

# The Nakoma Neighborhood

*a walking tour*



A Madison Heritage Publication



A gathering of the first of the Nakomans, October 15, 1915

McKillop Photo / Phil Stark Collection



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## The Walking Tour Booklet

This booklet is divided into three parts – an introductory history, a history of the Nakoma League and the walking tour.

The twenty-four Nakoma sites listed within this booklet are arranged in chronological order. Each site has its number circled at the top of its page. The Nakoma map at the center of the booklet and other descriptions throughout refer to these numbers so they can be easily cross-referenced. Homes referenced for comparison purposes in the text are designated with site letters.

Please keep in mind that all the sites on this tour are private and not open to the public. Your respect for the privacy of the residents is greatly appreciated.

## The Walking Tour Web Site

Please visit the official Nakoma Walking Tour web site at [www.HistoricNakoma.org](http://www.HistoricNakoma.org) for additional details, color photographs and maps.

*Front cover: Icke House*

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## Historical Development of the Nakoma Neighborhood

Ancient artifacts found during construction of several Nakoma houses demonstrate that the hills of Nakoma overlooking Lake Wingra were used as camp sites by the Ho Chunk Indians and their ancestors. After European settlement beginning in the 1830s, the land became a part of the rural Town of Madison. Until the early 1900s this land was devoted almost entirely to farming. Cutting across this land in the nineteenth century was a road whose route roughly corresponded to today's Nakoma Road. This road ran westward from Madison towards Verona and the lead mining region beyond and was a major transportation route in the 1800s. In fact, the growing amount of traffic on it led to the conversion of the 1854 Morgan farmhouse into the Spring Tavern (*site 1*) only six years after it had been built. The Spring Tavern is now the only 19th century farmhouse remaining in Nakoma. As early as 1856 the area had a large enough population to justify the creation of Rural School District No. 6 and the construction of a small frame schoolhouse. It was located on the site of the present Thoreau School and remained in use until 1917. It was from this pastoral landscape that the future suburb of Nakoma would be created.

By the early 1900s, profound changes in the city of Madison were bringing the practice of agriculture in this area to a close. Beginning around 1890, Madison experienced major population growth, thanks to the growing stature of the University of Wisconsin, the growth of jobs in state government and the growth of Madison's industrial sector. The population density grew to the point that the traditional quality of life in the formerly gracious neighborhoods in the downtown area deteriorated as houses were squeezed between older ones and new apartment buildings and flats were built. This resulted in an exodus of families of every class seeking a better life in the suburbs. Developers platted several suburbs in the countryside, of which the near west side plats of Wingra Park (1889) and University Heights (1893) were the first to cater to the more affluent members

of the community. These were "streetcar suburbs," so-called because of their proximity to the streetcar lines that enabled suburban homeowners to commute to their places of business in the city's downtown and on the University of Wisconsin campus.

***Between 1910 and 1920 Madison's population increased by almost 50 percent.***

Madison continued to grow through the 1920s. Between 1910 and 1920, Madison's population increased by almost 50 percent. To cater to the new demand, a new generation of real estate firms came into being, some of which took an active role in the creation of the suburbs that they offered for sale. Of these firms, none was more active or more successful than the Madison Realty Company. This firm was established in 1913 by men who were already experienced in the creating and selling of suburban plats and were quick to see the possibilities of developing a new suburb still farther to the west of the city's existing ones.



*A Madison Realty Company advertising billboard featuring the new Nakoma suburb.*

Photo: Phil Stark Collection

Building a new suburb that lay beyond the reach of the city's existing streetcar lines was not without its problems, however, since the downtown still remained the place of work for most Madisonians. Suburbs that had been built beyond the reach of the streetcar prior to 1913 had been a disappointment to their sponsors. People were reluctant to buy lots or build houses to which they could commute only by foot, either human, or, for the wealthy, horse.

Indeed, such a fate appears to have befallen the first land to be platted in what became Nakoma. In 1911, the University Land Company bought farmland from the Gorham Family on the hill overlooking the Spring Tavern. The company hired local surveyor Ray S. Owen to design a curvilinear plat called Gorham Heights, which included the future Spring Trail, Huron Hill, Miami Pass, and Oneida Place. But it was apparently a case of too little, too soon, since the company sold only a few lots, and no houses were built.

The solution lay in the automobile. What had begun as a rich man's novelty around the turn of the century was by 1913 becoming a viable alternative to existing forms of transportation. Between 1907 and 1913 car sales in the city were averaging eighty a year but between 1913 and 1916 this jumped to 300 per year. By 1916, autos outnumbered horses in the city and bankers were offering the first auto loans, all of which meant that real estate developers could now look to land beyond the reach of the existing streetcar lines as areas for potential development.

As a result, in 1914 and 1915, the Madison Realty Co. purchased the Gorham Heights plat and portions of several other farms that straddled the Verona Road and began the process of turning them into what would become one of Madison's most distinguished neighborhoods.

The overall landscape development plan for the new suburb was laid out by prominent Chicago landscape gardener Ossian Cole Simonds. His extensive work for the Madison Park and Pleasure Drive Association had culminated in several of Madison's most beautiful parks, including Vilas Park on the shore of nearby Lake Wingra, and in the design of two west side suburbs — the Highlands, platted and opened for sale in 1911, and College Hills, platted and opened for sale in 1912 and now part of the Village of Shorewood Hills. The curvilinear street plan the company adopted for Nakoma was the work of company director Leonard S. Smith, a UW professor of engineering. It incorporated and was inspired by the existing plat of Gorham Heights. The Nakoma lots were placed on the market in July of 1915.

Several years afterwards a director of the Madison Realty Co. described their vision:

*The rolling landscape facing south and east, with an unobstructed view of Lake Wingra, the Capitol, the University, and the city, seemed an ideal location for a large community of homes....The lots are large and the streets are broad and inviting as they follow the sweeping curves at the base of the hills. The general result was to leave the land as nature made it, unmarred by the cutting through of streets, so common in the conventional city plat.*



*One of the Nakoma fleet that kept Capitol square and the university just minutes away.*

Photo: Phil Stark Collection

The Madison Realty Co.'s new plat was a modest success but it was a success that took hard work to achieve. To overcome buyer reluctance to live beyond the end of the streetcar lines, the company created one of Madison's first private bus lines to carry homeowners to and from the downtown. They also undertook a massive local advertising campaign that was designed to alleviate buyers' concerns while trumpeting the new suburb's virtues. Lower taxes in the Town of Madison were extolled while concern over the lack of city services was addressed by the notice that the company itself was furnishing "water, gas, electricity, sidewalks, shade trees, and transportation."



