



Oak Park Historic Preservation Commission

Gunderson Historic District



Gunderson & Sons 1906 (Oak Park-River Forest Historical society)

United States Department of the 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 any 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 Gunderson Historic District

other names/site number Second Gunderson Development

2. Location

street & number Roughly bound by Madison Street, Harrison Street,
Gunderson Street, and South Ridgeland Avenue. not for publication

city or town Oak Park vicinity _____

state Illinois code IL county Cook Code 031 zip code 60304

State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, 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 _____ Date _____

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 or other official _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I, hereby certify that this 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

_____ removed from the National Register _____

_____ other (explain): _____

Signature of Keeper _____ Date of Action _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

private
 public-local
 public-State
 public-Federal

Category of Property
(Check only one box)

building(s)
 district
 site
 structure
 object

Number of Resources within Property

Contributing	Noncontributing	
<u>228</u>	<u>2</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>228</u>	<u>2</u>	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

N/A

Number of contributing resources previously listed in the National Register

N/A

6. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Domestic/Single Dwelling
Domestic/Multiple Dwelling

Sub: _____

Current Functions (Enter categories from instructions)

Cat: Domestic/Single Dwelling
Domestic/Multiple Dwelling

Sub: _____

7. Description

Architectural Classification
(Enter categories from instructions)

American Four-Square
Other: Arts & Crafts
Other: Prairie School
Colonial Revival

Materials
(Enter categories from instructions)

foundation Stone
roof Asphalt Shingle
walls Clapboarding, wood shingle
other Stucco

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 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 a 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
Architecture

Period of Significance

1906 - 1920

Significant Dates**Significant Person**

(Complete if Criterion B is marked above)

Cultural Affiliation**Architect/Builder**

S.T. Gunderson and Sons, builder
Frank DeMoney, architect

Narrative Statement of Significance

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

9. Major Bibliographical References

Bibliography

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

Previous documentation on file (NPS):

- 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:

The Historical Society of Oak Park and River Forest.

10. Geographical Data

Acreage of Property 42 acres**UTM References**

(Place additional UTM references on a continuation sheet)

Zone Easting Northing		Zone Easting Northing	
1	_____	3	_____
2	_____	4	_____

____ 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 Suzanne Germann and Lesley M. Gilmore
organization Gilmore Franzen Architects, Inc. date December 14, 2001
street & number 949 Garfield Street telephone 708-386-4620
city or town Oak Park state IL zip code 60304

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 the SHPO or FPO.)

name Multiple owners
street & number _____ telephone _____
city or town _____ state _____ zip code _____

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 the 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 Reduction Project (1024-0018), Washington, DC 20503.

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Gunderson Historic District

The Gunderson Historic District is located on the south side of Oak Park, Illinois. The district is roughly bound by Madison Street on the north, Harrison Street on the south, Gunderson Street on the west, South Ridgeland Avenue on the east, and a half block on the west side of the 500 block of South Cuyler Avenue. The district consists of 230 buildings, 208 of which are single-family residences and 22 of which are two-flat apartment buildings. The east side of South Ridgeland Avenue and the west side of South Cuyler Avenue, at the 500 block, are lined with Arts and Crafts style two-flat apartment buildings. The district was developed between 1906 and 1920 by developer, S.T. Gunderson and Sons. It is referred to as the second Gunderson development in Oak Park; it followed Gunderson's first Oak Park development of 1905. Only two buildings within the district are considered non-contributing: 605 and 508-510 South Elmwood.¹ These two buildings were constructed in 1961 and 1983 respectively. Although original permits were not available for sixteen of the buildings, because of the development pattern and design of the homes it is presumed that they were constructed by S.T. Gunderson and Sons.

The majority of the single-family Gunderson homes are American Four Square types constructed between 1906 and 1911. They are individualized with original detailing of either Colonial Revival, Arts and Crafts, or Prairie style influence. Although the massing is consistent on all the homes, there are many variations of detail on the homes throughout the district. There are several roof shapes including shallow pitch hip, front gable, and side gable; several dormer types; several bay window configurations; and several porch layouts. Cladding type, trim profile, and millwork detailing vary throughout.

Both historic and current views of the streetscapes depict the common features of the Gunderson homes that share a uniform design theme. The American Four Square is the predominant style, typically with at least a minimal Prairie School style influence. The Prairie School style is the next most prominent style. The Sanborn Fire Insurance Company map of Oak Park in 1908 indicates that wood shingles were the typical roofing material. The homes were of frame construction and were originally clad with stucco, wood clapboards, wood shingles, or a combination thereof.²

The firm's advertising brochure promotes a "solid stone basement, cement floors" and "big homelike porches on stone piers." The interiors are also described quite thoroughly, from accounts of mosaic vestibule floors, solid oak trim and flooring, sliding doors, tinting by mural artists, "dark weathered oak, done in the best modified Mission style, with heavy beamed ceilings," to boasts of kitchens designed to minimize the trials of housework.³ S.T. Gunderson & Sons' advertisements in the local newspapers stress that these "artistic homes, individual in character and perfectly constructed of the very best materials, which include steel posts and girders in the basement" illustrate what the developer thought home buyers would respond to.⁴ Gunderson's advertising claims have proven to be reliable. All the features described and promised were incorporated into the homes.

The American Four Square played a critical role in speculative developments throughout the United States; they were basic, comfortable homes affordable by the middle-class from 1895 through 1925.⁵ The typical American Four Square home in the district is approximately 25

¹ Based on field surveys performed on 30 March, 2001.

² Lesley M. Gilmore and Frank Lipo, *Contextual Report Historic Resources Survey of the Second Gunderson Development in the Village of Oak Park* (Unpublished, 1998), 18. Lesley Gilmore provided the architectural analysis for the contextual report, and Frank Lipo, Executive Director of the Historical Society of Oak Park and River Forest, provided the section on the history of Oak Park and the Gunderson Development.

³ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908), 16.

⁴ Gilmore and Lipo, 19.

⁵ James S. Massey and Shirley Maxwell, "Builder Style: America's Little Houses," *Old House Journal*, September/October, 1990, p. 45-49.

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feet wide and 32 feet deep. This floor plate is slightly longer than the square floor plan of the standard Four Square. However, the building mass is the prototypical Four Square cube. The remainder of the features are representative of the American Four Square as defined by Alan Gowans in *The Comfortable House*: "two stories high, set on a raised basement with the first floor approached by steps, a verandah running the full width of the first story, capped by a low pyramidal roof that usually contains at least a front dormer, and an interior plan of four nearly equal sized rooms per floor plus side stairwell."⁶ The front porch typically has only three columns instead of four, and the front entrance openings are typically asymmetrically arranged; yet the entire effect is essentially solid and symmetrical. The Four Square homes in the district are typically 2-1/2 stories high, and the roofs have prominent dormers. This potential additional living space was a strong advertising feature of S.T. Gunderson and Sons.⁷

The American Four Square houses in the district are illustrative of the variety of secondary styles that often accompany the style. Most have strong horizontal lines, restraint in ornamentation, and wide eaves. Some of these features are strong enough to be considered the influence of the Prairie School style. Some are graced with a classical flair, often manifested in Ionic or Corinthian capitals on round porch columns. This building style is considered a distinctive new building style from the turn of the century. While many of the homes in the district do contain other stylistic components, their massing, floor plate, and fenestration are essentially the same. They represent the many possible variations on a theme.⁸

The entry of the Gunderson homes is at the side of the front elevation. This typically leads directly to a stair hall, and sometimes to a small vestibule. The interior stair run is typically perpendicular to the entry access, with an intermediate landing at the center of the exterior wall. An interior feature remaining in some of the Gunderson homes is a dual first stair flight culminating at this first landing: the stair run visible at the entry, and a parallel twin run about four feet behind it. The latter run is accessed a few feet further down the hallway between the entry foyer and the dining room. The parallel flights to the second floor and to the basement are in between the two first runs. In many of the Gunderson homes, the rear of these two stair runs has been replaced with a closet or a bathroom.⁹

These artistic homes were graced with art glass windows - typically five per house: one in the entry vestibule, two flanking the fireplace, two flanking the built-in buffet in the dining room, and one at the stair landing. The S.T. Gunderson & Sons brochure stated that "your home will have at least 5 high-class art-glass windows - one in the hall, one in the stairway, one over the built-in sideboard, another in the side-wall of the dining-room, and another in the library, the character of each being appropriate to its situation and environment."¹⁰ In a few instances, an art glass window has been concealed from the exterior or interior or both. Subsequent remodeling efforts have often been accompanied by the discovery of art glass behind gypsum board. The style of the art glass in the Gunderson houses reflects all the tensions, ambitions, and theories of the Arts and Crafts Movement in America. The lines, color, and light enclose and enhance the warmth of a cozy home. The nature of the materials - glass and lead - is honestly expressed in the straight lines and gentle curves of stylized plant forms and geometric patterns. The color palette is earthy and mixed. Since art glass was not then, and is not now, something that can be made by machine, the glass studios did the next most efficient thing

⁶ Alan Gowans, *The Comfortable House: North American Suburban Architecture 1890 - 1930* (Cambridge, MA: The MIT Press, 1986).

⁷ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908), 22.

⁸ Gilmore and Lipo, 17.

⁹ Ibid.

¹⁰ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908).

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- they drew up a large number of patterns and adapted them for a window's individual location by changing the textures and colors of the glass. The window designs of the Gunderson homes reflect the stylized patterns of the time. The color palette is also from the Arts and Crafts aesthetic. The bold, clear colors of the Victorians and the Modernists can be found only as accent pieces. Instead, the windows feature the newly invented opalescent glass in mixed earth tones of amber, green, pink, and purple. The textures are rough. The background glass was either clear window glass or a rough textured clear glass that would admit light while hiding the view. Although zinc came had been in use since the 1890s, the craftsmen who made these windows used lead came supported by steel rebars. The similarity of construction and colors of the art glass in the Gunderson homes indicates that Gunderson apparently ordered all of the art glass from the same, as yet unidentified, studio. Some of the same designs appear in several different houses. At least half of the windows have survived for more than eighty years.¹¹

Another common decorative window type featured on the Gunderson homes is one with wood muntins. The muntins form a large central diamond, the corners of which are connected to the sash with muntins perpendicular to the sash member. These are most frequently present in the second floor and dormer windows.

Although the original construction of the homes in this district ended in the teens, the homes have been altered and modernized similarly. Many of the full-width front porches were enclosed in the 1920s. This enclosure typically consists of ribbons of tall casement windows set on the original low porch wall. The prototypical casement has vertical divided lites in a three-over-two pattern. Although these are later alterations, they are historic and are seen consistently throughout the district. There has been a fair amount of artificial siding applied to the homes.¹² Still more than fifty percent of the homes have appropriate siding. This is also a sign of the evolution of these homes. The homes were originally constructed for middle-class first-time homeowners. The district remains middle-class. Although the artificial siding and enclosed porches on some of the buildings is not original, it does not diminish the integrity of the structures. The building massing, fenestration, and detailing remain intact.

The lots of the single-family homes are forty feet wide and 130 feet deep, as promised by S.T. Gunderson and Sons in their advertising brochure. The lot sizes were incorporated into the firm's formula for a successful development. The typical front yard setback is 25 feet. A fifteen-foot wide alley separates the blocks. The alleys provide access to the garages, a few of which were built simultaneously with the homes. The garages tend to be two-car garages with either clapboarded or stuccoed walls, and hipped roofs.

The subdivision was improved with over three miles of cement walks, over two miles of water mains, over two miles of sewer drains, and over two miles of asphalt pavement. "1200 Carolina poplar trees, two being placed every 25 feet, were planted, one on each side of the streetwalks." These trees were selected because they were quick growers and long-lived shade trees.¹³ The photographs of the new development included in the Gunderson brochure show a regular pattern of saplings along each parkway. The Oak Park Forestry Department has indicated that these poplars are no longer extant; they would have lasted about forty years.¹⁴ Replacement trees, now mature, line the parkway.

¹¹ Sarah King, "Art Glass Windows," in *Contextual Report Historic Resources Survey of the Second Gunderson Development in the Village of Oak Park*, p. 25 & 26.

¹² "Artificial siding" includes asbestos siding, vinyl clapboards, aluminum siding, and asphalt siding. Of the 230 buildings in the district, 124 retain their original wall cladding.

¹³ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908), 24-25.

¹⁴ Gilmore and Lipo, 16.

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The east half of South Ridgeland Avenue and the west half of South Cuyler Avenue at the 500 block was developed by S.T. Gunderson and Sons between 1915 and 1920 for the construction of brick two-flats. These brick two-flats - twenty-two in all - are designed in the Arts & Crafts style with clay tile roofs. Smooth Indiana limestone windowsills and trim provide decorative accents coincident with the style. The local newspaper advertised these apartment buildings as "two-family homes" with mansard roofs, pressed brick, stone, steel, and concrete construction, and large sun parlors.¹⁵ Patterns of rustic brickwork, simple smooth limestone trim, and side gables are common features. Most dominant is the front porch bay of each building, with three exterior walls for ample fenestration. Two double-hung windows at each side wall, and three to four double-hung windows at the front elevation provide each floor with a true sun parlor that offers cross ventilation. One of the buildings on South Cuyler Avenue has open front porches. The porch bays have a variety of roofs; front gables, flat roofs with parapets, and hipped roofs. The front gables are finished with decorative brickwork or heavy timber and stucco "Tudor half-timbering." The parapets are plain and capped with a smooth limestone coping. The hipped roofs have wide overhanging eaves. Some of the roofs are accentuated with exposed rafter tails. The majority of the buildings are accessed from a side entry protected by a gable roof supported by wood brackets. The side entries share a common gangway. A small number of the buildings have a front entry - some with a prominent Prairie style stone lintel, and some with a shed roof.

The two-flats are similar to the Gunderson single-family homes in that they are variations on a design theme - in plan, elevation, and use of materials. An assortment of each material is used: different brick textures and colors, different styles and colors of clay tile roofing (French style, flat shingle, and Spanish style), different limestone ornament shapes, and different muntin patterns in the windows. The plans of some of the South Cuyler apartments are larger than those on South Ridgeland; they are widened by a full-height octagonal bay on one side. The last apartment building constructed (in 1920), at 542-544 South Ridgeland, is essentially two two-flats joined by a party wall.

The two-flats on South Ridgeland and South Cuyler are serviced by an alley in the center of the block. All but one of the buildings currently has a garage, entered from the alley. The majority of the garages are for two cars with two exceptions. The four-flat at 542-44 South Ridgeland has a 4-car brick garage with side parapet walls, and the two-flat at 545 South Cuyler has a three-car brick garage. The garages consume the majority of the space behind the building. Some of the garages are original to the two-flat, constructed of the same brick, and some have been replaced.

The most salient and recognizable enduring historic features of the district are summarized as follows:

1. Green parkways with mature deciduous trees regularly spaced.
2. Equal setbacks (front, side, and rear) for each property.
3. Consistent rhythm established by items #1 and #2 above.
4. Consistent building massing.
5. Consistent porch sizes and depths.
6. Consistent building height.

¹⁵ *Oak Leaves*, January 8, 1916.

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List of Resources:

*Contributing

1. Address: 512 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing
2. Address: 514 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing
3. Address: 518 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: None
4. Address: 520 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing
5. Address: 524 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing
6. Address: 528 Gunderson*
Developer: O. Gunderson
Date: 1912
Style: American Four Square
Garage: Non-Contributing
7. Address: 530 Gunderson*
Developer: S.T. Gunderson
Date: 1910
Style: American Four Square
Garage: None
8. Address: 534 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing
9. Address: 536 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Non-Contributing
10. Address: 540 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing
11. Address: 542 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: Contributing
12. Address: 600 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing
13. Address: 604 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing
14. Address: 608 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing
15. Address: 610 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing
16. Address: 614 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing

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- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 17. Address: 616 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 18. Address: 620 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing |
| 19. Address: 624 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 20. Address: 626 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: None |
| 21. Address: 630 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 22. Address: 632 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1909
Style: American Four Square
Garage: Non-Contributing |
| 23. Address: 636 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 24. Address: 638 Gunderson*
Developer: unknown
Date: c. 1909
Style: American Four Square
Garage: Non-Contributing |
| 25. Address: 642 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing | 26. Address: 646 Gunderson* (446 Jackson)
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: None |
| 27. Address: 700 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing | 28. Address: 704 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 29. Address: 708 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 30. Address: 710 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1908
Style: American Four Square
Garage: Non-Contributing |
| 31. Address: 714 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 32. Address: 718 Gunderson*
Developer: S.T. Gunderson and Sons
Date: c. 1912
Style: American Four Square
Garage: Non-Contributing |
| 33. Address: 720 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 34. Address: 724 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing |

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- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| 35. Address: 728 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 36. Address: 732 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 37. Address: 734 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 38. Address: 738 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing |
| 39. Address: 742 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 40. Address: 746 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 41. Address: 800 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 42. Address: 804 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 43. Address: 808 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 44. Address: 810 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 45. Address: 814 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 46. Address: 818 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing |
| 47. Address: 820 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 48. Address: 824 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 49. Address: 828 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 50. Address: 832 Gunderson*
Developer: unknown
Date: c. 1908
Style: American Four Square
Garage: Contributing |
| 51. Address: 834 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 52. Address: 838 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |

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Gunderson Historic District

53. Address: 842 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing
54. Address: 846 Gunderson*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing
55. Address: 500 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: Contributing
56. Address: 506 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: None
57. Address: 508-510 S. Elmwood (Non-cont.)
Developer: Henry Amos
Date: 1983
Style: Split-Level
Garage: None
58. Address: 511 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: Prairie
Garage: None
59. Address: 515 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: Non-Contributing
60. Address: 516 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: Contributing
61. Address: 517 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: c. 1912
Style: American Four Square
Garage: Non-Contributing
62. Address: 518 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Prairie
Garage: Contributing
63. Address: 521 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: Prairie
Garage: Non-Contributing
64. Address: 522 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing
65. Address: 523-525 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing
66. Address: 526 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: Arts and Crafts
Garage: Non-Contributing
67. Address: 527 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Prairie
Garage: Contributing
68. Address: 530 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing
69. Address: 531 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: None
70. Address: 532 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing

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Gunderson Historic District

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|---------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| 71. Address: 533 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 72. Address: 536 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 73. Address: 537 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing | 74. Address: 540 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing |
| 75. Address: 541 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing | 76. Address: 542 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1913
Style: American Four Square
Garage: Contributing |
| 77. Address: 600 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: American Four Square
Garage: Contributing | 78. Address: 601 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Prairie
Garage: Contributing |
| 79. Address: 604 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 80. Address: 605 S. Elmwood (Non-cont.)
Developer: Carl Freeberg
Date: 1961
Style: Ranch
Garage: Non-Contributing |
| 81. Address: 608 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 82. Address: 609 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: Arts and Crafts
Garage: Contributing |
| 83. Address: 610 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing | 84. Address: 611 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: American Four Square
Garage: Contributing |
| 85. Address: 614 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 86. Address: 615 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing |
| 87. Address: 618 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: Arts and Crafts
Garage: Non-Contributing | 88. Address: 619 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing |

