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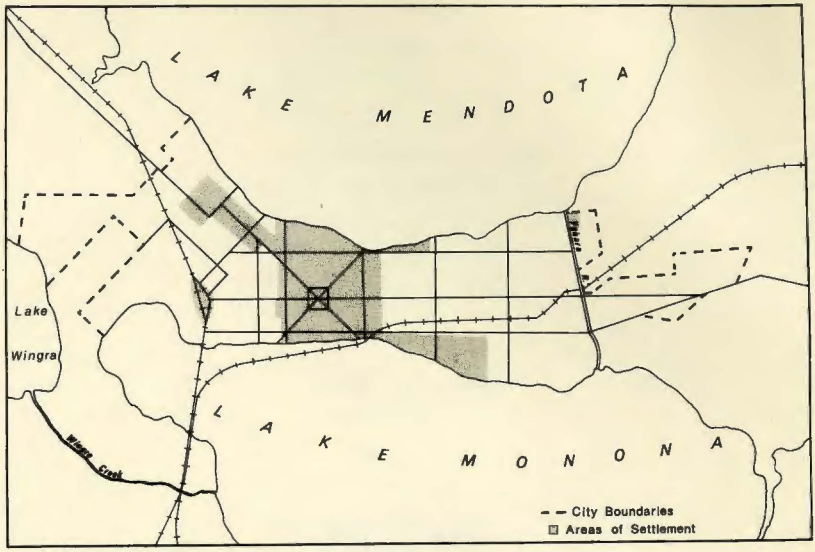


1856 Settlement Patterns

Until 1846 settlement in Madison was concentrated on Capital Hill. By 1856 considerable spatial growth had occurred, and Madison became a city upon four hills: Capital Hill, what we now call "Yankee Hill," Fourth Lake Ridge, and Third Lake Ridge. Until the Farwell boom, spatial growth had been quite slow, particularly on the west side of the village. When H. A. Tenney erected his home in 1847 where the Loraine Hotel now stands, it was the only home southwest of the Capital Square. When J. T. Clark built a home in 1846 where National Guardian Life is today, it was the first improvement made in that part of town and almost the first on the northwest side of the Square.

Generally residential growth was limited to reasonable walking distance. Ads appearing in newspapers of the 1850's commonly stipulated that the home be within 20 minutes walking distance or no more than three-fourths of a mile from the Capitol.

One of the most curious characteristics of growth during the 1846-1856 decade was the lack of interest in lake property. In 1855 the Mendota lakeshore from Farwell's mills (Tenney Park Lock) to the University grounds was, with very few exceptions, vacant.

THE VILLAGE DECADE: 1846-1856

by David Mollenhoff

INTRODUCTION

No period in Madison's history produced greater changes than the decade 1846-1856. Early in the decade cows pastured in the streets and found shelter under shade trees, groups of skinny pigs called "prairie racers" feasted on garbage and acorns, and roving flocks of domestic ducks and geese firmly declared Madison to be a tiny country hamlet. Demands on and interest in village government were so low that in 1848 seven months went by without a single meeting of the Village Trustees because no quorum was present.[1] Boasting no more than 626 persons in 1846, by the end of the decade village population had soared to 9,000, a fourteen-fold increase.[2] Not only had the population dramatically increased, but its composition had profoundly changed. In 1846 Madison had a nearly homogeneous Yankee and Eastern "native" population. By 1856 more than half of Madison residents were foreign born. During the decade, Madison's accomplishments included a railroad, water power, the finest hotel in the entire state, elegant private mansions (some of which still stand), suburban developments, church and commercial buildings, gas lights, factories, bookstores, bands, visiting circuses, literary societies, fancy carriages and fast horses, street marking signs, pleasure boats for hire, yachting regattas, taxis, omnibuses, and six university graduates. More than most other periods in Madison's history, this decade enjoyed a heady, almost uncontrollable prosperity. As Madison developed the appurtenances of a city, it also discovered its problems, including muddy, dusty, manure-filled, potholed streets, cluttered sidewalks, manmade ugliness of all kinds, an acute shortage of space to house and educate the living and bury the dead, uncontrollable ruffians, dog packs, wagon train collisions, complaints of speeding horses, and even an energy crisis. By 1856 Madison had passed through its municipal moulting period, officially exchanging its incorporated village status for a full-fledged city charter. If by 1856 Madison did not possess the full style and dignity of a city, it was rapidly moving in that direction. In this chapter the fascinating story of this critically important formative period will be told.

THE FARWELL BOOM

John O'Hara in one of his recent novels said, "One fan who believes in a town can make a town believe in itself."[1] For Madison that man was Leonard J. Farwell, a successful Milwaukee hardware merchant who, at the age of 28, purchased for $500 cash all the unsold land originally belonging to James D. Doty.[2] The year of Farwell's purchase was 1847, and just about everybody made a good *theoretical* case for Madison. It lay in the center of a large fertile area with no competing towns for miles around, was the territorial capital and possessed what was widely considered to be the most beautiful townsite in the West. In spite of this impressive pedigree, Madison's potential was unrealized and, according to some, unrealizable. By 1847 though, several trends suggested that Madison's hour might be at hand. The two farmer frontiers, one moving west from Milwaukee, the other moving east from the Mississippi, were at last converging on Madison. After a long period of slow land sales due in part to speculation, land prices began to fall to a point where land in and around Madison became more attractive to the settler-farmer. Then, in 1848, an event of great importance for Madison occurred. Wisconsin became a state, and Madison was made the permanent capital and home of the University of Wisconsin.

During the next eight years Farwell led the town from a state of near stagnation to unprecedented economic prosperity, primarily by systematically promoting settlement and developing his land to the enormous benefit of the entire city. Immediately after taking up residence in Madison in late 1848, Farwell worked through immigration agents in the East to direct German immigrants to Madison.[3] This effort was quickly followed by the preparation of tracts, maps and pamphlets, and their distribution all over the East and Europe. Throughout these materials Farwell emphasized business advantages and beauty to be enjoyed *only* in Madison.[4] Predictably, Farwell did not limit his evangelizing to distant agents and the public mails. On several occasions he is known to have successfully applied his charming and forceful personality to intercept settlers passing through Madison with another western destination in mind.[5]

His single most successful promotional effort was based upon a visit in 1854 by Horace Greeley, editor of the *New York Herald* and one of the best known men in the country. Greeley showered the area with superlatives, and printed this account in his paper:

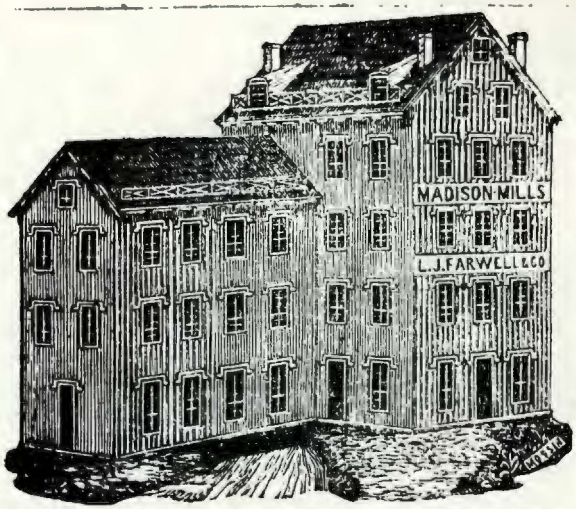
> Madison has the most magnificent site of any inland town I ever saw . . . The University crowns a beautiful eminence a mile west of the Capitol with a main street connecting them a la Pennsylvania Avenue. There are more comfortable private mansions now in progress in Madison than in any other place I have visited . . . Madison has a glorious career before her.[6]

Farwell promptly hired Greeley to print 10,000 copies of a map showing the attractiveness of the area for settlement, prominently displaying the Greeley name, of course. He used the occasion to depart from the practice of designating the lakes by their numbers, e.g., Fourth Lake, Third Lake, etc.—a practice based upon the order in which government surveyors came upon them from south to north. Farwell wanted names that would give the Madison area a certain romantic appeal, something that reflected the fact that the land was freshly wrested from the Indians. He solved the nomenclature problem by borrowing the names "Mendota" and "Monona" from a surveyor and student of Indian lore, Frank Hudson. According to Hudson, Mendota meant "great" and Monona meant "beautiful or fairy." Farwell then collaborated with Lyman Draper, the young Secretary of the Wisconsin State Historical Society, and came up with names for the other two lakes. Going to various Indian word lists and no doubt influenced by the tri-syllabic euphony of Hudson's two nominations, Draper selected Waubesa meaning "swan," Kegonsa meaning "fish" and Yahara meaning "catfish." To make the christening official, the names were incorporated in an act of the legislature signed into law on February 14, 1855.[7] It was the only instance in Wisconsin history where names of bodies of water were officially established by the legislature, but this action did not prevent people from using the old names. Even today, it is not uncommon to hear older residents refer to the Yahara as the Catfish or Lake Mendota as Fourth Lake.

Farwell literally had put Madison on the map. Madison, Wisconsin, if not exactly a household word, was no longer an unknown crossroads in the wilderness.

At the same time he was promoting, Farwell was also making improvements to his own extensive holdings. In this category his first objective was harnessing the water power of the Yahara. Other men including some of great ability had tried and failed,[8] prompting some to conclude that water power never would be developed, and if it were, would never amount to much. The primary cause of these failures was the decision to cut the race through the isthmus between Hancock and Franklin Streets, then called East and West Canal Streets. While this canal site was located at the narrowest point on the isthmus, it required very extensive excavations, the cost of which eventually made the project impractical. Farwell had a better idea. Rather than build the canal across the waistline of the isthmus, he decided to make his attempt in the low marshy land where the Yahara meandered from lake to lake about one and one-half miles from the Capitol.