*Snapshot of Nakoma homes from 1921. Third house on the right is the Craftsman style Volk house (site 2).*

*The Craftsman style bungalow in the foreground is the Juckem house (site 6).*

Photo: Phil Stark Collection

Advertisements in the local papers stressed that in Nakoma, a Chippewa word that was said to mean “I do as I promise,” saloons were forbidden, as were businesses, multi-family dwellings, and the moving of older buildings onto new lots. Much was also made of the prominence of the local men who were the directors of the Madison Realty Co. and of the high capitalization of the company, which, at \$350,000, was far beyond other Madison suburbs of the day.

activities, underwrote the printing of a neighborhood magazine – the “Nakoma Tomahawk” – and sponsored a street-naming contest that resulted in names of Indian origin that the streets still bear to this day.

All of this work gave the new suburb an instant visibility, but it did not translate into immediately successful sales. By 1920, twenty-one houses plus the Clements building (site 5) and the Nakoma School had been built and a number of other lots had been sold. But housing construction from 1916 to 1920 was hampered nationally by a business depression and World War I and locally by a glut of new suburban lots being offered for sale.



*The Nakoma School, 1917*

Photo: Phil Stark Collection

The directors of the Madison Realty Co. also realized that while a suburb like Nakoma could be especially appealing to families with school-age children, the existing one-room frame schoolhouse would not attract them. Thus, in 1917, the company replaced the old building with a new \$15,000 Prairie style grade school, designed by Madison architect Alvan E. Small; they also contributed \$450 for books for its library. In addition, the company sponsored neighborhood

The relative isolation of Nakoma’s first residents was relieved by the residents themselves, who created both informal and formal ways to spur community spirit. One of the earliest of these efforts was the formation in May 1920 of the Nakoma District Welfare League by a group of 30 Nakoma women seeking to promote neighborliness and the common welfare of the residents (still active as the Nakoma League). Other, more informal activities included popular neighborhood picnics and holiday parties.

After 1920, sales and construction in Nakoma boomed, partly because of the naming of Paul E. Stark as the Madison Realty Co.’s sales manager. Paul E. Stark (1884-1945) had been active in real estate in Madison since 1908, when he and his father had established the Stark Land Co. By the time he joined forces with the Madison Realty Co., Stark had established a solid track record of sales success.

It was to him more than any other single person that the eventual success of the Nakoma plat was due.

In 1920, the Madison Realty Co. joined with Nakoma residents to incorporate the Nakoma Homes Company to help insure a permanent, highly desirable residential community. This non-stock corporation was made up of Nakoma dwellers, giving one vote for every \$100 of assessed value of their property in the suburb. The Nakoma Homes Co. kept unused lots clean, provided street lights, repaired and maintained streets, and provided fire and police protection. The organization also provided for signs and gates to be erected



*Stone gateway at Seneca Place and Odana Rd.*



*The Nakoma "duck pond", across Nakoma Road from the Spring Tavern (site 1).*

throughout the suburb and for the landscaping of public areas. Impressive stone gateways for a number of Nakoma's streets were designed by the firm of Hare & Hare of Kansas City; a duck pond was built across Nakoma Road from the Spring Tavern; and the UW's first landscape architecture faculty

member, Franz Aust, was hired as a consultant for the Nakoma neighborhood during the 1920s and 1930s.

In addition, all future purchasers of property in Nakoma were required to sign an agreement with the Nakoma Homes Co. that essentially placed restrictive covenants on the property. For instance: lot set backs and building

heights were restricted, no businesses were allowed to operate in Nakoma buildings, and no multi-family homes could be built. Another restriction required that the exterior design of all building plans be approved by a licensed architect, who had to be approved by the Madison Realty Co. or the Nakoma Homes Co. A final restriction, added three weeks before Nakoma was annexed to the City of Madison in 1931, established racial barriers for those seeking to own or occupy property in Nakoma, a type of restriction that, regrettably, was all too common in that period and was also included in the deeds of a number of other contemporary Madison suburbs.

The formation of the Nakoma Country Club in 1921 stimulated sales. The creation of this club on land just to the east of the original plat was an especially significant event: so-called "country club suburbs" were a closely watched national trend in suburban development. Since country clubs had already been developed or were under construction on lands adjacent to the Madison suburbs of College Hills and Maple Bluff, Nakoma's inclusion on the short list of suburbs having such amenities was viewed as being important for its prestige.

By the mid-1920s, new houses were appearing on every street of the original plat. Replats of several blocks by the Madison Realty Co. in 1922 and 1926 added to the number of available lots. In 1928, more replats and the first addition to the original plat were recorded. This was the Randall Addition, which expanded the original plat in a southwest direction along Nakoma Road and Cherokee Drive. New construction continued unabated until the deepening of the Great Depression in 1931 and 1932 brought real estate activity in Madison and in Nakoma to a halt. Even the annexation of Nakoma into the City of Madison in 1931 failed to spur construction, which did not resume on any scale until 1934. By 1936, however, construction had resumed at a pace that was even greater than in the 1920s. Several more new additions were added to the original plat in 1936, 1937, 1938 and 1939. By 1945, nearly all of the lots in the pre-World War II portions of Nakoma were occupied.

## History of the Nakoma League

The Nakoma League is a neighborhood social and charitable group. All residents of Nakoma are automatically members of the league. The Nakoma District Welfare League, as it was called when it was founded in May 1920, was formed by a group of 30 Nakoma women when there were 26 homes in the neighborhood. Today, there are nearly 700.

The purpose of the league, according to its original articles of organization, was “the uplifting of humanity, the relieving of distress, the lending of a helping hand to those in need, be they rich or poor, the giving of ourselves to do for others.” Eventually, the league emphasized more social gatherings, yet retained its aim to do charitable work as a secondary goal. Although the league’s activities have changed over the years as women’s lifestyles have changed, its purpose today remains true to that of its 1941 revised constitution: “to promote neighborliness and friendliness among its members and to contribute to the welfare of the community.” The Nakoma League is not a political association and does not take a position on any political or city issues. A neighborhood association was formed in 1974 for this purpose, but it was active only a year or two.

The league began as a women’s group, which met in a neighborhood home one afternoon each month. Its first work was the piecing of a quilt. Some of the league’s other early welfare projects included providing food and clothing for those in need, paying tuition for two worthy girls to become teachers, and sewing curtains, doll clothes and nightgowns for local hospitals. The league donated furniture, kitchen equipment and books to Nakoma School and filled Christmas baskets for the Salvation Army. For five years, the league sent a rose and bud to each new mother in the neighborhood and flowers to each Nakoma home where a death had occurred.

The ladies’ afternoon meetings always featured refreshments and socializing, as well as entertainment or an educational program. Typical agendas included vocal selections, piano recitals, dramatic performances or poetry

readings by neighborhood women. They also discussed books and shared stories of their travels abroad. University professors were frequent guest lecturers. In September of 1934, Professor Aldo Leopold addressed the ladies of the Nakoma League, who met at the Nakoma Country

Club, to talk about construction plans for the University of Wisconsin Arboretum.

