



ALBERT J STRANG RESIDENCE

1894

02/03/2023

Hi Karin,

Here is the folder portfolio that I've gathered regarding the Strang Home. It consists of the following:

- *My updated RCHPC application*
- *History of the home*
- *History of Albert J Strang*
- *History of Allen J Strang*
- *Pictures*
- *Articles that have appeared in social media or print regarding the home and/or family.*

As mentioned, I can provide copies for all of the RCHPC members to review. I thought this would be helpful in processing my application.

Regards,

Robert

RICHLAND CENTER HISTORIC PRESERVATION INFORMATION

LOCAL REGISTER NOMINATION QUESTIONNAIRE

1. General Information:

A. Name of property STRANG RESIDENCE

B. Location of property in Richland Center.

Street and number 255 S Sheldon Street

Legal description HASELTINE ADD. BLOCK 48 N 45' OF LOT 6

C. Present owner

Name Robert Tober

Address 255 S Sheldon St phone (608) 521-0407

2. Description of Property:

Please submit recent photographs that show all sides of the exterior of the structure and any associated outbuildings. The photographs cannot be returned, but will become a permanent part of our site records.

3. History and Significance of the Property:

A. Why do you think that this property should be listed on the Local Register? Briefly explain how the property meets the criteria for listing. Keep in mind historic or architectural significance.

Please see accompanying page and supporting documents.

Sources of information: Please reference attached.

- B. List any major alterations or additions to the exterior since the building was built. Changes such as removal of porches or decorative details, window replacement, residing or restuccoing should be described briefly.

I suspect the enclosed back porch was an addition.

- C. If you know the name of the architect, please specify.

Built by Albert J Strang, 1894

Source of information: _____

- D. When was the property built? 1894

Source of information: City records

4. **Other Information: Name of person completing questionnaire:**

Robert Tober

Owners signature _____

Date _____

Return form to: Mayor's Office
City of Richland Center
450 South Main Street
Richland Center, WI 53581

Telephone: (608) 647-6428

Email: rctoiber@comcast.net

Question 3A History and Significance of the Property:

The Strang Residence should be considered both for its historic architectural style (450.04c) and its relationship to a prominent early Richland Center businessman/socialite family (450.04b), as well as its relationship to a nationally known and respected architect (450.04b & 450.04d).

The Strang home, constructed in 1894, is a perfect and beautiful example of the American Foursquare style. The woodwork and attention to detail throughout the home is astounding. The hardwood floors are in pristine condition and the original weight and pulley style windows exist throughout. One of the two fireplaces, the main floor fireplace, is a work of art in and of itself. The home still reflects the love of the original family that built it, and the love of the families that have lived here since. *(Richland Center ordinance/code 450.04c).*

The residence consists of three finished stories and a basement, complete with old cistern for collecting water. There must have been some sort of gravitational water system in the early days as well, as there is a large metal water storage tub in the 3rd floor attic closet and accompanying plumbing. *(Richland Center ordinance/code 450.04c).*

Albert J Strang was an early and prominent Richland Center businessman. His father, George Strang, started the local hardware store, Strang Hardware, in 1878. Albert began clerking at the store in his teens, invested in the business in 1907, and fully acquired the store in 1917 when his father passed away. Albert had also studied electrical engineering and was involved in installing the first electric lighting system in Richland Center, and the first electrical plant in Viroqua, Wisconsin. He was also a highly esteemed member of numerous civic clubs in the city and the family was considered to be socialites of the time. *(Richland Center ordinance/code 450.04b).*

Additionally, Albert Strang's son, Allen J Strang, who grew up in this home, was a highly acclaimed Wisconsin architect. In 1935 he moved to Madison to establish the architectural firm Beatty & Strang, which was recognized for having designed a prized collection of modernist International Style homes in Monona in the late 1930's and early 1940's. Strang was also the president and director of the Wisconsin Chapter of the American Institute of Architects. Allen designed many notable buildings and homes, and in 1967 was advanced to Fellowship status at the AIA, its highest honor, bestowed upon only 3% of its architects for their exceptional work and contributions to architecture and society. Allen was instrumental in creating the first architecture school at UW Milwaukee. In retirement he provided illustrations for two books, *Mills of Wisconsin* and *Barns of Wisconsin*. Strang's Madison (adult) home is currently listed on both the National and State registers as a contributing resource. *(Richland Center ordinance/code 450.04b & 450.04d).*

Lastly, my home has been recognized by two notable organizations over the past year:

- It was added to the Wisconsin Historical Society's Architecture & History Inventory.
 - <https://wisconsinhistory.org/Records/Property/HI242764>
- Richland Center Tourism hosted a *Why Do We Call It That?* episode entirely on the history of my home, entitled, "Why Do We Call It The Strang House?"
 - <https://youtu.be/oMFi7HQD5Es>

I feel very honored to own this beautiful historic home. I don't believe there are any financial benefits in being added to the Richland Center Register of Historic Places. Perhaps a little prestige. This home has survived roughly 125 years without any major "updates" that would have ruined its charm. My goal in applying for consideration is to help ensure that this home is protected for future generations as well as for local history.

