



BAY VIEW Historian



VOLUME 2020, NO. 2

www.bayviewhistoricalsociety.org

SUMMER 2020



(L) My dad, Sylvester (Pidge) Peters, standing in front of his Cities Service gas station, 1301 East Conway. The name above the door says, "Pidge's Service Station." (R) My sister, mother and dad, coming out of the South Shore Tavern in 1945 or 1946. Today it is "Little Cancun" restaurant, 3040 South Delaware Avenue.

Childhood Memories of Bay View

BY DOROTHY (PETERS) FARE

Author's note: I grew up in Bay View during the 1950s and 1960s with my parents and four siblings. My husband Randy also grew up in Bay View with his family. After we were married, we lived in Bay View where our first child, Amy was born. Although we now live in South Milwaukee, my heart is still in Bay View. When you read my story, you will understand why.

My parents Sylvester and Luella Peters, built their first home in Bay View on Morgan Avenue near Logan Avenue where they started a family. By 1953 or 1954, the family had grown to four children (Sarah, Kathy, Cheri, and me, Dorothy) and my parents decided they needed a bigger house.

Mound Street

They wanted to stay in Bay View, so they purchased a house at 2215 S. Mound Street. I have very fond memories of that house. My mother was a hard-working woman, so when she was expecting her fifth child, she opened a "rooming house" by transforming our second story into rooms for rent, complete with a full kitchen and bathroom. It was quite common at the time to offer spare bedrooms or to convert upper stories into a rooming house.

Our tenants were sailors that came into port and stayed for a few days to a few weeks. During that time, these world-travelers shared their

stories with my siblings and me. I remember one sailor who cooked fried potatoes and onions for us. As the food cooked, the aroma floated downstairs. When it was ready, he yelled down the back stairs, "Luella, send the girls up!" We all ran up the stairs, eager to dine with our world-traveler sailor tenant.

I recall the day my mother brought our newborn brother home from the hospital. She laid him on our dining room table on a huge pile of clean towels and sheets. Then she asked us, "What should we name him?" After we decided on Gary, our sailor tenant yelled down, "What's the baby's name?" My sisters and I excitedly ran up the stairs to tell him.

Bay View was our world and we had it all: my parents' jobs, school, and friendships that became lifelong. The sailors who came to stay with us became part of our family and they brought a bit of the outside world into our Bay View lives. That was a very valuable part of growing up as it gave us a balanced perspective between our hometown and the world.

Dad's Gas Station

My dad, nicknamed Pidge, was well-known in Bay View. (They called him Pidge because he walked a little pigeon toed.) He owned a Cities Service Gas Station, 1301 East Conway on the corner of Conway and Wentworth, across from

today's Dom and Phil DeMarinis restaurant. The gas station has been replaced by condominiums.

Dad loved living in Bay View. His gas station was a local hang out where he pumped the gas and got to know each customer and built friendships in our community. At the time, attendants pumped the gas; self-serve did not appear until the mid-1970s. Gas stations were commonly known as service stations because in addition to pumping the gas, attendants would wash the windows, and if necessary check the oil and windshield washer fluid, and put air into the tires.

Buying gas for the car was a social event, which began when the customer pulled into a station and drove over a rubber hose that tripped a bell to announce the arrival of a customer. Stations were also known as garages and the attendant might have been in the garage with another car changing the oil or installing a new battery or muffler.

On Sundays, when the gas station, like most businesses, was closed, dad dressed up and played cards at Peter Marino's Bar on Superior and Russell at 2491 South Superior Street. It is now Palomino.

There was a soda machine at the gas station. Soda was forbidden by my mom at our house,

Continued on Page 4



List of Board & Committee Contacts:

President

Jane Taugher
president@bayviewhistoricalsociety.org

Vice President

Hannah Hazelberg

Treasurer

John Toutenhoofd

Secretary

John Sargent

Board Members:

Bill O'Brien, Bryce Richards, Cherylan Kelly,
Heather Taylor, Joe Sliker, Margaret Herzfeld,
and Russ Grabczyk

