



# BAY VIEW Historian



VOLUME 2017, NO. 2

MAY 2017

## Historical Figures Will Be Resurrected at Forest Home Cemetery

BY RON WINKLER

Several long-term residents of Forest Home Cemetery (2405 West Forest Home Avenue) will be resurrected for one day as the cemetery presents its free annual Memorial Day program on Monday, May 29<sup>th</sup> from 11:30 am to 2:30 pm. This year's residents will be found at their headstones to tell their life stories in the center of the cemetery in Lawn Place and Section 27. Please use the south entrance, located on Cleveland Avenue, between 20<sup>th</sup> Street and 27<sup>th</sup> Street. There will be plenty of free parking and rest rooms; refreshments will be available for purchase.

The cemetery was founded in 1850 and Orville Cadwell was the first person to be buried there; he will tell his story as the cemetery's oldest resident. Other historical figures will include Samuel Marshall (one of the founders of the Marshall & Ilsley Bank), Howard Wolf (Jones Island ship builder), Anita Plankinton (daughter of meat packer John Plankinton, of Plankinton Hotel, Plankinton Arcade, and Plankinton Avenue fame), and Richard Hezfeld (manager of Boston Store from 1906 to 1948). Automobile dealer Bob Braeger will be portrayed by the Bay View Historical Society's Ron Winkler.

### Here is the schedule of the day's events:

11-11:30am	Memorial service in the chapel
11:30am-2:30pm	Historical figures at their headstones
2:30-3:30pm	Walking tour " <i>Best of Milwaukee History</i> " led by Paul Haubrich



## Cream City Real Estate Building to be Landmarked

BY RON WINKLER

Join us on Saturday, June 3<sup>rd</sup> at 1pm when the Bay View Historical Society will dedicate its twenty-fourth landmark. The dedication of the Cream City Real Estate Company building, 3474 South Pennsylvania Avenue, will be free and open to the public. Following the ceremony, refreshments will be served.

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.



## List of Board & Committee Contacts:

### President

Kevin Petajan  
kpetajan@gmail.com 414.698.5202

### Vice President

Anne Maedke  
pansydc@execpc.com 414.483.8093

### Treasurer

John Fisher  
Jefisher1949@gmail.com 414.744.1770

### Secretary

John Sargent  
JSARG3131@aol.com

### Board Members:

Donovan Riley, Laura Hickman, Mary Fisher,  
Sonja Nelson Gurda, Susan Ballje, Bob Lenz

### Annual Dinner

Sonja Nelson-Gurda  
sonjanelsongurda@gmail.com

### Archives

Laura Hickman – lauralee423@gmail.com  
John Sargent – JSARG3131@aol.com

### Beulah Brinton House

Nancy Tawney – ntawney@aol.com

### Education and Community

Susan Ballje – susan.ballje@yahoo.com

### Finance

John Fisher – Jefisher1949@gmail.com

### Hospitality

Mary Fisher – maf2619@hotmail.com

### Landmarks Historian

Ron Winkler – rawinkler@sbcglobal.net

### Newsletter Editor:

Lisa Ann Jacobsen  
lisaann.jacobsen@gmail.com

### Programs

Anne Maedke – pansydc@execpc.com

### Technology

Bob Lenz – robert@robertlenz.com  
Kevin Petajan – kpetajan@gmail.com

## 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.

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

## President's Message

Hi BVHS Friends,

We have several early summer events on the horizon. Our June 5<sup>th</sup> Membership Meeting is guaranteed to be inspiring with the folks from Pinehold Gardens. Our upcoming Landmark Dedication on June 3<sup>rd</sup> will highlight the Cream City Realty building with Ron Winkler. Several other events are in the works. Check them out!

Special thanks to our sponsors and volunteers who made the Bay View Historical Society Annual Dinner a success!

Annual Dinner Contributors: Acme Records, Bay View Bark, Bay View Bowl, BV Service, Brass Rooster, Collector's Edge Comics, Colonial Printing, Community Bark, David Zach, Delaware House, Groppi's Foods, Henry A. Tessmer, LLC, Michael Woodburn, Attorney, Lincoln Music, Maedke Chiropractic, Maytag Laundromat, Natural Pet, Outpost Foods, Plum Media, and Tease Salon

Please send me an email at kpetajan@gmail.com if you have any interest in working on any of the great committees that we have that help to keep the Bay View Historical Society rolling. We'd love to see more people enjoying the community that surrounds the Beulah Brinton House. Take care and enjoy the summer!