In January, 1849, a local newspaper reported "that the dam and embankments between the lakes are nearly completed. The Fourth Lake has been raised about 20 inches and is steadily gaining, doing no injury as yet by flooding land."[9] The job of removing debris and cutting the new channel was completed during the construction season of 1849. During the same season Farwell removed a small



MADISON MILLS.

Erected at the outlet of the Fourth Lake; 50 by 130 feet on the ground and five stories high, with eight run of Burrs, and abundant supply of water. Capacity for storing Thirty Thousand bushels of grain. All the latest

IMPROVEMENTS IN MILLING,

Have been introduced into these Mills, and designed for both custom and merchant work. A

SAW MILL ATTACHED.

WHEAT, FLOUR, SHORTS, BRAN, CORN, MEAL, OATS, ETC., ETC.,
Constantly on hand, at wholesale or retail

L. J. FARWELL JAMES FARWELL.

The subscriber, one of the proprietors of the village of Madison offers rare opportunities for investments in

Water Power,

For Mills and Machinery. Buildings for rent &c.

To persons coming West for the purpose of making a permanent settlement, he can offer the most satisfactory inducements in the way of locations for residences

FARMING LANDS,

and COUNTRY SEATS. Will take pleasure in affording any information desired relative to advantages for selections of [illegible], Free of Charge.

Madison June, 1851 L. J. FARWELL.

Farwell's Madison Mills were one of several developments that greatly stimulated Madison's economy in the early 1850's. In the words of a local reporter, the "merry clatter" of its grist mills, turning lathes and buzz saws had "a very agreeable effect on the minds of our citizens." The reason is not hard to find: the mill made Madison a focal point for a growing agricultural economy. Farwell's business was so good that the mill was operated 24 hours a day. This advertisement appeared as a full page ad in the Farwell-promoted 1851 Business Directory.

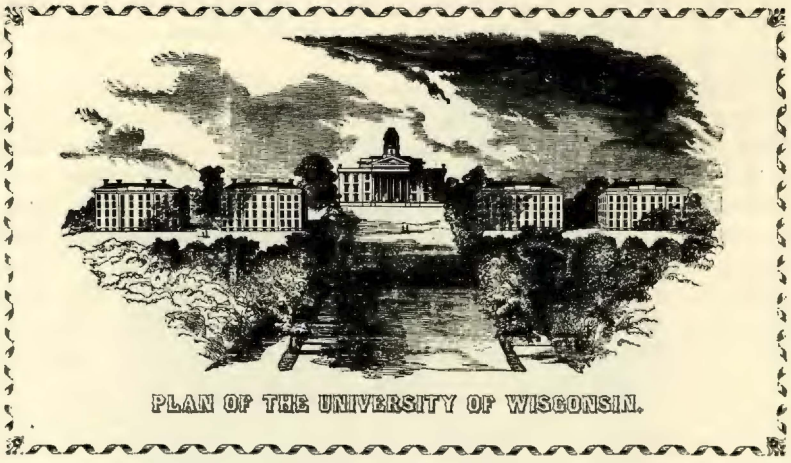
dam near the outlet of Third Lake, thereby lowering that body about a foot.[10] Together these actions made Mendota about four feet higher than Monona.

Happy as the townfolk were about the work Farwell was doing to develop waterpower, they did not hesitate to complain about a condition that developed during the summer of 1849. Said an editorial on July 31, 1849, "we wish to call attention of every citizen to the condition of the lakes at the present time. Owing to the dam across the outlet of the Fourth Lake, no water has passed into the Third Lake for a period of two months past. In consequence . . . Third Lake . . . is becoming stagnant about the shores."[11] The writer goes on to observe that this "filth and slime"[12] around Lake Monona will, according to "all our physicians"[13] cause a cholera epidemic. Another incensed citizen wondered in a letter to the editor if the hesitancy of the Village Board to act was to be construed as fear "of trespassing on the right of speculators . . .?"[14] Farwell acquiesced, allowed some water to pass, and apparently calmed the storm.

After cutting a new channel for the Yahara and increasing lake level differences, Farwell put the water power to work by constructing a large mill containing machinery of all kinds. Construction of "Madison Mills," as they were known, was begun in the spring of 1850 and completed in the fall of 1851. The water power proved "vastly superior"[15] to what had ever been anticipated by its most sanguine friends. As if the construction of the mill was not enough to keep Farwell busy, during the 1850 construction season his crews opened Williamson Street and the (Fort) Winnebago and Milwaukee Road, now Winnebago Street. During 1851 Farwell's major "public works" projects were draining portions of the immense marsh east of the village roughly bounded by Blount, Williamson, East Johnson Streets and the Yahara River, and laying out miles of streets there.

In addition to his developmental activities, Farwell became active in local politics, simultaneously serving as Chairman of the County Board of Supervisors and as a Village Trustee. His energetic entrepreneurial and civic activities caused politicos to view him as a most attractive candidate for governor, but Farwell, "an anti-slavery Whig,"[16] was clearly not interested. Nevertheless, his enthusiastic backers nominated him and Farwell fled town. As fate would have it, his political admirers found his horse in the barn of his hostess and insisted that she yield up her prize. Farwell reluctantly returned to Madison and won the November election rather handily. Upon taking office in January, 1853, Farwell somewhat predictably manifested little interest in the affairs of state, but had the good sense to hire a man capable of attending to those details. His name was Harlow S. Orton, later a Madison mayor and Supreme Court Justice. Orton Park on Madison's near East Side was named for him.[17]

With Orton performing many of the gubernatorial duties, Farwell was able to continue his first love—developing Madison. During the construction seasons of 1852-1853 Farwell set 60 hands to work filling, ditching, and grading East Washington Avenue from about



PLAN OF THE UNIVERSITY OF WISCONSIN.

This engraving printed in 1854 Madison papers shows the University as it was to be when completed. At the time of the engraving, only North Hall was finished and South Hall was nearing completion. The plan was done by an accomplished Milwaukee architect, J. F. Rague. The four dormitory buildings were to contain 123 rooms or enough "studies" for 256 students.

A broad, 240 foot-wide avenue with carriage ways along each side provided a central axis for the plan. Rague recommended that the area between the carriage ways and Lake Mendota and what is now University Avenue be divided into lots for professors' houses. (Photo: University of Wisconsin Archives)

Choice Lake Shore Lots For Sale

ON LAKE MENDOTA,

Three Minutes Walk from Capitol.

A RARE OPPORTUNITY is offered for those wishing to get a LAKE SHORE LOTS for residence, near to to Town, and overlooking the City. The Lots are about Twelve Rods deep to the Lake Shore, and afford a fine opportunity for docking out for Boat and Bath Houses, Fishing, &c. The Lots will be sold in THIRTY FOOT FRONTS if desired, so as to enable people of small means to have a beautiful Lake Shore Residence.

au23d1m L. J. FARWELL.

In addition to actively promoting the sale of his real estate through Eastern and European publications, Farwell used local sources like business directories and newspapers. An example of his local efforts is shown above.

Blount Street to the Yahara River. Then he laid a double plank road and planted 6,000 soft maple and cottonwood trees along its sides.[18] Farwell's contemporaries were almost awed at the fact that for none of his public improvements did he request a single cent from the public purse.[19] During the same period Farwell led investment groups that put up Capital House (1852), one of the fanciest hotels in the state at the time, the Bruen Block (1853), a large prestigious commercial building where the First Wisconsin Plaza now stands; and he was a major financial backer of the Dane County Bank, the forerunner of the First Wisconsin.

After his term as governor (January, 1852-January, 1854), Farwell plunged into developing Madison with even greater vigor, becoming a financial backer of the Water Cure (1854) and the Madison Gas and Light Company. In addition to these major business ventures, Farwell continued his commitment to religious, governmental and educational matters. Between 1855 and 1857 Farwell was a pillar and prime mover in the Grace Episcopal Church. In 1855 he served a second term as Village Trustee and during the same year was elected to the first Board of Education.

While there can be no doubt that Farwell's activities got Madison moving, it was the arrival of the first railroad in 1854 that assured continuation and acceleration of the Farwell momentum. To have a railroad passing through town was viewed as a prerequisite for urban success. The limits of canals were evident. Ordinary roads were unpredictable and impassable during much of the year. Plank (toll) roads offered only small improvements in reliability and the costs were often too high for farmers. But the railroad—paragon of power and progress, glory of the age—that was something else. Its relatively fast, cheap, all-weather service would stimulate commerce as nothing else could.

Typically, fledgling cities had to compete for a railroad's attentions with the vigor of a troll trying to woo a beautiful princess. Money, usually in the form of stocks but not uncommonly in the form of bribes, played a paramount role in railroad locational decisions. But because Madison was the capital of the state, the county seat, the home of the University of Wisconsin and the center of a rich agricultural area, it did not have to sell its soul and mortgage the future to get its *first* railroad. At the same time, Madison residents could not sit back and wait for the railroad to steam through town. There was stock to buy and land to donate for depots and rights-of-way. To generate the necessary capital, railroad "rallies" were held in Madison on a regular basis from the middle 1840's on. Sentiment was nearly always unanimous and enthusiastic in favor of the railroad. Typically the question came down to this: Farmers of Dane, Citizens of Madison, etc., "how much stock do you stand ready to subscribe to this great enterprise the moment the papers are placed before you?"[20]

For a time there was some confusion about which railroad would reach Madison first, and hence which stock to buy, but by the early

Railroad Meeting.

