

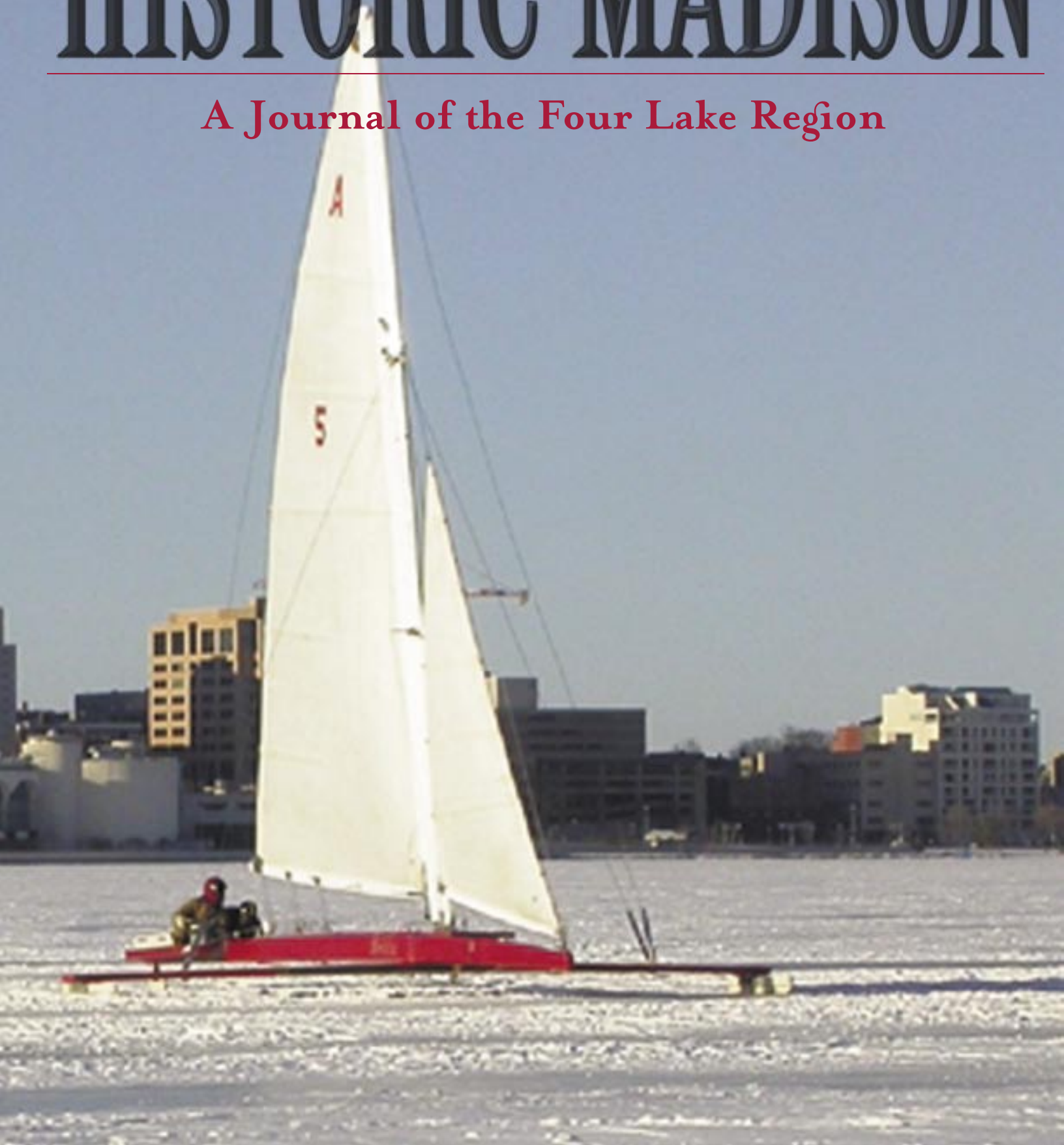
Volume XIX

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# HISTORIC MADISON

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A Journal of the Four Lake Region







*Frank Lloyd Wright's restored L-29 Cord Cabriolet*

*Historic Madison: A Journal of the Four Lake Region* (a continuation of *The Journal of Historic Madison, Inc.*) is the official publication of Historic Madison, Inc. of Wisconsin, the historical society for Madison, Wisconsin, and the four lake region. It is distributed free to members and is also available for purchase.

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[www.danenet.org/hmi](http://www.danenet.org/hmi)

Melanie Falleck, Designer

ISSN 0361-574X

## Volume XIX: 2004

### *Historic Madison: A Journal of the Four Lake Region*

#### 2 Editor's Notes

#### 4 All for the Glory of Madison

by DEBBIE WHITEHORSE

#### 18 A Tale of Two L-29 Cords: Frank Lloyd Wright's Phaeton and Cabriolet

by MARY JANE JONES

#### 32 A Conversation with Anna Mae Campbell Davis

Interviewed by RUTH DOYLE

#### 50 A Conversation with Beatrice Walker Lampert

Interviewed by LORRAINE ORCHARD

#### 60 A Conversation with William Bradford Smith

Interviewed by LORRAINE ORCHARD

*Front cover: Lady Less Skeeter Line-up, Provided by David Travis ©2004*

## *Editors' Notes*

### **All for the Glory of Madison**

Debra Rosten Whitehorse grew up over the ice boat factory that her father, David, created in the basement of their house on Winnequah Road in Monona. She manages an art gallery in Monona for her husband, Harry Whitehorse, who is also an avid ice boater. She serves as the secretary and webmaster for Madison's Four Lakes Ice Yacht Club ([www.iceboat.org](http://www.iceboat.org)) and on winter weekends can be found on one of the lakes helping to score ice boat races.

*Wisconsin State Journal*, 1906: Ice yachting is the most exhilarating sport Madison enjoys. Football and baseball are tame in comparison. Dressed for the occasion, a ride in one of the flying machines is something not soon to be forgotten. With a brisk wind blowing and carrying full sail some of the larger crafts frequently do a mile a minute. A favorite sport is to race the fast passenger train running out of Madison. However the trains make it a poor contest. With the rear engines puffing and pulling, the train appears to be going at snails pace when compared to the ice boat. It is a chilly sport but dressed warmly those who indulge in it extensively pay little attention to the cold. The ice boat is the nearest thing to an airship without being an airship, that there is in existence. When the wind is high, part of the boat is usually in the air.

### **A Tale of Two L-29 Cords: Frank Lloyd Wright's Phaeton and Cabriolet**

Mary Jane Hamilton is a well-known Wright scholar, authore, and curator who has lived in the Madison area since 1964. She wrote an article for Volume VII (1981-82) of this Journal titled "Wright's Nakoma Country Club: An Unrealized Madison Maserpiece". In 1988 she served as guest curator of the Elvehjem Muesum exhibition "Frank Lloyd Wright and Madison" and was a major contributor to the book by the same title documenting the 32 buildings that Wright designed for the Madison area. In conjunction with the 125th anniversary of Wright's birth in 1992, she served as curator

and prepared related publications for two toher exhibitions, "Frank Lloyd Wright & the Book Arts" and "The Artistry fo Maginel Wright Barney". (Barney was co-authored Frank Lloyd Wright's Monona Terrace: The Enduring Power of a Civic Vision, a prize winning book published by UW Press in 1999.

### **Interviews**

Three of the fact-checked oral histories in Historic Madison's collection were of attorneys. Two of the attorneys were featured in *Pioneers in the Law*, published by the Wisconsin State Bar Association in 1998. Both Anna Mae Davis and Bea Walker Lampert were from out of state but made a mark on both the city and the state. The third attorney happens to have been related to one of the women by marriage and was known for his community service. William Bradford Smith was from a prominent Madison family and was involved in some interesting political decisions over his career. Each story provides some interesting details of 'life behind the scenes' in Madison's past.



### **Lorraine Orchard**

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Lorraine Hubbard Orchard has lived in Madison her entire life. She grew up on Gregory Street, lived for two years on Hoyt Street, and has enjoyed life on Cornell Court in Shorewood Hills since November, 1951. She attended Randall Elementary School, West High School where she was a mid-year graduate and valedictorian, the UW-Madison where she received a bachelor's and master's degree in English and Education and was Phi Beta Kappa.

Lorraine was a faculty member in the English Department of West High School from 1938-1947 and from 1963-1982. She also taught at the UW-Extension correspondence school: high-school English, lesson reader; and she developed some courses.

She married attorney Kenneth M. Orchard. They have three children: Bruce who is on the staff of the UW-Madison College of Engineering, Jean Van Pelt who is an internist moving from Minnesota to New Mexico in 2004, and Ann L. Orchard-Keller who is a psychologist living in Minnesota. Lorraine has four grandchildren who are in their 20s.

Between 1947 and 1963, and after 1982, she has been clerk of the Shorewood Hills School Board, chair of the Madison Civics Club, an interviewer for Historic Madison's oral history project, PTA, Brownies, Church school teacher and superintendent

at the University United Methodist Church, United Way, Literary Council tutor, Legal Auxiliary of Dane County, and Mobile Meals.

At the time Ruth Doyle put out the call for interview volunteers, Lorraine reports the group met monthly to compare notes on how their interviews were going and made suggestions to one another.

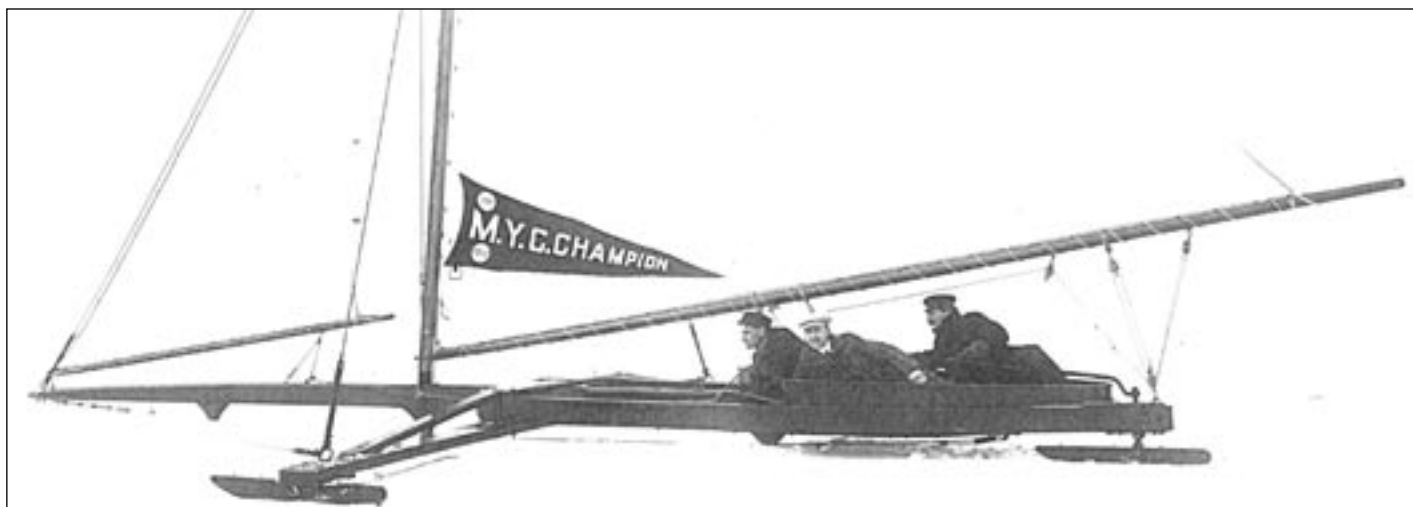
Her current interests include travel, reading, bridge, attending concerts and plays, enjoying time with her family, PEO sisterhood, and member of Alpha Xi Delta sorority.

### **Historic Madison, Inc.**

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Historic Madison, Inc. invites submission of articles or ideas/outlines for articles on local historical topics for consideration in a future issue of the *Journal*. Send material to Historic Madison, Inc., P.O. Box 2721, Madison, WI 53701.

More information is on our web site, [www.danenet.org/hmi/JGuidlns.htm](http://www.danenet.org/hmi/JGuidlns.htm)



*The Princess II being sailed by her owner Emil Fauerbach, center; William Bernard, right and an unidentified man, left, ca. 1913.  
Photo courtesy of Peter Fauerbach.*

## *All for the Glory of Madison*

B Y

DEBBIE WHITEHORSE

*edited by Ann Waidelich*

Until the development of sports cars, little chance existed for the average person to experience the thrill of going fast. But if you were lucky enough to grow up in Madison, Wisconsin, the excitement of hurtling at speeds of over 100 mph was within easy reach. The city's four lakes and access to boat building materials inspired Madison adventure seekers to create the fastest ice yachts in the world.

The Dutch were the first to add a cross plank with skates to sailboats for the purpose of moving cargo across the frozen canals of the Netherlands in the 16th century. Dutch settlers brought the sport to New York's Hudson River Valley. Madison's early ice yacht designs evolved from the ice yachts of the Hudson River.

In 1858, the *Wisconsin State Journal* reported about a half-dozen ice yachts on Madison's lakes. Early Madison ice yachts were utilitarian, used to haul stones and lumber from outlying areas. Contractor James Livesey used them during the construction of Mendota State Hospital and Charles Bernard, Sr.,

founder of a boat livery on Lake Mendota, used them to help haul stones during the construction of the second capitol building in the 1860's.

The first boats were crudely built three-cornered wooden platforms. Three steel plowshares, shaped into skates or runners, were bolted to each corner of the platform with one runner kept movable to steer the boat. Add a wooden mast with cotton sails, and, with a running start, a sailor could zoom along at three to five times the speed of the wind.

A group of Madisonians visiting the 1876 Philadelphia Centennial Exposition was impressed by New Yorker George Buckhout's Hudson River-style ice boat and purchased plans for the sophisticated craft. Enough of the boats were built that the March 9, 1878, *Harper's Weekly* featured a story about Madison yachting that included an illustration of the scenic ice yachts on Lake Monona.

The sport attracted a mix of Madison's established Yankee businessmen and sons of German immigrants. Newspaper editors, bankers, architects, merchants, hotel owners, and developers joined together to establish ice racing clubs on Lakes Monona and Mendota.

## Germans Take Up the Challenge

In the late 1880s Madison's ice boating scene grew tremendously thanks to the efforts of William Bernard, an innovative ice boat builder; and Emil Fauerbach, a sportsman with an unwavering desire to win ice boat races. At that time there were about 80 ice boats on the lakes, and large crowds of spectators came out to watch the races.

In 1870 Emil Fauerbach, the youngest of six boys, was born to Madison's most famous beer brewing family, German immigrants Peter and Maria (Haertel) Fauerbach. Growing up on Lake Monona,<sup>1</sup> Emil was obsessed with the beautiful ice yachts, considered the fastest vehicles in the world at the time. The Fauerbach Brewery, located on the shores of Lake Monona,<sup>2</sup> provided young Emil a vantage point from which he could watch the speedy ice boats race for trophies. According to his brother Henry, Emil tried to win ice boat-races from the age of fourteen on.<sup>3</sup>

Born in the same year, on the north side of Madison's isthmus and a few blocks from the Fauerbach brewery, another son of German immigrants shared Emil Fauerbach's obsession with the majestic yachts. William Bernard, born to Charles Bernard, Sr. and Marie Cartier, grew up around his father's boat livery<sup>4</sup> on Lake Mendota where he fulfilled his dream of building and designing ice boats. Improving upon the designs of the Hudson River-style, Bernard created the Madison-style iceboat around 1890.

Competition between Monona and Mendota sailors was fierce. Emil celebrated his 19th birthday on February 4, 1889 by sending a notice to the *Wisconsin State Journal* challenging any Lake Mendota ice yacht to race his Monona yacht, *Sport*. He deposited \$100 (\$1900 in today's money!) in a bank account and dared others to do the same. The winner of the twenty-five mile race, sailed on either lake, would receive the money and bragging rights as the best Madison boat. There is no further mention in the newspapers of any Madison boat, such as William Bernard and his boat, *Iceicle*, ever taking up the challenge. Lack of conditions likely prevented any racing.

In 1896, the *Wisconsin State Journal* encouraged the interlake rivalry by donating a gold-lined, solid-silver trophy to the winner of a series of races between the skippers of the two lakes. The ten-inch tall cup was displayed in the front window of Nelson's Jewelry store, 112 East Main Street, during

A brief summary of Madison's early ice boating history can be found in "Ice Boating" by F.M. Brown, *Madison Past & Present, 1852-1902*. published by the Wisconsin State Journal, 1902, p. 9.

1 653 Williamson Street

2 651 Williamson Street

3 Emil worked at the family brewery on Williamson Street like four of his brothers, in order of age: Louis, General Manager and Director; Charles, worked there for a while, sold his stake, and joined Gisholt Machine Company; Phillip, Treasurer and Director; and Henry, Brew Master and Director. Emil, Office Manager and Director, owned a quarter of the brewery's capital stock. In 1907, his salary was \$100 per month. In comparison, monthly wages for a Fauerbach bartender were \$50, the CEO \$250, and general laborers earned \$40. The Fauerbachs stored their ice boats in the brewery ice house.

4 Bernard's Boat House (aka as Hoover's Boat House), 624 East Gorham Street.



William P. "Cap" Bernard (1870-1943), designer of the famous Madison-style ice boat. He and his son Carl (1905-1983) owned Bernard's boat livery, 524 E. Gorham St., for many years. Photo courtesy of Martha Kilgour, granddaughter of Lew Porter who served as Commodore and Secretary-Treasurer of the Mendota Yacht Club during the 1910s.

that winter. Emil Fauerbach's *Minnie* was the largest ice yacht in Madison, but she was beaten by William Bernard and *Defender*. Bernard cherished the State Journal Cup and considered it more important than any of his national titles.

As each ice boat builder in the Northwest<sup>5</sup> developed their own style of boat, there was no major regatta to settle the question of boat supremacy. Newspapers highlighted the rivalries between cities around the Great Lakes with quotes like this one that ran in the *Wisconsin State Journal* around 1900: "Charges have been made by the [Lake] Winnebago sailors that the Mendota men were inferior in their skill at handling ice boats, and the latter are anxious to demonstrate that the contrary is true."

## Stuart Cup

Eastern ice boaters on the Hudson River, including the Roosevelt family, had been competing for the International Ice Yacht Pennant Challenge since 1871.<sup>6</sup> An ice yacht club in Kalamazoo, Michigan was the first to sponsor a cup for ice yachts of the Northwest. The Kalamazoo Ice Yacht Club issued a challenge for the 1903 season open to all ice yachts carrying 850 square feet of sail or less.<sup>7</sup> The trophy was donated by F. A. Stuart, maker of Stuart's Dyspeptic Pills, an early forerunner to Alka Seltzer.

In the early 1900s, Bernard's Madison-style ice boats, selling between \$75 and \$165, were in demand across Wisconsin. In 1902, William Bernard built an improved boat with radical changes such as a forward raked mast. In January of 1903, Emil Fauerbach purchased the boat for \$185 and named her *Princess*, the first of three to carry the name. Emil's *Princess* boats made newspaper headlines for nearly three decades and came to be dearly loved by Madisonians.

In mid-January of 1903, Fauerbach and Bernard loaded *Princess* on a rail car and with crew member, A. T. Oakey,<sup>8</sup> set off for Gull Lake, Michigan hoping to win the Stuart Cup. Before leaving, a group of young Madison ladies gave Emil, Madison's most eligible bachelor, a rabbit's foot and their best wishes for success in his challenge for the national championship.

Fauerbach and Bernard arrived in Gull Lake, Michigan and set up the diminutive *Princess* among the larger boats. Compared to the *Princess's* 327 square feet of sail, most of the other boats carried up to 850 square feet. With *Princess's* smaller sail, the two Madison sailors were ready to disprove the prevailing notion that larger sail area equaled faster speed. Red Banks, New Jersey sent two boats; Toledo, Ohio and Muskegon, Michigan each sent one; and the local Kalamazoo club entered four boats.

The regatta was canceled due to thin ice, and the larger boats were put

5 As the Great Lakes geographical area was called in those days

6 Ice yachtsmen of the Northwest didn't compete for the Pennant Challenge until the 1930s.

7 Ice yachts are classified by sail area.

8 Alphonse T. Oakey (1858-1933) operated a boat livery near Camp Indianola on the north side of Lake Mendota.

9 "Ice Boating As Utopia," *Wisconsin State Journal*, January 22, 1926.





*Emil Fauerbach (1870-1915), inset, and his ice boat, Princess II, at the first Northwest Ice Yacht Association Regatta held at Menominee, Michigan in 1913. Postcard courtesy of Peter Fauerbach.*

away. In order to race, ice boats need specific conditions. Ideally, there should be at least 8" of ice with no large heaves or cracks, little snow, and just the right amount of wind. The same is true today as it was 100 years ago, the scantity of ideal days is probably the main reason that the sport attracts a small following compared to other winter sports.

"Ice boating is a sport from which absolutely no revenue is derived. It is a matter of everything going out and nothing coming in. In other words, it is a sport for sport's sake in the largest meaning of the term..... I have come to the conclusion that in ice yacht racing, we find the sportsman's utopia."<sup>9</sup>

Two consolation races for the smaller boats were held, and the Madison boat was unable to finish the first race because a runner fell off. But Tuesday morning, February 3, 1903, *Princess* impressed her detractors when she won convincingly, covering 20 miles in 35 minutes and was considered the smoothest sailing boat ever seen. Gull Lake had not seen the last of *Princess*, and Madison's reputation as an ice yachting center was growing!

### Pursuit of the Hearst Trophy

Later that year, in December 1903, Kalamazoo club member Claude S. Carney sent two wires to newspaper magnate William Randolph Hearst in Washington, D.C., where he was serving as a New York congressman. Carney asked Hearst if he would donate a trophy, in his name, for an ice boat race. Hearst complied and deeded a gold-lined silver cup worth \$700.00 (\$13,000 today). On one side the cup is engraved, "Hearst International Challenge Cup for the 450-foot class." On the other side, "Presented to the Ice Yachtsmen of America by William Randolph Hearst, 1904." Decorative designs of ice yachts are also engraved into the cup.

It was Emil's idea to challenge for the prestigious Hearst trophy. On Sunday, January 24, 1904, *Princess* was loaded onto a railcar for the trip to Kalamazoo. The boat, Emil, and his crew of William Bernard and A. T. Oakley arrived on Tuesday, January 26th. Besides Madison and Kalamazoo, other cities represented were Muskegon, Michigan; Chicago, Illinois; Toledo, Ohio and Detroit, Michigan. Fauerbach had increased the boat's sails to 450 square feet. The Kalamazoo Ice Yacht Club's *Wolverine*, the second largest ice yacht in the world with 850 square feet of sail, towered over *Princess*. The racing format for the Hearst International Trophy mirrored the Eastern Ice Yacht Challenge Pennant. The boats were to make ten complete laps around two



P.H. (Pearce Henry) DeBardelaben was a successful ice and speed boat racer and race promoter in Madison in the 1920s and 1930s and the Secretary-Treasurer of the Four Lakes Ice Yacht Club for a time. He was also involved with the very successful *Capital Times* Kiddie Kamp Penny Klub which raised money for the camp. Born in Alabama, he co-owned the Norris Court Pharmacy on East Johnson Street. He died in 1941 and is buried in Montfort, WI.

stakes laid out one mile apart for a total distance of twenty miles. They were required to complete the race within one hour and thirty minutes. Five races were to be held. The skipper with the best three finishes would win the trophy. Lack of wind forced them to wait four days to sail the first heat. Ice boaters understand that 75% of a sailor's time is spent building the yachts, 10% talking about them, 10% waiting for the wind, and a meager 5% sailing them. While waiting for the first Hearst race, Emil Fauerbach spent the afternoon keeping the other yachtsmen entertained with magic tricks. Finally, the *Princess* and the six other boats were able to line up for the first Hearst race on Saturday, January 30, 1904. The little *Princess*, skippered by her builder William Bernard, easily won the first twenty-mile race in 53 minutes, 25 seconds. This was four minutes faster than the second-place boat *Hilo*, from Kalamazoo. The *Princess* garnered much attention from the 500 spectators and many wagered that Emil would bring both the Hearst and Stuart trophies back to Madison. The next day, Sunday, January 30, Emil impressed many spectators by giving the yacht's admirers an opportunity to ride with him and experience her sailing qualities.

Monday, February 1, three inches of badly drifting snow forced the postponement of the races. Leaving the *Princess* behind, Fauerbach, Bernard, and Oakley, boarded a train for Madison to wait for better conditions. Conditions worsened during the week and by Wednesday, a foot of snow lay on the ice. Relief came in the form of rain which melted the snow, so the crew of the *Princess* returned to Kalamazoo on Tuesday, February 9. The *Wisconsin State Journal* darkly hinted that the Kalamazoo club would change the layout of the racing course to favor their larger boats. On Wednesday, February 10, the second race of the Hearst was started but was abandoned because of little wind and the time limit. Sailors played the waiting game again. The Kalamazoo newspaper reported that some of the Michigan ice boaters were talking of ordering *Princess*-style boats from Bernard for themselves. A few days passed, and again the boats lined up to attempt the second heat of the Hearst on Saturday, February 13. The *Princess* finished third, losing by three minutes to Kalamazoo's *Hilo*. Like the previous Sunday, the next day was spent giving spectators ice boat rides because the snow was too deep for racing. Monday and Tuesday, the temperature was too cold to race, even by ice boating standards. Wednesday, February 17, the third heat of the Hearst was unsuccessful with the *Princess* three minutes ahead of *Hilo* when the match was called off due to lack of wind. Thursday saw another postponement, as did Friday. But there was something to cheer about on Friday when the Hearst Trophy arrived in Kalamazoo, and went on display at Kalamazoo Commodore D. C. Olin's jewelry store. By Monday, February 22, the snow was drifted too deep for any racing. Fauerbach, Bernard, and Oakley left on a train for Madison after announcing their intention to return to Kalamazoo when they were notified by the club that the ice was in good condition for sailing. An Associated Press wire story explained how the Kalamazoo club was able to get Emil and his crew on the train to Madison "...in order to avoid being defeated, [the Kalamazoo

club] postponed the races daily without the slightest excuse.”

What happened next could be characterized as either a misunderstanding or a deception depending upon which newspaper account is to be believed. On Friday, March 4, the Kalamazoo club announced that racing would resume. The Kalamazoo newspaper reported that Emil Fauerbach was notified and that he was expected to arrive that evening. But Emil and his crew never made the trip back to Gull Lake. In Emil’s absence, on Thursday, March 10, 1904, *Hilo* captured two heats, winning the inaugural Hearst International Trophy. There were only two other boats in competition and both were from Kalamazoo. Emil was quoted in the *Madison Democrat* that he was misled by the Kalamazoo letter which he claimed was an invitation to compete in the Michigan State Ice Yacht Championship and mentioned nothing about the Hearst. In an article headlined “Easterners Are Poor Sports”, the March 11, 1904 *Wisconsin State Journal* supported Emil’s position by pointing out, “The very fact that he came to Madison and left his boat at Gull Lake proved that he intended to return east as soon as he was notified the races were on again.”