Richland Center Area Yesterday & Today

Keith Ruetten



Admin October 15, 2020

TBT: Bert Strang

Albert James "Bert" Strang was born on December 6, 1876, in Richland Center. He was the son of George H. and Lizzie (James) Strang. Bert grew up and was educated in Richland Center, after which he engaged in electrical engineering. Bert's father George H. Strang built the first light plant in the city of Richland Center in 1894 and Bert worked as an electrician on the job of installing the first electric lighting system in Richland Center. Bert also helped install the first light plant in Viroqua and several other towns across southwest Wisconsin.

In his teens Bert also began clerking in the Strang Hardware store which was started by his father in 1878. In 1907 Bert and Merwin Brewer purchased interests in the hardware store which then became the George Strang Hardware Company. When Bert's father G.H. Strang passed away in December of 1917 the business went to the three Strang brothers Bert, Rupert, and George. Bert purchased the interests of his brothers and became the sole owner of the business, which he operated until his death on May 29, 1939 at the age of 62.

Bert Strang was a well known and respected businessman in the city and actively involved in its civic affairs. He was a member of the Kiwanis, the Masons, the Chamber of Commerce, the Country Club, and the Presbyterian Church.

Bert married Lottie Allen the daughter of H.B. Allen on June 6, 1900, and together they had two children a daughter Beulah and a son Allen. The Strangs built a fine home at 255 S. Sheldon St. next to the house of Bert's parents George and Lizzie Strang. Lottie Strang was a graduate of Richland Center High School and a member of several clubs, sadly she passed away on July 26, 1911 at the young age of 35.

After Lottie's death, Bert married Ariel Hart the daughter of Thomas Hart, on July 12, 1916 and they had one son Thomas. Ariel Strang also graduated from Richland Center High School and had worked in the Toms Jewelry Store prior to her marriage to Bert Strang. After her husband's death Ariel went back to work for Mr. Toms and continued to work there after the business was purchased by Richard Burnham and then Robert Burnham. She was a member of the Presbyterian Church and active in the Women's Society. She was a member of the Drama Club, the Country Club, and was active in the Republican Party serving as an election clerk for many years. Ariel Strang passed away on August 6, 1973, she was 85.

Photos-RC History Room

Photo Info:

#1. Bert Strang

#2. The Albert J. "Bert" Strang house at 255 S. Sheldon Street.

#3. The Strang Hardware Store on W. Court Street, parlor stoves are visible in the front window. This store would later be occupied by the A&P grocery store, and later became part of the J.C. Penney's store in the 1970s; today it is the eastern part of the Richland County Bank building.

#4. A 1919 Strang Hardware Ad for Puritan Stoves.

#5. A 1930 Strang Hardware Ad for United Hardware paints and varnishes.

#6. The G.H. Strang family c. 1880s left to right-Elizabeth "Lizzie" (James), daughter Lucille, George H., Albert "Bert", and Rupert.

Pictures below:



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PROPERTY RECORD

255 S Sheldon St

Architecture and History Inventory

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NAMES

Historic Name: **Charlotte & Albert James Strang House**

Other Name:

Contributing:

Reference Number: **242764**

PROPERTY LOCATION

Location (Address): **255 S Sheldon St**

County: **Richland**

City: **Richland Center**

Township/Village:

Unincorporated Community:

Town:

Range:

Direction:

Section:

Quarter Section:

Quarter/Quarter Section:

PROPERTY FEATURES

Year Built: **1894**

Additions:

Survey Date:

Historic Use: **house**

Architectural Style: **American Foursquare**

Structural System:

Wall Material: **Aluminum/Vinyl Siding**

Architect:

Other Buildings On Site:

Demolished?: **No**

Demolished Date:

DESIGNATIONS

NOTES

Additional Information: A 'site file' exists for this property. It contains additional information such as correspondence, newspaper clippings, or historical information. It is a public record and may be viewed in person at the Wisconsin Historical Society, State Historic Preservation Office. Albert J Strang was the son of George W Strang of Richland Center, Wisconsin, and a prominent local businessman. Together they owned and operated Strang Hardware Company. Additionally, Albert worked as an electrician installing the first electric lighting system in Richland Center. He also worked on the first light plant in Viroqua, Wisconsin. Albert's son, Allen John Strang, was a notable Wisconsin architect. He founded the Madison architectural firm Beatty & Strang in 1935 (still operating as Strang, Inc). He also served as president and director of the Wisconsin Chapter of the American Institute of Architects and was instrumental in creating the architect school at the University of Milwaukee.

