



BAY VIEW Historian



VOLUME 2015, NO. 4

DECEMBER 2015

Calendar of Upcoming Events in 2015

Sunday, November 29

Celebration of Larry Penn's music at
Anodyne Coffee
224 W. Bruce Street

UPCOMING BOARD MEETING: Wednesday, December 9

Board meeting
6:30 PM • Beulah Brinton House
2590 S. Superior Street

Saturday, December 12

Holiday Gathering at BB House
2-5 pm • Beulah Brinton House
2590 S. Superior Street

Featuring book talk by Lori Fredrick
"Milwaukee: A History of Cream City
Cuisine" @ 2 pm and music by David
Drake to follow.



(Octagon House) – This elegant red brick home at 2989 S. Mabbett Avenue was built in 1916 as a residence for Richard and Letita Bernhard and their two young children. It was never a library, post office, or firehouse.

Was it a Library? Was it a Post Office? Was it a Firehouse? No, it was a Residence!

BY RON WINKLER

Some people believe that the octagon-shaped, red brick house on the hill at 2989 S. Mabbett Avenue was once a library, post office, or a firehouse. Its Colonial Revival/Georgian style architecture (think American Legion Post 180/ Little DeMarinis restaurant on Kinnickinnic and Fulton) certainly puts it in contrast to the bungalows and duplexes that surround it. In addition, the house has a flat roof, a walk-out basement and a built-in garage.

There is a grassy triangle in front of the home and claims have been made that this is where the mailboxes once stood when the home was a post office.

The house is so unique that it has been featured periodically in newspapers. Lawyer Doug Rose has owned the home since 2003 and was interviewed for an article titled "Interesting Angles" in the Sunday, November 12, 2006 edition of the Milwaukee Journal Sentinel. He said that people in the area had told him the home was either a post office or a library. Rose believed it was a library, although he mentioned that there are built-in china cabinets in the room that is his dining room and he questioned why a library would need built-in china cabinets. (That also goes for a post office or firehouse.) The home's architectural style was erroneously given as Federal.

Several years ago, the Bay View Neighborhood Association's website posted a reminiscence (without documentation) by a woman who claimed that the building had been a firehouse. She mentioned a hayloft and the doors that the horses came out pulling the fire engine.

The firehouse claim again emerged during a recent interview with Rose. This interview appeared in an article titled, "House has had many variations" in the "fresh" section of the Sunday, October 4th edition of the Milwaukee Journal Sentinel. In that article, the architectural style was again erroneously said to be Federal.

The last question in the interview was, "How did you find the history of your home?" Rose answered that his information came from the Bay View Historical Society, which in turn had gotten it through

Continued on Page 3



The Bay View Historian is published four times a year by The Bay View Historical Society.

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Membership

\$20 Individual/\$17 Seniors (Age 65+)
\$30 Household/\$25 Senior Household
\$30 Non-Profit/Small Business
\$55 Corporate

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Bay View Historical Society is a non-profit organization with 501(c)3 status operating for educational purposes.

President's Message:

Hello Friends and Neighbors!

It is fall . . . and nature reminds us of the beauty and changes that are coming very soon. After returning from overseas travel I was thrilled to find our gorgeous trees and color still hanging on, so my favorite time of year could once again be fully appreciated. While the view changes outside, the Society is changing a bit too!

As you know we had our annual election in October, bringing us the talents of **John Fisher, Laura Hickman, and John Sargent** to strengthen our Board of Directors. WELCOME and we're very excited to have new leaders working on our mission! We are also thrilled to confirm the **Executive Board who will be serving: Kevin Petajan - President, Anne Maedke -Vice President, Denice Laack -Treasurer, and Mary Fisher - Secretary. Please note all the committees and contact information in the banner of the Historian.** Fortunately, **Nancy Tawney** and **Annie Hahn** will continue to be involved, although their very productive terms on the Board have come to an end for now. Continuing to keep membership data, donations, and records in excellent order is **Diana David!!** It's an honor to be involved with so many caring, dedicated, and fun people. THANKS so much!!

