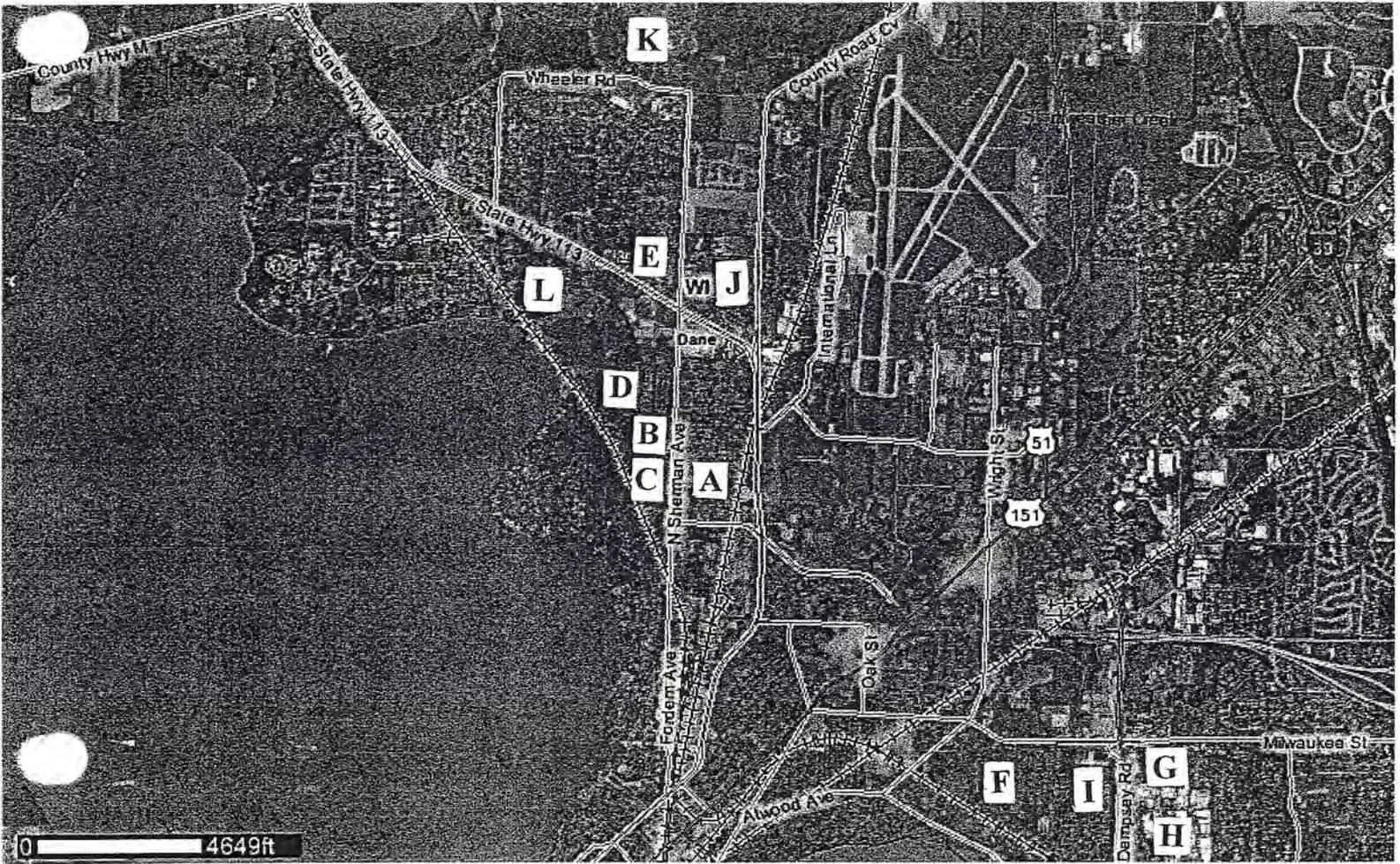
Dibble was born in Center, near Evansville, Wisconsin; graduated from the University of Wisconsin in 1891; started a law firm in Madison in 1895; and became interested in real estate about 1908. He died on May 14, 1928.

The Tauebers were among the founders of the South Side State Bank, where Holscher was cashier.

The South Side Realty Company's office was at 308 Lakeside Street; the Tauebers lived around the corner at 953 Lake Court. Oscar J. Taueber died on November 24, 1947.

Sherman Park was apparently their only venture on the Northside. Its slow growth until after World War II was similar to that of Clyde A. Gallagher's Sherman Avenue subdivision on the east side of North Sherman.

DEVELOPMENTS MENTIONED IN PART IV



A C.A. Gallagher's Sherman Avenue

B Prospect Hill

C Sherman Park

D Brentwood Village

E Lake View Hills

F Marcy Corp.

G Kingston

H Rolling Meadows

I Eastmorland

J Berkeley Heights

K Cherokee Park, Inc.

L Mendota Hills

The Droster brothers were from the Town of Burke. Willard Droster (1900-1972) and Elmer Droster (1902-1974) became contractors in 1925. In the 1930s and 1940s they built houses in Sherman Park. In the 1950s and 1960s they concentrated on houses along Manley Street, Sachtjen Street, and Fremont Avenue.

Roy Droster (1892-1973) owned a general store and gas station at the corner of North Sherman Avenue and Logan Street from 1927 through 1946. Harlow Schubring then operated the store until it closed about 1970.

Albert K. Moe was born in Norway in 1884, moved to Madison, worked for some time as a machinist, and then became a carpenter and building contractor specializing in commercial buildings, apartments, and houses.

In the 1950s and 1960s his family built Brentwood Village just north of McPherson and west of Fremont on land that Albert had acquired over the years.

Brentwood attracted an upper-middle income market, providing buyers an alternative to the expensive houses in Maple Bluff and the smaller houses elsewhere on the Northside. Brentwood was the Moe's crowning achievement. None of the family remained in the business after the 1960s.

Most of the houses in Madison from the early days until the 1950s and many houses after that were constructed using traditional methods. An individual or developer built each house one at a time. Harry Scoville is a good example of a traditional builder on the Northside. He was born about 1915 on a farm near Mauston, moved to Madison, and put in 13 years as a production worker at Oscar Mayer.

According to a January 28, 1991, article by Rob Zaleski in the *Capital Times*, Harry's first house in 1952 was based on a plan from *Better Homes and Gardens* magazine. He built the house himself. He liked the work and then built more than 100 houses over the next 25 years, most in the Lake View Hills area.

About 1950, as the postwar housing boom was hitting its stride, a number of Madison developers, influenced by housing trends elsewhere in the U.S. and in Europe, made several changes to the traditional procedures.

Their firms bought large tracts of land, divided the land into lots, and then built dozens or hundreds of small houses from standard designs. They were sold at fixed prices with low down payments. Many buyers qualified for low interest G.I. or FHA loans. Builders' costs were usually about eight per cent less than traditional methods.

A skilled developer could complete one project, move on to another, and accumulate considerable profit. A bungling or unlucky developer could go bankrupt in a flash. Several established Madison builders adopted these "en bloc" or "tract builders" methods. The techniques also attracted developers from different backgrounds than the

Gallaghers, Tauebers, and Moes.

Aaron Elkind was born about 1917 in Milwaukee where his parents owned Elkind's Reliable Grocery Store. He graduated from North Division High School in 1934 and enrolled at the University of Wisconsin-Madison about 1935. At the U.W. he majored in economics, was a member of the Jewish fraternity, worked as a salesman for Manchester's Department Store and graduated in 1940. From 1941 to 1945 he was in the U.S. Army. After the war he married Rosella Litovchik, "the girl next door," who had belonged to the same sorority as Elkind's sister, Shirley, at the University of Wisconsin-Milwaukee, in the class of 1942.

In 1949 Aaron acquired the Madison rights, probably a franchise from Sears, Roebuck, to build 40 to 100 precut houses designed by the Wollander FarWest Company in the 100 and 200 blocks of Harding Street and the surrounding Tilton-Midlands area.

These houses were about 700 square feet and were built on a concrete slab. They featured central heating, a fireplace, carpeting, and Sears kitchen appliances. They sold for about \$8,000 and were an instant success. A spotting feature of these houses is an unusually large rectangular red brick chimney located dead center on the street side of the roof.

The Elkind's called their company the Marcy Corp., probably named for their first-born, Marcy.

About 1950 the Elkind's moved to Madison and lived for some time on Shepard Terrace. They later lived at 1106 Mohican Pass. The 1950 Madison City Directory erroneously lists Elkind as working as a salesman or manager for the Humphrey Tree Expert Company before taking up construction full time, but in 2011 Elkind family members reported that he had never worked for Humphrey. The error apparently arose from a clerical mixup at the City Directory, probably because Elkind and Humphrey were both located in the Security State Building at the time.

Elkind and his associate Donald B. Sanford started Eastmorland in 1954. Elkind and Sanford often hired a young attorney named Albert McGinnis as their business lawyer. McGinnis later became an important developer and civic leader.

In the early 1960s the Elkind's specialized in middle income housing east of Stoughton Road, particularly in the Kingston and Rolling Meadows areas.

Berkeley Heights, where the streets are named for English poets, novelists, and essayists was their most important Northside project.

During these years Rosella became a leader in women's activities at the Beth Israel synagogue.

Word had also probably gotten out through the grapevine that Aaron had fought in North Africa, Sicily, Italy, France (Normandy, where his 82nd Airborne Division unit landed by glider or parachute the night before D-Day), and Germany until the end of the war in

Europe. He received three Purple Hearts and became a First Lieutenant.

In 1958 Rosella purchased several hundred acres of land, much of it marsh, on both sides of North Sherman Avenue north of Wheeler Road in Section 18 of Burke and Section 24 of Westport on a land contract from Dr. J.P. West, a veterinarian who had used some of this land as a hog farm.

In 1961 the Elkind's sold the land to Cherokee Park, Inc., of which Aaron was a director. This firm hoped to purchase even more land in the area and wanted to build a lake, a golf course, a bowling alley, upper-income houses, apartments, a hotel, and a shopping center.

The City of Madison, Dane County, and the State of Wisconsin objected to these plans because the project would destroy wetlands along the Yahara River.

Cherokee Park, Inc. eventually acquired a few hundred acres in addition to the West/Elkind land but scaled back to the lake, the golf course, and about 150 house lots, with some land left for future expansion. In 1973 Cherokee began to build condominiums.

In 1963 the Elkind's turned over their Madison activities to Donald B. Sanford (1916-1985) and moved to California. Sanford's obituary states that he built 2,000 houses in the Madison area.

A one-man real estate company started in Madison by Ingvald Hovde is now part of a national firm, Hovde Financial. A subsidiary, Hovde Properties, is involved with construction, property management, and related services in the Madison area.

The Hovde family has long ties to the Northside.

Ingvald Hovde (pronounced Huv-dee) was born in Voss, Norway about 1904. His family moved to America when he was five years old. They lived at various places in the Great Plains and then in a lumber camp in northern Wisconsin before moving to Stoughton in 1911 and Madison in 1920.

In 1933 Ingvald bought the Ross M. Koen real estate firm and renamed it I. Hovde Realty. He did well enough that his family soon moved to a large house at 1450 Morrison Street.

In 1942 Ingvald and his wife Joseffa bought a farm in Westport. They used the farm and a house at 1210 Troy Drive primarily for recreation. The family sold most of the farm in the 1950s and began a subdivision called Mendota Hills on the remainder. In 1956 Ingvald and Joseffa moved into a house they built in Mendota Hills at 3601 Cascade Road. Joseffa died in 1979. Ingvald retired in 1969 and died in 1995, at age 91.

One of their sons, Donald I. Hovde, had an especially interesting career. He was born in 1932, attended East High School and graduated from the University of Wisconsin-

Madison in 1953. He joined the Army, served in Korea for two years, became a Captain, and was a pilot with an Army reserve unit at Truax.

In 1964, Donald ran for the State Senate from the 26th District but lost to Fred Risser. He stayed with the family business until 1981 when he served as Under Secretary of the U.S. Department of Housing and Urban Development until 1983. He then established a financial services company and remained in Washington until 1991 when he returned to Madison. He died in February 2002, at age 70.

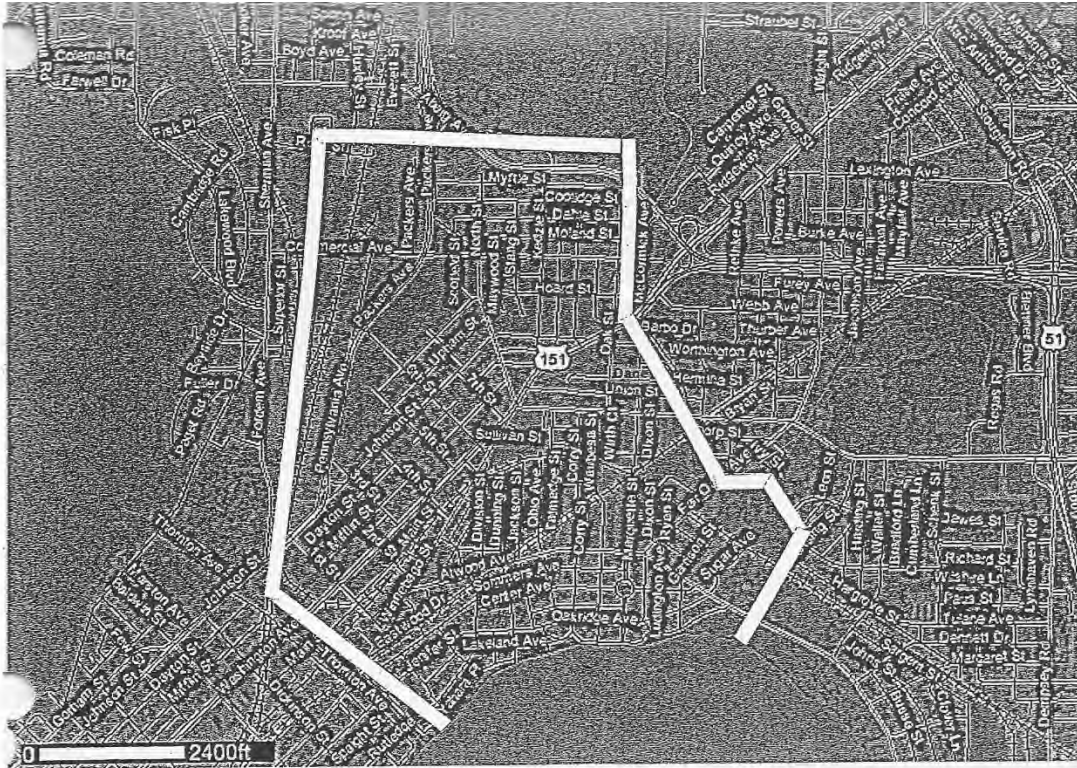
SOURCES

Madison and Milwaukee City Directories, Dane County Plat Books, articles in the Madison *Capital Times* and *Wisconsin State Journal*, and the University of Wisconsin-Madison and University of Wisconsin-Milwaukee yearbooks, were major sources for this section.

A folder in the Local Materials Collection at the Madison Public Library labeled “Neighborhoods – Cherokee” contains many newspaper clippings about the Cherokee project. Ruth Baumann’s *Cherokee Marsh – Win, Draw, or Compromise?* (Madison, 1968) examines the ways in which citizen groups, government workers, and elected officials tried to balance private enterprise with the need to protect natural areas.

Special thanks to the Jewish Museum Milwaukee and the Wisconsin Veterans Museum.

Part V. STREETS BETWEEN THE YAHARA RIVER AND STARKWEATHER CREEK



Part V. Streets between the Yahara River and Starkweather Creek

By 1900 the City of Madison, population about 20,000, was well-suited for manufacturing small- to medium-sized metal products, especially machine tools and farm implements. Coal, iron, and steel arrived by rail, finished products left by rail.

A number of industrial firms had grown up along the railroad tracks from Blair Street to Dickinson Street. The machinists, tool makers, and other skilled workers in these factories were inclined to remain in the Madison area because of good working conditions and the excellent public schools but needed land on which to build their houses.

In 1901 the East Side Land Company platted Fair Oaks on farm land in the Town of Blooming Grove east of the Yahara River. Fair Oaks was in the general area of the present Schenk's Corners. James P. Corry became the sales agent. The subdivision was promoted as an ideal neighborhood for the "working man."

Lots sold quickly. Fair Oaks soon had first, second, third, fourth, and fifth additions. Other firms established nearby subdivisions such as Elmside and Hudson Park. Even the Madison Turnverein sold some of its land in Schuetzen Park for residential development.

In 1906, Fair Oaks became an incorporated village; in 1913, Fair Oaks, Elmside, and Hudson Park were simultaneously annexed by Madison.

Meanwhile, industries had crossed the Yahara along the railroad tracks near Fair Oaks, where a metal-casting firm, Mason-Kipp (later Madison-Kipp) and the American Plow Company built factories. In 1903 George C. Riley and several others platted Madison Square east of First Street, south of Pennsylvania Avenue, north of East Washington Avenue and west of North Street. The East Side High School designed by Frank Riley opened in 1922.

By the mid to late 1920s, even more houses were needed, partly because the Oscar Mayer meat packing and sausage company had become so successful. This led to the creation of Eken Park by three brothers, Thomas, Ole, and Iver Eken, on land east of North Street, north of Commercial Avenue to Coolidge Street and east most of the way to Starkweather Creek.

In the 1930s some of the land near the intersection of North Street and Coolidge Street was occupied by the Madison Airport, a private firm.

Smaller subdivisions south of Commercial Avenue to East Washington Avenue and east to Starkweather Creek included North Gardens, East Lawn Park, and North Lawn.

By 1930 almost all of the land between the Yahara River and Starkweather Creek, north of Lake Monona, and south of the Town of Burke, was within Madison city limits. Only a few residential streets have been added or vacated since then although the highway

network has greatly expanded.

Most of the Eastside street names belong to ten categories:

1. Extensions of existing Madison streets – Jenifer, Rutledge, Washington
2. Natural beauty and landscaping – Elmside, Linden, Evergreen, Riverside, Waubesa
3. Farmers and developers – Dunning, Stang, Corry, Corscot
4. U.S. presidents, states, and national politicians – Washington, Pennsylvania, Ohio, Bryan
5. The period of exploration – Marquette, Winnebago
6. Wisconsin judges and governors – Bashford, Ludington, Hoard, Upham, La Follette
7. Episodes in U.S. history – Fair Oaks, Buena Vista
8. Local businesses – Mayer, Sugar
9. Political limits and road destinations – Division, Center, Milwaukee
10. Miscellaneous – North, Commercial, St. Paul, East Lawn

ALPHABETICAL LIST OF EASTSIDE STREETS

First through Eighth Streets – are all north-south streets in the Madison Square development. Several extend south of East Washington Avenue.

Algoma Street – (S off 2800 block Commercial Avenue) for the Wisconsin city

Amoth Court – (S from 2017 Atwood Avenue) for the Amoth family who had lived in the area since at least 1888; Christian Amoth, b.1841 d. 1918, and his son Theodore, b.1877 d. 1943, owned a blacksmith shop and house at the corner of Amoth and Atwood Avenue.

Anzinger Court – (S from 2641 Milwaukee Street) Anzinger, an early Madison family; Theo Anzinger, b.1871 d. 1939, landscape gardener, lived at 2641 Milwaukee Street when he died.

Atwood Avenue – (First Street to Schenk's Corners then E to Monona Drive, changed from Milwaukee Avenue in 1913) David Atwood, b. 1815 d. 1889, Mayor of Madison, 1868-1869, founded the *Wisconsin State Journal* newspaper.

Bashford Avenue – (E from 2221 Winnebago Street, changed from Elmwood Avenue in 1913) Robert M. Bashford, b. 1845 d. 1911, Wisconsin State Supreme Court Justice, Madison Mayor 1890-1891

Bryan Street, North & South – (off 3100 block Milwaukee Street) for William Jennings Bryan, b.1860 d. 1925, presidential nominee

Buell Street – (NE from 1800 Winnebago Street to railroad tracks) Charles E. Buell, b. 1855 d. 1938, attorney, developer. Buell platted the Monona Subdivision in 1891. See also Merry Street.

Buena Vista Street – (1 blk E of Atwood from South Fair Oaks to Garrison Street) In 1847, during the war with Mexico, U.S. soldiers defeated a much larger force led by General Santa Anna during the Battle of Buena Vista. Buena Vista means “a pleasant or fair view” in Spanish, so the phrase refers both to the American victory at Buena Vista and to a pleasant view in general. Coincidentally there is a Fairview Street one block from Buena Vista Street.

Carey Court – (1/2 blk NE on Second Street from East Washington Avenue) in the Carey plat east of East High School. There were several Carey families on the East Side from at least 1904.

Center Avenue – (2 blks S of Atwood, from Division to Atwood) runs through the center of the Elmside subdivision.

Clemons Avenue – (NW off Rutledge, 1 blk E of Yahara River) Clemons was the maiden name of Mary (Mrs. Rufus B.) Smith and the mother-in-law of William Swensen, a leader in developing the Riverside Park and Groveland areas.

Clyde Gallagher Avenue – (N from 3000 Milwaukee, 4 blks W of South Fair Oaks) Clyde A. Gallagher, b. 1890 d. 1947, an important Eastside developer who built hundreds of houses in the area

Commercial Avenue – (E from 500 North Sherman Avenue to Hwy 30) to suggest economic activity

Coolidge Street – (3 blks N on North Street from Commercial Avenue) Calvin Coolidge, b. 1872 d. 1933, U.S. President, 1923-1929

Corry Street – (N from 2700 Atwood Avenue to Milwaukee Street, changed from Mendota Street in 1913) James P. Corry, b. 1867 d. 1912, a founder of the Fair Oaks Land Company and its most vigorous promoter

Corscot Court – (N from 2100 Atwood Avenue) Gerrit J. Corscot, b. 1860 d. 1957, a founder of the Fair Oaks Land Company and president of the Dane County Title Company

Dahle Street – (2 block N on North Street from 2500 Commercial Avenue) Dahle Street may have been named by the Eken brothers in honor of a Norwegian family or a location in Norway.

Daley Drive – (W off 100 South Fair Oaks along Starkweather Creek) Named for Grace Daley Mooney’s father’s family. She worked with James P. Corry to develop the area.

Dayton Street, East – (E off 200 North First Street) continuation of a street in the 1836 Doty plat; Jonathan Dayton signed the U.S. Constitution for New Jersey

Dexter Street – (1 blk N on Mayer Avenue, 1 blk W of North Street) two streets in Woodland, a small 1920s subdivision, Myrtle Street and Dexter Street, may be named for Luzerne Dexter, b. 1850 d. 1934, and his wife Myrtle, b. 1873 d. 1946.

Division Street – (N & S from 2100 Atwood Avenue) dividing line between Madison and the Village of Fair Oaks

Dixon Street – (S from 2921 Milwaukee Street & N from 200 South Fair Oaks Avenue) Luther S. Dixon, b. 1825 d. 1891, Chief Justice Wisconsin State Supreme Court 1859-1874

Dunning Street – (N & S from 2200 Atwood Avenue, changed from Jefferson Avenue in 1913) Philo Dunning, b. 1819 d. 1900. After farming and operating a saw mill on Starkweather Creek, Dunning became a druggist and grocer. The family built the house at 2212 St. Paul Avenue in 1849 and lived there for 20 years.

East Lawn Court – (E off North Street, 1 blk S of East Johnson Street) imitative of West Lawn, a successful West Side development

Eastwood Drive – (Easterly of 1900 blk Winnebago Street to intersection with 2200 blk Atwood Avenue) In the early 1970s, the City of Madison decided to relieve traffic congestion through Schenk's Corners by constructing a two-lane Atwood Avenue bypass. A city committee recommended that the new street be named Eastwood Drive. It opened on November 7, 1974.

Elmside Boulevard – (S off 2800 Atwood Avenue to Lakeland Avenue) for "Elmside," a large farm owned by Simeon Mills, b. 1810 d. 1895, whose house still stands at 2709 Sommers Avenue. He was Madison village president, 1851-1852.

Emmet Street – (E off South Fair Oaks Avenue, 3 blks N of Atwood Avenue) Robert Emmet, b. 1778 d. 1803, Irish nationalist rebel, subject of several nineteenth century poems and dramas

Evergreen Avenue – (S from 2300 Atwood Avenue) for evergreens along the street

Fairfield Place – (W off Kedzie Street, 1 blk S of 2700 Commercial Avenue) a pretty name

Fair Oaks Avenue, South – (S from Milwaukee Street to 2900 Atwood Avenue) One of the developers of the Fair Oaks subdivision had been wounded at the Battle of Fair Oaks, near Richmond, Virginia, on May 31 and June 1, 1862. Also, the Dunning family farm was called Fair Oaks.

Fairview Street – (3 blocks E of Atwood, west from South Fair Oaks to Marquette Street) a pretty name, may also have been a deliberate translation of Buena Vista Street

Farwell Street – (S off 2600 Milwaukee Street, 1 blk E of East Washington) Leonard J. Farwell, b. 1819 d. 1889, Wisconsin Governor 1852-1854, an important early Madison developer who was especially active on the north and east sides

Garrison Street – (N from 3100 Atwood Avenue) William L. Garrison, b. 1805 d. 1879, abolitionist

Gateway Place – (W off 100 South Fair Oaks Avenue) a pretty name

Hauk Street – (E off 300 Oak Street, ½ blk S of 2900 East Washington Avenue) possibly for the Hauk family listed in Madison City Directories from at least 1888 through 1933. Helen Hauk was a teacher at Hawthorne School.

Helena Street – (W off Division, 1 blk S of Eastwood Drive) in honor of Helena (Mrs. Thorvald) Swensen, b. 1840 d. 1928, mother of William Swensen, an East Side developer

Hermina Street – (E off 200 blk of North Marquette Street; pronounced Her-meen-ah) – Named by Harry Sauthoff in honor of his mother, Hermina Brueggmenn Sauthoff, b. 1848 d. 1921

Hoard Street – (E off North 5th Street, 2 blks N of East Johnson Street, changed from East Gilman Street in 1913) William D. Hoard, b. 1836 d. 1918, Wisconsin Governor 1889-1891, dairy industry pioneer

Hudson Avenue – (S from 2700 Atwood Avenue) located on land platted by John W. Hudson, b 1831 d. 1901, and William T. Fish Sr., b. 1833 d. 1904. John Hudson was a grain dealer, manufacturer, banker and real estate developer. He lived at 2709 Sommers Avenue.

Ivy Street – (E off South Fair Oaks Avenue, 2 blks S of 3300 Milwaukee Street) for the plant

Jackson Street – (N from 2300 Atwood Avenue) Jackson Reuter, b. 1858 d. 1946, treasurer of the East Side Land Co., developer of Fair Oaks and an officer in many other firms including the American Plow Company

James Street – (E & W off South Bryan Street, 2 blks S of Milwaukee Street) James P. Corry, see Corry Street and/or James Mooney, b.1875 d. 1951, Grace Daley's fiancé/husband. They were married November 21, 1913. Grace Daley was a bookkeeper and stenographer with the James Corry Land Co.

Jenifer Street – (E off Riverside Drive, 1 blk S of Winnebago Street) continuation of a

street in the 1836 Doty plat. Daniel of St. Thomas Jenifer signed the U.S. Constitution for Maryland.

John(s) Street – (SE off Walter Street, 1 blk N of 3400 Atwood Avenue) John Daley, brother of Grace Daley Mooney, a bookkeeper and stenographer with the James Corry Land Co.

Johnson Street, East – (E off 300 blk Wisconsin Avenue to 2800 East Washington Avenue) continuation of a street in the 1836 Doty Plat. William Samuel Johnson signed the U.S. Constitution for Connecticut.

Kedzie Street – (N & S off 2800 Commercial Avenue, 3 blks S of North Street) no information

La Follette Avenue – (E off Division Street, 3 blks N of Atwood Avenue, changed from Oakwood Street in 1913) Robert M. La Follette, Wisconsin Governor, 1901-1906, U.S. Senator, presidential candidate

Lakeland Avenue – (E from Rutledge Street and Division Street to Garrison Street, changed from Lake Avenue in 1913) for its proximity to the shore of Lake Monona

Lindbergh Street – (E off 200 blk South Fair Oaks Avenue, 2 blks N of Atwood Avenue) Charles A. Lindbergh, b.1902 d. 1974, aviator

Linden Avenue – (SE from 2100 Winnebago Street) for linden (basswood) trees

Linden Court – (W from 2060 Winnebago Street) for linden (basswood) trees that the A. J. Steinle family planted on the land that they owned and then platted.

Ludington Avenue – (S from 3100 Atwood Avenue, changed from Lincoln Avenue in 1913) Harrison Ludington b. 1812 d. 1891, Wisconsin Governor 1876-1878

Lunder Court – (W off 2100 blk Linden Avenue) perhaps for the Lunder family listed in Madison City Directories since at least 1888. In 1933 Orin Lunder owned the Lunder Furniture Company, 2044 Atwood Avenue.

Main Street, East – (NE from Martin Luther King Jr. Boulevard to 4th Street) continuation of Main Street in Madison

Maple Avenue – (S from 3000 blk Atwood Ave to Oakridge Avenue) In 1870 Charles B. Miller, b. 1843 d. 1923, purchased the Dunning farm which had been called “Fair Oaks” and renamed it “Maples.”

Margaret Street – (E off 3700 Atwood Avenue, 2 blks SE of Walter Street) Margaret Daley who became Sr. M. Francina, sister of Grace Daley Mooney who worked with James Corry to develop the east side

Marquette Street, North & South – (N & S off 2800 Milwaukee Street) Father Pere Marquette, b. 1637 d. 1675, Jesuit missionary & explorer

Mayer Avenue – (NW from North Street & Commercial Avenue) Oscar F. Mayer, b. 1859 d. 1955, founder of Oscar Mayer Foods Corp., originally a meat packing company

Maywood Street – (S off Commercial Avenue, 1 blk E of North Street) a pretty name

Merry Street – (N off 1600 Winnebago Street) for Martha Merry Buell, b. 1864 d. 1942, wife of Charles E. Buell. See also Buell Street.

Mifflin Street, East – (E from North First Street to North Street) continuation of a street in the 1836 Doty plat. Thomas Mifflin signed the U.S. Constitution for Pennsylvania.

Miller Avenue – (S from 2800 Atwood Avenue) Samuel R. Miller, b. 1856 d. 1922, bought 185 acres and the house at 2709 Sommers Avenue in 1890 which he called Elmside, later he and James Corry subdivided the farm into the Elmside Plat.

Milwaukee Street – (E from 2600 East Washington Avenue to Sprecher Road) for the City of Milwaukee

Moland Street – (E off North Street, 1 blk N of Commercial Avenue) for the Moland district in Norway, birthplace of Birgit Eken, the wife of Thomas Eken

Myrtle Street – (E & W off North Street, 4 blks N of Commercial Avenue) see Dexter Street

North Court – (E off Farwell Street, 1 blk S of Milwaukee Street, 2 blks E of East Washington Avenue) north of South Court

North Lawn Avenue – (N & S off 2800 Commercial Avenue) imitative of West Lawn, a successful West Side development

North Street – (N from 2600 East Washington Avenue) for its direction and location north of East Washington Avenue

Oak Street – (N from 2800 Milwaukee Street) for the tree

Oakridge Avenue – (E off Division Street, 3 blks S of Eastwood Drive) for the oak trees on a high ridge of land near Lake Monona

Ohio Avenue – (N & S from 2400 Atwood Avenue, changed from Madison Street in 1913) for the U.S. state

Packers Avenue – (N from N 6th St and Pennsylvania Avenue) for the Oscar Mayer

Foods Corp., the meat packing company

Pawling Street – (N & S off 2800 Commercial Avenue) no information

Pennsylvania Avenue – (N off 2000 E Johnson St to Commercial Avenue) for the U.S. state

Riverside Drive – (S off 1600 Winnebago Street to Lake Monona) Alongside the Yahara River

Roth Street – (E off 1100 N Sherman Avenue, 3 blks N of Commercial Avenue) for the Roth family of farmers and merchants who lived on the street and developed the Northgate Shopping Center on their land

Rusk Street – (N off 2000 blk Atwood Avenue , 1 blk E of Winnebago Street) Jeremiah M. Rusk, b. 1830 d. 1893, Wisconsin governor 1882-1889

Russell Street – (S off 1900 blk Winnebago Street, S off 1900 blk Eastwood Drive) probably for one of the several Russell families in Madison from at least 1904; possibly Harry L. Russell, b. 1866 d. 1954, Dean of the UW College of Agriculture 1907-1931

Rutledge Street – (NE from 600 South Ingersoll Street to Division Street) continuation of a street in the 1836 Doty plat. John Rutledge signed the U.S. Constitution for South Carolina.

Ryan Street – (N from 200 S Fair Oaks Avenue, 2 blks N of Atwood Avenue) for Edward G. Ryan, Wisconsin Supreme Court justice, 1874-1880

Sachs Street – (E off N Marquette Street, 3 blks N of 2800 Milwaukee Street) John and Catherine Sachs owned a nine-acre market garden and the house at 2838 Milwaukee Street in the late 1800s.

St. Paul Avenue – (off 3100 blk Milwaukee Street) for the Chicago, Milwaukee, and St. Paul Railroad

Schiller Court – (S off 2300 Oakridge Avenue, changed from Madison Court in 1913) Christoph Friedrich von Schiller, b. 1759 d. 1805, German poet and playwright

Schurz Avenue – (S from 2121 Oakridge Avenue to Lake Monona) Carl Schurz, b. 1829 d. 1906, German-American lawyer, politician, journalist. His wife, Margarethe Meyer Schurz, b. 1833 d. 1876, started first U.S. kindergarten in Watertown in 1856.

Scofield Street – (S off 2300 blk Commercial Avenue, 1 blk E of Packers Avenue, changed from East Langdon Street in 1913) Edward Scofield, b. 1842 d. 1925, Wisconsin Governor 1897-1901

Sommers Avenue – (E off Division Street, 1 blk S of Eastwood Drive; changed from Park Place in 1913) for the Ernst Sommers homestead; Sommers, b. 1822 d. 1909, was an early associate of Leonard J. Farwell and a landscape gardener whose house stood at the corner of Atwood and Sommers Avenues.

South Court – (E off Farwell Street, 2 blks S of 2600 Milwaukee Street) south of North Court

Spaight Street – (E from 500 Walton Place to Russell Street) continuation of a street in the 1836 Doty Plat. Richard Dobbs Spaight signed the U.S. Constitution for North Carolina.

Stang Street – (N&S off 2600 Commercial Avenue, 2 blks E of North Street) for the Adolph and George Stang families who had a truck farm near North Street and Commercial Avenue.

Sugar Avenue – (NE from 3248 Atwood Avenue) for the U.S. Sugar Co., sugar beet and cane refinery, 1906 - 1924

Sumach Road – (intersects 89 S. Fair Oaks Avenue) Alternate spelling for the sumac tree/shrub

Sutherland Court – (from 2041 Winnebago Street to 2022 E. Main Street) possibly for the Sutherland family

Talmadge Street – (N off Bashford Avenue, 3 blks E of Dunning Street, changed from Miller Street in 1913) Rev. T. De Witt Talmadge, b. 1832 d. 1902, nationally known Presbyterian preacher, clergyman, and reformer

Thorp Street – (E & W off 10 South Fair Oaks Avenue, 1 blk S of Milwaukee Street) for the Thorp Addition of about 1908 near the street car barns on Fair Oaks Avenue. The addition was named for John Miller Thorp who had owned the land.

