

Wisconsin Word Processing Format (Approved 1/92)

**United States Department of 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 an 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** Morey, Theodore I., House  
**other names/site number**

**2. Location**

<b>street &amp; number</b>	1516 Pleasant View Avenue	N/A	<b>not for publication</b>
<b>city or town</b>	Waukesha	N/A	<b>vicinity</b>
<b>state</b> Wisconsin	<b>code</b> WI	<b>county</b> Waukesha	<b>code</b> 133
			<b>zip code</b> 53188

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, 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/Title 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 official/Title Date

\_\_\_\_\_  
State or Federal agency and bureau

Morey, Theodore I., House

Waukesha

Wisconsin

Name of Property

County and State

#### 4. National Park Service Certification

I hereby certify that the 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.

See continuation sheet.

removed from the National Register.

other, (explain:)

Signature of the 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  
 structure  
 site  
 object

**Number of Resources within Property**  
(Do not include previously listed resources in the count)

contributing	noncontributing
1	1 buildings
	sites
	1 structures
	1 objects
1	3 total

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

N/A

**Number of contributing resources previously listed in the National Register**

0

#### 6. Function or Use

**Historic Functions**

(Enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/secondary structure

**Current Functions**

(Enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/secondary structure

#### 7. Description

**Architectural Classification**

(Enter categories from instructions)

LATE 19<sup>TH</sup> AND 20<sup>TH</sup> CENTURY REVIVALS/

Colonial Revival

**Materials**

(Enter categories from instructions)

foundation limestone

walls aluminum

roof asphalt

other

#### Narrative Description

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

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## 8. Statement of Significance

### Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for the 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 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

### Period of Significance

1928-1950

### Significant Dates

1928; c1939

### Significant Person

(Complete if Criterion B is marked)

Theodore I. Morey

### Cultural Affiliation

N/A

### Architect/Builder

Unknown

### Narrative Statement of Significance

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

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## 9. Major Bibliographic References

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

### Previous Documentation on File (National Park Service):

- 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:

- X State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local government
- University
- Other

Name of repository:

## 10. Geographical Data

Acreage of Property .34 acre

UTM References (Place additional UTM references on a continuation sheet.)

1 16 397464 4764863  
Zone Easting Northing

3 \_\_\_\_\_  
Zone Easting Northing

2 \_\_\_\_\_  
Zone Easting Northing

4 \_\_\_\_\_  
Zone Easting Northing

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	Traci E. Schnell, M.A.	date	August 2021
organization	tes   Historical Consulting, LLC	telephone	262.366.0397
street & number	211 Paine Street	zip code	53042
city or town	Kiel	state	WI

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### 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 SHPO or FPO.)

<b>name/title</b>	Linda Grota	<b>date</b>	January 2023
<b>organization</b>	Grota-Paige Properties	<b>telephone</b>	262.366.8859
<b>street &amp; number</b>	132 Legend Way	<b>zip code</b>	53183
<b>city or town</b>	Wales	<b>state</b>	WI

**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 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 Reductions Projects, (1024-0018), Washington, DC 20503.

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[Start description on line below](#)

**GENERAL DESCRIPTION**

Situated towards the rear of a .34-acre lot, the Theodore I. Morey House is located along the west side of Pleasant View Avenue, one property south of Sunkist Avenue in the Westowne Subdivision and on the city of Waukesha's northwest side. The two-story Morey House towers over most of its neighbors, as surrounding homes are generally one or one-and-one-half stories in height and modest in size. A sidewalk runs along the east edge of the lot which is heavily landscaped between the road and the house. A raised garden area is located along the south side of the house, while a concrete patio area is found to the rear, the latter area also includes a detached and non-contributing, modern screened porch—all of which is surrounded by a modern white picket fence and a taller white vinyl fence. To the northeast of the house is a non-contributing, two-car garage that was built in 2002. The house, which was originally built in 1928 and remodeled to its current appearance c1939, is the only contributing resource on the lot.

**House** (Contributing, 1928; remodeled to current appearance, c1939):

Rising from a cut limestone foundation, this two-story, side-gabled, Colonial Revival-style house is sheathed with aluminum siding. Dominating the home's primary (east), symmetrically arranged elevation is a two-story, flat-roofed portico with four square wooden pillars covered with sheet metal. The roof is sheathed with asphalt shingles. The central wooden door (the same door from the 1928 house) is flanked on either side by a series of four, four-over-four-light, double-hung windows. The second floor carries two pair of six-over-six-light, double-hung sash. Non-working shutters flank each window grouping.

The south elevation is divided at the center by an exterior, stone-constructed chimney that extends to break the roofline. Along the first floor, a single four-over-four-light, double-hung sash is located to the right (east) of the chimney, while a paired grouping is found on the left (west). An additional pair of double-hung sash—these with one-over-one lighting--occupy the upper level, west of the chimney.

Moving to the rear (west) elevation, a door is located slightly left-of-center. A single, six-over-one-light, double-hung sash is found to the right (south) of the entrance and along the first floor, while another six-over-one-light double-hung sash is located to the left (north), along with a pair of six-light, casement-type windows. The wall dormer carries a glass block window, as well as a six-over-six-light,

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double-hung sash. A pair of fixed, three-light sash are found along the basement level, one to each side of the door.

The north elevation of the house includes a pair of four-light windows along the west half, while the east half carries two, four-over-four-light, double-hung sash, all of which are flanked by black shutters. A metal airing porch extends to the upper floor, where a multiple-light, wood-and-glass door and a pair of six-over-one-light, double-hung sash are located.

The house seen today was significantly expanded and remodeled c1939 from a one-and-one-half-story, 1928 Tudor Revival-inspired bungalow. However, the home's exterior has seen little change since 1939, aside from the 1977 application of aluminum siding and the removal of the decorative railing along the entrance portico.

The home's first-floor interior includes a dining room, living room, kitchen and pantry, study (former bedroom?) and a half bathroom. The upper floor contains a large central hall, three bedrooms and a bathroom. The home's central entrance opens into an enclosed hall entry/vestibule that includes a shallow display cabinet along the north side, while a wood-and-glass door opposite the entry door opens into the living room. Aside from wooden window and door trim and crown molding (painted white), the living room features a fieldstone-constructed fireplace with a limestone mantel and cut stone hearth outlined by small fieldstones. To the right of the doorway and through a Tudor-arched doorway is the dining room with a coved, tray ceiling, while a modest wooden chair railing encircles the room. A rectangular doorway along the west side of the dining room opens into the updated kitchen, which includes a walk-in pantry space (former breakfast nook) and a half-bath. A former bedroom/office is located at the southwest corner of the first floor, adjacent to the stairs that lead to the second floor. This room includes faux wooden beams that have been painted white. At the top of the stairs to the left (north) is a bathroom, while a bedroom is located across the hall. The additional two bedrooms are located along the east side of this level. A door to the north opens to a small airing porch. Aside from typical kitchen and bathroom upgrades, the primary alteration to the interior is the installation of luxury vinyl plank flooring throughout the house.

**Garage (Non-Contributing, 2002):**

Located north of the house is a side-gabled, modern, three-car garage sheathed with vinyl siding. The building's east wall includes one large overhead garage door, along with one smaller door. A

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pedestrian door is located at the east end of the building's south elevation. The remaining two elevations are devoid of fenestration.

**Detached Screened Porch** (Non-contributing, modern):

Constructed entirely of metal and topped with a hipped roof, this small screened porch carries three sash windows along both its east and west elevations, while the north and south elevations are comprised of three sash windows and a door, and four sash windows, respectively.

**Fencing** (Non-contributing, Modern):

Wooden picket fencing extends from the rear of each side of the house and outlines a portion of the backyard, while a taller, vinyl fence line runs across the rear lot line.

**Integrity Statement**

Although the home was re-sheathed with aluminum siding in 1977 and the decorative railing along the entrance portico roof was removed at some point, the house is clearly recognizable as the same house shown in c1939 photographs, which are included in this document. Neither the siding changes nor the railing removal adversely affect the historic integrity of the house. The interior arrangement of the home also remains largely intact, despite later use as a nursing/convalescent home.