The builder and skipper of the *Princess*, William Bernard, was disgusted by the way the Michigan group had treated them and felt that the easterners had taken advantage of them by “playing a game of freeze-out.” He said the eastern yachtsmen realized the only way to retain their prestige was to keep the clearly superior *Princess* out of the race.

Fauerbach and Bernard resolved to win the honors they felt should have rightfully gone to the *Princess*. Their obsession with the Hearst resulted in a new boat designed specifically to win the coveted trophy. Bernard completed *Princess II* for Fauerbach in January of 1906. *Princess II* carried 426 square feet of sail, weighed 1500 pounds, and was made of the finest white oak and spruce. Between 1905 and 1914, the two determined men traveled five more times to Gull Lake trying to win the Hearst. The *Wisconsin State Journal* kept the controversy alive by writing stories about Kalamazoo’s “diabolical schemes for retaining the trophy by foul means.” Fauerbach was considered Madison’s “Sir Thomas Lipton,” after the British millionaire yachtsman famous for his five unsuccessful bids to win the America’s Cup.

The Madison ice yacht scene continued to thrive with two ice boat clubs active on Lakes Monona and Mendota but it wasn’t often that both lakes had good conditions at the same time. If the ice was bad on one lake, down came the spars and Fess Hotel owner and ice boater Perry Fess hauled the boats (with runner planks still attached) in his dray<sup>10</sup> wagon across the isthmus to better ice.<sup>11</sup>

At the first annual banquet of the Mendota Yacht Club on November 2, 1911, seventy members raised \$100 towards the purchase of a Hudson



Given to Emil Fauerbach by the Kalamazoo Ice Yacht Club according to the caption on the back of the photo. This could be a photo from the first Hearst Competition held on Gull Lake in Michigan in 1904. Emil Fauerbach’s *Princess* is the second boat from the left, flying the Fauerbach Brewery banner. Photo courtesy of Debbie Whitehorse.

<sup>10</sup> Drays were two wheeled carts pulled by one horse and driven by one man. They were used for hauling loads over relatively short distances, such as from one part of a town to another.

River-style racer from New York. Madison's most important businessmen of the day, general contractors Albert D. and John V. Frederickson, Phillip Fauerbach, bankers Lucien Hanks and Edward B. Steensland, and architect Lew F. Porter were in attendance. Notably absent were William Bernard and Emil Fauerbach because they did not support the effort to bring a Hudson River-style ice boat to Madison. The boat, named *MYC*, never lived up to expectations and was plagued with problems throughout her sailing career.

## The Northwest Ice Yacht Association Regatta

At the beginning of the 1912-1913 season, in addition to the perpetual challenge for the Hearst, Madison ice yachtsmen looked forward to participating in the newly-created Northwest Ice Yacht Association (NIYA) Regatta. Clubs from Menominee, Michigan; Marinette, Wisconsin; Oshkosh, and Madison gathered to sanction an annual regatta. Ninety-two years later, the NIYA regatta remains important to competitive ice boaters.<sup>12</sup>

In late January of 1913, Madison's ice yacht supporters donated \$40 to help defray the expenses of shipping William Bernard's B Class<sup>13</sup> *Yellow Kid*<sup>14</sup> to the first NIYA regatta in Menominee, Michigan while Emil Fauerbach paid his own expenses for *Princess II*. The Madison boats created a stir because of their radical construction.<sup>15</sup> A racing collision between *Princess II* and an Oshkosh boat marred the first day, but Bernard amazed everyone by having the boat repaired in time for the next day's races. On January 30, 1913, Fauerbach, Bernard, and Hiram Nelson<sup>16</sup> sailed *Princess II* to victory in the A Class race, but it was not enough to win the regatta. Bernard had a brutally busy regatta, pulling double duty by handling the tiller for both *Princess II* and his own *Yellow Kid*, which placed third in the B Class. Menominee's Square People took the A Class and the Oshkosh boat *Red Bird* won the B Class.

At the conclusion of the regatta, *Princess II* along with *Yellow Kid* were shipped directly by rail car to Gull Lake, Michigan for yet another attempt to win the Hearst. The Kalamazoo club was again victorious.

Back home in Madison, *Princess II* won the 1913 Mendota Yacht Club ice-boating season championship with an impressive string of fourteen first places, one second place, and one third place finish.

More determined than ever to prove that Madison's lighter boats were faster, Bernard and Fauerbach spent the warmer months of 1913 remodeling *Princess II*. The 1913-1914 season's first regatta was the Northwest Ice Yacht Association Regatta held in Oshkosh on Lake Winnebago. Other Madison boats making the trip to the second NIYA included Lester Howe's *Freak*, Perry Fess's *Toot Toot*, the Mendota Yacht Club's *MYC*, and William

11 From a 1966 interview with Carl Bernard recorded by Harold Kubly. Tape 411A in WHS Archives, Sound Holdings.

12 The 2003-2004 Northwest Ice Yacht Regatta was sailed on Lake Monona.

13 A Class boats carried 400-600 square feet of canvas and B Class boats carried less than 400 square feet. B Class boats were allowed to race with the A Class boats.

14 *Yellow Kid*, named after America's first successful comic strip character and published in William Randolph Hearst's newspapers, where the term "yellow journalism" came from.

15 Compared to others, Madison-style boats were built as light as possible with as little iron, steel, and wire. Spars of the Hudson River-style boats stood straight up, while the spar of the Madison-style boat leaned back. The runner plank of the Madison-style boat was also attached farther back on the hull than on the Hudson River-style boat.

16 Hiram Nelson (1874-1958) worked for Wisconsin Telephone Company.

Bernard's *Yellow Kid* and *White Cloud*. On January 21, 1914, *Princess II* was damaged when she went through Lake Winnebago's ice during a time trial. Exhibiting their usual grit and determination, Emil Fauerbach and William Bernard stayed up all night making repairs and had her ready for the start of the regatta the next day. *Princess II* placed second in the first race and went on to win the other three, clinching the A Class Northwestern Ice Yacht Association championship on January 24, 1914.

### The Hearst Cup Finally Comes to Madison

There was little time for celebration because of the preparations needed for the upcoming Hearst Challenge in Kalamazoo. Shortly after the NIYA win, Emil Fauerbach, *Princess II*, and the crew of Andy Flom,<sup>17</sup> William Bernard and Hiram Nelson took the train to Michigan.

Fauerbach's resolve to capture the Hearst for Madison was so great that he put aside his own ego and stayed off the boat, turning over control to superior sailor Andy Flom. On March 16, 1914, Emil watched from the finish line as Flom, Nelson, and Bernard finally wrested the Hearst away from the Kalamazoo Ice Yacht Club. The elegant trophy was headed to Madison.

When the news of *Princess'* victory reached Madison, the citizens were ecstatic. Henry Fauerbach, interviewed at Chicago's Illinois Athletic Club, declared that his brother's victory would be a good motivation for ice-yacht racing throughout the whole Northwest. In an understatement, Mendota Yacht Club Commodore Lew Porter told the *Wisconsin State Journal*, "it is possible that the Mendota Yacht Club will hold some sort of jollification as a result of the victory of the Princess." Commodore Porter released the following proclamation. "In gratitude for the perseverance and for the untiring efforts by which our fellow member, Mr. Emil Fauerbach, regardless of the reverses of fortune in former years, has brought to the Mendota Yacht Club countrywide prestige and honor in this branch of the great yachting game." The paper went on to write, "*Princess II*, sailing the colors of the Mendota Yacht Club, has won for Madison the highest honors in this year's leading American ice yacht regatta...Madison is particularly gratified at the splendid success of Emil Fauerbach's ice boat because the game Badger skipper has tried several times to lift the cup."<sup>18</sup> Fauerbach's win put Madison on the map as an ice boating community. The city was eager to use the Hearst victory as a way to advertise the 1915 NIYA regatta that was scheduled for Madison.

### Rematch

A telegram from the Kalamazoo club officially challenging for the

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TO THE SKIPPERS:

HOW KEEN THE ICE!  
NOW LIVELY WITH THE  
SAIL, 'TIS TRUE THE  
COURSE IS FILLED  
WITH BOATS THAT  
SCOOT; BUT WHAT  
CARE WE, OUR CRAFT  
IS STOUT OF BUILD-  
WE FEAR NO  
PRINCESS, FREAK,  
OR TOOT  
THE TOOT, A DOWN  
MENDOTA'S GLASSY  
FIELD WE'LL GLIDE  
SO GRASP THE TILLER,  
SET YOUR MUSCLES  
HARD THE YELLOW  
KID IS FOLLOWING  
AT OUTSIDE-  
GREAT HONOR'S  
OURS IF WE CAN BEAT  
BERNARD!

—UNKNOWN AUTHOR

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*Appeared in Wisconsin State Journal, December 28, 1912. In William Bernard's scrapbook, he made a notation next to the poem wondering who the author was.*

<sup>17</sup> Andy Flom (1891-1981). Flom's father Andrew owned the Flom Hotel in Madison and his uncle owned a famous Madison vaudeville house. Flom, known affectionately as the Kid, was an active Madison ice boater for many years.

<sup>18</sup> *Wisconsin State Journal*, March 13, 1914.

19. *Princess II* measured thirty-six feet from bowsprit to rudder with a runner plank of twenty feet and carried between 400-450 square feet of sail, *Princess III* measured thirty-nine feet in length and had a runner plank of twenty-two feet.

20 Frank O. Tetzlaff (1899-1967) was a builder, contractor, and carpenter with many area firms including Marshall Erdman & Associates.

Hearst was waiting for the victorious Fauerbach when he arrived back in Madison on March 18, 1914. In addition to defending the Hearst on Madison's lakes in 1915, Fauerbach yearned to capture the Stuart trophy from the Michigan club. He commissioned Bernard to build another boat during the summer of 1914. *Princess III*, designed specifically to win the Stuart trophy and the prestigious Hudson River Ice-Yacht Challenge-Pennant, was built of western spruce with white oak trimmings and cost Fauerbach \$185 (\$3751.25 in today's money). Larger than her predecessor, *Princess III* carried about 100 more square feet of sail.<sup>19</sup> On December 12, 1914, the *Princess III* was ready to sail.

Madison's newspapers were full of ice yachting stories during the winter of 1914-1915. Excitement was in the air as the city prepared to host two major competitions, the Northwest and the Hearst, and ice yachtsmen from Michigan and Wisconsin made plans to descend on Madison. With the Mendota Yacht Club busy promoting the regattas, a new club with an emphasis on local racing was formed. The Madison Ice Yacht Club first met on December 11, 1914 at the Wirka Boat House on Lake Monona. Perry Fess was elected Commodore of the fifty-one member club. Among the members were Andy Flom; Emil, Henry, and Philip Fauerbach; William Bernard; and Frank O. Tetzlaff<sup>20</sup>, an up and coming ice boat builder.

On January 10, 1915, ice yachts from Menominee, Milwaukee and Oshkosh arrived in Madison for the third annual Northwest Ice Yacht Association regatta. Thousands of spectators watched as *Princess II* and the new *Princess III* raced in the A Class championship.

*Princess II* was unable to repeat as A Class champion and the Milwaukee boat, *Debutant III*, took the trophy. All was not lost as William Bernard won the B Class championship in his *Valiant*.

Owned by Douglas Van Dyke, *Debutante III* was a much larger boat than either of the *Princess* boats, carrying 600 square feet of sail. Many believed that her size had little to do with her impressive speed, rather it was better technology that helped Van Dyke to win the regatta. *Debutant III* was the first ice boat to use aluminum runners, a much superior material than the cast iron runners traditionally used.

There wouldn't be another Northwest Ice Yacht Association regatta sailed until after World War I. The 1914-1915 season closed without the Hearst Challenge because of poor conditions and Madison retained the trophy for another year.

Sadly, Emil Fauerbach had only a short time to revel in the prestige and honors of the Hearst trophy. Fifteen months after he won the Hearst, Madisonians read the shocking news that their most famous ice yachtsman had passed away. Emil Fauerbach died on May 22, 1915 at the age

of 45 from complications of a stomach operation at Jewish Hospital in Cincinnati, Ohio!

### A Lapse of Interest

Emil's impact on Madison ice boating was so great that the *Wisconsin State Journal* lamented that his death could mean the end of the sport in the city. Thankfully, the Fauerbach family ensured that Emil's efforts were not in vain. In the early years of Madison, Emil Fauerbach and his family believed their investments in ice yachting contributed to community pride and honor. Wanting to represent the best that the city had to offer, the Fauerbachs remained committed to Madison ice boating. In the years after Emil's death, his three *Princess* boats were stored in the brewery's ice house.

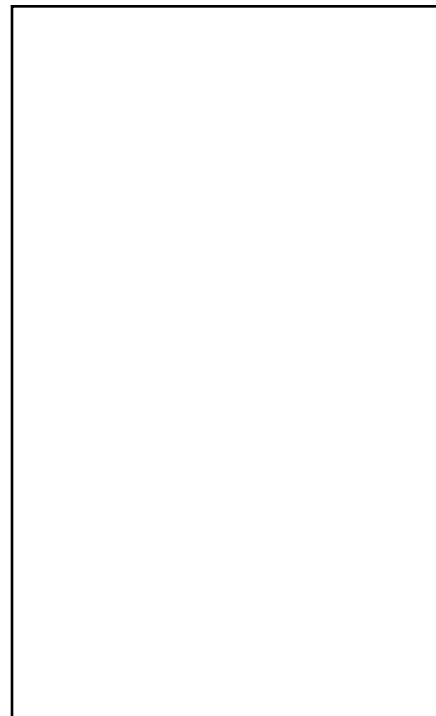
The year 1915 ended with more bad news when William Bernard's Northwest B Class winner *Valiant* was destroyed in a fire at his boat livery in December. During that same month, when only fifteen Madison ice yachtsmen gathered to organize for the 1915-1916 season, Emil Fauerbach's death was blamed as a cause for a decline in interest. Madison's Board of Commerce considered lending their help to promote the sport.

The Madison Ice Yacht Club regrouped and on March 12, 1916, Miss Grace Putnam, age 17, daughter of Clark M. and Grace Rogers Putnam, became the first woman to win a Madison ice boat race. Sailing in the B Class *Isser*, owned by her father and Mr. Truesdale, Miss Putnam beat out four other boats, including the wily veteran William Bernard and his *Yellow Kid*. She had sailed ice boats for pleasure before but this was her first race. Grace married William Goff, a professional baseball player, and they had two daughters. She died in 1932 of pneumonia a few hours after giving birth to a stillborn son.

During World War I, interest in ice yacht racing dwindled while many of Madison's young men were serving in Europe. William Bernard declared "the racing game dead here" and he passed the winters renting his ice boats at four dollars per day to University of Wisconsin students. In February of 1919, Madison held a Winter Sports Meet and Carnival where passengers were able to take a ride on one of Bernard's thirteen rental ice boats.

### The Next Generation

Bernard kept building ice boats but didn't care to sail them. When interviewed fifteen years after skippering the *Princess II* to her Hearst victory, he claimed to have not sailed in an ice boat since that time. Perhaps he was content to let the racing fame shine on his son Carl. William Bernard was placed in an unusual position during the years he skippered the *Princess* boats because every win for the *Princess* meant a loss for his own boats. "It's all for



*Madison Democrat*, March 12, 1916

the glory of Madison anyhow...” is how one newspaper writer described the situation.

In 1918 William Bernard accepted a commission from the Steinle Turret Lathe Machine Company<sup>21</sup> and built the most expensive ice boat of his career. *Miss Wisconsin* cost \$1,000, an amazing sum considering that Bernard’s most expensive boat to date had cost \$400. Taking her maiden voyage in high winds, the *Wisconsin State Journal* reported that she broke “all speed laws of Lake Mendota” and picked up an ice fisherman as she swept by him. The man was not severely injured and recovered shortly after his harrowing ride. William Bernard’s son Carl, a young teenager at the time, recalled that there was “no finer ice boat ever built.”

21 The Steinle Turret Lathe Machine Company was located at 149 Waubesa Street in Madison from 1906–1936. Founded by father Joseph Steinle and son George, the machine shop was most famous for manufacturing five-inch guns during WW II for the U. S. Navy.

Carl Bernard (1905–1983)<sup>22</sup> began sailing ice boats as a child. When he was a teenager, the Madison Ice Yacht Club on Lake Monona and the ice boaters of the Mendota Yacht Club joined to incorporate as the Four Lakes Ice Yacht Club (4LIYC) on January 12, 1921. Carl Bernard, who had been racing ice boats since he was fifteen years old, would bring world-wide fame to the new club in the 1930s. The 4LIYC is renowned as one of the most active racing clubs in ice boating today.

22 Carl Bernard (1905–1983) was the third generation in his family to build, sail, and operate boats on Lake Mendota. His grandfather, Charles Bernard, Sr. (1823–1907) started the business in 1855, his father, “Captain” William Bernard (1870–1943) took over in 1907. Carl worked with his father until the business was sold in 1940, and then he managed the University Boathouse behind the Red Gym until he retired in 1963.

## Madison Hosts Hearst Challenge

In 1922 the Fauerbachs sold *Princess III* to the owners of Borden’s Malted Milk Company, and they sailed her on Geneva Lake. The following season, *Princess II* was challenged by the Kalamazoo Ice Yacht Club for the Hearst trophy and William Bernard implored the Fauerbachs to bring the boat out and accept the challenge.

The Fauerbachs enlisted Andy Flom for *Princess II* skipping duties. It had been twelve years since Emil brought the cup to Madison and conditions were at last favorable for the competition to resume in the shadow of Fauerbach’s brewery. Emil’s old rival, D. C. Olin along with Jake Ball of Kalamazoo, brought the *Hilo* to Madison. Olin reminisced fondly about Emil, telling a Madison reporter that “Emil was one of God’s chosen sportsmen. In victory or defeat, he was always the same, a gentleman, and I’ll wager that his spirit is right down here on Lake Monona watching this race....” Any past differences were forgotten. Madisonians were proud to play host to the Gull Lake contingent.

Along with *Princess II*, Steinle Turret’s *Miss Wisconsin*, under the command of Frank Tetzlaff, and D. C. Olin’s *Hilo* were the only boats entered for that year. Madisonians turned out to witness the massive yachts maneuver around the course. Any doubts whether *Princess II* had lost speed during the years in storage were put to rest when Andy Flom successfully defended the





The 1938 Four Lakes Ice Yacht Club annual spring banquet at Club Chanticleer, Middleton, WI. Fritz Jungbluth's ice yacht, Fritz, sailed by Carl Bernard, won all four major ice yachting regattas that season. (The regattas are still held today.) From left to right the trophies are for the Northwestern Free-For-All, the Hearst International, the Stuart International, and the Northwest Class A Championship. Photo taken by Black Photo Service, Madison and used courtesy of the Four Lakes Ice Yacht Club.

Hearst in 1926 against the Kalamazoo club, a feat which he repeated in 1927 on Lake Monona.

*Princess II* again made headlines in December of 1927 when it was announced that the Fauerbach family sold her to Madison undertaker Otto Schroeder who bought the famous boat for his fifteen-year-old son Arthur as a Christmas present. On January 4, 1928, Wisconsin's Governor Fred R. Zimmerman presented a special Commodore's Ensign award to *Princess II* and Andy Flom, William Bernard, and Otto Schroeder for her three Hearst wins. With another Hearst challenge looming, Schroeder recruited Andy Flom to help keep the trophy in Madison.

*Princess II*, showing her age, was defeated on January 16, 1928 by Kalamazoo skipper and owner Joe Lodge's *Deuce II*, a boat built to bring the trophy back to that club. The loss of the Hearst to Kalamazoo was blamed on Emil Fauerbach's untimely death. "Ice boating in Madison has not the support it deserves; there has been only one Emil Fauerbach in the history of ice yachting sport here, and Madison needs men who will put some money into one of the greatest of all winter sports. We venture to say that the Hearst Cup will never return to Madison unless some new boats are built."<sup>23</sup>

23 Wisconsin State Journal January 16, 1928

*Princess II* sailed a few more times, but her glory days were over. Her last Hearst competition was in 1930 at Oshkosh where the regatta was abandoned because of conditions. Carl Bernard raced her in 1930 on Lake Monona but the ultimate fate of Madison's favorite ice yacht is unknown. The Schroeder family is unsure of her whereabouts. Like so many other Madison stern steerers, she probably ended up neglected in a barn somewhere.



William Bernard estimated that he had built over one thousand ice boats during his career. In 1927, he built the last Madison-style ice boat, *Miss Madison*. Carl Bernard sailed her alongside *Princess II* in the ill fated 1930 Hearst at Oshkosh.

Carl Bernard became famous as a world champion ice boater. Representing Madison's Four Lakes Ice Yacht Club, he won the Hearst six times along with thirteen other North American ice-boating titles. Carl's victories are even more remarkable considering that he preferred to sail the big boats solo without the assistance of a crew. His sailing feats were so impressive that in 1963, the city honored him by including him in the first-ever group of inductees into the Madison Sports Hall of Fame.



Dick Ela and his crew, Russ Wilbert and Don Sanford, ready the *Menace*, a vintage Madison-style ice yacht for a thrilling ride across the ice on Lake Mendota in January 2004.  
Photo courtesy of Don Sanford.

Throughout the years, descendants of Peter and Maria Fauerbach have played an important part in the Four Lakes Ice Yacht Club. Bill Fauerbach, a 4LIYC Honor Roll member, was active with the club for many years. Peter Fauerbach, family historian and Emil's great-great grand nephew is the latest Fauerbach to become captivated with the sport.

### Ice Boating Today

Competitive ice boats are still expensive to build and maintain. Considering that there may be seasons without any racing, and the brutal cold and wind, it becomes obvious why the sport attracts only the most patient and hearty of people. The one to two thousand sailors in the world's cold climates who pursue the sport recognize Madison as an ice sailing center.



*Ice boats at sunset during the Northwest Ice Yacht Association Regatta sailed on Lake Monona, January 24, 2004. Photo courtesy of David Travis.*

After World War II, ice boats evolved into smaller, more portable single sailor boats and interest in the big stern steerers waned. However, the glorious old stern steerers have made an amazing comeback thanks to the hard work of some enthusiastic sailors in Franksville, Wisconsin, who have spent countless hours and thousands of dollars restoring the boats for competition.

In 2001 after a twenty-one year lull, ice boaters competed for the Hearst and Stuart Trophies on Geneva Lake in southern Wisconsin. Buddy Melges of Zenda, Wisconsin, one of Wisconsin's most famous sailors, won both. The Hearst International Trophy remains one of the most esteemed and sought after trophies in the world and is currently held by the world's largest ice boat, the *Deuce*, owned by Rick Hennig of Franksville, Wisconsin.

A few Madison-style boats still exist including *Miss Madison*, now owned by Richard Lichtfeld. She can still be seen decked out in her bright red paint and old cotton sails zipping around Lake Monona on windy winter days. Lichtfeld strives to keep her in period condition, a reminder of the time when there were almost 100 boats like her on Madison's lakes.

Emil Fauerbach's legacy lives on in the Four Lakes Ice Yacht Club. Members such as Bill Mattison, Paul Krueger, Jack Ripp, Bob Kau, and Jim Nordhaus along with many others have earned reputations as innovative boat builders and world class champions. Emil Fauerbach's early campaigns to win the Hearst are reflected in the club's motto, Home of the Champions.



*For more information about Madison ice boating, see the Four Lakes Ice Yacht Club website at [www.iceboat.org](http://www.iceboat.org); Carl Bernard's Scrapbooks (M83-319) and Frank Custer's Local History Research Files (M2001-157) in the Archives at the Wisconsin Historical Society; for more information about the Fauerbach family and its involvement in ice boating, see Peter Fauerbach's website at [www.fauerbach-brewery.com](http://www.fauerbach-brewery.com).*



## *A Tale of Two L-29 Cords: Frank Lloyd Wright's Phaeton and Cabriolet*

BY

MARY JANE HAMILTON

*This article could not have been written without the assistance of many other individuals whom the author would like to acknowledge. They include: Paul Bryant, John, Leo, and Robert Buchner, Penny and George Choles, Rebecca DuBey, Phil Hamilton, Sara Hamond, David Mollenhoff, Oscar Munoz, Helen and Frank Owings, Charles Richards, Charles Richardson, Helen Russos, Matt Short, Margo Stipe, and especially Ann Waidelich.*

### INTRODUCTION

Frank Lloyd Wright loved automobiles, especially if they were elegantly styled, technologically advanced, and enhanced his outsized persona. In fact, during his lifetime Wright owned some of the world's most distinguished and best-known automobiles including Bentley, Jaguar, Packard, Cadillac and Mercedes Benz. Still others that he acquired are known only to connoisseurs such as the Morgan, Stoddard-Dayton, Acedes, and Cord.

Scholars have largely ignored Wright's love of fine automobiles, an unfortunate oversight because they provide fascinating revelations about the architect's personality and business practices. And, as David Mollenhoff and I quickly learned while researching

the history of Monona Terrace, Wright's cars played a much larger role in his relationship with Madisonians than they had, at first, realized. Consequently, when writing Frank Lloyd Wright's *Monona Terrace: The enduring Power of a Civic Vision*, published in 1999, we resolved to make Wright's cars a leitmotif.

During our research it became clear that one of Wright's all-time favorite automobiles was the little-known L-29 Cord, a stylistic and technological marvel introduced in 1929. Consequently, we aggressively sought out everything we could find about Cords, but we failed to uncover a key fact. Contrary to what Wright scholars and Cord experts had written or told us, Wright owned not one, but two, L-29 Cords! This fact came to light when Ann Waidelich showed them a Capital Times newspaper article about Wright's 1933

auto accident with a Choles Floral Co. truck. (Ann is the lead volunteer on a Wisconsin Historical Society project to index the Photo Copy Service [McVicar-Stein] collection of Madison photographs. Angus McVicar took many photographs for *The Capital Times* in the 1930s and the volunteers have identified the articles in an effort to enhance the WHS index.) McVicar's photograph of the crash that accompanied the newspaper article showed a four-door Phaeton, not the two-door Cabriolet that we had described in their book. This discovery led me to do additional research in an effort to ferret-out the true story of the Cords.

