PRESERVATION
RACINE NEWS

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MADE IN RACINE – WEBER BEER

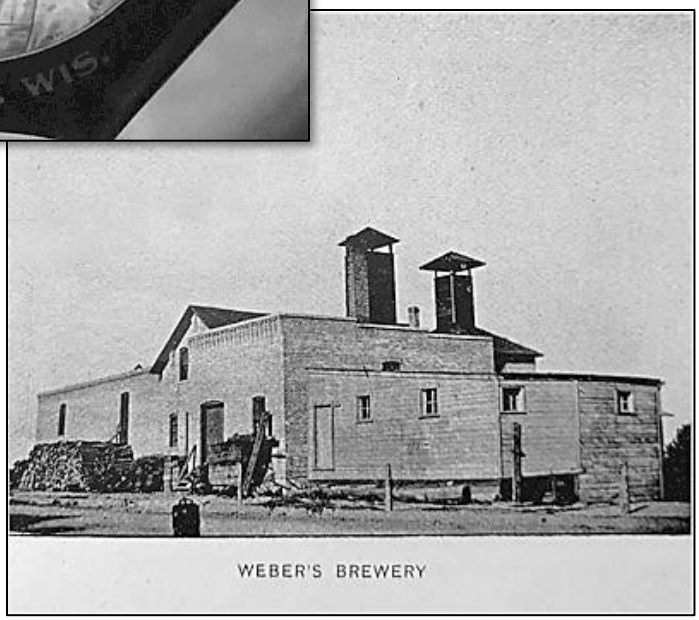
Racine can be proud of its rich industrial heritage, considering the huge variety of products our factories turned out throughout the years. One of those products was beer, which maybe a surprise to many of us, since we usually associate breweries with Milwaukee, Chicago and other large cities. However, Racine had a number of successful breweries at one time, which were all part of our brewing heritage. Our own Klinkert Brewing Company was Racine's largest and best-known brewery and has the distinction of being the last brewery to close…and that was because of prohibition! Another Racine Brewery was the W. H. Weber Brewery, later known as the Weber Bros. Brewery.

In 1878, William H. Weber purchased the old Lake Shore Brewery located at 1501 Michigan Blvd. This is the present site of the old brick gazebo located near North Beach. Within a year, the new brewery was producing about 300 barrels of Weiss beer, (a light-colored beer made from wheat which was also effervescent) per year.

In 1882, Weber added a line of soda waters, bottled under the W. H. Weber trademark. After his passing in 1902, sons Charles and Ernest took over the brewery and renamed it "Weber Bros." in 1904. The firm still brewed Weiss beer, but expanded their line of soda waters. The best-known soda was called "Cherry Fizz." *(Photograph above, center)*

However, in 1912 the buildings were completely destroyed by fire. The Weber brothers decided against rebuilding and went their separate ways. By today's standard, the brewery was quite small compared to the millions of gallons large breweries can produce today. The Weber Brewery averaged about 500 barrels per year. They even grew their own hops on neighboring hillsides.

Even though the brewery is long gone, a few artifacts still remain as silent reminders of this once popular brewery. Old beer and soda bottles are almost impossible to find. Trays, old signs and other advertising rarely appear at auctions.


WEBER'S BREWERY

You might have seen signs like this one hanging in one of Racine's many taverns during the 1900s. The clear bottles are for soda, and hexagonal-based amber bottles, complete with original metal lightning stopper, were for beer.

Racine was once a proud brewer of some great beer. I can just imagine well over a hundred years ago, someone stopping at his favorite tavern after a hard day's work at one of our many Racine factories, and ordering an ice-cold beer and perhaps a liver sausage sandwich. The bartender may have even asked, "would you care for a Weber?" So, let's raise our glasses in toast … this Weber's for you!

Jim Mercier

In Appreciation: Matt Sadowski

Preservation Racine extends our heartfelt thanks and congratulations to Matthew Sadowski, who has recently retired from a long professional career in planning and preservation. Most notably, Matt has supported Preservation Racine and our goals over the years and just retired as the Planning Manager for the Planning Division of Racine‘s Department of City Development. . In his official position and also as a member of various related municipal preservation committees and commissions, Matt has been well respected for advocating for preservation when possible or suggesting reasonable alternatives when needed, recognizing that, sadly, not all old buildings can be repurposed or preserved. He has helpfully worked with many other professional and amateur historians, researchers, and preservationists, considering and balancing their needs and wishes while maintaining and furthering the economic and residential development of the City.