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89. Address: 620 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: American Four Square
Garage: Contributing
90. Address: 621 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: Prairie
Garage: Non-Contributing
91. Address: 624 S. Elmwood*
Developer: unknown
Date: c. 1909
Style: American Four Square
Garage: Non-Contributing
92. Address: 625 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing
93. Address: 628 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Non-Contributing
94. Address: 629-633 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Prairie
Garage: Contributing
95. Address: 632 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: American Four Square
Garage: Contributing
96. Address: 634 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Arts and Crafts
Garage: Contributing
97. Address: 635 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1909
Style: Prairie
Garage: Contributing
98. Address: 638 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Non-Contributing
99. Address: 639 S. Elmwood*
Architect: Roy Hotchkiss
Date: 1920
Style: Arts and Crafts Bungalow
Garage: Contributing
100. Address: 641-647 S. Elmwood*
Developer: Gerberich
Date: 1917
Style: Bungalow
Garage: Contributing
101. Address: 642 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing
102. Address: 700 S. Elmwood*
George O. Gunderson Home
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Prairie
Garage: Contributing
103. Address: 701 S. Elmwood*
Seward Gunderson Home
Developer: S.T. Gunderson and Sons
Date: 1906
Style: Dutch Colonial Revival
Garage: Non-Contributing
104. Address: 704 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Prairie
Garage: Contributing

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Gunderson Historic District

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|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 105. Address: 708 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 106. Address: 709 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 107. Address: 710 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 108. Address: 711 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 109. Address: 714 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 110. Address: 715 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 111. Address: 718 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 112. Address: 719 S. Elmwood*
Developer: unknown
Date: c. 1907
Style: American Four Square
Garage: Non-Contributing |
| 113. Address: 720 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing | 114. Address: 721 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 115. Address: 724 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing | 116. Address: 725 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: Arts and Crafts
Garage: Contributing |
| 117. Address: 728 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: Arts and Crafts
Garage: None | 118. Address: 729 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 119. Address: 732 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing | 120. Address: 733 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 121. Address: 734 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing | 122. Address: 735 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |

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- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| 123. Address: 738 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: Arts and Crafts
Garage: Non-Contributing | 124. Address: 739 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing |
| 125. Address: 741-43 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 126. Address: 742 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 127. Address: 746 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing | 128. Address: 747 S. Elmwood*
Developer: unknown
Date: c. 1906
Style: American Four Square
Garage: Contributing |
| 129. Address: 800 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Arts and Crafts
Garage: Contributing | 130. Address: 801 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 131. Address: 804 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 132. Address: 805 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 133. Address: 808 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 134. Address: 809 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 135. Address: 810 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 136. Address: 811 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing |
| 137. Address: 814 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing | 138. Address: 815 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 139. Address: 818 S. Elmwood*
Developer: T.A. Holm
Date: 1915
Style: American Four Square
Garage: Contributing | 140. Address: 819 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing |

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Gunderson Historic District

- | | |
|----------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 141. Address: 820 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: Arts and Crafts
Garage: None | 142. Address: 821 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing |
| 143. Address: 824 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing | 144. Address: 825 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing |
| 145. Address: 828 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Non-Contributing | 146. Address: 829 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 147. Address: 832 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing | 148. Address: 833 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Prairie
Garage: Non-Contributing |
| 149. Address: 834 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1906
Style: American Four Square
Garage: Contributing | 150. Address: 835 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 151. Address: 838 S. Elmwood*
Developer: unknown
Date: c. 1908
Style: American Four Square
Garage: Contributing | 152. Address: 839 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 153. Address: 842 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 154. Address: 843 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 155. Address: 844-846 S. Elmwood*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 156. Address: 510 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1917
Style: Arts and Crafts Apartment
Garage: Non-Contributing |
| 157. Address: 511 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing | 158. Address: 512 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1917
Style: Arts and Crafts Apartment
Garage: None |

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159. Address: 515 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing
160. Address: 516 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: Arts and Crafts Apartment
Garage: Non-Contributing
161. Address: 518 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1917
Style: Arts and Crafts Apartment
Garage: Non-Contributing
162. Address: 519 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing
163. Address: 521 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing
164. Address: 522 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing
165. Address: 524 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing
166. Address: 525 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing
167. Address: 527 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: c. 1910
Style: American Four Square
Garage: Contributing
168. Address: 528 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing
169. Address: 530 S. Ridgeland*
Home of Miles C. Gunderson (son of
Seward) in 1922
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing
170. Address: 531 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing
171. Address: 532 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing
172. Address: 533 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing
173. Address: 536 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing
174. Address: 537 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing

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|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| 175. Address: 538 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing | 176. Address: 540 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing |
| 177. Address: 542-544 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1920
Style: Arts and Crafts Apartment
Garage: Contributing | 178. Address: 543 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1913
Style: American Four Square
Garage: Contributing |
| 179. Address: 601 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing | 180. Address: 605 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing |
| 181. Address: 607 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing | 182. Address: 611 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing |
| 183. Address: 615 S. Ridgeland*
Developer: unknown
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing | 184. Address: 617 S. Ridgeland*
Developer: unknown
Date: c. 1910
Style: American Four Square
Garage: Contributing |
| 185. Address: 621 S. Ridgeland*
Developer: unknown
Date: c. 1910
Style: American Four Square
Garage: Contributing | 186. Address: 623 S. Ridgeland*
Developer: unknown
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing |
| 187. Address: 627 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing | 188. Address: 629 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1910
Style: American Four Square
Garage: Contributing |
| 189. Address: 633 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: c. 1910
Style: American Four Square
Garage: Non-Contributing | 190. Address: 637 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing |
| 191. Address: 639 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Non-Contributing | 192. Address: 643 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: c. 1911
Style: American Four Square
Garage: Contributing |

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|------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| 193. Address: 647 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1911
Style: American Four Square
Garage: Contributing | 194. Address: 701 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: None |
| 195. Address: 705 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing | 196. Address: 709 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 197. Address: 711 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Prairie
Garage: Non-Contributing | 198. Address: 715 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing |
| 199. Address: 719 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 200. Address: 721 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing |
| 201. Address: 725 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 202. Address: 729 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing |
| 203. Address: 733 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 204. Address: 735 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 205. Address: 739 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 206. Address: 743 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Non-Contributing |
| 207. Address: 747 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 208. Address: 801 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing |

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- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| 209. Address: 805 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Contributing | 210. Address: 809 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 211. Address: 811 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 212. Address: 815 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 213. Address: 819 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 214. Address: 821 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 215. Address: 825 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing | 216. Address: 829 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: American Four Square
Garage: Non-Contributing |
| 217. Address: 833 S. Ridgeland*
Developer: unknown
Date: c. 1907
Style: American Four Square
Garage: Non-Contributing | 218. Address: 835 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1907
Style: Prairie
Garage: Non-Contributing |
| 219. Address: 839 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: None | 220. Address: 843 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square |
| 221. Address: 847 S. Ridgeland*
Developer: S.T. Gunderson and Sons
Date: 1908
Style: American Four Square
Garage: Contributing | 222. Address: 523 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1917
Style: Arts and Crafts Apartment
Garage: Non-Contributing |
| 223. Address: 525 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1917
Style: Arts and Crafts Apartment
Garage: Non-Contributing | 224. Address: 527 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing |
| 225. Address: 531 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing | 226. Address: 533 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing |

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227. Address: 537 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing

228. Address: 539 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing

229. Address: 543 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Non-Contributing

230. Address: 545 S. Cuyler*
Developer: S.T. Gunderson and Sons
Date: 1915
Style: Arts and Crafts Apartment
Garage: Contributing

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Summary

The Gunderson Historic District qualifies for listing in the National Register under criterion A for community planning and development and criterion C for architecture. The S.T. Gunderson and Sons firm used aggressive advertising techniques to lure middle-class Chicago residents to the Gunderson subdivision in Oak Park. The second Gunderson development came to be one of the most prominent subdivisions in south Oak Park, boasting large homes in the American Four Square style that was in national vogue in the early 1900s. The sameness of house style, identical setbacks, and other common features of this subdivision foreshadow the "cookie-cutter" subdivisions later in the century. The period of significance is from 1906 when the first house was built to 1920, the year the last contributing building was constructed.

Community Planning and Development

The second Gunderson development was built as a new suburban community that catered to the middle class family. It was designed to provide homeownership to a burgeoning middle class, easy access to employment opportunities in the City of Chicago, and a safe haven in which to raise a family. The Gunderson firm built the area by means of a proven successful formula used by previous and contemporary developers.

The Gunderson Family and Its Businesses

S.T. Gunderson and Sons represents a firm started by successful Norwegian immigrants. Severt T. Gunderson came to the United States in 1848 at the age of nine. At 18 he went into business as a builder, and quickly acquired important timber and mill holdings, all of which were destroyed by fire in 1875. He soon started a second business, manufacturing doors and sashes, which he operated with his son Seward. This business was also destroyed by fire. In 1885 Severt and his two sons formed the firm of S.T. Gunderson and Sons, "homebuilders"¹⁶ and real estate investors. Severt remained closely tied to his ethnic roots. He married another first-generation Norwegian immigrant, Emily Olsen, and they lived in a Norwegian neighborhood in Chicago, where they spoke their native language and participated in local Scandinavian organizations.¹⁷

Severt and Emily had two sons, Seward and George, both of whom worked in the family business. Seward Miles Gunderson was born in Chicago on February 28, 1866. He was educated in public schools and at the Bryant and Stratten Business College in Chicago. In October 1894 he married Abigail K. Campbell, the daughter of a prosperous Chicago contractor, and had four children (Miles, Doris, Virginia, and Kathryn) and eight grandchildren. He joined his father in the lumber business in 1883¹⁸ and became the managing partner in 1893.¹⁹ George Gunderson was born in Chicago in 1863. He was also educated in public schools and at the Bryant and Stratten Business College of Chicago. He married Julia Jacobs in 1887 and had two daughters, four grandchildren, and four great grandchildren at the time of his death in 1945. His career began in his father's lumber company in 1881. He was later the manager of W.J. Frawley and Company, lumber inspectors. George joined his father and brother in business in 1885. In 1899 he organized the Acme Steel Company, Inc. and was treasurer and general manager until 1924.²⁰ Although George was a partner in the firm of S.T. Gunderson and Sons, he was not as active in the firm as his brother, Seward.

¹⁶ According to Seward's daughter Virginia, Seward coined the phrase "homebuilder" in contrast to the term "housebuilder" as a reflection of his commitment to the family. As related to a meeting of the Gunderson Society, September 11, 1978.

¹⁷ Kathryn Elizabeth Ratcliff, "The Making of a New Middle-Class Culture: Family and Community in a Midwest Suburb, 1890 - 1920" (Ph.D. diss., University of Minnesota, 1990), 75. Kathryn is a granddaughter of Seward's daughter Kathryn Gunderson Ratcliff.

¹⁸ Oak Leaves, July 13, 1950.

¹⁹ "70 Years Young: Seward Gunderson," Oak Parker, February 29, 1936, p. 37.

²⁰ Oak Leaves, January 11, 1945, 47.

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Seward Gunderson followed the pattern of many first-generation immigrants by assimilating into the American culture. In 1907, he and his family moved to Oak Park, where they had built a large house in the heart of the second Gunderson development. Seward consciously constructed himself as an example for his neighbors to emulate.²¹ He was a prominent member of the community and involved in social affairs as a member of many organizations: Oak Park's first zoning board; president of Oak Park Republican Club and delegate of National Republican convention in 1944; Oak Park Chamber of Commerce; Chicago Real Estate Board of Underwriters; Chicago Athletic Association; charter member of the Oak Park Country Club; treasurer of the park district of Oak Park from 1912 to 1920²²; secretary of his brother's firm, the Acme Steel Company from 1899 to 1903; Metropolitan Lodge, Oriental Consistory; Knights Templar and Medinah Temple.²³

Kathryn, Seward's youngest daughter, recalled that when a family from the "old Country" bought a house in her father's subdivision, they received a lesson in normative suburban behavior: women should wear hats, not babushkas; they should carry a pocketbook whenever they appeared in public; and the whole family should attend church on Sundays. Gunderson even encouraged homebuyers to bring their parents to the house contract closing so they could learn the proper decorum for suburban visits.²⁴

The Village of Oak Park building permits for Gunderson homes indicate one aspect of the style of the operation of the firm. Large numbers of permits for separate buildings were pulled simultaneously as were "multiple" permits which each represented a large number of homes. The homes were built essentially one block at a time. This approach implies that this was an assembly line sort of construction. The firm took great steps to facilitate a more efficient and modern method of construction. A lumber and tool shed in the midst of the second development provided easy access to the necessary building supplies.²⁵ Oral history also indicates that, in the winter, S.T. Gunderson and Sons built house frames in a nearby warehouse on Madison Street.²⁶

S.T. Gunderson and Sons continued to develop homes in Oak Park and Chicago through the 1920s. Between 1905 and 1920 Gunderson subdivided several tracts of land in south Oak Park and built, financed, and sold more than 600 single family homes for prices ranging from \$4,000 to \$12,000. The Gunderson firm subdivided an Oak Park neighborhood along Columbian and Fair Oaks Avenues north of Augusta Street in 1922; and the Greenfield subdivision at Harlem Avenue and Division Street in 1925. The firm continued to subdivide land in Chicago's Garfield Park neighborhood, and in Elmwood Park north of Oak Park. According to Seward Gunderson's obituary and an oral history with his daughter, Kathryn Gunderson Ratcliff, the firm acted as a realtor in these later subdivisions rather than as a builder.²⁷

²¹ Ratcliff, 75.

²² Park District of Oak Park, Meeting Minutes, 1912-1920.

²³ *Oak Leaves*, July 13, 1950.

²⁴ Lee Brooke, *Yesterday When I Was Younger...Oak Park, River Forest Oral History*, (Privately printed, 1989), 122.

²⁵ The 1908 Sanborn Fire Insurance Map depicts this lumber and tool shed at the northwest corner of Ridgeland Avenue and Van Buren Street.

²⁶ Virginia Gunderson (daughter of Seward Gunderson), as related to a meeting of the Gunderson Society on September 11, 1978.

²⁷ *Ibid.*, and an oral history with his daughter, Kathryn Gunderson Ratcliff, see Lee Brooke, *Yesterday when I was Younger*, 1989.

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Oak Park History

Oak Park, abutting the west side of Chicago and located ten miles from Chicago's downtown, is bounded by Austin Boulevard and Harlem Avenue on the east and west, respectively, and by North Avenue and Roosevelt Road on the north and south. Only two miles wide and three miles long, Oak Park is home to nearly 54,000 individuals.²⁸

Although the area was settled by homesteaders as early as 1835, when the Native peoples were forced west of the Mississippi River in the wake of the Blackhawk War, Oak Park was not incorporated as a separate municipality until 1902. Yet this period from the 1830s to 1902 was not a time of inactivity; instead, the foundations of the community were laid under the government of Cicero Township beginning in 1857. The 172 acres of land straddling Lake Street that were purchased by Joseph Kettlestrings in 1837 in what is now west central Oak Park is significant to the community's overall development for several reasons. The acreage formed the core of the community and its historic downtown, and it was the first to be subdivided as early as 1848. The Kettlestrings family, unlike the others who first purchased land in the community in the 1830s, stayed in the area and shaped its development as a residential enclave with special emphasis on academically excellent schools, churches, cultural pursuits, and a temperance ethic. Kettlestrings sold land to others such as James Scoville, Henry Austin Sr., and Edward Gale. These men shared Kettlestrings' values, like support of temperance. These men and their families closely directed the process of community development, from the sale of undeveloped land to the creation of community institutions that met the physical and intellectual needs (like fresh water and reading material) for its citizens.²⁹

Under the watchful eyes of these pioneer families, Oak Park, as early as 1872, was becoming an elite suburb that had already outlawed the sale of alcohol, spearheaded construction of a substantial brick schoolhouse, boasted active congregations of all mainstream Protestant denominations, and widely advertised the fine homes of its leaders. The community at this early date was also dissatisfied with its perceived lack of representation in Cicero Township and looked forward to the day when it could stand alone. Just east of Oak Park along Lake Street and Sixty-Fourth (Ridgeland Avenue) was the similar settlement of Ridgeland, which shared Oak Park's leaders and pattern of development, and would eventually become one with Oak Park.³⁰

While Oak Park was being uniquely shaped by these particular prominent families and the institutions they created, Oak Park was also following more global patterns of settlement and development in the United States. In many ways, Oak Park can be seen as a classic railroad suburb in its development from the 1870s until 1900. Oriented to its original axis along Lake Street and the parallel Chicago and North Western Railroad, which came to the area in 1848, Oak Park filled in with homes north and south of these twin transportation arteries to a distance of about one-half mile. While scattered homes, businesses, and truck farms existed north and south of the built-up area of the village, particularly northwest, these areas were commonly referred to as "North Prairie" and "South Prairie." The small strip of stores along Lake Street between Harlem Avenue and Marion Street contained a mix of mostly service businesses that catered to the locals.³¹ The architecture of the homes being built four blocks north to Chicago Avenue and south to Madison Street also was quite typical of any community of the era. The vernacular

²⁸ Lesley M. Gilmore and Frank Lipo, *Contextual Report Historic Resources Survey of the Second Gunderson Development in the Village of Oak Park* (Unpublished, 1998), 12. Frank Lipo, Executive Director of the Historical Society of Oak Park and River Forest, provided the section on the history of Oak Park and the Gunderson Development, and Lesley Gilmore provided the architectural analysis for the contextual report.

²⁹ Ibid., 12.

³⁰ Ibid., 12.

³¹ Ibid., 13.

