

**United States Department of Interior
National Park Service**

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Coolidge Street-Myrtle Street Historic District
other names/site number

2. Location

street & number	2301-2826 Myrtle Street, 2302-2826 Coolidge Street (Even) 912-1001 Kedzie Street, 902-1002 North Street	N/A	not for publication
city or town	Madison	N/A	vicinity
state Wisconsin	code WI	county Dane	code 025
			zip code 53704

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide locally. (_ See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State Historic Preservation Office-Wisconsin

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title

Date

State or Federal agency and bureau

Name of Property

County and State

4. National Park Service Certification

I hereby certify that the property is:

 entered in the National Register. See continuation sheet. determined eligible for the National Register. See continuation sheet. determined not eligible for the National Register. See continuation sheet. removed from the National Register. other, (explain:)

Signature of the Keeper

Date of Action

5. Classification**Ownership of Property**
(check as many boxes as
as apply) private
 public-local
 public-State
 public-Federal**Category of Property**
(Check only one box) building(s)
 district
 structure
 site
 object**Number of Resources within Property**
(Do not include previously listed resources
in the count)

contributing	noncontributing
154	5 buildings
	sites
	structures
	objects
154	5 total

Name of related multiple property listing:

(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources**previously listed in the National Register**

0

6. Function or Use**Historic Functions**

(Enter categories from instructions)

DOMESTIC/single dwelling

Current Functions

(Enter categories from instructions)

DOMESTIC/single dwelling

7. Description**Architectural Classification**

(Enter categories from instructions)

OTHER/Side Gabled

OTHER/Front Gabled

Materials

(Enter categories from instructions)

foundation CONCRETE

walls Steel

Vinyl

roof ASPHALT

other

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

COMMUNITY PLANNING AND DEVELOPMENT

Period of Significance

1943-1948

Significant Dates

1943, 1947

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Gordon-Van Tine Company
Harnischfeger Corporation

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

Coolidge Street-Myrtle Street Historic District
Name of Property

Dane
County and State

Wisconsin

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey #
- recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

10. Geographical Data

Acreage of Property 22 acres

UTM References (Place additional UTM references on a continuation sheet.)

1 16 308450 4775560
Zone Easting Northing

2 16 309260 4775560
Zone Easting Northing

3 16 309260 4775405
Zone Easting Northing

4 16 308460 4775380
Zone Easting Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Timothy F. Heggland	date	August 17, 2017
organization		telephone	608-795-2650
street & number	6391 Hillsandwood Rd.	zip code	53560
city or town	Mazomanie	state	WI

Coolidge Street-Myrtle Street Historic District

Dane

Wisconsin

Name of Property

County and State

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

Complete this item at the request of SHPO or FPO.)

name/title	organization	date
	Various, see separate sheets	
street & number	state	WI
city or town	state	WI
zip code	state	WI

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Coolidge Street-Myrtle Street Historic District
Madison, Dane County, Wisconsin

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Description

The Coolidge Street-Myrtle Street Historic District is a residential district comprised of 159 single-family residences. Situated on the east side of the city of Madison, it was developed by John W. Tilton of Rochelle, Illinois, who owned the Leader Building Co., Inc. in Rochelle and who became an important builder and real estate developer in northern Illinois and in Wisconsin during World War II and thereafter.¹ The district consists of two whole city blocks and portions of four more, located just to the east of the former Oscar Mayer & Co. factory complex and just to the south of the southern end of Bridges Golf Course, and constitutes the northernmost portion of the Eken Park neighborhood, a larger, slightly older residential neighborhood that surrounds the district on its east, west, and south sides. The district's residences are all situated on the north and south sides of the east-west-running Myrtle Street and on the north side of the east-west-running Coolidge Street, which runs parallel to and just south of Myrtle Street. The lots in the district are all rectilinear in shape and measure 110.5-foot-deep by 45-foot-wide. The first 40 houses in the district were built in 1943 on Coolidge Street in the early years of World War II, and sold exclusively to workers employed in various area defense-related industries. The district's remaining 119 houses were built between 1946 and 1948 and sold to veterans of World War II and their families. These 159 houses are all good, representative examples of either the Side Gabled or Front Gabled subtypes of the Minimal Traditional style that Virginia and Lee McAlester identified in their book *A Field Guide to American Houses*. All were built of pre-cut or prefabricated components that were made by either the Gordon-Van Tine Co. in 1942-43 or by the Harnischfeger Corp. in 1946-48.²

The houses in the district are of small size, being approximately 28-foot-wide by 24-foot-deep, are all one-and-one-half stories in height, all but five have a side-gabled form and a gable roof whose ridgeline runs east-west, and most of them are believed to have originally been clad in narrow or wide wood clapboards and/or asbestos or wood shingles, although a few that were built after the war also had main façades that were partially faced in brick.³ These claddings were attached to the structural walls of the houses, which in the case of the Harnischfeger Corp. houses consisted of panels made of a sandwich that consisted of insulating material placed between two plywood sheets that were nailed and glued to framing members. This technique, known as "stressed-skin," had been developed by the U.S. Forest Products Laboratory in Madison in the 1930s and it was one that lent itself well to prefabrication. The actual designs of the district's houses were created by architects employed by

¹ Madison is the capitol of the State of Wisconsin and in 2010 it had a population of 233,209 and was Wisconsin's second largest city.

² McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1984, p. 478. See also: McAlester, Virginia Savage. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 2013, pp. 586-595, for a greatly enlarged discussion of this style.

³ The other five have a front gabled form whose roof ridgeline runs north-south, and all but one of these were built in 1942-43.

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either the Gordon-Van Tine Co. or by the Harnischfeger Corp. and the completed components were shipped from their factories to the site, where they were assembled by crews provided by the Leader Building Co., Inc. of Rochelle, Illinois, the owner of all the land in the district, with some supervision from employees of the Gordon-Van Tine Co. and the Harnischfeger Corp.

Setting

Today, the Coolidge Street-Myrtle Street Historic District is bounded by Packers Avenue (STH 113) to the west, by Aberg Avenue (STH 30) to the north, and by N. Oak Street to the east, while to the south is the larger, somewhat older residential neighborhood known as Eken Park, so-named for the small block-sized park that lies directly opposite the district and south of the 2400 block of Coolidge Street. Located immediately to the west of the district on the opposite side of Packers Avenue is the former headquarters and principal plant of Oscar Mayer & Co., founded in 1919 as a manufacturer of meat products, and closed in 2017. Oscar Mayer & Co., was the place of employment for many of the original and subsequent owners of homes in the district. When the district was first developed, the land to the north and east of it was still open and undeveloped and remained so until at least the mid-1950s.⁴ At that time too, the west ends of Myrtle Street and Coolidge streets opened directly onto the north-south-running Packers Avenue (originally two lanes). Since then, Packers Avenue has become a major four-lane thoroughfare funneling traffic from the downtown to Madison's north side suburbs and these two street ends have now been closed off. The once vacant land located outside the district boundaries at the east end of both Myrtle and Coolidge streets now contains a park and houses that are much newer than those in the district. Once vacant land to the north of the district is now a golf course and a small shopping center and is now crossed by the east-west-running, four-lane, Aberg Avenue, which intersects with Packers Avenue to the west, and E. Washington Avenue (USH 151) to the east and which runs just to the north of the district.

The land in the district is flat, the streets in the district are paved with concrete and have concrete curbs and gutters, are laid out in a standard grid pattern, and are lined with maturing shade trees. Lots in the district are edged by wide grassed parkways and concrete sidewalks, the houses respect a uniform setback from the street, paved paths lead up to the main entrances of almost every house in the district, and paved driveways typically edge one side of each lot and many of these also access one of the district's numerous free-standing garages.⁵ Both the houses and the lots in the district are well maintained and are in excellent condition, these lots almost all have front yards that feature mown lawns, and many of the houses are also edged with decorative shrubs and flower plantings. What distinguishes the houses in the district from the other single-family neighborhood houses that surround them is primarily the uniformity of their design and their developmental history. Most of the surrounding plats in this neighborhood contain houses and small apartment buildings that are similar or

⁴ *Atlas of Dane County, Wisconsin*. Derr Map Studio, Rockford, Illinois, 1954.

⁵ These garages were all built after the houses themselves were completed and they represent the efforts of individual property owners.

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somewhat larger in size, but differ in that these buildings were built one at a time, represent a wide variety of styles and vernacular forms, and were built both before and after the houses in the district were built. The district, on the other hand, exhibits a uniform, planned appearance, and while the small size of its houses makes it a good fit in the larger surrounding neighborhood, the district is also markedly different in appearance and it clearly evolved in a very different way.