A Racine native, Matt’s credentials include a bachelor’s degree from the University of Wisconsin-Parkside and a master’s degree from the University of Wisconsin-Milwaukee, School of Architecture and Urban Planning. Early in his career, he gained more than a decade’s worth of expertise in various aspects of inspection, zoning, and planning while working for the Southeast Wisconsin Regional Planning Commission, the Town/Village of Mt. Pleasant, and the City of Muskego. During this time he also obtained inspection certifications in residential construction, HVAC, erosion control, and electrical requirements, as well as certification by the American Institute of Certified Planners. With this experience, he then accepted a position in the Department of City Development with the City of Racine in early 1999.

Now, over 22 years later, we can look back along with Matt on some of the preservation initiatives in which he and his department played key roles. We especially recall the establishment of several Historic Districts. Racine now has seven within the city limits, three of which were named since Matt started working for the City: the 2006 Racine Rubber Company Homes District; the 2011 Melvin Avenue Residential Historic District; and the 2016 Orchard Street Historic District. These particular districts recognize the architectural and social significance of clusters of similar buildings which might otherwise be overlooked as not being old enough or historic enough, but which are indeed worthy of respect.

Matt was also involved in the preservation and development of various long-vacant buildings into modern commercial centers and residential communities which still retain much of their historic architectural character. Among them are the 2002 Mitchell Wagon Factory Lofts at 8th Street & Washington Avenue; the 2004 Belle Harbor Lofts at 2nd & Main Streets (formerly the Thomas Driver & Sons window factory and later Olson Auto Parts, as well as their original office building on State Street, now a print shop and a specialty liquor store and bar); the 2006 River Bend Lofts at 6th & Marquette Streets (formerly the Badger Uniform building); the 2020 Gold Medal Lofts at 17th Street & Packard Avenue (formerly the Gold Medal Camp Furniture factory); and most recently the ongoing residential and commercial development of numerous buildings on the Horlick Malted Milk Company's long-underutilized property along Northwestern Avenue. In addition, there are many other individual buildings in Racine whose preservation and restoration might not have occurred without Matt's assistance.

Of course, Matt always graciously says that he could not have accomplished such projects without the help of many local and area people, including members and friends of Preservation Racine, often building on our organization's efforts from as far back as the 1970s. Numerous people have served on local historic preservation committees and others have attended meetings and hearings for building permits, facade grants, and historical surveys — whether as historical experts, architects and designers, history buffs, or just the many who contributed support, encouragement, and information, from a small personal reminiscence to in-depth research.

Although he has retired from his governmental career, Matt plans to remain active in historic preservation in other ways. For more than the past two years, he has been a board member of the Wisconsin Association of Historic Preservation Commissions, a nonprofit organization which promotes the cultural and economic benefits of historic preservation through discussions, lectures, newsletters, and even on-site consultations. In addition, Matt is a member of the History Committee of the Wisconsin Historical Society's Historical Preservation Review Board, which reviews and makes decisions about applications to the State and National Historic Registers.

Matt's plans for the near future include some downtime—especially enjoying being off work this summer for the first time since he was ten years old, along with his wife Anne, a recently-retired Racine Unified school teacher— as well as visiting his two adult sons and following their careers. We will miss Matt's advocacy and sympathetic ear within our local city government, but we look forward to continued interactions with him in related preservation endeavors.

We gratefully thank Matt for his past assistance and heartily congratulate him on his well-earned retirement!

Janet Carter

The Tangled History of Elmwood Park and its Developers

An exciting aspect of having a tour of buildings in the Village of Elmwood Park is that it gives us our first opportunity to look at a historic kind of development that was central to the mid-20th-century world. Elmwood Park is an excellent example of the causes and results of the suburbanizing movement of that period. So, before we look at it in detail, it is worth setting the context with an outline of this movement.

Aerial photo of 1967, showing Elmwood Plaza at the top, with Badger Plaza to its left and Elm Terrace to its right. Below these is the area of the Taylor Orphan Asylum, and below that is the Village of Elmwood Park. The Hansche Pond has its shore midway down, with the Mink farms to its bottom left. Chicory Road runs along the bottom.

