
DANE COUNTY HISTORICAL SOCIETY

NEWSLETTER



The Dane County Historical Society Office and the Otto Schroeder Records Center are located in the lower level of the Lussier Family Heritage Building on Lake Farm Road just south of the Beltline near Lake Waubesa.

Volume XXVI

Winter 2007

Number 4

Ferdinand L. Kronenberg Architectural Plans and Drawings

By Mary Clark

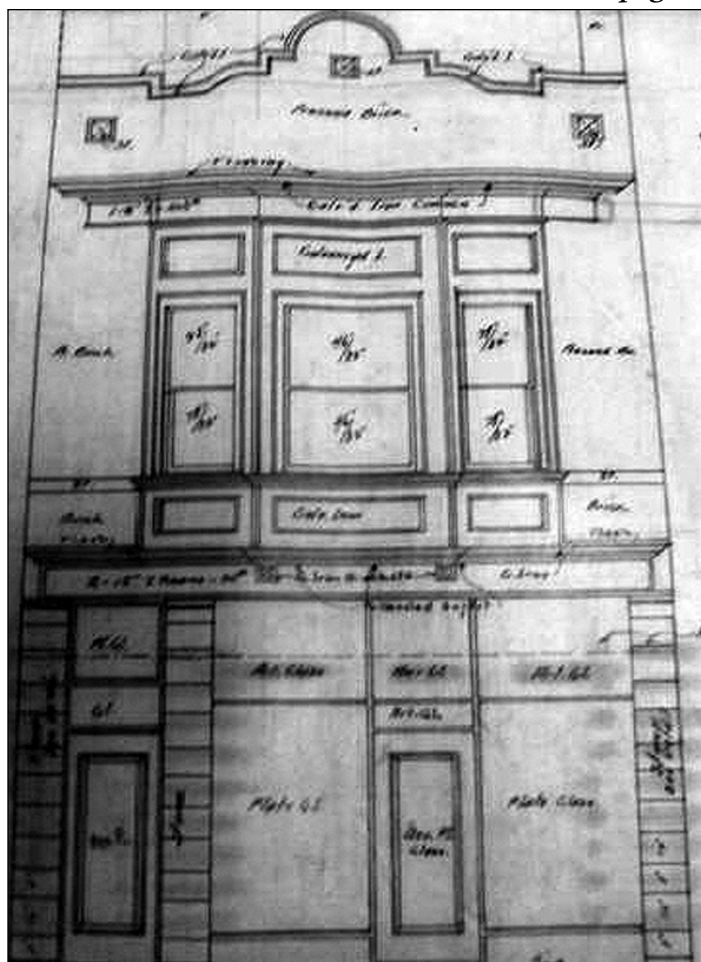
The Dane County Historical Society Otto Schroeder Records Center is home to a very large and impressive collection of architectural plans and drawings created by renowned Madison architect, Ferdinand Kronenberg. The Ferdinand L. Kronenberg Architectural Plans and Drawings collection includes 149 architectural plans in nine flat archival boxes. The plans in the collection were created between 1902 and the architect's death in 1944. The oldest plan in the collection is a hotel done for Henry Niebuhr in 1902. It later became Mickey's Tavern which still stands today on the corner of Williamson Street and Thornton Ave.

Most of the plans are dated and clearly indicate the building owner and address, although some of them are undated or unlabeled.

As a whole, the collection documents the long career of the very prolific Madison architect, Ferdinand L. Kronenberg. His designs were in many styles. The drawings in this collection represent both residential and non-residential work which ranged from plain com-

mercial buildings and garages to large hospitals, churches, schools, and park structures. There are both interior and exterior plans in the collection. Many of the plans include designs for later improvements, additions or

Continued on page 2



Kronenberg plan, Schubert Building Exterior (Photo: Waidelich)

INSIDE THIS ISSUE

- 1-3. Ferdinand L. Kronenberg
Architectural Plans and Drawings
- 3-4. Schubert Building-Historic Landmark Status
5. Madison Landmarks Commission-Schubert
5. Where in the World is the Tenney Marker?
5. Dane County Bookshelf
6. "Reminiscence as History" Grant
7. FORWARD! A History of Dane
7. DCHS 2008 Membership Form
8. Meeting of Dane Co. Historical Organizations

