JUNE 2021 Volume 26 V Issue 2

WRIGHT IN WISCONSIN

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MEMBER NEWSLETTER (CELEBRATING THE LEGACY OF FRANK LLOYD WRIGHT

By Design

CONSTRUCTION DRAWINGS TRACE HOW A MAGAZINE 'DREAM HOUSE' BECAME THE DREAM HOME FOR A TWO RIVERS FAMILY

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A DOCUMENT OF THE OWNER OWNE

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News & Notes from Wright in Wisconsin

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Wright Design Series: Andrew Pielage

Photographer Andrew Pielage will discuss his ongoing project to photograph extant buildings designed by Frank Lloyd Wright during a Wright Design Series webinar hosted on June 22 by Monona Terrace Community & Convention Center.

The event will be held from 1 to 2 p.m. CT.

Pielage also will discuss the recently published "50 Lessons to Learn from Frank Lloyd Wright" book that features his photography.

The webinar is sponsored by Wright in

Wisconsin. Free registration is available at tinyurl.com/apielage.

2021 Kristin Visser Historical Preservation Award

The William Drummond-designed Brookfield Kindergarten (1911) in Brookfield, Illinois, has been recognized by the board of directors of the Seth Peterson Cottage Conservancy Inc. with the 2021 Kristin Visser Historical Preservation Award. The biannual award includes a \$5,000 prize and two-night stay at the cottage, which overlooks Mirror Lake.

Owners Nick and Lauren Witkowski were recognized for their "...outstanding work in restoring the Brookfield Kindergarten ... and adapting the structure for continuing use as a residence," according the conservancy.

A.D. German Warehouse: Summer Plans

The A.D. German Warehouse Conservancy is pleased to announce that restoration of the warehouse will continue as planned this summer. Upcoming projects for 2021 include the complete

NEWS & NOTES CONTINUES ON PAGE 04

WRIGHT IN WISCONSIN VOLUME 26 \ ISSUE 2

WRIGHT IN WISCONSIN is published three times annually by Wright in Wisconsin, a nonprofit organization designed to promote, protect and preserve the heritage of Frank Lloyd Wright, his vision and his architecture — as well as the work of his apprentices, Taliesin Associated Architects and like-minded architects — in his native state of Wisconsin. Membership benefits include discounts at the Monona Terrace Gift Shop and on Wright and Like[™] tour tickets, this newsletter, volunteer opportunities and more. Donors of \$100 or more receive reciprocal membership benefits at Wright sites nationwide (benefits vary by location). To join, visit us at www.wrightinwisconsin.org or contact us at the number or address below.

Wright in Wisconsin Member Newsletter

Editor and designer Brian R. Hannan Special thanks to: Robert Hartmann for designing the Wright in Wisconsin logo and for sharing his vintage photography; and to Patrick J. Mahoney for providing the vintage postcard.

Wright in Wisconsin Board of Directors and Staff

President Brian R. Hannan | bhannan@wrightinwisconsin.org Vice president Open Director, at-large Ken Dahlin Director, at-large Henry St. Maurice Director, past-president George Hall Secretary Open Treasurer Open Office administrator Bill Swan

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LEFT: A painting of Frank Lloyd Wright's mother, Anna Lloyd-Jones, at Taliesin

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ON THE COVER: An interim blueprint shows the progression of Wright's 'Life' magazine dream house from how it first appeared in print in September 1938 to the built version for Bernard and Fern Schwartz and their son, Steven. Of note here is the Pyrex glass tubing - later scrubbed. Photo by Brian R. Hannan

WRIGHT IN WISCONSIN Y MEMBER NEWSLETTER 02

by BRIAN R. HANNAN

As a former journalist, I take to heart old advice that has been good to me: Report the news. Don't be the news.

My recent election to board of directors president for Wright in Wisconsin thus lands me in an awkward position. As our organization, not to mention our nation, steadily re-emerges from a season of challenge, I need to communicate this change without focusing attention on myself.

So let me begin by acknowledging our past-president, George Hall.