Many prominent Madisonians have lived in Nakoma. Buildings all over town bear their names. While some of these men were busy as leaders of the University of Wisconsin and in business, their wives were busy leading the Nakoma League. Mrs. T.R. Truax, for example, was secretary/treasurer of the league during its 1930-1931 program year. Her husband, Thomas R. Truax, was the chief of the Timber Processing Division at the U.S. Forest Products Laboratory and a member of the Wood Technology Committee of the United Nations’ Food and Agriculture Organization. Their son, Thomas R. Truax, Jr., was an Army Air Corps pilot during World War II, for whom Madison’s Truax Field is named.

Mrs. C.A. Elvehjem was Nakoma League president from 1940-1941. Her husband, Conrad A. Elvehjem, an internationally acclaimed biochemist, became president of the University of Wisconsin in 1958. The university’s Elvehjem Art Museum bears his name.



*1963, In addition to League business, the meetings frequently featured musical or educational programs.*

Photo: Capital Times

Mrs. G.W. Longenecker was president from 1942-1943. Mr. Longenecker was chairman of the University of Wisconsin Landscape Architecture Department and director of the UW-Arboretum from 1933-1967. A garden near the arboretum's visitor center is named after him.

By the late 1930s, 50 to 70 women attended each meeting – too many for one home to accommodate. Consequently, the league leadership divided Nakoma into four “tribes:” Cherokee, Oneida, Iroquois and Seminole. During the 1940s a fifth tribe, Ottawa, was added, and, in the 1950s, the sixth and final tribe, Chippewa, was added. The league still recognizes these areas today. The current leadership – still mostly women – consists of two or three co-presidents, a treasurer, two representatives from each of the six areas, and a newsletter editor.

Here is a snapshot of the Nakoma women's social calendar from the 1940s to about 1970.

- September: Fall Reunion Tea at Nakoma School and later at Westminster Presbyterian Church. The ladies gathered for tea and a musical program or fashion show.
- October: Home meetings in each tribe.
- November: Dessert & Bridge Benefit at Nakoma Country Club. In some years this event was organized as a progressive card party in a dozen or so homes. Tickets were sold to raise money for the league to donate to charities.
- December: Dancing Party for Nakoma Young People at Nakoma School.
- Christmas caroling, a holiday tradition organized by the Nakoma League up until about 1950. The young people roamed the neighborhood, stopping to sing wherever there was a light in the window. Afterwards, all Nakoma residents were invited to gather around a pine tree decorated with lights at the corner of Miami Pass and Cherokee Drive for a community sing.
- January: Twelfth Night Party at Nakoma School. This was the only event to which husbands were invited. It has been on the neighborhood calendar since 1916, when the first Nakoma families gathered for a potluck

Christmas dinner. Later, the party became much more elaborate, attracting a crowd of about 350 neighbors. The evening began with cocktail parties for new residents at the home of each tribe's leader. A catered dinner at the school was followed by a ceremony to welcome new residents to the neighborhood. Next, each tribe presented a humorous skit and finally, everyone danced to the music of a live orchestra.



*A scene from “Nakomalot,” the 1964 Twelfth Night dinner and theater, an annual event that is still popular in the neighborhood today.*

Photo: Wisconsin State Journal

- January, February, March: Home meetings in each tribe.
- April: Spring Tea at Nakoma School and later at Westminster Presbyterian Church. The program was similar to the fall tea.
- May: Garden Breakfast & Installation of New Officers. Two hundred women gathered for breakfast in the yard of a neighborhood home to welcome the slate of new Nakoma League officers. They were reminded to wear low-heeled shoes and to bring a pillow to sit on.

The 1970s brought changes to the traditions of the Nakoma League. Ethnic awareness and women's liberation collided with longstanding traditions, resulting in a time of gradual reorganization for the league.

The women's afternoon meetings gave way to evening couples' parties and holiday events for the children. Eventually, the Fall Reunion Tea and the Bridge Benefit were abandoned in favor of a fall cocktail party. The Spring Tea and the May Breakfast were replaced by the Spring Progressive Dinner.

Nakoma League events of the 1930s to 1960s were regularly covered on the society pages of the Madison newspapers. By the early 1970s, however, these activities were no longer deemed newsworthy. One of the last Nakoma League events to be covered in the newspaper drew an unexpected reaction. Remembering that the first residents of Nakoma were the Native

Americans, the ladies of the Nakoma League enjoyed a 30-year tradition (1940s to 1970s) of incorporating Native American headbands and dresses, drums, songs, hand signals and dances



*1952 May Breakfast and installation of new Nakoma League officers in the backyard of 1001 Seminole Hwy.*

Photo: Wisconsin State Journal

into their programs welcoming new neighbors at Twelfth Night and installing new officers at the Garden Breakfast. A program at the Fall Reunion Tea of 1970 recalled the 50-year history of the Nakoma League and featured league members in Native American costumes. When a large picture of the event appeared in *The Capital Times*, it drew 75 Native Americans and sympathizers to picket the newspaper's office, protesting the Nakoma League's use of fake Native American costumes and rituals. As a response to this protest, in November 1970, Madison's Equal Opportunity Commission endorsed a city council resolution "requesting groups to refrain from using sacred Indian names in jest, dressing in faked Indian costumes and performing faked Indian rituals," according to *The Capital Times*. The resolution extended its protection to include other ethnic groups as well.



*1959 May Breakfast in the backyard of 4130 Iroquois Dr. Attendees brought their own blankets to sit on.*

Photo: Capital Times

Not meaning to be offensive, the league gradually abandoned its use of Native American rituals. Finally, all but one of the league's nine Indian blankets were sold at a silent auction at the last Dessert & Bridge Benefit in 1979. For two years following the protest, the league sponsored a holiday party in the Wisconsin Dells for Native American children and their families and gave scholarship money for Native American children to attend Camp Bird in Menomonee County.

Over the years, Nakoma League has made contributions to many charitable organizations, including Girl Scouts, Boy Scouts, Washington Orthopedic School (now the Doyle Administration Building), Dane County Mental Health Center, Red Cross, Empty Stocking Fund, March of Dimes, Thoreau School and Cherokee School. For many years, a committee of the Nakoma League collected money from Nakoma neighbors for United Way in the fall and for a health charities fund in the spring.

Charitable activities since the 1990s have included Adopt-a-Family and the Gift of Reading. During the holiday season, the league requests a list of needy families from the Community Action Coalition. Nakoma families then purchase holiday gifts and food for them. Through the Gift of Reading program, Nakoma families provide new books for children who need them. In addition, the league collects non-perishable food items at the Fall Gathering to donate to an area food pantry.