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cottages and homes designed in the popular Greek Revival and Italianate styles of the first years of European settlement were yielding in the 1880s and 1890s to the various Queen Anne styles of the late Victorian era, designed by local and regional architects. Architectural innovations offered by Frank Lloyd Wright, George Maher, and their like-minded colleagues of the Prairie School of architecture were just being tested. Some of their first progressive designs would be tried in this area of the community, within a few minutes walk of the Kettlestrings' first cabin.³²

North of Chicago Avenue, the subdivision of Henry Austin Sr.'s farm into the Fair Oaks subdivision east of Oak Park Avenue in the 1890s set the stage for the creation of Oak Park's estate section of larger-than-typical lots and architect-designed homes for successful and upwardly mobile business executives from Chicago. Because of the concurrent experimentation of the Prairie School architects, this area became a fertile testing ground and showplace for this new type of architecture.³³

The Great Chicago Fire of 1871 was the catalyst for a population explosion in Oak Park. The population increased from approximately 500 people in 1871 to almost 10,000 people in 1902, when Oak Park severed its ties with Cicero Township and was incorporated as a self-governing municipality. The population continued to grow, doubling every ten years to nearly 40,000 people in 1920. Real estate development and building construction was at a new high between 1906 and 1917. Between 300 and 400 building permits for new homes were issued annually until a peak was reached in 1915. Construction declined until 1918 when only 44 new home permits were issued.³⁴

The most dramatic growth in the early 20th Century occurred south of Madison Street. By 1915 one-third of Oak Park's population lived south of Madison Street.³⁵ This area, known for its small lots and mass-produced homes on the least expensive land, was the last section of the village to be settled.³⁶

The new south side residents were people from Chicago, primarily men who were in business for themselves. Although self-employed, they were in Oak Park's lower income bracket.³⁷ There was no visible line dividing the north and south sides of the village, yet there were definite distinctions between the two neighborhoods. There were conflicts involving social, economic, and political issues that threatened to divide the community. Many south side residents were dissatisfied with village services and favored annexation to Chicago. Many editorials in the *Oak Leaves* addressed the issues of annexation and the need to provide better services to the south side of the village. In January 1909 an *Oak Leaves* article noted, "by next summer one-third of the total vote of Oak Park will be south of Madison Street."³⁸ This same article mentioned the improvements made to the south side: new school buildings, branch libraries, and water service. The question of annexation appeared on the ballot in 1910 and 1911 and was defeated both times.³⁹

The settlement of the south side of Oak Park has been credited to two turn-of-the-century builders, Thomas H. Hulbert and Seward Gunderson. Both of these builders bought large sections of the "south prairie" and subdivided the land into tracts to construct affordable housing for the workingman and his family. *The Oak Park Reporter Argus* described the building boom:

³² Ibid., 13.

³³ Ibid., 13.

³⁴ Jean Guarino, *Oak Park: A Pictorial History* (St. Louis: G. Bradley Publishing, Inc., 1988), 68.

³⁵ Ibid., 68.

³⁶ Arthur Evans Le Gacy, *Improvers and Preservers: A History of Oak Park, Illinois, 1833-1940* (Dissertation, University of Chicago, 1967), 139.

³⁷ Ibid., 140.

³⁸ *Oak Leaves*, January 30, 1909.

³⁹ Guarino, 68.

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Three Hundred New Houses Will Make Village of Prairie Land. The desirability of Oak Park as a residence suburb is becoming more manifest to the people of Chicago and other sections every day. A few years ago the land was one large prairie, with the blue grass waving in the summer breeze. Now the whole territory is dotted with handsome residences.⁴⁰

Hulbert and Gunderson were constructing modest homes that cost from \$3,000 to \$10,000. The houses were bought as fast as they were built and the real estate values in that area increased rapidly.⁴¹ Both builders highlighted the available convenient transportation, from these developments to Chicago, in their advertisements. This attention paid to transportation by both builders demonstrates the development pressure that came from those who wished to move from Chicago to a suburban setting.

The Gundersons established several subdivisions in Chicago and Oak Park between 1889 and 1925.⁴² The earliest subdivisions were on the west side of Chicago. The first Gunderson development in Oak Park was the Gunderson and Gauglers addition, platted in 1890, located on Home and Wenonah Avenues between Harrison Street and Roosevelt Road.⁴³ Gunderson owned this land for fifteen years, waiting for a five-cent railroad fare to Chicago before commencing construction. With his own funds, Gunderson constructed a station of the Metropolitan elevated train line at nearby Maple Avenue for the convenience of the new residents.⁴⁴ The houses were quickly sold once construction began in 1905. This area is referred to as the first Gunderson development of Oak Park.

The second Gunderson development in Oak Park, located between Harrison and Madison Streets, and Gunderson and South Ridgeland Avenues, was constructed shortly after the first Oak Park subdivision.⁴⁵ Gunderson located this subdivision directly north of the Metropolitan Garfield elevated train line, with a station on Gunderson Avenue that connected Oak Park to Chicago. The firm located two branch offices in the core of the neighborhood - one at South Elmwood Avenue and Harrison Street, and one at South Elmwood Avenue and Adams Street. This second subdivision was prominently advertised in the local papers, with weekly advertisements in the *Oak Leaves*.

Apartments

The construction of apartments was not initially welcomed in Oak Park, which was a community of single-family homeowners. Flats were thought to be a "menace to home life" and considered the "most dangerous of the enemies of that ideal Oak Park which this community has taken it to its heart to build up."⁴⁶ Editorials in the *Oak Leaves* in 1905 were dedicated to discussions of outlawing the construction of apartment buildings in the village. "Oak Park is threatened with an invasion - a foreign invasion - of flats" was the editorial headline of the *Oak Leaves* in April 1905. The village fathers sought, in vain, for some method of limiting the building of flats. They were only successful in imposing restrictions on construction methods.⁴⁷

⁴⁰ *Oak Park Reporter Argus*, May 19, 1906.

⁴¹ Gertrude Fox Hoagland, *Historical Survey of Oak Park, Illinois* (Oak Park Public Library, 1937).

⁴² Atlas of Township of Cicero, 1917, the *Oak Leaves*, and building permits.

⁴³ Gunderson only developed the land on Home and Wenonah Avenues between Lexington and Filmore Streets. The two blocks to the north and south of the Gunderson homes were developed some time after 1908. The 1908 Sanborn Fire Insurance Map shows no structures on the southernmost block of this subdivision, and the northern block has several homes. Review of permits of these blocks reveals that the Gunderson firm did not build here.

⁴⁴ *Oak Park Reporter Argus*, May 19, 1906.

⁴⁵ This second development is the district being nominated for listing on the National Register.

The first development is not being considered for nomination at this time due to the high percentage (78%) of homes with artificial siding.

⁴⁶ Guarino, 76 and *Oak Leaves*, May 27, 1905.

⁴⁷ *Oak Leaves*, April 22, 1905 Editorial.

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In 1913, it was a trend of Oak Park homeowners to convert single-family homes into one or more apartments. This transformation promised a larger income for landowners, which was the only effective cause for their alterations. These changes resulted in an increased - though less fixed - population.⁴⁸

The fight over the construction of flats and apartment houses continued in Oak Park for many years. In 1913 the Tenement House Act was drafted, which, had it been adopted, would have abolished flats and large tenement structures in Oak Park. The measure did not specifically prohibit flats but instituted many limitations to the construction of the buildings, making work practically impossible.⁴⁹ In April 1914, the Tenement House Ordinance was defeated by referendum, making the construction of flats possible.⁵⁰ Despite the opposition, construction of large multi-unit apartments boomed in the 1920s.⁵¹

In 1921 the first zoning ordinance was passed, which controlled but did not prevent construction of large multi-unit apartment buildings.⁵²

Gunderson originally subscribed to the beliefs of numerous Oak Park residents and did not support the construction of apartments in his subdivision. In an issue of "Homes: A Magazine for Rent Payers" Gunderson speculated that George Washington, the Father of his country, would be "gravely concerned" by the number of apartment buildings in 20th century Chicago. Gunderson concluded "that so large a proportion of our urban population is housed in the cubby holes of the modern apartment is a grave menace to the future of the race is a fact that needs no visitor from a long past century to point out."⁵³

Advertisements for the Gunderson subdivision frequently promoted home ownership over renting. The *New Book of Standard Gunderson Homes* referred to the renter as "a piece of driftwood, subject to many buffeting gales, while the home-owner is a staunch ship, upon the same sea of life." One of the early ads for Gunderson Homes touted the importance "to realize that this is a community of homes - no flats, no apartments - nothing but artistic homes."⁵⁴ The warranty deeds conveyed to the purchaser of a Gunderson home prohibited the future erection of flat apartment buildings on the home's lot.⁵⁵

Gunderson's opinions soon changed, when in 1915 he began constructing two-family homes at the northeast edge of the second Gunderson development. Gunderson's audience did not change; he was attracting homebuyers, not renters. The advertisements for these properties spoke of making the purchaser "a rent receiver instead of a rent payer."⁵⁶ The ads recommended that the purchaser should live in one unit and rent out the second. Seward's own son, Miles, lived in the two-flat building at 530 South Ridgeland in 1922.⁵⁷

In 1920, S.T. Gunderson and Sons built their last apartment building in this development - it was also the largest. This apartment building was a two-story brick four-flat which was very similar to those that had been constructed by Gunderson before, yet it was essentially two of them placed side-by-side.⁵⁸

⁴⁸ Oak Leaves, August 9, 1913.

⁴⁹ Oak Leaves, August 9, 1913.

⁵⁰ Oak Leaves, April 11, 1914.

⁵¹ Guarino, 68.

⁵² Ibid., 68.

⁵³ Ratcliff, 79.

⁵⁴ Oak Leaves, (undated clipping).

⁵⁵ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908), 12.

⁵⁶ Oak Leaves, May 6, 1916.

⁵⁷ Oak Park Directory, 1922.

⁵⁸ This building has now made use of the English basement to provide two more dwelling units.

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Advertisement

In 1905, S.T. Gunderson and Sons' first development sold out in less than fourteen months, its success no doubt due in part to an extensive advertising campaign. To publicize Gunderson homes Seward Gunderson issued postcards, brochures, and a monthly magazine/pamphlet entitled "Homes: A Magazine for Rent Payers."⁵⁹ In his literature, Gunderson portrayed himself as a public servant advancing the cause of traditional virtue. He explained in his brochures that he was able to pass substantial savings on to his customers because of his extensive holdings in the lumber industry. According to his promotional material, the provision of affordable single-family residences was not only an act of good business but also a mission of public service.⁶⁰

The advertisements continued, possibly more standardized, for the sales of the second development. The Gunderson firm had a regular weekly ad in the local newspaper, the *Oak Leaves*. The advertisements touted the benefits of home ownership in lieu of leasing, the benefits of life in the suburbs, the quality of the homes and construction, and the easy accessibility to Chicago. Gunderson endeavored to coax Chicago residents to purchase homes in the suburbs. Potential homeowners were invited to "investigate Gunderson's wonderland of superior modern homes."⁶¹ One ad described the second development, "Almost like a Fairy Tale or a Story from the Arabian Nights. It is the wonderful development of Gunderson's Standard Homes in South Oak Park. This section is destined to be one of the very finest residence districts in Oak Park"⁶² S.T. Gunderson and Sons published a brochure, *The New Book of Standard Gunderson Homes*, which was distributed to potential homeowners. The brochure included images of the homes and streetscapes, and a description of the homes and subdivision. Gunderson used this medium to emphasize the importance of owning a home.⁶³ The *Oak Leaves* frequently dedicated a column to S.T. Gunderson and Sons' reports of recent sales in their subdivision. The list included the address of the property purchased and the name and occupation of the new owner.⁶⁴

Thomas Hulbert handled advertisements similarly for his subdivision just blocks away on South Clinton Street and South Kenilworth Avenue between Madison and Harrison Streets. The two builders were obviously in competition for the same clientele. The advertisements were often nearly identical, demonstrating the developers' similar perception of the market. (See attachments for examples.)

Although other builders were using similar sales methods and constructing homes for first-time homeowners, Gunderson stood out because of his social involvement. Gunderson moved his family to a residence in the center of his own subdivision. His brother George, also a member of the firm, lived across the street. The Gundersons were setting the example for future homeowners. Both brothers were very active in Oak Park society.

Other Developers

Although the Gunderson firm was innovative, they were not the only firm in Oak Park to use modern mass marketing techniques, advertising, and the appeal of Oak Park churches and schools. Firms such as E.A. Cummings Co., Fred A. Hill, and realtor Frank June had engaged in similar techniques for years and contemporaries like Thomas Hulbert also employed such techniques.⁶⁵ Hulbert is often referenced in the same context as Gunderson as their contemporary developments were just blocks from each other. Hulbert employed

⁵⁹ Ratcliff, 73.

⁶⁰ Ibid., 74.

⁶¹ *Oak Leaves*, undated clipping.

⁶² *Oak Leaves*, April 27, 1907.

⁶³ A single remaining original copy of the *New Book of Standard Gunderson Homes* from 1908 is located at the Historical Society of Oak Park and River Forest.

⁶⁴ See *Oak Leaves*, October 8, 1910.

⁶⁵ See Halley's *Pictorial Oak Park*, 1898, and Cummings' ad in *Oak Leaves*, June 25, 1906.

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similar advertising techniques as Gunderson did, with weekly advertisements in *Oak Leaves*. Hulbert advertised his firm's "Built on Honor Houses" in the local *Oak Leaves*, applying the same themes as Gunderson. (See attachments for examples.) Common advertisement enticements included: the quality of workmanship, a reasonable price, a ban on apartment construction, and the liberating value of home ownership. One of the ads for Hulbert homes offered to send a free booklet to potential customers. Although no copies are known to remain at this time, the existence of Hulbert's booklet indicates a similar approach to the Gunderson firm's marketing effort.⁶⁶

Despite similarities with competitors, the Gunderson firm set itself apart by melding good products and coordinated marketing with real acts of community involvement and community building. By living in the subdivision and becoming pillars of the community, the Gundersons came to represent the public image of successful middle-class businessmen.

Other homebuilders in south Oak Park purchased advertisements in the *South Oak Park Directory*. Their ads included photos of American Four Square style homes almost identical to those being built by S.T. Gunderson and Sons. Geo. H. Bartlett, a contractor and builder at 1027 Wesley, used the same photo to advertise his services as Paul Schulte of 947 Wesley did.⁶⁷

This mass marketing technique was not unique to Oak Park or to this time period. As early as the 1880s, real estate developer S.E. Gross developed several working-class subdivisions throughout Chicago. Gross used marketing techniques that Gunderson and his contemporaries would use a few years later. Gross's office churned out colorful pamphlets, catalogs, and broadsides, which were freely distributed to interested customers. The publications emphasized the superiority of homeownership. Gross used his advertising campaigns to idealize the home as the "embodiment of stability, moral development, dedication to family, communion with nature, and protection from the vices of the city."⁶⁸ In Gross's subdivisions, the owner had the choice of building his own home or contracting Gross to construct the house from a choice of more than 400 house plans. Gross minimized the construction costs by buying mass-produced materials in bulk and building from standardized plans. Many of the house plans Gross used were available in published catalogues.⁶⁹ Similar to Gunderson, Gross became a director and shareholder of the Railroad in order to influence the routes, schedules, and fares of the lines to his subdivisions. When Gross developed a planned community west of Chicago (later named Brookfield), he spent \$5,000 to construct a train station on the Chicago, Burlington, and Quincy Railroad.⁷⁰

This development compared to other Gunderson Developments

Most of S.T. Gunderson & Sons housing developments in Chicago were in the West Garfield Park neighborhood of Chicago and centered around Pulaski (4000 West) and what is now the Eisenhower Expressway (I-290). These earlier developments foreshadowed Gunderson's later method of choosing a lot size, building size, and building style appropriate for the place and time. In 1889, the firm constructed simple one-and-a-half story brick gable-front cottages with front porches on Colorado and Lexington Streets between 43rd and 44th Avenues.⁷¹ Colorado Street was demolished for the construction of the expressway in the

⁶⁶ Gilmore and Lipo, 20.

⁶⁷ Ibid., 20.

⁶⁸ Emily Clark and Patrick Ashley, "The Merchant Prince of Cornwall," *Chicago History* (December 1992): 10.

⁶⁹ Ibid., 9.

⁷⁰ Ibid., 15.

⁷¹ Another area, on the west side of 43rd Avenue, between Madison and Harrison Streets, developed by Gunderson in 1889, was apparently demolished to make room for the expressway. All four of these Chicago area development sites discussed herein were identified on the Cicero Township Plat Map of 1917. They were cursorily surveyed by Lesley Gilmore on July 5, 2001.

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late 1950s; however, 8-10 of these buildings still remain on Lexington Street.

Approximately twenty similar brick cottages built by the Gunderson firm in 1901 remain on the south side of Lexington between 43rd and 44th Avenues. A 1903 Gunderson development on Harrison and Colorado Streets, between 40th and 42nd Avenues, again used the same simple brick gable-front cottage; approximately one dozen of these remain on the south side of Harrison Street. They are visible from the Eisenhower Expressway.

The first Gunderson development in Oak Park, located on Home and Wenonah Avenues between Lexington and Filmore Streets, was constructed between 1905 and 1906. A local newspaper described these homes at the time of construction as "colonial type" and listed the names and addresses of 50 new homeowners "all being from Chicago."⁷² The original intent of this subdivision was to have some homes on double lots. From reviewing the building permits for these properties, it is evident that all lots were developed later that same year.⁷³ The sixty-three houses in this subdivision are similar in style to, but smaller than, the later (second Gunderson) subdivision. These homes ranged in selling price from \$3,750 to \$4,000.⁷⁴

The lots of the first development are consistently 150 feet deep and 35 feet wide. The development has a 16-foot wide alley to allow access to garages at the rear of the property. Although the majority of the homes have garages, they were not constructed at the time the house was built. All the houses have a uniform setback of 15 feet.

The administration of the firm changed between the first and second developments. S.T. Gunderson and Sons is listed as the owner of the properties on the permits for the first development while the contractor listed is Pellingier Brothers or W.A. Pellingier. The second development lists S.T. Gunderson and Sons as both owner and contractor. The permits of both developments were handled in a similar fashion. In the first development numerous permits were applied for on a single day; only four dates in 1905 are listed for permits for the entire development.⁷⁵ Essentially the development was constructed one block at a time. The Gundersons used the same method of permit application for the second development; multiple properties were listed on a single permit.

The Gunderson apartment development on South Ridgeland and South Cuyler Avenues in Oak Park was preceded by an earlier Gunderson apartment development on Jackson, VanBuren, and Gladys Avenues, between 47th and 48th Streets in the West Garfield Park neighborhood of Chicago.⁷⁶ This 1912 development, still extant today, contained brick two-flats with limestone trim and one-story front porches, on narrow lots. Twenty-five to thirty of these fill each side of each block. Stylistically, these apartments are much simpler than Gunderson's Oak Park apartments of five years later. The detailing is plain, with slight variations among the buildings in parapet profile and in the limestone trim in the upper walls of the porches. The porches are open entry porches, adjacent to full-height three-sided shallow bays at the living rooms.

⁷² *The Oak Park Reporter-Argus*, May 19, 1906, p. 8.

