

WESTMORLAND

A GREAT PLACE TO LIVE



THE HISTORY OF A NEIGHBORHOOD

Published by the Westmorland Neighborhood Association

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Published by the Westmorland Neighborhood Association

Westmorland: A Great Place to Live

Published by the Westmorland Neighborhood Association, Madison, Wisconsin

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On the back cover: Westmorland stone gates photographed in 2010 by Tom Martinelli

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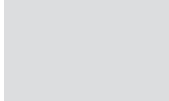
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Introduction

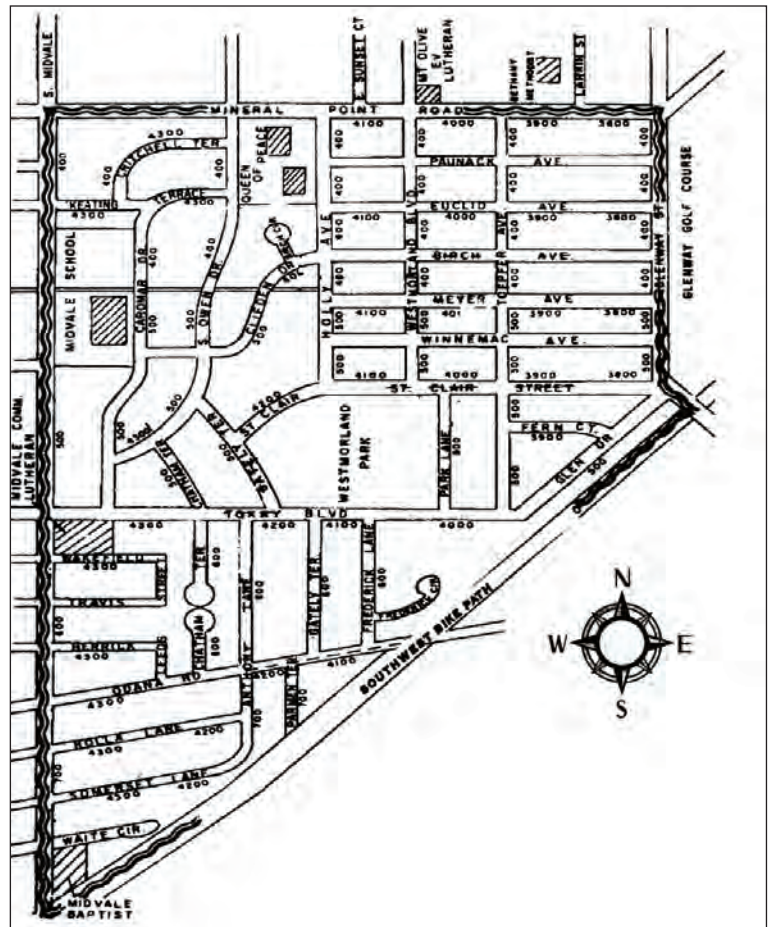
The Westmorland Neighborhood Association has its roots in an informal group that formed to organize 4th of July celebrations in the late 1930s and early 1940s. In 1941 the group took on a formal structure and began addressing social and civic issues of concern to area residents. Modest membership dues conferred voting rights and rewarded participants with a subscription to *The Dope*, which later became *The Westmorland Courier*. Its continuous publication laid down a bedrock of archival information about the neighborhood's evolution.

The year 2011 marks the 70th anniversary of the Westmorland Neighborhood Association. To commemorate that occasion, the association charged its History Committee with the task of drawing together for publication the research it has collected over the past nine years. Much of the information in this book originated as articles written by History Committee members and published in *The Westmorland Courier*. Major financial support for this publication has been provided by the Dane County Cultural Affairs Commission, the City of Madison Planning Department, and local businesses in the Westmorland area.

This book concerns the Westmorland neighborhood, an area bounded by Mineral Point Road, Midvale Boulevard, the Southwest Commuter Path, and Glenway Street. Because human activity seldom colors inside the lines, this history touches on developments over time in the Sunset Village neighborhood to the north, the Midvale Heights neighborhood to the west, and the Dudgeon-Monroe neighborhood to the south.

While its authors have attempted to be comprehensive and accurate in presenting the area's history from personal, social, and

Westmorland neighborhood today (2011).



civic points of view, errors or differences of opinion may emerge. We apologize for any mistakes appearing in print or by omission. Please bring corrections to the attention of the Westmorland Neighborhood Association History Committee, so that the history of our neighborhood can be preserved and communicated as accurately as possible.

Westmorland today presents an outstanding example of a thriving neighborhood. Our residents participate in many civic and social activities together, and harvest the rewards in a sense of community pride and accomplishment. People from outside our boundaries who use the Southwest Commuter Path appreciate this flourishing Madison community. Now, we hope this book brings that appreciation to an even wider audience.

– The Westmorland Neighborhood Association History Committee

Our Roots Go Deep: Prehistory to 1800s

The Westmorland neighborhood occupies an area roughly bounded to the west by Midvale Boulevard, to the east by the Glenway Golf Course, to the north by Mineral Point Road, and to the south by the Southwest Commuter Path. The story of today's social boundaries began in the 1800s. The story of its physical boundaries began 400 million years ago.

At that time, a tropical sea covered the area that is now Madison. Over millions of years, the action of waves turned rocks to sand, which over more millions of years became layers of sandstone. Meanwhile, the calcium-rich skeletons of sea organisms joined silt and clay filtering to the bottom of the ancient sea, and formed thick layers of limestone. These two rock types make up the bedrock of West Madison.

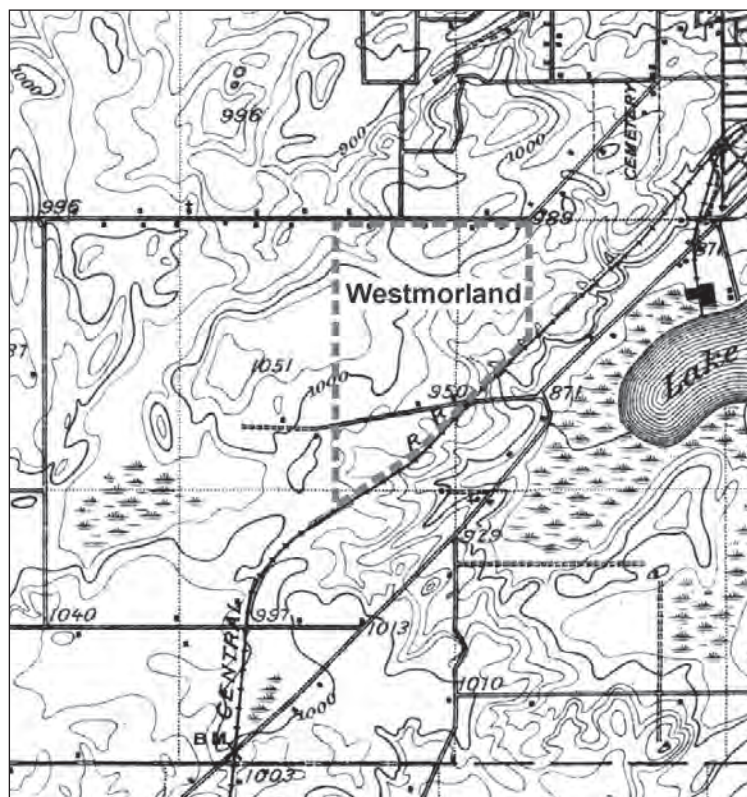
This sandstone created the high-quality aquifer that supplies Madison's water. Exposed faces of this sandstone are visible today in Glenwood Park. Some of the groundwater flowing through this porous rock creates the many springs surrounding Lake Wingra.

Glaciers Shape the Landscape

Between 1 and 3 million years ago, changes in the earth's climate caused snow in northern Canada to form into glaciers that began to move south. The glacier split into several lobes as it covered over half of what is now Wisconsin. The Green Bay lobe reached Madison between 20,000 and 14,000 years ago. Meanwhile, the Lake Michigan lobe scraped out a huge basin that became Lake Michigan.

Before the glacier arrived, the Madison area likely resembled the unglaciated Driftless Area of southwestern Wisconsin, with its steep, wooded slopes and rivers winding between sandstone and limestone cliffs. The glacier worked on the Madison landscape like powerful earth-moving equipment. It

Westmorland neighborhood shown on 1906 U.S. Geological Survey map.





The oak savanna and prairie landscape at the UW–Arboretum shows how the Westmorland area would have looked in an earlier era.

pushed and deposited soil, sand, gravel, and rocks from up to several hundred miles away.

Around 15,000 years ago Wisconsin’s climate turned warmer. The Green Bay lobe stopped just six miles southwest of Madison, then began receding at a rate of about 1,000 feet per year. Meltwater formed glacial Lake Yahara, which eventually receded to form the lakes we know today as

Mendota, Monona, Wingra, Waubesa, and Kegonsa.

As glaciers will, the Green Bay lobe left a ground moraine—a formation of deposits (sometimes known as drift) containing a blend of clay, sand, and gravel studded with boulders. This became the soil of Westmorland.

Over 10,000 years ago the glacial ice was in full retreat, leaving the Westmorland area a landscape of dry high spots, steep ridges, and fingers of ice. As the melting continued, the area took on the character we recognize today, with its sunny south-facing slopes connecting dry highlands with wetter lowlands and lakes.

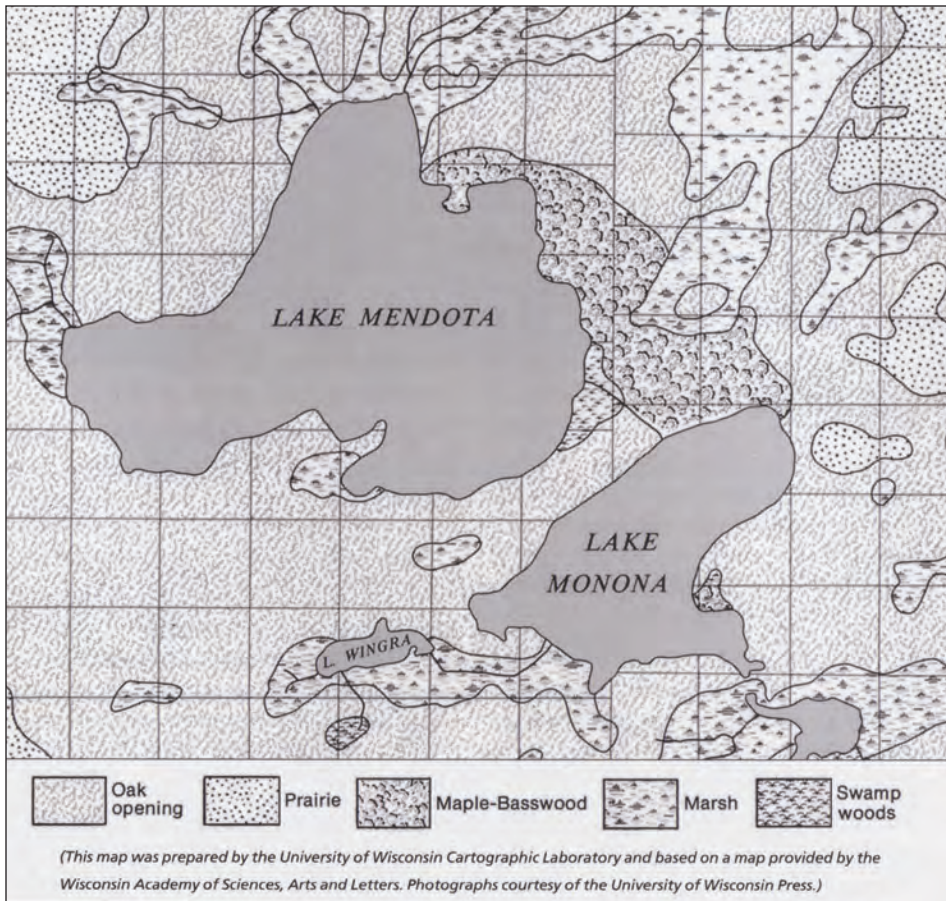
Eighty-six percent of the area we now know as Westmorland lies on the south face of a relatively high ridge that separates Lake Wingra from Lake Mendota. The watershed line meanders southwest from the high point on Larkin Street where the Madison water reservoir and WIBA radio tower stand, crossing south at Mineral Point Road in the 4000 block, and then turning westerly at Midvale Boulevard near the south end of Midvale School. The line passes near the corners of Westmorland Boulevard and Paunack Avenue, Euclid Avenue and Holly Avenue, and the 500 blocks of South Owen Drive and Caromar Drive. All of the area south and east of this line, including Glenway Golf Course, lies in the Lake Wingra watershed.

The remaining 14 percent, the northwest corner of the neighborhood, slopes toward Lake Mendota. This area includes all of the Midvale School playgrounds, the entire Our Lady Queen of Peace property, and about seven residential blocks.

The diverse landscape, rich with aquatic plants in the low areas and covered in extensive prairie and oak savanna in the uplands, impressed Wisconsin’s first state archeologist, Charles E. Brown. He described the area in an article titled “Lake Wingra” in *The Wisconsin Archeologist*, Vol. 14, No. 3 (1915). “Lake Wingra is the smallest of the three beautiful lakes between which Madison is situated. When the first white settlers came to the site of Madison in 1837, this lake was surrounded on all sides by more or

Quarries Become Parks

Part of Hoyt Park was once a sandstone quarry producing material from which many local buildings were constructed. Glenwood Children’s Park, west of Glenway Street and south of the Southwest Commuter Path, was also a sandstone quarry. Glenwood Park was designed by landscape architect and park planner Jens Jensen. “The Glen” was annexed to the City in 1949 and expressly dedicated “for the children.”



Oak openings, prairies, and marshes made up the landscape of Westmorland after the glaciers retreated. (Map by University of Wisconsin Cartographic Laboratory, courtesy of University of Wisconsin Press.)

The Soils of Westmorland

Robert Patzer, a Westmorland resident and retired soil scientist (whose career included employment with the Soil Conservation Service, Forest Products Laboratory, and other positions with the federal government), researched the history of Westmorland's soils for a two-part article in *The Westmorland Courier* that appeared in 2003–04.

The glacial till deposited in the Westmorland area is relatively thin compared to more eastern areas of Dane County. In places the bedrock is only 40 to 50 inches below the surface. The elevated areas in the Westmorland landscape are more likely to be underlaid by limestone and the slightly lower areas underlaid by sandstone.

Westmorland's soils were formed in the glacial material and in a more recent wind-deposited silt called loess. This soil varies in depth over the glacial debris. Soil is "developed" over many centuries by weathering and biological action. Both of the soil types identified in the Westmorland area were developed under thin stands of mixed hardwood trees.

less extensive tracts of marsh, indicating by their extent that some time in the distant past its water area must have been nearly three times as great as it is at present.”

In another article, “The Springs of Lake Wingra” published in the *Wisconsin Magazine of History*, Vol. 10, No. 3 (1910), Brown wrote, “Being in fact a small natural drainage basin, Lake Wingra formerly had upon its shores a greater number of fine large springs than any of the other Madison lakes. There is no doubt that the number and size of them were largely responsible for the location of the six different early Indian village sites and the large number of Indian mounds on its shores.” [Text has been rearranged and edited from Brown’s original articles.] This topography, much admired by Charles E. Brown, created the conditions for much of the early history of the Westmorland area.

The combination of sandstone/limestone geology shaped by the glaciers and covered with fertile soil, abundant fresh water, and midcontinental climate resulted in an environment favorable to diverse and abundant plant and animal populations. Humans, too, found it welcoming.

The First People

Archeologists have found evidence of human inhabitants in the vicinity of Lake Wingra from the time of the glaciers. Termed the Paleo-Indians, this first group was small in the early post-glacial period due to scarce food resources. As the climate warmed with the glacier’s retreat, sources of nutrition expanded. The animals adapted to cold weather, such as the mammoth and mastodon, were replaced by other, more easily hunted species, including moose, elk, and deer. The relatively unproductive spruce forests of the earlier period were replaced by deciduous forests and grasslands, able to support growth of a variety of edible plants and abundant game.

By about 5000 BC the landscape would have seemed familiar to today’s inhabitants. This period of adjustment, called the Archaic period,

What’s in a Name?

Ho-Chunk is the name used today by the people who were native to this area when the white settlers arrived. At that time, they were given the name Winnebago by the settlers, but that name was not of their own choosing. Archeologist Charles E. Brown wrote in *The Wisconsin Archeologist* in 1915 that “From the time of the coming of the first white settlers to 1870 or later, small bands or families of the Hochungara, as these Indians call themselves, continued to camp upon the banks of Lake Wingra. The Winnebago name for Lake Wingra was Ki-chunk-och-hep-er-rah meaning ‘the place where the turtle comes up.’”

“Winnebago” was a name given to the Ho Chunk (Brown’s “Hochungara”) by the Sauk and Fox, who called the people Ouinepegi, or “People of the Stinky Waters.” This name was heard as “Winnebago” by the government agents, and remained the official name of the Nation until the Constitution Reform in 1993, when the Ho-Chunk reclaimed their original name. Their name for the four lakes area that became Madison was Taychopera, sometimes translated in French/English as De Joje.

supported a growing population. The early Archaic people ranged widely over the landscape to find food, but the later Archaic people developed seasonal food-collecting activities to coincide with the availability of food (harvesting spawning fish and migrating birds), and so were able to sustain themselves using smaller territories. Their use of camps and villages marked a transition to Woodland Indian culture.

Abundant fish in Lake Wingra, as well as game on its shores including quail, partridge, prairie chickens, and deer, fed the Native Americans who inhabited the area. Early archeologist Charles E. Brown wrote in “Lake Wingra,” *The Wisconsin Archeologist*, Vol. 14, No. 3 (1915), that “... the black bear was occasionally seen. Wolves, foxes, lynx, wild cats, raccoons, skunks, woodchucks, and other animals of smaller size were numerous. Mink, muskrat and otter inhabited the marshes and lake banks.”

It’s possible that predecessors of the Ho-Chunk, or Winnebago, people inhabiting the area were part of the Woodland Indian culture. Ho-Chunk historians trace their history back to 500 BC, when they lived in what is now northwest Kentucky. Over time they migrated north, and by 500 AD they had made their home in Wisconsin, as well as parts of Iowa, Illinois, Nebraska, Minnesota, and South Dakota. The Ho-Chunk believe that their prehistory is connected to the mound builders of the region.

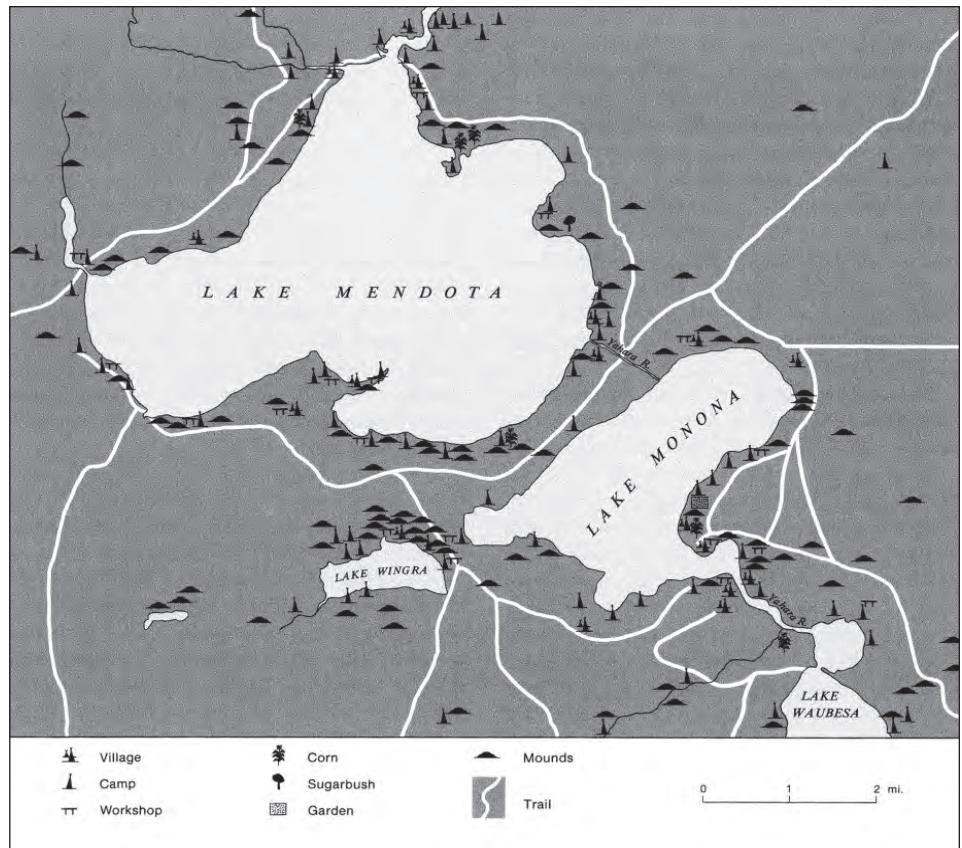
The Mounds of the Four Lakes Region

“Wisconsin is the heartland of the so-called effigy mound culture, although the effigy mound region also includes parts of Illinois, Iowa, and Minnesota,” wrote Bob Birmingham in *Indian Mounds of Wisconsin* (2000). The lake region around Madison is remarkable in that it once had more than 100 effigy mound groups comprising over 1,000 mounds. Archeologists have concluded that these earthworks were the product of the Woodland Indians, and the mounds were constructed between 800 and 2,500 years ago.

Research indicates that mound groups were constructed where sufficient resources existed to support large seasonal gatherings of people. But Birmingham concluded that the locations of effigy mound groups “may not have been based solely on topographic and economic considerations. ... Many effigy mound groups were built near springs and other natural features that have spiritual connotations for Native Americans.” It’s not hard to connect that thought to the number of springs around Lake Wingra and conclude that the Westmorland neighborhood is located near what was once a major seasonal “resort” where Native Americans gathered for ceremonial as well as social and economic reasons.

In *Spirits of Earth: The Effigy Mound Landscape of Madison and the Four Lakes* (2009), Birmingham tells us that “there are few other places in the effigy mound region that had such a density of mounds in such a small area. Native Americans sculpted at least 233 mounds on the elevations around the small lake, creating a vast part of the Four Lakes ceremonial landscape and covering several square miles.”

At one time over 1,000 mounds could be found in the Four Lakes region. (Map by University of Wisconsin Cartographic Laboratory, courtesy of University of Wisconsin Press.)



Three of the four largest Lake Wingra mound groups no longer exist, including the second largest group, the one nearest to Westmorland, which was around the current site of Dudgeon School. This formation (known as the Wingra Group) contained 16 mounds—five effigies, nine linear, and two conical burial mounds. One of the effigies was a rare “flying goose,” pointed toward the lake. This mound group was probably larger at one time, but the eastern part had already been damaged by agriculture before it was catalogued in 1908 by Charles Brown.

The remaining mounds closest to Westmorland are those in Forest Hill Cemetery. Four of the seven mounds catalogued in 1905 still exist. Three linear mounds were destroyed in the development of the cemetery. The remaining mounds include two panther effigies (or water spirits) 121 and 163 feet in length, a linear mound 115 feet long, and parts of a goose effigy with a 126-foot wingspan. The neck of the goose effigy was destroyed in 1886 during the grading of the Illinois Central railroad.

From the historic record it's clear that the Westmorland area has been a desirable place to live for over 10,000 years. It's easy to imagine our predecessors hunting, fishing, camping, growing crops, cutting wood, enjoying the luxury of “running water” from the local springs, and engaging in cultural and religious activities on the sunny southerly slopes of Westmorland.

The Europeans Arrive

Miners and Traders

The first Europeans to visit Wisconsin arrived in the early 1600s, pursuing the fur trade. But the region revealed natural resources of other kinds, as well. Lead mining in southwestern Wisconsin can be traced back to at least 1670.

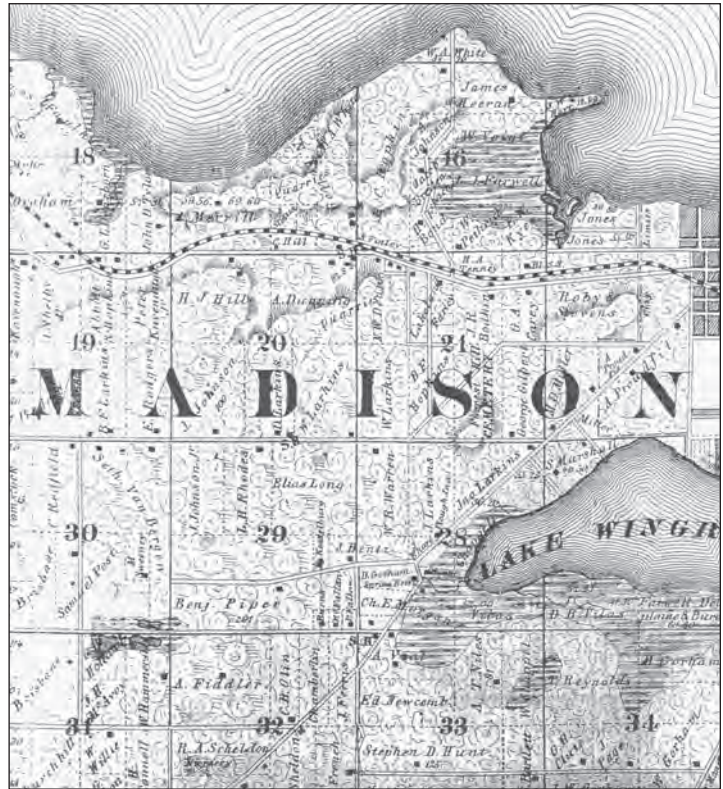
For the Native Americans, contact with Europeans was catastrophic. “Within a comparatively brief period, as much as 80 percent of the indigenous population of North America died from infectious diseases. Whole tribes probably disappeared, and entirely new tribes were created by the survivors,” wrote Birmingham in *Indian Mounds of Wisconsin*.

Trade with the Europeans changed Native American culture, leading to dependence on European goods and their economic system. By the early 1800s, the Ho-Chunk had realized that resisting European settlement was hopeless. By 1833 they had ceded their land south of the Wisconsin River in a series of treaties that opened present-day Madison to survey and settlement.

One of the first roads constructed in Dane County was Mineral Point Road, originally known as the Military Road. Completed in 1837, it connected Fort Howard (Green Bay), Fort Winnebago (Portage), and Fort Crawford (Prairie du Chien), providing a land route that paralleled the Fox–Wisconsin waterway. Other wagon roads had been developed southwest of Madison connecting to the lead mining region around Mineral Point and the territorial capital at Belmont.

In the Westmorland area, the “high road” was the Military Road along the north edge of the neighborhood. That route is now Mineral Point Road. But much of the wagon traffic followed the “low road” south of Westmorland (now Monroe Street and Nakoma Road), because it offered spring water for the ox teams.

The springs also became the site of two stage coach stops: the Spring House Hotel (built in 1854) at 3706 Nakoma Road across from a large spring, now a private home, and the Plough Inn (built in 1853) at 3402 Monroe Street, which is now the Arbor House Bed and Breakfast. The stage coach stops replaced the Native American camps that were previously established at both of these locations. The stage route replaced an old Native American trail that led through this area.



Westmorland area shown on the earliest existing plat map of the Madison area, 1861.

The Nakoma Road Spring Attracts Many

Charles E. Brown wrote in “Lake Wingra,” *The Wisconsin Archeologist*, Vol. 14, No. 3 (1915) that “In early days water was hauled from this spring by all of the farmers of this region who did not have good wells. They came from as far away as Verona Road, generally bringing two or three barrels on a wagon. The spring has this year (1910) been beautified by a limestone wall and stairs designed by the famous architect Frank Lloyd Wright.”



Native American Neighbors

According to David Mollenhoff's *Madison, A History of the Formative Years* (1982), the Ho-Chunk continued to live in and around Madison for many decades after the treaty signed in 1833 officially banished them. The UW–Madison Archives's image archive includes a photo taken in 1895 showing a Ho-Chunk wigwam located in the Wingra Woods area, in the UW–Madison Arboretum. Westmorland resident Jim Crawmer recalled hearing about Native Americans visiting the springs in the southwest corner of Lake Wingra into the late 1930s or early 1940s.

A photo showing a Ho-Chunk wigwam in Wingra Woods in 1895 provides a reminder that a favorite campsite was located near the area that became Westmorland. (Image courtesy of UW–Madison Archives.)

Land Speculators

After the Native American tribes gave up their rights to the land, the U.S. government surveyed it. The Madison area was opened for sale to private owners at \$1.25 per acre on August 1, 1835. Wealthy, prominent, or well-connected local citizens purchased large blocks of land. Often, these early property owners bought it on speculation, hoping to re-sell it at a profit as the area developed, or keep the best parts and sell the rest.

The ownership abstracts for properties in the Westmorland area, then known as Sections 28 and 29 of the township of Madison (Town 7N, Range 9E), granted by the U.S. government, indicate there were only three original landowners for the area: Alanson Sweet, John Philetus Hilton, and Phineas W. Leland.

Land speculator Alanson Sweet purchased land south of Mineral Point Road and east of Westmorland Boulevard (on a line extending south). His land holdings in the immediate area totaled 240 acres.

Alanson Sweet was born in Owasco, New York in 1804. By 1831, he had come to the Midwest to establish a farm in a settlement that would eventually become Naperville, Illinois. He was a member of a group of 12 settlers who banded together to plat the Town of Chicago in 1832. In March 1833 he married and built the first brick house in Chicago on Kinzie Street, where he and his new wife resided for the next three years.

In 1835, Sweet moved to Milwaukee and began a career building houses, stores, and sailing vessels. He also built the first steam grain elevator in Milwaukee in 1845 and 11 lighthouses on the Great Lakes.

Sweet's connection with Madison commenced in July of 1836, when he assisted James Doty in laying out the original map of the downtown Madi-

son street system. Sweet was a member of the first two sessions of the State Territorial (Legislative) Council that met in Belmont in October 1836 and 1837, and that chose Madison as the site for the capital of Wisconsin.

In November 1836 he entered lands in the vicinity of Madison with the U.S. Land Office in Milwaukee; he thus became the first property owner in the original section of land that became the Westmorland neighborhood. Sweet never lived on the parcels that he purchased. Some he flipped within a few months; the nationwide financial Panic of 1837 may have been the cause of these sales. At some point after 1865, Sweet lost most of his property in Milwaukee; he died in 1891 and was buried in Milwaukee.

John Philetus Hilton owned all land west of Westmorland Boulevard (south of Mineral Point Road) and north of Tokay Boulevard. His 320 acres extended west for one mile to near the present Hilton Drive. Both Sweet and Hilton received their land from the U.S. government on June 20, 1837.

Phineas W. Leland bought the land south of Tokay Boulevard and west of Westmorland Boulevard (extended) to Hilton Drive, a parcel of 320 acres. Leland's original purchase became parts of Westmorland, Midvale Heights, Nakoma, and the Odana Hills golf course.

By the time of the publication of the Town of Madison Plat Map in 1861, all of the original landowners in the Westmorland area had sold their properties and moved on. The Hilton property, for example, was on its third owner by 1861. While this pattern of rapid turnover was very different from the Native Americans' use of the land, it showed a similar appreciation for the desirability of the area, as evidenced by the active land speculation.

Farmers

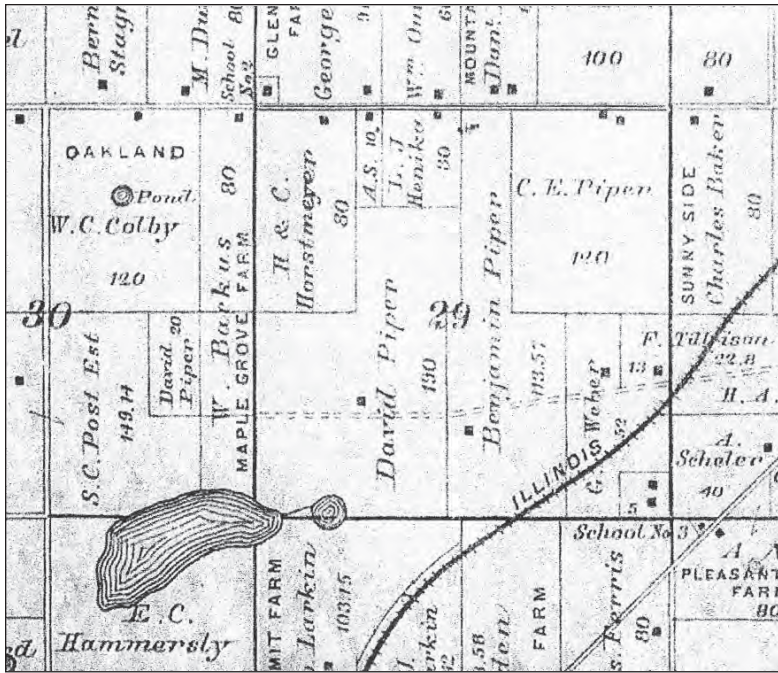
By 1861 the landowners in the Westmorland area could be classified as farmers as opposed to speculators. These early farmers continued the story of living on the land that was to become Westmorland. They were likely drawn to this area for many of the same reasons as those who had followed the retreat of the glaciers; its beauty and productivity. Early farm families included the Bakers, Pipers, and Tillotsons.

Charles Baker established his Sunnyside Farm on land located south of today's Mineral Point Road, between Glenway Street and Westmorland Boulevard, extending south as far as Tokay Boulevard.

The Piper family, beginning with Benjamin Piper Sr., owned over 300 acres in what was to become the Midvale Heights neighborhood and the

Progress and the Destruction of a Mound

A division of the Illinois Central Railroad Company constructed an extension of railroad service from Madison to Iowa County, which was completed in 1888. A rare goose-shaped Indian mound (built during the late Woodland Indian period between 650 AD to 1200 AD), in what is now Section 15 at the Forest Hill Cemetery, was partially destroyed when the head was cut off by the rail line construction crew.



Charles Baker's Sunnyside Farm shown on an 1890 plat map.

westerly edge of the Westmorland neighborhood. Benjamin Piper Sr. brought his family by ox team and covered wagon to establish a farm in the Watertown area, moving west to Madison in the early 1850s. Two sons made the move to Madison with the family: Benjamin Jr., born in 1827, and David, born in 1835. The two brothers married sisters named Amalia and Augusta Weber, whose father owned land adjacent to the Piper farm on Odana Road. A close-knit family farming enclave developed.

The story of the Tillotson family in Westmorland begins in England in the early 1800s, where Joseph Tillotson (born in Leeds, West Yorkshire in 1819) married Alice Waite (born in Low Mill, North Yorkshire in 1820). They immi-

grated to the United States in 1848.

Joseph and Alice's son, Frederick G. Tillotson (born in 1859), married Sarah Amelia Piper (born in 1860) of the large Piper family, mentioned above. Sarah was deeded a 39-acre parcel of land in 1890 that her father, Benjamin Piper, and his brother, David, had purchased in 1885 from a John Bentz. The farmland was bounded by a dirt road that would become Tokay Street (today Tokay Boulevard) on the north, and another dirt road, Piper Road (today Odana Road) on the south. The parcel was bisected by the newly constructed Illinois Central Railroad tracks (the current Southwest Commuter Path) in 1887. The Tillotsons built a log farmhouse on their property in 1890.

But soon enough the next wave of land speculation would supplant farming.



FROM OUR ORAL HISTORY COLLECTION

Robert Paunack, son of August Oscar Paunack Jr., who was a founding developer of Westmorland, from a 1985 Historic Madison interview.

My Dad's name was August Oscar Paunack Jr. His father, of course, was August Oscar Paunack Sr., who came over here from East Prussia, presumably in 1848 ... never could find the name of the town. A. O. Senior's wife, Johanna, came from Saarbrucken.

Based on my Dad's stories, apparently A. O. Senior brought over two cousins—or young nephews—with him from East Prussia. The older of the two was Eddie Paunack, who was basically a stone mason. Fred Paunack was not only a stone mason but a builder. Fred constructed what is now known as the Plough Inn on outer Monroe Street.

The Plough Inn, as well as the still-in-existence red brick building right across from the Springs—up around the corner near the intersection of Verona Road and Monroe Street—were two of the major stop-over places back in the middle 19th century for people traveling by stagecoach between Mineral Point and Madison. The masonry building business and the consequent building and use of Madison sandstone for a time was originated through the use of stone from what is now the White Park Quarry.

At that time, back in the 1850s and 1860s—and I don't know really how long it continued—Eddie Paunack either owned and operated, or at least operated, the quarry. The stone was blasted out of the quarry and then hauled in chunks by oxen and horse team down to what is now University Avenue, to the stone yard, which was located to the back of the present Milwaukee Road Depot and the Washington Hotel. At the stone yard, the raw stone from the quarry was cut into various sized blocks and was a major ingredient in the construction at that time. Of course, in those days, there was no cement factory that made block or any type of other building material. I don't know for sure, but the old Barnard Hall that stood at the corner of Park and University Avenue was typically built of this type of stone, as is the Grace Episcopal Church on the Square. The Chi Psi fraternity house at 150 Iota Court and many other buildings that are still standing all used either stone from that quarry or similar stone from other quarries that were opened after that time.



FROM OUR ORAL HISTORY COLLECTION

Esther Toepfer Carswell, daughter of Otto F. Toepfer Jr., who was a founding developer of Westmorland, from a 1985 Historic Madison interview.

I remember the area now called Oakwood. The name is very appropriate for a wooded area bordering on the Mineral Point Road in the town of Madison. This area was part of the 480-acre purchase which my grandfather, Otto Toepfer, made in 1868. Twenty-six men were hired to cut and prepare block logs for the first home, which was a log cabin.

Otto and Louise Toepfer were the parents of 10 children. Three generations of the Toepfer family lived in Oakwood. The log cabin was replaced by the brick home, which was badly needed to house the large family. This home still stands tall after having several changes of ownership ... it's where Otto's restaurant now stands.

My family spent many hours in the large woods. It was a fairyland where our imaginations could run rampant. Indians were never seen, but they had lived in the area, as was evidenced by the thousands of their crafts which were uncovered after a clearing was made. My father gathered arrow points and other stone weapons which were mounted and framed and donated to the Wisconsin Historical Society.

We moved from there to a farm in Westmorland in the early 1900s.

Frontier to Neighborhood: 1900s to 1920s

If you stood in Westmorland in 1899, you stood on farmland. Only four homes existed at that time. These were likely associated with farms and were built along the only roads through the area, east-west Mineral Point Road (formerly an extension of Speedway Road) and Odana Road (originally called Piper Road). The only other transportation route through the area was the Illinois Central Railroad.

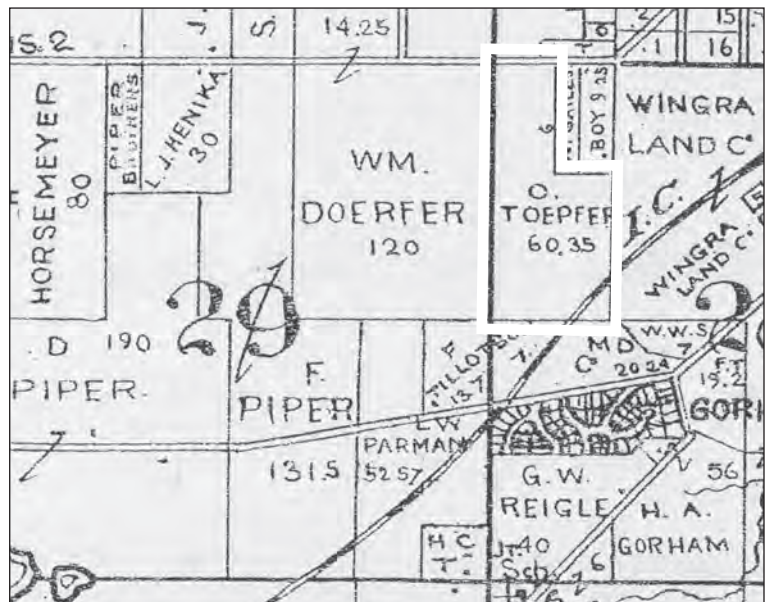
To come and go from the farms of Westmorland, the transportation options through most of the 19th century were limited to walking, riding a horse, or driving a wagon along farm lanes or the two dirt roads that existed. But as the 20th century approached, so did innovations in transportation.

Public Transportation: Street Cars

The first form of public transportation in Madison began in November 1884 with the arrival of the Madison Street Railway Company's mule-drawn rail cars. A route from downtown Madison failed to offer much for Westmorland's farm families—it came out University Avenue only as far as Mills Street, to serve the State Fair Grounds where Camp Randall Stadium is today. The company struggled, going through several reorganizations and name changes over the next decade. In 1889 cables were strung for transmission of electricity. The last mule car ran on September 30, 1892.