Annual Dinner

Heather Taylor

Archives

Kathy Mulvey & John Sargent

Beulah Brinton House

Nancy Tawney

Beulah Brinton House Landmark Designation

Jane Taugher
president@bayviewhistoricalsociety.org

Education and Community

Susan Ballje

Finance

John Toutenhoofd

Fundraising

Hannah Hazelberg

Landmarks Historian

Ron Winkler

Marketing

Margaret Herzfeld

Membership

Joe Sliker
membership@bayviewhistoricalsociety.org

Programs & House Events

Cherylan Kelly

Newsletter Editor

Kevin Petajan

Newsletter Designer

Kat Sena

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 Report

VOLUME 2020, NO. 2

Hello Friends and Fellow Bay View Historians,

I am submitting this message to you as I bid farewell to the Historical Society, its fine group of members and Board, and Bay View in general. I am transferring my work location from Milwaukee/Bay View to Denver, Colorado. I wish I could say I'm transferring from office to office. However, in our current work world, the reality is that I'm transferring from one home office to another. I leave knowing that the Historical Society, although in the same circumstances as all non-profit groups and society in general, will move successfully into the future while honoring the past. As always, please keep the Society in mind for any charitable giving you are considering now and going forward, including in your estate plan.

As we learn how to live in this new world, with health crises, economic chaos and the inability or reluctance to interact in groups, I reflect on the past, as I'm sure you do as well. An obvious example is the 1918 Flu Epidemic, which has been prominent in the news and in at least one ad campaign. Another touchpoint is my parents' experiences during World War II. They lived (and in my dad's case, served in the military) for four long years with daily accounts of bad news and fear of the future on a global scale. Some of you may remember well another crisis, the outbreak of polio, that rendered families and society in general in justified fear of an unseen menace until a vaccine became available.

My point is this: as much as we are told that this is unprecedented, I believe there IS precedent and we lived through it all. Please take care, stay healthy and take comfort in the past and its many lessons of resilience and perseverance. And, as I bid farewell, I thank you again for your commitment to the Bay View Historical Society.

Jane Taugher

BVHS Board



(Left to right): Margaret Herzfeld, Bill O'Brien, Heather Taylor, Jane Taugher, John Sargent, Joe Sliker. Not pictured: Russ Grabczyk, Hannah Hazelberg, Cherylan Kelly, Bryce Richards and John Toutenhoofd)

Annual Dinner Update

BY HEATHER TAYLOR

The annual dinner has been rescheduled to Saturday, October 10th. The dinner will be at South Shore Yacht Club, but the menu will not be set until South Shore Yacht Club is open for dining again. The speaker planned for April cannot make the October 10th date, so we will have another speaker. Please watch the website, Facebook page, your email and the August newsletter for the details and reservation form.



South Shore Yacht Club Landmarking Postponed to 2021

BY RON WINKLER

Due to COVID-19 and major damage to the South Shore Yacht Club (SSYC), 2300 East Nock Street, we are cancelling this year's landmarking of the SSYC. The event, originally scheduled for Saturday, June 13, will be rescheduled for June 2021. The decision to cancel was made jointly with SSYC Commodore Pete Engel.

The landmarking was to be in conjunction with SSYC's annual Review of the Fleet, a ceremony marking the opening of the boating season. However, Engel acknowledged that Review of the Fleet may not take place on June 13 either. SSYC was damaged by two major storms this year which caused widespread destruction along Lake Michigan's shoreline. The first storm occurred between January 10 and Sunday, January 12. The combination of heavy rains, 50 mph winds, and Lake Michigan's high-water level caused heavy damage to not only the shoreline, but to the breakwater, SSYC and the Port of Milwaukee.

SSYC was founded in 1913 and its current clubhouse dates from 1935. The society's inaugural landmark was the Beulah Brinton House in 1983, four years after the society was founded. SSYC will be the BVHS's twenty-seventh landmark.

The Power of Generosity

The Bay View Historical Society has received an estate gift of \$100,000 from an anonymous donor. It is with much gratitude that the Society accepts this bountiful gift.

This donor had also made significant gifts to the Bay View Historical Society while alive but chose to be anonymous. Those wishes are being continued with the announcement of this gift. The donor, who died in December 2019, was a lifelong resident of Bay View, and had a deep appreciation for and attachment to this community.

The donor had set up a trust and named the Bay View Historical Society as a beneficiary. While alive, the donor had made known the intent to finance a new roof for the Beulah Brinton House. Receiving this gift will now make that intent a reality. A gift such as this shows the power of generosity.