⁷³ April 3, 1905, June 14, 1905, August 18, 1905, and November 27, 1905 were the only dates that permits were pulled by S.T. Gunderson and Sons for this subdivision. Numerous permits were pulled on each date.

⁷⁴ *Oak Park Reporter Argus*, May 19, 1906.

⁷⁵ Permits are dated April 3, 1905, June 14, 1905, August 18, 1905, and November 27, 1905.

⁷⁶ According to Seward Gunderson's daughter Virginia, Gladys Avenue was named after one of Seward's cousins. As related by Virginia to a meeting of the Gunderson Society, September 11, 1978.

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Architecture

The architectural and construction style and details were paramount to the Gunderson development formula, just as they were to previous and contemporary developers. The Gunderson firm used popular styles that connoted comfort, stability, and durability to the middle class homeowner. The homes were built as American Four Squares with Prairie School, Arts & Crafts, and Colonial Revival style influences. Given this original design construct used by Gunderson's architect Frank DeMoney, this nomination treats the American Four Square as a style, not as a type. Seward Gunderson's home was an anomaly as the only Dutch Colonial Revival home in the area. The Gunderson two-flats, and the large bungalows on South Elmwood Avenue, were built in the Arts & Crafts style.

The American Four Square

The American Four Square was one of the most popular home types at the end of the 19th and the beginning of the 20th centuries. Its popularity derived from its highly functional plan and restrained ornamentation, which was the trend after the 1880s. The home is generally two stories high, is set on a raised basement with the first floor approached by steps, has a full-width front porch, and is capped with a pyramidal roof that usually contains at least a front dormer. The interior plan is of four nearly equally sized rooms per floor with a side stairway.⁷⁷ The house takes many of its characteristics from the designer homes of the period. The wide eaves, low-sloped roof, porch support piers, and horizontal emphasis are borrowed from the Prairie School style. Its sense of solidity and bulk keeps the house grounded.

Other sub-styles provide interesting detail to the Gunderson Four Square. The Colonial Revival influence is evident in the Doric and Ionic columned porches with full entablatures, paired windows, front porch balustrades (at floor and roof level), and decorative rinceau⁷⁸ (typically of wood) set into the front gable of the front porch. The Arts & Crafts influence is evident in the side gable roofs, extended roof rafter tails, battered columns (often in pairs), and rough textured stucco cladding.

The American Four Square was most popular in the suburbs as a middle class home. Four Square homes were generally not architect-designed but constructed by contractors or builders in tract style subdivisions. In Oak Park the Four Square was the prevalent type on the south side of the village. In contrast, many homes on the north side of the village were designed by architects. Although many were not expensive homes, they were individualized for particular clients. The area south of Madison Street was developed by several builders who borrowed elements from houses by Frank Lloyd Wright, George Maher, and E.E. Roberts to incorporate into their Four Square homes.⁷⁹

One of the differentiating aspects of the Gunderson Four Square home is that it was designed by an architect. The Gunderson firm engaged architect Frank O. DeMoney to design their prototypical homes. The sophisticated variations designed by DeMoney allowed the Gundersons to advertise a variety of 42 elevations and 15 floor plans. DeMoney was a friend of Seward Gunderson and described in the sales literature as "a man devoted to art as well as skilled in practical application."⁸⁰ The architect designed homes in all five of the Gunderson Oak Park subdivisions.⁸¹ It is presumed that DeMoney was in essence the "staff architect" for homes in the Gunderson development and that he was the chief architect of the firm. It is not known who, if anyone, worked with him. In 1907 DeMoney

⁷⁷ Alan Gowans, *The Comfortable House* (Cambridge, MA: The MIT Press, 1986), 84.

⁷⁸ According to Henry H. Saylor in a *Dictionary of Architecture* (NY: John Wiley & Sons, Inc., 1952), rinceau is "a strip pattern of ornament, usually in low relief, conventionalizing an undulating vine bearing leaves and fruits or flowers."

⁷⁹ Elizabeth Dull, "The Domestic Architecture of Oak Park, Illinois: 1900 - 1930" (Ph.D. diss., Northwestern University, 1973) 12.

⁸⁰ S.T. Gunderson & Sons, *New Book of Standard Gunderson Homes* (1908), 11.

⁸¹ Oak Leaves, February 27, 1947. obit.

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had a half-page ad in the *South Oak Park Directory* with an address of 144 LaSalle Street in Chicago. DeMoney's career included design of a fire station in Oak Park in 1912⁸², funeral chapels around the United States, the Hiawatha train which traveled between Chicago and Minneapolis, and a series of Pixley and Ehlers restaurants in Chicago. The cafeteria-style chain was popular as late as the 1960s. That commission was most likely derivative of DeMoney's relationship to the Pixley family; DeMoney's sister was married to restaurant founder Albert Pixley. In fact, DeMoney designed homes for Pixley and his partner B.C. Ehlers in 1936 in a popular revival style at, respectively, 830 and 1005 Ashland in River Forest, Illinois.⁸³

Prairie

Oak Park is the home of many landmark examples of the Prairie style. Vernacular examples were spread widely by pattern books and popular magazines; they were common in early 20th century suburbs throughout the country. Most were built between 1905 and 1915.⁸⁴ The Prairie homes in the Gunderson district are of the variety sometimes known as the Prairie Box. This subtype has a low-pitched hipped roof, symmetrical façade, hipped dormers, full-width front porches, and double-hung windows. The entrance, which is either centered or off-center, is the focal point of the façade. This was the earliest Prairie form and developed into the most common vernacular version.⁸⁵

Dutch Colonial Revival

Seward Gunderson's own home in his development varied the most from those he constructed here. His home, at 701 South Elmwood Avenue, was of the Dutch Colonial Revival style. This style, a subset of the Colonial Revival Style, is recognized by the gambrel roof. The home was built on a double lot, and though similar in width to the remaining Four Squares, is substantially longer. This three-story frame home has a side gambrel roof with a pair of dominant gabled dormers at the front elevation; this increases the living space of the third floor. The dormers are directly above two three-sided bay windows on the second floor. The front porch extends beyond the full width of the front façade. Until recently, the flat porch roof had a wooden balustrade.⁸⁶ The fenestration is also typical of the style. The double-hung windows have six-over-one and eight-over-one divided lites. These multi-pane upper sashes, and the bay windows on the second floor were common on Colonial Revival style homes. The two-story window opening/panel at the side gable is akin to the Palladian windows common to the style. It is comprised of double-hung windows at each the second and third floors, with a wood panel between. Arranged as a single composition, the top sash is arched and capped with a prominent wooden keystone.

The wall cladding is typical of the Shingle style influence on the Dutch Colonial Revival style. The second and third floor walls are covered with wood shingles. It is presumed that the lower walls, currently clad with aluminum siding, were originally clad with wood clapboards common to the style.

⁸² "New Fire Patrol Station," *Oak Leaves*, September 14, 1912, p. 7. DeMoney is noted as the preparer of plans for the new fire patrol station at Harrison and East. The brick and stucco building had an estimated cost of \$7,000.

⁸³ Gilmore and Lipo, 15.

⁸⁴ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, Inc., 1984), 440.

⁸⁵ *Ibid*, 439.

⁸⁶ On April 27, 1996, when the photograph was taken for the intensive survey of the district, the wooden balustrade was extant. This matched the balustrade evident in historic photographs of the home. When photographs were taken for this nomination, in April 2001, the balustrade was no longer extant.

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Arts and Crafts

Two single-family homes in the district are strong examples of the Arts and Crafts style. These two large one-and-a-half story bungalows, at 639 and 641-47 South Elmwood Avenue, were built in 1920 and 1917 respectively. They illustrate many of the common features of the Arts and Crafts style. Both buildings have low-sloped cross gable roofs with wide eaves. One has jerkin gables and slate shingles, the other has Spanish style clay tile roofing pronounced with ridge tiles and end caps. The façades are decorated with patterned brick and simple stone inserts. Each has a deep inset open front porch with large square columns and low porch walls capped with limestone copings. The full-width, long, porches emphasize the typical ground-hugging characteristic of the Arts & Crafts bungalow. The entry stairs have low brick walls capped with limestone copings and limestone urns. The gables are stuccoed, with half-timbering in the gables of the bungalow at 641-47 South Elmwood.

The two-flats on South Ridgeland and South Cuyler Avenues are also of the Arts and Crafts style. The roofs of the main portion of the buildings are side gable roofs clad with clay tiles characteristic of the style. The prominent front porch roofs are front-gabled, hipped (of low slope), or flat. All of the sloped roofs have wide overhanging eaves; some have the characteristic Arts & Crafts exposed rafter tails. Heavy timber brackets support the gable roofs over the side entries, and some of the front gable roof eaves as well. The front gables characteristically are decorated with brick patterning or heavy timbering. The flat roofs are concealed by parapets with simple stone coping. The front sun porches are framed by substantial square brick columns that are capped with stone copings. All of the limestone coping, windowsills, and belt courses provide a strong horizontal emphasis that balances the verticality of the structures. The texture and patterning of the tapestry brick walls and stucco, and the clay tile roofing are also standard features of this style.

Conclusion

The continued success of the second Gunderson subdivision demonstrates how effectively this builder was able to appeal to the upwardly mobile middle class families seeking homes in Oak Park. Using enticing direct marketing, advertising, and personal salesmanship, the Gunderson firm combined the cost-effectiveness of a large-scale development with the intimacy of choosing a new home from a neighbor. This method of marketing reflected a trend, as contemporary developers in Oak Park were using similar methods to coax potential homeowners from Chicago. The variety of custom-designed features offered by S.T. Gunderson and Sons appealed to the owner's sense of individualism. The Gunderson Homes were the result of the skillful and calculated blend of individualized choices within a framework of a large economy of scale that reduced the consumer's costs. This enabled a working family to buy a sizeable sturdy home for approximately \$4,000 to \$5,000. The Gunderson home is easily identifiable today and recognized as a desirable home. Current real estate ads boast both Gunderson and "Gunderson style" homes located on beautiful tree-lined streets. The enduring association with quality design and construction serve as testimony to Seward Gunderson's philosophy of building quality homes that would last. (See attachments.)

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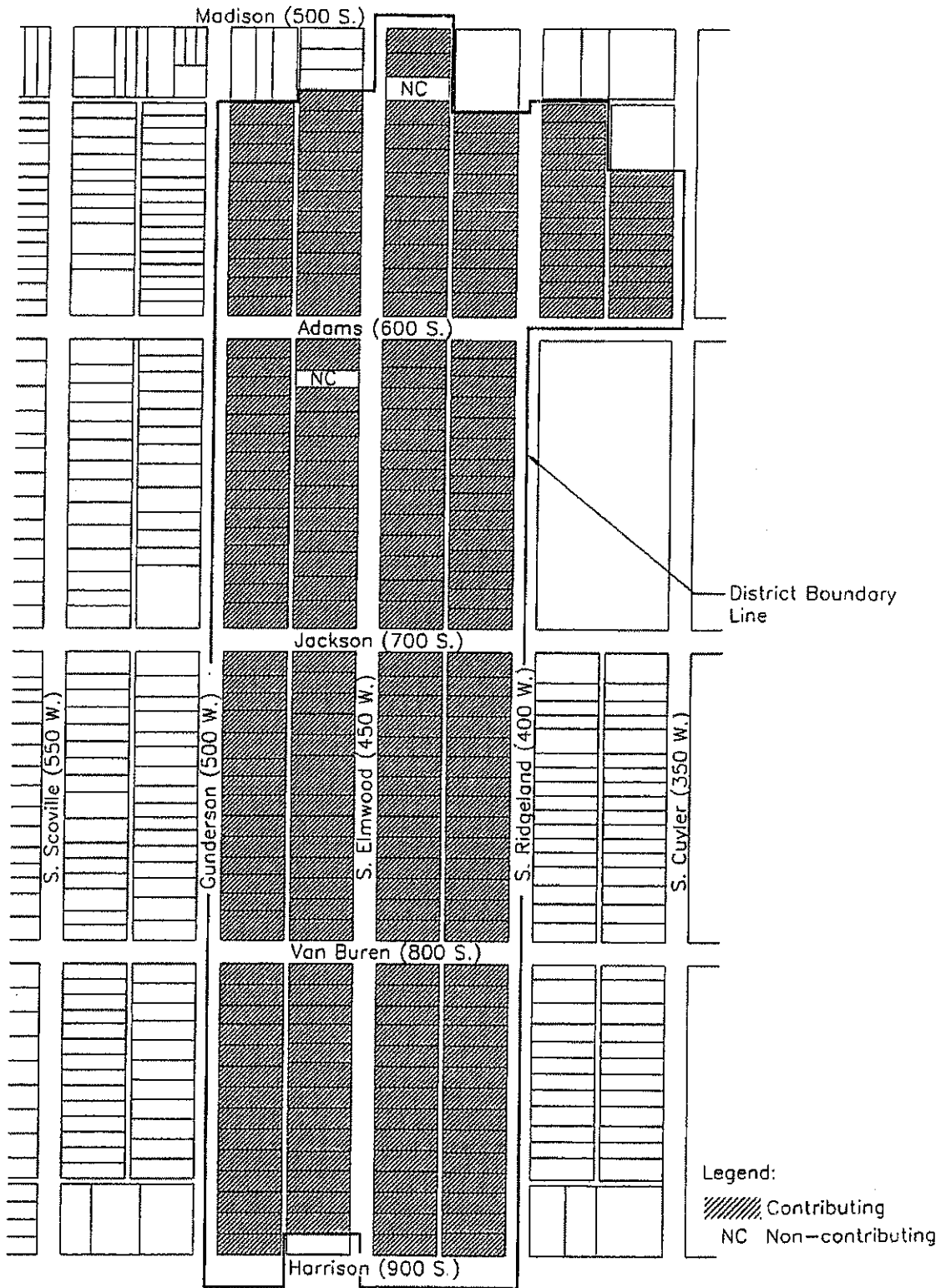
Gunderson Historic District

Verbal Boundary Description

East $\frac{1}{2}$ of block 4 of B.F. Jervis' Subdivision of section 18 township 39 north range 13 east of third principle meridian except west $\frac{1}{2}$ of southwest $\frac{1}{4}$ thereof.

Boundary Justification

The boundaries of the Gunderson Historic District have been drawn to include all the buildings built by the development firm S.T. Gunderson and Sons from 1906 to 1920.



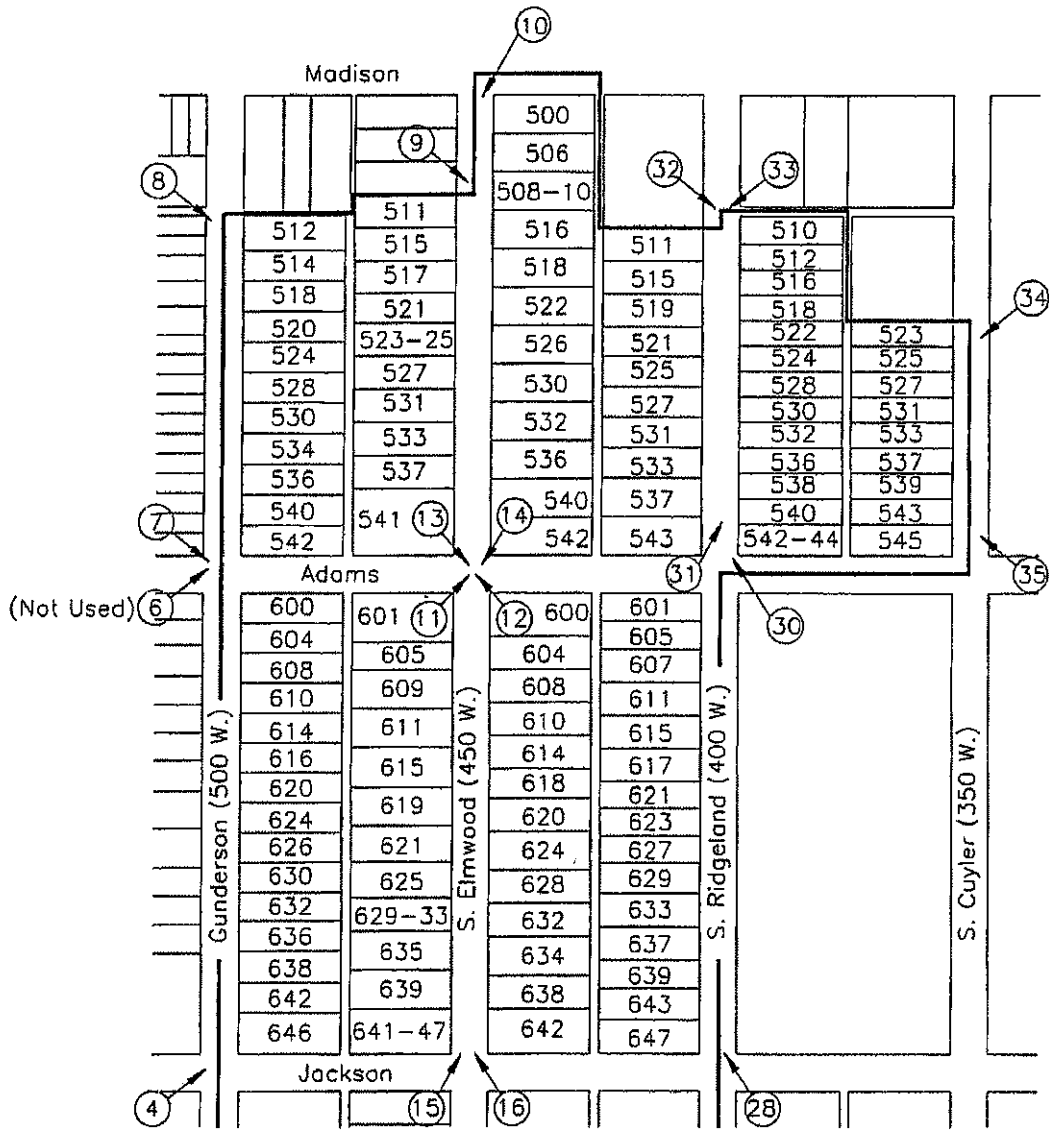
Gunderson Historic District

Oak Park, Illinois

August 29, 2001

Scale: 1"=400'-0"