Given that Westmorland consisted of scattered farms, the residents probably considered the trip into Madison a day's project to bring produce to market and purchase needed supplies. It's hard to imagine they were inclined to use public transportation or thought of commuting as we do.

In 1892 an electric streetcar system operated within the city limits, charging 5 cents per trip. At this time the company was known as the Madison City Railway Co. In August 1897 passenger rail service came closer to Westmorland. Streetcar tracks were extended to University Heights, just



1911 Plat Map of the Westmorland area. Note Otto Toepfer property shown south of Mineral Point Road.



Electric street car shown on Speedway Road at Forest Hill Cemetery in 1910. The streetcar line ended at the corner of the cemetery. The station building is still in use, now serving as the cemetery office. One wonders if jokes were made then about the finality of this particular “end of the line.” (WHi 35076)

west of Camp Randall, and as far as the Forest Hill Cemetery at the corner of Regent Street and Speedway Road. Residents from downtown Madison took the streetcar to the cemetery to visit graves and picnic on Sundays. Perhaps some Westmorland residents walked to this station to catch the streetcar to the Capitol Square.

The streetcar company reorganized again in 1897 as the Madison Electric Railway Company. The last extension of the electric streetcar line in 1919 failed to bring public transportation any closer to Westmorland, even though the number of residential homes was rapidly growing. From 1912 to

1917, the developers of the Nakoma and Shorewood Hills (originally called College Hill) neighborhoods funded private suburban “auto-bus” service to the Capital Square. The fare for this service ranged from 7 cents to 10 cents. Riders could catch the streetcar on the hour on weekdays and Sundays. Still, Westmorland residents would have had to walk to Monroe Street to catch a ride to downtown Madison.

The establishment of the cemeteries along Speedway Road by the 1870s served as a land block until the early 1930s. The role of the cemeteries may be overemphasized as a barrier to westward growth, but it’s probable that the half-mile-long stretch did appear barren of passengers to the bus company, discouraging extending any route to the area. Both the City of Madison and Town of Madison were inclined to “forget” to plow the road between the cemeteries during the winter months.

First Homeowners

Between 1900 and the first Westmorland plat in 1916, eight homes were built in the area. These were significant in that they were not necessarily attached to farms, or tied to frontier settlement.

The oldest existing building in the area is a thick-walled, cut-sandstone structure that appears to have been built in at least two stages beginning in about 1860. Now bearing the street address 4010 Paunack Avenue, this building was constructed on the 64-acre Sunnyside Farm property owned

Here Come the Cars



Henry Ford with his son Edsel in a 1905 Ford Model F.

Automobiles appeared in Madison in the spring of 1900 when R. W. Wood, a UW professor, purchased the first automobile in Madison. By 1907, there were 100 automobiles in the city and by 1915 the number of automobiles was up to 1,000. Automobiles had to be put in the garage during the winter months and people again relied on walking, horses, or public transportation to get around the city. Finally, in 1916, the number of automobiles in Madison surpassed the number of horses. By 1920, there were over 3,000 automobiles in the city. Perhaps some of these vehicles were beginning to appear in Westmorland.

by Charles Baker in 1890–99, in the northwest corner of Section 28 of the Town of Madison. A mystery building also stands on the Sunnyside property. Now a shed in the back yard of 3822 Paunack Avenue, built of rough sandstone, this structure is most likely a pre-1900 farm outbuilding.

The second and third oldest existing homes stand along Odana Road. At the time this was a side road running up the hill to the Piper properties in Section 29 from the stagecoach stops along the “low road” south of Westmorland (now Monroe Street and Nakoma Road).

The home at 3902 Odana Road is listed by the City Assessor as being constructed in 1890. Some older parts of the two-story wood building have well-preserved carved features. It stands just west of the Illinois Central railroad crossing (now the Southwest Commuter Path) in Section 29. Frederick and Sarah Tillotson built this home.

The home just to the west of the Tillotson home, located at 4214 Odana Road, is also listed as being constructed in 1890. Some older portions of the building remain visible although substantial alterations have occurred over time. This home was built by G. Weber.

The final pre-1900 buildings still in existence are located at 4337 Mineral Point Road. Building records indicate construction in 1896. This secluded compound of buildings at the bottom of the hill on Mineral Point Road at what is now Midvale Boulevard (which did not exist until the mid 1950s) is located on what had been farmland belonging to Elias Long in 1861, Benjamin Piper in 1873, and F. Piper in 1911. Carl Felton owned the property by 1913.

Two additional buildings no longer in existence were shown on the Piper property on both the 1890 and 1899 plat maps in the vicinity of today’s Our Lady Queen of Peace Church. One of the outbuildings at this site was said to have been repurposed a few decades later for the “starter’s shack” of the golf course that opened in 1929.



The oldest building in Westmorland, at 4010 Paunack Avenue, was built in about 1860 to serve as a stable for Charles Baker’s Sunnyside Farm.



A “mystery” building at 3822 Paunack Avenue was most likely built to serve as a farm shed for Charles Baker’s Sunnyside Farm.



A farmhouse at 3902 Odana Road was constructed in 1890. The current home incorporates a log cabin that stood on the site.

The Piper and Tillotson Families

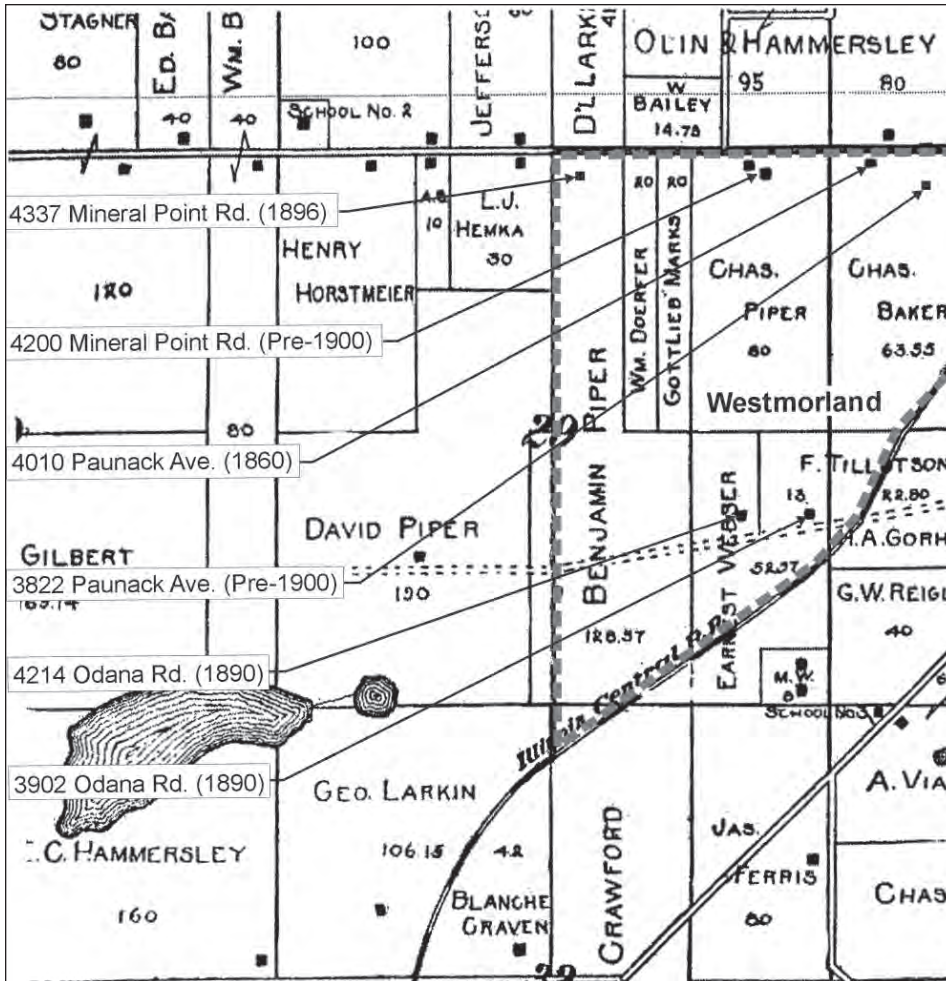
The Piper family had farmed over 300 acres in what is now the Midvale Heights neighborhood since the early 1850s. Original settler Benjamin Piper's two sons David and Benjamin Jr. married sisters Amalia and Augusta Weber, from the farm next door. The next generation of Pipers grew up on these farms, then moved to the City of Madison in 1925. Benjamin Jr. and Amalia had four children, including a daughter Sarah who married Frederick Tillotson. The three Piper brothers engaged in a variety of business ventures in Madison, including car and tractor sales, a bakery, several grocery stores, and two restaurants. They built the elegant Belmont Hotel at 101 East Mifflin Street, now occupied by the YWCA. One of the brothers, Charles Piper, was an early organizer of the 40,000 Club, an organization whose goal was

to bring Madison's population to that number by the 1910 census. This was considered a prerequisite for status as a "first class" city according to Wisconsin statutes.

Related by marriage to the Pipers was the Tillotson family, who farmed a parcel located in the southern portion of what would become Westmorland, bisected by the Illinois Central Railroad tracks (the current Southwest Commuter Path). The farmhouse for the property, located at 3902 Odana Road, was a log structure built in 1890. The house was added on to and remodeled numerous times. The original log walls have been covered over by exterior wood siding and interior plaster board. The house still stands today.

By 1922, the Tillotson farm had been reduced to 13 acres on the west side of the railroad tracks after lands east of the tracks had been sold for development. A story is told that the Tillotsons could see Lake Wingra and the State Capitol from the second floor of the farm house at 3902 Odana Road. They restricted any house built on their developed lands from having a second story, so as not to block their view of the lake and the Capitol. Of course, the growth of trees along the railroad tracks soon blocked the view that they had hoped to preserve. The Tillotsons continued to farm their land into the 1940s.

Because the interior streets of the neighborhood weren't constructed until the marketing of Westmorland as a suburban development in 1926, the early home construction occurred primarily along the two main roads through the area: Speedway/Mineral Point Roads and Odana Road. Three



Early farmhouses in Westmorland shown on an 1899 plat map.

of the first non-farm homes were built along Speedway Road.

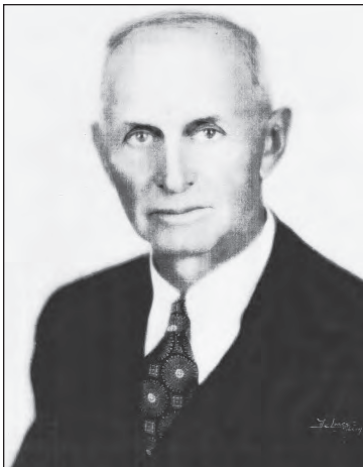
As the area underwent its rapid shift from frontier to farmland to Madison neighborhood, what were the inhabitants doing? What were their income-producing activities, their recreations, and their thoughts about each progressive wave of change? Little is revealed in the record of plat maps and city directories. But we do know that development of the area was on the minds of some of the earliest homeowners. Names such as Toepfer, Paunack, and McKenna would soon be identified with real estate sales and home construction. As the new century got under way, these families left their mark on what would soon become Westmorland.

Otto Toepfer, “The Father of Westmorland”

The first home built in the area after 1900 was the prominent “Toepfer Mansion.” In 1906, the Otto Toepfer Jr. family home was built on the corner of Mineral Point Road and what was to become Toepfer Avenue. The house is three stories high, contains 3,927 square feet and seven bedrooms; quite a mansion for the time and location. Mr. Toepfer was active in local political affairs serving as a Town of Madison board member for 10 years and as a



Built in 1906 for the Otto Toepfer Jr. family, the house at 4001 Mineral Point Road remains the largest house in Westmorland at 3,927 square feet.



Otto Toepfer Jr. in 1939.

Dane County supervisor for 19 years. That home is still the largest home in Westmorland. Its brick construction differed from the previous homes in the area, which were either locally quarried stone or wood. The home is located at 4001 Mineral Point Road.

Toepfer's property included 60 acres of the Charles Baker Sunnyside Farm property, which he acquired in 1899. This land included the oldest home (mentioned above, at 4010 Paunack Avenue) and is bounded by what are now Mineral Point Road, Westmorland Boulevard, Tokay Boulevard, and Glenway Street, except for a few acres at the corner of Mineral Point Road and Glenway Street (the area near the Village Bar). It appears that Toepfer bought this farmland with an eye toward development.

Otto Toepfer Jr. was born on January 1, 1872. (His birthplace, a farmhouse at 6405 Mineral Point Road built by his father Otto Sr. now houses Otto's Restaurant.) Otto Toepfer Jr. married Ottillie Russ on January 4, 1898. In March of 1899, in partnership with his brother August Toepfer, he purchased the farmland described above. In April 1901, the brothers sold the small (three acres), isolated portion of the farm south and east of the Chicago, Madison & Northern Railroad tracks to Fred Tillotson. In May 1903, August Toepfer sold his remaining share of the farm to his brother Otto.

In 1916, Otto Toepfer began developing the farmland into residential

streets and lots by creating the West Wingra Addition plat.

This 24-acre area included 95 building lots along Glenway and what would become the entire 3800 and part of the 3900 blocks of Meyer Avenue, the streets now named Winnemac Avenue and St. Clair Street, and part of Fern Court (originally called Linden Street).

Ten years later in 1926, Toepfer added 23 lots and six reacquired acres to the West Wingra Addition plat along Glenway Street and the 3800 blocks of Birch and Euclid Avenues.

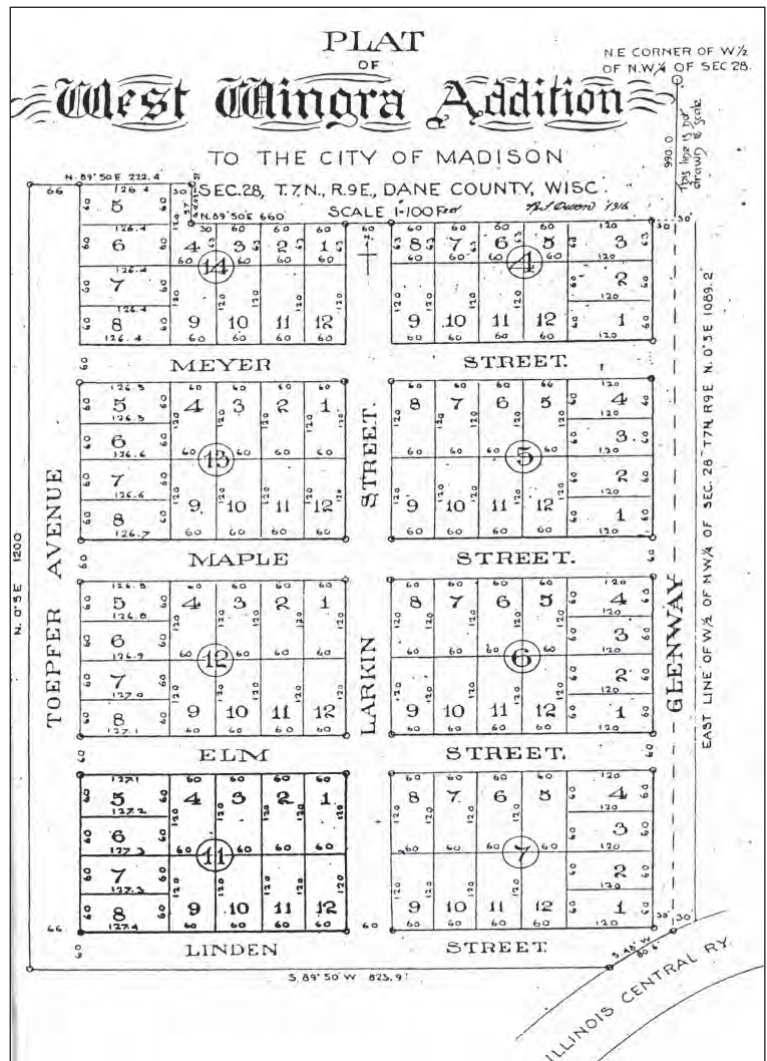
Later in 1926, Toepfer sold a large part of his remaining property to A. O. Paunack, which included 138 lots on both sides of Toepfer Avenue and the 4000 blocks of streets from Mineral Point Road, south to the walkway running west from Fern Court to Westmorland Park.

The pace of house building on the former farmland owned by Toepfer was slow. While newspapers ads placed in 1927 and 1928 attempted to attract more homebuilders to the area, the Stock Market Crash in October 1929, and the Depression that followed virtually stopped construction. By the end of 1929, fewer than 20 homes had been built on 276 lots that had been created.

Later in 1928, Toepfer appears to have sold another 6.6 acres to A. O. Paunack's property development company called The Westmorland Company. This parcel, east of what is now Westmorland Park, north of Tokay and including both sides of Toepfer Avenue, was not developed until it was re-platted after World War II.

Possibly because of his financial situation at the start of the Depression, Toepfer sold his home on Mineral Point Road to A. O. Paunack in 1930 and moved to a farm in the Town of Middleton. He remained active in political matters by serving as a member of the State Assembly in 1939.

In the 1940s, Toepfer moved from the Town of Middleton to 4141 Mandan Crescent in Nakoma where he may have lived with a daughter until he passed away in 1949 at the age of 77.



The first subdivision plat map in Westmorland, recorded by Otto Toepfer December 1, 1916. Larkin Street was never built. Others' names were changed. For more information see Appendix pages 124-126.

Paved Streets Are Going In



MEN are laying concrete in Westmorland's streets. Soon attractive roadways will be finished, adding to this desirable property's value.

This construction *more than keeps our promise* to those who already have bought lots in Westmorland.

This is just one of the elements that contribute to make Westmorland a superior locality for homes. Westmorland slopes gently on a south and east exposure, looking down on a splendid view of the city. From your home you will be able to look over *all four* of the famous lakes.

A step away, the new municipal golf course adds park-like beauty, with all that this means in increasing property values. Westmorland is only ten minutes from Capitol Square, and near conveniences—a short walk from the new Dudgeon Grade School and from the site of the new West Side High School.

The price of these lots is surprisingly reasonable, with convenient terms. If you buy this year you may do so confident that Westmorland lots will do as other West Side property has done—*go up in value.*

WESTMORLAND

J. H. Brown, Sales Manager

402-3 Commercial National Bank Building Telephone Badger 234

Wisconsin State Journal, August 1927


Westmorland Company newspaper ads in 1927 and 1928 attempted to attract new residents to the area.

The Capital Times, June 1928

THE CAPITAL TIMES

A New Community Developing

Have You Seen Its Opportunity for You?



In the Path of Madison's Westward Growth!

WESTMORLAND, just outside the western limits of the city, is beginning to fulfill the expectations of those who already have bought property there. Here is a picture of the new home which B. M. Backus, Vice-President of the Commercial National Bank, has just completed in Westmorland. This home looks out over Madison, with a splendid view of the famous lakes and miles of green countryside, as proof that a successful banker considers Westmorland a sound investment. And Mr. Backus is not the only business man—or banker, either, for that matter—who owns Westmorland lots.


Now is the time to investigate Westmorland, when it is still young, with prices remarkably low for property of its class.

Drive Out Today!
On Old Speedway Road one block past Municipal Golf Course

Madison is growing westward—Westmorland! And there is no other unobstructed subdivision in that direction with a south and east exposure and with advantages to compare with these of Westmorland:

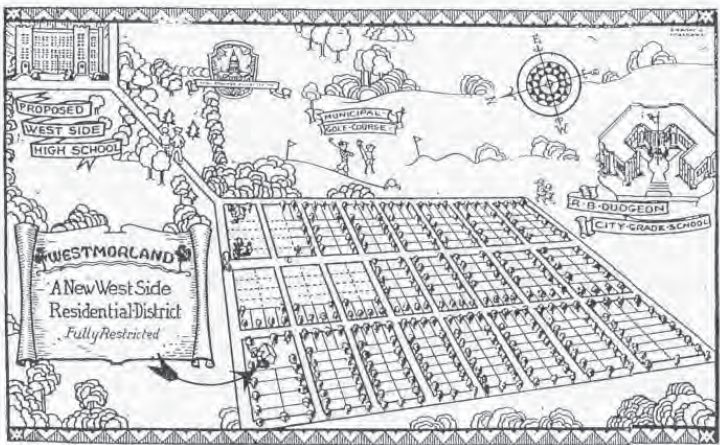
- 10 minutes from Capitol Square.
- A short walk from the new Dudgeon Grade School and from the new West Side High School.
- Less than a block from Municipal Golf Course.
- Near the bus line.
- Paved streets laid, city water mains in.
- Healthful elevation without precipitous hills.

Only \$100 Down
And \$15 a month will buy a Westmorland lot.



WESTMORLAND

J. R. O'Malley, Agent Phone—Fairchild 428 Badger 5955



C. L. MILLER, SALES AGENT
402-3 Commercial National Bank Bldg. Phone Badger 234
REPRESENTATIVE ON GROUND TODAY

Wisconsin State Journal, May 1927

*August O. Paunack,
“The Patron of Paunack
Avenue”*

August Oscar (A. O.) Paunack had a hand in the early development of the Westmorland neighborhood, purchasing land from Otto Toepfer Jr. in 1926.

Paunack was born in Madison on April 3, 1879. His parents, immigrants from Saxony, Germany, arrived in Madison in May 1854. Paunack began his career in the banking field as a messenger for The Bank of Wisconsin in 1902 at the age of 23. Four years later in 1906 he became a partner in the development of the 252 lots in the Highland Park subdivision just west of Madison West High School, which extended from Highland Avenue to Farley Avenue and from University Avenue to Regent Street. He served as the treasurer of the development company. In 1908, Paunack assisted with the opening of the Commercial National Bank (located at 101 State Street where the Madison Children’s Museum was located until 2010) where he first worked as a cashier. In 1925 the bank’s name was changed to the Commercial State Bank and Paunack became president of the bank. Paunack is also known as the founder of the WIBA radio station. Paunack married Marion Reinhardt sometime in the 1910s and started a family, living at 2103 Madison Street in the 1920s. Paunack became involved in the development of Westmorland subdivisions in 1926. He purchased the parcel of land from Otto Toepfer (described earlier) and filed the first subdivision plat map using the “Westmorland” name in November of 1926. The plat included 138 lots along both sides of Toepfer Avenue, the east side of Westmorland Boulevard, and the parallel streets between them from Mineral Point Road to what became Fern Court.

Toepfer and Paunack joined forces toward the end of the 1920s. In June 1928, the Westmorland, 1st Addition plat was filed listing Otto Toepfer as the property owner and The Westmorland Company, with A. O. Paunack, president, as the developer. This plat contained 20 lots on Paunack Avenue, Euclid Avenue, and Birch Avenue, in the 3900 block. But a successful development was not as easy to achieve as filing a plat.

The stock market crash in October 1929 and the Great Depression slowed construction of homes in the two subdivisions. In 1930, Paunack purchased the Toepfer mansion and moved his family to Westmorland. They lived in the Toepfer house until 1937. In his later years, Paunack lived with his sister on the near east side of Madison. Paunack was 75 years old when he died on June 24, 1954.



The only photo found showing A. O. Paunack (far left) depicts him as a community leader. The caption to this Angus McVicar photograph from 1937 read, “Evelyn Canfield, in Madison General Hospital bed, looks to her newborn baby, David, who won the Orpheum Theater’s fourth anniversary ‘A Star Is Born’ contest. Standing beside the bed from left to right are A.O. Paunack, Frances Ahlborn, E.A. Babcock and Phil Savidusky, representing companies who sponsored the contest.” (WHi 15127)



Henry Meyer and his dog Spotty sometime in the 1930s. (Photo from Meyer family collection.)



The Henry Meyer home at 502 Glenway Street. (Photo taken in 2010.)

Paunack Avenue in Westmorland bears his name, as does Madison's Paunack Park, located at the Yahara River outlet from Lake Monona off Bridge Road.

Henry Meyer, "The Home Builder"

After construction of the Toepfer mansion in 1906, five of the next six homes built in the area broke the development pattern of locating along the major Speedway/ Mineral Point Road or Odana Road thoroughfares. Over a quarter-mile down the hill from Speedway Road, Henry Meyer built a home for his family in 1910, just north of the Illinois Central Railroad tracks (which had come through the valley in 1877).

The question is, how did the Meyer family get to and from their home? Glenway Street did not appear on a plat map until 1916, and may not have been actually constructed until development got underway later in the 1920s. Esther Toepfer Carswell (daughter of Otto Toepfer Jr.) recalled in an interview, "We farmed for a while, and then in later years we had that divided and started to sell lots. My father donated the land for Glenway Street down to Monroe Street. I think that he had donated the land for that because it bordered on our 80 acres."

That first Meyer house still exists at 502 Glenway Street, at the intersection with Meyer Avenue. The West-side Lumber and Coal Company existed on Gregory Street at the intersection with Copeland Street. A rail spur from this lumber yard made it convenient for Henry to get his building materials, and may explain why he began building before a road connected his home site to Mineral Point Road and the rest of the developing Westmorland area.

In an interview with the Westmorland History Committee, three descendants of Henry Meyer shared their memories of the Meyer home at 502 Glenway Street.

Henry Meyer was a homebuilder. Unlike Otto Toepfer and A. O. Paunack who focused on platting their land holdings for development and letting others build the houses, Meyer was active in building some of the earliest residential homes in the area in the West Wingra Plat.

Henry and his wife, Mary, had five children, born in the 1890s and early 1900s: John, Bill, Jessie, Bertha, and Frank.



Jessie Meyer, an unknown woman, and Bertha "Bertie" Meyer having a fine time in what appears to be an old buggy or auto body. Henry Meyer's barn and house (502 Glenway Street) are in the background. The photo was taken around 1920. (Photo from Meyer family collection.)

In 1910 the family moved into the house Henry built at 502 Glenway Street.

Henry bought a number of Westmorland lots clustered down the hill from Speedway Road. He is said to have had a rivalry with Otto Toepfer over who would build the most houses in the new subdivision. In addition to his own, Henry built houses at 514 and 510 Glenway Street (1917 and 1922); 3813 and 3810 Meyer Avenue (1925 and 1927), 3810 Birch Avenue (1928), and a home at 3814 Winnemac Avenue (1928) bought by Henry's great-grandson Kurt Meyer in 2000. Henry's barn stood on what are now the properties at 3805 and 3809 Meyer Avenue. Henry's daughters Jessie and Bertha later lived in houses he built in this cluster. Henry's son John probably helped to build some of these houses. Other homes built in the cluster at this time but not attributed to Henry Meyer include 3905 Mineral Point Road (1915), 526 Glenway Street (1924), 3813 Meyer Avenue (1925), and what is now 4124 Paunack Avenue (1925).

Times were lean and materials were expensive; there is evidence that

Henry recycled wood from older sheds and barns into the houses he built. Henry passed this thrift, along with his other values, to his children, according to oral history.

Home Styles

Residential development in Westmorland between 1900 and 1929 reflected a difference in aesthetics that symbolized the rivalry between Henry Meyer and Otto Toepfer. The bungalow-style home that Meyer built for himself at 502 Glenway Street in 1910 was the largest home built in that area.

Developers encouraged construction of homes styled like those in the nearby Nakoma neighborhood. (*Wisconsin State Journal*, May 11, 1930.)

Page Two THE WISCONSIN STATE JOURNAL Sunday, May 11, 1930

**YOU WILL NEVER REGRET BUILDING A HOME IN
WESTMORLAND**
"IN THE PATH OF MADISON'S WESTWARD GROWTH"

Westmorland Offers You Every Distinctive Advantage

[This highly restricted and rapidly growing suburb presents you every possible advantage of distinction. Overlooking picturesque lakes, the healthful, sweeping landscape offers a setting for the most discriminate amid beautiful surroundings.
Convenient to West Side High and Dudgeon schools—all within 10 minutes of the Capitol square.
Golf courses?—on either side. City water, gas and electricity, every restriction—wide concrete streets.

The Homes Illustrated Here Are a Few of Many to Be Built in Westmorland this Spring



INVEST WITH SAFETY

To own a home in Westmorland is to enjoy the assurance of security in view of the ever increasing land values in the path of Madison's westward growth.

New Home of Mr. and Mrs. W. E. Parr



New Home of Mr. and Mrs. Vernon H. Kohl

Increasing Land Values

The steady increase in Madison land values during the past 10 years is a true indication of the increment that may be expected by resident-owners in Westmorland.



This English style home to be constructed for sale by Ed Nelson

PAYING RENT?

Are you planning for a sound future? Your rent receipts applied on the permanent investment of a home of your own in Westmorland offers you ownership in Madison's most rapidly growing communities.



New Home of Mr. and Mrs. George L. Jochim

MAY WE SUGGEST

That you drive through Westmorland with us at your convenience—the picturesque sweeping surroundings will amaze you—. You will be under no obligation—we invite your inquiries.



New Home of Mr. and Mrs. Ambrose Schilling

For Further Information Please Phone
FAIRCHILD 931
OFFICE—232 STATE ST.

J. V. REILLY
W. R. FISHER

Meyer preferred to build affordable homes of modest proportions, using the balloon frame construction technique popularized by the Sears Modern Homes program. An architectural characteristic of Henry’s houses can be seen in the relatively wide roof overhangs, with soffits that followed the roofline instead of maintaining a horizontal line. The home styles built by Meyer included Tudor Revival/English Cottage, Bungalow, and Cape Cod.

In other parts of Westmorland, Otto Toepfer and A. O. Paunack were encouraging the construction of homes that copied those found in the Nakoma and West Lawn neighborhoods. Examples of these classical styles that reflect the past can be found at:

- 4001 Mineral Point Road, “American Four Square” Farmhouse, 1906,
- 4015 Paunack Avenue, Tudor Revival, 1928, and
- 432 Toepfer Avenue, Tudor Revival/Cottage, 1930.

Early Schools

With people moving to the developing neighborhood, and the existing farms housing families, schools would likely have been the first institutions needed by the residents.

The Town of Madison (which Westmorland was a part of until 1948) provided its own school district beginning in 1854. The first one-room school building, referred to as the Viall School, was built on the site of the current Thoreau School and opened in 1856 with 13 students. Eventually, the Town of Madison opened six schools including the one-room Hillcrest School, located in the 5100 block of Mineral Point Road across from present-day Presidential Lane on the north side of the road, beginning around 1875.

Children from early Westmorland farmhouses south of present Tokay Boulevard attended the Viall School and those between Mineral Point Road and Tokay Boulevard attended Hillcrest School.

Students either walked or rode horses to school using farm lanes that eventually developed into Odana Road, Glenway Street, Nakoma Road, and Tokay Boulevard. Quite likely they cut across the farm fields just as frequently as they used the roads.



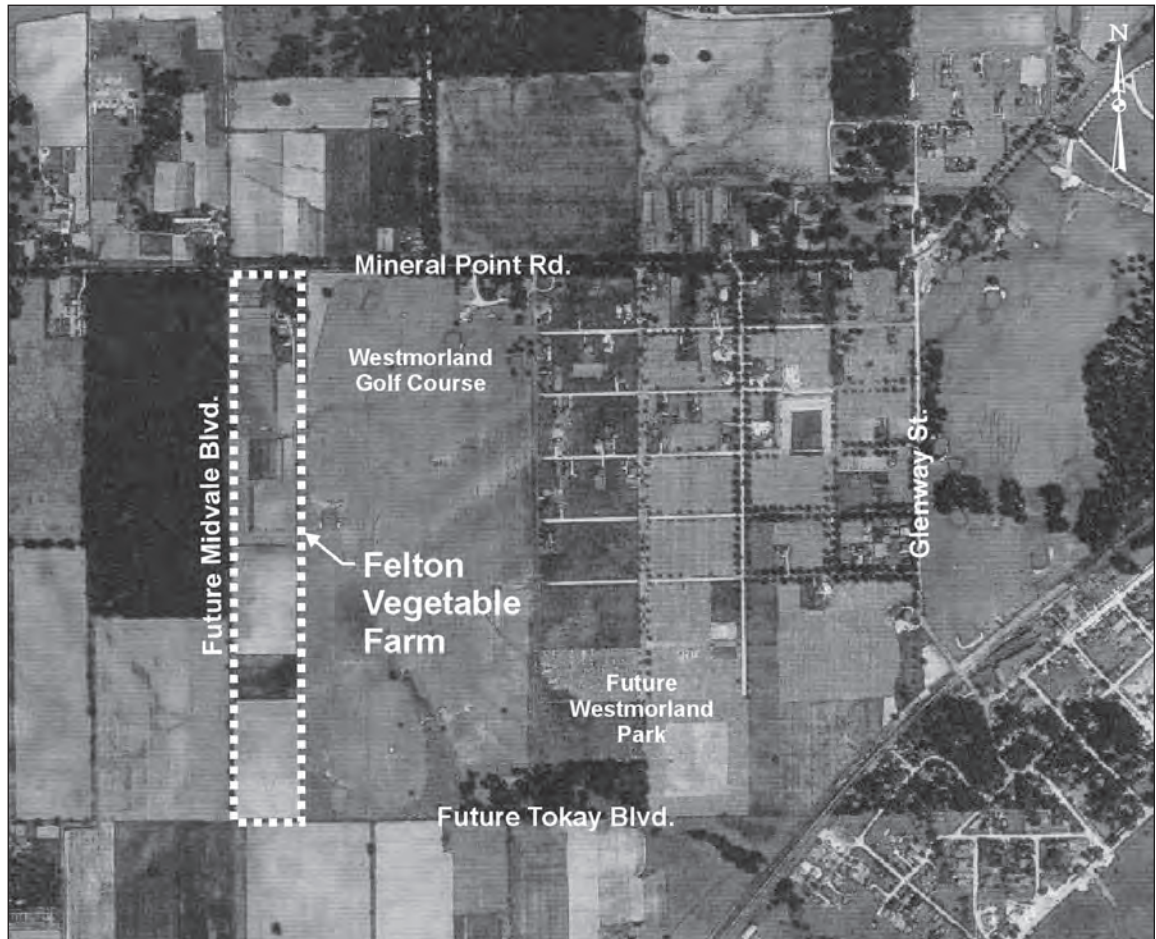
Hillcrest one-room schoolhouse on Mineral Point Road west of Segoe Road, circa 1875.



Viall one-room schoolhouse at site of current Thoreau School, circa 1900.

Westmorland: A Great Place to Live

The Felton Vegetable Farm at the corner of Mineral Point Road and Midvale Boulevard, shown in a 1937 aerial photo.



In 1917, Nakoma School was built by the Township of Madison to replace the Viall School on Nakoma Road (where Thoreau School would open in the fall of 1971). The City of Madison School District built the Dudgeon School in 1927 on Monroe Street. Children from the area between Glenway Street and Toepfer Avenue could attend Dudgeon School—if their parents paid the per-pupil tuition the City of Madison assessed for these “non-Madison” students.

Westmorland’s First Business: Felton Vegetable Farm

With a neighborhood coming into being, how long did it take for businesses to follow? Longer than you might expect—and to this day, the Westmorland neighborhood is primarily residential in character, with businesses located only on its periphery.

The first businesses, technically, were the family farms that existed before the neighborhood came into being. One of these successfully transitioned to a commercial venture: Felton’s Vegetable Farm, located along the west edge of the Westmorland neighborhood.

From approximately 1913 until the early 1950s, the area bordered by Mineral Point Road, Midvale Boulevard, Tokay Boulevard, Caromar Drive, and Critchell Terrace was a large vegetable truck farm operated by Carl Felton (who was born in 1883). Felton purchased the 20-acre site from the Benjamin F. Piper family, including one of the Piper farmhouses, built in 1896, in the heavily wooded lot at 4337 Mineral Point Road. The farmhouse is still occupied today.

Felton raised tomatoes, watermelons, muskmelons, and vegetables on about 19 acres, selling to neighborhood grocery stores. Felton also raised and milked seven Jersey cows. He sold the milk from door to door in Westmorland from a horse-drawn wagon.

In years to come development pressure would lead to sales of portions of the vegetable farm until Felton finally left the farmhouse on Mineral Point Road in the 1950s. He moved to a parcel of land on Mid-Town Road, east of County Trunk Highway M, on the “far west side” of Madison near what would become the UW’s University Ridge Golf Course. His interest in gardening continued there with a much smaller vegetable garden. Felton served on the Town of Madison board and was the town chairman for a period of time. He died in 1975 at the age of 91.

Golf Courses

The Westmorland development was still a gleam in the eye of developers when plans for pleasure, in the form of two golf courses, were launched.

Like virtually every other sport in America during the 1920s, golf was experiencing a dramatic increase in popularity. More players meant demand for new golf courses, private and public. In part this rise in popularity reflected the

"Oh Baby!"

Golfing Season Opens Tomorrow
 Saturday, April 16th
at Westmorland!

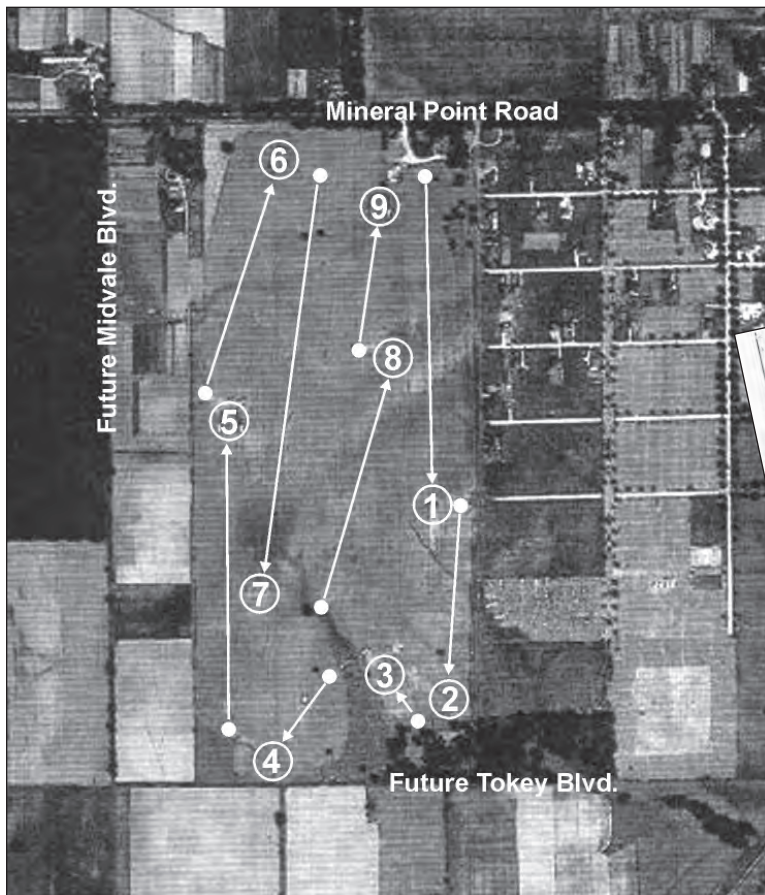
Nine Holes any day
 of the week **25c**

All permanent greens will be ready for Saturday.
 Telephone reservations will be accepted.

Season Membership
 This entitles the holder to all privileges of the course during the entire season. It is not assessable, and not transferable. Inquire at the club house. **\$15**

Earl Vetter's 19th Hole
 Sandwiches, Hot Dogs, Coffee, Ice Cream, Near Beer; Pop—only 5c.

Westmorland Golf Club
 Speedway Road—Beyond Westmorland Subdivision
 Phone B. 2520 for Reservations



PLEASE REPLACE TURF
 Do not stand on greens while marking card

Sell: _____ Opp't: _____

Partner	Holes	Yds.	Par	Sell	Part-ner	Part-ner	Box	Hdg-Subs
1	402	4					4	6
2	281	4					3	9
3	141	3					4	7
4	253	3					5	8
5	464	8					2	4
6	332	4					5	1
7	390	5					5	5
8	328	4					7	8
9	200	3					7	8
Total	2845	35					40	

Mem-ber Score _____

Scorer _____

You can beat today's score
 Come again
 Westmorland Golf Course

25c PRIVILEGE CARD 25c
 For One Round of Nine Holes
 Westmorland Golf Course
 On the Speedway Road
 Madison, Wisconsin
 Phone: Badger 2520

Name _____

W. G. A. Rules and Etiquette of Golf
 Govern all play.
 Course rules are posted where necessary.
 Your suggestions for the improvement of the
 course will be appreciated.
 We hope you will enjoy this course and play
 it often.

NO 13347
 Westmorland Golf Course

Date _____
 Good Only on Above Date
PLEASE REPLACE TURF

Images and memorabilia from the Westmorland Golf Course circa 1920s.