To the Inhabitants of Dane County:

The undersigned, appointed a committee at a public meeting held at the Court House, in Madison, on the 19th inst., to call a public meeting of the citizens of Dane County, to take into consideration such measures as will advance the speedy completion of the Milwaukee & Mississippi Railroad to Madison, solicit a general attendance of the citizens of Dane County, at the Court House, in Madison, on Saturday the 20th of December next, at 2 o'clock P. M., to discuss the measures that shall be then proposed to advance the completion of said Railroad

JOHN CATLIN,
N. J. TOMPKINS,
A. L. COLLINS,
} *Committee.*

Madison, Nov. 21, 1851.

Throughout the period of courting railroads, local papers were filled with announcements for "railroad meetings," an example of which is shown here. Really little more than pep rallies for selling railroad stocks, they were nevertheless an essential part of the courtship procedure.

1850's it was evident that the Milwaukee and Mississippi Railroad, the ancestor of the Chicago, Milwaukee and St. Paul system, was going to be the first. What remained was the selection of the depot grounds and rights of way. John Catlin, President of the Milwaukee and Mississippi Railroad, wrote a letter to the Village Trustees saying that his railroad would want depot grounds "as near to the center of business as possible" and ". . . rights of way through the streets of said village passing to and from the depot . . . plus rights of way through either Bedford or Bassett Streets."[21] Just one day after getting the letter, the Village Trustees voted unanimously to give land to the railroad, only slightly departing from Catlin's request.[22]

Thus after years of citizen hoping and waiting, the Milwaukee and Mississippi Railroad formally arrived in Madison on May 24, 1854, the occasion for an immense celebration. Said one account,

> Never was a day more auspicious. The heavens were cloudless, the air warm, but not sultry . . . By ten in the morning the streets were filled with teams and the sidewalks crowded with people. Great numbers of them were men who had settled in the country at an early day and had never seen a locomotive or railroad.
>
> . . . by one o'clock p.m. the grounds about the Depot were thronged with people anxiously obeying the injunction so common along railroads and looking out for the 'engine.' We should judge that at least two thousand people from the country were about the Depot, and at the end of the bridge where the railroad crosses the bay. . . . Bright colored parasols ranged in groups along the shore lent liveliness to the scene.
>
> At length the unmistakable whistle of the engine was heard, and the long train with two locomotives at its head, swept grandly into sight—thirty-two cars, crowded with people, . . . At the rear of the train were several racks occupied by the Milwaukee Fire Companies in their gay red uniforms with their glistening engines. A fine band of music attended them, and, at intervals as they slowly moved across the bridge the piece of artillery brought along by the firemen was discharged. It was a grand but strange spectacle to see this monster train, like some huge unheard of thing of life with a breath of smoke and flame, emerging from the green openings—scenes of pastoral beauty and quietude—across the Third Lake. . . . It was estimated that at least two thousand were on board..[23]

The beneficent effects of the railroad were immediate. Just days after the line opened, 25 to 30 car trains carried Madison area wheat to Milwaukee. Travel through the town doubled during the summer of 1854. Housing starts dramatically increased.[24] An entire "village," including warehouses, taverns and other businesses, grew up around the depot grounds that just a few months before had been a dense thicket of poplar, crab and plum trees.[25] Actually, businesses were not the only thing that grew up around the depot. So did rats, brought to Madison aboard one of the first trains.[26]

Unfortunately the railroad was not too reliable at first because the tracks leading into town kept sinking. In their search for level ground and lowest construction costs, railroad engineers commonly

laid their track through marshes. While this strategy usually worked, it didn't around Madison. On a single day in June, 1854, the track sank five feet just south of Monona Bay.[27] To correct the sinking tracks, dirt trains were kept busy for several years. Recent soil samples in this area have shown subsoil to consist of 30 feet of marl, which when used for railroad purposes becomes the geological equivalent of silly putty.

Under the spell of the Farwell boom population ballooned. In 1850 a new resident observed that immigrants were "pouring in like a deluge."[28] Between 1847 and 1850 the population rose from 632 to 1,672 persons, an almost 300 percent increase. Between 1850 and 1853 the population once again tripled. The streets were filled with covered wagons attended by droves of cattle, some on their way to Northwestern Wisconsin, Iowa and Minnesota, many to stay. In the words of a local poet:

> In the fine extended avenues
> A stranger is oft seen
> With admiration gazing while
> Loitering over the green.
>
> And as he ponders to admire
> Concludes no more to roam
> And when arrangements have been made
> Returns to his future home.[29]

Madison, during the Farwell boom, was a paradise for builders. A new courthouse was begun in 1849, North Hall (the first University dormitory) in 1851, South Hall in 1855, large fancy business blocks like the Bruen Block (1853) and Fairchild Block (1852), the posh Capital House Hotel (1853), the Water Cure (1854), dozens of elegant mansions for men like Farwell, Dean, Fairchild, and hundreds of ordinary homes. "Go where you will," said one account, "visit whichever part of town you may, and you see on all sides, in every nook and corner, apparently upon every lot, the most busy-bustle preparations for building. You pass an untouched vacant lot in the morning and at night you will find it strewn with building materials, a foundation laid, frame raised for a good sized house, nearly clapboarded, and partly painted."[30] A village paper proudly reported that 1,000 new buildings had been erected between 1847 and 1854.[31] A large number of these were inexpensive, almost temporary homes designed to generate income. Demand for housing was so great and building costs so low, "homes to let" could sometimes be paid for in just a single year.[32] Reserved for special attention were the brick and stone buildings because they represented achievement, dignity, wealth and most of all, permanence, an understandable contrast with the more common "cheapest kind of buildings."[33]

No sector of society was more caught up in the building boom than the churches. Long accustomed to getting by in rented halls,

religious groups found that with ballooning population space became harder to get and increasingly inadequate. Even the Capitol, the most popular temporary house of worship in Madison's history, had to be scheduled in shifts, with the Episcopalians preaching at 10:30 a.m., the Baptists at 2:30 p.m. and the Presbyterians at 4 p.m. One by one the denominations felt it imperative to begin their own churches, the Methodists in 1849, the Presbyterians in 1852, the Baptists and Catholics in 1853, and the Episcopalians in 1855. The Congregationalists not to be outdone didn't build a new church, but they did contribute the first church bell in 1848. Villagers were so proud of the bell that visitors called it the "Madison Idol."[34]

Aiding the building boom and particularly the construction of better quality buildings was the gradual increase in the domestic manufacture of construction materials. During the Farwell decade Madisonians built steam and water powered saws and planing mills, opened quarries for the beautiful cream-colored Madison sandstone and even brickyards making cream-colored brick very similar to the vaunted Milwaukee product. These and related developments caused construction costs to drop at the same time construction was most needed.

Property values commonly increased one, two, and three hundred percent in just one or two years.[35] Sales were brisk and rents were sometimes enormous. A local editor boasted that "no other town in the west can show the same increase during the same time."[36] A correspondent of the *Boston Chronicle* wrote his editor in July of 1855 saying, "the land—I beg pardon, the lots—there is no 'land' left in Madison, it is all 'lots' . . .."[37] That many Madisonians of the period succumbed to certain perils of the pecuniary life should not be surprising. Lamented one account, ". . . everybody seems so intent upon the pursuit of his own fortune that people have very little else to spare for each other save such advances in civilization as their mutually dependent conditions demand."[38]

Propelled by the heady atmosphere of the Farwell boom and ecstatic reports from eastern correspondents, Madisonians began to view their town as a marvelous resort. One reporter from the Worcester, Massachusetts *Express* was convinced that Madison's hunting, fishing, boating and sightseeing bill of fare easily surpassed the posh traditional eastern resorts like Saratoga, Newport, Lake George and others. "In the same day," he exclaimed, "the lover of field sports may fill his game bag with fish and duck from the lake, grouse from the marshes, quails and prairie chickens from the prairie, and all without going two miles from his hotel. Fishing, boating and bathing in lakes where you can see the drifts of white sand far down to the transparent depths . . . Driving you can see over the prairies with the same unfenced freedom as upon the water . . . watching the long grass as it twines around your wheels . . . leaning from the seat to gather from the tall flowers, bouquets for the nose . . . Picnicking on the lakesides, refrigerating your excited system with ice cream and cold duck internally applied, horseback

excursions, but it is useless to attempt to enumerate the routine of enjoyments in the loveliest climate in this latitude."[39]

Hoping to capitalize on this resort boomlet, one enterprising mariner launched in the spring of 1854 in Lake Mendota the first of a long series of steamboats and announced himself "in readiness to take out parties for fishing excursions and pleasure rides . . .."[40] While nearly all contemporary accounts show the lake fishing to be excellent, Leonard Farwell, desirous of making Mendota all but irresistible for the angler, introduced both whitefish and brook trout. For years the popular whitefish did quite well but the trout did not—victims, no doubt, of marauding pickerel.[41]