### The Crash and Its Press Coverage

Early on Monday morning, November 13, 1933, Frank Lloyd Wright (1867-1959), his wife, and one of his young architectural apprentices departed from their home near Spring Green, Wisconsin for Michigan City, Indiana where the architect was scheduled to present a lecture that evening. By 9:00 a.m., they had reached an intersection about three miles north of Oregon, a small village southeast of Madison, when their car broadsided the Choles Floral Company truck being driven by its owner, Fost Choles (1886-1987). According to Wright, he "jammed on the brakes, but [his car] caught the already careening flower-wagon full on the side—nosed it over and over, again and again and again, as a hog might nose a truffle....and was well on his way to the fourth turnover before the truck finally collapsed in a heap." Wright and the passengers in his car were not hurt, but Choles, who emerged from his vehicle shouting "...why don't you look where you are going!!!..." was taken to Methodist Hospital in Madison where he received treatment for cuts to his neck and head and was x-rayed for possible injuries to his back.<sup>1</sup>

Had the accident involved less prominent citizens driving more ordinary vehicles, this rural accident would not have merited much press coverage. But in this instance both *The Capital Times* and *Wisconsin State Journal* carried front page stories that very day. While the *Wisconsin State Journal* simply used old file photos of both drivers to accompany its account, *The Capital Times* hired Madison photographer Angus McVicar (1903-1964) to document the crash scene and selected one of his photos to illustrate its lead article. The next day the *Chicago Tribune* ran a brief story as did the *Michigan City News*. Two days later the *Oregon Observer*, a weekly newspaper that reports on events in Oregon and the surrounding rural area of Dane County, printed an account.<sup>2</sup>

### The Men Involved: Drivers and Photographer

The widespread newspaper coverage of the relatively minor accident was due to the fact that the famous, Wisconsin-born architect was one of the drivers and that his vehicle was an expensive, relatively rare four-door Cord



*Map of collision area.*

1. Quote from *An Autobiography* (1943 edition) as it appears in *Frank Lloyd Wright Collected Writings*, Bruce Brooks Pfeiffer, ed. (New York: Rizzoli, 1992), Vol. 4, p.141.
2. In his autobiography Wright provided few specific dates, and his description of the crash with the floral truck was no exception. Over the years several authors have used 1937 when describing the incident but have offered no documentation for their erroneous choice. See "Wright, Wife Escape in Crash; 1 Hurt," *The Capital Times*, 13 November 1933, p.1; "Choles Hurt in Crash with Frank L. Wright," *Wisconsin State Journal*, 13 November 1933, p.1; "Frank L. Wright and Wife Escape Unhurt in Crash," *Chicago Tribune*, 14 November 1933; "F.L. Wright Speaks Here This Evening," *Michigan City News*, 13 November 1933, p.10; "Frank Lloyd Wright Gives Splendid Address to 200," *Michigan City News*, 14 November 1933, p.10; and *Oregon Observer*, 16 November 1933, p.4.



*Wisconsin State Journal* collision article.

3. Speaking to a group of club women was not an uncommon occurrence for Wright during the late 1920s and early 30s when he had very few architectural jobs and was glad for the income he received from his lectures and writings. For Choles' effort to secure payment for injuries and damage to his truck, see "\$6,182 Demanded of Lloyd Wright," *Wisconsin State Journal*, 12 October 1934, p. 18. The article claims Wright countersued asking for \$1,000 each for himself and his wife, denying that they were responsible for the accident.

model L-29 Phaeton. While the two drivers offered very different accounts of the accident and neither vehicle could be driven following the crash, there was no loss of life, no daring rescue from a burning vehicle, and no pedestrian injury or property damage. The county traffic officer who investigated the accident drove Fost Choles to his home after he was treated at Methodist Hospital, while Wright and his party returned to Madison and took the train to Chicago. Later that evening Wright attended a dinner and gave his scheduled lecture to the Michigan City, Indiana chapter of the American Association of University Women. He received a modest stipend to cover his travel expenses, but not enough to cover repairs to his Cord. Choles subsequently attempted to sue Wright for the cost of replacing his truck and for medical and other expenses incurred as a result of the accident, but the florist never received any money. This was the depth of the Great Depression and Wright had no insurance and little income with which to reimburse the florist, let alone repair his own expensive automobile.<sup>3</sup>

Neither Choles nor Wright was born in Madison but both came to the city at a relatively youthful age. Wright moved there with his family in late 1878 and remained in the capital city until early 1887 when he left to pursue an architectural career in Chicago and the returned again in 1911 to build a permanent residence known as Taliesin near Spring Green. Choles, who was born in southwestern Greece, arrived alone in the United States in the fall of 1903 at about age sixteen.

After residing briefly in Milwaukee and Janesville, he settled permanently in Madison around 1906 where he enjoyed a long career as a florist. Both men pursued their respective professions long after many other men might have retired. Wright, who in his later years relied on one of his apprentices to do the driving, was nearly 92 when he died. Choles continued to supervise his family floral business and even renewed his driver's





*Packard in Arizona desert. Frank Lloyd Wright, wife, Olga and two daughters.*

license when he turned 100, a year before he died in 1987.<sup>4</sup>

Both men would have known Angus McVicar. McVicar's parents, Dea and Anna McVicar, owned the University Floral Shop in Madison, a competitor of Choles' floral business and Angus developed his photographs in the basement of the shop. Just two weeks before the crash, McVicar had gone out to Taliesin to photograph Wright's newly completed Taliesin Playhouse for a Capital Times feature article. The Playhouse was the setting for entertainment for the newly created Taliesin Fellowship and the general public.<sup>5</sup>

### Crash Creates Questions

What, then, would warrant further consideration of a vehicle involved in a crash on a rural Wisconsin road more than seventy years ago? Why was Wright attracted to the Cord and other expensive brands of automobiles and how was

Wright able to afford such an expensive vehicle in the late 1920s and early '30s, a period when he had virtually no architectural commissions? What role did another well-known Wisconsinite play in managing Wright's finances during this time? What reactions did Wright's Cord and his other fancy cars generate from Madisonians who saw them being driven or parked in the city? And finally, what became of the original Cord and the second Cord that Wright acquired in the 1950s? Discovering the answers to these and similar questions offers a unique opportunity to learn more about the personality, priorities, and proclivities of one of Wisconsin's most widely-known native sons.

### The Cord: Speed, Style, Status, and Technical Sophistication

Wright's L-29 Cord endured two crashes during the fall of 1933, the one in November near Oregon,

4. "Florist Fost Choles dies," The Capital Times, Dec. 29, 1987.
5. "Frank Lloyd Wright Realizes Another Dream at Unique Theater Opening at Taliesin Tonight" The Capital Times, 1 November 1933.



# *CORD* FRONT DRIVE



## *Also* Exclusive in Safety

SAFETY should outweigh all other considerations in the selection of your vehicle for personal transportation. Even comfort, both mental and physical, is dependent upon SAFETY. Body styles, the number of cylinders and all other features become mere details when compared with the outstanding need for SAFETY. Because it is structurally different from all other cars, the Cord front-drive offers exclusive SAFETY advantages. These priceless advantages are appreciated most under adverse road conditions when the need for SAFETY is emphasized. These advantages result from a combination of low center of gravity, the fact that the Cord is pulled instead of pushed, amazingly easier steering, less driver-effort, surer control, and better roadability. In exact ratio as you value SAFETY you owe it to yourself to inspect and drive the new improved Cord and learn from experience why its advantages are obtainable in no other automobile.

#6 Photo FPO waiting for another Cord ad.



and an earlier one in September near Mazomaine, a small village west of Madison.<sup>6</sup> Both accidents were attributable in part to excessive speed and underscore a characteristic trait already evident during Wright's formative years. As a boy growing up in Madison, Wright gravitated to activities where speed was an integral factor. He was interested in fast water craft, especially ice boats (see related article on ice boating elsewhere in this issue), which, with speeds of more than ninety miles per hour, were the fastest conveyances in the pre-automotive era. Ice boats produce a deep rumble--something akin to the lowest note on an organ--that can be heard as well as felt when swooping over the frozen surfaces of Madison's lakes. Decades later the rumble of fast cars recalled that thrilling sensation for Wright.

In the early 1900s, while residing in Oak Park, Illinois, Wright purchased his first automobile, a bright yellow, brass trimmed, leather upholstered Stoddard Dayton--a coveted sports roadster of that era--that his neighbors referred to as the "Yellow Devil." Wright reportedly terrorized the neighborhood by zipping around the suburban streets at sixty miles an hour, more than twice the proscribed twenty-five-mile limit.<sup>7</sup> His next car, a Knox roadster, was stolen but eventually recovered by the police in St. Louis just as the thieves reportedly were "putting a coat of green paint over its beautiful gunmetal finish." In the early 1920s Wright drove a black Cadillac that featured some of the same qualities that would later attract him to the Cord. The custom built car was long, low, streamlined, and attracted lots of attention. "Wherever we parked," Wright noted, "the crowd would gather to see the 'foreign car' trying to guess the make."<sup>8</sup>

Then in the spring of 1928 Wright purchased a Packard Phaeton, a large open touring car. After a long spell with very few commissions and even fewer completed buildings, Wright had just secured two major commissions: a massive luxury tourist resort known as San Marcos-in-the-Desert, planned for a site near Chandler, Arizona, and an innovative high-rise housing complex known as St. Mark's-in-the-Bouwerie, for New York City. Contemplating long trips to oversee the widely separated jobs, he bought the second-hand Packard in Phoenix. However, when driving the Packard back to Wisconsin, Wright found that the Arizona dealer had misrepresented the mileage of the car, and it proved to be unreliable and very expensive to operate and repair.<sup>9</sup>

### Acquiring the Cord L-29 Phaeton

When considering automotive options to replace his ailing Packard, Wright could have selected a popular, economical car for which repairs and parts would easily have been available in Madison or even Spring Green. Instead, he chose yet another ostentatious and expensive car: a newly introduced model from the Auburn Automobile Company, a small Indiana firm with relatively few dealers and lead by a visionary named

6. "Wright and Family Escape in Car Crash," *The Capital Times*, 20 September 1933, p.1.

7. For Wright's youthful activities while residing in Madison, see *An Autobiography* (1932 edition) as it appears in *Frank Lloyd Wright Collected Writings*, Bruce Brooks Pfeiffer, ed. (New York: Rizzoli, 1992), Vol. 2, p.129.

8. First quote from Brendan Gill, *Many Masks, A Life of Frank Lloyd Wright* (New York: G.P. Putnam's Sons, 1987) p.197; the others from *An Autobiography* (1943 edition), as it appears in *Frank Lloyd Wright Collected Writings*, Bruce Brooks Pfeiffer, ed. (New York: Rizzoli, 1992) Vol. 4, p.141.

9. Quote from David Mollenhoff, "Preliminary Story Board, FLW Cord Exhibit, Monona Terrace," 20 October 2000, 1. When purchasing the Packard, Wright added a trunk rack, new tires, and a tonneau cowl windshield. Like many other purchases, Wright apparently made a down payment on the Packard and agreed to pay the remainder in installments. In a letter from Wright to the C.I.T. Corporation (the finance company handling the multi-payment transaction), 17 February 1930, he says the Phoenix dealer had presented the Packard Phaeton as having been driven only 17,000 miles, but after driving the car from Arizona to Chicago, a dealer there determined the car had been driven more than 40,000 miles. The Packard, Wright claimed, had consumed a gallon of oil every seven miles, had experienced engine trouble, and had developed a major piston problem.

10. For info on E.L. Cord, see Griffith Borgeson, *Errett Lobban Cord, His Empire, His Motor Cars: Auburn, Cord, Duesenberg* (Princeton, New Jersey: Automobile Quarterly Publications, 1983); and Beverly Rae Kimes, "E.L. : His Cord and His Empire," *Automobile Quarterly* 18 (Second Quarter, 1980), p. 192+. Quote from Mollenhoff, "Preliminary Story Board," 3. In Wright's 20 November 1933 letter to E.L. Cord, Wright claimed he paid \$3,850 for his Phaeton, which presumably included a delivery charge, extra custom or special features, and perhaps an additional amount for the multi-payment contract.

Errett Lobban Cord (1894-1974). In the fall of 1929, Cord introduced his very advanced, undeniably sleek namesake: the Cord L-29 available in four models: Sedan, Brougham, Cabriolet and Phaeton. The first American production car with front-wheel drive, it was priced midway between the company's top-of-the line Duesenberg and moderately-priced Auburn. The Cord's streamlined styling and "long hood, flowing seven-foot-long front fenders, and extremely low profile made the car look like it was moving when it was sitting still." And its in-line 8-cylinder Lycoming aircraft engine "made the Cord one of the fastest and most powerful cars on the road." While Wright could have bought a Ford for under \$500, the Cord L-29 Phaeton cost him more than \$3,000.<sup>10</sup>

## The Perks and Problems of Owning a Cord

Besides its advanced styling and technical sophistication, the Cord appealed to Wright for another reason: the prestige and social status associated with the car. Typical Cord owners were celebrities with glamorous jobs and huge salaries who could easily afford the expensive automobiles. Edgar Rice Burrows, for example, who wrote the Tarzan stories, and all of the Marx Brothers, popular film stars known for their comic routines, owned Cords. No doubt Wright thought his Arizona and New York commissions--each estimated to cost at least \$700,000 and generate large architectural fees--would yield sufficient income to afford one of the new Cords. A letter from the company president that Wright received soon after taking delivery of the car surely must have convinced him that he qualified as a member of this elite and discerning group. E. L. Cord began, "Ordinarily, I would not presume to make the following request, but I am very desirous of getting a personal report from several prominent [emphasis added] people who are owners of our new Cord front-wheel automobile."<sup>11</sup>

11. E.L. Cord to F.L. Wright, 17 December 1929, FLWA.

Wright's December 1929 response, written the same day that he received Cord's letter, later appeared in a promotional booklet entitled, *What Owners Say*:

A Cord Front-Drive Automobile is as nearly self-driving as a locomotive on rails. I say this having driven the "Cord" over some 1500 miles of Wisconsin roads. Not only is the mechanical operation of the front wheel drive perfect, but the "Cord" automatically straightens out all the curves and relieves, by two-thirds, the tension of the driver.

The remarkable balance of the car as a whole is a guarantee of safety and comfort in all circumstances. The gearshift seems more natural than the standard. From the first it gave me no trouble. It is a good feature.

I became a "Cord" owner because I believe the principle of the

front-drive to be logical and scientific, therefore inevitable for all cars. But the proportion and lines of the "Cord", too, come nearer expressing the beauty of both science and logic than any car I have ever seen.<sup>12</sup>

Most of the other prominent owners solicited by Cord for testimonials-- especially those living in California or other states with warm climates -- would not have been concerned with the effects of weather or used their cars for anything except pleasure driving, but that was not the case for Wright. He had to deal with freezing temperatures in the winter and traversing the steep, unpaved and often muddy driveway at Taliesin in the spring. Seasonal realities of living in Wisconsin created ongoing frustrations for him and extra work for his Taliesin Fellowship apprentices. "Whenever the driveway [at Taliesin] had dissolved into liquid mud, the beautiful Cord would sink in up to its axles and [Herb] Fritz and the other boys would get out the Caterpillar tractor ...and pull the Cord out of the mud."<sup>13</sup>

### Paying for the Cord

There was, however, a slight problem: how to pay for the new Cord L-29 Phaeton? While most new Cord owners simply wrote personal checks for their cars, the situation was quite different for Wright. Technically he had no personal funds, having turned over all of his financial affairs to a rescue corporation called Wright Incorporated. When established in 1927, the idea was that Wright's friends, family members, and clients would each contribute \$7,500 to the corporation. The resulting funds would be used to settle Wright's old debts, pay alimony to his second wife, Miriam Noel Wright, and prevent the bank from assuming control of Taliesin and his other assets. In return, the contributors were to be compensated from Wright's future earnings, which he would turn over to the Corporation, which in turn would pay him a salary. Unfortunately, the scheme did not work, primarily because Wright had attracted very few paying clients and his expenses continued to accumulate. By the fall of 1928 the Corporation was able to reclaim Taliesin, enabling Wright and his new wife, Olgivanna, to return there, but its resources were nearly exhausted, despite the efforts of the young Madison attorney responsible for overseeing the thankless endeavor.<sup>14</sup>

The mastermind behind Wright's rescue corporation was Philip Fox La Follette (1897-1965), the youngest son of perhaps Wisconsin's best known political figure, former governor and senator Robert M. La Follette, Sr. (1844-1925) and Belle Case la Follette (1859-1931). During the early 1900s, Philip, his brother Robert, and sister Mary had attended the Hillside Home School, a progressive boarding school near Spring Green, Wisconsin operated by Wright's maternal aunts Ellen and Jane Lloyd

12. F.L. Wright to E.L. Cord, 18 December 1929, FLWA. E.L. Cord or one of his staff deleted one of the comments in Wright's letter, "I suggest that some of the color striping, perhaps put on as a concession to 'popular taste,' might be omitted."

13. Eugene Masselink's 10 February 1935 "At Taliesin" column in *At Taliesin* compiled by Randolph Henning (Carbondale: Southern Illinois University Press, 1992), pp. 106-10.



*The mastermind behind Wright's rescue corporation was Philip Fox La Follette (1897-1965), the youngest son of perhaps Wisconsin's best known political figure, former governor and senator Robert M. La Follette, Sr. (1844-1925) and Belle Case la Follette (1859-1931).*

14. Contributors to the rescue corporation included former clients Mrs. Avery Coonley and Darwin C. Martin, Wright's sisters Jane Porter and Maginel Barney, drama critic Alexander Woollcott, playwright Charles MacArthur, an old friend Professor Ferdinand Schevill, designer Joseph Urban, and several others. For more on the rescue corporation, see Secrest, Frank Lloyd Wright, Chapter 14; and Brendan Gill, *Many Masks*, pp. 299-30.



Katsukawa Shunso's "*Poet Asleep on a Balcony*" (ca.1770) is among the Japanese woodblock prints that once belonged to Frank Lloyd Wright.

15. Both La Follette quotes from Donald Young, ed., *Adventure In Politics: The Memoirs of Philip La Follette* (New York: Holt, Rinehart and Winston, 1970) pp. 130-132. Wright quote from *An Autobiography* (1943 edition) as it appears in *Frank Lloyd Wright Collected Writings*, Bruce Brooks Pfeiffer, ed. (New York: Rizzoli, 1992), Vol.4, p.140.
16. Olgivanna Wright's name, rather than her husband's, appeared on a later duplicate certificate of title for the Cord, copy in author's possession. Charles Morgan maintained an office on the 33rd floor of the thirty-five-story high rise building designed by Holabird & Root in 1928 and still identified by its prestigious 333 North Michigan Ave. address. During the 1930s, Holabird & Root and other prominent architectural firms maintained offices there. Several examples of Morgan's work were featured in *Architectural Record*, including one in the same April 1928 issue, p. 283 in which Wright's own article, "In the Cause of Architecture, III: The Meaning of Materials-Stone" appeared, pp. 350-56. See Wright to Morgan, 12 December 1929 FLWA for Wright's interpretation of their partnership. Morgan produced a color rendering of Wright's unrealized National Life Insurance building and others for the Law, Law and Potter firm in Madison. For Morgan's role in financing and repairing Wright's Cord, Cadillac and Packard vehicles, see Morgan to Wright, 17 December 1929; 19 June and 24 June 1930; 14 August 1931; 19 December 1931; 8 January 1932; 1 May 1936; and 17 July 1946 FLWA. See also Wright to Morgan, 16 May 1936, FLWA. In Morgan's 14 August 1931 note to Wright, he also mentions making a payment of \$100 toward Wright's overdue account at Stevenson's, an exclusive men's clothing shop in Chicago. All letters in FLWA.

Jones. La Follette's father and mother had both spoken frequently at the nearby Tower Hill (now Tower Hill State Park) summer Chautauqua run by Wright's uncle Rev. Jenkin Lloyd Jones. Several other Lloyd Jones relatives had actively supported the elder La Follette's gubernatorial campaigns.

With so many connections to Wisconsin politics and to Wright's maternal family, the architect could not have found a more well-connected attorney, but as Phil La Follette, who would become Governor in 1931 at the age of 33, noted, "... it was obvious that he [Wright] disliked having his finances controlled by someone other than himself. It was only a question of time before he would assert his independence." That's exactly what Wright did in the fall of 1929. La Follette described the occasion, "Late one afternoon I saw a brand new Cord car coming up the street. At the wheel was Frank, proud as a potentate, as his expensive car proceeded west toward Taliesin." Given the rescue corporation's precarious financial situation, La Follette would never have sanctioned the idea of Wright buying a brand new car--let alone such an expensive one--and he must have wondered where Wright had obtained the money since, at the time, La Follette had not been paid anything for his legal work. Wright provided the answer in his autobiography, "I gave up the Packard for the Cord, taking it on an installment-plan contract that ran us [emphasis added] ragged for years."<sup>15</sup>

Most readers of Wright's autobiography have assumed that the architect's use of "us" was meant to refer to Phil LaFollette, Wright Incorporated, or perhaps the Taliesin Fellowship. But it most likely refers to Charles Morgan (1890-1947), a University of Illinois-trained architect known for his superb architectural renderings. The two men had met in Chicago and Wright thereafter used Morgan's Michigan Ave. office as a place to meet clients. Presumably to prevent the true identity of the Cord's owner from becoming known, Morgan agreed to have the purchase contract signed over to him, with the understanding that Wright would be responsible for the payments.<sup>16</sup>

Had Wright's two major late-1920s commissions gone forward, paying for the Cord probably would not have been a problem. But given the financial uncertainty that followed the stock market crash in late October 1929--just when Wright purchased the Cord--neither his St. Marks client in New York nor his San Marcos client in Arizona could assemble enough investors to proceed. Consequently, coming up with payments on the Cord became more and more difficult. With Morgan's name on the purchase agreement, Morgan was obligated to find the money, and, in frequent letters to Wright complained of the excessive strain the Cord was causing on his own finances. Over the years Wright had amassed a large and valuable collection of antique Japanese prints. More than once Wright sent selections of these prints to Morgan with the understanding that he would consign them to Kroch's Bookstore, a well-known Chicago firm with a small

art gallery. Morgan used the money he received from the sale of the prints to make payments on the Cord.<sup>17</sup>

By 1932 Wright and Morgan were still struggling to pay for the Cord, but they could now rely on a new source of funds: tuition payments from prospective Taliesin apprentices. John Howe<sup>18</sup>, the young apprentice (later Wright's chief draftsman) who was accompanying Wright and his wife on the day of the November 13, 1933 crash, had attended a chalk talk given by Morgan a year earlier at Evanston High School. It was one of numerous high schools in the Midwest where Morgan made presentations promoting Wright's new Taliesin Fellowship program for aspiring architects. After completing one of his talks—which according to Howe began and ended with Morgan doing cartwheels onto and off the stage—Wright's colleague would review the work of talented students, encourage those he approved of to join the Fellowship, and whenever possible collect down-payment tuition checks. However, instead of routinely sending the checks to Taliesin, Wright sometimes instructed Morgan to apply the checks toward the Cord. Neither Howe nor any of the other young apprentices were aware that some of their tuition fees were paying for Wright's car rather than compensating Irving Frautschi's furniture store for mattresses or paying other Madison businesses that were providing services and materials to the Fellowship.<sup>19</sup>

## Madisonians React to Wright and His Cord

While military aircraft designers created the stealth bomber so that it would not be seen on radar, automobile designers work from an opposite point of view: they want to attract attention to the cars they design. And this was certainly true for Cord designers back in 1929. With a hood as long as a dining room table with all the leaves in place, with a profile one full foot lower than all the other cars then on the road, with specifications packed with technical advances, and finally with its huge sticker price, the Cord fairly screamed for attention. These were the very attributes that attracted Wright to the Cord L-29 Phaeton.

But there was also a downside. Like a spotlight following a performer on stage, the Cord revealed Wright's whereabouts to Madisonians, who easily recognized his distinctive car parked on the Capitol Square, elsewhere in Madison, or on the University of Wisconsin campus. Because the car was so advanced and prestigious, young men in particular would often pause to admire the Cord and ask Wright questions about it when they saw him getting in or out. Wright relished these opportunities to tell admirers about the L-29 and bask in their admiration. Business owners, however, reacted very differently to their sightings of the Cord, surely the only such car in the Madison area. They resented Wright driving around town in his expensive Cord, especially during the Great Depression: a time when most

17. Using Japanese prints as collateral for loans or to raise funds was not at all unusual for Wright. In 1926 he placed over 5,000 prints in the vaults of the Bank of Wisconsin as collateral for money owed on Taliesin, and in 1928 Prof. Edward Burr Van Vleck, a UW professor of mathematics, secured a large number of them from the bank for \$4,000, or about \$1.00 a print. Many of those prints were later bequeathed to the Elvehjem Museum of Art in Madison. For dealings with Adolph A. Kroch, the Austrian born owner of the Chicago bookshop, see Wright to Kroch, 26 December 1930; Morgan to Wright, 18 January 1932; and Wright to Morgan, 19 January 1932 FLWA. Adolph Kroch's main store was at 206 North Michigan Avenue and he maintained a smaller branch on North LaSalle Street. In January 1932 Morgan received a shipment containing about fifty items from Wright who estimated their value at \$1,200. For more on Wright's dealings with Kroch and the Japanese prints purchased by Prof. Van Vleck, see Julia Meech, *Frank Lloyd Wright and the Art of Japan: The Architect's Other Passion*, (New York: Japan Society and Harry N. Abrams, Inc., Publishers, 2001) 224-25 and 210-19. Morgan eventually lost his house and two cars, and was ostracized by other architects for associating with Wright. For what Morgan endured as a result of his involvement with Wright's Cord, see Morgan to Wright, 5 June 1943 and 1 July 1945 FLWA where he complains about having to make seven or eight out of ten payments on the Cord.

18. John Howe's papers have been recently donated to the Wisconsin Historical Society.

... "WHY DEAR, YOU WENT THROUGH A RED LIGHT!"  
"MY DEAR," WRIGHT RESPONDED, "FOR ME THE LIGHTS ARE ALWAYS GREEN."



19. Correspondence relating to Morgan's chalk talks include Morgan to Wright, 18 and 25 February, 8 March and 2 November, 1932; 21 February and 24 March 1934; and Wright to Morgan, 22 February 1934 FLWA. In Wright's brief 27 February 1932 note to Morgan he says, "We are getting out of one hole into another. Use school funds only to pay delinquent Cord installment." For Howe's experiences with Wright and Morgan, see Edgar Tafel, *About Wright: An Album of Recollections by Those Who Knew Frank Lloyd Wright* (New York: John Wiley & Sons, Inc. 1993), pp. 123-6; and Morgan to Wright, 12 October 1932, FLWA. See numerous letters to and from Irving Frautschi and Wright or Karl Jensen written between March 1933 and June 1939 that pertain to paying for more than \$400 worth of mattresses for use by the apprentices. See also correspondence with other Madison firms that had provided materials or products including Stemp (new typewriter) Straus Printing (printing materials), Olds Seeds (seeds for food), Hills Department Store (miscellaneous household items), and the Mautz, Wolf Kubly, and Findorf firms (paint/stains, hardware, custom glass, and milled lumber), FLWA.