Bibliographic References:

RECORD LOCATION

A. J. Strang Succumbs to Long Illness

A. J. Strang, one of Richland Center's best known business men, passed away at his home on South Sheldon street Monday night of this week following an illness of several months.

Mr. Strang, who was familiarly known as Bert throughout the city and county, was a native of Richland Center, a son of George H. and Lizzie James Strang. He was born in the year 1876 and was 62 years, five months and 23 days of age. He received his education in the schools of this city, took up electrical engineering as a profession and worked as an electrician on the job of installing the first electric lighting system in Richland Center and he also helped install the first electric plant in Viroqua and other towns of southwest Wisconsin.

Later he became associated with his father, the late George H. Strang, in the conduct of the Strang Hardware store in which business he remained throughout the rest of his life.

Mr. Strang was a much respected citizen who frequently gave freely of both his time and means to undertakings of civic concern. He was a highly esteemed member of a number of groups who worked together for the good of the community. He was a Kiwanian, a member of the Chamber of Commerce, of the Country Club and of the Masonic lodge as well as a member of the Presbyterian church.

Mr. Strang is survived by his wife, Ariel Hart Strang; one daughter, Mrs. Hubert Clausius, of this city, and two sons, Thomas, of Richland Center, and Allen, of Madison.

Funeral services are being held at the home this Thursday afternoon at three o'clock, the Rev. W. C. Emig-holz, of Cincinnati, Ohio, delivering the sermon. Committal services will be conducted by the Masonic fraternity at the Richland Center cemetery.

Albert J Strang

Republican Observer

Richland Center, Wisconsin, Thursday, June 1, 1939

ive Raids dence at Each Memorial Day Services

Tuesday was a perfect day for the regular Memorial Day exercises in Richland Center which were, as usual, attended by a large crowd of people.

The only surviving veterans of the Civil War, Joe Miller, was forced, because of ill health, to ride in an automobile on the trip from the court house to the cemetery. This is the first time that there has not been at least one G.A.R. veteran to march in the Memorial procession. Albert Rockwell, Spanish American soldier, rode with Mr. Miller leaving only one member of his organization to march.

The high school band, Legion Drum Corps, boy scouts, girl scouts, Junior relief corps members with their red and white capes, W.R.C. members and American Legion Auxiliary ladies made a colorful picture together with the city school pupils.

The speaker of the occasion was Prin. Q. V. Dondos, of the county normal. Mr. Dondos's address was distinctly modern and what might be termed "stream lined." Instead of glorifying it he spoke of war as being unprofitable. He devoted a considerable portion of his remarks to warning us against allowing ourselves to be propagandized into a frenzy of hate and bitterness toward other human beings. The entire address was in harmony with the spirit of these times, calling for the settlement of national and international strife by diplomacy instead of warfare or at least to be careful to avoid being drawn into a horrible war by propo-

Affirms Decision to Abandon Kickapoo Ry.

The Inter-State Commerce Commission has reaffirmed its previous finding which permitted the Milwaukee Railroad company to abandon the Kickapoo Valley branch line.

The decision does not necessarily end the operation of the Kickapoo line, as it establishes the company's right to cease its operation at any time it cares to do so.

Residents of the Kickapoo Valley are still hopeful for the continuation of the line. Public spirited individuals as well as organizations of civic enterprise from each village up and down the line have been and still are engaged in turning all possible traffic business to the railroad.

Their efforts have so greatly increased the revenues of the branch that three other organizations have expressed their willingness to take over the line if and when the Milwaukee road declares its intentions of abandoning it.

With business on the line as good as it has become during the past few months it is deemed likely that the Milwaukee road will not care to shut the branch down.

If the gross income is not or does not soon become large enough to render a profit while being operated as it is at present, there are reported to be companies that believe the present volume of business will pay a profit if the line is operated on a less expensive system.

As long as the Kickapoo branch was operated under contract to carry mail and was compelled to maintain a daily schedule of train service, it was most difficult to keep it in operation at a profit.

With daily scheduled trains no longer compulsory and subsequent rapid transit not demanded, gas motors could be employed to move freight up and down the valley at much less cost.