Ferdinand L. Kronenberg (*Continued from page 1*)

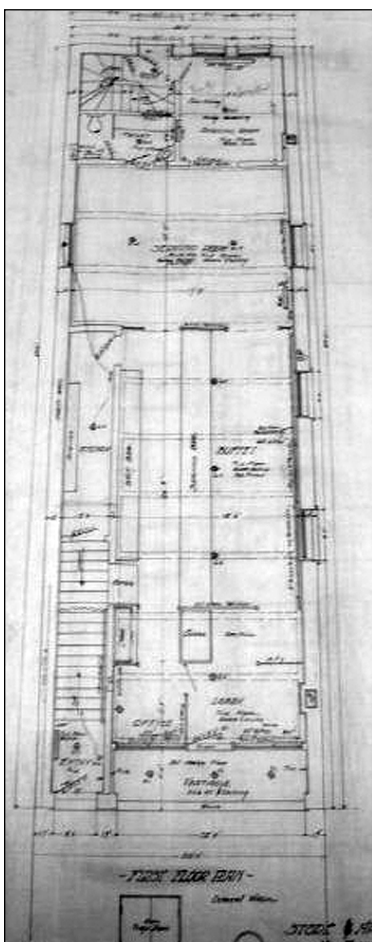
remodeling of the original buildings.

Kronenberg (1877-1944) whose work spanned nearly five decades in Madison, was born in Germany. At the age of eight, he immigrated with his parents to the United States. Little is known about his formal architectural training, but he is believed to have received his early training and experience in the offices of practicing Madison architects – possibly with either J.O. Gordon or Lew F. Porter. He lived and worked for most of his life at various addresses on and around Williamson Street in Madison's isthmus. In 1905, he entered into practice with John T.W. Jennings to form the Jennings & Kronenberg firm. That partnership lasted until 1907 when Jennings moved to Arkansas and Kronenberg worked alone. During the 1930s Kronenberg did architectural work for the Madison Parks Department and the Board of Education; during World War II, he was a sectional engineer for the War Department at the Badger Ordnance Works in Sauk County.

Many of the Kronenberg buildings survive today and give Madison its recognizable architectural identity.

His residential designs are not as recognizable as his non-residential work. Many of the residential designs were for frame houses that were often subsequently altered. However, there are some very impressive Kronenberg residential structures that survive, most notably two large Queen Anne style houses at 1306-1308 Jenifer Street and at 416 North Butler Street in Madison. Some consider his best period revival style residential building to be the Schumaker-Bollenbeck house at 104 East Gorham Street.

Most people feel that Kronenberg's most interesting buildings were his commercial designs. In the later 19th and early 20th century, Queen Anne archi-



Kronenberg plan, Schubert Building Interior (Photo: Waidelich)

tectural details were being added to commercial buildings in downtown Madison. Kronenberg's contribution to this style includes the Boelsing building (1907) at 126 State St. and the Standard building (1909) at 208 State St. Another notable contribution includes the Carroll block (18 N. Carroll), where he may have worked when he designed the Schubert building.

In addition to the architectural plans, the Kronenberg collection at the Records Center also includes information about Kronenberg and his work, partly compiled in 1996 by a City of Madison architectural survey, plus typewritten specifications for the John Adams residence and some handwritten notes.

In his time, Kronenberg was extremely prolific in designing and shaping the unique structures that have endured in Madison. There are 72 buildings in Madison known to have been designed by Kronenberg. Six of them are designated historic landmarks.

Other noted Kronenberg buildings include: Delta Upsilon fraternity house; Holy Redeemer Church; Blessed Sacrament Church; Emerson School, Franklin School, Joyce Funeral Home, Frautschi & Sons Furniture building, St. Francis Xavier School in Cross Plains, Sacred Hearts School in Sun Prairie, Kappel Clock Shop, and many more.

Below is just a partial list of some of the Kronenberg plans in the Otto Schroeder Records Center. The complete inventoried list of 149 plans is available at the Society. (All buildings in the list below are in Madison, except as noted.)