Stimulated by waves of new residents, the pace of construction and new confidence in the town's future, business flourished as never before. During the 1856 construction season twenty-five *new* stores were opened.[42] Following the state's first banking law in 1852 seven Madison banks were begun before 1856.[43] Newspapers heretofore dependent upon income from public printing enjoyed burgeoning advertising revenues. In fact, papers had so much advertising that news was often deleted to make room. Bumper crops combined with demand-inflated prices to make boom times for farmers too. Times were so good on the farm that farmers' daughters, normally sent to town to earn a wage as servant girls, stayed on the farm and the townfolk complained about the unavailability of servants.[44] Madison boosters, long accustomed to very modest accomplishments, were positively elated. "It is truly gratifying to witness such indisputable evidences of prosperity."[45] "Business," said another, "has picked up and everything is going along with the rush. . . . Crowds of teams are jammed in the streets constantly. People are rich and prosperous and times are glorious."[46]

Everywhere people were aware that Madison was at last achieving the critical mass needed to warrant the more prestigious designation "city." One by one major urban amenities were being added. Newspaper editors, knowing their squibs would often be picked up by other newspaper editors around the country, took obvious relish in reporting the arrival of the latest urban amenity. Take the Capital Hotel ("the best hotel in the state")[47]; or the fancy carriages and fast broken horses ("these are luxuries heretofore considered as Eastern . . .)[48]; or the telegraph ("We are now within speaking distance of New York, Washington, and nearly all the principal cities in the country . . .")[49]; or the appearance of the first hacks and cabs (a "regular city institution")[50]; and of course the first use of the new gas street lights ("the effect of the brilliant light in and about the Capitol Park . . . is exceedingly fine . . .").[51] Those things, the boosters were saying, don't happen in quiet hamlets, but rather in flourishing cities.

It is most difficult for the modern mind, so saturated by doubt, uncertainty, "future shock" and the rest of the so-called modern maladies to grasp the uncritical confidence in the future held by Madisonians of this era. And why not? The world was coming to

Madison's doorstep. The sounds of construction were stilled only by nightfall and bad weather. Estimates of a village population of 20,000 by 1860 appeared in a scholarly pamphlet.[52] Optimism begat optimism and the process fed upon itself. Nowhere was the boisterous booming mentality more clearly reflected than in the newspapers of the time. Cascading through their columns was the indomitable frontier booster bravado in quantities to embarrass the timid, frighten the profane and bore the cynic. At every opportunity editors laced sentences with succulent adjectives, bracing verbs, astringent adverbs, and, curiously enough, concluded them not by an exclamation point, but by a mere period! It was the language of the times, a dialect still spoken, but never so stridently as in the Great Farwell Boom.

FOOTNOTES

INTRODUCTION

1See Proceedings of the Board of Trustees of the Village of Madison, August, 1847, to February, 1848.

2Population data sources.

THE FARWELL BOOM

1While I was not able to identify the exact location of this line in time for publication, I believe it comes from *The Lockwood Concern* (Random House, 1965).

2See Dane County Register of Deeds, Volume 7, p. 67.

3Farwell's success in attracting German emigrants was so great that the two Catholic churches in town had to reorganize along nationality lines, with St. Raphael's designated for the Irish and Holy Redeemer for the Germans. See Kate E. Levi's "Geographical Origin of German Immigrants," *Wisconsin Historical Collections*, Vol. XIV (Madison, Wisconsin, 1898), p. 371.

4Two publications containing the Farwell flourish are *Statistics of Madison and Dane County With A Business Directory for the Village of Madison* (Madison: Tenney and Carpenter, Printers, 1851) and Lyman Draper's *Madison, The Capital of Wisconsin, Its Growth, Progress, Condition, Wants and Capabilities* (Madison: Conklin and Proudfit Printers, 1857). According to these documents Madison's climate was salubrious, its surrounding lands fertile, well watered and cheap, its schools and churches flourishing, its roads always in passable order and its population burgeoning. A pretty, if exaggerated, picture.

5One particularly interesting product of this technique was Dr. J. B. Bowen, a successful physician, prominent businessman and mayor (1871). In the summer of 1852 Dr. Bowen was passing through Madison on his way to Iowa, where he planned to settle. Soon after he arrived, Governor Farwell "endeavored to impress upon him that Madison was the place for him to locate and enter upon the practice of his profession." But Bowen didn't feel he could turn back so he packed his trunks and had them sent to the depot. All at once, to the great surprise of his wife he ordered his trunks back to his rooms and made Madison his lifelong home. His explanation was compelling. "Never," he said, "did he ever expect to find another man who should take so much interest in him as . . . Governor Farwell." They remained lifelong friends. (*Wisconsin State Journal*, September 12, 1881)

Another prominent Madisonian who was persuaded to come to Madison by Farwell was John Rodermund, owner of a large local brewery just west of Farwell's Model Mills near the present site of the CUNA Filene House. (*Wisconsin State Journal*, June 23, 1875)

6 *Wisconsin State Journal*, April 5, 1855. One can speculate that Greeley may have come to Madison in part because he was a "school chum" of David Atwood, the editor of the *Wisconsin State Journal*. According to Atwood's obituary (*Wisconsin State Journal*, December 12, 1889) Greeley and Atwood were "warm friends from the start and maintained a cordial intimacy throughout Greeley's life."

7 See Frederick G. Cassidy's "The Naming of the Four Lakes," *Wisconsin Magazine of History*, XXIX (Madison, Wisconsin, 1945-6), pp. 7-24. All the Indian names appear to have been selected for their euphonic, rhythmic characteristics and not because they were actually used by the Indians. Subsequent research by Charles Brown, a local expert on Indians, revealed that each of the "Four Lakes" did have Winnebago names. They were:

Name of Lake	*Winnebago Designation*	*Meaning*
Mendota	Wonk-sheck-ho-mik-la	Where the Indian Lies
Monona	Tchee-ha-be-ke-xa	Tepee Lake
Waubesa	Sa-hoo-cha-te-la	Rushes Lake
Kegonsa	Na-sa-koo-cha-te-la	Maple Grove Lake

Together the Four Lakes were known to the Winnebago as "Taychoprah" (emphasis is on the second syllable). "Tay" meant "lakes," "chope" meant "four," and "rah" the definite article for "the." Nowhere else were there four sizeable lakes in an otherwise lakeless area. For this reason the definite article in *the* four lakes is significant.

The names Mendota and Monona were first used for settlements in Minnesota and Iowa respectively. Mendota is a Dakota word meaning "confluence of the rivers" and Monona may be a Sauk-Fox designation for a beneficent female deity.

8 See Proceedings of the Board of Trustees of the Village of Madison dated July 6, 1846, and February 19, 1847.

9 *Weekly Wisconsin Argus*, January 12, 1849.

10 John Y. Smith, "History of Madison," *Madison City Directory*, (Madison, 1866), p. 22-23.

11 *Wisconsin Express*, July 31, 1849.

12 *Ibid.*

13 *Ibid.*

14 *Ibid.*

15 *Wisconsin Express*, February 26, 1850.

16 Alexander M. Thomson, *A Political History of Wisconsin*, (Milwaukee, Wisconsin: C. M. Caspar Company, 1902), p. 77.

17 *Ibid.*, p. 79.

18 *Daily Argus and Democrat*, September 15, 1852. See also Daniel S. Durrie, *A History of Madison, The Capital of Wisconsin: Including the Four Lake Country to July, 1874* (Madison: Atwood and Culver Printers, 1874), p. 229.

19 *Wisconsin Express*, May 22, 1851.

20 *Wisconsin Express*, December 4, 1849.

21 Catlin's letter was included in the Proceedings of the Board of Trustees of the Village of Madison, dated February 11, 1853.

22 *Ibid.* Six months after giving the Milwaukee and Mississippi valuable village concessions, the Village Trustees passed a similar nearly carte blanche resolution for the Beloit and Madison Railroad Company.

23 *Wisconsin State Journal*, May 24, 1854.

24 Smith, p. 24, notes that 350 private dwellings were erected in 1854. Data for 1853 or 1852 are not available, but in 1851 only 180 homes were erected.

25 Consul Butterfield (Ed.), *History of Dane County* (Chicago: Chicago Western Historical Company, 1880), p. 608.

26 *Wisconsin State Journal*, July 25, 1900.

27 *Wisconsin State Journal*, June 15, 1854.

28 Baltzell, letter dated November 28, 1851.

29 Mrs. John Robinson, Family Papers, May 25, 1854-May 12, 1857.

30*Daily Argus*, April 28, 1857.

31Reuben G. Thwaites, *History of the Public Schools of Madison, Wisconsin* (Madison: Cantwell Printers, 1886), p. 39.

32*Wisconsin State Journal*, May 19, 1853.

33Elisha Keyes (Ed.), *History of Dane County* (Madison: Western Historical Association, 1906), p. 263.

34The scheduling problem was described in Rev. Gilbert H. Doane's *Grace Church: A History of the Parish Commemorating the Centennial Anniversary of the First Service Held in Grace Church* (Madison: Democrat Printing Company, 1958), p. 22. Source of the "Madison Idol" comment was *Fifty Years of Church Work: 1840-1890: Fiftieth Anniversary of the First Congregational Church* (Madison: 1890), p. 15.

Other sources used for this section were George E. Kelsey's *A Century History of the First Methodist Episcopal Church, Madison, Wisconsin* (Madison: 1937), Daniel Durrie's *Twenty-Fifth Anniversary of the Organization of the Presbyterian Church of Madison, Wisconsin, October 4, 1867* (Madison: 1876) and *St. Raphael Cathedral, Souvenir, 1848-1903* (Madison: 1903).