The Speedway Driving Range billed itself as the first illuminated driving field “in the middle west.” The ad proclaimed, “The new General Electric Lighting System gives perfect illumination all over the field. You are able to follow your ball even better than in daytime.” (WHi 20301)

Everyone is Invited
To the Formal Opening of the
First Illuminated
Golf Driving Field
 "IN THE MIDDLE WEST"
TONIGHT
 at 8 o'Clock at the
Speedway Golf Driving Field
 Between Municipal and Westmorland
 Golf Courses, on Speedway Road

IMPROVE YOUR GAME IN THE
Cool Evening

FREE INSTRUCTIONS
 in Driving, Brassie, Spoon, and Iron Shots

TONIGHT ONLY

Free exhibition by Madison golf professionals:
 Alex Wilson, John Mackerrin, Kelly Schlicht,
 Herb Spasum, Wallace Loftsgorden.

A Bucket of Balls
and Club
50c

The new General Electric Lighting System gives perfect illumination all over the field. You are able to follow your ball even better than in the daytime.



Also Operating
MONONA GOLF DRIVING FIELD
 Monona Drive, Just Outside of City Limits, U. S. Highway 51

rise of a new middle class, a trend in which the Madison area mirrored the nation. Whereas in the past golf had been viewed as an exclusive pastime for the well-to-do, during the 1920s the game increasingly appealed to the middle class. Their expanding leisure time and disposable income made it possible for them to enjoy golf both as a spectator and a participant sport.

Given the national trend, it's not surprising that the developers of Westmorland felt a golf course would be just the sort of amenity to appeal to potential residents. In June of 1928, the **Westmorland Golf Club, Inc.** was incorporated. The group's goal was to sell 250 shares of capital stock at \$100 per share to raise funds for the development of the nine-hole golf course.

In the summer of 1928, the golf course was constructed on 69 acres of farmland owned by William Doerfer, a space bounded roughly by Holly Avenue on the east, Felton vegetable farm on the west, Mineral Point Road on the north, and Tokay Boulevard to the south. The course opened for play on June 22, 1929 with Karl "Kully" Schlicht as the golf course professional.

Mostly treeless, this par 36 course had a longest hole of 560 yards and a total of 2,945 yards. A 1937 aerial photo shows the faint outlines of the round greens. Apparently the first three holes ran from the area near Mineral Point Road and Holly due south to what is now Westmorland Park.

Oldtimers remember its glory days, with Mr. and Mrs. Earl Vetter splitting the job of concessions manager, and Minnie Coshun serving as the ever-present attendant and starter operating from "the shack" by the first tee, which was the original milk-house of the Doerfer farm. Sometimes Minnie's mother would be there, too, telling stories about Madison's early days, including encounters with the Native Americans living near Lake Wingra. Minnie charged 25 cents



Golfers on the second tee at Glenway Golf Course circa 1930. (Photo from the Meyer family collection.)

a round and golfers had to carry their own bags. A copy of an original scorecard states, “You can beat today’s score. Come again!”

The course went broke at least once during the Depression, but stayed in operation until a post-war housing boom exerted pressure on undeveloped land. The Westmorland Golf Course closed around 1944.

Also related to golf in the Westmorland area was “Dad” Morgan’s **Speedway Golf Driving Field** constructed at the northwest corner of Mineral Point Road and South Owen Drive on 14 acres of land also owned by the Doerfer family. The driving field opened on July 28, 1930 and was advertised as the first illuminated driving range in the Midwest. The driving range closed around 1934, perhaps a victim of the Great Depression.

Meanwhile **Glenway Golf Course** just to the east competed for Westmorland residents’ leisure hours. The parcel of land had changed ownership several times before the golf course opened in 1927. The original 80-acre parcel was purchased by James H. Thompson from the federal government in June of 1837. The land was bounded on the north by Mineral Point Road, on the west by what is now Glenway Street, on the south by Monroe Street, and on the east by Glenmore Street (east of the former Dudgeon School).

Jonathon Larkin purchased the parcel at some point in the mid 1850s, and then sold it to Jeremiah T. Marston in 1861. In 1886–1888, the Illinois Central Railroad constructed a railroad grade that bisected the 80-acre parcel.

Marston farmed the land until he passed away in 1883.



Don Meyer, as a child living at 3814 Winnemac in the 1930s, recalled a three-hole golf course built and maintained across the street by his friend Roy Gustafson. “Gus charged 3 cents a round.” (Photo from the Meyer family collection.)

His son Thomas Jefferson Marston continued to operate the farm until 1907.

In 1907, Thomas Marston sold the farm to the Wingra Land Company and Leonard W. Gay, an early developer of the Monroe Street area. Gay subdivided the 20 acres of land south of the railroad tracks for new streets and homes (referred to as the Glenwood Subdivision). In 1920 the City of Madison purchased the 60 acres north of the railroad tracks. The original plan for the area was for expansion of the Forest Hill Cemetery, but a decision was made to develop a golf course on the site until it might be needed for the cemetery expansion. It was determined that \$7,000 was needed to develop the land into a golf course.

In 1926, the City of Madison, in an effort to raise funds to assist with the development of the golf course, sold coupon books to potential golfers. The goal was to sell 1,000 ticket booklets. Each coupon book sold for \$5 and contained 24 tickets. Each ticket was good for a round of golf, or about 20 cents per round, when the course opened.

In 1927, Glenway Golf Course opened to the public as the first municipal golf course in the city, with Gorege Vitense serving as the first golf course manager. Vitense later managed the Nakoma Golf Club from 1941 to 1944, and served as its golf pro from 1946 to 1956. He also opened Vitense Golf-land in 1955 on Schroeder Road. It is still a thriving business.

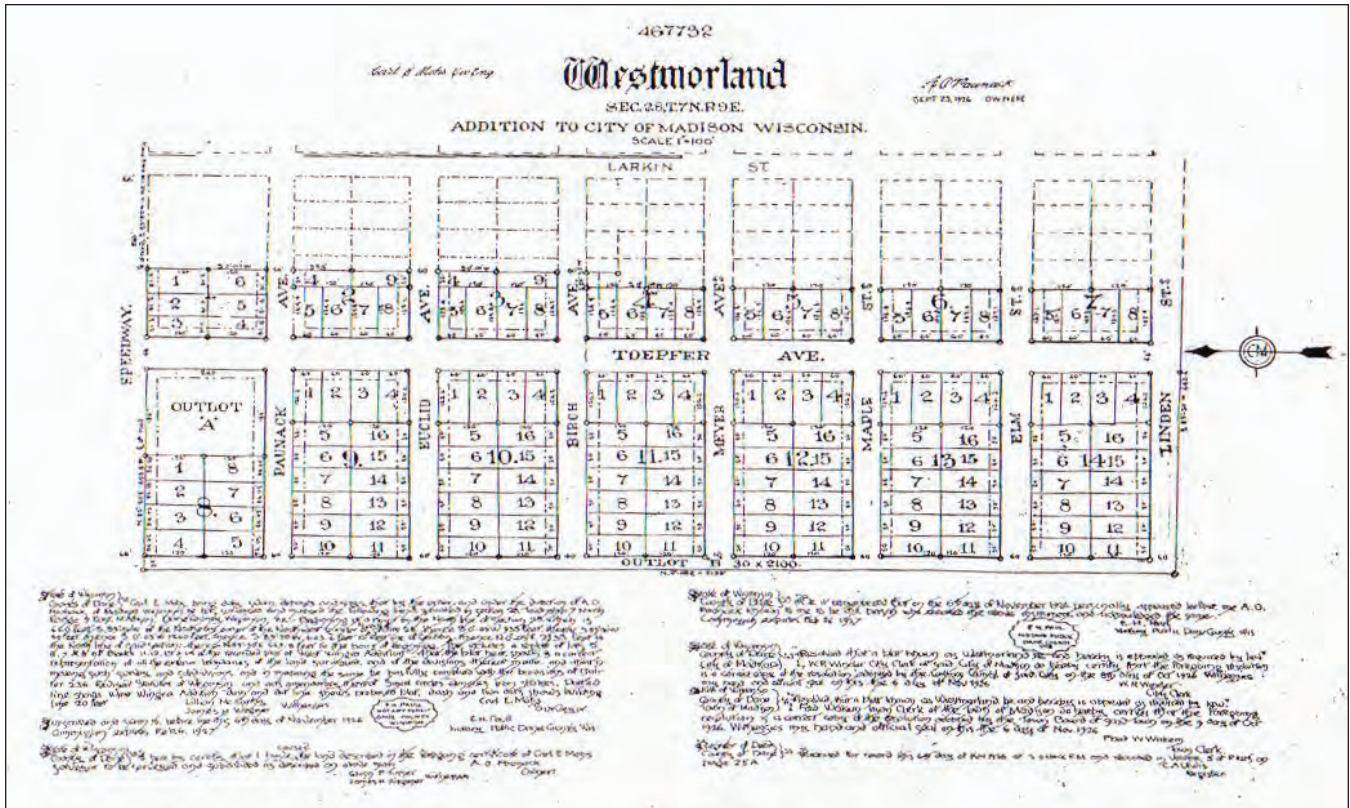
The Glenway Golf Course has remained active for more than 80 years. Today the par 32 scenic golf course continues to provide character and challenges for everyone from beginning golfers to retirees. In 2007, the Westmorland Neighborhood Association and the City of Madison came to an agreement to officially include the golf course as green space within the boundaries of the Westmorland neighborhood.

As the 1920s Came to a Close ...

The close of the 1920s found a frontier farm landscape completing its transition to a neighborhood, coming into its own and living up to the promise of its new Westmorland name.

Businessmen and residents were cresting a wave of optimism, unaware of the drastic changes the stock market crash of 1929 would bring in its wake. Otto Toepfer and Henry Meyer had established themselves as the neighborhood's first real estate developers and builders, but A. O. Paunack and John McKenna Sr. were starting to challenge that lead.

Bracketed by golf courses to the east and west, served by nearby schools and a general store, the thriving square of downtown Madison was just a short electric streetcar ride away—if you were willing to walk east past the cemetery to the corner of Regent Street and Speedway Road, or south to Monroe Street, to catch your ride.



First subdivision map to use the name Westmorland, dated November 6, 1926.

The Naming of "Westmorland"

Past issues of the Westmorland newsletter (which began publishing in 1941 under the name *The Dope*) record two versions of the origin of the Westmorland name. In the issue of *The Dope* dated June 20, 1941, Albert C. Barton, Dane County register of deeds and a self-proclaimed 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 in a column called "It's a Fact ...":

That the late Mr. Otto Toepfer named this area Westmorland is logical because it was west of Lake Wingra and the West Wingra territory which Mr. A.O. Pounack 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?

Neither tale can be proved for certain, so residents are left to choose their preferred explanation.



FROM OUR ORAL HISTORY COLLECTION

Esther Toepfer Carswell, daughter of Otto Toepfer Jr.

We had an 80-acre farm in Westmorland. We farmed it for a while... built a big house and farmed around it.

The Findorffs built that house. Mr. Findorff told us that it was the last house that he would build because he was going into building larger constructions.

We waited two years for the house to be finished. At first they dug the basement and poured the concrete at the foundation. He wanted that to settle before he started building on it, so it was the next spring before he started to really build it. There was a little house on the place that we lived in until the large house was built, and there was a stone barn back of that house. I think that the walls of that house must be several feet thick. The new house had stained glass windows off three rooms—the east closet, part of the den, and the vestibule—and two large windows next to the fireplace. They were leaded windows with a little bit of stained glass—they were so pretty.

In the later years we divided the farm up and started to sell it in lots. My father donated the land from Glenway Street down to Monroe Street—at least I think that he had donated the land for that, because it bordered on our land, on our 80 acres of farm, which went from Mineral Point Road south to the railroad tracks; west was the Glenway golf course. The other side was close to another farm by the name of Doerfer. That was several hundred feet west of the home ... probably 300 or 400 feet west of the home.

The “big house” is the one at 4001 Mineral Point Road, which was completed in 1906. It is the largest house in Westmorland, and a picture of it is shown on page 18.

Findorff is still a major Madison construction firm, having been in business since 1890, and is now called J.H. Findorff & Son Inc. In spite of what Mr. Findorff said to Esther Carswell, Findorff did some additional house construction in Westmorland, although on a different scale. Findorff built the Lustron homes in Westmorland—all seven of them. (See page 70 for more information about the Lustron homes.)

Growing Pains: 1920s to 1940s

The stone walls located at the intersection of Mineral Point Road and Westmorland Boulevard have served as a gateway to the Westmorland neighborhood since the late 1920s. It seems only fitting to start the story of residential Westmorland with the handsome entrance built to herald the neighborhood to come.

The story behind the stone gates dates back to December 1926 when The Westmorland Company was formed to develop and sell lots in the section of Westmorland between Westmorland Boulevard and Holly Avenue. Preliminary development of the area in 1928 and 1929 included construction of Westmorland Boulevard, and in order to attract buyers, the construction of decorative stone gates with wrought iron signage and lanterns in openings in the stonework. It is thought that the stone gates may have been intended to mark the main entrance to the new Westmorland Golf Course that opened in July 1929 just west of Holly Avenue.

The sandstone for the gates probably came from the stone quarry (begun by Frederick Paunack in the 1850s) that is now the Glenwood Children's Park located on Glenway Street near the Southwest Commuter Path. The stonework was of similar design to the gateways seen at the entrances to the Nakoma neighborhood. The Westmorland Company may have intended to develop a neighborhood modeled after the style of homes in Nakoma.

Westmorland—A New Subdivision
in the Path of Madison's Westward Growth



Madison grows westward--Remember, Westmorland is where West Lawn was in relation to the city only a few years ago

BEAUTIFUL LOCATION This property looks down over Madison from a commanding height, yet it has no difficult, dangerous hills. The Four-Lakes-City spreads out in charming panorama at your feet. Farther on, you see two of the famous lakes--inspiration from easy windows--The land is high, sloping gently eastward--and that means perfect drainage for your property--and health for you and your family. On one side lies the Municipal Golf Course; on the other are the greens and bunkers of the recently completed Westmorland Golf Club--recreation for the whole family; and nature adding each year to the value of your property.

CITY IMPROVEMENTS Paved streets, city water and electricity are--AND PAID FOR. No assessments for these, EVER. We are confident that it is only a question of months before city gas mains will be laid in Westmorland's streets. But you pay Township Taxes. Here are the best educational advantages for your children. A short walk takes them to the new Dudgeon School, probably the finest grade school in Madison. Nearby is the site where the new \$800,000 West State High School soon will be built. Good stores are close at hand. A decorative stone entrance lends dignity to your neighborhood. Rich soil on every inch of Westmorland helps develop green lawns, luxuriant shrubbery and other landscaping effects quickly.

VERY EASY TERMS
If you want to escape the constant drain of rent, permanently disappearing from your purse, you can do it by buying a Westmorland lot and letting us show you how you can build with our help.

Small Payment Down
Easy Monthly Payments

The WESTMORLAND COMPANY
JOSEPH V. REILLY 232 State Street Fairchild 931

Early Westmorland ad found in the *Wisconsin State Journal*, November 1928.

Westmorland: A Great Place to Live

A photo of the stone gates taken by Angus McVicar on February 26, 1930 shows the decorative gates on either side of Westmorland Boulevard with just one home visible in the distance beyond. That home stands at 4113 Paunack Avenue, beside the site of the Westmorland Golf Course to the west. The gates are also shown in a *Wisconsin State Journal* newspaper ad drawing for “Westmorland: A New Subdivision” dated November 16, 1928 and another ad for The Westmorland Company that appeared on October 6, 1929 in *The Capital Times*. The stone gateways have marked the main entrance to Westmorland ever since.

The entrance to Westmorland subdivision on Mineral Point Road was photographed by Angus McVicar on February 26, 1930. The house in the background is located at 4113 Paunack Avenue (built in 1930) and the area to the far right side of the photo is the Westmorland Golf Course. (WHi 20682)



The Westmorland entrance stone gates in 2009.



A Neighborhood Takes Shape

To take advantage of the opportunity unfolding on the farmland, The Westmorland Company was formed in 1926 with August O. Paunack (profiled in chapter 2) as the company’s first president and John C. McKenna and others as partners bent on real estate development.

Developing Westmorland was “an idea whose time had come,” said John C. McKenna (1878–1949), a real estate developer who was making a name for himself in West Madison. McKenna had purchased a large portion of Westmorland from Otto Toepfer in the mid 1920s. In July of 1928 McKenna sold his 400-plus empty lots to The Westmorland Company for \$250,000—a large sum of money at that time. In October of the same year he was elected president of The Westmorland Company. McKenna ordered construction of the decorative stone gates located at Westmorland Boulevard around 1928, as well as named many of the streets in Westmorland after family members and friends. (See the street name list in the appendix.)

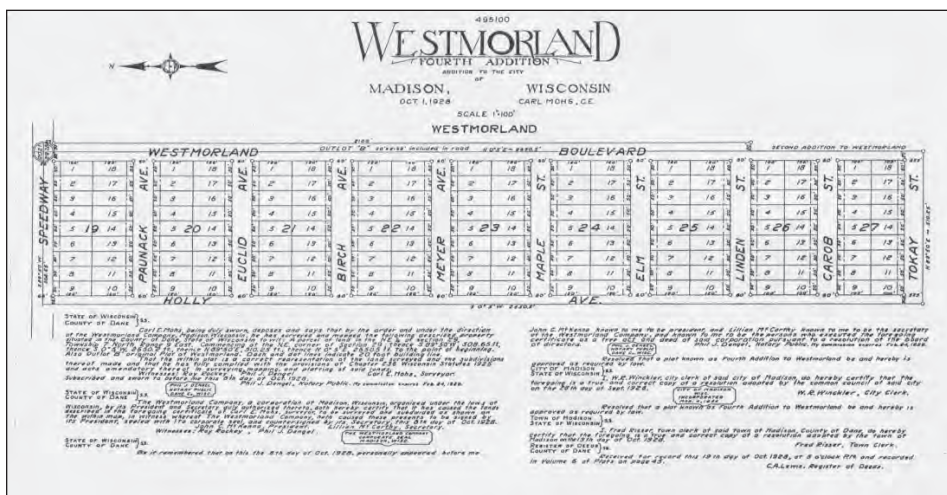
The Westmorland Company filed a plat for the Westmorland Fourth Addition on October 19, 1928, which included 162 lots bounded by Mineral Point Road on the north, Westmorland Boulevard on the east, Tokay Boulevard (originally called Tokay Road) on the south and Holly Avenue on the west. The company filed for the Westmorland Second Addition plat on November 28, 1928, creating an additional 40 lots southeast of the Fourth Addition between Westmorland Boulevard, Tokay Boulevard, Toepfer Avenue, and Fern Court (originally called Linden Street—a platted street that was never built.)

Westmorland Park became a part of the neighborhood in 1943 when The Westmorland Company lost the platted area between St. Clair Street (originally called Elm Street) and Tokay Boulevard to Dane County due to the failure to pay real estate taxes.

In 1934, John McKenna and his two sons, Jack Jr. and Don, would go on to form the McKenna, Inc. real estate company. While John McKenna remained a partner in The Westmorland Company throughout his career,



John McKenna Sr., early Westmorland developer. (Photo taken in 1927.)

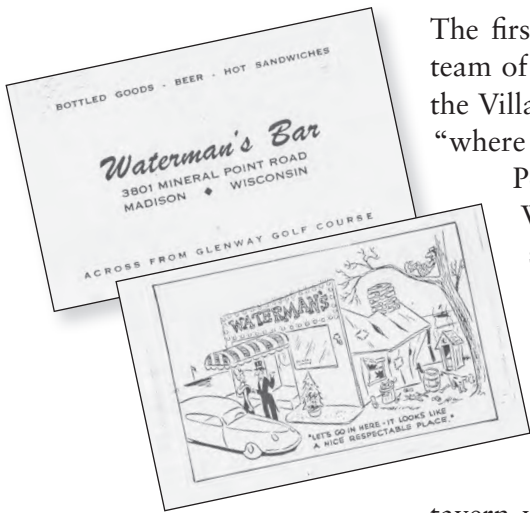


The Westmorland Company Fourth Addition subdivision map filed on October 19, 1928.

he was also involved through his various companies in the development of the subdivisions of Shorewood Hills, West Lawn, Orchard Ridge, and many others on both the west and east sides of Madison and in Monona.

New Business: Herling's Tavern/Waterman's Bar

The first business to locate in the new subdivision appeared pulled by a team of horses along Speedway Road in 1928. Today that building houses the Village Bar, Westmorland's version of the TV sitcom *Cheers*—the place “where everybody knows your name.” The building at 3801 Mineral Point Road originated as a single family home located northeast of Westmorland, on University Avenue across from the UW–Engineering school. Because the house was scheduled for demolition to make room for a new UW building, Theodore Herling moved the house from its original location to Mineral Point Road. Mr. Herling sold the building to his son, W. H. (Bill) Herling shortly after having it moved. Bill Herling converted the house into a general store that opened for business later in 1928. After the repeal of Prohibition in 1933, he added a small bar in the corner of the general store. This tavern was called “Herling's Tavern,” though it was nicknamed “Windy Corners” by regular customers, due to the winds that blow down Mineral Point Road and across Glenway Golf Course. (Some Westmorlanders prefer to attribute the tavern's nickname to the style of debate carried on within.) It continued to operate as a combined general store and bar until 1944, when Herling sold the building and the business to Robert (Bob) Waterman. The new owner converted the entire interior into a bar and renamed the building Waterman's Bar.



A business card for Waterman's Bar, circa 1950.

The Village Bar. (Photo taken in May 2010.)



A Rush to Build Runs Out of Time

The devastating stock market crash of 1929 began a 10-year economic slump that radically changed prospects for Madison-area real estate development. Before its start, a 1929 advertising campaign showcased the stately stone gateway to Westmorland, proclaiming, “Good judgment among ‘discriminative’ people explains the growing preference for Westmorland.”

The advertised homes displayed a mix of architectural styles: some looked back with nostalgia to the more civilized East Coast, mimicking English Tudor or Cape Cod; some showed the cozy look that characterized homes built from Sears Catalog kits. The development aimed at the upper middle class had resulted in a scattering of fairly inexpensive homes on lots purchased for \$750 to \$1,250. At the close of 1929 only 21 houses had actually been built.

After the stock market crash, it took time for local businesses and individuals to feel the impact. In 1930, large newspaper advertisements still offered Westmorland lots, but the claims had tempered in tone to “You will never regret building a home in Westmorland.” As the depression deepened, it changed the real estate market. Buyers willing to pay the \$750 to \$1,250 price tag would not be seen again until the late 1940s. Some Westmorland lots were in liquidation and in the hands of a bondholders’ committee. Throughout the 1930s, home construction slowed to a trickle and grass grew in most of the streets of Westmorland.

It's Time NOW to Buy Your Lot in Westmorland

WESTMORLAND
Madison's Newest Residential District
"The New Suburb of Madison"

MADISON has grown steadily in the last fifteen years. Development of the best residential districts has progressed rapidly westward. Each new district has grown — gradually, it seemed, until suddenly it was part of Madison and the city had grown beyond.

WESTMORLAND has TODAY the advantages that other suburbs have had to await for years. City water—city gas—paved streets—fine schools (Dudgden and West High close at hand)—and golf courses on both sides, giving the superior advantages of adjacent park lands.

WESTMORLAND is where West Lawn was in relation to the city just a few years ago. And look at West Lawn today.

In each case there was an ideal time to buy property—when improvements and conveniences were greater in proportion to investment.

Come to Westmorland
Drive out the Speedway from the end of Regent Street to the beautiful stone entrance between the Westmorland and the Municipal golf courses.

The Westmorland Company
J. V. RILLY 232 State Street Fairchild 911
Sales Representatives: W. R. Fisher and O. J. Goulet

The Westmorland Company ad above appeared in *The Capital Times* on October 6, 1929, just days before the great stock market crash of 1929.

Why It is Madison's Fastest Selling Suburb

Property

1. High lot size sells. Handily well drained, commanding an inspiring view of Madison's business heart.

Schools

2. The new West Side high school, practically completed and Dodgean school, a few blocks away.

Water and Gas

3. City water and gas service laid, giving "city convenience."

Streets

4. Well-arranged streets that are substantial and lasting, just as the growth and development of Westmorland is substantial and permanent.

Recreation

5. Two excellent golf courses, just on either side of the summer.

Growth

6. Well over half the business here already done with. Home building plans show a steady growth.

7. To you who plan to build in 1930: There's every reason for choosing Westmorland. Beautifully situated, paved streets, gas and water, good schools close by. Over half the home sites sold and building plans that assure a steady growth into a home'd new community with steadily increasing property values.

EASY MONTHLY PAYMENTS

The Westmorland Co.
232 State Street Joseph V. Rilly Fairchild 911
SALES REPRESENTATIVES: W. R. FISHER AND O. J. GOULET

The Westmorland Company ad above appeared in *The Capital Times* on December 21, 1929.



4125 Mineral Point Road, Tudor Revival built in 1931. (Photo taken in 2010.)



4025 Euclid Avenue, Tudor/English Cottage built in 1932. (Photo taken in 2010.)

Depression-Era Architecture

Toepfer and Paunack gave up their dream of Westmorland as a Nakoma-style neighborhood a few years after the crash. At that point, desperate to sell lots, they encouraged buyers to build any style home they could afford. Thus a mix of home styles and sizes began to emerge in Westmorland by the mid to late 1930s.

For those who could afford to build a home during the Depression, the question was: What style should I build? At this time, architects began to experiment with designs that rebelled against the traditional home styles of the past and instead looked to the future. Styles classified under the Modernism umbrella began to appear in Westmorland designed for those who could still afford to build a home and who felt the pull of the modern movement.

A new design referred to as the International Style (originating in Europe) was being introduced in the United States that featured an absence of ornamentation inside and out. Inside, open floor plan designs prevailed, accentuating the style's boxy shapes. Outside, clean lines, flat roofs, wrap-around windows, and concrete block exterior walls telegraphed the style's modernism.

Hamilton Beatty and Allen Strang became design partners in 1935 in Madison. They were advocates of the International Style. Between 1935 and 1940, they designed around 80 homes in the Madison area including Shorewood Hills and the Frost Woods neighborhood in Monona.

Also in the 1930s, brothers Elmer and William Brunsell were building wood frame homes in Madison. The brothers started the Brunsell Lumber and Millwork Company in 1938, which remains in business today. The new Interna-



442 Toepfer Ave., International Style, built in 1937. (Photo taken in 2010.)



3909 Euclid Avenue, Prairie Style, built in 1938. (Photo taken in 2010.)

tional Style home appealed to the brothers and they decided to build modernistic homes for themselves. In 1935, William Brunzell built an International Style home, designed by Beatty and Strang, at 3821 Paunack Avenue. In 1937 Elmer Brunzell followed his brother and had an International Style home designed by Beatty and Strang built for his family at 442 Toepfer Avenue. The Brunzell brothers continued to build homes on Madison’s west side, continuing to work with Beatty and Strang as their architect.

William Kaeser was a noted Madison architect who lived in the Village of Shorewood Hills. He developed an interest in “organic architecture” (a term coined by Frank Lloyd Wright to mean that a building should grow naturally from its environment) and became a follower of Wright and other prairie school architects. In 1935, Kaeser became Madison’s first city planner. He developed a 50-year master plan for the city. Many of its elements became incorporated into the city over the next 70 years. In 1938, Kaeser turned his attention to his own architectural firm. The Prairie-style home at 3909 Euclid Avenue is thought to be one of his first residential designs.

Frank Lloyd Wright Builds in Westmorland

The economic constraints of the 1930s led to some creative thinking in Westmorland, and the involvement of one of America’s most creative architects.

Nestled into its site at the corner of Toepfer and Birch Avenues is a home designed by internationally famous architect and Wisconsin native Frank Lloyd Wright, built by Herbert and Katherine Jacobs in 1936–37. Today this house is listed as both a Madison and National Historic Landmark.

The house at 441 Toepfer Avenue is the first example of what Wright called his Usonian design. Usonia was his vision for a unique American-utopian scheme for housing the expanding population in planned communities set in the country away from major city centers. Usonian houses were intended to be artistic yet affordable for average Americans. Cost-reducing parts of the design included eliminating second stories and most of the basement, and making use of local materials to minimize transportation costs. Garages were reduced to carports (a



Frank Lloyd Wright inspecting the heating system of the Usonian Home at 441 Toepfer Avenue in 1936. (Photo from the Jacobs family collection.)

Westmorland: A Great Place to Live

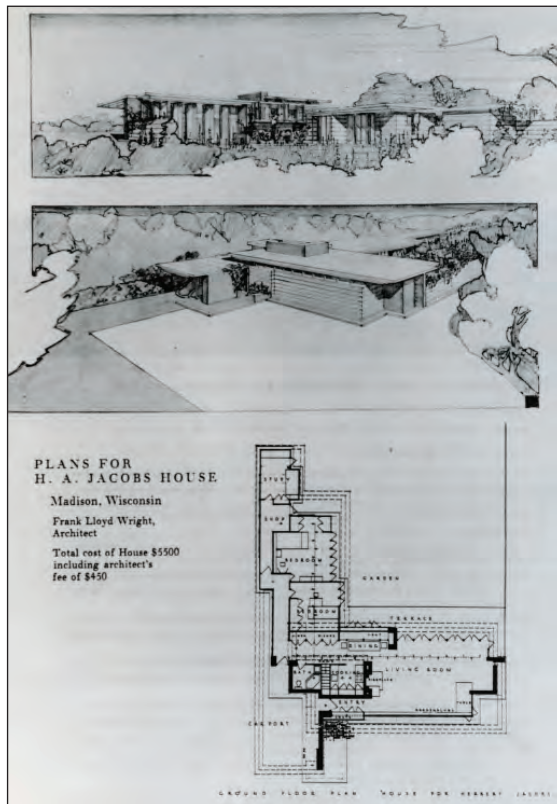
The Jacobs' Usonian Home under construction in 1936 (WHi 25625) and present view in 2009.



term that Wright appears to have invented) because “a car is not a horse, and it doesn’t need a barn.”

Wright was available to work closely with the Jacobs on their house because the Great Depression affected the demand for his architectural services. His only other projects at that time were Fallingwater in Pennsylvania and the Johnson’s Wax Administration Building and Research Tower in Racine. Wright expected the end of the Depression would create a new demand for his affordable Usonian homes, and he wanted the Jacobs house to be his demonstration project. He created much publicity around his “Artistic House for \$5,000,” which was more than \$1,000 less than the cost of an average house in 1935.

The Jacobs had purchased a lot for \$800 in the new Westmorland subdivision (currently 438 Toepfer Avenue). However, Wright’s initial house plan would have covered the entire lot, so he convinced the Jacobs to sell that lot and buy the two lots across the street instead for an extra \$800. With that extra space, Wright developed an L-shaped 1,550-square-foot floor plan that opened the building out to the south and east to let in natural light and create a pleasing down-slope view. Wright eventually



Sketches and floor plan for the Jacobs Usonian Home at 441 Toepfer Avenue. (WHi 37812)

agreed to deliver the building for \$5,500, which included his fee and an additional third bedroom/study.

Wright supervised much of the construction and employed cost-saving methods, including using contractors in off-hours, bringing in surplus bricks from the Johnson’s Wax project, and using his own earth-moving equipment in hopes of delivering the project at the estimated price. Some of his construction material selections were not of the best quality and needed to be fixed by the owners at their own expense after completion. After Wright included some “missing” items at his expense and window coverings were installed, it is believed that the Jacobs paid roughly \$6,000 for their building—considered a great bargain for a truly artistic house.

This house attracted great attention from the beginning: during construction due to its then-unorthodox design and construction methods; later due to the publicity that Wright encouraged; and most importantly due to being the first example of a truly new design that has been copied and refined ever since. The Jacobs family had to literally hide from curious onlookers until their window coverings were installed. The Jacobs house appears to have inspired the design of a number of other houses built later in the neighborhood. Two at 555 and 559 Chatham Terrace (both built in 1950), one at 557 Park Lane (built in 1950), and one at 3801 St. Clair Street (built in 1948) appear to be modeled on the Usonian home. An observer with an eye for architecture may find other examples of Wright’s influence.

Examples of modern architecture built in Westmorland include:

- 441 Toepfer Avenue, Usonian/Prairie-style designed by Frank Lloyd Wright, 1937,
- 442 Toepfer Avenue, International Style designed by Beatty & Strang, 1937, and
- 3909 Euclid Avenue, Prairie-style designed by William Kaeser, 1938.

Throughout the 1930s and early 1940s, there were still some homes being built that showcased the Nakoma-like home style and other traditional styles:

- 4125 Mineral Point Road, Tudor Revival, 1931,
- 4134 Meyer Avenue, Tudor Revival, 1931,
- 4015 Euclid Avenue, Tudor Revival/English Cottage, 1932,



This home at 4209 Rolla Lane built in 1954 shows the influence of International and Prairie architectural styles. (Photo taken in 2010.)



This home at 514 Glenway Street was built in the Bungalow style in 1917. (Photo taken in 2010.)



This home at 3814 Winnemac Avenue built in 1928 represents vernacular architecture combining elements of several traditional styles. (Photo taken in 2010.)

- 4110 Birch Avenue, Colonial Revival, 1932,
- 4025 Euclid Avenue, Tudor Revival/English Cottage, 1933,
- 4130 Meyer Avenue, Tudor Revival/English Cottage, 1935,
- 4110 Euclid Avenue, Tudor Revival, 1940, and
- 4109 Euclid Avenue, Colonial Revival, 1940.

As the Depression crawled toward its end, housing construction increased with most buyers favoring small, simple home designs based on modest construction budgets. Although some residents were able to build the larger, traditional style homes such as a Tudor Revival or a Colonial Revival, many more were settling for a more reasonably sized Cape Cod style that could give them the flavor of tradition, without the cost but with some of the architectural elements of a larger home.

Examples of these more modest homes from the 1930s and 1940s include:

- 4133 Meyer Avenue, Bungalow (Craftsman), 1931,
- 425 Holly Avenue, Sears Catalog Prefabricated English Tudor, 1932,
- 446 Toepfer Avenue, Cape Cod (1½ story), 1934,
- 4130 Birch Avenue, English Cottage (1½ Story), 1937,
- 4021 Winnemac Avenue, Sears Catalog Prefabricated Cape Cod, 1939, and
- 4105 Mineral Point Road, Cape Cod, 1940.



This Tudor Revival house at 425 Toepfer Avenue, photographed in July 1935 by Angus McVicar (WHi 15748), had become nearly unrecognizable due to vegetation growth by the time it was photographed in May 2007.

Sears Catalog Homes in Westmorland

Sears, Roebuck, and Company sold between 70,000 and 75,000 prefabricated homes from 1908 to 1940 through a mail order catalog program called “Modern Homes.” The biggest factor with these homes was not that there were up to 447 styles that you could choose from a catalog, but that you could pick what you liked from among all the elements that went into the 447 styles.

Just think of what you could customize: siding (brick or wood, and what type of wood), windows (include storm windows or not), inside trim (maple, oak, or pine), hardwood floors (maple, oak, or pine), cabinetry (including hardware choices), plumbing (though not everyone opted for indoor plumbing), interior/exterior doors, and roof styles (shingles or shakes, gambrel or hipped). Sears mass-produced all the items it offered, down to the hinges used on cabinets, and encouraged customer choice. Mass production kept costs down—building a Sears catalog home cost up to 40 percent less than a traditional home.

There were three advantages to owning a Sears prefabricated home: Sears homes included all modern technology in the home plans as technologies evolved, such as indoor plumbing, central heating, and electricity; Sears financed or set up the financing for its homes; and Sears packaged and shipped everything that went into the home—it all arrived in a railroad boxcar at one time, everything from framing timber to door knobs, and was trucked to the homeowner’s site. Sears created a new building technique called “balloon framing,” that used pre-cut framing timbers (2x4s or 2x8s), which meant only one or two carpenters were required to put up a house, versus a team of carpenters as in traditional framing. Sears also introduced new techniques such as dry walling, which was much less expensive—and much quicker—interior finishing than plaster and lathe.

Building a Modern Homes house was a lot like having your own Legos kit—you could follow the designs on the box, but creating whatever you wanted was far more interesting. Because of this create-



Colchester
Model #3292 from the 1932
Sears Catalog.



Sears Catalog prefabricated home at 425 Holly Avenue built in 1932. (Photo taken in 2010.)

Parkside Model from the 1939 Sears Home Catalog.



Sears Catalog prefabricated home at 4021 Winnemac Avenue built in 1939. (Photo taken in 2010.)

your-own customization, it is particularly hard to identify a Modern Homes house. The only way to tell if a house may be a Sears home is to either have the bill of sale from the original purchaser, which is not typically saved, or do a remodeling project that exposes the stamped lumber in the basement, attic, or walls—all the parts were numbered, so they would be easier to assemble.

The busiest housing boom in Westmorland took place following World War II, which was just after the Modern Homes program was dissolved. That said, there are likely two Sears homes in Westmorland built prior to World War II. One is located at

425 Holly Avenue (model type is likely the “Colchester”), built in 1932, and the other at 4021 Winnemac Avenue (model type is the “Parkside”), built in 1939.

The “Colchester” (Catalog No. 3292) cost between \$1,988 and \$2,256, and was first introduced in the catalog in 1932. It was a two-story 2,040-square-foot English Tudor style home with two bedrooms on the first floor, two on the second, and a playroom, a dining room, a kitchen, a living room, and a rather spacious bathroom on the first floor.

The “Parkside” (Catalog No. 3283A) cost \$1,231 to \$1,372 and was first

introduced in the catalog in 1933. It was a one-story 896-square-foot Cape Cod style home with two bedrooms, a kitchen, a dining alcove, a living room, and one bathroom.

Other Sears Catalog prefabricated homes may exist in Westmorland. The Sears Archives website (searsarchives.com/homes/index.htm) lists clues to look for when attempting to identify a Sears mail order home. Another website, architecture.about.com/cs/buildingplans/a/searsplans.htm, also lists physical clues that help identify a Sears Catalog home.

Growth in the 1930s

Westmorland grew at a slow pace throughout the 1930s, as the table of homes built by year on page 127 in the appendix shows. Between 1929 and 1939, only 70 homes were built. Several factors held back the growth early developers had envisioned: Besides the harsh economy, there was also the question of annexation with the City of Madison, and with it concerns about availability of infrastructure such as public transportation, fire protection, and schools.

The FHA Helps a Nation Recover

Congress created the Federal Housing Administration (FHA) in 1934, recognizing that the U.S. housing industry was in ruins. According to the FHA's published history, at the time of its creation 2 million construction workers had lost their jobs; terms were difficult to meet for homebuyers seeking mortgages; and America was primarily a nation of renters. The program provided mortgage insurance that protected lenders against losses as the result of homeowners defaulting on their mortgage loans. Borrowers needed to meet certain requirements to qualify.

The success of the program can be seen in the increase in homes built in Westmorland in the years following FHA's inception. Beginning in 1940 FHA programs helped finance homes for returning veterans and their families. Fifty-three homes were built in 1940, the largest single percentage jump in Westmorland history. However, U.S. involvement in World War II soon diverted materials to the war effort, causing home construction to stall again.

Annexation with City of Madison Part I: 1931–32

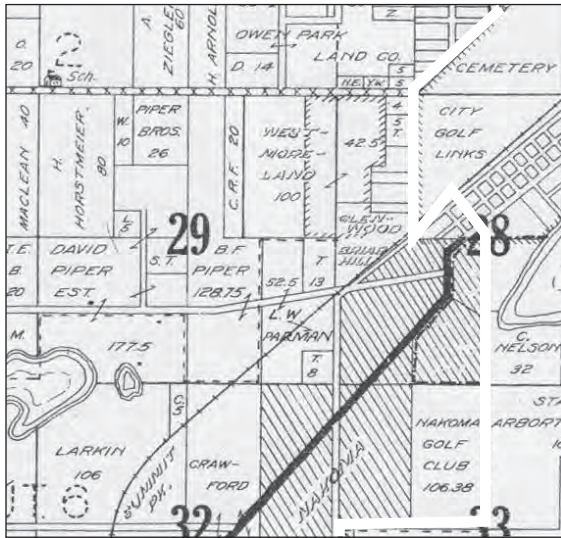
As the 1930s got under way, the first of three annexation efforts took place. The Fourth Addition and Second Addition plats mentioned earlier formed the structure for Westmorland's growth—or lack of it. Roads had been built, some of them of narrow concrete, and lot lines had been established. But would the development become part of the City of Madison or remain affiliated with the Town of Madison? Finances drove the decision-making process during a time when everyone was feeling the pinch.