As with any building, the Beulah Brinton House will always be in need of upkeep and repair so that it can continue to be a solid testament to the history of Bay View. When making your estate plans, please consider remembering the Bay View Historical Society. Gifts of any amount help assure that the Society can maintain this historic structure for the use and enjoyment of all. For information, please contact Nancy Tawney, 414-744-5674; ntawney@aol.com

2020 August Walk Cancelled

BY RON WINKLER

The Bay View Historical Society's annual August Walk, originally scheduled for Saturday, August 1st, has been cancelled. We are planning to hold next year's walk on Saturday, August 7th. The walks are led by Ron Winkler and Greg Wernisch.

Although there will not be a walk this year, you can go on your own walk using the society's five walking tour brochures that are available on the society's website. (See page 8.) The society has a total of nine walks and is in the process of printing the four remaining brochures.



Participants in the Way Down South Walk in 2007 absorb knowledge about Humboldt Park.

On the Eve of Pearl Harbor: Paradise Gardens

BY SHERMAN ADAMS

Many members are not aware that one of our favorite watering holes, now the Club Garibaldi, then named the Paradise Gardens, was raided for conducting a "disorderly" house on the eve of Pearl Harbor (Dec. 7th 1941). On November 24, 1941, the Milwaukee Journal published an article titled, "166 [Bay Viewers] arrested at Stag Party". Lou Wesala, a bartender and brother of the bar owner, told this writer that his brother, Harold, brought the girls from Chicago along with a black and white stag movie. The movie was shown in the hall of the Paradise Gardens. This was the kind of movie where you say "put it on," not "take it off"!

According to the Milwaukee Journal article about the big arrest, "The raid netted the largest number of prisoners here in years. Patrol wagons made 17 trips to haul the prisoners to three separate precinct stations. Many of the party "guests" were unable to provide the \$35 dollar bond and were held overnight." The Milwaukee Legislative reference library told the writer that the bar and Tavern Dance Hall licensee, Harold G Wesala, had his license revoked on December 15th, 1941.

I just thought that members of the Society might find this an interesting story about Bay View on the eve of World War II.



Childhood Memories of Bay View Continued

but my sisters and I would visit dad at his station and he'd let us buy a soda for a nickel from the big red Coke machine. My mother never knew and it was a special treat between dad and us. Looking back, I appreciate that he worked in the same city where we lived so we could go and hang out with him.

Our Mound Street home was across from our elementary school, Mound Street School, which today has been converted into the Winchester Village apartments, 2147 South Winchester Street. There were so many kids in our neighborhood. I remember sitting on our front porch watching my sisters play with their friends and waiting for the cute boy down the block to walk past our house. Our family knew every household in our neighborhood. In fact, all of the families knew each other because it was a close-knit community. That is part of the charm of Bay View.

Another Move

In 1956, we moved from Mound Street, but my parents decided to stay in Bay View. The seven of us moved to a single-family home at 1809 E. Euclid Avenue. That same year, I entered first grade at Fernwood Elementary School.

We stayed on Euclid Avenue until 1960. That year, we moved to another Bay View home at 3073 South Shore Drive which became our final home. It was a beautiful home overlooking Lake Michigan at the end of a cul-de-sac at Texas Avenue and just two blocks from South Shore park.

Shortly after our move, our lives changed dramatically. My dad had sold his gas station and was working at Ladish in Cudahy. In 1961, he had a heart attack at work and died at age 49. My mother was left to raise the five of us alone. Luckily, she had support from our neighbors. They shared meals, hand-me-downs, and helped mom around the house when necessary. It was heartfelt community support.

Additional support came from Bay View Methodist Church (today's Bay View United Methodist Church), 2772 South KK, which offered significant assistance to our family. I have fond memories of attending church camp, which the church paid for, so that all five of us kids could attend.

The years went by and my brother, sisters, and I attended Fritsche

Junior High School (today's Milwaukee Parkside School for the Arts) and Bay View High School (BVHS). Along the way, I made friends who are still in my life to this day. We'd hang out at Francisco's restaurant on Oklahoma and KK, ice skate at South Shore Park, relax at Oklahoma Beach (also known as Bay View Beach) in Bay View Park, and go to the movies for a quarter on Saturdays at the Avalon Theatre on KK. My life was full of friends and family and we all enjoyed hanging out in Bay View, just like my father did.

That's how I met your father

I was a sophomore at BVHS when I met my future husband, Randy Fare. He was first chair drummer in the BVHS band and was also the drummer in a popular rock and roll band, "The Wrest," whose members lived in Bay View. Their record "Bet Your Sweet Bippy" was a local and Midwest top ten hit. The song's title was a phrase taken from "Rowan & Martin's Laugh-In," a television show from 1968 to 1973. Shortly after it debuted, it became the most popular television show in the United States.