Celebrates 56th Anniversary

Fifty years ago, Fred H. Pratt, the real founder of Pratt Funeral Service, became associated with the firm of Dave & Pratt Brothers, and brought to this community the first scientific care of the dead. Shortly thereafter, Mr. Dove retired and the firm became Pratt Brothers. This arrangement continued until 1915, when the business was divided, Wallace and Frank Pratt continuing the furniture business and Fred H. Pratt taking the funeral directing.

At that time the property now occupied was purchased and remodeled as the first Funeral Home in this section. At that time, also, Willard W. Pratt became a partner in the firm. About a year later the first motor hearse in the community became a part of their equipment. 1925 saw the pausing of the old curved hearse and the acquiring of a limousine type casket coach. About this time ambulance service was instituted.

In December of 1930 the firm suffered the loss by death of Mr. Fred Pratt, whose interest was then taken by his daughter, Gertrude (now Mrs. H. H. Morton).

Mr. Frank B. Tuxford, who had been associated with the firm for several years previously, became a member of the firm in January, 1933. Also during that year the Funeral Home was remodeled in its present form.

The wish of the founder to bring to this community the highest type of funeral service and equipment and at the same time to keep the cost at reasonable limits has been the constant aim of his successors and nothing is left undone which will help to further this idea. All the physical aids such as air conditioning, a Hammond organ and a public address system equipped even to amplifiers for the hard-of-hearing have been made a part of the equipment.

The regular staff is composed of

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Later he became associated with his father, the late George H. Strang, in the conduct of the Strang Hardware store in which business he remained throughout the rest of his life.

Mr. Strang was a much respected citizen who frequently gave freely of both his time and means to undertakings of civic concern. He was a highly esteemed member of a number of groups who worked together for the good of the community. He was a Kiwanian, a member of the Chamber of Commerce, of the Country Club and of the Masonic lodge as well as a member of the Presbyterian church.

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Rev Miller Dies Sud-

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Albert STRANG obituary

Albert J. Strang, Veteran Hardware Merchant. Dies



ALBERT J. STRANG

RICHLAND CENTER—Albert J. Strang, 62, a hardware merchant here for many years, died Monday night after an illness. He was born in Richland county, the son of the late Mr. and Mrs. George H. Strang, and spent most of his life here.

He was manager of the Madison Hardware co., Madison, Jan., 1921 to 1924.

Survivors are the widow; a daughter, Mrs. Beulah Cloussius, Richland Center; two sons, Allen, Madison, architect, and Tom, Richland Center; three grandchildren; two brothers, and a sister.

Funeral services will be held at 3 p. m. Thursday in the home, with the Rev. Wilson C. Emigholz, Cincinnati, O., officiating. Burial will be in the Richland Center cemetery, with Masonic services at the grave.

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Date: 31 MAY 1939

Place: Richland Center, Richland, WI

Description: Wisconsin_State_Journal_Wed_May_31_1939, page 2, col. 7

Architects Honor Allen J. Strang

Allen J. Strang, 60, 3958 Plymouth Circle, was recently advanced to fellowship in the American Institute of Architects.

Fellowship is one of the highest honors the institute can award to members.

Strang was one of 82 architects in the country to receive the honor. He is a partner in Weiler,

Strang, McMullin and Associates, a Madison architectural firm.

Strang has been a pioneer in adapting a regional variation to the international style for residential designs.



STRANG

Fellowship

AIA Fellows are recognized with AIA's highest membership honor for their exceptional work and contributions to architecture and society.

Architects who have made significant contributions to the profession and society and who exemplify architectural excellence can become a member of the [College of Fellows](#). Only 3% of AIA members have this distinction.

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[Past recipients](#)
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Criteria

- AIA architect members who have been in good standing for at least 10 years may be nominated.
- Nominees must have completed 10 cumulative years as an AIA architect member prior to the nomination deadline.
- If uncertainties exist about the period of membership, and after consulting with the local chapter, please contact [Membership History](#) to verify the candidate's eligibility prior to preparing the submission.

Objects of nomination

Object One: Design, urban design, or preservation

To promote the aesthetic, scientific, and practical efficiency of the profession.

Fellowship in this object is granted to architects who have produced extensive bodies of distinguished work that has been broadly recognized for its **design excellence** through **design, urban design, or preservation**. This may be accomplished through individual or organizational effort. Works submitted may be of any size, for any client, of any scope, and reflecting any type of architectural design service.

Object Two: Practice Management, or Practice Technical Advancement

To advance the science and art of planning and building by advancing the standards of practice.

Fellowship in this object is granted to architects who have made notable contributions through their work in the practice of architecture. Practice management includes firm management, administration, and project management. Practice technical advancement includes specific building types, and technical expertise. For example, practice technical advancement of preservation projects might be based on the architect's strong commitment to historical research, implementation of unique preservation technique, and coupled with their strong focus on the actual construction implementation to enhance our physical heritage.