The imperative to build was based to a large degree upon the assumption that shabby church buildings would jeopardize village growth. For this reason editorials of the era commonly referred to this church or that as a "disgrace" or as a "burning shame." (*Wisconsin Express*, June 25, 1850, and *Wisconsin State Journal*, February 25, 1853)

35*Wisconsin Daily Democrat*, May 1, 1852.

36*Wisconsin Daily Democrat*, June 2, 1852.

37*Argus and Democrat*, August 2, 1856.

38F. Garvin Davenport and Lou Datye, "Practicing Medicine in Madison, 1855-1857; Alexander Schue's Letters to Robert Peters," *Wisconsin Magazine of History*, XXVI, 1942-3, p. 83.

39*Wisconsin State Journal*, April 9, 1853.

40*Wisconsin State Journal*, April 24, 1854, and July 29, 1854. Apparently the Mendota trade was not too good because in the following year (1855) the boat was moved to Monona, where it stayed. (See *Wisconsin State Journal*, July 3, 1855)

41*Wisconsin State Journal*, May 8, 1874.

42*Wisconsin State Journal*, April 28, 1856.

43C. E. Jones, *Madison, Its Origins, Institutions and Attractions, Persons, Places and Events Graphically Delineated; A Reliable Guide for the Tourist* (Madison: Wm. J. Park and Company, 1876), p. 165.

44*Daily Democrat*, August 16, 1854.

45*Wisconsin State Journal*, May 31, 1856.

46*Daily Democrat*, October 17, 1855.

47*Daily Democrat*, May 21, 1855.

48*Argus and Democrat*, May 7, 1856.

49*Wisconsin Express*, January 16, 1849.

50*Daily Democrat*, May 18, 1855.

51*Wisconsin State Journal*, July 12, 1855.

52Lyman Draper, *Madison, the Capital of Wisconsin, Its Growth, Progress, Condition, Wants and Capabilities* (Madison: Conklin and Proudfit Printers, 1857), p. 16.

The most elegant private home erected in Madison during the 1850's was without doubt the home of Leonard Farwell. Completed in 1854, its opening constituted "the greatest social event Madison had ever seen." The house was octagonal, 25 feet on a side, 200 feet in circumference, three stories high, contained nearly 9000 square feet and boasted an octagonal barn in the rear with a circumference of 160 feet. The lot was an entire city block.

The Farwell mansion was among the first, and probably the largest and most elegant of about 20 octagonal houses built in Wisconsin. It was the only known example where an octagonal house and barn were built as companion pieces. Only one other octagonal house was built in Madison and that was the Jarvis home, now constituting the front of the Salvation Army headquarters at 121 West Wilson Street. The octagonal design, fundamentally an adaptation of the high cubical villa, was one of the most original architectural ideas of pre-Civil War America. It was popularized by a minister turned architect, Orson Fowler, who visited Wisconsin in 1850 and quite possibly met Farwell. While the shape posed awkward floor plan problems, it did allow chimneys, plumbing and gas pipes to be clustered in a central core.

The Farwell house was razed in 1895 and the block on which it stood was replatted into lots for buildings that still stand. During its 41-year life, the structure served not only as a private home, but as a Civil War soldiers' hospital, a soldiers' orphans home and as a Lutheran high school and seminary. (Photo: State Historical Society of Wisconsin)

AUGUST KUTZBOCK, EARLY MADISON ARCHITECT

by Lois Stoler

Buried in a remote area of Forest Hill Cemetery in Madison are the remains of August Kutzbock, whose name is known to only a few people. Although a photograph of him hasn't been located, Kutzbock was far from a man of mystery, and photographs of the buildings he designed do exist.

Born in 1814 in Prussia, Kutzbock, along with so many others of that area, immigrated to America around 1852. He lived in New York for a short time, then decided that the frontier had many more opportunities for him and moved west to Madison in 1854—the same year the city received gas and the railroad.

Kutzbock House on East Main Street, Madison. (Photo: State Historical Society of Wisconsin)

Kutzbock and Samuel Hunter Donnell, both architects, formed a partnership and built many homes and several public buildings. These included Governor Farwell's octagonal house, Madison's first City Hall located on the Square where the present Woolworth's stands, the State Capitol building, the Gates of Heaven Synagogue, the Leitch House on East Gorham Street, the N. B. Van Slycke House on North Carroll, the L. Guild House (the old German House of the University of Wisconsin), and the venerable Pierce House. Fred L. Holmes states in his book *Wisconsin*:

State Capitol at Madison, Schnabel and Finkeldey lithograph, 1857. (Photo: State Historical Society of Wisconsin)

He [Kutzbock] appears to have been an unsung genius in a day of little publicity and when high class achievement appears to have been taken as a matter of course.[1]

Possibly feeling either that his work was finished in Madison or that it was not appreciated (or both), Kutzbock moved to San Francisco sometime after 1863. However, life probably wasn't much better in California, for he returned to Madison around 1867.

According to his obituary, Kutzbock was despondent about his health and without any warning committed suicide on November 1, 1868. He left his wife, daughter and son-in-law. They lived out their lives in Madison and the whole family is buried together.

Although the State Capitol Kutzbock and Donnell built burned in 1904 and many of his stone homes have been demolished, several remain and are lived in today.

1Fred L. Holmes, *Wisconsin*, Vol. 2, p. 564, Lewis Publishing Company, 1946.

PRAIRIE HOMES IN MADISON

by Gordon D. Orr, Jr.

Architectural styles seldom emerge as a full blown development but rather can be traced through a series of progressive stages ultimately culminating in an identifiable form. The origins of the Prairie Style and, in fact, the genesis of Frank Lloyd Wright, have been suggested as deriving from the shingle style architecture of Henry Hobson Richardson in Massachusetts.[1] The thin skinned residences sheathed in natural shingles and wood trim were a departure from the painted wood clapboards that so neatly graced the streets of New England communities. In England, Richard Norman Shaw's architecture may have produced another inspiration as the substantial country estates that he designed could be found duplicated in the resort communities of Manchester-by-the-Sea, Massachusetts; Mount Desert Island, Maine; or Portsmouth Harbor, Maine.[2]

Distinguished American architectural names like McKim, Mead and White, Peabody and Stearns, John Calvin Stevens, and Bruce Price (the father of Emily Post) contributed to this continuing development. Then, Joseph Lyman Silsbee, an architect originally located in Syracuse, moved to Chicago probably in 1885, and carried the shingle style to the Midwest.[3] It was Silsbee who designed the Unity Chapel near Taliesin at Spring Green, and it was to Silsbee's office that Wright migrated after leaving Madison, Wisconsin.[4]

William H. Winslow House, River Forest, Illinois, Frank Lloyd Wright, 1893

Wright's friendship with Louis Sullivan continued the thread and embellished the concepts with a design philosophy which rejected the eclecticism of his time in producing a new architecture woven of finer fabric. Wright's first independent work showed the strong horizontal

emphasis that he likened to the prairies of the Midwest from which he sprang. The Winslow House in River Forest, Illinois, indicated this tendency as early as 1893. It wasn't until 1900, however, as suggested by one of Wright's biographers that the Prairie House was completely unveiled in Kankakee, Illinois, with the Warren Hickox and the Harley Bradley Houses.[5] Their broad overhangs casting horizontal shadows across the facade, their natural wood trim linking windows, sills and heads together, their simple geometric forms executed in stucco, a non-structural material, represented all that this new form would express. Frank Lloyd Wright's Eugene A. Gilmore House of 1908 in University Heights, now a Madison Landmark and listed on the National Register of Historic Places, presented Madison with a fine example of the mature prairie home.[6] Here was Wright's innovative architecture located in a relatively new residential area for a distinguished University of Wisconsin faculty member. This house may well represent one of Madison's strongest architectural statements as it is the work of a distinguished Wisconsin architect and represents his major contribution to a unique Midwestern form of architecture.

Located about a block away is the Professor Harold C. Bradley House designed by Louis H. Sullivan and with significant contributions from George Grant Elmslie. This house, constructed in 1910 (although designed in 1909), continues the prairie statement.[7] The form and type of structure was not typical of Sullivan, however, his chief draftsman, George Grant Elmslie, later executed a number of superb prairie homes in association with his partner, William Gray Purcell. An example of this partnership's work is the second home in the Madison area for Professor Harold C. Bradley located on Oxford Road in Shorewood Hills and built in 1914.

Certainly the presence of these homes in Madison must have had an effect upon both the home owner and the professional architectural community in suggesting continuing use of the form by the local practitioner. The power of the press may not be ignored, either, as the "Ladies Home Journal," as early as 1900, published several designs by Frank Lloyd Wright that bore a remarkable similarity to the Prairie Homes in Kankakee, Illinois.[8] This magazine continued to support the design efforts of Mr. Wright. The professional journals of the region, "The Western Architect" and "The Inland Architect and News Report," published the work of several Prairie Architects in the Chicago area such as George W. Maher, Dwight Perkins, Walter Burley Griffin, Spencer and Powers, and Percy Dwight Bentley, of Wisconsin. Evidently, a number of the community were able to accept and perhaps eagerly endorse this form of architecture and sought assistance from within the community. Two architectural firms were able to produce handsome examples of prairie architecture in Madison. These firms were Claude and Starck and Alvan E. Small. A lesser producer of these forms were the brothers Eugene H. Marks and Charles E. Marks, who operated independently of each other.