Inventory

The following inventory lists every building in the district along with the names of the original owners, the construction date, the address, and also the resource's contributing (C) or non-contributing (NC) status. The abbreviations given below for architectural styles are the same abbreviations used by the Wisconsin Historical Society's Division of Historic Preservation. These are as follows:

FG = Front Gable
 SG = Side Gable

C	2302	Coolidge Street	Nevin & Katherine Woodside House	1947	SG
C	2306	Coolidge Street	Raymond & Irene Dunn House	1947	SG
C	2310	Coolidge Street	Myron & Dorothy Wiedenfeld House	1947	SG
C	2314	Coolidge Street	Roman & June Weisenfel House	1947	SG
C	2318	Coolidge Street	George & Dorothy Tupper House	1947	SG
C	2402	Coolidge Street	Earl & Della Dorman House	1947	SG
C	2406	Coolidge Street	Warren & Clara Stone House	1947	SG
C	2410	Coolidge Street	Ford & Margaret Whipple House	1947	SG
C	2414	Coolidge Street	Kermit & Lorraine Hanson House	1947	SG
C	2418	Coolidge Street	Earl & Mary Downen House	1947	SG
C	2422	Coolidge Street	M. James & Betty Severa House	1947	SG
C	2426	Coolidge Street	Paul & Marian Reineke House	1947	SG
C	2502	Coolidge Street	Marion & Margaret Williams House	1943	SG
C	2506	Coolidge Street	Henry & Tillie Anderson House	1943	SG
C	2510	Coolidge Street	Ernest & Maxine Glenn House	1943	SG
C	2514	Coolidge Street	Henry & Tillie Hinze House	1943	SG
C	2518	Coolidge Street	Earl & Grace Cummings House	1943	FG
C	2522	Coolidge Street	Frank & Tena Prucha House	1943	SG
C	2526	Coolidge Street	Oscar & Myrtle Klongland House	1943	SG
C	2530	Coolidge Street	Dean & Charlotte Warren House	1943	SG
C	2534	Coolidge Street	Zenom & Lucille Briggs House	1943	SG
C	2538	Coolidge Street	Harvey & Junanita Holmes House	1943	SG
C	2542	Coolidge Street	Einar & Ingeborg Pedersen House	1943	SG
C	2546	Coolidge Street	Donald & Dorothy Maynard House	1943	SG
C	2602	Coolidge Street	Donald & Melody Dean House	1943	SG
C	2606	Coolidge Street	Raymond & Rosanna Malone House	1943	SG
C	2610	Coolidge Street	Gerald & Mary Osborn House	1943	SG

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C	2614	Coolidge Street	John & Rose Lessner House	1943	FG
C	2618	Coolidge Street	George & Wanetta Mackey House	1943	SG
C	2622	Coolidge Street	Walter & Edith Zantow House	1943	SG
C	2626	Coolidge Street	Arthur & Victoria Fillhour House	1943	SG
C	2630	Coolidge Street	Norman & Orrel Klongland House	1943	SG
C	2634	Coolidge Street	Burnell & Clara Skuldt House	1943	SG
C	2702	Coolidge Street	Marion E. Batty House	1943	SG
C	2706	Coolidge Street	Arthur & Harriet Dahle House	1943	SG
C	2710	Coolidge Street	Edward & Anna Harbort House	1943	SG
C	2714	Coolidge Street	Eugene & Virgie Fobes House	1943	SG
C	2718	Coolidge Street	Frank & Nancy Neis House	1943	SG
C	2722	Coolidge Street	Emil & Elsie Koch House	1943	FG
C	2726	Coolidge Street	Richard & Jane Clarke House	1943	SG
C	2730	Coolidge Street	Austin & Neila Wagenknecht House	1943	SG
C	2734	Coolidge Street	Albert & Annette Booth House	1943	SG
C	2738	Coolidge Street	Lester & Elizabeth Stone House	1943	SG
C	2742	Coolidge Street	John & Ethel Cummings House	1943	SG
C	2746	Coolidge Street	Alex & Dora Hardie House	1943	SG
C	2802	Coolidge Street	Harold & Gladys Shaw House	1943	SG
C	2806	Coolidge Street	Alex & Grace Provance House	1943	SG
C	2810	Coolidge Street	Donald & Gladys Arendsee House	1943	FG
C	2814	Coolidge Street	Fred & Rosella Poster House	1943	SG
C	2818	Coolidge Street	Clarence & Lillian Schlough House	1943	SG
C	2822	Coolidge Street	Robert & Ester Kolstad House	1943	SG
C	2826	Coolidge Street	Dr. Nicholas & Doris Maximov House	1943	SG
C	912	Kedzie Street	Roy & Elizabeth Kupp House	1947	SG
C	913	Kedzie Street	John & Ruth Rowland House	1947	SG
NC	1001	Kedzie Street	House	1947	SG
C	1002	Kedzie Street	Roy E. Armbrrecht House	1947	SG
C	2301	Myrtle Street	Clare & Frances Cook House	1947	SG
C	2302	Myrtle Street	Elmer & Marie Kurtz House	1947	FG
C	2305	Myrtle Street	House	1947	SG
C	2306	Myrtle Street	Chris & Alta Copus House	1947	SG
C	2309	Myrtle Street	Harold & Virginia Graham House	1947	SG
C	2310	Myrtle Street	Robert & Lilah Frisch House	1947	SG
C	2313	Myrtle Street	House	1947	SG
C	2314	Myrtle Street	Myron & Sylvia Moen House	1947	SG
C	2317	Myrtle Street	Harold & Geneva Perry House	1947	SG
NC	2318	Myrtle Street	House	1947	SG
C	2401	Myrtle Street	Raymond & Katherine Bordson House	1947	SG
C	2402	Myrtle Street	Lawrence & Virginia Post House	1947	SG
C	2405	Myrtle Street	House	1947	SG

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C	2406	Myrtle Street	House	1947	SG
C	2409	Myrtle Street	Ralph & Celia Brown House	1947	SG
C	2410	Myrtle Street	George & Marcella McCosky House	1947	SG
C	2413	Myrtle Street	C. Stuart & Beverly Serns House	1947	SG
NC	2414	Myrtle Street	Carl & Melody Weber House	1947	SG
C	2417	Myrtle Street	Homer & Violet Winger House	1947	SG
C	2418	Myrtle Street	House	1947	SG
C	2421	Myrtle Street	Allen & Lillian Stein House	1947	SG
C	2422	Myrtle Street	Henry & Myrtle McFadden House	1947	SG
C	2425	Myrtle Street	John & Jean Ciciva House	1947	SG
C	2426	Myrtle Street	Robert & Helen Richey House	1947	SG
C	2505	Myrtle Street	House	1947	SG
C	2506	Myrtle Street	Charles & Helen Justus House	1947	SG
C	2509	Myrtle Street	Mrs. Lucille E. Meng House	1947	SG
C	2510	Myrtle Street	Douglas & Bernice Zivney House	1947	SG
C	2513	Myrtle Street	Charles & Nellie Barton House	1947	SG
C	2514	Myrtle Street	House	1947	SG
C	2517	Myrtle Street	William & Celoris Hinz House	1947	SG
C	2518	Myrtle Street	John & Frances Waters House	1947	SG
C	2521	Myrtle Street	Merle & Loretta Thompson House	1947	SG
C	2522	Myrtle Street	Palmer & Elizabeth Hefty House	1947	SG
C	2525	Myrtle Street	House	1947	SG
C	2526	Myrtle Street	Paul & Evelyn Windau House	1947	SG
C	2529	Myrtle Street	Mrs. Mary K. Hull House	1947	SG
NC	2530	Myrtle Street	Mrs. Ragna A. Lister House	1947	SG
C	2533	Myrtle Street	Rudolph & Patricia Ploc House	1947	SG
C	2534	Myrtle Street	Robert & Ruth Ursino House	1947	SG
C	2537	Myrtle Street	Donald & Pearl Hanson House	1947	SG
C	2538	Myrtle Street	William & Norma Kramer House	1947	SG
C	2541	Myrtle Street	Dr. Robert D. Helvey House	1947	SG
C	2542	Myrtle Street	Donald & Joan Hoppe House	1947	SG
C	2545	Myrtle Street	Donald & Joyce Tucker House	1947	SG
C	2546	Myrtle Street	John & Marion Stone House	1947	SG
C	2601	Myrtle Street	Earl & Lucille Corcoran House	1947	SG
C	2602	Myrtle Street	Conley & Barbara Montgomery House	1947	SG
C	2605	Myrtle Street	Allyn & Margaret Nichols House	1947	SG
C	2606	Myrtle Street	Theo & Helen Kramer House	1947	SG
C	2609	Myrtle Street	William & Maxine Sutter House	1947	SG
C	2610	Myrtle Street	Edwin & Lenore Baker House	1947	SG
C	2613	Myrtle Street	House	1947	SG
C	2614	Myrtle Street	Victor & Clara Jacobson House	1947	SG
C	2617	Myrtle Street	John & Betty Verweil House	1947	SG
C	2618	Myrtle Street	House	1947	SG
C	2621	Myrtle Street	Lelwyn & Arline Pease House	1947	SG

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C	2622	Myrtle Street	Russell & Helen Retelle House	1947	SG
C	2625	Myrtle Street	Hugh S. Bonar, Jr. House	1947	SG
C	2626	Myrtle Street	House	1947	SG
C	2629	Myrtle Street	Ralph & Florence Ehrlich House	1947	SG
NC	2630	Myrtle Street	Harold & Kathleen Wind House	1947	SG
C	2705	Myrtle Street	Roland & Geraldine Berry House	1947	SG
C	2706	Myrtle Street	George & Mary Cox House	1947	SG
C	2709	Myrtle Street	James & Helen Sletten House	1947	SG
C	2710	Myrtle Street	David & Mary Searight House	1947	SG
C	2713	Myrtle Street	Morgan & Geraldine Searight House	1947	SG
C	2714	Myrtle Street	Harold & Mable Dille House	1947	SG
C	2717	Myrtle Street	Glenn & Jeanne Neis House	1947	SG
C	2718	Myrtle Street	John & Virginia Newman House	1947	SG
C	2721	Myrtle Street	Arnold & Dorothy Salg, Jr. House	1947	SG
C	2722	Myrtle Street	Vernon & Grace Long House	1947	SG
C	2725	Myrtle Street	Vilas & Adair Greene House	1947	SG
C	2726	Myrtle Street	Howard & Margaret Householder House	1947	SG
C	2729	Myrtle Street	House	1947	SG
C	2730	Myrtle Street	John & Anna Kelley House	1947	SG
C	2733	Myrtle Street	Erwin & Emily Kuehn House	1947	SG
C	2734	Myrtle Street	Philip & Marjorie Austin House	1947	SG
C	2737	Myrtle Street	Leonard & Bernice Nichols House	1947	SG
C	2738	Myrtle Street	Atwell & Priscilla Lincoln House	1947	SG
C	2741	Myrtle Street	Harry & Nora McWilliams House	1947	SG
C	2742	Myrtle Street	Leo & Burnette Benisch House	1947	SG
C	2745	Myrtle Street	Robert & Esther Howard House	1947	SG
C	2746	Myrtle Street	Earl & Ermadean Barron House	1947	SG
C	2801	Myrtle Street	House	1947	SG
C	2802	Myrtle Street	Raymond & Meta Nesbit House	1947	SG
C	2805	Myrtle Street	Melvin & Fae Milquet House	1947	SG
C	2806	Myrtle Street	House	1947	SG
C	2809	Myrtle Street	William & Nelda Tribbey House	1947	SG
C	2810	Myrtle Street	House	1947	SG
C	2813	Myrtle Street	George & Olive Shepard House	1947	SG
C	2814	Myrtle Street	Charles & Eva Burrington House	1947	SG
C	2817	Myrtle Street	Rudolph & Thelma Slivika House	1947	SG
C	2818	Myrtle Street	Harrison & Jean Abbott House	1947	SG
C	2821	Myrtle Street	Richard O. J. Tieman House	1947	SG
C	2822	Myrtle Street	Alva & Irma Libert House	1947	SG
C	2825	Myrtle Street	House	1947	SG
C	2826	Myrtle Street	Peter & Emilee Storck House	1947	SG
C	902	North Street	Gene & Margie Adams House	1947	SG
C	912	North Street	Arthur & Ardella Gulrud House	1947	SG

