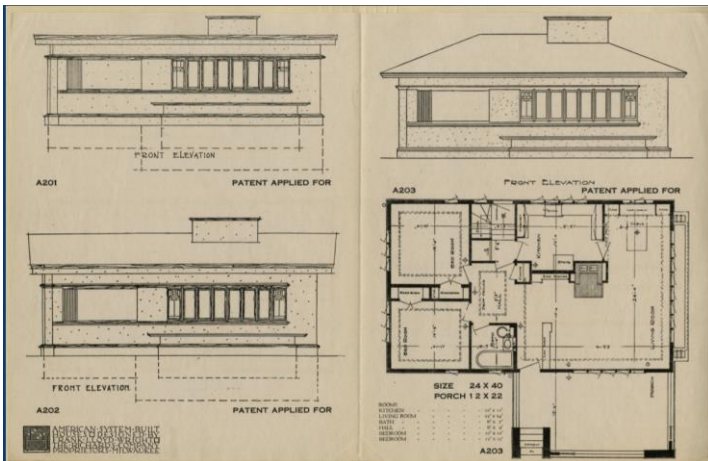


AMERICAN·SYSTEM·BUILT
HOUSES·DESIGNED·BY
FRANK·LLOYD·WRIGHT
THE·RICHARDS·COMPANY
PROPRIETORS·MILWAUKEE

Title block from marketing materials created by The Richards Company for the American System-Built Houses



2106 East Newton, Shorewood, Wisconsin



Marketing Drawing for American System-Built Houses A201, A202, and A203 - Wisconsin Historical Society and Frank Lloyd Wright Foundation Archives

2106 Newton Avenue
Shorewood, Wisconsin

An
American System-Built House
Model A203

Frank Lloyd Wright,
Architect

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Drawings Copyright Frank Lloyd Wright
Foundation Archives or as noted

Revised June 3, 2015

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Thank you to the following individuals and organizations who contributed to this research effort:

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Frank Lloyd Wright Foundation

Oskar Munoz,

Margo Stipe, Curator and Registrar of Collections

Frank Lloyd Wright Wisconsin

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Introduction

Between 1893 and 1915, Frank Lloyd Wright designed many homes and buildings for individual clients with seemingly limitless means. Homes from this era, often called the Prairie Period (or Prairie Style), dot the landscape from Buffalo, NY to Springfield, IL and beyond. The American System-Built Houses (ASBH) mark a radical departure from his early work and are a new facet of his rich legacy. The ASBH project represents Frank Lloyd Wright's first gesture to a broad American audience. They are the foundation on which later democratic building systems such as the Usonian homes, Usonian Automatic homes, and the Erdman Prefabs depend.

Collaboration with The Richards Company

In 1915, Arthur L. Richards organized the Richards Company in Milwaukee Wisconsin. Richards negotiated with Frank Lloyd Wright for the rights to sell building plans and to be the exclusive provider of building materials for a system of "Standardized System Built" buildings that Wright designed. Wright would later say he had been thinking about the system for many years. The contract between Wright and The Richards Company called for Richards to market the homes in the United States, Canada, and Europe. Richards prepared marketing materials for the "American System-Built Houses", recruited a network of builders and dealers, and prepared to assemble kits of building materials that included pre-cut lumber. The kits would be shipped to the railroad siding closest to the customer's building site. The collaborators envisioned selling thousands of ASBH homes.

Massive Undertaking

The Frank Lloyd Wright Foundation Archives contain over 900 Drawings comprising more than 20 basic ASBH designs. The drawings file includes presentation/marketing drawings for the models that would be presented to prospective clients, construction drawings, and even building component detail drawings. The customer had a seeming infinite number of choices in the "system" that ultimately could result in a unique, Frank Lloyd Wright designed home. The ASBH file is the largest drawings file of any project that Wright worked on over his entire seventy year career as an architect.

Individuality

In 1916 Wright gave a speech to a group of Chicago businessmen during which he discussed the American System of Housing. Wright would say:

"I believe the world will find in the American System of house construction, the only instance in the world today of a work which has absolute individuality due to a central idea which is the organic integrity of the work.

The idea back of the American System has been in my head for years. I have guarded it carefully. I wanted time to think in quiet of how the idea might be brought to the public without injury to the integrity of my own art.”

Contemporary Perspective

After visiting the unique cluster of Frank Lloyd Wright’s American System-Built dwellings on Milwaukee’s South Side, the architectural historian and archivist Nicholas Olsberg observed:

“From the first publication of his work in 1901, a model middle-class home for a prairie town, until the Erdman prefab venture in the last years of his long career, everything that mattered most to Frank Lloyd Wright was wrapped up in this single fundamental problem: How to house every working American family in an efficient, economical, and life-enhancing work of art, and how to seize new technologies and production techniques . . . to realize that goal. Among all this work . . . the American System-Built Homes are the primary landmark.” They are, Olsberg explained, “vital not only to comprehending Wright but even more to understanding how architectural thinking can transform the everyday into something both individually expressive and cumulatively harmonious.”

Summary of the Research Notes:

Detailed notes for each point in this section can be found in the “Detailed Research” section below.

- A. 2106 East Newton is an exact match to the American System-Built Houses drawing for Model A203 held in the Frank Lloyd Wright Foundation Archives (1082.001). Field measurements taken on April 22, 2015 confirm the dimensions are an exact match.
- B. In a lawsuit, Herman F. Krause, Jr. (plaintiff) vs. Elizabeth Murphy, et. al (defendants) filed October 1, 1919 in the Circuit Court of Milwaukee County, Wisconsin, the plaintiff states,

“That the plaintiff, as such a general contractor and as principle contractor, on or about the 31st day of March 1917, entered into an agreement in writing, signed by Elizabeth Murphy and Herman F. Krause, Jr., in and by which he agreed to erect One American Model A. 203, being a one-story cottage on the premise hereinafter described, according to the Plans, Specifications and Drawings made by Frank Lloyd Wright...”

Defendant Murphy replies to the plaintiff’s complaint with several defenses including, *“...that it was, among other things, provided in and by said agreement that, in case of any difference between the parties thereto, the decision of Frank Lloyd Wright architect, should be final and binding...”*

- C. On June 4th, 1917, The Richards Company agreed to a lien on 2106 East Newton to Landeck Lumber Company. The lien was the result of Richards not paying for, “certain lumber and merchandise, which said lumber was furnished for and delivered at a building erected for Elizabeth Murphy by a contractor named Herman Krause”
- D. Upon the completion of 2106 East Newton, it was advertised for sale in the Milwaukee Journal on December 1st, 8th, 15th, 1918. The classified ad stated the home was designed by Frank Lloyd Wright.
- E. 1917 (circa) Plan Register from Frank Lloyd Wright’s studio indicates construction plans for the Model A203 were drawn and delivered to the Richards Company.
- F. Original, semi-unique building materials match other ASBH
- G. Original, semi-unique construction framing techniques match other ASBH
- H. A stamp bearing the name “Richards Co. Milwaukee, WI” was discovered on the interior of a draw in the buffet.

Evidence that is not available, but that would otherwise be used to support the attribution of a building to Frank Lloyd Wright:

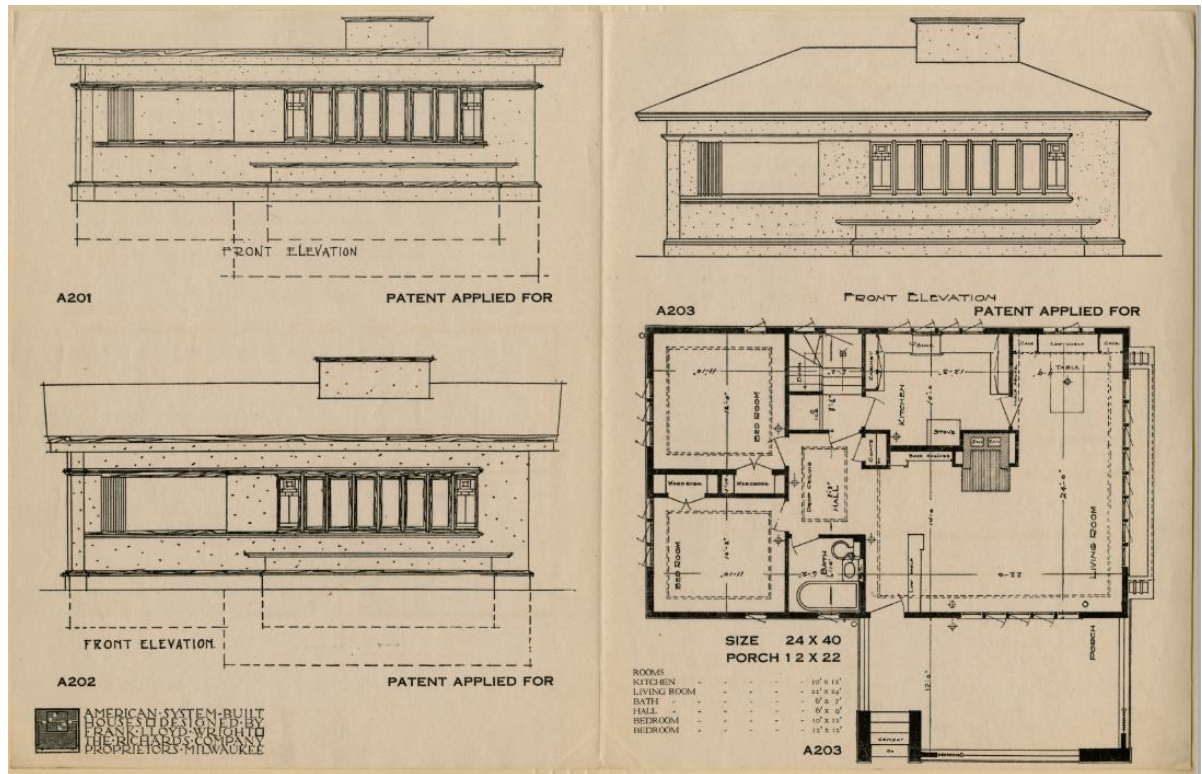
- I. Building Permit. A check of the building files of the Village of Shorewood, found nothing for building construction before 1920.
- J. The Frank Lloyd Wright Foundation Archives is often cited as one of the most complete records of an architect ever compiled– which raises the question, “Why doesn’t the Frank Lloyd Wright Foundation Archives contain a reference for the address 2106 East Newton, Shorewood, WI?”

