



Bay View Historical Society
2590 SOUTH SUPERIOR STREET
BAY VIEW, WI 53207

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Our historic Beulah Brinton House is a wonderful place to gather family and friends. With the new gazebo and landscaping, the yard also offers a lovely outdoor setting!

If you'd like more information about private rentals (consider family reunion, showers, wedding, anniversary, meeting, conference) please contact Susan Ballje - susan.ballje@yahoo.com or 414.333.5414.

Thank You to CR Electric

Thanks to CR Electric Chris Lange, owner of CR Electric, has been very generous in donating his company's services for electrical work that needed to be done at the Beulah Brinton House. The Bay View Historical Society is grateful for this assistance. If you have a need for electrical work, please consider:

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Calendar of Events

Sunday, March 5

Maritime Music by
Debra Cowen & John Roberts
4pm • Beulah Brinton House
\$15 donation at the door.

Sunday, March 12

Flute Chamber and Clarinet
Quartet Concert

2pm • Beulah Brinton House

Wednesday, March 15

BVHS Board Meeting
6:30 pm • Beulah Brinton House

Saturday, March 18

Beulah Brinton Open House
1-4pm • Beulah Brinton House

Saturday, April 1

Bounding Main House Concert
6:30pm • Beulah Brinton House
\$20 donation@ the door

Monday, April 3

BVHS Program "History of
WWII" by *Meg Jones*
6:30pm • Beulah Brinton House

Tuesday, April 4

KK Ave BID Board Meeting
6pm • Beulah Brinton House

Sunday, April 9

Fashion Show
by *Zoe Silberstein*
noon • Beulah Brinton House

Wednesday, April 12

BVHS Board meeting
6:30 pm • Beulah Brinton House

Saturday, April 15

Beulah Brinton Open House
1-4pm • Beulah Brinton House

Saturday, April 29

BVHS Annual Dinner
South Shore Yacht Club
RSVP required

Sunday, May 7

Bay View Tragedy
Commemoration
2pm • Beulah Brinton House

Remembering Bay View Historical Society 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 now, and in the future. The simplest way you can make a future gift to the Bay View Historical Society is through your will. Planning to make a gift 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...thank you.

For more information, contact Nancy Tawney
at 414.744.5674 or ntawney@aol.com



BAY VIEW Historian



VOLUME 2017, NO. 1

MARCH 2017

Upcoming Events:

Sunday March 5, 2017 at 4pm

**Debra Cowen and John Roberts -
Maritime and Old English songs**
\$15 Suggested Donation at the Door

For information and reservations contact:
David HB Drake, Organic Arts, 414.702.6053
beulahbrintonhouseconcerts@gmail.com
www.organicarts.info

Artist info: <http://debracowan.com/2012/07/john-roberts-debra-cowan/>
Facebook: <https://www.facebook.com/events/1703271773019931/>

Saturday April 1, 2017 at 6:30pm

**Bounding Main - Acapella Sea
Shanties and Maritime Songs**
\$20 Suggested Donation at the door

For information and reservations contact:
David HB Drake, Organic Arts, 414.702.6053
beulahbrintonhouseconcerts@gmail.com
www.organicarts.info

Artist info at: <http://www.boundingmain.com>
Facebook: <https://www.facebook.com/events/1692570127700779/>