It was stimulated by a variety of factors: widespread car ownership had changed the face of commuter travel. No longer were most people shunted from home to work, or from shopping to home, in trollies and buses. Cost and passenger exhaustion had combined to make these an urban phenomenon: the city's straight streets and small plots made the transport easier, and the walk home shorter. But the car changed all that. Now, many people drove directly to their destinations. They were no longer exhausted by carrying heavy loads of shopping, or by the noise and discomfort of bone-rattling mass transportation. Everything could now be opened up! People could move out to the outskirts of towns, away from the dirt, smoke and noise. They could breathe healthy country air and live in houses that sprawled comfortably in big lots under shade trees, and the roads could curve gracefully because the cars could cope. At the same time, new materials were becoming available for building, including engineered woods that made longer roof-beams economical so that rooms could be larger. There was also building strength plate glass, which meant that windows could be much larger, even occupying entire walls! Concrete block had also become available, allowing for insulated, fire-proof walls. All that was needed to bring this together was an imaginative developer with a team of architects focused on creating a beautiful, convenient, and modern environment. In the early days, quality was the watchword, along with variety for interest, and every modern convenience inside the house. Elmwood Park is a perfect example of this!

But Elmwood Park turns out to be full of human, as well as historical, interest. One family's land ownership runs through every twist and turn of its development, and a community of Racine's foremost architects guided the designs. Some of these are still famous: Justave Mandor Matson and Hans Geyer are well-known locally (and one of Geyer's productions is on the tour). But Frank J. Hoffman, who came to Racine to work with Edmund Funston and eventually took over his business before going solo, is not a household name. Yet his works include the façade of the Kaiser building on Sixth Street, the Arcade building on Main Street (now occupied by Downtown Racine), the tap room of the Racine Country Club, the American Bank and Trust on Main Street (that was robbed by Dillinger), the Lincoln Lutheran Home on Prospect Street, the office of Elmwood's own

EXTRA! EXTRA! EXTRA!

It is with a Great Deal of Satisfaction and Pleasure that I can announce, I have taken over

ELMWOOD

That beautiful tract of land on Taylor Ave. famous for the wonderful, large and majestic elm trees that line both sides of Taylor Ave.

[Each separate Addition offered for sale by Arthur Ehrlich has its own merits. One buyer will prefer one of our south side plats and another one our north or west side proposition. We have locations to please them all.]

ELMWOOD is almost in a class by itself — just a little different from others. Location is splendid, just the other side of Elm Terrace on Taylor Avenue, that wonderfully built up and much admired section. Taylor Avenue as it winds through Elmwood is lined with those immense, majestic elms, from which it derives its name.

PHOTO BY WRIGHT
Al. Feddersen, Builder

TAYLOR AVENUE AT ELMWOOD

Elmwood is so restricted that a $5,000.00 residence has the same protection as the more costly ones on Taylor Avenue. A business section has been provided. Even a school is in the Addition — the well known Beebe School which is now being remodeled, another story being added.

Elmwood is just outside our city limits but we have permission to connect with SEWER and WATER service. Electricity is in and gas is available.

[TRANSPORTATION is all you can wish for—Taylor Avenue car line—a stop on the North Shore Railroad —and the splendid paving on Taylor Avenue.]

THE OWNERS of Elmwood in platting this land have had in mind to give the citizens of Racine something different — something more beautiful — an entirely new layout. And they surely have succeeded. Let us call the lots country estates with city conveniences. Just imagine a lot 50x175 — that is the Taylor Avenue frontage. Others in proportion. Such a lot assures you a very deep front lawn.

PHOTO BY WRIGHT
Al. Feddersen, Builder

Now Then, Folks, THE OPENING SALE SATURDAY and SUNDAY

Will be a Big Event. ONE HUNDRED DOLLARS will be cut from the price of any lot Bought at this Opening Sale. You have made One Hundred Dollars the moment you buy a lot. And all lots will be sold on small, MONTHLY PAYMENTS. Very easy to own a lot in beautiful Elmwood.

Come Out Saturday Afternoon

Be on hand early

ARTHUR EHRLICH

"SELLS LOTS HERE"

Member Racine Real Estate Board | 526 WISCONSIN ST. | Member State and National Associations

Or Come SUNDAY

We show lots all day

Preservation Racine, Inc. Tour of Historic Places: ***Modern Beauty***

Sunday, September 26, 2021 12:00–5:30 pm

The John Christ and Marie Boye House, 3225 Moorland Avenue

Built in 1927, by Peter Clausen, self-described designer and builder of "unique homes," and his business partner Louis Henriksen, this is a “WELL-BILT” home in the Tudor Revival style (a signal of modernity at the time). It was built in Elm Terrace, a new addition in the Town of Mount Pleasant.

