



BAY VIEW Historian



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Oral History Project Kicks Off in Bay View

As the Bay View Historical Society (BVHS) moves into its fifth decade in 2019, the BVHS Board of Directors is pleased to announce the 40th Anniversary Oral History Project.

According to BVHS President Jane Taugher, the project will unfold over the next year, along with other anniversary-themed activities celebrating the neighborhood's rich history and cultural legacy. The project has two main components: processing and publishing audio files and transcripts of oral-history interviews gathered shortly after the Society's founding in the early 1980s and gathering new interviews with society members and Bay View residents.

Archives Committee member Kathy Mulvey said the efforts to make available the previously-gathered interviews has been a long-term goal. Volunteer John Sarnowski recently moved the project forward by digitizing about 35 interviews, some of which had been recorded on reel-to-reel tapes.

"In the last few years, we have lost a number of people who could have told us a great deal about Bay View's earlier days," Mulvey said. "This project gives us a chance to capture some of this history before it's too late."

The project will be coordinated by volunteer Brad Wiles, a Bay View-based librarian and doctoral student in the School of Information Studies at UW-Milwaukee. Wiles' background in academic, public, and corporate libraries includes significant work on oral history, digital media, and archives projects. His primary research area concerns the sustainability of local and regional heritage organizations. "I am excited about becoming more involved with the community through the BVHS Oral History Project," Wiles said. "Every community has a unique story to tell. The key is finding ways to preserve and share those stories in a way that engages future generations and promotes continued interest in Bay View and its people."

Though several individuals have been identified as interview prospects, BVHS welcomes suggestions from members and others within the community. In particular, the project hopes to document stories and reminiscences about the Rolling Mill, Little Italy, Bay View High School, the working and social life of the neighborhood's inhabitants, and how Bay View has changed in recent decades.

Those interested in the project as interview subjects, as interviewers, or as volunteers in other capacities can contact Kathy Mulvey at kfmulvey90@gmail.com or Brad Wiles at bradleywiles1@gmail.com.

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Passing, Seen

BY BILL O'BRIEN

In the long ago, when my day started with a cheese pocket and a chocolate donut, the Grebe's south of Kinnickinnic at Herman Street was a regular stop. The gravel lot where it stood is the center of a proposed site for yet another set of apartments.

Two large blocks on either side of Herman are proposed to replace 2 commercial buildings and 5 houses. Hearing neighbors' objections, the developer has scaled the project back from 220 units in 6 stories to 190-some units in 5 stories and dropped the notion of closing the stretch of Russell Avenue that forms the triangle around the war memorial at Logan Avenue. Know that I am a more-the-merrier type for new Bay View arrivals, but each new complex's previewed rents have me thinking, "You could be buying a house instead."

The empty red-brick building at 2737 South Kinnickinnic most recently housed Bella's Fat Cat, whose tasty tenure I savored. A forlorn sign

in one window urges the passerby to try Bella's turkey burger, a pleasure no longer possible. A cutout dove on the west wall, the sole trace of an intended remodeling for a Mexican restaurant, has acquired a temporary collection of graffiti and stickers. The dove harkens to the name of Gull Drugs, the last of a string of pharmacies that occupied the corner from the time of the building's construction in 1927. The Alvo, Aiello, Brodsky, and Vielies stores also had turns filling prescriptions and the sweet tooth of many an after-school visitor.



West of Herman, I bank in a former grocery store. When Atlantic & Pacific Tea marked 100 years in trade in 1959, the company introduced the "Centennial" design for stores built over the next decade. White-trimmed, red-brick, and conscious evocations of Colonial Americana, they looked like Williamsburg's Governor's Mansion meets Mid-Mod ranch house. When new they bore cupolas and rooftop balustrades.

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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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President's Report - Volume 2019, No. 1

Hello Friends and Fellow Bay View Historians,

We begin 2019 with a year of celebration and renovation! In 2019, The Bay View Historical Society (BVHS) celebrates its 40th Anniversary! Some of you reading this message were part of the group who organized our Society. As a relative newcomer to Bay View and the Historical Society, I am looking forward to meeting you (if I haven't already) and learning more about the development of the Society over the past 40 years.

To help celebrate our 40th year, please join me on Saturday, April 27 for our Annual Dinner at the South Shore Yacht Club. This year's theme is *"Celebrating of 40 Years of History"*. I hope you are able to join us. The invitation for the Dinner is located below in this newsletter.