Photograph Key
Northern Portion of District

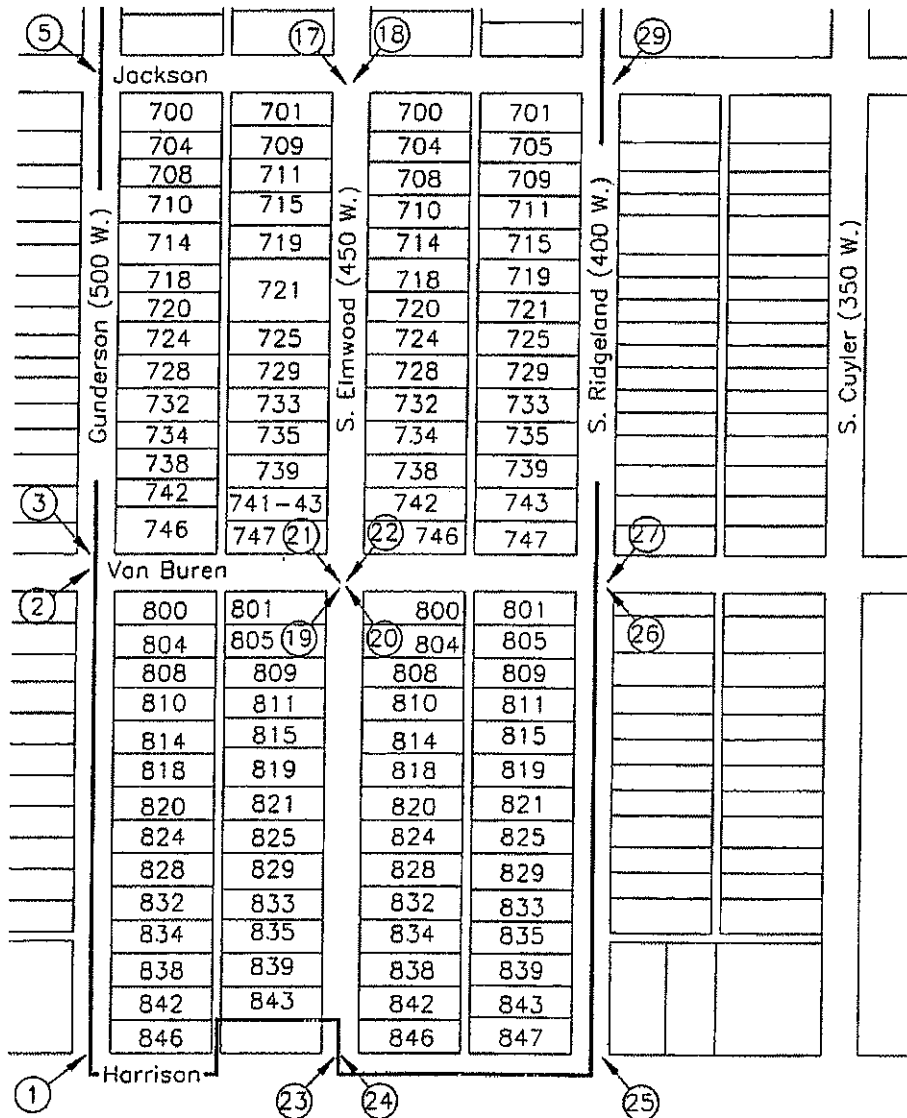
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Oak Park, Illinois

August 29, 2001

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Photograph Key
Southern Portion of District

Gunderson Historic District

Oak Park, Illinois

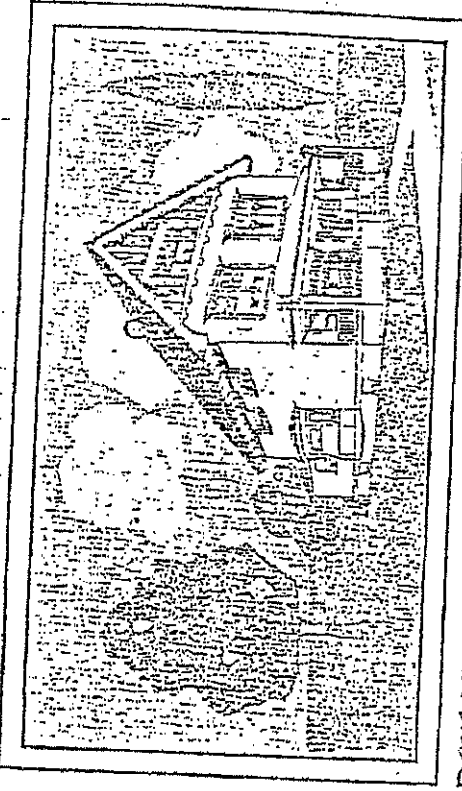
August 29, 2001

Scale: 1"=400'-0"



The

NEW BOOK of Standard GUNDERSON HOMIES



WINOAK PARK

*Substantial -
Beautiful - Easily Acquired.*

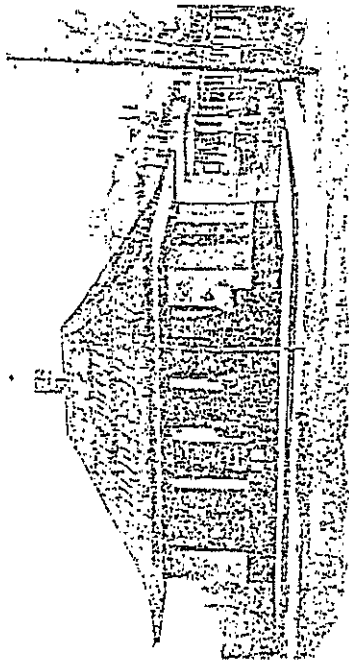
CHICAGO: I. GUNDERSON & SONS

published by authority of
I. GUNDERSON & SONS
Member of Commerce

OP
GUN

CONF. OF 1900 BROCHURE

HERE IS SHOWN THE BRANCH OFFICE OF



S. T. GUNDERSON & SONS
CORNER OF ELAINWOOD AVE. AND HARRISON ST.
1 TELEPHONE OAK PARK 783

(Seen on your right just before reaching
Gunderson Avenue Station, going west)

HOW TO GET THERE.

The quickest and straightest way is by the Garfield Park line of the METROPOLITAN ELEVATED to GUNDERSON AVENUE STATION, which is close to our branch office shown in the photograph on this page. (5 - cent fare).

The LAKE STREET Elevated runs in a straight line and deposits you at its 67TH AVENUE STATION, only four blocks directly north of us. (5 - cent fare).

The MADISON STREET ELECTRIC cars run directly past our north line, with cars every three minutes and a 5 - cent fare downtown.

The 12TH STREET ELECTRIC runs but a short distance away, and reaches our property by one transfer.

The SUBURBAN ELECTRIC (La Grange line) passes our property on Harrison street and connects with both the Metropolitan and Lake Street "L." roads.

Copyright, 1908, by S. T. Gunderson & Sons
Chairman of Commerce Block, Chicago
Telephone Main 1566

The day
you purchase
YOUR OWN
HOME
is the Most
Important day
of your life
(second only to your wedding day)

and the first morning you awake under your own roof, and look out on your own green grass, and breathe freely your own sweet, pure air, neither polluted by smoke nor jarred by discordant noises—that is the morning of the happiest day of your life—allowing for the same chivalrous exception noted above.

The world wears a different aspect, viewed from your own doorstep.

BROCHURE'S FIRST PAGE

There Is No Feature Of The Modern Home — Which Is Not Included In — Gunderson Standard Homes

To appreciate their artistic beauty and superlative value they must be seen
and thoroly inspected



These are the styles of HOMES we are building and selling all the time in Beautiful Oak Park. Bring along your experts and tell us where we could improve either the HOMES, the VALUES we offer, or our SELLING PLAN.

S. T. Gunderson & Sons,

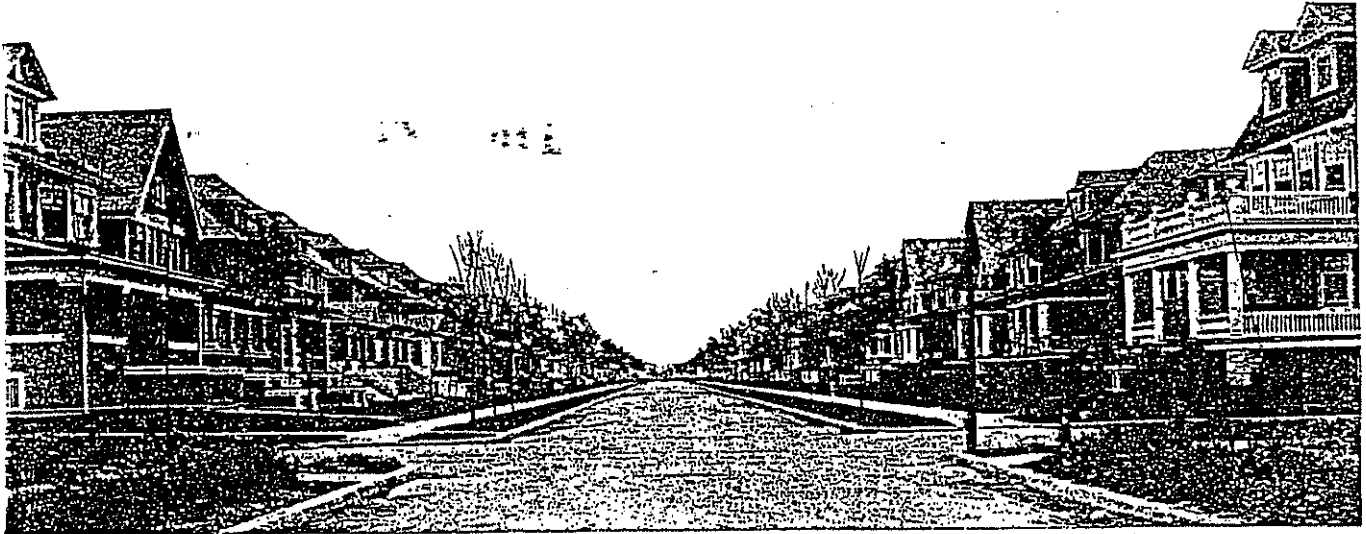
810 Chamber of Commerce, Chicago

Branch offices, Elmwood and Harrison and Elmwood and Adams.

Phone O. P. 585

It is impossible to tell you briefly all the attractive features of

Gundersons' Standard Homes



We invite you to come and see the wonderful transformation that is taking place in your immediate neighborhood. We want you to inspect these beautiful new modern homes. Those who give the most careful inspection are the first to buy. It is important to know that all the materials are bought in wholesale quantities at the lowest market prices.

But it is more important to realize that this is a community of homes—no flats, no apartments—nothing but artistic homes, individual in character and perfectly constructed of the very best materials, which include steel posts and girders in the basement—a point of superiority found only in the Gunderson homes. CASH OR TERMS TO SUIT.

These beautiful homes are located on Elmwood, Sixty-fourth and Gunderson Avenues, between Madison and Harrison Streets. Unexcelled transportation, Metropolitan "L" at Harrison Street and Electric line on Madison Street

S. T. GUNDERSON & SONS

810 Chamber of Commerce - - - - - Chicago, Illinois

Branch Offices, Elmwood and Harrison, and Elmwood and Adams Phone Oak Park 585

Just Stop and Consider



If you keep on paying rent all your life you can never own a home of your own. Hundreds of people have purchased homes from us and applied their rent money from month to month just the same as if they were paying rent, and today many of these people have the entire amount paid, and are the satisfied owners of beautiful modern homes which in all probability they never would have owned if they had not decided to make a start just when they did.

It Is Never Too Late to Make a Beginning

We have a number of beautiful homes—the GUNDERSON standard, and that means none better—which are ready to move into. Why not decide now to own your home? You can buy from us and make the entire payment at once, or we will arrange terms to suit. Our proposition and our homes will bear the closest and most careful investigation. WE INVITE INSPECTION. These beautiful homes are located on Elmwood, Sixty-fourth and Gunderson Avenues, between Madison and Harrison Streets, and have unexcelled transportation—Metropolitan 'L' at Harrison Street, and Electric line on Madison Street.



S. T. Gunderson & Sons

810 Chamber of Commerce, Chicago

Branch offices, Elmwood and Harrison and Elmwood and Adams Telephone Oak Park 585

Hiram Storekeep Gives a Party

Hiram Storekeep, alias J. Kenton Elliott, evidently enjoys the garden party scene in 'The Boss' Away' at the Warrington last Friday and Saturday evening, by the Young Men's Bible class of the First Presbyterian church for early this week each member of the cast received the following:

Highways Corner—Alto last 1910
Dear folks: Had such a good time at that garden party down to Mr. Farley's the other night that I'm going to have some done up in my own over to 219 South Kenilworth avenue this coming Thursday (February 21) and this is a invite to you to be present at 8:30 in the evening for the purpose of 'mixin' in the festivities.
Most respectful

HIRAM STOREKEEP:

Upwards of thirty of the guests of the mimic party responded to this unique invitation and spent a pleasant evening in telling fortunes, playing old-fashioned games and singing old-time songs. Mr. Elliott had on his new 'store clothes.'

Closed on Sunday

I do NO WORK on my NEW SHOP on SUNDAY. I have moved from the Warrington Block just across the street to 107 Wisconsin Avenue. The new shop is larger than the old and it has been re-built, cleaned and equipped and I am prepared to give better service than ever on six days of the week—from 7 a. m. to 9 p. m., and on Saturday we are open till 11 p. m.

CHARLES F. MILLER, Barber
107 Wisconsin Av., just off South Blvd
Telephone Oak Park 1991

'The Calling of Dan Matthews'

At the First Methodist church, next Sunday morning the Rev. M. U. Williams will discuss 'The Calling of Dan Matthews' by Harold Bell Wright under the topic 'Ourelves as Others See Us' and will endeavor to point some of the fallacies expressed in it and enforce some of its obviously just demands upon the church of today.

This volume came from the press last year and is by the author of 'The Shepherd of the Hills' and other stories. The scene of this plot is laid out in the Ozark hills. It tells the story of a young man brought up on a ranch, but moved to give himself to the work of the Christian ministry. He began his work in a small pastorate in an obscure town out among the western hills near his boyhood home. He tries to put some of his inspirations into practice runs counter to the prejudices of the people of his church and finally leaves the ministry and becomes a mining capitalist.

This book is the severest arraignment of the Christian church that has been published for many a day. The position is maintained that the Church so far from leading men to Christ actually stands between Christ and the service He would render the world. In connection with this view of the Church, the Christian ministry comes in for its share of sarcastic censure the minister being spoken of as 'the most useless person in the world.' Every department of church life comes under the severe strictures of the author.

How much truth is there in this point of view? Such a book is likely to create

discussion. It may do some good to those who are able to use it in such a manner as to mirror their faults and derive from such reflection the resolve not to live as they do. It may do much harm to the thoughtless and uncritical and those who may be already somewhat prejudiced against the Church. There are many nowadays who are ready to groan at the mention of the Church, and cheer at the mention of the Christ. But if this book is read at all it ought to be with great care.

The choir will render in this service the following program:

- Quart. (include Romance) Lemate
- Quart. 'The Lord Is My Light' Parker
- Solo 'I'm Enough' from 'Elijah' Mendelssohn
- Frank Collins
- Quart. 'God Is Love' Stuellet
- Quart. 'Lullaby March' Rogers

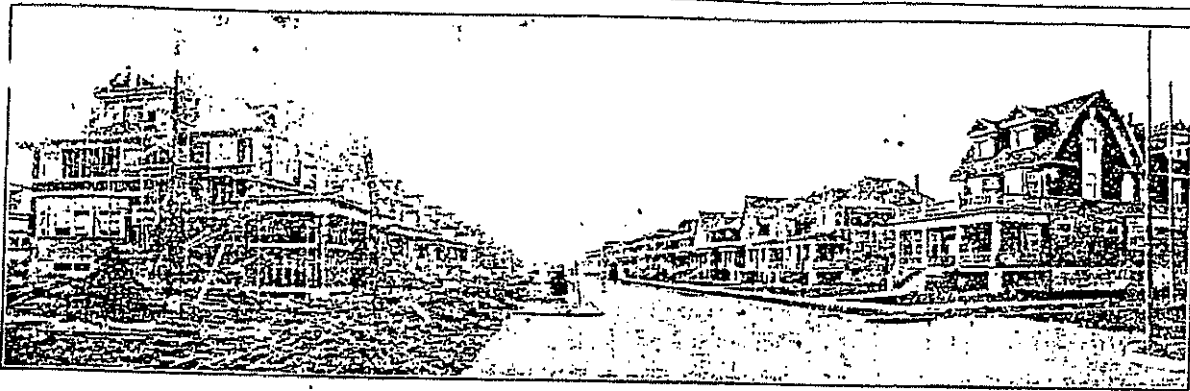
Miss Irene Hewes, 213 South Scoville Avenue, is visiting friends and relatives in Rochester and Syracuse, N. Y.

There is nothing better for your stomach than the judicious use of good **GINGER ALE**

Westphal's Ginger Ale is Good. "THERE IS GINGER IN IT" Phone Oak Park 252

Adolph Westphal Bottling Co.
79 Lake St. River Forest, Ill.

1907



(SHOWING NEW GROUP OF HOMES ON SOUTH ELMWOOD AVENUE)

Almost like a Fairy Tale or a Story from the Arabian Nights

Is the wonderful development of GUNDERSON'S STANDARD HOMES in South Oak Park. The above illustration shows a section now in course of construction. Two miles of solid street frontage is being improved with modern, up-to-date homes. These desirable dwellings are easy to buy because of the common-sense terms—a small payment down and the balance the same as rent.

This section is destined to be one of the very finest residence districts in Oak Park. Send for complete descriptive circular giving full particulars, and then see for yourselves this superb section of homes which surpass in completeness and elegance of finish any similar undertaking around Chicago.

S. T. Gunderson & Sons

TESTED HOME BUILDERS

CHAMBER OF COMMERCE BUILDING

CHICAGO

Telephone Oak Park 585

Local office, corner Elmwood Av. and Harrison St.

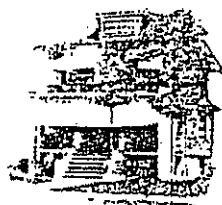


It Costs You Nothing



To Investigate Gundersons' wonderland of superior modern homes

- ☑ The closest inspection is invited not only by yourself but by any experts you desire to bring with you.
- ☑ Come and see what we have to offer, and let us explain our methods—methods by which we have sold hundreds of homes to satisfied customers.
- ☑ Located on Elmwood, Sixty-fourth and Gunderson Avenues, between Madison and Harrison Streets. Unexcelled transportation. Metropolitan "L" at Harrison Street and electric line on Madison Street.



S. T. Gunderson & Sons

HOME BUILDERS

810 Chamber of Commerce, Chicago

Branch Offices at Elmwood and Harrison and Elmwood and Adams Phone O. P. 585



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Get West and domestic cigars at Miller's drug store.

WESTPHAL'S GINGER ALE

Is labeled Ginger Ale; smells like Ginger Ale; tastes like Ginger Ale; and IT IS Ginger Ale to the last drop. THERE IS GINGER IN IT. Phone Oak Park 252. Adolph Westphal Bottling Co.