The Taylor Orphanage Monument, 3131 Taylor Avenue

This commemorative marble tablet was once mounted on the front façade of the Gothic style Taylor Orphan Asylum. It was preserved by a community-minded group who wanted to showcase and preserve the story of this nurturing, one-of-a-kind place. Around it are markers telling that story.

The B. Howard and Bernice Schaffer House, 3342 Lathrop Avenue

Set well back from the roadway, and featuring a double attached garage, both of which were required in Elmwood Park, this contemporary style stone raised ranch house was built c.1950. It is a testimony to the consciously modern, convenient and beautiful place the area was always intended to be.

The Helen and Albert J. Dremel House, 3357 Taylor Avenue

This stately American Foursquare brick house was built in 1930 featuring hardwood floors throughout, stunning leaded glass doors and leaded glass bay windows. That same year, these formed the backdrop for an advertisement by Grant Furniture as an example of the quality of their consultancy and furnishings.

The Antony D. and Margorie L. Bogus House, 3317 Standish Lane

This mid-century modern rambler was built in 1960 on a spacious triple lot. Looking as fresh as the day it was built, it still features most of its original light fittings and even – it is thought – its original living room carpet. A perfect expression of the mid-century modern ideal, it is all space and light, framed sightlines and visual interest.

Special Exhibit by Jim Mercier

This exhibit will tell the stories of the Elmwood Park area (including southern neighbor Spring Lake), and Racine's cigar manufacturing tradition. Visit it at the Holy Cross Lutheran church at the junction of Taylor Avenue and Lathrop Avenue.

The Michael and Connie Salvano House, 3601 South Elmwood Drive

Designed by noted architect Hans Geyer, this mid-century modern house was built c.1958/9 facing what was known as the Hansche Pond. Typical of the style, all three of its fascinatingly intersecting levels focus on the pond and park view while screening the interior from the street with high-windowed walls textured inside with rocky stone.

Beebe School, 3554 Taylor Avenue

This red brick neo-classical style school was built in 1926 and known as Huron Beebe School. It was a primary school for students through the eighth grade. It was announced "upon completion it would be one of the most modern two-teacher school in the state." Currently this school is occupied by the Evergreen Academy as a middle school.

Holy Cross Lutheran Church, 3500 Lathrop Avenue

As a vision of gently modern suburban Christianity, the A-Frame church reached a peak of popularity during the 1950s and 1960s, making Holy Cross Lutheran an excellent example. Its huge front and back walls of glowing stained glass are a hallmark of the type. Having broken ground in March 1961, the church was opened in Fall of that year.

Advance Ticket Price: $15

Advance Ticket Sales Locations:
Borzynski’s Farm and Floral Market, 11600 Washington Avenue, Sturtevant
Mileager’s, 4838 Douglas Avenue – and – 8717 Highway 11, Sturtevant
Miller’s Flowers, 219 Sixth Street
O & H Bakeries, 1841 Douglas Avenue – and – 4006 Durand Avenue – and – 5910 Washington Avenue
Personal Touch Flowers by Julie, 5445 Spring Street
Racine Heritage Museum, 701 Main Street
Uncorkt, 240 Main Street
Wilson’s Coffee & Tea, 3306 Washington Avenue

Tickets may be purchased from September 1 through September 25 with cash or check only, from any of the above outlets. Tickets are non-refundable.

Day of Tour Ticket Price: $18

Ticket Station: Taylor Monument, east side Taylor Avenue, from 11:00 am

Thank you! We appreciate the site owners for opening their doors for this event. We thank our members, and the community organizations and businesses who come together to make this day a success.
Visit our website www.preservationracine.org for tour information.

developer, Leon L Freeman, 306 Fifth Street, and the new dormitory buildings for adolescent boys (1959) that still survive at the Taylor Asylum complex. Hoffman never abandoned Freeman. Ellis Klinger was also a significant Racine architect, best known for the "Administration Building" that looks much like a medieval castle at Racine's zoo. These were all imaginative architects perfect for collaborating on a new and beautiful suburb.

