HISTORY OF THE WESTMORLAND NEIGHBORHOOD

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WESTMORLAND NEIGHBORHOOD

2009
GLACIERS AND NATIVE AMERICANS
Wisconsin Glacier
(10,000-25,000 Years Ago)
Madison Lakes
Indian Camps, Villages & Mounds
800-2,500 Years Ago
(Image Courtesy of UW-Madison Archives)
West Wingra Neighborhood
(Photo courtesy of WHS, Image #46059, Taken around 1913)
Ho-Chunk Nation 1830
(Map Courtesy of The Wisconsin Cartographer’s Guild)
Ho Chunk Wigwam
Wingra Woods in UW-Arboretum, 1895
(Image Courtesy of UW-Madison Archives)
LAND SPECULATORS
(1835-1860)

- 1829 to 1832- Ho-Chunk Lands in Dane County Seeded to U.S. Government
- December, 1834-Government Public Land Survey (Field Notes Available@ [http://digicoll.library.wisc.edu/SurveyNotes](http://digicoll.library.wisc.edu/SurveyNotes))
- August, 1835-Government Land For Sale $1.25 per acre for minimum purchase of 40 acres
- Area Appealing to Land Speculators
- Military Route (1837) – Madison to Points West (Mineral Point Rd.)
- High Road / Route to Fort Crawford @ Prairie du Chien, Mineral Point Lead Mining Region, & Territorial Capital @ Belmont
- Low Road (Monroe St. & Nakoma Rd.) -spring water for ox teams pulling wagons & two stage coach stops
Alanson Sweet
(b: 1804-Owasco, N.Y.
d: 1891-Chicago, Ill.)
Farmland (1850-1915)

- Land was Bought & Sold by Land Speculators until 1850s
- William Warren (1855-1885)
- A. Farnun (1885-1890)
- Charles Baker- ”Sunnyside Farm” (1890-1899)
- Benjamin Piper-4337 Mineral Point Rd. (1850s-1900s) (Farm House Built 1896)
- Charles Piper (1870s-1880s)
- Fred Tillotson-3902 Odana Rd. (1885-1940s) (Farm House Built 1890)
- William Doerfer-4200 Mineral Point Rd. (1895-1925) (Farm House Built 1890s)
- Otto & August Toepfer (1899-1916) (Farm House Built 1906)
4010 Paunack Ave., Built ca 1860
(Photo taken ca. 1910)
4010 Paunack Ave., ca. 1938
(Photo taken 2009)
Otto Toepfer (b:1872;d:1949)
(1939 Photo)
4001 Mineral Point Rd. (Built 1906)
August O. Paunack (b:1879; d:1954)  
(1937 Photo)

Title: A Star is Born  
Image ID: WHi-15127  
Description: Evelyn Canfield, in Madison General Hospital bed, looks to her newborn baby, David, who won the Orpheum theater's fourth anniversary "A Star Is Born" contest. David is held by nurse Florence Louthain. Standing beside the bed from left to right are A.O. Paunack, Frances Ahlborn, E.A. Babcock and Phil Savidusky, representing companies who sponsored the contest.
John McKenna, Sr. (b:1878; d:1949)
(1927 Photo)
Westmorland—A New Subdivision
in the Path of Madison’s Westward Growth

Madison grows westward—Remember, Westmorland is where West Lawn was in relation to the city only a few years ago.

BEAUTIFUL LOCATION

This property looks down over Madison from a commanding height, as it is situated along the lovely Belt Line. The four miles City spreads out in beautiful panorama of your feet. Furthermore, you have all of the beautiful lake-lakes and the not too distant city, all this for your own. The building is a great advantage to your property and will add to its value and comfort.

CITY IMPROVEMENTS

This is a part of the new Development in Westmorland. All improvements will be in the luxury class. The new three story high school will be ready for occupation.

VERY EASY TERMS

If you want to move the desired family in this beautiful community, you can get a Westmorland lot and building at low down without any risk.