A group of Westmorland residents took it upon themselves in 1931 to petition the City of Madison to have the area annexed to the city. The group felt several issues would be improved with annexation: These included at-

tendance of their children at Dudgeon School, Randall School, and West High School without having to pay out-of-city tuition; better police and fire protection; extension of city bus service to the area; more consistent snow plowing of Speedway and Mineral Point Roads; and construction of a sidewalk along Speedway Road to West High School.

On July 10, 1931, the City Council approved the annexation of Westmorland. At that time the boundaries of Westmorland were Mineral Point Road, Glenway Street, Odana Road, and Toepfer Avenue. The area consisted of a total of 570 lots. The property was valued at \$518,975 at that time, and would be taxed a total of \$12,000.

The Westmorland area officially became a part of Madison 90 days later on the morning of October 9, 1931, according to city ordinance. Later that same day, a group of 123 Westmorland property owners presented a petition at city hall opposing the annexation. On November 9, 1931, Fred and Sarah Tillotson petitioned the City Council to detach their farmland between Odana Road and Tokay Boulevard, claiming that their land was annexed by mistake. The movement to detach Westmorland from the City of Madison gained momentum in 1932 when arrival of their first tax



1931 Plat map showing the Madison city limits as Speedway Road and Glenway Street.

statement from the city enraged residents who were used to the lower tax rate in the Town of Madison.

Detachment from the city became official when the City Council voted to detach Westmorland on September 23, 1932. The Town of Madison board then voted to take back the Westmorland area.

Development of Westmorland slowed down considerably during the years of the Great Depression and annexation was not an issue for the next 10 years.

McKenna Development: Late 1930s

By 1938 Madison, a city always short of housing, was even more so due to the Depression. People were living in chicken coops and barns, or crowding two families into small homes meant for one. As soon as construction materials became available after World War II, a building boom was in progress.

Across Mineral Point Road on the old Hammersley Farm, a new development by John McKenna called Sunset Village opened. Feeding the Sunset Village boom was the backlog of nearly a decade's worth of housing demand, availability of 90 percent FHA financing and relatively inexpensive lots (starting at \$350), vigorous promotion, and a general belief that the worst of the Depression was over. During this same time, across the road in Westmorland, the tempo of building also increased.

Annexation Part II: 1941

As the Depression was coming to an end in 1941, the possibility of annexation arose again when The Westmorland Realty Company and McKenna, Inc. proposed annexation of unimproved areas of Westmorland in order to bring city water main service to the area. The proposed area included the lots west of Glenway Street and on the south side of Winnemac Street and west of Toepfer Avenue including the area that would later become Westmorland Park. (At this point the park had been platted for development that never occurred.) The newly formed Westmorland Community Association discussed the annexation issue and people’s concerns that it would be “chopping up” the area and “interfering with wise building development.” The association expressed its opposition to the annexation before the City Council’s Judiciary Committee which was considering the request. The petition for annexation was never approved by the Judiciary Committee and was never forwarded to the City Council for a vote. As a result, the annexation issue returned to the back burner during the World War II years.



1937 aerial photo showing the future boundaries of the Westmorland neighborhood, Mineral Point Road, and future streets in Westmorland.



Madison Bus Company bus shown at the State Capitol in 1934. (WHI 6353)

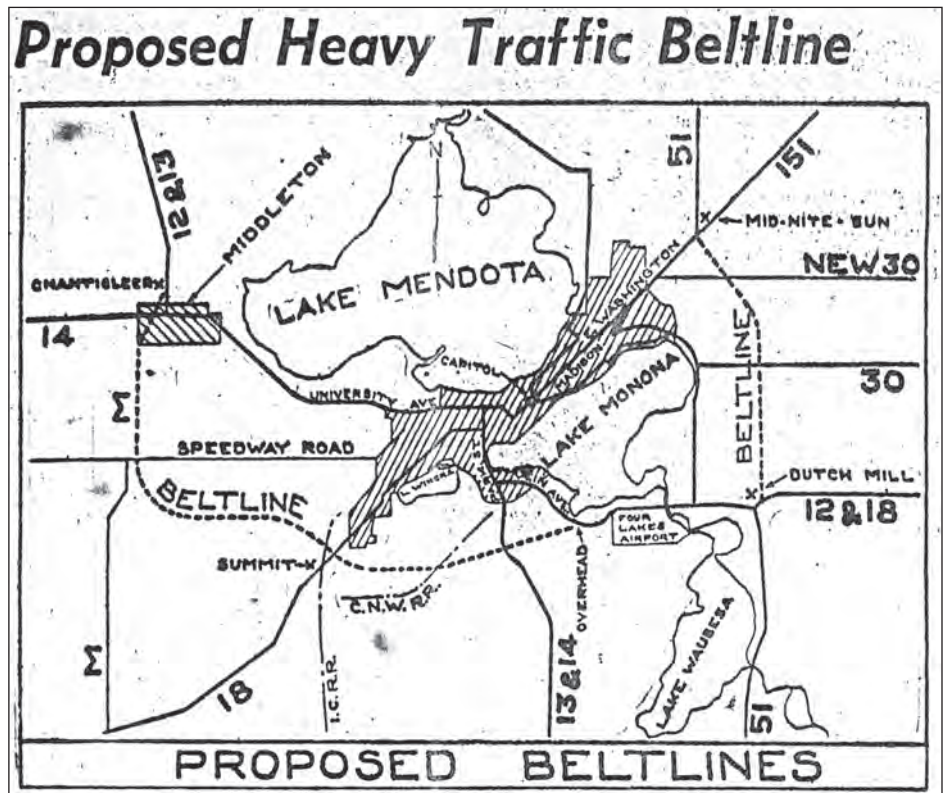
Public Transportation Continues to Evolve

In March 1925, the privately owned Madison Railway Company had begun limited electric trolley service routes in Madison's downtown. On February 23, 1935, a severe ice storm brought down many miles of electric trolley wiring and the service came to an end.

When the Madison Railway Company became the Madison Bus Company in 1935, bus service for Westmorland residents remained limited. The only buses that served Westmorland were the one on Monroe Street and the one that ended at the Regent Street/Highland Avenue intersection. That bus only made six trips in the morning, a few trips at noon, and a few trips again between 3:30 and 6:30 p.m. Eventually, the Westmorland Community Association petitioned the bus company to extend bus service out Speedway and Mineral Point Roads.

By the mid 1930s the age of railways had clearly given way to the age of highways. In 1938 Ladislav Segoe, a planning consultant from Cincinnati hired by the Madison Planning Trust, proposed building "an outer drive around Madison" in his Comprehensive Plan for Madison, Wisconsin, and Environs. An article in the *Wisconsin State Journal* appearing in 1944 suggested that "people who have been kept awake by the rumblings of giant trucks" attend a public hearing of the Wisconsin Highway Commission on a proposed beltline around the city. Madison's answer to "public transportation" appeared to mean public highway projects to facilitate travel by private car.

Plan for new Westside beltline in Madison from the *Wisconsin State Journal*, February 27, 1944.



Schools

Children from Westmorland living south of Tokay Boulevard attended the Viall School (now Thoreau School on Nakoma Road). Children residing between Mineral Point Road and Tokay Boulevard attended Hillcrest School, further west on Mineral Point Road near Presidential Lane. The Hillcrest School closed in 1942 when the teacher, Miss Lois Mayer, married and the school failed to find a replacement. As the population of school-aged children in Westmorland grew, their need for education increased neighborhood interest in annexation into the City of Madison so the children could attend Dudgeon School without paying for the privilege. Not until Our Lady Queen of Peace opened a Catholic grade school in September 1949 would there be a convenient option for Westmorland children. Midvale Elementary school opened two years later in 1951.

Churches

Three churches took root in Westmorland during the 1940s, and served as both spiritual and social centers for the many adults and children of the area.

The founding members of Mount Olive Lutheran Church–LCMS (Lutheran Church–Missouri Synod) located at 4018 Mineral Point held its first service in the living room of a private residence on Easter Sunday, April 13, 1941, with 13 members attending. The congregation was formally organized in 1942 with a budget of \$1,440. Land for a church structure was purchased at the corner of Mineral Point Road and Westmorland Boulevard. Because of wartime restrictions on the availability of construction materials, the groundbreaking ceremony for the new church was not held until June 6, 1946. The first worship service was held in the basement of the new church on October 26, 1947, and the completed church was dedicated in February of 1949. The congregation consisted of 203 baptized members.



The Mount Olive Lutheran Church under construction in September 1947. (WHI 48381)

Our Lady Queen of Peace Parish located at 401 South Owen Drive began in November of 1945, when The Westmorland Golf Club, Inc. sold 5.5 acres of the course to the Diocese of Milwaukee (prior to the establishment of the Diocese of Madison) for the new Queen of Peace Church. The site on Mineral Point Road, between Holly Avenue and South Owen Drive, was previously the location of the starter shack for the Westmorland Golf Course. There were 318 families in the original parish in 1945. Sunday masses were held at Edgewood High School from March 1946 until September 1949. A groundbreaking ceremony for the first parish building on the site was held

The Our Lady Queen of Peace third and fourth grades celebrate the first Christmas in their new school. (Photo taken in December 1949.)



The new Our Lady Queen of Peace Catholic School opened for classes in the fall of 1949.



Bethany United Methodist Church began in the upper room of a house on Larkin Street in 1948.

in July of 1948. The building served as the school, temporary church, social and recreational center, and residence for the first of the teaching sisters who served the school. The school opened in September 1949.

Bethany United Methodist Church located at 3910 Mineral Point Road at the intersection with Larkin Street began in the spring of 1948 on Easter Sunday when 57 people gathered in the “upper room” of a house located on Larkin Street as the Westside Community Church.

The Larkin Street building was located on land originally farmed by Eben and Rosalie Peck and later by the Larkin family. The Madison YWCA bought the property for a children’s summer camp for tuberculosis patients in 1915. In 1927 the land was converted for use as *The Capital Times*’ “Kiddie Camp” for underprivileged children. That use continued until 1945. During that time the building on Larkin Street was used as a dormitory for the older children.

After the land was purchased by the Methodists in 1947, the building housed the first gatherings of the early church and was used for meetings and classrooms until razed in 1965.

A Neighborhood Association Forms

A new family name came to prominence in Westmorland as the area's growth resumed. James and Mildred March purchased and moved into the Otto Toepfer Jr./A. O. Paunack house at 4001 Mineral Point Road in the summer of 1937. When the family moved to Westmorland, James H. March took an appointment as a professor of accounting in the Extension Division of the University of Wisconsin, and Mildred (Billie) March threw herself into volunteer work in the neighborhood and in her children's schools.

The March's youngest daughter was born on July 3, 1939, and the family used the occasion to hold a picnic that soon evolved into a Westmorland tradition. "Around 50 Westmorlanders got together and had a picnic on the March lawn. That night Joe Wilson and Robert Barnwell shot off fireworks in one of the vacant lots on Paunack Avenue, and everyone congregated around a huge bonfire after. The first large-scale venture in community fellowship was a great success," *The Courier* reported in April 1952.

On July 4, 1940 the same group held a picnic in a vacant lot on Toepfer Avenue between Birch and Meyer Avenues. By the next July 4, the festivities would be hosted by a newly minted Westmorland Community Association.

James March wanted to see a community association such as he had known in his hometown of Cleveland, Ohio. He convened a meeting of 10 people in his home on April 1, 1941 to discuss the formation of a community association to lead the effort for street improvements, landscaping public areas, development of play areas or parks, supervision of housing development, promotion of community services, and carrying out social activities in the neighborhood.

The first general meeting of the Westmorland Community Association (WCA) was held at the March home just two days later. Seventy-five people attended the meeting. The group decided to incorporate as a nonprofit association. A board of seven directors was elected and directed to draft proposed bylaws, appoint subcommittees, and complete the association incorporation papers. The original boundaries of the WCA were Speedway Road/Mineral Point Road on the north, Glenway Street on the east, Tokay Street (changed to Boulevard in the mid 1950s) on the south, and Holly Avenue on the west. Association dues were established at 50 cents for residents over 21 years of age. Fifty-five people joined the association in April of 1941.

The WCA's first project was the organization of a 4th of July celebration in 1941. The association rented a large circus tent and pitched it on a vacant lot west of Toepfer Avenue between Birch and Euclid Avenues. Events included a children's parade, baseball games, horseshoes, and bingo. The WCA created a neighborhood directory, supported preschool activities and Boy Scout Troop 18, and began a neighborhood newsletter.

In December 1941, the association sponsored a Christmas home decoration contest and a Santa Visit to the homes of young children.

The WCA membership grew from the original 55 members in April

1941 to 140 members by the end of 1941. The membership dues were still 50 cents. When World War II ended in 1945, WCA membership had reached 367.

The association spent the 1940s supporting better bus service for the area, resident safety campaigns, and the purchase of playground equipment for the new park. Many social events were organized by the WCA. For children, there were the 4th of July celebration, Christmas Santa Visit, and Halloween Lantern Parade (all of which continue to the present). For adults, there were a softball league, a bowling league, a men's smokers' club, and a women's bridge club. More formal events included an annual Card Party with a fashion show, drinks, and desserts, held at a downtown hotel, attended by 200 or more women.

By 1949, the boundaries of the WCA had been expanded to Glenway Street on the east, Tokay Street on the south, Midvale Road on the west, and Mineral Point Road on the north, plus the area known as Arlington Heights north of Mineral Point Road, between Speedway Road, Franklin Street on the east, Regent Street on the north, and Larkin Street on the west and the area known as Pilgrim Village, bounded by Mineral Point on the south, Westmorland Boulevard on the west, Regent Street on the north, and Larkin Street on the east.

The Dope Becomes The Westmorland Courier

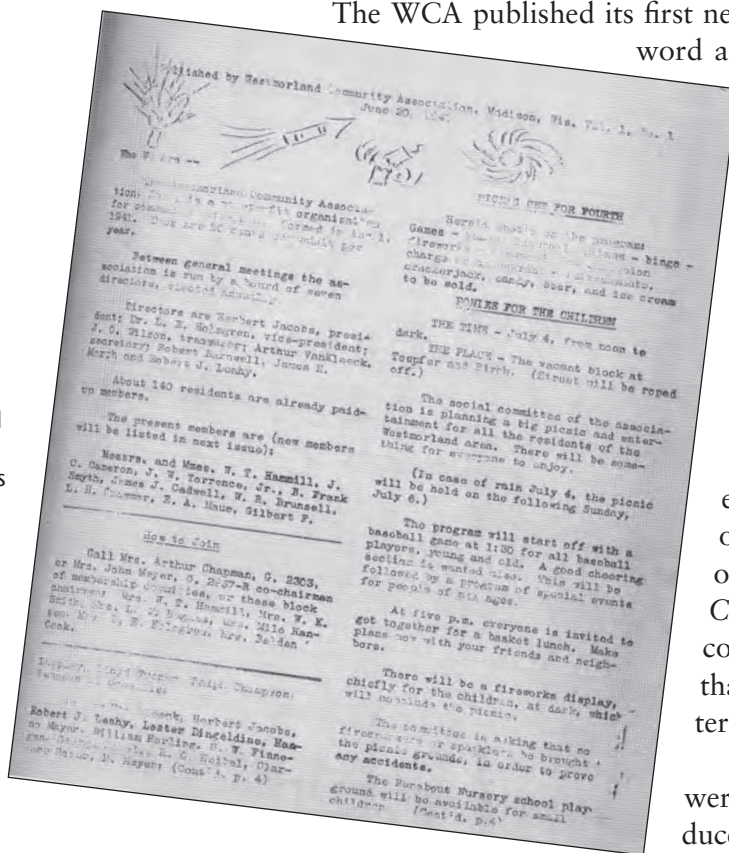
The WCA published its first newsletter in June 1941 to spread the word about the newly formed association,

as well as details for the upcoming 4th of July picnic. That newsletter was called *The Dope*. The newsletter borrowed its name from the current slang term for inside information, news, or gossip. In the newspaper business it meant inside story or scoop. If you wanted to know what was going on, you'd say, "What's the dope?"

Katherine Jacobs was the first editor of *The Dope*. She was the wife of Herbert Jacobs, the first president of WCA, who was a reporter for *The Capital Times*. Since "the dope" was a common newspaper term it's possible that the Jacobs suggested the newsletter title.

Three more issues of *The Dope* were published in 1941, all hand-produced using a mimeograph machine.

The first issue of the Westmorland Neighborhood Newsletter—*The Dope*—was issued on June 20, 1941.



THE DOPE

Published by Westmorland Community Assn. July 16, 1941---Vol. 1, No. 2

BASEBALL PLAYERS WANTED!

Capt. Earle Reynolds calls all softball addicts for a practice game Thursday night at 6 at the diamond, Toefer and Meyer Aves., to choose a team for the CHAMPIONSHIP game July 27 with Sunset Village, at their picnic in Hoyt Park. You experts who performed so well at the picnic, come on out!

 THAT WAS A WONDERFUL PICNIC JULY 4th.--More than 200 people enjoyed themselves for the afternoon and evening. Thanks are especially due to the efficient Ray Heibel for a net profit of \$40.22 turned in for the benefit of the association, and the good organization work of Frank and Marion Smyth, co-chairmen of the social committee which took charge of the event. Dozens of other people worked hard to make the picnic a grand success.

 EMERGENCY CALLS--We hope this reminder won't be necessary, but Westmorland has city fire service (at \$100 per call) and the number is Badger 284. For police service (furnished by the county and township) call Badger 510 and ask for the sheriff's office.

USO CAMPAIGN--The for recreation were James H. M... L. H. Cramer, R... Mrs. Barbara Rey...

MAILBOX INSTALLED... circulated at the Mineral Point side of the street... collections are... 1:40 p.m. (Even... quired to stop a...

BUILDING COMMITTEE... Inspector A. O... now be approved... a permit for con... Approval Commit... Kenneth W. Kruger... committee, which...

SCHOOL TAXES ON... (Westmorland, Sun... July 14, at Dudge... \$6,260 was adopte... will be a tax of... of pupils and tot...

THE COURIER

Westmorland Community Association---January, 1943---Volume I, Number I

US SERVICE QUESTIONNAIRES TABULATED; FARLEY TO BE HELD

Directors of the Westmorland Community Association shortly will meet with those of the Sunset Village Association to compare notes on transportation questionnaires distributed recently. Purpose will be to formulate a policy in connection with possible petitioning of the Public Service Commission for approved bus service.

According to figures of Harold Munro, who tabulated the questionnaires, the peak bus load comes at 8 a.m., with 100 riding at that hour. The number listed for other morning hours were 13 at 6 a.m.; 30 at 7; 11 at 9 and three at 10. Thirty-nine were listed as riding the bus at 4 p.m.; 70 at 5 p.m.; 29 at 6 p.m.; nine at 7 and eight at 8 p.m.

Exactly 169 desired Sunday morning transportation and 105 requested Sunday afternoon and evening service. Twelve attend night school and would like transportation. In all, 178 asked for regular evening bus service.

The survey showed 119 Westmorlanders approved the idea of subsidization by the town of Madison. Thirty disapproved and 29 had no comment to make.

ROBERT BRIDGE FRIDAY NIGHT AT 8 P.M. AT KENNEDY LANOR

Most important news on tap for the women folks is that of the Robert-Bridge and "500" get-together at 8 p.m. this Friday, Jan. 29, at Kennedy Lanor. The party is open to Westmorland ladies and their friends. Admission is 35 cents per person. It is suggested that

women make up a foursome and telephone reservations as soon as possible to Barbara Malisch, Gifford 4194. Mrs. Malisch, party chairman, is being assisted by Esther Hansen and Phyllis Callies.

"PRIZES," "SURPRISES" AT SMOKER

Of interest to the male contingent of Westmorland is the Men's Smoker scheduled for 8 p.m., Wednesday, Feb. 3, at the Top Hat. Not only a buffet lunch but "prizes and surprises" are promised by the committee which includes Stanley Dixon, Ray Heibel, Roman Miller, Harold Munro, Elmer Nielsen and Stanley Pertzborn. Here's a chance to really get acquainted with that good neighbor who's been giving you a "lift" to work now and then.

SKATING RINK IS OPENED

For the more athletic Westmorlanders, the announcement of the Westmorland Skating Rink, on the south side of Birch Avenue, just west of Westmorland Blvd., will have some appeal. Joe Wilson and Harold Salsley worked many long, cold hours flooding the lot. Lee Talty hitched a flood light to the side of his house and has been supplying the electricity for night illumination.

Harold, a fancy skating expert, has been giving the kiddies pointers in the art of painless skating. Joe Wilson reports that folks who have used the snow shovel. Adults, as well as youngsters, are welcome to skate. The social committee expresses appreciation to the rink-makers.

The second issue of *The Dope* issued on July 16, 1941 contained the name in the masthead for the first time.

The first issue of *The Westmorland Courier* was issued in January 1943.

**Excerpts from The Westmorland Courier,
March 1943**

WANT A GARDEN PLOT? TELL A BLOCK CHAIRMAN

Esther Hansen, president of the Sunset Garden Club, urges all Westmorlanders who want extra plots for victory gardens to make their desire known to their block chairman.

USE RATION STAMPS AT WATERMAN'S STORE

In view of the fact that the number of food ration stamps turned in this month will determine the inventory of canned goods apportioned to grocers hereafter, it behooves Westmorland residents to do their buying of canned goods at Waterman's, the Westmorland store. The variety of goods you will be able to buy later depends on how well folks respond to this call!

KINDERGARTEN—HOME STYLE!

Westmorland mothers are taking turns running kindergartens these days. Several groups of mothers have devised the scheme for escaping from their homes for a while. Groups of a half dozen send their offspring to the home of one member for two hours one or two days each week.

Issues continued to appear in 1942, carrying timely news of events such as the following:

- February 1942 issue: "THIS WESTMORLAND PARK PROPOSITION—What It Is—Why It Is Needed—How We Hope to Get It."
- October 1942 issue: Halloween Lantern Parade for Children. "Children, carrying their own pumpkin lanterns ... will be provided with noise-makers. The Lantern Parade will then move on down Westmorland Blvd. to a spot below Winnemac, where a bonfire built of trash will be lit, and refreshments served."

In January 1943 the WCA newsletter became *The Westmorland Courier*, Vol. 1 No. 1. An article in this edition titled "The 'Dope' Dies; 'Courier' is Born" mentions that "Herb Jacobs, editor of *The Dope*, has left Westmorland and resigned as president of the association." After building their Frank Lloyd Wright-designed home at 441 Toepfer Avenue, and living in it for five years with their two young children, the Jacobs decided in the fall of 1942 to move to the country. They bought a 52-acre farm on Old

Sauk Road and eventually built their second Wright house there.

Ever since that first issue in 1943, *The Westmorland Courier* has provided news and information tailored to the interests of the neighborhood. Topics covered in the newsletter have included:

- Member information, such as announcements of WCA membership and board meetings, community social events, and schedules;
- Coverage of neighborhood issues such as annexation, neighborhood parks, sidewalks, street lights, and schools;
- Community development matters including the Midvale Plaza redevelopment and long-range neighborhood planning;
- News of residents through a "Know Your Neighbors" column and coverage of new residents, births, weddings, deaths, anniversaries, relocations, and recognition for high school scholars and those in military service; and
- Columns by the association's president, the neighborhood's alderperson, and County Board representatives.

Wartime in Westmorland

During World War II, the neighborhood association encouraged “victory gardens” (a small garden planted during wartime to relieve food shortages) on vacant lots in Westmorland and gave a \$20 prize for the best garden.

The August 1942 issue of *The Dope* described preparations for a practice blackout to take place at 10 p.m. on August 19. All house lights were to be extinguished for 15 minutes. “Air raid wardens, distinguished by white arm bands, will patrol Westmorland during the practice blackout, to notify residents of violations and to report willful violations to the Madison control center.”

Don Meyer, whose grandfather Henry was one of the first home builders in Westmorland, was a child of about 12 when World War II began. “Before the war, our play was ‘Cowboys and Indians.’ After the war began, it became ‘Americans versus Germans,’” he recalled.



Don Meyer and friends made models of fighter planes and photographed realistic war scenes in miniature. (Photo from the Meyer family collection.)

The Dope Covers Westmorland “Honor Role” Dance

The October 1942 issue of *The Dope* led with this story:

“The Social Committee, under the able generalship of Ray Heibel, has arranged an ‘Honor Roll Dance’ for Wednesday night, Nov. 4, at the Park Hotel, benefits of which will go for Christmas remembrances for all Westmorland men now in military service.

“Dancing will be from 9 to 12, to music from Bob Arden’s orchestra, which has played for all Westmorland dances. The social committee hopes every resident will buy a ticket for this dance, all profits of which will go to cheer up the boys who are fighting for us, with some remembrance from all their neighborhood...

“The Social Committee also hopes to launch a ‘Dime a Month Club’ at the dance. The purpose of this club will be to provide a fund for additional gifts for service men later in the year.”

Westmorland Park

The idea for a park area in the Westmorland community was discussed soon after the Westmorland Community Association was formed. The vision was to ensure that “space would be available for a picnic when Westmorland is all built up,” according to *The Courier*. In September 1941 the committee proposed a park on three undeveloped blocks (see Westmorland Fourth Addition plat map from 1928, Blocks 25, 26, and 27, on page 35) totaling 7.5 acres, which had become tax delinquent property.

Dane County was already in the process of seeking to acquire title to this property due to the approximately \$3,000 in taxes that were owed. Once Dane County took title on the property, the plan was to sell the property to the Town of Madison for the amount of taxes due. The Westmorland Community would be asked to fund one-third of the purchase price (\$1,000). Residents would make pledges to cover two-thirds of the \$1,000 amount, payable over two years. The Westmorland Community Association treasury and the Social Committee were to cover the balance of the amount owed by Westmorland for the land. The residential pledges would have amounted to \$5 per household based on the 150 houses in Westmorland at that time.

The purchase of the parkland stalled in 1942 and efforts to revive the development of a park began again at the annual Westmorland Association meeting in March 1943. In May 1943, the Dane County Board voted to sell the 7.5-acre tract to the Town of Madison for a public park and playground for \$1,500. The Town of Madison then allocated \$2,500 for the purchase and development of the park, including \$300 for a “park instructor.” Westmorland residents were asked to donate a total of \$500 toward the cost of the purchase. Development began in December 1943 with grading for the ice skating rink adjacent to the wooded area.

The fourth annual 4th of July picnic was held at the new park in 1944, starting with a



Westmorland Park in 2010.

bike parade down Westmorland Boulevard.

The construction of the first park shelter was begun in 1945 and finished in 1946 with the addition of restrooms and a fireplace. In October 1945, for the first time, the annual meeting of the Westmorland Community Association was held at the park shelter.

The area west of Holly Avenue (extended) to Gately Terrace, totaling 3.7 acres, including the area that would become the Rock Garden, was added to the park in December 1946 as part of the 7th Addition to the Sunset Village subdivision plat.

The development of the park resulted in cutting off both Westmorland

Boulevard and Holly Avenue at St. Clair Street. Park Lane was created by the Westmorland Associates replat of the area east of the park in 1946 (see map on page 58). This avoided having streets dead-end on the east side of the park, and provided another north-south route to compensate for the loss of Westmorland Boulevard and Holly Avenue.

In May 1948 the Westmorland area was annexed to the City of Madison, and in 1954 Westmorland Park was purchased by the City of Madison Parks Department from the Town of Madison.

4th of July Parade: Early Years

The Westmorland 4th of July Parade was a project of the Westmorland Community Association right from the start.

The parade was first mentioned in 1942, the second year of the 4th of July event. Some parade excerpts from the first years, where the parade was a folksy collection of children and their toys, read like this:



The Westmorland neighborhood celebrates the 4th of July in the 1940s. (Clockwise from top: WHI 40076, WHI 40082, WHI 40079)

July 1942: “10:00 A.M.—Bicycle, tricycle, wagon and doll buggy parade for children, from first block on Westmorland Blvd, to picnic grounds. A prize will be given for the best-decorated vehicle in each of the above classes. The parade will be headed by the American Legion train, and after the parade, the children will be given rides in the train.”

July 1944: “10:30 A.M. Children’s Parade led by the Boy Scouts Drum & Bugle Corps.”

July 1945: “10:30 A.M. the parade begins, led by the music of the Boy Scout Bugle Corps, followed by the long line of gaily decorated children whose doll buggies, wagons, tricycles, bicycles, even horses, serve to add zest to an already gay holiday atmosphere.”

July 1946: “Beginning with the parade at 10 o’clock in the morning and concluding with John Turner’s Magic Act ... 10 A.M—Parade led by Boy Scout Drum and Bugle Corps.” No route was published.

July 1947: “9:30 Children’s Parade led by the Boy Scouts Drum and Bugle Corps formation at Westmorland Blvd. and Paunack Avenue.”

The next year, the event planners started organizing the parade in earnest:

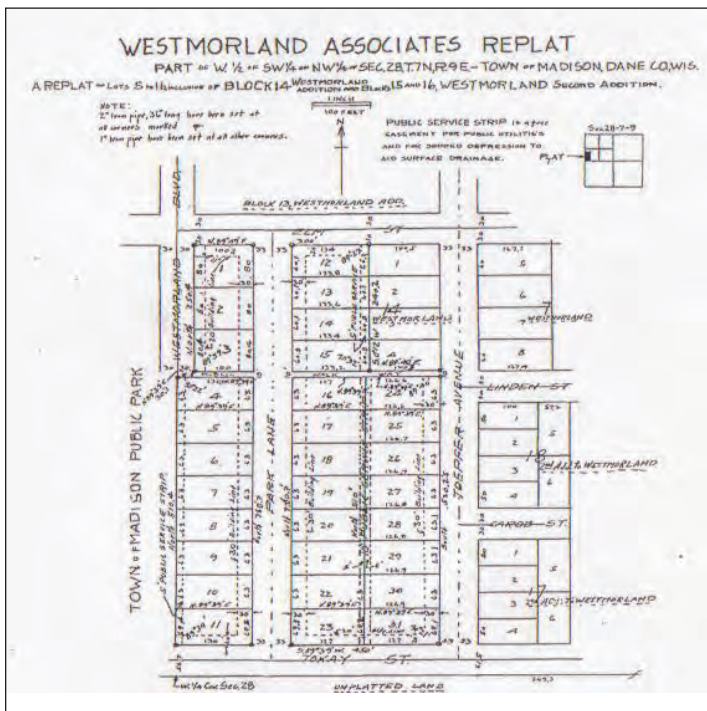
July 1948: “The children’s parade, Sunday, July 4th, will begin at 10:30. Children are to report at 10:15 for formation at the following designated locations: under 4 years of age, at the corner of Euclid and Westmorland Blvd; over 4 years of age, at the corner of Mineral Point Rd. and Westmorland Blvd. The parade will proceed down Westmorland Blvd., past the judging stand on the corner of Winnemac and follow on into the park. There will be five events: Bicycle, Tricycle, Doll Buggy, Float, and Costume ... Be prompt, Mama and Daddy. Let’s start at 10:30 sharp.”

stand on the corner of Winnemac and follow on into the park. There will be five events: Bicycle, Tricycle, Doll Buggy, Float, and Costume ... Be prompt, Mama and Daddy. Let’s start at 10:30 sharp.”

Annexation Part III: 1947– 48

By the early 1940s, Felton’s vegetable farm was being crowded by development. Around 1943, Felton sold approximately 14½ acres to the Frautschi family, including the area that would become the Midvale School site (1946), Midvale Plaza (1957), and Midvale Heights Apartments (1963). Felton continued to farm the remaining 4.7 acres between Mineral Point Road and Keating Terrace until the early 1950s.

Signaling the return to growth was the opening of the last remaining parcel of the Toepfer farm for development. It was platted in late 1946. These 5.4 acres became the Glen Drive area and



The Westmorland Associates Replat of the area including Park Lane and Toepfer Avenue in 1946.

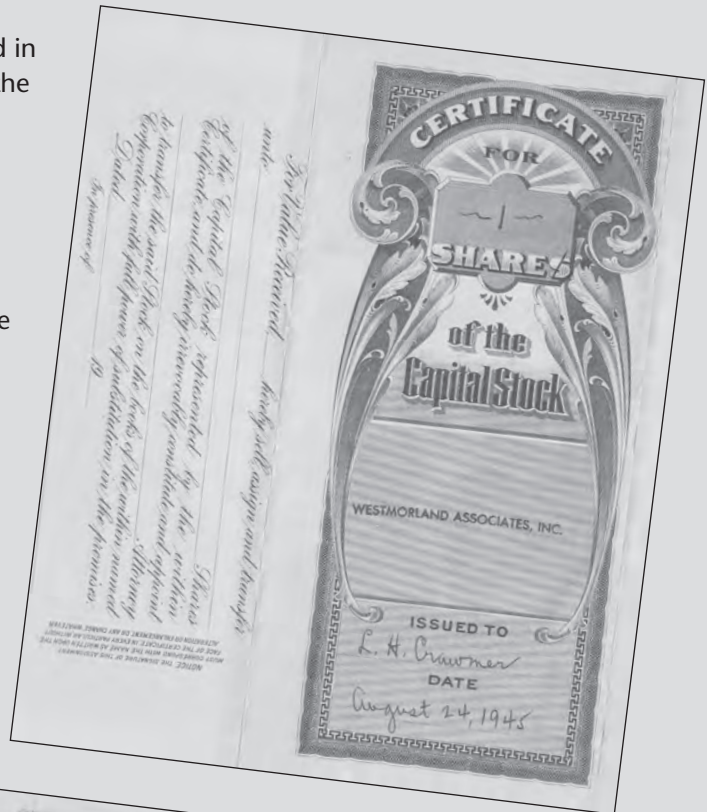
added approximately 20 lots.

The need for a neighborhood school in Westmorland after World War II and the renewed interest by families in moving into the area again

Taking Control of Growth

The pace of development once the boom resumed in 1945 led to some growing pains. The creation of the Westmorland Associates illustrates the point.

A group of Westmorland residents feared that the southern portion of the neighborhood might, because of its small lots and poor street planning, spawn an undesirable type of housing (and occupants) in proximity to their own homes. These residents formed the Westmorland Associates in order to purchase that piece of land from The Westmorland Company in 1946. They set out to sell 100 shares of capital stock for \$100 per share to raise capital for the purchase. The sale of stock was quickly successful. They replatted the southeastern area and restricted it, then placed it on the market again. What had been 88 small lots (mostly 50' by 100') were replaced with 65 lots, mostly 65' x 130'. The larger lots quickly sold in the late 1940s and early 1950s. It was, at its inception, largely a defensive move, but in one year's time the investors found their debt liquidated and a handsome profit in the bank.



The Westmorland Associates, Inc. sells stock for \$100 to raise capital for the replatting of the area between Westmorland Park and Toepfer Avenue. (Stock certificate from Jim Cramer.)

spurred talk of annexation in 1946. The Madison School Board would not consider building a new school in Westmorland as long as the area was outside the city limits. At the April 15, 1947 annual meeting of the Westmorland Community Association the membership defeated a motion to hold a poll of residents to determine whether property owners wanted the area annexed to the city. However, by May 1, 1947, pro-annexation sentiment was growing and a group of residents began the legal steps to have petitions circulated in favor of annexation of the area bounded by Mineral Point Road, Glenway Street, the Illinois Central Railroad tracks, Tokay Boulevard, and Holly Avenue.

The old Westmorland Golf Course, between Holly Avenue and Caromar Drive, had previously been annexed to the city as part of the annexation of an addition to the Sunset Village neighborhood in 1946. Petitions for annexation were circulated throughout Westmorland beginning on November 22, 1947. Petitions needed to be signed by a majority of the eligible voters in the area and by at least one-third of the property owners of the local school district before they could be filed with the city clerk for City Council action. The first signer of the petition was Professor James H. March of 4001 Mineral Point Road, an active member of the community association. The goal of the annexation group was to obtain the needed number of signatures by December 15th so the city could decide on annexation within the required 90 days and proceed with the official annexation before 1947 property taxes were due to the Town of Madison. Completed petitions were filed at City Hall on December 31, 1947. The petitions included the signatures of 310 voters in the area out of a total of 542 eligible to sign, or 57 percent of the electors. The City Council approved annexation on February 14, 1948 and the annexation officially went into effect on May 14, 1948. (Assessed value of the annexed area had increased to \$1,452,000 from \$519,000 in 1931.

After annexation, Westmorland had access to all city services including attendance of their children at nearby city schools without paying tuition, police and fire protection, garbage collection, and snowplowing. Annexation to the city was now considered a positive move for the area despite the increase in real estate taxes.

Fire Protection

As the construction boom grew in the Westmorland neighborhood, concern about adequate fire protection grew, as well. While within the boundaries of the Town of Madison (prior to May 1948), fire protection was the responsibility of the township. According to *The Westmorland Courier* from the time, 50 men offered their services and a volunteer fire department was organized

to serve the Westmorland area in late 1946. As the debate on annexation into the City of Madison heated up in 1947, the Town of Madison was pressured to show that it could provide fire protection for its residents. The newly organized Town of Madison volunteer fire department met for the first time in February 1948 to discuss organizational details and training needs. About that time the township erected a small fire station at the intersection of Holly Avenue and Westmorland Park. The small garage-

style building consisted of two stalls for storing a tanker truck and a pumper truck, and a small sleeping room for the on-duty fire chief. The building had its own well located behind the garage in the park.

Hank Johnson and Grant Predo served as Westmorland's first co-fire chiefs, alternating shifts of 24 hours on and 24 hours off. When a fire call came into the station, the chief and his driver circulated through the neighborhood picking up men who were available to respond to the fire.

With annexation into the city of Madison on May 14, 1948, the Westmorland neighborhood began receiving fire protection from the City of Madison fire station at 2410 Monroe Street (currently the Madison Theatre Guild building). The Town of Madison relocated its fire station to a building in the Brookwood Shopping Center on Verona Road (currently the Home Depot site), and then to the current town hall building on Fish Hatchery Road around 1960. When Westmorland Park was transferred from the Town of Madison to the City Parks Department in 1954, the small fire station building was moved from the park to Glenway Golf Course and put to use as a maintenance equipment storage building for a number of years.

Phil Schleicher, who lived at 4114 Winnemac Avenue as a youngster from 1944 to 1958 in the house that his grandfather and father built in 1941, and who has served as a Town of Madison volunteer firefighter since 1962, contributed to this history of fire protection in Westmorland.



The fire station building (a small white garage) appears in the background of a picture of the Westmorland 4th of July parade on Westmorland Boulevard taken sometime in the late 1940s or early 1950s.

As the 1940s Came to a Close ...

The close of the 1940s found Westmorland overcoming its growing pains, especially the contentious issue of whether to stay part of the Town of Madison or to accept the higher taxes and greater opportunities that would come with annexation into the City of Madison. A neighborhood association had formed and proven its ability to get things done. Its efforts led to the successful annexation, development of the Westmorland Park, and creation of social opportunities for young and old alike. But was Westmorland really ready for what lay ahead—the effects of the Baby Boom?

Aerial photo of the Westmorland neighborhood in 1949.





FROM OUR ORAL HISTORY COLLECTION

The information in this section comes from the Robert R. Paunack interview by Historic Madison, interviews conducted by neighborhood residents over the years (mostly in 2006 and 2010), and excerpts from Know Your Neighbors, a regular section that appeared occasionally in *The Couriers* in the 70s, 80s, and 90s.

Robert R. Paunack (1985 *Historic Madison* interview)

When my sister Jean and I were born, my dad and my mother, Marian, were living in the second-floor apartment in one of the three-story brick apartment buildings on West Washington Avenue on the site of what is now the Wisconsin Power and Light Company Building. We lived at that location until 1930, when my Dad bought the Otto Toepfer farm out on Mineral Point Road at the corner of Toepfer Avenue and Mineral Point Road.

When the Depression came along, almost as soon as we moved out there, A. O. Junior was trying to sell the lots from the farm—and he couldn't give them away. He sold one lot to Uncle Fred for \$450. Then Ben Backus, who was working at a bank at that time, bought a lot in back of us and built a home there. Things gradually started to move along, but when we first moved there in 1930, it was very quiet along the real estate market.

Back in those days, Westmorland consisted of the Westmorland golf course on the west end, where the Queen of Peace Church is now, and it ran from there east to what is still the municipal golf course, next to the cemetery. The red brick house that Otto Toepfer had built was the only building there at the time. Otto Toepfer had owned all that property that faced on Mineral Point Road and ran all the way south to the railroad tracks, bordered on the west, of course, by the Westmorland golf course. Otto had platted out the whole area and put in streets.