20. For accounts of the broken nose and the retaliation against Sechrest by Wright's apprentices, see related articles in the *Wisconsin State Journal*, 1 and 3 November 1932; and Brendan Gill, *Many Masks*, pp. 331-32. Wright received medical attention for his nose at the Jackson Clinic, a well-known Madison facility founded in 1904. Arnold, one of Dr. James Jackson, Sr.'s four sons who became doctors and joined the clinic, would later become the client for a deluxe model of Wright's Prefab I design for Marshall Erdman (originally located along the West Beltline in Madison but later removed to Beaver Dam, Wisconsin). Joseph, the only Jackson brother who was not a physician and in 1932 served as the clinic's business manager, would become the most vocal opponent of Wright's Olin Terraces and Monona Terrace designs. For the Jackson brothers, see David Mollenhoff and Mary Jane Hamilton, *Frank Lloyd Wright's Monona Terrace: The Enduring Power of a Civic Vision* (Madison: University of Wisconsin Press, 1999), pp. 32, 155, 173.

could barely afford a modestly priced automobile and many were hounding Wright to pay long-overdue accounts.

Once, a disgruntled former employee used Wright's distinctive Cord to locate the famous architect and pick a fight. One afternoon in late October 1932, Wright's Cord was parked in the 600 block of East Main Street where C.R. Sechrest, who had worked at Taliesin as a general laborer (his wife had worked there as a cook), and had left after not being paid, accosted Wright. Following a heated discussion over the unpaid wages, Sechrest, struck Wright and the two men fell into the gutter. When Wright, who was on top, attempted to get up, Sechrest kicked him in the face and broke his nose.<sup>20</sup>

For many years Fost Choles maintained a floral shop in the Park Hotel, situated on the site of today's Best Western Inn-On-The-Park, where, according to his son George, Wright and Choles had a second encounter. One day, when George was a boy helping out in his father's shop, he took a break and while seated at the top of a short flight of steps leading to an upper-floor office--thus providing an elevated view of the activity below--into the shop came a dignified looking man wearing a jaunty hat and cape. After selecting about \$40.00 worth of flowers--an exorbitant sum to spend on flowers back then--the man approached the counter where Fost Choles was standing. As the customer proceeded to pay--in cash according to George--he asked Choles if he knew who he was. Startled by the intensity of his father's response to what seemed like a simple question, George vividly recalled his father blurting out, "Of course I know who you are; I'll never forget you!" Clearly, Choles' long simmering anger over never being compensated for his demolished truck had not subsided.<sup>21</sup>

## Finding an Affordable Way to Repair the Cord

If fending off disgruntled creditors and paying for the Cord L-29 Phaeton were proving difficult for Wright, finding a way to have the car serviced and repaired was even more exasperating, especially after his 1933 encounter with Choles' floral truck. According to Leo Buchner, whose parents owned one of the two service stations on either side of the 1933 crash site near Oregon, Wright did not have the money to call a towing service. Leo's parents ended up making several phone calls but could not find a firm willing to tow Wright's car. Buchner recalls the L-29 Cord remained near the crash site for several weeks. Eventually they found someone to haul it away. In the draft of a note written a month after the crash to John A. Eichman, the owner of the Brady Garage, 1307 Williamson Street, Wright wrote, "I am sorry not to have called for the Cord before this but I really have not had even a little money to spare this holiday season. The workmen needed all I had and got it. But I expect to come to town within the next few days and get the Cord out of your way [emphasis added]." The letter includes no reference to Eichman actually repairing the car; Wright appar-

ently had devised another plan to achieve that objective.<sup>22</sup>

When writing to E.L. Cord in December 1933, four years after Wright's December 1929 letter extolling the virtues of the Cord, the architect's earlier enthusiasm for the car had turned to frustration. He began by describing defects in the Cord's construction and complained about the company's failure to provide better service and establish a dealership in Madison. Dissatisfied with Chicago dealer from whom he had bought the car, Wright told Cord that he then tried a second dealer in Chicago and still a third in Milwaukee but in each case found the parts expensive and the workmanship unacceptable. Since purchasing the car and driving it 40,000 miles, Wright claimed he had spent \$875.00 on repairs and on one trip had been delayed for three days. He also brought up the recent collision with Choles, noting "If intending an accident, buy a Cord. It is good insurance. Otherwise I had none..." and proceeded to enumerate the specific damages to the car. Then, Wright finally got around to the main point of his letter: inquiring about the feasibility of sending his car directly to the company's service department at Auburn, Indiana where he felt sure it would be repaired properly—and presumably cheaper.<sup>23</sup>

Whether the damage sustained by Wright's Cord during his September and November 1933 crashes was repaired at Auburn is not known, nor if he was able to get another firm to do the work. During 1933 Wright had received a series of letters from the auditor of the second Chicago dealer seeking payment for a long standing repair bill and Wright certainly could not have expected to get any further work done at his original Chicago dealer with whom Morgan was still struggling to make car payments. Whatever the case, all subsequent surviving correspondence to or from the Auburn Automobile Company pertains to ordering parts—not paying for service. A year later in November 1934, a note from Eugene Masselink, Wright's executive secretary, underscores the architect's still precarious financial predicament. "We cannot go to the expense of having the Cord fixed thru [sic] a garage and therefore are asking you to send us these parts so that we can do it ourselves....Will you please send them on as soon as possible so we can put the car back into working condition as we need it badly?" The Taliesin Fellowship, as Masselink knew, was about to leave Wisconsin for a long trip and was counting on the Cord for transportation.<sup>24</sup>

### The Cord's Farewell Journey

In late January of 1935, Wright's Cord L-29 Phaeton left Taliesin on a winter trek to Arizona. The plan had been for the car caravan carrying some 30 apprentices to leave around 6:00 a.m., but instead, they spent the morning waiting because the Cord, which had just returned from Madison, couldn't get through the deep snow and had stalled on the steep driveway leading up to Taliesin. Despite an icy wind and 30 below zero

21. Park Hotel incident described during phone interview between George Choles and author, 13 July 2004.

22. Like many Madison businesses, the towing companies no doubt declined because they weren't sure of being paid for their work. Phone conversation with John J. Buchner, 18 June 2004. See also Doug Moe's "The Talk" column, *The Capital Times*, 12 February 1999; and Wright to John Eichman, 19 (?) December 1933. No typed version of this note survives in the Frank Lloyd Wright Archives, but the date used here corresponds to when the 18 December 1933 letter from A. H. McInnis on which the handwritten note was written probably arrived at Taliesin. Other preserved correspondence to or from Eichman includes Wright to Eichman, 4 January 1933; and Eichman to Wright, 20 June 1935 FLWA.

23. Wright had purchased his L-29 Phaeton from Taube's Auburn at 5718 Broadway in Chicago and then had the car serviced at Chicago Auburn at 2401 South Michigan Ave., a firm to which Wright still owed money at the time of the crash in November 1933. In Wright's 13 December 1933 letter to E.L. Cord, he told the company president that when purchasing the L-29 Phaeton in 1929 a sales representative had assured him the company was planning to open a dealership in Madison but none was ever established there. He complained about his L-29 Phaeton overheating in the summer and "bad body work on the doors made it windy in winter." The \$875.00 in repairs included having the brakes relined four times in the first 5,000 miles, replacing the original wire wheels, replacing the sustaining rod between the fenders three times, and replacing the oil line to the clutch and bearings. Wright also complained about the price of Cords being reduced after he bought his. In the spring of 1931, Cord L-29 Cabriolets and Phaetons were reduced from \$3,295 to \$2,595 with similar reductions for other models. See Cord advertisements in the March 1933 *House & Garden*, and April 1933 *Vanity Fair* magazines. Cost information provided by Cord L-29 historian Paul Bryant.



*Cord L-29 Phaeton at Taleisen*

24. The handwritten draft of Wright's note to Eichman was written on the 18 December 1933 letter to Wright from a service supervisor—not the company president to whom Wright had written--of the Auburn Automobile Company who assured him, "We will be very glad to be of service to you in making whatever repairs are necessary or those repairs that you wish to have made, and will be glad to do so here at the plant in as economical manner as is consistent with good workmanship." A.H. McInnis to Wright, 18 December 1933 and Masselink to "Auburn Cord Concern," 13 November 1934, FLWA.
25. Bill from 23 January 1935 for repairs at Wicke Auburn Company in Cedar Rapids signed by Clyde LaPorte, who later corresponded with Wright on 10 December 1935, by which time he was the Service Manager of the Auburn Sales Corporation in Indianapolis. Details of winter trek to Arizona and both quotes from Gene Masselink's "At Taliesin" newspaper column, 10 February 1935, reprinted in Randolph Henning, ed. "At Taliesin" , pp.106-07.



temperature, the entourage--with the Cord, newly repainted grey "until it shone like new ... with a red square on the right side of the hood near the radiator" leading the way--finally departed at noon and by evening all but one car in the caravan had reached Lawrence, Kansas. Wright and the apprentices riding with him in the Cord had experienced car trouble and ended up spending the night in Cedar Rapids, Iowa. There, following \$7.33 worth of work by "the best mechanic it [the Cord] had known in its career...[the Cord]... was put on the road again with the vim and the beautiful roar of its youth in its motor." The following Tuesday, January 29, the entire caravan arrived at La Hacienda, a former polo stable, near Chandler, Arizona. There, Wright's young apprentices constructed the Broadacre City model displayed later that spring at Rockefeller Center in New York City. In April, the apprentices assigned to drive the Cord back to Wisconsin arrived three days after the lead car with tales of walking thirty-five miles in one case and fifteen in another in search of mechanics to fix the ailing Phaeton. Wright, no doubt anticipating that the car might require additional repairs, had wisely elected to return to Wisconsin, with his wife and daughter, by train. <sup>25</sup>

## The Poor Old Cord, a Beast of Burden

Other Cords may have experienced the same kind of mechanical problems that Wright's Phaeton did, but they probably were not used in such an abusive manner. In the depths of the Great Depression, Wright desperately needed money to sustain his new architectural education program and had almost no commissions with which to finance the school or maintain vehicles so the L-29 Phaeton had to serve both as a car and a truck. Under a subhead in his autobiography titled "Shopping for the Fellowship," Wright describes driving to [A.D.] German's Wholesale Warehouse--a building he had designed nearly two decades earlier--in Richland Center and loading "sacks of flour on the fenders--crates of fruit on the bumper...Rump and back seats piled high with everything a grocer keeps. And when we would finally lash the load to the Cord the springs were on the bumpers. If we hit anything with that load we never could have been distinguished from the groceries, unless by color."<sup>26</sup> Given such rough treatment, the once gleaming fenders became marred by scratches and gouges from crates of fruit. Once supple leather upholstery was now sun-dried, cracked, and ripped from rough use. Wright's beautiful Cord had become a "beast of burden."

## Gone But Not Forgotten

"The Cord is Gone." So declared Wright in the second edition of his autobiography published during World War II. The statement appears at the end of the newly added account of the 1933 accident involving Choles' floral truck and several paragraphs about the L-29 Phaeton. At the time,





the brief sentence could have conjured up multiple feelings for Wright. On the most basic level the sentence confirms that he no longer had possession of the car. In the summer of 1936 Wright received a letter from William Enneking, co-owner of Kayser Motors, Inc. with his brother-in-law Paul Kayser, in which he discusses securing the proper title certificate for the Cord "so that we may sell your old car." In March of 1937 Wright had Kayser Motors order him a Lincoln Zephyr Coupe with jumbo tires, over-drive, custom Cherokee-red paint and several other extras. It cost \$1,551.50, less than half of what Wright had paid in 1929 for the Cord. Wright had previously purchased a truck from the Madison dealership and would continue to purchase other vehicles from Kayser's, including two Lincoln Continentals: a coupe and a cabriolet.<sup>27</sup>

On another level he could have been feeling remorse that his beloved car may have ultimately been scrapped as part of the massive collection of metal and other materials in short supply during the war. Several factors would seem to support this assumption. By 1943 Wright's heavily used 1929 Cord would have been thirteen years old and its parent company had dissolved in 1937, thereby increasing the difficulty of obtaining parts and service. Additionally, the U.S. Office of Price Administration had instituted gas rationing, making owners of "A" stickers (the lowest priority level) eligible for only four (later three) gallons of gas a week. Added to restrictions on rubber tires and hoses, these limitations would have severely curtailed the use of Cord automobiles, which typically got only about 12 miles to the gallon. Given these wartime pressures on automobiles it is not surprising that few of the 5,014 L-29 Cords assembled between 1929 and December 1931, the last month that model was produced, have survived. In fact, Cord aficionados believe that only about 200 L-29 Cords

*Lincoln Continental Cord L-29, Cabriolet, Acedes on sale in Spring Green in 1962.*

26. Meryle Secrest, *Frank Lloyd Wright* (New York: Alfred A. Knopf, 1992), p. 367; and Eugene Masseling's 10 February 1935 "At Taliesin" column Eugene Masseling's 10 February 1935 "At Taliesin" column in *At Taliesin* compiled by Randolph Henning (Carbondale: Southern Illinois University Press, 1992), pp. 106-10. Wright's quotes from *An Autobiography* (1943 edition) as it appears in *Frank Lloyd Wright Collected Writings*, Bruce Brooks Pfeiffer, ed. (New York: Rizzoli, 1992), Vol. 4, p. 141.

27. For Morgan's effort to sell the Cord, see Wright to Morgan, 16 May 1936, FLWA. The Cord Phaeton certificate discussed in Enneking to Olgivanna Wright, 9 July 1936. Wright must have appreciated the convenience of trading with a hometown dealership and individuals, some of whom he'd known since childhood. Minus a \$250 trade-in allowance for a 1934 Ford Cabriolet, the final price of the new Zephyr Coupe came to \$1,301.50. Kayser purchase order with details for Lincoln Zephyr, 3 March 1937; and confirmation 19 April 1937, FLWA. For information on Kayser family and Kayser Motors, Inc. see "A Conversation with Helen Kayser" *Historic Madison: Journal* Vol. XVII, 2000-2001, pp. 3-21.

28. For wartime shortages, see Richard R. Lingeman, *Don't You Know There's a War On? The American Home Front 1941-1945* (New York: G. P. Putnam's Sons, 1970), pp. 244-52. One outcome of the wartime curb on pleasure driving was the closing of Wright's Taliesin Playhouse, which had opened in the fall of 1933. Many of its patrons lived in Madison and had driven out to Taliesin for the weekend film programs, but an eighty-mile round trip excursion that did not relate directly to someone's occupation was no longer a feasible option during the war. Matt Short, the curator of the Auburn Cord Duesenberg Museum, offered the observation on the use of wood, including its use for floorboards for the L-29s, during a phone conversation, 6 August 2004. He also noted that service and parts for Cord automobiles were available through 1960 from a company that bought out the original firm. For Cord production and sales statistics, see Dan R. Post, *The Classic Cord* (Arcadia, California: Dan R. Post Publications), pp. 158-59. Post identifies the total number of Cords produced as 4,429, but Paul Bryant, the ACD Club's L-29 historian, identified the higher number, which includes many formerly uncounted chasses that were removed from the factory in Indiana.

29. Dating, quotes, and other information about Wright's Acedes--often misdated as a 1948 model--provided by AC expert Jim Feldman to author, 30 October 2000. The current owners of the Acedes provided still other details: the original exterior finish was ivory with a fawn interior and the car was shipped to the United States for display in the 1937 car show in New York and has remained in this country ever since. For color photos of Wright's Lincoln Continental and Acedes see Lois Davidson Gottlieb's *A Way of Life: An Apprenticeship with Frank Lloyd Wright* (Mulgrave, Victoria: Images Publishing Group Ltd., 2001) Cover, p.220 and 223.

30. For drawings and photos of Wright's 1950s designs, see vol. 8 of Bruce Brooks Pfeiffer, ed. *Frank Lloyd Wright Monograph 1951-1959*, (Tokyo: A.D.A.edita, 1988). The number of Wright's new commissions during the 1950s noted in Bruce Brooks Pfeiffer's introduction to that volume, xi.

remain, and of those, only about 100 have been certified as authentic by the most authoritative L-29 historian. Given this small number it seems unlikely that Wright's first Cord is one of them. Yet, there is a rumor that his Phaeton is stored in a barn somewhere in the Midwest!<sup>28</sup>

## Another Fancy Car

Following World War II, Wright's practice grew slowly and included several buildings for Wisconsin: the Unitarian Meeting House in Shorewood and the S.C. Johnson Wax Company's new Research Tower in Racine. It was during this period that Wright acquired a 1937 AC 16/80 Competition Sports Two-Seater Acedes (often referred to as an "AC") after reportedly seeing it parked on a street and leaving a card on the windshield saying he would like to buy the car. One of only 42 such models built between 1935 and 1939, the AC was, as Wright instinctively knew, "the type purchased by someone who did not want to see another guy driving down the road with the same kind of car" and that it "would make a then contemporary Jaguar look like a kit car."<sup>29</sup>

## Discovering a Second Cord: The Cabriolet

Beginning in the early 1950s Wright's architectural practice surged: he secured 31 new jobs in 1954, 38 each in 1955 and 1956, and 58 in 1957. Taliesin drafting tables groaned with all the work, including some of Wright's largest and most prestigious commissions. Several, including the Monona Terrace Civic Center for Madison, the Solomon Guggenheim Museum for New York City, the Marin County Civic Center in California, and an opera house and university complex for Baghdad, were multi-million dollar buildings that offered the likelihood of substantial fees for the now internationally known architect. His flourishing practice gave the architect something he hadn't enjoyed for a long time--the prospect of an excellent cash flow. Securing nearly a third of the total commissions from his entire architectural career during that single decade, Wright's financial outlook was far more promising than when he acquired the first Cord in 1929. Whether motivated by regret over parting with his favorite L-29 Phaeton, the excitement of finding another model of a largely decimated breed, or simply because Wright felt he could afford to buy one, in the mid-1950s Frank Lloyd Wright acquired a second Cord, a Model L-29 Cabriolet, the two-door, sports car version of his old four-door Phaeton. Both were convertibles, had the same long hood, front-wheel drive, and low, low profile. Perhaps the Cabriolet made Wright, then in his late 80s, feel young again. Whatever it was, impulse vanquished reason.<sup>30</sup>

If there was one place in the country where the architect was likely to find a vintage L-29 Cord, it was New York, the state where the largest number of L-29s were originally sold. Of those, most were concentrated in New



York City, where during the mid-1950s Wright was overseeing the construction of the Guggenheim Museum. How he learned about the vintage L-29 Cabriolet, perhaps from his museum client or one of Guggenheim's socialite friends, or during a conversation with Max Hoffman, another client for whom he was designing a Fifth Ave. Jaguar and Mercedes dealership, or perhaps through an advertisement, is not known. Nor is the name of the original owner. Wright's son-in-law and architectural colleague, William Wesley Peters, shared what few details he remembered about the L-29 Cabriolet in a letter to a later owner: 1) it had belonged to a woman who lived in Brooklyn whose name he had forgotten. She had received the car as a college graduation gift about twenty-five years earlier; and, 2) he, Peters, had driven the newly acquired car from New York to Wisconsin.<sup>31</sup>

Wright didn't really "need"--in the conventional sense of that word--another car in New York City, where during the 1950s he leased a suite at the Plaza Hotel that he used periodically as a residence and office while working on several commissions there. For transportation, Wright already had two new cars, a Mercedes gull-wing coupe and a top-of-the-line Mercedes limousine, the 300C, that he had received as partial payment toward his architectural fees for the Fifth Avenue showroom and its owner's private residence. Nor did Wright really "need" the 1937 Acedes. Whereas Wright had relied on his first Cord, the L-29 Phaeton, as his primary means of transporting both passengers and cargo--often using

*Frank Lloyd Wright and Olgivanna driving Acedes in Arizona desert. ca. 1950*

31. For Cord sales figures by state, see Dan Post, *The Classic Cord*, p. 159. New York led the ranking with 894 Cords, followed by 654 sold in Illinois, and 458 in California. Wesley Peters to Charles Richards, 27 July 1981, copy in author's collection. Technically, the Cord became an asset of the Frank Lloyd Wright Foundation, the legal entity responsible for all of the architect's personal property. Following a pattern used for the L-29 Phaeton and many other purchases, Wright presumably made an initial payment and agreed to send additional installments over time. In this instance, the foundation did not acquire full ownership of the L-29 Cabriolet until 1960 and sold it two years later.

32. The house for Max Hoffman was constructed in Rye, New York. Dating, quotes, and other information about Wright's Acedes -- often misdated as a 1948 model-- provided by A.C. expert Jim Feldman to author, 30 October 2000. The current owners of the Acedes provided the other details: the original exterior finish was ivory with a fawn interior and the car was shipped to the United States for display in the 1937 car show in New York and has remained in this country ever since. For color photos of Wright's Lincoln Continental and Acedes, see Lois Davidson Gottlieb's *A Way of Life : An Apprenticeship with Frank Lloyd Wright* (Mulgrave, Victoria : Images Publishing Group Ltd., 2001) cover, 220 and 223.

33. For Mrs. Wright's views on foreign and American cars, see her "Our House" column in *The Capital Times*, 24 April 1958. At various times she drove a Dodge, a Mercury, a Plymouth Fury, a Ford station wagon, and purchased a 1960 Pontiac Bonneville Sports Coupe from the same Pontiac firm in Spring Green where the classic cars were later displayed. Owned by the Richardson family, the original Pontiac dealership was located on the present County Road C site where the Riverview Restaurant was later constructed. That building now serves as the Frank Lloyd Wright Visitor Center. Information about the Richardson family and Pontiac dealership provided by Charles Richardson, phone interview, 24 May 2000. The Lincoln Continental offered for sale in 1962 as well as Wright's customized Lincoln Continental are now owned by Joel Silver, the movie producer who also owns the Wright-designed John Storer House in California and Auldbrass Plantation in South Carolina

34. Details of the Richards' family trip in August 1962 provided during a phone conversation with Charles and Jonathan Richards, 16 August 1999; and a letter from Charles Richards to Dean V. Kruse, 17 August 1999, a copy of which is in author's files. While at Taliesin, the brothers said Wes Peters tried to sell his 1934 Model J. Duesenberg Phaeton to their father for \$10,000. That car, one of only 650 Duesenbergs made between 1929 and 1937, later sold for many times the price offered to Richards and is now in an automotive museum in California.

it as one would a pickup truck—his Acedes and second Cord, the L-29 Cabriolet, functioned more like artifacts, additions to his life-long passion for collecting beautiful objects. Both cars attracted attention and conveyed an aura of sophistication whether on the road or parked outside Wright's Taliesin or Taliesin West residences. While impressive to look at and fun to drive, neither served any real utilitarian purpose nor were they considered primary modes of transportation, either for Wright or the apprentices who occasionally drove both cars.<sup>32</sup>

## Parting with the Cord L-29 Cabriolet

After Wright died in April 1959, his wife, Olgivanna, became the senior officer in the Frank Lloyd Wright Foundation, a later corporation that replaced Wright Inc. in controlling Wright's financial matters and personal property, including the automobiles. She soon found that the yearly expenditures required to maintain, repair, and register Wright's collection of vintage automobiles had become a major financial burden the Foundation could no longer afford. A coup d'etat in July 1958 had killed off Wright's Baghdad opera project, his Monona Terrace Civic Center succumbed to a negative referendum in April 1962, and other late 1950s designs were never constructed for a variety of reasons. As the number of major commissions dwindled and substantial tax payments loomed, Wright's widow decided to sell several of her husband's classic automobiles, one of the Lincoln Continentals, the Acedes, and the Cord L-29 Cabriolet. She arranged to have the Spring Green Pontiac dealer, Glen Richardson, handle the sale. During the summer of 1962, the unique cars, all painted Wright's trademark Cherokee red, were placed fender-to-fender in the front row of his used car lot, situated on Winsted Street (Route 23) at Rainbow Road.<sup>33</sup>

Placing rare, vintage automobiles with a small town car dealer in the middle of Wisconsin may not have seemed like the ideal location for maximum exposure, but Spring Green's proximity to Taliesin played a key role in how the next owner learned of Wright's Cord L-29 Cabriolet.

During the late summer of 1962, Jonathan B. Richards, an attorney from Red Oak, Iowa, traveled to Wisconsin with his wife, daughter and two sons. Mrs. Richards, who had a special interest in Frank Lloyd Wright, wanted to visit Taliesin. While on a tour there, the father and sons spotted several unusual automobiles parked in a carport, inquired about them, and learned from Wesley Peters that three of Wright's vintage cars were for sale in Spring Green. When Mr. Richards saw Wright's Cord L-29 Cabriolet--the same model he had owned many years earlier while attending Harvard and courting Mrs. Richards--he purchased the it for \$1,600. Though a sizable sum at the time for an old car, for Richards--as had been the case for Wright--the memories rekindled by the vintage auto seemed worth the

expenditure.<sup>34</sup>

## The Cabriolet's Journey Back to Indiana

After an initial effort at restoring the car, Jonathan Richards tired of the project and sometime around 1978 sold the Cabriolet to a Florida collector, who had the Cord carefully restored, including a new paint job that attempted to match the red used on a Wrightian decal affixed to the car's windshield. Unfortunately, the colors in the decal had faded over time, so the resulting color was more orange than Cherokee-red, the original color of the decal produced in the late 1950s. In the summer of 1999, following the death of the car's owner, Richard Munz, a well-known Madison real estate developer and classic car collector, learned that the owner's heirs were planning to sell the car at a major national car auction. Munz was able to purchase the Cord before the auction, thus thwarting its potential sale to a collector who might have shipped the car out of the country.

Munz brought the Cord back to Madison with the hope of donating it to Monona Terrace as the centerpiece of a permanent exhibit. How appropriate, Munz thought, to have this car displayed in one of the architect's most famous buildings, and in his hometown. The Monona Terrace board unanimously approved an exhibit concept which focused on Wright's lifelong love of fine automobiles and the suggested display space in the East Rotunda. Richard Munz and others developed a budget and agreed to do private fund raising to finance the project. The non-profit Friends of Monona Terrace was asked to be the fiscal receiver for the donations but they voted against the exhibit as did the Monona Terrace board on a second vote.<sup>35</sup>

Subsequently, Richard Munz offered the Cabriolet to the Auburn Cord Duesenberg Museum located in the company's original factory showroom and administration building in Auburn, Indiana. Since being installed at the museum, Wright's Cabriolet has attracted a great deal of attention, not only from Cord enthusiasts but also from Wright devotees who have appreciated the opportunity to see the automobile that had meant so much to Wright and had been such a familiar, if contentious, sight in Madison.<sup>36</sup>

*This article could not have been written without the assistance of many other individuals whom the author would like to acknowledge. They include: Indira Berndtson, Paul Bryant, John, Leo and Robert Buchner, Penny and George Choles, Rebecca DuBey, Phil Hamilton, Sara Hammond, David Mollenhoff, Oscar Munoz, Helen and Frank Owings, Charles Richards, Charles Richardson, Helen Russos, Matt Short, Margo Stipe, and Ann Waidelich.*

*FLWA in endnotes refers to Frank Lloyd Wright Archives at Taliesin West in Arizona.*

35. Around 1978 Jonathan B. Richards reportedly sold Wright's former Cord Model L-29 Cabriolet to Dave Samuels for \$34,550, the considerably higher figure presumably based on promoting the car's link to Wright. The Florida partner and subsequent owner was Leonard Weiss. In the 1980s they offered the Cabriolet at an auction but it did not sell. Eugene Masselink designed the two-color decal that combined elements representing Taliesin and Spring Green, which is still affixed to the windshield of the Cord, for a musical festival held in Spring Green during the summer of 1958. The event was supposed to become an annual one, but it was not held again. For details about efforts to place the car at Monona Terrace, see Aaron Nathans, "1929 Cord is Just Wright," 13 October; his "Will Wright Car Stay at Terrace?" 22 October 1999; and Judith Davidoff, "Wright's Car Won't Grace Monona Terrace," 6-7 January 2001, all published in *The Capital Times*. See also "Museum acquires Wright's Cord," *The Evening Star*, 15 November 2001; Gregg Buttermore, "Frank Lloyd Wright's 1929 Cord Cabriolet Donated to Auburn Cord Duesenberg Museum," November 2001 press release from the museum; and "1929 Cord L-29 Cabriolet Gift of Richard Munz," *The Accelerator*, vol. 28, 3 (Autumn, 2001) pp.14-15.