The partners of Claude and Starck were Louis Ward Claude and Edward F. Starck, both Wisconsin natives. Louis W. Claude was born in Baraboo, Wisconsin, in 1868 and attended the University of Wisconsin as a special civil engineering student. He received good grades while there from 1887 through 1889 leaving after two and a half years. During this period he was employed by Allan D. Conover, then a professor of Civil Engineering and a practitioner in the firm of Conover and Porter, Architects, of Madison. Conover and Porter was the same firm that had employed Frank Lloyd Wright prior to his departure for Chicago in 1887. Claude then was employed in the office of Adler and Sullivan in Chicago until 1891, later to Burnham and Root probably participating in some of the designs for the Chicago Worlds Columbian Exposition of 1893, and for a short time in the office of Schlacks and Ottenheimer, both former employees of Louis Sullivan. He returned to Madison for a temporary appointment as an assistant in the Department of Civil Engineering for a semester prior to establishing a practice of his own in 1895.[9]

Edward F. Starck was born in Milwaukee in 1868 and received his architectural training in the offices of Edward Townsend Mix, a distinguished Milwaukee architect, the office of Handy and Cady in Chicago, two architects who were friendly with Frank Lloyd Wright during his early years, and with D. R. Jones, a Madison architect remembered now for his handsome design of Music Hall in 1879 and for Washburn Observatory in 1878, both at the University of Wisconsin. He joined Claude shortly after the commencement of the practice and they enjoyed a successful practice until depression years. Louis W. Claude remained a lifelong friend of Frank Lloyd Wright, of George Grant Elmslie, and a correspondent of Louis Sullivan at least until the first decade of the 20th century. Claude and Starck were successful in receiving commissions from many of the substantial members of the business and professional communities of Madison. Not only did they execute work in some more traditional forms but they handled Prairie Architecture well and provided innovative concepts with originality and freshness.

Two of their buildings, the George A. Lougee House at 620 South Ingersoll Street (c. 1909) and the Dr. Charles H. Vilas Bungalow at 822 Prospect Place (1909) both represent strong resemblances to Wright's first prairie expressions in Kankakee, Illinois. Similar masses covered by a dominating gable roof, wall construction of stucco inset with natural wood trim and a composition characterized by several geometric forms makes the debt to Wright obvious. This perhaps represents the purest forms of residential prairie architecture that Claude and Starck were to execute for Madison's residential community.

The William Collins House at 704 East Gorham Street (c. 1911), a Madison Landmark and listed on the National Register of Historic Places, the Emil Hokanson House at 1047 Sherman Avenue (1916), the now demolished Dr. Joseph Dean House at 636 East Gorham

Warren Hickox House, Kankakee, Illinois, Frank Lloyd Wright, 1900

Charles Vilas Bungalow, 822 Prospect Place, Madison, Claude and Starck, 1909

Street (c. 1914) and the William Beecroft House, a Madison Landmark at 514 North Carroll Street (c. 1911) all show similar expressions of horizontal raked brick joints, of gabled roofs overhanging the walls to create strong shadow lines, a building mass composed of simple geometric forms, rows of windows tied together to emphasize a horizontal feeling and materials generally earthy in their color tones. Both the Collins House and the Hokanson House exhibit ornamented brackets and details expressing a relationship to the work of Sullivan and Elmslie. These homes show the firms' ability to synthesize good design details into a coherent composition. The Hokanson, Dean and Beecroft Houses have pilasters on the end walls, some with caps that one might identify with classical entablatures, yet far from classical is the building statement. Leaded glass

Harley Bradley House, Kankakee, Illinois, Frank Lloyd Wright, 1900

George Lougee House, 620 South Ingersoll Street, Madison, Claude and Starck, 1907

is found in the windows and door sidelights that are reminiscent of Wright's geometric designs in glass but some of the designs depict floral patterns perhaps influenced by the published work of George W. Maher.

During this same period, another form of their architectural style, also similar to the work of George W. Maher in Kenilworth and Wilmette, Illinois, can be seen in Claude's own house at 831 Prospect Place (c. 1902), in the Parish House for the First Unitarian Meeting Society on North Carroll Street, and in the William D. Pence House on Prospect Place. Each one of these shows what could be structural members set into a stuccoed wall, in the manner of half-timbering. A romantic English country home might have been a prototype but a more severe representation begins to show a liking

William Collins House, 704 East Gorham Street, Madison, Claude and Starck, c1911

Louis W. Claude House, 831 Prospect Place, Madison, Claude and Starck, 1902

for prairie architecture's simplicity although the composition could hardly be called horizontal.

The second important architectural firm practicing prairie architecture in Madison was that of Alvan E. Small. Mr. Small was born in Sun Prairie, Wisconsin, in 1869 and he attended schools in Sun Prairie and a final high school year in Madison, graduating in 1887. He apprenticed directly with the Madison architectural firm Conover and Porter, an experience which had existed with Frank Lloyd Wright and with Louis W. Claude. He remained for 12 years until 1899 when he went to Chicago for a year in the office of Louis H. Sullivan. Upon his return to Madison he established a firm with his former employer Lew F. Porter, no longer a partner of Allan Conover. This partnership lasted until 1907 when Mr. Porter as-

Emil Hokanson House, 1047 Sherman Avenue, Madison, Claude and Starck, 1916

sumed a position with the Commission for the new State Capitol Building. In 1922 John J. Flad joined Small in partnership, an association which lasted until about 1927. Small then continued alone until his death January 14, 1932.

Small's work was generally more modest in scale than that of Claude and Starck. He executed a large number of projects on the near west side of Madison. The buildings were generally quite compact and often simple rectangles in plan. The gable roofs did have overhangs which provided the characteristic strong horizontal shadow lines. George W. Maher's F. W. Sutton House in Kenilworth, Illinois, and William Gray Purcell's Charles A. Purcell House in Oak Park, Illinois, both had been published earlier and may have set the tone for this type of home designed by Alvan E. Small. The form, which might be called a "compact cubical" type, is seen in its simplicity in homes such as the Aaron G. Johnson House, 1713 Chadbourne Avenue (1916), in the James W. Watson House at 2116 Monroe Street (1915) or the Lawrence C. Burke House at 1926 Rowley Avenue (1913). Each one of these houses is generally characterized by the very simple massing of the structure. Porches may be found on the houses. Each one has a method of expressing the horizontality in addition to that exhibited by the roof overhang. The Aaron Johnson House has grouped windows tied together with a wood trim member set in the stucco as does the James W. Watson House. The Lawrence Burke House on the other hand has two differing textures of wood to show the upper and lower floors.

More substantial in scale but still somewhat similar in form are buildings such as the Louis Hirsig House at 1010 Sherman Avenue (1913), a Madison Landmark and listed in the National National Register of Historic Places, the Thomas S. Morris House at 1815 Summit Avenue (1911) and the Thomas Lloyd Jones House at 3853 Nakoma Road (1917). Each one of these homes shows a

F. W. Sutton Residence, Kenilworth, Illinois, George W. Maher, 1907

Aaron G. Johnson House, 1713 Chadbourne Avenue, Madison, Alvan E. Small, 1916

conscious use of substantial materials. The Louis Hirsig House uses a glazed clay tile roof with masonry corner piers, base and cheek walls at the front entrance. All are very simple in their overall design. The attention to details, such as the wood trim pieces defining the corners of the building, indicate a sensitivity to design. The Thomas Lloyd Jones House, built for a prominent educator and cousin of Frank Lloyd Wright, achieves a strong horizontal emphasis through its grouped windows on the second floor and the flare that exists at the roof overhang. This same design motif was seen in the Aaron Johnson House and appeared as a rather common design device in the work of Walter Burley Griffin in several of his Evanston, Illinois houses, namely, two for the Comstock Family of 1911 and 1912 and in the earlier Carter House of 1910.

Thomas Lloyd Jones House, 3853 Nakoma Road, Madison, Alvan E. Small, c1917

Louis Hirsig House, 1010 Sherman Avenue, Madison, Alvan E. Small, c1913

Griffin's Carter House also utilized a design device of extending the window mullions vertically through the plaster of the end wall on up to the roof eaves as in the Jones House. Alvan Small also designed two homes on Sherman Avenue at 1220 and 1224 for the Reverends Thomas S. Hart and Arthur S. Magann in 1915, with the same vertical treatment. These two homes appear as though they were a single design but rotated 90 degrees from each other.

Both the firms of Claude and Starck and Alvan E. Small engaged in larger projects and there are several worth noting. The Randall School was designed in 1906 when Alvan Small was in partnership with Lew F. Porter. This building exhibits characteristics of Prairie Architecture in the use of materials, in the grouping of the windows and in the continuation of horizontal lines throughout much of this

The Rev. Herbert C. Hart House and the Rev. Arthur F. Magann House, 1220 and 1224 Sherman Avenue, Madison, Alvan E. Small, 1915

facade. It bears a remarkable resemblance to Dwight Perkins' Carl Schurz High School in Chicago, often noted as a distinguished public education building of the period; however it is several years older than the Randall School. The Nakoma School, which was demolished in August of 1970, was built in 1917 and designed by Alvan E. Small. The original center section of the building, for which he was designer, bore a strong resemblance to his residential architectural forms. Claude and Starck's most significant school in Madison was the Lincoln School at 704 E. Gorham Street. This building has several fine examples of terra cotta ornamentation, one located at each of the entrances to the building and again at the head of the brick pilasters rising between the windows. This design motif certainly may have resulted from association with Louis Sullivan or George Elmslie. The terra cotta design at the entrance to the Winona Savings Bank in Winona, Minnesota, by Purcell and Elmslie is very similar.