1. Blessed Sacrament, *church & school*, 2116 Hollister Ave., 1924
2. Boelsing, Mrs. Carl, *store & apartments*, 126 State St., 1907
3. Bollenbeck, Joseph, *residence*, 402 N. Carroll St., 1922
4. Burger, Peter, *store & apartments*, 718 University Ave., 1906
5. Delta Upsilon Chapter House, 640 N. Frances St., 1906; and *alterations*, 1922
6. Dominican Fathers, *building*, N. Mills St & Spring St.
7. Eagles Fraternal Order, *club house*, 23 W. Doty St., 1926
8. Emerson School, 2421 E. Johnson St., 1919
9. Endres, Norbert J. & Caroline, *residence*, 2320 Eton Ridge, 1924
10. Franklin School, 305 E. Lakeside St., 1922
11. Frautschi & Sons Furniture, *building*, 207 King St., 1906
12. Gay & Chapman Co., *store & office*, 548-550 State St., 1910

13. Hart, Paul, *store*, 44 S. Fair Oaks Ave., 1928
14. Holy Redeemer Catholic Church, *alterations & additions*, 120 W. Johnson St., 1911-12
15. Jacobsen Auto Co., *garage building*, Webster St. & E. Washington Ave., 1923
16. Joyce, *funeral home & apartments*, 540 W. Washington Ave., 1929
17. Kappel Clock Shop, *business*, Sherman Ave., ca. 1927
18. Kronenberg, Ferdinand, *residence*, 1454 Williamson St., 1910
19. Marks, Fred, *store & apartment building*, 1398 Williamson St., 1904
20. Matzke, Carl & Antonia, *residence*, 1028 E. Johnson St., 1930
21. Mitchell Fuel Co., *filling station*, 840 W. Washington Ave. at Park St., 1929
22. Niebuhr, Henry, *saloon*, 1524 Williamson St. (Mickey's Tavern), 1902
23. Rowley, Dr. A.G., *residence*, Middleton
24. Sacred Hearts of Jesus & Mary, *school*, Sun Prairie, ca. 1905
25. St. Andrew Catholic Church, Verona, 1917
26. St. Francis Xavier, *school*, Cross Plains, 1924 ; new parsonage after 1928
27. St. James Catholic Church, 1204 St. James Court, 1923
28. St. John's School Sisters of St. Agnes, *residence/convent*, E. 3rd Street, Waunakee
29. St. Joseph Catholic Church, 901 Bowen Court at S. Park St., *school building*, 1921
30. St. Martin's Catholic Church, Martinsville, *school, assembly hall & stage*, 1921
31. St. Mary's Hospital, *and power house & improvements to laundry*, 707 S. Mills St.
32. St. Peter's Catholic Church, *school and parsonage*, Ashton, 1906
33. St. Thomas Catholic Church, Montfort, ca. 1925
34. Schulkamp, Henry, *store and apartments*, 210 State St.
35. Statz, Matt, *store & apartments*, 1251 Williamson St., 1911
36. Swiss Reformed Church, Springdale, 1914
37. 3F Laundry, 747 E. Dayton St., 1923
38. Valecia Evaporated Milk Co., Middleton, 1919, 1923-24
39. Vilas Park, *bath house & skating shelter*, preliminary sketch, 1936
40. Weber, Anna, *stores & apartments*, 220 State St. (Goodman's Jewelers) 1913

Schubert Building in Madison Nominated for Historic Landmark Status

By Mary Clark

The Madison Trust for Historic Preservation has proposed the Schubert Building located at 120 W. Mifflin St. as a Madison landmark, in honor of its upcoming 100-year anniversary. Built in 1908, this unique building designed by Ferdinand L. Kronenberg represents the best of Madison's architecture and epitomizes a fascinating period in the city's history.

The Trust consulted and photographed material from the Ferdinand L. Kronenberg Architectural Plans and Drawings collection located in the Dane County Historical Society's Otto Schroeder Records Center, in their process of creating the application for landmark status for this building.

The distinctive two-story brick building has been an enduring part of Madison's downtown landscape for a century. It is the former home to two of Madison's oldest businesses. The building was originally built for Andy Schubert's Silver Dollar Saloon and Restaurant, a favorite local hot spot until prohibition began in Madison in 1917. Upon repeal, the saloon re-opened and moved to its current location across Mifflin Street.