Object Three: Led the Institute, or a related organization

To coordinate the building industry, and the profession of architecture.

Fellowship in this object is granted to architects who have actively, efficiently, and cooperatively led the Institute or a related professional organization over a sustained period of time and have gained widespread recognition for the results of their work.

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Schedule

The 2023 cycle is closed.

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Object Four: Public service, government, industry, or organization

To ensure the advancement of the living standards of people through their improved environment.

Fellowship in this object is granted to architects who have made notable contributions in public service or work in government or industry organizations through leadership in the development of civic improvements and needed governmental projects, including such elements as conservation, beautification, land-use regulation, transportation, or the removal of blighted areas, or who have clearly raised the standards of professional performance in these areas by advancing the administration of professional affairs in their fields.

Object Five: Alternative career, volunteer work with organizations not directly connected with the built environment, or service to society

To make the profession of ever-increasing service to society.

Fellowship in this object is granted to architects who have made notable contributions to one of the following: an alternative career related to architecture that illustrates outstanding achievements that supports the architectural profession; extensive volunteer work with organizations not directly connected with the built environment; or service that transcends the customary architectural practice that have wide reaching impacts that serve as a national model.

Object Six: Education, Research, Literature

To advance the science and art of planning and building by advancing the standards of architectural education and training.

Fellowship in this object is granted to architects who have made notable contributions through their work in education, research, or literature. Work in education may be teaching, research, administration, or writing and should have a lasting impact, be widely recognized, and provide inspiration to others in the field and the profession. Research areas may include building codes and standards, specifications, new material applications, or inventions.



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- Pennsylvania Historical and Museum Commission

BIOGRAPHY



Strang, Allen John (1906 - 1996)
ARCHITECT

- Biography
- Projects
- Biographical References
- Related Architects

Born: 12/31/1906, Died: 2/29/1996

Born in Richland Center, Wisconsin, Allen J. Strang graduated from the University of Pennsylvania with his B. of Architecture in 1930, winning the Stewardson Scholarship, the Huckel Prize and the second Medal in the Rome Prize Competition. Although he had spent his summers during college in the office of Law, Law & Potter back in Madison, Wisconsin, after graduation he worked for Harry Sternfeld in Philadelphia as a designer (1930-31; 1933-34), interrupting that stint of work with his trip to Europe (1930-31) on the Stewardson Scholarship. In 1935 he returned to Wisconsin and established Beauty & Strang, which endured for some 10 years before converting to Weiler & Strang & Associates. Further permutations of the office produced Weiler, Strang, McMullin & Associates, 1965-70, nd Strang Partners, Inc., organized 1970.

From 1948 to 1955 Strang was a lecturer at the University of Wisconsin. He joined the AIA in 1946 and gained fellowship status in 1967.

Written by *Sandra L. Taitman*.

Clubs and Membership Organizations

- American Institute of Architects (AIA)

School Affiliations

- University of Pennsylvania
- University of Wisconsin

Links to Other Resources

- [National Obituary Archive](#)

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HOME / A & E /

Machines in the woods

Monona hosts a prized collection of modernist International Style homes

BY JUDITH DAVIDOFF

JULY 27, 2017

RSS



BETH SKOGEN

International Style evangelist Jim Draeger, outside his home.

The banner for the 1937 ad from Brunzell Brothers builders was designed for pocketbook appeal: “Here is your low cost home.”

Then came the selling points:

“THE LAST WORD... in design...in construction...in equipment.”

“It’s in Frost Woods — Madison’s most congenial community...”

“It’s got everything — from mineral wool insulation in the room and complete winter air conditioning with filters, fan, humidifier and oil burner to hardware and lighting fixtures.”

The cost? \$4,185. The designer: Beatty and Strang Architects.