The answer may be found in the exhibits to a lawsuit filed by Frank Lloyd Wright against The Richards Company on August 11, 1917 in which Wright claims that The Richards Company was not submitting monthly statements of business. One possible conclusion is that The Richards Company concealed the existence of 2106 East Newton and that Frank Lloyd Wright might never have known it existed.

Detailed Research

The following notes support the attribution of the home at 2106 East Newton as an American System-Built Home designed by Frank Lloyd Wright

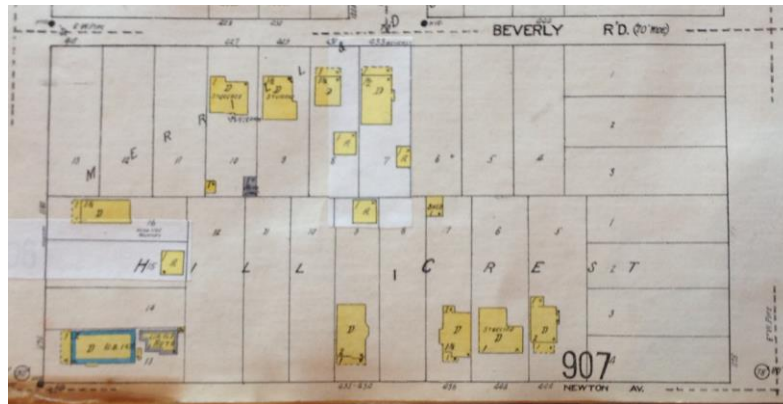
- A. 2106 East Newton is an exact match to an American System-Built Houses drawing for Model A203 held in the Frank Lloyd Wright Foundation Archives (1082.001).



Notes:

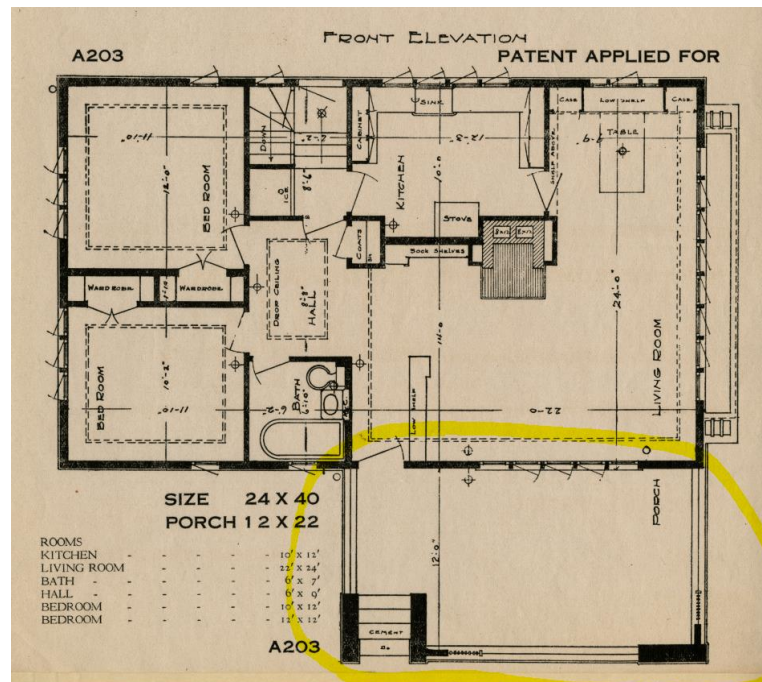
- 1) Field measurements taken by the author on April 22, 2015 confirm the dimensions are an exact match. Window counts, fireplace location, book cases, half-walls all match.
- 2) In the American System-Built Houses system, the last digit of a model number represents the roof configuration that would have been selected by the customer. Models ending in "3" have hip roofs.
- 3) 2016 Newton is built in reverse of the A203 presentation drawing. This was not uncommon. Two of the six ASBH on West Burnham Street in Milwaukee were also built in reverse of their drawings – possibly to site the homes for better privacy or to give the feeling of more open yard space by "borrowing" space from adjoining side/back yards. The home immediately west of 2106 (lot 7) was already built when 2106 construction began. It had less setback than 2106 and is a large, two story building.

Perhaps the decision to reverse the 2106, was intended to give the open porch more exposure and better sight lines.



2106 is Lot #6, second building from the bottom right

- 4) The A203 design featured an open porch. At an unknown date, the 2106 porch was enclosed – possibly to add additional living space or to make the porch space usable throughout the year. Evidence of the pier that supported the roof above the open porch is visible at the far right edge of the street elevation. Two ASBHs on West Burnham Street also had their porches enclosed to add living space. No building permit for the enclosure was found in the Village of Shorewood building files.



Front (South) elevation is to the right. The building was constructed in reverse of this drawing. The open porch is highlighted in yellow in the lower right corner of the drawing.

- 5) An ASBH is built using ballon frame construction with framing studs spaced 24" on center (apart) – an unusual and uncommon spacing for residential buildings. Framing of the 2106 building appears to follow a 24" on center spacing. The 24"

spacing made it possible to insert 24" window units without headers and additional framing to support overhead loads. Note that window units above the garage are wider than 24". These were likely added during the enclosure of the open porch.

- 6) The ASBH specifications call for an exterior stucco finish. The Sanborn Map Company, Milwaukee Insurance Map, Volume 8, 1910 (with revisions to July 1923), indicates the home was "stuccoed". The interior walls of the original porch are stucco with a pebble-dash finish that appears to match the original pebble-dash finish of the ASBH Model B1 at 2714 West Burnham, Milwaukee, Wisconsin. The exterior of the home is currently a shingle siding.
- 7) The current garage was created from an unexcavated space below the open porch. The hillside was also excavated to create a driveway. The north and east wall of the garage are of newer concrete block construction. A building permit was issued for this work on September 9th, 1976 by the Village of Shorewood.
- 8) The original ASBH window sash units have been replaced with thermopane glass. The date of the replacement is unknown.
- 9) Online reference for the A203 drawing at the Wisconsin Historical Society:
<http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:20,N:4294963828-4294955414&dsNavOnly=Ntk:All%7camerican+system%2fbuilt%7c3%7c,Ny:True,Ro:0&dsRecordDetails=R:IM113967>

B. In a lawsuit filed on October 1, 1919, both the defendant and plaintiff indicate the Frank Lloyd Wright was the architect.

In the "Summons and Complaint" of a lawsuit, Herman F. Krause, Jr. (plaintiff) vs. Elizabeth Murphy, et. al (defendants) filed October 1, 1919 in the Circuit Court of Milwaukee County, Wisconsin, the plaintiff states,

"That the plaintiff, as such a general contractor and as principle contractor, on or about the 31st day of March 1917, entered into an agreement in writing, signed by Elizabeth Murphy and Herman F. Krause, Jr., in and by which he agreed to erect One American Model A. 203, being a one-story cottage on the premise hereinafter described, according to the Plans, Specifications and Drawings made by Frank Lloyd Wright..."

The legal description contained in the lawsuit matches 2106 East Newton. Plaintiff claims to have completed the project and is requesting a lien in the amount of \$778.51 representing the final amount owed for the construction of the building.