The Schubert building storefront remained vacant until 1919, when Schubert attempted to revive business selling soft drinks. He later retired and sold the building to I.E. Caldwell, who purchased the building in 1922 for religious purposes. The building next housed Bester Bros. Music

Continued on page 4



Schubert Building, 2006 (Photo: Freiwald – Madison Trust)

Schubert Building *(Continued from page 3)*

Store (1925), the Heibel Coffee Shop (1927), the Wisconsin Brick Co. (1931), and Thelma's Beauty Shop (1939). But the longest-lived tenant was Badger Office Supplies, Inc. which first opened at the location in 1941, and remained for more than 65 years as the first floor tenant, before relocating to the Capitol Square in 2006.

The Schubert Building is situated on the unique triangular block that forms the 100 block of State Street. This distinctive collection of buildings represents more than seven decades of



Schubert Building, 1929 (Photo: McVicar Photo Service)

architectural styles in Madison. The Schubert building was designed in the Queen Anne style. Characteristic Queen Anne commercial architecture usually has several stories, bay windows and gables. This style of architecture was popular between 1880 and 1910.

The Trust's application nominating the Schubert Building for landmark status describes the architectural details of the building - all of which can be readily identified in the original Kronenberg plan and in the existing building.

"The roof outline is formed by a Flemish gable, and three simple ornamental plaques decorate the building's front face. Both the pediment and the plaques reflect the tendency in Queen Anne residential designs, where the style popularized, to decorate all available surfaces. The most notable element is the bay window on the second floor, with panels both above and below double-hung sash windows. Bay windows are one of the most obvious elements of the Queen Anne style that could be used on

commercial buildings. It allowed expanded space for small buildings visually if not in actual square footage. One row of larger bricks forms a variation in texture on the building's face that aligns with the bottom of the upper window panes. A false eave overhangs the bay windows and friezes repeat the pattern, separating the first and second floors. The north side of the building has inverted bay second story windows that face the Capitol, and a single window with an ornamental arched brick lintel. The chimney has a corniced cap, as seen in [Ferdinand] Kronenberg's plans. The architectural plans may show a different vision than the one actually implemented during construction. [The original Kronenberg plan] shows a centrally placed front door, though the overall design still retains the asymmetry characteristic of the Queen Anne style."

The interior floor plan of the building's first floor appears to remain relatively unaltered. The most notable element is the mosaic tile floor, which remains intact though in need of repair. The pattern drew from the name of the restaurant, reputedly incorporating actual silver dollars into its design. The silver coins are long gone, but the original floor remains after nearly 100 years. Close examination of the mosaic tile floor design suggests that one pattern formed the bar area and another one the dining area.

One of the most beautiful and interesting visual features of the Schubert Building is the ornate, leaded stained-glass transom window. Transom windows were common features in commercial buildings in the early 20th century. The trend flourished because they allowed natural light to brighten up long, thin business buildings that were often dark because of their closeness to each other. As electricity was added to these commercial buildings, many transoms were covered or removed and very few remain in Madison buildings. The transom window on the Schubert building is the only one remaining in Madison, according to a news release by the Madison Trust for Historic Preservation.

A photo from 1929 shows the same storefront layout that exists today. As the storefront is basically unchanged, it represents the oldest intact Queen Anne commercial storefront in Madison. Today the Schubert Building stands vacant after new ownership prompted Badger Office Supplies' move last year.

Thanks to Madison Trust for Historic Preservation for their kind permission to use text and photographs from their materials. To view the nomination application in full, which includes much more detailed information about the building and its fascinating history, see the Trust's website at: http://www.madisontrust.org/news/schubert_nomination.pdf

Where in the World is the Tenney Marker?