The Nakoma League has been responsible for numerous neighborhood improvement projects. The women purchased benches for bus stops and for Nakoma Park. They raised funds for new playground equipment in the park numerous times – in the 1950s, 1970s and again in the 1990s. Twice, in 1955 and 1994, the league was involved in providing a neighborhood sign for the corner of the park at the intersection of Cherokee Drive and Nakoma Road. The league has also contributed money to the city for landscaping around the sign, while a neighborhood volunteer cares for the plants. Finally, the league has taken responsibility for having repair work done on the stone walls and turrets at the intersections of Mandan Crescent and Manitou Way, and Odana Road and Oneida Place.

The Nakoma League's current social calendar is family-oriented and includes the following events:

- The Fall Gathering, a cocktail and appetizer party at a neighborhood home.
- Children's Halloween Party in Nakoma Park or at a neighbor's haunted house.
- The Twelfth Night Dinner & Theatre, held in January or February. The evening includes pre-dinner parties at a home in each area. A catered dinner at Westminster Presbyterian Church is followed by the introduction of new neighbors and a full-length musical comedy written and performed by Nakomans. This event is much the same as it has been since Nakoma's early days, minus dancing to a live orchestra.
- Spring Egg Hunt in Nakoma Park.
- Tulip Time Progressive Dinner in neighborhood homes.
- Fourth of July Picnic and Parade in Nakoma Park.

## Site Listing by Architecture

### **Colonial Revival Style**

- #7 734 Huron Hill
- #9 734 Oneida Place
- #18 801 Huron Hill
- #19 4049 Cherokee Drive
- #20 801 Miami Pass
- #21 1210 Seminole Hwy.
- #23 4235 Wanda Place
- #24 4002 Yuma Drive

### **Craftsman Style**

- #2 4227 Mandan Crescent
- #5 3821 Nakoma Road
- #6 4202 Mandan Crescent

### **French Provincial Style**

- #12 1133 Waban Hill

### **Greek Revival Style**

- #1 3706 Nakoma Road

### **International Style**

- #17 3830 Cherokee Drive

### **Modern Style**

- #22 3610 Spring Trail

### **Norman Revival Style**

- #16 4230 Waban Hill

### **Prairie Style**

- #3 3853 Nakoma Road
- #4 1026 Seminole Hwy.

### **Tudor Revival Style**

- #8 733 Huron Hill
- #10 1001 Seminole Hwy.
- #11 3906 Cherokee Drive
- #13 3914 Cherokee Drive
- #14 4138 Country Club
- #15 702 Oneida Place



*Construction of the Stark house (site 7), 1921.*

Photo: Phil Stark Collection

1 1854 – Greek Revival Style  
3706 Nakoma Road



**OLD SPRING TAVERN**

The Spring Tavern is the oldest building in Nakoma and one of the oldest in Madison. It was built by Charles Morgan, a native of Connecticut who came to the western frontier to improve his health. From 1860 to 1895, the Gorham family used the building as an inn, serving travelers journeying between Milwaukee and Platteville on the historic road of which Nakoma Road is now a part. The Tavern sits on a large, steeply sloping lot. Its most visible facade, the one with the two-story veranda added in the 1920s, faces east toward Nakoma Road, but the Council Crest side is the original front of the house.

This fine example of the Greek Revival style is built of brick made from clay dug from the slope behind the house and fired in a kiln that Morgan erected near the Duck Pond just across Nakoma Road. Typical Greek Revival features include returned eaves, multi-light double-hung windows, and a main door enframed with side lights and a transom light above.

The Old Spring Tavern was individually listed in the National Register of Historic Places in 1974 and has been beautifully restored by its current owners.

2 1915 – Craftsman Style  
4227 Mandan Crescent



**FREDERICK & CORA VOLK HOUSE**

The Volk house is an excellent example of the larger Craftsman style house found in Madison. The Craftsman and Prairie styles sprang from the same background – the Arts and Crafts movement begun in England by William Morris and his contemporaries. The movement was a reaction against the Victorian machine age, in which machines could produce nearly every kind of ornamental work imaginable inexpensively and in huge numbers. Morris promoted the tenet that artistic and hand-made work was far superior to that cranked out by machine. Frank Lloyd Wright and his fellow architects and designers carried the torch in mid-western America, promoting plain buildings intentionally lacking in historic style that expressed the horizontality of the prairie and the beauty of hand-crafted materials, such as mosaic tile and leaded glass. On the East Coast, Gustav Stickley and others promoted similar values for architecture, but without the horizontal prairie lines.

Thus, the Volk house has the simple lines and lack of historic detail of such Prairie houses in Nakoma as the Lloyd Jones house (*site 3*), but without the horizontal emphasis. The beauty of the Craftsman design lies in its fine proportions and a lack of ostentation that expresses modernity and comfort.

Frederick Volk was the librarian of the UW College of Engineering when this house was built.

3 1915 – Prairie Style  
3853 Nakoma Road



**THOMAS & CALLA LLOYD JONES HOUSE**

Nakoma’s earliest houses were constructed between 1915 and 1919 and were designed in the fashionable Prairie and Craftsman styles. Of these, the most architecturally significant ones are examples of the Prairie style and typically feature simple horizontal massing, partial or total stucco cladding, grouped windows, and wide overhanging eaves.

Nakoma’s finest example is the Thomas & Calla Lloyd Jones house. The architect is still unidentified but was probably Alvan Small (1869-1932), an outstanding Madison architect whose very fine Prairie style Nakoma School, built in 1917, was once located just across Nakoma Road from the Jones house. The Jones house is completely clad in stucco as are its very wide overhanging flared eaves. Its most notable feature, however, is the extravagant use of bands of paired casement windows. Those to the rear still provide panoramic views looking out over Lake Wingra. The window bands evoke the look of Japanese screens, reflecting the contribution of eastern design to the Prairie style.

Thomas Lloyd Jones was a professor of education at the UW and a former principal of the Madison High School. He was also a cousin of Frank Lloyd Wright and a former attendee and principal of the Hillside School on Wright’s Taliesen estate in Spring Green. This connection may have led to the progressive design of this house.

