



BAY VIEW • Historian

VOLUME 2015, NO. 2

JUNE 2015

Calendar of Upcoming Events in 2015

UPCOMING BOARD MEETINGS: Thursday June 4

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

Thursday August 6

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

Saturday, May 30

BVNA Plant Sale

10 AM • Beulah Brinton House
2590 S. Superior Street

Monday, June 1

Landmark Dedication for Avalon Theater

2473 S Kinnickinnic Avenue

4:30 PM • Doors Open
& Tours of Avalon
5:30 PM • Landmark Dedication
of Avalon Theater
6:30 PM • Special Showing of
“Vel Phillips: Dream Big
Dreams Program”

Saturday, June 20

Tours of Beulah Brinton House

1 – 4 PM • 2590 S. Superior Street

Saturday, July 4

Humboldt Park Parade and Celebration

Friday – Sunday July 10 – 12

South Shore Frolics and Art Show and Antique Car Show South Shore Park

Saturday, August 29

35th Anniversary Celebration of Bay View Historical Society!

“Vel Phillips: Dream Big Dreams”



Program at the Avalon Theater on MONDAY, JUNE 1, 2015

Bay View Historical Society is presenting Wisconsin Public Television's documentary entitled “Vel Phillips: Dream Big Dreams” at the Avalon Theater on June 1st at 6:30 pm. This film tells the history of civil rights leader Vel Phillips – Wisconsin's first African American woman elected Secretary of State in Wisconsin. The hour-long documentary is the first film of its kind to chronicle Phillips' life and career using archival footage and contemporary interviews with Phillips, her family, and her friends, including Hall of Fame baseball player Henry “Hank” Aaron. The film also features interviews with Phillips' son Michael Phillips, former Governor Patrick Lucey, former members of the Milwaukee Commandos, and professor Patrick D. Jones, author of “Selma of the North: Civil Rights Insurgency in

Milwaukee.” The documentary explores the many ways Phillips strived to build a better community in Milwaukee and throughout Wisconsin.

Doors will open for tours at 4:30 pm and the landmark dedication of the Avalon will be at 5:30 pm. A panel conversation is planned following the screening. Complimentary soda and popcorn will be available.

Join us to discuss the lasting impact Vel Phillips made on civil rights in Milwaukee and throughout Wisconsin.

Our community panel will include: Ken Germanson, MacCanon Brown, Rick Petrie, Ron Winkler, Rob Smith, UWM - Associate Professor- Dept of History, and moderator Jasmine Alinder, Director of Urban Studies and Public History at UWM.

GUIDE to Bay View Historical Society 35th Anniversary Events!

Celebrating 35 Years as a Society and 10 Years in Beulah Brinton House
Saturday, Aug. 29th – Events throughout the day!

- Walking tour at 9 AM – With BVHS Landmarks Historian Ron Winkler
- Re-dedication of Iron Well at 11:30 AM
- Lunch, lawn games, music, and open house from noon – 4 PM
- St. Francis Brewery – food and beverages for purchase
- Vintage hat collection on display, music, and children's activities
- Reception and program 5:30 – 7:30 PM
- Performance by Robin Pluer
- Collection of members and community stories – Coordinated by ExFabula

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

President:

Susan Ballje – susan.ballje@yahoo.com

Vice President:

Annie Hahn

Secretary:

Nancy Tawney – ntawney@aol.com

Treasurer:

Denice Laack – custombserv@gmail.com

Committee Contacts

Annual Dinner & Anniversary Committee:

Sonja Nelson Gurda – sonjanelsongurda@gmail.com

Archives:

Martin Ziech martinziech@gmail.com

Beulah Brinton House Management:

Anne Maedke 414-483-8093

Beulah Brinton House Committee:

Annie Hahn 414-769-7173

Sheila Semrou 414-861-6675

By-Laws & Nominations Committee:

Candice Owley 414-899-7070

Education Committee:

Susan Ballje – susan.ballje@yahoo.com

Finance Committee:

Denice Laack – custombserv@gmail.com

Hospitality Committee:

Mary Fisher 414-744-1770

Landmarks Historian:

Ron Winkler – rawinkler@sbcglobal.net

Open House Committee:

Martin Ziech martinziech@gmail.com

Planned Giving Committee:

Nancy Tawney – ntawney@aol.com

Programs:

Anne Maedke 414-483-8093

Technology Committee:

Kevin Petajan 414-698-5202

Membership

\$20 Individual/\$17 Seniors (Age 65+)

\$30 Household/\$25 Senior Household

\$30 Non-Profit/Small Business

\$55 Corporate

Bay View Historical Society

2590 S. Superior Street

Bay View, WI 53207

www.bayviewhistoricalsociety.org

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

Civil War Theme for Memorial Day at Forest Home Cemetery

BY RON WINKLER

The 150th anniversary of the end of the Civil War will be commemorated at Forest Home Cemetery's annual Memorial Day Program. The event, which is free and open to the public, will take place on Monday, May 25th from 11:30 am to 2:00 pm. Forest Home Cemetery is located at 2405 West Forest Home Avenue. This year's program will honor the cemetery's more than one thousand Civil War veterans.

Ten of these veterans, some accompanied by their wives, will be at their headstones to tell their personal stories from that struggle in our nation's history. George and Lucien Chase, sons of Enoch Chase, will be portrayed by the Bay View Historical Society's Ron Winkler. There will be plenty of free parking, and refreshments will be available for purchase. A tour of Forest Home Cemetery will follow at 2:15 pm.

Looking for Chase Family

Although the Chase brothers are buried at Forest Home Cemetery, Lucien does not have a headstone. The cemetery would like to erect one, but needs the family's permission. Unfortunately, they do not have a contact for the family. If you know how to contact the Chase Family, please get in touch with the Bay View Historical Society or Ron Winkler.

The VA will provide the headstone at no cost and Forest Home Cemetery will reduce its setting fee for labor and materials from \$250 to \$175. It is fitting that each veteran's final resting place be marked with dignity.

NOTICES:

The Beulah Brinton House is available to rent for private tours and events! Please contact Susan Ballje for more information – susan.ballje@yahoo.com There will be exterior restoration of the front porch and handicap access available after completing a very carefully planned process for our historic home.

Very special thanks to John Manke for his years of service and dedication to the Landmark Committee, we do appreciate all your contributions!

Welcome New Babies!

Aubrey Ann Reineldt

Daughter of David & Sarah Reineldt
Born 12.05.14

Lorelei Louise Lenz

Daughter of Erin & Bob Lenz,
Sister to Henson
Born 4.22.15

Welcome New Members!

We welcome the following new members who joined the Society since February 1st:

Donna Pelikan Boxhorn

Laura Hickman

Paul Heaton & Tolloha Batcha

Suzanne Jurva & Joe Ehlinger

Carolyn Olsen

Joan Sliker - Cream City Real Estate

Gail Zieman – Shorewest Realtors



Sandra Schuetz and Her Amazing Gift

BY NANCY TAWNEY

Sandra Ann Schuetz, a longtime member of the Bay View Historical Society, died in April 2014. Sandra was a member of the Society's Archives Committee and volunteered her services at the Brinton House weekly. In her estate plans, Sandra had generously directed that her home at 2017 E. Hillcrest Avenue be given to the Bay View Historical Society. The Society received the deed to this house in December 2014 and the house was sold in February 2015. Proceeds from the sale allowed the Bay View Historical Society to pay off its mortgage on the Beulah Brinton House. According to a lifelong friend of Sandra, it was Sandra's hope that the gift of her home would allow the Society to retire the Brinton House mortgage. Sandra's hope was realized and the Bay View Historical Society is extremely grateful to her for this amazing gift.

Sandra's grandparents, George and Anna Schuetz, had eight children. Sandra's father, Herb Schuetz, was the sixth of these eight children; he was born in 1901. George Schuetz was a mason contractor and had a home building business that he ran with three of his sons – George Jr., John, and Herb. In 1929 these four men built the home for Herb and his wife Rose at 2017 E. Hillcrest Avenue. Lawrence, another one of the eight Schuetz children, was the draftsman of this

house. The Schuetz men built many homes in Bay View which are notable for the solid brick masonry construction of the house as well as the garage.

Herb and Rose's daughter Sandra, their only child, was born in 1936. She lived her entire life in the house that her father, grandfather, and uncles built. She never married and was an employee of Milwaukee County for 29 years. Sandra loved Bay View and couldn't imagine living anywhere else.