Indeed, there was never any doubt about the beauty of this area or its quality as a place to live. During the 19th century, most of it was owned by the lumberman Isaac Taylor, whose will provided for the humane orphanage originally known as the Taylor Asylum to be set there among the trees and with a farm to help support it. By all accounts, the earlier period was a very happy one remembered with fondness by the children who lived there (see *The Kid Who Climbed the Tarzan Tree*, by David Rozelle, among other testimonies). Mrs. Murray, wife of Isaac Taylor's friend and fellow lumberman George Murray, was its first director, and George Murray came to own the land south of the orphanage.

Eventually, however, the entire quarter was acquired by Milwaukee realtor Louis A. Saxe, who died in 1900 leaving his heirs to fight over the estate for eight years. His son, Louis L. Saxe, eventually came to own the wooded area already known as Elmwood, but died a year later and his estate auctioned off the entire northeast quarter of Section 30, comprising the areas now recognized as Elmwood Plaza, Elm Terrace, the Taylor Farm adjoining the Asylum, and the Village of Elmwood Park. Another family member, Louis Friedman, appears to have purchased it all and continued administering it from Milwaukee under the name of the Louis Saxe Land Company. And so things remained until 1928, when the contractor and building company, Andrew Feddersen & Sons, announced that the opening of the Elmwood Addition would be July 21.

The Feddersens quickly went into collaboration with brick and plasterer Paul Nielsen to form the Racine Land Company, which acquired individual lots from the Saxe Land Company, and began building model homes on the east side of Taylor Avenue. These were the Tudor Revival with tall feature-chimney at 3335 Taylor, and what they called the "English Colonial" (with similar tall chimney) at 3345. Within months, realtor Arthur Ehrlich took a full-page advertisement in the Racine Journal News announcing that "with a great deal of satisfaction" he had "taken over Elmwood".

Ehrlich worked from 526 Wisconsin Ave, and had the area platted by his commercial neighbors, Pope & Cape of 310 Fifth Street, Racine, less than a block away. Under Ehrlich's direction the Feddersen Tudor Revival on Taylor was visited by hundreds of people and sold within a week. It was October 19, 1929. Ten days later the stock market crashed, and the "English Colonial" at 3345 seems to have remained unsold until it was foreclosed against the Feddersens and their trading associates in 1935. The house was afterwards offered for sale by the L. S. Alcott Agency of 3025 Washington Avenue.

In 1936 Louis Friedman Jr. of Milwaukee formed the Elmwood Company and announced plans to open up more of the addition by building a number of houses on the 400-lot tract. All were to be architect-designed, with Racine's Frank J. Hoffman as lead architect, supported by Ellis Klinger, also of Racine, and Roger Kirkhoff of Milwaukee, and had been blanket pre-approved for FHA mortgages. The Elmwood Company had offices at 300 Fifth Street (now RAMAC, two doors away from the platters Pope and Cape at 310) and 1421 Washington Avenue (until recently, the Corner House restaurant). Friedman soon placed his son, Leon Louis Freeman, in charge of the Elmwood division and new houses began to spring up along Maryland Avenue, Arthur Avenue (now McArthur Avenue), and especially on Lindbergh Avenue (now North Elmwood Drive). We have photographs or architect's drawings of most of these – and all are still standing – their initial stylistic characterizations and descriptions giving delightful insight into ideas of style and desirability at the time.

The first model home, by Frank J. Hoffman, was at 3403 McArthur. It was completed in January 1937, visited by hundreds, and sold in October the same year. Meanwhile, Freeman opened "Racine's first Pre-Fab house", with a fire-safe, steel-frame construction, low maintenance costs, termite-safe, FHA approval, "modern livability in every room" … *and* furnished by the Porter Furniture Company! This was less successful. It was a severely styled minimalist design *(see page 10)*, and it took three years, and the addition of white siding, green shutters, and traditional columns on the front porch – which allowed it to be presented as a "white Colonial air castle" – before it sold in September 1940 to William and Opal Kaiser.

In 1938, Freeman was joined by Justave Mandor Matson, who designed six moderately priced houses for him. It is a pity that these cannot yet be identified – and they may not have been in Elmwood, since Freeman was building and developing in other parts of Racine, too. But Mandor Matson continued working with Freeman until he had to retire about ten years later, owing to illness. We don't know who designed the next significant house, the "Hathaway type house" built for Mr. and Mrs. V. E.