36. The museum at Auburn has established a precedent for attracting cars once owned by Frank Lloyd Wright. Since acquiring the L-29 Cabriolet, the museum is now home to a 1952 Crosley Super Sport Convertible, one of five Crosleys that Wright acquired from Smart Motors, another Madison car dealer with which he did business. Before traveling to Indiana, the Super Sport was owned by Lester Helgesen of Janesville Wisconsin. The car was later sold to Tom Monaghan, the Domino Pizza executive who for a time had an extensive collection of items designed by Wright or owned by the architect.



## *A Conversation with Anna Mae Campbell Davis (1896–1991)*

*On May 1982, Ruth Doyle, a member of Historic Madison's oral history committee, and future president of Historic Madison, interviewed Anna Mae Campbell Davis. Tess Mulrooney researched and edited the transcript for this article and Leigh David provided photographs for this article.*

- I. From 1936 to 1970, Anna Mae practiced law, all but two years as a solo practitioner. Her specialty areas were labor and civil liberties law, but she maintained a general practice throughout her career. Her clients included labor unions, minority businesses, conscientious objectors, religious groups, and the general public. She was involved in organizing the UW Credit Union and various consumer cooperatives. *Pioneers in the Law: The First 150 Women, State of Wisconsin, 1998, pp. 42–43. (cont. p.35)*



AMD: My name is Anna Mae Davis.<sup>1</sup> I was born on May 27, 1896, in Sedalia, Missouri.<sup>2</sup> My mother was Mary E. Varnon. My father was Thomas A. Campbell. Soon after I was born, the family moved to Kansas City, Missouri, where I lived most of my early life. I went to the grade schools there and the high school. When I finished high school, I wanted to go to the University of Kansas at Lawrence, but my father thought it would take me away from home and bargained with me that I could go to the Kansas City Business College for a year and wait and see whether I wanted to go to the University.

### College Days

I went to the Business College (because I could also stay at home) and took a secretarial course (curricula). The next year I could earn enough, with a little support from my father's money, to go to the University of Kansas at Lawrence.

RD: You had a job as a secretary when you went to college?

AMD: I could always get jobs. I had worked as a secretary and saved some money. And my father gave me some and my mother from her allowance gave me enough so that I got one year at the University of Kansas at Lawrence. The next year I was not able to go on, so I came back to Kansas City and went to the Kansas City Junior College and graduated from there.

RD: When you said you weren't able to go on, you mean that it was financial?

AMD: Yes. I was able to take work in Kansas City, Missouri, as a legal stenographer<sup>3</sup> and went to the Kansas City School of Law at night. That

is now part of the University of Missouri. My purpose then was to be a court reporter. They were the highest paid of the legal secretaries.

RD: I believe they still are. Was it a large group that you went to law school with?

AMD: It was a three-year course. There were about two hundred students, mostly young men, and maybe six or eight women attending the night school. Classes began at six in the evening and ran through until ten o'clock.

My mother pushed me very hard. She had been deprived of education to become a teacher--her family couldn't support her to go to college or teachers' college--and so she always felt that I should get everything that I could take. When it came to going to night school, some of our friends thought that was rather far-out. But she stood right behind me and helped me wherever she could by having friends come home with me, and stay overnight. By the end of the first year or two, people were reconciled to the fact that I was going to night school.

RD: It must have been very strenuous.

AMD: I worked all day and then went to school three nights a week.

RD: But your weekends were taken up with study.

AMD: Yes, my weekends were full of books.

RD: You didn't have to go in the summer time?

AMD: No, there was a summer recess.

I finished the Kansas City School of Law and took the Missouri Bar and was admitted to the bar in Missouri (in 1919). When I finished, there was no immediate opening for women lawyers. Due to other circumstances and to friends going to the University of Illinois, I decided to go over there and take work in sociology. I graduated from the University of Illinois in 1920. I went back to Kansas City, Missouri, where I worked as a social worker for two years but did not like that. I had been working in a legal office where they were doing labor law.

I decided in (1922) that I would like to come to the University

1. (cont. from p. 35) Anna Mae had a life-long concern with women's issues beginning in 1913, while still in high school, when she circulated petitions for women's suffrage. She was active in various women's groups including the YWCA and the WI Committee on Women's Employment, and served as assistant state director for women's work in the Civil Works Administration early in the New Deal years. She served on the board of the Madison Consumer' Cooperative, Inc. from 1935 to 1940. She was also an advocate for world peace and nonviolent social action, being active in such groups as Jane Addams' Women's International League for Peace and Freedom and the Fellowship of Reconciliation. She voted for Eugene V. Debs in 1920 and Robert LaFollette in 1924.

*The Capital Times* profiled Anna Mae on July 25, 1970 at the time of her retirement. Jo Banko's article helped answer some of the questions we had about Ms. Davis and provided some additional insights. During World War II, she and five other attorneys were defending conscientious objectors. She defended approximately 30 men who objected on religious grounds. They were frequently jailed and forgotten. She and the other attorneys helped set a precedent for giving the men a right to a hearing and due process of law.

The man she clerked with in Kansas City was on the first Industrial Commission with John R. Commons, appointed by President Woodrow Wilson. Much of Anna Mae's social work in 1920-22 was involved with packing houses, so labor law was a natural extension for her. Her early labor work in Madison was with the Laundry Workers.

2. Sedalia is the county seat of Pettis County. It lies east of Kansas City. When Anna died in 1991, the only sibling listed was a brother, Perry H. Campbell, who lived at Pueblo, CO.
3. She worked for the firm of labor lawyers Frank P. Walsh and Redmond S. Brennan. Her law alma mater is now the Missouri School of Law.



4. John Rogers Commons (1862-1945) was a professor, economist, labor historian, and author. He was one of the most outstanding scholars in the field of labor history and economics, believing in democratic competition in the labor movement rather than class struggle. He invented the study of labor economics, helping draft much of the legislation which earned Wisconsin its progressive reputation. Many women students worked with him, including Elizabeth Brandeis Raushenbush and Glenn Miller Wise. Commons often joked that he ran a marriage bureau given the number of couples who met while working on his projects. His home at 1645 Norman Way is a Madison landmark. Commons is buried in Forest Hill Cemetery. [see I Myself by Commons for exact quote.]

5. Goucher is a woman's college in Baltimore. Anna Mae would have been in an instructor in today's Economics and Management Department.

6. Robert H. Davis (1889-Dec 6, 1953) was born in Thalia, TX on a farm. Graduating from North TX State College, he later did graduate work at the UW where he and Anna Mae met. Robert went on to receive his master's degree in economics in 1924. They married in 1924 in Madison. He worked for many years with the Division of Corrections in the WI Department of Welfare as a parole officer or probation officer. Her husband's career added a depth of knowledge about criminal law and the administration of justice that otherwise would not have developed from her practice.(cont. p.37)

of Wisconsin, where they were specializing in labor law and economic administrative law. I began to be associated with John R. Commons,<sup>4</sup> who was a famous professor of labor economics. My family did not put any blocks after I had finished Law School.

Professor Commons was interested in institutional economics. In the next few years, he was able to get research money to keep me at the University here and work with him. He finished two books, the Legal Foundations of Capitalism and Institutional Economics. He was not able to get research money beyond that, so I was out in the field looking for work. I went down to Goucher College<sup>5</sup> in Maryland for two years. Then Professor Commons was able to get research money, so I came back and worked with him again.

RD: What kind of research did you do?

AMD: Economics and legal. He was interested in the legal side. None of his other students had a legal background. The result was that I was able to get a doctor's in economics (1927).

In 1923, I met and later married Robert H. Davis.<sup>6</sup> He had been able to get a position on the staff of the State Welfare Department. We had enough income, although I could not get re-appointed as an assistant at the university. One reason why I could not get re-appointed was that the Depression had descended, and there was a rule that no two married people could work either for the state or any state branch. I was not even able to apply for any kind of a job. But because my husband had a paying job and in the meantime we had a baby,<sup>7</sup> I decided to stay here rather than go down to Washington, where there might have been a job.

## Law Practice

Several of my friends suggested that I go into practicing law. Glenn and Jenny Turner<sup>8</sup> offered me a desk in his office, which I accepted, and for two or three years I worked alongside him.

RD: Did you have to take the Wisconsin Bar?

AMD: I read (Wisconsin law) and took the Wisconsin Bar exam. I can't remember the exact year, but before I started practice I had written the Bar.<sup>9</sup> Glenn Turner and I were associated in law for about three years. He was well known among many of the working people in





*Anna Mae Campbell Davis, husband Robert H. Davis and son, Robert Campbell Davis in front of their Madison Home.*

Madison, and I became well known because I joined the Unemployed League, the Consumers League, the farmers' organizations, and the co-op movement. The result of all of this was that when I began to practice law, many of my friends in these different organizations came in with their legal work. From the very beginning, I was able to make at least office expenses.

After about three years I decided to go on my own. I was not associated with, but in the same office as, one insurance man and one other lawyer.<sup>10</sup> We worked independently, but I was on my own legally. After a year or two, I took offices in the One West Main building, which was then the Union Trust building.<sup>11</sup> I stayed in that building and practiced law there for about twenty-five years.

RD: You were never tempted to go back to economics or to any of your other callings?

AMD: Professor Commons had retired and the people at the University were working on a different project. I had gotten a start in law and my family life was well established, so I decided to stay and work up a practice here.

RD: You were never short on business?

6. (Cont. p. 36) At the time he joined the department, he was the only officer assigned to the area; at the time of his death, population increases made a staff of three necessary for the same area. He died of a heart attack.
7. Anna Mae's only child was Robert Campbell Davis, born August 29, 1925. His parents were living at 106 S. Brooks Street at the time of his birth. On June 28, 1952, he married Lois Leigh Dutton at his parents' home in Shorewood Hills. He was a graduate student at Ann Arbor at the time, while Lois worked at Wisconsin Central Airlines in Madison. Bob was a sociology professor at Case Western Reserve University and died on January 25, 1999 of an aortic aneurysm. His widow and Anna Mae's only grandchild, Leigh Campbell Davis, live in Cleveland, OH.

8. Glenn P. Turner (May 4, 1889-July 9, 1975) was the proprietor of the Sherlock Hotel. Glenn was born on the Stockbridge Indian Reservation where his father was a Methodist minister. He received his law degree in 1916 and served in the State Legislature in 1917 from Milwaukee's 10th District. Both families were members of the First Unitarian Society. In 1937 when they shared an office, Turner & Davis was located at 117 E. Main Street.

Jennie Willing McMullen Turner (1885-June 29, 1967) was assistant supervisor of teacher training at the State Board of Vocational Education in 1929. She moved to Madison to work as a research assistant in the Legislative Reference Bureau from 1913 to 1920. She served as labor representative on the State Minimum Wage Board and the Employment Advisory Board. She received her PhD in economics and political science from the UW in 1922 while working as research assistant to the State Board of Education. In 1933, she joined the State Board of Vocational and Adult Education, serving as a teacher trainer in general subjects until her 1948 retirement. She wrote numerous classroom texts and radio programs, including the "Following Congress" series on the state radio WHA.)

*To Attorney Anna Mae Davis On Retirement*

# Today's Injustices Aren't New

By JO HANKO  
(Of The Capital Times Women's Staff)

LONG BEFORE the labor movement had a foothold in Wisconsin, before labor law had status among lawyers, and years before many of today's civil rights cases would have been heard, or before the present generation was even born, Mrs. Anna Mae Davis was fighting for rights which today's young people have adopted as their own.

For instance, during World War II, she and about five law lawyers were defending conscientious objectors. In all, she defended about 30 in court, in several office consultations. It must be remembered that it was a time in the United States when COs were hated, looked at as traitors & generally ignored by all boards and hailed by no judges. In those days, being a conscientious objector was mostly because of religion; rarely ever were they out a hearing -- they were jailed and forgotten. Mrs. Davis and others, helped establish a precedent for a right, a hearing -- allow COs to disprove of war. One friend released from a Minnesota prison and returned on a bus corps to Wisconsin on a Montana judge found had not been allowed due court.

It was also a time when Jewish witnesses were not



"The Hermann case must have been right after World War II."

Mrs. Davis is becoming involved in labor law.

"Mrs. Davis felt she needed more training and came to the LW in 1924 to study under



ing the issue before the labor action could be brought, but not in time to prevent sale of thousands of the first run issue.

Though labor was not proved, this was a milestone case establishing an individual's right to express his opinions on the morality of war and to have those opinions reported fairly. Today it would seem impossible that a mem-

so much already. I feel students should be conscious since they have a real objective and think there is something better than over-reaction," she said. "and they feel there must be a better distribution of goods and services." She feels that it is inevitable that this country adopt some form of socialized medicine "to improve medical care for EVERY ONE."

Asked about the so-called troublemakers in each demonstration, she said, "Though don't believe in 'trashing', find anything or anyone who tries to change the system classified as troublemakers."

BACK IN 1941 she defended a black woman who was suing a Madison bus driver to damages after it was alleged he nudged her, struck her and threw her off the bus. This race bias case drew a lot of attention from the rather new NAACP.

She feels as a lawyer, law is ideal for women and thinks it unfortunate that more do not go into the field.

"Anyone who loves to talk," she says with a smile, "can have a career for politics, law is a perfect career. The need for

"I'm very optimistic about the future."

her of an anti-war organization or movement could be

"You see, that was a time when war was popular and

Anna Mae was profiled in the *Capital Times* on July 25, 1970, at the time of her retirement

9. Anna Mae was admitted to the bar in 1931 according to the Bar publication.
10. In 1940, Anna Mae's office was in room 419 with Franklin B. Wynne, attorney. Room 420 held Thoni Insurance Service.
11. Now the M&I Bank building.
12. Anna Mae was profiled in the *Capital Times* on July 25, 1970, at the time of her retirement.

AMD: No. I did anything that came along, which gave me a great deal of good general practice. Little by little my practice increased, and I practiced alone until 1970.<sup>12</sup>

In the beginning I had to take everything that came, including divorces, wills, damage cases, deeds, abstract work, and so on. As my practice grew and I could select some; I rather enjoyed real estate and the legal parts of those contracts, and later enjoyed the tax work. (I was a little bit better prepared for that.)

But toward the later years I was able to get more into tax work, through my friend at the University, Bill Hesseltine.<sup>13</sup> He told all of his friends in the State Historical Society not to worry about their taxes but just to bring them down to me. I got rather a good tax business going. In the meantime, many of the people for whom I drew wills in the early years became effective, and I was administrator or executor attorney in all these different wills.

RD: When you were in the general practice of law, was there a particular type of law that you preferred?

AMD: I was always interested in families and their welfare, so if it was a family problem--a divorce or child custody or what-not--I was always glad to get in and do what I could to reconcile a couple.

RD: It's nice to have lawyers who are willing to do that, because it's very hard work, isn't it?

AMD: You never get paid for counseling what you do for trying the case. But the best practice, the most money, came from the damage suits. Any family is going to probably have a damage case sooner or later, because automobiles were rather new. I got more ready money out of damage cases than probably anything else, in the beginning.

RD: It would seem that you were rather fortunate to have a husband who had a regular job and an income, so that if in some months you didn't make your way . . . up and down, the way the law business is.

AMD: As I remember the books, there never was a month in which I didn't make expenses. Even from the beginning, when expenses were low and my income was low, they met. It was nice to have a husband who was willing for me to go out and do things. He wanted me to get out (into the work world). And would it have been necessary, he would have carried me over. But I never had that problem. We kept our expenses with the office as low as possible, on account of whatever income we got. I was always able, from the very beginning, to make expenses and a little over.

RD: Did you ever have any feelings that you were being discriminated against as you practiced law? That your clients were being short-changed in any way?

AMD: Well, that wasn't so much a problem. It was a problem making people get acquainted with you. I always tell this story: One time a man came into the office. He looked at me and said, "Well, I know you're a woman, but I heard you were honest." [Laughter] That was the attitude of many of the wives who sent husbands, brothers, and sons in to see me. The selling point was that a woman lawyer had to be honest.

RD: Unlike other lawyers! [Laughter]

AMD: So that helped me as much as anything else to get started. I had a

## The Big Hand to— Prof. W. B. Hesselstine

(Continued from Page 1)  
son shortly after school closes to make a 14,000



By JOHN PATRICK HUNTER  
SOMETIME in June this year, far beyond the Khyber Pass in distant Afghanistan, a short stocky Virginian with the slow drawl of a native of the Shenandoah Valley, will stand before an audience of Afghans, Pakhtons, Pathans, Ghilzais, Tajiks, Hazaras, and Kalles, and tell them about Abraham Lincoln.  
The Virginian is the University of Wisconsin's famed American historian, Prof. William Best Hesselstine. He and his wife, Katherine, will leave Madison shortly after school closes to make a 14,000  
(Continued on Page 2, Col. 4)

13. William Best Hesselstine (1902-1963) was an internationally-known Civil War historian. His teaching career included 31 years at the UW. His most famous books included Civil War Prisons, Ulysses S. Grant, and Lincoln and the War Governors. Hesselstine was the Vilas Professor of History. He was a *Know Your Madsonian* the year he died.

14. In the 1955 directory, Harriet is listed as office secretary to Anna M. Davis. She worked for Anna Mae for 25 years after being recommended by an instructor at MATC who knew of Anna Mae's need for an assistant. Her husband Robert Y. Dewa was an attorney at Arthur, Dewa, Nestingen, & Tomlinson, located at 212 Washington Building, 119 E. Washington Avenue. In 1955, they lived at 428 N. Lake. In 1989, Harriet S. was a saleswoman at Prange's.

very good secretary, Harriet Dewa.<sup>14</sup> She was able to carry much of the office load for me. She is the wife of Bob Dewa. I must say that she helped me a great deal.

RD: Did you find yourself working nights and Saturdays?

AMD: Yes. Law is a never-ending process. I often had to go out on my own to make field investigations. But sometimes if my husband, in his work, was going in the same direction, we'd work it together. He would interview whomever he had to and I would do whatever I had to do. So we spent more than a number of evenings, Sundays, and Saturdays working together. Also you had to do much on your own: field work, examining your own clients and their witnesses, and the opponents' witnesses.

RD: You didn't feel that you practiced law any differently than the men who were then your contemporaries?

AMD: In this way only: I always went into court prepared the best way I could. I had a feeling if you were a woman, you have (had?) to be better than a man on the same level. We worked harder and got more of our cases prepared carefully than most of the male lawyers. That often won our cases for us: the careful, careful work we did in the office.

RD: I've heard it said that, particularly as a woman reaches middle age practicing law, her prestigious look has a tremendous effect on the jury. Juries expect that the woman is going to be competent, honest, and looks well, is well dressed.

AMD: I tried about a half a dozen jury cases. In my opinion, the jury learns to read the witnesses and the other aspects of the case and decide, not because you're a woman lawyer or because you're a man lawyer, but according to the facts. I think most juries try very to get at the facts in any particular case.

RD: Do you have any easy answer to the question "What changes did you detect from the time you started your practice until the time you retired?"

AMD: When I started my law practice, it was 1935 and we were just coming out of the Depression. Of course, I had done labor cases and rent cases and cases against the different agencies. Then later it became

more of a free society. People were buying cars and getting into collisions and having damages, and buying houses and getting contracts and deeds and abstracts. And then later they got into the tax situation. It changed considerably over the twenty-five years.

RD: Did the volume of legal work increase?

AMD: The legal work increased because there was so much to do before the business commissions and bodies. And I remember once saying the rent control law gave us lot of problems about who could be ousted and how.

RD: Do you have any particular cases that you remember as being memorable?

AMD: I hate to select because I had so many, and they were different kinds of cases.<sup>15</sup>

RD: Did you have any particular clients that were particularly litigious, who wanted to fight everybody?

AMD: I didn't get that kind of a situation so often. I got a very widespread clientele. People would tell their sons and daughters and their grandparents or someone that they could come in. As I got to know each family better, they would send in other members of the family, the older or the younger. After the Depression, it lifted a little bit. Then it went back to what would be, I would say, rather normal, although there were more government bodies that represent and take care of people. By and large, I got just a good general practice.

RD: Individual people. Not corporations?

AMD: I only had one corporation and that was the Building Supply Company,<sup>16</sup> a small one.

RD: Your clients were certainly not limited by sex. You had male, as well as female, clients?

AMD: I began to get a very strong number of male clients. They would come in on the recommendation of their wives or their family members and, after we got acquainted, they felt free to come in. And I found that more and more, the men would come in on their own if

15. The article written when Anna Mae retired cited a 1947 case when she acted as defense attorney for Prof. George W. Hartmann in a libel suit against American News Co., who distributed Life magazine. He also had a New York attorney. The professor lost his job at Columbia University while on leave to be a visiting professor at Harvard and also lost his job there. He had become a pacifist, joined Peace Now, and lost several speaking engagements, resulting in a breakdown. The case was tried in NY and WI because of where the magazine was distributed. This was a landmark case emphasizing an individual's right to express his opinions on the morality of war and to be given fair reporting, not labeled a "fascist" as had happened.

In 1945, she defended a black woman who was suing a Madison bus driver for damages after alleging he had insulted her, struck her and threw her off his bus.

16. The building materials company she refers to may be Forrer Stone & Supply Co. Her business records have a file from 1939-1947 in her papers. A 1942 telephone book contains a yellow page ad under Stone: Lannon stone, Flag (walks & terraces) stone seats, fireplaces, building stone, stone screenings (driveways) 3232 University Ave. The only person with that name in the white pages is Henry C. living at 114 Vaughn Ct. Henry C. Forrer, the owner of Forrer Stone & Supply Co. from 1939 to 1947. His obituary (died in 1979 at the age of 79 in Brookfield, WI) says he was the "former owner and operator of the Forrer Catering Service in Madison from 1948-1968 at which time he moved to Brookfield." There was mention of a law suit in the Anna Mae papers "Forrer vs. Healy" which may account for his changing occupations. Henry C. Forrer sold his business to A.J. Healy on April 1, 1946. The law suit was over payment by Healy for portions of the Forrer business. Healy changed the name of the business to Healy Lumber & Fuel Co.



*Anna Mae,*

they had a problem.

RD: Did you represent men in divorces?

AMD: I represented anybody that came. That's what we're supposed to do in law--give them the best defense that they're entitled to.

I tried to always, as most lawyers do, to get the parties back together. Once in a while you're successful. But if we're not successful, then you have to work out child support matters and alimony and all the different legal problems of breaking up a family. I had a very good balance of men and women clients.

RD: You never felt yourself patronized? Looked down on?

AMD: No. Not much. Most all of the judges knew me personally and they knew that I had a good university background; I think they respected that part of me more than they looked at me as a woman. I always tried never, never to play up my sex.

I had a very good friend, a woman lawyer, way back when I went to law school. She was a very beautiful woman and successful. She said, "Above all, never play sex in court. It's the worst thing you can do." So whenever I was in court, I was always careful to dress very modestly and to do everything a respectable woman should do.<sup>17</sup>

RD: That certainly adds to your power as a lawyer.

AMD: Well, if you begin with any kind of sex play, then the lawyers can get mad at you and the judges get jealous of one another, and you get into a tangle. And anyway, it isn't fair. So the advice I got when I was a law student, from a woman who was thirteen years older than I (with) a successful practice, (gave me some advice which) I took: her advice that the last thing you want to do is to "pull sex."

### **A Separate Woman's Bar**

RD: How many women were in private practice? I remember only a couple.

AMD: In private practice, there were two or three in Madison, one in Portage, and one in Monroe, I believe. Of course, there were quite

17. Lois Davis relates that Anna Mae always wore a hat in the courtroom. She felt it gave her more of a presence.

a number in Milwaukee.

RD: Were there any organized women's Bars? Did you ever meet with the other women lawyers?

AMD: Only informally. One meeting we went over to Milwaukee. The women lawyers over there had their own Bar association. At that time we were not able to join the men's Bar association. It was a private organization, and they wouldn't take in women.

RD: Huh! Hard to believe right now.

AMD: Yes. But after the law was passed, everybody had to belong to the Bar Association and the women were taken in.<sup>18</sup> By that time, there were six or eight or a dozen women in Madison. Many of the women lawyers in Madison worked with the State in administrative jobs. I would think that maybe there were twelve or fifteen of us in my early days who were lawyers here in Madison.

RD: Dorothy Heil<sup>19</sup> was your contemporary?

AMD: Probably, yes.

RD: She worked for the Revisors.<sup>20</sup>

AMD: Yes. I would say--I don't know exactly--between fifteen and twenty within the area of Madison, and in the state service there were fifteen or twenty lawyers.

RD: You must have been the senior among them.

AMD: I wasn't quite the senior, but I was probably one of the first to get a good practice going in Madison.

RD: What about your relations to the organized Bar? They have just started electing a few women to the board of governors.

AMD: I don't remember that we made any special effort one way or another. We went to the meetings and took part, but I don't remember any particular thing.

18. Section 257.25, Wisconsin State Statutes, was adopted in 1943.

19. Dorothy Ann Heil (1908-1993) was admitted to the bar in 1942. She also found few opportunities to practice law, so she began her career as secretary to two Wisconsin Supreme Court justices from 1942-1949 and 1950-1955. She was an assistant revisor of statutes from 1955 until her 1970 retirement. Emily P. Dodge (b. 1915) was another contemporary admitted to the bar in 1943 who taught legal writing and legal bibliography at the UW Law School.

20. Today this office is part of the Legislative Reference Bureau. The Revisor of Statutes office was formed in 1909. Its principle work was the codification and revision of statutes.

RD: There wasn't any movement among you and other women lawyers to be admitted before they integrated the Bar?

AMD: No. Well, not movement. I suppose we talked about it, but we had our own Bar; we had to. We considered the Bar then as a male club. You wouldn't want to make any efforts to get in that, any more than you would any exclusive club.