Sandra's grandparents also had a home on Hillcrest Avenue, located one block west of the Sandra Schuetz home. The Schuetz family were among the many Germans who settled in this area of Bay View known as Sauerkraut Hill. Sauerkraut Hill is the area bordered by Kinnickinnic Avenue, Oklahoma Avenue, Ellen Street, and Hillcrest Avenue. It was so named for its large German population. Sauerkraut Hill was originally part of Russell Bennett's farm in the Town of Lake which was created in 1838. The Sauerkraut Hill area became part of the city of Milwaukee in 1927.

As a descendent of Bay View pioneers, Sandra relished Bay View and its history. Her generosity will greatly help the Society continue its mission of conserving, celebrating and sharing Bay View's rich heritage.



Where in Bay View? #1

*Where in Bay View was this photo taken? Look for answer in **Where in Bay View?** in the next issue of *Historian*.*

PHOTOGRAPHY BY LISA ANN JACOBSEN

Answer to last issue: Yes, a trick question of sorts. Of course last photo could be identified as virtually anywhere in Bay View during our snow-filled winter!

Please Remember the Historical Society

The story in this issue about Sandra Schuetz is a fine example of her belief in the work of the Bay View Historical Society and her desire to help it flourish. The Brinton House mortgage is now paid and the Society needs to begin an endowment fund to provide money for the ongoing upkeep of the house. Please consider remembering the Bay View Historical Society in some way in your will or estate plan. Your gift will help build the endowment fund and keep the Bay View Historical Society alive and well for generations to come.

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

Passing Seen

BY BILL O'BRIEN

The apartments at 2895-2897 S. Kinnickinnic Avenue, next door to East Side Ovens, have weathered painted signs on their east and west upper walls. It is a neat coincidence that the bakery is flanked by advertisements for a famous brand of flour: Gold Medal.



A glimpse at the signs shows the manufacturer's name as Washburn Crosby. This is more easily seen on the tree-shielded west wall, where the ad's enticement is also more legible: Eventually – Why not now?

Washburn Crosby Company was a successor to Minneapolis Milling Company, which was owned by Cadwallader



Washburn, who would later serve as Wisconsin's eleventh governor. The gold medal for the company's all-purpose flour was earned at an international millers competition in 1880. Widely advertised, it was sold in a sequence of print pages that explained: "It's a biscuit flour – It's a pastry flour – It's a bread flour – It's a cake flour."

A 1928 merger with other mills brought the adoption of the corporate name so familiar today: General Mills. The Minneapolis-based company now produces and markets more than 100 food brands in more than 100 countries, still making Gold Medal Flour. As the lady with the empty sack in the advertisement below says, "but the Grocer has more."



From the 1910 Washburn Crosby Gold Medal cookbook (courtesy of the Prelinger Library, San Francisco)

Travel note: The Mill City Museum at 704 Second Street in Minneapolis is built into the ruins of the Washburn "A" Mill, once the largest in the world. Known in its last working years as the Pillsbury "A" Mill, it processed more than 2 million pounds of flour daily. Largely destroyed by a 1991 fire, it was the second mill on the site. The original "A" was destroyed in an 1878 explosion that killed 18 workers and damaged the adjacent Diamond and Humboldt mills.

Financial Update

Beulah Brinton House mortgage is paid in full! Thanks to our generous donors and Capital Campaign fundraising events we have been able to retire the mortgage and begin a safe investment program for the future of the organization and restoration of the house. Your help is greatly appreciated!



Landmark Dedication of Avalon

Join us on Monday, June 1 at 4:30 PM for tours of the theater and at 5:30 PM for the dedication of the revitalized Avalon Theater. Be sure to stay for the BVHS program, **Vel Phillips, Dream Big Dreams!** Starting at 6:30 PM.

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

Jim Wing

BY RON WINKLER

Author's note: Jim Wing and I were classmates at Dover Street School. We lost contact in January 1960 when my family moved to the Burdick School district. In September 1962, we were reunited for good when we both transferred to Oklahoma Avenue Elementary School (now Zablocki Elementary School). Because students were seated in alphabetical order, Jim and I were always seated together. We also got into "trouble" together (quite mild by today's standards) and, having much in common, hung out together during our formative years.