In this issue of the "Historian" and also at the Annual Dinner, we will be sharing information on an exciting new project – the *"40th Anniversary Oral History Project."* Our Archives Committee, led by Kathy Mulvey and Brad Wiles, a Bay View resident and doctoral student in the School of Information Studies at UW-Milwaukee are leading this vital effort.

So if you know someone who would be a great interview subject, or if you want to "tell your Bay View story" yourself, look for more information in these pages and elsewhere in 2019.

As always, thank you for your commitment to the Bay View Historical Society.

Jane Taugher

PLEASE JOIN US
The Bay View Historical Society's Annual Dinner
"CELEBRATING 40 YEARS OF HISTORY"
Saturday, April 27, 2019 at the South Shore Yacht Club
Social/Silent Auction 5:30PM • Dinner 6:30PM
• Honoring Outstanding Members & Community Volunteers
• *"40th Anniversary Oral History Project"*



**RSVP by
APRIL 6th**

Early Bird Registration before March 31: \$60 | By April 6: \$65

Questions? Contact Heather Taylor at 414.218.9598

Name(s) Dinner Request:

Phone: _____

email: _____

Yes, we're coming!

Menu Choices:

- ____ **New York Strip** – 12oz Black Angus strip steak grilled to medium and topped with a bleu cheese compound butter
- ____ **Boursin Stuffed Chicken** (Gluten Free) – 8oz Chicken breast dusted in flour, pan fried and topped with a lemon butter caper sauce
- ____ **Stuffed Flounder** – 6oz Flounder filet is topped with a cracker and shrimp stuffing, baked and drizzled with a Newburg sauce
- ____ **Vegetarian option** – available by request.

Total meals _____ @ \$60/65 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: Heather Taylor
1103 Fairview Avenue | South Milwaukee, WI 53172

**THIS IS YOUR INVITATION
& RSVP TO THE ANNUAL
DINNER. A SEPARATE
INVITATION
WILL NOT BE MAILED**



Vision 2020 Update

Beulah Brinton House Kitchen & Bathroom Restoration

As most of you know, beginning in 2017, we conducted several listening sessions and other meetings to garner ideas from our members regarding the direction of the Bay View Historical Society and the management of its most treasured asset, the Beulah Brinton House. These ideas were compiled into a Vision 2020 document that summarizes our organization and provides goals and objectives for the next few years.

Our primary goal is to make the Beulah Brinton House more accommodating and accessible for the Bay View community while restoring and maintaining its historic character. Updates to the downstairs bathroom and kitchen are high on the list.

Currently, the bathroom provides somewhat limited access for those with wheel chairs or other physical challenges. We plan to improve bathroom accessibility. The tub in the bathroom will be removed to provide a larger area for a more appropriate location of bathroom fixtures.

The kitchen will feature cabinetry that is period-appropriate for the late 1800s to the early 1900s. Counter space will be maximized for food service during events. The walkthrough to the dining room will be restored to provide better flow for traffic for events. The north wall in the kitchen will also be rebuilt as needed.

Last September, the board selected David Mayo of Studio Mayo as our lead architect to help us with the design and provide stewardship during the construction process. In October, David presented drawings of the updated kitchen and bathroom to the board. After a few revisions, the plans were submitted to the City of Milwaukee to obtain the appropriate permits for the project in late November. In early January, David began interviewing contractors. In February, the board approved a final budget for the project. As soon as it is approved by the city, we will hit the ground running. We should start construction very soon.

Below is our projected timeline. As anyone who's ever done a construction project knows, these dates are difficult to pin down. We feel pretty good at the moment that we're still on track to complete the project in April/May with the house ready for events by June. We are very excited to see this project come to fruition. Special thanks go to Joan Sliker and Anne Maedke for their expertise and work as co-chairs of this project.

Thanks!

Kevin Petajan – Vision 2020 Co-Chair

Beulah Brinton House Remodel Timeline:

Sept. 2018	Project Awarded to Studio Mayo
Oct. – Nov. 2018	Design & Planning
Nov. – Jan. 2019	Project Plan Submission to City/Approval
Feb. - April	Construction
April - May	Final inspections and refinements - Project completion
June	Beulah Brinton House available for events



Special thanks to volunteers who helped with the packing of kitchen and bathroom items in preparation for the kitchen/bathroom restoration. L-R Joe Sliker, Heather Taylor, Anne Maedke, David Drake, John Sargent, Jane & Jim Winston. Volunteers not in photo: Margaret & Susan Herzfeld, Nancy Tawney, Susan Ballje, Kevin Petaja