Monday April 3 at 6:30pm

"History of Milwaukee during WWII"
by Meg Jones

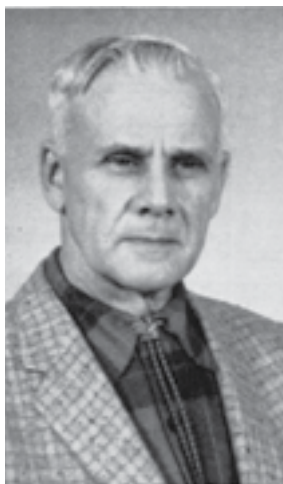
Meg Jones is a journalist and war correspondent who frequently writes about the military, history and veterans issues for her hometown Milwaukee Journal Sentinel. On four trips to Iraq as an embedded reporter and another four trips to Afghanistan, between 2003 and 2014, Meg followed Wisconsin troops as they performed their missions in war zones. Born in Rhinelander, Wis. - which officially makes her a Hodag - Jones grew up in Milwaukee and earned degrees in journalism and history at the University of Wisconsin-Madison where she worked as a reporter and photographer for campus newspapers, played in the UW marching band and rowed on the Badger crew team. She was a reporter for daily newspapers in Marinette, Shawano and Wausau, WI and worked for USA Today before being hired by the Milwaukee Sentinel shortly before the Sentinel merged with The Milwaukee Journal. She taught journalism at Marquette University for more than a decade. Jones was a Pulitzer finalist at the Milwaukee Journal Sentinel as part of a team that covered the outbreak of chronic wasting disease in Wisconsin's whitetail deer herd. This is her first book.



Bill Matthei and his 1949 City Championship winning cross-country team.

Tribute to Bay View High School Coach William Matthei

BY RON WINKLER



Bill Matthei, instructor and coach, 1959

Most people have a story about a person who was an inspiration to them. Given the significance of sports in society, athletes and coaches are important role models. For many Bay View High School (BVHS) boys, William Matthei (1904-1977) was that inspirational coach.

Any boy who attended BVHS between 1927 and 1971 will remember the name of Bill Matthei, or "Wild" Bill Matthei, as he was sometimes known. During those years, Matthei was a physical education teacher who coached track, cross-country, fencing, ice-skating, hockey, and established the gymnastics program. However, he is most associated with track and cross-country. I attended BVHS from 1965-1968 and was captain of the 1967 cross-country team.

In 1928, BVHS's first Matthei-coached track team, made up of only five boys, won the Wisconsin State Championship. Then, in 1966, his final year as head coach, the BVHS Redcats again won the state title. In cross-country, his teams won state championships in 1931, 1943, 1944, 1945, 1959 and 1960. The tally of victories for the various sports that Matthei coached was eleven city championships, eight state titles and five Midwest Championships.

Many honors

Matthei was recognized by the Chicago Tribune for having the best high school record in the country during the 1940s. In fact, from 1940 to 1954, BVHS's cross-country teams won every dual meet. In 1949, Matthei founded the national "Coaches Century Club" to honor coaches whose teams recorded one hundred or more victories in a single sport. In June 1961, Matthei was the first high school coach in the nation elected to the Helm Athletic Hall of Fame in Los Angeles. On June 14, 1966, shortly after winning the state track championship, Matthei was awarded a plaque by the Bay View Kiwanis Club at a testimonial dinner in his honor. In 1990 he was elected to the Wisconsin Cross-Country Association Coaches Hall of Fame. John Miller, a 1966 BVHS graduate who was a member of Matthei's cross-country and 1966 state championship track team, did the induction.

Continued on Page 3



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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.

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President's Message

Greetings, BVHS Friends. Please join us for our Annual Dinner at the South Shore Yacht Club on April 29, featuring a presentation on Bay View landmarks by Ron Winkler. We'll also have a raffle that includes a variety of Bay View businesses. In addition, we'll honor several volunteers of the Bay View Historical Society. Don't miss it. Please complete the invitation inside the Historian or visit our website for more information.

We've just received an amazing collection of over a thousand vintage Milwaukee and Bay View postcards from David Zach. We have big plans for this collection, including future exhibits at the Beulah Brinton House as well as online presentations on the cards. We'll keep you posted as we get closer to making this card available for viewing. In the meantime, please take a look at David Zach's Pinterest site at: www.pinterest.com/davidzach/milwaukee-vintage-postcards/ Thank you, David Zach!



Thanks to all who have contributed their time, talents and financial resources to the Bay View Historical Society. You help our community get a little stronger every day.