His years of leadership and ongoing involvement bring us to where we are now and give us the solid footing we need to move forward. He focused on the nitty-gritty of re-establishing our nonprofit status, for example. He set a tone of inclusion and respect that guides and inspires me.

I also write to express my confidence in our group and to invite you to join us on the path ahead. (P.S. Let's make it an adventure!) I tell you about myself only as an introduction to learn more about you and the ideas you'd like to contribute.

Full disclosure: Like Frank Lloyd Wright in the early days of his career, I live in Chicago(land).

Wright in Wisconsin plays a critical role in telling Wright's story and the stories of the generations he inspired. We remain the only statewide organization committed to this purpose.

In addition to helping to create the

My first exposure to Wright's work oc-

Wright in Wisconsin collaborates with

Frank Lloyd Wright Trail, we produce an annual Wright and Like home tour sadly again on hiatus because of COVID-19. We also host smaller-group visits to Wright sites in nearby states. and supports myriad public and private Wright-designed sites throughout Wisconsin. We are seeing renewed engagement with them and many Wright enthusiasts and experts across the country.

In the days ahead, we'll be announcing new board and committee members. If you'd like to join us in these efforts, I look forward to hearing from you. We have public-facing and behind-thescenes roles that can use your dedication, interest and talent. To borrow from Wright's autobiography, we have but 10 asks:

• An honest ego in a healthy body good correlation • Love of truth and nature • Sincerity and courage • Ability for action

- The esthetic sense
- idea as work
- Fertility of imagination
- ganic) elegance
- Instinctive cooperation

President's Message

• Appreciation of work as idea and

• Capacity for faith and rebellion • Disregard for commonplace (inor-

curred in my family's hometown of Springfield, Ohio, with the opening of the newly restored Orpha and Burton J. Westcott House. While a later visit to Fallingwater accelerated my interest, I wasn't hooked until a friend introduced me to the Usonian home Wright designed for Herbert and Katherine Jacobs in Madison. I soon scored an overnight stay at the cottage Wright designed for Seth Peterson on a wooded bluff overlooking Mirror Lake.

Pun intended: Celebrating my 50th birthday with friends at the Bernard and Fern Schwartz House in Two Rivers was the icing on the cake.

Some of you may know me as the editor of this newsletter. I also edit and design the Seth Peterson Cottage Conservancy newsletter.

My friend Michael Pipher often posits that the work of the Taliesin Fellowship and the torch of Wright's passion have been informally passed on to us. We do the work, not because it's easy but because it's worth doing.

Perhaps more than ever, studying Wright and the legacy of the apprentices, architects and creative atmosphere he inspired re-engages us with nature and reminds us of its interconnectivity to our built environment. In this context,

Wright calls us not to follow but to lead. If we want to inhabit a bright and sustainable future tomorrow, we must pick up our pencils — and our shovels today.

NEWS & NOTES

CONTINUED FROM PAGE 02

restoration of the building's iconic concrete frieze that surrounds the building.

Additional restorations to be completed on the roof include repairs to the areas immediately above the loading dock, the portion of the entrance on Church Street and the canopy between the warehouse and The 1912.

The 1912: Petite Weddings

The A.D. German Warehouse Conservancy is pleased to announce it will now offer petite weddings at its historic building known as The 1912.

Petite weddings are designed for people seeking a modest, intimate and stress-free wedding celebration with their closest family and friends. Three all-inclusive wedding packages are available and include such things as venue space, flowers, officiant, food, linens/dinnerware, photographer and much more.

All products and services in the all-inclusive petite wedding packages are locally sourced. Petite wedding packages range from \$2,000 to \$3,000, based on the number of guests.

Wyoming Valley School Cultural Arts Center and Town of Wyoming Receive Community Development Investment Grant

The \$90,200 grant was issued by the Wisconsin Economic Development Corp. and will be used for preservation work at the Wright-designed building. The project involves stabilizing subsidence under a portion of the foundation, repairs to the chimney and installing a new wood shingle roof. Interior work will include sheetrock and wood sheathing repair and some painting.