Union Street – (E from 2625 East Washington Avenue) for the intersection of several major streets at East Washington Avenue. The Union House tavern, 2601 East Washington, was in operation during the Civil War when Union soldiers patronized the bar.

Upham Street – (W off North Street, 1 blk N of East Johnson Street, changed from East Gorham Street in 1913) William H. Upham, b. 1841 d. 1924, Wisconsin Governor 1895-1897

Walton Place – (N & S off 1800 Rutledge Street, 1 blk E of Clemons Avenue) for Izaak Walton, b. 1593 d. 1683, English author of *The Compleat Angler*; also for the Izaak Walton League of America, an important fishing and conservation society

Washington Avenue, East – (NE off Pinckney Street at Capitol Square to city limits, was also known as Sun Prairie Road) continuation of the most prominent street in the 1836 Doty plat. George Washington signed the U.S. Constitution for Virginia.

Waubesa Street – (N from 2800 Atwood Avenue to Milwaukee Street) for Lake Waubesa

Welch Avenue – (S from 3200 Atwood Avenue to Lakeland Avenue, changed from Monona Avenue in 1913) Families named Welch are listed in the Madison City Directories from at least 1888 through 1917.

Willard Avenue – (E off Evergreen Avenue 3 blks S of 2300 Atwood Avenue, changed from Mills Place in 1913) perhaps for Frank H. Willard, editor of *The Western Farmer/Wisconsin Farmer*, published 1887 - 1929

Winnebago Street – (continuation of Williamson Street from the middle of the Yahara River E to Milwaukee Street) for the Indian tribe most numerous in the Madison area during the 1800s. This was a portion of their trail through Madison to Fort Winnebago on the Wisconsin River near Portage.

Wirth Court – (S off 2800 Milwaukee Street, 1 blk E of Waubesa Street) for the Wirth family. Jacob Wirth, a plasterer, and his wife Anna built the house still standing at 2817 Milwaukee Street.

Yahara Place – (E of Riverside Dr., 1 blk N of Yahara River) for the Yahara River

SOURCES

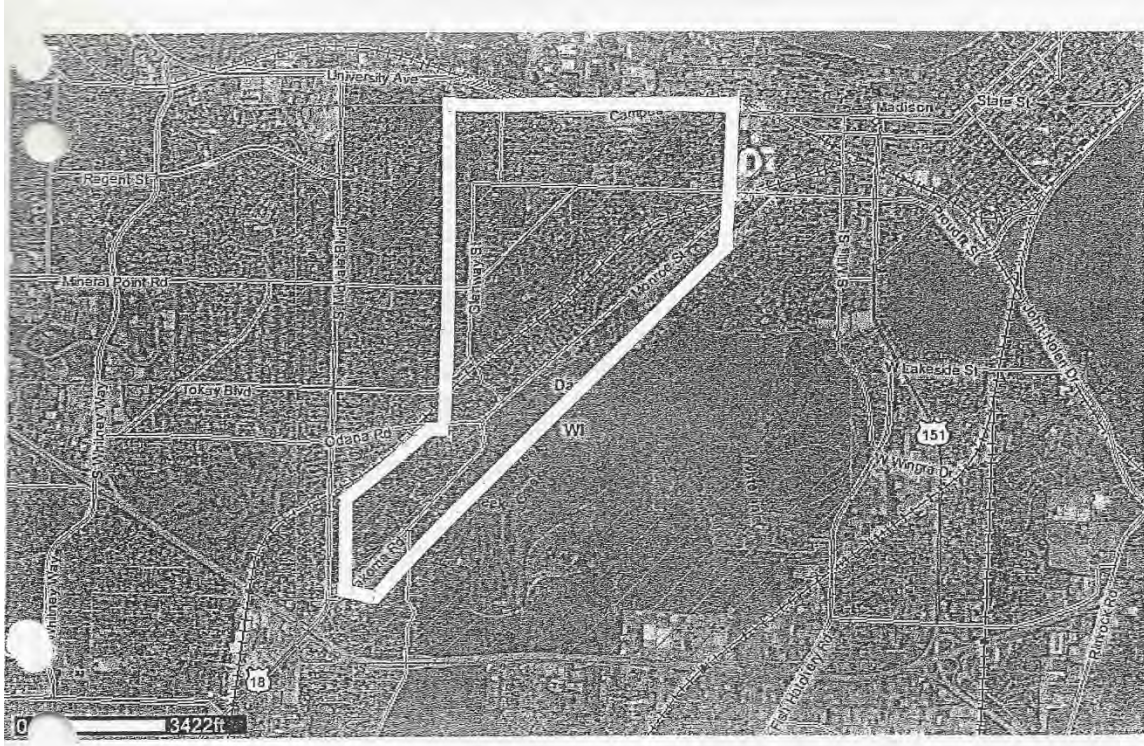
City directories, real estate atlases, and articles in the *Wisconsin State Journal* and the *Capital Times* were useful. Notes in the Frank Custer Research Files in the Archives Section of the Wisconsin Historical Society, were helpful. Two articles by Henry Noll in the *Wisconsin State Journal* on May 31 and June 11, 1922, give the sources of many street names east of the Yahara.

Madison Past and Present (Madison, 1902), contains many illustrated articles on local industries.

An East Side Album (Madison, 2008) has many photos and essays describing Eastside businesses, community institutions, and family life from the early days onward.

Special thanks to David Griffith, Karl Kappel, and Scott Steel.

Part VI. SOUTHWESTERN SUBURBS FROM WINGRA PARK TO NAKOMA, 1890 TO 1930



Part VI. Southwestern suburbs from Wingra Park to Nakoma, 1890 to 1930

In 1890, Warren Street, which is now Randall Avenue, was considered the western border of Madison. West Side suburban development began in the early 1890s with Wingra Park and University Heights, then continued to about 1930 with other subdivisions such as Oakland Heights, Mercer's Addition to University Heights, Highland Park, West Lawn, West Lawn Heights, Hillington, Edgewood Park, Wingra, Glenwood, Briar Hill, and Nakoma.

Wingra Park, Oakland Heights, University Heights, and West Lawn became part of the City of Madison in 1903. By 1919 the city limits extended pretty much in a straight line from the intersection of Western Avenue to Farley Avenue. Nakoma joined the city in 1931. Glenwood and Briar Hill resisted annexation until 1948.

Each of the subdivisions has unique characteristics, but nearly all were built to provide single-family housing for University of Wisconsin faculty and staff, business owners and managers, druggists, doctors and dentists, and other middle to upper middle income workers. A 1915 ad claimed that no west end resident was too lazy to work, none rich enough to be lazy. Most areas were dry; no saloons were allowed.

Real estate dealers presented these southwestern suburbs as offering the best of the city and country without the disadvantages of either.

The subdivisions before 1910 were built by a variety of land companies, many of which were owned by prominent Madison bankers, judges, attorneys, doctors, and professors. These firms merged in 1910 to create the Madison Realty Company:

- Brook's Company
- Edgewood Park Land Company
- Highland Park Company
- Madison Land and Improvement Company
- Madison Realty Company
- Oakland Heights Company
- University Heights Company
- West End Realty Company
- West Lawn Company
- West Lawn Heights Company

Paul E. Stark soon joined the firm.

Before and after 1910, these owners, who were well informed on national trends in real estate and city planning, exhibited a "can do" attitude that was both scrappy and cheerful.

For example, when doubters asked the developers of University Heights why anyone would want to build a house on the north side of a steep hill in Wisconsin, one of the owners, Charles E. Buell, built a mansion on top of the hill facing north.

When it became clear that subdivisions farther west than Wingra Park and University Heights would not thrive without streetcars, the developers and residents financed extensions to Monroe Street at Harrison Street and to the Regent Street entrance of Forest Hill Cemetery with their own money.

When Midwestern cities such as Des Moines, 1915 population about 108,000, saw that widespread ownership of automobiles made it possible to build suburbs beyond the end of the line for streetcars, these developers in Madison, a city with one-third the population of Des Moines, started Nakoma.

In the late 1910s and early 1920s when the national movement to establish arboretums took hold (the Morton Arboretum in Lisle, Illinois, opened in 1922), Paul E. Stark was one of the first in Madison to propose an arboretum along the shores of Lake Wingra.

Unlike Eastside developments such as Fair Oaks, Madison Square, and Eken Park of the same period where industries stimulated rapid expansion, the western subdivisions, which depended on enrollment increases at the University of Wisconsin, filled in more slowly. There were still prime lots for sale in University Heights in 1914. In 1927 only about 80 families lived in Nakoma, an 86-acre subdivision that had been laid out in a 185-acre tract to allow room for expansion.

Fortunately, the Madison Realty Company was well-capitalized and its owners were patient. Slow sales led to prize-winning advertising campaigns, “win a house” raffles, and landscaping improvements to make the subdivisions more attractive.

The largest subdivisions, Wingra Park, University Heights, and Nakoma, used themed street names. The others were given street names from many sources, such as place names from the territorial period, geographical features, leading Madison and Wisconsin citizens, and even prestigious English schools for boys.

WINGRA PARK AND OAKLAND HEIGHTS

The Wingra Park Land Co., Inc., was incorporated in 1892 and the Oakland Heights Land Co. in 1896. Oakland Heights was essentially a follow-up to the success of Wingra Park. Most of the streets are named for U. S. presidents. (Wingra is Winnebago for “duck.”) The use of presidents’ names was an echo of Doty’s 1836 choice of street names for signers of the U. S. Constitution.

Lots in both subdivisions were originally smaller than at present, which allowed for six more streets named for U. S. presidents: Jackson, Polk, Washington, Cleveland, Pierce, and Taylor as shown in the 1899 Dane County Plat Book. These streets disappeared when the lots were enlarged and when Vilas Avenue was named to honor the Vilas family.

UNIVERSITY HEIGHTS

University Heights was platted in 1893 on 106 acres of land formerly owned by Breese J. Stevens, a lawyer, mayor of Madison from 1884 to 1885, and a University of Wisconsin regent. The land occupied a rectangle beginning one block west of present Breese Terrace to Allen Street and north from Regent Street to University Avenue. It was marketed as an upper income development for University of Wisconsin faculty as well as business owners and executives.

Main Hall (now Bascom Hall) was a 15-minute walk from University Heights. The rapidly expanding western agricultural and engineering campus was even closer.

The big challenge was the hilly topography which the developers turned into a sales point. Streets named “Prospect” and “Summit” suggested high class as well as geographic location. Most of the others honored University professors and presidents in many specialties – the classics, geology, botany, history, and economics.

RANDALL PARK, MERCER’S ADDITION, HIGHLAND PARK, WEST LAWN, WEST LAWN HEIGHTS, ETC.

Randall Park, incorporated in 1896, filled the single block between Breese Terrace and University Heights. Mercer’s Addition, where all of the streets are named for trees, was a western extension of University Heights.

Highland Park, centered around Highland Avenue, was promoted as being almost as nice as University Heights, but less expensive.

West Lawn and West Lawn Heights were satellites of University Heights.

Hillington and Hillington Green were the final additions to this cluster of subdivisions.

EDGEWOOD PARK, WINGRA, GLENWOOD, BRIAR HILL

In 1907, John C. McKenna advertised lots in Edgewood Park as being priced for “men of limited means.” Other subdivisions west of Edgewood also catered to less affluent clients than those closer to the university. Wingra, Glenwood, and Briar Hill are located between the Illinois Central Railroad tracks and Monroe Street west to Odana Road. They were not part of the Madison Realty Company. Each was built by a relatively small firm.

NAKOMA

A 1915 brochure announcing the creation of Nakoma is titled “Nakoma’s message from woodland and meadows, and a welcome.”

The first two street names, Nakoma Road and Odana Road, were chosen by the Madison Realty Company. “Road” suggested a rural location. “Nakoma” is Chippewa for “I keep my word” or “I do as I promise.” “Odana” is Chippewa for “village.” The next ten street names were chosen by the Madison Realty Company from ballots cast in a 1916 name the streets contest.

Except for Custer, all of the winning street names relate to Indian tribes (using the English name for each tribe), tribal members, customs, or legends.

The Indian theme helped promote Nakoma as a place where city dwellers could “go west and grow with Nakoma.” It also created a brand identity to set Nakoma apart from competitors such as College Hills and Lakewood.

By 1930 most of the streets in Nakoma had acquired their present names.

1916 NAKOMA STREET NAME CONTEST

Before the contest most Nakoma streets were identified with letters.

Winners were announced in a full-page ad in the *Wisconsin State Journal* on August 27, 1916.

Each winner received a \$20 gold piece.

The winning names were:

- A Manitou Way
- B Council Place
- C Seneca Place
- D Oneida Place
- E Miami Pass
- F Custer Road
- G Naheda Trail
- H Seminole Highway
- I Mandan Circle
- J Waban Hill

Wenonah Drive was also a winner although it was not chosen as a street name until sometime later.

ALPHABETICAL LIST OF WEST SIDE STREETS

Adams Street – John Adams U. S. President, 1797-1801, and John Quincy Adams U. S.

President, 1825-1829

Agawa Path – the Agawa Canyon is located about 115 miles north of Sault Ste. Marie

Allen Street – William Francis Allen, 1830-1889, was a University of Wisconsin professor of history and ancient languages from 1867 until 1889.

Arbor Drive – for the University of Wisconsin Arboretum

Arlington Place – for Arlington House and the Arlington National Cemetery near Washington, D. C.

Ash Street – for the tree

Baltzell Street – John R. Baltzell, 1827-1893, was an attorney and the Mayor of Madison, 1879-1880

Bascom Place – John Bascom, 1827-1911, was President of the University of Wisconsin from 1874 until 1887. He was a psychologist, advocate of women's rights, and a prohibitionist.

Bascom Street – see Bascom Place

Birge Terrace – Edward Asahel Birge, 1851-1950, was a biologist and President of the University of Wisconsin 1918-1925. He is considered to be the founder of limnology, the study of inland waters.

Breese Terrace – Breese J. Stevens, 1834-1903, was a lawyer, an associate of William F. Vilas, Mayor of Madison 1884-1885, a University of Wisconsin regent, and a real estate developer. In 1893 he sold 106 acres of land west of Camp Randall to the University Heights Company and became a director of the company.

Briar Hill Road – for the subdivision which was located along a hill covered with many briar bushes

Campbell Street – no information

Chadbourne Avenue – Paul Ansel Chadbourne, 1823-1883, was a biologist and botanist. He was President of the University of Wisconsin 1867-1870.

Chamberlain Avenue – Thomas Chrowder Chamberlin, 1843-1928, was a geologist, explorer, and President of the University of Wisconsin 1887-1892. The street name was spelled correctly as Chamberlin in the 1890s but was later corrupted to Chamberlain.

Chapman Street – Chandler Burnell Chapman, 1870-1945, was one of the developers in the area from Commonwealth Avenue to Glenway Street.

Cherokee Drive – The Cherokee Indians originally inhabited areas of Georgia, North and South Carolina, and Tennessee.

Chestnut Street – for the tree

Commonwealth Avenue – probably to suggest equality and concern for the common (general) good

Copeland Street – no information

Council Crest – from the Indian meetings or councils to decide important issues

Country Club Road – adjacent to the Nakoma Country Club clubhouse

Crandall Street – Betty Cass wrote in the *Wisconsin State Journal*, April 7, 1942: “Crandall Street, off Monroe, was also originally Randall, after Randall Gay, whose father platted that section of the city, but before the plat was recorded, Warren was changed to Randall, and to save confusion, Mr. Gay prefixed a C. to his street.”

Crazylegs Lane – Elroy Hirsch, 1923-2004, collegiate and professional football player, movie actor, University of Wisconsin athletic director, 1969-1987. The nickname “Crazylegs” came from his peculiar running style.

Cross Street – no information

Custer Road – General George A. Custer and his entire command were slain by Indians on June 25 and 26, 1876. Custer was one of the winners in the 1916 Nakoma street name contest but was used as a street name for only a few years.

Edgewood Avenue – In 1881, Cadwallader Washburn, who was the Governor of Wisconsin from 1872-1874, donated his 52-acre estate, Villa Edgewood, to the Dominican Sisters of Sinsinawa (Sinsinawa is in Grant County, Wisconsin, 11 miles east of Dubuque, Iowa).

Edgewood Drive – In 1904, the Dominican Sisters allowed the Madison Park and Pleasure Drive Association to build a drive through their property near the shore of Lake Wingra.

Elm Street – for the tree

Ely Place – Richard Theodore Ely, 1854-1943, was an economist who taught at many colleges. He was a professor at the University of Wisconsin from 1892 to 1925 and was one of the first to promote the “Wisconsin idea” that the boundaries of the university are the boundaries of the state. He bought the first lot in University Heights.

Eton Ridge – for Eton College, a boarding school for boys in Eton, England, established in 1440

Farley Avenue – may be named for Edward Farley, a stonecutter who was born in Scotland and who was the only adult male Farley in the Town of Madison for the 1870 and 1880 U. S. Census. Farley Avenue is near several early quarries.

Forest Street – The eastern portion of University Heights had been partly deforested by soldiers at Camp Randall during the Civil War. The western portion was heavily wooded, hence Forest Street.

Fox Avenue – Philip Fox, 1840-1932, was a medical doctor, civil war veteran, resident of Madison since 1865, a prominent Catholic, and a friend of Robert M. La Follette.

Franklin Avenue – for Benjamin Franklin, printer, postmaster, diplomat, signer of the Declaration of Independence and the U. S. Constitution

Garfield Street – James A. Garfield, U. S. President 1881

Gilmore Street – Frank A. Gilmore, 1865-1919, was a Unitarian minister.

Glenway Street – A glen is a secluded narrow valley such as the area where Glenway Street and Monroe Street intersect.

Glenwood Street – a blend of glen and wood for the area now occupied by Glenwood Park

Grand Avenue – to suggest grandeur and magnificence

Grant Street – Ulysses S. Grant, U. S. President 1869-1877

Gregory Street – Jared Comstock Gregory, 1828-1892, was a lawyer, University of Wisconsin regent, Mayor of Madison 1873-1874, and a postmaster of Madison.

Harrison Street – Benjamin Harrison, U. S. President 1889-1893

Hiawatha Circle – Hiawatha is the main character in Henry Wadsworth Longfellow's 1853 poem "The Song of Hiawatha." Hiawatha, the Wise Man, was the son of Wenonah, a mortal, and Mudjekeewis, the west wind. Wenonah died in childbirth; Hiawatha was raised by his grandmother Nokomis. The poem is set near the shores of Lake Superior, the big sea water Gitche Gumee, and is based on Chippewa legends. It profoundly influenced conceptions of American Indian cultures.

Highland Avenue – for the Highland Park subdivision to suggest its proximity to University Heights

Hillington Green – for the street and park in the Hillington subdivision of 1917. Hillington Green was platted in 1921.

Hillington Way – for the Hillington subdivision named for its suggestion of England by Alfred T. Rogers of the Madison Realty Company

Hollister Avenue – Colonel A. H. Hollister was a member of the University Heights Company in 1893 and one of Madison's best known druggists. His firm also distributed chemicals and surgical instruments.

Huron Hill – The Huron Indians originally lived in Ontario near Georgian Bay.

Iroquois Drive – The Iroquois Indians originally lived in New York near the St. Lawrence River.

Jefferson Street – Thomas Jefferson, U. S. President 1801-1809

Joss Court – in a plat named Joss, so probably a local family

Kendall Avenue – Charles Kendall Adams, 1835-1902, was a historian, president of Cornell University 1885-1892 and President of the University of Wisconsin 1892-1901.

Keyes Avenue – Elisha Williams Keyes, 1828-1910, was a Republican politician, postmaster of Madison for many years, Madison Mayor 1865-1867 and 1885-1886, and state assemblyman.

Knickerbocker Street – for the Knickerbocker Ice Company of Chicago that operated a railroad spur from the Illinois Central Railroad tracks to Lake Wingra and a large ice house from 1895 to 1920

Lathrop Street – John Hiram Lathrop, 1799-1866, was the first chancellor of the University of Wisconsin in 1849. He continued as a professor, chancellor, and acting chancellor until 1859.

Leonard Street – no information

Lewis Court – for Lewis J. Schumacher who built a house in this area in 1914

Lincoln Street – Abraham Lincoln, U. S. President 1861-1865

Little Street – probably jocular for a very short street near the intersection of Monroe Street and Breese Terrace

Lynn Terrace – no information

Madison Street – James Madison, U. S. President 1809-1817. Most famous for his role

in drafting the U. S. Constitution and the Bill of Rights. His wife Dolley, who was brave, charming, and considerate, is one of the best loved women in American history.

Mandan Circle – The Mandan Indians originally lived on the Missouri River areas of North and South Dakota.

Mandan Crescent – see Mandan Circle

Manitou Way – “Manitou” means “spirit or deity.” Gitche Manitou was the Great Spirit or Master of Life for the Chippewa.

Mason Street – Vroman Mason, 1874-1941, was a member of the executive committee of the Highland Park Company in 1907.

Miami Pass – The Miami Indians originally lived in Indiana, Illinois, and southern Michigan.

Minakwa Drive – A street in Briar Hill that adjoins Nakoma. In Chippewa “Minaka” means “clump of trees.”

Mohawk Circle – The Mohawk Indians originally lived in New York, southern Quebec, and eastern Ontario.

Monroe Street – James Monroe, U. S. President 1817-1825. Formerly the Monroe Road which was an improved path leading to the City of Monroe named for President Monroe. The Monroe Road connected with similar paths to the lead mining regions of southwestern Wisconsin. The paths were gradually improved into stage coach routes, then highways.

Oakland Avenue – for the many large oak trees in the area

Odana Road – for the Chippewa word for village

Oneida Place – The Oneida Indians originally lived in central New York.

Ottawa Trail – The Ottawa Indians originally lived along the Ottawa River in eastern Ontario and western Quebec.

Naheda Trail – Naheda may be a feminine name in an Indian language.

Nakoma Road – Nakoma in Chippewa means “I do as I promise,” “I keep my word.” Nakoma and Odana were the first Chippewa words chosen for the Nakoma subdivision, probably by Charles E. Brown, archeologist and curator of the Wisconsin Historical Society museum, in consultation with executives of the Madison Realty Company.

Norwood Place – possibly for Norwood, a town in Norfolk County, Massachusetts, or

just suggestive of England or “back east”

Park Place – for its attractive park-like appearance

Paunack Place – The Paunacks were a large and influential Madison family for many years.

Pickford Street – Henry W. Pickford, 1854-1935, was a farmer, printer, and realtor.

Princeton Avenue – no information

Prospect Avenue – because it ascends to the top of the hill in University Heights

Randall Avenue – Alexander W. Randall, Wisconsin Governor 1858-1862. Camp Randall was converted from the State Fair site to a training camp for civil war soldiers during his terms in office. It was also a prisoner of war camp. The University of Wisconsin eventually acquired the land.

Regent Street – for the regents of the University of Wisconsin

Roberts Court – no information

Roby Road – no information

Rowley Avenue – for M. S. Rowley, a prominent developer and real estate salesman

Rugby Row – for Rugby School in Rugby, Warwickshire, England, founded 1567, a famous school for boys. It is now coeducational.

Seminole Highway – The Seminole Indians originally lived in parts of Florida

Seneca Place – The Seneca Indians originally lived in New York

Shawnee Pass – The Shawnee Indians originally lived in Ohio, Virginia, West Virginia, Maryland, Kentucky, Indiana, and Pennsylvania.

Sheldon Street – for Russell A. Sheldon, 1822-1907, who owned a farm in the area

Speedway Road – a good place to test cars and motorcycles

Spooner Street – John Coit Spooner, 1843-1919, was a lawyer, University of Wisconsin regent, state assemblyman, and a U. S. Senator from 1885-1891 and 1897-1907.

Sprague Street – Ray Sprague Owen, 1878-1967, was a University of Wisconsin professor who surveyed land in this area.

Spring Trail – for a steep path leading to a spring at its base along Nakoma Road and for the nearby Spring Tavern

Stevens Street – In 1910 E. Ray Stevens, 1869-1930, was first vice-president of the Madison Realty Company. He was a Wisconsin Supreme Court Justice from 1926-1930.

Stockton Court – no information

Summit Avenue – ascends to the top of the hill in University Heights

Terry Place – Jared H. Terry, 1838-1923, was a school teacher and superintendent in southern Wisconsin. He retired in 1889 and came to Madison to live with his son.

Tumalo Trail – Tumalo is a scenic volcanic region in central Oregon just east of the Cascades.

University Avenue – for the University of Wisconsin

Van Buren Street – Martin Van Buren, U. S. President, 1837-1841

Van Hise Avenue – Charles Richard Van Hise, 1857-1918, was a University of Wisconsin professor of geology from 1879 onward and university president from 1907 to 1918. During his term as president, the university faculty increased from about 200 to more than 750.

Vilas Avenue – Colonel William Freeman Vilas, 1840-1908, was a lawyer, civil war officer, law school professor, U. S. Postmaster General from 1885 to 1888, and U. S. Secretary of the Interior 1888-1889 during President Grover Cleveland's first term. He was U. S. Senator from Wisconsin 1891-1897, and a University of Wisconsin regent. He was also a lumber baron for whom Vilas County in northern Wisconsin is named.

In 1904 Colonel Vilas and his wife Anna donated land along the north shore of Lake Wingra to the Madison Park and Pleasure Drive Association in memory of their son Henry, which became Vilas Park and the Henry Vilas Zoo. He left most of his fortune to the University of Wisconsin; students are still receiving Vilas scholarships.

Vilas Park Drive – see Vilas Avenue

Virginia Terrace – for Virginia Nelson, wife of Charles Nelson, who owned a farm near the West Lawn subdivision

Vista Road – to suggest splendid views

Waban Hill – Waban was the first Indian converted to Christianity in Massachusetts.

Walnut Street – for the tree

Wanda Place – may be a feminine name in an Indian language

Western Avenue – for its location on the western edge of Madison about 1915

West Lawn Avenue – for the subdivision started about 1903 on the West Lawn Farm owned by H. C. Adams

Whenona Drive – Whenona (also spelled Wenonah) was Hiawatha's mother.

Woodrow Street – is in the Edgewood Park subdivision next to the Edgewood property owned by the Dominican Sisters. It was first named Linden for the American basswood tree. In 1913 the Madison Common Council ordered the name changed to prevent duplication with other streets named Linden. The developer, John C. McKenna, probably chose Woodrow for a row of trees – a wood row.

Wyota Avenue – probably for Wiota, a village in southwestern Wisconsin. Wiota was apparently an Indian place name but its meaning is unknown.

Yuma Drive – The Yuma Indians originally lived along the lower Colorado River in Arizona.

SOURCES

Plat books, real estate atlases, city directories, Internet sources such as Newspaper Archive and the Wisconsin Dictionary of History, and maps in the University of Wisconsin Robinson Map Library and the Wisconsin Historical Society Archives were useful, as were newspaper clippings and booklets in the Local Materials Collection of the Madison Public Library and materials in the Historical Society Pamphlet Collection.

Madison Past and Present – 1852-1902 (Madison, 1902) has many biographies and photos of civic leaders.

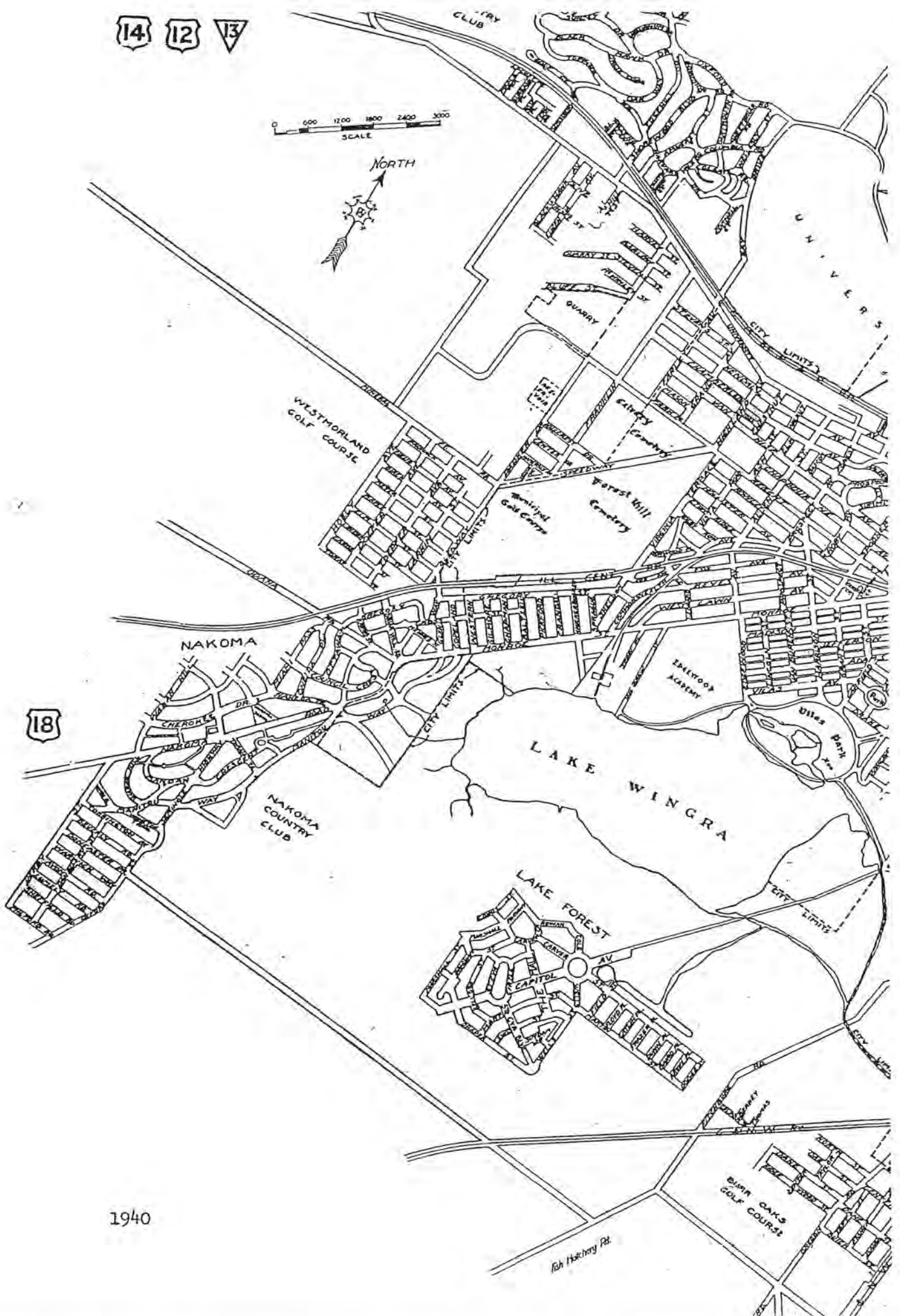
Articles by Henry Noll in the *Wisconsin State Journal* on June 4, 1922, on street names in Wingra Park and on June 7, 1922, on street names in University Heights and nearby subdivisions were valuable.

Frederic G. Cassidy, 1907-2000, a professor of English literature and linguistics at the University of Wisconsin, lived for many years at 1815 Vilas Avenue with his wife Helene and their four children. His book *Dane County Place-Names* (1947, enlarged edition 1968, most recent printing Madison, 2009) was exceptionally useful.

Three publications that contain short neighborhood histories, routes for walking tours and descriptions of architectural treasures are:

- *The University Heights Historic District: A Walking Tour* (Madison, 1987)
- *Exploring the Dudgeon-Monroe Neighborhood* (Madison, 1999). This is available on the Internet at dmna.org.
- *The Nakoma Neighborhood, A Walking Tour* (Madison, 2002)

14 12 13



1940

Fish Hatchery Rd.

BIRN OAKS GOLF COURSE

TO OPEN TOMORROW.

The Public Can Take a Ride to
Forest Hill for Five Cents.

NEW ELECTRIC RAILWAY.

The Trip Yesterday Afternoon by a
Car Load of Inspectors.
Good Reports.

The electric street car company is deserving of great credit and unlimited patronage at the hands of the people of Madison. The long looked-for event—the reaching of Forest Hill cemetery by the electric line—has transpired. The first car, as has been announced in the State Journal, made the trip yesterday afternoon, on an inspection tour, and the unanimous verdict was in favor of the company. Of course it must be admitted that the property holders of Wingra Park, University Heights, Oakland Heights and probably other points on the west side of the city, contributed freely towards the construction of the extension from the corner of University avenue and Western street, but the move is greatly to the accommodation of those points, and is also an enhancement to their value. That the line reaches the handsome, silent city all are glad.

The ride over the new portion of the road yesterday afternoon attracted the attention of all the passengers to many of Madison's beauty spots not noticed from that direction before. A grand and expansive view of Lake Mendota and the country beyond is also presented.

One of the passengers in the car who had recently returned from quite an extended trip through Europe was asked: "Did you see in your whole trip such a beautiful city as Madison?" The reply was: "Well, I do not think I could truthfully say that I saw a place abroad more lavishly favored by nature than Madison; but I saw many cities made more beautiful and attractive where na-

ture had been freely aided by art through the almost lavish expenditure of money." And he added: "The city of Madison presents many ugly, dirty spots, and especially on the shores of Lake Monona, from the lake end of Monona avenue to East Madison depot. The banks along this shore are a disgrace to Pokerville or Dogtown. Then follows the trip through the marsh of cat-tails for about two miles. Fine sights, indeed, for the traveler who has heard so much of Madison's beauty, but who never had happened to come this way before." "Well, isn't Madison a very cleanly city, as compared with European cities?" was the next question. "No, sir," was the prompt reply. "There are more weeds and dirt in the gutters of one street in Madison than could be found in forty European cities. There are no weeds in any European city with any sort of pretension. But let us not diverge from the main subject which is our street cars and our electric system. I can say truthfully that in my trips to and from the Atlantic seaboard I did not notice in any city anything like the size of Madison's better or neater trolley system. In fact I had in my mind all the way through the states, and especially on the way back, that Madison's system is the best, the neatest of all. The cars appear brighter, and certainly the poles along the sides of the street, and those in the center of the streets, around the park, are much more brightly. Even in the proud city of Philadelphia the street car system is not up to ours in point of brightness of things. Get into Europe and you become utterly disgusted with the system. The great metropolis of the world, London, still continues its lines of omnibuses in the principal streets and its tramways suit in other points. The electric system of that great city is under ground. In some of the borough districts there are electric lines that Madison would be ashamed of."

By this time the car had crossed the Central railway track at the southwest edge of Camp Randall grounds, had passed a shouting gathering at Wingra Park, crossed the viaduct over the Central track in a great field between Wingra Park and the old south road, and reached the great gate at the cemetery, where all the passengers upon leaving the car acclaimed with one accord that the Madison street car system had no superior in the world, so

any one's knowledge present, and it was furthermore hoped that Madisonians would be liberal in their support of the system.