Looking forward to my role change and being more involved with education and community programs. We have a good start with six schools who anticipate learning more about the history of Bay View and creating service projects with students that give back to the area. And now nonprofit organizations are collaborating to assist each other in being more attentive to the interests of the community and cooperative in sharing resources and support. It's very satisfying to have the efforts and the people solving issues and working together to **encourage a sense of community by preserving, celebrating, and sharing Bay View's rich heritage.**

Stay involved and be of service, we can make a bigger difference,

Susan

Welcome Message

Hello friends of the Bay View Historical Society. I am looking forward to serving as president of this great organization. I have big shoes to fill, though, as Susan Ballje has done such an amazing job as president these past years. I would like to give special thanks to Susan as she continues her great work on the BVHS Board as Chair of the Education Committee.

We have accomplished a lot in the last year, including paying off the mortgage for the Beulah Brinton House, improving our archives infrastructure, and celebrating thirty-five years as an organization. This coming year we will continue to build on these successes with the continued renovation of the Beulah Brinton House, and by hosting frequent events for the community.

Personally, I am looking forward to working with the Archives and Technology committees to design and facilitate an online archives system for our website. We've made some great progress on this in the past. Now's the time to update our technology and make our archives more accessible to those online.

In closing, I hope to see you all very soon at future events and at the next meeting!

Thanks!

Kevin Petajan



Was it a Library?... Continued from Page 1

conversation with older neighbors in the area. Rose said, "And looking at some things in it, it makes sense. I was originally told it was a library or post office. A building permit was never filed for this home."

Built as Residence

Although Doug Rose has been told that his house was once a library, post office, or fire station, there are no public records to back up those claims. Conversely, facts and documents obtained by historian and author Anna Passante, show that the building was always a residence. Her findings first appeared in the April 2010 issue of the Bay View Compass (Mystery Building – It wasn't a post office). She researched city directories and found that the house has always been residential. Tax rolls show that the house was built in 1916 for Richard and Letita Bernhard and their two young children. Bernhard was employed by Power & Mining Machinery Company in Cudahy as chief engineer. Around 1918 he took a job with the Traylor Engineering & Manufacturing Company in Allentown, PA.

The home's original address was 162 Meredith in 1916, but was changed to 2989 S. Arctic Avenue in 1930 as part of Milwaukee's street name and address number changes. Since 1931, it has been 2989 S. Mabbett Avenue. The home was turned into a two-family home sometime in the 1930s, but is now a one-family home.

Not a Library

The building was never a library. Bay View's first library was established by Beulah Brinton in her home during the 1870s. That home, at 2590 S. Superior St. is now headquarters for the Bay View Historical Society. As the number of volumes in her library grew, it was moved to other locations in the area and became known as the Bay View library. In 1908, it moved to a

new building (today's 2658 S. Kinnickinnic Avenue) where it remained until 1914, when it moved to 907 E. Russell Avenue and was renamed the Henry Llewellyn Branch Library. The Llewellyn library closed in 1993 when the current Bay View library was built at 2566 S. Kinnickinnic Avenue.

Not a Post Office

The building was never a post office. From 1908 to 1918, Bay View's post office was on the corner of Lincoln and Howell Avenues. In 1918, it moved to 441 E. Lincoln Avenue and remained there until 1930, before moving to 2198 S. Kinnickinnic Avenue. From 1959 until 1985, it occupied the old Ding's Magnetic Separator building at 509 E. Smith Street. Since 1985, it has been at 1603 E. Oklahoma Avenue.

Not a Firehouse

The building was never a firehouse. Bay View's original firehouse was built in 1889 on St. Clair Street next to Puddler's Hall. The firehouse was decommissioned in 1923 and became the Beulah Brinton Community Center in 1924. It was razed in 1979 and replaced by the current Beulah Brinton Center at 2555 S. Bay Street.

In 1891, a second firehouse was built at 2526 S. Kinnickinnic Avenue. That building was razed in 1965 and replaced by the current firehouse at the same location.

James Ley, the Milwaukee Fire Department's historian, has verified that there never was a firehouse on Mabbett Avenue. In addition, the Mabbett Avenue residence does not fit the architectural style of Milwaukee firehouses built at the time because there would have been a drying tower for the hoses and a place to house the horses. Furthermore, all Milwaukee firehouses built between 1885 and 1919 were designed in the High Victorian Italianate style by Milwaukee Fire Department Captain Sebastian Brand, a former mason.