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Coolidge Street-Myrtle Street Historic District
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C	913	North Street	Melvin & Pauline Sather House	1947	SG
C	1001	North Street	Edward & Mildred Todd House	1947	SG
C	1002	North Street	Donald & Joan Cummings House	1947	SG

The City of Madison building permits for the first forty houses that were built in the district in 1943 all state that: the designs came from “private plans,” measured 29-feet-wide by 24-feet-deep, the general contractor for the work was the Gordon-Van Tine Co. of Davenport, Iowa, the masonry contractor was McCartin out of Rockford, Illinois, and that the plumbing contractor was the firm of Hyland-Hall of Madison, Wisconsin. It is not known who the designer of these private plans was although it is more than likely that the designs were produced by designers employed by the Gordon-Van Tine Co., which advertised its Special Home Planning Department in its catalogs.⁶ If so, the specifications were probably given to them by the project’s owner, the Leader Building Co. of Rochelle, Illinois, and the component parts were then fabricated by the Gordon-Van Tine Co. and shipped to Madison, where they were assembled on the sites.

All forty of these houses had full basements having concrete block walls and their first stories contained a living room, a kitchen/dining area, a bathroom, and two bedrooms, and a stairway led up to the second story, which appears to have typically been left unfinished when the buildings were completed but which could later be finished off for extra bedroom space.

These forty houses can be visually divided into eight different, but very similar models, seven of which have a side-gabled one-and-one-half-story-tall form and one of which has a front-gabled one-and-one-half-story-tall form.⁷

Model A. 2506, 2538, 2546, 2602, 2606, 2610, 2630, 2702, 2738 Coolidge Street

This side-gabled model has an uninterrupted eave that spans the width of its main façade and usually has a symmetrically designed, three-bay-wide main façade with an entrance door placed in the center bay. Three examples (2506, 2538, 2606) have the entrance door placed in the first bay from the left instead. The remaining two bays each contain a flat-arched window opening and when dormers are present on the roof slope above they represent later additions to the house.

⁶ The *Book of Homes* catalog published by the Gordon-Van Tine Co. in 1941 showed no models that were as plain as the ones in the district but a number of them, such as the Plymouth, the Mayfair, and the Amherst, were similar in size and form to houses in the district and their designs could have easily been simplified to meet the requirements of the Leader Building Co. See: <<https://archive.org/details/BookOfHomesgordonVan-tine>>

⁷ These model designations are the author’s.

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Model B. 2526, 2626, 2706, 2806 Coolidge Street

This side-gabled model has a downward extension of the main roof that very slightly overhangs most of the left half of the main façade of the house. These façades are three-bays-wide and asymmetrical in design and they have an entrance door placed in the center bay, a rectangular window opening is placed in the right-hand bay, and a larger, wider rectangular window opening is placed in the left-hand bay.

Model C. 2510, 2622, 2714, 2730, 2742, 2802, 2814 Coolidge Street

This side-gabled model has a small downward extension of the main roof that very slightly overhangs what in all but one case is an entrance door that is placed in the center of its three-bay-wide main façade, the one exception being 2802 Coolidge St., which has its entrance in its left-hand bay. These façades are symmetrical in design (excepting 2802 Coolidge St.), and they have an entrance door placed in the center bay with rectangular window openings in the left and right-hand bays.

Model D. 2514, 2522, 2534, 2746, 2818 Coolidge Street

This side-gabled model has a small triangular gablet placed on the main roof that very slightly overhangs what in all cases is an entrance door placed in the center of its three-bay-wide main façade. These façades are symmetrical in design and they have rectangular window openings in the left and right-hand bays.

Model E. 2634, 2710, 2822 Coolidge Street

This side-gabled model has a small triangular gablet placed on the main roof that very slightly overhangs what in all cases is an entrance door that is placed either in the left-hand bay (2710 & 2822) or the right-hand bay (2634) of its three-bay-wide main façade. These façades are asymmetrical in design and they have rectangular window openings located in the two remaining bays.

Model F. 2502, 2542, 2726 Coolidge Street

This side-gabled model has a somewhat larger triangular gablet placed on the main roof that slightly overhangs the entrance, located in the left-hand of its three-bay-wide main façade. These façades are asymmetrical in design and the two remaining bays both contain rectangular window openings. With this home model, the middle bay is positioned close to the entrance door in the left-hand bay and it is also located under the overhanging gablet on the roof.

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Model G. 2530, 2618, 2718, 2734, 2826 Coolidge Street

This side-gabled model is three bays wide, has a roof that slightly overhangs the entire front façade and features a triangular gable over the entrance (center bay) and left-hand window (left bay). These are asymmetrical in design and the other two bays both contain rectangular window openings. In this model, the gable usually overhangs the windows in the left-hand bay, although in 2826 Coolidge Street it overhangs the right-hand bay instead.

Model H. 2518, 2614, 2722, 2810 Coolidge Street

This front-gabled model has main façade that is two-bays-wide and is asymmetrical in design. The left-hand bay contains a pair of rectangular window openings while the right-hand bay contains the house's main entrance door. A slightly overhanging triangular gablet is placed above this entrance door and another window opening is centered on the gable end above.

The City of Madison building permits for the other 119 houses in the district that were built between 1946 and 1948 all state that the designs of these houses came from the Harnischfeger Corp., located in Port Washington, Wisconsin, and that the general contractor was the Leader Building Co. of Rochelle, Illinois, who was also the owner of the land. The permit also states that these houses measured 28.25-foot-wide by 24.25-foot-deep, that their roofs were clad in asphalt shingles, and that their foundations were made out of concrete block and enclosed a basement story.

All 119 of these houses also have a first story that contains a living room, a kitchen/dining area, a bathroom, and two bedrooms, while a stairway leads up to the second story, which was often left unfinished when the buildings were completed, but could later be finished off for extra bedroom space. At this time, the Harnischfeger Corp.'s catalog listed eight models that could be purchased and three of these models were utilized in the construction of most of the houses that were built in the district during this period.

The Cambria: Model C-1. 2302, 2414, 2418 Coolidge St.; 1002 Kedzie St.; 2301, 2314, 2317, 2410, 2413, 2426, 2506, 2509, 2522, 2525, 2538, 2541, 2606, 2609, 2718, 2721, 2737, 2805, 2802, 2818 Myrtle St.; 912 North St.⁸

This is a side-gabled model that has a main façade that is asymmetrical in design and three-bays-wide. The most prominent feature of this model is a large, triangular gablet that is placed on the main roof and this gablet can be placed either over the rectangular window opening in the left-hand or the right-hand of the three bays and it very slightly overhangs the wall surface below it. The center bay

⁸ 912 North St. is actually a very similar model called the Woodlawn: Model WH-5, which featured a slightly upgraded façade and measured 32-feet by 24-feet.

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contains the main entrance to the house and it is slightly sheltered by a downward extension of the main roof, which forms a small shed roofed canopy over the door, and one side of this canopy is attached to the side of the gablet just described.

These houses were designed with a living room measuring 12'x16', a kitchen measuring 8'6''x 12', a bedroom measuring 12' x 12', a second bedroom measuring 9'-10''x 10'-0'', and a bathroom that included a built-in bathtub.

The Cedarwood: Model C-2. 2314, 2410, 2422 Coolidge St.; 913 Kedzie St.; 2306, 2313, 2409, 2421, 2418, 2518, 2521, 2537, 2546, 2601, 2614, 2621, 2622, 2625, 2705, 2709, 2710, 2717, 2726, 2733, 2742, 2745, 2810, 2817, 2821, 2826 Myrtle St.

This is also a side-gabled model that has a main façade that is symmetrical in design and three-bays-wide. A rectangular window opening is placed in the bays to the right and to the left of the entrance, which occupies the center bay. This center bay contains the main entrance to the house and is slightly sheltered by a downward extension of the main roof, which forms a small shed roofed canopy over the door. In addition, these canopies originally had a decorative scalloped molding placed just below their eaves and a number of the houses in the district still retain this molding.⁹

These houses also had a living room that measured 12'x 16', a kitchen that measured 8'6''x 12', a bedroom that measured 12' x 12', a second bedroom that measured 9'10''x 10', and a bathroom that included a built-in bathtub.

The Circa: Model C-3. 2305, 2309, 2310, 2401, 2405, 2406, 2417, 2422, 2425, 2505, 2510, 2513, 2517, 2526, 2529, 2533, 2534, 2542, 2545, 2602, 2605, 2610, 2613, 2617, 2618, 2626, 2629, 2706, 2725, 2729, 2730, 2734, 2738, 2741, 2746, 2801, 2806, 2813, 2814, 2822, 2825 Myrtle St.; 913, 1001, North St.

This is also a side-gabled model that has a main façade that is symmetrical in design and three-bays-wide. A rectangular window opening is placed in the bays to the right and to the left of the entrance, which occupies the center bay.

These houses also had a living room that measured 12'x 16', a kitchen that measured 8'-6''x 12', a bedroom that measured 12' x 12', a second bedroom that measured 9'10''x 10', and a bathroom that included a built-in bathtub.