Major F. W. Oakley, receiver of the company, gave out invitations to the "inspectors," and acted as conductor and lecturer and general manager on the route. The party embraced, besides the officials of the road: W. T. Fish, H. C. Adams, Judge E. W. Ketch, N. B. Van Slyke, John S. Hawks, Breece J. Stevens, Col. George W. Bird, L. E. Stevens, Col. A. H. Hollister, Andrew Kentler, M. S. Rowley, John N. Purcell, Frank Meehan, W. W. Warner, Howard Palmer, John T. Getting, W. L. Beattie, Carl Gebhardt, C. S. Westover, Arthur H. Sharp, O. D. Brandenburg, W. D. Schoenfeld, Horace Reed, H. J. Hill, Joe Reget, F. C. Bled, Thomas Reynolds, George R. Angell, W. D. McCue, secretary of the receiver, W. F. Taylor, who sold the builders of the line the overhead material; Richard Meyer, of Lancaster.

Everybody was liberal in the bestowal of praises upon H. C. Adams and William T. Fish for their services in securing subscriptions and collecting the same in the sum of \$11,000 in aid of the new project.

The extension will be open to the public tomorrow forenoon, and all who so desire can make a trip to Forest Hill. Let it be understood that the fare from any part of the city to the cemetery gate will be 5 cents, and this includes those who may enter the car at Elm-side, six miles to the east. Just think of it, a ride of six miles in new, airy cars for 5 cents and 5 cents to return.

At 4 o'clock this afternoon a car will be at Wings Park to take on board the subscribers to the fund for the extension. The first run will be to the cemetery; then a run will be made from that point through the city to Elm-side and return. This will be a good long free run, and will, no doubt, be fully enjoyed.

This forenoon a meeting was held and a full settlement was made for the new work performed, and all interested seemed perfectly satisfied with results.

sisted of Wm. T. Fish, president; B. W. Jones, secretary; John W. Hudson, H. C. Adams, A. H. Hollister and B. J. Stevens, the last having been, with relatives in the east, the owner of the tract for twenty years. The first purchaser from the company was Professor Richard T. Ely. Other well-known people buying lots were C. E. Buell, Geo. B. Hendrikson, W. A. Scott, C. K. Adams, Mrs. S. L. Sheldon, W. W. Daniells, L. R. Head and A. F. Menges.

A few houses were built before this time, but the success of the suburb was first definitely promised when, in 1894, Mr. C. E. Buell erected his fine house. The next summer the houses of Prof. A. A. Knowlton and Prof. H. W. Hillyer were built. In 1896 Prof. C. F. Smith and Prof. R. T. Ely completed their homes. Among the houses since built may be mentioned those of Prof. Maurer, Prof. Dowling, Pastor Winter, Mr. Wolff, Mr. Steffan, Miss Clemons, Mr. E. Ray Stevens and Prof. Meyer. The tract now contains some seventy-five adults and sixty children. It is a settlement of those who wish room for their children to romp and room to have garden, lawn, and shrubbery, and who love a wide prospect and a large sky. Its inhabitants are sometimes surprised by the undeserved pity of friends who sympathize with their remoteness from the city and from themselves. But electric cars reach the university in six minutes and church or theatre in twelve, and the telephone brings near both markets and city friends.

Soon after the settlement began, a club was formed for the reading of poetry and for incidental sociability. Each winter some poet is studied, and at the semi-monthly meetings his best poems are read and freely discussed largely under the guidance of Prof. C. F. Smith and Mathew Arnold.

In this way the club has become better acquainted with Milton, Byron, Browning, Keats, Shelley, Gray, and Wordsworth, and is almost ready to say with an honored visitor to its meetings

that it is in one way "the best thing in town."

Not all are biased by having real estate to sell, and yet it is difficult to find an inhabitant of the Heights who does not feel that it is a good place to live winter and summer. Life here, is already full, and the "prospects" of the future are not looked to with too much eagerness, but the hope and expectation of a steady influx of good and welcome neighbors is strong. Already there is assurance of important additions to the community next summer, and others are only waiting a favorable time to build and make a home.

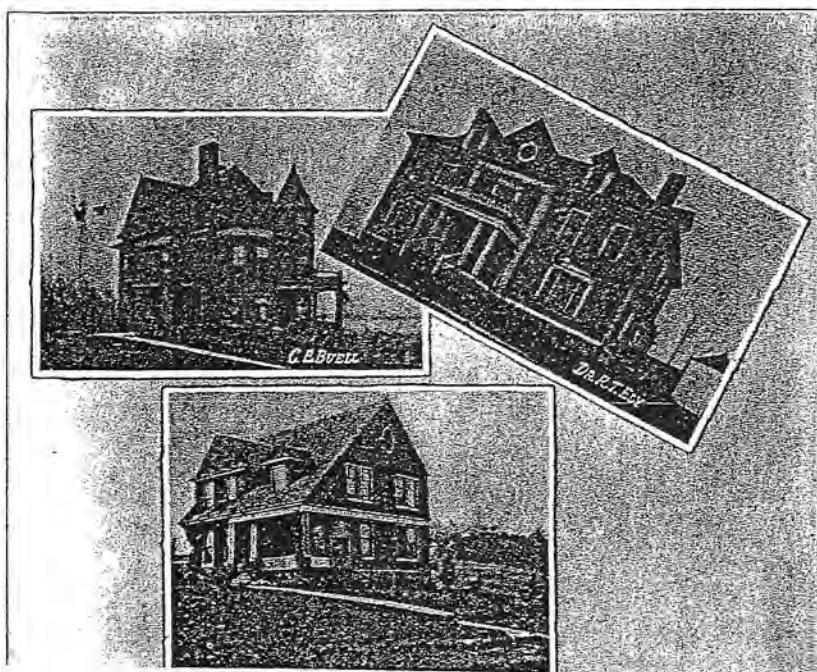
The beauty of University Heights is very noteworthy even to the citizens of beautiful Madison. It looks out on a scene not only most beautiful by nature but full of things which suggest men's thoughts and doings. In plain view is a busy thoroughfare; then a railway reaching to east and west; the University on its hills; the white dome of the Capitol standing for the state; the city with its many friends; a pleasure drive with passing carriages; the blue lakes with hurrying steamers or leisurely white sails; and beyond the ever changing Lake Mendota can be seen the beautiful but sad white towers of the hospital; church spires, long plumes of steam from trains running north and south, gay summer cottages and prosperous farms. Add to these features, which have a suggestion of human interest, those of pure beauty, and a prospect is presented which can hardly be surpassed near any city in the land. Here without leaving home one can see the moon rise over Monona; the sunset across Mendota; the blue and gray and crimson of the lakes; the green and gold of the fields, the darkness of the firs against scarlet and yellow of other trees. Distant cliffs and wooded slopes, feeding cattle and sheep attract the eyes which look again near home on lawns and door-yard flowers. And to one comfortably housed the flashing aurora and dancing snows of winter, the drifting curtains of rain and gathering storms of summer have a charm which cannot be enjoyed by those having a narrower horizon or lower point of view.

H. W. HILLYER.

UNIVERSITY HEIGHTS

Some years ago when the Wild West show gave an exhibition at Camp Randall, the Indians who were a part of it took their first leisure time to climb to the brow of the great hill at University Heights, and, in their old-time dress, sat long and thoughtfully looking out on the prospect about them. Their personality, dress and attitude brought clearly to mind the changes which have come since their like heaped up the mound in the woods near by. Woods no longer cover the eastern part of the hill, but here and there an obscure, decayed stump shows, even now, that once it all was wooded, and recalls the fact that in 1862-63 the timber was cut for the fires of the Union soldiers at Camp Randall.

From secession times until recently a pasture and wood lot and favorite destination for tramping students and lovers of nature, it was only in 1893 that the tract began to be of more general interest. At that time it became the property of the University Heights company, who had it laid out as a suburb, and began to sell lots. The company con-



MADISON, PAST AND PRESENT



EX. U. S. SENATOR WM. F. VILAS



BREESE J. STEVENS

WEST LAWN HEIGHTS

Lots in this beautiful plat 50 feet by 120 feet with cement sidewalks, shade trees and streets to city grade at from \$400 to \$750. These lots compare favorably for location and view with lots in University Heights that sell at \$2,000 and \$3,000. Fine car service. Don't miss getting one of these before the advance in price. Terms to suit you. Only a limited number at these prices.

HIGHLAND PARK

We can sell you the very cream of this beautiful suburb at \$450 per lot. Sidewalks in, a number of houses built and more coming. Terms very easy and prices will advance rapidly. Good as government bonds, views magnificent.

West End Realty Co.'s Replat of University Heights

Some of the choicest locations in University Heights. Replatted with established building line, city grade walks, trees, sewer, water, gas and electricity. These will be sold to desirable purchasers at from \$900 to \$1,200 and are bargains.

In any of these three plats the companies will give substantial aid in helping you to build a good home. For sale exclusively by

M. S. ROWLEY & CO.

108 East Main Street.

SPECIALISTS IN WEST END INVESTMENTS.

Phone 3713

Build Your Own Home With Our Money

Build it now while building materials are cheap. You will never get a home at a lower cost than during the coming season.

Why pay rent when we offer this opportunity? Our means are limited, so first come will be first served.

Follow these instructions and a \$4,000.00 home, for example, will be yours, paid for in full in ten years by paying us \$39.00 per month.

First—Choose a lot from our printed price list, which will be supplied upon request. All our property is in the West End — Brooks' addition, Oakland Heights, Wingra Park, West Lawn, West Lawn Heights, University Heights, Highland Park, Edgewood Park.

Second—Decide how much you wish to invest in a house.

Third—Employ your own architect or draw your own plans.

Fourth—Pay us 10 per cent of the cost of the house and lot.

Fifth—Build your house in your own way. Our only reservation is that the exterior plans meet our approval.

Sixth—We will advance ALL THE MONEY FOR THE HOUSE from month to month, as you need it to pay your contractors. Interest will not commence until money is actually advanced.

Seventh—Stop paying rent, move into your own home.

Eighth—Pay us monthly, quarterly or yearly installments until the house and lot are paid for.

OFFICERS AND DIRECTORS

R. V. MILNE, President
Secretary Savings Loan and
Trust Company

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Circuit Judge

C. A. HANFORD, 2nd Vice-Pres.
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M. E. Rowley & Company,
Real Estate

PROF. RANSOM A. MOORE,
University of Wisconsin

JOSEPH M. BOYD,
President Bank of Wisconsin

DEAN H. L. RUSSELL,
University of Wisconsin

Madison Realty Company

CAPITAL \$350,000.00

TABLE 20

University of Wisconsin Statistics

	1905-06	1910-11	1915-16	1920-21	1925-26	1930-31	1935-36
ENROLLMENT:							
Full Time	3,043	3,665	5,131	8,650	8,331	10,001	9,617
Short Course		611	568	455	237	156	335
Summer School	528	1,263	2,784	3,586	5,034	5,171	4,212
TOTAL	3,571	5,539	8,483	12,691	13,602	15,328	14,164
EMPLOYEES:							
Faculty	273	501	726	922	1,094	1,329	1,300
Others	171	368	565	793	959	1,430	1,530
TOTAL	444	869	1,291	1,705	2,053	2,759	2,830
BUDGET:							
Salaries & Wages	454,793.17	1,107,265.11	1,710,948.30	3,318,397.51	4,086,994.16	5,391,629.30	4,674,665.37
TOTAL	1,022,548.30	1,899,369.93	2,631,936.39	5,200,975.85	7,250,509.07	9,534,541.94	7,634,453.96

Reports of the Business Manager

Ladislav Segoe Comprehensive Plan of Madison, Wisconsin, and Environs
 Madison, 1938

Part VII. Western suburbs north of the Beltline to about 1970

INTRODUCTION

This article discusses the origins of many street names on the Westside of Madison from the 1830s until about 1970. The area covered is west of Glenway Street and Franklin Avenue, north of the Beltline highway, south of Lake Mendota, and east of Gammon Road and the Middleton City Limits.

The Village of Shorewood Hills and most of the Midvale Heights neighborhood are not included because their street names have been examined by other writers.

Most of the street names are discussed in the context of the subdivision in which they are located. Because space is limited, many streets in smaller subdivisions are not mentioned (there were 47 subdivisions just in the Midvale Heights area).

Anyone interested in a street name in one of these smaller subdivisions may find an online database called Newspaper Archive useful. This database contains digitized images of microfilmed pages from several thousand newspapers. It can be accessed through Linkcat at the South Central Library System. Ask the reference librarian at any Madison Public Library for help if necessary.

It is usually best to search Madison newspapers in Newspaper Archive by the name of the subdivision in which a street is located. A lucky search will reveal ads for the subdivision, legal notices about utilities and street improvements, and possibly an article or two.

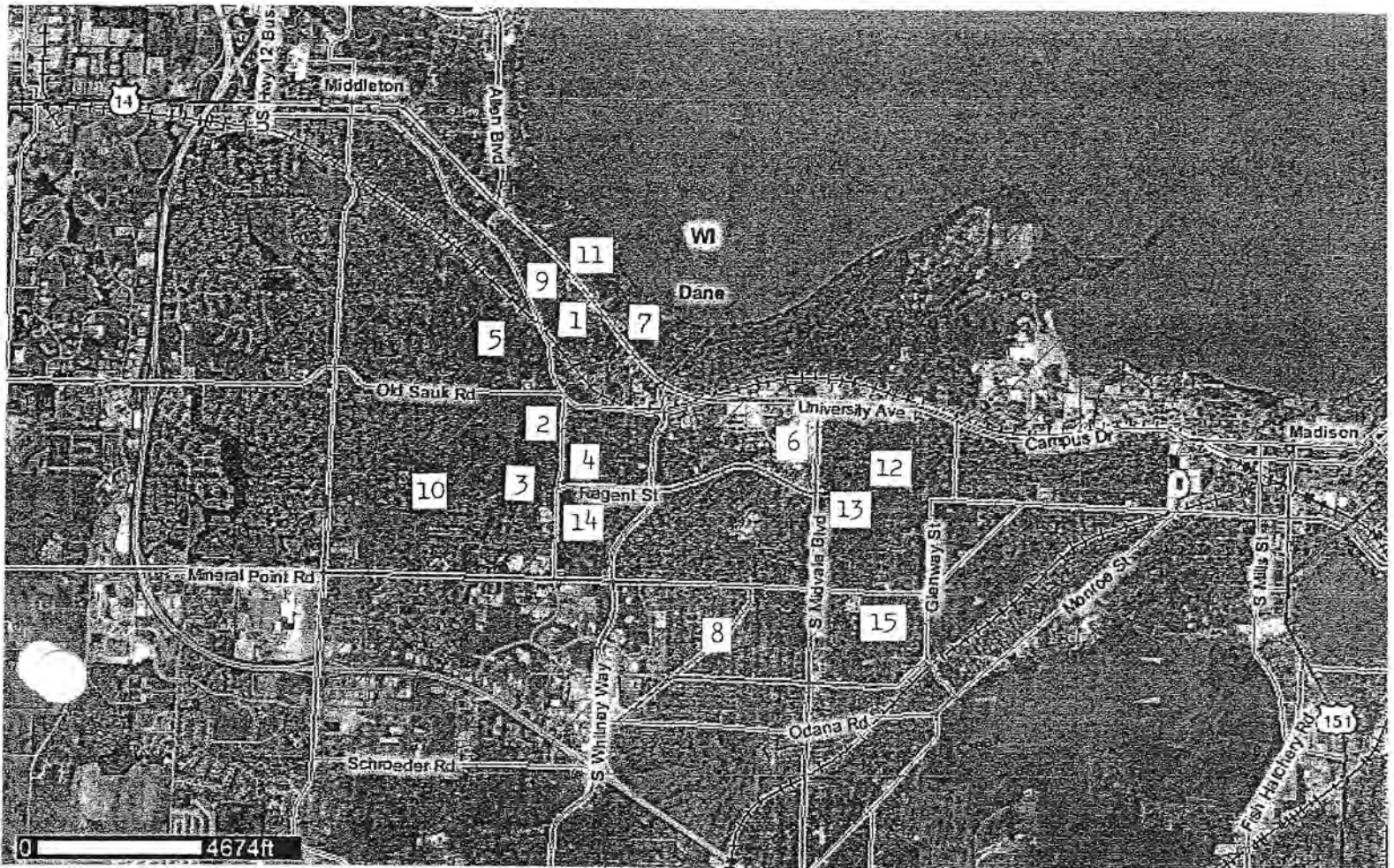
UNIVERSITY AVENUE

University Avenue now begins in Madison at Bassett Street and ends in Middleton at Highway 12. This is a simple and logical name for the present route.

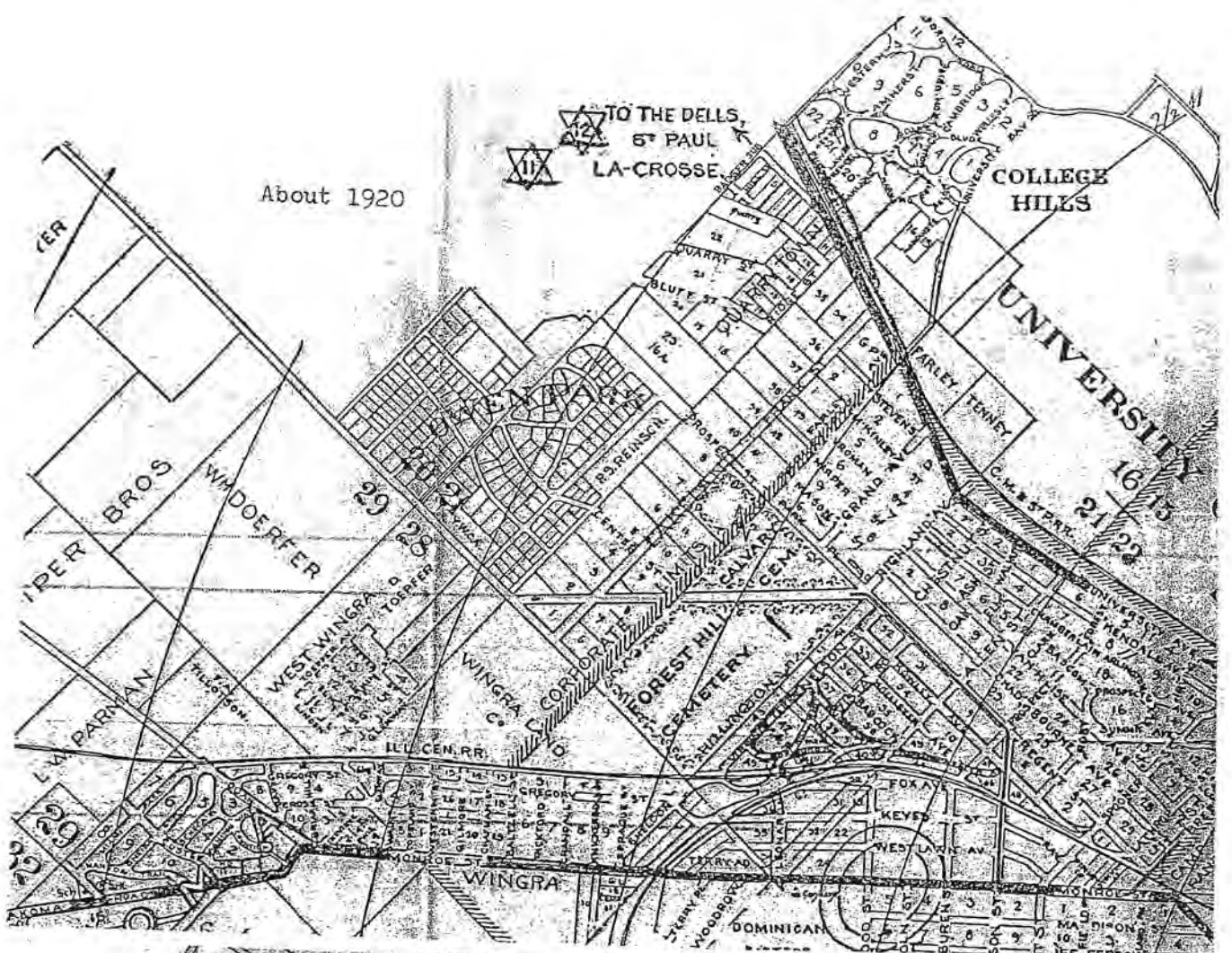
The road began in the 1830s as settlers and miners improved an Indian trail to the Sauk City-Devil's Lake area. Its course from Madison to the Town of Middleton was influenced both by the 1830s government surveys and by the route chosen by the Milwaukee Road in the mid-1850s.

The stretch from the University campus to at least as far west as the present bridge or viaduct over the railroad tracks west of Hilldale was long known as Sauk Road. (Old Sauk Road was entirely different and is treated separately.)

This usage continued until about 1920 or 1930 when the easternmost portions of Sauk Road began to be called University Avenue for a continuation of the street in Madison. The 1942 City of Madison map shows that University Avenue was the official name most of the way to the bridge.



- | | |
|--------------------|--------------------|
| 1. Blackhawk Park | 9. Mohawk Park |
| 2. Crestwood | 10. Parkwood Hills |
| 3. Faircrest | 11. Spring Harbor |
| 4. Glen Oak Hills | 12. Sunset Hills |
| 5. Highlands | 13. Sunset Village |
| 6. Hill Farms | 14. Varsity Hills |
| 7. Indian Hills | 15. Westmorland |
| 8. Midvale Heights | |



About 1920



About 1930

Meanwhile, in 1918 Sauk Road became part of State Highway 12 when Wisconsin adopted a highway numbering system and became US 12 in 1926 when the federal government did the same. It later also became portions of US 14 and Wisconsin State Highway 13.

By about 1940, a section beyond the bridge had been greatly enlarged from an earlier road. This became the present 4-lane highway from the bridge to Allen Boulevard just inside the Middleton city limits. The term Sauk Road had by then been abandoned and this section was called the Middleton Road or the New Middleton Road to differentiate it from the Old Middleton Road that followed the railroad tracks south of the bridge and then west to the Middleton depot.

The two names, University Avenue and Middleton Road, were confusing, especially to tourists. Some businesses just gave up and listed their address as “University Avenue – Middleton Road.”

The situation resolved itself in the 1960s when “new” Middleton Road was also named University Avenue. Highways 12 and 14 were rerouted to the Beltline Highway. State Highway 13 no longer serves Madison; its south end is now at Wisconsin Dells.

OLD SAUK ROAD, MINERAL POINT ROAD, SPEEDWAY ROAD

Old Sauk Road begins at Old Middleton Road and runs almost perfectly straight west to the western part of the Town of Middleton. Plat and topographical maps show that Old Sauk is a section line road. This means that it was built by settlers after the 1830s government surveys. Old houses, barns, and fences show it was flanked by farms whose owners used the road on their trips to Madison.

Mineral Point Road is also a section line road that in many places is exactly one mile south of Old Sauk Road. It begins at Glenway Street and extends almost all the way to Mt. Horeb. It is named for Mineral Point in the mining regions of southwest Wisconsin.

From the early 1900s until after World War II, an 11-mile stretch of Mineral Point Road from Regent Street to Cross Plains was informally called the Speedway Road because motorists used it to test their automobiles. In the 1930s and 1940s Madison newspapers used both “Speedway Road” and “Mineral Point Road,” sometimes in the same issue. Speedway is now the official name only for the road that cuts diagonally between Forest Hill Cemetery and Resurrection Cemetery from Regent Street to Mineral Point Road.

MCKENNAS

John C. McKenna, 1878-1949, was born on an Iowa County farm and moved to Madison about 1901. He entered the real estate business about 1905. The 1910 U. S. Census lists

John C. McKenna, 30, as a real estate agent living in the 10th Ward of Madison with his wife Marcia Nickles McKenna, 23, and a son John, 12 months. Marcia's brother, Robert, owned an electrical shop. In 1913 Robert Nickles and John McKenna were among the founders of the Madison Rotary Club. John became its first president.

McKenna specialized in suburban development; for example, Edgewood Park near the Dominican Sisters' land off Monroe Street about 1905, College Hills west of the University about 1913, and McKenna Park on the Northside about 1911.

He lost everything during the World War I housing slump but bounced back in the 1920s with College Hills, Shorewood, Westmorland, and others. He scraped through the early 1930s building houses on speculation. If a house didn't sell quickly, the McKennas lived in it. Marcia said they moved 37 times.

He and Marcia had five children. A 1940 newspaper article mentions that the two daughters and three sons all graduated from the University of Wisconsin. Marcia and son, Don, were championship golfers.

During World War II, John Jr. was an employee at the Badger Ordnance Works, "the powder plant" near Sauk City. Don became a volunteer with the Royal Canadian Air Force and then an officer in the United States Army Air Forces. He flew 38 bombing missions over Europe as a B-17 pilot and ended the war as a flight instructor. Roger served 30 months in the Pacific as a Lieutenant in the U. S. Navy.

John McKenna carried on until the end of the war with developments such as Homestead Heights in Monona where purchasers could buy lots to be used for victory gardens, then as home sites after the war.

John Jr. and Don McKenna joined or rejoined the family business in 1946 and remained in real estate, especially on the West Side for many years. Roger moved elsewhere such as Illinois and California and there are later references to Doctor Roger McKenna.

The McKennas were respected for their love of nature and Midwestern landscapes. John Sr. was said to insist on preserving every hummock and ravine on his developments.

In 1948 the Village of Shorewood Hills named McKenna Park in his honor. After his death in 1949, the McKenna family donated marshy land in the western portion of what is now Odana Hills Golf Course in his memory with the stipulation that it always remain undisturbed.

WESTMORLAND

The Westmorland Neighborhood is bordered by Mineral Point Road on the north, Midvale Boulevard to the west, the former Illinois Central Railroad tracks (now a bike and pedestrian path) to the south, and Glenway Street to the east.

Tom Martinelli, using information from past issues of the neighborhood association newsletter, which go back to 1941, and other sources, compiled this list of streets that now exist within the area.

A HISTORY OF WESTMORLAND STREET NAMES

Anthony Lane – named for Anthony Sokolski, the owner of the land that would become the Sokolski Addition to the City of Madison sub-division, in 1952, between Tokay Boulevard and Odana Road

Birch Avenue – named by John McKenna Jr., one of the developers of Westmorland, because it was a “nice sounding” name, which had no double in the city at the time the street was laid out

Birch Circle – same as Birch Avenue

Caromar Drive – a combination of the name of a friend of John McKenna Jr., Caroline Marie Rach

Chatham Terrace – named for the fields near the city of Chatham located in southeast Great Britain near London

Clifden Drive – named for a city on the west coast of Ireland west of Galway

Critchell Terrace – named for a friend of John McKenna’s

Euclid Avenue – another “nice sounding” name given by John McKenna

Fern Court – unknown

Frederick Circle – same as Frederick Lane

Frederick Lane – named for Frederick Tillotson, the son of Joseph Tillotson, the owner of the 13-acre farm that was developed as the Tillotson sub-division plat between Frederick Lane and the old railroad tracks in 1950

Gately Terrace – named for Marian Gateley McKenna (1912-2000), wife of John C. McKenna Jr.

Glen Drive – named for the former rock quarry that came to be known as “The Glen” on Glenway Street south of the railroad grade. The quarry became the “Glenwood Children’s Park” in 1949 when it was annexed to the City of Madison.

Glenway Street – originally a dirt path known as “Swain Road” after the Swain family that once owned the Plough Inn, now the Arbor House B&B, at 3402 Monroe Street. First

referred to “Glenway Street” on the “West Wingra Addition” sub-division plat filed by Otto Toepfer in 1916 and first shown as a street on a 1926 Town of Madison plat map. The street was the first and natural thoroughfare towards the first homes in the Westmorland development “via or by the way of a glen” up the hill next to “The Glen” stone quarry.

Herrick Lane – unknown

Holly Avenue – named for the holly tree. It is not known if there were ever any holly trees on the street.

Keating Terrace – named for a friend of John McKenna Jr.

Leeds Street – unknown

Meyer Avenue – named for Mr. Henry Meyer, Sr. and the Meyer family who were among the first homeowners in Westmorland at 502 Glenway Street in 1910. Mr. Meyer purchased lots in the area and built many of the houses on Meyer Avenue, Winnemac Avenue, Birch Avenue, and Glenway Street.

Mineral Point Road – one of the first dirt roads constructed in Dane County to connect Madison with the lead mining villages of Dodgeville and Mineral Point. The road is shown on Town of Madison plat maps as early as 1855 and was referred to as Speedway Road until the mid-1930s when it began to be listed as Mineral Point in city directories.

Odana Road – originally called “Piper Road” after the Piper family farm through which the road passed. The name changed when the Nakoma neighborhood gave all of its streets Indian names. The Ojibwe Indian word “odanah” means village. There is evidence that a Native American village once stood on what became the Odana Golf Course.

Park Lane – borders the eastern side of Westmorland Park

Parman Terrace – named for Lewis W. Parman, who owned a farm south of Odana Road and built the Farmhouse at 4214 Odana Road. Mr. Parman’s grandsons still operate Parman’s Service Station opened by Mr. Parman in 1941 on Monroe Street.

Paunack Avenue – named for Mr. August O. Paunack who was a prominent businessman, banker, and community leader in Madison during the 1920s through the 1940s. He was one of the early developers of Westmorland. Mr. Paunack purchased the Toepfer house at 4001 Mineral Point Road in 1930.

Rolla Lane – unknown

South Midvale Boulevard – named for the Midvale Heights neighborhood west of Westmorland that was first developed in 1947. The name describes the terrain that the street passed through. The portion of Midvale Boulevard that passes Midvale School and

Sequoia Commons was constructed in 1955.

South Owen Drive – named in memory of the two daughters of UW professor E. T. Owen who donated the right of way for Owen Parkway and Sunset Point Park, in Sunset Village north of Mineral Point Road, to the City of Madison

Summerset Terrace – unknown

St. Clair Street – another “nice sounding” name given by John McKenna Jr.

Toepfer Avenue – named for Otto Toepfer, the first developer of Westmorland. Mr. Toepfer purchased 60 acres in Westmorland around 1905 and built the house at 4001 Mineral Point Road in 1906.

Tokay Blvd – another “nice sounding” name picked by John McKenna

Travis Terrace – unknown

Waite Circle – unknown

Wakefield Street – unknown

Westmorland Blvd – named for the Westmorland Realty Company that developed the original sections of Westmorland and sold lots in the 1920s and 1930s

Winnemac Avenue – another “nice sounding” name picked by John McKenna

MORE INFORMATION ABOUT WESTMORLAND

In 1928 John C. McKenna announced a new subdivision west of Glenway and south of Speedway (Mineral Point Road) to be called Westmorland. Planning for the subdivision had started several years earlier. Investors included Otto Toepfer, a developer, neighborhood resident, and farmer, and August O. Paunack, officer in several financial companies, and president of the Commercial National Bank. The map labeled “About 1930” shows the original layout and the first round of street names. The subdivision was in the Town of Madison just outside the Madison City Limits. Children attended Madison schools such as Dudgeon Elementary that opened in 1927 and the West Side High School that opened in 1930. Newspaper ads from 1928 to 1930 claim that lots were selling quickly and that many houses were being built.

In 1928 a group of Madison investors began to build a 9-hole, 69-acre golf course just west of the new subdivision. It became the Westmorland Golf Course and opened for partial use in 1929. There was a formal opening ceremony on July 28, 1930.

Tom Martinelli reports that the stone pillars at Mineral Point Road and Westmorland

Boulevard were to mark a grand entrance to a golf course clubhouse. The clubhouse was never built.

The course closed in 1945 when 5 ½ acres were sold to Our Lady Queen of Peace church.

In 1946 and later the rest of the former golf course and surrounding land all the way west to present Midvale Boulevard were platted by the McKennas and others, establishing the current boundaries. These newer areas were actually additions to Sunset Village, also a McKenna project, but came to be associated with Westmorland. The developers, the City of Madison and the Town of Madison, worked together to ensure that streets, schools (Midvale School opened in 1951) and fire stations would be in place when needed. There have been only a few changes to the street names in the post-war sections. There were quite a few changes in the original plat.

Most of these took place between 1930 and 1935. Several may have been ordered by the post office to eliminate duplication with streets in the City of Madison. Between 1930 and 1935:

- The Westmorland portion of **Larkin Street** disappeared to make way for more lots
- **Maple Street** became **Winnemac Avenue**
- **Elm Street** became **St. Clair Street**
- **Linden Street** became **Shannon Street**

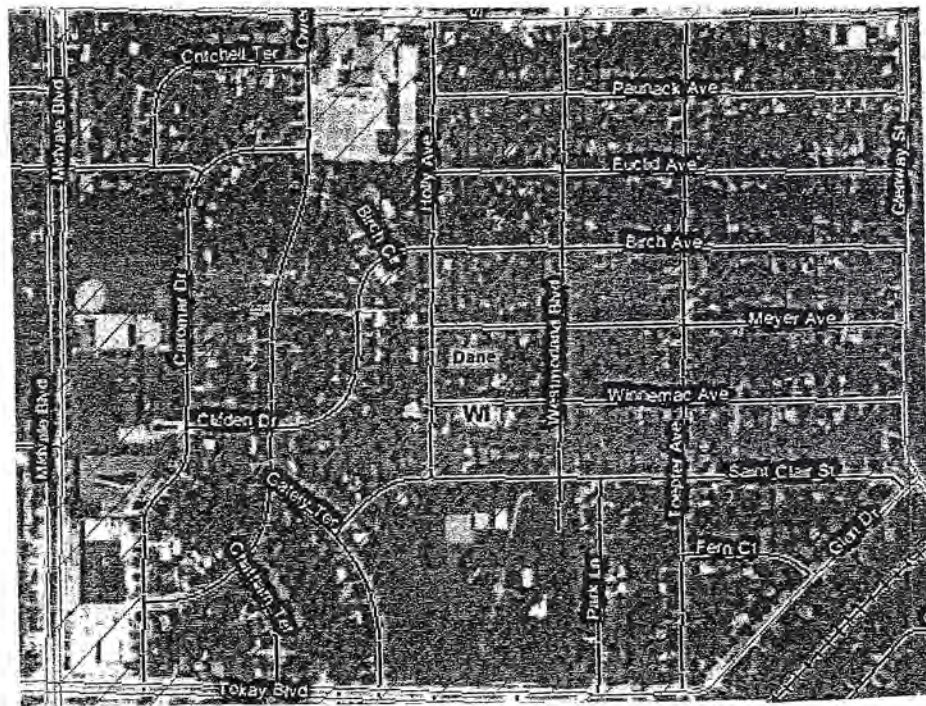
These streets all appear on the 1942 official City of Madison map (a full-size copy of this very large map is in the Madison Public Library).

Between 1941 and 1946 several other changes were caused by events leading to the establishment of Westmorland Park:

- **Carob Street** was discontinued
- **Shannon Street** was discontinued
- The stub of Shannon Street became **Fern Court**

Carob Street was named for the Mediterranean tree and its fruit. It was just north of Tokay Street (now Boulevard) that was named for the Hungarian grape and wine. The origins of Shannon, Winnemac, and St. Clair are uncertain but **Shannon Street** may have been named for the Town of Shannon in County Clare on the west coast of Ireland.

There's a good chance that John C. McKenna Sr. named **Winnemac Avenue** for the fictional north central state which is the setting for several novels written by Sinclair Lewis, 1885-1951, the first American to receive a Nobel Prize for literature. Lewis wrote such best sellers as **Main Street**, **Babbitt**, **Arrowsmith** and **Elmer Gantry** that were published from about 1916 onward. Winnemac contains portions of the names for Wisconsin, Michigan, and Minnesota.