– Kevin Petajan, BVHS President

## Letter to the Editor

Dear Lisa,

I noticed that I made an error in the article "The Breweries of Bay View" in the March, 2017, issue of the Historian. Munzinger's brewery was at the far west end of Bay View, near the train tracks, not the far east end.

Thank you.

Glenn Gierzycki

## A Gift that Will Live On

*"We have a start on discovering the meaning of human life when we plant shade trees under which we know full well we will never sit."*

At some point in our lives we may think about our legacy. We may have made contributions that will have a lasting impact on our family, community, and organizations such as the Bay View Historical Society. Oftentimes, we give of our time and talents, but there is another way we can have a lasting legacy – a planned gift. The simplest way to make a planned gift is including a bequest in your will.

The Bay View Historical Society preserves, celebrates, and shares Bay View's rich heritage. To ensure that the Society will remain viable for many years to come, please consider a planned gift to the Bay View Historical Society as part of your legacy.

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



## Images of a Fan: Mary Martinetto

BY PAUL TROGLIA



My cousin, the late Mary Martinetto, a life-long Bay View resident and the foremost fan on Fulton Street, worshipped the Milwaukee Braves. As a worshiper, her faith was practiced in the Booster Club, that congregation of adoring fans to whom the Braves were gods and County Stadium was Valhalla. She followed her conquering heroes around the country, to all the great fields where epic struggles were fought. Her return from these Crusades, in full Booster get-up, festooned with pennants and pins, regaling us with the wonders she had seen, are treasured family memories. While this image of her is a mental one, she left behind real pictures of the team she loved, as we discovered after her death. They were taken by Mary because she was allowed on the field before the game, the most cherished rite of the Booster Club. Look at these amazing photos, perhaps they tell a sacred story, and let a late-inning rally of memories begin.

nights like this before, which makes the Home of the Braves an equal-opportunity workplace for his non-discriminatory hitting practices –1815 away, 1815 at home; Look at Hammerin' Hank, lean, grinning, content, the pressures of The Chase that will age him are years ahead and, say it ain't so, will end in Atlanta; and there's Eddie, our favorite, with that boyish smile that belies the hair-trigger inside;



There's the veteran Adcock; He's glancing toward the young Lemaster, ready to chatter, "Hey rookie, I got the hit off Haddix and Denny giving a little pushback, Yeah, nice base running on that Joe"; In another it's Lew, serene as can be, away from the mound where he fidgets like a coach giving signs, because on that mound he's hooked on a performance-enhancing substance – adrenaline; And Stan the Man, side-by-side with his nemesis, the winningest left-hander of all time. Musial has hit Spahny on warm summer



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## Join Us For A Special Program!

### **"A Short Personal History of the New Family Farm"**

with David Kozlowski and Sandra Raduenz from Pinehold Gardens

Join us on Monday, June 5th at 6:30pm at the Beulah Brinton House for a program with David Kozlowski and Sandra Raduenz from Pinehold Gardens. David and Sandra will share their experiences in developing their own Community Supported Agriculture program (CSA).

David and Sandra left their full-time office careers in their 40's to pursue this physically demanding yet rewarding profession. They rented land for years and were itinerant farmers until becoming owners of their farm in 2004. Since then, they have forged an inspiring organization with commitments to raise awareness of local food, protect the environment, and foster a sense of community.

Don't miss this fascinating presentation with a few of the leaders of our local farm-to-table movement. Open to the public. Everyone is welcome to attend.

## A Personal History of the New Family Farm

Like a number of folks from teachers to engineers, drawn to what is often referred to as the local food movement, we were not born into farming families. But, in retrospect, it seems as though we were born to farm. We left our full-time office careers in our 40's to pursue this physically demanding yet rewarding profession. We rented land for years and were itinerant farmers until we became owners of our farm in 2004, buying it from the previous owners after they came to believe in and share our vision and our mission for Pinehold. We have offered a Community Supported Agriculture program since 1994, started deliveries to local restaurants a few years later, and began attending the South Shore Farmers Market a year or two after it was started. Inspired by the new CSA farming model and the rising awareness of local food, we followed the example of some farmer mentors and put our love for growing food, our interest in protecting the environment, and our commitment to fostering a sense of community to task. Decades later, we are still at it and have never looked back, except perhaps at summer vacations with fond memories.