The Defendant (Murphy) answered that Plaintiff had abandoned the agreement and work on the building leaving substantial parts undone. Defendant also

questioned the workmanship. Defendant claims she caused the building to be finished and completed, "...thereby having considerable trouble and expense."

Defendant also notes as a defense, "...that it was, among other things, provided in and by said agreement that, in case of any difference between the parties thereto, the decision of Frank Lloyd Wright architect, should be final and binding..."

The Defendant noted that the Plaintiff had not attempted to submit the matter to Frank Lloyd Wright.

C. June 4th, 1917: Assignment of a Lien on 2106 from Richards Company to Landeck Lumber Company.

Recorded November 8th, 1917, Milwaukee County, Wisconsin

Text reads, "Whereas, the Landeck Lumber on and before the 24th day of April, 1917 sold to the Richards Company of Wisconsin, certain lumber and merchandise, which said lumber was furnished for and delivered at a building erected for Elizabeth Murphy by a contractor named Herman Kruase, on premises described as block six (6), Lot One (1), Hillcrest Village of East Milwaukee, County of Milwaukee and State of Wisconsin"

Note: the block and lot # are reversed in the legal document

D. Classified ads run on December 1st, 8th, 15th, 1918 in the Milwaukee Journal stated the home was originally designed by Frank Lloyd Wright.

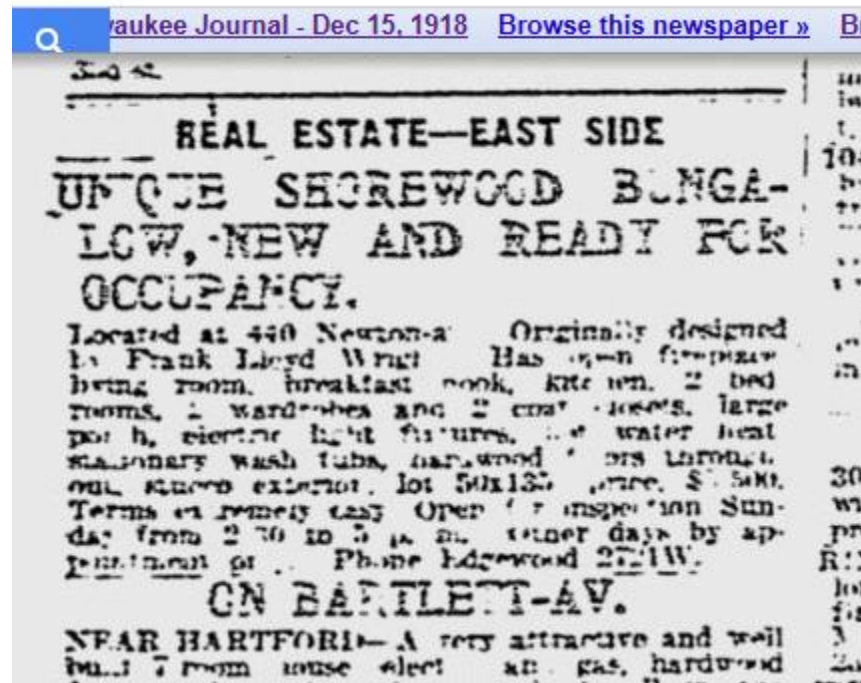
Electronic archival copies of the ad text is difficult to read for December 1st and 8th. However, you can determine the following from the text from the December 15th, 1918 edition:

"UNIQUE SHOREWOOD BUNGALOW, NEW AND READY FOR OCUPANCY.

Located at 440 Newton Ave. Originally designed...Frank Lloyd Wright. Has ___ fireplace, living room, breakfast nook, kitchen, 2 bedrooms, __ wardrobes and 2 coat closets, large porch, electric light fixtures, hot water heat, stationary wash

tubs, hardwood floors _____, stucco exterior, lot 50x135, _____, \$____,500. Terms extremely easy. Open for inspection Sunday from 2:___ to 5 _____. Other days by appointment or ___ Phone Edgewood 2721W”

Note: houses were re-numbered in Shorewood so 440 East Newton became 2016 East Newton.



Source: The Google News Archives for the Milwaukee Journal

- E. 1917 (circa) Plan Register from Frank Lloyd Wright’s studio indicates construction plans for the Model A203 were drawn and delivered to the Richards Company.

There are more marketing drawings for ASBH models than actual construction drawings/plans in the ASBH plan register kept in Frank Lloyd Wright’s Studio. It appears that only some of the ASBH models “advanced” from a marketing/design concept to construction plans.

The plan register does not indicate an actual address or location where the plans are to be used – nor should we expect one.

Plan Register – Frank Lloyd Wright Foundation Archives 1082.001

The entry in the Plan Register is on the page titled:

“Richards Company
Plans Completed
Series “a” One Story”

The A203 listing notes: “Same as 201 except hip roof”

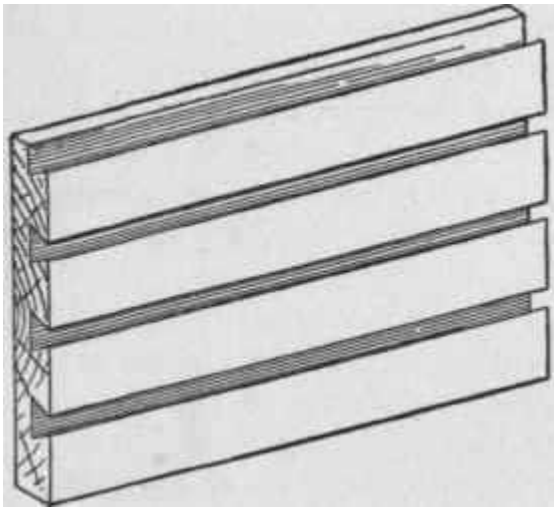
- Roof Plan
- 4 Elevations
- 1 Section

F. Original, unique building materials match other ASBH

- (1) Byrkit Lath system (used for interior and exterior stucco and plaster)
- (2) Exterior Stucco – pebble-dash finish (found on the interior of the enclosed porch)
- (3) Art glass pattern



An example of the Byrkit Lath found in the basement of 2106 East Newton. The same discovery was made at the six ASBH on West Burnham Street, Milwaukee. The Byrkit Lath System was patented in 1885 and had been in the marketplace for decades - but it was not common. Frank Lloyd Wright specified it for the ASBH. Other Wright designed homes of the era used a traditional wood lath system.



Close-up of the Byrkit-Hall Lath System



The original open porch at 2106 East Newton was enclosed at an unknown date to create additional living space. The original exterior casement windows with art glass still exist, now part of an interior wall that separates the porch and living room. The interior surface of the porch likely contains the original pebble-dash stucco finish. This pebble dash finish has been found on other ASBH homes including the Model B1 on West Burnham in Milwaukee and the Model D101 in Gary, IN (destroyed by fire).



2106 East Newton has one of several art glass patterns typical of the American System-Built Houses

H. A stamp bearing the name “Richards Co. Milwaukee, WI” was discovered on the interior of a draw in the buffet.



Homeowner displays the “Richards Co. Milwaukee, WI” stamp discovered on a drawer in the buffet of the home at 2106 East Newton.



The buffet location of the drawer with the “Richards Co” stamp. Also note the art glass pattern

Evidence that is not available that would otherwise be used to support the attribution of 2106 East Newton to Frank Lloyd Wright:

I. Building Permit.

The Village of Shorewood had just 470 homes by 1917. It is entirely possible that the building permit process was informal or that records from that era were not saved. It is also likely the Village would have had limited or no staff to enforce a permitting process. A check of the building files of the Village of Shorewood, found nothing for building construction before 1920. The general condition of the files was excellent. They appeared orderly, secured, and an index is available. Village staff indicated that they had worked diligently over several years to file all materials known to exist.

J. The Frank Lloyd Wright Foundation Archives is often cited as one of the most complete records of an architect ever compiled— which raises the question, “Why doesn’t the Frank Lloyd Wright Foundation Archives contain a reference for the address 2106 East Newton, Shorewood, WI?”

The answer may come from the record of a lawsuit that dissolved the relationship between The Richards Company and Frank Lloyd Wright.

- On August 10th, 1917 Frank Lloyd Wright claimed in a letter to The Richards Company that it had not furnished Wright with monthly statements of business as required by their contract (for the purpose of establishing royalties due Wright). Frank Lloyd Wright was to be paid 3 ½ percent of the gross business with a weekly minimum of \$250.
- On August 11th, 1917 Frank Lloyd Wright (plaintiff) filed a lawsuit in Dane County, WI against The Richards Company (defendant).
- On September 1st, 1917 an Injunction was requested against Richards from using plans, specifications, etc. EXCEPT in the construction of buildings already underway on August 11th, 1917.
- The lawsuit proceedings contain no exhibits or mention of a calculation other than the minimum amounts due.
- On February 20th, 1918 the lawsuit resulted in a Judgement for Frank Lloyd Wright (plaintiff) in the amount of \$1,581.05.