End of Description of Physical Appearance



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     **Insert Statement of Significance**

**STATEMENT OF SIGNIFICANCE**

The Theodore I. Morey House is nominated to the National Register of Historic Places under Criterion B in the area of Community Planning and Development for its association with Theodore I Morey, a longtime realtor and land developer in southeastern Wisconsin, with most of his land development and transactions occurring in the southeastern part of Waukesha County. The house (and its association with Morey) was previously identified as potentially eligible for the Register as a result of a 2013-2104 Intensive Survey of Historical and Architectural Resources that was funded by the National Park Service. Westowne, his first subdivision which was platted with two partners in 1927, is considered one of the earliest suburbs (if not *the* earliest) of the City of Waukesha, which was ultimately annexed to Waukesha in 1951. It was in Westowne where Morey chose to build his first home in 1928—a modest Tudor Revival-influenced cottage--and it was that same house that he chose to remodel into the existing two-story Colonial Revival home circa 1939, when an expanding family required additional living space. Following Westowne, Morey would go on to develop approximately thirty subdivisions, many of which would expand the City of Waukesha, specifically, in all directions. By 1970, with just over forty years in the real estate business, Morey himself estimated that he built approximately 400 homes and developed over fifteen subdivisions. Twenty years later (in 1991), at which time he was self-identified as semi-retired, he estimated that he had sold more than 5,000 lots in Milwaukee and Waukesha counties. His obituary would quantify his subdivision list as numbering over thirty. In addition to residential development, he was also responsible for the construction of several shopping malls. Near the end of his lifetime, after over sixty years in the business, he was acknowledged as the “dean of Waukesha real estate developers”—as no other real estate developer in the Waukesha area or even the county is known to have completed more development than Morey during the same period. Although Morey (and his family) resided in a number of homes throughout his lifetime, the house at 1516 Pleasant View Avenue and its Westowne location--where he resided when he began his Wisconsin real estate career--best reflects his accomplishments in real estate and his contributions to the development of Waukesha County as a whole.<sup>1</sup>

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<sup>1</sup> In 1950, the Moreys sold the Westowne home and moved to 901 S. East Avenue, a house located in Caples Park No. 3, a subdivision developed by Morey. Although unconfirmed, that house may have been built by Morey on speculation. In any case, the Moreys lived in that house for only a short period, for they would move to 202 W. Westminster Drive by no later than 1957 (it remains unconfirmed if Morey built this house or not). Following the 1970 death of Morey’s first wife Margaret, he moved to an unknown location outside of the city limits, after which he and his second wife Genevieve built a

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**Period of Significance**

Because the area of eligibility is associated with Criterion B (Significant Persons) and not with Criterion C (Architecture), the Period of Significance for the property is concurrent with the years in which Theodore I Morey owned and resided in the home, despite the c1939 change in the building's exterior. Therefore, the Period of Significance runs from 1928 (the year the original home was built on the lot) to 1950, the year that the Morey's sold the home.

**Statement of Land Acknowledgment**

This nomination recognizes the depth of human presence here, the ancestral homeland of American Indians for millennia. From as early as the seventeenth century, Euro-American exploration and settlement, military campaigns, and government programs, all had the effect of repeated displacement of Indians of many tribal affiliations. This continuous tribal movement resulted in Wisconsin being home to many tribes who originated from other parts of the country, generating a pattern of immigration, relocation, and formation of a new homeland. Some of these tribes remain in Wisconsin but others may not. We acknowledge that the property that is the subject of this nomination is located on land long occupied by American Indians. The name Waukesha is derived from the Potawatomi name Wau-tsha, the leader of the local tribe at the time of the first European settlement of the area.<sup>2</sup>

**General History of Waukesha**

The general history of the City of Waukesha is discussed in a variety of publications, including the following: Butterfield's *History of Waukesha County* (1880); Haight's *Memoirs of Waukesha County* (1907); the 1982 Historic Resources Survey prepared by Howard Needles, Tammen and Bergendoff (HNTB), as well as The Historic Resources of Waukesha National Register nomination (also of 1982). Briefly summarized, the settlement, which numbered 144 in 1838, was initially known as Prairie

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new home in 1977 in Kettle Moraine Estates, another subdivision developed by Morey beginning in the 1960s. Although Morey is identified as still working at the age of 89, the Kettle Moraine home is considered his retirement home and, therefore, not the resource that best reflects his lifetime career in real estate. And while Morey's original land office remains in the Westowne Subdivision, it was remodeled to include a second story in 1980, Steve Schumacher, "A Bit of Real Estate History is Wrapped up in Tiny House," *The Milwaukee Journal*, 17 August 1980, Real Estate Section, 1, 5.

<sup>2</sup> C.W. Butterfield, *The History of Waukesha County, Wisconsin* (Chicago: Western Historical Company, 1880), 383.

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Village, but was later shortened to Prairieville in 1839. In 1852, one year after the Milwaukee & Mississippi Railroad reached Waukesha and the settlement had incorporated as a village, the population numbered approximately 2,000 persons. By 1870, the census reported only 2,500—a somewhat modest increase from twenty years prior.<sup>3</sup>

A rather substantial event in the history of Waukesha includes Colonel Richard Dunbar and his “discovery” of the benefits of the area’s spring water in August 1860. Eventually he began to bottle Bethesda Spring Water and created Spring Park which attracted the first throng of visitors to the community during the summer of 1869. Records indicate that approximately fifty springs were in operation in Waukesha at one time or another. In addition to the resort business that the springs fostered, Waukesha also developed a large bottling industry. The peak period of the “Springs Era” was between the mid-1880s to the late 1890s and, as the popularity of the natural water waned, industrial manufacturing pursuits began to grow.<sup>4</sup>

Indeed, overlapping with the Springs Era, was the completion of the Wisconsin Central Railroad car repair shops in 1886-87 and the 1891 founding of Waukesha Malleable Iron Company, the latter of which would begin the city’s identity as a foundry town. It would be followed by others such as the Waukesha Foundry Company (est. 1912), the Spring City Foundry and the Werra Aluminum Foundry (both est. in 1913). Among the other larger manufacturing pursuits that drew people to Waukesha in the first quarter of the twentieth century was the Waukesha Motor Company (est. 1906), which would ultimately become Waukesha’s largest employer.<sup>5</sup>

Although the population of Waukesha saw modest growth between 1900 and 1910 (rising from 7,419 to 8,740), greater gains were made over the following two decades, registering at 12,558 in 1920 and further increasing to 17,176 by 1930, undoubtedly fueled by the increasing number of, and improvements to, the automobile. Adjacent to the Waukesha city limits and to the northwest was the

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<sup>3</sup> Butterfield, *The History of Waukesha County, Wisconsin (1880)*; Theron W. Haight, ed., *Memoirs of Waukesha County* (Madison, WI: Western Historical Association, 1907); *Spring City’s Past: A Thematic History of Waukesha and The Final Report of Waukesha’s Intensive Historic Resources Survey*, Prepared by Howard, Needles, Tammen & Bergendoff (HNTB), Milwaukee, WI (September 1982), 1-3, 35.

<sup>4</sup> *Spring City’s Past: A Thematic History of Waukesha*, 3-4, 21.

<sup>5</sup> *Ibid.*, 4, 12, 27-28.

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Town of Pewaukee. It too had seen growth between 1920 and 1930, albeit in much smaller numbers, from 800 to 1,067. Contributing to that increase was the establishment of the Westowne subdivision, which was developed, in part, by Theodore I. Morey.

**Theodore I. Morey**

Theodore (“Ted”) Irwin Morey was born in Milwaukee on 14 March 1902, the son of Robert G. and Grace Morey, who had wed in Chicago three years earlier. Although city-born, Ted grew up in North Prairie, in the Town of Genesee, Waukesha County. His father Robert worked as an insurance agent for Northwestern Mutual Life but, in 1911, chose to also follow his interest in agriculture. He purchased both the Pleasant Valley and Pleasant View farms and, by 1917, Robert’s dairy operation had expanded to include 1,200 acres. That same year he built a milk condensery that furnished approximately one-third of the certified milk sold in Chicago; and employed (in 1917) about sixty-five men that resided on the farm itself.<sup>6</sup>

Ted Morey graduated from St. John’s Military Academy in Delafield, Waukesha County, after which he attended Carroll College (today, Carroll University) in Waukesha. During World War I, he served in the National Guard and was stationed at Camp Douglas, Wisconsin. Following college, city directories indicate that he tried his hand at the insurance business, joining his father at Northwestern Mutual Life in at least 1923. However, in personal interviews, Morey stated that, for a time, he joined a college classmate in selling real estate in and around Lake Forest, Illinois, where he completed two subdivisions and a golf course. In 1927, Morey met his wife, Waukesha native Margaret Kewer, after which he continued his real estate career in Wisconsin. That same year, Ted, along with landowners Chester “Chet” Roberts and Richard P. Jones, developed the Westowne subdivision. Consisting of 100 acres in the Town of Pewaukee, the land was situated just one-half mile northwest of Waukesha’s city limits. Various sources note that Westowne is considered one of the first true suburbs of Waukesha. Restrictions for the new residential subdivision, which consisted largely of lots measuring 50 feet wide by 150 feet deep, were instituted in November 1928 and included the following: a minimum house

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<sup>6</sup> Frank Putney Haight, “R.G. Morey Rides the Crest of the Milk Wave in the Northwest,” *Waukesha Daily Freeman*, 3 May 1917, 23. Morey would sell the condensery business in 1924 to Brook Hill farms, also in Waukesha County, “History of Genesee, WI,” Available online at <https://www.towngenesee.org/custom/24618>, Accessed June 2021; “Morey Killed at Waukesha,” *The Milwaukee Journal*, 16 November 1932. All the while, he continued to maintain his position as the district manager for Northwestern Mutual Life, as evidenced in the Waukesha city directories.