LEFT: Meg Jones' History of WWII presentation in April 3<sup>rd</sup> was fascinating and well attended. RIGHT: Bay View Historical Society hosts an Open House on the 3<sup>rd</sup> Saturday every month from 1-4pm, at the historic Beulah Brinton House. Pictured are Mike and Barb Schworck with guide Ed Travis.



MILWAUKEE'S MONTHLY ART FESTIVAL  
2ND SATURDAYS, 11-4pm MAY-SEPT  
HUMBOLDT PARK 3000 S HOWELL AVE.  
FREE ADMISSION - COMMUNITY WORKSHOPS - WWW.BVARTINTHEPARK.COM

## Art in the Park 2017

Fine Art & Craft from over 40 artists

Musician Ernest Brusubardis IV and his strolling violin plays 12-2

Walkers Point Center for Arts hosts a creative workshop

Living statue performer Alice Wilson joins us

Food and Drink at the Beer Garden

**Come out and celebrate with us and please share with your family and friends!**

<https://www.facebook.com/BVArtinthePark> • <https://www.instagram.com/bvartinthepark>  
<http://www.bvartinthepark.com/>

## Passing, Seen

BY BILL O'BRIEN

The Bard has Juliet ask, "What's in a name?" when she ponders her love's true nature. Driving to work I have wondered, "Who was this Walderon?" by whose efforts a two-story commercial block rose at the northwest corner of Howell Avenue and Clarence Street.



Built of brick and stone, what began as 219 Howell has a stepped front gable that rises in three tiers of corbels, cornices, and scrolls that would not look out of place along a canal in Amsterdam. Painted gray, with details picked out in white, the building's palette matches the skies of most of our seasons. I can't help thinking that if this stood in Curacao, it would be coated in pastel pink or the bright blue of Caribbean waters.

The large family of New York natives Rufus and Cornelia Walderon were the first upstairs residents, some staying into the 1920s. Their address was the side entrance: 721 Clarence. The couple had several sons who worked as carpenters with their builder father. Then there was William, a grocer, whose store took up the first floor from the building's opening until 1910, when he opened a new grocery at 34<sup>th</sup> and Hadley

One wonders what the Walderons would make of our lifestyles and the names of some recent store occupants, REV POP and HOT YOGA. Shakespeare would only momentarily be puzzled. Once he knew that REV POP, recently relocated a block south, are "storytellers and communication engineers," he'd recognize kindred artists. A deft hand with puns, he'd laugh heartily at the yoga studio's first name: *HEALIUM*.

## State to Observe Bay View Tragedy Every May 5<sup>th</sup>

BY RON WINKLER

On March 29, 2017, the Wisconsin State Legislature adopted a resolution designating May fifth of each year to be observed as the anniversary of the Bay View labor strike and tragedy. The anniversary of the event has been observed for the past thirty-one years on the first Sunday of every May by the Wisconsin Labor History Society, the Bay View Historical Society, and the Wisconsin State AFL-CIO. In recent years, crowds of up to 300 persons have attended the event at the Wisconsin State Historical Society marker on the northeast corner of Superior Street and Russell Avenue in Bay View.

The marker and commemoration recall the historic significance of a pivotal series of events in Wisconsin's and the nation's history that occurred in May 1886. On May 5, 1886, seven Milwaukeeans were killed by the Wisconsin State Militia in what has become known as the Bay View Tragedy. The militia, called in by Governor Jeremiah Rusk, fired on a crowd of workers who were on strike and marching toward the Bay View rolling mill. They were part of a nationwide movement of strikes, rallies, and marches in support of an eight-hour workday, at a time when many worked six days a week on shifts of ten to fourteen hours.

The Wisconsin State Historical Society Marker was erected by the Bay View Historical Society in 1985 at what was the southern boundary of the Bay View rolling mill, founded as the Milwaukee Iron Company by Eber Brock Ward.

Seven flowering pears trees were also planted around the marker in 1985 in memory of the seven citizens who died in the tragedy. It is ironic that one of Bay View's streets is named for the governor who showed no remorse for this loss of life in Bay View. Rusk remarked, "I seen my job and I done it."