Conclusion:

It is possible to conclude that The Richards Company concealed the existence of 2106 East Newton and that Frank Lloyd Wright might never have known it existed.

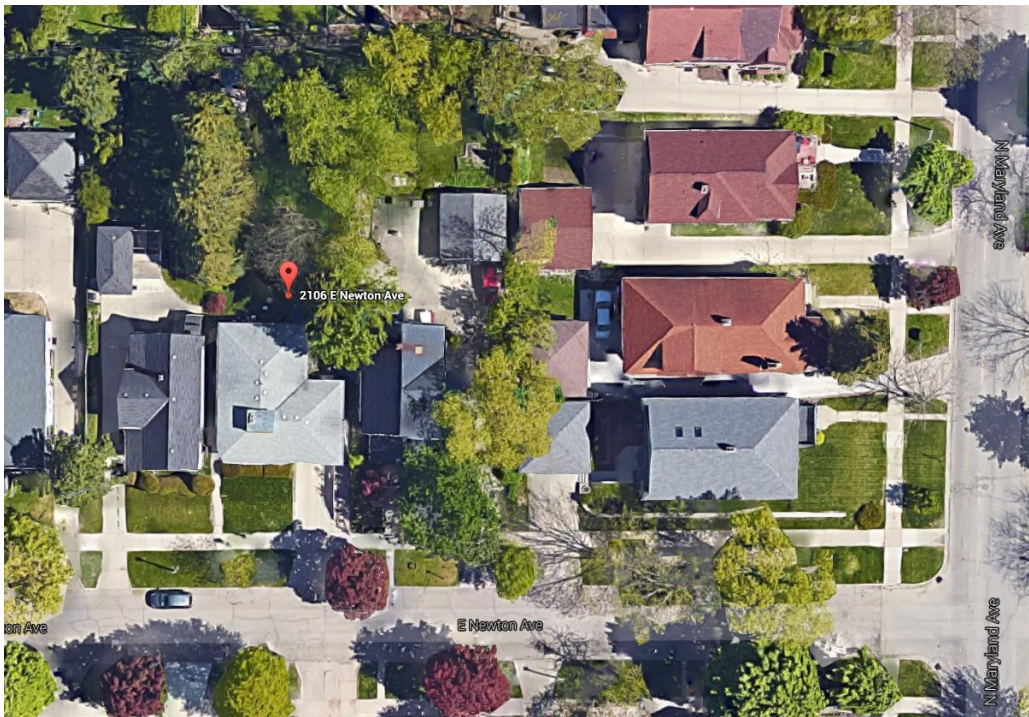
Appendix A: Photographs and Drawings



2106 Newton, Street View, facing North - April 22, 2015



2106 Newton, rear View, facing South - April 22, 2015



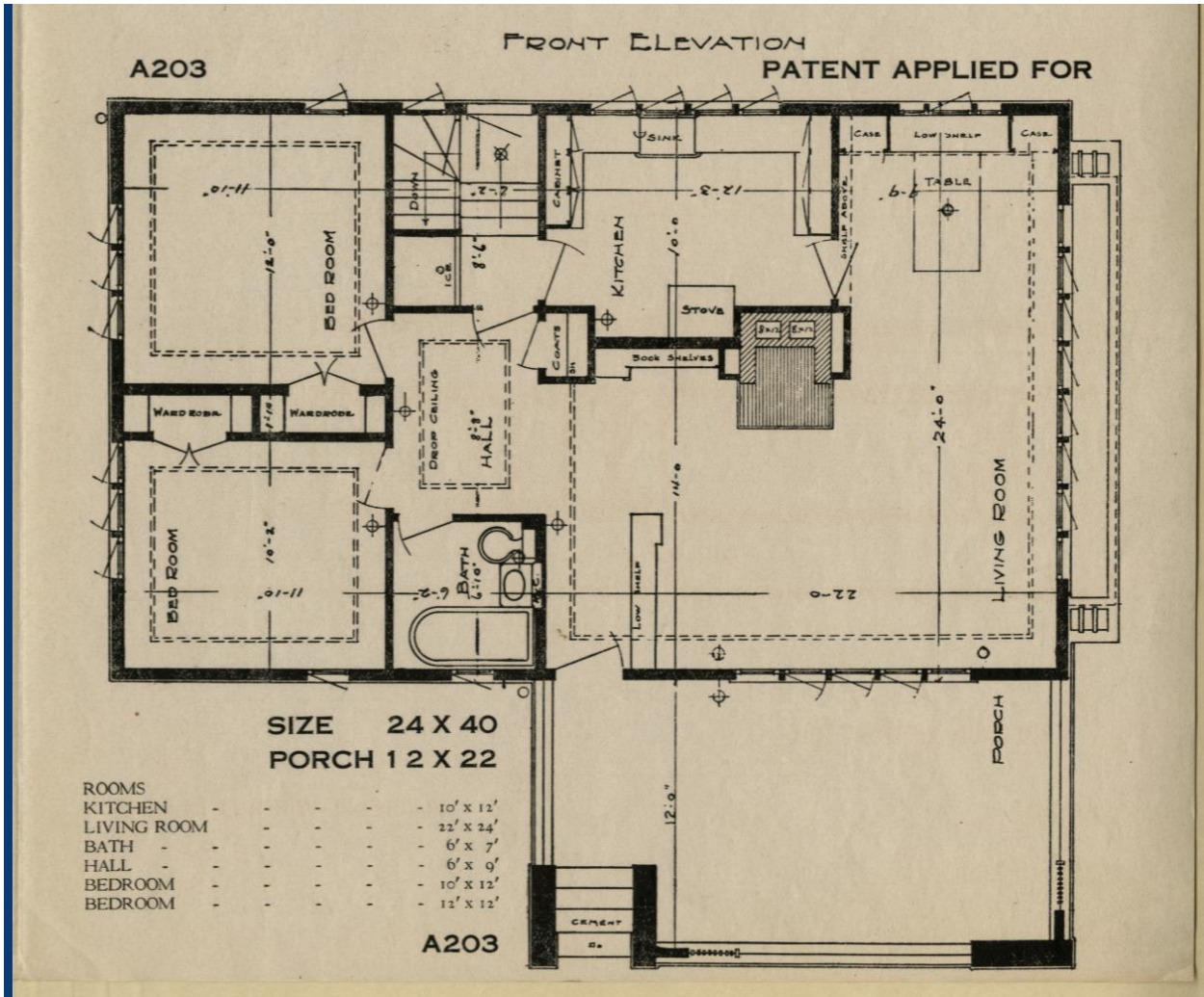
2106 Newton, Aerial View - [Google Maps](#) "Earth" view 4/20/2015



2106 Newton, Street View, facing north. [Wisconsin Historical Society](#) – Architecture and History Inventory (photograph year unknown, possibly 1980)