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cost of \$5,000, one house per lot and the house could only be used for residential purposes; a 25-foot setback; no outside toilet; no rolled paper roofing; and the garage could be used only as a residence for up to eighteen months.<sup>7</sup>

Among the early homes built in the 500-lot subdivision were four American Craftsman-style houses of cobblestone construction that were built between 1927 and 1932 by Morey (in association with builder Paul Miller) on speculation and to help promote the subdivision. Three of those modest homes were listed in the National Register in 1995 for their significance under Criterion C: Architecture.<sup>8</sup> In addition to the homes, Morey built a real estate office (also of cobblestone) at the southeast corner of the subdivision, so that it was visible to those traversing both Summit Avenue and N. Grandview Boulevard—both of which were busy thoroughfares. Traffic along Summit Avenue also included the interurban railroad line, the tracks of which were initially laid in 1895 (as the Waukesha Beach Electric Railway Company) to get people from the Chicago and North Western Railroad Station on Williams Street, south of downtown Waukesha out to the south shore of Pewaukee Lake. A few short years later, The Milwaukee Electric Railway and Light Company built a line from Milwaukee to Waukesha, at which time they also purchased the track to Pewaukee. The existence of the interurban line and its ability to get Westowne residents to and fro, made the “suburban” Westowne location a

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<sup>7</sup> *Waukesha City Directory*, 1921, 1923; Deed Restrictions for Westowne Subdivision, 13 November 1928, Book 214/page 256, #161969, 13 November 1928; Schumacher, “A Bit of Real Estate History is Wrapped up in Tiny House,” 1, 5; Susie Steckner, “A Fair Man in Business,” and “Theodore I. Morey,” Obituary, both in the *Waukesha Freeman*, 30 December 1993; Among the sources that cite Westowne as one of Waukesha’s first true suburbs include National Register of Historic Places, Morey-Andrews House, Waukesha, Waukesha County, Wisconsin, #95000405. Morey met Margaret at the 1927 funeral of his brother, Charles, who died at the age of 22. According to Sally Morey Steffen, her mother Margaret had been dating Charles, Jesse LaTour, “Sally: My Grandmother’s Life in Words and Pictures,” Blog, 5 July 2017, Available online at <http://jesselatour.blogspot.com/2017/07/sally-my-grandmothers-life-in-words-and.html>, Accessed August 2021.

<sup>8</sup> Please note that while the three cobblestone homes were, in fact, built by Morey, their significance was architectural in nature and, therefore, the three homes were listed under Criterion C, as noted, National Register of Historic Places, Morey-Andrews House, #95000405; Morey-Lewis House, #95000402 and Morey-Seidens House, #95000404, all located in Waukesha, Waukesha County, Wisconsin. A nomination was also completed for a fourth cobblestone home; however, it was not National Register listed due to owner objection, Morey-Markham House, Waukesha, Waukesha County Wisconsin, #95000403. While Morey was responsible for the construction of those homes and is, therefore, clearly associated with those cobblestone homes, his own home, also located in the Westowne subdivision, is more directly associated to Morey’s real estate endeavors, as that is where he resided from the beginning of his real estate career (circa 1928, albeit in an earlier house on the same lot, prior to its c1939 remodeling to its current appearance) until moving in 1950 to a new home in another subdivision that he developed.

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viable alternative to “city living” and the line assisted in promoting early land purchase in the suburban subdivision.<sup>9</sup>

Also among the early homes built in the subdivision was that for Ted Morey himself. The house he built in 1928-29 was not the Colonial Revival-style house that we see today but was, instead, a Tudor-inspired bungalow (or cottage) that was sheathed with clapboard and featured a dominant stone chimney (See Figures, Figure #4). As of 1929, the Morey household included Ted, his wife Margaret, their infant daughter Patricia, as well as Margaret’s parents, John and Rose Kewer. Also in 1929, Morey would, with Roy Richardson, plat Park View Subdivision. Located east of the Fox River, a short distance north of W. Moreland Boulevard and east of Pewaukee Road, the Park View Subdivision included a total of forty-eight lots situated along three streets in a U-shape—two of the streets were named after Morey—Morey Street and Morey Lane.<sup>10</sup>

Despite a struggling real estate market due to the Depression, Morey was able to construct in 1932 the aforementioned sales office in Westowne at 608 N. Grandview Boulevard—a one-story, side-gabled, cobblestone structure (extant; however, altered in 1980 with a second floor, See Figures, Figure #8 for pre-alteration photo) that he used for fifteen years. Not surprisingly, development of both Westowne and Park View were slow. In fact, many of the lots in each subdivision remained empty until the 1940s and it was not until 1955 that Westowne was annexed to the city of Waukesha.<sup>11</sup>

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<sup>9</sup> *Spring City’s Past: A Thematic History of Waukesha*, 95-96; National Register of Historic Places, Morey-Andrews House, Waukesha, Waukesha County, Wisconsin, #95000405. Dates of construction for the three NR-listed homes date to between circa 1927 to 1931. Although the cobblestone homes were intended for sale, the Depression caused Morey to have to rent them for a time before ultimately being able to sell them all.

<sup>10</sup> Assessor’s information cites a 1925 date of construction; however, all evidence, including information from Morey family members, cite that the house was built in 1928 by Morey following his marriage to Margaret. City directories indicate that the Kewers resided with the Moreys, *Waukesha City Directory*, 1929. Unfortunately, neither the Moreys nor the Kewers could be located in the 1930 census. Rose appears to have remained in residence with the Moreys thereafter, while her husband John would later live with his mother Margaret, U.S. Federal Census, Population, 1940. There is no indication that they divorced and Rose is identified as his wife in John’s 1948 obituary, “John F. Kewer,” obituary, *Waukesha Daily Freeman*, 29 November 1948, 10.

<sup>11</sup> National Register of Historic Places, Morey-Andrews House, Waukesha, Waukesha County, Wisconsin, #95000405; Image of the Morey office available on the Morey House Facebook page, Available online at <https://www.facebook.com/tedmoreyhouse>, Accessed May 2021; 1937 aerial images of Waukesha available on the Wisconsin Historic Aerial Image Finder website at <https://maps.sco.wisc.edu/WHAIFinder/#7/44.750/-89.750>, Accessed August 2021; “Westowne is Officially Part of City Now,” *Waukesha Daily Freeman*, 18 January 1955, 1; Steve Schumacher, “A Bit of Real Estate History is Wrapped up in Tiny House,” *The Milwaukee Journal*, 1, 5.

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With real estate sales lagging, Morey turned to other avenues for income. In the early 1930s, Morey is noted as having had the first Motorola car radio franchise business in the state of Wisconsin. In addition, Morey also worked in the 1930s and 1940s as the clerk at the Northview Grade School (original 1898 block no longer extant), which was located just up the road from the Morey home at 1721 Northview Road and where the Morey children attended school. Morey is also identified as serving as a justice of the peace by no later than 1932. Morey did well enough during the 1930s to remodel in 1939 his modest, one-and-one-half-story, Tudor Revival-inspired cottage to its present appearance as a substantially larger, two-story Colonial Revival-style house (See Figures, Figure #5-#7). As of 1940, the Morey home included Ted and Margaret, their three daughters, Patricia, Sally and Jane, as well as Margaret's mother, Rose Kewer.<sup>12</sup>

Following World War II, Morey's real estate interests picked back up. Although a fully quantified list of subdivisions (of which Morey developed) could not be made, it is known that he was responsible for the platting and the development of at least one subdivision in the 1940s, as well as the sale of a significant number of lots in two others. Located on the southeast side of the city, the thirty-five lot Caples' Park No. 3 subdivision was platted by Morey in 1946 and is located along Wabash Avenue, east of S. East Avenue. It would be in this subdivision that Morey would later (in 1949) build the next house for his family—a five-bedroom home located at 701 S. East Avenue which was designed by the firm of Ebling, Plunkett and Keymar. An advertisement for lots in Caples Park No. 3 also cites "available choice acreage at Oak Knoll adjacent to Merrill Hills Country Club and Oak Ridge opposite the airport." The ad also noted that 150 lots were still available in Westowne.<sup>13</sup>

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<sup>12</sup> Motorola, as we know it today, was founded in Chicago in 1928 as the Galvin Manufacturing Corporation. In 1930, the company introduced "the Motorola radio, one of the first commercially successful car radios." Founder Paul V. Galvin created the Motorola brand for the car radio, linking *motor* (for motorcar) with *ola* (which implied sound)—the words together meant sound in motion, "A Timeline Overview of Motorola History, 1928-2008," Available online at [https://www.landley.net/history/mirror/6800\\_MotDoc.pdf](https://www.landley.net/history/mirror/6800_MotDoc.pdf), Accessed July 2021; "Yesteryears on Broadway," (re: Ted Morey as justice of the peace), *The Waukesha Freeman*, 24 September 1954, 6; La Tour, "Sally: My Grandmother's Life in Words and Pictures," Blog. The Moreys' daughter Jane cited the home's date of remodeling as circa 1939, Jane Morey Liebherr, Daughter of Ted and Margaret Morey, Conversation with Traci E. Schnell, May 2014, Notes remain in possession of Schnell.