ARTS EVENTS

ONLINE: Black Star Drum Academy

JAN 25, 2021

4:00 PM

ARTS NOTICES KIDS & FAMILY

ONLINE: Writing Detective Fiction

JAN 25, 2021

7:00 PM

ARTS NOTICES

RSVP for MSOL Connect

JAN 26, 2021

ARTS NOTICES MUSIC

RSVP for Textile Wonderlands

JAN 26, 2021

CRAFTS HOME & GARDEN

ONLINE: Photography Workshop

JAN 26, 2021

5:00 PM

ART EXHIBITS & EVENTS ISTHMUS PICKS
LECTURES & SEMINARS

Anwar Floyd-Pruitt

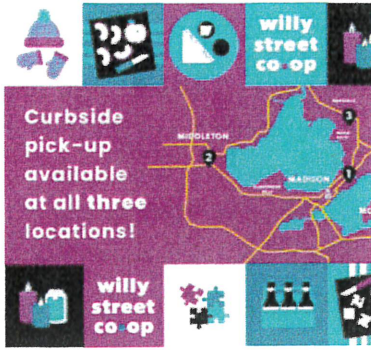
JAN 27, 2021

12:00 PM - 5:00 PM

CHAZEN MUSEUM OF ART

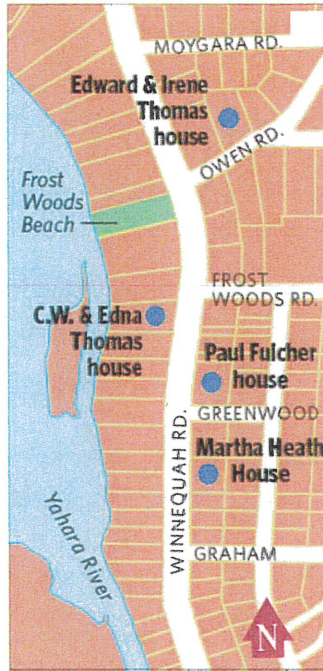
ART EXHIBITS & EVENTS ISTHMUS PICKS

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Hamilton Beatty and Allen Strang joined forces in 1935, early in their respective careers. Their partnership was relatively short, but productive. Over the next six years they designed some 50 International Style homes in the Madison area; as a result, says Jim Draeger of the Wisconsin Historical Society, Madison is home to one of the highest concentrations of International Style homes anywhere in the country.

A large cluster of these homes is found in Monona's Frost Woods neighborhood near Lake Monona. Those who bike the lake loop have likely whizzed by the structures numerous times. Distinguished by their flat roofs, corner windows and strong lines, several of these cutting-edge domiciles were featured in *Architectural Record*, a monthly magazine that highlights important design and architecture. One such article, "Four Houses in Frost Woods," was published in May 1937.

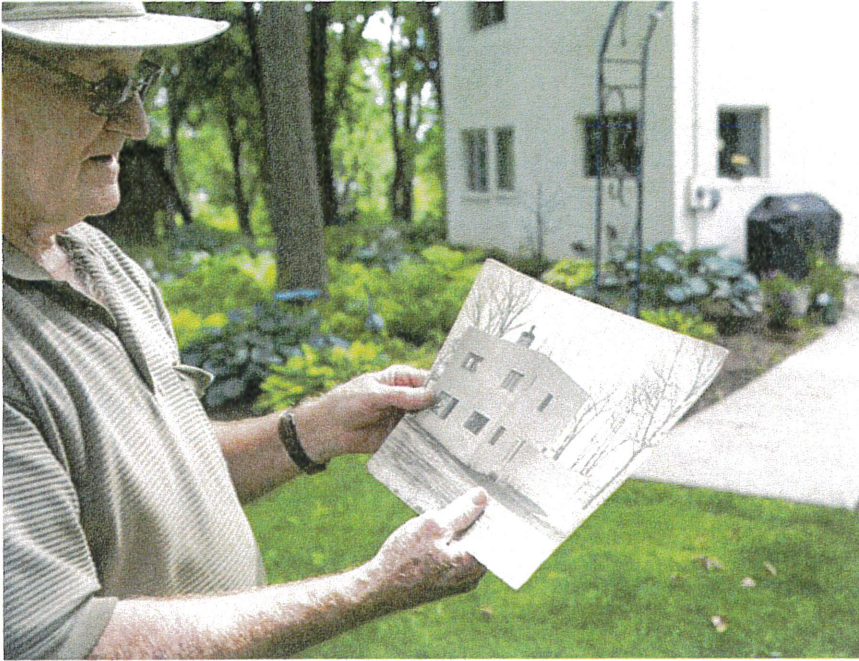


C.W. Thomas, an English professor at UW-Madison, and his wife Edna, commissioned the first International Style home built in Monona at 5903 Winnequah Road. Beatty, who had not yet teamed up with Strang, designed the home, completed in 1931.

The commission was eased through a connection: Beatty's father, Arthur Beatty, was a colleague of Thomas' in the English department.

Draeger, who lives in an International Style house on Winnequah, just down the street, says Thomas went on to recruit other humanities scholars to the nascent Monona neighborhood.

"If you were in liberal arts, you built in Monona," says Draeger. Those in the sciences, he adds, tended to head west to Shorewood Hills.



BETH SKOGEN

Bill Thomas, with an early photo of 5903 Winnequah, where he grew up and returned to live with his wife.