Taliesin Preservation Inc. Welcomes New Program Coordinator

Hannah Preston has joined Taliesin Preservation Inc. as the organization's new program coordinator. The River Valley native earned a bachelor's degree in history from Marquette University and a master of science degree in museum studies from the University of Glasgow.

Have an Item for News & Notes?

Send it to bhannan@wrightinwisconsin.org.



Pandemic Gives Owners of the E. Clarke and Julia Arnold House a Chance to Reconnect and Restore

by HENRY ST. MAURICE

In March 2020, our family of four boarded a flight to Maui for a week's vacation. We knew as we packed for our spring break that a contagious disease was affecting our workplaces, schools and travel plans, but we took the advice of our hosts in Hawaii that they would be open for the week.

We placed our dog, Ginger, with her sitter and took off, unsure of what awaited us on our return. During our week in Maui, indoor dining and tourist sites closed. The Maui Ocean Center closed the day after we went there.

One of our flights had nine passengers on it. We returned home to locked-down businesses and closed schools.

We went into our own lockdown in a 2,500-square-foot house on a 1.25-acre lot. For the better part of a year, we restricted our social gatherings and outings to the four of us (myself, my wife, Mary Arnold, and our two children, Andrew and Emma). We went out only for three birthday dinners.

Parties and meetings didn't happen until this March, when we resumed our monthly poker and mah-jongg games with groups of three vaccinated friends.

The house performed well, with each of us having our spaces to live, work and play. The expansive yard gave us a virus-free place for recreation with our gardens and short walks.

The kitchen space was more crowded than usual until we learned to use it in shifts.



The beginning of heating season brought an unpleasant-but-expected surprise when leaks in pipes for our radiant heating systems required immediate repairs.

Luckily the leaks were accessible under the driveway, where a boiler had been relocated in 1959. After 61 years, they were overdue for upgrading.

With guidance from our friends at Wright in Wisconsin and the Frank Lloyd Wright Building Conservancy, our local trades responded well, wore their masks and kept their distance as they promptly and cheerfully installed new PEX pipes to deliver heat and hot water in time for the firstsub-freezing nights.

Our attitude toward the expense of these repairs

to stay safer at home.





was that we'd have spent money on a late-summer trip. As Europe was closed to us, our home's mechanical systems were repaired.

With warm feet and cozy rooms, we continued our marathon family game nights of Hand and Foot, Monopoly, Parcheesi and Scrabble. We shared the wi-fi hot spots in our building of mostly stone. By January, Emma returned to her safely reopened college during the week as we continued

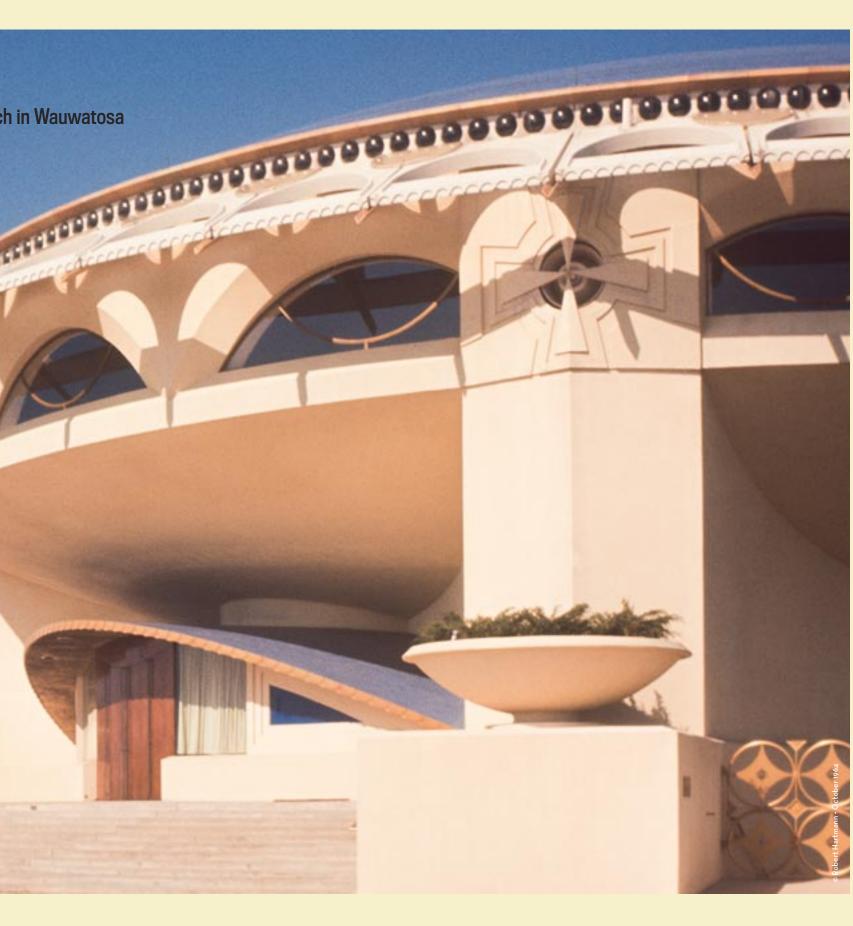
As we reflect on this pandemic year, we find that our home lived up to the claim that Wright made in 1955: "The making of a good building, the harmonious building, one adapted to its purposes and to life, [is] a blessing to life and a gracious element added to life, is a great moral performance."