### Women's Rights

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RD: I've heard it said that you are by reputation and conviction a Socialist.

21. Eugene V. Debs (1855-1926) worked for many years in unions and in 1893 formed the American Railroad Union, serving as president for four years. In 1894, he led the strike beginning in the Pullman-car plants which soon involved the railways leading into Chicago. He joined the Socialist movement in 1897. He ran for U.S. presidency on the Socialist ticket in 1900, 1904, 1908, and 1912. He was an advocate of industrial unionism. A pacifist, he was convicted of violating the Espionage Act in 1918 sentenced to ten years in prison. In 1920, while in prison, the Socialists nominated him for the presidency. President Harding commuted his sentence in 1921. He wrote seven books on his beliefs between the years 1895 and 1919.

AMD: Well, I belong to the Socialist party, and I'll tell you the background to that. When I became twenty-one years of age, the women could not yet vote. During high school I stood on the corner with petitions to get a Constitutional amendment (allowing women to vote). The first time that I could vote, I voted for Eugene Debs.<sup>21</sup> He was the only one out of the presidential candidates who squarely said that women should have the vote, that women were equal to men. That's one reason why I always had a very warm feeling for the Socialist party. After coming to Wisconsin, I was very much associated with the Hoan Socialists in Milwaukee. They had legislative representatives here and I knew all of them and worked back and forth in that way. At one time I ran as their candidate for Attorney General on the state ticket.<sup>22</sup> I worked very closely with the Socialists all these years because of this early feeling that the Socialists really wanted women to be equal.

22. Anna Mae was the Socialist candidate for Attorney General in 1942, 1944, 1946, 1948, and 1950.

RD: But you obviously didn't feel that it hurt your practice or your position in the community at all.

AMD: I can't quite gauge that, except that many of the Socialists or sympathizers would go out of their way to send me work. It worked both ways.

### Women in the Legal Profession "Today"

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RD: I assume if you had had a daughter, you wouldn't have minded if she became a lawyer.

AMD: No. As a matter of fact, I have advised several young women who have talked to me that I think it's a very good field--more so than when I started. When I started, if you weren't a corporation lawyer



or something like that, you didn't rank so high. Those who did general practice and family welfare work were recognized but maybe not esteemed as highly as the others.

Nowadays I think it's changing, and I think women have a great opportunity in law. They do not have to be clerks in some big office, and they don't have to be corporation lawyers and bank lawyers to get along. They can get out and get along on their own.

I think most people like to trust a woman. So much of law now is out of sight of court: you do brief writing and settling and some administrative work and so on. (A relatively small percentage of the law work now is in the court.)

Women are very good at that: doing a very good job of getting everything ready for the pre-trial conferences, where the judge says, "Now this is the last chance you get. You either settle a damage case now or you go to Court." If you're well prepared, you can get quite a few cases settled without going into court.

RD: I think in Madison we're very fortunate in having young women judges, Judge Crabb and Justice Abrahamson, and the two ladies with twins<sup>23</sup> over there in the court house.

23. Judge Moria Krueger had twins on May 6, 1982. Angela Bartell also had twins.

AMD: I think that a woman could judge as well as any man, for the reason that most of the judging is on the basis of the work that the lawyer on each side has done. The judge does very little original research. Judges mostly rely on the briefs of the lawyers on each side for every legal problem that's any way new. The women who are on the bench have the same recourse to good briefs or bad briefs as the men judges do.

There's no reason the make up of a woman or man that makes any difference. A judge's (work) has to be reviewed if on the lower court. He knows if he doesn't decide according to the law, or what seems to be the law, or doesn't have good reason for a decision, he'll be reviewed and reversed. I think no judge wants that to happen. So there's always the attitude among the judges that they are being watched--that they're public figures, and they have to be judged.

RD: I assume that you have feelings about the Equal Rights Amendment.

AMD: Yes. I think that it should be passed. But I think also that the

24. The Alice Paul amendment (what we know as the ERA) was created because the National Women's Party members saw almost immediately that the Susan B. Anthony amendment (women's enfranchisement) did not accomplish everything that had been hoped for. On March 22, 1972, the federal ERA passed the Senate on an 84 to 8 vote. The time limit for ratification expired, and was extended for seven more years until June 30, 1982. The extended deadline passed, with three states short of the 38 states needed for ratification.

women can do an awful lot of work in the private sector or day-to-day, getting opportunities for women, preserving them.

Even when we got the right to vote, that didn't end the struggle we had to put up against inequality.<sup>24</sup> A law, or even a constitutional amendment, can only go so far. You've got to implement it, and I think that's more important.

RD: It does seem rather terrible to a lot of women, including me, that a tiny minority in the state legislature can hold up the whole thing. In Illinois, they have to have a two-thirds vote (of each legislative house), so four people can derail the amendment.

AMD: Well, that's true of this Equal Rights amendment, and it would be true of any other amendment also. It's just a matter of how rigid they want to keep the Constitution, really. But I can't see that the sky is going to fall if they get defeated. The women would struggle on anyway.

### Retirement

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RD: What happened to your office when you decided to retire?

AMD: When I retired, I took my office and records to my home,<sup>25</sup> storing them in the basement of our house. They remained there until I decided to sell the house. The Historical Society was asked if they would like the records. Years ago, Professor Hesseltine told me that the records are valuable in that it was continuity of about twenty-five or thirty years, which they very seldom get in historical records. Before we sold the house, they came and put in cartons everything from my client files, correspondence. Everything I had used in the office is stored in the Wisconsin Historical Society.<sup>26</sup>

RD: So if somebody wanted to reconstruct a law practice even on a chronological basis, it would be possible to do.

AMD: Anybody who wanted to make a study of early law or early practices or women or whatever could have access to that collection of records.

RD: Where can we find out more about you?

25. The family moved a few times while they were establishing themselves in the city. In 1935, they were living at 216 N. Orchard while Anna Mae was the secretary for the Madison Consumers Coop, Inc. In 1937, they had moved to Shorewood Hills and were living at 1124 Oak Way. Shortly afterward, they moved to 1200 University Bay Drive where she lived until 1978. After that, she moved into Sunny Hill.

26. Hesseltine's collection has some correspondence with Anna Mae, but she has her own entry in the Wisconsin Historical Society Archives' catalog. Her legal files are closed for 75 years from the time her practice closed for confidentiality reasons.



Anna Mae and husband Robert.

AMD: There was a *Who's Who of American Women* published, and my history can be ascertained there.<sup>27</sup>

27. The entry appears in the first edition of the book.

RD: Do your fellow residents here ever bring you any of their legal questions?

AMD: The women here are not legally-minded. Once in a while there will be a question on the radio or TV that brings up something, but it's never really discussed.

RD: And I suppose you aren't anxious to practice.

AMD: No. Believe it or not, in the last few years, the law has changed a lot. If I went back to practice law, I'd have to study all over again.

RD: When you were working full-time, with a small child and a home, in a time when not very many women were working, how did you manage your household?

AMD: Well, I, of course, had the cooperation of my husband. And my mother was able to help. She was made a widow at a rather young age, and she lived with us.<sup>28</sup> I must tell you a joke, though, that turned

28. Mary Campbell's obituary was in the WSJ on Dec. 14, 1939; it says she died on Dec. 13 "at the Shorewood Hills home of her daughter." The obituary goes on to say that she came to Madison in 1925. She had two sons, James V. of Milwaukee and Perry Campbell, and four grandchildren. She was buried at Lees Summit, a suburb of Kansas City, MO.

29. Mr. Fitzsimmons was a batchelor. The bill was introduced during the Depression years.

up in a hearing on the Fitzsimmons Bill years ago, to exclude married women from holding State jobs.<sup>29</sup> One of the legislators asked me that very question. I answered truthfully that my baby was born in August, which was the summer recess. They thought that was a great joke that I could plan a baby for the time when I would be free. Well, of course, it doesn't always happen that way. But the cooperation of my husband and my mother and other friends . . .

RD: They never had feelings that you were neglecting your child.

AMD: No. (Private practice) law is a flexible arrangement. You're not confined to a schedule; it's more flexible than many other jobs you could hold. So if there were any tasks at home, I could take a little time and help. I think we three worked together. And we had a student help a little bit, sometimes to prepare the evening meal and wash the dishes. It was much easier in those days to get student help. My mother was very capable and my husband very cooperative, and our youngster seemed to thrive. He got along fine.

RD: But I imagine there were people, your neighbors and so on, who thought that everything was going to go the dogs at your house.

AMD: No. I'll tell you why. My mother was a very friendly person and very competent. She made so many friends and knew all of my friends, and knew all the neighbors, and they all respected her. They felt that she was doing a darned good job.

I think life was much simpler in those days. We didn't take on very many social responsibilities, like going to clubs and things like that. I don't feel that it was any more hectic than if you would have two jobs of any kind. You have to plan it, and some days would be pretty hard.

RD: Of course, the cooperative husband is crucial.

AMD: My husband loved children and was very good with them. He did for our son almost more than I could have ever done.

RD: You have no regret . . . (as) you look back?

30. 1953

AMD: My husband died early.<sup>30</sup> The years alone are not so good, but then I kept busy. I kept practicing, kept the house, and tried to keep up

some other socializing. When you're left alone, there's a lot of empty time for any person.

No. Most of what I did, I would do all over again. It was a very satisfying career.

1. *Pioneers in the Law: The First 150 Women*, published by the State Bar of Wisconsin, October 28, 1998, includes Bea's biography. She was admitted to the bar in 1924.

3. The only other woman in her class, Miriam Frye, graduated as number one in the class.

From her retirement writings, Bea notes that she registered in the fall of 1922, along with a few hundred men, in the law school. "I might have had difficulty explaining exactly what I hoped to accomplish by competing as a woman with hundreds of confident men". At that time, the ratio of women lawyers to men was about one to several hundred.

"One thing I learned about boys hoping to become lawyers is that they liked to talk. As soon as a professor propounded a problem on a case, male hands flew in the air". Questions and comments by the professor were sometimes biting, but the students didn't give in.

"I didn't feel quite equal to wrangling with professors. I learned that such oral recitations were not graded. The grade for the entire course was the grade assigned to the four-hour written examination at the end of the course".

"So I began answering, 'Not prepared' to avoid humiliating cross examinations. As a result, one of the professors announced at a faculty meeting that there would be fewer females left in the law school at the end of the semester. He had to take it back because I got the highest grade on his final exam. He later became a member of the Supreme Court and a good friend of mine".



4. Bea was elected to the UW's Order of the Coif and graduated third in her class. Bea learned of her honor when her fiancé Harold Lampert brought a newspaper and shouted the news through the sorority house window.

## A Conversation with Beatrice Lillian Walker Lampert (1902-1997)

*On April, 1987, Lorraine Orchard, a member of Historic Madison's oral history committee, interviewed Beatrice Walker Lampert.*

*Betty Walker Smith, Bea's niece, researched the transcript for this article with the assistance of Tess Mulrooney.*

*Dianne Cooke edited the transcript.*

LO: This is April 5, 1987. For the oral history project of Historic Madison, I, Lorraine Orchard, am talking with Beatrice Walker Lampert, Mrs. Harold Lampert, of Madison, Wisconsin. Mrs. Lampert<sup>1</sup> is a very well known Madisonian. She was one of the first women lawyers to attain prominence not only in Madison but in the state of Wisconsin. I asked her how she happened to come to Wisconsin.

BL: I was educated through high school in Nebraska, but my sister was teaching at a little college called Mount Union, in Alliance, Ohio, and she wanted my mother<sup>2</sup> and me to come there for at least my freshman year at college, which we did. And then she wanted to get her doctorate at the University of Wisconsin, which had a splendid reputation at that time, so the whole group of us came to Wisconsin and I registered in law school.

LO: Now, I believe you were not the only woman in law school, but weren't you the only one in your freshman class?

BL: It's hard to remember now.<sup>3</sup> There were other women who graduated, but most of them did not practice here. I remained in Madison, and all my practice was in Madison.

LO: When you graduated, you were elected to (the Order of the) Coif.<sup>4</sup> Would you just make a statement for the record for someone who wouldn't know what Coif is?

BL: Coif<sup>4</sup> is the honorary organization for all students throughout the country in law schools. It's a national group.

2. Bea's father was Ozro Miller Walker; his parents were Julia Miller Walker (1832-1902) and Samuel Newell Walker (1824-1884). Betty Walker Smith interviewed her father and learned: "Summer of 1894, after drought crop failure, the Ozro Walker family moved to Cedar Bluffs, Nebraska. We lived on a tenant farm until the year rental was up on the Lampert Place. We rented this place from 1895 to March 1, 1904. Then we moved to 90 acres on my Grampa 'Squire' Walker's homestead northeast of Cedar Bluffs two miles. We moved to Lampert place on 3-1-04. That summer Oz Walker was killed in a farm accident, July 3 and died on the fourth" He died as a result of injuries sustained while cultivating corn with a son. An older horse got spooked and bolted. When Oz tried to stop the horse, he was hit with the wagon tongue and died of internal injuries.

Her mother was Katherine Lampert Walker, no relation to her husband's family. She was born in 1866 in Kohlsville, WI. She married Ozro on January 25, 1887 and lived in Nebraska and Colorado until 1919. After her four eldest children had graduated from the University of Nebraska, she moved to Madison. In 1937, she was living with Bea.

In 1946, they were at 1907 Rowley. Katherine was living with her daughter, Mrs. Ezra C. Garlow, Alliance, Ohio, at the time of her death (Nov. 25, 1950). She was survived by two children, seven grandchildren, and six great-grandchildren. She was buried in Cedar Bluff, Nebraska. Bea was the youngest of their five children. Her siblings were Louisa, Edson O. of LaGrange, Illinois; Glen A., Omaha; and Lowell L., Columbus, Nebraska. Ozro's early death led Katherine to run a boarding house in Lincoln, Nebraska so that her children could obtain an education. Two sons were engineers, and another was an attorney. Bea joked that she was evening the professional score, rather than become a professor like her sister. Bea's maternal grandfather, Mathias Lampert, came to America with his father in 1846. He served in Co D, 12th WI Infantry in the Civil War, and attended the German Department Colgate Rochester Divinity School in 1866-67. He became a Free-

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Bea and her mother moved to Alliance, Ohio in 1920 where Bea began her college education at Mount Union College, a Methodist school. Her sister Louisa received her B.A. in Latin from the University of Nebraska in 1914. Louisa was a faculty member of Latin at Mt. Union College in Alliance, Ohio and the state University of Iowa at Iowa City, Iowa. She had married Ezra Garlow and lived in Alliance, Ohio until his death. She later spent summers studying in Italy and later received a Master's Degree from Columbia University. In Italy, she met visiting professors from the UW who impressed her enough to visit Madison. She came to Madison to study for her PhD degree, with Bea and their mother joining her. The three women lived in UW-Madison's "Tent Colony" The tents had wooden floors and were separated into rooms by canvas curtains. The cistern and oil stove were kept outside the tent. Bea recalled, "Katie made housekeeping there seem like a game; we enjoyed living on the lake. It was a good walk to the campus; Second Point about where Eagle Heights is now. It was the only colony of its kind in the Second Point about where Eagle Heights is now. It was the only colony of its kind in the nation and was in existence from 1912-1962. Its 12 x 20' tents rented for \$7.50 for six weeks in 1920. The UW's Albert Gallistel and his wife created the colony during Madison's housing shortage. It elected its own officers and had its own newspaper, *The Gallistella Breezes*.



*Bea's father, Ozro Miller Walker*



*Grampa 'Squire' Walker's, 90 acres homestead northeast of Cedar Bluffs, NE.*



*Katherine Lampert Walker, Bea's Mother.*



*Bea, her sister Louisa, and mother Kathrine .*

5. *The Pioneers in Law* article indicates she interviewed after her honeymoon, but no one was interested in hiring her. She eventually supplemented her legal training with shorthand and typing skills. Bea became the assistant city attorney in 1927, before her son was born in 1931.

6. She was hired by Frank Jenks, city attorney at the time. A year or two later, he was replaced by Ted Lewis. She stayed in the office from 1924 until 1934 when she was acting city attorney for a short while, due to political wrangling at the end of a council term. Rather than allowing the next council to select a city attorney, the outgoing council had Bea sign her oath of office before their terms expired. She found the new council could reduce her budget and the number of office staff, so she resigned to get the city moving again. She assisted the new city attorney for a year or two.

While there, the city adopted a civil service system. Mayor Edward Law asked her, Leo Lunenschloss, and Professor Gaus to be on the first Madison city civil service board. Bea encouraged the Madison League of Women Voters' efforts to improve the civil service system.



*Bea and her siblings; Lowell, Bea, Edison, Louisa and Glen.*

LO: I know it's a very significant honor. After you finished law school, did you get a job right away?

BL: Not immediately. I was married the day after I finished law school and I had a son before venturing into the business world. But later on, when he was old enough to go to nursery school, I did start practice in the city attorney's office first.<sup>5</sup> I was the assistant city attorney.

LO: What sorts of things do city attorneys do?

BL: Well, it's a smaller copy of the state regulatory bodies, that is, you try cases for violation of city ordinances. We had a little court called the superior court at that time, and I had to go over there frequently to try speeding cases, other violations of motor vehicle law, and that sort of thing.

LO: Well, then, do you happen to remember how many years you were there?



BL: Well, just a few years.<sup>6</sup>

LO: Then what did you do next?

BL: I went into state service. Way back at that time, the mayor of Madison happened to be Al Schmedeman,<sup>7</sup> and he was elected governor of Wisconsin. There seemed to be a general move across the street from the City Hall after he was elected governor. At any rate, I took a civil service examination and was appointed as an examiner of the state Public Service Commission. It was our function to hear cases for the Commission, in which they would decide on applications for authority to conduct utilities.<sup>8</sup>

LO: Did they do anything else?

BL: Oh, yes. The state had a new law providing for licensing of out-of-state vehicles that came into the city which operated for hire. The Public Service Commission classified them as common carriers or contract carriers. We would conduct the hearings on the applications and refer our recommendations to the Commission to decide (which type of carrier they were).

LO: Did you ever feel discriminated against in those earlier years because you were a woman? Or didn't you sense anything like that?

BL: I was lucky, but I proceeded through civil service which doesn't discriminate. I took the examinations from time to time. However, when I was appointed as assistant attorney general, it was John Martin<sup>9</sup> who was attorney general. He had known Ted Lewis,<sup>10</sup> who was city attorney when I was the assistant. I was on the civil service lists, I had passed the examinations, so his appointment was perfectly legal.

LO: Civil service, I think, is a boon for anybody now, but I would think even twenty years ago it would have been a great boon for women.

BL: I started practice in the 1920s and there were very, very few women lawyers—at least very few that were outstanding. Some of them might practice for a while and get married, and let it go at that.

Next was (my job) with the attorney general for the state of Wisconsin.<sup>11</sup>



*Bea,  
College  
Years*

7. Albert George Schmedeman (1864-1946) was a Madisonian who began working in a clothing store in 1884; nine years later, he was its senior partner. He was on the city council from 1903-1910. President Wilson appointed him minister to Norway from 1913-21; Schmedeman helped the Norwegians by having American supplies slipped by the German blockade during World War I. He was mayor in 1925 and was noted for purging Ku Klux Klan members from the police department. He was governor from 1933 to 1935. He is buried in Forest Hill Cemetery, along with his wife, Katherine Marie Regan. They lived at 504 Wisconsin Avenue during the 1930s.

8. Bea was a hearing examiner at the PSC from 1934 to 1938. Each of the three commissioners conducted hearings and wrote opinions and recommendations for the commission. A dispute arose over a case. Bea appealed a decision, but eventually resigned without having a new position lined up.

9. John Martin was elected Attorney General in 1939 and was later a Justice on the Wisconsin Supreme Court. Bea counted Prof. William Herbert Page and Martin as her mentors in her legal career. In 1941, Martin appointed Bea to a position in the Attorney General's office.

Page was known as Herbie Page; he assisted John R. Commons in researching a book. Page was delighted to hear she had some spare time after her PSC resignation. He asked her to help him complete his lifetime work, a series of studies of wills. They worked together for the year of 1939. Page

10. Ted Lewis was a district attorney before working as city attorney. Bea initially took a great deal of shorthand notation and typed for her job, but Ted gradually let her perform more legal work. She continued typing Superior Court cases and occasionally tried cases in the circuit courts. Lewis asked her to draft a revision of the city ordinances which had not been codified since 1917. She remembered finding one which said, "No person shall appear on a public beach unless fully clothed from the neck to the toes." Governor Schmedeman appointed Lewis to the Supreme Court. Bea filled the vacancy as acting city attorney. Lewis was later an attorney with Carpeet, Lewis, and Sanborn and lived at 428 N. Livingston Street.
11. Bea was appointed an assistant attorney general in 1941 and served in that position until her official retirement in 1967, working chiefly as counsel to the Wisconsin Employment Relations Board. Labor unions objected to Bea's success, and threatened to withdraw support for Attorney General Thomas E. Fairchild's reelection campaign. Fairchild removed Bea from the WERB post in August 1950, but failed in his reelection bid. Bea returned to the Attorney General's office in 1977 and worked until she retired again in 1982.
12. *Pioneers in Law* states she argued more than 130 cases before the Wisconsin Supreme Court. *Muskego-Norway CSJSD #9 versus WI Employment Relations Board*, 32 Wis 2d 478 (1966) and 35 Wis 2d 540 (1967) was an important case. It was a case involving a public-school teacher whose contract was not renewed. Some of the reasons were unlawful, so the court held that if one reason for termination is good and the other is bad, the termination is unlawful. The court relied on another of Bea's cases in coming to this conclusion.



*The Capital Times, Date...*

I represented the Labor Relations Board. That whole law in Wisconsin was new, and it was (a model) for the federal law. For years we were an example throughout the country of labor regulation. We broke the ice for the National Labor Relations Board. The National Board members were appointees of the federal government. In other words, the (National Labor Relations Board) is a regulatory body. It did the regulating that the Wisconsin Employment Relations Board had done here.

Of course, I had many cases in both the Wisconsin Supreme Court and the United States Supreme Court, and the other cases were real trials of people who had violated one of the Labor Board's regulations. It was a very busy field.<sup>12</sup>

LO: Bea, is there any case that you tried that you remember either because of its longevity or its significance or its stress? I'm sure they were all a challenge.

BL: There are a good many cases that I think of as important and do remember as interesting. For the longevity, I think perhaps the Allis-Chalmers strike case was about as long as most any of them. I was in Milwaukee most of the winter trying the case. I had a suite at the hotel, because I couldn't pack enough clothes to last me. The company was trying to continue operation (with non-union workers), and the union was trying to prevent it. In doing so, the (union) violated board orders by attacking employees who wanted to work. We had, I

think, forty some defendants, and they were very interesting. They kept writing me notes about how I should be more broad-minded.

LO: Did they physically abuse people, the strike-breakers?

BL: Yes, enough to try to discourage them from working. We tried them, and they were punished to the extent that it was necessary to secure compliance with the Board's order.

LO: Well, what sort of violations would people or companies commit?

BL: What they called unfair labor practices. If unions exerted too much force, or if employees exerted too much force, that was *verboten*.<sup>13</sup> And if the employers did something unfair to try to discourage organization, that was considered an unfair labor practice. They were required to do whatever the Board had ordered to remedy what wrong they had done.

13. The word means forbidden in German.

LO: Well, Wisconsin is a leader, then, in that field, isn't it?

BL: It is, indeed. The whole labor relations regulation of the United States is based on the same principles as Wisconsin's earlier law.

LO: Can you remember being admitted to the United States Supreme Court? Or your first case there?

BL: Yes, I do remember. You complete your paperwork, but you have to have somebody (licensed to practice before the U.S. Supreme Court) present to move your admission. That's just the custom. I wrote Senator McCarthy<sup>14</sup> to ask if he would move my admission. He wrote back and said he'd be delighted. When I got to the clerk's office, he asked who was moving my admission. I told him Senator McCarthy. The clerk said, "He can't move your admission. He's not a member of the Court." There my opponent, the lawyer who was going to oppose me in the argument, had a good laugh. He said, "Well, I'll move your admission. I know I'm going to win this case anyway." [chuckles]

14. Wisconsin's Senator Joseph McCarthy from Appleton served from 1947 to 1957. He had previously been a Wisconsin judge whom Bea had argued before.

LO: Did he?

BL: No, he didn't win.

15. Felix Frankfurter (1882-1965) and Hugo Black (1886-1971) were FDR appointees to the Supreme Court. Justice Frankfurter was born in Vienna, came to the U.S. in 1894, was a law professor at Harvard Law School, and believed in judicial restraint. Justice Black was born in Alabama, was a senator from 1927-1937, and was known as a free-speech advocate.

16. Bea argued a series of cases from 1949 to 1966 related to the commerce clause and the doctrine of preemption. The court defined state and federal boundaries in collective bargaining regulation and labor-management relations through these cases. *Algoma Plywood Co. vs. Wi Employment Relations Board*, 336 US 301 (1949); and two involving auto workers (UAW), *Briggs and Stratton*, 1949, in *Milwaukee and Kohler Company* in *Sheboygan*, 1956.

17. In 1976, Gov. Lucey appointed Shirley Abrahamson to the Wisconsin Supreme Court. She became Chief Justice on August 1, 1996. Subsequently, Justices Janine Geske, Ann Walsh Bradley, Diane Sykes, and Pat Roggensack have served on the Wisconsin Supreme Court.

18. Barbara Crabb serves on the federal court. Dane County judges today are Moria Krueger, Angela Bartell, Sarah O'Brien, Maryann Sumi, Diane M. Nicks, and Shelly Gaylord.

19. Bea's niece Betty also attended a number of Matrix annual fundraising dinners. Women journalists included invitations to society ladies; society page editor Louise Marston was involved. She remembers Bea chairing the event one year.

LO: Who were some of the Supreme Court Justices that you appeared before?

BL: Well, (Justices) Frankfurter and Black<sup>15</sup> had their usual arguments. I think they did most of my argument for me. I got probably half of what I had thought I should say. They both had opinions.

LO: Did you feel intimidated?

BL: No. I thought it was funny that they were helping me. [chuckles]

I had several dozen cases in Washington and hundreds in the state Supreme Court.<sup>16</sup>

LO: Over the times that you were practicing law, did you see many changes in the types of people who became lawyers? Or in court procedure? We've already talked about the fact that now there are quite a few women lawyers.

BL: Yes, there are. I think it's true still that there are not very many women who are leaders of the Bar. I think there's a certain prejudice on the part of men who would be clients but prefer to have a man as their lawyer.

LO: And, of course, now we have those several women judges right here (in Dane County).

BL: Yes. We have a woman judge on our (Wisconsin) Supreme Court.<sup>17</sup>

LO: And then our federal judge, as well as county judges.<sup>18</sup>

In addition to your career as a lawyer, you did much for the community. I know you've received honors. I used to go to Matrix dinners<sup>19</sup> and you were usually either featured there or cited there for something. I remember that, among other things, you were on the Police and Fire Commission for the City of Madison. What does that Commission do?