⁹ See 2742, 2745 and 2810 Myrtle Street, for instance.

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Integrity

Generally speaking, the houses in the district retain a high degree of integrity in so far as their basic form is concerned and examples of the Harnischfeger models in particular are readily identifiable. Historic photos of the district show that its houses originally had a variety of claddings including wide and narrow wood clapboards, asbestos shingles and wood shingles. Today, however, many of these houses have been re-sided and many have also had their original windows replaced with more modern ones. That this has happened is not surprising. It needs to be remembered that these houses were built to occupy a place at the lower end of the Madison housing market's price range. Eventually, maintaining the original exterior cladding put a strain on the budgets of many of the district's homeowners and this made the supposed cost advantages of residing and replacing original windows with more energy efficient ones attractive. Nevertheless, the houses in the district continue to be well maintained and they are highly valued today because this is one of the few neighborhoods in the city where houses are still affordable for first time home buyers. The National Register significance of the district is based on its historic development rather than architecture, and the overall integrity of the district and its ability to convey what is significant about its history is unchanged.

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Significance

When the United States entered World War II late in 1941, many aspects of the normal life of its citizens underwent radical changes. Within a short period of time the federal government assumed control of many aspects of ordinary life that had previously been looked after by the nation's private economy. Rationing of basic commodities such as gasoline, meat, sugar, rubber, and building supplies was introduced and agencies whose mission was to reallocate such commodities were created. In the process, many communities throughout the nation experienced great social changes, and in some cases, they were changed physically as well when the nation's manufacturing resources were repurposed and expanded to meet the needs of the new war economy.

The history of the Coolidge Street-Myrtle Street Historic District is an excellent example of how wartime necessity resulted in changes to the physical development of the city of Madison that fortunately turned out to be long-term amenities once the war ended. The earliest portion of the district, forty small houses located on Coolidge Street, was built by John W. Tilton, an Illinois real estate developer who took advantage of new federal rules regarding the allocation of building materials to build a small neighborhood of privately funded housing that was intentionally created to provide housing for families engaged in defense work in Madison area industries. These pre-cut houses were fabricated and built by the Gordon-Van Tine Co. of Davenport, Iowa, in 1943 and they were promptly sold. Once the war ended, Tilton took advantage of additional new federal rules regarding the allocation of building materials to build another 119 privately funded pre-fabricated houses between 1946 and 1948 that could only be sold to returning veterans of the war. The components of these new houses were fabricated by the Harnischfeger Corp. of Port Washington, Wisconsin, and the houses were located on both Coolidge Street adjacent to Tilton's earlier development and on the newly created Myrtle Street and these also sold quickly. The resulting 159-building district became one of Madison's very first new post-war suburbs and it is still very intact today. The district continues to be a vital part of the larger residential neighborhood that surrounds it and is a testament to the way in which World War II affected the development of the city.

The Coolidge Street-Myrtle Street Historic District is locally significant under NR Criterion A as an historically significant collection of single family residences that together constitute a well-defined and visually distinct geographic and historic entity within the boundaries of the city of Madison, and whose period of significance spans the years from 1943-1948, which is when the houses in the district were all built.

Methodology

The Coolidge Street-Myrtle Street Historic District was evaluated for listing in the National Register of Historic Places (NRHP) under Criterion A (history) at the local level of significance. Research was undertaken to assess the potential for nominating the district to the National Register in the area of

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Community Planning and Development, a theme that is also identified in the State of Wisconsin's Cultural Resource Management Plan (CRMP). This research centered on evaluating the resources within the district utilizing the Patterns of Community Development subsection of the Planning and Landscape Architecture Theme of the CRMP.¹⁰ This research also centered on evaluating the resources within the district utilizing the context developed by the National Park Service in a National Register Bulletin entitled *Historic Residential Suburbs: Guidelines for Evaluation and Documentation For the National Register of Historic Places*.¹¹

Community Planning and Development

The National Register of Historic Places has recently published a National Register Bulletin entitled *Historic Residential Suburbs: Guidelines for Evaluation and Documentation For the National Register of Historic Places*. This bulletin, which was developed in tandem with a national multiple property listing entitled "Historic Residential Suburbs in the United States, 1830-1960, MPS," was intended to develop a nationwide context within which to evaluate and nominate residential historic districts and other suburban resources to the National Register of Historic Places. The Coolidge Street-Myrtle Street Historic District nomination has utilized this context and the nomination itself has been prepared in accordance with the guidelines that are found in the Documentation and Registration section of this bulletin.

In December of 1941, when the United States entered World War II, the area where the district is located constituted the northern reaches of Madison and the land that it occupies was still open land for the most part. To the west of it at that time was the 72-acre site of the packing plant of Oscar Mayer and Co., which began operations in 1917 and by 1941 was far and away Madison's largest private employer.¹² Immediately to the north was an open 88-acre parcel of land that in 1927 became the Madison Air Port (aka North Street airport), a private undertaking that was soon supplanted by the new, much larger 290-acre Madison Municipal airport that was constructed still farther to the north in the 1930s with assistance from the WPA and which was opened in 1939. Also located close to and north of the district was the City of Madison Sewage Disposal Plant (non-extant), which also began operations in 1917 and which would continue in operation into the 1950s.¹³

¹⁰ Wyatt, Barbara (Ed.). *Cultural Resource Management in Wisconsin*. Madison: Division of Historic Preservation, State Historical Society of Wisconsin, 1986. This study unit has not yet been published.

¹¹ Ames, David L. and Linda Flint McClelland. *Historic Residential Suburbs: Guidelines for Evaluation and Documentation For the National Register of Historic Places*. U.S. Department of the Interior, National Park Service, National Register of Historic Places, 2002.

¹² Levitan, Stuart D. *Madison: The Illustrated Sesquicentennial History, Volume 1, 1856-1931*. Madison: University of Wisconsin Press, 2006, p. 201 (illustrated). This plant grew enormously in size in subsequent years and by 1954 it was employing 4763 employees. It finally ceased operations in January of 2017.

¹³ Mollenhoff, David V. *Madison, A History of the Formative Years- Second Edition*. Madison, University of Wisconsin

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To the south of the district was the Eken Park neighborhood, which today is an historic residential neighborhood that is composed of mostly modest-sized single-family residences and small apartment houses that is roughly bounded by North Street and Packers Avenue on the east, by Aberg Avenue on the north, and by East Washington Avenue and Commercial Avenue on the south. The bulk of this neighborhood was developed out of a Town of Burke farm owned by two brothers, Thomas and Ole Eken, who first platted a portion of their farm land in May of 1924 as Eken Park. In June of 1924, another portion was platted by them as the First Addition to Eken Park and in November of 1925, still another portion was platted by them as the Second Addition to Eken Park, and this last portion is located immediately to the south of the district and includes the south side of Coolidge Street.¹⁴ The new neighborhood the Eken created quickly became popular with persons employed at the adjacent Oscar Mayer & Co. plant and also at the nearby plants of the French Battery and Carbon Co., the Gisholt Machine Co., and the Scanlon-Morris Co. (later known as Ohio Chemical Co.), and by 1941 most of the lots in these three plats were occupied.¹⁵

Prior to the start of the war, the Eken Park Neighborhood and the similar Sherman Neighborhood to the northwest and the Schenk-Atwood Neighborhood to the east were the principal residential neighborhoods serving the industrial plants that were located on the east side of the city, the most important of which had managed to make it through the Depression years intact. Once the war began, the reallocation of these factories to war production and the creation of new factories in the Madison area, especially the mammoth Badger Ordnance Works (non-extant) located some 35-miles northwest of Madison outside of the city of Baraboo in Sauk County, all brought new workers into the city and put pressure on the Madison housing market. Still another factor that was stressing the east side housing market was the transformation of the Madison Municipal airport, which was repurposed by the U.S. Army as Truax Army Air Field, which served as a major training center for the Army Airways Communication Service, and also trained radio and radar operators throughout the war.

To meet the new demands being made by the war, new apartments were created in existing houses in Madison, older buildings were repurposed as housing, and vacant buildings became a thing of the past. Creating new housing was problematic because of the shifting priorities brought about by the war. To plan for the needs of the nation's new defense industries, a new federal agency, the War Production Board (WPB), was created and was given the authority to oversee and control the allocation and production of materials of all kinds throughout the country, and this included the construction of new housing as well. That new housing needed to be built was well understood by both the federal

Press, 2003, pp. 364-368 (illustrated).

¹⁴ Eken Park was annexed to the City of Madison in 1927.

¹⁵ The French Battery and Carbon Co. changed its name to Ray-O-Vac in 1934. Its east side plant has now been torn down.

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government and private industry, but how to make it happen was more complicated and Madison efforts to build such housing was a case in point.

Members of the Madison construction industry must provide additional housing in a hurry to accommodate war workers moving into the city or the federal government will take over the job, W. F. Kachel, Jr., of the Milwaukee federal housing administration (FHA) priorities department, declared in a talk before 175 Madison area construction industry members at a meeting in the city library here Saturday. Kachel explained that defense housing quotas are set by the war production board (WPB) and that he was therefore unable to state how many defense housing units must be built here.

Mayor James R. Law, who attended the meeting, said privately that the board some time ago set a quota of 200 houses for Madison. "Whether the board revised the figure after it was decided to build Badger Ordnance Works powder plant, I do not know, but I should think that the figure would have been revised upward," Law said. With few exceptions, housing construction here for some time to come will be limited to the building of dwelling units for defense workers, Kachel asserted in his prepared talk.¹⁶

Kachel then went on to explain that Madison and its immediate vicinity had been designated by the government as a "critical defense housing area," which he defined as being "one in which an acute housing shortage exists or impends and it is in the interest of the national welfare and war effort that this shortage be lessened or improved." The practical outcome of this designation was that builders who engaged in the construction of "private defense housing" would be given preference and would be allocated building materials that would otherwise be denied them. It also meant that that the FHA would guarantee the financing of such projects provided that the housing units were sold or rented to defense workers, with the principal restrictions on the construction of single family houses being that the cost, including the land, financing charges, land improvements, and the building, could not exceed \$6000.00 per unit and the only materials that could be used were ones on the defense housing critical list or that were plentiful enough to not need a preference listing.