Henry St. Maurice, a director-at-large with Wright in Wisconsin, weathered the COVID-19 pandemic with his wife. Mary Arnold, their 2 children, Emma, above left, and Andrew, above middle, and their dog, Ginger. They stayed busy in the Columbus house Wright designed for Mary's parents, E. Clarke and Julia Arnold, with games, work, gardening, walks and repairs to the home's radiant heating systems.

Vintage Photos

Revisiting Annunciation Greek Orthodox Church in Wauwatosa

by ROBERT HARTMANN



The congregation of Milwaukee's Greek Orthodox Church realized it was outgrowing its downtown location after World War II. A building committee was formed in the early 1950s, and, in 1955, Frank Lloyd Wright was selected as the architect of the new church.

It was a bold act of faith on the part of the proudly independent, immigrant congregation.

Wright presented his vision for the church to the building committee nearly a year later, in1956. The new Annunciation Greek Orthodox Church would be constructed of reinforced concrete, with the main floor forming a Greek cross. The walls would rise to cradle a circular balcony.

A shallow dome of reinforced concrete, riding on thousands of ball bearings, gracefully enclosed the structure, inscribing the Greek cross within its perimeter. Jewel-like, small clear-glass spheres would encircle the church just below the dome.

The Annunciation Greek Orthodox Church would be the embodiment of two sacred elements of Eastern Orthodox architecture: the Greek cross and the dome.

Additionally, Wright used the Greek cross inscribed within a circle in the design of the icon screen. It is the focal point of the church interior.

Taliesin graphic artist Eugene Masselink, who also was Wright's secretary, painted the icons for the screen. This pattern appears again in the gates to the sunken gardens.

A banquet hall, kitchen, small stage, rest rooms and heating, ventilation and air-conditioning system were located on the lower level. A wing extending northeast from the banquet hall housed a small chapel, classrooms and office space that opened into sunken gardens.

Spiral stairs, with gold anodized-aluminum light trees centered in each of the open stairwells, rise from the lower level to the balcony. While stainedglass windows were part of Wright's original plan, clear plate glass was substituted at the time of construction due to cost. The design won the approval of the building committee.