Westmorland. The straight streets are in John C. McKenna's 1926 plat. The curved streets are in John C. McKenna Jr.'s early 1950's western extension.

St. Clair Street may be a tribute to Lewis, because Sinclair is a French and Scottish corruption of St. Clair.

HOW WESTMORLAND GOT ITS NAME

Tom Martinelli of the Westmorland Neighborhood Association History Committee found two 1940s stories in the neighborhood newsletter about who named Westmorland and why the word was chosen. Here are the stories:

“Have you ever wondered how our neighborhood got its name? Past issues of the Westmorland newsletters (originally called the “Dope” in 1941 and then the “Courier”) recorded two different versions on the answer to this question.

In the original issues of the newsletter issued on June 20, 1941, a Mr. Albert C. Barton, Dane County Register of Deeds and “a student of local history,” reported the following story:

Here is the plain, unvarnished tale as told by John McKenna of McKenna’s, Inc. (one of the original developers of Westmorland). One nice morning, probably in the fall of 1926, John McKenna, Jr. and his dad were driving along on the way to see Otto Toepfer. As they viewed the great sweep of land before them, they discussed what they should call it. What would be a nice name? Then a flash of inspiration came to John, Jr. He thought of “West,” then of “Moor” (according to Webster... “a broad tract of open land”) – the moorland before them, and then of “land.” After that, it was just as writers do; take the words that Webster had made and put them end to end, so he got “Westmorland.”

Later, in the April 25, 1949 issue of the Westmorland Courier, the following explanation was given under a column called “It’s a Fact...”:

That the late Mr. Otto Toepfer named this area Westmorland logically because it was west of Lake Wingra and the West Wingra territory which Mr. A. O. Paunack and Mr. John McKenna, Sr. had just previously developed. How come he did not use the “E” in “ – mor” as they did in the East?”

Frederic C. Cassidy, 1907-2000, offered a third version. In his book *Dane County Place-Names* Cassidy states that John C. McKenna Sr., his wife Marcia, and their son John C. McKenna Jr. jointly chose the name to suggest “more land” to be platted to the “west.” John C. McKenna Jr. said that since the land was treeless and rolling it suggested “moorland” and also reflected the English County of Westmoreland, frequently spelled “Westmorland.” Westmoreland is in the Lake District so much loved by English romantic poets such as Coleridge and Wordsworth. Cassidy lists both John Sr. and John Jr. as informants.

SUNSET VILLAGE

John C. McKenna, Sr., said that he named Sunset Village partly because it is located near Sunset Point (about where Regent Street and Owen Parkway intersect) and partly because he thought in 1937 that it would be the last major project before his retirement – the sunset of his career.

He conceived of Sunset Village as a community of two- and three-bedroom single family homes on good sized lots for middle income clients. Many houses were built by 1941, many more after World War II. There were five additions east of Midvale Boulevard.

The sixth and seventh additions were south of Mineral Point Road and west of Westmorland Boulevard; these aren't considered to be part of the Sunset Village neighborhood. The eighth and ninth additions were established north of Mineral Point Road and west of Midvale Boulevard in the early 1950s for single-family houses and 4-unit apartment buildings.

Four streets are curled around Sunset Park – North, South, East, and West Sunset Court. Hillcrest Drive, Meadow Lane, Bluff Street, Hillside Terrace, and Upland Drive are named for geographic features. Owen Drive and Owen Parkway are for Professor Edward T. Owen and his family. Bagley Parkway is probably for William R. Bagley, 1860-1938, a Madison lawyer who shared a practice with several prominent developers. DuRose Terrace is for a local family. Lucia Crest and Eugenia Avenue are probably the first names of wives or children. Felten Place, Falles Crest, Vaughn Court, and Merlham Drive are probably for local families.

SUNSET HILLS/PILGRIM VILLAGE

Sunset Hills is enclosed by Regent Street, Larkin Road, Mineral Point Road, and Westmorland Boulevard and has north and south sections. The area south of Hillcrest Drive was developed first, in 1941 and 1942, as Pilgrim Village because it was the site of many two-bedroom colonial style single-story homes built to standard designs. The area north of Hillcrest was built up in the 1960s and contains many large houses of modern design.

All of the street names in Pilgrim Village were taken from Henry Wadsworth Longfellow's 1858 narrative poem "The Courtship of Miles Standish" which Longfellow said was based on his family's early history.

The poem is set in the Massachusetts Plymouth Colony about 1621 to 1623. The main characters are Miles Standish, John Alden, and Priscilla Mullins. Miles was captain of the militia; a short but able soldier. His wife Rose had died recently.

John Alden, his roommate, is presented as a fair young man. He was the colony's scribe or secretary. Priscilla Mullins is a young woman whose parents had also died recently.

Miles thinks that since he and Priscilla are alone in the world, they might make a good pair. Being a man of war, not of words, he asks his friend John to discuss this idea with Priscilla. John agrees but halfway through his talk about Miles' great qualities, she says "speak for yourself, John." The poem ends happily with John and Priscilla's marriage.

Because of the poem's light-hearted tone, vivid characterizations, and Priscilla's famous retort, it was a tremendous success.

In the Sunset Hills street layout Standish Court and Alden Drive parallel each other south of Hillcrest Drive. Standish Court dead ends just north of Hillcrest. Alden Drive connects north of Hillcrest with Plymouth Circle which is bisected east to west by Priscilla Lane.

In 1950, the owner Willis E. Gifford said that he chose these names and the street arrangement "because our family includes direct descendants of John and Priscilla Alden."

MIDVALE BOULEVARD, SEGOE ROAD, AND WHITNEY WAY

In 1937, the City of Madison hired Ladislav Segoe, a Hungarian-born engineer and city planner who had moved to Cincinnati after World War I, to help prepare plans for Madison's growth up to 1960. The city population in 1938 was about 70,000, the projection for 1960 was 125,000 (the actual 1960 population was about 127,000).

Segoe and his associates made recommendations about everything from railroad crossings to the locations of elementary schools to the road network. He agreed with earlier suggestions that Madison create a beltline highway from South Madison to Middleton that should have a 120-foot right of way to allow for expansion. He also thought that new streets and arterials should be built on the west side where he foresaw rapid growth. His suggestions influenced the further development of Midvale Boulevard after 1945 and the creation of Segoe Road and Whitney Way in the 1950s and 1960s.

In the late 1930s and early 1940s Midvale Boulevard was a neighborhood street from University Avenue to Mineral Point Road. In the mid-1940s the City of Madison studied extending Midvale Boulevard all the way to the proposed beltline highway. Midvale would provide a cross city link and divert much traffic from the downtown area. These plans were approved, land was acquired, and the road was completed in the mid-1950s.

John McKenna, Jr., may have suggested the name of Midvale Boulevard; it is an apt choice for the portion between University Avenue and Mineral Point Road because this area is situated at the midpoint of a valley between hills on the east and west.

Whitney Way begins at University Avenue west of the viaduct and runs south to the beltline. It serves both as an arterial and a neighborhood feeder. It was essentially complete by 1960.

Segoe Road, for the planner, dates from about the same period as Whitney Way. It starts at University Avenue east of the viaduct and ends at Odana Road a few blocks from Whitney Way. It is primarily a feeder.

OWEN DRIVE, OWEN PARKWAY, OWEN CONSERVATION PARK

Edward Thomas Owen, 1850-1931, was born in Connecticut, graduated from Yale College, and became an instructor at the University of Wisconsin in 1878. By the early 1900s he was Professor of French and Linguistics; he retired in 1915.

He was one of the first members of the Madison Park and Pleasure Drive Association and a frequent contributor. In 1909, he and his wife Emilie donated land for a parkway in the Sunset Point area to the City of Madison in memory of their daughters Ethel and Cornelia. This is the origin of Owen Drive and Owen Parkway.

The Owen family (there were two other daughters, Emily and Gladys) maintained a home on State Street in Madison. They also owned about 80 acres of land with a house and several outbuildings south of Old Sauk Road a short distance north of Old Middleton Road, that was the site of their summer house, called "Tor Wald," Anglo-Saxon for "wooded hill."

The property remained in the family until about 1974 when it was acquired by the City of Madison and eventually became Owen Conservation Park.

HILL FARMS

One of the most successful developers in Madison never sold a lot or built a house. This was Oscar Rennebohm, 1889-1968, a Madison druggist, Wisconsin governor, 1947-1951, and University of Wisconsin Regent, 1952-1961.

Rennebohm's service in converting the University of Wisconsin Hill Farm land from an agricultural station to a major commercial and residential area was said to have been worth at least \$25,000,000 to the University.

In 1897 the University purchased 159 acres from H. J. Hill south of Sauk Road (University Avenue) in Section 20 of the Town of Madison. This is where Hilldale shopping center is now located. The University called this the Hill Farm. Over the years the University acquired more land in the area, eventually adding up to about 600 acres. These were called the East Hill Farm, West Hill Farm, North Hill Farm, and so on.

Most or all of these lands were south of University Avenue, west of Midvale Boulevard, north of Mineral Point Road, and extended west beyond Rosa Road.

In the early 1950s the University proposed that some of the land in the Hill Farms be sold so that new agricultural research facilities could be created outside the city and where there would be more types of soil. An area near Arlington in Columbia County was suggested.

John McKenna, Jr., had recently stated that the West Side suburbs were growing twice as fast as those on the East Side. It appeared that the Hill Farms land would bring good prices. In 1953 the University offered much of the land for sale or lease. The areas for single-family houses were sold in a series of additions timed to market conditions. The areas for a shopping center to be called Hilldale, commercial and government office buildings, and apartments were to be leased to give the University some control over long-term changes.

Oscar Rennebohm and Wilbur Renk, an agriculturalist from Sun Prairie and a University of Wisconsin Regent, pretty much took command.

Many neighborhoods were created, all with easy access to schools, shops, and public transportation. Hilldale opened in the mid-1960s. Two large state office buildings were constructed. The road network was expanded with such streets as Whitney Way, Segoe Road, and an extension of Regent Street.

Because all of the people of Wisconsin were to benefit from the Hill Farms projects, most of the streets were named for Wisconsin counties. Wisconsin has 72 counties, so there were enough names to go around. An Internet site (search for Wisconsin Counties) gives the origins of the county names.

CONEY WESTON PLACE, MILWARD DRIVE, WEDGEWOOD WAY, TOGSTAD GLENN

Three streets in Midvale Heights have connections to the Milward family.

Coney Weston Place is for the Coney Weston Farm named by the Milward family for the village of Coney Weston in Suffolk, England, from which they had emigrated. "Coney" is an English word for rabbit.

Milward Drive is for the family.

Wedgewood Way was chosen because two of the Milwards loved Wedgwood china.

Togstad Glenn, also in Midvale Heights, is named for Morris Togstad and Victor S. Glenn. Togstad was the last soldier from Madison killed in World War I, Glenn the first in World War II.

MIDVALE HEIGHTS

The Midvale Heights neighborhood is west of Midvale Boulevard, south of Mineral Point Road, east of Whitney Way and north of the Odana Hills parks and golf courses. The land was settled in the 1850s but most development took place in the 1950s and 1960s. The area is about 600 acres.

Reinhold (Reiny) Meihnsner tells of the story of many other Midvale Heights street names in a section of *Forests, Farms and Families: A History of the Midvale Heights Neighborhood*, ed. Alice Punwar, Madison, 2004.

FAIRCREST AND PARKWOOD HILLS

The 1960s and 1970s Faircrest subdivision begins at the intersection of Regent Street and Rosa Road and occupies much of the land south of the CUNA site on Mineral Point Road and west to Yellowstone Drive in the Parkwood Hills subdivision.

The first road west of Regent is Anchorage Avenue. This is followed by other streets with marine or nautical names in alphabetical order from Beach Street and Cable Avenue to Nautilus Drive and Quarterdeck Drive.

The streets in Parkwood Hills, which is a sister to Faircrest, are named for United States national parks and battlefields. They include Yellowstone Drive, Antietam Lane, and many others.

HIGHLANDS

In 1912 Madison newspapers began to carry ads by the Frank B. Wynne Company for a deluxe countryside subdivision, Highlands, in an area between Old Sauk Road and Old Middleton Road. The project was designed by Ossian Cole Simonds, 1855-1931, a landscape architect who was popular with Madison clients. His work in Madison included such sites as Tenney Park, the Yahara River Parkway, and the Vilas Park lagoons. In 1915, he helped design Nakoma.

Lots in Highlands were originally two to five acres.

From the beginning Highlands attracted doctors and university professors who were able to afford automobiles for the five mile drive to downtown Madison.

One effect of this influx of professionals was the sudden elevation of the Mendota Beach-Highlands School (now Crestwood) to model school status.

In keeping with Simonds' beliefs all of the public streets have clear and simple names of obvious origin – North and South Highlands Drive, Hillside Avenue, Willow Lane, and

Larch Circle.

Cooper Lane, a bike and pedestrian path between Old Sauk Road and South Highlands Avenue, has apparently existed since the 1880s and was probably named for a nineteenth century landowner.

THORSTRAND ROAD

Thorstrand Road (Thorstrand = Thor's beach) is in a private development west of Spring Harbor that contained the Magnus Swenson estate. Magnus Swenson, 1854-1936, came to America from Norway at age 14. He graduated from the University of Wisconsin and became Professor William Arnon Henry's first research assistant in the new College of Agriculture about 1880.

He then invented dozens of products and methods including better ways to refine sugar, process salt, and bale cotton. He designed the Kilbourn dam at Wisconsin Dells and was a president of the United States Sugar Company plant in Madison as well as a University of Wisconsin regent.

There was once a Magnus Swenson Drive near the present Asbury Methodist Church, but it is not shown on recent street maps.

GLEN OAK HILLS

In 1927 and 1928 two lawyers and their wives, Glenn P. and Jennie M. Turner and Lewis and Gertrude Gettle started the Glen Oak Hills subdivision in an area extending from Old Middleton Road to Regent Street and from Rosa Road to Merrill Crest.

Lewis Gettle was a commissioner with the Wisconsin Railroad Commission. Turner had been the Socialist Assemblyman from Milwaukee's Tenth District from 1916 to 1918. He was an enthusiast for every technological, linguistic (especially Esperanto), or political innovation that promised to improve international communication and cooperation.

In the 1930s he was a frequent Socialist Party candidate for offices such as Wisconsin Attorney General and State Supreme Court Justice. He never survived the primary in these races but saw the campaigns as a way to teach the people about his concepts of good government.

Jennie, originally from Indiana, had earned a doctorate at the University of Wisconsin and was a supervisor for the State Board of Adult and Vocational Education.

Gettle Avenue is named for Lewis Gettle. Glen Highway is the present name of a street named both for Glenn Turner and a nearby glen. Terre Haute Avenue runs along the crest of the highest hill in the subdivision and also refers to the city of Terre Haute, Indiana,



where Jennie taught school before moving to Wisconsin.

Mark Twain Street may have been chosen because Twain (pen name of Samuel Clemens, 1835-1910) was the first author to produce an entire book manuscript on a typewriter and had invested in an elegant automatic typesetting machine.

Marconi Street was named for Guglielmo Marconi, 1874-1937, an Italian who pioneered long distance radio transmission. Belin Street is for Edouard Belin, 1876-1963, a French engineer who developed a method for sending photographic images by radio. Tesla Terrace is for Nikola Tesla, 1856-1943, a Serbian-Croatian from the Austrian Empire who became a United States citizen and who also experimented with long distance communications. Mark Twain and Nikola Tesla were close friends.

Park Way passes beside the Glen Oak Hill Park.

STREETS IN THE VILLAGE OF SHOREWOOD HILLS

Thomas D. Brock's book *Shorewood Hills, an Illustrated History* (Madison 1999) contains descriptions of past and present streets in the Village of Shorewood Hills and gives information about the origins of many street names.

CRESTWOOD

In the mid-1930s several state workers formed the Wisconsin Cooperative Housing Association and decided to build a residential district on about 75 acres of land previously owned by the Fischnick family bordering Rosa Road on the west and extending from present Regent Street to Old Sauk Road. They named the project "Crestwood."

In this case cooperative meant that the members acted as their own developer taking responsibility for streets, sewers, the water supply, and so on. Lots and houses were individually owned.

John S. Bordner, a planner with the State of Wisconsin, soon joined the cooperative and became its leader.

About twenty houses had been built by 1940 with plans for many more, most on dead end streets in wooded areas.

Bordner Road is for John S. Bordner. Crestwood Place is from the name of the development. The rest are Arbor Vitae Place, Bittersweet Place, Cedar Place, Dogwood Place, Elder Place, and Forsythia Place in alphabetical order north to south.

MOHAWK PARK

In the early 1950s the Mohawk Building Corporation began to build Mohawk Park in an area east of the Kettle Pond Park. Three streets are named for the developers. Brody Drive is for Harry Brody, president, from Whitefish Bay, Wisconsin. Temkin Avenue is for Alex Temkin, vice-president, a Madison native who graduated from the University of Wisconsin in 1934 and received a UW law degree in 1937. Pauline Avenue is for Pauline Temkin, secretary-treasurer, Harry's daughter and Alex's wife. Alex remained in real estate until his death in 1984 at age 68. He is best remembered as a major supporter of local and international Jewish charities.

INDIAN HILLS

The Indian Hills subdivision west of the Blackhawk Country Club and just north of University Avenue opened in 1953. It was designed by the Wisconsin State Planning Board as a model subdivision of single-family homes for middle to upper-middle income families. Lots were staggered so that each house would look over or between its neighbors.

Risser Road and Merrill Springs Road are named for families that had lived in the area for many years.

The others have Indian connections – Tomahawk Trail, Flambeau Road and Minocqua Crescent.

Flambeau refers to the Chippewa Lac du Flambeau band named for their custom of fishing at night from canoes lighted by torches.

Minocqua is a town in Oneida County, Wisconsin, near the Lac du Flambeau reservation.

BLACKHAWK PARK

Blackhawk Park, now Trillium, is a 26-acre rental and condominium community of two-bedroom homes along Craig Avenue south of University Avenue near Spring Harbor Drive.

It is named for Black Hawk, the Sauk war chief who in 1832 retreated with his forces through this area on their way to the Mississippi River. The Blackhawk Country Club is nearby. The builder was Floyd J. Voight, a Madison businessman. The 24 x 32 foot homes are on concrete slabs because the high water table ruled out basements. When Blackhawk Park opened in 1951, all featured gas heat and hot water, a water softener, a kitchen with Youngstown steel cabinets and asphalt tile floors. They rented for \$95.00 a month.

The homes are laid out along Craig Avenue which is named for Voight's 5-year-old son, Craig. There are sidewalks but no driveways. Eight six-stall garages are discretely placed away from the homes. The houses were rented to young families in general as well as to employees at the new Veterans' Administration Hospital in Shorewood.

Brody Street is the only other road; it connects to Mohawk Park to the west. Floyd Voight was instrumental in the construction of the pedestrian underpass across University Avenue. There is also a pedestrian passageway through a large culvert under the railroad tracks that provides access to Old Middleton Road. Generations of children have probably given the walkways secret names.

A student of early 1950s suburban housing would observe that Mohawk Park, Indian Hills, and Blackhawk Park, each designed for a particular share of the post-war market, are clustered within a half-mile radius.

Blackhawk Park, probably more than any similar project in Madison, retains much of its 1950s appearance.

DALE, MERRILL, HEIM, RISSER, WARNER

The names of several families in northern areas west of Shorewood Hills appear in local street and place names.

Frederic Cassidy reported that Dale Heights, a 1909 plat between Old Middleton Road and University Avenue, was chosen for the maiden name of Ernest N. Warner's mother-in-law.

Ernest Noble Warner, 1868-1930, developed several plats in the Spring Harbor area. His daughter Elizabeth, 1900-1977, married Frederic Emanuel Risser. Risser, 1900-1971, was a prominent lawyer and state politician. The Rissers lived at 5010 Risser Road. Their son Fred Risser has been state senator from the 26th district since the 1960s.

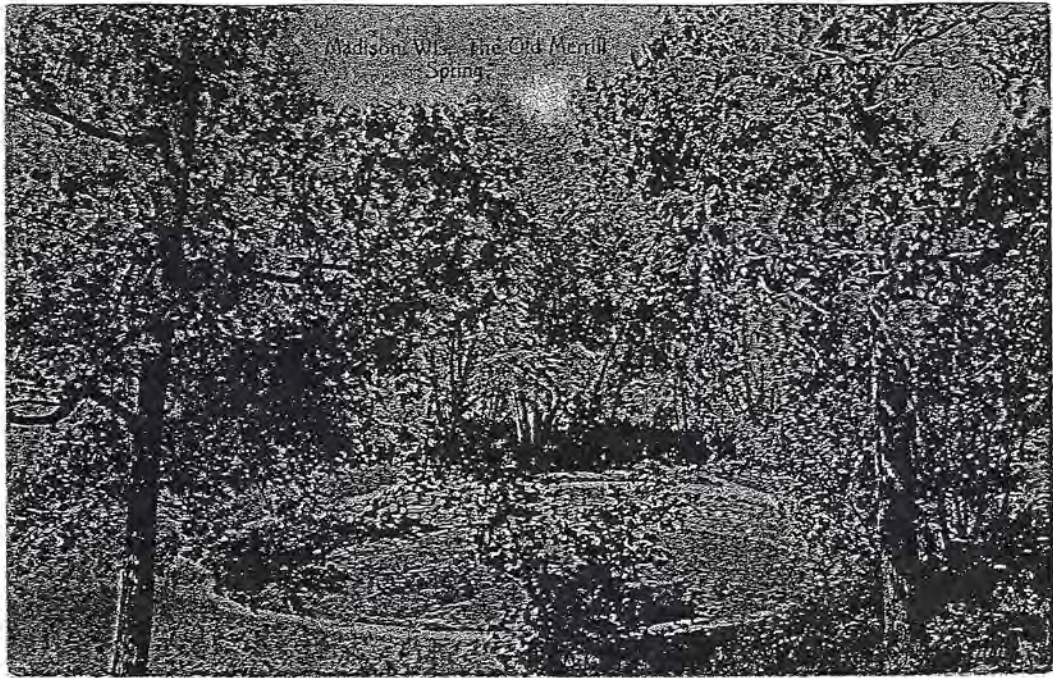
A local farmer, Alfred Merrill, 1824-1906, platted Merrill Park in 1891 and Merrill Crest in 1910. He owned the Merrill Spring.

Heim Avenue is located on land that was once the Heim family farm and orchard extending from Old Middleton Road to Lake Mendota.

SPRING HARBOR

For this article Spring Harbor refers only to an area north of University Avenue west of Indian Hills and northwest along the Lake Mendota shore to just beyond Camelot Drive.

Spring Harbor takes its name from an inlet located near Spring Court. The Spring Harbor



Merrill Spring

Middle School, Spring Harbor Park, several swimming beaches, and a boat launching ramp are neighborhood features. A few farm houses remain from the nineteenth century, as do many winterized cottages built by Madison area residents and by “vacationists.”

Much of the other housing is from the early postwar period through the 1960s. The houses along Camelot Drive, named to suggest a charmed and magical location, date from the early 1970s. The lakeshore houses and estates are from the cottage period to the present.

Most of the street names are obvious, but several are especially interesting.

For example, Taychopera Road, which is a Winnebago term for the “land of the 4-lakes,” was Beulah Street until 1949. Laurel Crest replaced the name Clewley Place in the same year because residents did not like the old name. Camus Lane (pronounced “Kam-as”) is said to be “sumac” spelled backward. Baker Avenue is for Ernest N. Warner’s wife’s maiden name – Lillian Dale Baker.

Several of the paths that run from Lake Mendota Drive to the lake shore such as Upham Court and Clifford Court were named for nineteenth century landowners when the volunteer fire department created lanes so that fire hoses could be placed in the lake.

VARSITY HILLS

Varsity Hills is south of Regent Street and the intersection of Regent and Rosa Road. It was a Parade of Homes site in 1962. All three streets – Varsity Hill, Stadium Drive, and Carillon Drive – are from locations at the University of Wisconsin.

SOURCES

Personal observations, articles and advertisements in the *Capital Times* and the *Wisconsin State Journal*, plat maps, real estate atlases, city directories, Wisconsin State Blue Books and phone directories were major sources for this article. The information about Coney Weston was provided by Charlotte Larsen, a Milward descendant. Special thanks go to neighborhood historians Tom Martinelli and Ann Sowaske.

The front cover illustration is a composite of two maps in a 1911 Dane County Plat Book. On the left side of the image sections 12, 13, 24, 25, and 36 are in the Town of Middleton. All the other sections are in the Town of Madison.

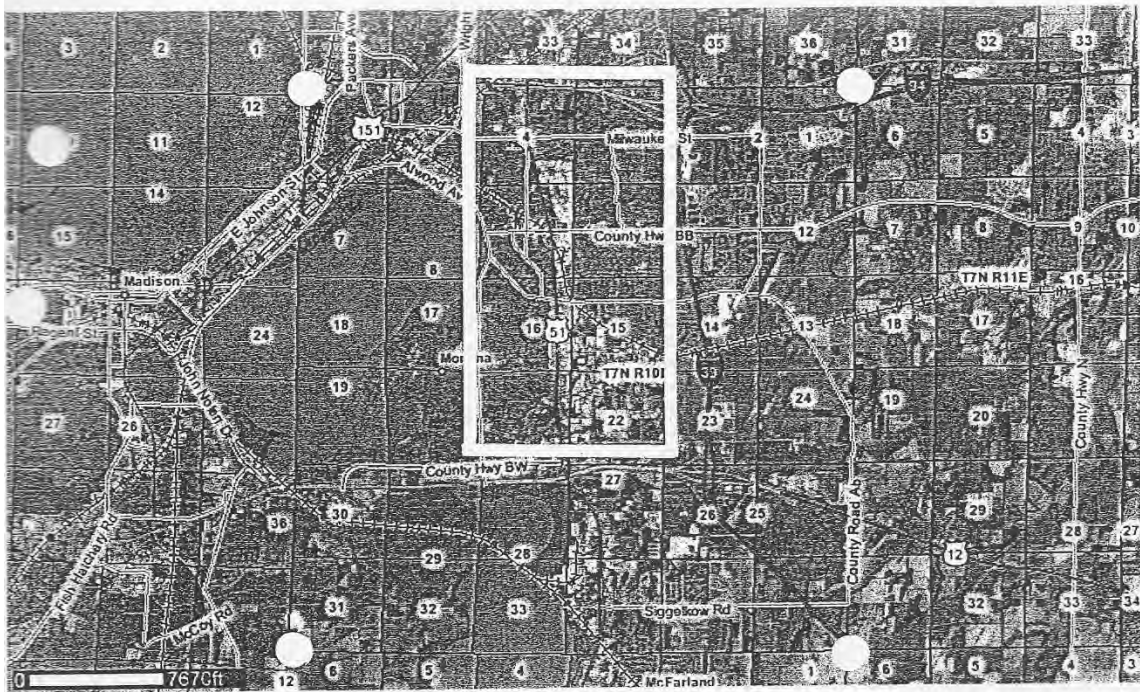
The maps showing streets labeled “About 1920” and “About 1930” are portions of the official City of Madison maps from 1920 and 1930.

The aerial photos are from the United States Department of Agriculture’s Web Soil Survey. The topographic maps are details from the U. S. Geological Survey 1983

Madison West map in 1:24,000 scale. The illustrations labeled “Merrill Spring” are from Ann Waidelich’s postcard collection.

Madison’s Highlands by Norman K. Risjord (Madison, 1988) deals with both early and present developments in Highlands.

Part VIII. THE ORIGINS OF SOME EASTSIDE MADISON, WISCONSIN, STREET NAMES – SOUTHEASTERN SUBURBS FROM STARKWEATHER CREEK AND MONONA DRIVE TO INTERSTATE 90



Part VIII: Southeastern suburbs from Starkweather Creek and Monona Drive to Interstate 90

This article examines the origins of some Eastside Madison street, school, and park names within an area bordered by Starkweather Creek and Monona Drive on the west, Interstate 90 on the east, Commercial Avenue on the north, and U.S. Highways 12 and 18 on the south. The entire area was within the Town of Blooming Grove.

Blooming Grove was formed in 1850; in surveyors' terms it is Town 7 North, Range 10 East. Many of the original settlers were from New York and Vermont as well as Germany, Norway, and Ireland. Almost all were farmers whose properties usually ranged from about 40 to 160 acres, although a few were more than 320 and several were almost 600.

By the late 1870s, the population was about 1,000 and some recreational enterprises were clustered along the eastern shore of Lake Monona. A good-sized retail district was developing in the Schenk's Corners/Atwood Avenue area primarily to serve farmers.

By 1900 manufacturing plants along the railroad tracks from downtown Madison were expanding beyond the Yahara River. Rapid growth led to the formation of the village of Fair Oaks in 1906. By 1920 the industrial workforce in Madison was about 5,000, which included 700 women. Industrial employment continued to grow especially after the Oscar Mayer family moved much of its meat packing and sausage business to Madison in 1919.

By the mid-1920s, homes for "workingmen," which meant wage earners, extended to the western bank of Starkweather Creek.

LANSING PLACE, WALTERSCHEIT PLAT, SCHENK SCHOOL, EASTMORLAND

An ad in the *Capital Times* on June 23, 1928, announced an auction sale of lots in Lansing Place on Milwaukee Street, east of Fair Oaks Avenue, adjoining the city limits. The owner was George C. Rowley, an established Madison developer. He seems to have chosen the first and last names of local residents for all of the street names. The Lansing family, for example, had lived in Blooming Grove since the mid-1800s and many of the other names appear on plat maps and tombstones over the years.

The 1930, 1940, and 1942 City of Madison maps show Starkweather Drive, Leon Street, Lansing Street, Farrell Street, Richard Street, Judd Street, Hargrove Street, and Harding Street in their present locations. They also show Wayne Street running from Leon Street to Starkweather Creek and Willow Street and Thorp Street in the area that later became O. B. Sherry Park.

In *Dane County Place-Names* (1947, expanded edition 1968, most recent printing Madison, 2009) Frederic G. Cassidy states that Starkweather Creek was named for John C. Starkweather who built a log bridge over the creek in 1846.

MAP OF BLOOMING GROVE

TOWNSHIP

Range 2 West

Range 10 East

Scale 1:25,000

Half Road ———
Wagon Road - - -
Crack - - -

School ———
Church ———
Home ———



About 1911

In the late 1940s and throughout the 1950s Madison and regional developers became interested in the Lansing Place area as a perfect site for veterans housing. This led to the construction of Walter Street parallel to Harding Street and the renaming of a portion of Harding Street that ran east to Dempsey Road as Tulane Avenue. These are shown on the 1950 City of Madison map, as is a “future school site” that became the location of Herbert C. Schenk school, which opened in 1953. Schenk Street, also named for Herbert C. Schenk, runs north and south east of the school. Herbert C. Schenk (1880-1972) was owner of the Schenk Hardware Co. at Winnebago Street and Atwood Avenue, a school board member from 1922 to 1950, a state assemblyman, a Madison alderman, and president of the East Side Business Mens’ Association.

Paus Street and Hynek Road, east of Schenk Street, are both named for neighborhood residents.

In the early 1950s Aaron Elkind and Donald B. Sanford became business partners. They met when Sanford was the sales representative for the Wollander FarWest Company of Tacoma, Washington that sold single-family house kits. Elkind, born in 1917, was a Milwaukee native, 1940 graduate of the University of Wisconsin and a war hero. Elkind and Sanford often hired Albert McGinnis as their business lawyer. McGinnis (1919-2003) was from Superior, Wisconsin, had earned a law degree from the University of Wisconsin, and had started a practice in the Atwood Avenue area. He was also active in church and civic affairs. Albert also became a developer in many of the same areas but he was never an officer in any of the businesses of Elkind and Sanford.

Sanford never revealed much about his personal life to the newspapers; in 1950 Sanford and Elkind both had offices in the Security State Bank on Winnebago Street, which also contained offices of the Humphrey Tree Expert Co, a regional arborist firm. This may have led to a clerical mixup at the 1950 Madison City Directory, which lists Elkind and Sanford as working for Humphrey. In 2011 both Elkind and Sanford family members reported that neither man ever worked for Humphrey.

Beginning in 1954, Elkind and Sanford developed the 75 acre, 314 house Eastmorland project on land surrounding the Schenk School site.

They sold houses the way automakers sold cars. A buyer had the choice of several models, could select a number of options, take possession on a set date, and arrange a fixed payment schedule at the time of purchase.

There were eight house styles to choose from in Eastmorland; about 80 per cent of the buyers decided on a simple ranch with a conventional roof line.

Elkind and Sanford also feminized the product just as the car firms had feminized automobiles. Their houses featured large kitchens and often came with appliances. Buyers could choose from many interior and exterior color combinations.

**A Setting
of
Prestige and
Convenience**

A Paradise of Beautiful Homes, of individual Styling, in a Distinctive Setting . . .

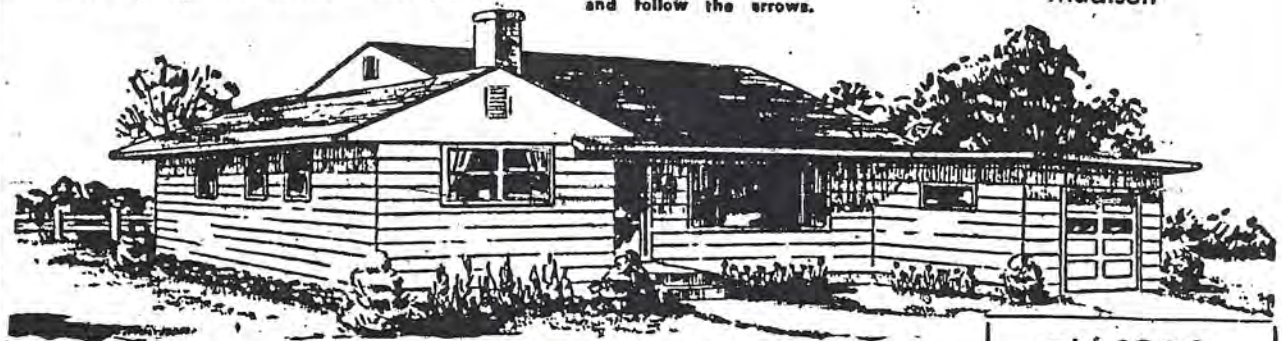
See the Many Styles . . . 3 and 4 Bedroom Homes of exceptional character and quality.

Eastmorland

**HOMES OPEN
TODAY 1-5 p. m.**

Drive out Atwood Ave. to Walter Street (at Olbrich park), turn left and follow the arrows.

- School
- Bus Service
- Park
- Beach
- Paved Streets
- Sidewalks
- Shopping
- Churches
- In City of Madison



A. A. ELKIND & CO.

BUILDERS AND DEVELOPERS

2106 Atwood Avenue

Phone 4-2419

Eves.: 3-3715, 9-4061

as low **\$800**

Down for Veterans

\$2,800

Down for F.M.A. Loans

Wisconsin State Journal October 14, 1956

The project name and the street names were chosen for market appeal. Eastmorland suggests more land to the east and a pleasant English countryside. It was an imitation of Westmorland, the name of a west side development begun by the McKennas in the 1920s.