Reference Number: 8854

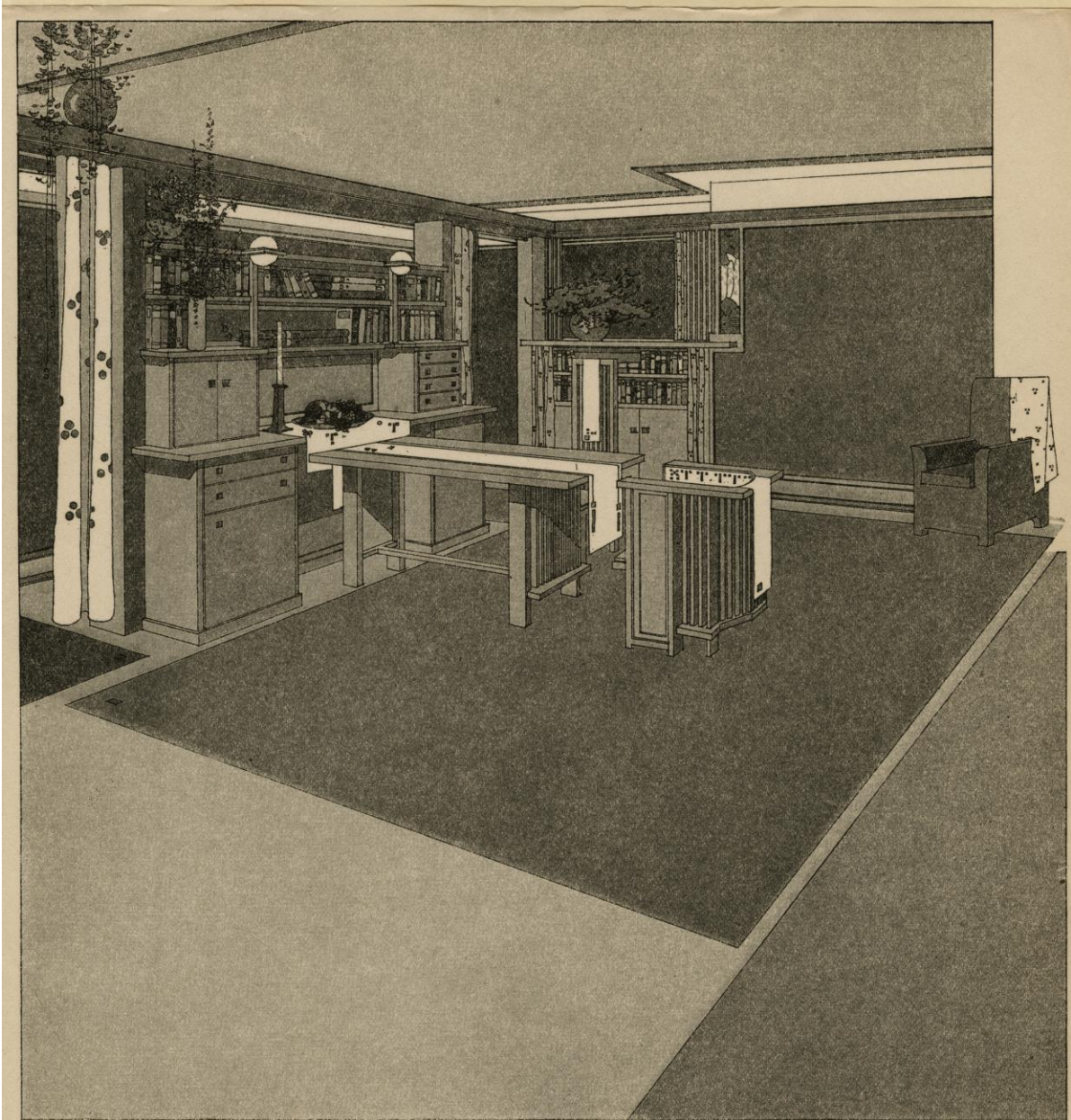
<http://www.wisconsinhistory.org/Content.aspx?dsNav=Ny:True,Ro:0,N:4294963828-4294963814&dsNavOnly=Ntk:All%7c2106+newton+avenue%2c+shorewood%2c+wi%7c3%7c,Ny:True,Ro:0&dsRecordDetails=R:HI8854&dsDimensionSearch=D:2106+newton+avenue%2c+shorewood%2c+wi,Dxm:All,Dxp:3&dsCompoundDimensionSearch=D:2106+newton+avenue%2c+shorewood%2c+wi,Dxm:All,Dxp:3>



Frank Lloyd Wright Foundation Archives and Wisconsin Historical Society

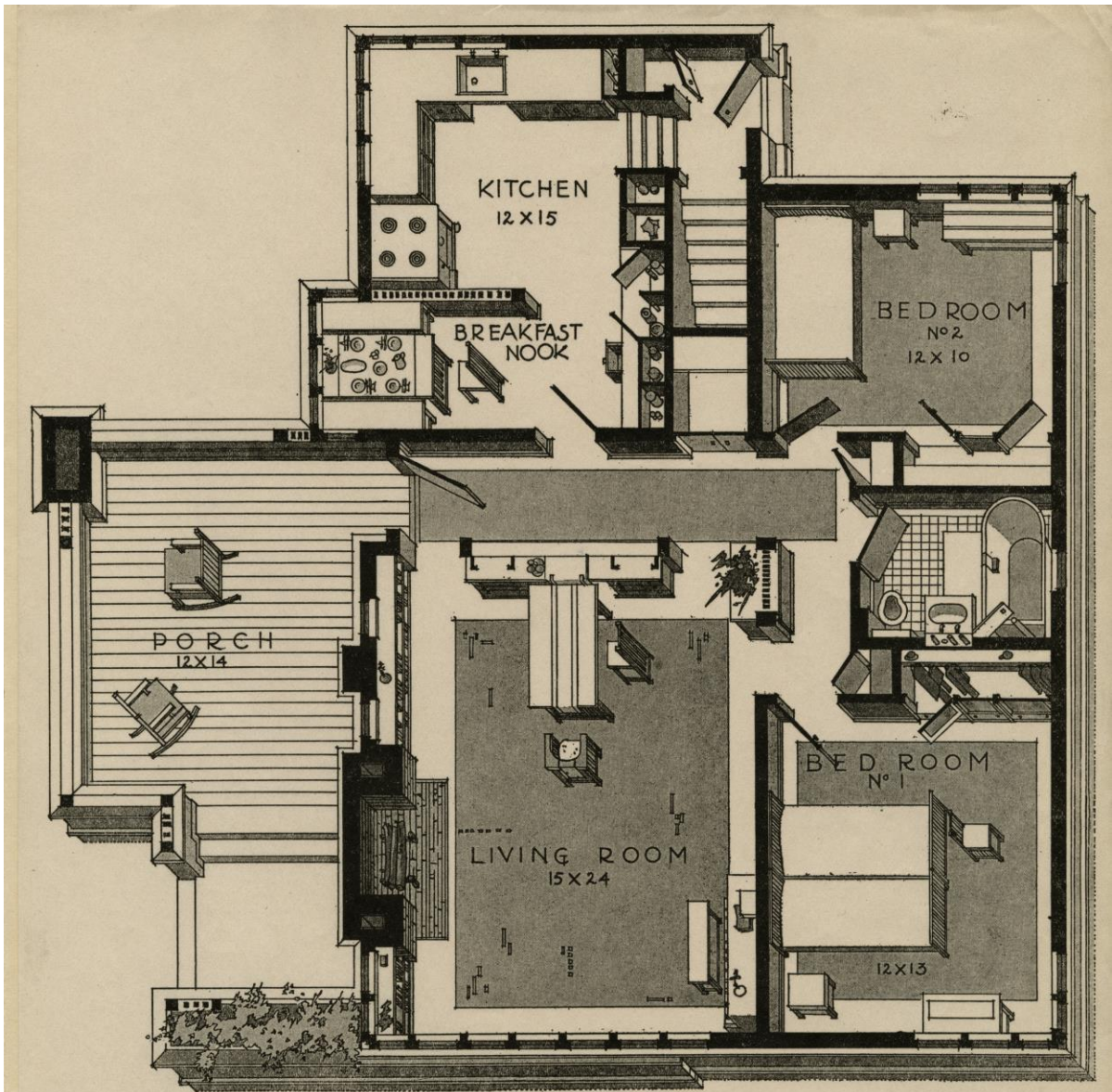


*Typical marketing drawing used by ASBH dealers and builders to interest prospective buyers
The Model C3 was constructed at 1835 South Layton Boulevard, Milwaukee, Wisconsin.
Drawing in the Frank Lloyd Wright Foundation Archives and Wisconsin Historical Society*



AMERICAN MODEL C 3 PATENTS APPLIED FOR
AMERICAN SYSTEM-BUILT
HOUSES DESIGNED BY
FRANK LLOYD WRIGHT
THE RICHARDS COMPANY
PROPRIETORS MILWAUKEE

*Typical marketing drawing used by ASBH dealers and builders to interest prospective buyers
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AMERICAN MODEL C3 PATENTS APPLIED FOR
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Typical marketing drawing used by ASBH dealers and builders to interest prospective buyers
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 Drawing in the Frank Lloyd Wright Foundation Archives and Wisconsin Historical Society

Appendix B: Partial American System-Built Homes Timeline

A. September 18th, 1904, Milwaukee Sentinel: Full Page advertisement by Arthur L. Richards

By 1904, well before the American System-Built Homes project, Arthur L. Richards was engaged in the construction of over forty homes per year. This full-page ad touted his abilities:

“Now right here is where our business is made. We take the position of the **manufacturer**. Building over forty houses at the present time, we are buying forty times as much raw materials as the man that is building his own home...The it puts us in the position have our own Architect and Superintendent, our own Mason Company and Carpenter and Foremen. **Our system of construction is best, not a thing goes to waste**, and not even a minute of mechanics time.

12 THE SENTINEL, SUNDAY MORNING, SEPTEMBER 18, 1904 PART THIRD

ARTHUR L. RICHARDS
REAL ESTATE BROKER
307 Wells Bldg.