Beatty and Strang met as undergraduates at UW-Madison in 1925. Strang was studying engineering but transferred to the University of Pennsylvania to study architecture. Beatty followed his father's wish that he study English. But after graduating in 1928 Beatty enrolled at the Bartlett School of Architecture in London. In 1929 he worked for the modernist architect Le Corbusier who was fashioning his own vision for affordable urban housing. Beatty and his wife, Gwennydd, returned to Madison in the early 1930s; Strang followed a few years later and the two men opened an office on State Street.

Their niche was small, affordable homes. "This was in the midst of the Depression," says Draeger. The design was modern. "It's the architecture of the machine age," he adds.

Purity of form was an important tenet — "The form itself can be beautiful, stripped of any ornamentation" — as was the application of science to architecture. "They believed that pitched roofs were unnecessary because they developed better technology," says Draeger. "It was considered a needless expense to have a pitched roof."

This progressive outlook and forward thinking attracted homeowners like C.W. and Edna Thomas. "My husband was interested in new ideas and was interested in having a house built by someone with new ideas," Edna told *Isthmus* in 1992.

Want to see some of these fine specimens up close? Follow this short walking tour, designed by Draeger, of four homes; it's no more than three blocks in radius.

We start at Draeger's own home at 6106 Winnequah Road (historical name: Marsha Heath House). Set back from the street, the home, which was built in 1936, sits majestically among tall trees, green grass and bushes. The brown wood siding was meant to blend into the woods, says Draeger. But the architects also aimed for a "conscious juxtaposition" of rustic materials — including wood and stone — and severe design. "A machine-in-the-woods aesthetic," says Draeger. "They were going for the contrast. The houses were meant to jump out of landscapes."

We leave Draeger's house and take a right. There are no sidewalks in this part of town, so beware of car and bike traffic. Pass Greenwood Street and Frost Woods Road. Turn right at the next intersection; 809 Owen Road will be on your left.



BETH SKOGEN

Look closely to see the decorative cornice bands at 809 Owen Drive. Beth Skogen Photography - www.bethskogen.com

The Edward and Irene Thomas House, named after its first owner, Edward Thomas (no relation to C.W. or Edna), a manager for the University Club, was built in 1935. It's a one-story home featuring a creamy brick exterior and flat roof, as well as corner windows and two decorative cornice bands. This was one of the smallest of the homes built by Beatty and Strang.

Walk back toward Winnequah and turn left. The next stop is 6008 Winnequah. The Paul Fulcher House, built in 1935, is named for its first owner, who, like C.W. Thomas, was a professor in the UW-Madison English department. When featured in the March 1937 issue of *Architectural Record*, the magazine noted the home's brick exterior, "Fenestra steel casement" windows, and built-in features including a buffet and bookcases in the living room and "filing cases" in the study. At about 2,500 square feet, it's one of the larger of the original International Style homes. The attached garage, a novelty at the time, is typical of the style, says Draeger.

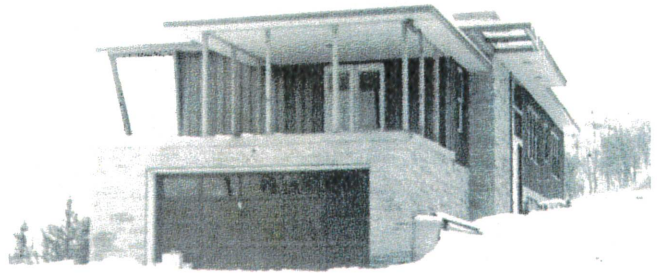
The last stop is 5903 Winnequah Road, the C.W. Thomas House. The stucco home sits on the shore of Lake Monona; a charming circular patio with iron pipe railing is in the back. "The front door is the backside when you are lake property," says Draeger. An addition was put in over the garage to accommodate the growing Thomas family. Son Bill, who returned to live in the house after his mother, Edna, passed away, was home when we stopped by and graciously offered a brief inside tour of the home. The original built-in bookcases in the living room remain, as does the fireplace.

Draeger says the homes were all built with fireplaces, another contrast with the stark style of the homes. "There was an association of fireplace with family; of home and hearth. The family gathers around the fireplace."

Did you find this article useful?