J. P. KRAFT Optometrist and Optician

Eyes tested and Glasses fitted accurately. Jewelry and Optics repaired promptly. All work guaranteed. 147 Lake Street Phone 7164

For Sale

For Rent



Lots, 35 x 126 ft.

Paved Alleys

Large Sun Parlors
Hot Water Heat

ON RIDGELAND AVENUE, OAK PARK

S. T. GUNDERSON & SONS'

New Oak Park

TWO FAMILY HOMES

Will make you a rent receiver instead of a rent payer

See them now—just completed. 5-5 and 6-6 room plans.

Make a note of these features: Mansard tile roofs, pressed brick, stone, steel and concrete construction. Large sun parlors. Hardwood finish. Hot water heat, either single or double plants. Rear porches screened in. Inside stair to the basement.

LOCATION—on Ridgeland and Cuyler Avenues, between Madison and Adams Streets, Oak Park. Convenient to both Oak Park "L" at Ridgeland Station and Metropolitan "L"—Garfield Park Branch—at Gunderson Station.

Prices always right. Cash or terms, as you like. Call at our Oak Park or city office for full particulars.

S. T. GUNDERSON & SONS

MAIN OFFICE
Chamber of Commerce Building
CHICAGO

OAK PARK OFFICE
Cor. Madison St. and Cuyler Ave.
OAK PARK

Those in charge of the decorating feel very grateful to John Muir, president of the town board, for the beautiful flowers and greens sent to the clubhouse for this occasion. Friends of the club hope May festivals may be an established affair in River Forest, making one evening of common interest to its residents, and one long to be remembered by those taking part. Mrs. Mahler, who has been an officer of the club for the last two years, deserves great praise and congratulations as director of this May festival, which closes the very successful club year.

Conley-Arnold Wedding

W. F. Arnold and Mrs. Drucilla Conley were quietly married on April 27 at the home of her daughter, Mrs. Edward S. La Bari, 412 Marion. Rev. C. K. Carpenter of the First Methodist church performed the ceremony. Mr and Mrs. Arnold will live at 916 Ontario, which has long been his residence.

Gaebelein Bible Conference

A. C. Gaebelein of New York will conduct a bible conference at the First Methodist Church of Oak Park from May 14 to May 19, inclusive. The meetings will be both afternoon and evening, and the public is invited.

Oak Parkers at Beloit College

Mr. and Mrs. Milton Denney have just returned from a visit to Beloit college, where, on Saturday evening last, they chaperoned the formal dance of Theta Psi Gamma Sorority. Their daughter Dorothy, as social chairman of the affair, headed the receiving line and both she and Miss Alice Kingsley of Oak Park, who planned the decorations, received many compliments for making this the most beautiful party of the season.

Mr and Mrs. A. J. Flitercraft have returned home from their wintering in Florida, having spent an enjoyable season at Winter Haven.

American College of Physical Education

Including School for Physical Directors and School for Playground Workers

SUMMER SCHOOL 1916

CO-EDUCATIONAL—ACCREDITED

Five Weeks, June 28th to August 4th

CLASSES will be conducted in all branches of Physical Education. They will be open to beginners and advanced students. Each department will be in charge of a specialist. HUNDREDS of TEACHERS take up special work, such as is offered in our summer school, and combine it with their regular teaching work, and thus earn more money. THE SCHOOLS are housed in a quarter-of-a-million dollar building, provided with large gymnasium, swimming tank, tennis courts, etc. Send for our Announcement

TWO YEAR NORMAL COURSE begins September 15th

3/31/1926

2/21/26

OAK LEAVES

The Hulbert Houses, Oak Park

\$4300 to \$7000 Booklet Sent Free

RESIDENCES ONLY—NO FLATS ALLOWED

The question is often asked why no portion of the Hulbert property at Oak Park will be sold without a house on it. In no other way can its high standard of excellence and attractiveness be maintained. When you buy a Hulbert House you not only get the best but you get with it the certainty that nothing but the best can come on to any part of the property. It has every convenience of city life, you do not wait for it to be finished, it has been finished before you come. It is in no sense a speculative proposition. It is an honest, substantial business project, and I ask always that my prices be compared with those of houses ordinarily offered for sale. The flat building and every objectionable thing, you will remember, are absolutely barred.

TRANSPORTATION

Garfield Park branch of Metropolitan Elevated to Oak Park av., walk two blocks west. Lake Street Elevated to end of line, walk one block east, four blocks south. From west side Madison st. cars direct to Clinton av.

"BUILT ON HONOR" HOUSES

THOS. H. HULBERT

City Office, 6 Madison Street

Jackson Blvd. and Madison St., Oak Park

Close Dancing School Season

The Misses Ingram closed the season of their dancing school at the Colonial club with one of the most enjoyable children's parties ever given in Oak Park. About one hundred of their little pupils were present and several hundred spectators gathered

Home Bakery Goods Sale

Pies, cakes, doughnuts and rolls. The good cooks of the Euclid Avenue Ladies' Aid society will have a sale of delicious home bakery goods in conjunction with its luncheon next Friday, April 6, in the church parlor. Don't forget the sale, the luncheon or the date. The ladies have a sum to

RUGS

MADE IN AMERICA

Made by us give

OAK LEAVES - JULY 27, 1907

Takes This Beautiful New Residence

Balance Monthly—Same as Rent



No. 237 South Sixty-Fourth Avenue, Oak Park

Open On Sunday. Owner On Premises

Seven rooms and alcove, hot water heat, oak, mahogany and enamel finish. **BIG COOL VERANDAS, EAST FRONT,** 40-foot lot. Library with colonial brick fireplace, beamed ceiling, and paneled window seat, very cozy, dining room paneled in oak. **One of the best built and located houses in Oak Park; must be seen to be appreciated. Will decorate to suit.**

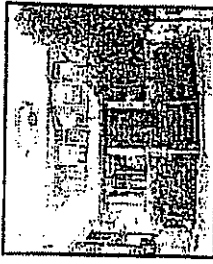
BERT P. BIGGS, OWNER

5522 WEST LAKE STREET, AUSTIN

Phone Austin 1724

LOOKING for a 5 + bedroom home with a master suite? This Condover home could be the one for you! Natural woodwork, hardwood floors, and lovely stained glass windows. 2 car garage and 2 parking spaces. Large enclosed front porch and many other special features. See it today. \$374,900

OAK PARK



LOOKING for a 5 + bedroom home with a master suite? This Condover home could be the one for you! Natural woodwork, hardwood floors, and lovely stained glass windows. 2 car garage and 2 parking spaces. Large enclosed front porch and many other special features. See it today. \$374,900

CHICAGO



HOT HOMAN AREA!! Nine apartments and one front store - all rented. Great location. 7 minutes to loop. Many new amenities. \$279,900

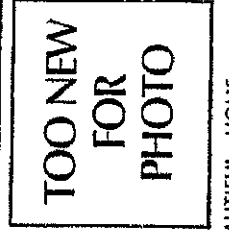
or Double parlor with decorative fireplace. \$269,000

RIVER FOREST



THIS HOME IS FOR A BUSY EXECUTIVE and his family! 12 sun floored rooms, 5 bedrooms + 5 1/2 baths. Gourmet kitchen opens to dining room + great rm. Library, formal living room and 5 fireplaces. Lower level pool room w/wet bar, ig office, jacuzzi w/sauna. Too many amenities to mention. \$1,350,000

MAYWOOD



BEAUTIFUL HOME in south Maywood. Living room bright and spacious with skylight. 3 bedrooms, 2 full baths, large family room. 2 car attached garage. Show and sell. \$159,900

features off the beaten path. Great location for school, transportation and the center of town. \$110's

FOREST PARK



2 FLAT - GREAT INVESTMENT. Newer kitchens offer individual electric heating systems, water heater & separate electrical. Call for more info. \$192,200

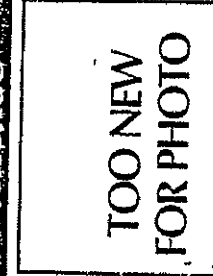
LYONS



NEWLY UPDATED HOME! A must see! Charming home awaiting new owner. New roof, siding, windows, bathrooms & updated kitchen. New hardwood floors and carpeting. New central air - nothing missing here. Copper plumbing and updated electric. \$199,500

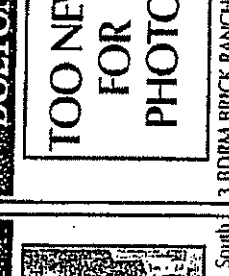
and the three bedrooms. Walk to school, transportation and the center of town. \$320,000

CHICAGO



TOO NEW FOR PHOTO
Nice 2 unit building on a quiet street. Live in one and let your tenant help you with the mortgage. Great location. Close to everything. \$110,000

DOLTON



TOO NEW FOR PHOTO
3 BDRM BRICK RANCH. Nothing to do but move in. Freshly painted, new carpet & some new floors. Quiet street with wonderful neighbors. Fenced yard for family fun. 2 car garage w/extra slab for additional parking. Great home. \$89,900

equipment, many new windows, white draws. Close to train, park & shopping. This one won't last long. \$234,900

CHICAGO



THAT'S RIGHT. 4 bdrm, 2 baths, LR, lam rm, and full basement. This townhome features hardwood floors, appliances, fenced yard for great family entertainment and low-maintenance exterior. Call today, tomorrow may be too late. \$87,000

CICERO



UPDATED BAY FRONT yellow brick 2-flr abounds w/special features & storage. Owner's unit offers peninsula kitchen overlooking covered patio w/fenced & gated yard. 2 1/2 car garage. \$185,000

- | | | | | | | | | | | | | | | | |
|----------------|---------------|---------------|-------------|-------------|-------------|-----------------|------------------|-----------------|---------------|--------------|------------|----------------|---------------|--------------|-----------------------|
| | | | | | | | | | | | | | | | |
| Michelle Burks | A.J. Chandler | Pauline Coyne | Larry Doyle | Doris Pough | David Green | W. Robert James | Greg Jaroszowski | Vee Jaroszowski | Cathy Manning | Janet Peloso | Joan Riess | Mellie Sirotek | David Thurman | Paul Spratka | Mary Callahan Ziebell |

GUNDERSON AD
WEDNESDAY JOURNAL
9.27.2001



Carmen Averhart
 Fred Bernacchi
 James Cavanagh
 Angie Cresswell
 Joan C. Cusack
 Thomas Cusack
 Rita Deer

Marcee Gavula
 Frank Granala
 Chester Gray
 Carmen Guzman
 Barbara Hendershot
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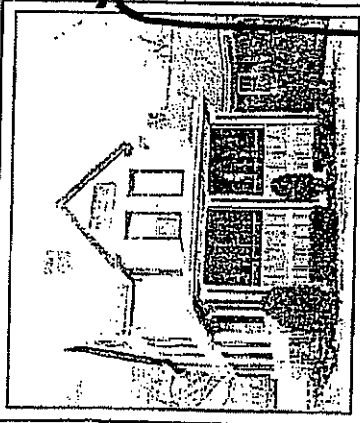
Joe Langely
 Hattie Lockett
 Fay Lockwood
 Gary Mancuso
 Margie McCarthy
 Ralph McNabb
 Therese Messuck
 Daniel J. Pych
 Kyra L. Pych
 Kendall Field
 Joanne Rosenbush
 Trudy Roznos
 Maureen C. Sansone

Pauline Trilik-Sharpe
 James Spearman
 Shane Slanciff
 Jennifer Zaleski

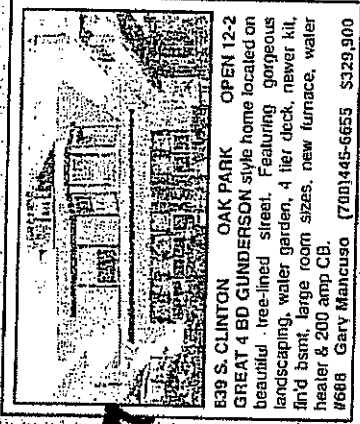
CARMEL PERRONE -PEARSON & FRANK DIFEBO
 BROKERS OWNERS



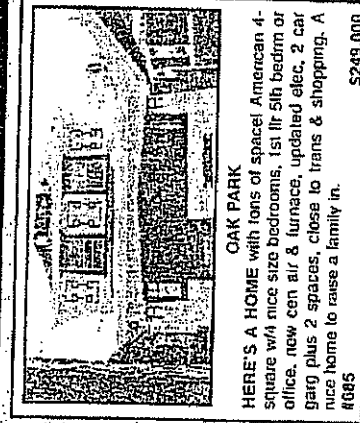
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 Award Winning Office 1994-2000



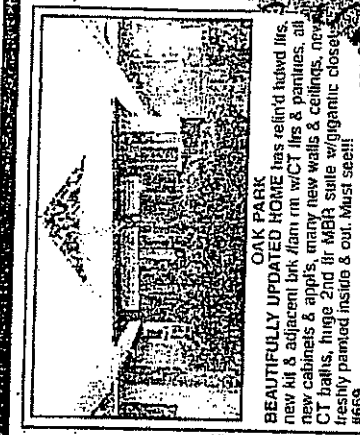
OAK PARK
NEW LISTING! WONDERFUL spacious Victorian in fantastic historic district location on a quiet cul-de-sac. Features 5 bedrooms & 2.5 baths. Much updating done including many new windows, new 2nd flr bath & some new copper plumbing. Large 1st flr fam rm. Wrap around porch, nice sized yard. 2.5 car gar, very good condition. Short walk to transportation.
 #594 Kyra Pych (708)445-2305 \$429,000



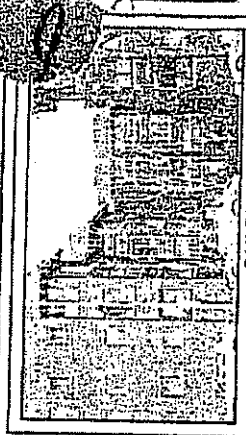
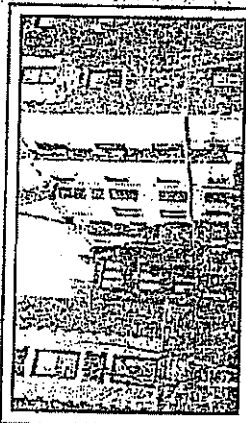
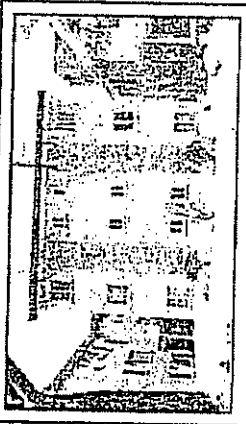
539 S. CLINTON OAK PARK OPEN 12-2
GREAT 4 BD GUNDERSON style home located on beautiful tree-lined street. Featuring gorgeous landscaping, water garden, 4 tier deck, newer kitchen & bath, large room sizes, new furnace, water heater & 200 amp CB.
 #688 Gary Mancuso (708)445-6655 \$329,900



OAK PARK
HERE'S A HOME with tons of space! American 4-Square w/4 nice size bedrooms, 1st flr 5th bedroom or office, new cen air & furnace, updated elec, 2 car gar, plus 2 spaces, close to trans & shopping. A nice home to raise a family in.
 #685 \$249,000



OAK PARK
BEAUTIFULLY UPDATED HOME has ref'd hardwood flrs, new kit & adjacent bk /fam rm w/CT flrs & pantries, all new cabinets & appls, many new walls & ceilings, new CT baths, huge 2nd flr MBH suite w/organic closet, freshly painted inside & out. Must see!!
 #669 \$279,000



GUNDERSON "STYLE" HOME
 OAK LEAVES
 3/28/2001



**VILLAGE OF OAK PARK
HISTORIC DISTRICT NOMINATION REPORT**

This form is for use in nominating Oak Park historic districts. Complete each item by marking "x" in the appropriate box or by entering the information requested. If any 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 Gunderson Historic District
 other names/site number First Gunderson Development

2. Location

street & number Roughly bounded by Lexington Street, Fillmore Street,
Wenonah Avenue and Home Avenue
 city or town Oak Park
 state Illinois code IL county Cook Code 031 zip code 60304

3. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

Contributing	Noncontributing	
<u>59</u>	<u>0</u>	buildings
<u>0</u>	<u>0</u>	sites
<u>0</u>	<u>0</u>	structures
<u>0</u>	<u>0</u>	objects
<u>59</u>	<u>0</u>	Total

4. Function or Use

Historic Functions (Enter categories from instructions)

Cat: Domestic/Single Dwelling Sub: _____

Current Functions (Enter categories from instructions)

Cat: Domestic/Single Dwelling Sub: _____

5. Description

Architectural Classification

(Enter categories from instructions)

American Four-SquareOther: Colonial RevivalOther: Prairie School**Materials**

(Enter categories from instructions)

foundation Stoneroof Asphalt Shinglewalls Clapboarding, wood shingle other**Narrative Description**

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

6. Statement of Significance

Areas of Significance

Community Planning and Development

Architecture

Period of Significance

1905 to 1930

Architect/Builder

S.T. Gunderson and Sons, builder

Narrative Statement of Significance

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

7. Major Bibliographical References

Bibliography

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

8. Form Prepared By

name/title Doug Kaarre*organization Village of Oak Parkdate January 9, 2003street & number 123 Madison Streetphone (708) 358-5417city or town Oak Parkstate IL zip code 60302

*This form was prepared in large part from the National Register nomination form for the Gunderson Historic District (Second Gunderson Development) prepared by Suzanne Germann and Lesley Gilmore of Gilmore Franzen Architects, 2002.

Property Owner(s)

name Multiple owners

street & number _____

telephone _____

city or town _____

state _____

zip code _____

5. Description of Development

The first Gunderson development is located on the south side of Oak Park south of the Eisenhower Expressway. The area is roughly bounded by Lexington Street on the north, Fillmore Street on the south, Home Avenue on the east and Wenonah Avenue on the west. The area consists of 28 homes on Wenonah Avenue and 31 homes on Home Avenue, for a total of 59 single-family homes. The area was developed in 1905 by S. T. Gunderson and Sons. It is referred to as the first Gunderson development in Oak Park; it was followed by S.T. Gunderson & Sons second development on S. Cuyler, S. Ridgeland, S. Elmwood and Gunderson Avenues between Madison and Harrison Streets, constructed between 1906 and 1920. The second Gunderson development was designated as the Gunderson Historic District in 2002. All 59 of the homes are considered to be contributing properties to the character of the district.¹ Although no permit information was available for 3 of the homes, all are believed to be part of the Gunderson development.

