

Madison Foursquare

This issue of *Madison Foursquare* is brought to you by Scott Custis and Jeanne Gomoll (layout/design and occasional contributor), who live at 2825 Union Street, Madison, WI 53704. Scott@unionstreetdesign.com
Jeanne@unionstreetdesign.com

This is *Madison Foursquare* #1, created using a Mac Pro with InDesign, Illustrator and Photoshop, all CC 2014, and printed on a Ricoh Aficio CL7200 color printer. All contents ©2015 by Scott Custis and Jeanne Gomoll, June 2015 for *Turbo-Charged Party Animal* #348.

(SC) Hello. It's nice to be back. It's been awhile. Our last issue of *Jornada Post*, our last *Turbo* APA zine, was for the August, 2004 issue of *Turbo*. Sorry for the long absence. Jeanne Gomoll may contribute to this zine as time and inspiration permit. She has generously volunteered to layout *Madison Foursquare*.

I'm frankly surprised that *Turbo* is still going. In the last issue of our last *Turbo-apa* zine, I complained that a growing list of our *Turbo* writers were moving on to something called LiveJournal. Since then the online options have only grown, to the point where Facebook and Twitter accounts seem almost obligatory and provide almost instant feedback. Who would opt for laboriously producing a paper zine and waiting a month or more for feedback (if you get any at all)? Although I have a Facebook account, I use it mostly as a means to stay connected to so many of my friends and family members who also have accounts. I rarely post anything partly because personal or non-newsy writing does not seem appropriate, but also because I simply don't trust Facebook, or the Internet generally.

I wanted to come back to *Turbo* partly because so many of my friends are here, and because I feel much more comfortable trying to write to a small audience. Writing is something I'd like to do more of, but it's never been very easy for me and I'd rather not step out onto the Internet stage to practice in front of the whole world.

Of course a lot of credit for *Turbo's* survival has to go to **Hope** for piloting the ship all these years. Truly amazing job, **Hope**.

Jim and **Diane** came over to our house for dinner a few weeks ago, and the subject of *Turbo* came up. **Jim** suggested that I re-introduce myself. I thought that was a good idea and I spent an hour writing something up. Reading it over the next day, some of it was okay but some of it sounded a bit like I was applying for a job with the apa. I'll work on it some more. Maybe next month. That is the sort of personal writing Jeanne does so well and she makes look so effortless. But it isn't.

The month leading up to this deadline went by fast. Since picking up #347, WisCon happened, some post-WisCon vacation days were followed by a work trip to Neenah where I had to do a PowerPoint presentation before a ballroom full of Circuit court clerks. We started picking up a bi-weekly CSA box and tried figuring out what to do with some strange new vegetables (you can apparently eat nettles, there were also things called garlic scapes, pea vine, yukina savoy and hon tsai tai, who knew?) We started biking for the first time in *many* years, maybe a decade or longer. It was a slightly rocky start. And we had a yard sale. I can see already that my first challenge will be to learn to set aside time to write.



A few comments on issue 347

Patrick Ijima-Washburn: Terrific cover art! Wonderful style.

Greg Rihn: I enjoyed all your reviews. We saw Age of Ultron at the new Marcus Palace theaters in Sun Prairie (replacing the old Marcus Eastgate cineplex). It was our first trip out there. This place is pretty swanky, with a bar and pizzeria, red leather (or something like leather) recliners in all the theaters and mostly reserved seating. It's a bit weird to sit in a row of recliners once the movie starts and everyone in the row stretches out their seats like they were in their living rooms at home. We got there early enough to be battered by commercials. At showtime they switched to a solid 25 minutes of movie trailers followed by a 5 minute commercial for the theater chain to promote the Palace. I was tired before the actual movie even started.