<sup>13</sup> Plat of Caples Park No. 3, 5 December 1946, 15/25, #296015. The reference to Oak Knoll is, specifically, to the development of homes along Oak Knoll Drive, which is located within a heavily wooded area immediately south of Merrill Hills Golf Course and north of Genesee Road/State Highway 59. The exact location of the reference to Oak Ridge was not found—there is no Oak Ridge subdivision in that location nor is there an Oak Ridge Drive or Lane in the immediate airport area. A 1944 newspaper article confirms that Margaret owned 103 acres near the airport, the former Mary Badinger Farm.



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By no later than 1946, Morey was operating an office out of a building at 116 W. Broadway (remains extant). Although signage and advertisements for his real estate business were identified as Theodore I. Morey & Son between 1945 and 1947, his son had only just been born in 1945. While the excitement of having a son after four girls may have prompted the signage change, he did revert back to Ted Morey, Realtor by May 1947. It may have been the expansion of the family or perhaps the continued lack of city services to Westowne (the subdivision would not be annexed until 1951) that prompted the Moreys to build a new home in Caples Park No. 3 to which they moved in 1950.<sup>14</sup>

That same year (1950), the twenty-one-lot Caples Park No. 4 subdivision was platted by Morey. Immediately abutting Caples Park No. 3, it is located around the intersection of Charles Street and Westminster Drive and south to Roberta Drive. Homes in this area are similar to those in No. 3 and consist largely of 1950s-1960s Ranches and split levels. By no later than 1951, Morey had two men on his payroll as salesmen, Chet Roberts (with whom he developed Westowne) and Glenn Steffen, his son-in-law, who was married to his daughter Sally. As of the late 1950s, Morey was involved with the development of Gray Terrace, located on Waukesha's southeast side. Owned by Lawrence and Lucylle Wolf and Fay and Violet Gray, the approximately 92-lot residential subdivision includes the area between Wabash Avenue south to Cavalier Drive and from Downing Drive on the west to Racine Avenue and Roberta Avenue on the east. This subdivision includes a variety of homes ranging from standard Ranches, to Split Levels and including 1960s Contemporary styles. In 1964, Morey, along with Lawrence Wolf (and their respective spouses) platted Gray Terrace Addition No. 1, which was commercial in nature and consisted of the Gray Terrace Shopping Center. Among the original tenants included the Herbst Gray Terrace Pharmacy, Gasso Foods and the Coach Light Inn Restaurant. By this time, the Moreys had moved yet again, this time to a 1955 Ranch home located at 202 Westminster Drive, which was (and remains), immediately adjacent to Caples Park No. 4. Morey appears to have

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Mrs. Morey filed suit for \$34,000 when the Waukesha County Parks commission filed a plan that called for protection privileges that would, according to Morey, adversely affect the development of the Morey property, "Claim for \$34,000 is Filed Against County," *The Waukesha Freeman*, 22 November 1944, 1. This newspaper information, and subsequent articles, does evidence that the Moreys owned property "opposite the airport" as stated in the 1946 advertisement; however, the subdivision name remains unclear. The airport restrictions were ultimately dropped, Land Restrictions Lifted by Board," *The Waukesha Freeman*, 14 March 1945, 1; Ebling, Plunkett & Keymar, "Residence for Theodore I. Morey," not dated, On file at the Wisconsin Architectural Archive, Milwaukee Public (Central) Library, Milwaukee, WI.

<sup>14</sup> "Poor Mark," in Up and Down Broadway in Waukesha column, in the *Waukesha Daily Freeman*, 13 May 1947, 6.



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operated his office out of the home by no later than 1959. Now working with Ted was his son-in-law Chuck Laughhunn, who was married to his daughter Jill.<sup>15</sup>

Although Ted Morey did not own the land that was platted as South Park Estates or South Park Estates Addition No. 1, he is identified as involved in their development. Platted by father and son, Walter and Malcolm Guinther, known together as G & W Enterprises, South Park Estates consisted of 164 residential lots that were subdivided in 1965 from the former farm of Mrs. Elsie Chapman. It is located south of Sunset Drive to Dogwood Lane and between Oakdale and Dixie drives on Waukesha's southwest side. Homes along Oakdale are duplexes, while the remainder of the homes consists of single-family homes that range from Ranches to 1960s Contemporary to two-story Colonial Revival styles. Addition No. 1, which consisted of fifty-four single-family lots and was platted in 1968, is located directly south of the original plat and include homes of similar character to those in the original plat.<sup>16</sup>

Morey purchased in 1969 most of the land formerly associated with the Villa Pine Farm owned by Anton Kaderabek. Located in what is now known as the City of Delafield, the once 200-acre parcel was split in half by the construction of I-94. All that remains of the farm today is what locals (and many others who have, over the years, traveled I-94 past Delafield) have long known as the Smiley Barn, located at 2420 Milwaukee Street. The surrounding area is largely comprised of commercial development. At this time, his son-in-law Chuck was still working with him, along with his daughter, Sally Steffen, who also had her real estate license.<sup>17</sup>

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<sup>15</sup> Plat of Caples Park No. 4, 15 December 1950, 16/26, #346528; Plat of Gray Terrace, 9 March 1959, 26/4, #495501. The obituary for Lawrence Wolf reads, "Partnering with Ray Ruff and Ted Morey a multitude of subdivisions and shopping centers were developed," Available online at [www.legacy.com/us/obituaries/jsonline/name/lawrence-wolf-obituary?pid=97610893](http://www.legacy.com/us/obituaries/jsonline/name/lawrence-wolf-obituary?pid=97610893), Accessed July 2021. It remains unclear if the house at 202 Westminster Drive was built by Morey or not.

<sup>16</sup> Waukesha newspapers between 1955 and 1964 are not digitized and, therefore, a search of the paper regarding Morey's real estate development could not be completed; hence there is a gap of information during this period. "Model Homes OK'd Before Sewers Installed," *The Waukesha Freeman*, 24 June 1965, 2; "Subdivision is Sign of Waukesha's Growth," (re: South Park Estates) photo and caption, *The Waukesha Freeman*, 11 March 1966, 2; "Subdivision Residents Want Park, Drain Ditch," *The Waukesha Freeman*, 28 March 1968, 3. There is a second addition to South Park Estates; however, it remains unconfirmed at this time if Morey was involved with the development of that subdivision.

<sup>17</sup> "The Smiley Barn," Barn history, Available online at <https://www.thesmileybarn.com/barn-history>, Accessed July 2021.

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By 1970, Morey quantified that he had built over 400 houses, along with somewhere between 15 and 20 more sites, including—beyond those already discussed, New Berlin Village Park, Nemahbin Estates in the Town of Summit, Welsh Hills in the Town of Genesee, Observatory Heights on Calhoun Road in New Berlin and Kettle Moraine Estates in the towns of Ottawa and Genesee. That same year, Margaret Morey died. The following year Ted would marry Genevieve Connelly. In 1977, they built a LaVerne Lantz-designed home at S35 W33265 Honeysuckle Court (extant), in the Kettle Moraine Estates subdivision, where he maintained a land office (no longer extant) into the late-1980s. Morey died in 1993.<sup>18</sup>

While Morey's success in real estate could be construed as having been done only for financial gain, it is evident that Morey, who did business with a handshake, was genuinely interested in helping people. Despite having grown up in a wealthy family, he understood the work his father had put into his career—in both his insurance and agricultural endeavors. He is said to have done business with a handshake and he charged no more than 6 percent interest in any transaction. During the Depression he gave food to the needy and had, in fact, given his shirt (rather a sweater) off his back to someone in need. He reportedly also took meat in exchange for payment on a new home.<sup>19</sup>

A good number of the farmers that sold to Morey had known his father, Robert Morey. Morey's approach to the development of land that he purchased was to walk the property a number of times over a few months, "to get the feel of the land, to note the drainage and to see the property over the different seasons of the year." His goal was to leave the land as natural as possible, with as many existing trees and hills intact. Road names assigned to the subdivisions are influenced by things he saw on those walks (i.e., Red Fox Way and Fieldstone Drive); he would also name roads after the farmers that originally owned the property.<sup>20</sup> The introduction of the following 1970 newspaper article confirms Morey's interest in preserving nature:

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<sup>18</sup> "Kettle Moraine Subdivision Opened," *The Milwaukee Journal*, 25 October 1964; Marlys Taege, "Plat Preserves Beauty" (re: Kettle Moraine Subdivision), *Waukesha Freeman*, 17 July 1970, 9; "Ted Morey's Approach to Business Impresses his Customer," unidentified newspaper clipping, *Waukesha County Freeman*, 1991, in Business Binders, Waukesha County Historical Society, Waukesha, WI.