The phrase, "You bet your sweet bippy," was a slang term for an emphatic "yes." For example, if you were asked if you had fun over the weekend, you might reply, "You bet your sweet bippy." It was never determined if "bippy" was a body part, something acquired through hard work and sacrifice, or...

But I digress. I remember my friends and I going to watch Randy's band at the local YMCA, 1320 East Oklahoma Avenue, which is now the Bay View Community Center. He graduated from BVHS

in 1967 and I in 1968. We became engaged in 1970.

I lived at home with mom and my siblings until marrying him at Sacred Heart of Jesus in St. Francis on KK and East St. Francis Avenue in 1972. We rented our first flat for \$100 a month at 2645 South Delaware Avenue and had our first child there. We were both excited to start building our family in Bay View, just as my parents did.

When I think back to growing up in Bay View, I realize that the heart of the place has not changed. It is still a great place to live, raise a family and own a business.



Sunday at Peter Marino's Tavern, 2491 South Superior Street during the 1950s. My dad, Sylvester (Pidge) Peters is third from left, leaning on the bar.

Passing, Seen

BY BILL O'BRIEN

The vivid signs of an historic moment are all around us, very present in six-foot-spaced Xs and dots on store walks and leading up to shielded cashiers' stations, placards announcing cautions and closures, and barriers across park drives. Some of the signs are grim, others funny. I am photographing a broad range of what in a foreseeable but indeterminate time will be discarded and start to dim in memory.



Soon enough we will replace our new vocabulary of spread and sanitizing, testing and tracing, and antibodies and recovery with something yet to imagine. We will return to full shelves, generously-spaced restaurants and schools and services, and one day watch parade floats pass the reviewing stand in Humboldt Park.



For now, there are pre-pay, pickup meals, dodge-the-customer contests in food store aisles, and an expanded consciousness of all the public surfaces that needn't be touched; no more leaning on counters or handling doors that can be elbowed. On our forays out – without a canvas tote – I sport a mask handcrafted by a neighbor. It covers an isolation beard which I have yet to snap or snip. I am intrigued to find that the bristles are all grey or black; there is not a hint of the rich red seen in beards of decades gone by.



While we adjust to new norms, the once-welcoming are waiting, the quiet mannequins at Hairy's are clad in public service announcements, and the soda dispenser at Classic Slice is – according to a hand-lettered sign – CLOSED By Order of the Government. I for one am glad that the state regarded wine sales as an essential function.

While we endure, I am reminded of a story from my mother's youth in Chicago. She and her mother were diagnosed late one Spring with measles, now nearly eradicated but

Continued on Page 7



Is it Time to Renew Your Membership?

Please look at your Bay View Historian mailing label to see when your membership will expire.

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!

PLEASE RENEW MY MEMBERSHIP IN THE BAY VIEW HISTORICAL SOCIETY

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 Renewal to:

The Bay View Historical Society

Attn: Membership

2590 S. Superior Street

Bay View, WI 53207

Bay View National Bank Bank Note

GLENN A. GIERZYCKI

This short article was prompted by an item for sale on ebay recently. It was a \$5 bank note from the Bay View National Bank of Milwaukee. The price was \$129.50 and I did not purchase it. But it got me to thinking about the concept of banks issuing their own bank notes. My research came up with the following facts. By the way, my research shows that both spellings, "banknote" and "bank note", are used today.

The Bay View National Bank of Milwaukee was established in 1925. The address was 2685 S. Kinnickinnic Avenue. The building, built in the same year, is now the home of Joyce Parker Productions and is near the triangle area of Kinnickinnic, S. Logan and E. Russell Avenues. On April 26, 1930, the Mechanics National Bank of Milwaukee merged with the Bay View National Bank under the BVNB name but kept the Merchants government charter number. On October 18, 1932, in the depths of the depression, the BVNB was merged into the First Wisconsin National Bank. First Wisconsin kept the office on Kinnickinnic open as a branch office.

Although at first glance, the BVNB bill looks like standard U. S. currency, there are some differences. The name of the bank is on the front of the note. At the top, is says "National Currency Secured by United States Bonds Deposited with the Treasurer of the United States of America". The number at the right and left, "12816", is the federal charter number of the bank. The signature in the bottom right is that of the president of the company, W. P. Westenberg, who was elected to the position in 1930.