I used to be a fan of comics as a kid, so I remember a lot of these comic book characters. It's a little odd to me that they are still around, much as they were 40+ years ago. Jeanne and I have seen some okay superhero movies, a couple great ones (*Batman Returns*, comes to mind) and too many loud, boring ones. These days, we check reviews before we even think about going to one. I did not think *Ultron* was nearly as good as the first *Avengers* movie, but not terrible either. Like most of these franchises, the origin story may turn out to be the only interesting story, after that, the plots all work pretty much the same. For *Ultron*, Joss Whedon was clearly working hard against strict plot guidelines to infuse some real humor and emotional connection between the characters, but it felt like he was straining against the ropes.

Jim & Ruth Nichols: Jim, I have been following the news out of the Statehouse and could not be more sympathetic to your plight as a long-time worker for the city as those bloated, braying asses in the Legislature pass unprecedented restriction after restriction

specifically on Madison and Dane County, that no one else in the state is subject to. It's bitter and mean-spirited, but completely familiar. Yet we are almost utterly powerless to stop them or slow them down. They own the whole state government, the Governor's mansion, the Legislature and the Supreme Court. All we can do right now is sit by and watch.

Andy Hooper: Magnificent zine, Andy. I'm looking forward to more, always more. Are you contemplating writing a book on Madison? It seems amazing that you are doing this level of research and work unless you have some general plan to end up with a book.

It's hard not to come away from your article without complicated feelings about militias. On the one hand, they are certainly a necessary thing. Even today, large scale accidents and natural disasters sometimes require National Guard troops who are often the backbone of the government's proper response to save lives and protect property. On the other hand, troops have often been misused by irresponsible politicians to unnecessarily massacre Indians and attack peaceful labor protestors. It's what I love about reading history, it's messy. People have never really lived in simpler times, that's a fantasy. Life is complicated now, just as it's always been.

Lisa Freitag: William's in college? Wow, it *has* been a long time.

Your time in New York City was spent much as I imagine Jeanne and I would have spent it—going to the theater, hopefully more than once. We have started talking about making a short trip out to New York to see some shows every year or two after we retire. I would like to read your reviews of the shows you saw, but it's satisfying to know they were fabulous (of course they were, pardon a little envy creeping in here.)

Wonderful review of *Assassins*, Lisa. Jeanne and I have seen and enjoyed a couple versions of *Assassins* over the years. I believe both were

mounted by local theater companies, the last version was just this last winter. It was very good. As you say, it's a complex and sometimes confusing play, but I like that. It feels like you can bring to it a bit of your own views on Presidential assassinations and what they mean and what they might be telling us about a darker side of America. The composer seems to be pulling you, the viewer, into a conversation about what it's all about. I also like the music and the depictions of the assassins/assassin-wanna-bes. It's never going to be one of my personal favorite shows, too cold and analytical, but it is rarely enough performed, and it's thought-provoking enough, that I can see us going to another production in 5 or 10 years.

A couple excellent plays we have seen recently were at the local Sundance movie theater. They are running the National Theater of London play series. The plays are filmed as performed and sent around to participating movie theaters in Britain and the U.S. In early may we saw Tom Stoppard's *The Hard Problem* and in early

June we saw a smashing production of George Bernard Shaw's *Man and Superman*, with Ralph Finnes.

Susan Hastings: I don't believe we have met, but I very much enjoyed your zine and photos. Having just seen the movie *Selma* this last winter, your story about your trip to Selma was compelling. I was nine in 1965, and though the fine points of the issues were mostly over my head back then, I can remember watching the news and seeing reports on the violence. It was somewhat scary to see, but I don't think there was ever any doubt about who was in the right and who was wrong in that conflict. I think those news stories went a long ways toward helping shape my attitudes on racism and violence. Now, 50 years later, we are still seeing appalling racial violence on TV as the Charleston, SC church shooting is dominating the news. Couple that with the recent long series of stories about unarmed African Americans being killed by police around the country, it feels like not much progress has really been made in all these years.