The brothers Charles E. and Eugene H. Marks were born in Platteville and educated in Rockford, Illinois where they apparently apprenticed with their father, Henry P. Marks, who was a builder and contractor. By 1896 both brothers were listed as partners in business but this partnership seems short-lived, as by 1898 they conducted their businesses from separate addresses although nearby. Charles appeared to be the more prominent of the two, as he served as an alderman in Madison in 1911 and progressively changed his listing in public directories until it read "architect and carpenter contractor." Eugene H. Marks, however, continued to list himself as a carpenter-contractor. Charles Marks evidently built more in Shorewood Hills and a home, such as the Andrew Hopkins House at 1102 Dartmouth Road (c. 1912), shows a pleasing composition retaining large roof overhangs, grouped windows, simple materials, and a composition of geometric forms. Eugene H. Marks built a

Eugene H. Marks House, 2001 Van Hise Avenue, Madison, E. H. Marks, 1914

very simple but beautifully proportioned home at 2001 Van Hise Avenue for himself in 1914. This home represents the quality of design that some carpenter builders or self-educated architects were capable of achieving when they remained with simple forms.

While Madison does not have the rich prairie legacy of Oak Park, it nevertheless benefited from the practices of two sensitive designers who from the years of about 1904 through 1917 were able to capture the spirit of the Prairie School and present it successfully enough that a significant number of homes were built in the community. Those specifically mentioned are intended to show range, types, forms, that were included in the palette of the designers, and by recognizing these homes many others become apparent as one walks through the residential sections of Madison.

1Vincent J. Scully, Jr., *The Shingle Style, Architectural Theory and Design from Richardson to the Origins of Wright* (New Haven 1955) treats this development.

2Ibid; illustrations 6, 20, 40, 46, 51, 61, 75, 76, 77, 79-83 all provide examples.

3Ibid; page 158 and Grant Carpenter Manson, *Frank Lloyd Wright to 1910, the First Golden Age* (Reinhold, New York 1958) page 15.

4Manson, pages 14-15.

5Manson, Chapter "The Prairie House Unveiled" page 101.

6Leonard K. Eaton, *Two Chicago Architects and Their Clients, Frank Lloyd Wright and Howard Van Doren Shaw* (MIT, 1969), pages 118-123 devoted to Gilmores and the Gilmore House.

7H. Allen Brooks, *The Prairie School, Frank Lloyd Wright and his Midwest Contemporaries* (Toronto 1972) pages 146-147.

8Manson, page 104 and 106 and Henry-Russell Hitchcock, *In the Nature of Materials; the Buildings of Frank Lloyd Wright 1889-1941*, (New York, 1942), pages 31-34 and illustrations 58-63.

9"The Madison Democrat," January 13, 1895.

Photo Credits: Warren Hickox House and Harley Bradley House by Mr. Charles Stinson, Kankakee, Illinois; all others by author.

FOUR LAKES NOTES and ANECDOTES

by Walter E. Scott

In 1929 Dr. A. W. Schorger wrote in his publication, *The Birds of Dane County, Wisconsin*, that "The Bald Eagle is a fairly common visitor to the Madison region." Possibly he also could have said that it once nested here, for the historical records seem to indicate that.

On Historic Madison's recent bus trip led by Assistant State Archeologist John Halsey, the group was shown an eagle effigy mound which is reported to be the largest bird effigy mound in the world with wings outspread for 624 feet. There is a beautiful view of the State Capitol from the Mendota Hospital grounds where it is located.

Other early eagle references for the Four Lakes region also are of interest. The first state bird list by Increase A. Lapham in 1851 records the bald eagle as seen by him in Dane County. An eagle figure was perched on the dome of Madison's territorial capitol building according to early records. On the 1836 plat map of Madison, Langdon Street was called Eagle Street. In 1841 a stagecoach stop at an inn near the Token Creek headwaters of Yahara River was known as Eagle Point (and later this name was taken by Eagle Point Farm). In 1872 Judge J. G. Knapp recorded an early name for present Maple Bluff as Eagle Point and in 1890 the Eagle Heights plat (now in the City of Madison) was recorded. But sadly, the only remaining eagle reference in Four Lakes street names today is Eagle Crest Drive located just east of Madison's city limits in the Town of Burke.

There is another kind of eagle in Madison—the sculptured, moulded and mounted kind. The Eagles Club at 1236 Jenifer Street just recently acquired one for the pedestal above their front entrance doorway. Also, on top of the large granite Camp Randall Memorial Arch at the west end of Dayton Street is the figure of an eagle. This undoubtedly was meant to portray Old Abe, the famous bird that served as mascot for Company C of the Eighth Wisconsin Volunteers. The Camp Randall land was leased in 1859 by the State Agricultural Society for use as a fairgrounds and was turned over to the state for a military training area in 1861. In 1893 the state purchased this property and the Memorial Arch was erected in 1912. Another eagle, standing on the shoulder of a beautiful lady known as "The Genius of Wisconsin," is sculptured in marble and stands inside the Monona Avenue second floor entrance to the Capitol. It was done by Helen Farnsworth Mears of Oshkosh for the World's

Columbian Exposition of 1893 in Chicago and also reflects the "Old Abe" tradition.

Madison was the foster home of Old Abe, for it was captured as a Chippewa County nestling in the summer of 1861 and brought to Camp Randall by the Eau Claire regiment that September. It was present with the soldiers in more than a score of battles and after the Civil War became state property with quarters in the State Capitol basement. In following years this bird participated in many public gatherings, including Madison's Independence Day program of 1875 and our state's exhibition at the 1876 Philadelphia Centennial Exposition. Old Abe died on March 28, 1881 from smoke inhalation after a fire in the State Capitol basement. The mounted body was put on exhibition in that building and was destroyed in the fire of February 27, 1904. Many photos, paintings, drawings and sculptures of Old Abe exist, and feathers (including one mounted in gold) still may exist as they were sold at high prices for charity purposes.

Old Abe, one of Madison's most famous living creatures, again will be exhibited at our country's Bicentennial Celebration in Philadelphia in 1976—in an oil portrait done by John Reeve Stuart who died in 1915 and is buried in Madison's Forest Hill Cemetery.

March 11, 1976 will be the Centennial of the first legislative approval of land purchase by the State of Wisconsin for a conservation project. The Act also authorized the State Fish Commission to establish a "fish hatching house" and hire a superintendent to manage such facility. In a very real sense, this was the beginning of our present state natural resources management programs—land acquisition, professional technicians, research and resource restoration. William Welsh of Madison was Chairman of this body and they purchased approximately 40 acres of land on May 17, 1876 at a cost of $1,395.00 or $35.00 per acre. It was located four miles South of Madison at the "nine springs marsh" in the Town of Fitchburg and now also is used as the Department of Natural Resources Southern District Headquarters.

In 1855 S. Chapman published his "Hand Book of Wisconsin" second edition at Milwaukee with a full page advertisement on page 23 signed by University of Wisconsin Chancellor John H. Lathrop and dated November 1855. It urged students to register for classes at Madison in part as follows:

"The large Dining Hall in the new building will be open for the accommodation of students, in connection with the families of the resident Faculty. Board of good quality will be furnished in the hall, at the family tables of the Professors, at or under two dollars per week. It is believed that it will not exceed $1.75. In order to carry out this plan with economy and safety, it has been ordered by the Executive Committee, that the student, on entering the hall, shall deposit with the Treasurer $25 for the term of thirteen weeks, or *pro rata* for any less time; the proper drawback to be paid over at the close of the term.

TERMS:

"Tuition Fee, per term of thirteen weeks, ...	$ 4.00	
Room Rent, Including Heat, do.	3.00	
Contingencies, ...	0.00	
Total for the year, (three terms,)		$21.00

"It is believed that the policy of the Board of Regents, in thus completing the appointments of the University, and adding greatly to its educational capabilities, as well as their further endeavors to render membership both economical and safe, will be met by a just public confidence, and a corresponding enlargement of patronage." What a difference in just 120 years!

In 1887 the Chicago, Milwaukee and St. Paul Railway published its advertising booklet called "Gems of the Northwest." In addition to the beauty of Madison which was properly extolled, they told of the State Historical Society's exceptional archeological collections which included "50 stone pipes and ornaments, 365 stone axes, 600 stone rollers, pestles, knives, scrapers, awls and pikes, and upward of 8,000 spear, lance and arrow heads. Presenting a great contrast to the foregoing in point of numbers, but of far greater value from a scientific point of view, was the collection of copper spears, knives and hatchets, also the richest of its kind in the world."

John Gregory of Milwaukee, formerly a Professor of Civil Engineering, Mining, and Agriculture in Ireland, published his "Industrial Resources of Wisconsin" in 1853 and made this comment on his observations at Madison:

"Two and a half miles from Madison, on the road leading to the Blue Mounds, is a quarry of white sandstone, surmounted by limestone, which makes good lime. This dips towards the north-west. Some brown sandstone occurs here, which comes out of the quarry in large blocks, and is exceedingly hard. The material from this quarry is employed in building the new bank and hotel at Madison. It is a beautiful, close-grained, milk-white stone of great durability. These rare qualities, combined with the architectural taste displayed in these buildings, will add considerably to the appearance of the town."

NOTES ON MADISONIA PUBLICATIONS

For this first issue of *The Journal*, reference primarily will be made to current published material available at book stores and other Madison sources with a minimum amount of reference as to contents. In future issues some attempt may be made at brief reviews or citation of other valuable Madisonia sources now out-of-print.