Hathaway at 5308 Maryland Avenue, an attractive shingled rambler on a bank above the roadway and shaded by trees.

Three more houses were added next to the Pre-Fab Colonial Air Castle on North Elmwood Drive: at 3352 was an "American Colonial", at 3349 was a "White Brick Colonial", at 3341 was a "Beautiful Colonial" by Mandor Matson, and at 3337 an "Early American Colonial". We might call them Colonial Revival at a stretch, but since they accommodate built-in garages, they cannot maintain the required symmetry, and because they are so minimal in detail, they mostly lack the distinguishing decorative features we might look for, such as classical columns, and window and door pediments. But when you get used to them, they have considerable charm. This is important because, as we've seen, the whole concept of suburban living – of which Elmwood Park is a superlative example – is that in addition to modern materials and fabrication, high quality, and every possible convenience, houses were to offer beauty in themselves as they nestled in their beautiful, wooded plots. It could be summed up as beauty with modernity.

Other modern ideas are also found here. For example, Mandor Matson designed a model home for the Waylite Concrete Masonry Company, at 3507 South Elmwood Drive. Reckoning to be the best kind of concrete block, Waylite of Chicago (with an office in Racine) also boasted that it withstood the three-hour fire test. The house was evidently built and lived in before the company published it as a model house in 1949. It may have been somewhat altered since then, as it now has an extra porch and wood shingles on its roof. Like the First Pre-Fab Colonial Air Castle, it now looks far less austere than when it was originally designed!

Elmwood subdivision was growing well when Leon Freeman was commissioned to serve as a Lieutenant Commander in the US Navy during World War II, and announced his return in October 1945. It is at this point that he starts to emerge as a person in the historical record. In fact, he had been active in Racine since 1938 as District Commissioner of Scouts and as Chairman and executive board member of the Community Chest (precursor to the United Way). After the war, he returned to full activity and commitment in both organizations by directing scout leadership training, and then scout health training, donating land for a scout camp in what is now Colonial Park, and was still a longstanding scout executive committee member in 1952 and probably long afterwards. And he returned to the Community Chest to such good effect that in 1949 Tex Reynolds gave Freeman the credit for organizing the Veterans' campaign spearheaded by Reynolds himself. That same year, Freeman also inaugurated the Naval Aviation Reserve in Racine and continued to lead its meetings for several years. It is hardly surprising, then, that he was locally known as "Bud" Freeman.

In 1939, Leon Freeman married Cornelia Groth of Watertown and built a split-level rambler at 3324 Taylor Avenue in the Elmwood Subdivision. Cornelia was quite as active as Leon: already executive secretary of the Wisconsin League of Women Voters, she took a break to earn a master's in political sciences at the University of Chicago and gained a position for herself as analyst of reciprocal trade treaties for Secretary of State Hull in Washington DC. On her return to marry Leon Freeman, she renewed her work with the League of Women Voters and continued active on the executive board for many years afterwards, while also serving as company secretary of her husband's business, and running it for him while he was away at war.

After the war, business continued well for the Freemans and for Elmwood Park. Hans Geyer joined the Freeman architectural division in about 1953, just as Mandor Matson was winding down owing to illness. A 1955 advertisement for Elmwood, *Racine's most beautiful subdivision*, included three pure mid-century modern houses, including 3805 Maryland, whose architect is not publicly credited but seems likely to have been Geyer. In fact, he and his family were living in it two years later.

Meanwhile, Freeman had been industriously organizing a prestigious shopping center for Elmwood Park, sited on the Scheckler Addition alongside Durand Avenue. The initial curved design was by Mandor Matson. Hans Geyer developed the design by straightening the arms and semi connecting them to the central block like the wings of an aircraft. Unfortunately, Goldblatts of Chicago – already lined up for the central location by Leon Freeman – insisted on changes. So insistent were they that they threatened to pull out unless the three units were fully joined, and Geyer refused to have any more to do with the project. So Elmwood Plaza was completed by Lawrence Monberg of Kenosha, whose distinctive round-cornered work can be seen in Chicago, Madison and Milwaukee as well as Kenosha.