NEW HOUSES

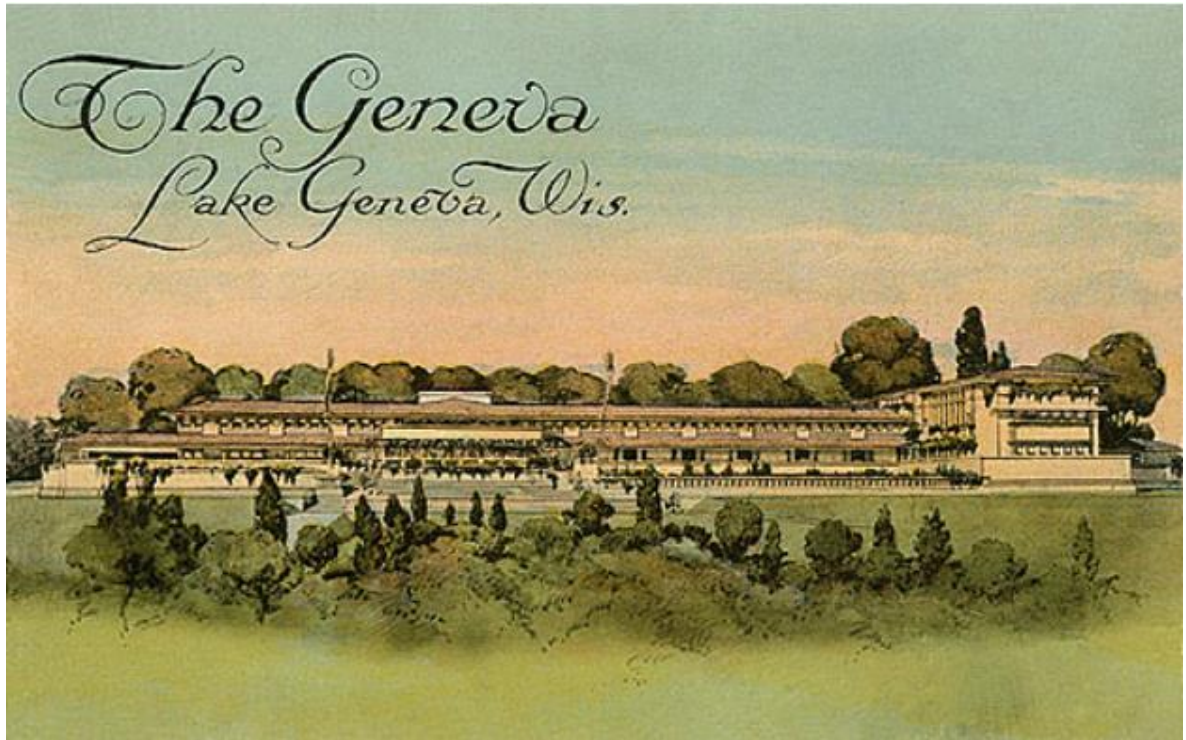
Over Forty Built This Year
The Finest List Ever Offered in Milwaukee

ARTHUR L. RICHARDS
REAL ESTATE BROKER
307 Wells Bldg.

Locate the Houses by Corresponding Numbers on the Map.

- 1 270-272-274-278 Thirty-fourth St., and 279 Thirty-third St.—
2, 8 and 10 room houses on lots 25x125x125 to alley. Hardwood floors, oak and birch trim, hot water heating, gas meters, kitchen's, open plumbing, finished, complete with gas fixtures, shades, cement walls. \$5,500 - \$6,500 the solded, prices. \$500 down, \$25 monthly. Take Wells street car.
- 2 345 Twenty-four and One-half St.—
2 room house. \$450 down, \$25 monthly. Take State street car.
- 3 3201-3205-3207 Vine Street—
6, 7, and 8 room houses, hardwood floors, fireplaces, and front porches. The price will be the value of such a flat built by a private man—the lot is thrown in. Prices \$2,850 - \$3,250. \$500 down, \$25 monthly. Take Walnut street car. One block north on Thirty-second street.
- 4 1275 Tenth Street—
One house left here. 6 room modern cottage. \$2,700. \$200 down, \$25 monthly. Eighth street car. Two blocks west on Burleigh street.
- 5 Seventh and Eighth Streets, between Burleigh and Ring—
Five modern flats. Four rooms in lower flat and seven rooms in upper. Two baths. Lots 20x125. Will be sold on a \$500 payment and \$25 monthly installments. The price will be the value of such a flat built by a private man—the lot is thrown in. Three modern 6 room cottages, with bath. Lots 20x125. \$500 down, \$25 monthly. \$2,600. Three modern 2 room cottages. Lots 20x125. \$200 down, \$10 monthly. \$2,325. Take eighth street car to Burleigh street.
- 6 Corner of Island Avenue and Wright Street—
Modern 7 room house. Lot 25x125. \$200 down, \$25 monthly. \$4,900. Take Walnut street double car.

- B. Arthur L. Richards and John J. Williams, a Chicago businessman, form the Artistic Building Company to develop the Hotel Geneva, Lake Geneva, WI. Artistic retains Frank Lloyd Wright to design the hotel.



Published by Acmeograph Co., Chicago, IL

This was Richards first project with Wright. Designed in 1911 as "The Geneva Inn", "The Geneva" opened in August 1912. Within two years, it changed hands due to financial difficulties.

Richards and Wright would collaborate on several more un-built projects before the American System-Built Houses project.

- C. March 22, 1913, Milwaukee Journal: Arthur L. Richards handles construction of Toys Restaurant

This 1913 article notes that Arthur L. Richards Company had the role of developer capable of handling "every detail" for a commercial project.

not as yet attained vogue.

Richards Handles Project.

The Arthur J. Richards Co. did not stop here, but took entire charge of the building from start to finish for its client. After arranging the details of the lease and securing the plans, the company placed the necessary bond issue with Edward Schroeder and made arrangements for tenants for those portions of the building not to be occupied by the restaurant or the wholesale business of the owner. In fact, the company arranged every detail from the very beginning, consulting Mr. Toy throughout, and the new building is a monument to the ability and taste of the members of the Richards company and of their fidelity to the interests of their clients.

The contract for the construction of the building was let to the Leafgreen Construction Co., Chicago, while the interior decoration of the restaurant itself was placed by the Richards company in the hands of Oscar Spindler, vice president of the Decorators' Supply Co., Chicago. Mr. Spindler designed the

<http://news.google.com/newspapers?id=SJMWAAAIBAJ&sjid=1SAEAAAAIBAJ&pg=1928,3369244&dq=arthur+richards&hl=en>

D. August 31st, 1915: First contract between Frank Lloyd Wright and the Knickerbocker Mill and Lumber Company to develop the American System Built Houses

This contract was assigned to The Richards Company on July 8th, 1916. No know copies exist – just a reference to it in the contract dated November 18th, 1916.

E. September 1916 “Western Architect” Vol 24, No. 3. Page 121: Reports and prints a speech on the American System-Built Houses given by Frank Lloyd Wright in Chicago.

The speech begins...

THE AMERICAN SYSTEM OF HOUSE BUILDING

Mr. Frank Lloyd Wright, famous Chicago architect, recently talked before a body of Chicago business men concerning his American System of House Building. This System is being handled in a commercial way by the Richards Company of Milwaukee, but the directing genius back of the plan itself and the designer of all the houses is Mr. Wright. In his talk before the Chicago business men, Mr. Wright said:

"I hesitated a long time before I decided that I would undertake a thing of this nature. It is something I have always believed could be done here in America better than anywhere else in the world. In all of my work from the beginning, I have had faith in the machine as the characteristic tool of my times, therefore an artist's tool. I have believed that this tool put into an artist's hand could be a real benefit to our civilization. I believe that the architecture in America that fails to take into account the machine and modern organization tendencies is going to be of no great benefit to the people. Of course, I know that it is going to take a more subtle art within more severe limitation to build houses beauti-

F. November 18, 1916: Second contract between Frank Lloyd Wright and The Richards Company

The Richards Company contract for the "...so called Standardized System-Built buildings"

Coverage

The contract covered all parts of the United States, Canada and Europe.