The first defense housing project proposed for Madison was for the same site that would subsequently be the site of the first portion of the Coolidge Street-Myrtle Street Historic District. This project was known as "Connecticut Village, Inc."

The project contemplates construction of 72 family units, extending 2,552 feet (nearly half a mile) along the north side of Coolidge St. at an estimated cost of \$325,000 to \$350,000. The

¹⁶ "Rush War Housing or U.S. Takes Over, Warning Here." *Wisconsin State Journal*, March 22, 1942, pp. 1-2. The critical housing area nearest Madison was the Beloit-Janesville area.

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site, part of the old "circus grounds" and the former Madison airport, is being purchased from L. F. Schoelkopf. Contracts have been taken and loans made for the entire project through the Lincoln State bank, Milwaukee, the plan commission was informed by Paul E. Stark, Madison, realtor representing the Connecticut Village Corp., organized by a Chicago group.¹⁷

The plans for this project were drawn by a Chicago architect and it would have consisted of 28 duplex houses and two row houses each containing eight family units, all built out of wood and designed in the Colonial Revival Style and housing 75 workers and their families.¹⁸ Changing federal financing rules, however, led to the abandonment of this project, but within two months the same site had been picked up by another developer, John W. Tilton from Rochelle, Illinois.

Construction of 40 small one-family homes is planned by the Leader Building Co., Rochelle, Ill., on the site formerly contemplated for Connecticut Village, Inc., it was learned today. The Rochelle firm is not connected with the Connecticut Village promoters who obtained approval of a plat for 28 duplex houses and two eight-unit row houses on Coolidge St., Eken Park.

While plans have not been received here for the new project, it was reported that the houses will be identical four-room homes. The sites will have to be replatted into 45-foot lots, The State Journal was informed. The 40 houses will occupy all the proposed Connecticut Village site except for one block near North st.

A Madison water department crew started work Tuesday installing 40 "services" on Coolidge st. on priorities issued to the Leader Building Co. The work was undertaken in advance of building permit issuance to preserve the priorities, it was learned. All unused priorities for frame buildings expire April 1, after which all construction in the area will be under the government's new "controlled materials" plan.¹⁹

A week later, a new plat for the area entitled the "John W. Tilton Subdivision" was approved by the City Plan Commission; Paul E. Stark, a prominent Madison realtor, having overseen the land purchase negotiations.

The Leader Building Co. was the creation of John W. Tilton, a native of Rochelle, Illinois, and the son of Floyd and Martha Tilton. Tilton was born in Rochelle in 1911, where his father, another Rochelle native and an attorney, was also the local postmaster. John W. Tilton was educated in the Rochelle schools and in 1933 he married Verdelle Askvig and in the same year he also bought the *Rochelle*

¹⁷ "Plat for Housing Project Approved." *Wisconsin State Journal*, January 21, 1943, pp. 1-2.

¹⁸ "Here Are Designs for Connecticut Village Houses." *Wisconsin State Journal*, January 26, 1943, p. 16 (illustrated).

¹⁹ "40 Small Homes Planned for City." *Wisconsin State Journal*, March 31, 1943, p. 1.

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Home Journal newspaper and, at the age of 22, embarked on a career as a newspaper publisher. While so employed, Tilton also became interested in the construction business and by 1938 he was building a home in Rochelle for himself and his wife, as well as a second Georgian Revival Style house in Rochelle that was being showcased as a model home sponsored by his newspaper, which he had rechristened the *Rochelle Leader*. This model home was built partly to celebrate the recovery of the local housing market at the end of the Depression and it was also an advertising vehicle for the local building trades and, of course, for the *Rochelle Leader*.²⁰

Tilton continued to expand his building firm in the years that followed and by the end of 1941 his Leader Construction Co. had built 21 of the 40 new houses that had been built in Rochelle in that year.²¹ It was feared, though, that the following year would see far less construction in Rochelle because the city was not listed by the WPB as being within the Rockford, Illinois, "critical defense housing area," and the availability of building materials for new construction in the city was therefore questionable. Within two months, though, Tilton had put together a \$1,500,000 building program of defense housing projects in Rochelle and Rockford, Illinois, and also in Beloit, Wisconsin. This program involved separate, but interrelated corporations headed by Tilton with 29 new homes in Rochelle, to be built by his Leader Building Co., Inc., 33 new homes in Rockford to be built by his River Homes, Inc., and most significantly, 200 homes to be built in Beloit by his Leader Building Co.

At the same time that approval for the Rochelle project was given by the OPM another of Tilton's corporation, the Leader Building Co. Inc. started work on 200 new homes in the "Highland Heights" project in Beloit, Wis. All details of this project, which is the largest such project in the Midwest have been completed. The 200 Beloit homes will be ready for occupancy not later than September. The Beloit building project, like the Rochelle project, provides residences for both rent and sale. These Beloit homes also will be under the defense housing provisions of the federal housing act. The act is directly associated with the needs of defense workers.²²

In November of 1942, Tilton entered into still another new contract for additional defense houses to be built in Dixon, Illinois and the same article also noted that by that time 100 of the 237 houses to be built in Beloit had been completed, with 37 to be finished the next week and the remaining 100 by spring of 1943.²³ By the end of 1942, then, Tilton was a seasoned and successful competitor for

²⁰ "Many People Visit Leader Model Home." *Rochelle Leader*, August 19, 1938, p. 1. See also. *Rochelle Leader*, November 4, 1938. Model Issue.

²¹ "40 New Homes Completed But More Are Needed." *Rochelle Leader*, January 15, 1942, p. 1.

²² "Will Be Built In Local Man's Housing Project." *Rochelle Leader*, April 2, 1942, pp. 1 & 10. The OPM was the Office of Production Management,

²³ "John W. Tilton Starts Dixon Project." *Rochelle Leader*, November 26, 1942, p. 1.

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defense housing contracts, so when news of the abandonment of the Connecticut Village project in Madison reached him he was in an excellent position to take advantage of the situation. Looking at this Madison site from an objective position, Tilton could see that with Truax Army Airfield, Oscar Mayer & Co., Ray-O-Vac, the Gisholt Machine Co., and the Scanlan-Morris Co. (soon to become a division of Ohio Chemical Co.) all located close by and easily accessible via existing roads. With all of these entities engaged in defense work at that time, the site was an excellent fit for wartime federal housing guidelines, and new houses built there would also fill post-war city needs as well. Consequently, Tilton purchased the site and had it replatted as the John W. Tilton Subdivision in April of 1943, and by May 23 the last piece of land had been transferred and construction was about to commence.²⁴ Work finally began on June 4.

Excavation work was under way today for a [sic] 40 single-family houses to be erected on Coolidge st. by the Leader Building Co., Rochelle, Ill. Building permits were granted late Thursday by Commissioner Gordon E. Nelson. The houses are estimated to cost \$3500 each, bringing the total project to \$140,000. The homes, all on the same side of the street, which will be paved with bituminous material, are numbered to occupy four blocks, from 2502 to 2818.²⁵

By mid-August, finished houses were being offered for sale by the Paul E. Stark Co., priced at \$5,650 with 25 years to pay and FHA financed. By October, the street was being paved, and by the end of that month the project's general contractor, the Gordon-Van Tine Co., was advertising lumber for sale that was left when their temporary office and shed buildings located at 2634 Coolidge St. were demolished.²⁶ By January of 1944 a local newspaper ad stated that 38 of the 40 houses built in the project had been sold and these were gone by the end of the month. Late in July of that year another article stated the following:

The Paul E. Stark Co., which promoted the construction of 40 houses on Coolidge st., plans to promote more houses in the undeveloped portion, but faces delays because of labor shortage.²⁷

This proved to be prophetic and Stark's plans notwithstanding, nothing more was built in this area until after World War II ended. In addition, John W. Tilton joined the Army in April of 1944 and was posted to Europe, where he took part in the Battle of the Bulge, and he was finally mustered out in December of 1945. The world that Tilton was returning to was markedly different from the one he had left and yet some aspects were much the same. With war production at an end, the nation's

²⁴ "Work Begins Soon on Housing Project on Coolidge St." *Wisconsin State Journal*, May 23, 1943, p. 1.

²⁵ "Work Begins on \$40,000 (sic) 40-Unit Housing Project." *Wisconsin State Journal*, June 4, 1943, p. 2.

²⁶ "Used Lumber For Sale." *Wisconsin State Journal*, October 21, 1943, p. 27.

²⁷ "East Side Sewer Proposal Backed." *Wisconsin State Journal*, July 7, 1944, p. 13.

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industries once again had to reinvent themselves in order to meet long-suppressed consumer demands that had been temporarily put aside to win the war, and once again, many basic materials were now at least temporarily in short supply. As a result, manufacturing and the allocation of materials was still subject to regulation by the federal government and items such as building materials and appliances were at least temporarily being released to consumers on a priority basis. At the same time, the federal government and the nation's housing industry also knew that millions of war veterans were returning home and starting families or were resuming interrupted family life and they needed housing, which had been in short supply even before the war. Constructing housing for returning veterans was now given the same high priority that defense housing had once had and as a consequence, building materials were once again being released to home builders on a priority basis.

Fortunately for Tilton, this was a system he understood. Once he returned home he wasted no time in picking up where he had left off. By August of 1946, Tilton had purchased additional lands adjacent to his first Madison project and on August 6, 1946, he had this land platted as the First Addition to the John W. Tilton Subdivision and in October of 1946 he announced his plans for the land.

Plans for a \$1,000,000 housing project with 120 homes scheduled for construction were announced today by the Paul E. Stark Co., 1 W. Main st. Building permits for the houses, which are to be built on Myrtle and Coolidge sts., on the East side, have been applied for and preliminary excavation is expected to get underway Tuesday or Wednesday. The building site was purchased for Louis F. Schoelkopf.