Small Payment Down
Easy Monthly Payments

The Westmorland Company

Joseph V. Reilly
232 State Street
Fairchild 931
Glenway Golf Course
Opened in 1927

2nd Tee
1937
Westmorland Blvd. Entrance
(Angus McVicar, Photo Taken February 26, 1930)
(WHS Image #20682)
Westmorland Blvd. Entrance (2007)
Westmorland Neighborhood
(WisDOT Photo Taken July, 1937)
Westmorland Golf Course (1929-1944) (70 ac. Doerfer Farm)
Westmorland Housing Starts

Number of Homes Built per Year
Westmorland Homes (1920s)
4124 Paunack Ave., Built 1925
4015 Paunack Ave., Built 1929
Westmorland Homes (1930s)
425 Holly Ave., Built 1932
Sears Prefabricated Home Catalog
441 Toepfer Ave,. Built 1937
Frank Lloyd Wright --1st Usonian Home
442 Toepfer Ave., Built 1937
Beatty & Strang, Architects
442 Toepfer Ave, Remodeled 2009
3909 Euclid Ave., Built 1938
William Kaeser, Architect
4021 Winnemac Ave., Built 1939
Sears Prefabricated Home Catalog
Major Westmorland Events in Early 1940s

- Formation of Westmorland Community Association in 1941 (changed to Westmorland Neighborhood Association in 2003)
- 4th of July Community Celebration (1941)
- Westmorland Dope (1941) & Courier (1943)
- Santa Visits (Dec. 1941)
- Westmorland Park (1943)
4\textsuperscript{th} of July Celebration, 1944
(WHS Image #40082)
4th of July Celebration, 1944
(WHS Image #40079)
4th of July Parade
Westmorland Blvd.
(late 1940s)
The Dope, June 20, 1941
Katherine Jacobs, 1st Editor

The Westmoreland Community Association, Inc., is a non-profit organization for community improvement formed in April, 1941. There are 500 members, 40 adults per year.

Between general meetings the association is run by a board of seven directors, elected annually.

Directors are: Herbert Jacobs, president; Mrs. L. E. Holmgren, vice-president; J. S. Wilson, treasurer; Arthur VanKleek, secretary; Robert Bumell, James E. Birch and Robert J. Leahy.

About 150 residents are already paid members.

The present members (new members will be listed in next issue):


How to Join


Published by Westmoreland Community Association, Madison, Wis., Vol. 1, No. 1
June 20, 1941

Picnic for Fourth

Here's what's on the program:

Games - Toss, Baseball, Bocce - Bingo - Fireworks - Organized by Education. Need charge or equipment - Instruments, croquet, Jack, candy, beer, and ice cream to be sold.

Favors for the Children

The time - July 4, from noon to dark.

The Place - The vacant block at Toogar and Birch. (Street will be roped off.)

The social committee of the association is planning a big picnic and entertainment for all the residents of the Westmoreland area. There will be something for everyone to enjoy.

(In case of rain July 4, the picnic will be held on the following Sunday, July 6.)

The program will start off with a baseball game at 1:30 for all baseball players, young and old. A good choosing section is wanted also. This will be followed by a program of special events for people of all ages.

At five p.m. everyone is invited to get together for a basket lunch. Make plans now with your friends and neighbors.

There will be a fireworks display, chiefly for the children, at dusk, which will conclude the picnic.

The committee is asking that no fireworks or sparklers be brought to the picnic grounds, in order to prove any accidents.

The Public Nursery school play will be available for small children (See, p. 4)
The Courier

January 1943

Westmorland Community Association

US SERVICE QUESTIONNAIRES
TABULATED; FARLEY TO BE BAILD

Directors of the "Westmorland Community Association's role will be to determine notes on transportation questionnaires distributed recently. Purpose is to formulate a policy in connection with possible petition for the Public Service Commission for improved bus service.

According to figures of Harold Munro, the peak hour is 8 A.M. with 110 riders at that hour. The number of riders for other hours were 12 at 6 A.M.; 30 at 7; 11 at 9 and three at 10. Thirty-nine were listed as riding the bus at 4 P.M.; 70 at 5 P.M.; 8 at 6 P.M.; nine at 7 and eight at 8 P.M.

Exactly 169 desired Sunday morning transportation and 110 requested Sunday afternoon and evening service. Twelve attend night school and would like transportation. In all, 176 asked for regular evening bus service.

The survey showed 119 Westmorlanders approved the idea of a bus service by the town of Madison. Thirty disapproved and 89 had no comment to make.

DESSERT BRIDGE FRIDAY NIGHT

At 8 P.M. at Kennedy Manor

Most important news on tap for the women folk is that of the Dessert Bridge and "500" get-together at 8 P.M. this Friday, Jan. 25, at Kennedy Manor. The party is open to Westmorland ladies and their friends. Admission is 35 cents per person. It is suggested that women make up a foursome and telephone reservations as soon as possible to Barbara Halisch, Gifford 4194. Mrs. Halisch, party chairman, is being assisted by Esther Hansen and Phyllis Callies.