Jim and Bud Crawmer (2010 interview)

(Jim) We moved to Westmorland in December 1936. I was six and Bud was nine when we moved into a rental house at 414 Glenway Street. My parents bought a house at 3917 Paunack Avenue in 1939—built in 1938—and it was the fourth house on the block. I still live here, but not Bud.

(Bud) Probably the thing I remember best about my childhood is the War. Any open lots were used as Victory Gardens—everyone had a garden. Our family used a large lot at the corner of Toepfer Avenue and Paunack Avenue.

(Jim) A man would go around the neighborhood with a horse-drawn plow in the spring and plow up everyone's garden for them. They would grow many vegetables such as corn, beans, tomatoes, etc. Me and Bud would be responsible for weeding and picking crops. Mom would can the vegetables and use them for meals.

Most people raised their own vegetables so that they would not buy them at the grocery store. The grocery stores would stock less so that more



FROM OUR ORAL HISTORY COLLECTION

could be shipped overseas to the troops. The closest grocery stores were the Piggly Wiggly on Monroe Street and the A&P and Kroger on University Ave.

(Bud) I also remember rationing. Food that was rationed included sugar. We all received ration books with coupons, food stamps, to use at the grocery store. Butter was rationed so we purchased milk from Carl Felton, the local milkman, and made our own butter by skimming the cream off the top of the milk bottle.

Virginia Kline (*March 1983 Know Your Neighbor*): In 1937 I moved here with my family [Ed.—the March family]. We lived in the big brick house [Ed.—4001 Mineral Point Road] at the corner of Toepfer Avenue and Mineral Point Road. Behind my house was the farm's barn (now 4010 Paunack Avenue). In the early 1940s the barn was the perfect place for teenage parties—we held great barn dances in the loft of the barn. My father, James March, stood down below, watching as the beams went up and down.

I also remember the small shuttle bus, at a nickel a ride, that made runs from Regent Street at Allen Street to my family's street corner at Mineral Point Road and Toepfer Avenue. It had a young driver named Ken who was kind of a neighborhood tradition because he took a real interest in people—if a regular rider was late, he would wait to make sure that person had a chance to make the bus.

Edna Skolaski (*March 1991 Know Your Neighbor*): I moved to Westmorland in 1941. We had gravel roads and there were no sidewalks, and there was a golf course from Holly Avenue to the West—really, most of the area was still open farmland. But we did have a volunteer fire department. During a fire, a bell would ring on the corner of St. Clair and Holly and the truck would race up and down the streets, picking up available men. It was always exciting when you heard that bell.

Earl Roberts (*2006 interview*)

My wife Mona and I met in 1939; we built our house in Westmorland in 1947. When we built the house here, we could only get the first floor finished because there were restrictions on building at that time. I finished the upstairs myself in 1951, and I never did carpenter work before—but I enjoyed it. I did the whole thing... the wallboards, the flooring, electrical, and I even installed some of the heating up there. I think puttering around the house was my hobby; the wives had meetings and different clubs. I remember that Mona was a member of the Lend-A-Hand Club. She had a lot of friends in that county-wide club. Mostly, it was for learning to cook.

Baby Boom Causes Housing Boom: 1950s to 1970s

As the Westmorland neighborhood entered the 1950s, the phrase “baby boom” entered the American vocabulary. An estimated 78.3 million Americans were born during the years following World War II. Suddenly it seemed that every vacant lot was a construction site. The new homes in Westmorland soon sheltered growing families; every child could find a dozen playmates just by stepping out the door. Westmorland was experiencing a boom that just about broke the sound barrier.

The baby boom generation is usually defined as the individuals born between 1946 and 1964. Thus, the last of the baby boomers turned 18 in 1982. This chapter follows Westmorland’s progress during the era in which those babies came of age.

Real Estate Developments

The annexation that had finally brought Westmorland into the City of Madison in 1948 made living in Westmorland more desirable than ever. With free access to city schools now assured, Westmorland was becoming more family friendly. This, combined with the renewed availability of building materials that had been in short supply during World War II, fueled explosive growth. The number of homes built each year reveals the story, as the graph in the appendix on page 127 shows.



Aerial photo from 1957 shows Westmorland prior to the construction of Midvale Plaza.

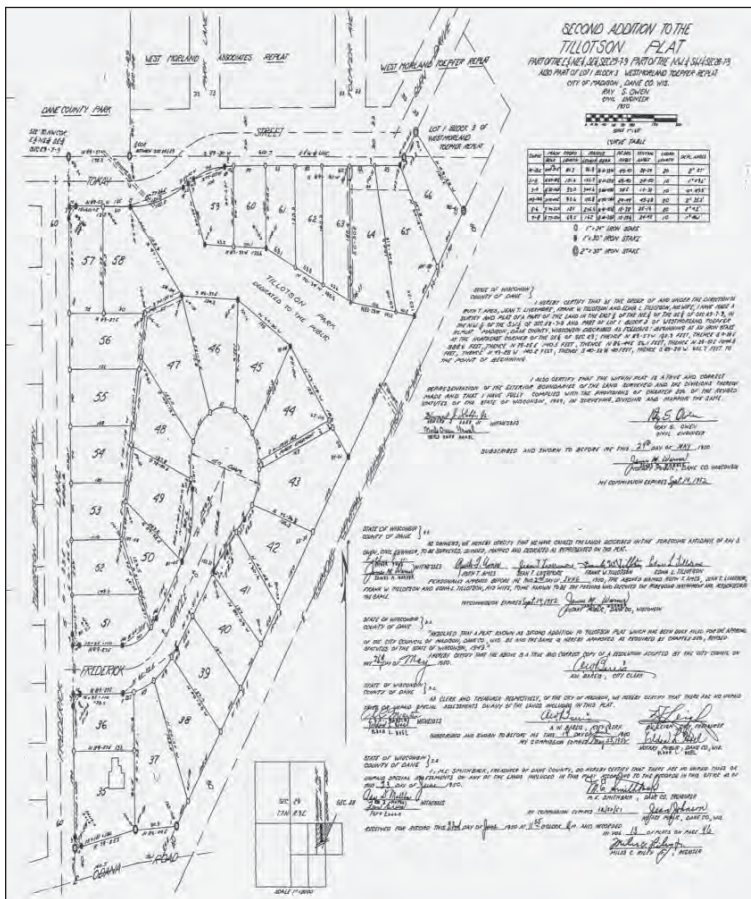
Westmorland Expands Its Boundaries

As the 1950s got under way, development in Westmorland expanded to take in the last farmland adjoining the neighborhood to the west and south. When the area was annexed to the City of Madison in 1948, the old Tillotson farm (a 13-acre parcel) was in the hands of Sarah and Frederick's three children, Frank, Jean, and Ruth. They decided it was time to plat their land for sale as residential lots.

The Tillotson plat was filed in December 1948. It consisted of 23 lots on the east and west side of the 600 block of Gately Terrace. The First Addition to the Tillotson Plat filed in March 1950 consisted of 11 lots on the west side of the 600 block of Frederick Lane and the Second Addition to the Tillotson Plat filed in June 1950 consisted of eight lots on the east side of Frederick Lane, 15 lots on Frederick Circle, eight lots on the south side of the 4000 block of Tokay Street (soon to become Tokay Boulevard), and an undeveloped area identified as "Tillotson Park dedicated to the public" that extended from Tokay Street to the railroad tracks. The City of Madison still maintains this area as a natural drainage way and green space.

Four years later, the Felton Vegetable Farm gave in to development pressure, and the last farmland adjoining Westmorland switched to raising bumper crops of babies. In April 1954, Felton and a group of investors filed a

The Second Addition to the Tillotson Plat, June 23, 1950.



This aerial photo, taken on June 7, 1954 looking north, shows Tokay Boulevard in the foreground, Westmorland Park in the middle right, with Anthony Lane and Frederick Lane in the Second Addition to the Tillotson Plat at bottom center.

plat map for the “Woodside Gardens Addition” that divided the remaining vegetable farm site into 18 lots along Midvale Boulevard, Keating Terrace, Mineral Point Road, and Caromar Drive.

New Homes Spring Up

The building boom, sparked by the availability of FHA financing and spurred by postwar availability of materials, resulted in an amazing 224 homes built from 1948–50, essentially doubling the number of homes in Westmorland. In 1950, 81 homes were built—the highest yearly production ever recorded in the neighborhood. The period from 1951–57 added another 315 homes, bringing the total to 818. By comparison, between 1958 and 1965 only 30 homes were added, and over the subsequent 10 years no homes at all were built. One last boomlet occurred during 1976–78 when the Chatham Terrace circles were developed, adding another 24 homes.

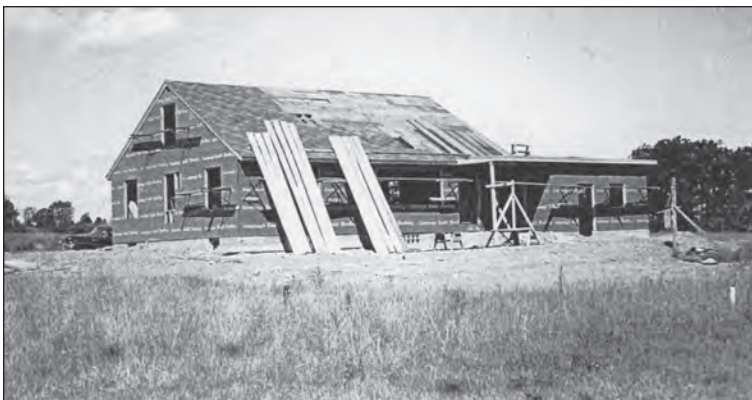
New homes were under construction in the late 1940s and early 1950s to accommodate many young Westmorland families.



The Saeman’s house at 564 Gately Terrace under construction in 1950. Ronnie Saeman shown sitting in window.



The Martinelli’s house at 4318 Tokay Boulevard under construction in 1949.



Home at 609 Gately Terrace under construction in 1949.



The Jackson’s house at 461 Westmorland Boulevard under construction in 1951.

Over the course of these waves of building activity, what was thought to be an appropriate style for a residential neighborhood's street layout changed. A *Wisconsin State Journal* article from January 25, 1950 showed an aerial photograph of Westmorland accompanied by the text below:

This aerial view of Westmorland looking north, from January 1950, shows the curved streets that "discouraged fast through traffic."



New West Side Area Points Out Two Things

Here's a picture of a West side section of Madison which illustrated two things:

ONE. A new pattern in street design is coming to the city.

TWO. And building lots have been selling well, to say the least, in the sixth and seventh additions to Sunset Village.

Five years ago, the area above (with the curved streets) was the Westmorland Golf Course and Madisonians were there with their golf clubs.

Main reason for the curved streets, John McKenna says (other than the obvious of developing and subdividing the area), is to suit the sewer and water lines to the contour of the land, eliminating costly and deep digging which would be required if the plat were laid out in square blocks.

A further advantage is that the curved streets tend to discourage fast, through traffic.

New Home Styles Emerge

With the end of World War II and the need to provide housing for returning veterans and their young families, new architectural styles began to appear in Westmorland. The ranch and raised-ranch styles that used some elements of the Prairie style but were much more affordable to build gained popularity in Westmorland.

Examples of these homes include:

- 558 Park Lane, Ranch, 1949,
- 518 S. Owen Drive, Ranch, 1951,
- 533 Gately Terrace, Ranch, 1950,
- 544 Chatham Terrace, Ranch, 1950,
- 3801 St. Clair Street, Ranch, 1948,
- 4310 Critchell Terrace, Ranch, 1950, and
- 417 S. Midvale Blvd., Story Book Ranch, 1956.

Also, numerous ranch style homes can be found at the 1954 Parade of Homes site on Rolla Lane, Somerset Lane, and Anthony Lane.

Marshall Erdman was a local builder who became known as a disciple of Frank Lloyd Wright. He began his career by building homes designed by Wright and then evolved into designing and building his own style of homes. He built two hybrid prairie style/ranch homes in 1950, located at 545 Gately Terrace and 626 Gately Terrace.

In addition to the new home styles appearing after World War II there were technological advances, in some part due to the material demands created by the war. Concrete block was used for the exterior walls of both traditional style and International style homes. Perma-stone, or simulated masonry, was used on many ranch style homes. Porcelain enamel fused to a metal backing was used on the unique box-style Lustron prefabricated homes found in Westmorland.

While the scale of homes changed over time due to costs, many of the styles were repeated from decade to decade. Today, many homes in Westmorland are a combination of styles as more recent home-builders took inspiration from features of a variety of their neighbors' homes. The Westmorland neighborhood is truly representative of what was happening throughout the country during the development of suburban housing.

Ranch style homes were highlighted in the 1954 Parade of Homes.



722 Anthony Lane, built in 1954. (Photo taken in 2010.)



4210 Rolla Lane, built in 1954. (Photo taken in 2010.)



4210 Somerset Lane, built in 1954. (Photo taken in 2010.)

Homes of Gleaming Steel: Lustron

If you happen to spy the glint of pastel porcelain through the plantings around certain rectangular, one-story homes in Westmorland, you've discovered one entrepreneur's answer to the wartime housing shortages that coincided with the building boom in Westmorland. Seven Lustron homes received building permits for Westmorland addresses between February and October 1949.

On America's entry into World War II all resources had been diverted to the war effort. When veterans started returning from the war, the nationwide shortage of housing became critical. The federal government finally passed legislation banning non-essential construction. All building materials and labor were diverted to building houses for veterans.

Enter Carl Strandlund, an Ohio businessman with an idea of building and distributing houses the way cars were: on a factory assembly line, with dealerships doing the selling. Strandlund received a start-up loan totaling \$12.5 million dollars from the Reconstruction Finance Corporation (RFC), a federal agency, and entered the manufactured-housing business.

Strandlund's typical Lustron home was about 1,000 square feet, had two bedrooms, and came with an exterior sheathing made of two-foot-square steel panels. All structural elements and much of the interior "skin" were made of steel. Exposed interior and exterior walls had a porcelain-enamel

Lustron home located at 534 Glenway Street. (Photo taken in 2010.)



finish. Exterior color options included pink, tan, yellow, aqua, blue, green, and gray. Interior color options were beige or gray.

Lustron interiors included many built-in features to use space efficiently, such as closets, vanities, clothes drawers, bookshelves, and cabinets. There was even a built-in that was both a dishwasher and clothes washer—a very modern convenience in the late 1940s.

A Lustron home cost almost \$11,000 dollars, quite a bit more than the average \$8,000 price tag for a standard wood-frame house. The allure of the Lustron was in its promise of low maintenance, durability, and speed of assembly, as well as its use of modern technologies.

Unfortunately Strandlund's original loan turned out to be a fraction of what was actually needed; the retail price was higher than predicted; and he could never produce the 100 houses a day he had promised. When the RFC foreclosed on its loans in 1950, the Lustron Corporation went bankrupt just shy of 2,700 houses delivered and installed. The grand housing experiment was over in two years.

The Lustron Corporation's era was brief, but it came at a perfect time for Westmorland. There are 18 Lustrons in Madison, seven of which are in Westmorland and another five across Mineral Point Road in Sunset Village. None of the original owners still live in these homes, but the new residents appreciate their unique accommodations.

Madison radio personality John Sylvester ("Sly"), actively sought out his Lustron home at 505 S. Owen Drive. "I talked the owner into selling it to me when she hadn't even thought about selling it yet," he told Jan Murphy in an interview for *The Westmorland Courier* in 2008. Walking into his home is like stepping back into the 1950s, from the pictures, to the furniture, to the gadgets. Sylvester began restoring the Lustron almost as soon as he bought it in 1996. But the major restoration projects began in 2002, when he bought the interior of a second Lustron home for its parts.

Love of Lustron also affected Pat Pue at 3810 St. Clair Street. She lived in the house first as a renter, slowly growing attached to the feel of the place and loving the built-ins, and now lives there as its owner. Not that she'd planned on buying it, but when the friend who owned the house decided to sell it, she realized "I couldn't imagine strangers living in here."

"The coolest thing about the house is that you can put anything on the walls with magnets," said another Lustron owner, a feature mentioned by both Sylvester and Pue. But winter in a Lustron is not fun. It's expensive to heat a Lustron home—inadequate insulation leaves the metal walls cold to the touch.

Take a Lustron Walking Tour

A Lustron-sighting expedition makes an excellent goal for a stroll around Westmorland. Use the accompanying map to create your own Lustron Walking Tour.

Location	Color
418 Critchell Terrace	Gray (with a Lustron garage)
505 S. Owen Drive	Aqua
548 S. Owen Drive	Gray (now has vinyl siding covering exterior)
556 Chatham Terrace	Yellow
537 Gately Terrace	Yellow
534 Glenway Street	Yellow
3810 St. Clair Street	Tan



The 1954 Parade of Homes

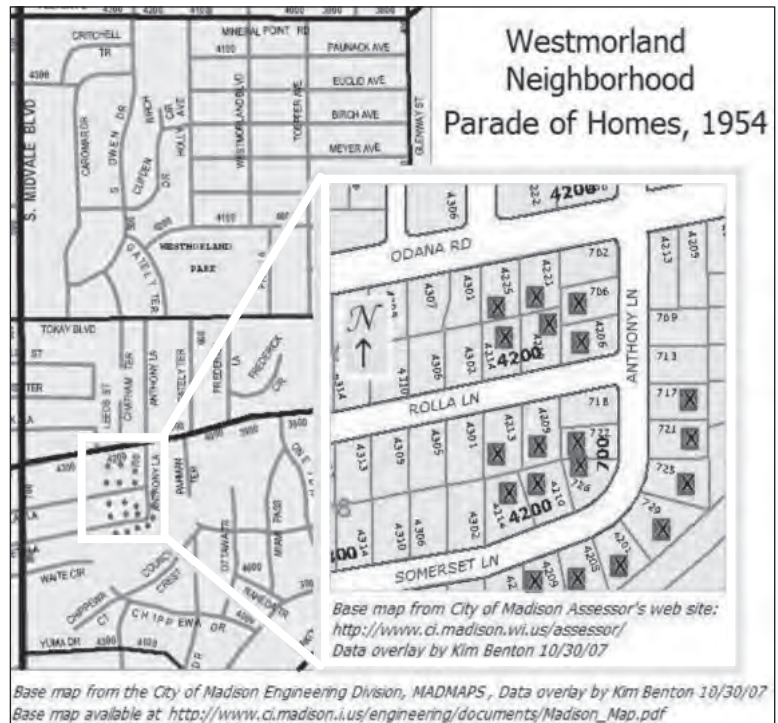
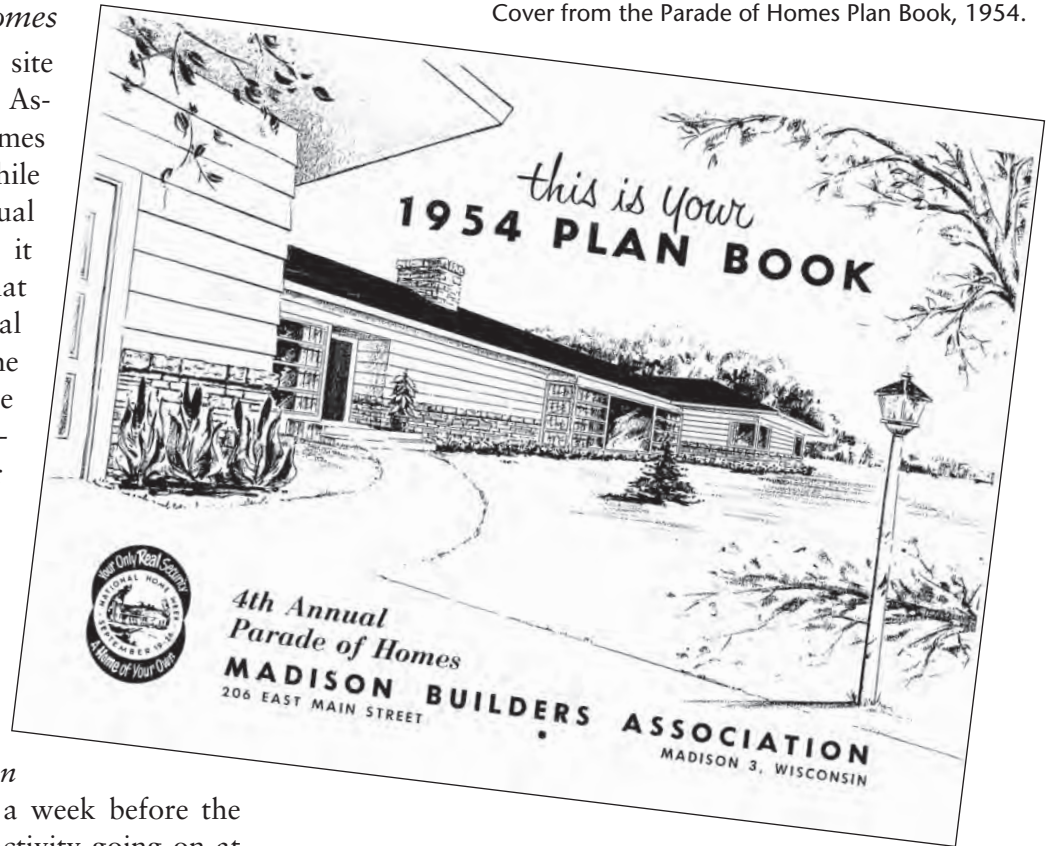
Westmorland was the site of the Madison Builders Association Parade of Homes in September 1954. While this was the fourth annual occurrence of the event, it marked the first time that pastures and agricultural land were cleared for the parade site. To prepare the Odana-Anthony-Rolla-Somerset area for houses, earth was moved to reduce the grade by eight feet.

Like contemporary parades, work continued on the homes until the last minute. An article in the *Wisconsin State Journal* appearing a week before the event recounted all the activity going on at the parade site.

The parade showcased innovations in homebuilding and design. The focus in 1954 was on mid century modern architecture featuring the ranch style, new building materials, and innovative, integrated home lighting. In addition, an emphasis was placed on how the homes were inviting to those wanting a suburban lifestyle.

Interestingly, many builders and contractors for the 1954 Parade of Homes also lived in the Westmorland neighborhood. These included Harold Bewick, builder, 454 Holly Avenue, Bauer and Needham, contractors, 646 Gately Terrace, and Grant Kittle, builder, 537 Holly Avenue.

Cover from the Parade of Homes Plan Book, 1954.



Map showing the 1954 Parade of Homes locations.

Westmorland Comes into Its Own as Part of the City of Madison

A true community includes places to shop and gather, places to worship, and places for the education of its children. Westmorland in the 1950s through 1970s grew to include all of the above.

Until the post-World War II baby boom, the need for schools was not so great as to demand action. Furthermore, the growing pains over whether to remain affiliated with the township or join the City of Madison made school planning difficult. However, as the post-war population boom produced rising numbers of school-age children and annexation made it clear whose job it was to educate them, building a school for Westmorland became a priority.

New Schools Come to Westmorland

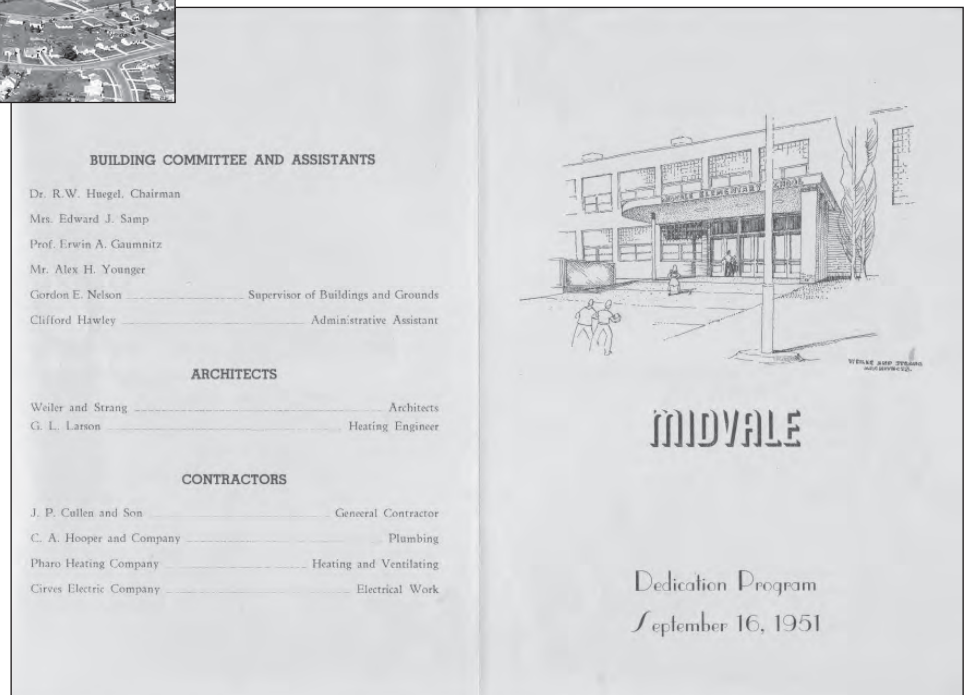
Midvale Elementary School was the first public school within the Westmorland neighborhood boundaries. Construction was scheduled to begin in 1949 and the school to open in September of 1950, but bids for the building came in over budget and the project had to be downsized and rebid in the spring of 1950. Finally, on September 10, 1951, the \$723,000 school opened for 514 students in kindergarten through sixth grades. Paul Olson was the first principal. When it opened, the school included 18 classrooms for three sections of kindergarten through sixth grades, a library, home economics, art, music, workshop, and science rooms. The school also housed a lunch room/auditorium with a kitchen and a gymnasium.

The popular Mr. Olson stayed at Midvale as the principal



Midvale Elementary School appears in the lower right of this aerial photo taken June 7, 1954, looking west. (Photo from John Newhouse Collection, Wisconsin Historical Society.)

The brand new Midvale Elementary School was dedicated on September 16, 1951.



for 23 years, retiring in 1974. The newest Madison elementary school, at 801 Redan Drive in the far southwest corner of Madison, was named for Olson in 2007.

In 1954 school enrollment peaked at 884 students. In 1955 the school boundaries were changed to decrease the enrollment to 806 students. Also in 1955, Midvale Boulevard was extended between Mineral Point Road and the railroad tracks. Sidewalks to accommodate the students walking to Midvale School were included in the expansion.

In 1973 Midvale Elementary School shifted to offering kindergarten through 5th grade. (The new organizational structure of elementary schools teaching grades K–5, middle schools teaching grades 6–8, and high schools teaching grades 9–12 had gone into effect in the fall of 1970.) In 1981 a “Gifted and Talented” program began and student teachers were introduced into the classrooms.

Our Lady Queen of Peace Elementary School opened about the same time as the Midvale School, to serve the neighborhood’s Catholic families.

The Archdiocese of Milwaukee, prior to the formation of the Madison Diocese, purchased 5.5 acres of the former Westmorland Golf Course at the corner of Mineral Point Road and Holly Avenue in early 1944 for the creation of the Our Lady Queen of Peace parish church and school.

In January 1946, a group of area Catholics began discussing construction of a multi-purpose building on the site. Ground was broken in July 1948 and the cornerstone laid in December of that year. In the spring of 1949, the Sinsinawa Dominicans Order of Sisters agreed to staff the new school and opened the doors to their first class on September 12, 1949.

The new building housed five classrooms with two grades per classroom on the first floor, living quarters for the sisters on the second floor, and a multi-purpose gathering space in the basement where Sunday masses, parish breakfasts, and social gatherings were held.

The baby boom had a significant effect on Catholic school enrollment.



Scenes from Midvale Elementary School in the 1950s: Playground activity and bus riders loading on Caromar Drive.



Our Lady Queen of Peace Catholic School. (Photo taken in 1995 prior to addition.)

Milestones for Our Lady Queen of Peace School

Other milestones in the history of Our Lady Queen of Peace School include:

- 1959: Hot lunch program begins with a cost of 35 cents per lunch.
- 1960: School faculty consists of a principal, five sister teachers, three lay teachers, and a music teacher.
- 1961: 220 second grade children from the parish receive their first Holy Communion.
- 1963: School faculty increases to 18 teachers with 10 sisters and eight lay teachers.
- 1965 to 1971: School enrollment declines yearly from over 700 students to 400 students.
- 1967: School bus transportation begins for private school students living beyond a one-mile radius from school.
- 1970: One first grade class section is eliminated due to a drop in enrollment.
- 1972: Decision is made to keep the school open until enrollment drops below 300 students.
- 1973: Enrollment reaches a record low of 354 students.
- 1975: "Learning Center" concept begins in first through sixth grades.

The 1949–50 school year saw 234 students attend grades one through eight, meaning 45 to 50 students per classroom. The school enrollment continued to increase rapidly for the next five years. To accommodate the students, a two-room addition was built in 1951, and the sisters' living quarters on the second floor were converted to classrooms. In 1952, a house was purchased at the corner of Westmorland Boulevard and Euclid Avenue for the sisters' convent. Due to the drastic increase in the school enrollment, the seventh and eighth grades were discontinued after the 1952–53 school year. That space was needed for additional classrooms for the over 400 students in first through sixth grades, where some classrooms served over 50 students. The 1955 school year saw enrollment of 480 children.

After the new church was completed in 1955, the basement gathering space was converted into space for four additional classrooms. Another two-room addition was added to the school building in 1957.

Enrollment of over 700 students in the late 1950s led to a major eight-classroom expansion project that was completed on the south end of the building in the summer of 1960. Also included in the project were a library room, music room, new school offices, and storage space. Two seventh grade classrooms were reinstated for the 1960–61 school year and two eighth grade classrooms added the following school year. The school enrollment reached a recorded 780 students in grades one through eight for the 1961–62 school year. Even with all the expansions classrooms were still crowded with approximately 45–50 students.

As the baby boom peaked and then waned, so did enrollment in Our Lady Queen of Peace School. But the church's commitment to providing a Catholic education never wavered.

Transportation Evolves

Locally, the Westmorland community was coming into its own at the same time that nationally, automobiles became more popular than mass transit. Even so, there was desire—or call it demand—for safety for those too young to drive, and for adequate bus service to connect with the rest of the expanding city of Madison.

Numerous articles in *The Westmorland Courier* between 1943 and 1954 described the efforts by residents of the Westmorland neighborhood to have bus service extended throughout the Westmorland area with more frequent buses scheduled and more reliable service. However, there was no increase in city bus service until the 1970s.

Adequate transportation planning also must deal with the needs of pedestrians. The installation of sidewalks and streetlights came slowly to the Westmorland neighborhood. Homes built in Westmorland in the 1920s through 1940s were few and far between, automobile traffic was light, and residents were accustomed to walking along the shoulder of the streets or cutting across vacant lots to visit their neighbors. In addition, the Town of Madison had a limited street improvement budget during the Great Depression and World War II years. Once World War II ended and home construction began to increase again, the need for sidewalks and streetlights became more of a community safety concern. After annexation to the City of Madison in May 1948, the Westmorland Community Association began to petition the city for sidewalks and streetlights.

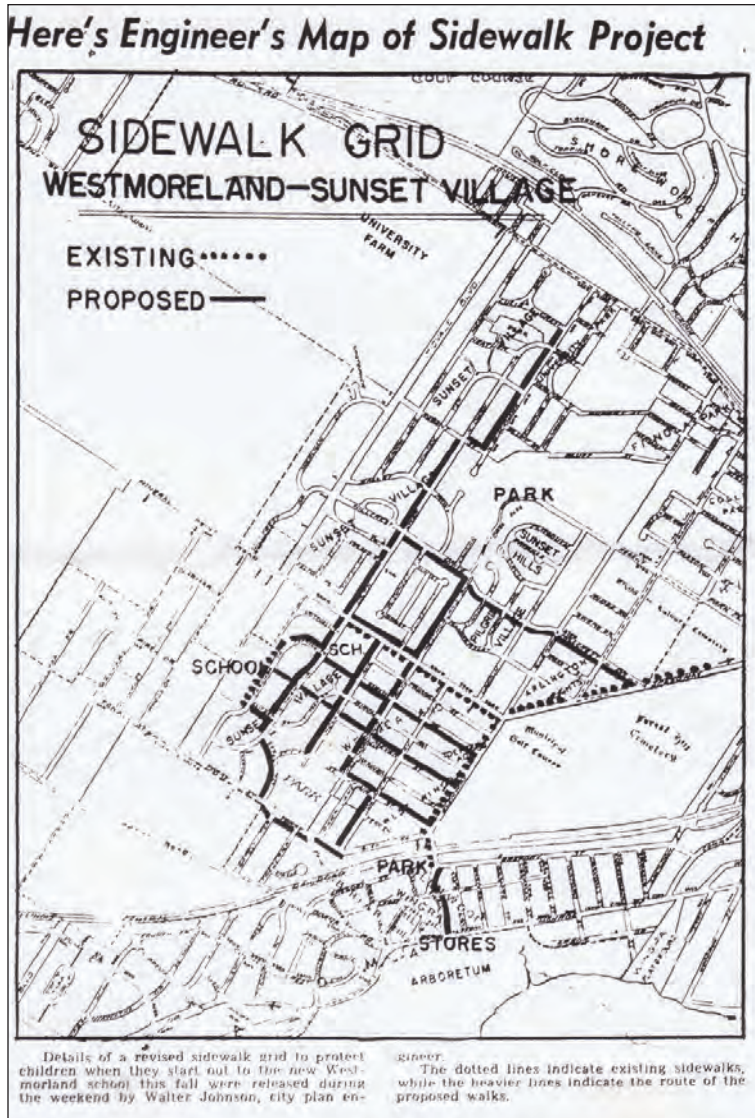
In December of 1948, with Westmorland now a part of the City of Madison, the Westmorland Community Board requested that the city install more lighting in Westmorland. In early 1949, a Westmorland resident, Margaret (Mrs. John) Colby, 605 Toepfer Avenue, took it upon herself to ask the city (through her alderman) for a streetlight at the corner of Tokay Street and Toepfer Avenue. In January of 1950, at the request of residents, streetlights were installed along Holly Avenue. With the momentum for streetlights picking up, the Westmorland community board again petitioned the city for lights at “every intersection not now covered.” As homes began

Westmorland’s major streets are safer for walkers, thanks to sidewalks, traffic lights, and pedestrian islands.

The intersection of Midvale Boulevard and Odana Road looking east, circa 1955, two years before the installation of a traffic signal. (WHi 40183)



The intersection of Midvale Boulevard and Odana Road, looking east, in 2010.



In 1951 a plan for a revised sidewalk plan for Westmorland, due to the opening of the new Midvale school, was published.

With the opening of the new Midvale Elementary School in August 1951, an additional sidewalk plan was drawn up by city engineers including a crosswalk between homes extending from Holly Avenue to Caromar Drive. Sidewalks were only installed on one side of the street. During the remainder of the 1950s and into the 1960s, sidewalks were eventually installed on the opposite side of those streets and all other streets in the older section of Westmorland. As newer areas of Westmorland were developed in the 1950s and 1960s, sidewalks were included with the construction of any new streets.

At Westmorland's west edge, road improvements continued in the spirit of planning consultant Ladislav Segoe's *Comprehensive Plan for Madison, Wisconsin, and Environs*. These improvements favored speed and convenience for automobiles over other transportation modes.

to spring up during the 1950s, streetlights were installed during the construction of new streets along with curbs and gutters.

Traffic volume increased on the major arterial streets bordering Westmorland, leading to the installation of traffic lights at the intersection of Midvale Boulevard and Odana Road in 1957 and at Mineral Point Road and Midvale Boulevard in 1961. By the early 1960s, Westmorland was a much safer neighborhood for drivers and walkers.

Like streetlights, sidewalks are an essential safety feature. After Westmorland was annexed to the City of Madison, the Westmorland community board's safety committee pushed the city for sidewalks along Glenway Street, Mineral Point Road, and Speedway Road. "The objective of the project is to increase the safety of children who have to walk along those three arterial highways on their way to school," the December 1949 issue of *The Courier* reported. A cinder path for bicyclists was also requested on the side of those streets opposite the sidewalks. Westmorland and neighboring street residents placed 837 signatures on a petition requesting sidewalks. When a young girl was injured by a car on Mineral Point Road in the spring of 1950, the sidewalk issue came to a head. Finally in August 1950, the Madison City Council adopted an ordinance providing for the construction of a sidewalk system to connect West High School, Our Lady Queen of Peace School, and Dudgeon School.

Midvale Boulevard, which had been a two-lane gravel road from its first appearance on city map in the 1930s, finally graduated to a four-lane divided roadway in the 1950s. The first section to be improved was the stretch from Tokay Boulevard south to Odana Road, which was rebuilt in 1955 as part of a Parade of Homes site in Midvale Heights. A section from Tokay Boulevard north to Mineral Point Road was converted to four-lane divided street between 1954 and 1956, to accommodate the new Midvale School. The Illinois Central railroad crossing was built in September 1955.

The section of Midvale Boulevard from Mineral Point Road north to Regent Street was expanded to four lanes in the late 1950s, and the section from Regent Street to University Avenue became four lanes during the development of the area around the Hilldale Shopping Center prior to its opening in 1962.

Construction of the West Beltline, which had begun about 1947 in conjunction with the improvements and extension of Midvale Boulevard, was completed in 1950 as a two-lane road.

Commercial Areas

A community needs gathering spots, and for Westmorland, that included retail businesses at the northeast and southwest corners of the neighborhood.

At the northeast corner, across from the Glenway Golf Course, stood Waterman's Bar. W. H. (Bill) Waterman operated the bar until February 1953, when he sold the business to partners Frank Vitale and Joe Namio (who later opened Namio's Supper Club, a popular restaurant on Park Street), who renamed the location the Village Bar.

Westmorland residents have always been strong supporters of neighborhood businesses. Based on information contained in past Westmorland directories and editions of *The Courier*, the history of neighborhood businesses reflected trends across the Midwest.

Prior to 1950, Westmorland residents did most of their shopping outside of the neighborhood. The closest grocery store, pharmacy, hardware store, and clothing store were found on Regent Street or Monroe Street. In fact, several of the businesses that serve Westmorland today served early residents, including Parman's Service Station, 3502 Monroe Street, established in 1941, and Mallatt Pharmacy, 3516 Monroe Street, which opened in 1942.

Other businesses have changed names but their locations serve in the same or similar capacity, including Neuhauser Pharmacy, 1875 Monroe Street, which opened in 1916 as part of the Adolph Menges pharmacy chain; Regent Market Co-op, 2136 Regent Street, which opened in 1924 as Universal Grocery and later operated as Randall Market Meats; Bud's Auto Repair, 2422 Monroe Street, occupying a gas station built in late 1930s; and



Village Bar Menu, circa 1970.



The December 4, 1949 issue of the *Wisconsin State Journal* unveiled the plans for the new Midvale Plaza development.

shopping area built in part to serve Westmorland; it still stands today.

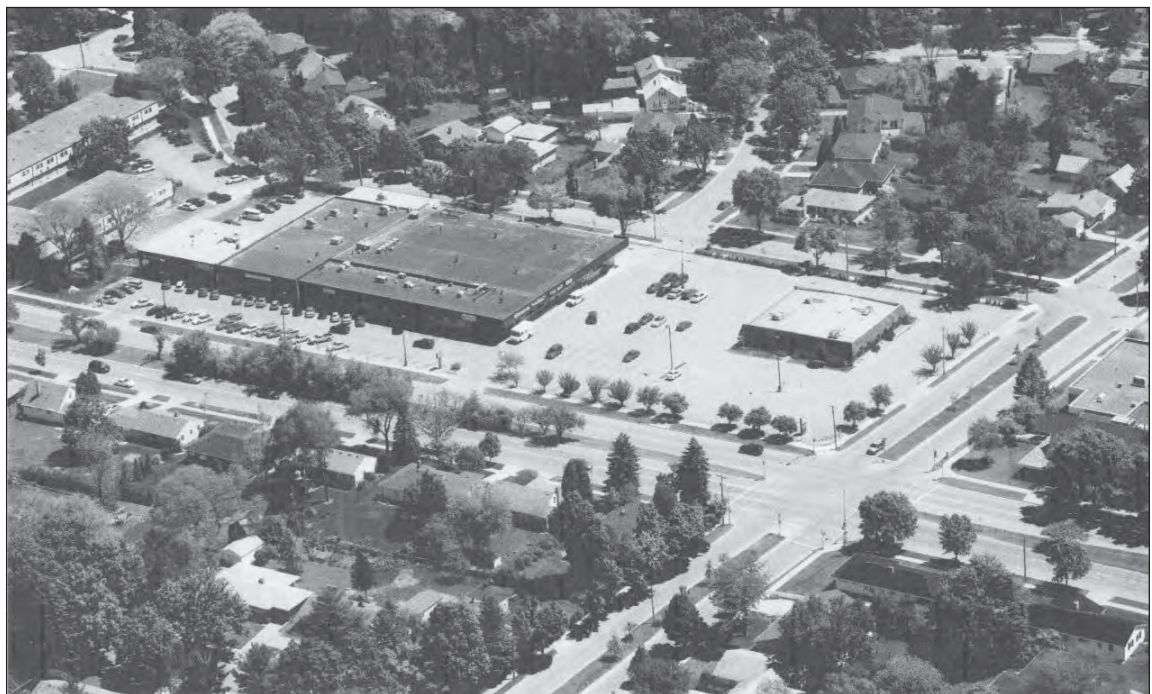
Midvale Plaza (now Sequoya Commons) was meant to provide much-needed shopping facilities to an area experiencing phenomenal growth. Scheduled to be built on land that was once part of the old Westmorland Golf Course, construction was delayed waiting for the completion of Midvale Boulevard linking University Avenue and Nakoma Road to make the site accessible from the north, the south, and the yet-to-be-developed areas to the west. The section between Mineral Point Road and Tokay Boulevard was begun late in 1955.