4 1915 – Prairie Style  
1026 Seminole Highway



**ANITA & FREDERICK MINER, JR. HOUSE**

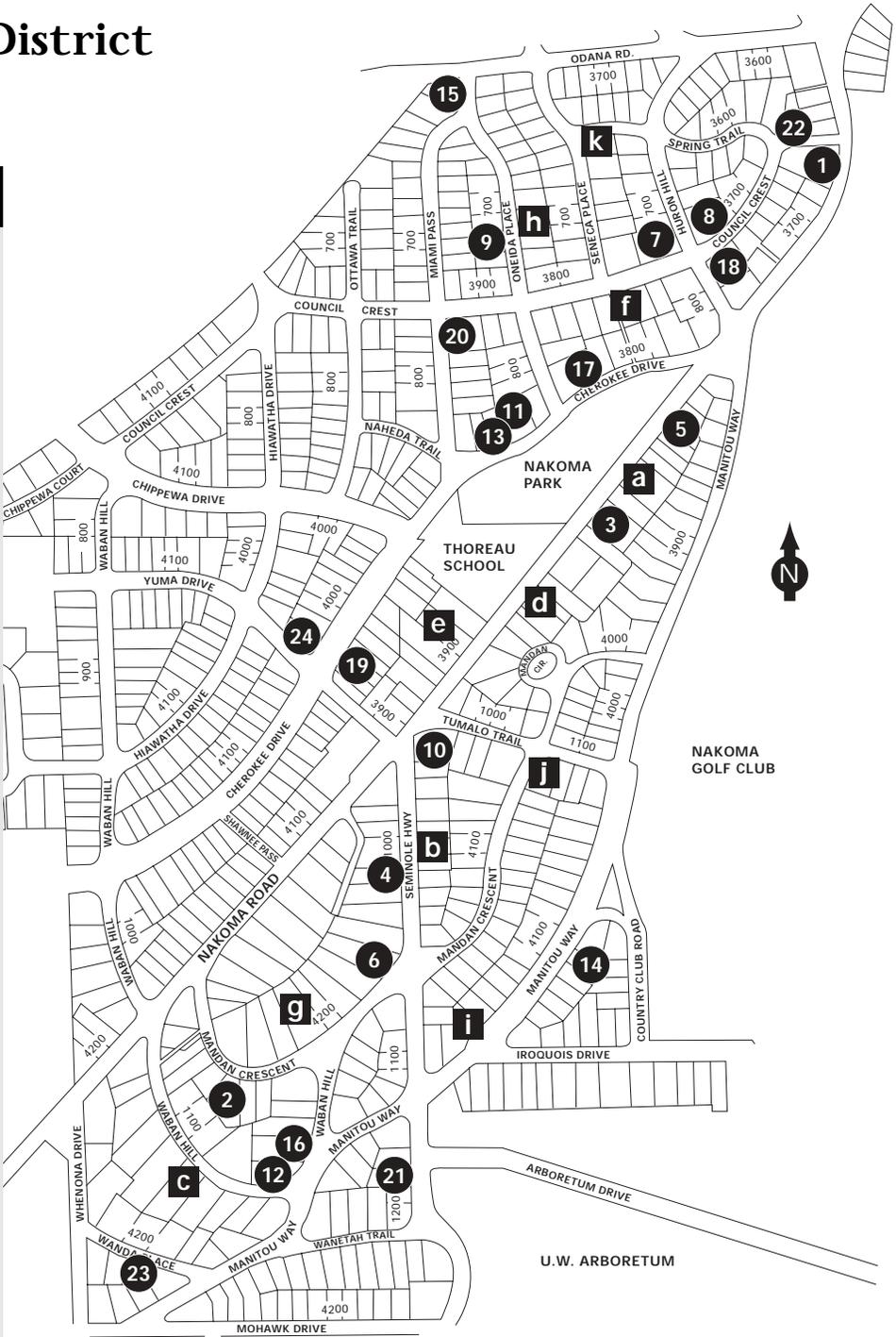
Built in the same year as the Lloyd Jones house (*site 3*) but very different in size and design, the one-story Miner house can be described as a Prairie style bungalow. Many of the typical features of the Prairie School can be seen here, such as partial stucco wall cladding, grouped windows, and wide overhanging eaves. Especially notable is the way in which the unknown designer emphasized the horizontal aspects of the overall design. The lower third of the house is covered in dark brown brick, giving the house a solid base. The upper walls are clad in stucco. The grouped windows, some enhanced by leaded glass, are surmounted by a heavy wood beltcourse that encircles the house just above the windows and doors, a device that further emphasizes the horizontality of the design.

Frederick Miner, Jr. was a real estate salesman when the house was built. Other Prairie style houses built in Nakoma between 1915 and 1917 include the Marks house, 3865 Nakoma Rd. (*center map a*); the Sullivan house, 1021 Seminole Hwy. (*center map b*); the Brown house, 1126 Waban Hill (*center map c*); the McKillop house, 3873 Nakoma Rd. (*center map d*); the Nelson house, 3910 Nakoma Rd. (*center map e*); and the Mitchell house, 3817 Council Crest (*center map f*).

# Nakoma Historic District

## Chronological Site Listing

Site	Street Address	Year Built
1	3706 Nakoma Road	1854
2	4227 Mandan Crescent	1915
3	3853 Nakoma Road	1915
4	1026 Seminole Hwy.	1915
5	3821 Nakoma Road	1915
6	4202 Mandan Crescent	1917
7	734 Huron Hill	1921
8	733 Huron Hill	1923
9	734 Oneida Place	1925
10	1001 Seminole Hwy.	1925
11	3906 Cherokee Drive	1926
12	1133 Waban Hill	1927
13	3914 Cherokee Drive	1927
14	4138 Country Club	1928
15	702 Oneida Place	1929
16	4230 Waban Hill	1929
17	3830 Cherokee Drive	1936
18	801 Huron Hill	1936
19	4049 Cherokee Drive	1937
20	801 Miami Pass	1937
21	1210 Seminole Hwy.	1938
22	3610 Spring Trail	1938
23	4235 Wanda Place	1938
24	4002 Yuma Drive	1941



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1915 – Craftsman Style  
3821 Nakoma Road



### CLEMENTS BUILDING

The original developers of Nakoma set up deed restrictions to ensure potential buyers that the development would be of high quality and would not include business operations. But the developers clearly realized that Nakoma's first residents would require at least one local store where they could conveniently buy staples and sundries, since the only other stores in the vicinity were then located more than a half mile away. Consequently, W. L. Clements, an established grocer and meat purveyor, was allowed to build what has always been Nakoma's only commercial building.

The Clements building, with its gambrel roof, stucco and half-timber work and heavy supporting brackets, has a decidedly residential character and was clearly designed to fit into the neighborhood. From the street, the building appears to be one-and-a-half stories in height, but it has a full second story that contains a large multi-room apartment where Clements and his family resided.

Clements ran the store, which was known as the Nakoma Trading Post, until 1931, when it was taken over by Leo Yonash. Yonash and others ran it until 1979, when it closed and was replaced by the insurance office that still occupies the storefront today.

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1917 – Craftsman Style  
4202 Mandan Crescent



### CHARLES JUCKEM HOUSE

The highly intact one-and-one-half-story Juckem house is one of only five bungalows in Nakoma. Bungalows are a house form one to one-and-a-half stories tall, typically with side- or front-gabled roofs and welcoming front porches. Bungalows appear in many architectural styles, most frequently Craftsman in the midwest. The Juckem House is a superb example of a Craftsman style bungalow. Arts & Crafts movement leader Gustav Stickley popularized the architectural style in his magazine, *The Craftsman*. The style is linked most to bungalows (and mission oak furniture), but was also used for much larger homes. It emphasized unostentatious, simple materials, such as clapboard or wood shingle siding, and honest expression of structure, such as exposed rafter ends and beams.