– Kevin Petajan, BVHS President

Please Join Us

The Bay View Historical Society's Annual Dinner "Raise the Roof for Bay View"

Saturday, April 29, 2017 at the South Shore Yacht Club

Social/Raffle 5:30PM • Dinner 6:30PM

Honoring outstanding members & stories by Ron Winkler!

Tickets \$50 per person • RSVP by April 6th

Questions? Contact Sonja Nelson-Gurda 414.482.2522

Name(s) Dinner Request:

Phone: _____

email: _____

_____ **Yes, we're coming!**

Menu Choices:

___ Chicken Piccata panfried chicken topped
w/ lemon butter caper sauce
___ Norwegian Salmon poached w/dill and white wine
___ 6 oz Filet Mignon cooked medium
___ Vegetarian meals will be available by request!

Total meals _____

@ \$50 each = _____

In addition to or in lieu of tickets, I am making a
tax-deductible contribution of \$ _____

Please reserve by April 6th

Please make checks payable to **Bay View Historical Society.**

Mail your reservation to:

**Bay View Historical Society | Attn: Sonja Nelson-Gurda
3337 S. Delaware Ave. | Milwaukee, WI 53207**

THIS IS YOUR INVITATION and RSVP TO THE ANNUAL DINNER

A SEPARATE INVITATION WILL NOT BE MAILED

Coach William Matthei Continued from pg 1

Matthei's forty-four years of coaching is a Milwaukee City Conference record. After retiring as head track coach following the 1966 track season, he remained as cross country coach and assistant track coach. Gymnastics was another of Matthei's specialties. He was a longtime Big Ten gymnastics official and was honored by the conference in 1964 after forty years of officiating. Matthei's final honor came on July 26, 1996, when he was remembered by former students and athletes who gathered at BVHS. The memorial was planned by members of the 1960 State Championship cross-country team. It included Don DiDio, David Bellrichard, Robert Meehan, Peter Wolf and Tom Schroeder. That night, a portrait of Matthei was unveiled that had been painted by BVHS alumnus Robb Helf, owner of Helf Studios, who at the time worked as an artist for the *Milwaukee Journal Sentinel*. His portrait of Matthei hangs in the high school.



Education

Matthei was born in Boston in 1904. After high school, he attended college in the Midwest at several schools, including Normal College in Indianapolis, the University of Wisconsin and the University of Indiana. He received his Master's Degree in Physical Education from Northwestern University. Upon graduation, he spent a year each at Milwaukee University School and Madison. He started at BVHS in 1927, earning \$2000 per year. He met his wife Helen at the University of Wisconsin. They had two children, a son, Bill Jr. and a daughter, Dorothy Mae. The Mattheis lived in Milwaukee at 421 West Uncas Avenue on Milwaukee's south side. Matthei loved the outdoors and spent his summers at his home in the Superior National Forest, near Lutzen, Minnesota, close to the Canadian border. He spent forty years as a guide and traveled the waters by

canoe. In 1945, the Ojibwa tribe named him an honorary chieftain in ceremonies in Fort William, Ontario. Matthei, who at 5 feet 10 and one-half inches tall, had immense upper body strength, and was a skilled gymnast on the parallel bars and rings. At age 23, he was a contender for the 1926 US Olympic gymnastics team. He had an excellent chance of making the team, but missed qualifying due to a football injury. As a result, he hated football and made no secret of that fact. All of his students, especially the football players, knew of his dislike of the sport. He felt that football caused injuries that would haunt you the rest of your life.

Matthei retained his gymnastics skills throughout his life and in his mid-sixties, he could still demonstrate proper gymnastics technique to his gym classes. In addition, he could give a better performance on the parallel bars than many of the boys in his gym classes.