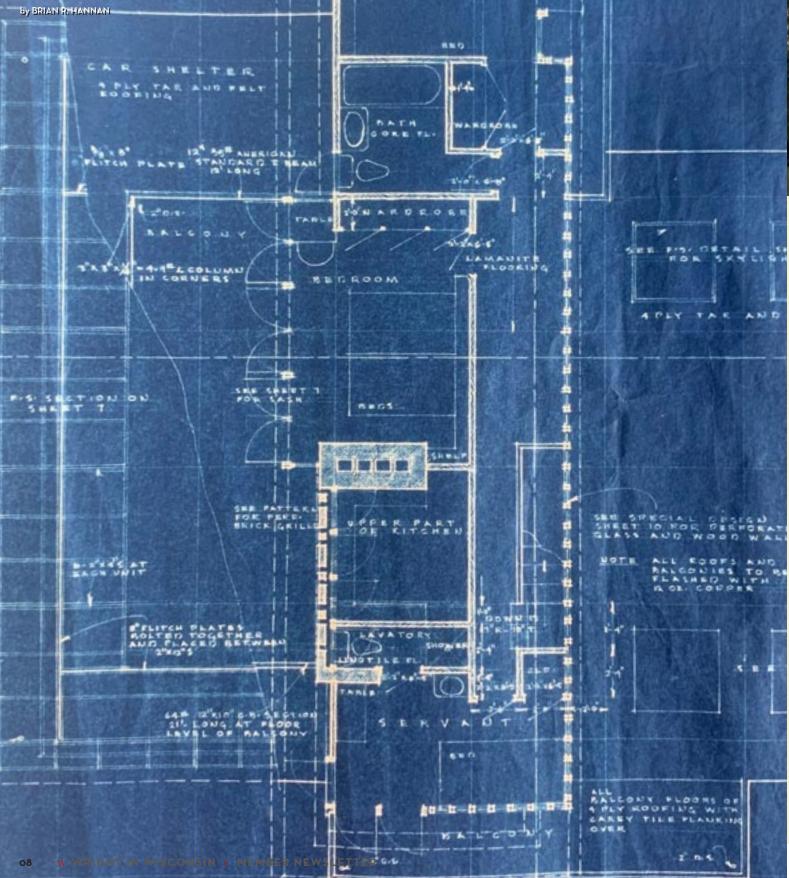
However, Wright did not live to see his vision for the church completed.

Olgivanna Lloyd Wright addressed the crowd at the groundbreaking ceremony held on May 17,1959, little more than five weeks after her husband died.

VINTAGE PHOTOS CONTINUES ON PAGE 14

By Design

Construction Drawings Trace How a Magazine 'Dream House' Became the Dream Home for a Two Rivers Couple and Their Son





A close read of the revised blueprints Frank Lloyd Wright and his staff delivered in May 1939 to clients Bernard and Fern Schwartz reveal features that didn't make their way to the final design. Perhaps one of the more notable is the Pyrex glass tubing on the Usonian home's perimeter.

"Conjecture, conjecture," said Michael Ditmer, who co-owns the Schwartz House with his brother, Gary. "The scheme was designed as the SC Johnson Administration Building was being completed, so the glass tubes must have been on Wright's mind."

Ditmer recently received the drawings from a former owner who bought the house from the Schwartzes. He said they add to the home's mystery and invite further study.

What Wright gave, he soon took away. "For some reason, the glass tube

scheme was abandoned," Ditmer said. Wright conceived the house as a "little private club" for a September 1938 "dream house" issue of "Life" magazine.

Ditmer said he's seen at least three sets of drawings for the work that began in the fall of 1939 and concluded the following spring. Variations, he added, show Wright's mind at work and the choices that resulted in the Schwartz House as it's known today.



"Ultimately the second floor was flipped around. The ceiling was popped up higher to make the now iconic bal-





Top: The built version of the Bernard and Fern Schwartz House in Two Rivers

Above and left: Revised, interim blueprints of the Schwartz House (1939) in Two Rivers call for glass tubing around the Usonian home's perimeter, similar to what Frank Lloyd Wright used at the SC Johnson Administration Building in Racine. A subsequent sheet, with a note likely written by Wright, scrubs the feature.

Facing page: A sheet from the May 1939 revisions

cony," Ditmer said. "Over a six-month period, it seems like there was furious work going on with this house."



WRIGHT THOUGHTS

by KEN DAHLIN, AIA

The Usonian Home: A Case Study

The last several articles in this series focused on various aspects of building the Usonian home today. This article will focus on one project as a case study to see how this concept can be implemented at a cost that is affordable relative to current construction costs.