The Juckem house is the only identified catalog house in Nakoma, a Sears, Roebuck & Co. "Hazelton" model. Other Nakoma bungalows include the Huegel house, 4218 Mandan Crescent (*center map g*), and the Thomas house, 733 Oneida Place (*center map h*), both built in 1915-1916.

Charles Juckem was the executive clerk of the recently established U.S. Forest Products Laboratory. He was among the first of the many upper level government employees who subsequently made Nakoma their home.

7

1921 – Colonial Revival Style  
734 Huron Hill



**PAUL & JULIA STARK HOUSE**

Perhaps the finest and historically the most important of Nakoma's Georgian Revival houses is the large stucco-clad house built for Paul E. Stark, the general manager and owner of the Paul E. Stark Real Estate Agency. The Stark house occupies a large double lot and is one of the earliest and largest examples of the Colonial Revival in Nakoma.

Colonial Revival style houses can be divided into two principal types: those that have symmetrical facades and those that are asymmetrical. The symmetrical house, based on the Georgian houses of Colonial New England, is a fairly formal type that usually features center doors, multiple pane double-hung windows, siding of wood clapboards or brick, and classical details. The asymmetrical type, often called a "Pennsylvania farmhouse," looks less formal, with more modest classical details and stone or brick cladding often mixed with clapboards to resemble the old east coast farmhouses that had been added onto over time. Choosing one over the other was largely a matter of personal taste.

Stark was one of the most important figures in the history of Nakoma because his agency was the principal seller of lots in the suburb after 1920. Consequently, his impressive house can be seen both as an act of faith in the future of the plat and as a very superior advertisement for it.

8

1923 – Tudor Revival Style  
733 Huron Hill



**HARDY STEEHOLM HOUSE**

The Steeholm house is one of the earliest of the 115 Tudor Revival houses in Nakoma. As in the several Period Revival styles, designers of most Tudor Revival houses did not try to create accurate copies of the past. Instead, such houses exhibit some of the most characteristic elements of historic medieval buildings grafted onto a house designed to suit modern needs.

The Steeholm house is a fine example of the large, comfortable suburban houses built during the pre-war heyday of the Period Revival styles. Its irregular outline, steeply-pitched multi-gable roofs, and complex form are all characteristics shared by other Tudor Revival houses in Nakoma and elsewhere. Unlike most Tudor Revival examples, however, the Steeholm house is clad completely in stucco, not the usual mixture of stone and brick found on other Nakoma examples.

Hardy Steeholm was the president of the *Wisconsin Magazine* when this house was built for him, but surviving records make it uncertain whether or not he ever occupied it. In 1926, the house was sold to Jessie and Dr. William Storey, a dentist whose family occupied it until 1933. Then it was sold to Harriet and Edward Parker, president of E. W. Parker & Sons, Madison's largest jewelry store. The Parkers lived there until around 1940.

9

1925 – Colonial Revival Style  
734 Oneida Place



#### PRESTON & EUGENIA McNALL HOUSE

The Preston McNall house is a good deal smaller than the nearby Paul E. Stark house (*site 7*), which was built four years earlier. Even so, the two houses have much in common. Both homes are fine examples of the Colonial Revival style, both are clad in stucco, both have handsome, classically derived main entrances, and both have attached garages, that of the McNall house being located in the basement story under the first story sunporch.

What these two houses demonstrate is that good designers could take the same basic elements and use them to produce comfortable, even graceful houses that, while very different in scale, are instantly recognizable as belonging to the Colonial Revival style. Partly this is a tribute to the style itself, whose design elements lend themselves to use on different scales. Mostly, however, it is a tribute to the study of proportions that was a major part of the training of architects prior to World War II. The difference this makes can be readily seen when visiting any of the new Colonial Revival suburbs being built today.

Preston McNall was a professor at the UW when his house was built.

10

1925 – Tudor Revival Style  
1001 Seminole Highway



#### ERWIN & CLAIRE TIFFANY HOUSE

The Tiffany house is the most expensive house built in Nakoma before World War II. It is a particularly picturesque version of the Tudor Revival style due in large part to its unusual roof. The Tudor Revival strove to reproduce characteristics associated with England's medieval buildings, but few designers went so far as to imitate the appearance of the thatched roofs that grace many of England's cottages. Instead of straw and reed, American designers used wooden shingles laid in undulating patterns and rolled around the eaves. The tremendous expense of using shingles laid so closely together and the artistry required for these roofs made them exceedingly rare. Few remain intact.

Seeing this house from the front does not prepare you for the fact that the site slopes steeply downhill, allowing the rear facade to be almost two-and-one-half stories tall. This difference is used to splendid effect – the house seems almost to tumble down the hillside, collecting gable-roofed additions as it goes. The total effect is almost fairy tale-like in its charm, but cost its owners more than twice what owners of more conventional houses like the Severinghouses paid (*site 13*).

The original owners were UW professor Erwin Tiffany and his wife, Claire Tiffany, owner of "Claire Tiffany's," one of Madison's most exclusive dress shops. Around 1935 they sold the house to Bernice and Dr. George Stebbins, a physician.

11

1926 – Tudor Revival Style  
3906 Cherokee Drive



#### OSCAR & MARY RENNEBOHM HOUSE

Tudor Revival houses typically have a picturesque, asymmetrical appearance with gable roofs of different heights covering superimposed wings and bays. The Rennebohm house, however, is essentially a symmetrical design that relies on the use of a variety of materials to give it a Tudor Revival style appearance.

Most of the Rennebohm house is clad in beautifully textural irregular stone blocks. To either side of the front door are projecting wings sheltered by steeply pitched gable roofs. Although the upper story of the left hand wing is covered in clapboards, the one on the right is clad in stone and the dormers have decorative half-timber work. All three cladding materials are found on authentic Tudor houses. Their use here is very much in keeping with the Tudor Revival style.

Oscar Rennebohm (1889-1968) was the founder and president of Rennebohm Drugstores, Inc., Madison's largest drugstore chain until the 1980s. The Rennebohms lived here until 1939, when they moved to a larger Neo-Classical pillared mansion in the Village of Maple Bluff. Rennebohm served as Lieutenant Governor of Wisconsin from 1945 to 1949, and as Governor from 1947 to 1951.

12

1927 – French Provincial Style  
1133 Waban Hill



#### ALBERT & CLARA DYSLAND HOUSE

Like most residential architects of his time, Henry Dysland could design equally well in any of the Period Revival styles that were then fashionable.