Role model

As a strict teacher and coach who believed in physical fitness, Matthei would not tolerate smoking or drinking by his athletes. In addition, he was ahead of his time in not allowing his assistants or office staff to smoke. "Boys reflect the character of their coaches," Matthei stated. "There is more to athletics than just winning. The coach must try to develop those characteristics in his boys which will make them not only good athletes, but good citizens as well." "Boys who come out for my teams are expected to live up to their capabilities. If they lag behind, they must either work harder or be dropped from the squad." He also made it clear that academic standing was just as important to maintain athletic eligibility. As he said, "I can't use dummies." Matthei was an authoritarian who demanded respect. As a gym teacher, his German ancestry revealed itself in his toughness towards students who were overweight or were smokers. His athletes were highly favored and he had no use for troublemakers or punks, as he referred to them. Even though it was deserved, his managing of these punks would probably not be tolerated today as it could be viewed as verbal abuse. On many occasions a rebel was expelled from class with words barked out in Matthei's distinctive German-Boston accent, "Hey, stupid, get out of my gym and don't come around here stinking of cigarette smoke. Do you want to bring up my lunch? You're just a nobody, a punk!"



Bill Matthei the athlete
in 1928

Lagoon Run

One of the reasons Matthei came to BVHS was its proximity to Humboldt Park, which he used for track and cross-country practice, as well as for cross-country meets. To identify potential candidates, all boys in his gym classes ran the 0.7-mile lagoon run that started from the high school and went around the Humboldt Park lagoon. Any boy who ran faster than 4:00 would receive an invitation to join the cross-country team. Matthei also inaugurated the Bay View Marathon. The race was open to all freshmen, but later sophomores after Fritsche Junior High School opened in 1963, leaving BVHS without freshmen. The race was 2.62 miles, one-tenth the distance of the Olympic marathon. He started the Bay View Marathon during the depression as a motivational tool for boys to win prizes of turkey, chicken, and sausage. Their families and friends would cheer them on along the course. In later years, he used his own money to purchase the trophies and medals that replaced the meat awards.

Cultivated leaders

Bill Matthei's legacy lives on in the boys whose lives he influenced over the years. Many of those boys that he taught or coached have continued in sports and have made contributions to society in countless disciplines. Many have become coaches and gym teachers. They are the new role models for successive generations. As the cycle repeats, that is the true legacy of Bill Matthei.



Bill Matthei the coach in 1939.



At Grandma's House...On a Saturday Night!

BY KAREN GERSONDE

Let me start this article by explaining why it was grandma's house. My Grandfather Augusto Decesari died before I was born, thus I never had the pleasure of knowing him. When Grandma Amelia Decesari became widowed, all of her children were married, except Uncle Joe, who lived with grandma at their home at 2463 S. Superior St. in Bay View. Joe was a bachelor. Even though he took care of grandma, it was always grandma's house.

Anyway, my mother was Italian and grew up in Bay View at the above stated address. After World War II, she met my father and started a family, like most post war families. Thus, my older brother Glenn and I were born. We grew up in a very traditional family. We were taught to respect our parents and our elders and they did likewise. We had a regular routine on weekends where we visited our grandparents on both sides of the family. Saturday night was always Grandma Amelia night.

Our family, as well as other relatives, attended the 5pm mass at Immaculate Conception Church. After mass, we would all go to Grandma Amelia's house. It was always great seeing all of our aunts, uncles and cousins. When the weather was pleasant, the relatives would sit out on the back porch on a long hard wooden bench that Uncle Joe had made. It held a lot of people. The grownups would sit outside and drink beer and discuss topics such as church, their jobs, weekly news, etc. Usually there was no room for us kids to sit, so we ended up sitting on the porch steps or we played in the side yard, as grown up talk was usually boring to us. My brother and I use to toss the ball around in the side yard until the "Incident" happened.

With ball and gloves in hand, we played ball in front of the garage which had glass windows on the

back. My memory is a bit fuzzy but I believe I threw a baseball to my brother, my throw was off, and the ball crashed into the garage window, breaking it. We couldn't hide the fact; everyone heard and saw what happened. I started crying because I knew I was in trouble. Uncle Joe came and hugged me and said it was ok, he would fix it. He was never angry at us. However, my mother was furious that we damaged the garage, and we were banished to stay inside of the house until we went home. The rest of the relatives sat on the porch and drank their beer as usual. A broken window would not damper their evening. From then on, if we wanted to play ball, we were allowed to go across the street to play in the vacant field where the old iron mill used to be. No windows to break there!