All of the Gunderson homes are American Foursquare types constructed in 1905. They are individualized with original detailing of Colonial Revival influences, such as wide and thin porch columns with Ionic and Doric capitals and returns on the front gable ends, and Prairie School influences, such as wide eaves and square porch posts and low-pitched hip roofs. Although massing is consistent on all the homes, there are several variations of detail on the homes throughout the development. Roof types vary between hipped roofs with hipped central dormers (25), hipped roofs with gabled central dormers (15) or houses with front gables (18). One house has a hipped roof with no dormer. The homes were originally clad with wood clapboards, wood shingles, or a combination thereof. Wood shingles were the typical roofing material at the time.

The American Four Square played a critical role in speculative developments throughout the United States; they were basic, comfortable homes affordable by the middle-class from 1895 through 1925.² The typical American Four Square home in the development is approximately 24 feet wide and varies from 28 to 32 feet deep, not including the front porch. This floor plate is slightly longer than the square floor plan of the standard Four Square. However, the building mass is the prototypical Four Square cube. The remainder of the features are representative of the American Four Square as defined by Alan Gowans in *The Comfortable House*: "two stories high, set on a raised basement with the first floor approached by steps, a verandah running the full width of the first story, capped by a low pyramidal roof that usually contains at least a front dormer, and an interior plan of four nearly equal sized rooms per floor plus side stairwell."³ The front porch typically has only three columns, though some have two or four. The front entrance openings are typically asymmetrically arranged. The homes in the development are typically 2-1/2 stories high.

The American Four Square houses in the development are illustrative of the variety of secondary styles that often accompany the style. Most have strong horizontal lines, restraint in ornamentation, and wide eaves. Some of these features are strong enough to be considered the influence of the Prairie School style. Some are graced with a classical flair, often manifested in Ionic capitals on round porch columns. This building style is considered a distinctive new building style from the turn of the 20th century. A common decorative window

¹ Based on field surveys performed by Village Staff on June 12, September 25, and November 11, 2002 and HPC discussion on November 14, 2002. Artificial siding does not negate contributing status.

² James S. Massey and Shirley Maxwell, "Builder Style: America's Little Houses," *Old House Journal*, September/October, 1990, p. 45-49.

³ Alan Gowans, *The Comfortable House: North American Suburban Architecture 1890-1930* (Cambridge, MA: The MIT Press, 1986).

type featured in the homes is one with wood muntins forming diamond patterns or geometric shapes. This same decorative window was used again in the second Gunderson development, along with art glass windows. The first Gunderson development did not incorporate art glass as prevalently as in the second development. However, when art glass was used, it was found in the transom of the central window of the front first floor bay and/or the south first floor bay, or at the hall or closet window next to the front entry door. Art glass windows were only visible on 6 homes, while approximately 31 homes exhibited decorative windows.

Many of the homes have been altered and modernized similarly. 28 of the full-width front porches were enclosed, most likely in the 1920s. This enclosure typically consists of ribbons of tall casement windows set on the original low porch wall. The majority of the extant original casements have vertical divided lites in a three-over-two, three-over-one or six-over-one pattern. Although these are later alterations, they are historic and are seen consistently throughout the development. There has been a great deal of artificial siding applied to the homes.⁴ Of the 59 homes in the development, 12 retain their original wall cladding. One home has been clad in stucco. The homes were originally constructed for middle-class first-time homeowners. The district remains middle-class. Although the artificial siding and enclosed porches on some of the buildings is not original, it does not diminish the integrity of the structures. The building massing, fenestration and detailing remain intact.

The majority of the lots in the development are 37.5 x 150 feet.⁵ One house on Home was constructed on a double lot. The typical front yard setback is 15 feet. A 16-foot wide alley separates the blocks. The alleys provide access to the garages at the rear of the property, none of which were built simultaneously with the homes.

A local newspaper described these homes at the time of construction as "colonial type" and listed the names and addresses of 50 new homeowners "all being from Chicago."⁶ The original intent of this subdivision was to have some homes on double lots. From reviewing the building permits for these properties, it is evident that all lots were developed later that same year.⁷ The fifty-nine houses in this subdivision are similar in style to, but smaller than, the later (second Gunderson) subdivision. These homes ranged in selling price from \$3,750 to \$4,000.⁸

The most recognizable enduring historic features of the development are summarized as follows:

1. Green parkways with mature deciduous trees regularly spaced.
2. Equal setbacks (front, side and rear) for each property.
3. Consistent rhythm established by items #1 and #2 above.
4. Consistent building massing.
5. Consistent porch sizes and depths.
6. Consistent building height.

All 59 properties have been classified as contributing structures despite alterations to five specific homes at 1015, 1023, 1031 and 1105 Home and 1046 Wenonah. These homes do

⁴ "Artificial siding" includes asbestos siding, vinyl clapboards, aluminum siding, and asphalt siding or other composite materials.

⁵ Based upon Sidwell map.

⁶ *The Oak Park Reporter-Argus*, May 19, 1906, p. 8.

⁷ April 3, 1905, June 14, 1905, August 18, 1905, and November 27, 1905 were the only dates that permits were pulled by S.T. Gunderson and Sons for this subdivision. Numerous permits were pulled on each date.

⁸ *Oak Park Reporter Argus*, May 19, 1906.

retain their basic form and shape, despite missing or added porches or window alterations. The owners of these homes are encouraged to restore the homes back to the original design.

1001 Home Avenue – CONTRIBUTING

Vinyl siding, decorative windows, porch alterations including new columns, front gable.

1005 Home Avenue – CONTRIBUTING

Wood clapboard siding, decorative windows, art glass windows, front gable roof.

1007 Home Avenue – CONTRIBUTING

Wood clapboard siding, wood windows, 1 decorative and 2 art glass on front first floor, hipped roof with hipped dormer at center. *Ray Kroc Boyhood Home*

1011 Home Avenue – CONTRIBUTING

Asphalt siding, decorative windows, enclosed front porch, aluminum soffits, hipped roof with hipped dormer at center.

1015 Home Avenue – CONTRIBUTING

Wood or composite board siding, enclosed front porch with alterations, decorative windows, front gable roof.

1017 Home Avenue – CONTRIBUTING

Wood clapboard siding, decorative windows, Ionic porch columns, hipped roof with hipped dormer at center.

1019 Home Avenue – CONTRIBUTING

Wood clapboard siding, decorative windows, aluminum soffits, Ionic porch columns, hipped roof with gabled dormer at center.

1023 Home Avenue – CONTRIBUTING

Asphalt horizontal siding, major alterations, hipped roof with no dormer.

1025 Home Avenue – CONTRIBUTING

Asphalt siding, decorative windows, square porch posts, hipped roof with hipped dormer at center.

1029 Home Avenue – CONTRIBUTING

Vinyl siding on the first floor and wood shingles on the second floor, decorative windows, art glass windows, Doric porch columns, front gable roof.

1031 Home Avenue – CONTRIBUTING

Asphalt siding, decorative windows, second floor addition over front porch, Doric porch columns, front gable roof.

1035 Home Avenue – CONTRIBUTING

Asphalt siding, decorative windows, aluminum soffits, square porch posts, hipped roof with hipped dormer at center.

1039 Home Avenue – CONTRIBUTING

Aluminum siding, decorative windows, aluminum soffits, Ionic porch columns, hipped roof with gabled dormer at center.

1041 Home Avenue – CONTRIBUTING

Vinyl siding, vinyl windows, art glass windows, Ionic porch columns, hipped roof with hipped dormer at center.

1043 Home Avenue – CONTRIBUTING

Vinyl siding, vinyl windows, hipped roof with gabled dormer at center.

1047 Home Avenue – CONTRIBUTING

Composite siding, enclosed front porch, hipped roof with hipped dormer at center.

1101 Home Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, vinyl windows, front gable roof.

1105 Home Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, second floor addition over front porch, hipped roof with hipped dormer at center.

1109 Home Avenue – CONTRIBUTING

Asphalt siding, decorative windows, hipped roof with hipped dormer at center.

1111 Home Avenue – CONTRIBUTING

Vinyl siding, square porch posts, decorative windows, flat front gable roof.

1115 Home Avenue – CONTRIBUTING

Wood clapboard siding, enclosed front porch, front gable roof.

1119 Home Avenue – CONTRIBUTING

Wood clapboard siding, Doric porch columns, decorative windows, hipped roof with gabled dormer at center.

1121 Home Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, decorative windows, hipped roof with hipped dormer at center.

1125 Home Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, vinyl windows, hipped roof with gabled dormer at center.

1127 Home Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, decorative windows, front gable roof.

1131 Home Avenue – CONTRIBUTING

Asphalt siding, Ionic porch columns, hipped roof with gabled dormer at center.

1133 Home Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with gabled dormer at center.

1137 Home Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, decorative windows, hipped roof with hipped dormer at center.

1139 Home Avenue – CONTRIBUTING

Wood clapboard siding, aluminum soffits, decorative windows, front gable roof.

1143 Home Avenue – CONTRIBUTING

Vinyl siding, decorative windows, hipped roof with hipped dormer at center.

1147 Home Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, large wood brackets at front eaves, art glass windows, hipped roof with gabled dormer at center.

1012 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with hipped dormer at center.

1016 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, decorative windows, hipped roof with hipped dormer at center.

1018 Wenonah Avenue – CONTRIBUTING

Asphalt siding, Doric porch columns, decorative windows, front gable roof.

1022 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with hipped dormer at center.

1024 Wenonah Avenue – CONTRIBUTING

Asphalt and aluminum siding, square porch posts, hipped roof with gabled dormer at center.

1028 Wenonah Avenue – CONTRIBUTING

Vinyl siding, Doric porch columns, decorative windows, front gable roof.

1030 Wenonah Avenue – CONTRIBUTING

Asphalt siding, Doric porch columns, hipped roof with hipped dormer at center.

1034 Wenonah Avenue – CONTRIBUTING

Wood clapboard siding on first floor and wood shingles on second floor, decorative windows, hipped roof with hipped dormer at center.

1036 Wenonah Avenue – CONTRIBUTING

Aluminum siding, enclosed front porch, front gable roof.

1040 Wenonah Avenue – CONTRIBUTING

Wood clapboard siding, square porch posts, hipped roof with gabled dormer at center.

1042 Wenonah Avenue – CONTRIBUTING

Asphalt siding, Doric porch posts, hipped roof with hipped dormer at center.

1046 Wenonah Avenue – CONTRIBUTING

Vinyl siding, art glass windows, no front porch, front gable roof.

1100 Wenonah Avenue – CONTRIBUTING

Wood clapboard siding, Doric porch columns, decorative windows, hipped roof with gabled dormer at center.

1104 Wenonah Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, hipped roof with hipped dormer at center.

1106 Wenonah Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, hipped roof with gabled dormer at center.

1110 Wenonah Avenue – CONTRIBUTING

Asphalt siding, decorative windows, square porch posts, circular gable window, front gable roof.

1112 Wenonah Avenue – CONTRIBUTING

Stucco siding on first floor and dormer, wood shingles on second floor, enclosed front porch, hipped roof with hipped dormer at center.

1114 Wenonah Avenue – CONTRIBUTING

Wood clapboard siding on first floor, wood shingles on second floor, decorative windows, Doric porch columns, hipped roof with hipped dormer at center.

1118 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with hipped dormer at center.

1122 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, elevator lift extending from front porch adjacent to stoop, front gable roof.

1124 Wenonah Avenue – CONTRIBUTING

Asphalt siding, two-story bay on front elevation, half-width enclosed front porch with Ionic columns, decorative windows, hipped roof with gabled dormer at center.

1126 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with hipped dormer at center.

1130 Wenonah Avenue – CONTRIBUTING

Asphalt siding, enclosed front porch, hipped roof with gabled dormer at center.

1132 Wenonah Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, Doric porch columns, front gable roof.

1136 Wenonah Avenue – CONTRIBUTING

Vinyl siding, enclosed front porch, hipped roof with hipped dormer at center.

1138 Wenonah Avenue – CONTRIBUTING

Asphalt siding on first floor, wood shingles on second floor, decorative windows, enclosed front porch, hipped roof with gabled dormer at center.

1142 Wenonah Avenue – CONTRIBUTING

Stucco cladding, decorative windows, enclosed front porch, hipped roof with hipped dormer at center.

1146 Wenonah Avenue – CONTRIBUTING

Aluminum siding, Doric porch columns, decorative windows, front gable roof.

6. Significance of Development

The first Gunderson development is a prominent subdivision in south Oak Park, boasting middle-class homes in the American Four Square style that was in national vogue in the early 1900s. The sameness of house style, identical setbacks, and other common features of this subdivision foreshadow the "cookie-cutter" subdivisions later in the century. This development was also the first large-scale development for the firm S.T. Gunderson and Sons in Oak Park. Their second subdivision was listed on the National Register and designated an Oak Park historic district in 2002. The period of significance begins in 1905, the year the homes were constructed, and continues through 1930 to incorporate the early modifications that occurred. The first Gunderson development is being combined with the second Gunderson development into one historic district in two locations. The second Gunderson development was designated as the Gunderson Historic District in 2002. Together, the two developments will be referred to as the Gunderson Historic District.

Community Planning and Development

The first Gunderson development was built as a new suburban community that catered to the middle class family. It was designed to provide homeownership to a burgeoning middle class, easy access to employment opportunities in the City of Chicago, and a safe haven in which to raise a family. The Gunderson firm built the area by means of a proven successful formula used by previous and contemporary developers.

The Gunderson Family and Its Business

S.T. Gunderson and Sons represents a firm started by successful Norwegian immigrants. Severt T. Gunderson came to the United States in 1848 at the age of nine. At 18 he went into business as a builder, and quickly acquired important timber and mill holdings, all of which were destroyed by fire in 1875. He soon started a second business, manufacturing doors and sashes, which he operated with his son Seward. This business was also destroyed by fire. In 1885 Severt and his two sons formed the firm of S.T. Gunderson and Sons, "homebuilders"⁹ and real estate investors. Severt also was associated in the firm of John A. Gauger & Company, who manufactured and shipped doors and window sash throughout the United States.¹⁰ Severt remained closely tied to his ethnic roots. He married another first-generation Norwegian immigrant, Emily Olsen, and they lived in a Norwegian neighborhood in Chicago, where they spoke their native language and participated in local Scandinavian organizations.¹¹

Severt and Emily had two sons, Seward and George, both of whom worked in the family business. Seward Miles Gunderson was born in Chicago on February 28, 1866. He was educated in public schools and at the Bryant and Stratten Business College in Chicago. In October 1894 he married Abigail K. Campbell, the daughter of a prosperous Chicago contractor, and had four children (Miles, Doris, Virginia, and Kathryn) and eight grandchildren. He joined his father in the lumber business in 1883¹² and became the managing partner in 1893.¹³ George Gunderson was born in Chicago in 1863. He was also educated in public schools and at the Bryant and Stratten Business College of Chicago. He married Julia Jacobs in 1887 and

⁹ According to Seward's daughter Virginia, Seward coined the phrase "homebuilder" in contrast to the term "housebuilder" as a reflection of his commitment to the family. As related to a meeting of the Gunderson Society, September 11, 1978.

¹⁰ "Biographical Dictionary and Portrait Gallery of Representative Men of Chicago," Volume 2, 1892, page 692, Chicago Historical Society Collection.

¹¹ Kathryn Elizabeth Ratcliff, "The Making of a New Middle-Class Culture: Family and Community in a Midwest Suburb, 1890 – 1920" (Ph.D. diss., University of Minnesota, 1990), 75. Kathryn is a granddaughter of Seward's daughter Kathryn Gunderson Ratcliff.

¹² *Oak Leaves*, July 13, 1950.

¹³ "70 Years Young: Seward Gunderson," *Oak Parker*, February 29, 1936, p. 37.

had two daughters, four grandchildren, and four great grandchildren at the time of his death in 1945. His career began in his father's lumber company in 1881. He was later the manager of W.J. Frawley and Company, lumber inspectors. George joined his father and brother in business in 1885. In 1899 he organized the Acme Steel Company, Inc. and was treasurer and general manager until 1924.¹⁴ Although George was a partner in the firm of S.T. Gunderson and Sons, he was not as active in the firm as his brother, Seward.

Seward Gunderson followed the pattern of many first-generation immigrants by assimilating into the American culture. In 1907, he and his family moved to Oak Park, where they had built a large house in the heart of the second Gunderson development. Seward consciously constructed himself as an example for his neighbors to emulate.¹⁵ He was a prominent member of the community and involved in social affairs as a member of many organizations: Oak Park's first zoning board; president of Oak Park Republican Club and delegate of National Republican convention in 1944; Oak Park Chamber of Commerce; Chicago Real Estate Board of Underwriters; Chicago Athletic Association; charter member of the Oak Park Country Club; treasurer of the park district of Oak Park from 1912 to 1920¹⁶; secretary of his brother's firm, the Acme Steel Company from 1899 to 1903; Metropolitan Lodge, Oriental Consistory; Knights Templar and Medinah Temple.¹⁷

Kathryn, Seward's youngest daughter, recalled that when a family from the "old Country" bought a house in her father's subdivision, they received a lesson in normative suburban behavior: women should wear hats, not babushkas; they should carry a pocketbook whenever they appeared in public; and the whole family should attend church on Sundays. Gunderson even encouraged homebuyers to bring their parents to the house contract closing so they could learn the proper decorum for suburban visits.¹⁸

The Village of Oak Park building permits for Gunderson homes indicate one aspect of the style of the operation of the firm. Large numbers of permits for separate buildings were pulled simultaneously. The homes were built essentially one block at a time. This approach implies that this was an assembly line sort of construction. The firm took great steps to facilitate a more efficient and modern method of construction.

S.T. Gunderson and Sons continued to develop homes in Oak Park and Chicago through the 1920s. Between 1905 and 1920 Gunderson subdivided several tracts of land in south Oak Park and built, financed, and sold more than 600 single family homes for prices ranging from \$4,000 to \$12,000. The Gunderson firm subdivided an Oak Park neighborhood along Columbian and Fair Oaks Avenues north of Augusta Street in 1922; and the Greenfield subdivision at Harlem Avenue and Division Street in 1925. The firm continued to subdivide land in Chicago's Garfield Park neighborhood, and in Elmwood Park north of Oak Park. According to Seward Gunderson's obituary and an oral history with his daughter, Kathryn Gunderson Ratcliff, the firm acted as a realtor in these later subdivisions rather than as a builder.¹⁹

¹⁴ *Oak Leaves*, January 11, 1945, 47.

¹⁵ Ratcliff, 75.

¹⁶ Park District of Oak Park, Meeting Minutes, 1912-1920.

¹⁷ *Oak Leaves*, July 13, 1950.

¹⁸ Lee Brooke, *Yesterday When I Was Younger...Oak Park, River Forest Oral History*, (Privately printed, 1989), 122.

¹⁹ *Ibid.*, and an oral history with his daughter, Kathryn Gunderson Ratcliff, see Lee Brooke, *Yesterday when I was Younger*, 1989.