The following home was recently finished and built in West Bend. My clients wanted a home that exemplified Usonian design principles. One home they liked in particular was Frank Lloyd Wright's Seth Peterson Cottage — with its small size, simplicity and warmth of natural materials.

The program for their house was a little larger than that but still modest by today's standards: an open living room with a fireplace and dining and kitchen areas; two bedrooms; two baths; a two-car attached garage, storage; laundry; and a mechanical room.

Also, my clients asked if this could be built for \$250,000. I said that was ambitious, but we would work to keeping it as affordable as possible without compromising the design goals.

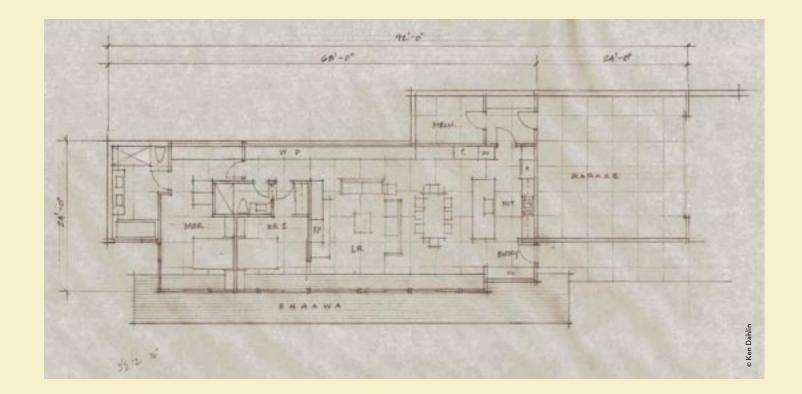


The site is approximately 2.5 acres and sits off a cul-de-sac in a newer subdivision. The high plateau of the site is on the street where the neighboring homes were built. The site then slopes downward toward a small pond and wetlands so that most of the site is unbuildable but provides the best view.

Instead of building the house on top of the site like the neighbors, I suggested nestling it into the hillside, parallel to the contours of the land.

This achieved several benefits. First, it followed the organic principle of





building into the hill rather than on top of the hill.

Second, it oriented the exposed side of the house to the pond and best view.

Third, it was a cost-saving strategy that allowed the home to be built like an exposed basement without another floor above it. This design required less siding and created less exposure.

For the same reasons it is also more energy efficient.

The home is 1,715 square feet, not including the attached garage, and cost approximately \$225/square foot, not including land, well and septic costs.

The plan is based on a 4-by-4-foot grid, with a slab of owner-stained concrete with saw-cut joints expressing the grid throughout, and uses radiant heating under the slab. Besides the buried concrete back and side walls, the other walls are 2-by-6-inch stud walls with cedar siding.

A window wall of Andersen Corp. windows and patio doors were one of the few window systems affordable enough to be used here.



The roof is composed of 18-inch deep One unique feature of the design is the

wood trusses at 24-inch-on-center-spacing on a 1.5-inches-per-12-inches slope. This shallow slope kept the outer window wall from getting too high in scale (and cost) and avoided the need for a rubber roof (as used on flat roofs). Asphalt roll-roofing was used. It's an economical material laid out in horizontal strips following the length of the house. deck that runs the length of the home. Outside, it provides space for entertaining and enjoying the view; inside, it

serves as spatial feature somewhat akin to a window seat, drawing one to the exterior window wall with a step up that's reflected in the soffit line above.

The interior ceilings and dropped soffits are covered with 4-by-4-foot birch plywood panels, while the walls are cut into 2-foot-high strips of the same plywood.

Cabinets were custom made in cherry. Both were provided by Circle B Woodworking in Cashton. The general contractor was Cutting Edge Builders in Cedar Grove.

50 LESSONS TO LEARN FROM FRANK LLOYD WRIGHT

AARON BETSKY and GIDEON FINK SHAPIRO PHOTOGRAPHS by ANDREW PIELAGE

Still Teaching

'50 Lessons' Reflects Continuing Interest in Learning from One of America's Great Architects by BRIAN R. HANNAN

Among the unwritten lessons of the new book Aaron Betsky co-authored on Frank Lloyd Wright is one people in the Badger State have long known: Respect Wisconsin.