Walter F. Schar, director of the project, said the houses will be for sale to veterans only and the sale price will be set by the Federal Public Housing Administration (FPHA) and Veterans Administration (VA). Schar said the houses will be of wood frame construction with variations in style including brick, stone, shingle, and combination exteriors. Each house will contain a full basement, two bedrooms, living room, kitchen with dining room space, and bathroom equipped with a bathtub on the first floor, with a stairway and space for two additional rooms on the second floor. Heating will be by coal furnaces.

The builder is John W. Tilton, the president of Leader Building Co., Rochelle, Ill., who built 40 houses on Coolidge st. in 1942-43, and has supervised numerous building projects in Illinois and Wisconsin. . . . Cost of the housing project is estimated at about \$1,000,000 and FPHA approval is expected by Thursday, Director Schar said. Sale of the veterans' priority houses will be conducted by the Paul E. Stark Co. The project involves complete development of the building site, including the construction of new roads and curbs.²⁸

²⁸ "120-Home Project to Cost \$1,000,000 Planned Here." *Wisconsin State Journal*, October 4, 1946, p. 1. Walter F. Schar was employed by the Paul E. Stark Co.

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An additional article in the same issue of the newspaper included an interview with Tilton and this article had interesting points to make about the differences between building in 1943 and in 1946.

In 1942, Tilton's Leader Construction Co., of Rochelle, Ill., built 40 houses in the Coolidge st. development. They're now completing another 120 houses on Myrtle st., one block over. They're essentially the same house, but about \$250 better, with bathtubs instead of showers, concrete steps instead of wood, and steel kitchen cabinets instead of wood. And they're costing \$3,000 more. "The same basic house that we were able to sell for \$5650 has risen in cost to the point where we have to set the price at \$8,690," says Tilton. "And with the increase in costs in the last few months, that house would cost us \$9,200 to \$9,300 to duplicate...even with the economies that our large scale operation makes possible."²⁹

Nevertheless, by the beginning of 1948, all 119 of these houses had been built and sold, so great was the demand at the time. Madison city directory research found that the first owners of these houses were a varied group that included a doctor and a dentist as well as workers at local industries, although not surprisingly, persons employed at the nearby Oscar Mayer & Co. plant were the ones most commonly found.

Even as construction on this project began, though, John W. Tilton was already laying the groundwork for another larger Madison project of a very different kind. This was his Tilton Terrace project, a \$2,000,000 apartment complex located on 11-acres of land on Sherman Avenue across from Lake Mendota and adjacent to Tenney Park that consisted of 34 three-story, brick-clad, Contemporary Style six-unit apartment blocks that contained a total of 204 apartments.³⁰ This project was largely completed by 1950, is extant and in excellent condition today and is known as Sherman Terrace. In the years that followed, Tilton rode the boom in housing construction that occurred after the end of World War II and became one of the largest builders of single-family residential projects in northern Illinois, and his company, renamed John W. Tilton Industries, won awards for houses that they designed and built. Tilton died in Rochelle in 1993, having left a legacy of numerous successful residential building projects in Illinois and Wisconsin that are still highly valued today.

Summary

The successful completion of Tilton's new Coolidge Street-Myrtle Street Historic District project near the Oscar Mayer & Co. plant resulted in a new up-to-date addition to the Eken Park neighborhood, it

²⁹ Newhouse, John. "House Costs Up Half, Tilton Says, and Double That If Building Alone." *Wisconsin State Journal*, June 1, 1947, p. 3.

³⁰ "Big Apartment Building Project Planned for City." *Wisconsin State Journal*, April 9, 1947, p. 1.

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was also the first suburb in Madison to be comprised solely of factory-built houses, and it was one of the first, if not *the* first suburban development to be completed in Madison after the war ended. That it was built the way it was was due to the demands placed on the housing industry by World War II, which placed great limitations on the availability of building materials and on the labor force that was available to build residential houses in the nation both during and immediately after the war. That the district exists at all, however, is due to the demands that were placed upon cities like Madison during the war.

Once the war began, the sudden need for more housing in areas that were critical to war production forced all levels of government to come together and find solutions to the problem. Some solutions, such as encouraging owners of large homes to convert part or all of them into apartments for defense workers, were temporary measures. Others, such as allowing private developers like John W. Tilton to build new privately-owned housing units specifically to house defense workers, permanently altered the communities in which these units were built.

The Coolidge Street-Myrtle Street Historic District is eligible for listing in the National Register of Historic Places because it is the physical representation of Madison's efforts to solve the defense housing crisis caused by World War II, and the veterans housing crisis that followed the end of the war. In Madison, as in most communities, the municipal government's efforts to solve the defense housing crisis consisted primarily of smoothing the way for private developers who wanted to create new housing units and it was left to the developers themselves to identify sites where such projects were to take place. This kind of ad hoc community planning was forced on cities by the needs of the war's planners and in many places what was built was meant to be temporary. For instance, the only other identified large-scale housing project that was developed in Madison during the war years consisted of the construction of barracks and housing at Truax Army Airfield; this housing has all been demolished. What was created on Myrtle and Coolidge streets to solve the short-term defense workers housing crisis has been of lasting value to the Madison community and to the Eken Park neighborhood in particular, and this district is also the earliest component of the first wave of the housing boom that was to transform Madison and much of the rest of the nation after the war ended.

Architecture

The houses that were built both in 1943 and in 1946-48 in the Coolidge Street-Myrtle Street Historic District are all one-and-one-half-story-tall examples of either the Side Gabled or Front Gabled subtypes of the Minimal Traditional style that Virginia and Lee McAlester identified in their book *A Field Guide to American Houses*. All of them were built of pre-cut or prefabricated components that were made by either the Gordon-Van Tine Co. in 1943 or by the Harnischfeger Corp. in 1946-47. The McAlesters defined examples of this style as having the following characteristics:

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Low-or intermediate-pitched roof, more often gabled; small house, generally one-story in height; roof eaves usually have little or no overhang; double hung windows, typically multi-pane or 1/1; minimal amounts of added architectural detail; rarely had dormers.³¹

The most commonly found subtype of this style is the Side-Gabled Roof (Commonly Called Cape Cod) Subtype. All but five of the houses in the district are examples of this subtype, which the McAlesters defined as follows:

Although many examples are symmetrical, in keeping with the original folk form, there was much experimentation with asymmetrical variations, including varied window placement and small porches or carports; some had an extra half-story finished under the roof. Two-story side-gabled examples are found, but those would not be called Cape Cod, a term properly confined to the one-story form.³²

The designs of these houses were in large part a response to design parameters that had been adopted by the Federal Housing Administration (FHA) during the Great Depression.

The Minimal Traditional house was “the little house that could.” It was the small house that could be built with FHA-insured loans in the midst of the Great Depression between 1935 and 1940; the house that could be built quickly to accommodate millions of relocating World War II production plant workers (1941-1945); and the house that could be built rapidly during the late 1940s in large post-World War II developments (1946-1949).³³

Because these houses were small in size and simple in design, building them was a relatively simple, straight forward process. Nevertheless, the huge wartime need for such houses and the scarcity of materials and laborers during the war meant that even developers like John W. Tilton who had had experienced work crews before the war were now faced with the necessity of finding replacements. In Tilton’s case, he chose to work with a well-established Iowa firm, the Gordon-Van Tine Co., a large-scale manufacturer of pre-cut houses, in order to build the district’s first 40 houses.

Gordon-Van Tine Company

The Gordon-Van Tine Company, which was headquartered in Davenport, Iowa, started life in 1865 as the Uriah N. Roberts Co., a wholesaler of building materials. By 1906, however, the firm’s success led its owners to create a parallel subsidiary business, the Gordon-Van Tine Co., a retail firm that would offer its building materials to the public by mail order. Thanks in part to a large-scale advertising

³¹ McAlester, Virginia Savage. *A Field Guide to American Houses*. 587.

³² McAlester, Virginia Savage. *A Field Guide to American Houses*. 587.

³³ McAlester, Virginia Savage. *A Field Guide to American Houses*. 588.

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campaign; the new business was quickly successful. In 1908 the new subsidiary opened a lumbermill, mill and factory in St. Louis and in 1910 the firm began offering pre-cut houses for sale, these being some of the first to be offered to the public by a commercial firm. Additional lumber mills were subsequently opened in Chehalis, Washington in 1915, and in Hattiesburg, Mississippi in 1919, by which time the company had become one of the largest producers of pre-cut pre-fabricated mail order houses in the country. By the time the company finally ceased production in 1946, it had built nearly 54,000 houses nationwide under its own name and another 20,000 for the Montgomery Ward Co. under their Wardway Homes brand.

Considering that Gordon-Van Tine's main Davenport, Iowa plant was located just 82 miles west of Rochelle, Illinois, it is not surprising that John W. Tilton turned to this firm when opportunities arose during World War II to build houses for defense workers. Gordon-Van Tine not only pre-cut the components of his houses but it also acted as the general contractor for Tilton's Madison project and it assembled the houses there as well, and because the 1941 Gordon-Van Tine Co. catalog shows no exact equivalents for the houses it built in Madison the company presumably worked directly with Tilton in order to create designs that met his needs.

By the time that Tilton returned from his war service in Europe, however, the Gordon-Van Tine Co. had ceased operations and with the post-war housing crisis looming Tilton then turned to a large-scale manufacturer of prefabricated houses, the Harnischfeger Corp. of Port Washington, Wisconsin, in order to build the 119 houses that made up the second portion of his Madison project.