The most commonly encountered of these styles, both in Madison and elsewhere, were the Colonial Revival and the Tudor Revival, examples of which account for the overwhelming majority of houses built in Nakoma before World War II. Two other Period Revival styles that were much less popular in Madison were the French Provincial Revival and the Mediterranean Revival styles, both of which are typically rather formal and symmetrical in design and are usually clad either in brick, stucco, or stone. In addition, Mediterranean Revival examples are frequently ornamented with wrought iron work and have tile roofs, while the best French Provincial examples have Mansard roofs or wall dormers that break the cornice line. Nakoma has no true examples of either style, but the Albert Dysland house combines elements of both the French and the Mediterranean Revivals into a successful and impressive whole.

Albert J. Dysland (1882-1935) was Henry Dysland's older brother and was also his business partner, serving as the secretary-treasurer and manager of the Better Homes Co. He and his wife Clara lived in their Waban Hill house until his death in 1935.

13

1927 – Tudor Revival Style  
3914 Cherokee Drive



### DR. ELMER & GRACE SEVERINGHAUS HOUSE

Comparing this house to the Rennebohm house next door (*site 11*) shows how different architects could use the same features of a style to produce very different designs. Here, too, the main facade is dominated by two large gabled projections and here, too, the left-hand gable is clad in wood (in this instance, wood shingles), while the rest is uniformly clad in stone. Also present are other characteristic features of the Tudor Revival style – grouped multi-light casement windows and a massive chimney.

The difference is in how the architects, in this case the important Madison firm of Law, Law, & Potter, used these elements. First, a more irregular effect was achieved by making the right-hand bay larger than the one on the left and making it project out further as well. Second, the grouped casement windows are smaller than those of the neighboring house and the main entrance door has a Tudor rather than a pointed arch opening.

Dr. Elmer Severinghaus (1894-1980) was a professor of Medicine at the UW when this house was built. By the time of his death he was internationally known both as a research scientist in nutrition and as a humanitarian. In 1967, he served as the president of the United Church Board for World Ministries.

14

1928 – Tudor Revival Style  
4138 Country Club Road



### JOHN & DELLA ICKE HOUSE

The expansive Tudor Revival Icke house exhibits the same features found on other, smaller Nakoma examples of the style. Similarities include: an irregular plan, walls clad mostly in stone but also in clapboard, stucco, and decorative half timber work, steeply-pitched combination gable-and-hip roofs, multiple window groups filled with multi-pane casement windows, and a massive chimney.

What sets the Icke house apart is its length. It is the longest house in Nakoma and the only one that could be called a country house, thanks to a parcel that consists of almost five full lots that stretch from one side of this small block to the other. This generous parcel gave architect Henry Dysland of Madison considerable scope, and he took advantage of it by giving the house two main facades, one facing the adjacent Nakoma Country Club, the other overlooking Manitou Way, as pictured above.

John Icke (1876-1935) was a civil engineer and the City of Madison engineer from 1902 to 1916. In 1912, Icke also began his own construction firm. At the same time, many Sicilian families were immigrating to Madison. Icke hired many of the men of these families and earned the Italian community's enduring gratitude. Several baby boys were named "John" in his honor. The Icke firm is still in existence today and is operated by his descendants.

15

1929 – Tudor Revival Style  
702 Oneida Place



#### CHARLES & MAUD HEYL HOUSE

Situated at the Oneida Place entrance to Nakoma, the Tudor Revival Heyl house is yet another fine example of the work of Henry Dysland.

Although longer and lower than most other Tudor Revival Nakoma houses of the same period, the Heyl house still retains most of the features associated with the style, including an irregular plan, walls clad in masonry with decorative half timber work, steeply pitched multiple gable roofs, and multiple window groups filled with multi-pane windows.

Another noteworthy feature of the house is its attached garage. Today, of course, such garages are almost universal, but in 1929 architects had only recently begun to appreciate that attaching the garage directly to the house was more practical for the owner and resulted in a less cluttered site plan. In addition, adding an attached garage was a relatively inexpensive way to create a larger, more impressive appearing house.

Charles Heyl was a bonds salesman who had the bad luck to build on the eve of the Depression. He was able to ride it out, however, and he and his family continued to reside here until after World War II.

16

1929 – Norman Revival Style  
4230 Waban Hill



#### LOUIS & ESTHER GARDNER HOUSE

Tudor Revival and Norman Revival style houses spring from similar origins: the half-timber buildings built in England and France in the medieval period and afterwards. Norman Revival examples are much less common than houses in the Tudor Revival style. Both tend to feature stone or brick wall cladding, steeply pitched roofs, massive chimneys, and grouped casement windows. Norman Revival examples generally share with the Tudor Revivals irregular plans and decorative half timber work. A typical distinguishing feature of Norman Revival houses is a round tower or turret on the main facade that usually contains either the main entrance or the main staircase of the house. The Gardner house has another Norman feature – the wall dormer that starts at the second story and extends up into the roofline.

The Gardner house, designed by Henry Dysland, is the only house in Nakoma that is truly an example of Norman Revival. Except for the Norman touches, the house is otherwise similar in design to Dysland's John Icke house (*site 14*) constructed in the same year.

Louis Gardner was the founder and president of the Gardner Baking Co. He was an important figure in the creation of the nearby UW Arboretum, as the donor of the first parcel of land and of later parcels as well.

17

1936 – *International Style*  
3830 Cherokee Drive



### FRED & ESTHER TANGEMAN HOUSE

The Tangeman house, an early work of Madison architect William V. Kaeser (1906-1995), is the finest example of International design in Nakoma and one of the best in Madison from the pre-war period. The design's excellence brought it coverage in local papers and even the national architectural press of the day.

International Style features of the asymmetrical facade include a cantilevered catwalk with industrial-style rails, a glass block insert by the unconventionally placed entry door, a taut, smooth redwood board skin, and flat, unornamented bands of single-light windows that are punched through the walls and wrap some corners, becoming a continuous part of the outer surface. A dramatic grouping of fifteen windows in five columns lights the two-story stair hall. The south side windows were designed as passive solar heat collectors. On sunny winter days the furnace may not go on until late afternoon.

Although flat roofs are typical of International Style, the Nakoma design reviewers required a pitched roof to better blend with the older houses. Kaeser designed Prairie style hip roofs with wide, overhanging eaves, providing a stylistically harmonizing and practical adaptation in the midwestern climate to this fine International Style home.

18

1936 – *Colonial Revival Style*  
801 Huron Hill



### RICHARD & PEARL EMMONS HOUSE

The one-and-one-half story Colonial Revival Emmons house, located diagonally across from the Paul E. Stark house (*Site 7*), also occupies a sizable corner lot, but it is very different in appearance from its older neighbor. The Emmons house is a fine example of the "Pennsylvania farmhouse" version of the style, which became more popular in Nakoma in the 1930s. Asymmetrical variants of the Colonial Revival style presented a special challenge for architects because of the need to compose complete designs that imitated historic examples that had evolved over time. A typical expedient was to extend the main block with wings, as has been done here, with the goal of achieving a carefully crafted sense of the informal.