Percy's Service Station, 3600 Monroe Street, which opened in 1937 as a Pure Oil station.

During the late 1940s and early 1950s, the new "strip mall" style that typified modern car-friendly suburban retailing began to appear. Local examples included the Shorewood Shopping Center on University Avenue (opened in 1950), the Glenway shopping area at the corner of Glenway Street and Mineral Point Road (opened in 1955), and the Midvale Plaza Shopping Center (now Sequoya Commons) at the southwest corner of Westmorland (opened in 1957).

The cluster of buildings at Glenway Street and Mineral Point Road (technically located in Sunset Village) was the first multi-unit

Midvale Plaza Shopping Center in 2007.



The two anchor businesses in the Midvale Plaza shopping center were the Kroger's Grocery "supermarket," which opened in November 1957, and Bergmann's Pharmacy, which opened in 1960.

The original shopping center plans included a stand-alone service station, a movie theater, and more than 350 parking spaces. The theater and service station never materialized. The final configuration of the Midvale Plaza was the result of four phases of construction.

From 1959 to 1970 Westmorland residents were introduced to a number of larger shopping centers on Madison's west side, including:

- Brookwood Shopping Center (1959)—1300 block of S. Midvale Boulevard (current location of Dorn True Value Hardware and other businesses),
- Westgate Shopping Center (1960),
- Hilldale Shopping Center (1962),
- Nakoma Plaza (1969)—4500 block of Verona Road (current location of Home Depot and other businesses), and
- West Towne Mall (1970).

SENTRY
FOODS
3817 MINERAL POINT ROAD, MADISON

SENTRY FEATURES:
U.S.D.A. CHOICE BEEF . . .
 professionally selected, fully aged and then expertly trimmed the Sentry way for outstanding value!
GARDEN FRESH FRUITS & VEGETABLES . . .
 provide many important vitamins and nutrients needed for a balanced diet. Sentry's selection is simply superb. You can smell the freshness just walking down the aisle.
FRESH CRESTWOOD BAKERY . . .
 The Crestwood Bakery people are up and around in the early hours of the morning, to create the mouth-watering assortment of pastries, cakes, pies and breads that greet you a few hours later.
WISCONSIN'S FAVORITE DELI . . .
 feast your eyes on the wonderful variety of sausage, cold cuts, wiener, potato salads, sandwich spreads, melt-in-your-mouth jello salads, cheeses and lots more. It's all top quality and as fresh as possible.
SUNRISE PRODUCTS . . .
 are our answer to generics. They offer consistent quality. Sunrise offers value, nutrition and taste appeal.

there's a smile in every aisle at **Sentry!**

BERGMANN'S
MIDVALE PLAZA
511 South Midvale Blvd.
PHARMACY — PHOTO — COSMETICS
FREE DELIVERY 238-5101
Postal Station

Westmorland businesses advertised in the Westmorland directories of the 1950s and 1960s.

Alderson's Service Station

GAS OIL

Polishing — Greasing — Flats fixed
Waxing — Towing — Washing
TIRES — BATTERIES — ACCESSORIES

Speedway Rd. Phone 3-5628
"Glenn" Alderson, Prop.

WESTMORLAND'S
NEW DRUG STORE

Jerry
BURKE'S PHARMACY
404 Glenway St. Dial 3-1794

FREE
Delivery Service — 10:00 A.M. — 3:00 P.M. — 8:00 P.M.

Prescription Service — Baby Needs
Soda Fountain — Bulk Ice Cream

True Value
HARDWARE

- * Builders Hardware
- * Electric Supplies
- * Skil Power Tools
- * Tru-Test Paint
- * Lawn & Garden Supplies
- * Scott's Fertilizers
- * Housewares
- * Toys and Gifts
- * Blue Lustre — Rinse-N-Vac

233-3110

ELLIS TRUE VALUE HARDWARE
3809 Mineral Point Road

KOOL VIEW CO.

- * PASSIVE SOLAR ADDITIONS
- * SOLAR COLLECTORS
- * WINDOW INSULATION

3742 Speedway Road
238-6997

GLENWAY PRESCRIPTION PHARMACY

335 Glenway St.
233-1794

Free Delivery Charge Account System

Friendly Service
Prescription Record System
Emergency Rx Service
Postage Stamp Sales
Hudson Vitamin Franchise

Home businesses existed during Westmorland's growth, but adequately documenting them is difficult. It is worth mentioning that from the beginning (as evidenced by early directory listings) Westmorland has been the home of many professionals and service providers specializing in accounting, construction, law, medicine, nursing, landscape architecture, real estate, plumbing, piano instruction, and more. In addition to being business owners, many conducted their businesses from their homes—including the long-lived Eleanor's Beauty Salon at 4 Birch Circle (1957).

Sequoia Branch Library

Access to the Madison Public Library began with a bookmobile visiting the neighborhood twice a week in the summer of 1953. This library on wheels made two stops in Westmorland, one on Monday from 3 p.m. until 5 p.m. at the corner of Gately Terrace and St. Clair Street, and one on Wednesday from 6 p.m. until 8:30 p.m. in front of the Century Food Market grocery store on Mineral Point Road at Glenway Street. The bookmobile visited the neighborhood until December 1957. Because of the popularity of the bookmobile, the library board decided to open a branch library on the first floor of the office building at 404 Glenway Street next door to the Village Bar.

In 1958 the Sequoia branch library opened. (It was named Sequoia after the Cherokee chief who invented the Cherokee system of writing and taught thousands of Native Americans to read their own language.) The 2,000-square-foot library housed 4,000 books and was open for 21 hours per week. During the first year in operation 142,000 items were checked out by those in the neighborhood who were happy to have access to a library within walking distance. The library offered a Summer Reading Club for 8- to 12-year-olds.

By 1960, the library needed more space and moved to the recently opened Midvale Plaza Shopping Center. A grand opening was held on April 3, 1960 with 1,400 people touring the library on the first day. At the new location, library space was expanded to 4,000 square feet with more than 10,000 books and other items available to be checked out. The library space had another feature unique for libraries in Madison ... air conditioning! A Picture Book Story Hour was scheduled for 4- to 5-year-olds, and a summer reading program called the "Reading for Fun" Club was offered for two age groups: Grades 1–3 and Grades 4 and up.

Demand for library services continued to increase. The library space eventually expanded to 11,000 square feet. Highlights during that time period include:

- **March 1966:** open hours extended from 39 to 64 hours per week.
- **October 1967:** addition of 250 "phonograph records" available for loan.
- **January 1968:** fines for overdue materials were increased from 3 cents per day to 5 cents per day.
- **December 1971:** over 285,000 items were borrowed during 1971.
- **January 1972:** hours of operation extended to 64½ hours per week, Monday through Saturday. The library collection numbered 34,000 books and 120 magazines and newspapers.

Churches

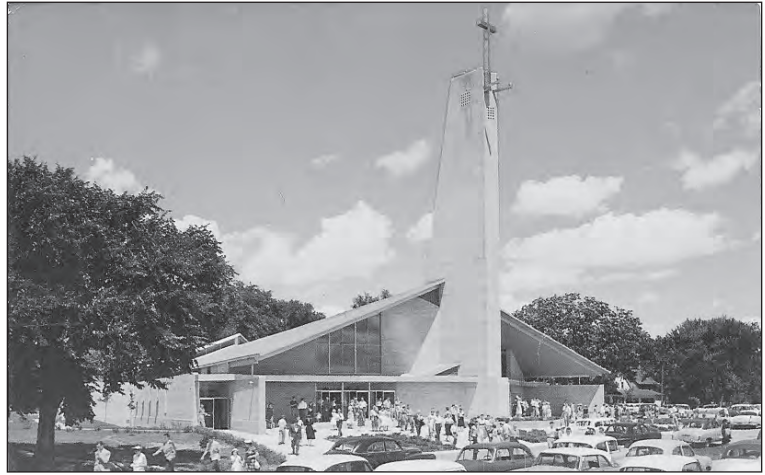
At the beginning of the 1950s, three churches were serving Westmorland residents: Mount Olive Lutheran, Our Lady Queen of Peace Catholic Parish, and Bethany United Methodist Church. Each continued to grow as the decades passed. In addition, two new churches joined the religious landscape of Westmorland.

Mount Olive Lutheran’s congregation grew to over 800 baptized members at the time a groundbreaking ceremony for a new church structure was held on April 1, 1962. The new church building was dedicated in March of 1963.

Our Lady Queen of Peace Parish broke ground for a new church in June of 1954. The first Sunday services were held in the church building in August of 1955. A rectory building was completed in November of 1956 and in August of 1959 the sisters moved into a new convent. Growing school enrollment kept the focus of the congregation on construction projects to add classrooms and amenities.

Bethany United Methodist Church changed its name in 1951 to **Bethany Methodist Church**. A Fellowship Hall was completed in December of 1952 and a sanctuary in 1957.

Responding to the need for a Lutheran church in the Evangelical tradition in the neighborhood, **Midvale Community Lutheran Church** held its first organizational meeting at the pastor’s house on Woodside Terrace on March 27, 1953. The new congregation purchased land at the corner of Midvale Boulevard and Tokay Boulevard, built a parsonage,



Postcard view of Our Lady Queen of Peace church circa 1955.



Interior view of Our Lady Queen of Peace church while still under construction in 1955.

Why Two Lutheran Churches in One Neighborhood?

The first Lutheran church to form in Westmorland was the Mount Olive congregation, affiliated with the Missouri Synod. The second was Midvale Community Lutheran Church, affiliated with the Evangelical Lutheran Church in America (ELCA) Synod. While both churches are Lutheran, the two synods have different beliefs, and arise from different ethnic origins. The Missouri Synod offered only German-language services for much longer in this country than the other synods. The origins of many ELCA churches are Scandinavian.



Midvale Community Lutheran Church, circa 1955.

and dedicated a new chapel on February 7, 1954. The Midvale Community Lutheran congregation grew rapidly. The church built a new worship building and dedicated it in December of 1958. The original worship area is still used today. A new wing for administrative offices and an education unit were dedicated in February of 1967. On October 15, 1971, an arson fire damaged the worship center. The church sanctuary was rebuilt at a cost of \$200,000 and reopened on Easter Sunday of 1972.

Immanuel Baptist Church (now Midvale Baptist) was founded on September 20, 1953 as the first fully constituted Southern Baptist Church in Wisconsin under the name of Immanuel Baptist Church. The congregation began renting space for its Sunday services at the Seventh Day Adventist Church, 1126 Colby Street in South Madison, in September of 1953. In November of 1953, the church bought property at the corner of South Midvale Boulevard and Waite Circle for the future construction of a church. The church was officially incorporated with the State of Wisconsin on June 11, 1955. The first church building was completed on the site in August of 1957. In 1958, with 83 members, the name of the church was changed to



Midvale Baptist Church.

Midvale Baptist Church. In the summer of 1959, the church purchased the house at 626 South Midvale Boulevard for use as the pastor's parsonage. Construction began in 1977 on the Family Life Center addition including a nursery, kitchen, restrooms, and gymnasium. The new facilities were completed in 1980 and a dedication ceremony was held on June 29, 1980.

Social Life Thrives

As Westmorland's vacant lots turned into neighborhoods, the social life of a cohesive community rapidly took shape. The Westmorland Community Association (WCA) was the nexus around which that social life grew.

Soon the residents' calendars were filled with block parties, Little League baseball games, dances, and most important of all, the annual 4th of July party and parade. By 1950 the first skating club was formed. In 1957, Westmorlanders invited Midvale Heights residents to join in an ice skating party for young adults. Over 400 people attended. The Skating Party tradition continued for many years. In the summer, block parties were common. Streets would be barricaded from noon on a Saturday until well into the night. Each party would have a food theme, such as a corn roast, brat fry, or hot dog roast.

To the west, the Midvale Heights Association formed in November of 1954, to serve the newly developed area west of Midvale Boulevard. The Westmorland and Midvale Heights neighborhoods worked together to host the 4th of July events for many years. The Sunset Village neighborhood north of Mineral Point Road also partnered with the Westmorland neighborhood to hold various events such as the 4th of July celebration.

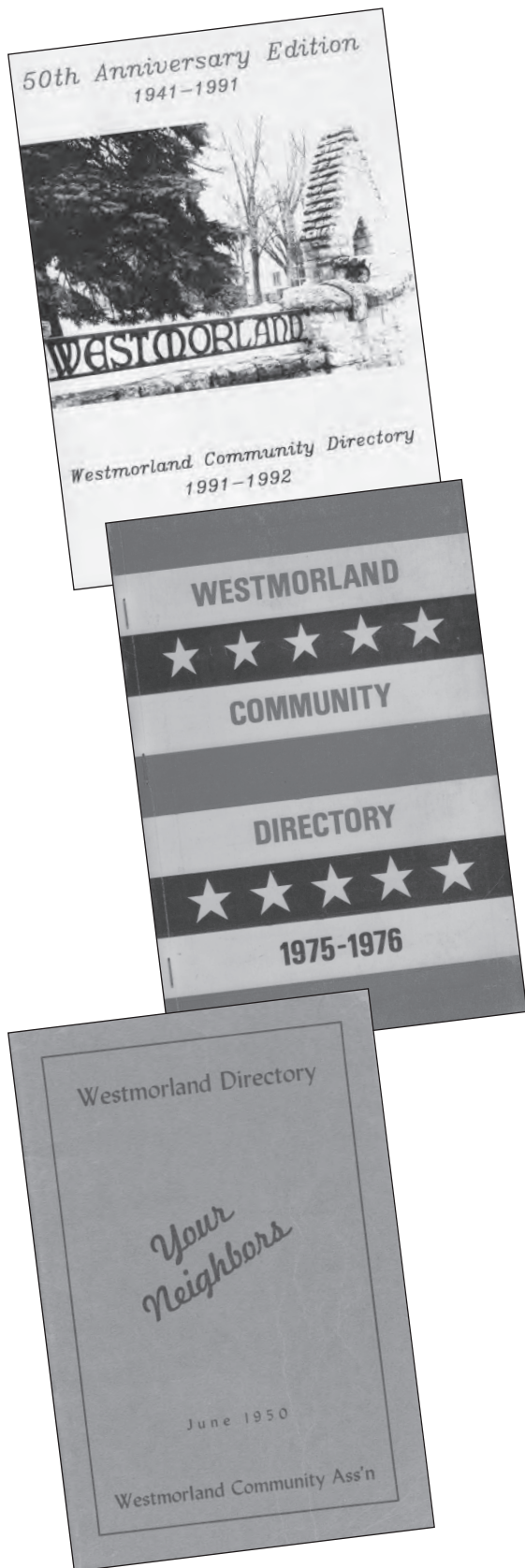


In 1955, the WCA revised its boundaries to Mineral Point Road on the north, Glenway Street on the east, the Illinois Central Railroad tracks on the southeast, Odana Road on the south, and the new section of Midvale Boulevard on the west. This change removed the Pilgrim Village and Arlington Heights areas north of Mineral Point Road from the association.

Frederick Circle neighbors enjoying a block party in 1956.

Recognizing common interests with the residential area developing south of Odana Road, WCA in 1970 again expanded its boundaries. This revision brought into the association the 106 homes in the area bounded by Odana Road on the north, the Illinois Central Railroad tracks, and Midvale Boulevard on the west. Adding this area increased the association membership from 684 to close to 800. Annual membership dues in 1970 were set at \$1.50 per family or 75 cents for single adults.

When the association celebrated its 35th anniversary in 1976, the membership had reached 736 families and singles and, by 1980, 795 families and singles belonged.



Westmorland Neighborhood Directories have been printed since 1941.

WCA or WNA?

The organization known today as the Westmorland Neighborhood Association came by that name in Summer 2003. Until that time the group was known as the Westmorland Community Association. The term “Community” was appropriate when Westmorland was viewed as a development outside the City of Madison. The name change took place to more accurately describe Westmorland in a manner consistent with other neighborhood associations around the city.

Other noteworthy milestones for the WCA during the baby boom era include:

- **Spring 1956:** The first female president of the association, Louella (Mrs. Rolland) Barsness, was elected.
- **Fall 1973:** First Combined Health Fund Drive was undertaken.
- **May 1974:** Dues raised to \$2 for families and \$1 for singles.
- **Spring 1980:** Begun to award scholarships to four graduating seniors.
- **Fall 1981:** Neighborhood Crime Watch Program begun.
- **May 1982:** Dues raised to \$4 for families and \$2 for singles.

During the boom years the WCA performed a vital function in keeping its members informed. By publishing a Westmorland Directory each year, the association gave neighbors an easy way to get to know each other and stay in touch. Publishing *The Westmorland Courier* kept neighbors informed with a column written by the neighborhood’s alderperson, a “Know Your Neighbors” feature, and more. *The Courier* appeared settled into a publication schedule of five issues a year from 1952 until 1990, when it went to six issues a year. Genevieve Finnigan served as its editor in 1945 and 1959–74. Paulette Sacksteder assumed the role of editor in 1974. (A full list of editors of *The Courier* appears in the appendix.)

The neighborhood association has sponsored an annual meeting every year since 1941. Hundreds of Westmorland residents have volunteered their time over the years, serving on committees or working on various activities sponsored by the association. (The individuals who served as president of the WCA/WNA are listed in the appendix.)

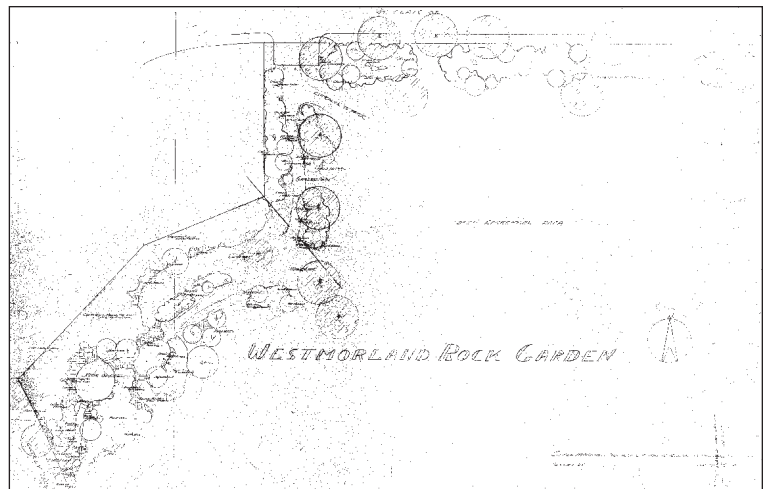
Parks and Green Spaces

Westmorland Park was the focus for much of the neighborhood’s social life. When Westmorland was annexed into the City of Madison in 1948, Westmorland Park remained the property of the Town of Madison. That changed in 1954 when the City of Madison Parks Department purchased Westmorland Park from the Town of Madison. A Rock Garden plan was developed by the City Parks Department in 1953 and grading for the garden began in the spring of 1954. Fireworks displays, as part of the 4th of July celebration, began in the park around 1948, after wartime restrictions were lifted. The hockey rink was developed in 1964. Weekly farmers’ markets were held in the park beginning in 1978.

The park was the center of many activities and events. Following some of the Halloween parades, there was a large bonfire at the park. During the summer months, movies were shown regularly. Children in the neighborhood in the 1950s through 1970s could participate in summer programs directed by volunteers with the City Recreation Department. The children put on theatrical productions and experimented with musical instruments. Tom Martinelli, who spent childhood summers in the park in the 1950s and 1960s, recalled that they used to call the program “Greenbox,” because the city installed a big green box to store the supplies behind the ball diamond’s backstop. Many children would go to the park in the morning, come home for lunch, and head back for the afternoon, all summer long.

The park shelter was an essential and popular part of Westmorland Park, relocated once and renovated several times, to maintain its usefulness as a feature of the park. (See sidebar.)

The park shelter was an essential and popular part of Westmorland Park, relocated once and renovated several times, to maintain its usefulness as a feature of the park. (See sidebar.)



Original plan for the Westmorland Park Rock Garden, 1953.

Westmorland Park Shelter Overcomes Arson—Twice!

In 1957, the original shelter completed in 1946 was picked up and relocated onto a new concrete slab at its current location downhill and west of the original site, to place it closer to the ice skating rink. Restrooms were incorporated into the building at its new location.

On October 8, 1976, the shelter building was set on fire by arsonists, causing \$3,500 in damage. Repairs to the building were made in time for the ice-skating season. Renovations in August/September

1977 freshened the building, with repairs to the plumbing and concrete blocks, plus a new roof and wood beams.

On October 8, 1977, a more extensive arson fire occurred that damaged the building beyond repair. Construction on a new shelter began in December 1979.

The most recent building was completed in the summer of 1980 and serves to this day.

Other public green spaces in the Westmorland community include Tillotson Park, a 1.3-acre wooded area, which was set aside by the Tillotson family when they subdivided the area in the 1940s. The area is located between Tokay Boulevard and the Southwest Commuter Path and can be accessed at the intersection of Tokay Boulevard and Park Lane directly across from Westmorland Park. The area functions as a natural drainage way from the park to Lake Wingra.

Another public green space occupies the triangle formed by Odana Road, Parman Street, and the Southwest Commuter Path. Another lot adjacent to the Southwest Commuter Path at the end of Waite Circle was reserved for future street or park use when the Odana Heights subdivision was platted in 1954. That one-acre area has served as a local greenspace area for many years. Finally, there is an area at the intersection of Glenway Street, St. Clair Street, and Glen Drive adjacent to the Southwest Commuter Path and the MG&E substation that was left as surplus street right-of-way when the current alignment of Glenway Street was determined. One of the Westmorland neighborhood signs is located there.

None of these greenways has been formally designated as city park space. Access from adjacent public sidewalks or trails is permitted, but the rights of adjacent private property owners should always be respected.

Glenway Golf Course has served the west side of Madison for 84 years.



4th of July Parade and Fireworks

The 4th of July Parade tradition, which began in 1942, was described on pages 51–52 and 57–58 in chapter 3. The annual event blossomed in the 1950s and became a favorite childhood memory for many. Experiments with different parade routes were a feature of this era. Some highlights from issues of *The Courier* in the 1950s through 1970s include:



July 1952: We don't know what the weatherman has in store for us, but those of you who attended last year's clambake will recall that the day could not have been worse, so far as weather was concerned! The program for the day is as follows: 10:00 A.M. Children's Parade from Mineral Point Road down Westmorland Blvd. to the park.

July 1955: A new route will be followed this year. Alderman James Spohn has secured permission to use the wider Holly Street, from Mineral Point Road to St. Clair Street and then to Westmorland Boulevard and the park. Entrants will gather in the Queen of Peace parking lot at the gracious invitation of Monsignor F. L. McDonnell. The Westmorland Scout Troop will assist in the parade and a group from Four Lakes Drum and Bugle Corps will provide the cadence for marching. A city policeman has been assigned to escort the parade.

July 1971: PARADE; TIME, PLACE, and PARADE ROUTE are all different this year! This year all participants in the Children's Parade will assemble at the MIDVALE PLAZA Shopping Center parking lot at 11:30 am ... The Parade will begin at 12:15 pm and follow this parade route: Owen Drive, Gately Terrace, St. Clair. The parade will disband at Westmorland Park.

July 1973: The route returns to Queen of Peace: What would a celebration of July 4th be without the traditional Children's Parade? Children, in costume and/or with decorated vehicles (trikes, bikes, wagons, doll buggies, floats, etc.) will gather at Our Lady Queen of Peace Catholic church parking

America's Bicentennial celebration inspired costumes for the 4th of July parade in 1976.

lot at 10:30 a.m. Parade begins at 11:30 a.m. The route: Holly Avenue to intersection of Holly and St. Clair; left on St. Clair; ending at intersection of St. Clair and Westmorland Boulevard.

July 1974: The parade route familiar to today's Westmorland residents first appears. Gathering at Queen of Peace, then S. Owen to Gately to St. Clair to the park.

July 1976: Gathering at Midvale School playground, then South on Caromar to Clifden to South Owen to Gately to St. Clair and ending in the park.

July 1977: Return to the Queen of Peace route.

July 1982: Because of Sunday services at Queen of Peace, the parade took the Midvale School route.

"The parades were a big deal," said Kurt Meyer, remembering his childhood in Westmorland in the 1960s. "We started a month ahead on decorating our bikes."

Sponsorship of the parade changed over time. By 1964, the event was sponsored by Westmorland, Midvale Heights, and Sunset Village. In 1982, Midvale Heights was not listed as a regular sponsor, but Sunset Village still was. In 1987, Westmorland put on the event alone. In 1989, the event was again sponsored by Midvale Heights, Sunset Village, and Westmorland. In 1990, it was sponsored by Midvale Heights and Westmorland, which continued through 1995. The last mention of co-sponsorship is with Westmorland and Midvale Heights in 2001.

Fireworks had been a feature of the 4th of July celebration since the 1940s. But in 1982, the fireworks event was starting to lose money, *The Courier* reported. "Last year, the fireworks collections were less than costs. So if you and your family come to the big fireworks spectacular, help to bring it back next year." Collection buckets were put in the park specifically for the fireworks, as well as at local stores. In 1987, the fireworks were canceled due to high insurance and materials costs, as well as the possibility of property damage to houses close to the park.



"This is no dud—there's a livewire inside" read the sign carried by one little boy in a 4th of July parade, date unknown.

Little League Leader

Today’s West Madison Little League (WMLL) program has early roots in Westmorland. In the late 1950s, major league baseball was the sport of choice for many in Wisconsin. Just a few years earlier in 1953, the Braves baseball team had moved from Boston to Milwaukee. In 1957 and 1958, the Braves were in the World Series and baseball fever was at its highest level in Wisconsin.

From this general interest in baseball, the idea of a Little League program on the west side of Madison was born. Westside residents Kenny Doyle, David Dumphy, Don King, and Pierce Nolan were among the early planners.

In 1959, the WMLL received its original charter from the national Little League, Inc. The first season, in the summer of 1959, consisted of 60 boys, ages 9 through 12, playing on four teams named the Kings, Jets, Colts, and Dukes. Games were played at the Midvale School playfield on weekday evenings. The league boundaries were Randall Avenue on the east, Regent Street on the north, the Illinois Central RR tracks and Odana Road on the south, and Midvale Boulevard on the west.

In 1960, the league grew to six teams, adding the Aces and Comets to the original four, and a total of 90 players. The league boundaries were extended to Park Street on the east, University Avenue on the north, the West Beltline on the south, and Gilbert Road on the west. Games that summer were played at the WMLL’s own baseball diamond constructed by parents and players at the site of the current Midvale Heights Apartment building at 501 Midvale Boulevard (constructed in 1963). Home plate was located next to the old Midvale Plaza shopping center along Midvale Boulevard. Left field backed up to Midvale School and the right field was along Caromar



The original West Madison Little League Field located between Midvale Plaza and Midvale School in 1962.



The Kings Little League team, 1962.



Aerial view of a portion of Westmorland circa 1960, showing Queen of Peace Campus, Midvale School, and Midvale Plaza.

Drive. Robert “Red” Wilson, a former major league baseball player, and George Fabian, a shoemaker locally known as the “Mayor of Park Street,” were two of the coaches in the early years.

Play continued at the Westmorland site during the summer of 1961 with six teams participating in the league. In the early years of the league, there were no players’ fees and the league provided minimal equipment for the players. Funds to support the league were raised by the players on “tag days.” Players, wearing their uniforms, would solicit donations at neighborhood stores and shopping areas. On Saturday mornings, parent volunteers would gather at the baseball field with their own lawn mowers to mow the grass on the field.

When the land where the field was located was sold in 1962, the WMLL moved to a new baseball field constructed between Hammersley Road and the West Beltline on a site later occupied by WISC- TV (Channel 3) and currently occupied by the Pacific Cycle Company. Games were played on this field in 1962 and 1963. Then in 1964, games were moved to Forward

Drive on land provided by WMTV (Channel 15) where the WMLL fields still exist.

Currently, the WMLL consists of over 900 boys and girls, ages 8 through 16, on over 75 teams, playing on five baseball and softball diamonds at the Forward Drive site.

As the 1970s Came to a Close ...

The period from the close of World War II through the 1970s was in many ways “the best of times” in Westmorland. The families who moved into the new homes stayed and thrived. Neighborly warmth and hospitality characterized relationships among the adults, while the children enjoyed the freedom to roam in swarms, safe from most threats other than speeding traffic. The idealized suburban life depicted in the *Fun with Dick and Jane* readers those children studied in school reflected their everyday reality outside the school. Life in Westmorland was good, even as the turmoil of the 1960s rocked the world beyond the stone gates on Mineral Point Boulevard.



Joanne Jackson with her father Ernie. (Photo taken in 1957.)



Mary Jo Martinelli with her mother Vi. (Photo taken in 1957.)



John Miller was Westmorland’s milkman. (Photo taken in 1957.)



FROM OUR ORAL HISTORY COLLECTION

This was the most active social time in the neighborhood, with people raising young families, moms staying at home, and the baby boom in full swing. Most of the information in this section came from interviews or panel discussions, one in Oakwood Retirement Center in July 2010, and the other at the Westmorland annual meeting in March 2010.

Memories from an interview with Jean Wagner Beck, who moved to 537 Caromar Drive in 1954: The Caromar Drive and South Owen Drive blocks were full of families and children. At that time the houses were still new, there was little landscaping, and certainly no fences so the backyards were totally open to all the dozens of kids that lived there. All ages, boys and girls, hung out on the swings and in the sandboxes that dotted the open space. There was a Lustron house on the block, a curiosity even then.

All the mothers stayed at home then. I never remember my mother being idle. Even though the pioneer days and the Depression years were long gone, she spent the day cleaning, washing, and ironing—lots of ironing—cooking—there were no fast food joints in the 1950s, except the occasional root beer float at the A&W on Park Street—and caring for my sister and myself. She played with my sister and me quite a bit including simple card games, board games, and reading. She didn't chase about, as we only had one car, and back then kids just played in the neighborhood. We didn't take lessons or do team sports. Anything that needed doing at home like painting, fixing, or shopping, Mom did because my dad worked long days and evenings at the Buick garage. My mother did not have much interest in gardening then, but did seem to enjoy that in her later life.

A big happening in our neighborhood was an outbreak of polio in 1955 when my sister was a toddler. This was just before the vaccines were introduced. My sister, Janet, got the dreaded disease and was ill for many months. She had some paralysis in her legs and face, but those symptoms seemed to lessen over time. I do remember my mother holding her for hours on end, very worried. Of course, we could have no one visit our house. We heard that some people were living in "iron lungs" because their case was so bad.

All the children loved outdoor play and socializing in the sandboxes. We rollerskated in the summer and explored the drainage ditch that ran through the backyard. I loved to run through the backyard with my gun and holster set and pretend I was riding my horse. There were lots of cowboys and Indians in that backyard—I think we had seen some Hopalong Cassidy and Gene Autry by this time. We walked to Westmorland Park and climbed on the big rocks there. Also, the girls and I loved to play with dolls like the Betsy Wetsy baby dolls and Ginny Dolls. This was before Barbies became the rage.





FROM OUR ORAL HISTORY COLLECTION

Sewing Circles: I remember that we had a sewing circle. For about three years, the women who lived within a short distance—about 10 or 12 women... so we got to know each other a bit better. We were just sewing or knitting. There was a lot of knitting going on then. And patching—there was always a lot of patching to do! And we did get to know the women very, very well. Right in the immediate neighborhood. (*Ardith MacDowell, Oakwood panelist, who lived in Westmorland for 20 years, first at 3814 Meyer Avenue and then at 3815 Meyer Avenue, starting in 1947.*)

Neighborhood Bridge Groups: We had a neighborhood bridge group, couples and women in the afternoon. And we had a wonderful time with the couples, because we all moved in about the same time. Had kids about the same time. And we had gatherings of just the couples. (*Betty Skowland, Oakwood panelist, who lived at 3909 Birch Avenue for 55 years, starting in 1947.*)

Coffee Klatches and Dancing: In the 50s, we used to have morning coffee with the moms. And we also sometimes had... like in the summertime... a dance in someone's living room. We'd roll up the carpet and put on the music. Somebody would take a turn at taking the small children and do activities for them while we danced. (*Mary Miller, Annual Meeting panelist, who lives at 4018 Winnemac Avenue as of 1951.*)

Spontaneous Picnics: When our kids were little, there were no fences. So the kids—everyone had four or five kids—could play until dark. But then a few times a year, we would get picnic tables from anybody that had them, and we'd line them up in all the yards and have this monstrous picnic—it was just wonderful! Someone would say, "It's time for a picnic," and it would happen. They'd have games for the kids, and it was just so much fun. (*Lorene Schultz, Annual Meeting panelist, who lives at 453 Clifden Drive as of 1961.*)

Organized Kid Events: The park was the nicest thing in that neighborhood. Our kids all took summer programs down in the park. They put on drama festivals, our kids played instruments down there. I have tape recordings of the singing they did down there. Anybody could come and the Recreation Department—or whoever it was putting this on—would simply work with the kids. We also started a 4-H club in that community—very active. We had some pretty good parents in that group. They were all state or university people. It was a very active 4-H club. (*Gayle Vandeburg, Oakwood panelist, who lived at 533 Gately Terrace for 50 years, starting in 1954.*)

Westmorland Park Rock Garden: Westmorland Park's rock garden was completed in 1957; it has a variety of bushes, trees, perennials, and annual flowers. For a few summers there was even a full time gardener... he was



a horticultural graduate student from the university. After those first years, the city would do a little pruning every year, but over time, the rock garden became overgrown. We started a spring work day in the rock garden for weeding, trimming and removing unwanted growth. [Ed.—This tradition has continued, rolled into Earth Day in April, and there is a bench dedicated to Ronnie and Jerry Saeman in the rock garden.] (*Ronny and Jerry Saeman, Oakwood panelists, who lived in Westmorland on 564 Gately Terrace for 56 years, starting in 1950.*)

Raising Wildlife: We had some very good neighbors. Nowadays, you couldn't do this, but my boys were a little young and they got interested in raising pigeons. And they moved from ordinary pigeons to very fancy pigeons—I mean really fancy. So in that backyard, close to our neighbors, we raised in fact different size pigeons. We had a lot of small pigeon houses, where we'd have two stories—we built these together with the kids—and three sets of pens on each floor. And eventually went to a garage. My house didn't have a garage to begin with, but we planned to build a garage. But it became a pigeon house and not a garage. And so there were times when we probably had at least 200 birds there. (*Gayle Vandeburg*)

Neighborhood Skating Pond: I remember how great it was to have a skating pond right across the street from us—this was in the 50s. Joe Wilson—he lived on the corner of Westmorland and Birch—maintained the pond in a garden area he had along Birch. Every fall, he'd rake the leaves, weeds, and other stuff from the garden. Then he'd have a big bonfire, bank up the dirt to make the sides of the skating pond, and flood it. After Christmas, families would drag their Christmas trees to the pond and prop them up to break the wind and help keep snow off the pond. (*Clarence and Rhoda Nielson, from the December 1977 Know Your Neighbors*)

Home Plate: We actually knew the people who grew up in this house before we purchased it. It was a nice little house ... just a little rectangle, two bedrooms, and a big lot. When we first bought the house, it was all backyard. There were no plantings, really ... a pussywillow bush, a cherry tree. All the backyards here were like an open field—no fences. Right behind this door, here, was home plate for the neighborhood. There were a lot of kids in this neighborhood, and this was kind of the internal ball field. (*Loree and Wynn Davies, from a July 2010 interview, who live at 537 Caromar Drive as of 1958.*)

Changing with the Times: 1980s to 2010

If a community is to have schools, roads, community gathering places, and recreational opportunities, it follows that its citizens need to do the work to make sure those institutions and features remain a good fit for the community's evolving needs. That has been Westmorland's challenge in recent decades.

School Pairing: Midvale–Lincoln

A decision made by the Madison School Board in 1979 had a lasting effect on Midvale Elementary School. The decision stemmed from the Civil Rights Act of 1964, and sought to address an imbalance in the racial makeup of several Madison schools.

On December 3, 1979, the School Board voted to close five Madison schools and redraw westside school boundaries to reassign the students who had been attending those schools to other, neighboring schools. In 1980, various Madison citizens' groups filed a formal complaint with the Federal Office of Civil Rights claiming that closing two schools (Longfellow Elementary and Lincoln Middle School) discriminated against minority students who had attended those schools and were then transferred. The Office of Civil Rights (OCR) began an investigation that year.

While the charges were being investigated, the School Board organized a task force of educators, administrators, and community members and charged it with producing a report in response to the anticipated ruling from the OCR.

In June 1983, the OCR issued a final report concluding that in 1979 the school district "created and perpetuated conditions of racial-ethnic isolation" at the two schools. The OCR expressed an expectation in the report that the correction plan proposed by the school board would fix these racial imbalances and bring the district into compliance with the law.

The task force presented several proposals that addressed the issue at public hearings in October. Specific options offered for consideration included school boundary changes, school pairings, magnet schools, and assorted



Westmorland sign at the intersection of Midvale Boulevard and the Southwest Commuter Path.

school closings and re-openings. One proposed option actually called for closing Midvale Elementary School and splitting Midvale students between Randall School and Thoreau School.

In November, the task force presented its final plan to the School Board. The school pairings option was its choice; the plan would put the percent of minorities in each affected school below 30 percent of the total enrollment in September of 1984, and so meet the goal of keeping the percentage of minorities in those schools below 35 percent.

The School Board approved a final plan at its December 19, 1983 meeting. Westmorland children would be affected by a pairing with Lincoln Elementary School that called for both schools' kindergarten through second-graders to attend Midvale Elementary School, while both schools' third- through fifth-graders would attend Lincoln Elementary School, located about three miles southeast of Westmorland, just off South Park Street. The plan included a transportation component that would bus students to school when distance made it necessary.

Special emphasis at the affected schools was placed on the use of computer labs, a talented and gifted student education program, teaching problem-solving in mathematics, and a procedural plan for discipline. A requirement for full-day kindergarten at Midvale and Franklin Schools was emphasized to help ensure the success of the school pairing program.

The OCR approved the plan selected by the School Board in March of 1984. Implementation began on August 27, 1984—the first day of the 1984–85 school year. The Lincoln and Midvale Elementary School pairing plan continues in effect more than 25 years later.

Acceptance of the plan came slowly. During the early years of the pairing plan, the majority of the comments by the media and neighborhood parents were negative. In the first year of the program, which resulted in two school pairs (Franklin School with Randall School; Midvale Elementary School with Lincoln Elementary School), 50 white families and three minority families pulled their students from a paired school in Madison. Of those



Lincoln Elementary School in 2011.



Midvale Elementary School in 2011.

53 families, 18 said that the major reason was their belief in neighborhood schools. Only a handful said they were opposed to integration in general.

The school pairing plan affected Westmorland families. It changed aspects of neighborhood life that had been enjoyed by previous generations, such as walking to school with neighborhood friends, and returning home for midday lunch. But advantages for young learners came with the new program that over time have proven to outweigh the perceived disadvantages of the change.

Midvale Elementary School enrollment stayed between 300 and 400 students throughout the years following implementation of the paired schools plan. Innovative programs and services came to Midvale Elementary School in the wake of the change. As the school pairing program commenced in 1984, an English as a Second Language (ESL) program began, as well as a Student Achievement Guarantee in Education (SAGE) program. Both were designed to give racially and ethnically diverse students the support they needed to succeed. In 1985 the full day kindergarten class began at Midvale Elementary School.

That year also saw the beginning of a Professional Development School program with the UW School of Education providing supervision for practice teachers in Midvale Elementary School classrooms.