<sup>19</sup> Steckner, "A Fair Man in Business"; "Ted Morey's Approach to Business Impresses his Customer"; Liebherr, Conversation with Schnell; La Tour, "Sally: My Grandmother's Life in Words and Pictures," Blog.

<sup>20</sup> Taege, "Plat Preserves Beauty," 8-9; Steckner, "A Fair Man in Business"; Liebherr, Conversation with Schnell.

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All too often in recent years, the word “subdivision” has become synonymous with “bulldozer.” The prepare homesites, land developers have systematically leveled hills, filled in valleys and destroyed all forms of natural vegetation. Among the Waukesha County exceptions to this rule is Ted Morey’s Kettle Moraine Estates in the Towns of Ottawa and Genesee. “Beauty is what we’re selling,” says the enthusiastic white-haired developer. Traveling the winding roads of the 1,500-acre subdivision with him is a little like accompanying a friendly monarch on a tour of his domain or a naturalist on an outing in a virgin woodland.”<sup>21</sup>

**Morey as Compared to Other Area Realtors**

As evidenced following a review of city directories and the real estate section of the local paper, Theodore Morey was certainly not the only real estate agent and/or developer working in Waukesha County during the greater twentieth century. He was, however, one of the longest-tenured as such in the Waukesha area, with over sixty years of experience and no other Waukesha-area realtor or developer received as much press as did Morey. Another Waukesha real estate firm that long served the Waukesha environs was the Hardy-Ryan Company, established in 1891 by attorney Timothy E. Hardy and attorney William Ryan. Despite their long-standing presence in the real estate community, the company’s primary offering was that of land title service as opposed to general realty and sales.<sup>22</sup>

Although outside of Waukesha County and a generation ahead of Morey was real estate agent Alexander H. McMicken, who was primarily engaged in the development of the City of West Allis. Similarly, each was a promoter of their growing community: McMicken being associated with the early development of a fledgling suburb, while Morey was associated with the greatest period of expansion of the city of Waukesha and ultimately earned him the moniker “dean of Waukesha real estate developers.” McMicken’s contributions to the early planning and development of West Allis resulted in the National Register listing of his 1909 home in 2010 (NRIS#10000816). Likewise, Morey’s lifetime contributions to the development of the city of Waukesha, as well as the greater county, merit the listing of the home where Morey’s career began.<sup>23</sup>

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<sup>21</sup> Taege, “Plat Preserves Beauty,” 8-9.

<sup>22</sup> “Chicago Title Office Grand Opening Announced,” in *Title News* (The Official Publication of the American Land Title Association), October 1967, 29-30.

<sup>23</sup> National Register of Historic Places, Alexander Herschel and Pauline G. McMicken House, West Allis, Milwaukee County, Wisconsin, #10000816.

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**SUMMARY STATEMENT OF SIGNIFICANCE UNDER CRITERION B: COMMUNITY PLANNING AND DEVELOPMENT**

The Theodore I. Morey House is significant under Criterion B in the area of Community Planning and Development, for its association with Theodore I Morey, a Waukesha-area real estate developer for over six decades. In 1928, Morey chose to build his first home—the same house that he chose to remodel into a large, two-story Colonial Revival circa 1939—in Westowne—his first subdivision development. Following Westowne, Morey went on to develop approximately thirty subdivisions, a good number of which would expand the City of Waukesha, specifically, in all directions. By 1970, Morey estimated that he had built approximately 400 homes and developed over fifteen subdivisions. Twenty years later (in 1991), and still in the business (albeit semi-retired), he estimated that he had sold more than 5,000 lots in Milwaukee and Waukesha counties. In addition to residential development, Morey was also responsible for the construction of several shopping malls. Near the end of his lifetime, and with over sixty years in the real estate business, he was acknowledged as the “dean of Waukesha real estate developers”—as no other real estate developer in the Waukesha area or even the county is known to have completed more development than Morey during the same period.

**Ownership of the Morey House since 1950**

The Morey House has changed hands numerous times since 1950. The first to reside there for less than two years (January 1950- prior to August 1951) was Dr. William H. and Lillian Vicary and their two children. Dr. Vicary, a psychiatrist, was born in 1909 in Lockport, NY. He attended the University of Michigan for undergraduate work, as well as medical school, the latter of which he graduated from in 1935. In 1941, Vicary wed Lillian Parent, a nurse whom he met while they both worked at the Veteran’s Hospital in Bedford, Massachusetts. He William served in the Army Medical Corps during World War II, from November 1942 to May 1946. Following a December 1948 application for license to practice in Wisconsin, Vicary and his wife Lillian moved to Waukesha. After a short time in practice in Waukesha, Dr. Vicary and his family moved back to the east coast by no later than 1952, at which time they are identified as living in Saranac Lake, N.Y. They then moved to Albuquerque in 1954, where William died in 1957.<sup>24</sup>

<sup>24</sup> “Wedding Announced of Miss Lillian Parent, R.N. to Dr. William H. Vicary of Bedford, Mass.,” *The Burlington (VT) Free Press*, 14 August 1941, 10; Ted and Margaret Morey to William and Lillian Vicary, Warranty Deed, 9 January 1950, 508/301, #333521; “Doctor Convicted of Tippy Driving,” *Waukesha Daily Freeman*, 10 January 1950, 1; “Joseph Parent,”

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From August 1951 through at least May 1955, the house operated as the Oakwood Home for the Aged (catering to convalescents, the retired and invalids), which was run by Mrs. Cecelia A. Mueller. Born in 1901 in Antigo, Wisconsin, Cecelia (nee Jordan) graduated from Oshkosh State Teacher's College and UW-Whitewater. Circa 1925, she married Edward T. Mueller, also a graduate of Oshkosh State Teacher's College and who taught manual arts; they had two children. Edward, from whom she was divorced at some point between 1930 and 1940, served in World War II as a Seabee; he died in March 1944. While operating the Home for the Aged (which she did for a total of eleven years in three different locations), Cecelia also continued to teach. At some point between late 1955 and 1957, Cecelia married Cleve G. Crossman, who worked as a maintenance engineer at the Mammoth Springs Canning Company. The Crossmans continued to live in the house until selling in 1959. When Cecelia retired in 1966, she is identified as having taught for forty-six years in numerous schools including, at Tipler, Oregon, Windsor, Wales, Waukesha, Genesee, Merton and Brandy Brook. The house was often referred to in advertisements as a "beautiful southern colonial home."<sup>25</sup>

The house was purchased in May 1959 by Lazarus and Lois Spellman, who wed in 1946. Lazarus worked as a supervisor at RTE Corporation, manufacturers of distributors, transformers, power and line equipment (building remains extant at 1900 E. North Avenue, Waukesha). The Spellmans, who had seven children, sold the house to Lloyd E. and Lenore A. Thomas in September 1965.<sup>26</sup>

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Obituary, *The Burlington Free Press*, 25 September 1952, 7; "Dr. W. H. Vicary, 50, Succumbs," *Albuquerque (NM) Journal*, 4 April 1957, 10; William Henry Vicary, U.S., Headstone Applications for Military Veterans, 1925-1970, Available online at [www.ancestry.com](http://www.ancestry.com), Accessed April 2021; "Lillian Parent Vicary-Foncanon," obituary (date of death, 7 January 2010), included in Find A Grave, Available at [www.ancestry.com](http://www.ancestry.com), Accessed January 2021.