Bay View Historical Society 2018 Financial Report

Revenue

Direct Community Outreach Support

Donations at House	\$1,069.00	
Annual Appeal	\$7,275.00	
Membership Dues	\$3,431.00	
Community Historic Tours	\$200.00	
Other Public Support	\$90.00	<u>\$12,065.00</u>

Special Events

Annual Dinner	\$4,900.00	
House Events	\$201.86	
May Workers Memorial		
Music Event Income	\$318.00	
Raffle-Annual Dinner	\$1,060.00	<u>\$6,479.86</u>

Misc. Income

Memorials, Legacies, Bequests		
Grants Received	\$2,500.00	
Sale Archive Inventory	\$221.00	
Interest Income-Bank	\$270.00	
Community Rent	\$1,100.00	
Book Sales	\$772.58	<u>\$4,863.58</u>

Total Revenue

\$23,408.44

Expense

Utilities

AT&T	\$709.90	
Gas & Electric	\$1,503.33	
Water	\$801.28	

Total Utilities

\$3,014.51

Insurance	\$2,226.00	
Restoration - Renovation	\$7,150.80	
Routine Maintenance and trash	\$2,115.00	

Total Occupancy

\$11,491.80

Other Expenses

Accounting Fees	\$150.00	
Annual Dinner	\$2,952.13	
Annual Fund	\$790.08	
Archives	\$311.83	
Bank Charges		
Conferences & Meetings		
Dues and Subscriptions	\$172.00	
Fund Raising Annual Dinner		
Holiday Gathering		
House Events	\$251.86	
July 4th Parade Expense	\$50.00	
Landmark Events	\$2,175.00	
Media/Technology	\$1,251.11	
Miscellaneous - Other	\$74.21	
Supplies	\$398.10	
Bay View Walks expenses		<u>\$8,576.32</u>

Printing & Publications

Historian printing postage	\$3,844.72	
Bay View & Town of Lake Book Expense		
Other Printing	\$1,204.04	<u>\$5,048.76</u>

Total Expense

\$28,131.39



Deer Creek in Bay View

BY GLENN A. GIERZYCKI

You won't find much left of Deer Creek in Bay View. The changing urban landscape has obliterated most of the creek bed in much of Bay View. But it must have been a memorable little creek at one time.

The creek originated at a spring in St. Francis in the vicinity of East Norwich Street and South Kinnickinnic Avenue and flowed generally northwest, parallel to the lake shore. It must have been more than a little trickle of water because it shows up on early maps of the Milwaukee area. It even is shown on 1850s-era maps of Wisconsin. It was only several miles long but it is plotted on numerous maps before urbanization started spreading throughout the Milwaukee area.

After it went through St. Francis and Seminary Woods, it passed through the seminary grounds. The creek flowed in the area of Illinois and Fernwood Streets. A trip through the area will show a slight topographical depression that must have been the trace of the stream. The creek then flowed generally along what is now Delaware Avenue. As you drive along Delaware, you'll notice that the street is in a depression with hills on both sides. The creek passed under the railroad tracks in the vicinity of Russell Avenue and splayed out into a broad pond or marsh. This pond, in the area of the Beulah Brinton Community Center, covered the flat area that extends along Bay Street. The creek took a sharp right hand turn and emptied into Lake Michigan in the vicinity of the end of Lincoln Avenue where the large landfill site is now. When Mr. Ward built his iron mill in Bay View, the industrial works straddled the mouth of Deer Creek. While driving on E. Conway Street or S. St. Clare Street to get to Three Brothers or Dom and Phil's De Marini's Original Recipes restaurant, even though the freeway covers much of the ground, you'll notice the land to the west and north is lower in elevation. That was the area of the lagoon. There was a footbridge over the lagoon so that mill workers who lived in the western part of Bay View could have easier access to their jobs.

The first major change to the creek was in the late 1800s when the lagoon area was filled in. Another important change to the creek was in the early 1920s when the creek along Delaware Avenue was confined to a sewer and forced into the city sewer system. The street was eventually paved over. Other changes include the area at the south end of the Hoan Bridge and the landfill site along the lake. These changes completely obliterated the mouth area of Deer Creek. The creek bed in the St. Francis Seminary

– St. Mary's – St. Ann's area is mostly unaltered but doesn't usually have any water in it.

Today Deer Creek is no longer a free flowing stream. The spring where the creek originated must have dried up or the area was so altered by human activity that the constant flow has been disrupted. But at one time, the creek was important. There was an Indian tribe that lived at the mouth of the creek and Ward built a pier and enlarged the mouth so that raw materials could be unloaded from lake boats for his mill. It is likely that it once had fish living in it, at least where it emptied into Lake Michigan.