Distinctive residence

The residence at 2989 S. Mabbett Avenue occupies a commanding spot on a hill that slopes down to Delaware Avenue. While the home's unique red brick Colonial/Georgian style architecture gives the impression that it may have had some importance in the past, the facts show that it has always been a residence.



(Mabbett & Mabbett) - This street sign is on the northeast corner of Mabbett and Meredith, across the street from 2989 S. Mabbett Avenue. The sign indicates that Mabbett Avenue intersects itself at a right angle. Hiram J. Mabbett was a lumberman who named this street for himself when he platted his land.

On The Street Where You Live

BY LISA ANN JACOBSEN

Hanson Avenue

In 1885 Bay View Resident Thomas A. Hanson was one of many residents employed at the Rolling Mills. Having immigrated to the US from Birmingham, England in 1868. Hanson had dreams of entering the real estate business and, in 1885, he quit his job and pursued his dream. Hanson became Bay View village trustee in 1884 and was also elected village assessor a short time later. In 1891 Hanson Avenue was named in the subdivision Hanson platted.



NOTICES:

The Beulah Brinton House is available to rent for private tours and events! It's a wonderful place for family gatherings and will be lovely for the holidays! Please contact Susan Ballje for more information at susan.ballje@yahoo.com There is currently exterior restorations underway to complete a carefully planned process for our historic home.

A VERY special THANKS to everyone who helped with the Beulah Brinton House yard and gardens this summer! The garden team included **Annie Hahn, Maureen Hill, Jeannette Mazur,** and **Sheila Semrou** who watered and nurtured our new plants in "Grandma's Garden" and have cut them back in preparation for winter. And forever grateful to Suzanne Jurva's husband **Joe Ehlinger and son, Alex**, who mowed and cleaned up the lawn on a weekly basis for four months! WOW we have a fantastic team!

Your Name in Print!

Write an article about Bay View history or of historical interest to BVHS members and we may run it in The Historian!

Word documents are ideal and articles must be 1,000 words or less – photographs are a plus!

**Contact: Lisa Ann Jacobsen,
414-313-2293 or
lisaann.jacobsen@gmail.com**

Gifting Policy

Thanks to our generous members, the Board has created a Gift Policy with all the steps to follow should you wish to donate property to BVHS. They are found under the **Ways to Give** tab on our website
www.bayviewhistoricalsociety.org

“Our Bay View: Values, Voices & Vision”

On November 10, 2015 community organizations co-hosted the first visioning conference on the future of development in Bay View. The KK Business Improvement District, Bay View Neighborhood Association, and Bay View Historical Society have joined together to provide deeper insight into the development process, as well as to answer neighborhood concerns about the past, present, and potential impact of property development in the future in Bay View. Lee Barczak and Carisse Ramos with the BID Visioning Committee worked to make this a community-centered collaboration!

The program included panels on development, city planning, the S.E. Milwaukee Plan, and Bay View's identity. In addition to concerns and questions that had been raised by the community, publicity prior to the event allowed anyone to submit questions that were addressed during very informational sessions. Thanks to those who participated and special appreciation for presenters John Gurda, Joan Sliker, and Ron Winkler for your expertise! For a summary of the evening please check www.bayviewwi.com/bay-view-visioning-conference

The first Bay View visioning conference – held at Parkside School, 2969 S. Howell Avenue – brought over 100 residents together to begin a conversation about what makes Bay View desirable and how we are going to establish and maintain a welcoming impression in the future?

Our panelists were outstanding experts, resources, and people who genuinely care about our community!

Farewell, Brig Cooper



Brigitte Cooper, Bay View Historical Society member and former member of the Board, died on September 22, 2015, at the age of 91. Brig was a native of Germany who moved to the United States as a very young child with her family and settled in Bay View. Brig led an active life raising five children as well as being employed at various places. In retirement she was an avid volunteer for many organizations including BVHS, serving on the BVHS board from

2005 – 2008. The South Shore Park Pavilion was filled on Sunday, October 11, when Brig's family and friends gathered for a celebration of her life. BVHS is so very grateful to Brig's family who has requested memorial gifts be made to the Society in her honor.