"PRIZES, SURPRISES" AT BUCKER

Of interest to the male contingent of Westmorland is the Men's 'Bucker scheduled for 8 P.M. Wednesday, Feb. 3, at the Top Hat. Not only a buffet lunch but "prizes and surprises" are promised by the committee which includes Stanley Dixon, Ray Heibert, Roman Miller, Harold Munro, Elmer Nielsen and Stanley Forthorn. Here's a chance to really get acquainted with that good fellow who's been giving you a "lift" to work now and then.

SKATING RINK IS OPENED

For the more athletic Westmorlanders, the announcement of the Westmorland Skating Rink, on the south side of Birk Avenue, west of Westmorland Blvd., will have some appeal. Joe "Ison and Harold "Tally" worked many long, cold hours flooding the lot. Lee "Tally" hitched a flood light to the side of his house and has been supplying the electricity for night illumination.

Harold, a fancy skating expert, has been giving the kids some pointers in the art of painless skating. Joe "Ison reports that folks who have used the rink have helped by keeping the snow shoveled. Adults, as well as youngsters, are welcome to skate. The social committee expresses appreciation to the rink makers.
Westmorland Park Ice Update
Submitted by Dave Bloom

By now, in early January, we are in full swing with both ice rinks in great shape thanks to our great volunteers. We've avoided another hot winter like last year, where ice-making was very difficult and we only had a few good days of skating.

Note that the shelter hours generally mirror the Madison school schedule on weekdays and are 9-9 on weekends. We can always use more warm-blooded volunteers interested in helping to make ice on both rinks. Our primary responsibility is to maintain the hockey rink all season and we work to make the recreational rink better as time and help allows. Sign up using the on-line calendar at: http://www.my.calendars.net/westmorland_ice/ or give Dave a call at 233-8455 for more information.

Winter Playdate
Submitted by Diane Tihela

As I write this on December 10th, I can look out my window and be encouraged that hopefully winter and snow will NOT skip Madison this year! Preparations for one of the best neighborhood ice rinks in town are underway, so mark your calendars for Westmorland's Winter Playdate: Sunday, January 13, 2-4 pm at the park.

Come for sledding, skating, and fresh air. Bring your favorite sweet to share. Invite your friends! Contact Diane Tihela, 233-2234 (dineant@gmail.com) if you have questions or would be willing to give half an hour on the day of the party to help with set-up, shelter duty, or clean-up.

Westmorland Wine & Cheese Party
Submitted by Betsy Hauser

Join us for an evening of good wine, live music, yummy cheese and a chance to connect with friends and neighbors. Free childcare provided. $10 per person contribution suggested.

Friday, February 15th, 7:00 – 9:00 pm
Our Lady Queen of Peace Gathering Space.
Questions: Betsy Hauser, betsyhauser2206@gmail.com
Westmorland Park, 1943
Westmorland Homes, (1940s)
3801 St. Clair St., Built 1948
568 Park Lane, Built 1949
534 Glenway St., Built 1949
Lustron Home
Westmorland Neighborhood

(WisDOT Photo Taken 1949)
Westmorland Homes (1950s)
533 Gately Terr., Built 1950
Marshall Erdman, Builder
1954 Parade of Homes
4214 Rolla Lane, Built 1954
Westmorland Neighborhood
(WisDOT Photo Taken 1962)
Westmorland Anchors Churches

Midvale Lutheran, Built 1958

Bethany Methodist,
Built 1957

Queen of Peace, Built 1955

Mt. Olive Lutheran, Built 1963
Westmorland Anchors Schools

Midvale School, Built 1951

Queen of Peace School, Built 1949
Remodeled 1996
Westmorland Anchors
Shopping Center

Midvale Plaza, 1957-2008
(Midvale Blvd & Tokay Blvd)

Sequoya Commons, Built 2008-2010
Westmorland Anchors
Sequoya Branch Library
Built 2008
Westmorland Anchors
Village Bar (1928-2013)

Herling’s General Store & Tavern
(1928-1944)
Waterman’s Bar (1944-1953)
Village Bar (1944-2013)
(Frank Vitale & Joe Namio, first owners)

Cir 1935

October, 1941
Westmorland History Committee

• Organized in 2002
• Research & Write History Articles for Courier (49 articles since Nov. 2003)
• Oral History Interviews
• 4<sup>th</sup> of July Celebration History Table
• Photo Archive
• Collection of Neighborhood Directories (1948-Present)
• Collection of The Dope & Courier (1941-Present)
“Voices of Westmorland” Project

• 2013-2014 Project
• 20+ Oral History Interviews of Long Time Westmorland Residents
• Currently Still Living in Westmorland or Local Retirement Communities
• Collection of Westmorland Memories
Thank you for Your Interest in the Westmorland Neighborhood
Any Questions or Comments???