The Harnischfeger Corporation

The Harnischfeger Corporation was formed by Henry Harnischfeger and Alonzo Pawling in Milwaukee in 1884 as a machine and pattern shop. By the late 1880s the firm had begun to specialize in the manufacture of overhead cranes and in the 1890s they were manufacturing earth moving equipment as well and the P&H brand of the firm was on its way to becoming a well-known trademark. After Pawling died in 1911 the firm became known as the Harnischfeger Corporation but it kept its P&H trademark and expanded into different product lines, including tread-mounted cranes and shovels for the construction and mining industries. These products continued to be the core of the firm's ever-expanding business, but the company also sought to have a variety of product lines in order to better avoid the cyclical "boom and bust" nature of the construction industry. One of these new product lines was developed during the Depression years when factory space stood idle. In the mid-1930s the firm began to experiment with the possibilities of prefabricated housing. By 1935 the firm had developed and patented designs for a steel frame prefabricated house and by 1936 these small houses were being sold in a mostly Wisconsin market. Examples of these steel frame houses were never numerous and they are now believed to be very rare.

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The start of World War II and the material restrictions that accompanied it put an end to the Harnischfeger Corporation's steel-framed experiment, but once the war ended the company decided to re-enter the housing industry because everyone in this industry and in the federal government could see that there was going to be an enormous new market for housing once the millions of war veterans returned to civilian life. In order to meet the anticipated demand, Harnischfeger constructed an entire new factory in Port Washington in the spring of 1946 that was specifically devoted to housing construction, and to speed house construction Harnischfeger decided to employ a new technology that had been developed by the U.S. Forest Products Laboratory in Madison, Wisconsin, which was called "stressed-skin" plywood construction.

A direct result of the depression was the rise of an acute housing problem in the United States. As family income declined, the purchase of new homes fell off precipitously. Young couples could rarely afford to purchase "that new home." In many cases young couples were forced to give up their apartments and take up residence with their parents. This sad situation was the background for the "low-cost housing" movement sponsored by government and industry alike during the depression years. The problem was to develop a comfortable, yet low-cost house that could meet the needs of an increasing number of low-income families.

To adapt wood for use in the low-cost housing field became the particular concern of the Forest Products Laboratory. After several years of experimentation, the FPL engineers developed an ideal type of low-cost house employing plywood unit panels. Each panel consisted of plywood faces glued to either side of an inner structural framework to form what was virtually a box girder. This "stressed-cover" principle, adapted from earlier wood aircraft work, opened up a new range of strength and rigidity values with a minimum of material.³⁴

This new technology was well suited to the needs of the Harnischfeger operation and it was also well-suited to the needs of John W. Tilton, who realized that utilizing this method of construction would save him both time and money. According to a publication of the Forest Products laboratory, "Fundamentally, the system uses panels made of framing members to which plywood sheets or other facing materials are bonded either by glue-nailing or gluing by other types of pressure. The gluing of these skins causes them and the framing members to act as an integral unit: therefore, under loading, the skins are stressed. The use of the skins, structurally, allows a reduction in size of the framing material, and the elimination of sheathing and interior finishing materials reduces the weight of the construction considerably. If it is desirable, the panels may be used only as a structural unit and any type of exterior or interior finish may be applied."³⁵ By 1947, Tilton's Leader Building Co. was once

³⁴ Nelson, Charles A. *History of the U.S. Forest Products Laboratory (1910-1963)*. U.S. Government Printing Office, 1971, p. 112.

³⁵ Heyer, Otto C. and R.F. Blomquist. *Stressed-Skin Panel Performance*. U.S. Forest Service, 1964, p. 1.

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again up and running and this time he was able to use his own crew to assemble the houses that Harnischfeger manufactured for him. For his Madison project, Tilton chose three of Harnischfeger's lower cost models, the Cambria, the Cedarwood, and the Circa, all of which utilized wood frame construction and stressed-skin plywood wall and roof units, and by October of 1946 construction was set to begin, water mains were being laid, and Myrtle Street was beginning to take shape.

Permits for the first 40 of 120 prefabricated houses to be erected by the Leader Building Co. in the John W. Tilton subdivision were granted today by Building Commissioner Gordon E. Nelson. The 40 houses, designed by the Harnischfeger Corp, Milwaukee, will be built in the 2400 and 2500 blocks of Myrtle st., which parallels Coolidge st.³⁶

A little later in the month a second group of building permits were also issued.

Building permits for a second group of 40 single-family houses in a construction project of 120 units on Myrtle street were issued by Commissioner Gordon E. Nelson today to the Leader Building Co., Rochelle, Ill. All 40 units will be erected in the 2500, 2600, and 2700 blocks.³⁷

Once again, sales of the new houses were brisk and by early 1948, all of the houses in the second phase of Tilton's project had been completed. Tilton's willingness to use more technologically sophisticated methods of construction to achieve his ends distanced him from more conventional developers in the immediate post-war period, but once the initial housing crisis was dealt with, both Tilton and the rest of the building industry returned to more traditional ways of building.³⁸

Preservation Activity

The City of Madison Landmarks Commission has long been active in educating owners of historic resources in Madison as to the importance and value of historic preservation, including acting as the sponsor of this nomination.

Archeological Potential

The extent of any archeological remains in the district is conjectural at this time. No information regarding possible prehistoric remains in this area was found in the course of this research. Furthermore, it is likely that many remains of pre-European cultures that may once have been located

³⁶ "First Permits Granted for Housing Project." *Wisconsin State Journal*, October 8, 1946, p. 2.

³⁷ "Permits Issued for 40 Family Units." *Wisconsin State Journal*, October 28, 1946, p. 15.

³⁸ While other suburbs in Madison would be built using pre-fabricated Harnischfeger Corp. houses such as the Blackhawk Park subdivision on Madison's west side, which was developed in 1950 and 1951, the true extent of the number and location of Madison's prefabricated suburbs will require additional survey work.

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within the district would have been greatly disturbed by the farming and building activities associated with the subsequent development of the area. It is possible, however, that archaeological remains are present. Archaeological potential in this district remains unassessed.

Acknowledgment

The activity that is the subject of this Nomination has been financed entirely with Federal Funds from the National Park Service, U.S. Department of the Interior, and administered by the Wisconsin Historical Society. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the Wisconsin Historical Society. Nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the Wisconsin Historical Society.

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Verbal Boundary Description:

The district boundaries begin at the NW corner of the lot associated with 2302 Myrtle Street, then continue east along the rear (north) lot lines of the lots associated with 2302-2426 Myrtle Street (even address numbers only) to the NE corner of the lot associated with 1002 North St. The line then continues east across North St. to the NW corner of the lot associated with 1001 North St., then continues east along the rear lot line of said lot and along the rear (north) lot lines of the lots associated with 2506-2630 Myrtle Street (even address numbers only) to the NE corner of the lot associated with 1002 Kedzie St. The line then continues east across Kedzie St. to the NW corner of the lot associated with 1001 Kedzie St., then continues east along the rear lot line of said lot and along the rear (north) lot lines of the lots associated with 2706-2826 Myrtle Street (even address numbers only) to the NE corner of the lot associated with 2826 Myrtle St. The line then turns 90° and continues south along the east lot line of the lot associated with 2826 Myrtle St., it then crosses Myrtle St., and it then continues south along the east lot lines of the lots associated with 2825 Myrtle St. and 2826 Coolidge St. until reaching a point on the north curb line of Coolidge St. that corresponds to the SE corner of the lot associated with 2826 Coolidge St. The line then turns 90° and continues west along said north curb line to a point that corresponds to the SW corner of the lot associated with 2702 Coolidge St. The line then continues west across Kedzie St. to the SE corner of the lot associated with 2634 Coolidge St., then continues west along the north curb line of Coolidge St. to a point that corresponds to the SW corner of the lot associated with 2502 Coolidge St. The line then continues west across North St. to the SE corner of the lot associated with 902 North St. The line then continues west along the north curb line of Coolidge St. until reaching a point that corresponds to the SW corner of the lot associated with 2302 Coolidge St. The line then turns 90° and continues north along the west lot lines of the lots associated with 2302 Coolidge St. and 2301 Myrtle St. until reaching the NW corner of the lot associated with 2301 Myrtle St. The line then continues north across Myrtle St to a point that corresponds to the NW corner of the lot associated with 2302 Myrtle Street, then continues north along the west lot line of said lot to the POB. These boundaries enclose all the land historically associated with the John W. Tilton Subdivision and the First Addition to the John W. Tilton Subdivision.

Boundary Justification:

The boundaries enclose all the land that is historically associated with the district's resources.

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Section photos Page 1

Items a-d are the same for photos 1 – 15.

Photo 1

- a) Coolidge Street-Myrtle Street Historic District
- b) Madison, Dane County, WI
- c) Timothy F. Hegglund, April 4, 2017
- d) Wisconsin Historical Society
- e) 2702 Coolidge St., View looking NNE
- f) Photo 1 of 15

Photo 2

- e) 2526 Coolidge St., View looking NNE
- f) Photo 2 of 19

Photo 3

- e) 2714 Coolidge St., View looking NNE
- f) Photo 3 of 15

Photo 4

- e) 2818 Coolidge St., View looking NNE
- f) Photo 4 of 15

Photo 5

- e) 2634 Coolidge St., View looking NNE
- f) Photo 5 of 15

Photo 6

- e) 2502 Coolidge St., View looking NNE
- f) Photo 6 of 15

Photo 7

- e) 2530 Coolidge St., View looking NNE
- f) Photo 7 of 15

Photo 8

- e) 2722 Coolidge St., View looking NNE
- f) Photo 8 of 15

Photo 9

- e) 2414 Coolidge St., View looking NNE
- f) Photo 9 of 15

Photo 10

- e) 1002 Kedzie St., View looking NNW
- f) Photo 10 of 15

Photo 11

- e) 2410 Coolidge St., View looking NNE
- f) Photo 11 of 15

Photo 12

- e) 2313 Myrtle St., View looking SSW
- f) Photo 12 of 15

Photo 13

- e) 2401 Myrtle St., View looking S
- f) Photo 13 of 15

Photo 14

- e) 2406 Myrtle St., View looking NNW
- f) Photo 14 of 15

Photo 15

- e) General View of Myrtle St., View looking E
- f) Photo 15 of 15

Photo 1 is a Model A, Photo 2 is a Model B, Photo 3 is a Model C, Photo 4 is a Model D, Photo 5 is a Model E, Photo 6 is a Model F, Photo 7 is a Model G, Photo 8 is a Model H, Photos 9 & 10 are Cambria Models, Photos 11 & 2 are Cedarwood Models, and Photos 13 & 14 are Circa Models.