<sup>25</sup> U.S. Federal Census, Population, 1930, 1940; "Edward Thomas Mueller," Date of birth and death, U.S. Evangelical Lutheran Church in America Church Records, 1781-1969, Available online at [www.ancestry.com](http://www.ancestry.com), Accessed April 2021; "Oakwood." Open House advertisement, *Waukesha Freeman*, 21 September 1951, 2; *Waukesha City Directory*, 1951, 1952-53, 1955; "Cecelia A. Mueller," Obituary, *The Capital Times* (Madison, WI), 19 November 1997, 2. Prior to moving to Pleasant View Avenue, Mueller operated a home on Racine Avenue in Waukesha (referred to as Mrs. Cecelia Mueller's Country Retreat Home for the Aged, exact location not known), "Mueller's Convalescent Home," Advertisement, *Waukesha Freeman*, 23 July 1948, 12. Prior to Waukesha, it appears the home was located in Merton. Cecelia Mueller purchased the property on land contract from the Vicarys in 1951 and became the owner of record on 4 October 1954, William H. and Lillian Vicary to Cecelia Mueller and Dale Mueller (son), Land Contract, 14 July 1951, 550/455, #353721; William and Lillian Vicary to Cecelia A. Mueller, Warranty Deed, 4 October 1954, 645/454, #404399; "Waukesha Woman Granted Divorce" (re: Elizabeth Crossman), *Waukesha Freeman*, 16 November 1955, 17; Cecelia A. Crossman, formerly Cecelia A. Mueller to Lazarus R. and Lois Spellman, Warranty Deed, 29 May 1959, 810/159, #500583.

<sup>26</sup> *Waukesha City Directory*, 1957, 1959, 1961, 1962, 1965; Lazarus R. and Lois Spellman to Lloyd and Lenore Thomas, 2 September 1965, 1026/187, #645089; "Divorces Granted in Voss' Court" (re: Spellmans), *Waukesha Freeman*, 28

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City directories identify Lloyd E. Thomas as a custodian at the city of Waukesha. Also living in the home for a time were the Thomas's daughters Barbara and Dorothy and son Bob. Although the Thomas's maintained ownership, they had moved to Oconomowoc by no later than 1971, after which the house was rented by Waukesha County social worker Mrs. Mildred Phillips and her son Phillip. The Thomas's sold the house in 1974 to John K. and Margaret Otto for \$35,000. Otto worked at the city's newspaper, the *Waukesha Freeman*. Just two years later (1976), the Otto's sold the home (for \$44,500) to RTE employee Ray D. Thomas and his wife Linda, who remained there for just three years. During their ownership, the aluminum siding was applied to the house.<sup>27</sup>

The longest-tenured owners were David and Nordean Richards, who resided in the house from 1979 until 2008. Born in 1925 in Genesee Depot, David served in the Army during World War II. Upon his return, he attended Marquette University, from which he graduated with a degree in Business Administration. He spent his career in banking, including working with his father and siblings at a family-owned bank in Eagle, Wisconsin. City directories indicate that he also worked as a realtor. In 1977, he married Nordean Thorsen; together they had two children. David died in 2013.<sup>28</sup>

Benjamin and Felicia Froshmeyer purchased the home from the Richards' in 2008. Their appreciation of the home's history is evidenced in the fact that they welcomed the Morey family back to the house on a number of occasions, as well as created a Facebook page for the house, which includes historic photos obtained from the Morey family. Aside from painting, the Froshmeyers replaced all flooring

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December 1967, 2, Despite the 1967 citation for the divorce, the Spellmans are identified as married in Lazarus' 1977 obituary, "Lazarus R. Spellman," obituary, *Waukesha Freeman*, 9 May 1977, 4.

<sup>27</sup> *Waukesha City Directory*, 1966, 1967, 1969; "Miss Thomas is Bride of Ronald W. Martin," *Waukesha Freeman*, 30 November 1971, 7; Lloyd and Lenore A. Thomas to John and Margaret Otto, Warranty Deed, 14 May 1974, Reel 78/Image 687, #881323; "Real Estate" (re: Thomas to Otto), 17 May 1974, 9; John and Margaret Otto to Ray and Linda Thomas, Warranty Deed, 24 August 1976, R195/I989, #964352; Building permit (siding application), 1 July 1977.

<sup>28</sup> *Waukesha City Directory*, 1980, 1982, 1985; "David R. Richards," Obituary, Available online at <https://waukeshasfuneralhome.com/tribute-ajax/print-obituary.html?id=72034>, Accessed April 2021. David's obituary did not identify the family bank; however, his sister Eloise's obituary cites that she spent her entire career at Bank One in Eagle, "Eloise Richards," Obituary, Originally published in the *Waukesha Freeman* on 12 August 2004 but available online at <http://eaglehistoricalsociety.org/wp-content/uploads/2018/09/RICHARDS-ELOISE-1.pdf> Accessed April 2021; Ray and Linda Thomas to Nordean Richards, Warranty Deed, 16 July 1979, R367/I848, #1098906.

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with Luxury vinyl plank flooring. After nearly fifteen years in the home, the Froshmeyers sold the house in November 2022 to Linda Grota, whose son now resides in the home.<sup>29</sup>

**SUMMARY**

Retaining a very good degree of integrity, the Theodore I. Morey House is eligible for the National Register under Criterion B in the area of Community Development and Planning for its association with real estate agent and developer Theodore I. Morey and his lifetime contributions to the development of the Waukesha County area and in the City of Waukesha, specifically.

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<sup>29</sup> Felicia Froshmeyer, Former owner of 1516 Pleasant View Avenue, Conversation with Traci E. Schnell, October 2019. Despite the home's sale in November 2022, the Facebook page remains active at <https://www.facebook.com/tedmoreyhouse>, Accessed January 2023.

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**ARCHAEOLOGICAL POTENTIAL**

Due to its urban nature, no archaeology survey has been done on the subject parcel, and such work is outside of the scope of this nomination. Although no archaeological deposits have been reported, the archaeological potential for this area remains unassessed.

**ACKNOWLEDGEMENTS**

This program receives Federal financial assistance for identification and protection of historic properties. Under Title VI of the Civil Rights Act of 1964, section 504 of the Rehabilitation Act of 1973, and the Age Discrimination Act of 1975, as amended, the U.S. Department of the Interior prohibits discrimination on the basis of race, color, national origin, or disability or age in its federally assisted programs. If you believe you have been discriminated against in any program, activity or facility as described above, or if you desire further information, please write to: Office of Equal Opportunity, National Park Service, 1849 C Street NW, Washington, DC 20240.

The activity that is the subject of this Nomination has been financed entirely with Federal Funds from the National Park Service, U.S. Department of the Interior, and administered by the Wisconsin Historical Society. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the Wisconsin Historical Society. Nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the Wisconsin Historical Society.

**PRESERVATION ACTIVITIES**

The Theodore I. Morey House was evaluated as potentially eligible for the NRHP during a survey of the City of Waukesha conducted in 2013-2014 (the previous survey was completed in 1982). Eligibility was re-affirmed prior to the writing of this nomination. As a partner with the Wisconsin State Historic Preservation Office (SHPO) and the National Park Service (NPS) participating in the Certified Local Government (CLG) program, the City of Waukesha is required to maintain a system to survey and inventory historic properties. That entails regular surveys with updates every 20-25 years to identify properties that appear potentially eligible for the NRHP. This nomination is one of three nominations that were completed with NPS funding awarded to the community in 2019.



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     End of Statement of Significance

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Insert References

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    End of References

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     **Insert Boundary Descriptions**

**Verbal Boundary Description:**

The historic boundary is a rectangle that measures 100 feet x 150 feet, the center axis of which is perpendicular to Pleasant View Avenue.

**Boundary Justification:**

The boundary equates to the current legal description for the property, which is described as follows: Westowne Block C, S 100 feet of Lots 24, 25 + 26, PT NW ¼, Section 33, Town 7 North Range 19E, DOC #3572234, as recorded at the Office of the Register of Deeds, Waukesha County.