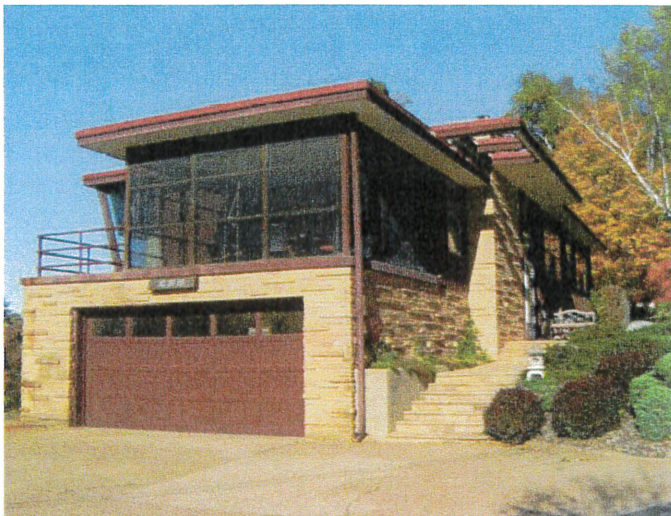
1950



Meyer family photos.

Dr. Killian and Mary Catherine Meyer House - 969 North Cedar St. - 1950.

In 1935 Hamilton Beatty and Allen Strang founded the Beatty and Strang architectural firm in downtown Madison, WI. Allen Strang had grown up in Richland Center and graduated from the Richland Center high school. Allen Strang's father was also an architect and designed at least one building on Court Street in Richland Center. The firm specialized in the progressive design of small International Style houses with simple concrete, stucco, brick exteriors with large expanses of glass with a flat roof. Beatty and Strang were modernists and had a successful practice, mostly residential commissions.



Mary Catharine Meyer and Dr. Killian Meyer collaborated with Allen Strang on their home on Cedar Street. The house, built in 1950, fits nicely on the brow of a hill with a spectacular view to the west. The Meyers raised 8 children in the home and have meticulously maintained it. Mary Catharine, now 97, still lives there and recalls skiing on the hill where her home is located as a child.

Photo provided by SandHill Marketing, LLC

(Keep in mind the homes listed are private residences which are not open to the public. Please respect the occupants' privacy when viewing their homes from the sidewalk).



Strang, Allen J.

MADISON — Allen J. Strang, age 89, passed away on Thursday, February 29, 1996 at Middleton Village. He was born on December 31, 1906 in Richland Center, Wisconsin, a son of Albert J. and Lottie G. Strang. He married Alice Rose Paffrey of Richland Center on August 31, 1935. He studied civil engineering at the University of Wisconsin for a year and then moved to the University of Pennsylvania, where he graduated in 1930. As the winner of the John Stewardson Scholarship, he studied in Europe for a year. He returned to Wisconsin and began a small individual practice in Richland Center and Platteville. In 1935, he moved to Madison and with Hamilton Beatty, formed the Beatty and Strang firm. Later, he was a principal in the firm Weiler, Strang, McMullin and Associates, now organized as Strang, Inc. He was past president and director of the Wisconsin chapter of the American Institute of Architects. He was made a Fellow of the A.I.A. in 1967. He was on a three person committee which worked to establish an architectural school at U.W. Milwaukee. He served on the City Plan Commission and the boards of directors of the Madison Chamber of Commerce and Wisconsin Life Insurance Company. He belonged to Kiwanis Club, Chi Phi fraternity, Hiram Masonic Lodge and was former director of Madison Art Association and trustee of the First Baptist Church. Among the Madison structures designed by his firm are Madison General Hospital, Ohio Medical building, Union South, Harry Steenbock Memorial Library, headquarters of the State Medical Society, home office of Wisconsin Life Insurance Company, Engineering Library, Our Lady of Peace and First Baptist churches. When he retired he conceived the idea of producing a book, *Barns of Wisconsin*, which he illustrated and Jerry Apps, researched and wrote. A second book, *Mills of Wisconsin*, was also pro-

duced on the same basis with Apps. The chance to sketch and paint at the close of his career was immensely satisfying to him. Samples of his artwork were recently featured in the January - February issue of Wisconsin Architect. Allen is survived by his children, Betsy (Robert) Willis of Sheboygan and William (Audrey) Strang of Madison; six grandchildren; and two great grandchildren. He was preceded in death by his wife, Alice, in 1984. A memorial service will be held at 11:00 a.m. on Saturday, March 2, 1996 at the FIRST BAPTIST CHURCH, 518 North Franklin Avenue, Madison. The Reverend Mark Clinger will officiate. In lieu of flowers, the family suggests that memorials may be made to the First Baptist Church Memorial Fund.
Cress Funeral Home
3610 Speedway Road
238-3434

STRANG RESIDENCE PHOTOGRAPHS
1894



FRONT
EXTERIOR



BACK
EXTERIOR



FRONT
PORCH



LIVING
ROOM



PARLOR



DINING
ROOM



MAIN
BEDROOM



BATHROOM



ALLEN J STRANG'S
SIGNATURE IN GARAGE CEMENT
(CELEBRATED WISCONSIN ARCHITECT)
SON OF ALBERT J STRANG