Thank You

Ken Becker trimmed the long hedge along the south and east borders of the Brinton house yard this fall, while Frank Mulvey hauled away all the trimmings. Thanks so much for your help Ken and Frank...the hedge looks great!

Brinton House Front Porch Restoration

The front porch of the Beulah Brinton House has received a much-needed restoration. In October and November the floor boards were replaced, as well as the three columns and capitals, and the porch was painted. The roof directly over the porch was also refurbished and new gutters were installed. Thor Jaquish, owner of A Green Concept, was the contractor for this project. He worked in conjunction with the City of Milwaukee Historic Preservation Commission to assure that the project maintained the Brinton House's historical character. This restoration was paid for with funds received from the estate of Sandra Schuetz. BVHS continues to be most grateful for her generosity, which has allowed the Society to do important restoration work such as this.



Newspaper Substations

BY FRED BETHKE

When you think of buildings in Bay View, maybe you focus on the historical – the Beulah Briton house, say, or Groppi's, or Puddler's Hall, or Kreisler's White House. Or maybe what comes to mind are the grand and the glorious – the Avalon Theatre, or the "castle on the hill" (BV High School), or the old Llewellyn library, for example. But of course thousands of other Bay View buildings exist or existed, more humble, even obscure. Perhaps the most humble and obscure of them all were the newspaper substations.

Substations were the places where the Milwaukee Journal delivery boys picked up their newspapers. Every afternoon, the fresh-off-the-press papers were trucked there. The boys (all seemed to be boys in those days) came to the substations right after school, and were given the papers for their route. They loaded them into their coaster wagons or onto their bikes or into big canvas shoulder bags, and then headed off toward their routes to start delivering.

The Journal substations were simple rectangular buildings, about the size of a one-car garage, windowless. They were made of sheet metal, with a metal roof, and were painted dark green. Each substation was presided over by two adult supervisors, who doled out the papers, took in the money from the boys on collection day, and kept an eye on things. (Was more than one needed to keep a gang of rambunctious boys in line?)

In the stations were long metal-topped tables – shiny from continual use. Sometimes the papers came from the presses with all the sections tucked together. But, more often, the sections came in separate bundles. Then it was necessary to assemble the whole. Sliding the inner sections into the outer ones was called "subbing." The slippery metal tables were for that purpose. Each boy did the subbing for his own route. Typically that meant about 80 or 90 papers. For an hour or so, the crowded substations were hives of intense activity, boys arriving, boys subbing, boys leaving. The rest of the day, the stations were locked up, silent, empty.

There were multiple substations. A station had to be within walking distance of each boy's route. There were 15 or so routes around each station, with the station being the central hub. If a boy was lucky, his route was right next to it. If not, he might have to lug his papers half a mile or more before even starting the actual delivery process.

Where were these Journal substations in Bay View? One was in the alley that ran north from Dover Street, just west of Kinnickinnic Avenue. Another was off the east side of Howell Avenue, several blocks south of Humboldt Park and Oklahoma Avenue. Another substation was near the intersection of Kinnickinnic and Ellen Street. In later years, another was next to Smitty's service station on Kinnickinnic, where Logan Avenue intersects. And possibly there were others as well.

What about the Sentinel (the morning newspaper in those days)? In contrast to the Journal, the Sentinel did not have its own special-purpose buildings for delivery/pickup hubs. Instead, they rented small spaces in existing commercial buildings. For example, one space was in the back of a building at the southeast corner of Lenox and Kinnickinnic. Later, a few of those routes were shifted to a building on Kinnickinnic between Heinemann's bakery and a fruit market, across from Immaculate Conception church.

Where are the substations now? At some point, newspaper home delivery became a job for adults – adults using cars, not kids on foot or with bikes or coaster wagons. Rather than pick up their papers at a local substation, the adults drove to more central locations to get them. So, with their purpose gone, the Journal substations disappeared. Perhaps sold and moved, perhaps demolished. At any rate, there's no trace left. The very humble and obscure vanished altogether.