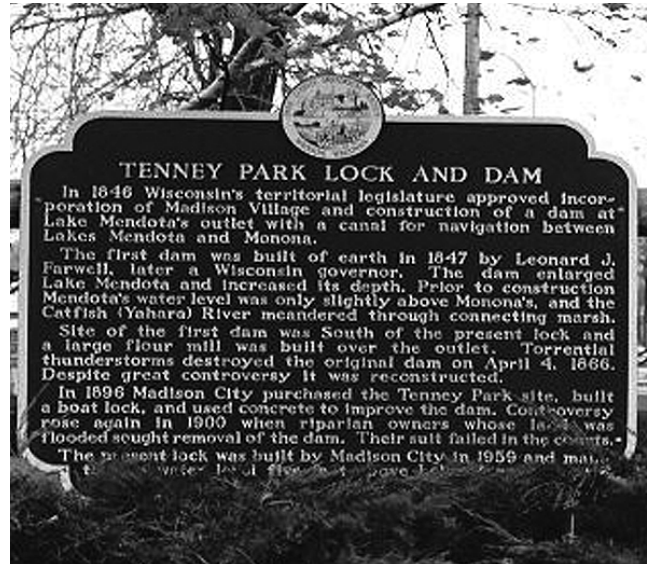
The Madison Landmarks Commission has scheduled a public hearing on whether the Schubert Building should be designated an historical landmark. The hearing will be held on **Monday, Jan. 28 at 4:45 p.m.** in room LL130 of the Municipal Building, 215 Martin Luther King Jr. Blvd., Madison. The public may register at the meeting in support of the nomination and choose to speak or not. Letters or emails of support are also welcome.

After that hearing, the Commission will decide whether to recommend landmark status to the Madison City Council. Historic landmark status means the Madison Landmarks Commission must approve any external alterations or demolition plans before they can be carried out. Historic landmark status does not mean a building must be retained, but tearing it down could be a more difficult process.

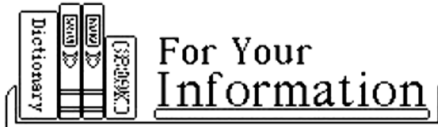
For more information about the Schubert Building and the application for landmark status, or to submit letters of support, contact: Carolyn Freiwald, at Madison Trust for Historic Preservation, 608-251-2547 or madiosntrust@tds.net

Some of our members have commented on the sudden disappearance of the Dane County Historical Society's historical marker at the Tenney Park Lock and Dam on Sherman Avenue in Madison. The marker was erected by DCHS in 1967 to commemorate the site of the early dam and flour mill. The first dam was built in 1847; in 1896 the city of Madison purchased the Tenney Park site and built a boat lock. The present lock was built by the city in 1959.

So what happened to the DCHS marker? A few months ago, the Dane County Parks Department removed the marker in order to erect a County Parks sign on the same site. A telephone call to the Parks Department revealed that the marker had been removed and would eventually be moved nearby. The Parks Department currently has plans to re-erect the historical marker mounted on the side of the boat lock building, so that people can read and enjoy it while passing through the locks in their boats. We are all watching for the marker's speedy return!



Dane County Bookshelf



Occasionally, the Society hears about publications related to Dane County. If anyone knows of additional publications about Dane County, its history or its people, please pass them on to us. If anyone would like to donate books, town or family histories, or other publications about Dane County to the records center, please let us know.

Bristol Lutheran Church History, 1907-2007 compiled by Alice Bredeson Zweifel and others, 2007.

Bristol Lutheran Families, 1907-1971 compiled by Alice Bredeson Zweifel and others, c2007 – This volume and the one above are full of local information that would be of interest to area families and genealogists.

50 Years of Caring: Sauk Prairie Memorial Hospital & Clinics by Lauren Cnare, c2007. Though the hospital is located in Sauk County, this publication also traces the history of the primary care clinics, one of which is in Black Earth.

Dancing the Dream: A New Hope for Humanity - DVD produced by Call for Peace Drum and Dance Company, 2003. Though this isn't newly produced, the DVD contains both an edited 18-minute version for classroom use as well as the full 45-minute concert of the Madison-based dance company.

“Reminiscence as History” Grant

By Mary Clark

The Dane County Historical Society was notified in October that it is to be the recipient of a Dane County Cultural Affairs Commission grant for \$1000 to help fund a series of public programs in 2008 on reminiscence writings and readings. The Dane County Historical Society plans to host a series of four public programs in which local authors will be featured reading from their own reminiscence writings.