Midvale Elementary School celebrated its 50th anniversary in 2001. Recent changes have included a traffic control plan for Caromar Drive begun in 2001 to make walking safer for students, a Methods Classes program begun in 2003 that brought UW–Madison education students to work in classrooms, and planting of community gardens on school grounds in 2006.

Today, parents speak positively of their children’s schools. Local Parent–Teacher Organizations (PTOs) are active and supportive. The diversity of the school population is perceived as a positive experience for the children. There are few behavior problems, in part because class size ratios in the paired schools are below 20:1—lower than other Madison schools. In 2010 the school population breakdown by race was approximately 38% Latino, 15–18% Black, 13% Hmong, and 31–34% white. A weekly “Sip and Talk” coffee hour is held outside Midvale Elementary School on Tuesday mornings, giving parents an opportunity to get to know each other—an important contribution to the original intent of the school pairing plan to reduce racial/ethnic isolation.

Schools are one issue that brings communities together to solve common problems and meet common needs. Public transportation is another such issue.



Midvale Elementary School students at play and at day’s end in 2011.

Public Transportation

In 1974, the neighborhood petitioned the city for a north–south shuttle bus on Midvale Boulevard from the former Nakoma Plaza area (the current Home Depot site) at the West Beltline to University Avenue. The service was never provided due to the city’s projections showing a lack of adequate ridership to justify the route. The topic of a north–south route on Midvale Boulevard is still brought up for discussion, including recommendations included in the recent neighborhood plan.

Westmorland is currently served by east–west Bus Route #6, which operates on Mineral Point Road, Toepfer Avenue, and Tokay Boulevard to the Westside Transfer Station at Westgate, and Bus Route #18, which runs from the Westside Transfer Station on Tokay Boulevard to Midvale Boulevard and the Allied Drive area.

Recreation

Westmorland Park has continued to provide a focal point for neighborhood recreation and social activities. Tennis courts were constructed in 1987, and a sand volleyball court was installed in 1993. To the delight of nature lovers, the Rock Garden was renovated in 1994. New play structures were installed in the playground in July 1995.

The Madison Parks Department began planning to redevelop the drainage ditch through the wooded area in July 2005 and completed the project in 2008.

Westmorland partnered with the City of Madison in 2009 to maintain the

hockey and recreational ice rinks in Westmorland Park. Madison Parks recognized the difficulty of ensuring quality ice in the park. Residents and frequent users of the rinks piloted a partnership program that has since been exported to several city ice rinks, beginning in 2010. Volunteers from Westmorland and surrounding neighborhoods clear the ice of snow and debris, and then apply coats of water to build the ice in sheets. As a result the skating season has been extended and more skaters are enjoying better ice conditions.

Westmorland residents have worked hard to make the park a neighborhood space that all can be proud of.



Improvements in the 1980s through 2000s have made Westmorland Park an even more popular neighborhood amenity.

A “Rail to Trail” Project

One of the most recent neighborhood enhancements, the Southwest Commuter Path, emerged from the weeds of an abandoned railroad right-of-way to become a much-used new recreational feature adjacent to the Westmorland neighborhood.

Until recently, residents of Westmorland could recall the sound of train whistles as part of their day-to-day experience. The Illinois Central Railroad (ICRR) Company operated a line along the south boundary of Westmorland beginning in 1888. The passing trains provided dramatic moments for many children’s memories. But the memories forming today are of the whish of bike tires rather than the whistle and chug of trains.

The ICRR continued to use the rail line to haul freight through its division known as the Chicago, Madison, Northern Railroad (CMNRR) until 1980. On December 29, 1980, a partnership of the Wisconsin Department of Transportation (WisDOT), the South Central Rail Transit Commission, and Dane County purchased the ICRR rail line and contracted with the CMNRR to continue use of the line for freight hauling.

Finally, in 1997, the use of the rail line for freight service was permanently abandoned. WisDOT placed the corridor into “interim trail use/rail banking” status and designated the corridor for the “Rails to Trails” program.

In 2001, the multi-use Southwest Commuter Path was developed along the former ICRR railroad grade by the City of Madison, with transportation funding from WisDOT. Today the railroad grade continues to serve as a transportation corridor, 120 years after its original construction.

The Southwest Commuter Path serves as a connection to Madison’s downtown and a recreational feature in its own right. The trail begins in downtown Madison just south of the intersection of South Bedford Street and North Shore Drive at Brittingham Park. From there the trail heads southwest, following a relatively straight line between backyards and swaths of vegetation. In a few miles it reaches Westmorland after angling along the south edge of Forest Hill Cemetery and Glenway Golf Course. The terrain makes for a pleasant rolling, mostly-downhill ride in the morning, for Westmorland residents who work Downtown, and a more strenuous ride home again after work. Alongside commuters’ trips, hundreds of other recreational users grab their bikes, strollers, roller-blades, skateboards, and jogging shoes and enjoy the trail.



Bikers, walkers, and others use the Southwest Commuter Path in all seasons.

4th of July Parade

The 4th of July Parade, a tradition since 1942, has continued to the present, making memories for new generations of Westmorland children and their



parents, as well as the residents who enjoy the event. While the route of the parade changed several times in the 1970s and early 1980s, by the mid 1980s a workable approach had evolved. The standard route is now the Queen of Peace route, proceeding from the church parking lot down South Owen Drive to Gately Terrace to St. Clair Street to the park. But when July 4 falls on a Sunday, the Midvale Elementary School route is used. Parade participants form up at the Midvale Elementary School playground, then proceed south on Caromar Drive to Clifden Drive to South Owen Drive to Gately Terrace to St. Clair Street to the park.

The 4th of July parade continues in Westmorland.



Westmorland Community/Neighborhood Association

The Westmorland Community Association entered the 1980s with a focus on modest incremental improvements to enhance the neighborhood and responding to civic issues as they emerged. Milestones achieved in recent years include:

- **May 1989:** Neighborhood Garage Sale Day begun,
- **Summer 2003:** Name of the association formally changed from Westmorland Community Association to Westmorland Neighborhood Association (WNA),
- **January 2005:** Winter Wine and Cheese Social revived by Adult Social Committee,
- **September 2006:** Neighborhood Planning and Development Committee formed, and
- **September 2009:** Neighborhood Plan completed and approved by Madison City Council.

WCA members numbered between 700 and 800 throughout the 1970s. In 1988 that number declined to 665, and stayed in the 600s through much of the 1990s. In the first decade of the 21st century, that number fell further. In 2000 the organization saw membership fall to just 489 families and singles, just about half of the potential members in the 951 residential units within the association's boundaries. As of the 2010 membership drive, membership stood at 520.

Membership dues have always been modest. In August 1986 the dues increased from \$4 to \$6 for families and from \$2 to \$3 for singles. In 1996 another dues increase raised the fee to \$8 for families and \$4 for singles. In 1998 dues were raised to \$10 for families and \$5 for singles. In 2010, membership dues were \$10 for a basic membership and \$25 for an active membership.

The Westmorland Courier *Covers Local News and Views*

The Westmorland Courier has been the voice of Westmorland since 1943. In the 1970s and 1980s the WCA produced five issues each year. Beginning in 1991, the publication added a sixth issue, and that has been the schedule ever since. Over the years, *The Westmorland Courier* has covered local and citywide issues.

Topics have included reviews of social and recreational events, association business including reports from the president and board, and during World War II, news of neighbors' military service and ways to extend food rations, such as creating a victory garden. Columns written by neighborhood alderpersons and County Board representatives have appeared in its pages. A "Know Your Neighbors" column has also been popular over the years.

The Westmorland Courier has covered neighborhood issues such as annexation, parks, sidewalks, streetlights, schools, the Midvale Plaza redevelopment, and the committee work on the long-range neighborhood plan.

The Courier has brought Westmorland Community Association members word of new residents, births, weddings, deaths, anniversaries, relocations, and high school scholars deserving of recognition.

Editing such a fact-packed vehicle demands talent; 27 volunteers have served capably in that role over the years. The longest-serving editors of *The Courier* have included Genevieve Finnigan, with 17 years wielding the red pen (1945, 1959–74). Paulette Sacksteder, 10 years (1974–84), and Wayne and Amy Bischel, 10 years (1989–99). (A full list of the editors of *The Courier* appears in the appendix on page 128.)

The Capital Times recognized *The Westmorland Courier* in its September 16, 1960 issue with a long article entitled “Day-to-Day Living is the Big Story for *Westmorland Courier*.”

The Westmorland Courier has continued to provide neighborhood news since 1943.



The 69th Annual July 4th Event Is Coming Your Way

by Jan Murphy

July 4th is on a Sunday this year and only a few months away. It's time to start thinking about those red, white, and blue bike decorations for the parade, not to mention the hats, wands, wagons, and balloons.

The next issue of the *Courier* will have a flyer with the details of the annual event, but now is the time to call me and volunteer your time for 2010. Any amount of time is welcome. You could:

- Bring baked goods for the Cakewalk
- Sell tickets for the games
- Set up tables and chairs in the food tent
- Call volunteers
- Run a game at the kids' game tent
- Decorate tents with red, white, and blue
- Run the Cakewalk

Are you handy? Do you have carpenter skills? The July 4th committee is always looking for new ideas for kids' games or to spruce up the old games.

Contact me if you want to help out or have ideas on how to make the 69th July 4th our best event ever: Jan Murphy, murphy007@sbcglobal.net, 236-9209.

I look forward to hearing from you!

Special Note: Because July 4th is on a Sunday this year, we may be changing where we assemble for the parade as well as the parade route. Keep informed through the neighborhood e-mail group and/or watching for details in the next *Courier*!

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MAY 2010

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Emma Larson and Alanna Olsen took first place in the weeding contest.

Gray but 'Green'

10th Annual Earth Day Celebration in Westmorland

by Claire Gervais

Despite the gray and drizzly weather, an enthusiastic group of kids and parents frolicked at Westmorland Park at the 10th annual Children's Earth Day Celebration. Highlights included the ever popular recycle relay and the Speedy Weedy weeding contest. All the kids showed great teamwork and sportsmanship, even those who were paired with kids of very different ages and weeding experience. As you can see, the adult competition was fierce.

Read more about the event on page 3 of this issue.

SAVE THE DATE

July 4
WNA July 4th Celebration

July 18
Westmorland Garden Tour

Aug. 7
WNA Garage Sale

Sept. 11
WNA Golf Outing

Garden Tours

Among the activities facilitated by the Westmorland Community Association is the annual Westmorland garden tour. “I wanted to promote neighborliness,” says Virginia Zwickey, whose vision for the Westmorland Garden Tour came to life in 1995.

The garden tours (now run by Pat Sammatoro) grew out of the Spade & Sprinkler Awards, which Virginia Zwickey started in 1992, along with Julie Hallingstad and other helpers. The idea was to recognize individuals whose efforts in beautifying their yards and gardens gave all neighbors something to enjoy. For several years, in spring and fall, the group chose three gardens to honor, based on “color, beauty, and naturalness.” Signs were placed in the winning yards and awards included gift certificates or small donations (a wand sprinkler, for example) from area merchants. *The Courier* announced the winners, and plenty of neighbors made a point of coming by to admire the yards, but there was no official tour at the time.

Don and Patty Vincent, recipients of the award in 1994, felt inspired to build on Virginia Zwickey’s vision. They wanted an event that would allow the entire neighborhood to mingle and admire plants, walkways, garden art, and more. In 1995, with the help of Virginia Zwickey, Don (who has a master’s in landscape architecture) launched the first Westmorland Garden Tour.

“We had 250 people come through our yard that first year,” Don recalls. The outstanding turnout hinted that Westmorland Garden Tours were here to stay, and with a few exceptions, a tour has been held every year since then.

A few things have changed, Don says, including an evolution in thinking about what makes a lawn, or garden, beautiful. From the “plain green lawns” he recalled from when he and Patty moved to Westmorland more than two decades ago, gardens have become more diverse.

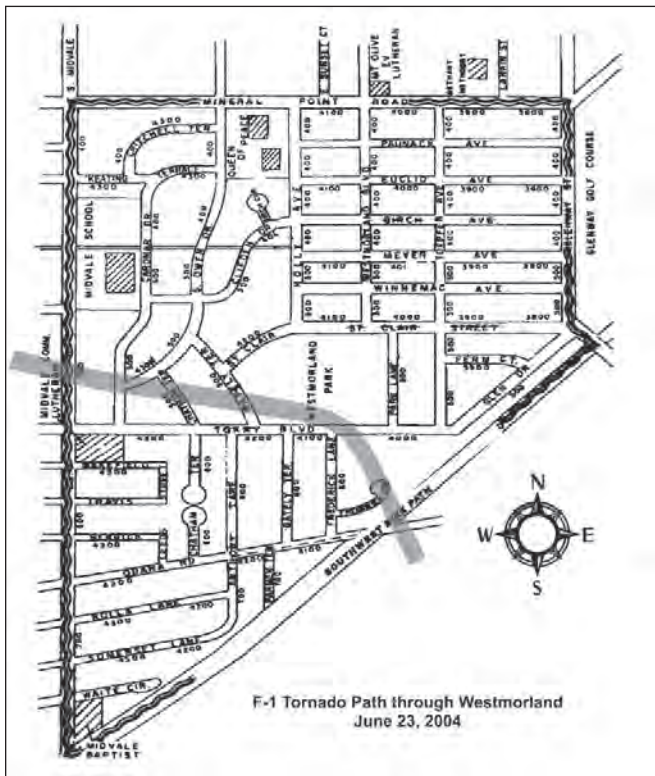
The Westmorland Park and Open Space Team maintains planting beds throughout the neighborhood.



“I’ve seen a real celebration of individuality and creativity,” he says. “People are using less pesticides. People have put in more perennials and even vegetables in their front yards. Rain gardens are starting to become more popular.”

Pat Sammartoro, in charge of the garden tour since 2003, knows there are some stunning gardens in the neighborhood—many of them backyard oases that don’t get appreciated from the street. “People have water features, terraces, topiary—all kinds of beautiful things,” she says. Future garden tours will give these gems and the gardeners who create them chance to be appreciated by all.

Many residents have developed prairie restorations and flowerbeds on their property. A volunteer Healthy Lawn Team provides recommendations for maintaining lawns without chemicals, thanks to the neighborhood association. Gardeners who can’t stop at their property lines have gone on to plant and maintain flowerbeds in the terraces dividing the lanes of Tokay Boulevard, Glenway Street, and at the intersection of the Southwest Commuter Path and Glenway Street. The Westmorland Park and Green Space Team maintains the prairie planting beds in Westmorland Park and Westmorland Boulevard, as well as leads the park clean-up event every year on Earth Day. All this effort, on private and public property, keeps Westmorland beautiful.



An F1 Tornado damaged many of Westmorland’s mature trees on June 23, 2004.

Tornado!

A Madison urban legend has long held that “it can’t happen here”—that the unique setting of Madison among its lakes provides protection from tornadoes. The events of June 23, 2004 proved the legend false.

A rainy morning in Westmorland turned into a clear afternoon until around 7:30 p.m., when storm clouds began gathering in the sky to the west. Dane County tornado sirens were activated around 8:15 p.m. when a funnel cloud was sighted near Cross Plains. As local television and radio channels warned the neighborhood of the approaching storm, residents headed for their basements.

The funnel cloud touched down west of Middleton on the north side of Mineral Point Road around 8:35 p.m. and proceeded to stay on the ground as it passed through the west side of Madison, over the UW Research Park, and through the Midvale Heights neighborhood. The funnel cloud then crossed over the 500 block of Midvale Boulevard and passed over the Midvale Plaza Shopping Center, tearing off rooftop air-handling equipment and depositing the debris in yards across Caromar Drive. The tornado continued on a path crossing South



The 4300 Block of Tokay Boulevard the day after the tornado.

Owen Drive, Chatham Terrace, and Gately Terrace, snapping off large tree branches. It proceeded over the wooded area at Westmorland Park damaging more trees, crossed Tokay Boulevard, and headed on a south-east path over Fredrick Lane and Odana Road. The tornado stayed on the ground for a total of nine minutes on a path 7.8 miles long, at times up to 200 yards wide, before it returned to the clouds in the Arbor Hills area in Fitchburg.

When Westmorland residents ventured out, they discovered huge tree limbs lying across streets, cars, and rooftops, shingles torn off roofs, destroyed gardens, broken windows, and snapped power and telephone poles. Neighbors immediately began to help each other clear away debris. Emergency vehicles and city crews quickly arrived in the neighborhood to clear streets and restore power in the area. The sound of chain saws could be heard throughout the neighborhood. The clean-up effort continued for many days as city street crews hauled away hundreds of tons of debris.

The National Weather Service determined that the tornado that passed through Westmorland was an F-1, with wind speeds in the 75–110 miles per hour range. (By comparison, the Barneveld tornado on June 8, 1984 was classified as an F-5 with winds of 260–320 miles per hour).

Fortunately, no residents were seriously injured and homes were quickly repaired. Scars left by the damage to neighborhood trees can still be seen along the path of the storm, years after the event. Westmorland was fortunate that the damage was relatively minimal compared to other Wisconsin tornado events.



The house at 4321 S. Owen Drive shows roof damage from the tornado.

The Aging and Changing Built Environment

The tornado spared the stone walls that have marked the main entrance to Westmorland since 1926, but the ravages of time have not. Various restoration projects on the stone gates have taken place over the past years. Major projects have included sanding and painting of the cast iron “Westmorland” lettering by Brent Pasdo as a high school service project in 1995; major reconstruction of the west gate due to damage caused by a hit and run driver in May 2000; and re-tuckpointing of the east gate mortar joints in May–July 2002, after a successful fundraising effort by the WNA board and an enhancement grant from the City of Madison provided funding for the project.



Major projects have included sanding and painting of the cast iron “Westmorland” lettering by Brent Pasdo as a high school service project in 1995; major reconstruction of the west gate due to damage caused by a hit and run driver in May 2000; and re-tuckpointing of the east gate mortar joints in May–July 2002, after a successful fundraising effort by the WNA board and an enhancement grant from the City of Madison provided funding for the project.



The stone gates at the entrance to Westmorland Boulevard have provided a welcome to the neighborhood since 1928.

Inside the Westmorland gateway, many homes and other buildings have also undergone restoration. There has been little new home construction. Only six homes were built from 1983 to 1988. The three newest homes in Westmorland were built in 1990, 1996, and 2001. A few buildable lots still exist.

All over Westmorland, homeowners have been active in restoration, maintenance, and renovation. These well-built examples of early to mid 20th-century housing are appreciated by the families who reside in them—so much so that, rather than move to larger homes in newer subdivisions, the residents

find ways to adapt their current homes. Many original homes have received additions, providing more bedrooms or family rooms or screened porches—or most importantly, bathrooms—by people who need a bigger house and want to stay in the neighborhood due to its appeal.

That so many have been interested in re-investing in their real estate in Westmorland, rather than opting for new construction in Madison’s newer suburbs, speaks highly of the appeal of the Westmorland neighborhood.

Jacobs I House

The Frank Lloyd Wright–designed home built by Herbert and Katherine Jacobs in 1936–37 at the corner of Toepfer and Birch Avenues is today the home of James Dennis, retired professor of art history at UW–Madison. The American Institute of Architects (AIA) calls “Jacobs I” one of the 20 most important buildings of the 20th century. (The history of its construction is covered in chapter 3.)

Prof. Dennis purchased the house, which was in serious disrepair, in 1982. He had always wanted to live in a Wright house, preferably one in need of restoration. He has thoroughly enjoyed living in and restoring the house over the past 27 years.

Dennis says his restoration work includes “Three S’s—Structure, Setting, and Surfaces.” His first work in the 1980s was to replace the roof, which was sagging under its own weight. He went on to improve the in-floor heating system and replace many of the weathered windows. Exterior site work was done in the 1990s, guided by Wright’s original plan for the property. Work on the surfaces of the building, both inside and out, is a continuous process, Dennis says. Many of the original exterior surfaces needed extensive restoration work to bring them back to their original appearance. While some pieces have needed replacement, much of the original wood “sandwich walls” (which form both the inside and outside of the building) remain. Dennis’ work has received a national award for restoration from the AIA. The house was recently given a detailed examination in a featured exhibit at the Guggenheim Museum in New York City. Westmorland is fortunate to be the setting for this wonderful Wright building.



The Frank Lloyd Wright–designed Usonian house at 441 Toepfer Avenue has been lovingly restored by Prof. Jim Dennis.

Churches Remodel and Expand

In recent years, a number of churches have continued to serve Westmorland residents. Just as the residents adapted their homes through renovation and expansion to meet growing needs, so did the churches. Changes to the religious landscape of Westmorland include the following developments.

Mount Olive Lutheran Church: As the congregation celebrated 50 years of ministry in 1991, plans for refurbishing of the current building and construction of an additional building were under way. The project included

educational program classrooms, expansion of the narthex, offices and work spaces, and handicap accessibility. The community published a booklet to celebrate its 50th anniversary in 1991. In 2009, the congregation made the decision to relocate to 110 N. Whitney Way to a facility previously occupied by the Blackhawk Church.

Our Lady Queen of Peace Church: In 1995, as the parish at 401 South Owen Drive prepared to celebrate its 50th anniversary, a major capital improvement project was under way. The project included a

complete renovation of the church worship area, with increased seating capacity, a redesigned sanctuary, the addition of a gathering space at the church entrance, a parish activity center/gymnasium, and an addition to the



Our Lady Queen of Peace School addition, seen from Holly Avenue in 1996.



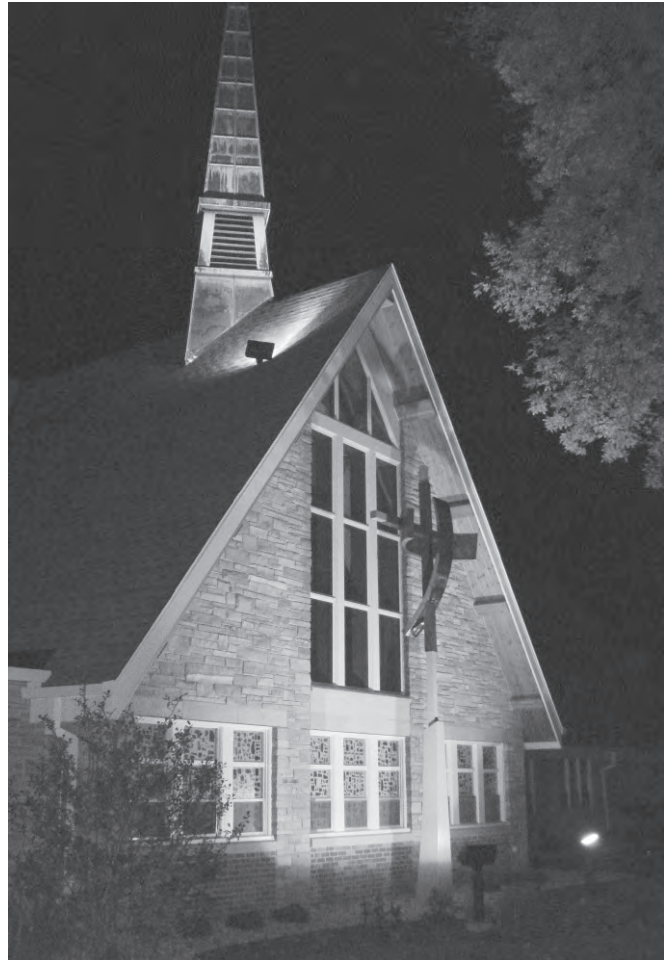
Our Lady Queen of Peace Catholic Church and School, after the completion of major remodeling and addition project completed in 1997. (Photo taken in August 2006.)

school that provided additional classroom space and a new office area. Upon completion of the project, the church was rededicated in August of 1996.

Bethany United Methodist Church: Extensive remodeling in 1995 created new offices, a new entrance area, and handicap accessibility throughout the building located at 3910 Mineral Point Road. The congregation celebrated its first 50 years in 1998 by publishing an anniversary booklet. The booklet was updated in 2008 for the 60th anniversary of the congregation.

Midvale Community Lutheran Church: An expanded gathering space, a new building entrance from the parking lot, and a new elevator were the result of a remodeling project completed in 1994. The most recent remodeling project included a revised entrance at the parking lot, a renovated worship area, and an outdoor cross display completed in the spring of 2010. The church is well known in the neighborhood for its annual live nativity scene during the Christmas season at the corner of Midvale and Tokay Boulevards.

Midvale Baptist Church: A number of remodeling projects were undertaken in the summer of 2003 in anticipation of the church's 50th anniversary celebration held on September 14, 2003. In 2008, the congregation celebrated the 55th anniversary of the church, located at 821 South Midvale Boulevard.



Midvale Community Lutheran Church outdoor cross display completed in 2010.

Commercial Development

Westmorland's commercial development has always been clustered at the northeast and southwest corners of the neighborhood. In recent years both corners have seen change. While the northeast corner's changes were small, incremental, and for the most part welcome, the changes at the southwest corner were much more dramatic—and more controversial.

Northeast Corner

At the intersection of Mineral Point Road, Speedway Road, and Glenway Street, changes in ownership and use took place in the existing commercial buildings. Village Bar operator Frank Vitale retired in 1978 and sold the business to Leo and Jan Castle. They had previously owned Bob

and Gene's Pub, a UW campus-area bar located in the 600 block of University Avenue, which closed due to an urban renewal project in the 600–900 blocks of University Avenue. The Castles ran the Village Bar for 21 years and then sold the business to the current owners, Mark and Karen Kampa, in January 1999.

The small storefront at 3809 Mineral Point Boulevard just west of the Village Bar, which had been a hardware store between 1952–1991, went through several retail and service business incarnations in the 1990s and early 2000s. In 2006,

EVP Coffee (Etes Vous Pret) replaced the previous tenants, and now serves as a much-appreciated neighborhood gathering spot.

Next door to EVP, at 3817 Mineral Point Road, the building that once housed grocery stores became office space for the **Wisconsin Geological and Natural History Survey** in 1985. Other commercial activity around the intersection of Mineral Point Road and Speedway Road has included a bicycle shop, pastry shop, gas station/auto repair, and pro-



The Village Bar building has served the neighborhood for 83 years.



fessional offices. Retail businesses have tended to sprout and wither over short cycles, attesting to the difficulty of operating where traffic moves fairly quickly and other convenient alternatives exist in more parking-friendly shopping centers nearby.

Southwest Corner

At the intersection of Midvale and Tokay Boulevards the Midvale Plaza Shopping Center, anchored by a grocery store, Bergmann’s Pharmacy, and the Sequoya Library branch, served neighbors well. In addition to the anchor businesses, various coffee shops, bakeries, and pizza places filled local tummies, while Midvale Plaza Dental Associates filled any resulting cavities through much of the 1980s and 1990s.

In 1990, the Friends of the Sequoya Branch Library was formed and in 1993, the library expanded, when the Bergmann’s Pharmacy business relocated to the former Walton’s Food Court space at the south end of Midvale Plaza. The busiest branch library in the Madison system then operated out of a total of 12,000 square feet.

As it had been at its inception, the Midvale Plaza site is important in that it represents evolving directions in city planning. The original developer, John C. McKenna, commented on the symbolism of the initial 1949 plan for the Plaza, “The encouragement of shopping areas on the fringes of a city in areas of rapid growth is a new development in city planning.” Today, the development of Sequoya Commons at this site also represents a new direction in city planning—one that incorporates elements of the new urbanism into previously suburban areas.

Detailed information about the history of all businesses in the Westmorland neighborhood appears in the appendix beginning on page 130.

Sequoya Commons

City government encourages infill redevelopment in residential and commercial areas in Madison. The infill project at Sequoya Commons has not come without controversy, however.

The Midvale Plaza Shopping Center originally opened to much fanfare in 1957 as one of the first strip malls in Madison. The anchor retail spaces were the Kroger Grocery Store and Bergmann’s Pharmacy. The Sequoya Branch Library relocated to Midvale Plaza in April 1960.



The EVP Coffee Shop at 3809 Mineral Point Road has provided a neighborhood gathering spot since 2006.

Concept drawing for Sequoya Commons Phase I presented in 2007.



Completed Sequoya Commons Phase I. (Photo taken in 2010.)



Midvale Plaza was redeveloped as Sequoya Commons in 2007–2011.

The Kelly Group, led by Jack Kelly, purchased Midvale Plaza in 1986. In 2004, Mr. Kelly informed Westmorland and Midvale Heights community leaders that he was developing drawings for new buildings to replace the Midvale Plaza structure. He held a neighborhood meeting at the Sequoya Library on February 20, 2004 to present his redevelopment plans and allow those present to offer their ideas for the project.

The Madison Public Library Foundation formed the Sequoya Capital Campaign Committee to begin raising funds for new library furnishings, computers, and artwork for a new library facility. By November 2004, *The Westmorland Courier* reported that the library expansion plans had been delayed due to delays in finalizing a new lease agreement with the Kelly

Group, and increased projected costs to redevelop the entire Midvale Plaza retail space.

Planning for the project moved slowly for the next few months until October 2005 when Westmorland and Midvale Heights Neighborhood Association board members meet with Mr. Kelly to hear about the revised redevelopment plans. The neighborhood association then held a public meeting to allow Westmorland residents the opportunity to hear about the latest plans and to offer their ideas for a redeveloped Midvale Plaza. Over 50 neighbors attended the open meeting at the Queen of Peace auditorium on October 18, 2005.

The next step was a public meeting hosted by the Kelly Group in January 2006 at which the developers presented their initial site plan and introduced their construction partner, Joe Krupp of the Krupp Development Company. A month later the Kelly Group presented architectural detail drawings for a two-building site concept at a second public meeting. The plan involved a two-phase, high-density redevelopment including 40 to 45 condominiums in Phase I, 95 to 100 apartment units in Phase II, plus 17,000 square feet of retail space, and 20,000 square feet of new library space. In all, the project specified two four-story buildings, each stepped back from the street. The original project concept was budgeted for \$25 million.

Area residents were given an opportunity to complete an opinion survey on various aspects of the redevelopment proposal in April of 2006. In Westmorland and Midvale Heights 2,450 surveys were distributed; 646 surveys were returned, or just over 25 percent. More than two-thirds of respondents selected the same response on five of the 11 questions, evidence of strong agreement on certain issues. The survey revealed that while a solid majority of respondents felt that modernization of Midvale Plaza was desirable, they agreed that the number of proposed rental apartments and stories of the building were too many, and that traffic and parking impact on the neighborhood had been given inadequate consideration.

There was less commonality among respondents on questions concerning the amount of commercial space and number of condominiums proposed, the aesthetics of the architectural plan, and the degree to which the development fit the character of the neighborhood and contributed to its quality.

Another neighborhood meeting was held on May 19, 2006, with presentations by City of Madison staff and representatives from other neighborhoods that had experienced infill redevelopment projects. Residents were again given the opportunity to present their thoughts on the project. The meeting lasted four hours, one indication of the depth of the differences of opinion held by attendees.

On June 19, 2006 the City Planning Commission approved the project, now titled “Sequoia Commons” in recognition of the library branch. The approved project included 43 condominiums and 81 underground parking stalls for residents in Phase I, 100 apartments and 136 underground park-

ing stalls in Phase II, and 95 surface parking spots for the library and retail patrons. By a 5–2 vote, the majority of the planning commission members felt that the project conformed to the newly adopted City Comprehensive Plan. The site had previously been identified in the plan as one of 50 sites available for infill development. Then on June 18, 2006, the City Council approved the project on a 17–2 vote.

Bergmann’s Pharmacy announced plans to close in October 2006, citing numerous reasons for not reopening a new store in the redeveloped Sequoia Commons project. The pharmacy ceased operations on November 10, 2006.

Construction of the Phase I portion of the project began on April 25, 2007. Mayor Dave Cieslewicz, local alderpersons, library board members, and other local community leaders attended a groundbreaking ceremony.

In February of 2008, the owner of the LaBrioche Bakery, located at Midvale Plaza since 1995, decided to relocate his business to a new location at 2862 University Avenue in the University Station shopping center.

Upon partial completion of Phase I, an Open House was held on March 27, 2008 for the first condominium models. A Grand Opening for the Phase I condominiums was held on September 10, 2008. The Sequoia Branch Library held a grand opening celebration on December 8, 2008. Hundreds of people from the neighborhood attended.

Retail businesses that have opened in the storefronts along Midvale Boulevard include the Chocolate Shoppe (ice cream store), EVP Coffee Shop (the second to serve Westmorland), Nutzy Mutz and Crazy Catz (pet store), Whoops & Company (children’s store), and Pucci’s Gallery (art and framing store).

The City Plan Commission approved Phase II plans in August 2008. The plans included 100 apartments, 136 underground parking stalls, and 10,650 square feet of retail space with a single entrance and exit for the underground parking spaces onto Midvale Boulevard. The developer had originally specified only one entrance/exit, placed on the Caromar Drive side of the property, for the Phase II building. The planning commission voted to eliminate the Caromar Drive entrance/exit and move it to the Midvale Boulevard side of the building. Alderperson Tim Gruber requested reconsideration of the design calling for a single entrance and exit, citing “design flaws” noted in the city staff comments suggesting a dual entrance/exit concept. The Plan Commission reconsidered its approval and re-voted to require a dual entrance and exit onto both Midvale Boulevard and Caromar Drive. The City Council then approved the Phase II plans on August 26, 2008.

The start of construction for Phase II of the project was delayed due to the difficulty of obtaining construction funding in an economic recession. Construction of Phase II finally began in September of 2009 with the demolition of the Midvale Plaza building. A groundbreaking ceremony for the Phase II building was held in October of 2009. Phase II construction is scheduled to be completed in the spring of 2011. Anytime Fitness Health Club opened as the first retail occupant in Phase II in December 2010. The final cost of the two phases was reported to be \$18 million for Phase I and \$16 million for Phase II.

Sequoia Library Evolves

The Sequoia Library was a key component of the Midvale Plaza redevelopment from its inception. The library board committed to staying in the same location. During the first 11 months of 2008, the cramped library branch had 279,000 visitors checking out over 690,000 books and other items. The library moved into its new space in the Sequoia Commons on November 20, 2008. The library now enjoys 20,200 square feet that includes an expanded children's area, a computer lab, study rooms, community meeting spaces, self-check-out system, and WI-FI access. The library's collection includes 120,000 books, magazines, and other media items. The construction of the library's space earned LEED certification for its green construction features.

WNA has been a financial supporter of the library over the years, raising funds through the annual WNA membership drive. In addition, WNA contributed \$10,000 over a three-year period to the library's capital campaign.



The Sequoia Branch Library relocated to Sequoia Commons Phase I on November 20, 2008.



The Neighborhood Plan

An important role filled by Madison's neighborhood associations is participation in strategic planning. After the Madison City Planning Commission and City Council approved the Sequoia Commons redevelopment project at 555 S. Midvale Boulevard in June of 2006, the City Planning office suggested to the Westmorland Neighborhood Association that a long-range neighborhood development plan be created for Westmorland. A plan would position the neighborhood to help direct future development within its boundaries.

Preliminary meetings of a newly formed neighborhood planning committee were held in August and September of 2006. The first official meeting of the full committee was held in October 2006.

The committee consisted of Westmorland residents Brandon Casto, chair; Chris Schmidt, co-chair; and committee members John Blotz, Judi Dilks, Eileen Hannigan, Tom Martinelli, Amy Onofrey, Jerry Pasdo, and Tom Talerico.

The committee was charged with leading the effort to develop a neighborhood plan modeled after the newly approved City of Madison Comprehensive Long-Range Plan. The committee met one night each month from October 2006 through January 2007. The group hired Bert Stitt, a local community facilitator, to coordinate committee meetings and facilitate public meetings. The first public "visioning" meeting was held at the Queen of Peace Church auditorium on January 24, 2007 with 27 Westmorland residents attending. Those at the meeting were asked to express their future vision for the neighborhood. Participants answered questions such as:

- What do you like about Westmorland?
- What are your concerns about the neighborhood? and
- What do you see for the future of Westmorland?

On March 17, 2007, the committee submitted a grant application to the City of Madison Department of Planning and Development for funding to support development of the neighborhood plan.

A second public meeting was held on May 19, 2007 at Midvale Community Lutheran Church, with over 30 residents in attendance. Foreseeing a lot of planning and work to be done, the committee undertook to meet two or three times per month from January 2007 through October 2007. The committee staffed an information table at the 2007 and 2008 Westmorland 4th of July celebrations to provide additional information on the plan.

On June 19, 2007 the City Council approved a \$20,000 grant for the neighborhood plan. However, the City Department of Planning and Development requested that the Westmorland Planning Committee partner with the Midvale Heights neighborhood, which had also submitted a grant request for \$20,000 for development of its neighborhood plan. The two neighborhoods agreed to cooperate on the development of a joint plan. That they shared a border along Midvale Boulevard and had similar needs and concerns to be addressed made a cooperative approach logical.

What Is a Neighborhood Plan?

A neighborhood plan is a document that articulates a shared vision for the future as well as a clear statement about what is and what is not wanted in a neighborhood. The plan addresses various areas that can affect quality of life in a neighborhood such as land use, transportation, housing, economic development, parks and open space, cultural and historic resources, and community facilities. Reasons for creating a plan include establishing priorities, building a cohesive neighborhood, providing a basis for making consistent land use and redevelopment decisions, and providing a document for advocating for city resources.



The total project budget was to be \$62,000. That sum included the two \$20,000 city grants and an \$11,000 commitment from each neighborhood toward the project costs.

The Midvale Heights planning group held public meetings between July 2007 and March 2008 to provide an opportunity for their residents to offer input. With these meetings they were able to catch up with Westmorland in the planning process. The two planning committees hired Vierbicher Associates to develop the joint neighborhood plan. A Midvale Heights/Westmorland Joint Steering Committee was formed in May 2008 with Judi Dilks, Eileen Hannigan, and Chris Schmidt representing the Westmorland neighborhood.

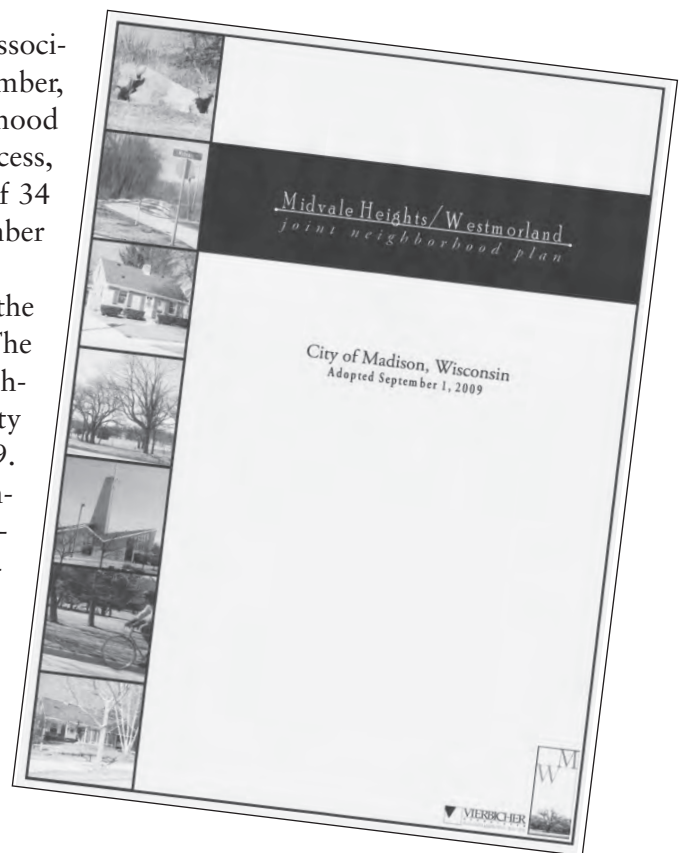
The Joint Steering Committee and Vierbicher Associates conducted three public workshops in July, September, and November 2008 to solicit additional neighborhood input for the plan. During the plan development process, the Westmorland Planning Community held a total of 34 committee meetings between August 2006 and September 2008.

Vierbicher Associates presented a final draft of the plan at a neighborhood meeting on March 12, 2009. The City Planning Commission approved the joint neighborhood plan at its August 3, 2009 meeting. The City Council followed with its approval in September 2009.

The plan was well received. A member of the Planning Commission stated it represented a “gold standard” for future neighborhood plans. The Westmorland Neighborhood Association board will be carrying out the recommendations contained in the implementation plan through 2016. A copy of the final joint neighborhood plan is available at the Joint Planning Committee website: mhwplan.org.

Westmorland and Midvale Heights residents gather to jointly develop a neighborhood long-range plan for the two neighborhoods in July of 2008.

The Midvale Heights–Westmorland Plan 2009 will guide future development in the two neighborhoods.