Other times on a Saturday night, my dad would take my cousins and I for a walk to the Pryor well for some iron water. Back then it had a drinking fountain attached and the water had a very strong taste of natural iron to it. It was deliciously cold and refreshing. My dad use to kid me that my insides were going to turn to rust from drinking the water. I, of course adoring my father, believed him and I would start to act scared. I knew he was kidding, but I always put on the same act, anyway.

On occasion, dad would take us for a walk to visit "Old Smokey" the steam engine that used to sit at the end of East Conway Ave. I had a love hate relationship with that train. I used to love to walk around it and admire it, but the engineer mannequin inside of the cab used to scare me, it seemed so real to me as a little kid. I usually ran past him, and walked on the other side of the train. Of course when I was on the backside, everyone started to



walk back without me. I would yell at them to stop because I didn't want to be left behind with the "creepy" mannequin. Thus, my love hate relationship with "Old Smokey." I still miss that train, though.

Other times, we made our own fun across the street. My cousins and I used to sit on the rockets that were down by the old naval station and pretend to be flying to outer space. There was no security back then, so we played on them often. Nowadays that would be unheard of, and now there is a fence around the entire building. We were lucky to be growing up in a care free society back then.

All in all, I loved Saturday nights. I miss those nights in Bay View. I miss my grandma and all of the relatives that have passed on. The house still stands on Superior St. although it has been remodeled, probably for the better. A prominent Bay View citizen now resides there and has been there for many years. The wooden bench from the porch has been preserved and sits in my Cousin Ed's attic. It holds houseplants now, but to me it holds much more. It holds the many dear memories of Saturday nights by grandma's house, with all of the relatives gathered on the porch and the good times that we all shared in Bay View.

We Have a Great Need for More Members for Humboldt Park 4th of July Association

We have a great need for more members and volunteers for our Humboldt Park 4th of July Association. Many of us older members are no longer able to do a productive job at planning and doing various volunteer assignments. We need more members to replace us.

The Humboldt Park 4th of July Association was created in 1910, one year before the Milwaukee 4th of July Commission was formed. Too many people were getting hurt playing around with fireworks. Some people lost their eyes, their fingers, or damaged other parts of their bodies. Something had to be done about this. Families got together to plan

a full day of activities ended by a professional fireworks display. This was done in 1910 at Humboldt Park. Over the years many of the activities and prizes have changed. But a full day of activities is still planned for Independence Day at Humboldt Park. As the association members change, so do the methods of planning change. New people bring new ideas that could be better than what we have now. Your input is both needed and wanted. Please consider giving up some of your precious time to become a member or volunteer of our group. I for one am getting too old to do much anymore. It would be nice

to know that somebody has enough interest in keeping our Independence Day activities alive for a new generation to enjoy.

Our meetings start at 7pm inside of the Humboldt Park Pavilion on the first Wednesday of March, April, May and every Wednesday in June up to July 4th. This is a work of love. Your input could create a better group and keep us alive in the future.

If you have any questions, please call:
414.304.5039. Thank you,

H. John Manke



Passing, Seen

BY BILL O'BRIEN

Call it Spanish Colonial, Mission, or Mediterranean - one of the historicizing building trends popular a century ago is well represented in Bay View.

The great exhibition halls of the Chicago World's Fair of 1892-1893, built in imitation of the public places of ancient Athens and Rome, inspired a Classical Revival that influenced the look of American civic buildings for decades; think of the Lincoln Memorial in Washington, D.C., and our Milwaukee County Courthouse. Neo-Classicism also informs the fluted columns and scrolled capitals that replaced the original posts of the Brinton House porch.