BL: Well, it's the supervisory body of the police and fire departments. They make the appointments of police (officers) and adopt the regulations that are to govern it. The (chiefs) proceed in hiring and

firing. However, they asked the Police and Fire Commission<sup>20</sup> to help conduct the examinations for people that wanted to enter the departments, and we did, occasionally.

20. Bea served for 12 years and was elected president in 1950.

LO: Do you have any anecdote in connection with that? Anything exciting?

BL: Well, it was exciting all the time, because there would be problems that came up in the department. I remember we had a few skirmishes.

LO: Another thing I remember is that you headed the Civic Music Association. What is your particular interest in music?

BL: Well, I had studied music long enough so that I had given some recitals in college.

LO: What kind of music?

BL: Well, my last was violin. I had had a good many piano lessons and some voice lessons, but the violin was the last. I was not terribly active in college in music, but I continued to study there. When I graduated, I had belonged to Mu Phi Epsilon,<sup>21</sup> which was at that time an honorary musical sorority. We had a rather active alumni chapter and we got acquainted with all the local Madison professionals. After a while, when I had time, I joined the (Civic Music) Association and very shortly afterwards I was elected to the board, and then I became president.

LO: What does the board do?

BL: It was Roland Johnson<sup>22</sup> at the time, and his wife, mostly, and the board advises them on what kind of program they want. They meet regularly to discuss the business affairs, too, finances and that sort of thing. It's just like a board of directors, really.

LO: You were on the board for the Daughters of the American Revolution, the DAR, too, weren't you?

BL: That's right. I belonged to the chapter for quite a while, and then I was elected to the board.<sup>23</sup> We were quite active. They always had a program of some kind, a plan to do things for the community. When we had the new citizens admitted to citizenship, we always ran a little reception for them. Otherwise, of course, most of the program was

21. Phi Mu Sorority was located at 222 Langdon Street. Mu Phi Epsilon is a co-educational, international, professional music fraternity. Its aims are to advance music throughout the world, promote musicianship and scholarship, promote loyalty to one's alma mater, and develop a true bond of friendship among members.

22. The Madison Civic Music Association has had four musical directors to date. Dr. Siegfried Prager served from 1926-1948. He was followed by Mr. Walter Heermann, 1948-1961. Mr. Roland Johnson began work in 1961 and retired on May 15, 1994. John DeMain holds the position today. It got its start in 1920 when a class in Public School Music at the UW conducted the first Music Contest in Madison. The public enjoyed it so much, the Madison Woman's Club music committee supervised the second contest. The women and the UW Music Department formed the Madison Community Music Committee which incorporated in 1925 as the Madison Civic Music Association. These details are from "A History of the Madison Civic Music Association: The First Fifty Years, 1925-1975".

23. Bea was a member of the John Bell chapter of the Daughters of the American Revolution. Lou Walker Garlow prepared a family tree for her brother Lowell. It shows both of Ozro Miller Walker's parents descended from men coming to the States before the year 1700. His mother Julia Miller b. Dummerston, VT in 1832 was the great-great granddaughter of Isaac Miller b. in Charlestown, MA about 1670. His father Samuel Newell Walker was the great-great grandson of John Walker born in Sudbury, MA in 1693 and John Clap born in Sudbury, MA in 1700.

## HISTORIC MADISON:

24. Bea relates being asked to be a den mother for the Cub Scouts after every other mother had said she was too busy. She said, "I doubt if the Cubs learned to make the best knots, but they visited City Hall, the police station, the fire stations, the street-car barn, wrote and rehearsed plays, and so on." One of her favorite expressions was "Go to it!"

What she didn't say was that her mother moved in and helped raise the children. "Mother had done such a good job with us, that I figured she knew more raising children than I did."

"Oh, I don't mind puttering around the house, but I don't like the regularity and routine of keeping house. Lunch always comes so soon after breakfast and dinner so soon after lunch. I like to cook if I could cook one meal a month. Our home has a big kitchen, and when I am presiding at the stove, guests are invited out to talk and watch. Of course, lots of things get burned that way, but no one seems to care, least of all me!"

25. Harold Milton Lampert was born December 11, 1889 to Mathias and Lydia Kensel Lampert. His father was chief clerk and secretary of the Wisconsin State Land Commission. The family lived on West Johnson Street.

Harold, Jr. on July 10, 1931. Barbara Louise was called Bobbie Lou. She was adopted on April 1, 1939. Bobbie Lou says they celebrated her birthday in November. Bea's mother Katherine lived with them. They later lived at 1907 Rowley. Harold received his B.A. from the UW in 1913. He was a First Lieutenant in the Sanitary Corps during World War I. For many years, he was a chemist at Fauerbach Brewery on Lake Monona. They married on June 25, 1924 at the sorority house, the day after law school graduation. Harold was 35 years old to Bea's 21. Nieces Betty and Katherine Walker were flower girls. Betty relates: "My four-year old brother Bud was ring bearer. When it came time to give the ring to the groom, Bud said, 'That's Happy Bea's ring.' The crowd laughed." (cont. p.59)

concerned with the history or historic things. We often met at the Madison Club. We had quite a few acquaintances, and it was a nice place to entertain.

LO: Bea, I want to tell you how much I admire the fact that you could combine a happy, successful family life, raise two wonderful children, that you could have an outstanding career, and that you gave to your community freely of your time and your intelligence.<sup>24</sup> A lot of people can't achieve all that. Now, I know you're going to say it was luck, but it was not just luck. Can you give any reason for it? I know you had a good time, too. I've been with you when we've had a good time.

BL: Well, I was fortunate, I think, in marrying my husband.<sup>25</sup> He was quite a bit older than I, but he was a good deal more sociable than I. He was the one who was always ready for a party. And he was fond of children, too. After we had our son, we started looking around for a possible child to adopt, because it was apparent that we weren't going to have more than one, and he was all in favor of it. So our daughter was adopted in a very successful adoption. We were so lucky.

LO: Well, do you have any advice for women these days? We hear about these "super mothers" who are trying it all. You tried it all and you succeeded.

BL: I think luck does enter into it, no matter how much you would try to protest. The openings just come at the time when you need them. Of course, I prepared for my legal career by taking secretarial work. I had to enter by the back door, as it were. I started as a secretary before I was appointed assistant city attorney. I think you have to find wherever the opportunity is, even if it's not as good as you would like.

LO: And (you've had) good children that you're proud of.

BL: I'm very proud. I think that was another lucky thing. Our son is a very outstanding civil engineer.<sup>26</sup> Our daughter has her MFA, Master of Fine Arts, from the University of Wisconsin. She's married to a professor at the University of Minnesota and has gone with him on three foreign assignments for AID, the Agency for Industrial Development.<sup>27</sup>

LO: That I call a full life. If you were giving career advice or just general advice to a young woman today, what would you say about entering law as a career? Now, this is 1987, over thirty years after you entered the

profession.

BL: Well, I think the practice of law is very satisfying. I don't know that it would be for everybody. It was to me because, I just had focused on it. But actually the world of business still is dominated as much by men as any other, so that I think there is a better than average chance for a man to succeed than for a woman. Certainly women have done a great job in the government. There are so many judges, and women who are helping to formulate the laws, so that a woman can look for a very full life in the practice of law now.<sup>28</sup>

LO: To me, just through osmosis, I think it's such a wonderful career. You're helping people and you're really trying to make our country a just place. After all, if our world doesn't have justice, we're never going to have peace. I look at it as one of the most significant contributions anybody could make. I thank you for all you've done, and for this interview.

25. (cont. from p. 58) In 1925, Harold was chief deputy of the State Prohibition Department. They lived at 2326 Rugby Row. In 1933, Harold was secretary-treasurer and chemist at Silver Springs Company, Inc. They were living at 2129 Commonwealth Avenue. Harold died on January 24, 1973, before they finished all of the travels they had planned.

26. Hal (Harold Jr.) received degrees in engineering from the UW and married Barbara Mae Werndli on April 17, 1954. They had six children: Benjamin Alan, Andrew Alexander, Daniel Walker, Sarah Lou, Barnaby Adam, and Harold Milton III. Hal died September 25, 1995 in Daytona Beach, FL, after working for General Electric for many years.

27. About that time, Bea's niece Betty came to live with the five of them for one year. She reports Bobbie was a talented pianist. Bobbie married William Ernest Fenster in 1964.

At the time of the interview, they were in Africa. Their son is Kurt Fenster, who received his Ph. D. in Molecular Biotechnology in June 2002. Kurt married Titiana from Minsk, Belarus, in the spring of 2002.

28. When Bea retired in 1966, a party was held in her honor at the Masonic Temple with some 50 people present. They had a wonderful banquet with most of the WI Supreme Court attending. She received a book which included a Governor's award and 33 complimentary letters

Seven years later, Attorney General Bronson LaFollette requested she return to the office on a part-time basis. Bea worked until she was 80 the second time. She wrote her memories at Elderhouse when she was 84 years old. After breast cancer surgery, she moved to Daytona Beach, FL where she lived with her granddaughter Sarah Wright.



*William Bradford Smith, in Madison, Wisconsin on the Capitol Square.*

1. Doty Street Condominiums, located at 525 W. Doty Street in the former Doty School house, were built between 1982 and 1983. The original building dates back to 1906 and is one of the city's landmark buildings.
2. Bill's parents were Harry G. (1879-1949) and Jessie M. Pelton Smith (1881-1953). Harry had a real estate business and practiced law. He taught Latin and German at Bayfield, then took a teaching job at Belleville. He quit teaching to enter the farm real estate business. He owned one of the first two cars in Madison.

Jessie grew up in Edgerton, where her father was a successful tobacco grower and farmer. She graduated from the UW in 1903, teaching German and Latin in Waupaca and New Lisbon before her marriage. She was an active Gold Star mother after her son, Robert Standish Smith (1920-1944), died in a plane crash in Sicily. At the time of Harry's death, they lived on a farm on Lake Waubesa.

## *A Conversation with William Bradford Smith (1918-1995)*

*1989, Lorane Orchard, a member of Historic Madison's oral history committee, and future president of Historic Madison, interviewed William Bradford Smith, head of the UW Extension Law from 1957 to 1962. Although he had tenure, he resigned to take part in local politics. Thomas Boykoff edited the transcript for this article and Tess Mulrooney and Betty Smith provided research for this article.*

LO: There are several reasons why Historic Madison's oral history committee is eager to have this interview with Bill. For one thing, he grew up in Madison and attended schools here in the 1920s and 1930s, and he went to the University of Wisconsin. He has recollections of the Doty School<sup>1</sup> area and then the west-side area surrounding West High School and Randall School. He also has been in the private practice of law since returning from military service in the Air Force during World War II.

And Bill served on the city council of Madison during an exciting time. Among other events, the open housing ordinance was passed and the Monona Terrace auditorium project was a heated issue. Bill had a lot to do with both of these projects. He has been active in the Republican party and has observed its changes in philosophy. He has served in the Wisconsin Congregational Conference for years, including at the time of the merger with the Evangelical and Reformed Church, and he has been involved in the organization of Fairhaven, a retirement center in Whitewater, Wisconsin.

Bill, tell us a little bit about your family and your neighborhood from your childhood. What about your family? Were they early settlers? Late settlers? When did they come to Madison, do you know?

WS: My Dad<sup>2</sup> and his family came to Madison in, I think, 1889, when he was ten years old. His father<sup>3</sup> practiced law up at Hammond, Wisconsin, and then moved down to Madison to practice here. His mother was one of the original suffragettes and a leader in the



Women's Christian Temperance Union, Mrs. Marsha Alice Bradford Smith.<sup>4</sup> They lived here from 1889 on until he ran for governor on the Prohibition ticket in 1900 and later moved to Chicago and practiced law in Chicago. He died in 1913, so I never knew him since I wasn't born until 1918.

LO: What does the "Bradford" come from? Is that our historic American family, Bradford?

WS: Right. The long-time governor of the Pilgrims, William Bradford, brought a cane, a straight walking stick, over from England, on the Mayflower, and he gave the cane to his eldest son and he to his eldest son and on down through about seven generations, until there were no eldest sons any more, just two daughters. The older daughter inherited the cane, but offered it to whichever of her sister's two sons first had a son named William Bradford. I was born in 1918 and inherited the cane, incidentally. I still have it.<sup>5</sup>

LO: Where did you live in Madison?

WS: Until I was ten years old, we lived on Main Street, where the Methodist Hospital parking ramp is now located, in a house long since torn down.<sup>6</sup> Then in 1928, we moved out to the Randall School area, right across from the Randall School playground.<sup>7</sup> Lived there from 1928 to 1935, and then in 1935 moved out to Mineral Point Road,<sup>8</sup> across from what is now Covenant Presbyterian Church.

LO: Can you remember anything about any of these neighborhoods? What stands out in your mind, for instance, in the Doty School area.

WS: Yes, certainly. I attended school at Doty School the first about five years of my education. As a matter of fact, at that time . . . well, the Doty School building was very much the way it is now, having been converted into condominiums. But back in those days the Law Park Drive did not exist. The railroad tracks were right along the edge of the present location of the railroad tracks. During the Depression that area from the Blair Street area, the old depot area, down to Doty School was pretty much of a hobo jungle, with hoboes cooking what cooking they were doing on sterno stoves and so forth. Nobody would walk along the shoreline from Blair Street down to Doty School at all. It was pretty much just railroad tracks and the hobo jungle.

3. Bill's grandfather was Jabez Burritt Smith (1852-1914), an attorney. In 1881, he moved from Minnesota to Hudson where he began his law practice. In 1888, he became secretary of the Prohibition State Committee of Wisconsin in Madison. He practiced law here until 1900 when he ran for governor of Wisconsin on the Prohibition ticket. In 1911, his office was at 119 W. Main Street. Jabez wrote two books and several articles for Prohibition magazines.

4. Marcia Alice Bradford Smith (1848-1925) began teaching at the age of 15. She was bestknown for her work in the Women's Christian Temperance Union, serving for ten years as district president and then as president of the Dane County chapter. She lectured nationally and internationally. Marcia also published a leaflet entitled, *The Legal Status of Women in Wisconsin*. She promoted physical education for women. They lived at 120 S. Henry Street and 127 W. Gilman Street.

5. Bill's paternal grandmother was an eighth-generation direct descendant of Governor William Bradford of the Plymouth Colony, also a direct descendant of Miles Standish, John Alden, William Mullins, Steven Hopkins, and Richard Warren.

After Bill's son Robert Bradford Smith's death in 1998, the cane went to Bill's oldest daughter, Kathryn Elizabeth Smith Gould. She has passed it on to her daughter Alexandra, who will be giving it to her son, Frederick William Gould Come when he is older. They live in Cambridge, MA.

6. The family initially lived at 328 W. Main Street. This is today's Methodist Retirement "Main Gate."

7. The family lived next at 1840 Chadbourne Avenue.

8. The family lived next at 1880 Speedway Road, R 6. Harry's office was at 115 W. Main Street at this time.

## HISTORIC MADISON:

9. Sterno stoves were popularized during the 1940s and 1950s by GI's warming up C rations with it. It's a wafer fuel which is lit and placed in a small can which things are then warmed over. They were readily available, even to the poorest people.

10. Varley S. (1875-1950) and Ellen M. Bond (1885-1968) lived at 321 S. Hamilton. Varley came to Madison from Canada to operate F.W. Woolworth's. He had been an original stockholder of Keeley-Neckerson/man. After Manchester purchased the store, he served as secretary-treasurer until 1933, then served as vice president.

Ellen was on the board of the YWCA, a member of the Madison Woman's Club, and the Wisconsin State Parents and Teachers Association.

11. The Wisconsin Society of Architects was at this location in 1985.

12. Hamilton Point Apartments at 325 S. Hamilton Street were being constructed in 1989, a three-story building with 33 apartments.

13. Leroy E. Luberg (1908-1982) and his second wife Patricia Burke Laird, now Mrs. Claire Thomas, were friends of the Smiths from the Congregational church. Leroy was born in River Falls and graduated from the State College there. He received his master's and doctorate degrees in Madison. He served as Madison West High School principal for ten years. During World War II, he was in both the Department of Navigation and the Military Intelligence Office of Strategic Services. While with the OSS, he was stationed in mainland China. He was assistant to E.B. Fred at the UW after the war, who was then president of the UW. Luberg worked for at the UW for 27 years, where he was assistant VP of Academic Affairs, Dean of Students, University Dean for Public Services, and vice president. He retired in 1973 and was named University Dean Emeritus. He was an FCC member, active in the Parners of the Americas, Kiwanis Club, Boy Scouts of America, United Way, and the Dane County Cancer Society. He was active with the Army Reserves for many years as a lieutenant colonel. His first wife was named Juliana.

LO: There is a historic home still there, I know, that used to be the Bond<sup>10</sup> home and now it's something that got preserved. Do you know which one I'm talking about, on Hamilton? A beautiful home.

WS: Yes. I think that Bond home was relocated on that triangular lot, up closer to the corner of Wilson Street and Henry and Hamilton, and is now occupied by the State Architects Association.<sup>11</sup> There is a new building now under construction,<sup>12</sup> a huge new apartment building, down right close to the railroad tracks facing the lake, on the other end of that block, where there was a parking lot that has now been taken over by this new apartment building.

LO: Anything particular about Randall School? I also attended Randall, as have so many of our interviewees.

WS: You would recall that Randall School was both an elementary and a junior high school until the fall of 1930, when West High opened. Of course, I can remember my elders talking in 1928 and 1929 about how foolish the school board was to build that new high school way out by the cemetery. Well, of course, it's now one of the closer schools to the Capitol Square.

LO: I know it. I remember that discussion, too. "How are they ever going to have enough students way out there in the boondocks?"

WS: Right. And, of course, when West opened, it was both a junior and a senior high. Leroy Luberg<sup>13</sup> was a geography teacher in the fall of 1930 and eventually became principal of West Junior High. He moved on up to become one of the outstanding University administrators for many years.

LO: After you graduated from West High School, you went directly to the University here?

WS: Almost. I was in the next-to-the-last mid-year graduating class at West High. I graduated in January of 1936. There didn't appear to be much sense in starting the University in the second semester, with all the University classes geared to year-long programs. That second semester of the 1935-1936 school year I attended the old vocational school<sup>14</sup> for a few months, taking typing and shorthand and speech that I hadn't been able to work into my college preparatory curriculum in high school. Then as soon as it got warm enough, I spent the spring and summer plowing marshes during the dry 1930s, 1936,



*In September of 1943, received  
his wings in the United States AirForce .*

*1941, Wisconsin State Journal, announcing Liz Walker's, engagement  
to William Bradford Smith. Ceremony held in Columbus, Nebraska.*

over much of southern Wisconsin, with a relatively big plow and a small crawler tractor that we would plow on the marshes where, as long as we could keep moving in the marsh, we could do pretty well.

LO: You were lucky to have a job. That was the Depression.

WS: That was the Depression. I kept my paper routes all the way through, well, clear through the University and law school, getting somebody else to peddle the papers while I was working down at the State Journal office, working my way through the University and law school.

LO: You graduated from the University law school in which year?

WS: In June of 1942.<sup>15</sup> I had had quite a race with my draft board the last eight months of my law school career,<sup>16</sup> and so I went immediately into the Army Air Force. I was in a photo-mapping squadron and eventually then took pilot training, aviation cadet training, and did graduate as a pilot in October of 1943.

LO: Bill, what particularly do you remember about being in the Air Force? Or about World War II days? Anything about World War II?

WS: Well, you would recall that the United States was anything but well prepared for entry into World War II. When we did get in, they put on a training program around-the-clock. In this photo mapping squadron of which I was a member out at Colorado Springs, or first at Denver, we went to school from 11:00 p.m. to 7:00 a.m., five days a week. Of course, we were always dog-tired. We would have to be up during the day time to change sheets and get shots and what-

14. The Vocational School was located at 211-212 N. Carroll Street in 1929.

15. Bill married Elizabeth Walker Smith on November 9, 1941, just four Sundays before Pearl Harbor. They met when working at the *Wisconsin State Journal* in 1939. Betty worked in the circulation department. Bill delivered papers for many years and was a manager of the newspaper carriers. Betty graduated in June, 1941 and worked for the Advertising Department at the *WSJ* until Bill was drafted.

16. As with those with low draft numbers for Vietnam, you finished school as quickly as you could because you knew your number was going to come up.

## HISTORIC MADISON:

17. Bill enlisted in the Air Force and began at Jefferson Barracks. He went next to photographic school in Denver, then on to Colorado Springs. In January, 1943, he went to Air Force Pilot Training in San Antonio, then on to Vernon, TX and OK. He received his wings in September of that year. His wife returned to live with her parents in Columbus, NE. She joined Bill frequently between June, 1942 and November, 1946.

18. Bill's law office moved several times over the years. In 1951, the office was at 115 W. Main Street. In 1954-56, he was in the Gay Building, Room 400. In 1966 and 1977, he shared an office, secretary, and troubles with Lillian Fortmann Schultz. The firm was Smith and Schultz at 222 S. Hamilton Street, Suite 1, in 1985. Lillian's son is state senator Dale Schultz.

Over the years, the family moved as well. In 1946, they lived at 342 W. Doty Street. In the 1950s, they lived at 510 Ludington Avenue and 4129 Meyer Avenue. In 1963, they moved to the Hill Farms neighborhood at 3 Robin Circle.

19. In 1946, the city directory shows Bill with an office at 8 S. Carroll Street, Rooms 9-13. The street index shows rooms 8-13 housed attorneys William J. Anschuetz and Harry G. Anthony, in addition to Bill.

20. Lorraine's husband was Kenneth McIntyre Orchard (1914-1995). Ken was born in Muscoda. After attending school for some years in Lancaster, the family moved to Madison. Ken graduated from Madison West High School in 1931. He received a BS in Agricultural Economics in 1935 and a Juris Doctorate in 1937 from the UW. He was admitted to the bar in 1938 and practiced privately from then until his death. He shared offices for many years with Warren E. Kuehling, and then later with Robert Kuehling.

ever else was involved, so we weren't getting much sleep. I did finish that photo mapping squadron and then was stationed at Colorado Springs for, oh, a couple of months during the fall of 1942, before my eyes had improved. With more regular routine, my eyes had improved enough so that I was able to pass the eye part of the aviation cadet examination and then did go into aviation cadets in Texas (in January, 1943).

I took my flight training in Texas and Oklahoma<sup>17</sup> and graduated as a pilot in October of 1943. Then I was stationed for fifteen months as a pilot of student navigators or navigation trainees at Monroe, Louisiana. I would fly east-west or north four hours, wait for it to get dark, come back at night, letting the students navigate by the stars on their trip back to Louisiana. And then in 1945, I went into B-29 flight engineering training. I had finished the flight engineering training and was in phase training when the atomic bombs were dropped in August of 1945. Of course, the whole war program folded up almost overnight, once those occurred. Then I came back to Madison and began to practice law here in October of 1945.

LO: You went into practice by yourself?

WS: Yes.

LO: And you have been in private practice always, haven't you?

WS: For all practical purposes, yes, I have been in private practice.<sup>18</sup> In 1945 I had no connections with any established law firms that would be willing to hire me, and of course they had to preserve what space they had available for their returning veterans, once they were getting out of service. I just rented an office for ten dollars a month from another lawyer and shared offices with him.<sup>19</sup> Did my own typing because, of course, I couldn't afford a typist. I began to practice that way, gradually building up my practice, and eventually was able to afford to hire a secretary and buy more books and so forth.

LO: That has a very familiar ring in our household, too. [chuckles] I'm sure you have been very happy in your practice, as Ken<sup>20</sup> has been, and exceedingly gratified.

WS: Certainly had a wide variety of activity and interest. I've enjoyed a great deal knowing of his practice and conferring with him, swapping yarns at our property group meetings.

LO: That would be a tape recording in itself, I think, of that Thursday group.<sup>21</sup> Well, now, you had something to do with the legal aspects of our state legislative redistricting. Would you tell us the background of that?

WS: Yes. All my life I've been a population nut, and when you combine that with geography, it works out best in legislative reapportionment. So beginning with, oh, I would say, probably the 1950 census and each ten years since that time, I've been involved one way or another with legislative redistricting, either doing much of it on my own or representing the Secretary of State in a suit brought by the attorney general, who of course couldn't represent both sides of the controversy. I was special counsel to Secretary of State Zimmerman by appointment from Governor Lucey after the 1970 redistricting, the census of 1970. I handled reapportionment of city wards, as well as legislative districts and congressional districts. I have worked with the population statistics in one way or another now for some forty years.

LO: You still are then?

WS: Oh, yes. And with the new census about to occur and the likelihood that Wisconsin will lose one congressional seat this year, I will be working again to try to come up with as nearly square congressional districts as the population statistics permit.<sup>22</sup>

LO: That leads very logically into many of your activities. I'm sure your legal background has helped a great deal. You were on the city council. Do you recall the dates?

WS: Yes. From 1961 to 1967. I was elected to the city council in April of 1961, the same day that my long-time friend and much-admired trucking activist Henry Reynolds<sup>23</sup> was elected mayor. We worked together, along with several of his other supporters, during the four years that he was mayor of Madison, from 1961 to 1965. We were both elected on a platform in opposition to the highly controversial Monona Terrace auditorium project. The bids for that project had come in just a couple of months earlier at thirteen and one-half million dollars, when we had only about five and a half million dollars appropriated with which to build the project.<sup>24</sup>

LO: Can you elaborate a little on that project? The cost is very obvious. Now, this is the Frank Lloyd Wright design project?

(cont. p. 64.) During WW II, he served in the Army Air Corps in France and North Africa and in the Judge Advocate division of the Fifth Army in Chicago. He married Lorraine Hubbard in 1940 at Grace Episcopal Church. His law firm was at 131 Wilson Street, Room 901. They lived at 901 Cornell Court in Shorewood Hills where Lorraine continues to live. He was a president of the Dane County Bar Association and president of the Community Welfare Council. He was a long-time member of the Village of Shorewood Hills Volunteer Fire Department and EMS. For 37 years, he was the municipal judge for Shorewood Hills. He was a member of the University United Methodist church, Masonic Lodge #5, and Phi Alpha Delta local fraternity.

21. This group met regularly on Thursday at noon for many years. They called themselves the Committee on Confusion. DeWitt, Ross, and Stevens hosted the committee which discussed principles in real estate, probate, and taxation law. Generally only six to eight members would be present at any gathering to soak up law tidbits on the topic of the day. Kenneth Orchard and many other attorneys were members.

22. Wisconsin did lose one Congressional seat in the 1990 reapportionment, going from nine to eight districts.

23. Henry Reynolds was elected mayor in April, 1961. He had been alder from 1943 to 1951. He was the owner of Reynolds Transfer and Storage. Henry held strong opinions on temperance. He fought hard against what he regarded as the expensive Frank Lloyd Wright design for a civic center.