It was a supremely exciting project, but it also marked the start of extended difficulties for Elmwood. The Scheckler Addition had long been supplied with sewerage by contract with Racine, and Freeman now sought to extend that by requesting that Racine annex his land south of Elmwood Plaza: i.e., the Taylor Asylum land from Lathrop Avenue to Wheelock Drive. The Common

Council approved this but seems in fact to have annexed all the land from Durand Avenue to the southern boundary of the Taylor Asylum grounds.

This so alarmed the residents of Elmwood that they immediately sought to incorporate as a village to prevent Racine from encroaching further. By doing so, however, they cut off land belonging to Mr. Freeman, which he would now be unable to develop – thus costing him, by his own estimate, a quarter of a million dollars. But the residents would suffer too if they went ahead, because they would be cut off from all possible sewerage services and would be forced to rely on septic tanks or build their own system at prohibitive cost. It was a long battle, and the outcome was problematic for Racine, which could now not grow southwards, and for the new Village of Elmwood Park, which would fight nearly twenty years to get the sewage services it so desperately needed.

The battle to incorporate over Freeman's objections went all the way to the Supreme Court, where the residents finally won and were able to incorporate as the Village of Elmwood Park in 1960. Indefatigable, Leon Freeman continued his fight for a while longer, while also helping to create a Commuter's Association. The association's purpose was to acquire the North Shore commuter rail, with its station so close to Elmwood Park and Plaza. With the railroad, Elmwood Park had every prospect of becoming a desirable commuter town, and Elmwood Plaza would be promised volumes of traffic from Illinois and Milwaukee. The future would have been bright, and Leon was already hard at work developing the future Badger Plaza beside Elmwood: it was a "complementary" development, not a rival. Freeman organized for Terry's of Chicago to anchor the development with its contiguous outlets and neighboring apartments, under the name of Terry's Discount City.

Unfortunately, the North Shore Railroad had been legally forced to continue running, even at a loss, for too long. Although everyone could see the potential uptick in commuters between Chicago and Milwaukee, the company preferred to close and dismantle the railroad, rather than sell it. The company received over two million dollars in salvage money: the sum also offered to them by the Commuter's Association. That was 1962. The following year, Leon and Cornelia left Elmwood Park and went to live on another of their developments, Country Club Acres, on the north side of Spring Street opposite the hospital. This was another classic suburban development with tree-shaded lots and curving streets, and although the houses were modest, the Freemans' advertisements reminded potential buyers that within a few years this development would be "like Elmwood Park". This was also the year that the Racine Urban League was founded with its aim to promote equal rights in housing, hiring and education for minorities. Leon Freeman was one of its first directors. That same year he also became the first director of the Wustum Museum and organized its first "Racine-Art-in-Action" event.

But now another project was calling, and in 1964, Leon and Cornelia left to live on a more upscale development of theirs: Hunt Club East, in Wind Point, where they stayed until Cornelia died in 1968. Leon did not marry again until 1977, when he found, in Annette Stoddard, another generous, activist wife. Annette's cause was education for the older woman, and she co-founded the HER Scholarship program in 1996. She also administered the Freeman Family Foundation, which funded various philanthropic ventures, including the Cornelia Groth Freeman Scholarship, which had been set up in her memory in 1969. Leon died of a heart attack in 1989, but Annette lived until 2017, when she died at the age of 101.

Pippin Michelli

Advertised in 1937, this house was too severe for a first Pre-Fab and would not sell. After three years, it was given siding, shutters and column brackets to sell.

From the President

What a busy quarter we have had! Plans for the tour have taken prime focus as we sought to pick up from our collaborators, the Elmwood Park Events Committee. Owing to COVID anxieties, we started later than usual, and had to replace some buildings that had been available for the intended tour last year but could not be shown this year. We organized research volunteers and extend our warmest gratitude to the wonderful archivists at the Area Research Center at UW-Parkside, who made tax records available to us, even as the center itself was under heavy remodeling. This is such an essential part of house research that if we could not have seen those records, we might not have been able to have the tour.

We now also have building photographs and drawings, house captains, and people in charge of the local history exhibit, tickets, flowers, the tour map, publicity, printing, signage and banners, and recruiting volunteer tour guides. We hope everyone will volunteer for something! This is shaping up to be an excellent tour, all within a compact area, and full of interest as it illustrates the aspirations for a high-quality family life outside the city and in beautiful surroundings. Do come and see it all!

Remember to put out your yard signs if you have kept them from last time. The start date for those is Thursday, August 26.