Since 1968, the Dane County Historical Society has been gathering and preserving published and unpublished materials related to Dane County. Among the collected materials in the Society's Otto Schroeder Records Center are a variety of reminiscence writings and recollections that depict the county's landscape and the lives of its inhabitants in compelling and moving ways. Some of the earliest donations to the DCHS collections include unpublished reminiscences by Melchior Koch recalling his life along the Sugar River and a manuscript written by Glenn Wheeler recounting his memories of his father as a Dane County rural mail carrier. These first-hand observations are powerful windows into the past.

Dane County has been home to many local authors who focus on reminiscence writings, telling their own personal stories in narrative and sometimes poetic form. Though talented and sometimes very prolific, these local authors are often unsung. In some cases their work has been published in limited editions. Among the reminiscence materials in the Dane County Historical Society's Records Center are, *Frost Blossoms: Yarns and Impressions of Stoughton and Regional Life and Adventures* (1978) and *Sugar River Sampler* (1980). Together, these two volumes contain the work of fifty-one authors and artists who belonged, respectively, to the Stoughton Regional Writers group and to the Belleville Writers and Sketchers.

Reminiscence writing offers valuable insights into and documentation of everyday life in the past, recording aspects of local, family and social history that may not be easily documented in any other ways, with the possible exception of recorded interviews. The stories may be those of everyday life that describe such things as making do during hard economic times or they may chronicle the writer's participation in

world-wide events such as serving overseas in a military conflict. Reminiscence writers are not simply eye-witnesses to history but active participants, on a local and sometimes global scale.

The impulse to write these narratives frequently seems to begin with a desire to preserve family history for future generations. Yet, the reminiscences often hold interest for those beyond the writers' families. From a historical perspective, they can provide a record of daily life in the past ranging from insights into social relationship to the names of businesses, now long gone, that once lined a local street. Reminiscences, by their very nature, have the capacity to be filled with compelling description and detail as well as narrative power.

The Society will use the generous support of the Dane County Cultural Affairs Commission grant to create a pilot program to work with writers from Madison's West Side Senior Center reminiscence writing classes. It is hoped that the Society will be able to use this opportunity to investigate the possibility of creating a long-term partnership in promoting reminiscence writing in the county.

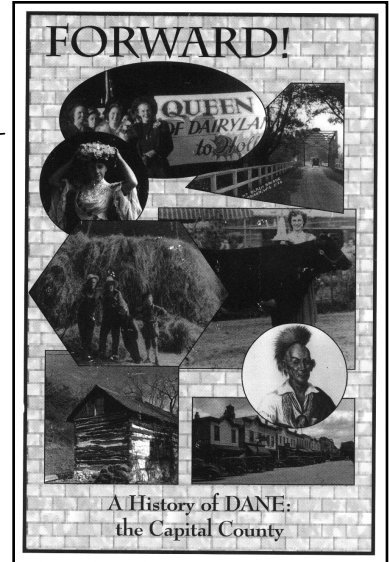
The programs will be held in February, March, and April 2008. All programs will be free and open to the public. In order to explore a variety of venues and audiences, plans call for the four programs to be presented, one each at: Oakwood Village West Retirement Center (Madison), Crossroads Coffee House (Cross Plains), Waunakee Public Library (serving Waunakee and Dane), and the Stoughton Senior Center.

To extend the potential audience further and to provide an audio historical record for the future, the programs will be professionally audio-recorded and the digital recordings will be mixed in a studio by a sound engineer. Each recording will be converted to MP3 format for loading to the Dane County Historical Society website. To “kick off” the series, Debbie Kmetz and Anne Short will appear in February on WORT-FM's Access Hour radio program, along with some of the reminiscence writers/readers from the class.

Watch for more information about the programs in upcoming months.

DANE COUNTY HISTORICAL SOCIETY PRESENTS *FORWARD! A HISTORY OF DANE: THE CAPITAL COUNTY*

FORWARD traces the history of Dane County through the twentieth century. As home to state government, Dane County history provides background and insight into the development of Wisconsin throughout this period. The book was researched and written by Allan Ruff and Tracy Will. Tracy Will is well known to many Wisconsinites as one of the hosts of the popular television series, *Wisconsin Stories*, developed cooperatively by Wisconsin Public Television and the Wisconsin Historical Society. The first published history of Dane County in nearly 100 years is replete with fascinating details and rich graphics. It has over 400 pages of text, hundreds of pictures, complete index, maps, photos, and graphics enliven the text.