Scope

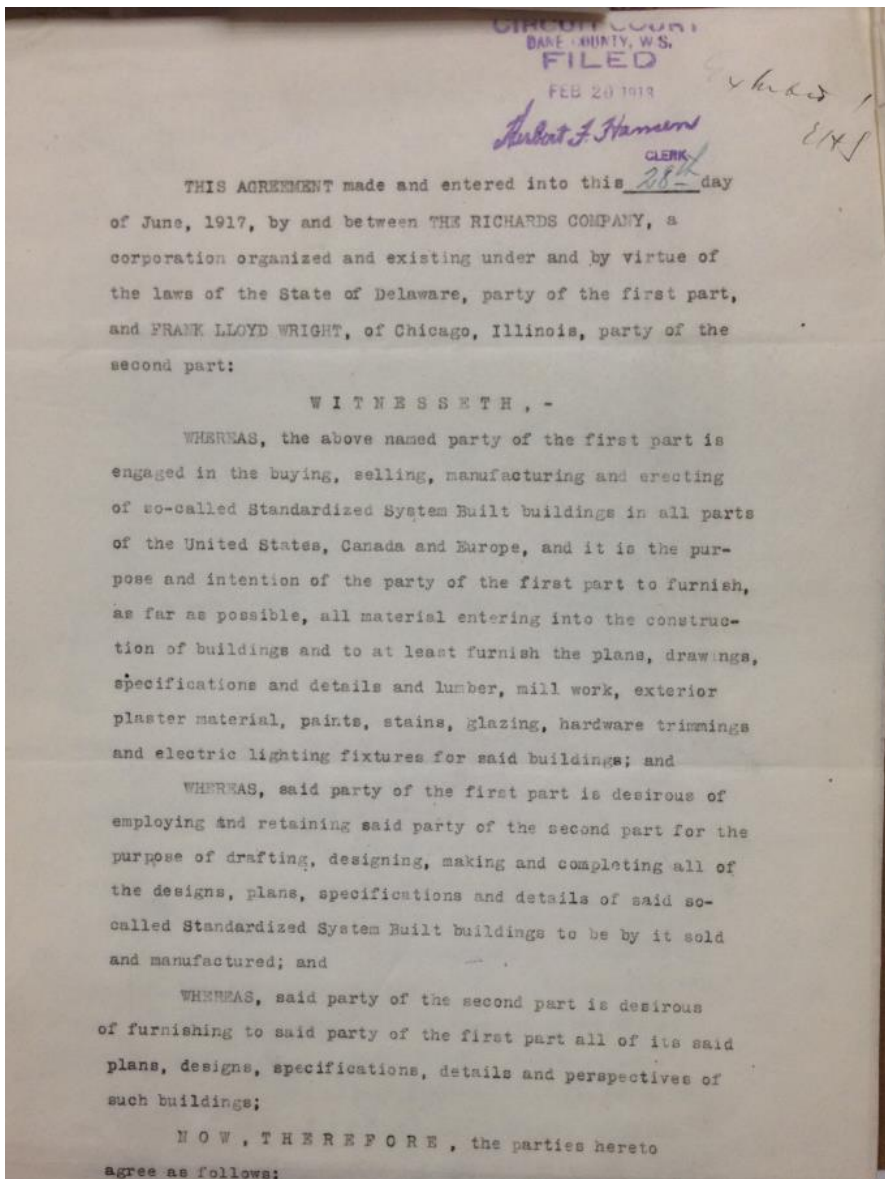
(The Richards Company) "...was to furnish, as far as possible, all materials entering into the construction of the buildings and to at least furnish the plans, drawings, specifications and details and lumber, millwork, exterior plaster material, paints, stains, glazing, hardware trimmings and electric lighting fixtures for said buildings"

Construction Materials

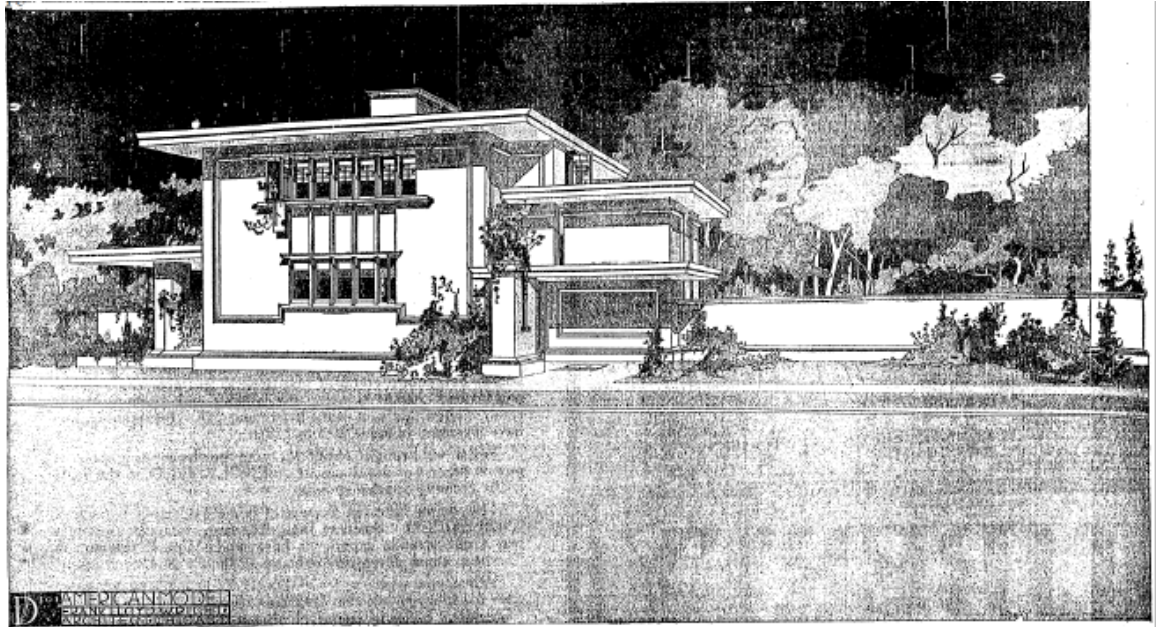
The construction of said buildings may be of frame, stucco, brick veneer, tile and brick veneer, tile and stucco, brick or terra cotta.

Local Conditions

FLLW at the request of the Richards Company agreed to "...inspect and study the housing and building conditions and requirements in such parts of the United States as (Richards) may think desirable, without extra charge...and FLLW agrees to draw and design his plans, specifications, details and perspective drawings conforming to such conditions as may be found to exist at such places."



G. September 17, 1916 Chicago Daily Tribune: ASBH Advertising Begins



THE Richards Company announces the AMERICAN SYSTEM of house building designed by Frank Lloyd Wright. After years of constant effort we are ready to publish news of startling interest to every reader of this paper. We have induced America's foremost architect to let us place a series of houses, designed by him, on the market at a price within the reach of everyone. Today, there is an American Architecture. An architecture as brave and direct as the country. It is pioneer work. Frank Lloyd Wright has cut fresh trails as did the early American. He has forgotten the time-trodden roads of the older nations.

America deserves an architecture. The English, German or French home is a part of the actual country; it belongs where it is built; it fits their respective styles of living. The Italian home, built on the hillside, belongs there. It grows out of it. The buildings express the life of their occupants, and are national in character. Consider, for example, the home in this country, built out of cement blocks with an imitation rock surface, and an ornamental design, which is an exceedingly poor copy of what is really good in Europe. Such a house is not a genuine expression of our national feeling. Our buildings should reflect our life, mode of living and character. We do not want high walls, small windows or imitations of foreign designs. We want light, air, ventilation. We want sunny, conspicuous.

No longer do Americans have to satisfy themselves with homes that are old world forms, that were never intended for the New America. The American System House voices American feeling. It is the expression of a national spirit. It is fresh, buoyant, vital.

American Architecture has come naturally. It has sprung up from among us. It is big with power. There is nothing artificial about it. There is no straining for effect. An American House speaks to you. It says: I am the beauty of perfect utility. The inner rightness of design and material finds utterance in my outward lines.

Only a man who was a world-character in his knowledge and an American in feeling could have done this.

In Frank Lloyd Wright the nation has found its interpreter. Through him America is no longer the copier. America is the originator. The American House is the creation.

The American System makes the house a lasting structure. Frank Lloyd Wright was an engineer before he was an architect. His houses have the outward symmetry indicative of inward strength.

Concrete; cypress, "The wood eternal"; water-proof, fire-proof, cement plaster. The best classes of materials—and the best grades in those classes.

American System design and materials make these houses the soundest of investments. If at any time you decide to sell you will find that the depreciation will be negligible. The upkeep is extremely low.

Quality materials—and larger sizes than most builders think necessary. You may have seen some of the fine old New England homesteads, standing firm after one hundred and fifty or two hundred years use.

The AMERICAN SYSTEM of construction partakes of the spirit of the old Colonial builders, combining with it modern scientific knowledge of stresses and strains, of the strength of materials and of methods of building.

We are ready now to give you the details of this remarkable plan. Let us tell you how to build for beauty and permanence—and economy, both at the outset and for all the years you will live in this home. You can see plans, prices, specifications, illustrations of finished American houses, reasonable cross-sectional floor plans showing not only the position of every wall and opening more clearly than has ever been done before, but also the arrangement of furniture. Call at Room 504, First National Bank Building or consult your real estate agent.

Thomas E. Sullivan & Co., Cook County Representatives Room 504, First National Bank Bldg., Chicago
or any member of Cook County Real Estate Board or Chicago Real Estate Board

We are ready to cooperate with one strong man in every community outside of Cook County, to give him exclusive agency in his territory. He must be a business man of good standing, familiar with building conditions. Write at once if interested in a profitable growing, permanent business built upon the satisfaction of your customers. Early application for territory will naturally be given greatest consideration. Real Estate Men, Contractors, Lumbermen, address

Richards Company—Milwaukee

We sell only through dealers—ask your dealer for literature
The AMERICAN SYSTEM of House Building does not change year local building conditions in any particular

For example, an American House is not cut to pieces to place the window frames. The studs run through from foundation to roof. No breaks except for the outside doors. The strength of the construction is unimpaired.