HISTORIC MADISON PUBLICATIONS—Available by mail postpaid from Omar N. Kussow, 222 N. Owen Drive, Madison, Wis. 53705 or at State Historical Society, University Club, Nelson's and Walden Westgate: Three different Wood Engraving Prints (approx. 2½ x 3 feet at $3.00 each) enlarged from the 1876 book by C. E. Jones entitled "Madison, Its Origins, Institutions and Attrac-

tions," (1) Bascom Hall Dome from University and Park, (2) Old post office with Lake Mendota in background, (3) State Capitol from King Street. Also, for $1.75 postpaid, an original survey (1832-34) colored map of the Four Lakes Region (20 x 25 inches) showing recorded Indian trails, marshes and prairies of 140 years ago.

WISCONSIN TRAILS PUBLICATIONS—"Madison Heritage Calendar" for 1976 with 14 historic engravings, wood cuts and photographs for the Bicentennial year—$1.50 each. Also, Lynne Watrous Hamel's award winning book, "A Taste of Old Madison" with the flavor of early days in stories, pictures and recipes—$5.95.

FREE PUBLICATIONS—Available in single copies on request: "Guide to Historic Dane County," a leaflet and map by Dane County Historical Society from County Agent's Office, R.144, City-County Bldg., Madison 53709.

"Sandstone and Buffalo Robes," a booklet by the City Landmarks Commission and booklet, "Objectives and Policies for the City of Madison" including preliminary draft proposals on historic preservation from City Planning Dept., City-County Bldg., Madison, 53709.

"A University Remembers" by Edwin Broun Fred, a book listing all memorial buildings, special areas and plaques, markers and memorials on the U.W.-Madison campus (limited number available) from U.W. Statewide Communications Office, 1856 Van Hise Hall, Madison, 53706.

HISTORIC BLOOMING GROVE PUBLICATIONS—Postpaid from 1000 Nichols Rd., Monona, 53716:

Dean House Print (12 x 16 inches) by Ken Kruska being sold at $5.00 per copy to assist restoration of this historic building and drawings on cards with five different winter scenes including envelopes at $1.25 per packet.

UNIVERSITY ARBORETUM PUBLICATIONS—"A Thousand Ages" (revised second edition) an historical study by Nancy D. Sachse ($4.00) and "Guide to the Arboretum Prairies" by Binda Reich ($2.00). Please add 25c postage and handling cost if mail order to U.W. Arboretum, 1207 Seminole Highway, Madison, 53711.

MISCELLANEOUS PUBLICATIONS—"Maple Bluff—A History of the Village and the Community," compiled by Douglas McLean ($1.50) from Village Office, 8 Oxford Place, Madison, 53704.

"Middleton Today," edited by Jane Maher of the Middleton Unit, League of Women Voters of Dane County, ($.50) from City Clerk, 7426 Hubbard Avenue, Middleton, 53562. This includes drawings of historic buildings.

"The Story of Madison" (1836-1900) by Reuben Gold Thwaites was republished by Roger H. Hunt in 1973 and is available for $2.50.

"Getting the Most Out of Madison," a guide by Janice Durand and illustrated by John Durand, by Puzzlebox Press, 202 Forest St., Madison, 53705, was published in 1974 at $3.95.

"Free and Public," One Hundred Years with Madison Public Library, by Janet S. Ela (1975) from Friends of Madison Public Library, 201 W. Mifflin St., Madison, 53703 ($3.00).

"University-Madison-U.S.A." by Robert E. Gard, Wisconsin House Publishing Co., (1970) a history of the lore and legends of the U.W. Madison, ($8.95).

"The University of Wisconsin—A History (1848-1925)" by Merle Curti and Vernon Carstensen, U.W. Press, 2 vol. ($15.00).

THE EDITOR WRITES:

This, the Journal of Historic Madison, Inc., of Wisconsin makes its debut as an annual publication. We intend to use this publication as a means of offering our membership, and others with an interest in documenting Madison's history, the opportunity to publish articles of interest about our community. Our first issue has articles that have already been exposed in Madison, but have not been placed in print.

David Mollenhoff's magnificent account of the "Village Decade: 1846-1856" was first publicly presented at our own annual meeting in November 1974. You may well have been present in the Bradley House at that time. It was so well received that we wished to be the first to publish such a fine account of Madison's history during the Farwell Boom. David has spent much time revising the article into the excellent document that we have here.

Lois Stoler was the valiant advocate of the Gates of Heaven Synagogue, and in her efforts she uncovered information about August Kutzbock, its architect. We are indebted to her for her interest in making preservation a real community goal and in providing us with an account of the architect.

My article on Prairie Homes in Madison is condensed from a talk that I gave in January 1971 before the Taychopera Foundation in the Elvehjem Art Center. This continues to be a consuming interest of mine and I did want to share this information with our readership so that you may appreciate some of these homes in Madison.

Walter Scott, the Chairman of Historic Madison's original organizing committee, has consented to edit a column on Four Lakes Notes and Anecdotes drawing upon his vast knowledge of Wisconsin's history and his indefatigable ability to piece so many things together.

I hope that you find this effort worthwhile, and that you will forward your comments to the Editor (use my home address at 2729 Mason Street, Madison, 53705). I am also anxious to receive suggestions for future articles, or if you would care to write an article, please call me and we can discuss the possibility. GDO

HISTORIC MADISON, INC.

Historic Madison, Inc. is the Madison area historical society. Formed in 1973, it strives to answer a need for the study and preservation of the history of Wisconsin's capital city.

Those of us who have known and loved Madison for very long realize how quickly our city's past heritage and history are slipping from view. As time passes and our community grows, artifacts, structures, papers and other tangible reminders of the past vanish; fewer and fewer citizens remain who have a direct knowledge of our city's history. Before it is lost forever, Historic Madison, Inc. seeks to preserve an understanding of Madison's past through a fourfold program:

EDUCATION. Historic Madison, Inc., seeks to foster an awareness of the history and culture of the greater Madison community among residents of all ages.

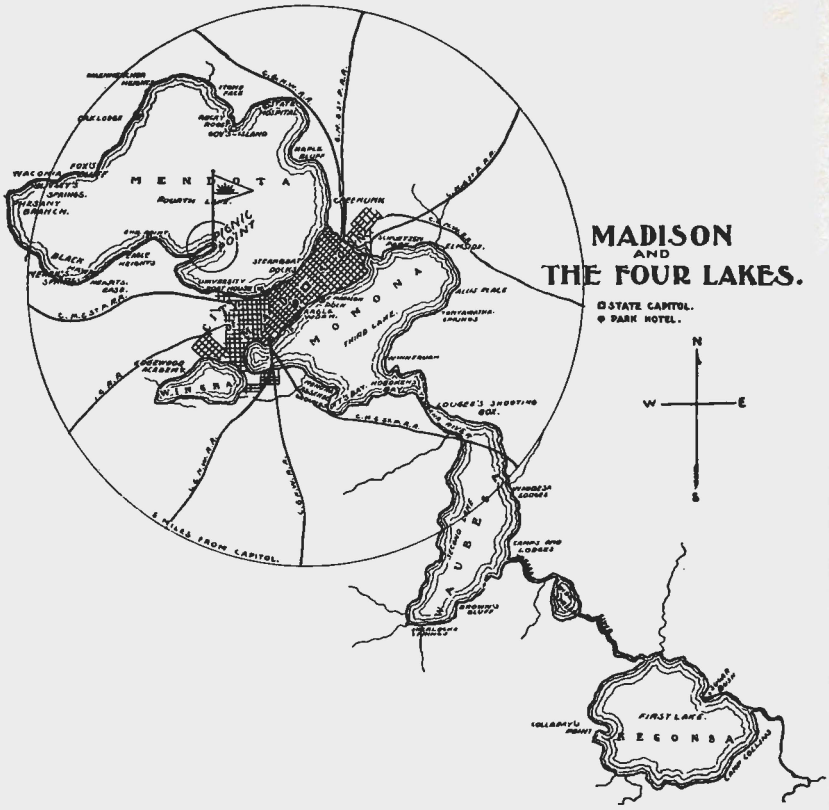
RESEARCH AND PUBLICATION. Historic Madison, Inc., conducts historical studies, oral interviews, and historic sites surveys to encourage, assist in, and undertake the publication of the findings of such research.

ACQUISITIONS. Historic Madison, Inc., collects, organizes, and preserves historical objects, manuscripts, records, and publications relating to the greater Madison community.

HISTORIC SITES. Historic Madison, Inc., plans to identify sites of local historical significance with descriptive plaques.

Historic Madison, Inc. is a local historical society affiliated with the State Historical Society of Wisconsin and a member of the Wisconsin Council for Local History. It has been organized as a nonprofit corporation under the laws of the State of Wisconsin. Historic Madison, Inc., plans to complement the work of the Dane County Historical Society, the Madison Landmarks Commission, Taychopera Foundation, and other local historical societies by concentrating exclusively on the history of the Madison Community, including the City of Madison, the villages of Shorewood Hills and Maple Bluff.

> How can we live without our lives? How do we know it is us without our past?
>
> —John Steinbeck, *Grapes of Wrath*



FROM THE 1902 "WISCONSIN STATE JOURNAL" FIFTIETH ANNIVERSARY SOUVENIR VOLUME "MADISON, PAST AND PRESENT."