## A Walk in the Woods: 2017 August Walk

BY RON WINKLER

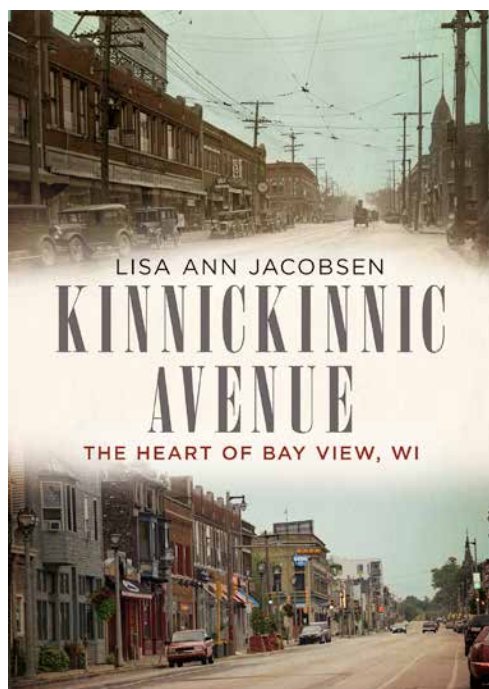
The Bay View Historical Society will hold its annual August Walk on Saturday, August 12<sup>th</sup>. "A Walk in the Woods" will be led by Ron Winkler and Greg Wernisch. It will begin at Cream City Realty, 3474 South Kinnickinnic Avenue. Registration will start at 9am and the walk will begin at 9:30am. Joan Sliker, owner of Cream City Realty, will talk about her building, the Bay View Historical Society's twenty-fourth and newest landmark. The cost is \$5.00 for Bay View Historical Society members and \$7.00 for non-members.

Length of the walk is approximately two miles and will take us into the Seminary Woods to learn about the St. Francis Convent and the St. Francis Seminary. The convent dates from 1849 and is named for St. Francis of Assisi, patron saint of merchants, animals, and ecology, while the seminary was built in 1856 and is named for St. Francis of Sales, patron saint of writers and journalists.

In addition to the beautiful Seminary Woods nature preserve and Deer Creek, we will also see the oldest building on the grounds, the Brothers House (1854); St. Mary's Grotto; Our Lady of Lourdes Grotto (1894); the Cemetery in the Woods; and Henni Hall (1856).

Top Photo: Lourdes Grotto - Our Lady of Lourdes Grotto was built in 1894 by seminarian Paul Dobberstein and was the inspiration for other grottos throughout the Midwest.

Bottom Photo: Cemetery in the woods- The Cemetery in the Woods is the final resting place for many of the seminary's faculty, workmen, and their families.



## On the Street Where You Live: Kinnickinnic Avenue

BY LISA ANN JACOBSEN

*Kinnickinnic Avenue. To many lifelong Bay Viewites, the name evokes fond memories and colorful imagery of marching high school bands and drug store soda fountains. To a newer population, it's a modern main drag filled with a variety of restaurants, shops, and nightspots. Regardless of residential tenure, Kinnickinnic Avenue is Bay View. Intertwined in an assortment of beliefs and opinions, cultures and norms, elders and millennials, Kinnickinnic Avenue is representative of the changes and challenges, growth and expansion, variety and diversity that is America, and thus shares a history with our nation as a whole. This shared history is easily observed throughout our country...one city, one neighborhood, one street, at a time. Distinct yet united, combined and mixed together, both the historic and the modern all blended into our American culture, just as it does on Kinnickinnic Avenue. Ironically, most sources indicate that 'Kinnickinnic' is a Native American word meaning 'it is mixed,' in reference to the dried leaves, bark, and tobacco that was mixed and smoked. Thus, 'it is mixed' continues to live up to its name*

Excerpt from the book, "*Kinnickinnic Avenue: The Heart of Bay View*" scheduled for release July 3, 2017. Stay tuned for information on book launch and signing event.