Deer Creek is largely gone from the Bay View area, but it was once an noted feature of the Bay View landscape.



We are pleased to announce that the businesses listed below offer all BVHS Members discounts on their good and services. Simply show your BVHS Membership Card!

Attorney Michael Woodburn
2616 S. Kinnickinnic Ave
414-744-8767

South Shore Gallery & Framing
2627 S. Kinnickinnic Ave
414-481-1820

Tenuta's Italian Restaurant
2995 S. Clement Ave.
414-431-1014
Contact: Frank Tenuta

T-Q Tax Service by J. Toutenhoofd
2993 S. Kinnickinnic Ave
414-486-1800

Profits are donated to quality of life programs for seniors through non-profit organizations.

Colonial Quality Printing
2997 S. Howell Ave.
414-489-0218

First Weber Realty Nancy Counter
2613 E. Bennett Ave.
Senior Realty Specialist
414-581-2613 or email:
ncounter@firstweber.com
In appreciation of your business, you'll receive a courtesy gift.

Bay View Auto Service
2642 S. Howell Ave
414-483-3333
Discount on oil changes

One Mohr Production – character actors for all ages & events!
www.kathleenmohr.com
2339A E. Malvern Place
414-481-6630
Contact: Kathleen Mohr

Brandon Minga "The Vintage Future" Design Services
262-497-0449

Stano Landscaping & Snow Removal
6565 N. Industrial Road
414-358-1800

Luv Unlimited – new & used vintage clothing & more...
2649 S Kinnickinnic Ave
414-744-2540
Contact: Sage Schwarm & Becky Heck



Historical Thought

BY LISA ANN JACOBSEN

There are as many philosophies of history as there are historians conducting research. However, there exists an interrelated connection within positions in each respective area of study, whether local history or national, which contributes in some manner to further historical inquiry. Regardless of the historical period in question, each newly developed hypothesis will, in turn, result in additional questions asked, additional research conducted, and additional theories put forth within that area, and possibly other areas, of study. Likewise, there are many historical theories that have been put forth in the past that continue to be applied to more recent, as well as current, research. Thus, there exists a vast array of historical analyses that each contributes to further studies and should therefore be used and analyzed, whether that history is local, national, or worldly.

For example, nineteenth century historian Frederick Jackson Turner, in his seminal work entitled *The Significance of the Frontier in American History*, emphasizes "the importance of the frontier in shaping the American character." Turner asserts that geography not only determines the character of a people but also, depending on the situation, gives either advantages or disadvantages. Free land drew Europeans west in America, and Wisconsin and Milwaukee were at one time considered "The Frontier," accessible most easily by water. Arriving along the shoreline of Lake Michigan, followed by the ensuing experiences of westward expansion, which included not only uprooting and moving westward but also learning to utilize the natural resources and confront possible dangers derived from invading native land, resulted in the re-creation of the habits, language, and customs of those who entered the frontier. An unanticipated transformation took place and this, according to Turner, is what changed these pioneers from being displaced Europeans in a new land into a distinct and unique people. This transformation took place through various challenges and the response to those challenges; this is what made Americans American, and thus defines the American character.

Since its inception, Turner's theory has raised additional questions and brought about much debate. For example, recent historians attack the "Turner Thesis," as it has come to be called, for its bias in completely overlooking the plight of Native Americans. White Europeans most definitely experienced and overcame tremendous obstacles during western expansion. Turner, acting as "the historian who applies to their actions his hypothesis of progress, and interprets their actions as progress," views western expansion as the advance of civilization. However, while the Europeans were progressing, the Native Americans were simultaneously declining because of loss of land,

armed conflicts with the Europeans, and exposure to a variety of new and fatal disease. "Thus, it may very well happen that what seems for one group a period of decline may seem to another the birth of a new advance. Progress does not and cannot mean equal and simultaneous progress for all." Turner has, in his final analysis, come up with his cause of all causes. Just as eighteenth century historian Edward Gibbon "attributed the decline and fall of the Roman Empire to the triumph of barbarism and religion...the English Whig historians of the nineteenth century attributed the rise of British power to the development of political institutions embodying the principles of constitutional liberty," Turner attributed the rise of American culture and character to the challenge of, and the response to, the experiences encountered during western expansion.