The state pavilions of the World's Fair were built on a smaller scale, some with a look back to state traditions. Pennsylvania produced a version of

Philadelphia's Independence Hall, Virginia a copy of Mount Vernon, and Florida a replica of the 1670s Castillo de San Marcos. The onetime Spanish possessions of California and Texas drew from the architecture of their colonial and mission eras to raise structures with arcades, ornate window frames, iron grates, balconies, scalloped gables, and red-tiled roofs. The Panama-California Exposition of 1915, which celebrated the opening of the Panama Canal and was held in San Diego, further popularized these echoes of Spain's Baroque and Iberia's Moorish traditions of ornamental carving and mosaic decoration.

Bay View's examples of the style are concentrated on Oklahoma, Delaware, and Kinnickinnic. They range greatly in size, from a stuccoed casita on Burrell with a deep entry arch to the ornate façade of the Avalon Theater, within which the ceiling glints with the night sky above Granada.

Many are faced in tapestry brick, the mottled red and orange and brown of which complements tiled roofs and cornices. Some have framed mosaics or a few glazed tiles set into plaster panels. There are Solomonic (twisting) columns and skyline urns and finials. Ironwork includes sign hangers and handsome miniature balconies on which nobody ever stands.

One landmark in this style has long helped me direct visitors to my family's home. Doctor Uszler's house at the southwest corner of Oklahoma and Quincy is clearly known well beyond the area. Telling someone how to find us once they near Humboldt Park, I will say, "Look for a pink stucco house." They will shout, "THAT'S YOUR'S?" I have to say, "No, you turn there. Ours is the yellow stucco house in the next block." It's in another style, a topic for another story.



The Ace Homing Pigeon Club purchased the building at 3474 S. Pennsylvania Avenue in 1985.



This is how 3474 S. Pennsylvania Avenue looks today as home of the Cream City Real Estate Co.

Cream City Real Estate building to be landmarked

BY RON WINKLER

The building that houses Cream City Real Estate Company, 3474 South Pennsylvania Avenue, will be dedicated as the Bay View Historical Society's 24th landmark. The festivities will take place on Saturday, June 3rd at 1:00 pm. Following the ceremony, refreshments will be served. The event is free and open to the public.

The building, designed by the architectural firm of Brust & Philipp, was constructed in 1923 for St. Francis State Bank, which closed during the Great Depression. The building was then home to Beyer Printing until 1943. The following succession of owners was the Knights of Pythias until 1974, the Polish Legion Club until 1985, and then the Ace Homing Pigeon Club.

Joan Sliker purchased the building in 1997 and hired Wikwood Associates to renovate the building to reflect its original use as a bank during the 1920s. It also contains historic Bay View memorabilia and objects produced in Milwaukee which bear the Cream City name.

The Bay View Historical Society has been making the community aware of its history by bestowing honorary landmark status to buildings throughout Bay View since 1983. Each newly landmarked building receives a plaque during a ceremony that is free and open to the public. At the ceremony, the history and significance of the landmark is recounted.

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 the Historian.



Answer to last issue:

Grand opening of Gitzel's at 2235 S. Kinnickinnic Avenue.



Story of the Bay View Mural

BY SUSAN BALJE

After the holiday decorations along KK Ave came down last year, the excitement and interest along “main street” sure changed...winter set in and many began the season of hibernation! Not much to see and a little less to do in our lively Bay View, however a small group of residents continued to meet and talk about a vision for KK Ave and Bay View going into the future. There had been a community meeting in October to review the current plans for development and another being organized to gather input in the spring. Bay View was also being noticed by groups across the nation and requests for stories about the history, changes from the past and tours of the area continued to happen. Thoughts of a project to share the past and enjoy the present, and most important to know Bay View's history began to surface.