The first story of the main block of the Emmons house is clad in stone while its upper story is clapboard. Dominating the facade is the asymmetrically placed gabled projection that contains the main entrance in its first story, sheltered by the slightly overshot second story.

Richard Emmons was a professor at the UW. The architect was August Nerlinger, about whom nothing is known.

19

1937 – Colonial Revival Style  
4049 Cherokee Drive

### WILLIAM & MARY NEGLEY HOUSE

Not surprisingly, the casual visitor to Nakoma will usually be most interested in the many sizable houses to be found here. There are, however, hundreds of really excellent smaller houses to be seen as well, many of which are as good examples of Period Revival styles as their larger neighbors.

An excellent case in point is the fine Colonial Revival house built for UW editor William Negley and his wife, Mary. The main facade of this house is symmetrical in design and is notable for the slightly over-scaled size of its paired eight-over-eight double-hung first story windows and the slightly smaller ones in the twin dormers on the roof above. The house also gains in distinction by having a first story that is clad in limestone and in size by having a garage that is attached to one side.

The building permit for the house indicates that Negley utilized “private plans” for its design, which suggests that the plans probably came from one of the many plan books or plan services that were then available. The builder, Alfred M. Sylvester, built many other houses in Nakoma as well, including the Colonial Revival house at 4166 Manitou Way (*center map i*) that he built in 1936 for his own family.

20

1937 – Colonial Revival Style  
801 Miami Pass

### GUSTAVE & MARGARET REIMAN HOUSE

The one-and-one-half-story Colonial Revival Rieman house occupies a large corner lot formed by the intersection of Miami Pass and Council Crest.

Designed by the Madison architectural firm of Balch & Lippert, the Rieman house is another excellent example of the asymmetrical variant of the Colonial Revival. It is especially interesting to compare it with the very similar Emmons house (*site 18*) built the year before. The Rieman house is more finely detailed than the Emmons house, but many of its elements are very similar: the use of stone for the first story and clapboards for the second, the irregular plan, the attached garage that extends the overall length of the house, multi-light double-hung windows, etc. Here also, the main facade’s dominant feature is an asymmetrically placed gable-roofed projection that has a slightly overshoot second story. Of special note is the beautifully integrated design of the arcaded screen porch that spans the left-hand portion of the main facade.

Gustave Rieman was a professor of genetics and potato breeding at the UW when this house was constructed.

21

1938 – Colonial Revival Style  
1210 Seminole Highway



#### ADOLPH & MARGUERITE JUNGINGER HOUSE

Another fine, slightly larger late 1930s Colonial Revival house is the asymmetrical one designed by the Madison firm of Riley & Siberz for Adolph and Marguerite Junginger.

Although larger than the Negley house (*site 19*), the asymmetrical Junginger house is still on the small side compared to many of its neighbors. What it does have, however, is a design furnished by Frank Riley and his junior associate, Lewis Siberz.

Frank M. Riley (1875-1949) was arguably Madison's finest Period Revival architect. His homes constitute one of Madison's most enduring architectural legacies. By 1938, Riley's practice was emerging from the effects of the Depression. Although his new projects were typically smaller than those built in the 1920s, they still had touches that identified them as his own. The Junginger house, for instance, has a first story that is clad in painted brick. Its elegantly scaled inset entrance porch is nicely balanced by the group of four small windows set high up on the wall to its right. The zig-zag pattern of the garage doors is Riley's nod to the emerging modern style.

Adolph Junginger was the vice-president of the McKay Nursery, whose main office was then located on Monroe Street.

22

1938 – Modern Style  
3610 Spring Trail



#### WALTER & EMMA BRUCKNER HOUSE

The Bruckner house may be one of the first tri-levels in Madison. To take full advantage of the steeply sloping lot, the two-car flat-roofed garage wing is set at an angle to the two-story main block of the house. The garage entrance is at street level in between the principal stories of the main block, a simple, hipped roofed cube with the main entrance and window groupings in asymmetrical, yet formal, balanced positions. If the plan of the Bruckner house is modern, the exterior surface treatment uses more traditional materials, but in a non-traditional way. The stone cladding on the house is modern, with a complicated layout of small and large rectangular stones rather than the rustic simple sandstone blocks of the Tudor Revival. The doorway features an abstracted stone surround with horizontal courses of projecting stones. The resulting design is a classically proportioned house devoid of historic detail.

In Nakoma, the design review powers of the Nakoma Homes Co. made the design of modern houses somewhat controversial. The architect in this case created a modern house that blended in well with the older period revival houses in the neighborhood. The architect of the Bruckner house, Paul Nystrom, would shortly be made a partner in the firm of Law, Law, and Potter. His client, Walter Bruckner, operated a massage and physical therapy clinic in Madison.

23

1938 – Colonial Revival Style  
4235 Wanda Place



#### ORVILLE & HELEN FREDERICKSON HOUSE

The brick Frederickson house is a fine example of the way in which designers modified the Georgian Revival style – such as the earlier Stark house (*site 7*) – in response to larger trends in architectural design in the 1930s.

The house has a sense of weight and mass that is quite different from the historic designs on which these elements were based. For instance, the first story of the Frederickson house has all the usual elements found in symmetrical Colonial Revival designs but it has been given a distinct horizontal emphasis by the use of full-width inset bands. Indeed, a greater horizontal emphasis can be seen in the overall proportions of the main block of the house as well, which is markedly less boxy than earlier examples. This tendency towards a greater degree of horizontality can be found on Colonial Revival examples throughout Nakoma built in the later 1930s. It presages to a certain extent the development of Colonial Revival ranch houses built in Nakoma and elsewhere in Madison after World War II.

This house was built from private plans for Orville Frederickson, a bookkeeper with the Kessenich Corp. in Madison, and his wife, Helen.

24

1941 – Colonial Revival Style  
4002 Yuma Drive



#### JOHN & FLOY FARGO HOUSE

Completed just before the start of World War II, the Colonial Revival Fargo house is a very late example of Henry Dysland's work.

The Fargo house is very similar to the main block of the Schaub house at 4105 Mandan Crescent (*center map j*), which Dysland designed five years earlier. In the Fargo house, however, Dysland has stripped the three-bay symmetrical facade to its essentials; the only real decorative element being the rather wide triangular pediment above the entrance door. Instead, Dysland relied on his excellent sense of proportion to produce a house that was both modern in its proportions and respectful of its traditional design sources.

Although less well known today than his contemporaries, Henry Dysland (1885-1965) was one of Madison's best and most prolific residential architects during the 1920s and 1930s. In 1925, Dysland formed a design/build firm known as the Better Homes Corp., which subsequently designed and built at least 58 houses in Nakoma, including Dysland's own at 721 Seneca Place (*center map k*).

When the house was completed, John Fargo was a career military officer in the United States Army Air Force and a professor of military science at the UW.