"The beauty of the Driftless Area and his ability to unfold that beauty is central, I think, to what he was able to achieve," said Betsky, the director of Architecture + Design at Virginia Tech and the former president of the School of Architecture at Taliesin.

"If I were going to do another book about Wright, I would talk about unfold-

ing the region through his buildings and landscapes. To me, that really is central to understanding his work."

In writing "50 Lessons to Learn from Frank Lloyd Wright: Break the Box and Other Design Ideas," Betsky collaborated with Gideon Fink Shapiro, a New Yorkbased architecture and design writer, and Andrew Pielage, a Phoenix-based architectural and travel photographer. The book joins Betsky's reflections on Richland Center's native son with Wright quotes Shapiro identified to season the essays with the architect's voice.

Pielage's photography complements contemporary drawings and pictures and more recent exhibits that illustrate Wright's vision.

"For me, it's always been light," said Pielage, who contributed more than 130 photographs he made over a 10-year period. "I am continually studying Wright and light — and how he used it.

"One of the famous quotes I like from Wright is: 'More and more, so it seems to be, light is the beautifier of the building," he added. "(Wright) thought about light, and it wasn't just a one-time thing. He





was constantly thinking about positioning his buildings and perfecting how the light would bounce into the rooms."

For his part, Betsky concedes the publisher's proposal to write a book about Wright initially held little interest. Wright's personal life, he said, has been explored in well-researched biographies and a popular novel. Scholars such as Anthony Alofsin and Neil Levine thoroughly examined Wright's place in esthetic, political and social systems and relations.

"Part of me let out a little sigh because

there are so many books already, but another part of me said, 'I've lived at Taliesin and Taliesin West, and I learn every day from Wright.' Being able to translate what I've learned and the experiences I've had, in a manner that might be of use to other people, seemed like a valuable thing to do," Betsky said. "What interests me a great deal," he added, "is to look at the actual work and to try to do a close reading — to extract from that work what we might actually gain by seeing and experiencing that

work."

Facing page: David and Gladys Wright House, Phoenix

Above: Taliesin, Spring Green

Far left: Bernard and Fern Schwartz House, Two Rivers

Left: Dana-Thomas House, Springfield, Illinois

In crafting a list of lessons to learn, Betsky said the first dozen or so were the easiest. "You start with 'Break the box,' it's so obvious."

From there, he branched out to Wright's artistry, innovation and philosophy — from his skill in working with landscapes, light and space to his musings on democracy and architecture itself.

"And then, of course, we have the 51st lesson," Betsky said. "What not to learn."

More information: rizzoliusa.com

WISCONSIN WRIGHT SITES Taliesin® \ Hillside Studio and Theater \ Frank Lloyd Wright Visitor Center A.D. German Warehouse \ Annunciation Greek Orthodox Church \ American System-Built Homes Monona Terrace® Community and Convention Center \ Seth Peterson Cottage \ SC Johnson Administration Building Still Bend / Schwartz House \ Unitarian Meeting House \ Wingspread (H.F. Johnson House) \ Wyoming Valley School







Taliesin by the Hour

New Tour for 2021 Season Offers Fast-paced Look at Frank Lloyd Wright's Home and Studio

by JEFF OLOIZIA

Anyone who has toured Taliesin, Wright's sprawling estate in the Driftless Area of southwestern Wisconsin near Spring Green, knows that a visit to the UNESCO World Heritage site can easily turn into an all-day affair.

Now, Taliesin Preservation Inc. has created an option for viewing the property for those with limited time to spare. As of May, guests can now enjoy a fast-paced, one-hour tour of the late architect's home at a discounted rate.

Unlike the pre-existing two-hour tour, which takes guests all over the grounds, the one-hour tour focuses on two of the major spaces of Wright's career: the living quarters of Taliesin and the architect's personal studio, where he designed many of his most famous works, including Fallingwater in Mill Run, Pa.