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Section figures Page 1

Figure 1: Vinjie, Arthur. New Pavement for Myrtle Street, Looking West. WHS Photo ID# 58420.

Figure 2: Vinjie, Arthur. New Pavement for Myrtle Street, Looking East. WHS Photo ID# 58421.

Figure 3: The Cambria: Model C-1. Harnischfeger Corp. Catalog, ca.1947.

Figure 4: The Cedarwood: Model C-2. Harnischfeger Corp. Catalog, ca.1947.

Figure 5: The Circa: Model C-3. Harnischfeger Corp. Catalog, ca.1947.

Figure 6: District map and photo key

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Figure 1: Vinjie, Arthur. New Pavement for Myrtle Street, Looking West. WHS Photo ID# 58420.



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Figure 2: Vinjie, Arthur. New Pavement for Myrtle Street, Looking East. WHS Photo ID# 58421.



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Section figures Page 4

Figure 3: The Cambria: Model C-1. Harnischfeger Corp. Catalog, ca.1947.



The Cambria
MODEL C-1
 *2801.00

It would be hard to find a 4-room home that gives more for the money than this one. It has the appearance and roominess of dwellings costing far more. An attractive front gable and trellised entrance give it striking charm and the effect of being even larger than it is. The generous living room has two large windows, and a convenient doorway opening into the side vestibule. Another doorway leads into the central hallway which adjoins both bedrooms and bath.

Corner-View Dining Nook

The kitchen has large corner-view windows which set off a cozy dining area. It also has full efficiency cabinets, sink and working counter. Hardwood floors are provided in all rooms except kitchen and bath which usually are finished with linoleum. However, since all subfloors are of heavy plywood, any standard floor material can be used.

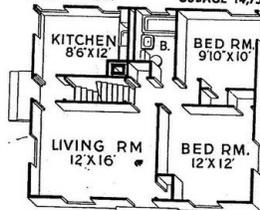
Generous Windows

Both bedrooms have two large windows which permit full daylight and cross ventilation for added comfort. In the rear bedroom they form a delightful corner nook which leaves greater unbroken wall space. Bath is of comfortable size and thoughtfully arranged. Wherever you go in this house you will be amazed at the thought and care that is evident in every detail. These things mark the difference in a P&H Pre-Assembled Home — the kind of home you will be proud to call your own.

5 x 5 *147.00

4 ROOMS AND BATH
All on One Floor

HOUSE 28' x 24' CUBAGE 14,752'



FIRST FLOOR PLAN
ALL ROOM SIZES GIVEN ARE TO CENTER OF WALLS



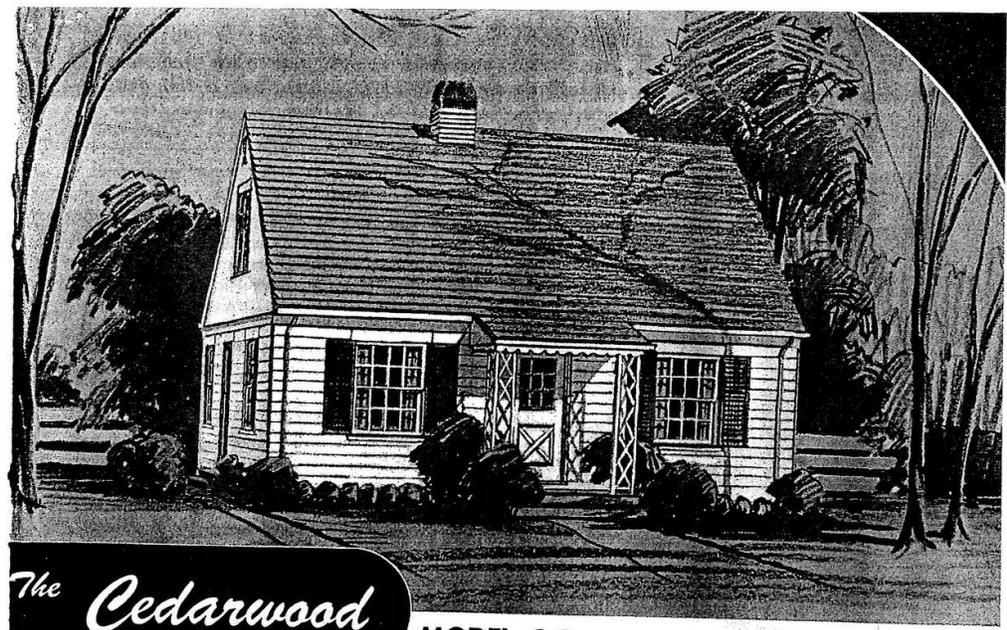
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Figure 4: The Cedarwood: Model C-2. Harnischfeger Corp. Catalog, ca.1947.



The Cedarwood

MODEL C-2
 \$ 2740.00

This is one of our most popular dwellings for suburban or country homesites—the kind that blends right in with gardens, shrubs and trees, just like it had always been there. Note the extended roof line and trellised entrance which frame the window and cross-paneled front door. On either side, large shuttered windows complete the picture of quiet charm. The living room is well proportioned for many interesting arrangements of furniture, and has a convenient doorway which opens into the side entrance vestibule. Another doorway leads to the central hall which adjoins both bedrooms and bath.

Large Windows Throughout

Every room receives an abundance of daylight and is cross ventilated. Kitchen and rear bedroom have delightful corner view windows, adding the modern touch. The bath is of comfortable size and thoughtfully arranged. The kitchen provides a cozy dining area in addition to full efficiency cabinets, counter and sink.

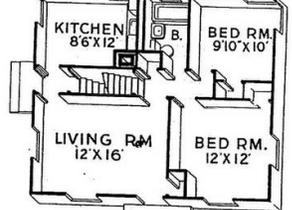
Quality in Every Detail

Throughout this home you will find all features carefully planned and precision built. Cabinets, doors, windows, trim, everything fitted and finished to please the most exacting taste. Hardwood floors are provided in all rooms except kitchen and bath which usually are finished with linoleum. However, as all floors are of heavy plywood, any standard floor material can be used. These and many other features combine to make this the kind of home that adds much to the joy of living.

S & S 147.00

4 ROOMS AND BATH
 All on One Floor

HOUSE 28' x 24' CUBAGE 14,752'



FIRST FLOOR PLAN
 ALL ROOM SIZES GIVEN ARE TO CENTER OF WALLS



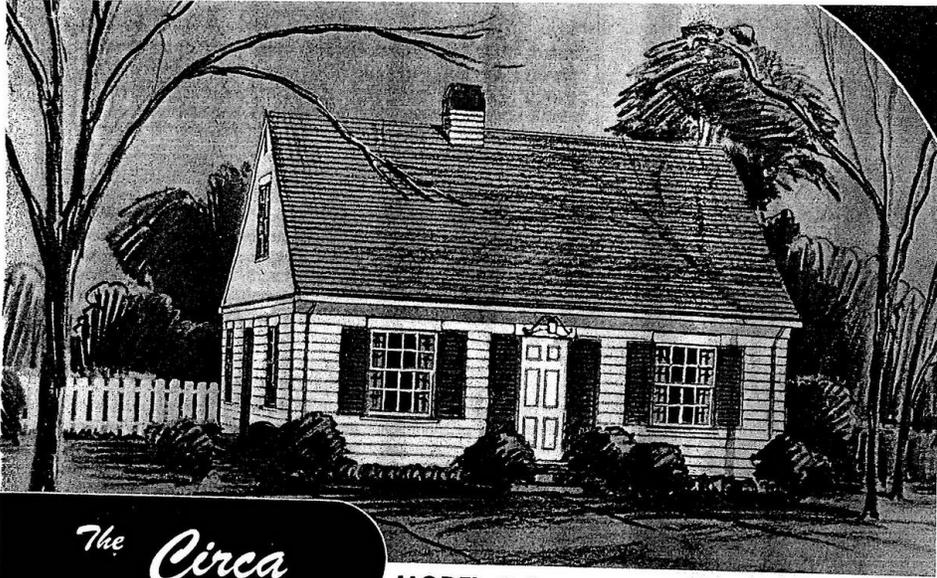
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Coolidge Street-Myrtle Street Historic District
Madison, Dane County, Wisconsin

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Figure 5: The Circa: Model C-3. Harnischfeger Corp. Catalog, ca.1947.



The Circa
MODEL C-3
\$2627.00

Here is a home for those who want the utmost economy and simplicity in an adequate and well built dwelling. It is plain yet distinctive — a well proportioned home with a pleasing touch of early American in its contrasting shutters accenting the windows and front door. It has four full size rooms, all on one floor, arranged for maximum efficiency and comfort.

Wonderfully Light and Roomy

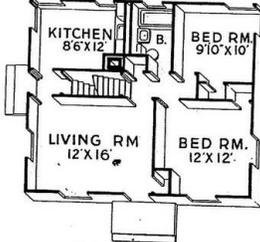
All rooms except the kitchen have two large windows for abundant light and cross ventilation. The kitchen has three, with two forming an angle in the delightfully light dining space. A similar grouping of windows in the rear bedroom provides a bright corner for writing, sewing, etc., and leaves more unbroken wall space for furniture. The bath is of just the right size and arranged for greatest convenience.

Convenience and Comfort

The generous living room has a handy doorway leading to the side vestibule, and another to the central hallway which adjoins both bedrooms and bath. The kitchen counter has generous working space on both sides of the sink. Hardwood floors are provided throughout, except in the kitchen and bath which usually are finished with linoleum. However, any type of flooring can be used in any of the rooms as subfloors throughout are of heavy plywood.

5 x 5 \$147.00

4 ROOMS AND BATH
All on One Floor
HOUSE 28' x 24' CUBAGE 14,752'



FIRST FLOOR PLAN
ALL ROOM SIZES GIVEN ARE TO CENTER OF WALLS



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Figure 6: District Map and Photo Key