     **End of Boundary Descriptions**

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Insert Photo Descriptions

**PHOTOGRAPHS**

**Name of Property: Theodore I. Morey House**

**City or Vicinity: Waukesha**

**County: Waukesha**

**State: Wisconsin**

**Name of Photographer: Traci E. Schnell**

**Date of Photographs: October 2019: #4, #6-7; May 2021: #1-3, #5**

**Location of Original Digital Files: State Historic Preservation Office, Wisconsin Historical Society, Madison, Wisconsin**

**Number of Photographs: 7**

Photo #1 (WI\_Waukesha County\_Theodore I. Morey House\_0001)

Perspective view of primary/east entrance elevation; View to west southwest

Photo #2 (WI\_Waukesha County\_Theodore I. Morey House\_0002)

Primary/east entrance elevation; View to west southwest

Photo #3 (WI\_Waukesha County\_Theodore I. Morey House\_0003)

Primary/east elevation and south elevation; View to northwest

Photo #4 (WI\_Waukesha County\_Theodore I. Morey House\_0004)

Rear/west elevation; View to east southeast

Photo #5 (WI\_Waukesha County\_Theodore I. Morey House\_0005)

North elevation and primary/east elevation; View to southwest

Photo #6 (WI\_Waukesha County\_Theodore I. Morey House\_0006)

Interior: Living Room; View to southeast

Photo #7 (WI\_Waukesha County\_Theodore I. Morey House\_0007)

Interior: Dining Room; View to east

End of Photo Descriptions

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Insert Figures

**LIST OF FIGURES:**

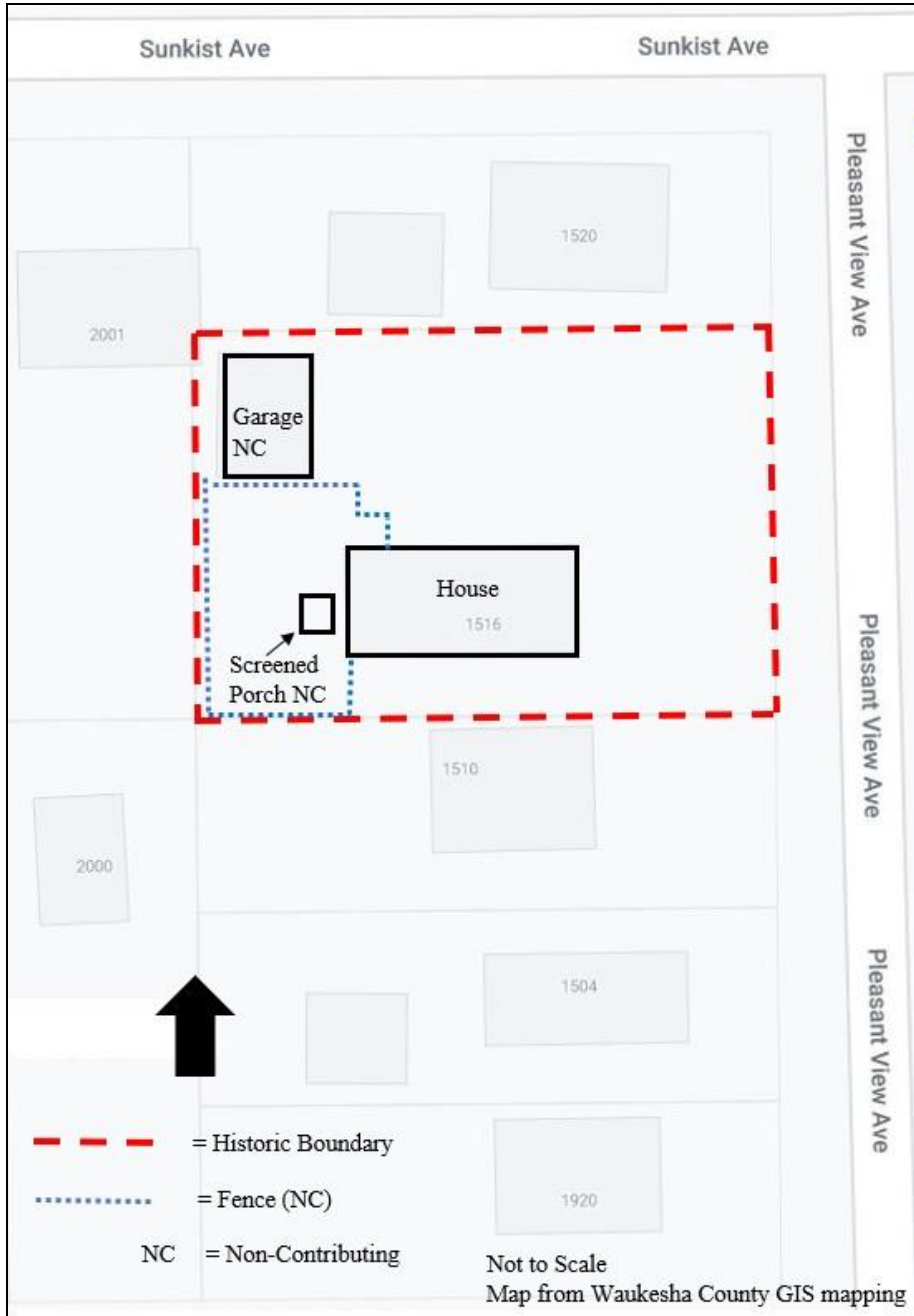
- 1) Theodore I. Morey House Site Plan
- 2) Photo Key to exterior photos
- 3) Theodore I. Morey House Floor Plans
- 4) Theodore I. Morey House, mid-1930s photograph. This and the following photos formerly in possession of the late Jane Morey Liebherr, Copies in possession of Traci E. Schnell and the home's former owners, Benjamin and Felicia Froschmeyer.
- 5) Theodore I. Morey House, early 1940s photograph.
- 6) Theodore I. Morey House, early 1940s photograph.
- 7) Theodore I. Morey House, early 1940s photograph.
- 8) Theodore I. Morey Real Estate Office in the Westowne Subdivision, located at 608 N. Grandview Boulevard, Waukesha, circa early 1930s photo.
- 9) Matchbook for Advertisement of Ted Morey. In possession of the Froschmeyers, former owners of the Theodore I. Morey House, Waukesha, WI.

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**FIGURE #1:** Theodore I . Morey House--Site Plan  
Waukesha, Waukesha County, WI