An American House is as sound from the engineer's viewpoint as a great bridge or a skyscraper.

Integrity of means to ends. Economy, beauty. Frank Lloyd Wright has no scorn of the practical thing. But he seizes the convenient and permanent—and lets it express itself homelily.

It is no exaggeration to say an American System Built House is more durable than any other frame house ever built before.

The woman asks about the arrangement of her husband's store, office or factory is to him. Whether she personally performs the household duties, or merely supervises them she demands convenience. She finds it in the American Dwelling. Study a floor plan and you'll see. There are no unnecessary steps to be taken, no waste spaces, no dark corners.

There will you look at the placing of the windows. Note the cross-ventilation, the cross-lighting. Even the kitchens and roof spaces are ventilated.

The first day you enter an American House you find it generously equipped with furniture that is a unit with the structure itself. It is made an integral part of your home and harmonizes with its lines and proportions. This furniture, depending on the design of the house, includes built-in wardrobe, kitchen cabinet, breakfast nook, living-room bookcase, dining and living-room tables.

A combined beauty and usefulness make the American House a most satisfying home. It is not a mass of gaudy, stuck-on decorations—not a jigsaw puzzle of unrelated parts. It speaks of sense, rational thinking.

It belongs to the fine, straightforward thing that American home life is at its best. It is clean within and without, honest, without pretense, quiet.

The AMERICAN SYSTEM of House Building Has Infinite Variety—Beautiful Houses at Less Cost than Ugly Ones

In this advertisement we can not go into all of the mechanical details Mr. Wright has perfected to get his American System of houses ready to offer the public through us.

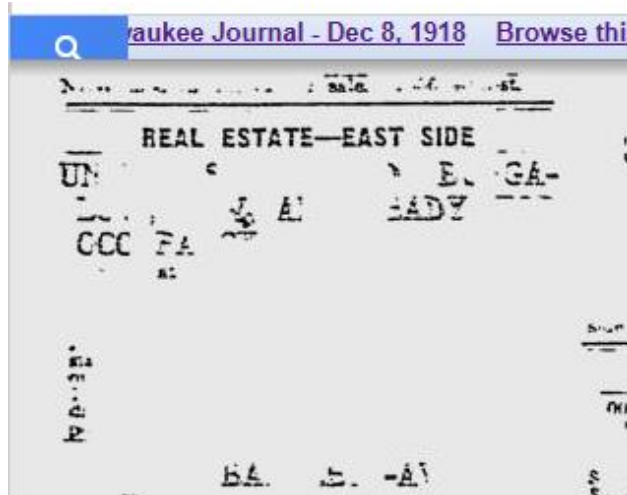
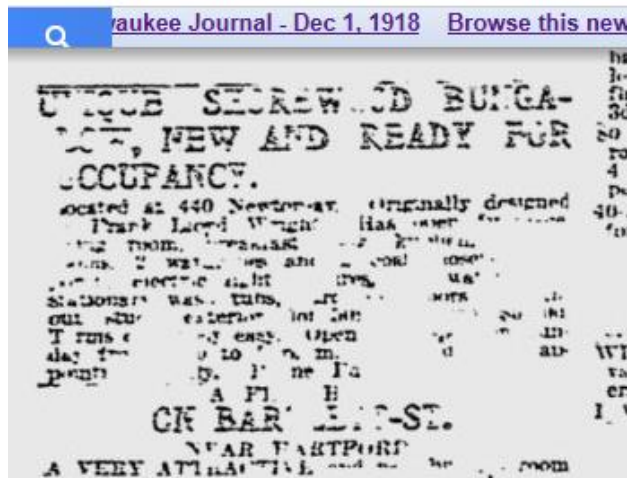
He has really done what no other modern artist has even dared attempt to do. He has achieved the touch the old craftsman had—the beauty that cannot die—by the use of modern building material mills, modern labor and modern commercialism, the machine.

The thing you want to know is that you get a beautiful house at less cost than an ugly one. We will prove that to you.

Go to see our representatives. Talk to them. Look at the models of the houses. And remember the big story. Any American System built house you get will be designed for you by Frank Lloyd Wright. It will be beautiful. It will be built only of the finest grade material from cellar to roof. It will come to you intact, complete as it should be and the key handed over to you. There will be no extras.

Appendix C: 2106 East Newton Avenue Timeline

- A. Land purchased by Elizabeth Murphy
- B. Village of Shorewood had only 470 homes in 1917
- C. No building permit was found in the Village of Shorewood records
- D. Construction began approximately April 1917
- E. June 4th, 1917: Assignment of a Lien from Richards Company to Landeck Lumber Company.
- F. 1919 lawsuit with both the defendant and plaintiff indicating the Frank Lloyd Wright was the architect.
- G. Milwaukee Journal Classified Ads run December 1st, 8th, 15th, 1918:



[Milwaukee Journal - Dec 15, 1918](#) [Browse this newspaper »](#)

REAL ESTATE—EAST SIDE

**UNIQUE SIKREWOOD BUNGA-
LOW, NEW AND READY FOR
OCCUPANCY.**

Located at 440 Newton-a. Originally designed
 by Frank Lloyd Wright. Has open fireplace
 living room, breakfast room, kitchen, 2 bed
 rooms, 2 wardrobes and 2 coat closets, large
 porch, electric light fixtures, hot water heat
 stationary wash tubs, hardwood floors through-
 out, stone exterior. lot 50x135, price, \$ 5,500.
 Terms extremely easy. Open for inspection Sun-
 day from 2 to 5 p. m. other days by ap-
 pointment of . . . Phone Edgewood 27-1W.

CN BARTLETT-AV.

**NEAR HARTFORD—A very attractive and well
 built 7 room house elect. and gas, hardwood**

H. July 1919: Sale by Land Contract to Alfred & Gladys Kibbie

Milwaukee County Register of Deeds, Vol 805, Page 467-68, Document No. 994330

This document of an Assignment of Land Contract by Elizabeth Murphy to Realty Finance & Security Company filed August 11th, 1919

- I. Porch enclosure – date unknown
- J. Garage – September 1976
- K. Shingle Siding – date unknown
- L. Sash replacement – date unknown

M. May 2, 1941: Classified Ad (no address) attributing the home to Frank Lloyd Wright

aukeee Sentinel - May 2, 1941 Browse th

tion, \$8,350.00; others higher.
Edw. Ehmke Agency. KI1b. 5454.

Real Estate—East

BEAUTY CLASSIC DESIGN SUNSHINE

We offer you a genuine Frank Lloyd Wright home in one of the choicest parts of Shorewood.

FOR ONLY \$5,300

The 5 rooms with a natural fireplace and an especially large sunroom are in perfect condition and have a fine birchwood finish. Numerous weatherstripped and French windows give you an abundance of air and sunshine. The 55x150 foot lot is beautifully landscaped. Can only be seen by appointment. Call P. J. Hohlweck, Realtor, KI1b. 3570—HOp. 3710R.

ST. ROBERT'S PARISH: 5 room brick veneer duplex, oil heat, two car garage, side drive; 10 years old; rent, \$120. Lot

N. July 26th, 1972: Classified Ad attributing the home to Frank Lloyd Wright

ee Journal - Jul 26, 1972 Br

4065 N. RICHLAND CT.
(1 block west of Lake Dr.)
OWNER MOVING, offers a gracious 6 bedroom 3 bath ENGLISH brick home on lovely 80x114 lot 1ST FLOOR, foyer, living room (natural fireplace), paneled dining room, modern kitchen, bedroom, full bath and study 2ND FLOOR, 5 bedrooms, 2 baths. BASEMENT, large rec room (natural fireplace), oil heat. PRICE REDUCED Broker, Margaret Johnson, 332-2937

OPEN WED. 6 TO 9

SHOREWOOD

2224 E MENLO: large 4 bedroom, 2 bath home on grassy boulevard near UWM. Natural woodwork in living room and formal dining room; fireplace, sunroom, remodeled kitchen. \$37,500.

BY OWNER—332-1472

PRICE REDUCED
OPEN WED., 6:30-8:30

8937 N. IROQUOIS RD.
Bayside home with 4 carpeted bedrooms, 2 baths, and ready for immediate occupancy. Nicely landscaped lot. Port Washington Rd. turn east on Glencoe, turn north on Iroquois Rd. to home. Upper 30's.

RYAN REALTY
774-4440 352-3447

OPEN WED. 6:30-8:30
2106 E. NEWTON AVE.
SHOREWOOD; sharp carpeted and draped 2 bedroom ranch with natural fireplace, family room, formal dining room, very spacious bedrooms. Parklike and private rear yard. Exciting and modern Frank Lloyd Wright designed home in most convenient location. Price reduced, call 476 4991.
ROBEDEAUX, INC.

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