Career and Community of Bay View Lifer

BY PAT EFFERTZ

Did you happen to attend Fernwood School anytime between the late 1920s and 1972? If so, you would have met my mother. For over 40 years she was part of each school day. Through the 1930s, 40s, and 50s she presided over Room 35 at the top of the stairs. While seventh graders would eventually become fifth graders, and the room would continue to change, Mrs. Effertz remained at Fernwood shaping young minds. Many who shared those times, students and faculty alike, remember her dedication to her role as educator, mentor, and friend.

Curriculum enrichment often came in the form of good old detailed outlining techniques; music classes with a well-used pitch pipe; gym class with square dancing and polkas; and 'conservation' field trips to Whitnall Park for tree planting. Not the norm for many classrooms in those days, but Fernwood students knew to expect these things when they moved up to the third floor. Teachers, principals, and staff members all came and went, but few if any held the constant and continuous presence of Gertrude Hawkins Effertz.

Trudie, as she became to be known, was the oldest child of Harriet Ulrich and Edward Hawkins, and was born on May 5, 1907. The family lived on Woodward Street (then Kenesaw) and Trudie attended Mound Street school from 1911 to 1920. The barracks of Bay View High School were her classrooms for the next two years. Moving into the 'Castle on the Hill' as a junior, she graduated in 1924. From there it was on to Wisconsin State Normal School, now UWM. In 1926 at the age of 19 Trudie began

her lengthy teaching career.

In 1931 Trudie married Raymond Effertz, another lifelong Bay Viewite. After their only child was born in 1937, they moved into a home on Otjen Street. It had been built by Trudie's grandparents F. X. Ulrich and Gertrude Kuelzer. F.X. had been a member of the Bay View Village Board. Together they owned and operated grocery and sundry stores. One was located on Howell and K.K. Avenue, the other on Lincoln Avenue east of K.K.

A new home on Rhode Island Avenue in 1949 put Mrs. Effertz in the Fernwood School district where, for the next twenty-three years, her neighbors often became her students. Another neighbor, Kindergarten teacher Sylvia Tammi, frequently drove Trudie up the hill to school and back home again. On some of the nicer days she could be seen around 4 PM walking down the Fernwood Avenue hill. As a resident of Bay View her whole life, Gertrude Hawkins Effertz lived her life fulfilled with both her career choice and the opportunity to serve the community she loved.





Passing, Seen

BY BILL O'BRIEN

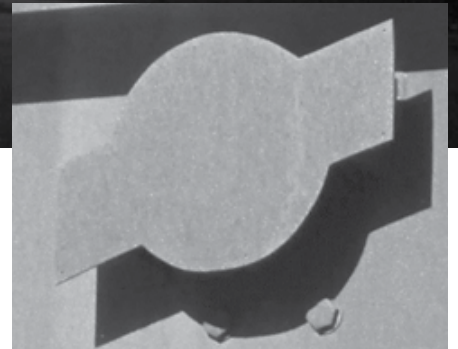
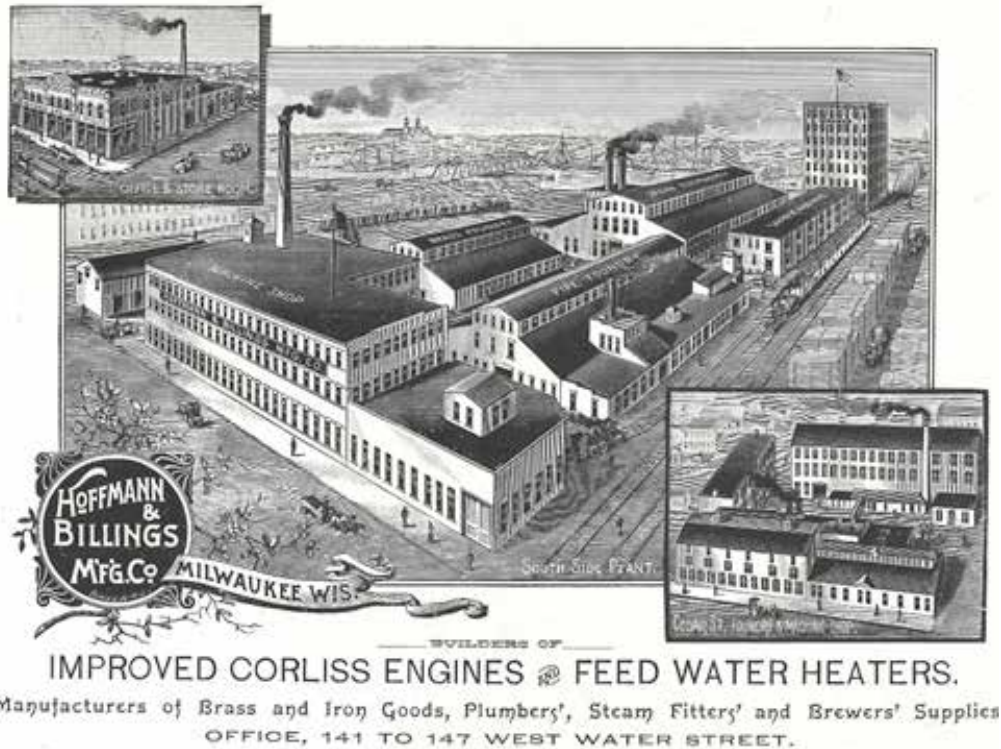
When you drive on Becher Street between Kinnickinnic Avenue and South First Street, you pass under two railroad bridges. The eastern one, built by the Milwaukee Road, today carries Amtrak's Hiawatha and Empire Builder trains and countless Canadian Pacific freights.