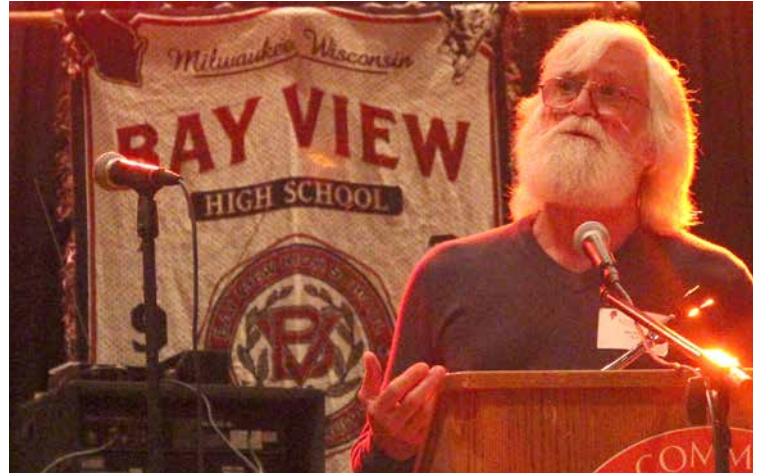
Jim Wing, CEO and owner of Bay View's W. B. Bottle Company, was honored as the sixtieth recipient of the Inter-Organization Council of Bay View. The award is given annually for outstanding service to Bay View. Previous recipients include Erwin Zillman, Bernhard Korn, Bill Matthei, Dan Cupertino, Ray Bethke, Ray Ropel, John Gurda, Mike Krolick, Linda Nieft and Marina Dmitrijevic.

The award was presented by Dave Reszel of the Bay View Lions Club during the council's annual Washington Birthday Banquet, which was held on Monday, February 16th at Walker's Maple Grove, 3555 South 13th Street. It was the 100th anniversary of the council to which the Bay View Historical Society is an affiliated organization.

Early influences

Wing grew up in Bay View on Otjen Street and attended Dover Street School. He transferred to Oklahoma Avenue School (now Zablocki Elementary School) in 1962 when he was selected for Milwaukee Public School's superior ability program. He continued in that program throughout his days at Fritsche Junior High School and Bay View High School, from which he graduated in June 1968. His leadership qualities began to blossom in high school as a member of student government, a reporter for the student newspaper, and member of Emblem Club (Letterman's Club) for winning two letters in wrestling. He attended the University of Wisconsin-LaCrosse and served his country in the United States Air Force during the Vietnam War.

Reszel described Wing as humble and generous as he spoke of Wing's impact upon three groups in the Inter-Organization Council – Bay View Lions, Humboldt Park Fourth of July Association, and South Side Scholarship Foundation.



Jim Wing speaking at Bay View High School's 100th Anniversary celebration, Oct. 4, 2014.

Wing and W. B. Bottle Company sponsor the spectacular fireworks at the Humboldt Park Fourth of July celebration and at the South Shore Frolics. He and his wife Kathy also donate a scholarship to the South Side Scholarship Foundation to help a student achieve his or her educational dream.

In addition, he was a major sponsor for Bay View High School's 100th Anniversary celebration held last October at the Italian Community Center. He also contributes to the Downtown Milwaukee Christmas Parade.

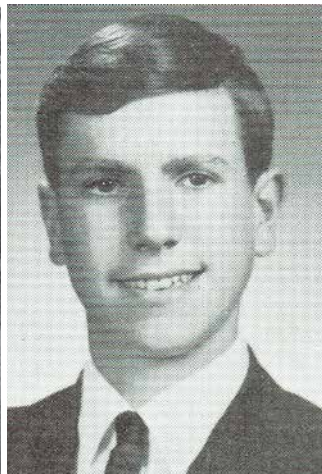
Met wife at Humboldt Park

Jim and Kathy met at the 1967 Humboldt Park Fourth of July celebration and their first date was at the South Shore Frolics; it's no wonder that those events are close to their hearts. They were married at Immaculate Conception Catholic Church in 1971 and have two daughters, Kristie and Kelly. They also have three grandchildren and a great-grandson.

W. B. Bottle was founded in 1932 by Wing's grandfather, Wilfred Wing, Sr. on the corner of Iowa St. and East Morgan Ave. in Bay View. From 1965 until 1991, it was located on East Bay Street, across from Wrought Washer. In 1991 the business moved to the old Firestone building at 3400 S. Clement Avenue. The company's morale must be quite high because as Jim put it, "We have 35 people working with us." He kept them working, even during the recent recession, when all employees were retained so as not to impose hardship on them or their families.