An area artist and community advocates began to look at what other small communities were doing to share their history and highlight the significance of the area. Finding several mural programs across the country to learn from, the idea of having a historic mural began to solidify and was presented to Bay View Historical Society and KK Ave BID, both were receptive. The concept took on the purpose of promoting architecture, encouraging tours of the places and people who settled in Bay View, hearing stories about the community, enjoying walks through the neighborhoods, and exploring area history with family, friends and visitors.

In early spring, work began to find locations along KK Ave where the building owner was interested, location very visible, and walls that were in good shape for a mural installation. Several possibilities surfaced however there were still many steps to get

the project started. Bay View Historical Society decided to take on the responsibility and use the mural as a way to educate the public about the history of the area. They interviewed artists, researched murals, and looked for funding to support the design, plan and installation showing the 23 landmarks currently dedicated in Bay View.

Local historians John Gurda, John Manke, and Ron Winkler have identified these locations but few residents and visitors know much about the history. Funding for the mural became possible with donations to Bay View Historical Society

It took much longer than expected to work out contracts & agreements, find the right location, acquire funding and create a workable design but in early summer all seemed to be coming together. A few additional challenges came along which meant more changes and delays but still determined they pushed on. With support from NIDC – Community Improvement Projects and cooperation with KK Ave. BID the mural began in November at Maytag Laundromat – north facing wall thanks to owner, Steve Ste. Marie!

The Creative Collective of Artists from Walker's Point created a plan for the design and lettering that communicates the appreciation of an eclectic community. Josh Ebert, Chacho Lopez, and John Bartels took on the task to bring Bay View's past to life! The old and new are represented side by side, honoring the history in a very public setting. With stories and landmarks dating from the mid 1800s



this mural helps to recognize the importance of preservation while changes are made going into the future. Each landmark is hand painted from photos that are striking representations. The Bay View lettering style is from the art nouveau era, between 1890-1910, shortly after Bay View was annexed to the City of Milwaukee.

A guide is available to see where each landmark is located and when it was built at www.bayviewhistoricalsociety.org Take a tour (walking, biking, skating, or driving) through the wonderful streets of Bay View to explore, learn and appreciate the rich heritage.

Special thanks for the vision and support of Susan Ballje and the Board of Directors of Bay View Historical Society; Lee Barczak, Mary Ellen O'Donnell, Carisse Ramos and the Board of KK Ave. BID for cooperating with the efforts. Appreciation to NIDC - Community Improvement Project - for a grant to support the artists. Recognition of Alderman Tony Zielinski for guidelines with the City of Milwaukee and Steve Ste. Marie for incredible ease while the project continued to unfold!

The BVHS Annual Appeal

has received over \$6,000 since the beginning of December through the end of January. The generosity of the donors is greatly appreciated and the donations will be allocated to the betterment of the Bay View Historical Society and its activities.

Over 70 individual contributions were made by the end of January. There was 1 donation made in the memory of Richard Baxter and 11 anonymous donations. A list of the donors in alphabetical order are:

Joanne Adsen

Colleen & Steve Babinec

Marilyn Banzhaf

Mike Baran

Ted Bazler

Mary Anne Borowski-Lutz

Hawley & Elaine Boyce

Rod & Joyce Brink

Anne Brolly & Craig Mrkvicka

Fred & Alice Bethke

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David Zach



The Breweries of Bay View

BY GLENN GIERZYCKI

In conceiving this article I thought the task would be easy. I was unaware of any production breweries in the old Bay View area. I thought I would just make a mention of the present day and have a short article that might be of interest to members of the Bay View Historical Society.

But to make sure I started to do some research. And I found my initial idea was wrong. I did find one old brewery within the original limits of Bay View. The main source of information for my research is a book written in 1976 by Wayne Kroll titled *"Badger Breweries: Past and Present"*. Mr. Kroll has done a great job of trying to find at least some information on all of the historic breweries of Wisconsin. He lists hundreds of breweries in the state, including over 200 breweries and brewers from Milwaukee. It was in this book that I found the C. H. Munzinger brewery in Bay View.