Because Elkind and Sanford had chosen to promote Eastmorland by emphasizing comfort and prestige the street names such as Sussex, Bradford, Buckingham, Wilshire, and Cumberland are all reminiscent of places in England or Virginia.

The Walterscheit plat runs south from present Tulane Avenue across the former Chicago and North Western Railway tracks to Atwood Avenue. It was begun in the late 1920s on land that had been occupied for many years by the Walterscheit family.

The 1930 City of Madison map shows a portion of Harding Street in the area now occupied by Walter Street south of the railroad tracks. There is a Grand View Street which later became Sargent Street, and Johns Street, Margaret Street, Busse Street, and Bernard Street. These all appear to have been the first or last names of local residents. Olbrich Street was added before 1942 probably for Michael Olbrich who had donated the land for Olbrich Park.

Margaret Street extended north across the railroad tracks. Huron Street later became Ring Street, Erie Street became Gunderson Street, and Ontario Street is still Ontario Street. Anchor Drive and Coral Court first appear on the 1950 City of Madison map.

Royster Avenue was added about 1948 to honor the F. S. Royster Guano Co. factory at the intersection of Dempsey Road and Cottage Grove Road. Royster's main office was in Norfolk, Virginia. The Madison plant formally opened on March 24, 1948 and closed in 2006. It blended many mixtures of plant food for farm use.

The neighborhood's eastern border was fixed about 1950 when the East Beltline Highway was built east of Dempsey Road and U. S. Highway 51 was rerouted from Monona Drive. The new route was called South Stoughton Road, the East Beltline Highway and just 51.

Dempsey Road is for a local farm family, although, as with many other street names in the area, it is impossible to say when the name was chosen or if it honors the family in general or just one family member. In fact, if a street in Blooming Grove has a German, Irish, or Norwegian name it was probably named for a local farm family or land owner.

Leon Park, also known as Lansing Park, was renamed O. B. Sherry Park in 1974 in honor of Orven B. Sherry, a Madison real estate dealer, who donated land for the park's expansion that eliminated Willow Street and the eastern portion of Thorp Street. Wayne Street was reduced to a remnant that is now so short there is only room for one house on one side of the street.

In 1993, the Madison School Board renamed the middle school portion of Schenk School

for Annie Greencrow Whitehorse (1906-1990), a respected member of the Madison area American Indian community.

LAKE EDGE PARK, MORNINGSIDE HEIGHTS, ALLIS HEIGHTS, QUAKER HEIGHTS

The area south of Cottage Grove Road, east of Monona Drive, west of U. S. 51, and north of Pflaum Road changed from farm to suburban use in stages from about 1910 to 1960. The first suburban development was Lake Edge Park near the intersection of Cottage Grove Road and Monona Drive at the site of an earlier Lake Edge dairy.

In a series of newspaper ads from 1912 to 1915 the Lake Edge Park Co. promoted the subdivision as “The Model Suburb.” Lots were 75 x 150 feet complete with trees and shrubs, all owners were guaranteed lake access via a company-owned park, and commercial use was forbidden.

An ad in the *Wisconsin State Journal* on April 1, 1915 compared Lake Edge Park with three Madison subdivisions.

According to the ad:

- A 75 x 150 lot in Lake Edge Park was \$500
- A 60 x 120 lot in Wingra Park was \$1,600
- A 50 x 120 lot in West Lawn was \$1,400
- A 40 x 120 lot in Fair Oaks was \$600

The most unusual feature of the streets is that the more or less north-south streets are at a right angle to a southeastern oriented portion of Buckeye Road, which the developers called Main Avenue.

Buckeye Road (Co. Hwy AB) was for many years the main route to Madison from the southeast, especially the Stoughton-McFarland areas. The name may refer to a grove of buckeye trees (horse chestnuts) or may be connected to a person or business related to Ohio, the Buckeye State.

For some reason, the developers ignored the fact that there was already a Main Street in Madison. Their Wisconsin Avenue, Lincoln Avenue, and Park Boulevard were also similar to Madison street names.

By 1942 the Lake Edge Main Avenue had reverted to Buckeye Road, Wisconsin Avenue became Davis Street, Lincoln Avenue became Drexel Avenue, Lawrence Avenue became Hegg Avenue, and Park Boulevard became Lake Edge Boulevard.

The Morningside Heights subdivision, first advertised in 1923, is just east of Lake Edge Park and was promoted as a site for workingman’s homes; most of the streets are

extensions of those in Lake Edge Park and share their skewed alignment. Morningside Avenue is named for the subdivision. Maher Avenue and Major Avenue are for local residents.

Morningside Heights was a project of Laurence M. Rowley. In 1924 Rowley announced Allis Heights, a 108 acre subdivision that is essentially a continuation of Morningside Heights. Most of the streets such as Spaanem Avenue are also named for local residents.

Allis Heights, Allis Avenue, and the nearby Frank Allis School that opened in 1917 are named for Frank W. Allis (1865-1915) who was the son of Edward P. Allis (1824-1899), a Milwaukee industrialist whose foundries and machinery factories were among the largest in the United States. The City of West Allis is named for the Allis family. In 1901 the Allis company and several others merged to become Allis-Chalmers.

Frank chose agriculture over manufacturing and moved to the Madison area about 1893 where he concentrated on pure-bred Holstein-Friesian dairy cattle raised on his “Monona Farm.” The farm covered 600 acres in parts of Blooming Grove, sections 9, 16, and 17. His lake shore home still stands at 4123 Monona Drive and is called San Damiano Friary.

Sometime after 1917 parts of the Allis property including several houses and barns were purchased by the Quaker Oats Company for use as an experimental farm to test dairy cattle rations.

The 200 acre Quaker Oats farm closed about 1940 and the land was purchased by Jerome Jones. In 1944, John C. McKenna Jr. bought the Jones land for post-war development and named the area Quaker Heights. Jerome Street honors Jerome Jones. Quaker Circle and Quaker Park are for the experimental farm.

Some of the Allis land became the location of the Monona Golf Course begun in the 1920s as a private venture. The City of Madison took over the course in the mid-1930s. It was an 18-hole course until the early 1960s when some land was lost to school construction. It is now nine holes.

The Village of Monona was created in 1938; the first elections for the City of Monona took place in April 1969.

Three streets in the golf course area share names with those in the City of Monona. Winnequah, as in East Winnequah Drive, was coined from “Winnebago squaw” by Frank Barnes in 1870 in honor of his Indian wife.

Cold Spring Avenue is probably named for a spring in Monona.

East Dean Avenue is for Nathaniel Dean (1817-1880) whose 500 acre farm was located in the area. Dean House, at 4718 Monona Drive, which was the Dean family’s part-time residence, is now a house museum operated by the Historic Blooming Grove Historical Society.

The Monona Grove High School, 4400 Monona Drive, built on land donated by the Blooming Grove volunteer fire department, opened in 1955 to serve students from the Village of Monona, the Town of Blooming Grove, and the Town and Village of Cottage Grove.

The Robert M. La Follette High School on Pflaum Road was built in 1963. It is named for Robert M. La Follette (1855-1925) who was a member of Congress from Wisconsin from 1885-1891, governor of Wisconsin from 1901-1906, and U. S. Senator from Wisconsin 1906-1925. He ran for U. S. President in 1924 for the Progressive Party, which he founded, and received 17 per cent of the national popular vote.

In 1970, the junior high school/middle school portion of the La Follette High School was renamed Ray F. Sennett Middle School in honor of Ray F. Sennett (1904-1970) who served on the Madison School Board from 1948 to 1969. He was a graduate of the Madison Central High School and the University of Wisconsin, an outstanding athlete, and vice-president of the Randall and Security State Banks. After his death the *Wisconsin State Journal* (April 10, 1970) wrote that he was “a quiet, stalwart, dignified man with a ready smile that revealed his innate gentleness.”

GLENDALE, EDNA TAYLOR CONSERVATION PARK

The Glendale neighborhood has two parts. The first area is east of the Monona Golf Course to Camden Road and south to Pflaum Road. The second area extends from Monona Drive to Camden Road and from Pflaum Road to the southern border of the Edna Taylor Conservation Park.

In 1954 several developers including Harry Vogts, Pete Beehner, the Herro brothers, and Oscar Seiferth began to build hundreds of single family homes in Glendale. These projects were mostly complete by 1956 or 1957; the apartments on Camden Road were built in 1961 and a number of houses were built near the northern edge of the Edna Taylor Park from 1971 to about 1979.

A booklet published by the Glendale Neighborhood Association, *Glendale, a Neighborhood, a School, and their Park* (Madison, 2005) gives the origins of many street names.

The name Glendale comes from the Glendale Development Corporation owned by Phil and Norm Herro and Oscar Seiferth. Glendale has been a popular place name in the United States since at least the 1850s, as in Glendale, Ohio. The Glendale Elementary School opened in 1957.

Many of the street names are those of local residents such as Pflaum, Tompkins, Kvamme, and Bjelde. Jeanette Pugh Johnson chose the name Crestview for a subdivision and Crestview Drive. She named Bryn Trem Road for the Welsh phrase “view from a

hill” and also named Maldwyn Lane; Maldwyn is the Welsh version of Baldwin.

The developer Pete Beehner named a subdivision and Linda Vista Avenue for his daughter Linda.

Harry Vogts named the Aceview subdivision for his Ace Builders, Inc.: “Ace sets the pace.”

Norm and Phil Herro named Herro Lane for the family; Dixie Lane is from their brother Burt’s nickname. Oscar Seiferth named Joylyne Drive for his wife Joyce and daughter Lynne.

Indian Trace, which runs south from Crestview Drive was originally an extension of Groveland Terrace. Mary Schatz, a neighborhood resident, suggested renaming this section Indian Trace because Jeanette Pugh Johnson said that an old Indian had lived in the area for many years. The Madison City Council approved the new name in 1972.

Kay Street and Ruth Street are first names. Spaanem Avenue and Maher Avenue are extensions of streets in Morningside Heights and Allis Heights. Acacia Lane and Alder Lane are named for trees. Hob Street is for a developer. Admiral Drive in Aceview may reflect Harry Vogts’ love of everything nautical.

Crestview Drive, Woodland Drive, and Parkview Drive overlook the northern border of the Edna Taylor Conservation Park. Camden Road, Douglas Trail, Loudon Lane, and Lamont Lane may be named for local residents.

The Edna Taylor Conservation Park, established in 1972, consists of 56 acres of land behind the Glendale Elementary School south to Femrite Pond. Thirty-five acres of the park were purchased by the Madison Parks Division from the estate of Edna Giles Norden Taylor.

Edna Taylor (about 1903-1972) arrived in Madison about 1929 where her husband Harry Giles was on the University of Wisconsin faculty. She was born and raised in New York City where she played minor roles in Broadway productions. In Madison she was active in community theater as an actor and director. She was also affiliated with the University of Wisconsin English department as a graduate student and writing instructor. A second husband was named Thomas Norden.

At some point Mrs. Taylor acquired 111 acres of land in the present U. S. 51 and Femrite Road area and used some of it as a Guernsey farm that she named “Heartenland.” Part of this land went into the Edna Taylor Park.

HIESTAND PARK AREA

The area between U. S. 51 and I-90, south of Commercial Avenue and north of

Milwaukee Street, saw the first signs of suburban development about 1931 when Clyde A. Gallagher platted Clyde A. Gallagher Garden, which is still part of Blooming Grove. The subdivision is directly east of present U. S. 51 and contains a number of single family houses as well as newer apartments and condominiums. The original street names were Sprecher Avenue, Zink Avenue, Bruns Avenue, Walbridge Avenue and Gay Avenue. All are names of local residents. In 1994, Gay Avenue was renamed Alvarez Avenue for Barry Alvarez, who was then football coach at the University of Wisconsin. All of the property owners on the street petitioned the Blooming Grove Town Board for the change because “gay” can mean “homosexual.”

Witwer Street, which is the western border of Hiestand Park, is also named for a local resident. The remaining streets west of the park are a mini-theme; Pinewood Court, Cherrywood Court, Westwood Court, and Granwood Court.

Hiestand Park, which has grown to 57 acres from a few acres in 1970, is named for the Hiestand family whose farm was just south of Milwaukee Street. The Hiestand Park area is often called “Radar Hill” because from about 1958 to 1972 it was the site of a communications facility for Truax Field.

A school built about 1855 at the eastern edge of the present park and known as the Hiestand School served the area until 1915 when it was replaced by the present structure. The new building had a basement, central heating, and indoor toilets. It was in use until about 1955 when it closed during the school consolidation movement. In 1976, Milo K. Swanton, who had attended the pre-1915 school, asked that the “new school” be preserved as a historical landmark. The Town of Blooming Grove approved his suggestion but the building remained boarded up for many years. Recently several owners have renovated the structure and it has been used as a coffee shop and a children’s center.

The Hiestand family is important in agricultural history because Jacob R. Hiestand, who was born in Ohio in 1823, was the first to successfully grow tobacco as a cash crop in Wisconsin.

According to Benjamin Horace Hibbard in his book *The History of Agriculture in Dane County, Wisconsin* (Madison, 1905) Hiestand and an associate from a tobacco-growing family in Ohio, Ralph Pomeroy, rented land in the Syene Prairie south of Madison in 1853 and raised 10 acres of tobacco.

An article in the Madison Gazette, March 11, 1899, mentions that the “Hiestand brothers, prosperous farmers of Blooming Grove,” had just sold eight wagon loads of tobacco raised on eleven acres of land for \$1,386.

The streets between Hiestand Park and Swanton Road appear to be the first or last names of local families as in Della Court, Esther Court, Levine Court, Stein Avenue, Sinykin Circle, Easley Lane, and Boynton Place. The origin of Hamlet Place is not known.

This area was the Swanton family farm until about 1958. Milo K. Swanton (1894-1993) operated the farm for many years and was executive secretary from 1937 to 1964 of the Wisconsin Council of Agricultural Co-operatives. He was also active in the University of Wisconsin Alumni Association and helped establish public television service in Wisconsin. Milo Lane and Swanton Road are named in his honor.

The streets east of Swanton Road include Violet Circle, Daffodil Lane, and Violet Lane. They are near Honeysuckle Park. Picadilly Drive and Trafalgar Place are of English origin. Gem Court, Opal Court, and Ruby Court form another mini-theme. North Thompson Drive passes through this area.

KINGSTON-ONYX, ROLLING MEADOWS, HERITAGE HEIGHTS

By 1958 when large scale suburban development began in the area east of U. S. 51, south of Milwaukee Street, and north of Cottage Grove Road, developers such as Aaron Elkind, Donald Sanford, and Albert McGinnis knew a lot about selling houses to middle income clients.

They made certain that subdivisions named Kingston-Onyx, Rolling Meadows, and Heritage Heights promised pleasant surroundings. Streets with names such as Diamond, Turquoise, and Crystal sparkled with the promise of a high-quality product in a landscape filled with singing birds on streets named Chickadee Court, Bob-o-link Lane, and Meadowlark Drive.

Heritage Heights suggested merry England with Kingsbridge Road, Queensbridge Road, and Knightsbridge Road.

Aaron Elkind wrote ads that said the houses in Kingston were “fit for a queen and built for a king.” Residents could talk about a gem of a neighborhood.

The jewel box consists of Diamond Drive, Pearl Lane, Garnet Lane, Jade Lane, Turquoise Lane, Onyx Lane, Topaz Lane, Cameo Lane, Crystal Lane, Flint Lane, and Agate Lane.

The bird streets are Chickadee Court, Goldfinch Drive, Bob-o-link Lane, Shearwater Street, Hummingbird Lane, and Meadowlark Drive.

Heritage Heights offers Sudbury Way, Cavendish Court, Severn Way, Brookshire Lane, Westminster Court, Windsor Court, St. Albans Avenue, Portsmouth Way, and Merryturn Road.

As was common in the 1950s and 1960s several streets are named for builders and their wives and children, which was an expression of pride in workmanship and family; in some cases it was a statement of joy in having survived years of deprivation and war long enough to have a family. Charleen Lane, Lois Lane, Ralph Circle and Beehner Circle are

examples. Pete J. Beehner (about 1919-2004) was a well-known Madison builder and developer whose “Beehner built” houses were said to be among the best.

There are several mini-themes such as Lamplighter Way, Stagecoach Trail, and Hackney Way.

In the peaceful sector there are Quiet Lane, Harmony Hill Drive, and a number of “wood” streets – Shady Wood Lane, Inwood Way, Open Wood Way and Twin Oaks Drive. Some of these contain two words which was still fairly uncommon in the 1960s.

One major street, Acewood Boulevard, began about 1959 in Harry Vogts’ Acewood subdivision. Vogts (1908-1994) owned Ace Builders, Inc., and had already named one subdivision in Glendale Aceview.

Vogts had been an outstanding musician at the East Side High School and the University of Wisconsin. He was a frequent national champion motor boat racer and a well-known Madison area golfer and bowler. He was an officer in the Madison Brass Works, a non-ferrous metals foundry established by his father Henry Vogts in 1907. His wife Betty was also a champion motor boat racer.

Kennedy Elementary School and Kennedy Park are named for President John F. Kennedy. McGinnis Park is named for Albert McGinnis; it is surrounded by his developments.

Tom George Greenway is for Thomas T. George (1924-1999), a Madison lawyer, alderman from 1971 to 1975, and a Heritage Heights resident who lived at 905 Inwood Way.

Most of the Kingston-Onyx, Rolling Meadows, and Heritage Heights area was filled by 1970.

ELVEHJEM NEIGHBORHOOD, MIRA LOMA PARK AREA

The first subdivision in the area south of Cottage Grove Road east of U. S. 51 was Harry Vogts’ Acewood from 1959. By 1962 many small, medium, and large builders and developers were active in the area; two of the larger were Towne Realty of Milwaukee that used Findorff, a Madison company, to build its houses, and the Lucey Realty Service owned by Patrick J. Lucey who was governor of Wisconsin from 1971 to 1977.

Many streets are named for local residents: Steinhauer Trail, Starker Avenue, Vinje Court, and Droster Road. Several are for builders; Montgomery Drive is for William C. Montgomery. First names are common as in Bonnie Lane, Ellen Avenue, Wendy Lane, and Melinda Drive. Female names greatly outnumber male names. Painted Post Road is from Lucey’s Painted Post Subdivision. Bird streets are Meadowlark Drive, Sandpiper Lane, Pelican Circle, and Tern Court.

In the Mira Loma area south of Buckeye Road are several mini-themes such as Ranch House Lane, Oxbow Road, Blacksmith Lane, Bellows Circle, Wagon Trail, Forge Drive, and Anvil Lane.

Spanish phrases appear in La Crescenta Circle, La Sierra Way, Paso Roble Way, and Mira Loma, which means “view of the hillside.” Mira Loma Park was established in 1981 and renamed Orlando Bell Park in 1997. Orlando Bell (1950-1994) came from Tuscaloosa, Alabama to study at the University of Wisconsin. He was an artist and art instructor, director of the South Madison Neighborhood Center, a Boy Scout leader, and president of the Madison NAACP chapter from 1990 to 1993.

The Elvehjem neighborhood name comes from the Elvehjem Elementary School that was dedicated on December 12, 1962 in honor of Conrad Arnold Elvehjem (1901-1962). “Connie” Elvehjem was raised on a farm near McFarland within three miles of the school. He attended Stoughton High School before entering the University of Wisconsin where he soon became a biochemist best known for discovering the vitamin niacin and the cure for pellagra. He became president of the University of Wisconsin in 1958 and died of a heart attack on July 27, 1962.

INDUSTRIAL AREAS

Dairy Drive, World Dairy Drive, Agriculture Drive, and Graham Place are on property owned by Bill Graham Land and Development.

Progress Road and Advance Road are in the Glendale Industrial Park. They were chosen by Oscar Seiferth, president of the Glendale Development Corporation, to suggest optimism and enterprise.

Lumberman’s Trail leads to a 16-acre site that saw the grand opening of the Fish Building Supply’s Madison East location on September 10, 1974.

Atlas Avenue, Atlas Court, Argosy Court, and Neptune Court are in an industrial area north of Cottage Grove Road.

The most common industrial street name is Service Road.

SOURCES

Plat books, local atlases, and Dane County histories were useful. *Monona in the Making* by Dorothy Browne Haines, Robert A. Bean, and Ann Waidelich (Monona, 1999) contains much information and many maps and photos relating to the history of Blooming Grove and the suburbs near Lake Monona.

Two internet databases available through the Madison Public Library – Newspaper Archive and Ancestry Library – were helpful as were pamphlets and clippings in the library’s Local Materials Collection.

Materials on almost every aspect of Blooming Grove history are on file at the Historic Blooming Grove Historical Society’s Dean House, 4718 Monona Drive.

Part IX: Suburbs south of the Beltline to about 1980

INTRODUCTION

This article discusses the origins of many street names in an area south of the Beltline Highway from Fish Hatchery Road to McKenna Boulevard from the 1850s to about 1980.

This land was in portions of the townships of Madison, Fitchburg, and Middleton; most is now in the City of Madison.

White settlement began in the 1840s; by about 1850 Fitchburg had attracted a substantial number of Scotch-Irish settlers from northern Ireland; nearby Verona had a large number of Scots, and all four townships had many Americans, especially from New York and New England. Germans and Norwegians arrived a few years later.

The landscape throughout was a mixture of woods, prairies, and marshes ideal for family farms of about 40 to 160 acres.

Most farmers grew cereal crops and raised horses, cows, pigs, and poultry. Dairy farms eventually dominated.

The Chicago and North Western Railway route from Madison to Dodgeville and Fennimore that passed through this area was mostly complete by 1882; the Illinois Central Railroad branch from Freeport, Illinois, to Madison was built in the mid-1880s. Summit Station on the I.C. tracks near the present Beltline and Hammersley Road was established in 1888. The North Western closed in the early 1980s; a portion between Verona and Dodgeville became the Military Ridge State Trail. The Illinois Central petitioned to close the Freeport-Madison line in 1980; part of its Madison route is now the Southwest Bike Path.

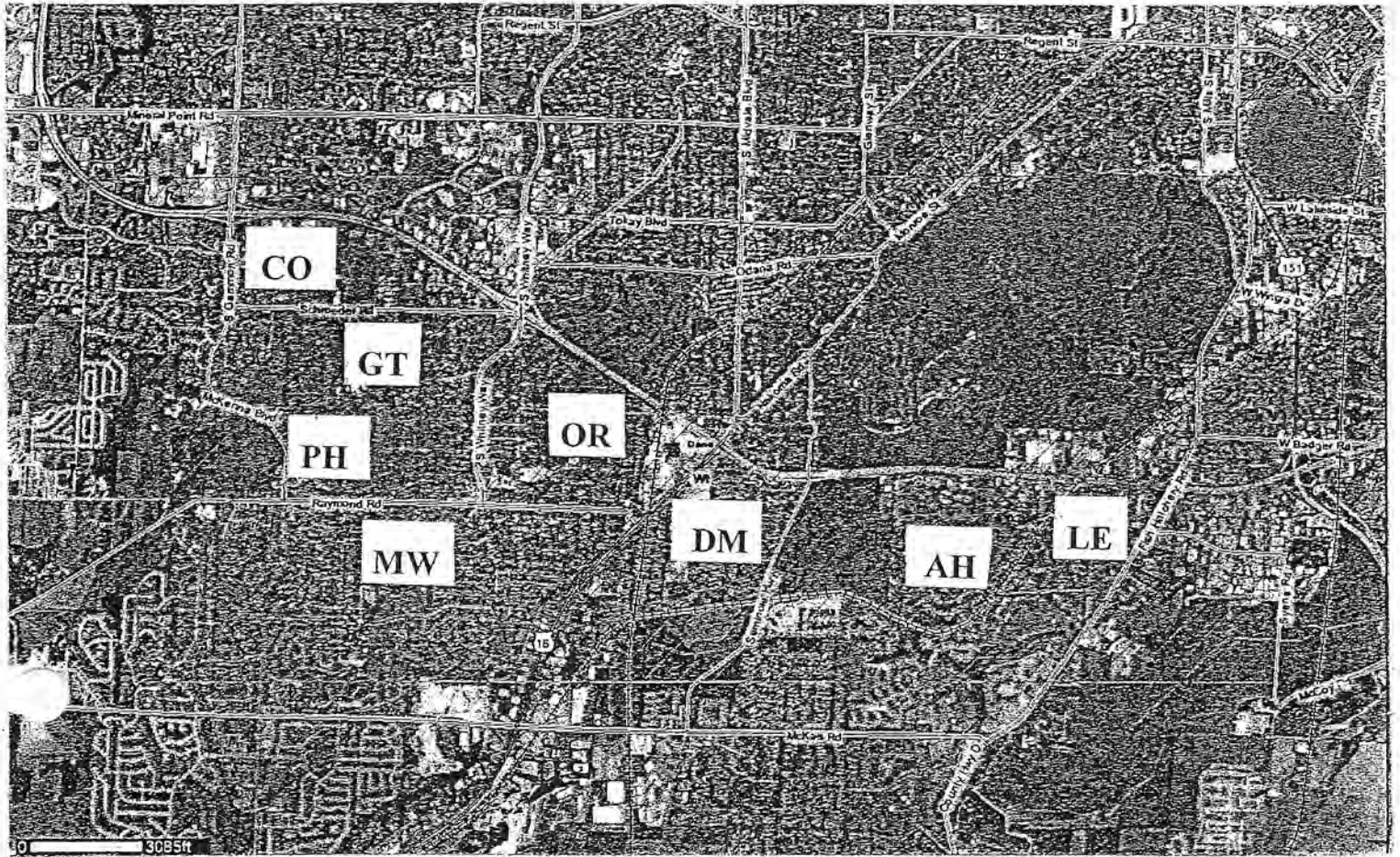
Proposals for a Beltline Highway to reduce congestion on Madison streets began to appear in the 1930s and were endorsed by city planner Ladislas Segoe in his 1938 report on the future of Madison.

Construction of the Beltline began about 1947 in conjunction with the enlargement and extension of Midvale Boulevard and other Westside streets. The Beltline opened in 1950; extensions and improvements have been nearly continuous since then.

DUNN'S MARSH

Suburban development south of the Beltline began about 1950 in the Dunn's Marsh area east of US 18-151 partly in subdivisions that were now bisected by the new highway.

Marlborough Heights is an example. It was platted in 1918 next to Nakoma. Most of the



AH Arbor Hills

LE Leopold

CO Commercial

MW Meadowood

DM Dunn's Marsh

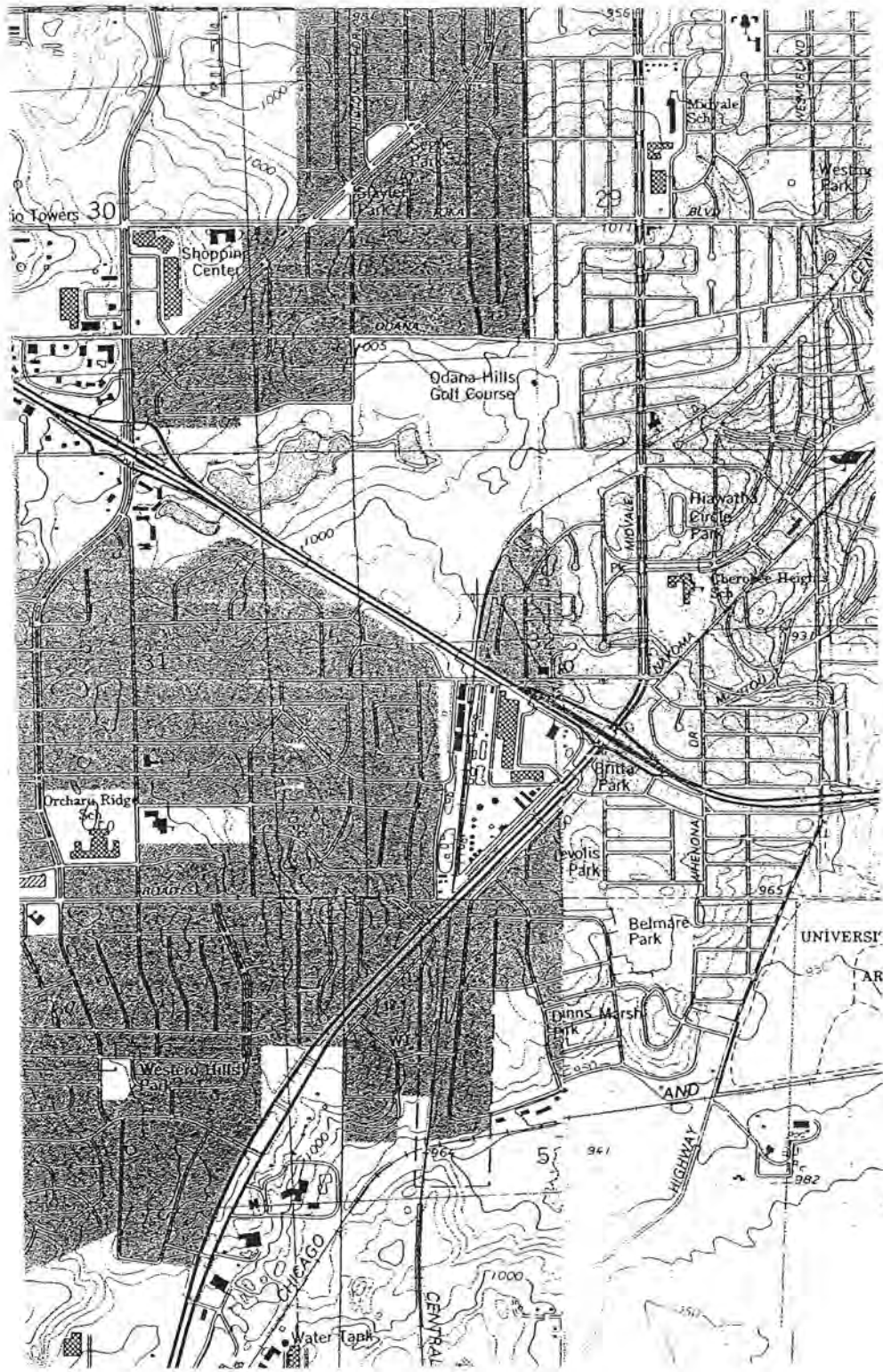
OR Orchard Ridge

GT Greentree

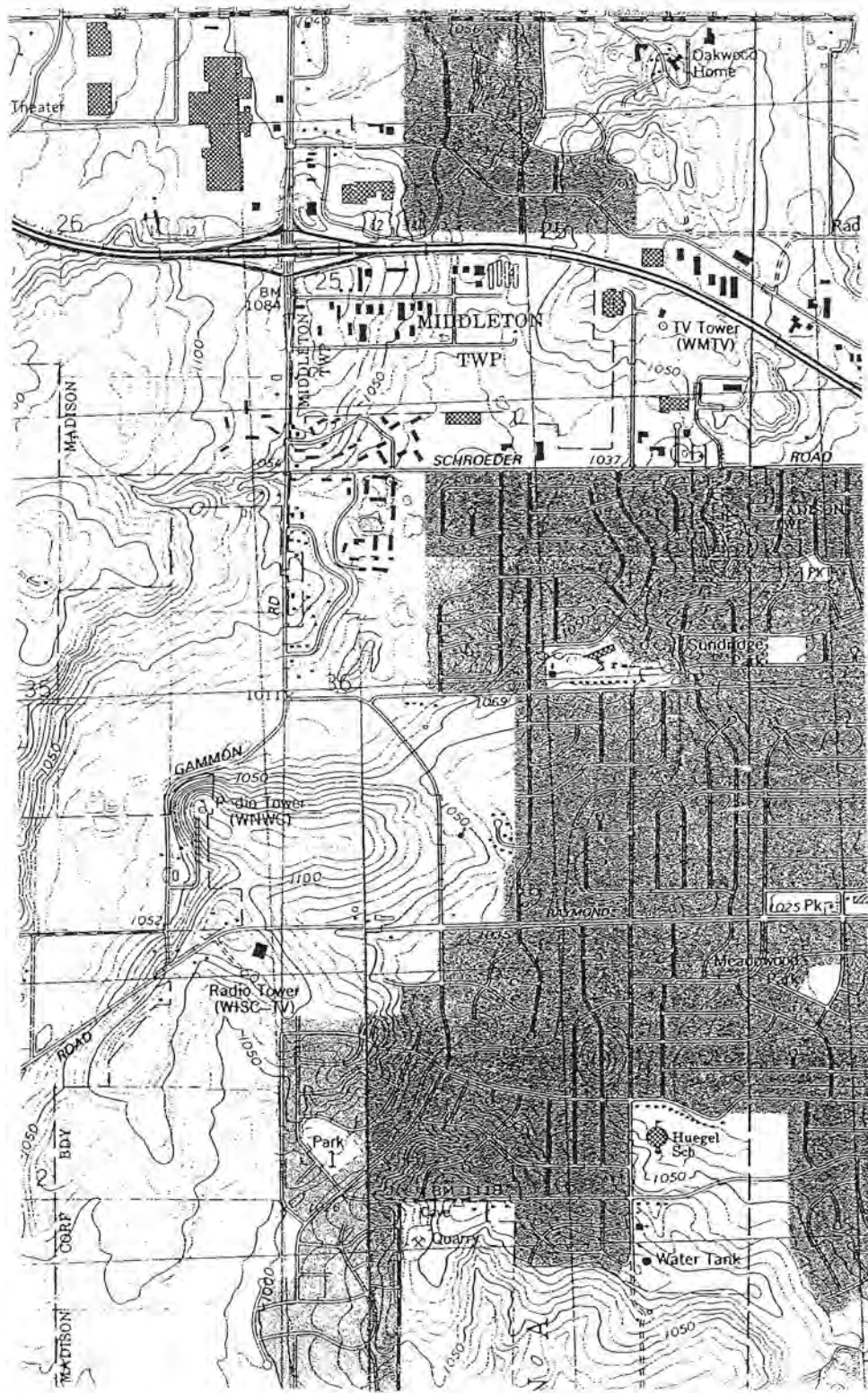
PH Prairie Hills



Detail from 1983 1:24,000 USGS map



Detail from 1983 1:24,000 USGS map



Detail from 1983 1:24,000 USGS map

streets are named for locations in England. North of the Beltline are Beverly Road, Doncaster Drive, Warwick Way, and Winslow Lane. South of the Beltline are Avon Road, Lumley Road, Sheffield Road, Milford Road, and Danbury Street.

The portion of Marlborough Heights south of the Beltline became the site of several veteran housing tracts, including some prefabricated houses sold in the Madison area by Silverberg and Sinaiko, Inc.

The northern section of Crawford Heights included Nakoma Park in the Danbury Street, Whenona Drive and Mohawk Drive area. Developers such as Aaron Elkind built a number of veterans houses in Nakoma Park using conventional techniques.

A portion of Crawford Heights is south of the Beltline. Now called "Crawford," it was long known as "Vikingtown," the name chosen by developer Axel Lonnquist (1881-1968).

Lonnquist was born in Stockholm, Sweden, emigrated to America in 1901, worked at various places in Canada and the U. S., and was living in the Detroit area by 1920, where he had apparently begun to build houses.

By the mid-1920s he was considered a national expert on suburban developments. He was especially active in Detroit, Chicago, and the Chicago suburbs of Mount Prospect and Franklin Park. By not later than 1942 he owned a house in Madison. In 1950 at age 69 or 70 he decided to build a country hotel and a subdivision both named Vikingtown south of the Beltline in Crawford Heights.