Westmorland Today

Westmorland stands as a solid example of a thriving Madison neighborhood. Residents participate in political and civic issues, willing to put in the time it takes to have a say in decisions that affect their interests. The Westmorland Neighborhood Association and its newsletter provide a forum for residents to keep informed and express their opinions on issues that affect them and the neighborhood. By partnering with their Midvale Heights neighbors to the west to develop a long-range neighborhood plan, citizens are positioned to provide input on future redevelopment.

Neighbors participate in traditions like the annual neighborhood garage sale, garden tour, wine and cheese social, Halloween party for families, Winter Play Date at Westmorland Park, and the popular 4th of July celebration. These homegrown events deliver a feeling of connectedness and celebration that is part of a satisfying life.

Westmorland has evolved into an environmentally sensitive community. Basics like recycling go without saying; many residents have gone beyond to participate in maintaining public plantings in parks and boulevards. An Earth Day clean-up event occurs every April in Westmorland Park.

Even with these opportunities to get to know neighbors through volunteering, some say that Westmorland is not the community of close-knit families today that “old-timers” remember from decades past. More single people purchase homes in Westmorland than in the past, and people move more frequently than in the 1960s through 1980s, when families tended to purchase a home and stay for decades.

Houses for sale do not stay on the market long in Westmorland, due to prices near the City of Madison median home value and the appeal of a location close to the Downtown, the University of Wisconsin, and the University Hospitals.

Multiple transportation options add to that appeal. Many from the neighborhood use the Southwest Commuter Path to go by bike or foot to the University of Wisconsin, Edgewood College, Downtown Madison, and area hospitals. Others commute by city bus to their work sites.

Such desirable aspects present both opportunities and challenges to sustaining a neighborhood. Westmorland, with its mix of shopping, schools, churches, parks, and recreation accessible to a well-built, well-organized, physically beautiful, friendly residential neighborhood, is something worth preserving.



FROM OUR ORAL HISTORY COLLECTION

In March 2010, the Westmorland Neighborhood Association sponsored a panel discussion on why people liked living in Westmorland. The catalyst for this event was an article in the July 2009 issue of Madison Magazine that listed Westmorland as one of eight great neighborhoods in Madison. In these closing reflections from current residents, as you might have guessed, the Village Bar comes up on everybody's list of favorite neighborhood gathering spots along with the EVP coffee shop. But more than places, there are other things we love about our neighborhood ...

Mary Miller: It's a good place to live—safe with wonderful people! And I love the 4th of July event.

Dolores Schmitt: I love being able to walk everywhere at any time! And I still love to watch the kids' parade on the 4th of July.

Lorene Schultz: It has everything—schools, churches, nice neighbors!

Kurt Meyer: Westmorland is a *real* neighborhood. You don't always have that. It's a terrific place, and I feel that I have a personal history here and a sense of place. And I love the 4th of July—it's my favorite event. I always look forward to it and always have. I play in the neighborhood band—you probably hear us practicing.

John (Sly) Sylvester: I love to hear you practice! When people get stuck in the snow, people come out of their homes and help push cars out. You don't see that in other places. People are very helpful in this neighborhood. The 4th of July thing—it's amazing. I think we are well known in the city for our 4th of July parade. People come from Middleton, people who grew up in the neighborhood, and that's pretty cool.

Ned Schmidt: I would like to add to that comment. The activities that we've had in Westmorland ... 4th of July ... Halloween ... our kids still come back and bring their kids, so you know that all those activities really did mean something to them. And people in the neighborhood are willing to meet you and greet you ... they are very helpful, wanting to donate time to you.

Jen Davel: I'm going to reverse the question, because I'm new to the neighborhood. When I say that I live in the Westmorland neighborhood, people say, "That is such a fabulous place!" It doesn't matter who I'm talking to or where I am in Madison, when I talk about living in Westmorland, just across the street from a golf course, people say, "Oh, you are so lucky!" And I am.

Key: **Mary Miller** lives at 4018 Winnemac Avenue as of 1951; **Dolores and Ned Schmitt** live at 506 Holly Avenue as of 1969; **Lorene Schultz** lives at 453 Clifden Drive as of 1961; **Kurt Meyer** lives at 3814 Winnemac Avenue—a house he bought from his grandmother—as of 2000; **John (Sly) Sylvester** lives at 504 S. Owen Drive as of 1996; and **Jen Davel** lives at 438 Glenway Street as of 2005.



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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 subdivision, in 1952, between Tokay Blvd. and Odana Road.

Birch Avenue: Named by John McKenna Jr, one of the developers of Westmorland, because it was a “nice sounding” name that 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.

Critchel Terrace: Named for a friend of John McKenna Jr.

Euclid Avenue: Another “nice sounding” name given by John McKenna Jr.

Fern Court: Unknown

Fredrick Circle: Same as Fredrick Lane.

Fredrick Lane: Named for Fredrick Tillotson, the son of Joseph Tillotson, the owner of the 13-acre farm that was developed as the Tillotson subdivision plat between Fredrick Lane and the old railroad tracks in 1950.

Gately Terrace: Named for Marian Gately McKenna (b. 1912; d. 2000), John McKenna’s wife’s maiden name.

Glen Drive: Named for the former rock quarry that came to 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” subdivision 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 toward 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 ever were any holly trees on the street.

Keating Terrace: Named for a friend of John McKenna’s.

Leeds Street: Unknown. Possibly the city in England.

Meyer Avenue: Named for 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 sons operated Parman’s Service Station, originally opened in 1941 on Monroe Street, for Mr. Parman for many years.

Paunack Avenue: Named for 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 Blvd. that passes Midvale School and Sequoya Commons was constructed in 1955.

South Owen Drive: Named in memory of the two daughters of UW professor E. T. Owen who do-

nated the the right of way for Owen Parkway and Sunset Point Park, in Sunset Village north of Mineral Point Road, to the City of Madison.

Sommerset Terrace: Unknown

St. Clair Street: Another “nice sounding” name given by John McKenna. Possible a tribute to the author Sinclair Lewis, since the name Sinclair is a French and Scottish corruption of name St. Clair.

Toepfer Avenue: Named for Otto Toepfer, the first developer of Westmorland. Mr. Toepfer purchased 60 acres in Westmorland in 1899 and built the house at 4001 Mineral Point Road in 1906.

Tokay Boulevard: Another “nice sounding” name picked by John McKenna. Possibly named for the Hungarian grape and wine of the same name.

Travis Terrace: Unknown

Waite Circle: Unknown

Wakefield Street: Unknown

Westmorland Boulevard: 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 given by John McKenna. Possibly named for the fictional north central state that was the setting for several novels by Sinclair Lewis.

Sources of Information:

Previous issues of *The Westmorland Courier* neighborhood newsletter; Unpublished article entitled “The Origins of Some Westside Madison WI Street Names, Part II,” written by Burr Angle, Dolores Kester, and Ann Waidelich, 2009.

Lost Street Names of Westmorland

The 1926 Town of Madison plat map—one of the earliest plats showing any development in the modern Westmorland neighborhood—depicts a “parallel universe” in which many familiar features of the area go by strange names.

The neighborhood went by the name *West Wingra* rather than Westmorland. Today’s Winnemac Avenue is labeled *Maple Street*, while the present-day St. Clair Street is labeled *Elm Street*. A third, additional street, south of Elm Street, is present with the name *Linden Street*.

A plat map from 1928 shows a *Carob Street* located a block north of Tokay Boulevard and south of Linden Street between Holly Avenue and Toepfer Avenue.

Maple Street was changed to Winnemac Street around 1936 and *Elm Street* was changed to St. Clair Street in 1941.

A portion of *Linden Street* was changed to Fern Court, and another portion became the cross walk to what would become Westmorland Park in a 1946 replat of the area. The remainder of *Linden Street* was eliminated when the Westmorland Park area was purchased by the Town of Madison in 1943.

Carob Street was never developed and then disappeared when Westmorland Park was established in 1943, although strangely, it continued to be listed as a city street in the Madison City Directory into the 1970s.

Also, note that *Larkin Street* is a through-street on the 1926 plat map, continuing from the north side of Mineral Point Rd., through to *Maple Street*

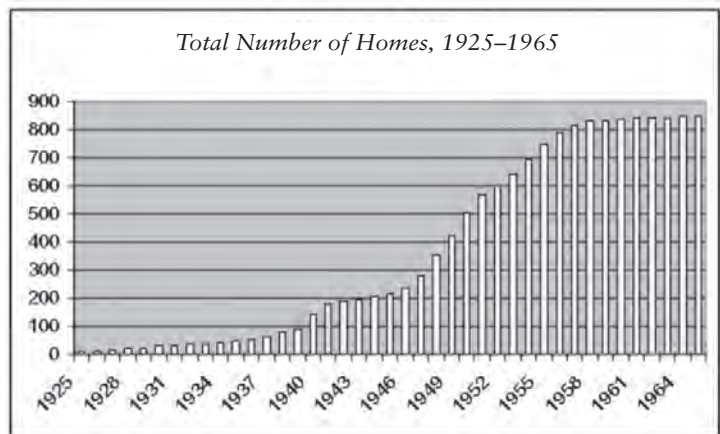
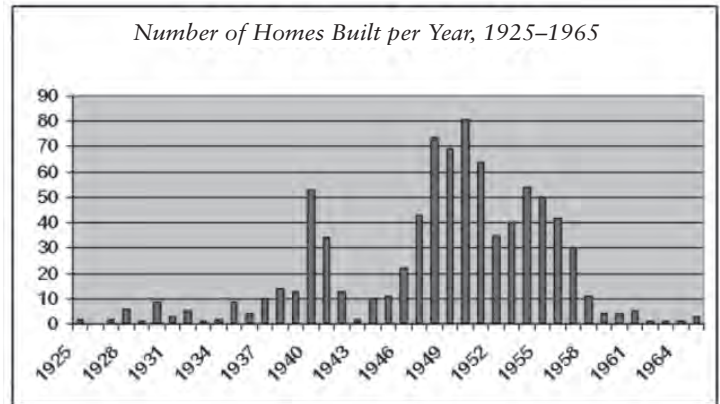
(Winnemac Street), that divides the area between Toepfer Avenue and Glenway Street. While *Larkin Street* no longer exists as a through street, evidence of its one-time presence remains. For example, house numbers tell us where *Larkin Street* was. Both the 3900 and the 3800 blocks exist in the easternmost blocks of present day Mineral Point Road, Paunack Avenue, Euclid Avenue, Birch Avenue, Meyer Avenue, Winnemac Avenue, and St. Clair Street. Where the 3900 numbering ends and the 3800 begins is where *Larkin Street* was to exist. Some houses in the middle of the block exhibit abnormal spacing and have garages behind the house with the garage doors facing east or west—further evidence of a street that was once present but has since vanished. The street right of way was eventually sold as additional lots in the 1940s or was added to adjacent lots.

A 1949 aerial view of Westmorland (appearing on page 62) again shows the presence of the *Larkin Street* right-of-way as well as the extension of Holly Avenue and Westmorland Boulevard into the area that is now Westmorland Park. In this photograph, Westmorland Boulevard is the road slightly to the left of center in the photo. The long skinny islands indicative of the boulevard are faintly noticeable. The evidence of a lengthened Westmorland Boulevard exists today. The large trees in the backyards of many houses on Park Lane adjacent to the park are actually the trees that once lined the extended street. The extension of Westmorland Boulevard was located in the space directly to the east of the present hockey rink.

Homes Construction in Westmorland

Year	Homes Built	Total Homes
1860	1	1
1890	2	3
1896	1	4
1906	1	5
1910	1	6
1915	1	7
1917	1	8
1922	1	9
1924	1	10
1925	2	12
1926	0	12
1927	2	14
1928	6	20
1929	1	21
1930	9	30
1931	3	33
1932	5	38
1933	1	39
1934	2	41
1935	9	50
1936	4	54
1937	10	64
1938	14	78
1939	13	91
1940	53	144
1941	34	178
1942	13	191
1943	2	193
1944	10	203
1945	11	214

Year	Homes Built	Total Homes
1946	22	236
1947	43	279
1948	74	353
1949	69	422
1950	81	503
1951	64	567
1952	35	602
1953	40	642
1954	54	696
1955	50	746
1956	42	788
1957	30	818
1958	11	829
1959	4	833
1960	4	837
1961	5	842
1962	1	843
1963	1	844
1964	1	845
1965	3	848
1976	4	852
1977	8	860
1978	12	872
1983	1	873
1986	1	874
1987	2	876
1988	2	878
1990	1	879
1996	1	880
2001	1	881



Westmorland Courier Editors

1941	Katherine Jacobs	June 1984–March 1986	Susan Dahlk
1942	Herb Jacobs	May 1986–Sept. 1987	Esther Sweeney
1943	Gordon Lewis	Dec. 1987–April 1989	Leslie Ann Howard and Rick Stulgaitis
1943	Marion Oestreich		
1944	Stanley Pertzborn	June 1989–June 1999	Wayne & Amy Bischel
1945	Genevieve Finnigan	Aug. 1999–June 2002	Amy Parkel
1946	Don L. Beran	Sept. 2002	Brian Tennant
1947	Barbara Malisch	Nov. 2002–Sept. 2005	Dave & Lori Santek
1948	Grace Winer	Nov. 2005–January 2011	Jenn Woolson
1949	Gordon Krenn	March 2011–Present	Barb Perkins
1950	Mary Krider		
1951	Betty Westphal		
1951	Kay St. Aubin		
1952	Mary Louise Ogden		
1953–1955	John E. Short		
1955–1957	Mr. and Mrs. Richard Baer		
1957–1959	Mr. and Mrs. John R. Prindle		
1959–1974	Genevieve Finnigan		
1974–1984	Paulette Sacksteder		

Westmorland Neighborhood Association Past Presidents

<u>YEAR</u>	<u>PRESIDENT</u>	<u>YEAR</u>	<u>PRESIDENT</u>
1941/1942	Herbert Jacobs	1980/1981	William Scott
1942/1943	Herbert Jacobs	1981/1982	Marilyn Pertzborn
1943/1944	Ray Heibel	1982/1983	Midge Hrnccirik
1944/1945	Ray Heibel	1983/1984	Rosemary Zurlo-Cuva
1945/1946	Elmer Nielson	1984/1985	Daryl Lund
1946/1947	L. C. Dingeldine	1985/1986	Jerry Smith
1947/1948	Floyd Wheeler	1986/1987	Robert Weynand
1948/1949	Floyd Wheeler	1987/1988	Peggy Giesfeldt
1949/1950	Horrace W. Wilkie	1988/1989	Sharel Surles
		1989/1990	Gary Moore
1950/1951	Ralph Price		
1951/1952	J. C. Trieloff	1990/1991	Greg Crews
1952/1953	Donald Krider	1991/1992	Greg Crews
1953/1954	John VanGunten	1992/1993	Loree Davies
1954/1955	John VanGunten	1993/1994	Loree Davies
1955/1956	Francis Wash	1994/1995	Ronny Saeman
1956/1957	Mrs. R. B. Barsness	1995/1996	Laurie Irwin
1957/1958	Mrs. Saeman	1996/1997	Laurie Irwin
1958/1959	Mrs. Kenneth Svec	1997/1998	Margaret Rasmussen
1959/1960	Mrs. James (Bev) Greene	1998/1999	Margaret Rasmussen
		1999/2000	Amy Johnanson
1960/1961	Ray Clausen		
1961/1962	F. Earle Cooke	2000/2001	Sarah Flanagan
1962/1963	Bill Scott	2001/2002	Sarah Flanagan
1963/1964	John Gill	2002/2003	Brian Tennant
1964/1965	Clarence Riederer	2003/2004	Brian Tennant
1965/1966	Delbert Littel	2004/2005	Betsy Hauser
1966/1967	Roy Lindberg	2005/2006	Betsy Hauser
1967/1968	Tom Ritter	2006/2007	Joy Grapentine
1968/1969	Joe Vanko	2007/2008	Joy Grapentine
1969/1970	Jack Casler	2008/2009	Brandon Casto
		2008/2009	Dave Blouin
1970/1971	John Roberts	2009/2010	Dave Blouin
1971/1972	Roger Hallingstad		
1972/1973	John Brugge	2010/2011	Dave Blouin
1973/1974	Tom Doyle	2011/2012	Dave Blouin
1974/1975	Ken Schmitt		
1975/1976	Dean Ruedy		
1976/1977	Robert J. Irwin		
1977/1978	Marie McKersie		
1978/1979	Duane Bowman Jr.		
1979/1980	Dean Ruedy		

Businesses in Westmorland by Year

Glenway Shopping Center (Built 1954)

	325 Glenway St.	333 Glenway St.	335 Glenway St.	337 Glenway St.	339 Glenway St.	3738 Speedway Rd.	
1955	Vacant	Dr. Harrie E. Keels, Dentist & Dr. Theo Nereim, Physican	Burke Pharmacy	Indra's Barber Shop	Vacant		1955
1956	"	"	"	"	"		1956
1957	3F Laundry & Dry Cleaner	"	"	"	"		1957
1958	"	"	"	"	Glenway Liquor Store		1958
1959	"	"	"	"	"		1959
1960	"	"	Glenway Prescription Pharmacy	"	"		1960
1961	"	"	"	"	"		1961
1962	"	Dr. Merlin Henkel, Dentist	"	"	"		1962
1963	"	"	"	"	"		1963
1964	"	"	"	"	"		1964
1965	"	"	"	"	"		1965
1966	"	"	"	"	"		1966
1967	Vacant	"	"	"	"		1967
1968	"	"	"	"	"		1968
1969	Percy's Glenway DX Service Station	"	"	"	"		1969
1970	"	Vacant	"	"	"		1970
1971	"	Computer Logic Service	"	"	"		1971
1972	"	"	"	"	"		1972
1973	"	Margie's Beauty Salon	"	"	"		1973
1974	"	"	"	"	"		1974
1975	Percy's Glenway Sunoco Service Station	"	"	"	"		1975
1976	"	"	"	"	"		1976
1977	"	"	"	"	"		1977
1978	"	"	"	"	"		1978
1979	Transport Oil Gas Station	Cynthia's Pet Groming	"	"	"		1979
1980	"	"	"	"	"		1980
1981	"	Malagold West Pet Shop & Supplies	"	"	"		1981
1982	Vacant	"	"	"	"		1982

Glenway Shopping Center, continued

	325 Glenway St.	333 Glenway St.	335 Glenway St.	337 Glenway St.	339 Glenway St.	3738 Speedway Rd.	
1983	Starvin' Marvin's	(Malagold West Pet Shop & Supplies continued)	(Glenway Prescription Pharmacy continued)	(Indra's Barber Shop continued)	(Glenway Liquor Store continued)		1983
1984	"	"	"	"	"		1984
1985	"	"	"	"	Speedway Liquor Store		1985
1986	"	"	"	"	"		1986
1987	"	"	"	"	"	(Addition Built 1987)	1987
1988	"	"	"	"	"	Hair Studio & Day Spa	1988
1989	Stop 'n Go	Interiors Design	"	Glenway Barber Shop	Vacant	"	1989
1990	"	"	"	"	"	"	1990
1991	"	"	"	"	"	"	1991
1992	"	"	"	"	"	"	1992
1993	"	"	Hair Studio & Day Spa (expanded)	"	Hair Studio & Day Spa (expanded)	"	1993
1994	"	"	"	"	"	"	1994
1995	"	"	"	"	"	"	1995
1996	"	"	"	"	"	"	1996
1997	"	"	"	"	"	"	1997
1998	"	Madison Opera	"	"	"	"	1998
1999	"	"	"	"	"	"	1999
2000	"	"	"	"	"	"	2000
2001	"	"	"	"	"	"	2001
2002	"	"	"	"	"	"	2002
2003	"	"	"	"	"	"	2003
2004	"	"	"	"	"	"	2004
2005	"	"	"	"	"	"	2005
2006	"	Editorium Video	"	"	"	"	2006
2007	"	"	"	Vacant	"	"	2007
2008	"	333 Media Advertising	"	"	"	"	2008
2009	"	"	"	"	"	"	2009
2010	"	Anderson Illustration	"	"	"	"	2010
2011	"	"	"	"	"	"	2011

Westmorland: A Great Place to Live

Speedway Road, Glenway Street, Mineral Point Road Intersection

	404 Glenway St. (1st. Floor) (Built 1949)	404 Glenway St. (2nd Floor) (Built 1981)	3801 Mineral Point Rd. (Built 1928)	3802 Mineral Point Rd. (Built 1957)	3809 Mineral Point Rd. (Built 1940)
1950	Burke Pharmacy (The Village Drug Store)		Waterman's Bar		Village Food Store
1951	"		"		"
1952	"		"		Reigle Hardware
1953	"		Village Bar		"
1954	"		"		"
1955	Vacant		"		"
1956	"		"		"
1957	"		"	Klosterman's Pure Oil Station	"
1958	Sequoia Branch Library		"	"	Harley's Hardware
1959	"		"	"	"
1960	"		"	"	"
1961	Advertisers Press Printer		"	"	"
1962	"		"	"	"
1963	"		"	"	"
1964	"		"	"	Ellis True Value Hardware
1965	"		"	"	"
1966	Don Rippen & Associates		"	"	"
1967	"		"	"	"
1968	"		"	"	"
1969	"		"	Glenway Pure Oil Station	"
1970	"		"	Glenway Union 76 Service Station	"
1971	"		"	"	"
1972	"		"	"	"
1973	"		"	"	"
1974	"		"	"	"
1975	"		"	"	"
1976	"		"	"	"
1977	"		"	"	"
1978	"		"	"	"
1979	"		"	"	"
1980	"		"	"	"
1981	Vacant	Don Rippen & Associates	"		"
1982	Architect's Engineers, Inc. (Bob Kraft)	"	"	"	"

3817 Mineral Point Rd. (Built 1952)	3822 Mineral Point Rd. (Built 1951)	3742 Speedway Rd. (Built 1928)	3734 Speedway Rd. (Built 19??)	
		Alderson's Texaco Service Station	Solvent Chemical	1950
	Vacant	"	"	1951
Century Foods	Calvary Gospel Church	"	"	1952
"	"	"	"	1953
"	"	"	"	1954
Sentry Foods	"	"	"	1955
"	"	"	"	1956
"	"	"	"	1957
"	"	"	"	1958
"	Hope Lodge #17 & Mendota Rebekah Lodge #134 (IOOF)	"	"	1959
"	"	"	"	1960
"	"	"	"	1961
"	"	"	"	1962
"	"	"	"	1963
"	"	"	"	1964
"	"	"	"	1965
"	"	"	Solvent Chemical & Pest Control	1966
"	"	"	Vacant	1967
"	"	"	Vacant	1968
"	"	"	Percy's Glenway DX Service Station (Built 1966)	1969
"	"	"	"	1970
"	"	Speedway Texaco	"	1971
"	"	"	"	1972
"	"	"	"	1973
"	"	"	"	1974
"	"	Stella Bicycle Shop	Percy's Glenway Sunoco Service Station	1975
"	"	"	"	1976
"	"	Glenway Bicycle Shop	"	1977
"	"	"	"	1978
"	"	"	Transport Oil Gas Station	1979
"	"	"	"	1980
"	"	"	"	1981
"	Barrientos & Assoc. Consulting Engineers	Vacant	Vacant	1982

Speedway Road, Glenway Street, Mineral Point Road Intersection, continued

	404 Glenway St. (1st. Floor) (Built 1949)	404 Glenway St. (2nd Floor) (Built 1981)	3801 Mineral Point Rd. (Built 1928)	3802 Mineral Point Rd. (Built 1957)	3809 Mineral Point Rd. (Built 1940)
1983	(Architect's Engineers, Inc. continued)	(Don Rippen & Associates continued)	(Village Bar continued)	(Glenway Union 76 Service Station continued)	(Ellis True Value Hardware continued)
1984	"	"	"	"	"
1985	"	"	"	"	"
1986	"	"	"	"	"
1987	"	"	"	"	"
1988	"	"	"	"	"
1989	"	"	"	"	"
1990	"	"	"	"	"
1991	"	"	"	"	"
1992	"	"	"	Moore's Towing & Service	"
1993	"	"	"	"	The Door & Window Center
1994	"	"	"	"	"
1995	"	"	"	"	"
1996	"	"	"	"	"
1997	"	"	"	"	"
1998	"	"	"	"	Vacant
1999	Vacant	Paskin & Oberwetter Law Office	"	"	"
2000	"The Family Center"- Edgewood College	"	"	"	Don Rippen & Associates Furniture Store & Interiors
2001	"	"	"	"	"
2002	"	"	"	"	"
2003	"	"	"	"	Vacant
2004	"	"	"	"	Clarity Consulting
2005	"	"	"	"	Clarity Consulting, Goblin Fern Press, Ken Crocker Design
2006	"	"	"	"	Clarity Consulting & EVP Coffee Shop
2007	"	"	"	"	"
2008	"	"	"	"	EVP Coffee Shop
2009	"	"	"	"	"
2010	"	"	"	"	"
2011	"	"	"	"	"

NOTES

3801 Mineral Point Road: Herling's General Store (1928-1932); Herling's Tavern (1933-1943); Waterman's Bar (1944-1949)	3809 Mineral Point Rd.: Waterman's Food Shop (July , 1941-Jan. 1945); Village Food Shop (January 1945-1951)
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3817 Mineral Point Rd. (Built 1952)	3822 Mineral Point Rd. (Built 1951)	3742 Speedway Rd. (Built 1928)	3734 Speedway Rd. (Built 19??)	
(Sentry Foods continued)	(Barrientos & Assoc. Consulting Engineers continued)	Kool View Co.	Starvin' Marvin's	1983
"	"	"	"	1984
Wisc. Geological & Natural History Survey	"	"	"	1985
"	"	"	"	1986
"	"	"	"	1987
"	"	Eaton's Floral & Gift Shop	"	1988
"	"	"	Stop 'n Go	1989
"	"	"	"	1990
"	"	"	"	1991
"	"	"	"	1992
"	"	"	"	1993
"	"	"	"	1994
"	Wisconsin Newspaper Association, Inc.	"	"	1995
"	"	"	"	1996
"	"	"	"	1997
"	"	"	"	1998
"	"	"	"	1999
"	"	Vacant	"	2000
"	"	Michael's Bike & Ski Shop	"	2001
"	"	"	"	2002
"	"	"	"	2003
"	"	"	"	2004
"	"	"	"	2005
"	"	Vacant	"	2006
"	"	Madeleine's Patisserie	"	2007
"	"	"	"	2008
"	"	"	"	2009
"	"	Vacant	"	2010
"	"	Fit2Eat	"	2011

3742 Speedway Road:
Fred J. Schmitz Filling Station (1928–1935); Carl M. Schuman Filling Station (1936–1938); Earl Galbraith Filling Station (1939–1940); Speedway Service Station (1941–1942); Vacant (1943–1944); Patterson Service Station (1945–1946); Alderson's Service Station (1947–1949)

Westmorland: A Great Place to Live

Midvale Plaza (Built 1957)

	Phase I (Built 1957)						
	517 S. Midvale Blvd.	519 S. Midvale Blvd.	521 S. Midvale Blvd.	523 S. Midvale Blvd.	525 S. Midvale Blvd.	529 S. Midvale Blvd.	539 S. Midvale Blvd.
1957	Vacant	Vacant	Midvale Plaza Hobby & Toy Shop	Vacant	Kroger's Food Store	Kroger's Food Store	
1958	"	"	"	"	"	"	
1959	"	"	"	Mrs. Bowen's Bakery & Coffee Shop	"	"	
1960	Johnny on the Spot Cleaners	Crandall's Shoes	"	"	"	"	
1961	"	"	"	"	"	"	
1962	Vacant	Carl's Beauty Shop	"	"	"	"	
1963	"	"	"	"	"	"	
1964	"	"	"	"	"	"	
1965	"	"	"	"	"	"	
1966	"	"	"	"	"	"	
1967	Baskin-Robbins Ice Cream Shop	"	"	"	"	"	
1968	"	"	"	Mrs. Bowen's & Buck's Pizza	"	"	
1969	"	"	"	Mrs. Bowen's Bakery & Coffee Shop & Doug's Pizza	"	"	
1970	"	"	"	"	"	"	
1971	"	"	"	"	"	"	
1972	"	"	"	"	"	Midvale IGA Foodliner	
1973	"	Jolie Salon & Beauty Shop	Mickey's Paint & Wallpaper Shoppe	"	"	"	
1974	"	"	International Gift Shoppe	"	Klinke's Clothing Care Center	"	
1975	"	"	Vacant	Doug's Pizza	"	"	
1976	"	"	"	"	"	"	
1977	"	"	Jolie Salon Annex	Plaza Pizza and Deli & The Captain's Chair Barbers	"	"	
1978	"	R Z & Company Beauty Shop	R Z & Company Beauty Shop	"	"	"	
1979	"	"	"	"	"	"	
1980	"	"	"	"	"	"	
1981	"	"	"	"	"	"	
1982	"	"	"	Stoddard's Bake Shop & The Captain's Chair Barbers	"	"	

Phase II (Built 1960)		Phase III (Built 1972)		Phase IV (Built 1977)	
511 S. Midvale Blvd.	513 S. Midvale Blvd.	505 S. Midvale Blvd.	509 S. Midvale Blvd.	555 S. Midvale Blvd.	
					1957
					1958
					1959
Bergmann's Pharmacy	Sequoia Branch Library				1960
"	"				1961
"	"				1962
"	"				1963
"	"				1964
"	"				1965
"	"				1966
"	"				1967
"	"				1968
"	"				1969
"	"				1970
"	"				1971
"	"				1972
"	"	Midvale Hobby Shop	Alroy Liquor		1973
"	"	"	"		1974
"	"	"	"		1975
"	"	"	"		1976
"	"	"	"	McKy-Ellis Realtors	1977
"	"	"	"	"	1978
"	"	"	"	"	1979
"	"	"	"	McKy-Ellis Realtors & Midvale Plaza Dental Associates	1980
"	"	"	"	"	1981
"	"	"	"	"	1982

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Midvale Plaza (Built 1957) continued

	Phase I (Built 1957)						
	517 S. Midvale Blvd.	519 S. Midvale Blvd.	521 S. Midvale Blvd.	523 S. Midvale Blvd.	525 S. Midvale Blvd.	529 S. Midvale Blvd.	539 S. Midvale Blvd.
1983	(Baskin-Robbins Ice Cream Shop continued)	(R Z & Company Beauty Shop continued)	(R Z & Company Beauty Shop continued)	Stoddard's Bake Shop	(Klinke's Clothing Care Center continued)	(Midvale IGA Foodliner continued)	
1984	"	"	"	"	"	IGA Food Country	
1985	"	"	"	Vacant	"	"	
1986	"	"	"	"	"	"	
1987	"	"	"	"	"	"	
1988	"	"	"	"	"	"	
1989	"	"	"	"	"	"	
1990	Vacant	"	"	R Z & Company Beauty Shop	"	"	
1991	"	"	"	"	"	Walton's Food Court	Vacant
1992	"	"	"	"	"	"	"
1993	"	"	"	"	"	Bergmann's	"
1994	"	"	"	"	Vacant	"	"
1995	"	"	"	"	Buck's Pizza	"	"
1996	Noble Metals	"	"	"	"	"	Hollywood Video
1997	"	"	"	"	"	"	"
1998	"	"	"	"	"	"	"
1999	"	"	"	"	"	"	Movie Gallery
2000	"	"	"	"	"	"	Vacant
2001	"	"	"	"	"	"	"
2002	"	"	"	"	"	"	Modern Design Furniture Store
2003	"	"	"	"	"	"	Vacant
2004	"	"	"	"	"	"	"
2005	Vacant	Vacant	Vacant	Vacant	"	"	Friends of Sequoya Book Sale Center
2006	"	Chocolate Shoppe Ice Cream	Chocolate Shoppe Ice Cream	Chocolate Shoppe Ice Cream	"	Closed November 10, 2006	"
2007	Rosy Checks Originals	"	"	"	Vacant		"
2008	"	Closed	Closed	Closed	Sequoya Commons Sales Office		Closed
2009	Closed				"		

Phase II (Built 1960)		Phase III (Built 1972)		Phase IV (Built 1977)	
511 S. Midvale Blvd.	513 S. Midvale Blvd.	505 S. Midvale Blvd.	509 S. Midvale Blvd.	555 S. Midvale Blvd.	
(Bergmann's Pharmacy continued)	(Sequoia Branch Library continued)	(Midvale Hobby Shop continued)	(Alroy Liquor continued)	(McKy-Ellis Realtors & Midvale Plaza Dental Associates continued)	1983
"	"	"	"	"	1984
"	"	"	P. C.'s Fine Liquor	"	1985
"	"	"	"	"	1986
"	"	Hoover Vaccum Shop	"	"	1987
"	"	"	"	"	1988
"	"	"	"	Midvale Plaza Dental Associates & Counseling and Psychotherapy Associates	1989
"	"	"	"	"	1990
"	"	"	"	Midvale Plaza Dental Associates, Dean Optical, & Midvale Eye Office	1991
"	"	"	"	"	1992
Sequoia Branch Library-Expanded	"	"	"	"	1993
"	"	"	"	"	1994
"	"	"	LaBrioche Bakery	"	1995
"	"	"	"	"	1996
"	"	"	"	"	1997
"	"	"	"	"	1998
"	"	"	"	Midvale Plaza Dental Assoc. & Dean Optical	1999
"	"	"	"	"	2000
"	"	"	"	"	2001
"	"	"	"	McCormick Dental & West Elder Day Center	2002
"	"	"	"	"	2003
"	"	"	"	McCormick Dental	2004
"	"	"	"	Vacant	2005
"	"	"	"	Elder Care	2006
"	"	"	"	Eder Care Closed March 2007	2007
Closed	Closed	Closed	Closed September 2008	Closed	2008
					2009

Sequoia Commons Phase I (Built 2007/2008)

	4340 Tokay Blvd.	555 S. Midvale Blvd.	555 S. Midvale Blvd.	555 S. Midvale Blvd.	555 S. Midvale Blvd.	555 S. Midvale Blvd.	
		Unit 101	Unit 109	Unit 113	Unit 115	Unit 117	
2008	Sequoia Branch Library (Dec. 2008)	The Chocolate Shoppe Ice Cream (Dec. 2008)	Vacant	Vacant	Vacant	Vacant	2008
2009	"	"	EVP Coffee Shop (April 2009)	Nutzy Mutz & Crazy Catz Pet Shop (June 2009)	Whoops & Company (Aug. 2009)	Pucci's Gallery (Oct. 2009)	2009
2010	"	"	"	"	"	"	2010
2011	"	"	"	"	"	"	2011

Sequoia Commons Phase II (Built 2009/2011)

	Unit 1	Unit 2
2010	Anytime Fitness Health Club (Dec. 2010)	Vacant
2011	"	"

Historical Timeline for Westmorland

EVENT	DATES	NOTES
U.S. Government	1783–1836	Wisconsin Territory
Ho-Chunk Nation cedes lands in Wisc.	1832	
Westmorland area surveyed	Dec. 1834	
Westmorland area land sale begins	August 1, 1835	
Alanson Sweet—first property owner	Nov. 1836	
Eben & Rosaline Peck	April 14, 1837	First Family of Madison
Madison becomes a village	1847	
Wisconsin Statehood	1848	
Madison becomes a city	April 7, 1856	
Forest Hill Cemetery	January 1857–Present	
First known plat map of Westmorland area	1861	
Camp Randall opens	May 1861	First soldiers arrive
Resurrection Cemetery	1863–Present	
Chicago, Madison & Northern R/R (becomes Illinois Central R/R)	1887	
F. Tillotson & Family	1890s–1947	Farm on Odana Rd.
William Doerfer	1890s–1920s	Farm along Mineral Point Rd. converted to Golf Course (1928)
Farm Houses / Buildings	1860 1890 1890 1896 1906 1910	Coach House, 4010 Paunack Ave. Tillotson Farm, 3902 Odana Rd. L. W. Parman, 4214 Odana Rd. 4337 Mineral Point Rd. Toepfer Farm, 4001 Mineral Point Meyer Farm, 502 Glenway
World War I	1914–1918	
Otto Carl Frantz Toepfer— First Westmorland Developer	1900s–1940s	Glenway St. to Toepfer Ave. Paunack Ave. to Winnemac Ave. b. January 13, 1872; d. February 17, 1949
First non-farm houses in Westmorland	1916–1934	
Westmorland Golf Course	July 1929–1944	Former Doerfer Farm
Glenway Golf Course	1927–Present	
Westmorland platted and developed (Westmorland Blvd.–Holly Ave. Mineral Point Rd.–Tokay Blvd.)	1928	The Westmorland Co. (1926–1934) The Westmorland Development Co. The Westmorland Realty Co.
The Great Depression	Oct. 1929–1941	
Original Westmorland Plat annexed to City of Madison	October 9, 1931	First time
Westmorland detached from City of Madison	Sept. 23, 1932	

Westmorland: A Great Place to Live

EVENT	DATES	NOTES
A. O. Paunack, Westmorland Developer (Commerical State Bank of Madison)	1920s–1930s	Purchased Toepfer Farm House (1930) Developed Mineral Pt. Rd. to Winnemac Ave; Toepfer Ave, to Westmorland Blvd. b. April 3, 1879; d. June 24, 1954
West High School	1930–Present	
Pre–World War II houses built in Westmorland	1935–1941	
World War II	1939–1945	
Westmorland Community Association	1941–Present	(Changed to Neighborhood Association in Summer 2003)
Westmorland Park	1943–Present	
Westmorland Associates Replat	1946	Developed Westmorland Blvd.–Toepfer Ave.; St. Clair St.–Tokay Blvd.
John (Jack) C. McKenna Jr.	1920s–1950s	Westmorland land developer b. October 1907; d. August 28, 1990
Our Lady Queen of Peace property	Fall, 1945	Purchased (5.5 acres)
Lands Platted and Developed (Holly Ave.–Caromar Dr. and Mineral Point Rd.–Tokay Blvd.)	1946	Dorothy Jones Frautschi, property owner
Post–World War II houses built in Westmorland	1946–1956	
Annexation to City of Madison	May 1948	Second time
Our Lady Queen of Peace Grade School	Sept. 1949–Present	
Midvale Elementary School	Sept. 1951–Present	
Parade of Homes–Anthony Lane, Rolla Lane, and Somerset Lane	July 1954	
Midvale Community Lutheran Church	1954–1958	Chapel building
Our Lady Queen of Peace Church	August 1955–Present	
Midvale Plaza Shopping Center with Kroger’s Supermarket	1957–2008	
Sequoia Branch Library @ 404 Glenway St.	1957–1959	
Midvale Community Lutheran Church	1958–Present	New church building
Sequoia Branch Library moved to Midvale Plaza	1959–2008	
Midvale Heights Apartment building built at 501 S. Midvale Blvd.	1963	
Area South of Odana Rd. added to Westmorland Community Association	1969	
Tornado damages Westmorland neighborhood	July 2004	
Midvale Plaza Redevelopment (Sequoia Commons), Phase I	2007–2008	
Sequoia Library moves into new location	November 2008	
Midvale Plaza Redevelopment (Sequoia Commons), Phase II	2009–2011	

Bibliography

- *Forests, Farms and Families: A History of the Midvale Heights Neighborhood*, Midvale Heights Community Association, 2004, covers the prehistory, geology, and glacial geography of Madison's west side. The reader who enjoys studying these topics may want to learn more by consulting that book, as well as the following sources referenced therein:
- *Plant Earth 425 Million Years Ago, The Silurian Sea*, Langlois, Flora M., & Njaa B. Bysura, Door County Historical Society, 1995.
- *Guide to Glacial Landscapes of Dane County, Wis.*, Mickelson, David M., Wis. Geological and Natural History Survey, Madison, WI, 1983.
- *Wisconsin: A History*, Nesbit, Robert C., University of Wisconsin Press, 1973.
- Exploring Dudgeon-Monroe Neighborhood, www.dmna.org/exploring.

Additional sources used in researching the early history of Westmorland include:

- *Lake Wingra*, *The Wisconsin Archeologist*, Vol. 14, No. 3 (1915) by Charles E. Brown.
- *Indian Mounds of Wisconsin*, Birmingham, Robert A. and Leslie E. Eisenberg, University of Wisconsin Press, 2000.
- *Spirits of Earth: The Effigy Mound Landscape of Madison and the Four Lakes*, Birmingham, Robert A., University of Wisconsin Press, 2009.

This book was created to celebrate the 70th anniversary of the Westmorland Neighborhood Association (WNA), one of the oldest neighborhood associations in Madison, Wisconsin.



Enjoy reading the history of the Westmorland area from the time of the glaciers to the present.