The lack of breweries in the Bay View area is interesting in light of the large German population. Perhaps there was a brewing scene in the local German community but it was individual families brewing at home for private consumption. Or perhaps it was because when the village started, the iron rolling mill had a strict policy of no alcohol in houses that it built and rented. That policy may have permeated the entire area for a while.

In 2013, District 14 Brewery and Pub opened its brewery in the triangle area where Kinnickinnic, Howell and Lincoln Avenues converge. While I am continuing my research, I currently believe that D14 (a popular moniker for the business) holds the distinction of being the first production brewery in the Bay View area in over 100 years. For that, I raise a pint in their honor and in the interest of history (and for purely research purposes-wink, wink).



The brewery was at the far east end of Bay View at 184-186 Burrell Street. It looks like it was only open for a few years, from about 1890 to 1900. An advertisement in the Wisconsin State Gazetteer and Business Directory for 1895-96 shows he produced weiss beer, soda, mineral water, cider, ginger ale and Wisconsin birch beer. Birch beer was essentially a carbonated soft drink made from herbal extracts, and weiss beer is generally a lighter beer made with more malted wheat and less malted barley than traditional beers. So it seems that the brewery was actually more of a soda-producing factory than a classic brewery. A picture in the ad shows a 3-story building.

Although there were no additional breweries in the Bay View area, the Joseph Schlitz Brewing Company did have a bottling works and bottle factory on South Bay Street. The operation began as a bottling works in 1886 on 11 acres of land and was converted to manufacturing glass bottles for Schlitz around 1900. As far as is known, no beer was actually produced there.

BVHS - December, 2016

REVENUE	Actual	EXPENSE	Actual
Direct Public Support		Occupancy	
Donations at House	\$476.00	Utilities	
Capital Campaign	—	Gas & Electric	\$1,374.00
Annual Appeal	\$6,045.11	Water	\$758.84
General Meetings		Total Utilities	\$2,132.84
Matching Gift Appeal	\$3,930.00	Contingency - Unexpected	
Other Public Support	\$2,500.00	Insurance	\$1,273.00
Total Direct Public	\$12,951.11	Other - Trash Removal	
Program Income		Restoration - Renovation	\$41,834.15
Walk	\$237.00	Routine Maintenance	\$1,614.56
Membership Dues	\$2,190.00	Total Occupancy	\$46,854.55
Interest Income-Bank	\$151.23		
Rent	\$1,066.00	Other Expenses	
Bay View & Town of Lake Book Sales....	\$909.54	Accounting Fees	\$220.00
Special Events		Annual Fund	\$1,139.09
Annual Dinner	\$4,300.00	Archives	\$3,782.65
Avalon Theater Opening Fund Raiser		Conferences & Meetings	
Archives		D & O Insurance	\$593.00
Bay View Bash		Dues and Subscriptions	\$359.98
Beulah Brinton House Celebration		Equipment Rental & Maintenance	\$153.07
Boulevard Theater Outing		Expense for Donations	\$273.00
House Dinner October		Fund Raising Annual Dinner	\$2,739.68
House Event		Grants & Allocations	
May Workers Memorial	\$220.08	Hospitality	\$69.00
Music Event Income	\$435.00	House Events	\$322.79
Raffle-Annual Dinner	\$760.00	Internet Provider	\$614.41
Rummage Sale		Inventory Expense	\$96.00
Wine Tasting		Landmark Events	\$8,360.88
Memorials, Legacies, Bequests	\$675.00	Miscellaneous - Other	\$70.00
Grants Received	\$3,700.00	Supplies	\$39.88
Sale Inventory	\$167.25	Postage & Shipping	\$609.49
Other Revenue	\$1,704.25	Printing & Publications	
Transfer from Capital Campaign	\$45,000.00	Historian	\$3,041.50
		Other Printing	\$798.28
TOTAL REVENUE	\$74,466.46	TOTAL EXPENSE	\$70,137.25
		TOTAL INCOME	
		LESS EXPENSE	\$ 4329.21