A full-page ad in the *Wisconsin State Journal* on March 25, 1951, shows the motel and the subdivision just as they are now located.

The streets were named for Lonnquist himself and for family members and associates (though not for his wife Emily, son William, or daughter Audrey). They are Axel Avenue, Hilda Lonnquist Drive, DeVolis Parkway, Britta Parkway, and Helene Parkway. Britta Parkway is for Miss Britta Lonnquist (1908-1989) who lived with the Lonnquists for many years.

Residents soon complained that the name Hilda Lonnquist Drive was confusing; it was changed to Crawford Drive in 1956. The Vikingtown country hotel became the Highlander motel in 1974.

Elsewhere in Crawford, Niemann Place honors Otto A. W. Niemann who was the main developer of Crawford Heights.

A small subdivision, Rosedale, platted in 1917, is south of Marlborough Heights next to Seminole Highway. All of the streets in Rosedale are named for flowers: Windflower Parkway, Lilac Lane, Daisy Lane, and Clover Court.

In the early 1960s Robert B. Brooks (1918-2002) purchased land near U. S. 18-151 just east of the Illinois Central tracks that he thought would be perfect for middle-income apartments.

The Allied Development Corporation, whose president was Neil A. Woodington (1927-1989) purchased this land from Brooks and announced plans to build more than 500 apartment units on a street they called Allied Drive. (Brooks and Woodington had already collaborated on projects such as the Brookwood Shopping Center at the Beltline and Nakoma Road.) Other firms were also active in the area.

Streets in the Allied Drive area include Jenewein Road, which is named for William Jenewein (1927-1995), an Allied officer. Thurston Lane is for Fred “Fuzzy” Thurston (born 1933) who is best known as a left guard for the Green Bay Packers from 1959 to 1967; he was vice-president in another of Jenewein’s businesses, Empire Realty. Lovell Lane is from the maiden name of Allied executive Robert Kelly’s wife. Crotty Road (now Crescent Road) was for Lester Crotty, an Allied salesman.

Rosenberry Road honors Marvin Rosenberry (1868-1956) who was a Wisconsin State Supreme Court Justice from 1916 to 1950 and Chief Justice from 1929-1950.

The Belmar area is on land that was an experimental farm operated by the University of Wisconsin from 1950 to 1961; it contains several apartment complexes and many single-family homes from the 1970s and 1980s.

Red Arrow Trail honors the U. S. Army’s 32nd Infantry Division of World War I, World War II, and the postwar period. The 32nd (“we are the Badgers and Wolverines”) was formed from Wisconsin and Michigan National Guard units. The divisional insignia is a red arrow piercing a line representing an enemy position.

Sentinel Pass, Aztec Trail, Pawnee Pass, Apache Drive, and Cochise Trail are all Indian-related.

The origin of the name for Carling Drive is not known.

Two new streets that do not appear on many maps as of 2010 are Renaissance Drive and Equity Place, both near the intersection of Red Arrow Trail and Crescent Road.

Dunn’s Marsh is directly south of Crescent Road and the former Chicago and North Western tracks. Neighborhood residents worked for many years to preserve the marsh.

ARBOR HILLS

The southern portion of the University of Wisconsin Arboretum is between Dunn’s Marsh and the Arbor Hills subdivision.

The Arbor Heights Development Corporation was formed in 1956. It owned land along the southern edge of the Beltline from about Grandview Boulevard to Todd Drive and south to the Chicago and North Western tracks.

The corporation began to build the Arbor Hills subdivision in the early 1960s starting near the intersection of the Beltline frontage road and Grandview Boulevard. By 1964 houses had been built about halfway up the hill to near Leyton Lane. Grandview was soon connected to Post Road that continued around the hill east toward the railroad tracks near the present Leopold School.

From the beginning Arbor Hills was aimed at an upper-middle income clientele.

Five of the street names in Arbor Hills are geographically descriptive: Grandview Boulevard, Knollwood Way and Court, Greenway View, Westview Lane, and Heatherdell Lane.

Twelve of the street names are for locations in England:

- Ardsley Lane – several areas in Yorkshire
- Ashford Lane – a town in Kent
- Brighton Place – a city in East Sussex
- Coventry Trail – a city in the West Midlands
- Derby Down – a city in the East Midlands
- Essex Court – Essex County
- Irvington Way – several locations throughout England
- Kingston Drive – Kingston-upon-Thames
- Leyton Lane, Circle – an area in London
- Nottingham Way – a city in the East Midlands
- Pelham Road, Court – an area in Birmingham
- Wimbledon Way and Circle – a London suburb

Sandwood Way is for a Scottish beach and loch.

A Todd family farm was located in Section 1 of Fitchburg in the 1920s, so Todd Drive is probably for an area family, as is most likely McDivitt Road.

Landmark Place and Alhambra Place are commercial names. Curry Parkway was the original 1960s name of a large apartment complex.

The origin of Post Road is almost certainly based on the English use of “Post Road” to signify a highway that met standards set by the Royal Mail, hence a road of the highest class.

Churchill Drive may be named for Winston Churchill (1874-1965), the English prime minister.

LEOPOLD

The Leopold neighborhood takes its name from the Aldo Leopold Elementary School that opened in 1969. Aldo Leopold (1886-1948) was a graduate of the Yale Forest School. He worked for the National Forest Service in Arizona and New Mexico for many years and was a supervisor at the Forest Products Laboratory in Madison. In 1933, he became the first professor of game management at the University of Wisconsin. He was also a member of the Wisconsin Conservation Commission. Leopold wrote a collection of essays that was first published in 1949 as *A Sand County Almanac*.

The area around the Leopold School contains a number of duplexes and condominiums, several large 1970s apartment complexes, and a nine-hole golf course. Four streets have fish names inspired by Fish Hatchery Road and the nearby State Fish Hatchery that was established in 1876. These are Turbot Drive, Pike Drive, Coho Street, and Sunfish Court.

Eggiman Street is for Ernest and Helen Eggiman, who were local land owners.

Traceway Drive, Greenway Cross, and Greenway View suggest natural beauty. A mid-1970s extension of Post Road connects the neighborhood to Fish Hatchery Road.

ROADS WEST OF U. S. 18-151 BEFORE 1950

From the 1840s to the early 1950s all of the roads south of the Beltline and west of U. S. Highways 18 and 151 were named for local families. Examples are Hammersley Road, Schroeder Road, Gilbert Road, and Raymond Road.

The Hammersley family owned several farms. The Schroeders owned land near the present Vitense Golf Land. The east-west portion of Raymond Road is a town line road along the border between the towns of Madison and Fitchburg.

Verona Road (U. S. 18 and 151) is named for its destination in the village of Verona

FOUR MAJOR RESIDENTIAL AREAS WEST OF U. S. 18-151 – ORCHARD RIDGE, MEADOWOOD, GREENTREE, AND PRAIRIE HILLS

John C. McKenna, Sr. (1878-1949) was a Madison developer who is best known on the Westside for his College Hills, Shorewood, Westmorland, and Sunset Village subdivisions. In the 1940s his son John C. McKenna, Jr. (1909-1990) bought land near the intersection of Hammersley Road and the Illinois Central tracks for postwar development.

Substantial development after World War I began when John C. McKenna, Jr. and an associate Charles H. Gill (1912-1961) platted land in the Hammersley Road, Reetz Road, and Whitcomb Drive area. McKenna and Gill called their subdivision, which eventually

had 14 additions, Orchard Ridge.

A 1953 aerial photo of a future school site and land owned by the Catholic Diocese of Madison near the Raymond Road and Gilbert Road intersection shows mostly fields and pastures. By 1959 Geological Survey maps show that the school site had become Orchard Ridge Elementary School, the Catholic land had become the St. Maria Goretti congregation, and most of the surrounding area between the Illinois Central tracks to Whitney Way and between Hammersley Road and Raymond Road was filled with single-family houses. These are the boundaries of the present Orchard Ridge neighborhood.

About 1956, the Midland Development Corporation, owned by Abraham Rosenberg of Madison, began to develop land from the Illinois Central tracks to just west of the Meadowood Shopping Center on Raymond Road and south to Meadowood Drive. Meadowood contains mostly single-family houses as well as several apartment complexes west and south of the shopping center. This is the Meadowood neighborhood.

In the early 1960s Robert B. Brooks and Neil A. Woodington began to build the Greentree Estates and Greentree Hills subdivisions west of Whitney Way, north of Hammersley Road, south of Schroeder Road, and east of Frisch Road and Laurie Drive.

Further developments extended the Greentree neighborhood to Saalsaa Road and Arden Lane, its present western borders.

Yet other subdivisions reached the eastern border of Elver Park by the late 1970s. Donald T. McKenna (1912-1994), a brother of John C. McKenna, Jr., was a major developer in this area. His Westvale subdivisions began at Prairie Road and Frisch Roads. The neighborhood between Prairie Road and Frisch Road to Elver Park is often called Prairie Hills.

STREET NAMES IN ORCHARD RIDGE

The McKennas had a knack for interesting names. Orchard Ridge carries on the theme of height begun in the 1911 Summit Park subdivision near the Illinois Central Summit Station and in the 1925 Summit Ridge subdivision in the present Reetz Road area. Orchard suggests plenty and the two words together could well have been the name of a local farm.

Six fruit names helped establish the theme. Bartlett Lane is for a pear. Russett Road, Dorsett Drive, Crabapple Lane, Tolman Terrace, and Cortland Circle are for apples.

Reetz Road, Annen Lane, Whitcomb Drive and Circle, and Knox Lane are for individuals and families who owned land in the Hammersley and Reetz Road areas that were the first to be developed.

Stemp Trail, Wicklow Way, Fraust Circle, Flad Avenue, Barton Road, and Lewon Drive

are in areas that began to be built up in the mid to late 1950s. City directories of the period show several of these names, but nothing to connect particular families to these streets.

Paul Avenue, Marvin Avenue, and Kenneth Street are probably first names of local families or builders. Lorruth Terrace is said to be a blend of Lorraine and Ruth, office workers for a 1950s developer.

Maria Place is near the Saint Maria Goretti Church.

Freeport Road may be named for Freeport, Illinois, where the Illinois Central branch from Madison joined the main line from Chicago to Galena.

Whitney Way, which runs north all the way to University Avenue, was built in the 1950s in anticipation of residential growth on the Westside. The name was suggested by John C. McKenna, Jr. Whitney Way, which originated in Orchard Ridge, is named for a popular variety of crabapple, "*Malus domestica*, Whitney."

STREET NAMES IN MEADOWOOD

The street names in Meadowood, whose development began about 1956, are quite varied.

Jonquil Road and Iris Lane are for flowers. Tanager Trail, Teal Drive, and Thrush Lane are for birds. Mulberry Lane and Circle, Aspen Road, Balsam Road, Golden Oak Road, Birch Hill Road, and Redwood Lane are for trees.

Mayhill Drive and Idledale Circle are poetic. Monticello Way, for Thomas Jefferson's house in Virginia, and Manor Green Drive suggest prestige.

Cameron Lane, Denton Place and Circle, and Leland Road and Circle are probably for local owners or builders.

Huegel Court is for the Huegel Elementary School.

Malabar Road must have a private meaning to someone: Malabar is a coastal area in India.

Celia Court honors Celia Rosenberg, who was the wife of Abraham Rosenberg, founder of Midland Development Corporation and mother of Gilbert Rosenberg, an attorney and Midland president.

The wide variety of housing types in Meadowood shows the presence of many builders within the subdivision. These builders probably chose the names for Lynndale Road, Rae Lane, Kroncke Drive, Lannett Circle, Thorn Court, Riva Road, Romay Court, and Tawhee Drive.

STREET NAMES IN GREENTREE

The largest developments in Greentree were Greentree Hills and Greentree Estates, both projects of Robert B. Brooks and his associate Neil A. Woodington. The Allied Development Corporation was also involved for a few years.

Brookwood Road and Woodington Road are for Brooks and Woodington. Hathaway Road is for Mrs. Brooks, whose maiden name was Hatheway Minton, and a daughter Hathaway. Alison Lane is for another daughter. Minton Road is for Mrs. Brooks' maiden name and the first name of a son.

Robert Brooks attended Yale University in New Haven Connecticut. Mrs. Brooks was a native of New York City and had attended a boarding school in Connecticut. Their eastern experiences influenced the choice of names in Greentree Hills, Greentree Estates, and the parcels to the west.

Piping Rock Road is for the Piping Rock Country Club on Piping Road Road on Long Island. Greentree and Greentree Road are from the Greentree Country Club in New Rochelle, New York. Davenport Drive is from Davenport Road and Davenport Park in New Rochelle.

Dumont Road and Circle may be for a borough in New Jersey. White Oaks Lane may be for the White Oaks Country Club in Newfield, New Jersey. Glenbrook Circle may be for the Glenbrook Golf Club in Stroudsburg, Pennsylvania or may have been another way for Brooks to use the family name.

Several other streets are for towns and villages in the New York City region. Saybrook Road is from a town in Connecticut, Shoreham Drive is from a village in Suffolk County on Long Island, Suffolk Road is for the county, and Manhasset Place is for a vacation area on Long Island. Hempstead Road and Place are for a village in Nassau County on Long Island. Montclair Lane may be for a township in New Jersey.

Berkshire Lane may be for a vacation area in western Massachusetts.

Many of the other Greentree streets are for locations in England. Sutton Road is for an area in London. Romford Road is for a town near London. Devon Court is for a county. Salisbury Place is for the cathedral city. Yorkshire Road is for the northern county. Arden Lane is from Shakespeare's Forest of Arden and Friar Lane, which is in the Sherwood Forest Subdivision, may suggest Robin Hood's Friar Tuck.

Strathmore Lane is from the Scottish word meaning a "large valley." Chapel Hill Road is for any of several places in England and the U. S. with that name.

Regis Road and Circle may be for a local family or the name may be for St. Regis who

was a 17th century French Jesuit. It may also suggest royalty.

Frisch Road is for a local family. Saalsaa Road is for the Saalsaa family; this is a fairly common Norwegian name.

Sunridge Drive is for a common U. S. place name.

There is no information about Winston Drive and Bradley Place.

STREET NAMES IN PRAIRIE HILLS

Streets in Prairie Hills with the first names of owners and developers and their families include Betty's Lane, Jacob's Way and Court, Cathy Court, Krystana Way, Sara Road, Janie Lane, and Laurie Drive.

Gammon Lane is for a local family. Starr Court, Hoff Court, and Lomax Lane are probably for local residents or builders.

Prairie Road and Piedmont Drive are based on geography. Park Ridge Drive, Park Heights Court, Park Edge Drive, and Park Crest refer to Elver Park which is named for a local family.

Charles Elver (1849-1930) was a Madison businessman. His will contained two important provisions. First, he set aside enough money to support his wife and daughter throughout their lives. Second, he asked that after each had died, the remainder of the money from his estate be used to establish a good-sized public park to be named for the donor.

In 1968, the city used this money to purchase 52 acres on the far west side of Madison for Charles Elver Park. The First Unitarian Society donated 10 acres in 1979 and the park has since grown to about 230 acres.

Birch Hill Drive is the only tree street.

Brittany Place and Cherbourg Court are for areas in France along the English Channel and may have been chosen because they were the sites of major battles during World War II.

A number of streets are named for locations in England and New England. Adderbury Lane and Circle are from a village in Oxfordshire. Putnam Road is for a city and county in Connecticut. Edgartown Court is for a town on Martha's Vineyard, Massachusetts. Connecticut Court is for the state. Falmouth Court is for a town in Cornwall, England and a town in Massachusetts. Westbrook Lane and Circle are from a town in Connecticut. Sutton Road is for many locations in England and a town in Massachusetts.

Pilgrim Road refers to the Protestant settlers of New England. Georgetown Court is from a neighborhood in Washington, D. C. Ravenswood Road is for a common English and American place name.

Yorktown Circle is from a port in Virginia where an English fleet surrendered during the American Revolution.

There is no information on New Berm Court. McKenna Boulevard is for Donald T. McKenna.

STREETS NAMED FOR BUSINESSES WEST OF U. S. 18-151

By 1972, a commercial district had begun north of Schroeder Road and in the Watts Road, Seybold Road, and Struck Street area. These are all named for local residents.

Forward Drive, is for Forward Television, Inc., the first owner of television station WMTV; broadcasts began in 1953.

Rayovac Drive is for a manufacturer of dry cell batteries that were made in Madison for many years. The present company's headquarters are on Rayovac Drive.

Ellis Potter Court honors Ellis C. Potter (1890-1990), a Madison architect who designed the Masonic Temple and the Dane County Coliseum. His son's architectural firm was located on this court.

PUBLIC SCHOOLS WEST OF U. S. 18-151

The Orchard Ridge Elementary School opened in 1958; a junior high school was added in 1963.

The Philip H. Falk Elementary School on Woodington Way is named for Philip H. Falk (1898-1986), who was Madison School Superintendent from 1939 to 1962. The school opened in 1963.

The Ray W. Huegel Elementary School on Prairie Road is named for Dr. Ray W. Huegel (1890-1969), a dentist and member of the school board from 1934 to 1968. The school opened in 1966.

In 1993 the Madison School Board changed the name of Orchard Ridge Middle School to Akira R. Toki Middle School. Akira R. Toki (born 1916) is a Madison native who fought in Italy and France with the U. S. Army in World War II and who has been a member and leader of many veterans groups.

“Toki” is probably most respected for having served as a volunteer for 23,000 hours at

the Madison Veterans Hospital over a period of 58 years.

SOURCES

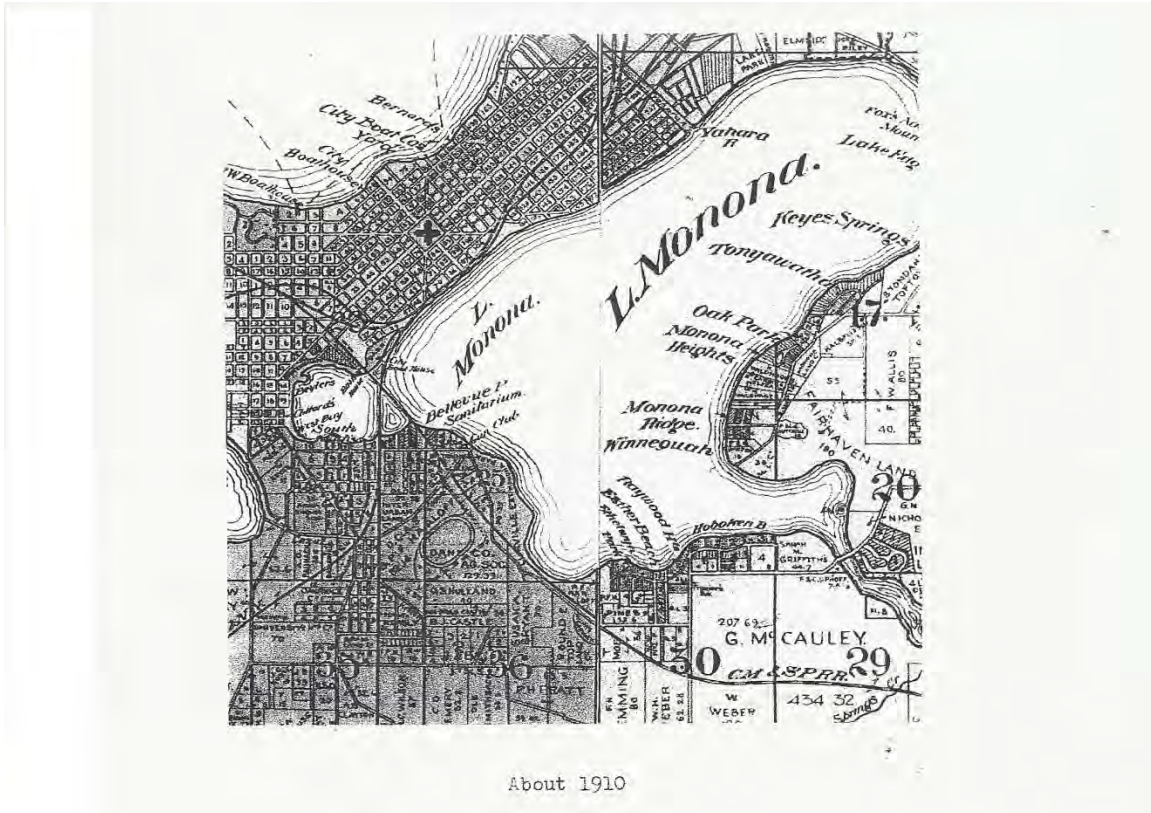
Personal observations, conversations with local residents, plat maps, real estate atlases, city directories, and phone directories were major sources for this article as were articles, advertisements, and legal notices in the *Capital Times* and the *Wisconsin State Journal*. Online databases accessible through the South Central Library System included Ancestry Library, Newspaper Archive, and the *Wisconsin State Journal* Subject Index.

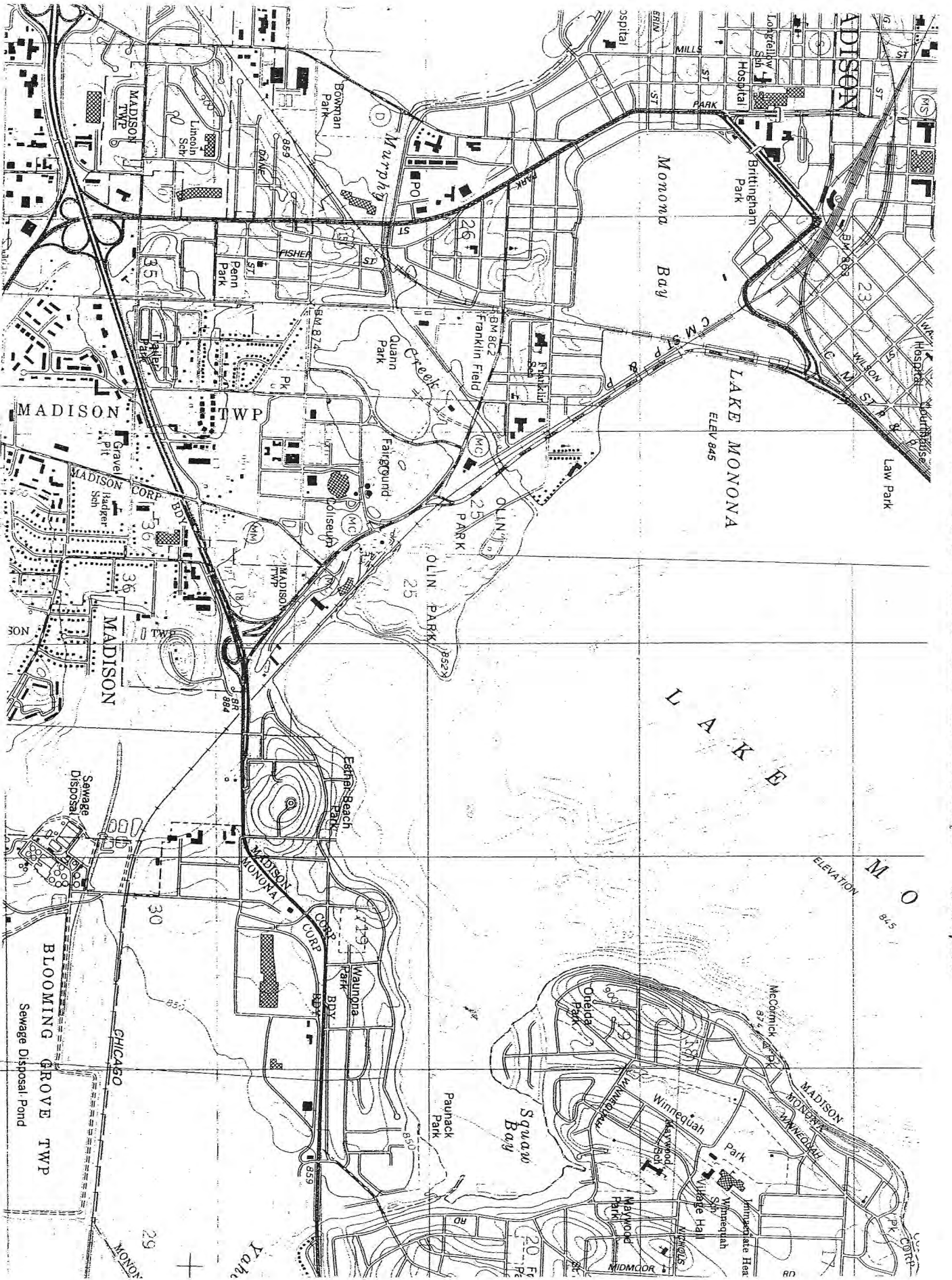
Dane County Place-Names by Frederic G. Cassidy (1947, enlarged edition 1968, most recent printing Madison, 2009) was extremely helpful.

In Our Own Words: The Best of the Dunn's Marsh News, editor Mary Mullen (Madison, 1990) contains an essay by Mary Mullen on all of the subdivisions in Dunn's Marsh, along with much street name information, some of which was provided by Robert Brooks.

The topographic map details are from the U. S. Geological Survey 1983 Madison West map in 1:24,000 scale. The aerial photos are from the United States Department of Agriculture's Web Soil Survey with markings added by the authors.

Part X. THE ORIGINS OF SOME SOUTHSIDE MADISON, WISCONSIN, STREET NAMES





Part X. The origins of some southside Madison, Wisconsin, street names

INTRODUCTION

This article examines the origins of street, school, and park names in five portions of Madison's Southside. Four of the neighborhoods are within an area bordered by Monona Bay on the north, Fish Hatchery Road on the west, Lake Monona on the east, and the Beltline Highway (U. S. 12 and 18) on the south. They are South Madison (also known as Bay Creek since about 1990), Bram's Addition, Burr Oaks, and Capitol View. The fifth neighborhood, Waunona, is located between the former Milwaukee Road tracks on the west to the Yahara River on the east, and from the shore of Lake Monona to the Beltline Highway on the south.

South Madison, Bram's Addition, Burr Oaks, and Capitol View were originally in the Town of Madison and several portions still are, although they will become part of the City of Madison when the Town will cease to exist in about 2020.

A small part of Waunona near the former Milwaukee Road tracks was also in the Town of Madison. All of the rest was in the Town of Blooming Grove.

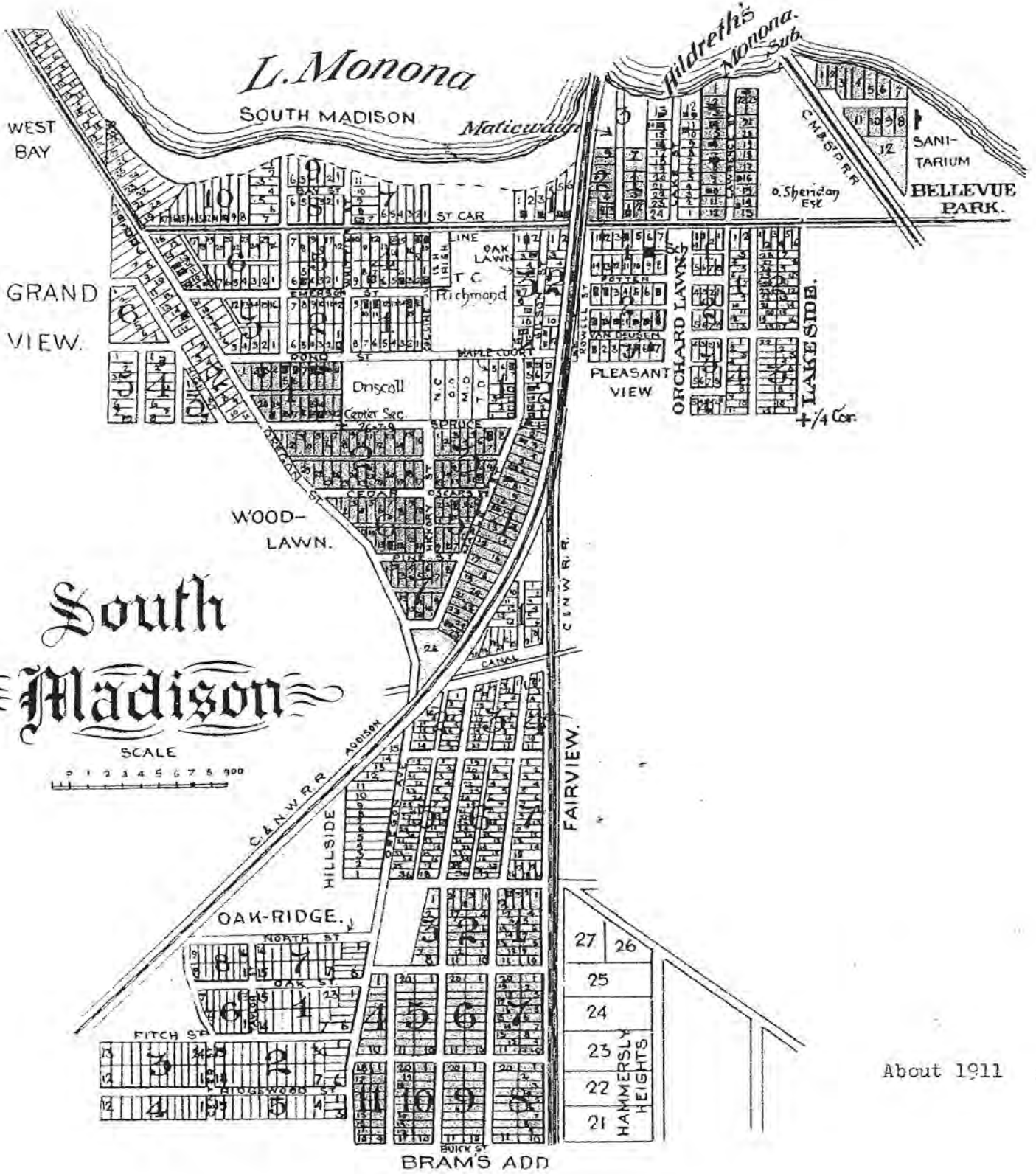
SOUTH MADISON

In the 1840s and 1850s a few farmers, fishermen, and laborers shared the South Madison area with Winnebago Indians, who hunted deer, gathered fruits and grains, and fished in Lakes Wingra and Monona.

By the 1860s there were several permanent houses and one mansion. Most of the houses were near Monona Bay; the mansion was on a tall hill where the Romnes senior apartments are now located. The population grew slowly during the 1870s and into the 1880s. Most of the present subdivisions and their streets were begun during the late 1890s and early 1900s. The 1923 population was about 1200 when most of the voters in South Madison chose to join the City.

A 1911 map of South Madison shows the subdivisions established to that time. Grand View, platted in 1889, is west of Oregon Road (now South Park Street) and has one named street, High Street, probably in the English sense of the most important or main street. As of 2010, there is still a High Street a few blocks to the north. The 2010 streets are Spruce Street, Garden Street, South Street, Appleton Road, and West Wingra Drive. Plaenert Drive is on the south bank of Wingra Creek.

Wingra Creek runs from Lake Wingra (Winnebago for duck) to Lake Monona. It has also been known as Murphy's Creek and simply "the canal." Plaenert Drive is named for the Plaenert family who lived in South Madison for many years. Walter L. Plaenert (1892-1985) was a grocer, church director, and alderman.



About 1911

The South Madison subdivision, also platted in 1889, is shown on the 1911 map east of Oregon Street (usually called Oregon Road), south of Monona Bay; and west of the mansion hill shown on the map as a large area owned by T. C. Richmond, hence Richmond Hill. Its southern limit is Pond Street. M. M. Pond owned land at the corner of Oregon Road and Pond Street in 1890. Pond Street extends from Oregon Road to the Chicago and North Western Railway tracks.

Bay Street is a short distance south of Monona Bay. Lakeside Street runs from Oregon Street almost to the Lake Monona shore. Lakeside had already become the main street of South Madison. An extension of the Park Street trolley tracks ran along Lakeside Street from 1906 until 1933, when buses replaced street railways.

Three streets honor American writers and poets. Emerson Street is for Ralph Waldo Emerson (1803-1882). Whittier is for John Greenleaf Whittier (1807-1892), and Lowell is for James Russell Lowell (1819-1891).

Pond Street extended from Park Street to Gilson Street until the early 1920s when it became part of Olin Avenue. John M. Olin (1851-1924) was a founder and president of the Madison Park and Pleasure Drive Association that was established in 1892 and dissolved in 1938.

The Woodlawn subdivision platted in 1898 extended from Oregon Road to the C & NW tracks south of Pond Street. Woodlawn had Spruce, Cedar, Pine, and Maple Streets. Maple Street in Woodlawn later became part of Gilson Street, which is probably named for a local family of Swedish origin.

A small subdivision, Oak Lawn, between Richmond Hill and the C & NW tracks north of Pond Street is located on both sides of Gilson Street.

Clarence Court, probably named for a local resident, is the only street in the Maticwaup subdivision that was platted by T. H. and Bessie Brand in 1906. Maticwaup was their spelling of a Chippewa word meaning a “gathering place for getting water.”

On the 1911 map Lake Street is east of Maticwaup in the 1901 Hildreth addition. Lake Street was later renamed Lake Court.

Lawrence Street is in the Monona subdivision platted by George S. Lawrence in 1899. George Lawrence (1852-1912) was born in England but lived in Madison for most of his life.

He built a house in the Lawrence Street area sometime around 1870. He was a stone mason and part-time deputy game warden.

O’Sheridan Street and Bresland Court are for Daniel O’Sheridan and his wife Elizabeth whose maiden name was Bresland. Their daughter Mary Grant O’Sheridan (1859-1932) became a writer and poet. She is the author of the article from the *Wisconsin State*

Journal, August 1, 1895. The O'Sheridans lived in the area about the same time as George Lawrence. Homer Court, Colby Street, and Sayle Street are also for early South Madison residents.

The Pleasant View subdivision of 1889 is east of the C & NW tracks south of Lakeside Street. It contains Rowell Street, Potter Street, and Van Deusen Streets, all probably named for local families.

Bellevue Park, platted in 1909 east of the Milwaukee Road tracks, had no named streets in 1911. In 2010 there were Edgewater Court, Lakeside Drive, and Lakeshore Court. Bellevue Park was the site of the Madison Sanitarium at the north end of present Edgewater Court. The Sanitarium opened in 1902 and closed in 1932.

The land south of Olin Avenue was a swamp until the mid-1930s when several hundred CWA and WPA workers dismantled the Richmond mansion and moved at least 40,000 cubic yards of dirt from Richmond Hill to fill the swamp, creating Franklin Field.

The partially leveled Richmond Hill then became a frequent location of the South Side Men's Club annual summer South Side Frolic that was held from 1933 to 1953. The Frolic was a community festival that attracted up to 40,000 visitors each year.

The CWA and WPA workers also helped to clear the Wingra Creek area, creating Wingra Creek Parkway.

John Nolen Drive and Causeway opened in 1967 completing the road network. John Nolen (1869-1937) was a well-known landscape gardener and city planner who was often hired by Madison area developers and the City of Madison. His book, *Madison, a Model City*, was published in 1911.

BRAM'S ADDITION

From the 1890s through the 1930s a number of Madison developers specialized in homes for the working man. Clyde A. Gallagher, for instance, built hundreds of small to medium houses both singly and in his own subdivisions. His houses were simple but well built on good sized lots. Several young men of the period such as John C. McKenna also began their real estate careers selling lots and small houses in suburban areas; "suburban" meaning beyond the Madison city limits.