By comparison, British historian Arnold Toynbee's historical theory is also one involving issues of challenge and response, asserting that all people groups will at some point face crises of either ideas or technology. How these people groups respond to these challenges will determine whether or not they survive. In his voluminous work first published in 1946, *A Study of History*, Toynbee sweeps through the whole of history, beginning with the dawn of civilization and moving to Egypt and the Ancient Near East, on through the Mayan and the Andean, the Ceylon and the North Arabian Desert and beyond, all the while citing Euripides and Plato, the Odyssey and the Exodus, asserting that "Moses was of the same school of thought as Cyrus," and ties each and every turn of history together into a simplified and explicitly stated form of 'challenge and response' and asks, for example, "Would the Egyptian and Sumeric Civilization never have arisen had they not appropriately responded to the 'challenge of the vanishing Afrasian grasslands?' Similarly, Toynbee cites the case of Syriac Carthage and Hellenic Syracuse, who "outstripped their parent cities, Tyre and Corinth. The Achaean colonies in Magna Graecia (southern Italy and Sicily) became busy seats of commerce and brilliant centres of thought, while the parent Achaean communities along the northern coast of the Peloponnese remained in a backwater." In addition, and closely corresponding to Turner's western expansion in American history, Toynbee points out "the case of Rome, a non-Greek community which was drawn into the Hellenic World as a result of the geographical expansion of the Hellenic Civilization during the period 725-525 B.C."

Toynbee sums up this repeated historical cycle as a "lack of correlation between progress in technique and progress in civilization," and is "apparent in all these cases in which techniques have improved while civilizations have remained stationary or suffered set-backs." Turner also perceives correlations throughout history when he states: "What the Mediterranean sea was to the Greeks, breaking the bond of custom, offering new experiences, calling out new institutions

and activities, that, and more, the ever-retreating frontier has been to the United States directly, and to the nations of Europe more remotely."

Thus, while Frederick Jackson Turner's focus is on the expansion and progression of European Americans in the American West, Arnold Toynbee's theory can easily be applied to the set-backs of Native American Indian culture. The new social, political, cultural, and religious ideas presented by the Europeans, and the Native American response to such objectives, illustrates a challenge of the sort described by Toynbee, clearly illustrating the interconnectedness within historical theories or philosophies, whether that history is worldwide or local.

Bibliography

Arnold Toynbee, *A Study of History*. (New York: American Heritage Press, 1972).

Edward Hallett Carr, *What Is History*, The George Macaulay Trevelyan Lectures (New York: St. Martin's Press, 1961).

Frederick Jackson Turner, *The Significance of the Frontier in American History* (Classic Reprint) Forgotten Books (October 23, 2017).

Frederick Jackson Turner, Professor John Mack Faragher, *Rereading Frederick Jackson Turner: "The Significance of the Frontier in American History" and Other Essays*, Yale University Press; Reprint edition (February 8, 1999).

Where in (Historical) Bay View?



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

Answer to last issue: (December 2018): This is the old Mirth Theater, built in 1922 at 2651 S. Kinnickinnic Avenue. An earlier Mirth Theater,



constructed at this location in 1913, was razed in 1922 to make way for this two-story, red brick Georgian revival style building. The theater, seating 900, operated until 1954. Today this building houses the Brickyard Gym.



Bay View's Street Names Part two The Industrial Era

BY RON WINKLER

This is the second installment of the stories behind Bay View's street names, disguised as a brief history of early Bay View. It is not meant as a replacement for the editor's On the Street Where You Live. Although there is some overlap, the two should complement each other. Note that Bay View's streets are in **bold**. Part one, in December 2018, covered the pioneer era.

In 1867 Eber Brock Ward (1811-1875) brought the Industrial Revolution to Milwaukee when he founded the Milwaukee Iron Company at the mouth of Deer Creek. Ward chose his location so that it was close to regional iron ore supplies and along rail and water marketing routes.

At the time, railroad tracks, made of iron, warped after a few years and had to be straightened (rerolled) at rolling mills. Great Britain was the only source of skilled iron workers so Ward imported his work force from the British Isles and built Bay View as his company town immediately south of the mill.

Bay View's streets

Ward laid out and named the streets, but his orientation set the groundwork for today's driving challenges in Bay View. He aligned his north/south streets between Deer Creek (today's **Delaware Avenue**) and Lake Michigan to parallel the northwest/southeast trend of both bodies of water. Therefore, the intersecting east/west streets actually run southwest/northeast. In time, numerous multi-point intersections were formed by the merger of Ward's street pattern, the city of Milwaukee's standard north/south grid system and streets such as **Kinnickinnic Avenue**, which are former wandering pioneer roads.