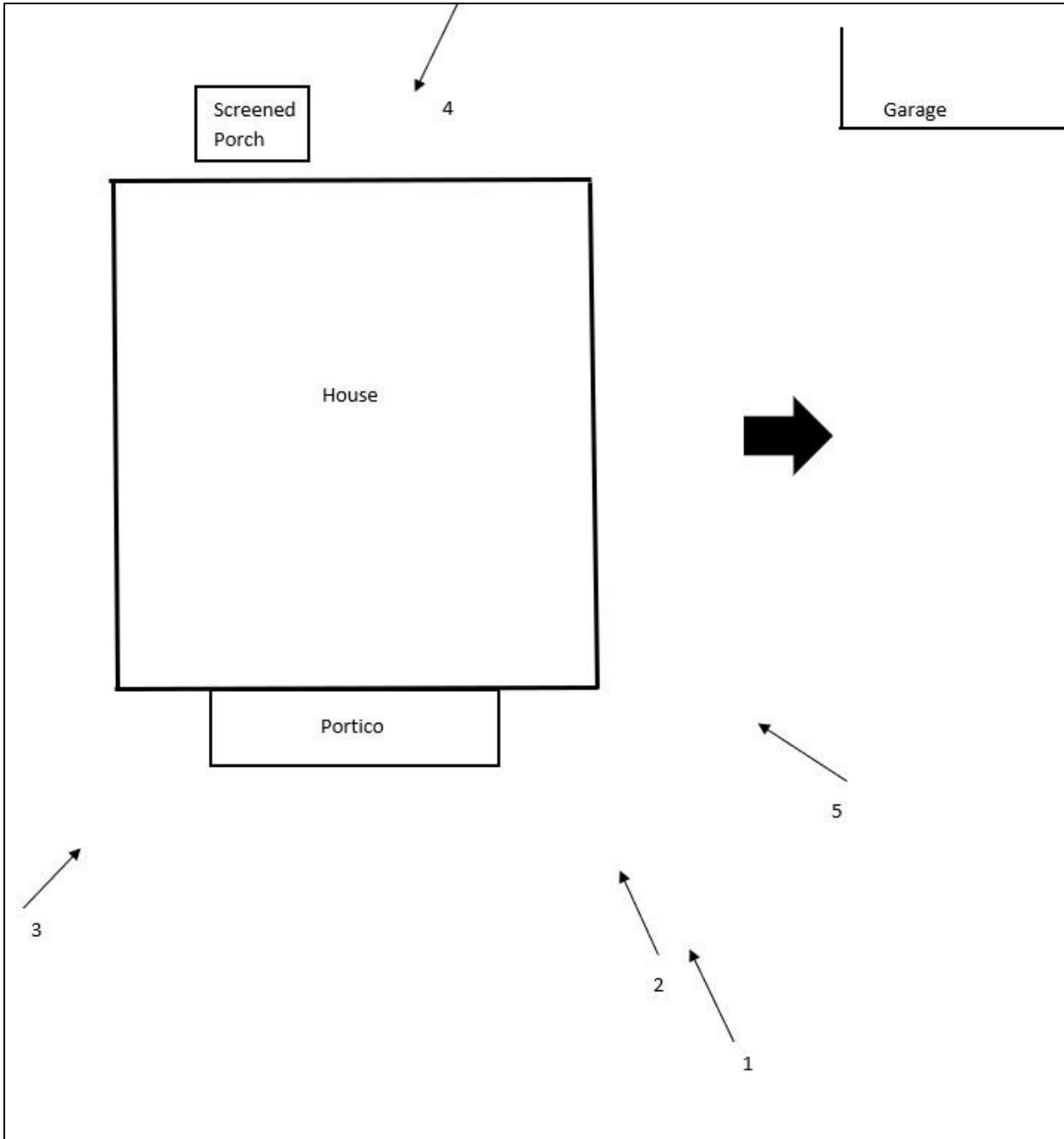


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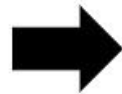
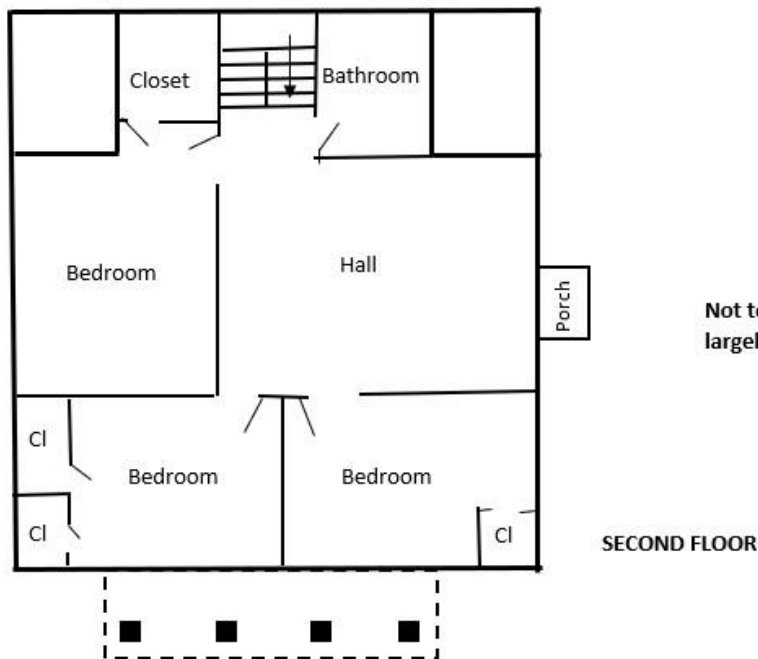
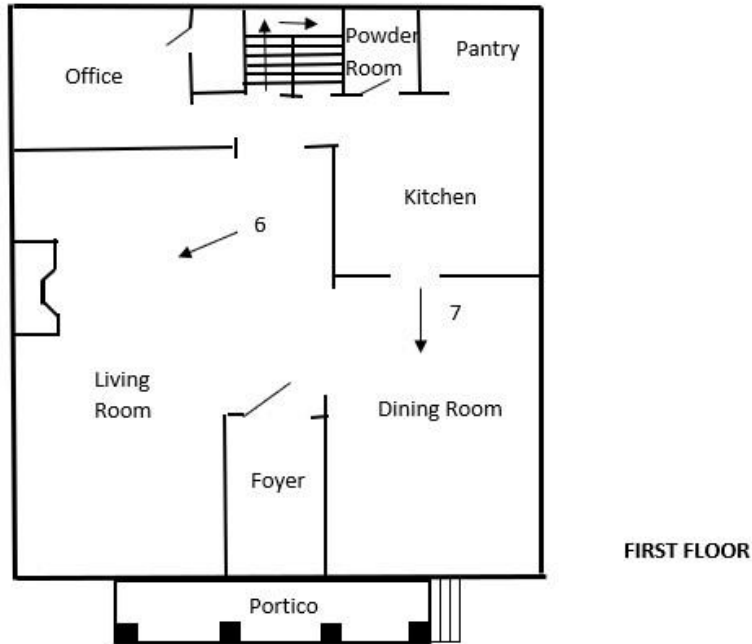
**FIGURE #2:** Theodore I. Morey House with exterior photos keyed  
Waukesha, Waukesha County, WI

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Morey, Theodore I., House  
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Not to scale but  
largely proportionate

**FIGURE #3:** Theodore I. Morey House with interior photos keyed  
Waukesha, Waukesha County, WI

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**FIGURE #4:** Morey House at 1516 Pleasant View Avenue, as built in 1928, mid-1930s photograph.

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**FIGURE #5:** Morey House at 1516 Pleasant View Avenue, following remodel, early 1940s photograph.

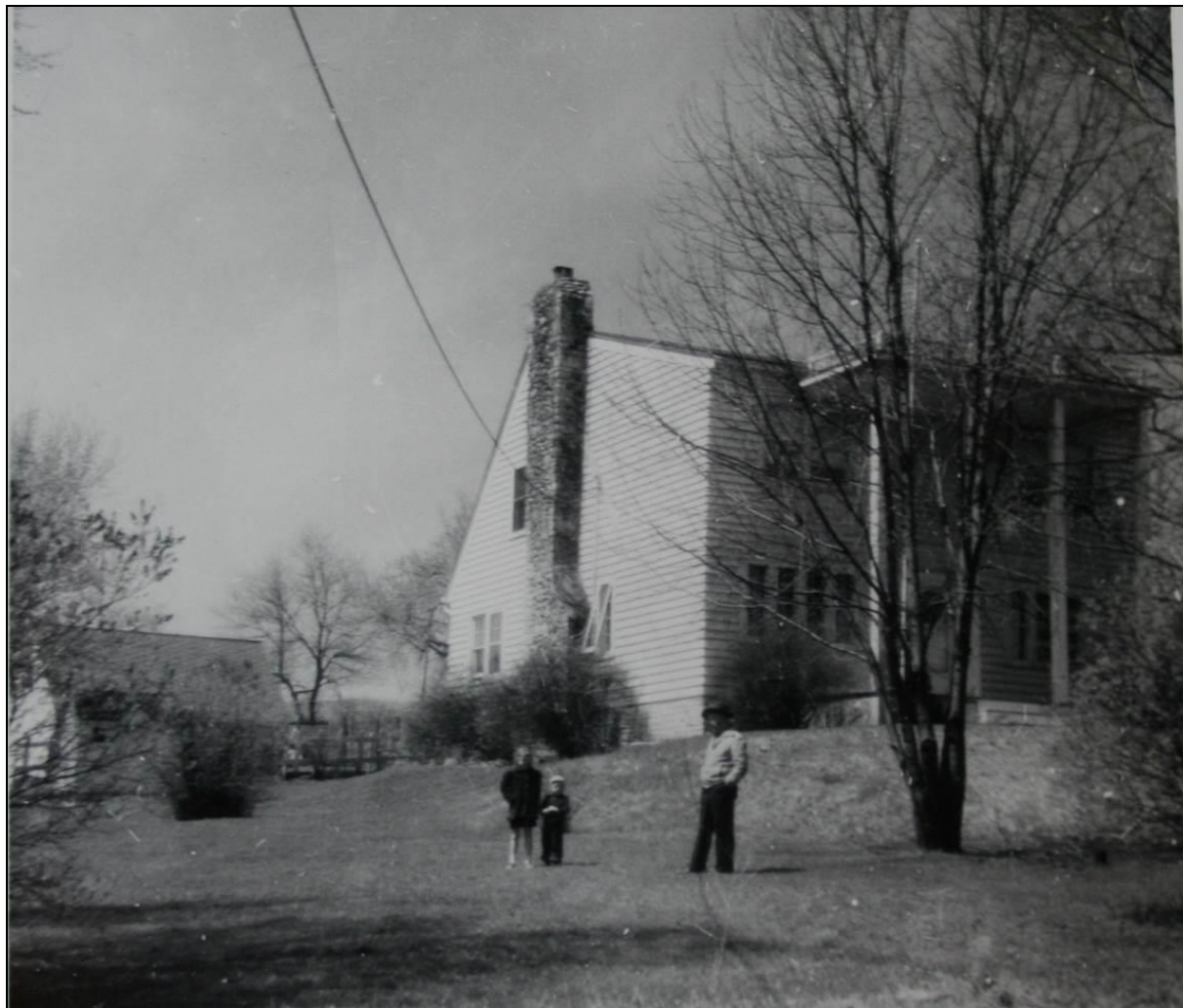
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**FIGURE #6:** Morey House at 1516 Pleasant View Avenue, following remodel with Ted and two of the Morey children out front, early 1940s photograph.

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**FIGURE #7:** Morey House, circa 1940 photograph.



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**FIGURE #8:** Theodore I. Morey Real Estate Office in the Westowne Subdivision, 608 N. Grandview Boulevard, Waukesha, circa early 1930s photo.

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**FIGURE #9:** Matchbook for Advertisement of Ted Morey.

End Figures