A short shuttle ride from the Frank Lloyd Wright Visitor Center will bring guests to Taliesin, where they will experience several key spaces in life of Wright, including:

- Beautiful courtyards near the home
- The architect's personal drafting studio
- Portions of the main house, including the living room, loggia and Wright's bedroom and terrace
- Furnishings and artwork from the collection of Wright and his fellowship

The one-hour tour is open to visitors aged 10 and up and costs \$40, compared to \$58 for the two-hour tour. A special rate of \$35 is offered for students, seniors and members of the military.

One caveat: Because of the fast pace, photography on the one-hour tour is prohibited.

Taliesin reopened to the public in May after a 2020 tour season made challenging by the COVID-19 pandemic.

Staff have worked diligently to put in place protocols that prioritize the health and safety of guests and staff for a successful 2021, including smaller tour group sizes, reduced capacity on shuttles and in the gift shop, daily employee health screening and regular hand-washing breaks. Face masks are required for all staff and visitors.

PUBLIC SITES CONTACT INFORMATION

VINTAGE PHOTOS

CONTINUED FROM PAGE 07 ------

William Wesley Peters was Wright's successor. The full resources of Taliesin already were working on the project, and apprentice John Ottenheimer was chosen to oversee onsite construction. The church was officially dedicated on July 2, 1961.

I have vivid memories of the tall grass at the perimeter of the site and the sunlight glinting off the original blue mosaic tile on the dome that was replaced some 10 years later with a synthetic material after years of brutal winter weather and frost had taken its toll. Earlier, the original sprayed-on thermal/acoustic insulation on the interior of the dome began to fail, eventually requiring replacement.



The church still had clear plate glass in the windows and curtains on the sidelights at the entry to the narthex. Stained glass has since been installed in all of the church windows, though they were not designed by Wright. The building has seen other changes over the 60 years of its existence, but the clarity of Wright's original vision remains intact.

Public Sites Contact Information

A.D. German Warehouse Richland Center \ (608) 649-1915 Email info@adgermanwarehouse.org adgermanwarehouse.org

American System-Built Home Model B-1 Milwaukee wrightinmilwaukee.org

Annunciation Greek Orthodox Church Wauwatosa \ (414) 461-9400 annunciationwi.org

Monona Terrace Madison mononaterrace.com

SC Johnson Racine \ (262) 260-2154 scjohnson.com/visit

Seth Peterson Cottage Lake Delton sethpeterson.org

Still Bend / Schwartz House Two Rivers Email michael@stillbend.com stillbend.com

Taliesin Spring Green taliesinpreservation.org

Unitarian Meeting House Madison \ (608) 233-9774 fusmadison.org/tours

Wingspread – The Johnson Foundation Wind Point \ (262) 681-3353 scjohnson.com/visit

Wyoming Valley School Spring Green \ (608) 588-2544 Email wyomingvalleyschool@gmail.com As part of your planning to visit a Wright in Wisconsin public site, please use the contact information on page 14 to determine visiting times and conditions.





"We are excited about the start of the 2021 tour season," said Carrie Rodamaker, executive director at Taliesin Preservation. "With more people getting vaccinated and travel sentiments up among consumers, we look forward to welcoming guests who are looking for endless rural discoveries."

Tickets for all Taliesin tours can be purchased online at taliesinpreservation.org.

FRANK LLOYD WRIGHT WISCONSIN HERITAGE TOURISM PROGRAM

р.О. Box 6339 Madison, WI 53716-0339



VINTAGE POSTCARD

courtesy of PATRICK J. MAHONEY

This postcard depicts the Lake Geneva Hotel and was postmarked in 1915. Ground was broken for the hotel in May 1912 on the site of the former Whiting House that burned in July 1894.

The site was vacant for 18 years while the municipality waited for a modern hotel to replace the burned structure.

The Lake Geneva Hotel was constructed in less than 90 days, under the direction of businessman Arthur L. Richards. It hosted its informal opening on August 1, 1912.

After a number of owners, the hotel was sold to Eugene Moriarty in September 1969 and was demolished in 1970.