Furthermore, as the rolling mill expanded, additional housing was needed to accommodate workers and their families. Landowners responded with hastily platted subdivisions lacking uniformity in lot size and block length. In addition, street names frequently changed at each jog in the road or when streets were extended into a new subdivision.

Over the years many streets were renamed for various reasons. Wholesale renaming occurred three times. The first was in 1879 when Bay View incorporated as a village and the board renamed streets. The second was in 1887 when the village joined the city of Milwaukee and Bay View's redundant streets were renamed. The third was in 1929 during Milwaukee's street renaming project.

Streets associated with water

Because Ward was a seaman, many of his names were linked with water. St. Clair Street was named for the small lake connecting Lake Huron with Lake Erie. **Deer Place** was named for Deer Creek. **Lake Street** was renamed Iron Street, in 1887, in reference to the Milwaukee Iron Company.

Others were named for the five Great Lakes. **Superior Street** and **Ontario Street** still exist. Huron Street was renamed **Delaware Avenue** in 1888. **Erie Street** was changed to **Beulah** in 1887 for Beulah Brinton, Ward's cousin, and finally renamed **Shore Drive** in 1929.

Today's **Wentworth Avenue** was originally **Michigan Street** north of **Nock Street**. South of **Nock Street**, it became Wentworth Avenue (named by Zebiah Wentworth, wife of Elijah Estes). In 1887, Michigan Street was renamed **Wentworth Avenue**.

Streets linked to the rolling mill and village

Niagara Street was named for the river that connects Lake Erie with Lake Ontario, but in 1880 it was renamed **Potter Avenue** to provide consistency with the street that it connected to in Joseph Williams' subdivision on the west side of the railroad tracks. In 1870 Joseph Williams subdivided his farm and

named the streets. One was **Potter Avenue**, for Orrin Potter (1836-1907), who worked at Ward's rolling mill in Detroit. Potter married Ward's niece and when Ward built the Bay View Rolling Mill, Potter became a superintendent. Shortly after 1870, Potter was promoted to company president, a position he held for twenty-five years.

Logan Avenue was originally **Mitchell Street**, for Alexander Mitchell, one of the rolling mill's board members. In 1887 it was renamed **Logan Avenue** for John Alexander Logan, a Civil War general and later politician.

Ward named **Clement Avenue** for Stephen Clement (1813-1894), his partner in three rolling mills and a Great Lakes steamship line.

When Bay View incorporated as a village in 1879, several streets were named for village board members. In 1880, **Van Dyke Street** and **Lawrence Street** (named for the St. Lawrence River) were renamed **Russell Avenue** for village trustee Thomas Russell. That same year, **Seeley Street** was named for rolling mill employees Francis and Edward Seeley. Francis was on the village board and Edward was a union representative. In 1887, **Division Street** was renamed **Nock Street** for village treasurer, Henry Nock.

Otjen Street was named in 1883 for Christian and Theobald Otjen, foster sons of Eber Brock Ward. Both held positions of responsibility at the rolling mill and both were on the Bay View Village Board. Theobald became a lawyer and both were involved in real estate.

In May 1886, strikers marching from Milwaukee to the rolling mill were fired upon by Wisconsin Governor Jeremiah Rusk's state militia. Rusk had authorized the militia to use any force necessary to protect the rolling mill. Seven people were killed in the "Bay View Tragedy" and Rusk's actions were praised throughout the United States, along with talk of making him president. In 1895, Bay View's **St. Paul Avenue** was renamed **Rusk Avenue**.

Another Bay View street named for a Wisconsin governor is **Dewey Place**, named for Nelson Dewey (1813-1889), Wisconsin's first elected governor. **Dewey Place** forms the northern border of Parkside School of the Arts (old Fritsche Middle School) across from Humboldt Park.

Merediths in Bay View

Several streets have connections to the Meredith family whose homes still stand on the south side of **Lincoln Avenue** east of **Howell Avenue**. John Meredith (1840-1911) built furnaces in England and brought those skills with him to the rolling mill. Afterwards, he and his sons operated a contracting business in Bay View. John Meredith was also Bay View's village president. His son George was Bay View's alderman in 1900 when he named **Meredith Street**.