Oak Park History

The Great Chicago Fire of 1871 was the catalyst for a population explosion in Oak Park. The population increased from approximately 500 people in 1871 to almost 10,000 people in 1902, when Oak Park severed its ties with Cicero Township and was incorporated as a self-governing municipality. The population continued to grow, doubling every ten years to nearly 40,000 people in 1920. Real estate development and building construction was at a new high between 1906 and 1917. Between 300 and 400 building permits for new homes were issued annually until a peak was reached in 1915. Construction declined until 1918 when only 44 new home permits were issued.²⁰

The most dramatic growth in the early 20th Century occurred south of Madison Street. By 1915 one-third of Oak Park's population lived south of Madison Street.²¹ This area, known for its small lots and mass-produced homes on the least expensive land, was the last section of the village to be settled.²²

The new south side residents were people from Chicago, primarily men who were in business for themselves. Although self-employed, they were in Oak Park's lower income bracket.²³ There was no visible line dividing the north and south sides of the village, yet there were definite distinctions between the two neighborhoods. There were conflicts involving social, economic, and political issues that threatened to divide the community. Many south side residents were dissatisfied with village services and favored annexation to Chicago. Many editorials in the *Oak Leaves* addressed the issues of annexation and the need to provide better services to the south side of the village. In January 1909 an *Oak Leaves* article noted, "by next summer one-third of the total vote of Oak Park will be south of Madison Street."²⁴ This same article mentioned the improvements made to the south side: new school buildings, branch libraries, and water service. The question of annexation appeared on the ballot in 1910 and 1911 and was defeated both times.²⁵

The settlement of the south side of Oak Park has been credited to two turn-of-the-century builders, Thomas H. Hulbert and Seward Gunderson. Both of these builders bought large sections of the "south prairie" and subdivided the land into tracts to construct affordable housing for the workingman and his family. *The Oak Park Reporter Argus* described the building boom:

"Three Hundred New Houses Will Make Village of Prairie Land. The desirability of Oak Park as a residence suburb is becoming more manifest to the people of Chicago and other sections every day ... A few years ago the ... land was one large prairie, with the blue grass waving in the summer breeze. Now the whole territory is dotted with handsome residences."²⁶

Hulbert and Gunderson were constructing modest homes that cost from \$3,000 to \$10,000. The houses were bought as fast as they were built and the real estate values in that area increased rapidly.²⁷ Both builders highlighted the available convenient transportation, from

²⁰ Jean Guarino, *Oak Park: A Pictorial History* (St. Louis: G. Bradley Publishing, Inc., 1988), 68.

²¹ *Ibid.*, 68.

²² Arthur Evans Le Gacy, *Improvers and Preservers: A History of Oak Park, Illinois, 1833-1940* (Dissertation, University of Chicago, 1967), 139.

²³ *Ibid.*, 140.

²⁴ *Oak Leaves*, January 30, 1909.

²⁵ Guarino, 68.

²⁶ *Oak Park Reporter Argus*, May 19, 1906.

²⁷ Gertrude Fox Hoagland, *Historical Survey of Oak Park, Illinois* (Oak Park Public Library, 1937).

these developments to Chicago, in their advertisements. This attention paid to transportation by both builders demonstrates the development pressure that came from those who wished to move from Chicago to a suburban setting.

The Gundersons established several subdivisions in Chicago and Oak Park between 1889 and 1925.²⁸ The earliest subdivisions were on the west side of Chicago. The first Gunderson development in Oak Park was the Gunderson and Gaugers addition, platted in 1890, located on Home and Wenonah Avenues between Harrison Street and Roosevelt Road. Gunderson owned this land for fifteen years, waiting for a five-cent railroad fare to Chicago before commencing construction. With his own funds, Gunderson constructed a station of the Metropolitan elevated train line at nearby Maple Avenue for the convenience of the new residents.²⁹ The houses were quickly sold once construction began in 1905. Gunderson mainly developed the land on Home and Wenonah Avenues between Lexington and Filmore Streets. The exception was seven homes constructed in 1905 at 900, 902, 912, 916 and 920 Wenonah Avenue and 915 and 931 Home Avenue. While several of these Gunderson homes are identical to those on the two blocks to the south, they are not being included in the historic district. This is due to the lack of continuity of building type which separates them from the first development. Most of the two blocks to the north and south of the Gunderson homes were developed over the next 10 to 15 years. The 1908 Sanborn Fire Insurance Map shows no structures on the southernmost block of this subdivision. Review of permits of this block reveals that the Gunderson firm did not build here.

Advertisement

In 1905, S.T. Gunderson and Sons' first development sold out in less than fourteen months, its success no doubt due in part to an extensive advertising campaign. To publicize Gunderson homes Seward Gunderson issued postcards, brochures, and a monthly magazine/pamphlet entitled "Homes: A Magazine for Rent Payers."³⁰ In his literature, Gunderson portrayed himself as a public servant advancing the cause of traditional virtue. He explained in his brochures that he was able to pass substantial savings on to his customers because of his extensive holdings in the lumber industry. According to his promotional material, the provision of affordable single-family residences was not only an act of good business but also a mission of public service.³¹

The advertisements continued, possibly more standardized, for the sales of the second development. The Gunderson firm had a regular weekly ad in the local newspaper, the *Oak Leaves*. The advertisements touted the benefits of home ownership in lieu of leasing, the benefits of life in the suburbs, the quality of the homes and construction, and the easy accessibility to Chicago. Gunderson endeavored to coax Chicago residents to purchase homes in the suburbs. Potential homeowners were invited to "investigate Gunderson's wonderland of superior modern homes."³² The *Oak Leaves* frequently dedicated a column to S.T. Gunderson and Sons' reports of recent sales in their subdivision. The list included the address of the property purchased and the name and occupation of the new owner.³³

Thomas Hulbert handled advertisements similarly for his subdivision just blocks away on South Clinton Street and South Kenilworth Avenue between Madison and Harrison Streets. The two

²⁸ Atlas of Township of Cicero, 1917, the *Oak Leaves*, and building permits.

²⁹ *Oak Park Reporter Argus*, May 19, 1906.

³⁰ Ratcliff, 73.

³¹ *Ibid.*, 74.

³² *Oak Leaves*, undated clipping.

³³ See *Oak Leaves*, October 8, 1910.

builders were obviously in competition for the same clientele. The advertisements were often nearly identical, demonstrating the developers' similar perception of the market. (See attachments for examples.)

Although other builders were using similar sales methods and constructing homes for first-time homeowners, Gunderson stood out because of his social involvement. Gunderson moved his family to a residence in the center of his own subdivision. His brother George, also a member of the firm, lived across the street. The Gundersons were setting the example for future homeowners. Both brothers were very active in Oak Park society.

Other Developers

Although the Gunderson firm was innovative, they were not the only firm in Oak Park to use modern mass marketing techniques, advertising, and the appeal of Oak Park churches and schools. Firms such as E.A. Cummings Co., Fred A. Hill, and realtor Frank June had engaged in similar techniques for years and contemporaries like Thomas Hulbert also employed such techniques.³⁴ Hulbert is often referenced in the same context as Gunderson as their contemporary developments were just blocks from each other. Hulbert employed similar advertising techniques as Gunderson did, with weekly advertisements in *Oak Leaves*. Hulbert advertised his firm's "Built on Honor Houses" in the local *Oak Leaves*, applying the same themes as Gunderson. (See attachments for examples.) Common advertisement enticements included: the quality of workmanship, a reasonable price, a ban on apartment construction, and the liberating value of home ownership. One of the ads for Hulbert homes offered to send a free booklet to potential customers. Although no copies are known to remain at this time, the existence of Hulbert's booklet indicates a similar approach to the Gunderson firm's marketing effort.³⁵

Despite similarities with competitors, the Gunderson firm set itself apart by melding good products and coordinated marketing with real acts of community involvement and community building. By living in the subdivision and becoming pillars of the community, the Gundersons came to represent the public image of successful middle-class businessmen.

Other homebuilders in south Oak Park purchased advertisements in the *South Oak Park Directory*. Their ads included photos of American Four Square style homes almost identical to those being built by S.T. Gunderson and Sons. Geo. H. Bartlett, a contractor and builder at 1027 Wesley, used the same photo to advertise his services as Paul Schulte of 947 Wesley did.³⁶

This mass marketing technique was not unique to Oak Park or to this time period. As early as the 1880s, real estate developer S.E. Gross developed several working-class subdivisions throughout Chicago. Gross used marketing techniques that Gunderson and his contemporaries would use a few years later. Gross's office churned out colorful pamphlets, catalogs, and broadsides, which were freely distributed to interested customers. The publications emphasized the superiority of homeownership. Gross used his advertising campaigns to idealize the home as the "embodiment of stability, moral development, dedication to family, communion with nature, and protection from the vices of the city."³⁷ In Gross's subdivisions, the owner had the choice of building his own home or contracting Gross to construct the house from a choice of

³⁴ See *Halley's Pictorial Oak Park*, 1898, and Cummings' ad in *Oak Leaves*, June 25, 1906.

³⁵ Gilmore and Lipo, 20.

³⁶ *Ibid.*, 20.

³⁷ Emily Clark and Patrick Ashley, "The Merchant Prince of Cornwall," *Chicago History* (December 1992): 10.

more than 400 house plans. Gross minimized the construction costs by buying mass-produced materials in bulk and building from standardized plans. Many of the house plans Gross used were available in published catalogues.³⁸ Similar to Gunderson, Gross became a director and shareholder of the Railroad in order to influence the routes, schedules, and fares of the lines to his subdivisions. When Gross developed a planned community west of Chicago (later named Brookfield), he spent \$5,000 to construct a train station on the Chicago, Burlington, and Quincy Railroad.³⁹

This development compared to other Gunderson Developments

Most of S.T. Gunderson & Sons housing developments in Chicago were in the West Garfield Park neighborhood of Chicago and centered around Pulaski (4000 West) and what is now the Eisenhower Expressway (I-290). These earlier developments foreshadowed Gunderson's later method of choosing a lot size, building size, and building style appropriate for the place and time. In 1889, the firm constructed simple one-and-a-half story brick gable-front cottages with front porches on Colorado and Lexington Streets between 43rd and 44th Avenues.⁴⁰ Colorado Street was demolished for the construction of the expressway in the late 1950s; however, 8-10 of these buildings still remain on Lexington Street.

Approximately twenty similar brick cottages built by the Gunderson firm in 1901 remain on the south side of Lexington between 43rd and 44th Avenues. A 1903 Gunderson development on Harrison and Colorado Streets, between 40th and 42nd Avenues, again used the same simple brick gable-front cottage; approximately one dozen of these remain on the south side of Harrison Street. They are visible from the Eisenhower Expressway.

The second Gunderson development in Oak Park, located between Harrison and Madison Streets, and Gunderson and South Ridgeland Avenues, was constructed shortly after the first Oak Park subdivision.⁴¹ Gunderson located this subdivision directly north of the Metropolitan Garfield elevated train line, with a station on Gunderson Avenue that connected Oak Park to Chicago. The firm located two branch offices in the core of the neighborhood – one at South Elmwood Avenue and Harrison Street, and one at South Elmwood Avenue and Adams Street. This second subdivision was prominently advertised in the local papers, with weekly advertisements in the *Oak Leaves*.

The lots of the second development are consistently 130 feet deep and 40 feet wide. The development has a 15-foot wide alley to allow access to garages at the rear of the property. Although the majority of the homes have garages, they were not constructed at the time the house was built. All the houses have a uniform setback of 25 feet.

The administration of the firm changed between the first and second developments. S.T. Gunderson and Sons is listed as the owner of the properties on the permits for the first development while the contractor listed is Pillinger Brothers or W.A. Pillinger. The second development lists S.T. Gunderson and Sons as both owner and contractor. The permits of both developments were handled in a similar fashion. In the first development numerous permits were applied for on a single day; only four dates in 1905 are listed for permits for the entire

³⁸ Ibid., 9.

³⁹ Ibid., 15.

⁴⁰ Another area, on the west side of 43rd Avenue, between Madison and Harrison Streets, developed by Gunderson in 1889, was apparently demolished to make room for the expressway. All four of these Chicago area development sites discussed herein were identified on the Cicero Township Plat Map of 1917. They were cursorily surveyed by Lesley Gilmore on July 5, 2001.

⁴¹ This second development was listed on the National Register and designated an Oak Park historic district in 2002.

development.⁴² Essentially the development was constructed one block at a time. The Gundersons used the same method of permit application for the second development; multiple properties were listed on a single permit.

Architecture

The architectural and construction style and details were paramount to the Gunderson development formula, just as they were to previous and contemporary developers. The Gunderson firm used popular styles that connoted comfort, stability, and durability to the middle class homeowner. The homes were built as American Four Squares with Prairie School and Colonial Revival style influences.

The American Four Square

The American Four Square was one of the most popular home types at the end of the 19th and the beginning of the 20th centuries. Its popularity derived from its highly functional plan and restrained ornamentation, which was the trend after the 1880s. The home is generally two stories high, is set on a raised basement with the first floor approached by steps, has a full-width front porch, and is capped with a pyramidal roof that usually contains at least a front dormer. The interior plan is of four nearly equally sized rooms per floor with a side stairway.⁴³ The house takes many of its characteristics from the designer homes of the period. The wide eaves, low-sloped roof, porch support piers, and horizontal emphasis are borrowed from the Prairie School style. Its sense of solidity and bulk keeps the house grounded.

Other sub-styles provide interesting detail to the Gunderson Four Square. The *Colonial Revival* influence is evident in the Doric and Ionic columned porches, pyramidal front gable dormers, and front porch balustrades. Oak Park is the home of many landmark examples of the *Prairie* style. Vernacular examples were spread widely by pattern books and popular magazines; they were common in early 20th century suburbs throughout the country. Most were built between 1905 and 1915.⁴⁴ The Prairie homes in the Gunderson district are of the variety sometimes known as the Prairie Box. This subtype has a low-pitched hipped roof, symmetrical façade, wide eaves, hipped dormers, full-width front porches, and double-hung windows. The entrance, which is either centered or off-center, is the focal point of the façade. This was the earliest Prairie form and developed into the most common vernacular version.⁴⁵

The American Four Square was most popular in the suburbs as a middle class home. Four Square homes were generally not architect-designed but constructed by contractors or builders in tract style subdivisions. In Oak Park the Four Square was the prevalent type on the south side of the village. In contrast, many homes on the north side of the village were designed by architects for upper-middle class residents. The area south of Madison Street was developed by several builders who borrowed elements from houses by Frank Lloyd Wright, George Maher, and E.E. Roberts to incorporate into their Four Square homes.⁴⁶

Ray Kroc

Known to billions of people as the founder of the McDonald's Restaurant chain, Ray Kroc got his start in life as a resident of Oak Park. Kroc was born in Chicago in 1902 to parents Louis and Rose Kroc. He moved with his family to Oak Park soon after, and by 1908 was living at

⁴² Permits are dated April 3, 1905, June 14, 1905, August 18, 1905, and November 27, 1905.

⁴³ Alan Gowans, *The Comfortable House* (Cambridge, MA: The MIT Press, 1986), 84.

⁴⁴ Virginia and Lee McAlester, *A Field Guide to American Houses* (New York: Alfred A. Knopf, Inc., 1984), 440.

⁴⁵ *Ibid.*, 439.

⁴⁶ Elizabeth Dull, "The Domestic Architecture of Oak Park, Illinois: 1900 – 1930" (Ph.D. diss., Northwestern University, 1973) 12.

1007 Home Avenue in the first Gunderson subdivision. Ray Kroc grew up in this home with his brother and sister, attending Oak Park schools Lincoln Elementary and Oak Park & River Forest High School. He left school at age fifteen after his sophomore year to become a Red Cross ambulance driver. He was admitted to the Red Cross Ambulance Corps by falsifying his age.⁴⁷ As the war was over, he returned to Oak Park and attended high school for one semester. He quit school for good and became a jazz pianist playing with orchestras and bands, as well as musical director for radio station WGES in Chicago. One of his discoveries was Sam and Henry, who later became Amos 'n' Andy.⁴⁸

Ray Kroc married at age 20 and took a job with Lily Tulip Cup Co. He sold paper cups for several years before moving to Florida to sell real estate. He returned to Oak Park in 1926 and went back to selling paper cups until 1937. After that, he became the exclusive distributor for a soda fountain machine that could mix five milkshakes at a time.⁴⁹ In 1954 he met the McDonald brothers, who ran a restaurant in California. He was impressed by their success and began to franchise their restaurant by opening the first McDonald's franchise in Des Plaines at age 52.⁵⁰ He bought out the McDonald brothers in 1961 for \$2.7 million and went on to create the largest restaurant chain in the world.

Ray Kroc lived in Oak Park for almost half his life, and grew up in the first Gunderson development. According to the Oak Park Directories he still lived in Oak Park in 1939 at age 38. It wasn't until he was 52 years old that Ray Kroc became a millionaire with the McDonald's restaurant franchise. Following his success with the McDonald's restaurant, he moved to San Diego, where he owned the San Diego Padres baseball team for many years. In 1971 he received an honorary diploma from Oak Park & River Forest High School, and he donated \$7.5 million to Oak Park charitable organizations in 1972.⁵¹ He died at age 81 in 1984.

Conclusion

The continued success of the first Gunderson development demonstrates how effectively this builder was able to appeal to the upwardly mobile middle class families seeking homes in Oak Park. Using enticing direct marketing, advertising, and personal salesmanship, the Gunderson firm combined the cost-effectiveness of a large-scale development with the intimacy of choosing a new home from a neighbor. This method of marketing reflected a trend, as contemporary developers in Oak Park were using similar methods to coax potential homeowners from Chicago. The variety of custom-designed features offered by S.T. Gunderson and Sons appealed to the owner's sense of individualism. The Gunderson Homes were the result of the skillful and calculated blend of individualized choices within a framework of a large economy of scale that reduced the consumer's costs. This enabled a working family to buy a sizeable sturdy home for approximately \$3,750 to \$4,000. The Gunderson home is easily identifiable today and recognized as a desirable home. Current real estate ads boast both Gunderson and "Gunderson style" homes located on beautiful tree-lined streets. The enduring association with quality design and construction serve as testimony to Seward Gunderson's philosophy of building quality homes that would last.

⁴⁷ Current Biography, "Kroc, Raymond A.," 1973, p. 230.

⁴⁸ Ibid., p. 230.

⁴⁹ "McDonald's founder Ray Kroc. Chicago Native Dies From Heart Failure at 81," Chicago Tribune, January 14, 1984.

⁵⁰ Ibid.

⁵¹ "OPRFHS 'Small Potatoes' for Hamburger King," Oak Leaves, January 18, 1984.

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