I would like to order _____ number of copies:

Dane County Historical Society Members Copies @ \$26.95 each \$ _____

OR Non-Members Copies @ \$29.95 each \$ _____

Shipping and Handling: Add \$3.00 per copy \$ _____

TOTAL ENCLOSED \$ _____

MAIL TO: DCHS, 3101 Lake Farm Rd., MADISON, WI 53711

If you wish to pick up the book in person to save shipping and handling charge, please call DCHS (224-3605)

******* HURRY and RENEW TODAY *******

Don't Miss Any Issues of Your Dane Co. Historical Society Newsletter

2008 Membership Form

Thanks for your support!! Your membership helps the Society carry out its mission of preserving Dane County's heritage for tomorrow's generations.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Membership is for the calendar year (January to December 2008)

Level of Membership: (Circle One) Individual membership: \$15.00 Family \$20.00 Contributing \$45.00 Sustaining \$65.00 Business/Professional \$40.00 Student \$10.00	Type of Membership: (Check One) New member <input type="checkbox"/> Renewing member <input type="checkbox"/> Returning member <input type="checkbox"/>
--	--

I am enclosing an extra donation in addition to my membership dues

Amount of gift: \$ _____

Check a category below to indicate how you would like your extra donation/gift used.

- Use my gift wherever it is needed
- Central High School, Madison Mirror digitization project
- Apply my gift to the *Legacy Fund* as an investment in the future of the Society

Make checks payable to: Dane County Historical Society

Mail to: Dane County Historical Society, 3101 Lake Farm Road, Madison, WI 53711

Dane County Historical Society
3101 Lake Farm Rd.
Madison, WI 53711

Return Service Requested

Check your mailing label. If it does NOT say 2008, this will be your last newsletter. If it says 2005 or 2006, you are receiving this newsletter as a former member. Please consider renewing your membership for 2008!"

Non Profit Organization U.S. Postage Paid Madison, WI Permit No. 739
--

Meeting of Dane Co. Historical Organizations

By Barbara Furstenberg

The Dane County Historical Society convened a meeting of historical organizations of Dane County on Saturday November 3, 2007. The meeting was held at the Verona Public Library and was co-hosted by the brand new Verona Historical Society, which has been reactivated over the past year. Verona Historical Society President John Volker welcomed the group and reported on the progress his group has made in forming their society.

The featured speaker for the event was Karen Crossley, Coordinator of the Dane County Cultural Affairs Commission (DCCAC). She described the resources of the Commission. The Cultural Affairs Commission is a unique governmental arts and historical agency long regarded as "one of the nation's models." It is well-known for its successful grant-making activity and the publication of award-winning books, posters, and calendars celebrating Dane County's cultural and historical life. She described several grants to historical organizations in recent years, including awards to the Black Earth Creek Watershed Association for a booklet to celebrate its twentieth anniversary; to the Stoughton Landmarks Commission for a photography exhibition; and to Madison Public Library for a storyteller program relating to Madison's Sesquicentennial. Expressing great interest in supporting historical projects, Crossley also explained in detail the application and review process to an audience representing organizations eager to hear of new opportunities for funding to help serve their publics.

The meeting was attended by fourteen representatives of ten Dane County historical organizations. A sharing session among participants revealed that the county organizations are engaged in similar activities. For example, Belleville and Mount Horeb have both done oral history projects; and there is mutual interest in offering educational programs in the schools.

The group found much to discuss as they compared and contrasted programs, resources, and projects; and agreed that periodic meetings of the group will be valuable to enable the organizations to share information and ideas. Dane County Historical Society has agreed to organize and host another meeting of the group in March 2008.

The Dane County Historical Society Newsletter is published quarterly (Spring, Summer, Fall, Winter), by the Dane County Historical Society and printed by The Printing Place. Submissions are due 15 days prior to publication. Reader reviews, testimonials, flak and flattery, are also welcome. Send to: DCHS Newsletter, 3101 Lake Farm Rd. Madison, WI 53711. E-mail: danecountyhistory@sbcglobal.net Mary Clark, President, Howard Sherpe, Editor, Dane County Historical Society