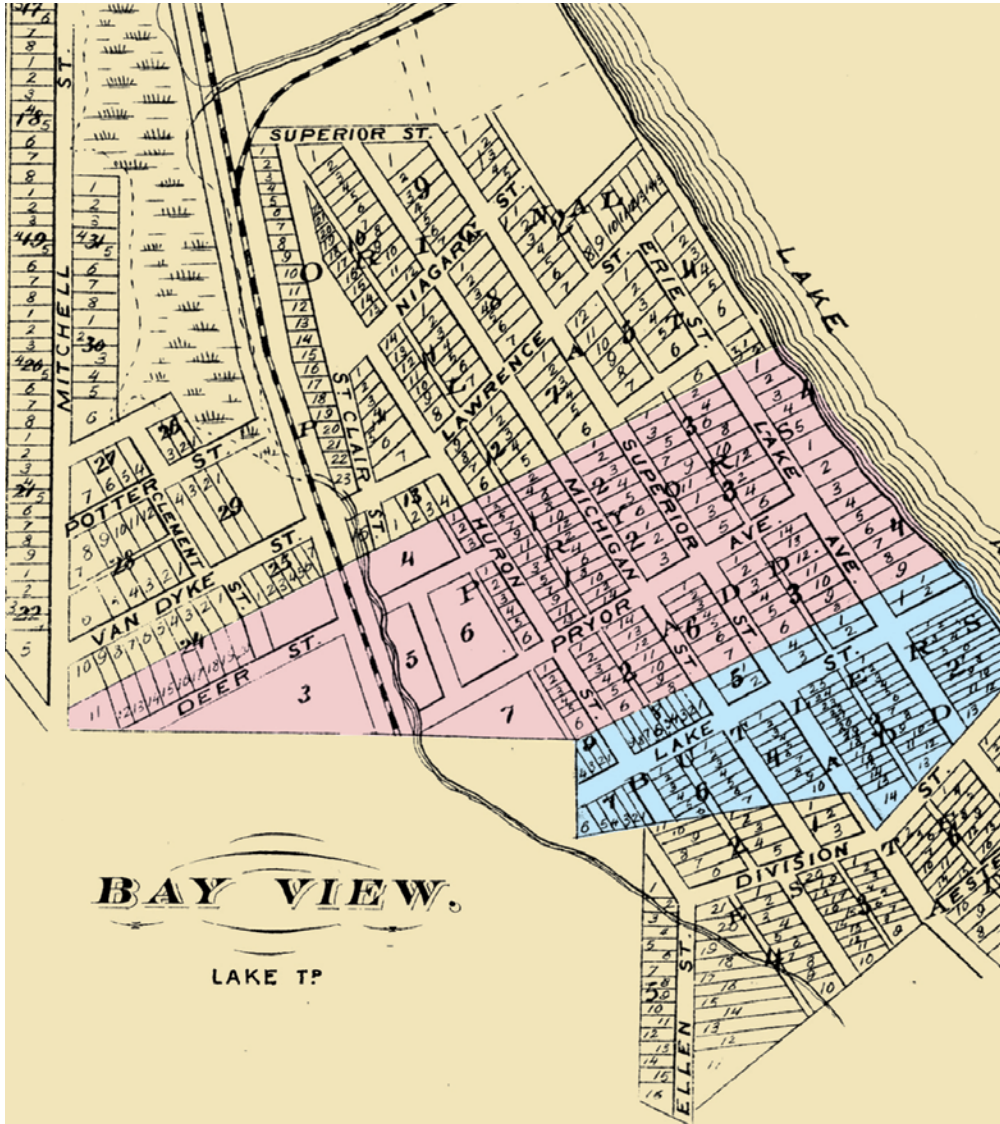
Three streets in Bay View's Fernwood neighborhood have ties to the Meredith family. In 1923, George Meredith named **Malvern Place** after Malvern, England, near where his parents lived before coming to America.

George's mother, Sarah Ann Swain, died in 1872, when he was two-years old. His father then married Sarah's sister, Eliza Swain and they had a son, Horatio, born in 1874. In 1923, the half-brothers, George and Horatio named **Swain Court** for their mothers.

John Meredith was born in Fallings Heath, England and his sons George and Horatio dropped the "s" when they named **Falling Heath Place**.

Ward was not the only iron manufacturer in Bay View. Edward P. Allis (1824-1889) built pumps and pipes for Milwaukee's first water system. His factories were on Bay View's **Allis Street** and in Walker's Point. In 1900, his E.P. Allis Reliance Works moved west to Seventieth and Greenfield Avenue, where, in 1901 it merged with Fraser & Chalmers to become Allis-Chalmers. When that area incorporated in 1902, it named itself for Allis, becoming West Allis.