The American Foursquare: Prairie & Craftsmen styles— in build-your-own-house packages

Sold by Sears Roebuck after WWI

2825 Union Street
Madison, WI
Built in 1923



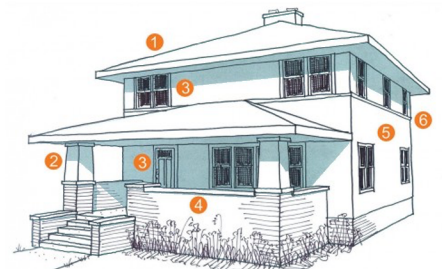
American Foursquare

Modern Home No. C227 – The Castleton
from the Sears *Modern Homes Mail Order Catalog*
1921



First, Ole Oliverson built a very small house to house his wife and himself while they built their real home. This building would eventually become the garage. After he and his wife had settled into that small space, he ordered all the materials, plans and specifications from Sears that he would need to build a Foursquare house. We don't know if he chose wood siding for the second floor; vinyl siding was installed during the 1970s and covers the original material. But we do know that the Oliversons chose not to pay for Oak trim on the first floor (that would have cost \$142 extra!); yellow pine trim is used throughout the house for doors, windows and moldings. They accepted the default red oak floors for the stairs, but opted for maple floors throughout (after all, it was free!) and we are glad they did! Nowadays, gorgeous hardwood floors are hugely expensive and rare in new construction. The Oliversons decided against putting in a fireplace and saved themselves a bit of money doing so. They also assured future tenants of a slightly larger living room.

Coal deliveries ceased at some point (there is evidence of a coal shoot and storage beneath the front porch) which was probably when the porch was enclosed. During the early 1980s, Ole and his wife decided to block off the stairwell from the unused second floor and built an addition off the back of the house for a more accessible bedroom and bathroom. – JG



Foursquare architecture identifying details

1. Low-pitched, hipped roof with wide overhangs
2. Short, square porch columns on massive pier
3. Full width front porch under hipped roof with wide overhangs
4. Full two-story mass, box-shaped
5. Balanced window placement with off-centered entrance
6. Detailing emphasizing horizontal lines

The **CASTLETON**
No. 227 Not Cut or Fitted

Honor Price \$1,989⁰⁰

At the price quoted we will furnish all the material to build this eight-room house. Price does not include cement, brick or plaster.

First Floor Four nicely arranged rooms on this floor, well lighted, and with plenty of room for furniture.

Second Floor Four bedrooms, bathroom and linen closet on this floor.

Height of Ceilings The basement has concrete floor and is 7 feet from floor to joists. The first floor is 9 feet from floor to ceiling; second floor, 8 feet 6 inches from floor to ceiling.

We furnish our best "Quality Guaranteed" mill work, shown on pages 118 and 119. Interior doors are five-cross panel, with trim and flooring to match, all yellow pine, in beautiful grain and color.

Paint for three coats outside, your choice of color. Varnish and wood filler for interior finish. Chicago Design hardware, see page 120.

Built on a concrete block foundation, excavated under the entire house.

Our Guarantee Protects You—Order your House From This Book. Price Includes Plans and Specifications.
For prices of Plumbing, Heating, Wiring, Electric Fixtures and Shades see page 115.

OPTIONS

Wood Siding on second story, \$70.00 extra.

Sheet Plaster and Plaster Finish to take the place of wood lath, \$195.00 extra. See page 114.

Oriental Asphalt Shingles, instead of wood shingles, \$22.00 extra.

Fire-Chief Shingle Roll Roofing, red or sea green in color, instead of wood shingles, \$6.00 less.

Floors, Trim, Doors, etc., for living room, dining room, hall, den and stairs, furnished in clear red oak for \$142.00 extra.

Clear Maple Flooring furnished for kitchen, pantry and bathroom, instead of yellow pine, no extra charge.

Storm Doors and Windows, \$88.00 extra.

Screen Doors and Windows, \$88.00 extra.

Screen Doors and Windows, black wire, \$60.00 extra; galvanized wire, \$63.00 extra.

If Mantel is not wanted, \$53.00 less.

Should be built on a lot about 35 feet wide.