Bill was elected to the Madison City Council during the same election. His predecessor, Bob Uehling, was elected to the legislature. Bill was very fond of Henry.

## HISTORIC MADISON:

24. This referendum took place in 1954, p. 132, *Monona Terrace: the Enduring Power of a Civic Vision*, 1999, University of Wisconsin Press, by David V. Mollenhoff and Mary Jane Hamilton. Wright said he could only do it for \$20 million, not \$4 million. The referendum did not mention a parking structure. Two other items the citizens voted on were to accept Frank Lloyd Wright as the architect and to accept the Monona Terrace location. All three measures passed.

25. *Monona Terrace: the Enduring Power of a Civic Vision*, 1999, University of Wisconsin Press, by David V. Mollenhoff and Mary Jane Hamilton, pp. 92-93, notes the plan was developed in 1938. The future Monona Terrace was originally called Olin Terraces for the one-half acre park between I E. and I W. Wilson Street. Retired electrical contractor Paul Harloff pitched the idea. Mayor James Law was trying to get federal funding for an auditorium-armory, boat harbor, and joint city-county building. Apparently they had no designs to that point.

26. See *Historic Madison's 2003 Journal* for three oral histories on this subject.

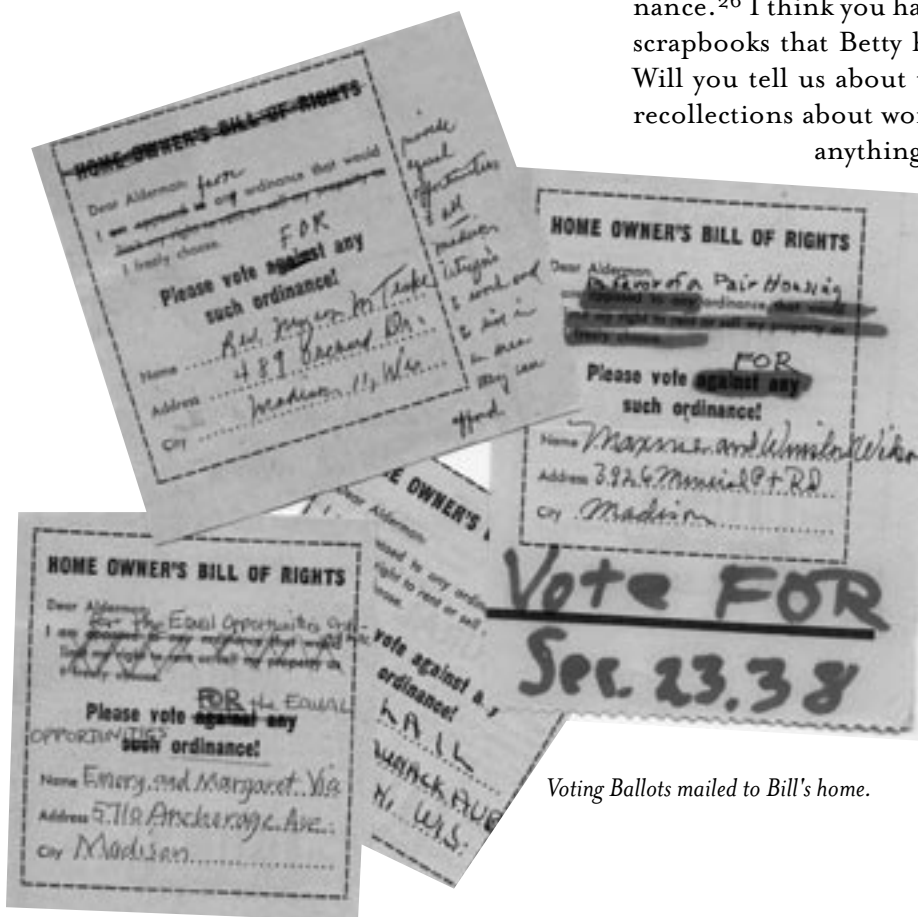
WS: Right. He had conceived the idea, I think, back in the 1930s, when he was proposing this project more as a city hall, I think, originally, than as an auditorium project.<sup>25</sup> The city hall was combined with the courthouse to form what we now call the City County Building, in 1957, so his project, his dream, lay dormant for a good many years. It was revived in the 1950s and in 1950 the voters approved four million dollars for an auditorium and another million and a half for the parking project, the parking structure in conjunction with it, for a total of five and one-half million dollars.

When those bids came in at thirteen million dollars, the voters rejected the undertaking, and that was what got Henry Reynolds elected mayor and me elected to the city council, along with several other anti-Wright people. I should add that I would have liked to have a Frank Lloyd Wright auditorium. The idea, the concept, the notoriety would have been wonderful, if we could have afforded it. To this day I have not learned of any project that Wright designed that ever came within the budget. And where a Johnson Wax Company can write off big expenses with depreciation, the public agencies, such as the city of Madison, just have no way of doing that.

LO: You also worked very hard, I know, on the openhousing ordinance.<sup>26</sup> I think you have some articles here, don't you, and facts and scrapbooks that Betty has helped with; she is a scrapbook collector. Will you tell us about the open housing ordinance and any of your recollections about working to achieve it: the people, the problems, anything?

WS: Right. The spring and summer of 1963 we were agitating toward adoption of an open housing ordinance. The original proposal ran many pages—so many pages that nobody took it very seriously. Finally a group of lawyers and professors boiled down the proposal to a workable length, and we did get that adopted in the fall of 1963.

LO: Just for the record, you and I know what you're talking about when you say open housing ordinance, but somebody many years hence may not.



Voting Ballots mailed to Bill's home.



OFFICE OF THE GOVERNOR  
MADISON, WISCONSIN

WARREN P. KNOWLES  
GOVERNOR

October 29, 1965

Dear Mr. Smith:

I am pleased to transmit herewith the certificate of your appointment as a member of the Governor's Committee on the United Nations.

I am sure that your service as a member of the Committee will be most valuable and beneficial to the people of Wisconsin.

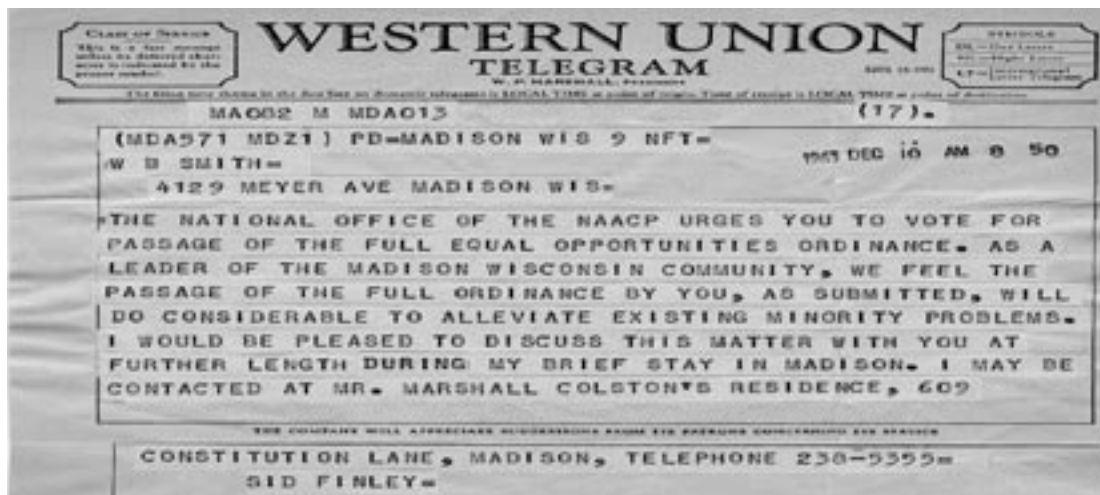
Sincerely,

A large, stylized handwritten signature of Warren P. Knowles, written in dark ink.

Mr. William Bradford Smith  
3 Robin Circle  
Madison, Wisconsin

*1965, Letter from the Governor of recognizing William Bradford Smith as an official committee member to the United Nations.*

## HISTORIC MADISON:



*Western Union telegram from the NAACP.*

27. This neighborhood backs up to Nakoma and runs along Odana Avenue and Mineral Point Road.

WS: The concept was to prohibit discrimination as regards the sale or occupancy or renting of property on the basis of color. We happened at that time to live in Westmorland,<sup>27</sup> which had had racial covenants in the deeds in the Westmorland area. People didn't pay very much attention to them and almost never was anybody of Asian or black background prevented from living there, but it was always a matter of some controversy.

In 1963, we undertook to adopt this open housing, freedom of housing opportunity, an ordinance. It was fascinating to me that the vote as it finally occurred in the fall of 1963, in December of 1963, was eleven to eleven. It was an even split of the Madison city council, with the generally otherwise conservative aldermen supporting the open housing ordinance and, with a few exceptions, the opposition to the open housing ordinance coming from the otherwise usually liberal aldermen. They were, generally speaking, or more of their constituents were more afraid of the possibility that black people or other ethnic minorities would be moving in next to them or something of the sort.

The tie vote was broken by this otherwise ultra-conservative Henry Reynolds, the mayor, who had grown up with black people in his neighborhood down on East Mifflin Street. Henry had gotten along fine with them, had hired many of them or their families to work for him in his transfer business, and he helped put the ordinance across that we adopted.

I should add that it happened at precisely that moment that we were moving from our old house in Westmorland to this then-new one that we had built in 1963. The two mail carriers had to forward six





*Wisconsin State Journal, 1963. Photo by John Kreissier.*

hundred pieces of mail that we got in regard to the open housing ordinance, almost equally divided pro and con.

LO: From your particular district?

WS: From people in the Madison area, but largely from within my own constituency, yes.

LO: The nineteenth ward, right, it was at that time. Is it still the nineteenth?

WS: It is still the nineteenth ward, but the boundaries have changed drastically. The nineteenth ward back in those days included the Westmorland area and this area to the west, which had not been anywhere near as developed as it has been more recently.

LO: Can you think of any particularly exciting or crucial times during the debate? Or any humorous things? (I don't suppose there was much humor connected with this.)

WS: Along about that same time, there was a tavern operated by a black named Trotter,<sup>28</sup> down on West Washington Avenue, near Park

28. Zack A. Trotter and wife H. Maxine owned the Tuxedo Caf   at 763 W. Washington Avenue. They lived at the same location. The Triangle Redevelopment Project forced them to abandon this location.

29. In 1962, they began were running the Tuxedo Caf   at 1616 Beld Street. Zack died in 1966. His obituary reports he moved to Madison in 1913 and was born at Americus, GA. He worked as a waiter at the Park Hotel until he began a barber shop on State Street. From here, he ran a pool hall on Webster Street. The Tuxedo Caf   was a restaurant/tavern.}

30. Morgan E. Manchester (1902-1974) succeeded his father, Harry Manchester, as the president of the store at 2-6 E. Mifflin Street. He added three branch stores, one of which had been at Westgate until its 1973 closing. Morgan was born in St. Paul and was a sophomore at Dartmouth College when his family moved to Madison. He became a prominent state golfer here in the 1920s and 1930s. He had intended to be a stock broker, but he returned to learn the retail business from his father, who died in 1938. At the age of 67, Morgan took flying lessons. He also enthusiastically played tennis, bridge, poker, and pool. His wife Katherine died in January, 1974; he had remarried that summer to Mrs. George Guild, Dorothy Springer; George had worked at Ray-o-Vac in 1954. He had three children.

31. The 1941 city directory shows three Baron Brothers owned the store, but they were all living in Los Angeles. Joe Rothschild was the local manager. The store was located at 12-18 W. Mifflin Street. Isn't the ad still on the side of the building?

32. Harrison Garner (1883-1979) served on the city council representing the 13th district for 35 years and was given the Madison Medal of Merit when he retired, a tribute created for him. Garner was born in a log cabin near Lancaster. He moved to Madison in 1903 and assisted in carrying law books out of the capitol when it burned the following year. He received a degree in civil engineering in 1909. In World War II, he was a colonel in the selective service. He became a leader in national savings and loan organizations, beginning his career at Anchor Savings and Loan in 1919. His family lived in the Vilas neighborhood. Garner Park was named for him.

Street. He did a pretty good job of operating his tavern there in what came to be known as the urban renewal area but, because the city was taking over the property, it was necessary for him to find a new location.

Mayor Reynolds helped line up a place for him to buy out on old Park Street, now called Beld Street, out near the Wingra Creek, and we ultimately transferred the location of his tavern there.<sup>29</sup> The neighbors complained very strenuously about how they didn't want any more taverns in their area. They were not racially prejudiced. No, it was just that there were too many taverns in the area.

Well, the night that we finally formally approved the transfer, it was done with simply approving the vote of the activities of two nights before without calling attention to the particular item. It turned out there were a good many people there in the audience who weren't familiar with council proceedings. When one of the aldermen noticed a particular person there that had been there a few nights before, he called the mayor's attention to it. The mayor said, "Why, yes, if you people in the audience didn't know, we approved the Trotter Tavern relocation twenty minutes ago in the committee-of-the-whole report," whereupon all bedlam broke loose in the council chambers, with the gallery calling us all kinds of ethnic insults for having approved this. Then, of course, the true reasons behind the opposition came out, when some lost their tempers after the transfer had been approved.

LO: Do you think there is any discrimination now in housing? Do you hear of events? It used to be in the newspaper we'd read something, but I don't think I hear so much. Maybe you hear more than I do.

WS: I am convinced that there are still strains of racial or religious prejudice that are involved, usually not head-on. Usually the purchaser is unable to get the necessary financing and to get himself off the hook because of a lack of financing. I do recall one instance where we insisted on proceeding with the sale where the purchaser was trying desperately to back out because he had discovered a black family over the back fence of the property that he had contracted to buy. (It so happened that the black neighbor was a chemist at the Oscar Mayer Company and was earning at least twice as much as the objecting white purchaser.) We insisted on going ahead with it and closed the deal. I have long since lost all touch with it.

LO: It probably worked out all right. Anything else about the city council

that you want to say, or being an alderman? Or should we proceed to another topic?

WS: One thing that I think comes up from time to time even at the present time, is we talk about downtown sky walks, even at the present time. Morgan Manchester operated the Manchester's Department Store<sup>30</sup> for many years. He acquired the former Baron Brothers' store in the middle of the block a half a block away, on Mifflin Street, on the Capitol Square.<sup>31</sup> He wanted to build a skywalk to connect the two projects. That would have obstructed the view of the Capitol from Wisconsin Avenue and the Lake Mendota area, the Edgewater Hotel area, so I was strenuously opposed to it. The city council voted it down. We were perfectly willing to allow him to have a tunnel under Wisconsin Avenue, connecting the two stores, but he opposed that.

LO: I'm sure that in all of your council activities you worked with many citizens. Are there any that you particularly recall in any of these endeavors, like the housing ordinance or the Monona Terrace project, or any others?

WS: Yes, certainly tops among my council acquaintances was Colonel Harrison Garner.<sup>32</sup> He was alderman from Madison's fifth ward for thirty-five years—far and away the longest period of time anybody ever served on the Madison city council. He was a real gentleman with whom to work, and I felt that he was the genius behind the development of the Anchor Savings and Loan Association. Other people got credit for it, or took credit for it, but Harrison Garner really helped build the Anchor Savings and Loan Association.

Actually it was partly because of serving with him on the Madison city council that I was able to persuade him and the Anchor board of directors to undertake the construction of the retirement home at Whitewater, the Fairhaven project. We ultimately got that put together in 1961, 1962, 1963, with the construction work there. I think it has been the most successful loan project that Anchor has ever had (up to that time), but it was largely under the leadership of Harrison Garner and some of the other directors. Al Gallistel,<sup>33</sup> director of physical plant planning at the University, was also a member of the Anchor board and was one of the leaders in undertaking that project.

LO: What about people who helped you with various other things, like the housing ordinance?

33. Alfred F. Gallistel (1889?-1964) worked for the UW for 52 years, retiring in 1959. When he began working in 1907, only 3000 students were on campus. He began by helping layout a new campus plan and ended up as director of plant planning. He was trained at the Art Institute of Chicago and the University of Illinois. He was involved with the Arboretum and Camp Gallistella, for former tent colony which housed married students and families during the summer sessions. He and his wife, Eleanor M., helped found St. Paul's University chapel. He was involved in the Kiwanis Club, Madison Technical Club, the old Association of Commerce, and the Salvation Army. They lived at 301 Sunset Court.

34. Ray Andrews and Ethel Linnell Brown lived at 113 Elm Street in 1958 and later moved to Borchers Beach Road. Ray (-1970) was a full professor at the UW Law School and came in contact with virtually every student at the school between 1923 and 1961 when he retired. Textbooks he wrote were still classics at the field of law at the time of his death. He probably helped with drafting the Equal Housing Ordinance. Like his wife, he was originally from Minnesota. He received his Doctor of Science of Jurisprudence from Harvard University. He taught administrative law, constitutional law, real and personal property law, and taxation. Early in his career, he conducted a survey on problems of Indian administration for the Secretary of the Interior, with the report published in 1927. He was co-author of a report on the enforcement of law on the Indian reservations in 1930.

Ethel (1893-1973) was a strong member of the League of Women Voters. She was the first and only woman on the city council at this time. She was charming, careful, and with a good sense of humor, skilfully managed and organized the passing of the ordinance. She had a meeting at her home on the Sunday evening before the December 1st meeting. She invited the favorable alders to confer, plan, and then pass the ordinance.



CITY OF MADISON  
Wisconsin  
OFFICE of the MAYOR

OTTO FESTGE  
MAYOR

TELEPHONE  
266-6511

November 8, 1967

Mr. William Bradford Smith  
3 Robin Circle  
Madison, Wisconsin

Dear Mr. Smith:

I would like to take this opportunity, although somewhat belatedly, to thank you for the support which you gave to our successful efforts to extend the coverage of the housing section of Madison's Equal Opportunities Ordinance. Your appearance at the City Council meeting of September 26 helped illustrate graphically the broad community support for the extension of this ordinance, and was, I believe, an important factor in the Council's favorable action.

I believe that the relative ease with which the extension of this housing coverage was passed is a tribute to the citizen activity which has helped make our ordinance successful in the past four years. The members of the Equal Opportunities Commission, and many other concerned citizens, have put in countless hours in various ways to insure that the ordinance is enforced both fully and fairly. These activities have helped immeasurably in building public confidence in the ordinance.

These voluntary activities by our citizens, including the time which you took to attend the City Council meeting, represent a debt which we in the City administration and the citizens of Madison can never adequately repay. It is citizen efforts such as yours which help make Madison a better place to live. Again, my thanks for your assistance and encouragement.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Otto Festge".

Otto Festge  
Mayor

OF:si

1967, Letter from the  
Mayor of Madison.

WS: One of the strongest supporters of the fair housing ordinance was Ethel Brown,<sup>34</sup> wife of Professor Ray Brown of the University Law School. They lived on Elm Street in University Heights, right close to West High School. She was certainly one of the best-prepared alderpeople I ever knew. She was not flamboyant and aggressive at all, but she worked very, very skillfully behind the scenes, lining up votes for the projects that she wanted to undertake. It was a real joy to work with her. Many other aldermen as well, but certainly she and Colonel Garner were among my favorites.

BS: How about when she had that meeting to get the votes together for equal opportunity?

WS: Oh, yes. Mrs. Brown did have a neighborhood meeting there, I think at their home, near West High School, lining up support both from constituents and also from aldermen to undertake support of the open housing ordinance. The ordinance itself had been, I mentioned before, originally so cumbersome that nobody took it very seriously. Jim MacDonald<sup>35</sup> and then Attorney Shirley Abrahamson, now [Chief] Justice Abrahamson, undertook to boil down the verbiage to a workable form that we could then adopt. It was that revised form that we adopted in 1963.

I should add one of the things that Mrs. Brown succeeded in accomplishing. She was concerned with her constituents up in University Heights renting rooms to University students. She was concerned that it would be hard to convince people to open their homes to people of all races and colors where they would have to share the same bathroom. She did succeed in modifying the ordinance to the extent of having the new ordinance not apply to rooming houses with single bathrooms or something of the sort, in order to reflect the attitudes, the feelings, of her constituents there. I think that helped to line up the eleventh vote that was necessary to get the ordinance adopted.

LO: Well, thank you. That's really very interesting. I think people who take our open housing for granted many years will be particularly interested in that. You have had a lot of, I guess, controversial is the word, topics to handle. And you've been very active politically. Now, that isn't always tame. [chuckles] I know that you have been active in the Republican party. Are there any highlights you want to recall? We did mention this in the introduction. Were there changes in philosophy or personnel or crises or anything you'd like to recall about it?

35. James Bogue MacDonald (1919-1995) was born in Madison and graduated from the UW Law School in 1947. He served in Italy during World War II for two years as an infantryman of the US Army 34th Division and received a Bronze Star. He later worked as a member of the Adjutant General's staff. Prior to joining the law faculty in 1954, he practiced law with his father. He authored many books on probate and real estate law. He drafted a major portion of the probate laws which were adopted by the state of Wisconsin in 1971 and participated on the ABA committee which drafted the Uniform Probate Code which was subsequently adopted in many states. Jim retired in 1989 after spending more than 20 years working in environmental and natural resources law, one of the first in the country to do so. He established a Visiting Professorship program with Japan and Germany, was chair of the Leonardo Seminar, a UW interdisciplinary study of national natural resources policy. He was appointed to investigate charges brought by a Milwaukee newspaper against the Department of Natural Resources. Mac had a fearless acceptance of new ideas. He and Betty lived at 2126 Vilas Avenue. Betty was profiled in the 2003 *Historic Madison Journal*.

36. Wendell Lewis Willkie (1892-1944) opposed FDR in 1940, FDR's third race, and received 45% of the vote. Willkie changed parties in the 1930's. Roosevelt sent him on a number of trips to other countries as an unofficial envoy.

Harold Edward Stassen (1907-2001) ran for president in 1948, 1952, 1964, 1968, 1972, 1976, and 1980. He served as special assistant for disarmament for Eisenhower from 1955-1958.

37. Romney lost the 1964 Republican presidential nomination to Barry Goldwater. Betty Smith managed his campaign in the 2nd Congressional district in 1968.

38. Robert W. Kastenmeier lost to then tv-reporter Scott Klug in 1992. Madison's federal courthouse, 120 N. Henry Street, is named for Bob. Mr. Kastenmeier was a Sun Prairie resident who specialized in patent law.



*William Bradford Smith with his niece, Betty.*

WS: Well, yes, I have tended over the years to be among the more moderate Republicans. I was a very strong supporter of Wendell Willkie and Harold Stassen<sup>36</sup> before him. Have been an enthusiastic supporter of George Romney<sup>37</sup> when he was running for president, so I have not always set very well with the more conservative Republicans. I did run for Congress in 1966 as the Republican candidate but was ineligible for consideration to run again in 1968 because I was supporting, or particularly my wife was supporting, George Romney when he was running for president. That just didn't pull well at all with the ultra-conservative county chairman from Monroe.

LO: I did want to comment that we do have a tape, an interview with your wife, Betty, and I'm sure people will want to play these together. Betty served on the council, was a candidate for mayor, candidate for Congress, so there is a lot of parallelism here. I don't suppose you can agree one hundred percent of the time. (I think that would be impossible in any household.) But I do think that parallelism will be interesting to people who listen to both of these tapes, and I'm sure they will be listened to together. All right, now you ran for Congress. Whom did you run against?

WS: Against Kastenmeier. Bob Kastenmeier had been there for ten years at that time. This was 1966. No, it was eight years at that time. He was first elected in 1958.

LO: I keep bringing up changes. Do you want to comment? Or don't you particularly see great changes?

WS: Oh, yes. I think that we have improved our outlook on a good many issues. Back forty years ago the Republican party was pretty much a party of isolationism. Now it tends to be a party of internationalism. This happened at least to a considerable extent because of the conversion of Senator Arthur Vandenberg<sup>39</sup> of Michigan. Until the Second World War, he was an arch-isolationist but became a strong supporter of international cooperation during and after the Second World War. I see the Republican party having followed many of his attitudes, his changes of outlook, as well.

LO: Now, you've been active in your church, too. I keep calling it the Congregational Church and I suppose I always will. For people who don't know, the First Congregational Church is the church on the corner of Breese Terrace and (1609) University Avenue. What is its name now, Bill?

39. Arthur H. Vandenberg lost the Republican presidential nomination to Wendell Wilkie in 1940. He released his delegates after the sixth round of balloting. Either Schlesinger's "The Presidency" or Arthur Krock's *NYT* April 15, 1955 column: "Truman's relative success with Congress on foreign policy was facilitated by the invention of 'bipartisan foreign policy,' in which Senator Arthur H. Vandenberg, who preferred it to a nonpartisan foreign policy, was the indispensable partner. Bipartisanship had essentially begun with Roosevelt's appointment of Republicans as Secretaries of War and of the Navy in 1940."

WS: First Congregational United Church of Christ. I've been a member there since 1931. That's, what, fifty-eight years ago. Was active in the local church administration but also in the state layman's fellowship and the national layman's fellowship. I was president of the national layman's fellowship for three years, 1958 to 1961, something of that sort. And I worked very strenuously in the merger of the old Congregational Christian denomination and the Evangelical and Reformed church into what we now call the United Church of Christ.

LO: When was that?

WS: That was from 1950 on. The synod of 1957 was the first combined synod and then since that time it has operated as the combined denominations instead of the two separate ones.

LO: Does this go back to your Mayflower heritage?

WS: Yes, yes. The Congregationalists, of course, were founded here in this country by the Pilgrims in 1620, and so it was a logical development in the merger. The old Congregationalists had merged with one of the several so-called Christian denominations in 1931, I think, and then in 1950 and the next ten years in the merger with the Evangelical Reformed into the United Church.

LO: Well, to summarize now, both you and I are Madison natives. We've seen many changes. Are there changes that you would want to comment on, either just physically, or on what stands out in your mind of attitude, tone of this city, anything at all?

WS: Oh, there are lots of things that could have been done, should have been done, as we look back on it. Among the many dreams that I was never able to put together was that I wanted to try to vacate Johnson Street and University Avenue through the campus district. My idea was to just keep the north-south streets for connector purposes but run a high-speed freeway alongside of the railroad tracks, clear downtown, south of the campus. I was never able to line up enough support on the city council to accomplish that.

Another item that should have been done back in the 1950s and 1960s was this: Madison could have had a loop of the Interstate highway system through the isthmus to move much more traffic than just the Interstate highway on the east and north side of Madison, but the

40. The issue of commuter rail, serving Madison's downtown office workers, remains on the table today.



*William Bradford Smith, illustration*



Historic Madison, Inc. (HMI) is the historical society for Madison and the four lake region. Formed in 1973, it promotes the study and dissemination of the history of Wisconsin's capital city. HMI is affiliated with the Wisconsin Historical Society and is a member of the Wisconsin Council for Local History. It has been organized as a non-profit corporation under the laws of the State of Wisconsin. HMI complements the work of the Madison Trust for Historic Preservation, the Madison Landmarks

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