It would be a shame if our founder Eber Brock Ward did not have his own street in Bay View and indeed, he does. In 1872, Chauncey Robinson developed his subdivision north of **Lincoln Avenue** and named **Ward Street**.



Map of Bay View: Bay View's original streets as named by Eber Brock Ward. Note Deer Creek, snaking along the left side between Ellen Street and Potter Street. It then widens into a pond and flows east into Lake Michigan north of Superior Street.

On the Street Where You Live

BY LISA ANN JACOBSEN

Greeley Street

Born in New Hampshire in 1811, Horace Greeley was a newspaper editor who ran for president against U.S. Grant in 1872 and is best known for popularizing the phrase: "Go west young man." Visiting Milwaukee in 1854, Greeley was impressed with the efficiency and productivity of the city but had objections to Milwaukeeans "use of tobacco and other superfluities." Greeley supported total abstinence from alcohol and tobacco. Following his presidential campaign, his election loss, and the death of his wife, Greeley experienced his own health problems and died that same year. After his death Enoch Chase named the street after him, and also named a street next to it "West Street" most likely in memory of his famous phrase "Go west young man." West Street no longer exists.

It's Time to Renew Your Membership

All yearly membership terms run from January 1 thru December 31. Any new memberships will be current through the end of the calendar year (one year plus pro-rated months).

Members receive our newsletter, The Historian, with interesting articles and the latest information on all our events as well as discounts at a variety of Bay View merchants. Thanks for supporting the programs of the Bay View Historical Society!

- ☐ New Member
- ☐ Renewing Member

Membership Dues:

- ☐ Individual..... \$20
- ☐ Household..... \$30
- ☐ Senior (65 or older)..... \$17
- ☐ Senior Household \$25
- ☐ Nonprofit/Small Business \$30
- ☐ Corporate..... \$55
- ☐ Also enclosed is a tax deductible contribution of \$_____

Enclosed is my check in the amount of \$_____

Please make checks payable to:
Bay View Historical Society

Name _____

Address: _____

City: _____

State: _____ ZIP: _____

Phone: _____

E-Mail: _____

- ☐ Please contact me! I'd like to volunteer for a project or committee.
- ☐ Please save a tree and send The Historian to the email address above.

Send your Membership application to:

The Bay View Historical Society

Attn: Membership
2590 S. Superior Street
Bay View, WI 53207

Passing Seen continued from Page 1



Bay View's new A&P store was built at 2718 South Logan in 1966. Only briefly a grocery, it has housed a succession of financial institutions: Bay View State Bank, M&I, and now BMO Harris, for which the proposed east apartment block will provide new quarters.

Other spare A&P Centennial designs survive nearby, in Saint Francis (the Value Village at Layton and Nicholson avenues) and on 27th Street (the tanning and nail salons at 3736 South). The area's best-preserved example of the style is the Sendik's Food Market at 500 East Silver Spring Drive, replete with cupola, roof balustrades, and a bracketed cornice and gable.

Page 86 of Ron Winkler's Bay View book has a terrific early photograph of 2737 South Kinnickinnic. The Alvo Drugs marquee rises in front of a rooftop billboard for Wrigley's Spearmint Gum. Companion signs advertise a Chevrolet and Camel cigarettes. You can also make out window displays for adjacent businesses, the Bay View Clothes Store and the neighborhood's earlier Atlantic and Pacific Tea & Coffee Company.

Upcoming Events

The Beulah Brinton House will be having extensive renovations done from mid-February through June 2019. As a result, the house will not be available to rent for any events.

**Sista Strings House Concert
is cancelled because of renovations**
March 9, 2019

BVHS Board Meeting
Wednesday, March 13
6:30pm • Beulah Brinton House

**Program for the Bay View Historical
Society Members**
Monday, April 1
6:30-8pm • Beulah Brinton House

Featuring author Jill Maher presenting her book, Milwaukee County Oak Leaf Trail : A History which features 100 mile long trail including Humboldt, South Shore, Sheridan, Warnimont, and Grant Parks that hikers, bicyclists, and skiers enjoy. Published by History Press and available mid-April.

BVHS Board Meeting
Wednesday, April 10
6:30pm • Beulah Brinton House

Kenny and Sara House Concert
Saturday, May 4, 2019 ~
3489 N. Fredrick
Milwaukee WI 53211
More details can be found at:
houseconcertsmke.com

BVHS Board Meeting
Wednesday, May 8
6:30pm • Beulah Brinton House