Workingman's developments of the period included the Fairview addition of 1907 and the Bram (also Bram's) Addition of 1908, both located south of Wingra Creek between Oregon Road (Park Street) and the C & NW tracks south to Buick Street. The lots in both subdivisions were about 40 feet wide by 130 feet deep on pleasantly hilly, well-drained land. The prices were somewhat lower than for the same size lots elsewhere in the Madison area. A Bram family had lived in the area for some years.

SOUTH MADISON.

A Quondam Wilderness Now an
Imposing Suburb.

STORIES OF WOLVES AND INDIANS.

Some Fine Residences Over the Bay.
Mr. Butler Gets Special Mention.
What Lakeside Used to Be.

I have seen many of the cities of the United States and some of Canada and I regard our own city of Madison as unrivaled in its beauty. Across Lake Monona, south of the city, lies the suburb of South Madison. Twenty-five or thirty years ago this suburb presented a very different appearance from what it does at present. On what is now called Lawrence street grew majestic oaks, centuries old, and underneath their mighty boughs a dense underbrush, through which, according to an old settler, "one could not drive a cow." When a child I have there gathered orchids and maiden-hair ferns. There was a narrow territorial road winding through the old woods and part of the drive way from Lakeside street to the O'Sheridan home is over this old original road.

Every year in early spring the Winnebago Indians came down to what is now South Madison and constructed their temporary residences preparatory to hunting and fishing. There were minks, squirrels, musk-rats, rabbits, quails, partridges and even foxes and wolves. There was a bird that used to come with the Indian in the spring, and its visits are now as rare as are the Indians. I mean the loon (*Columbus torquatus*).

The Indians brought with them their birchen canoes, hollowed from a log. These canoes they sometimes left over summer with some friendly early settler. For their homes they cut slender oak saplings and drove them into the ground until they they formed a circle about twelve

or fourteen feet in diameter; then they fastened them altogether at the top and covered the outside with brush blankets, matting woven of cattails, or anything else procurable. These Indians often made calls upon the white inhabitants, and they invariably carried with them an old grain sack into which they might put contributions of potatoes and other vegetables, bread, meat — anything edible. Even clothing was sometimes stowed away with the rest.

One Sabbath morning, early, an old Indian accompanied by a couple of squaws and any number of pappooses came to our house. The old Indian (I think his name was John) especially admired my bright plaid gown which I wore that day for the first time. He took off the old plug hat he wore; if it had been in these days I might think it had been presented to him by a U. W. junior, and "fallen, fallen, fallen" from its high estate. He pointed to the band upon his hat and then to my dress with many gestures and much poor English, but I finally understood what he required. I ran for the bundle of pieces left after my gown, according to

the phraseology of these days, had been built. I cut a wide bias strip and put it as a band on the old Indian's hat. While I was accomplishing this artistic feat the Indians had been busy rubbing pork fryings onto their midnight locks, for they had asked my mother for hair oil, and she being of an economical turn of mind immediately thought of the pork fryings, and they were received with as heartfelt gratitude as would have been the costliest pomatum. Indian John appeared the next spring in the same hat with the same plaid band, from which, it is, needless to say, the pristine beauty had departed.

Stone-hatchets, flint arrows and other relics of a race whose history we must imagine, have been found in South Madison; and on what is now the Richmond place are Indian mounds. The site of the present Monona Lake Assembly is where the old Lakeside hotel once stood. Here came people from the south to spend the summer. Among those who came for several summers were the Chouteaus, the founders of St. Louis. Where Lakeside tabernacle now stands was formerly a croquet ground. I have been told that a certain minister of the gospel now camping at Lakeside consulted his wife as to the propriety of their attending the Remenyi concert; probably thinking that with the invention of Stradivarius man served rather Satan than Jehovah. This minister I know would be rejoiced to hear of the evolution of a croquet ground to a Chautauquan tabernacle.

In early days on the spot opposite the temporary platform erected at the Milwaukee & St. Paul railroad crossing for the convenience of assembly people was a

switch and Chicago & North western trains ran into Madison from that point on the Milwaukee track.

The modern South Madison is, I am glad to say, better than that of yore in this respect: it has no saloon. Where Mr. John Carlson now lives, lived formerly a man by the name of Proctor, who established what he denominated an "English Tea Garden," but instead of cooling Hyson and Oolong he sold the beverages upon which we are forbidden to look when they give their color in the cup. On Sundays, particularly did he deal out to white man and Indian alike the strong drink, and many were deceived thereby. The Indians, maddened with the fire water, would make night hideous with their demagogic yells; a sound more horrible I have never heard. The whites, transformed to beasts, would wander off and pollute especially the shade of a lovely row of black oaks growing on our place, which were sacrificed by the air that they might no longer be a refuge for wicked people.

Old Captain Barnes, who was then young Captain Barnes, used to run his steamer Scutanabequon to a pier on the Lawrence point. There he had a giant swing erected and those fond of the vibratory motion could sway themselves out over the water and back high up among the oaken boughs. The house third in the order of construction built in the eastern part of South Madison was built by Daniel O'Sheridan on an elevated place bordering on the lake and commanding a view of the entire city from west of the university to east of Edinboro. From his garden Mr. O'Sheridan used to carry to Madison thousands of quarts of small fruits. His strawberries were the finest in the city and were to be purchased at "Daggett's store."

The Lawrence family were fourth in order to move to this part of South Madison. Mr. Lawrence built an old-fashioned English cottage, quaint and comfortable, but it has since been replaced by his daughter's (Mrs. Colby's) fine residence. His son, Mr. Edward Lawrence, register of deeds, is the owner of Lawrence Point, contiguous property, and is now having erected on a spot affording a superb view a large and handsome residence. It is from Mr. Lawrence's property that the best pictures of Madison are taken, and artists oftentimes go there for that purpose. Between Mr. Lawrence's and the Golf Club grounds is the property of Gisholt, Hebecker and Harper, on which they have erected a cottage, and where at the present time there is a small hotel and other buildings. In the western part of South

Madison Mr. Hanson, Mr. Alexander and Mr. Hackett have new and comfortable homes. The handsomest home of all is Mr. Butler's, situated on Lakeside street. It is built of white brick, and is charmingly located. It has every modern convenience, hot and cold water tanks in the attic, laundry with stationary tub, elegant windows and handsome hall and stair-case. It contains four or five rooms. The floor below are oak and the mouldings cypress wood. I would advise any homeseeker anticipating the building of a new home to inspect Mrs. Butler's parlor, for it certainly could not be excelled as a model of convenience. Mrs. Butler has in her dining room a banana tree some five or six feet high on which there are three gigantic leaves. This plant has certainly an exclusive and aristocratic look as it stands there, the only bit of vegetation in the room. Mr. Butler, who is a builder and contractor, has a counting room in his attic, from the high windows of which a very desirable light is thrown on his desk.

The Richmond's is another of South Madison's beautiful places. The house was built many years ago by a Mr. Olney, and subsequently purchased by Col. Thos. Reynolds, who named it "Belle Killdeer." It is now the residence of the invincible temperance reformer, T. C. Richmond, and his sister, who conduct a private school in Madison.

South Madison has a neat new school-house which will accommodate about 60 pupils. The foundation of a new church which will cost about \$1,000 is laid. The church will be a People's church. Religious services are now conducted in the schoolhouse by ministers of various denominations from the city. Mr. Lincoln is a resident minister occasionally preaching in South Madison, but having charges elsewhere. South Madison has a station at which we hope in the near future all trains will stop. There is no store at present, but no doubt some enterprising person will in time start one. If you are a stranger and taking in the beauties of the lake-begirt city do not forget to drive through South Madison and your return will not be very much later, when you reach the sand hill road, you go southwest a mile and refresh yourself with a drink from Mr. D. D. Bryant's spring, for many Madisocans and also people from other places bear witness that

Mineral water from Bryant's spring is better to drink than anything.

M. G. O'S.

'Everybody Knows Everybody'

By WALTER PLAENERT

THEY used to call us South Madison. We were a suburb of Madison, but our citizens voted in the town of Madison, which governed us.

After we joined the city in 1923 we became known, and still are, as "the South Side." More accurately and officially speaking, we're the 14th ward.

The State Journal anniversary edition published in 1902 described us as a rapidly growing suburb with a "cosmopolitan" population of about 400. Now our ward has a population of 3,000 and at least 2,500 more residents live beyond the limits of what once was South Madison.

In that publication of 37 years ago we boasted of our several manufacturing industries, principal of which was the Badger State Shoe factory, operated by Ogden and Atkins, and the Madison branch of the Battle Creek sanitarium was under construction with expectations that the building would be completed and opened early in 1903.

The greatest attraction of the year for residents of the locality was the Monona lake assembly, and the Dane county fairgrounds, recently located close to the South Madison addition, were said to be among the finest in the state.

We had a two-room state graded school with 85 pupils and two teachers.

We had the promise of a street car line to be extended to the assembly grounds and possibly "clear around the lake."

Only part of the promise materialized. The street car line came out Lakeside st. as far as the sanitarium. The carline around the lake remained an unfulfilled dream.

TODAY we are a community of homes, a closely knit "city within a city" in which everybody knows everybody else and neighborhood spirit is manifested amply in our "south side frolic."

A glance back over the years reveals that the most remarkable change has come about since South Madison was annexed to the city.

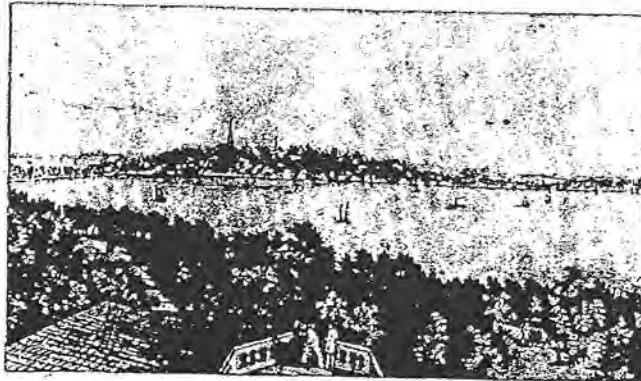
Prior to that time we had gas and electric lights for our homes, but no improved streets, no street lights, no sidewalks, no water system, no sewerage or other sanitary facilities. Now we have all of these, with 25 to 30 concrete streets and a modern 16-room school with 300 to 400 pupils.

A half century ago Park st. was the only through thoroughfare leading southward and access to the eastern border of South Madison was gained only by way of the "Water Cure" road, which followed the line of what is now Olin ave. part of the distance and then cut back to Lakeside.

The eastern half of Lakeside was corduroyed, but the western half was only a cattail swamp until the lake-shore area was filled in and partly macadamized. When the street cars came in 1905 the rails were laid over the old macadam and the sides of the street built up and repaved.

S. Park st., or the "Oregon rd.," the only entranceway to the city from the south, was a peat highway in which the bottom had a habit of "dropping out" in wet weather at the point near the present site of No. 5 fire station. Wagons hauling sand for construction purposes "dumped" their loads when they became mired frequently at this spot and the sand was augmented by corn shocks, barnyard manure and

South side calls itself a city within a city



An artist's conception of Madison's skyline in 1855, representing a view from the old Lakeside Water Cure on the south side of Lake Monona.

other materials to make the road passable for more loads of sand.

The street is now well paved, but remains inadequate to handle traffic entering the city. Four years ago a setback line was established by the common council to provide for a 105-foot street which ultimately will be constructed.

O LIN ave., a wide, concrete thoroughfare, was improved, with a viaduct over the Chicago and North Western tracks at a cost of several hundred thousand dollars as one of the early forward steps after annexation, and its name was changed approximately the same time. Originally the "Water Cure" road, so-called because it led to the Lakeside summer resort bearing that name, it had been known more recently as Pond st.

Many persons mistakenly believed it had been so named because of the mudholes and spring boogs over which it passed, but it was christened after the Pond family who lived near the present intersection of Olin ave. and S. Park st. One member of the family was an instructor in the Richmond Sisters' academy. The suggestive nature of the name, however, was an important factor in the agitation for a change to Olin ave.

ONE of the greatest physical changes which have come about in South Madison within recent times was the removal of the famous Richmond hill.

Originally lowering 90 to 100 feet over the level of Lake Monona, this hill was the site of a mansion occupied until his death by the late Atty. Thomas C. Richmond. The house, known as "Belle Colline," originally was owned by an English family known as the Cheneys, later by Col. Thomas Reynolds, Gen. E. E. Bryant, and Mr. and Mrs. John Griffiths. It stood in a seven-acre tract, covered with trees and shrubbery. Deer were maintained on the estate by Mr. Richmond, who ultimately gave them to the Madison Park and Pleasure Drive assn. as the first contribution to Madison's Vilas park zoo.

In this home, during the occupancy of Col. Reynolds, Gen. William T. Sherman of "Atlanta to the Sea" fame was entertained frequently with Mrs. Sherman and their daughter. It is said that Gen. Sherman frequently sat out in the yard adjoining the mansion and admired the view of Madison across the bay.

Here also Sherman was serenaded on the occasion of one visit to Madison on July 22, 1867.

Six years ago, when Madison and Dane county were seeking work projects under a CWA appropriation, Belle Colline was torn down. Its beautiful stair rail was dismantled and part of it was used in remodeling the third floor of the city hall. The hill was leveled, cut down more than 50 feet, and the water-

parkway, Franklin field playground near the Olin ave. viaduct, and some of it found its way to Brittingham and M. B. Olbrich parks.

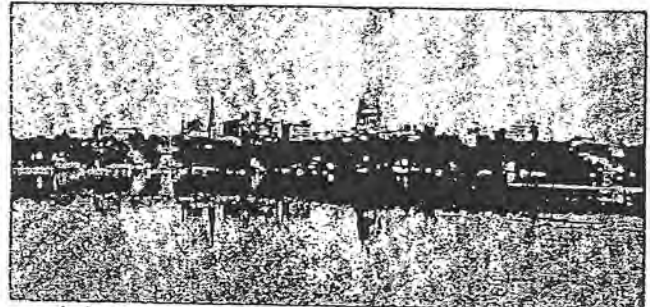
The site, purchased from the Richmond estate for development purposes never has been developed to this day, although it has passed through the hands of several real estate dealers. A mortgage and delinquent assessments approximately equal the value of the property. The site has been recommended by Ladislav Segoe, city planner, as a future location for a junior high school.

Recent development on the South Side has included the two-mile fill for a drive connecting Olin park, Franklin field and Vilas park, first proposed more than 30 years ago.

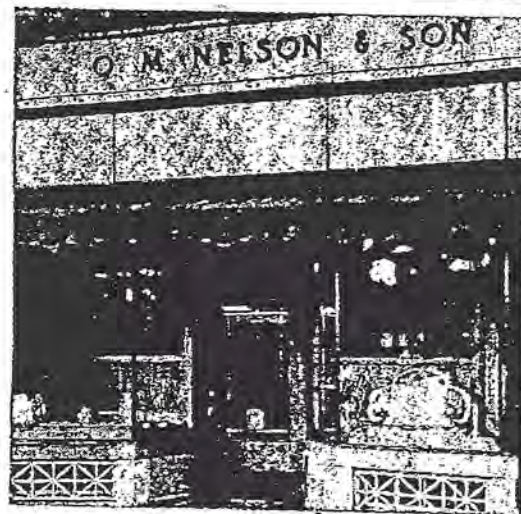
Soon after "annexation" the South Side Men's club was organized and it has been instrumental to a large degree in bringing about these improvements.

Much progress has been made, but much remains to be done.

lial was used in building a road at the arboretum, in filling Wingra creek



Today's Madison skyline and its reflection in the calm waters of Monona bay as seen by residents of the south side.



57 YEARS OF CONTINUOUS SERVICE BY ONE FAMILY IN MADISON

FOR fifty-seven years O. M. Nelson and Son has been serving Madison with a quality jewelry store. Since 1882 the name of O. M. Nelson has stood for unvarying high quality and a positive guarantee of value and satisfac-

tion. These high principles have been unchanged up through the years. Now in its fifty-seventh year of continuous service, without a single merger or consolidation, O. M. Nelson and Son continues to grow steadily.

O. M. Nelson & Son

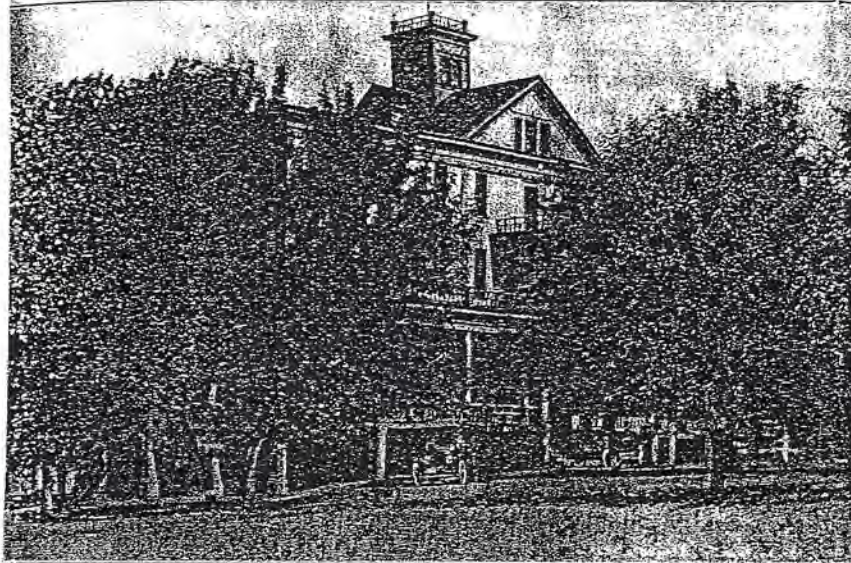
Jewelers and Silversmiths—Founded 1882

ONE STORE ONLY ON CAPITOL SQUARE

21 North Pinckney Street

Badger 1376

The MADISON SANITARIUM



Is a medical institution employing all the curative agencies which are recognized in rational medicine. It gives special attention to all physiological therapeutics.

Lakeside Street at terminal South Madison
Car Line,

Telephone, Badger 1032

The 1911 map shows no named streets in these two sister areas. The 1920 City of Madison map shows Kenward Street, First Avenue, and Second Avenue in Fairview. First Avenue later became part of Fisher Street, the main road in Bram's Addition. Second Avenue became Baird Street, which is also in Bram's Addition. Fisher and Baird are probably for local residents, as are Buick Street and Taft Street. There is still a Third Avenue in Bram's Addition.

Fairview joined the City of Madison in 1923 at the same time as South Madison. Bram's Addition was annexed in 1948.

In 1948 and 1949 Park Street between Cedar Street and Oak Street was moved a few hundred feet to the west, its present location. The old section was left in place and required a new name. In 1949 the Madison Common Council chose Beld for Sam Beld who had lived at 1806 South Park Street for many years, who had been active in civic affairs, and who died in 1948.

Samuel Beld (1877-1948) was born in Norway and moved to the United States in 1900. He was a construction worker. He and his wife Mary had eight children. By December 1942 four of the sons were in the armed forces and the Belds received a gold medal from Madison Mayor Law for their family's war efforts. All of the sons returned to Madison after the war.

CAPITOL VIEW

The phrase Capitol View may have been chosen about 1960 by Charles H. Gill for his Capitol View Heights subdivision on Ardmore Street. Ardmore may have been named for a local resident or may have been Gill's idea of a nice sounding name.

Development in the area had begun many years earlier. The first area to be platted was Hammersley Heights in 1907 on land owned by E. C. Hammersley between the C & NW tracks and Koster Street. The Koster family were long-time residents. Hammersley divided the heavily forested land into large lots. The trees are still there, as are a number of houses built from about 1910 through the 1960s.

Elsewhere in Capitol View, Sunny Meade Lane is poetic. Capitol View Terrace is geographically descriptive, and Cliff Court is for the local terrain. Sundstrom Road is probably for a local family.

A trailer park now called Madison Mobile Homes Park was begun about 1960 by the Madison Mobile Homes Company, a Madison area house trailer dealership. It sits on top of a large hill overlooking the Beltline Highway. All but one of the streets are named for flowers: Crocus Circle, Honeysuckle Lane, Marigold Lane, Lily Drive, and so on.

The exception is Sirloin Strip which was named for Hanna's 77 Sirloin Strip restaurant that opened in April 1960. It was located in a large building adjoining the trailer park.

THE BRAM ADDITION

In South Madison

Will Be Opened For Sale Monday, September 7th

CHOICE LOTS

This is absolutely the greatest opportunity offered in Madison to small investors and home builders. Under the liberal terms of our contract anybody can own a fine lot. To the first 20 buyers I will sell lots 44 x 132 situated high and dry with a beautiful view of the city and the lakes, and located within easy walking distance from the street car. Prices ranging from \$200 to \$275. Every lot is a fine building site.

Small Payment

No Interest

No Taxes

FIVE DOLLARS DOWN AND A DOLLAR A WEEK UNTIL PAID

You pay no taxes on the lot until 1910 and no interest on the contract until your lot is fully paid. 10% discount will be made when lots are paid cash. Contract relieves you from paying while sick. Everything in the contract is to the buyer's advantage.

These Lots Are A Real Investment Call And See And I Will Show You WHY

McKenna's Office
BADGER ANNEX
8 S. Carroll St.

CALL OR PHONE

Carl F. Pfund

Phone
Standard - 6684
Bell - - - 1782

THE BRAM ADDITION

In South Madison

Was Opened For Sale Monday, September 7th

32 LOTS SOLD IN THE FIRST 24 HOURS ONLY 18 MORE TO BE SOLD ON THE SAME PLAN----18 ONLY

These lots were sold to substantial business men who knew a real estate investment when it was offered to them, and to young men and women who availed themselves of an opportunity to put their savings into a lot which in their opinion is preferable to a savings bank **BECAUSE** it pays better than 3% and can never go into the hands of a receiver.

FIVE DOLLARS DOWN AND A DOLLAR A WEEK UNTIL PAID

No Interest on Unpaid Balance. No Taxes Until 1910

RUSSEL SAGE who became a multi-millionaire in real estate started by putting one-half of his earnings into lots. He attributed his success to saving and judicious investment. You can save one dollar a week. **GET A START.**

McKenna's Office
BADGER ANNEX

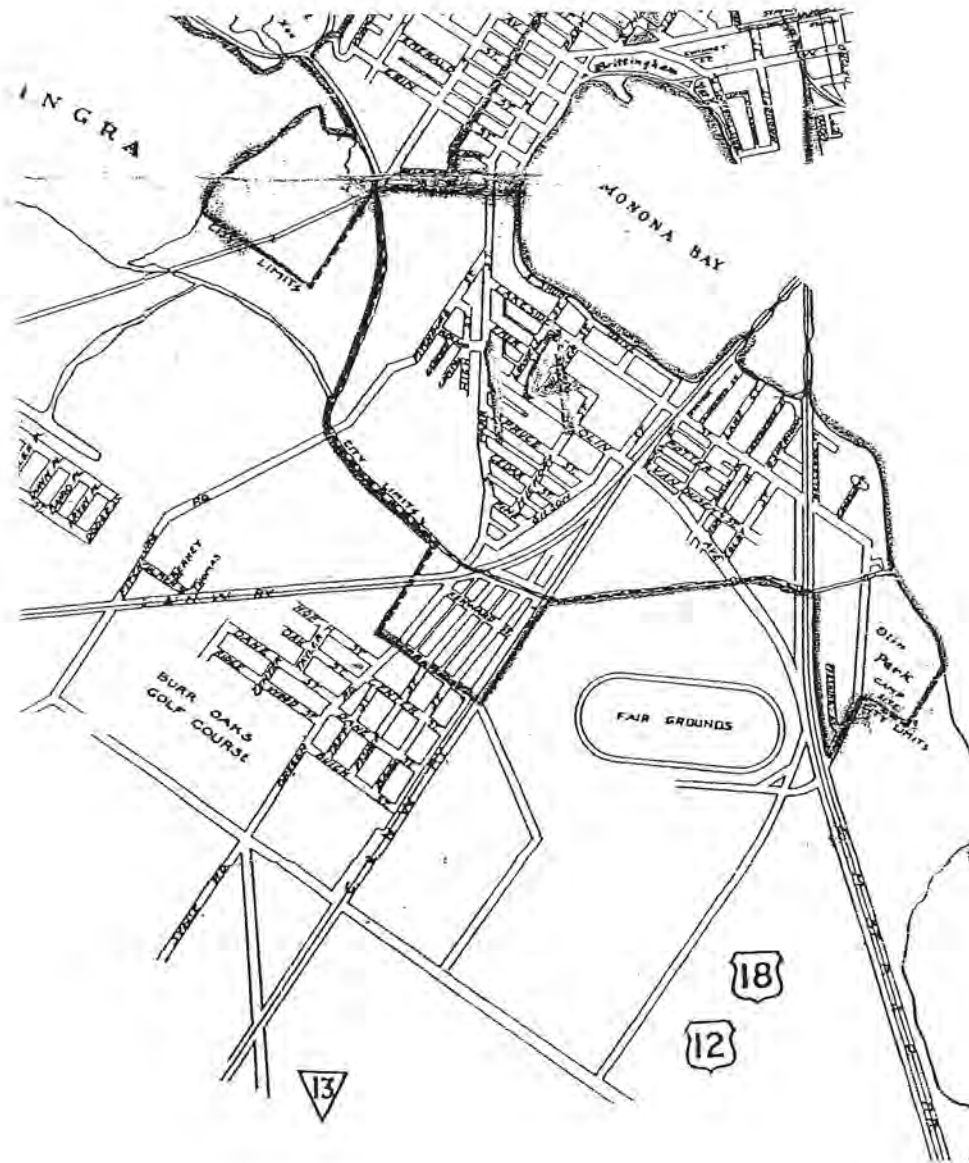
8 S. Carroll St.

CALL OR PHONE

Carl F. Pfund

Phone

Standard - 6684
Bell - 1782



Detail from 1930 City of Madison map

The restaurant's specialty was sirloin strip steaks. The "77" comes from the title of a private detective television series from 1958 to 1964 that was set in Los Angeles and called 77 Sunset Strip.

The restaurant became Dalton's 77 Sirloin Strip in 1994 and in 2010 was Mediterranean Hookah Lounge and Café complete with belly dancers.

BURR OAKS

The Oak Ridge and Burr Oaks neighborhood covers the area between South Park Street and Fish Hatchery Road from North Avenue to West Badger Road. Fish Hatchery Road was sometimes also called Fitchburg Road.

Oak Ridge was platted in 1908 as a workingman's subdivision. North Avenue is the northern border of Oak Ridge. Taylor Street is probably for a local resident. Burr Oak Lane was once simply Oak Street. The origin of Old Park is unknown; it was never part of Madison's Park Street. Ridgewood Way was once Ridgewood Street. Dane Street, named for the county, was once Fitch Street for the Fitch family, one of the oldest in Madison.

From 1928 until 1954 or 1955 Burr Oaks was a nine-hole public golf course. Residential construction on the former course began soon after it closed and continued into the late 1970s.

Most of the streets in the Burr Oaks subdivision are named for trees: Catalpa Road and Circle, Sequoia Trail, Hackberry Lane, Magnolia Lane and Circle, and Cypress Way. West Badger Road is for the animal and the nickname for citizens of Wisconsin. It was once named Bryant Springs Road for the Bryant family that owned much land in the area. The Bryant family land contained a spring that was the source of sparkling water sold by their Silver Spring Water Company established in 1895. Their Silver Spring water was said to be remarkably tasty and refreshing. Hughes Place is probably for an owner or local resident.

The origins of Alrita Court, Petra Place, Parker Street, Perry Street, Adeline Circle, and Ann Street are not known but were almost certainly chosen by builders from the 1950s to the 1970s, probably to honor their families.

WAUNONA

The Waunona area extends from the Lake Monona shore to the Beltline Highway and from the former Milwaukee Road tracks near Turville Bay to the Yahara River. "Waunona" is a blend of Waubesa and Monona. In 1916 a steamer serving tourists and residents on lakes Monona and Waubesa was named "Waunona." The term was probably used before then. It was apparently first used to describe the areas generally known as

Esther Beach and Hoboken Beach about 1937 by Frank Weston, a Madison insurance man and Hoboken Beach resident.

Waunona voters chose not to join the Village of Monona when the village was created in 1938. They voted to join the City of Madison in 1954.

From about the 1860s until the late 1920s and early 1930s the Waunona area was economically part of the Lake Monona complex of lakeside resorts, hotels, hospitals, cottages, and entertainment pavilions. Several names from this period are still in use.

For example, Esther Beach Road is named for Esther Beach, which was a summer resort, restaurant, dance hall, and boat rental operated by the Askew brothers from about 1900. Esther was Charles Askew's daughter.

Ethelwyn Road is for the Ethelwynn Park subdivision that was named for local resident Miss Ethelwynn Anderson.

Hoboken Road is named for Hoboken, New Jersey, the hometown of a Waunona cottage owner.

Weber Drive is for William Weber who owned a farm on that location before 1900. Harriman Lane was named for Mrs. H. W. Harriman. Raywood Road is for the Raywood Heights subdivision of 1900 platted by Raymond R. Frazier and his wife, whose maiden name was Wood.

Greenleaf Drive, Wild Oak Circle, and Waunona Woods Court may have been named by developers.

Simpson Street, named for land owner Homer V. Simpson (1902-1965), was changed to Lake Point Drive in the late 1990s when an apartment complex previously known as Broadway-Simpson or just Simpson was updated and renamed Lake Point.

In the mid-1980s when an expansion of the Beltline Highway was being planned, Bertha Speranza, a resident whose property would be affected, named a new street Nana Lane because that is what she was called by her grandchildren. Metropolitan Lane is for the Metropolitan Mall that opened in 1973.

Gisholt Road is near the former Royal Airport is on land previously owned by the Gisholt Machine Company of Madison. Fayette Road is named for Fayette Durlin who platted the area in 1904.

Parallel Street is parallel to West Broadway. South Towne Drive is for a shopping center.

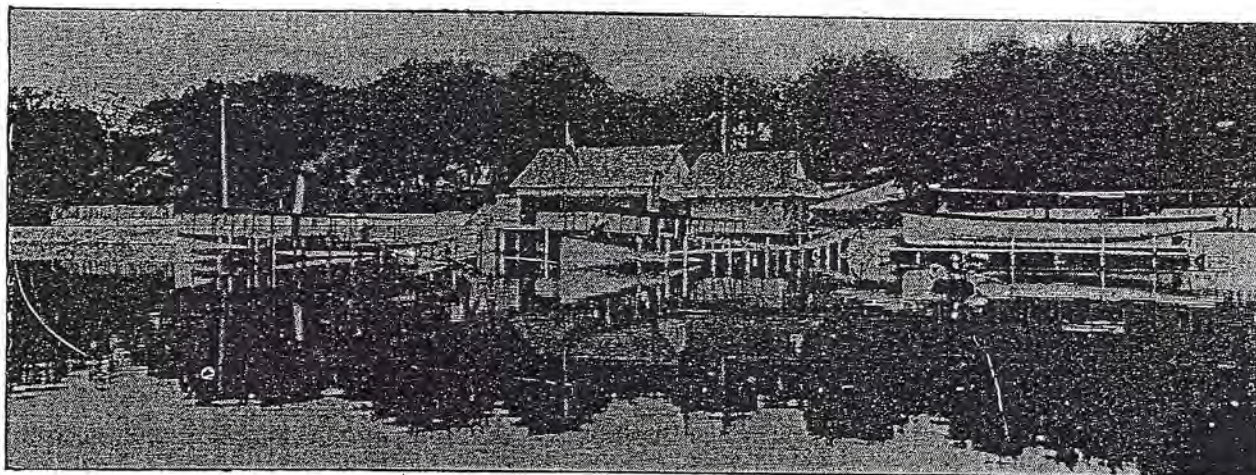
Quinn Circle is for Edgar "Pim" Quinn (1895-1983), a 1913 Central High School graduate who built a subdivision near the Royal Airport. He owned a restaurant for many years. In 1926 he and Howard Morey built Royal Airport.

ESTHER BEACH

— THE RESORT —

Lake Monona Steamers

ASKEW BROS.



Dancing Pavilion, Piano and Dining Hall Free to our Patrons

REFRESHMENTS, MEALS AND LUNCHESES

1902 Madison City Directory

Woodley Lane and Engle Street are probably for local residents.

SOUTHSIDE SCHOOLS, PARKS, AND OTHER AREAS

FRANKLIN ELEMENTARY SCHOOL

In many areas of the United States settlers built schools even before churches. The same was probably true in South Madison where several schools were established before 1900. By about 1910, the South Madison School was a large building apparently located between Lakeside Street and Potter Street near Rowell Street.

At some time before 1920 the South Madison School also became known as the Franklin School, for Benjamin Franklin. An article in the *Capital Times* on April 22, 1920 talks of the “South Madison Franklin School.” Construction of the new Franklin School building began in 1922 and continued in phases for several years. There was an addition about 1930.

ABRAHAM LINCOLN ELEMENTARY SCHOOL

The Abraham Lincoln Junior High School opened in 1965 to serve the rapidly growing population of Bram’s Addition, Burr Oaks, and adjoining areas. It became Lincoln Elementary School in 1979.

JAMES C. WRIGHT MIDDLE SCHOOL

James Coleman Wright (1926-1995) was born in South Carolina where he attended Mather Academy, rated as one of the best schools in the state. He later studied at several theological seminaries as well as Wilberforce University and the University of Wisconsin. He and his wife Jacqueline moved to Madison in the early 1960s. From 1990 until his death he was pastor of the Mt. Zion Baptist Church and was a City of Madison employee from 1968 to 1992 in several capacities including Director of the Equal Opportunities Commission.

The James C. Wright Middle School opened in 1997.

DANE COUNTY EXPO CENTER/ALLIANT ENERGY CENTER

In 1896 the Dane County Agricultural Society and Dane County bought 250 acres of land south of Wingra Creek near the Lake Monona shore. An oval race track came first, followed by a number of buildings for the annual county fair.

The Arena opened in 1954, the Veterans Memorial Coliseum in 1967, and the Exhibition Hall in 1995.

In 2000, Alliant Energy Corp., a Madison-based public utility holding company, bought naming rights so that the entire 164-acre property is now called the Alliant Energy Center.

LYCKBERG PARK

About six acres of land near the intersection of Koster Street and Rusk Street was sold to Dane County in 1966 by Freda Lyckberg, a Koster Street resident. The land became a neighborhood park. Lyckberg Park is now entirely within the Alliant Energy Center property but the park is still used by local children.

BERNIE'S BEACH

Bernie's Beach is a 1.4 acre swimming beach at the corner of South Shore Drive and Gilson Street. It is named for Bernard Julius Holtman (1904-1980) who owned Bernie's Grocery and Market at 334 West Lakeside Street from 1945 to 1980. Children often bought snacks at Bernie's before heading to the beach.

Holtman was active in South Madison civic affairs, especially the South Side Men's Club.

FRANKLIN FIELD/GOODMAN PARK

Franklin Field, for Benjamin Franklin and the Franklin School, originated in the mid-1930s when several hundred CWA and WPA workers moved at least 40,000 cubic yards of dirt from Richmond Hill to fill a swamp south of Olin Avenue.