We are also very pleased to announce the resumption of on-site program meetings! We welcome our new program chair, Linda Schubert, who will be ably assisted by Heather Egan, Jan Carter, and Pat Murphy. The first program will be on Monday, November 1.

Meanwhile, we have merged the fund-raising and projects committees, and the new joint body has been active in promoting visibility and sales during the summer. So, we hosted a few people on the Blake House lawn for the July 4 Parade and had well-attended booths at the Hullabaloo at the Zoo, and at the Starving Artists Fair (this year at the DeKoven Center). The Facebook page is kept up to date by Michele Caskey, who also broadcasts our news to the various Racine history-oriented Facebook groups.

As we begin to emerge from the COVID shut-down (and pray that we are not about to go into another!), I hope we've discovered how much can still be done without physical presence. Information and contact are at our fingertips if we are prepared to use them, and I would love to hear from members if they might be interested in short video presentations, and what topics they would appreciate. I'm not promising immediate videos! These things take a very long time to produce, but it would be good to know if there is a receptive audience. So, do let me know.

Another thought I'll put to you is that we could set up informal collaborative member-groups to research topics online – anyone can do this with a little savvy, which we can organize for you. Again, this is something that can be done even under lock-down, and people who do this find it fascinating and addictive! If you have any interest, let me know, and let's see if we can get a couple of good projects going.

Finally, do contact me with thoughts, alerts, news-tips, ideas, and so forth. You can either use the email on the website: info@preservationracine.org (which will be forwarded to me), or you can email me directly at michelli@plinia.net.

Best wishes to everyone
Pippin Michelli

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ANOTHER ELMWOOD HOME

Here is one of the finest examples of Early American Colonial architecture in Racine County — simple and interesting lines brought out in full richness through the use of real hand split cedar shakes and yellow brick. It is being built for Mr. and Mrs. Leon G. Samsel of the Case Company.

ELMWOOD
(Out Taylor Ave.)

A community of distinctive homes, was selected by the Samsels because it offered:

1. Well designed, well built homes with environment.
2. Exclusive architectural requirements.
3. Careful selection of neighbors.
4. Spacious building sites.
5. Park and school facilities.
6. Utmost protection of home investment.

If you are interested in these features found only in Elmwood, visit Elmwood and see how completely these homes meet your requirements.

Priced From $8000.00 to $20,000.00

L. L. FREEMAN
308 Fifth St. Jackson 6880

ANOTHER ELMWOOD HOME

This beautiful Colonial home is one of the many new homes being built this season in

ELMWOOD
(Out Taylor Ave.)

The owner, a discriminating buyer, checked all locations in Racine County before buying. He chose Elmwood because it was the only place offering

1. Full architectural restrictions.
2. Exclusive residential requirements.
3. Spacious building sites.
4. Parks and school facilities.

All these advantages offered at a price below what comparable quality could be had elsewhere.

You, too, can get a home designed by an architect to meet all your family requirements and fit your budget.

Investigate the Elmwood plan. Call for an appointment or drive out to Elmwood Sunday afternoon.

L. L. FREEMAN
THE ELMWOOD COMPANY
308 Fifth St. Jackson 6880

FOR SALE
New Home in Elmwood

This beautiful all-white brick Colonial home to be built for December occupancy.

FOR SALE
in ELMWOOD
(Out Taylor Avenue)

An attractive addition to this growing residential area, this new model home features

Huge living room, 14x27, with natural fireplace and built-in book cases.
Dining room opening to a flagstone terrace.
Colorful kitchen with plenty of cupboard space, snack bar and circular luncheon table.
Convenient, modern powder room.
Large rumpus room, 13x27, with natural fireplace.
3 (or 4) large bedrooms with ample closets.
Shiny picture bathroom with built-in tub and shower.
Fully insulated—air conditioned—gas heat.
Lot 55x135.

$11,000
CAN BE FINANCED UNDER FHA
Other Houses from $6900 up

Call for an appointment to see the plans of this house or stop at the Elmwood field office Sunday afternoon.

L. L. FREEMAN
The Elmwood Company
1521 Washington Ave. Jackson 6880

All houses in Elmwood Park were "Colonials"! These were built side by side on the east flank of North Elmwood Drive in 1939. All still exist. Those at right and left have now been made prettier with sidings and shutters, while the central one, by Justave Mandor Matson remains as it was designed.