Glance up the next time you approach the western bridge. You'll see a rusted iron shape resembling a winged disk, barely recognizable as the logo of the defunct Chicago and North Western Railway.

From 1935 until 1963, the North Western's Chicago-to-Minneapolis passenger express came through daily. It was called the "400" for the miles and minutes covered in its progress between the two terminals. No train hastens along this line now, but there's still transit-related activity in the area. If you're patient or lucky, you'll see Southwind Marine trucks and trailers moving boats between the company's launch well and north boatyard to its indoor storage buildings to the south.

When you're between the two bridges, you can see the boatyards north metal-paneled fence, which seems to sprout masts during each autumn season.

The boatyard covers the site of another vanished enterprise, the Hoffmann & Billings brass works and iron foundry. Seen below in an 1892 engraving, this manufacturer of plumbing and heating supplies had brass, iron, and pipe foundries fit between the two train lines, each of which had a siding for the plant. There was also a machine shop, warehouse and, flying the flag at the riverside, a seven-story pattern storage building.





Timeline of Bay View and Milwaukee in History



History's Timeline — December Events

BY LISA ANN JACOBSEN

- | | |
|----------------------------|---|
| December 2, 1823 | The Monroe Doctrine introduced by President James Monroe. |
| December 7, 1941 | Pearl Harbor attacked. |
| December 10, 1898 | Treaty of Paris ends the Spanish-American War. |
| December 13, 1577 | Francis Drake departs England to begin his voyage around the world. |
| December 16, 1944 | Big-band leader Glenn Miller disappears in a small plane over the English Channel. |
| December 17, 1777 | General George Washington and his Continental Army settle in for the winter at Valley Forge in Pennsylvania. |
| December 20, 1606 | The Virginia Company expedition to America begins aboard the Susan Constant, Godspeed, and Discovery. |
| December 24, 1814 | Treaty of Ghent ends the War of 1812 between America and Britain. |
| December 25, 336 AD | Christmas Day, commemorating the birth of Jesus Christ, begins its official celebration although Jesus' exact date of birth is not known. |
| December 27, 1927 | Josef Stalin expels Leon Trotsky from Soviet Communist Party. |
| December 31, 1879 | Thomas Edison demonstrates his electric incandescent lamp at his laboratory in New Jersey. |



Where in (Historical) Bay View?

Do you recognize this Bay View landmark? Look for answer in Where in Bay View? in the next issue of Historian.

Making a Gift in your Will

"We make a living by what we get, but we make a life by what we give."

— Winston Churchill

The Bay View Historical Society depends on the generosity of individuals both now and in the future. The simplest way you can make a future gift to the Society is through your will. Planning to make a gift in this way allows you to make a difference in the future — even after you are gone. Please consider remembering the Bay View Historical Society in this way.

For more information, contact Nancy Tawney at 414-744-5674 or ntawney@aol.com



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