ABOVE LEFT: Jim Wing and classmates at the Bay View Marathon in Humboldt Park, October 1965. From left, Jim Wing, Bill Bilansky, Bob Unke, Larry Neumann.



ABOVE RIGHT: Jim Wing's graduation photo from the 1968 Bay View High School yearbook.

PRESIDENTS MESSAGE:

Celebrating 35 years of Bay View Historical Society history is an adventure filled with many stories, perspectives, and interests. Our goal is to gather a compilation of materials that focus on how the Society has had an impact on members and the area. The Board continues to respect and value perspectives and history from many points of view and recognizes the dedication and work of every member from the initial planning of the Society in 1979. Please send digital stories or photos to bayviewhistoricalsociety@gmail.com or by mail to: BVHS 2590 S. Superior Street, Milwaukee, WI 53207. With many events being organized, there are opportunities for historical, visual, oral, and social

observances from both our members and our neighbors. Be sure to see the Guide for BVHS Anniversary events in this issue of the Historian.

Join us in celebrating our membership of almost 600, programs that cross all ages, community events which bring history to life, and 10 years in the historic Beulah Brinton Home!

Be well,
Susan



*LEFT - CLOCKWISE: Mortgage Burning,
Ellen Tucker Arranged the Flowers
David Drake & Susan
Warren & Beulah Brinton with Ilona Bauer*



Timeline of Bay View and Milwaukee in History

- | | |
|---|---|
| <p>1674 Father Jacques Marquette, traveling as a Jesuit missionary, visits site that will become Milwaukee.</p> <p>1789 George Washington 1st President of the United States.</p> <p>1795 Jacques Vieau establishes trading posts.</p> <p>1796 John Adams elected 2nd President of the United States, Thomas Jefferson as Vice-President.</p> <p>1799 George Washington dies at Mount Vernon.</p> <p>1801 Thomas Jefferson 3rd President of US.</p> <p>1803 Louisiana Purchase. Thomas Jefferson's personal secretary, Merriweather Lewis, begins planning the exploration that would come to be known as the Lewis and Clark expedition.</p> <p>1818 Solomon Juneau arrives. First Catholic mass held in the home of Juneau.</p> <p>1834 First permanent European settlement established Bay View area.</p> <p>1836 Land surveys of Bay View completed.</p> <p>1843 Freemasons establish Lake Lodge on Kinnickinnic Avenue.</p> <p>1845 "Bridge Wars" between Juneautown and Kilbourntown. Prior to this, a ferry served as the means of transport across the waterway that would come to be known as the Milwaukee River.</p> <p>1846 Following the "Bridge Wars" Juneautown and Kilbourntown unified to form the City of Milwaukee.</p> <p>1846 Edward P. Allis arrives in Milwaukee. By 1865 had built largest foundry in northwest on Milwaukee's south side.</p> <p>1846 Phillip Pryor purchased property near the present Pryor Avenue iron well.</p> <p>1848 • Wisconsin admitted as 30th State in US
• Elsewhere: Napoleon elected 1st president of French 2nd Republic</p> <p>1855 Sault St. Marie canal opens and the Green Bay, Milwaukee, and Chicago railroad connects Milwaukee with Chicago</p> | <p>1859 Abraham Lincoln gives a speech in Milwaukee.</p> <p>1860 Shipwreck of the steamer <i>Lady Elgin</i>.</p> <p>1860 Pony Express begins service</p> <p>1861 Abraham Lincoln 16th President of US.</p> <p>1861 • American Civil War 1861 – 1865
• 1st ten companies of volunteers organized at Camp Scott in Milwaukee</p> <p>1862 Draft Riot in Ripon</p> <p>1864 Lumber prices skyrocket from \$6.75 /1000 ft. in 1861 to \$23 /1000 ft.</p> <p>1868 Milwaukee Iron Company becomes largest blast furnace in the northwest</p> <p>1886 Bay View Massacre</p> <p>1895 Milwaukee City Hall completed</p> <p>1901 Theodore Roosevelt 26th President of US.</p> |
|---|---|



Milwaukee Bay 2014

In Memory of:

Bill Doyle "The Mayor of Bay View"

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



Bay View Historical Society
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Where in Bay View? View? #2

*Where in Bay View
was this photo taken?
Look for answer in
Where in Bay View? in
the next issue of *Historian*.*

PHOTOGRAPHY BY LISA ANN JACOBSEN