As of 2010 the former Franklin Field area contained an ice skating rink, a swimming pool, softball fields, playgrounds, and several City of Madison offices and shops. The recreational areas are now named for Irwin A. Goodman (1915-2009) and Robert D. Goodman (1919-2010). The Goodman brothers were Madison jewelers whose donations helped build the pool.

DUANE F. BOWMAN SR. FIELD

The 24-acre Bowman Field is near Fish Hatchery Road south of the James C. Wright Middle School. It is named for Duane F. Bowman, Sr. (1897-1984) who was a minor league baseball player in the 1920s, a director of the Milwaukee Brewers baseball team, a Madison area civic leader, a dairy farmer, and a dairy industry leader.

OLIN-TURVILLE PARK, TURVILLE POINT

The Olin-Turville Park and Turville Point Conservation Park are located on about 120 acres of the western shore of Lake Monona. Olin Park was named for John Myers Olin (1851-1924), a founder and president of the Madison Park and Pleasure Drive Association, shortly after his death. Olin Park had earlier been known as “Monona.” It was the site of recreational, religious, and educational activities including Wisconsin Sunday School Association summer encampments.

The Turville family owned land south of Olin Park all the way to Turville Bay. The City of Madison eventually acquired this land to enlarge Olin Park and create Olin-Turville Park and the Turville Point Conservation Park about 1980.

QUANN PARK

Quann Park near the Alliant Energy Center has grown over the years to 55 acres. It contains athletic fields, tennis courts, a dog park, exhibitor parking for events at the Alliant Energy Center, and a community garden.

It is named for Michael J. Quann (1885-1962) who helped establish the Vilas Park Zoo and beach. He was Madison’s first city forester and Madison Park Superintendent from 1918 to 1941.

JESSICA BULLEN ORCHARD AND QUIET GARDEN

The Jessica Bullen Orchard and Quiet Garden is at the corner of Bram Street and Koster Street near the Quann Community Garden. It was built by friends of Jessica Bullen who loved gardening. She died at age 29 on July 3, 2005, from injuries while biking a few days before in the Town of Cottage Grove. She had recently completed graduate studies at the University of Wisconsin.

PENN PARK

In 1948 Clifford Penn (1901-1995), owner of the Penn Electric Company, built a baseball field in Bram’s Addition for use by his Penn Electric’s and other baseball teams. He sold the park to the City of Madison in 1953.

ROSE AND MORRIS HEIFETZ PARK

Heifetz Park on Burr Oak Lane in the Town of Madison began about 1957 when Morris

Heifetz (1901-1984) set aside a few acres of land behind his junk yard south of Wingra Creek as a playground for neighborhood children. The Town of Madison took over the land in 1967 and renamed the area Rose and Morris Heifetz Park in 1979 to honor Morris and his wife.

The junk yard was operated for many years by Morris's son Ben and is now All Metals Recycling.

KENNETH NEWVILLE PARK

Kenneth Neville Park is a .4 acre site at the corner of Beld Street and Bram Street. Kenneth Neville was a longtime resident of Bram's Addition and a pastor at St. Paul AME Church, 402 East Mifflin Street.

CYPRESS SPRAY PARK

The Genevieve Gorst Herfurth Cypress Spray Park at the corner of Cypress Way and Magnolia Lane opened in 2007. It contains water sprinklers to help children cool off on summer days.

Genevieve Gorst Herfurth (1888-1943) was the wife of Theodore Herfurth, a Madison business leader who established a foundation in her memory.

ESTHER BEACH

Esther Beach at 2802 Waunona Way is now less than an acre but was once one of the most popular recreation areas on the Madison lakes.

About 1900 the Askew brothers Charles, William, and Samuel, who had operated a fleet of steamers on the Madison lakes since the 1870s, took over an entertainment pavilion that they named Esther Beach in memory of Charles Askew's daughter. Samuel Askew lived at Esther Beach.

Esther Beach was later operated by Alva Thompson, who renamed the resort Hollywood at the Beach. Le Roy Andersen and Rudolph R. Rehs then operated the dance hall portion from the 1930s until about 1945. All of the buildings were gone by 1947 or 1948.

A. O. PAUNACK PARK AND MARSH

A. O. Paunack Conservation Marsh and A. O. Paunack neighborhood park near Bridge Road are named for August O. Paunack (1879-1954), a Madison banker, developer, theater and radio station owner, and conservationist who owned land in the area.

WAUNONA PARK

Waunona Park is a 5-acre neighborhood park at 5323 Raywood Road.

THUT PARK

Thut (pronounced “toot”) Park covers 8 acres near Nana Lane and is named for a Woodley Lane resident, Sam Thut (1901-1994) who in 1989 donated a parcel of land near his house that provides a safe pedestrian entrance to the park from Woodley Lane.

SOURCES

Personal observations, conversations with local residents, plat maps, real estate atlases, city directories, and phone directories were major sources for this article as were articles, advertisements, and legal notices in the *Capital Times* and the *Wisconsin State Journal*. Online databases accessible through the South Central Library System included Ancestry Library, Newspaper Archive, and the *Wisconsin State Journal* Subject Index.

Dane County Place-Names by Frederic G. Cassidy (1947, enlarged edition 1968, most recent printing Madison, 2009) was extremely helpful.

The article by Walter Plaenert from the September 24, 1939 *Wisconsin State Journal* is reproduced courtesy of Madison Newspapers, Inc.

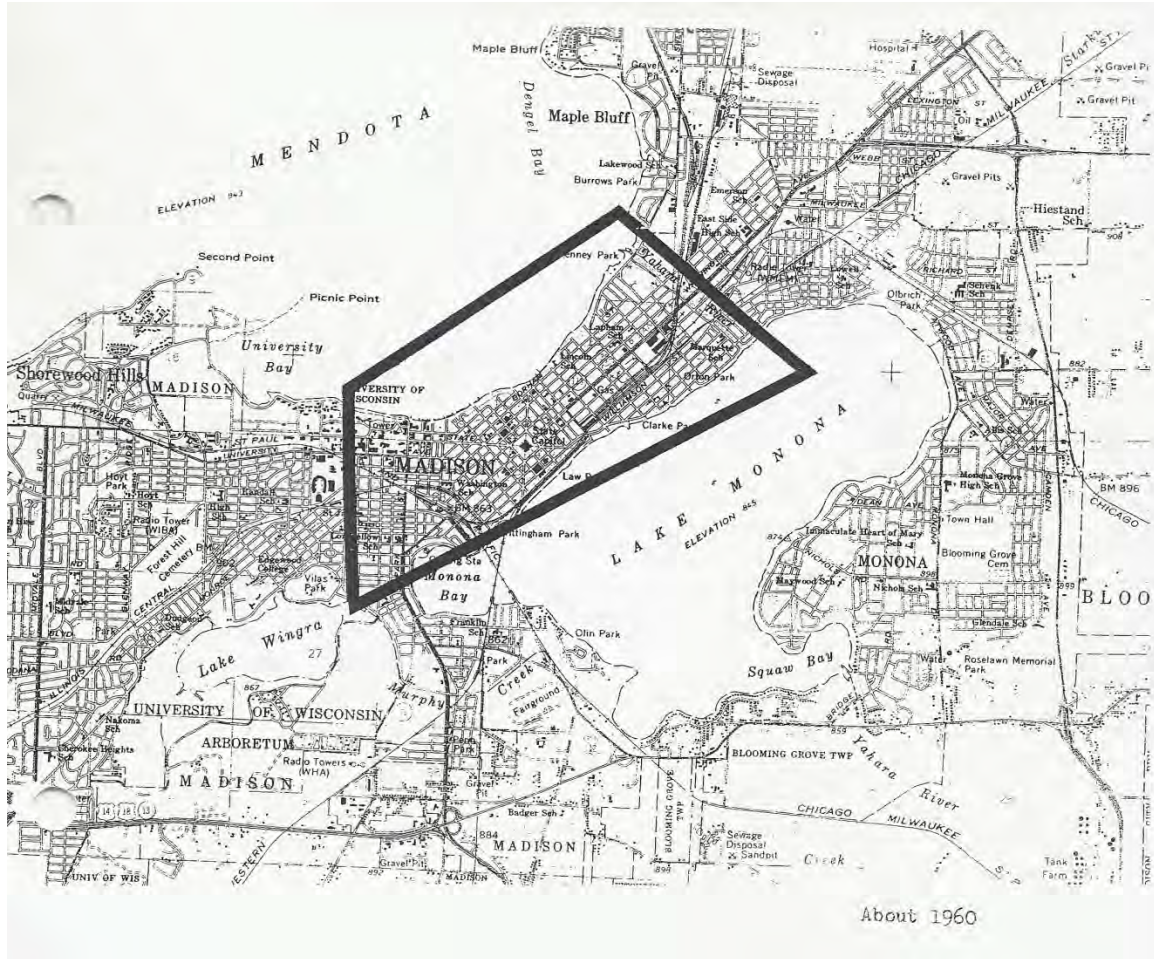
The map titled “South Madison” is from the *Standard Historical Atlas of Dane County, Wisconsin*, Cantwell Printing Company, Madison, 1911. The original image is tinted in several colors and can be viewed with the rest of the atlas through the University of Wisconsin Digital Collection. The cover illustration is taken from portions of several maps in this atlas.

An article by JoAnn Tiedemann at the Waunona Neighborhood Association’s web site (search “Waunona”) gives a history of the Waunona neighborhood with much information about street names.

Special thanks to Jack and Ruth Ann Bauhs. Chris Wagner at the Goodman South Madison Public Library was very helpful.

The topographic map details are from the U. S. Geological Survey 1983 Madison West and Madison East maps in 1:24,000 scale.

Part XI. STREETS FROM RANDALL AVENUE TO THE YAHARA RIVER

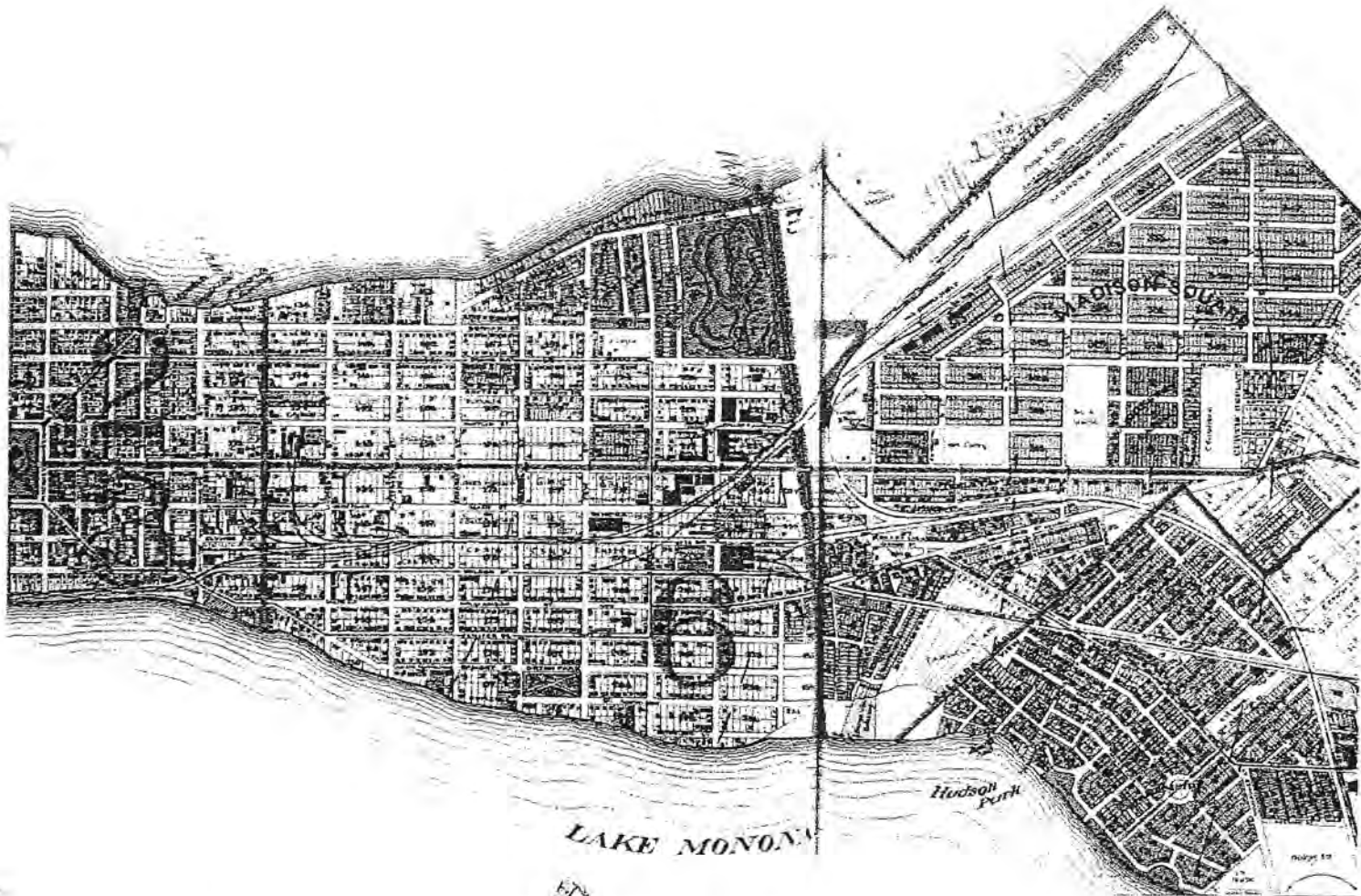




James Madison

1751-1836

U.S. President 1809-1817



About 1910



Part XI. Streets from Randall Avenue to the Yahara River

The City of Madison began as one of several towns planned by James Duane Doty (1799-1865). About 1836 Doty and his associates drew up plats for a town in the Four Lakes area of south-central Wisconsin that he named Madison for James Madison (1751-1836), the father of the U. S. Constitution and U. S. President from 1809-1817. Doty named most of the streets in his proposed town for men who signed the U. S. Constitution. In 1836, Doty persuaded the territorial legislature to choose Madison as the new capital. It became the state capital in 1848.

The 1837-1840 population of Madison was less than 200 but had grown about 1600 when the Village of Madison was incorporated on March 10, 1851. The City of Madison was incorporated on March 4, 1856.

Madison grew rapidly from 1850 to 1900, so new streets were built. Suburban expansion beyond the original city limits began about 1900 both east of the Yahara River and west of Camp Randall when the population was about 19,000.

Many of the streets in the area between Camp Randall and the Yahara River belong to five categories. There are streets named for:

1. Signers of the U. S. Constitution
2. Madison mayors, Wisconsin governors, and national politicians other than the signers
3. Businessmen, civic leaders, and local residents
4. Places and things
5. Madison businesses

STREETS NAMED FOR SIGNERS OF THE U. S. CONSTITUTION

Baldwin Street – Abraham Baldwin, Georgia

Bassett Street – Richard Bassett, Delaware

Bedford Street – Gunning Bedford, Jr., Delaware

Blair Street – John Blair, Virginia

Blount Street – William Blount, South Carolina

Brearly Street – David Brearley, New Jersey

Broom Street – Jacob Broom, Delaware

Butler Street – Pierce Butler, South Carolina

Carroll Street – Daniel Carroll, Maryland

Clymer Place – George Clymer, Pennsylvania

Dayton Street – Jonathan Dayton, New Jersey

Dickinson Street – John Dickinson, Delaware

Few Street – William Few, Georgia

Franklin Street – Benjamin Franklin, Pennsylvania

Gilman Street – Nicholas Gilman, New Hampshire

Gorham Street – Nathaniel Gorham, Massachusetts

Hamilton Street – Alexander Hamilton, New York

Henry Street – James McHenry, Maryland

Ingersoll Street – Jared Ingersoll, Pennsylvania

Jenifer Street – Daniel Jenifer of St. Thomas, Maryland

King Street – Rufus King, Massachusetts

Langdon Street – John Langdon, Massachusetts

Livingston Street – William Livingston, New Jersey

Mifflin Street – Thomas Mifflin, Pennsylvania

Paterson Street – William Paterson, New Jersey

Pinckney Street – Charles Pinckney and Charles Cotesworth Pinckney, both South Carolina

Rutledge Court – John Rutledge, South Carolina

Sherman Avenue – Roger Sherman, Connecticut

Spaight Street – Richard Dobbs Spaight, North Carolina

Washington Avenue – George Washington, Virginia

Williamson Street – Hugh Williamson, South Carolina

Wilson Street – James Wilson, Pennsylvania

STREETS NAMED FOR MADISON MAYORS, WISCONSIN GOVERNORS, AND NATIONAL POLITICIANS OTHER THAN THE SIGNERS

Bowen Court – James Barton Bowen (1818-1881), Madison mayor 1871-1872

Conklin Street – James Conklin (about 1831-1899), mayor of Madison 1881-1883 and 1887. He owned Conklin & sons, dealers in ice, wood, coal, and building supplies. His firm had a large ice house where James Madison Park is located.

Curtis Court – William Dexter Curtis (1857-1935), Madison mayor 1904-1905

Dewey Court – possibly for Nelson Dewey (1813-1889), first governor of the State of Wisconsin 1848-1852

Doty Street – James Duane Doty (1799-1865), founder of Madison, Wisconsin territorial governor 1841-1844, federal judge, speculator, Congressman, governor of the Utah Territory

Fairchild Street – for three members of the Fairchild family. Jairus Fairchild (1801-1862) was the first mayor of the City of Madison, a merchant, and the father of Cassius and Lucius Fairchild. Cassius (1829-1868) died of civil war wounds in 1868. Lucius (1831-1896) was a lawyer, California gold miner, civil war officer with the Iron Brigade, Wisconsin governor 1866-1872, and U. S. diplomat in England, Spain, and France.

Gerry Court – Elbridge Gerry (1744-1814), signed Declaration of Independence for Massachusetts, U. S. Vice-President 1813-1814

Hoven Court – Mathias J. Hoven (1850-1901), Madison mayor 1897 and 1899-1900

Leitch Court – William T. Leitch (1808-1885), Madison mayor 1862-1864

Lincoln Drive – Abraham Lincoln (1809-1865), U. S. President 1861-1865

Mills Street – Simeon Mills (1810-1895) arrived in Madison 1837 and soon became a leading merchant and citizen. Madison Village President 1851-1852.

Proudfit Street – Andrew Proudfit (1820-1883), Madison mayor 1869-1870

Randall Avenue – Alexander Williams Randall (1819-1872), Wisconsin governor 1858-1862, for whom Camp Randall was named during the Civil War

Rodney Court – Caesar Rodney (1728-1784), a lawyer, brigadier general of the Delaware

Militia, signer of the Declaration of Independence, and a Revolutionary War army officer. He is best known for a 90-mile horseback ride from Dover, Delaware, to Philadelphia on the night of July 1, 1776, so that he could cast a vote to ensure Delaware's support for the Declaration of Independence.

Taylor Place – William Robert Taylor (1820-1909), Wisconsin governor 1874-1876

Vilas Avenue – William F. Vilas (1840-1908), a lumberman, U. S. Senator, Postmaster General, Secretary of the Interior, and friend of President Grover Cleveland. Best remembered in Madison for founding the Henry Vilas Park and Zoo in memory of his son.

Washburn Place – Cadwallader Golden Washburn (1818-1882), lumberman, civil war general, Congressman, Wisconsin governor 1872-1874, University of Wisconsin Regent and president of the Wisconsin Historical Society

Webster Street – Daniel Webster (1782-1852), lawyer, Congressman, Secretary of State, U. S. Senator 1827-1841 and 1845-1850, and renowned orator

STREETS NAMED FOR BUSINESSMEN, CIVIC LEADERS, LOCAL RESIDENTS, AND OTHERS

Bernard Court – ?

Braxton Place – Gay Braxton (1877-1962), a social worker who came to Madison in 1921. She was director of the Neighborhood House social center from 1921 to 1949.

Brittingham Place – Thomas Evans Brittingham (1860-1924), owner of many lumber yards and other businesses. Brittingham Park is named in his honor. His estate in the Highlands is now the official residence of the University of Wisconsin president.

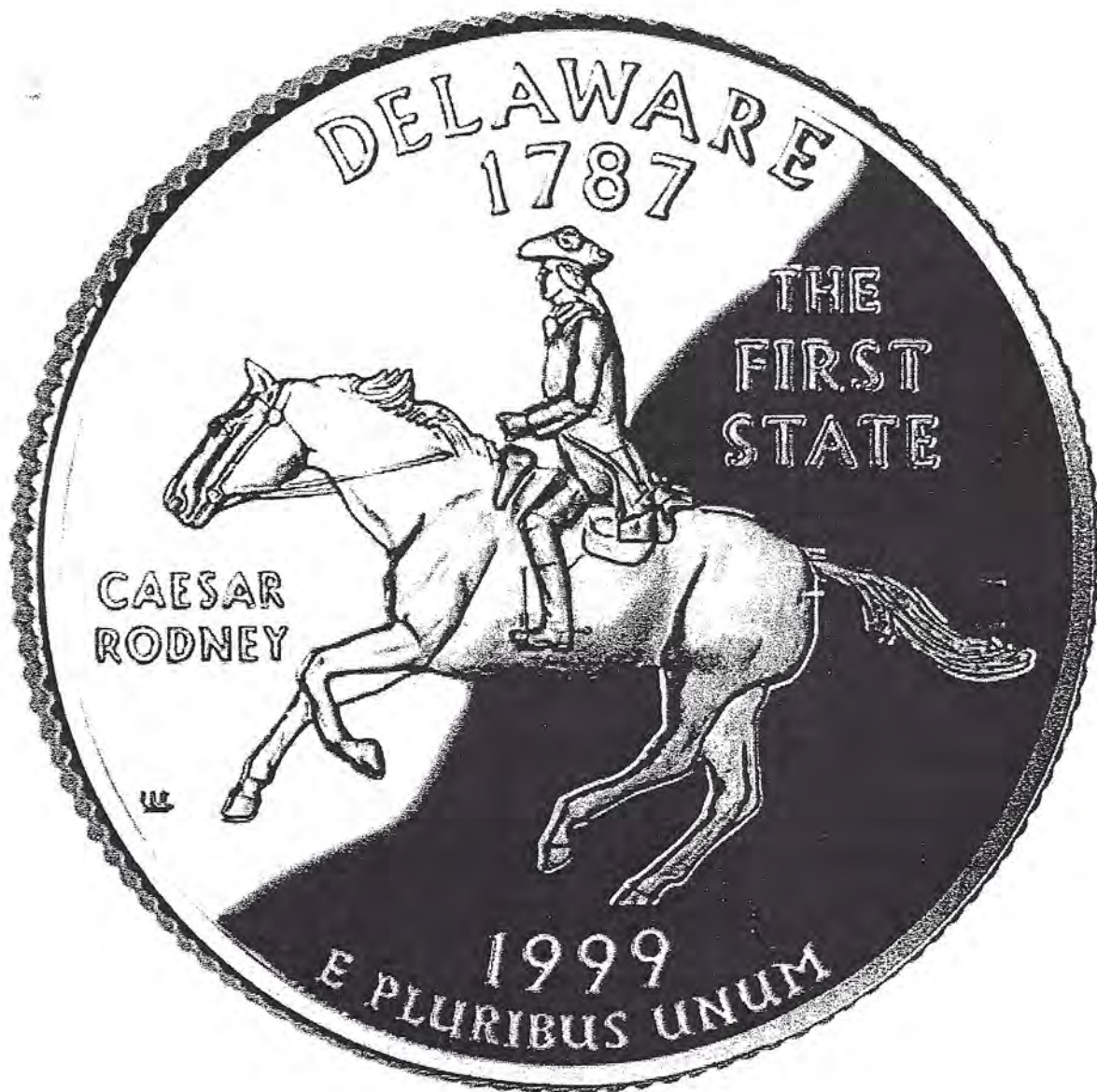
Brooks Street – for the maiden name of Manley Silas Rowley's wife, Julia. Julia was the daughter of Abiel Brooks, an early Madison resident who struck it rich on the California gold fields. Rowley was a real estate developer.

Cantwell Court – the Cantwell family owned a printing and publishing Company

Chandler Street – Chandler Chapman (1844-1897), civil war officer, important postwar army leader

Clark Court – possibly for Abraham Clark (1726-1794) who signed the Declaration of Independence for New Jersey or for Darwin Clark who came to Madison in 1837. Darwin Clark (about 1812-1899) was a merchant and historian.

Coyne Street – a local family?



Dow Court – a local family?

Drake Street – a local family?

Eberhardt Court – a local family?

Elizabeth Street – ?

Fahrenbrook Court – a local family?

Feeney Court – a local family?

Fitch Court – for the Fitch family, early Madison residents and undertakers

Florence Court – the first or last name of a local resident?

Frances Street – for Frances E. Lathrop, wife of John Hiram Lathrop (1799-1866), the first chancellor of the University of Wisconsin from 1849-1859. Her maiden name was also Lathrop.

Harvey Terrace – located at the site of the 1860s Harvey army hospital and the later Wisconsin Soldiers Orphans Home, both organized by Cordelia A. P. Harvey (1824-1895), widow of Wisconsin governor Louis P. Harvey (1820-1862), who drowned in 1862 while inspecting Wisconsin units in Tennessee. She was the “Wisconsin angel” among sick and wounded soldiers.

Hawthorne Court – probably for a local family, possibly also for the American writer Nathaniel Hawthorne (1804-1864)

Haywood Drive – a local family?

Howard Place – ?

Jean Street – first name of a local resident?

John Nolen Drive – John Nolen (1869-1937), a well-known landscape gardener and city planner often hired by Madison clients including the City of Madison. His book *Madison, a Model City* was published in 1911.

King Street – King Street was named for Rufus King who signed the Constitution for Massachusetts. The name is also linked to another Rufus King (1814-1876) who was editor of the *Milwaukee Sentinel* and a University of Wisconsin regent. He is best known as a brigadier general with the Iron Brigade from 1861 to 1863.

Lathrop Street – John Hiram Lathrop (1799-1866), the first chancellor of the University

of Wisconsin from 1849-1859

Main Street – Until 1856 Main Street was Morris Street, named for two delegates from Pennsylvania who signed the U. S. Constitution, Robert Morris (1734-1806) and Gouverneur Morris (1752-1816). At its first meeting the Madison common council changed the name to Main Street perhaps to indicate its importance. The Main family were well-known local residents, so their family was also associated with the street.

Marston Avenue – for the landowner

Morrison Street – for James Morrison (1799-1860), who came to Madison in 1838 to build the territorial capitol. He owned the American House Hotel on King Street and was territorial treasurer from 1841-1843.

Schley Pass – a local resident or family? It was originally Schley Street about 1900.

Sidney Street – a local resident or family?

Thornton Avenue – for the land owner

STREETS NAMED FOR PLACES AND THINGS

Capitol Court – for the state capitol

Castle Place – for the subdivision

Charter Street – named by Abiel Brooks for a street in New Orleans

College Court – for the University of Wisconsin

Emerald Street – for Ireland, the emerald isle

Erin Street – a Gaelic name for Ireland

Iota Court – for the Greek letter because many fraternities and sororities are in the area. Also because the street is very short.

Lake Street – near Lake Mendota

Linden Drive – for the linden or basswood tree

Mendota Court – for Lake Mendota

Milton Street – possibly for the City of Milton, Wisconsin

Mound Street – It is near a large Indian mound and the street itself is on a mound-shaped hill.

Norris Court – for the Norris Court Apartments, built about 1928 and the Norris Court Garage that opened in 1931

North Shore Drive – on the north shore of Lake Monona in the downtown area

Park Street – for an early park in the Lake Street and Park Street area

Orchard Street – for its former use?

Prospect Place – for the subdivision and to emphasize a fine view

Regent Street – for the Regents of the University of Wisconsin

St. James Court – for the nearby St. James Catholic Church

Short Street – one of the shortest streets in Madison

Spring Street – for a nearby spring?

State Street – for the State of Wisconsin

University Avenue – for the University of Wisconsin

West Shore Drive – on the west shore of Monona Bay

Wingra Drive – for Lake Wingra and Wingra Creek

Wisconsin Avenue – for the state

STREETS NAMED FOR BUSINESSES

Findorff Court – J. H. Findorff & Son, Inc., a major regional construction company, was founded in 1900 by John Findorff, a Madison carpenter who built a yard and office at the intersection of South Bedford Street and West Wilson Street, where the company is still located.

Lorillard Court – The Lorillard Tobacco Company was established in 1760. It built large tobacco warehouses near the railroad stations on West Washington Avenue. The warehouses are now apartments.

Northern Court – is located a few hundred feet north of the former Northern Electrical Manufacturing Company in an area that was promoted as ideal for workingman's homes.

You CAN MAKE MORE PROFIT

By taking one of our fine improved residence lots at PRESENT LOW

FIGURES, and holding it for the price at which NEIGHBORING PROPERTY

is NOW SELLING, than by placing your money out at interest.

The lots front on East Main and South Dickinson Streets and Northern Court

They are one, block from Yahara River Park and the new \$12,000 Steensland Bridge .

Twelve Hundred Men Employed In Shops Nearby.

Macadam Streets, Cement Walks. Sewer. Water and Gas are all In.

No further assessments for you to pay.

We sell on SMALL MONTHLY PAYMENTS, enabling YOU to INCREASE in VALUE of this- PROPERTY BEFORE

YOU HAVE ACTUALLY PAID FOR IT

Remember, this INSIDE CITY PROPERTY.

Phone us for an appointment. We will be glad to show you the lots and quote prices.

HOME REALTY COMPANY, Owners,

PHONES-Standard 1072; Bell 5061. Room 10 over Bank of Wisconsin.

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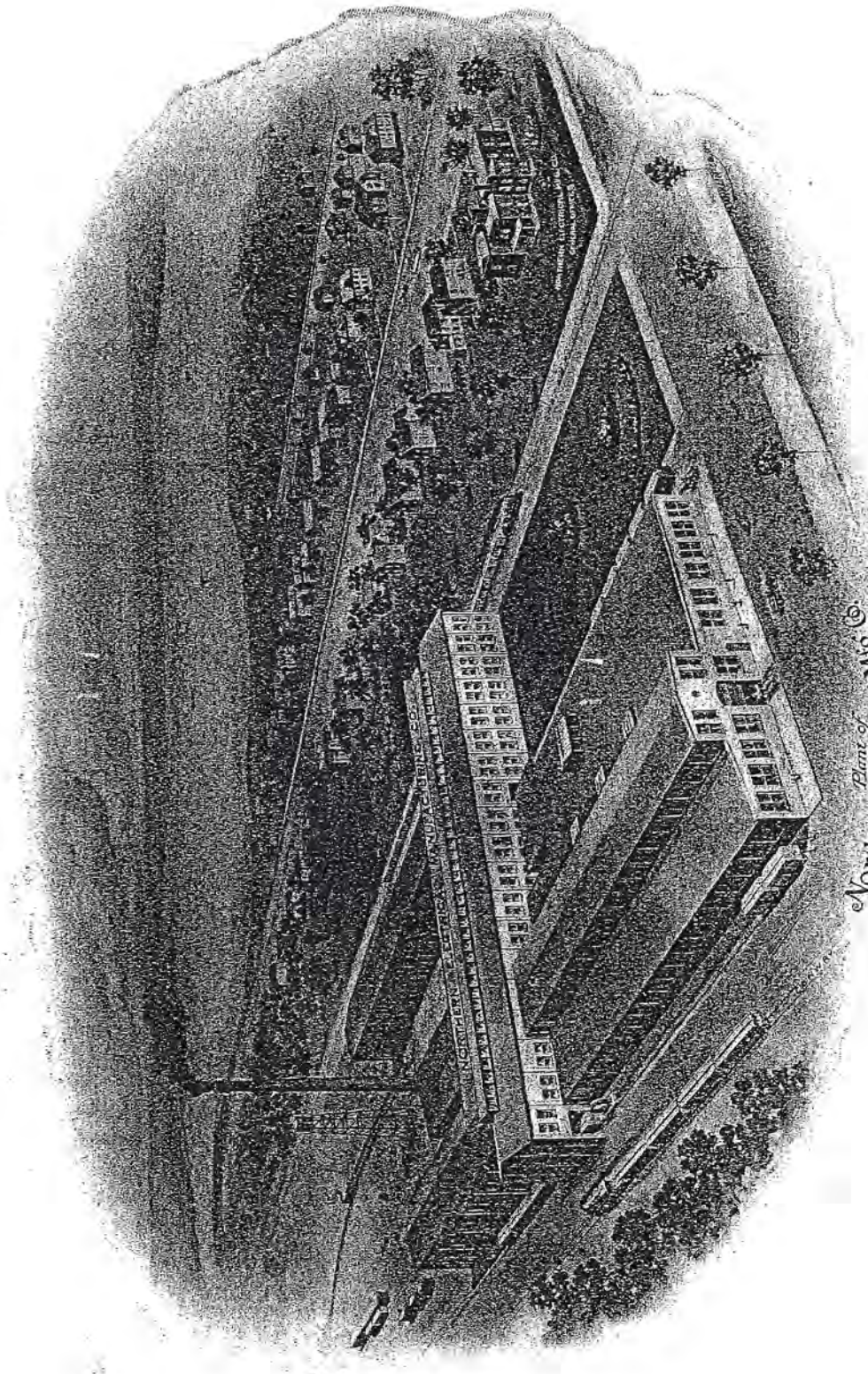
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Plant of
Northern Electrical Mfg. Co.
MADISON, WIS.
U. S. A.

Northern Electrical was founded in 1895 by a Madison businessman, Arthur O'Neill Fox. It built electric motors, generators, and other the State of Wisconsin.

Railroad Street – Railroad Street is not named for a particular company, but for the industry that allowed Madison to grow from a hamlet to a major Midwestern city and that helped create several large industrial firms along the railroad tracks east of downtown.

SOURCES

The most popular book on Madison history is David V. Mollenhoff's *Madison, A History of the Formative Years, Second Edition* (Madison, 2004) that covers many aspects of the city's growth from the territorial period to 1920.

Madison, The Illustrated Sesquicentennial History, volume 1, 1856-1931 (Madison, 2006) by Stuart D. Levitan is also useful.

Historic Madison, Inc., has published biographical guides to the City of Madison's Forest Hill Cemetery and the neighboring Roman Catholic Resurrection Cemetery. These are *Forest Hill Cemetery* (Madison, 2002) and *Bishops to Bootleggers* (Madison, 1999). Both present much information on local residents.

The Madison Public Library's Local Materials Collection contains plat books, city maps, real estate atlases, city directories, and phone books, and many books on all aspects of Madison and Wisconsin history.

The Frank A. Custer collection in the Wisconsin Historical Society Archives is very useful, as are many materials in the society's pamphlet collections

Frederic G. Cassidy's *Dane County Place-Names* (1947, expanded edition 1968, most recent printing Madison, 2009) was indispensable.

The front cover illustration is a detail from the 1959 U. S. Geological Survey 1:60,000 scale map of Madison, Wisconsin.

The maps of Madison about 1910 are from *Atlas of Dane County* (Madison, 1904). This is available on the Internet through the University of Wisconsin's State of Wisconsin collection.

The illustration of the Northern Electrical Manufacturing Company is from *Madison, Past and Present* (Madison, 1902).