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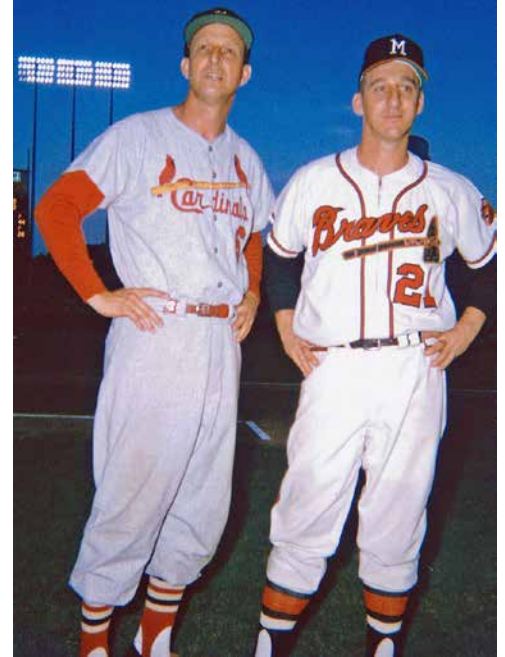


Notice Del's uniform, sloppy and loose at the knees. It won't squeeze like Chinese handcuffs as he squats behind the plate and catches lightning bolts hurled from whatever god is on Mount Olympus sixty feet away; And there's Frank Torre's little brother, his smile as big as the Big Apple itself. It's too soon to start spreading the news, but what Joe learns in Bushville from a team that's never had a losing season, will, in the next millennium, make him King of the Hill,



Top of the Heap; and Red Schoendienst as a Cardinal – yes, a Cardinal again – looking to the camera as a visiting gladiator in the coliseum he loved, back to the glory of 1957 when all was right with the world, his eyes telling the lens – I remember, I remember.

And there, way in the back, up high, above the players, above the crowd, above the scoreboard, above the roof, above it all, the Longines clock is stopped in Time, trying as hard as it can to make



all this last forever. But it can't. We know it. They know it. Mary Martinetto knew it. The greatest fan of all time, walking the field where a piece of the future will soon be played, saving the past for us today, leaving images of a team, a time, and for our family, a person we will not, cannot ever forget.

## 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:

*Apartment building entrance across for library on Kinnickinnic Avenue*

*Photo courtesy of James Bisenius*





Bay View Historical Society  
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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](mailto:susan.ballje@yahoo.com) or 414.333.5414.

## THANK YOU!

Prior to the 2016 Annual Appeal Campaign, BVHS was the recipient of a number of donations from members and friends during 2016, and we would like to thank them for their generosity.

Thank you: Annemarie Adsen, Nadine Barthuli, Curtis & Mary Ellen Conrad, Nancy Counter, Phillip & Diane Drajeseke, Nancy Ettenheim, Claire Gallam, John & Sonia Gurda, Tom & Arrie Larsen Manti, Donna Martinez, Greg & Holly Orlowski, Lynn Pawelski, Dale Pforr, Paul & Sharon Reinhart, Douglas & Jolanda Rose, Joel Shanning, Carol & Edward Stevenson, Tom & Jane Tesch, Joanna Walker, Richard & Betty Weltcheff and Jim & Agnes Wenner. All donations were used for the betterment of the Society's activities.

## Calendar of Events

**Wednesday, May 17**  
BVHS Board Meeting  
6:30pm • Beulah Brinton House

**Saturday, May 20**  
"Sara and Kenny" - R+B,  
Flamenco, Classical Jazz, Originals  
6:30pm • Beulah Brinton House

**Saturday, May 20**  
Beulah Brinton Open House  
1-4pm • Beulah Brinton House

**Saturday, June 3**  
BVHS Landmark Dedication, Cream  
City Realty  
with Ron Winkler  
1pm • Cream City Real Estate, 3474  
S. Kinnickinnic Ave.

**Monday, June 5**  
BVHS Membership Meeting  
"A Short Personal History of the  
New Family Farm"  
6:30pm • Beulah Brinton House

**Wednesday, June 14**  
BVHS Board Meeting  
6:30pm • Beulah Brinton House

**Saturday, June 17**  
Beulah Brinton Open House  
1-4pm • Beulah Brinton House

**Tuesday, July 4**  
Humboldt Park  
4<sup>th</sup> of July Parade  
9am • Starting on KK & Lincoln

**Saturday, July 15**  
Beulah Brinton Open House  
1-4pm • Beulah Brinton House

**Saturday, August 12**  
August 2017 Walk:  
"A Walk in the Woods"  
9am • Cream City Realty  
3474 South Kinnickinnic Ave.

**Saturday, August 19**  
Beulah Brinton Open House  
1-4pm • Beulah Brinton House