So, what exactly is a bank note? It is a type of negotiable promissory note (currency) issued

by a private bank chartered to do so by the government. When presented to the bank for payment, the bearer would usually be paid in gold or silver coin. The commercial bank notes were only traded or were negotiable in the market area served by the bank. This is in contrast to the system now where all the banknotes in the U.S. are issued by the central banks and the money is legal anywhere in the country. The bank notes were backed by United States bonds that were deposited by the bank with the U.S. Treasury. The banks were required to keep a redemption fund on hand in gold or "lawful money" equal to 5% of the amount of the notes.

The private national bank era in the U.S. lasted from 1862 to 1935. Over 12,000 banks issued money. Wisconsin had 240 charters issued to banks in 131 towns. There were several eras of banknotes that are defined by the type of money printed. The note of the BVNB belongs to the last era that is called "1929 Small Size National Bank Notes". This era of notes was created in response to the Great Depression. The money was the same size as the money today with the same historical figures on the front of the note.

National banknotes were retired as a currency type in the 1930's as the Federal Reserve was established.

From my research, it seems there is an active and enthusiastic market for historic American banknotes. Many of the prices are high, in the hundreds to thousands of dollars, with one note selling at auction in 2010 for over \$160,000. I wish I could have bought the Bay View National Bank Note for the BVHS, but the price was little too high for my pocketbook.



Passing Seen *Continued*

then feared as a virulent killer. A vaccine was decades away, so they were quarantined – with aspirin - to wait out the symptoms and their fevers. Her father and siblings dispersed to the homes of aunts and uncles who lived nearby. The front door of the house at 8144 was placarded with a warning for all to stay away. Her father could leave groceries and notes inside the back porch every few evenings. My mother never mentioned physical effects, but recalled the slow passage of time in a twilight of closed shades and drapes. Low light was imposed to protect sensitive eyes from rash or other infection. Their closed-in weeks included the weekend when Mom's oldest sister, Mary Frances, received her First Communion. In a poignant foretaste of the celebrations we now take in virtually, Grandpa brought Fran to the front walk and tapped on a window so Grandma and my mother could see her white dress and wave her off to Mass at Saint Sabina's.

The most consistently funny notices in Bay View have flashed at Christ Church UCC on Oklahoma Avenue. Before Easter, the signboard shared that "Even Judas Washed his Hands." Since then, "Wash Your Hands and Say your Prayers" has been in rotation with "Jesus and Germs are Everywhere" and this quote from an obscure Scripture:



The saddest sign yet spotted announces the closure of all Milwaukee Public Library locations. The only upside is that due dates have been extended; I wish I checked out more than one book before they closed.



There is plenty yet to read here and the extra time in has been a boon for genealogy. The warming weather brought a flourish of new, Fall-planted daffodils and tulips. I am ahead of the weeds front and back, so I can garden and muse: N95 would be a great name for a band.

.....
A column of years ago surveyed sidewalk stamps and reported the oldest I could then find, from 1931. The new "oldest known" stamp is from Peter Klopfer, dated 1929 and seen on Howell near Euclid:



Where in (Historical) Bay View?

BY RON WINKLER

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



Answer to last issue's quiz (March 2020): When Eber Brock Ward founded the Milwaukee Iron Company in 1867, he established the company town of Bay View to house his workers. He built modest one-story frame Italianate Puddler's cottages. Puddlers were the highly skilled iron workers. The rows and rows of these Puddler's cottages throughout Bay View have disappeared. These four cottages in the 1000 block of East Russell Avenue were demolished in 1973 to build Michelle Manor, a senior living complex.



Return Service Requested

Upcoming Events

Due to the coronavirus pandemic, many BVHS summer events have been cancelled or postponed until further notice. Please check our website and Facebook page for updates.

Bay View Historical Society Annual Dinner

Saturday, October 10, 2020
5:30pm
South Shore Yacht Club

Father's Day Concert with David Drake*

Sunday, June 21, 2020
2pm - Virtual Event

*Wisconsin folksinger David HB Drake will present a "Father's Day" concert on Facebook Live Sunday June 21st at 2pm.

Google **David-HB-Drake Facebook** or use the direct link at: <https://www.facebook.com/David-HB-Drake-198604716914377/>

This event is being presented as part of the annual Make Music Milwaukee Solstice Concert held at the Beulah Brinton House in previous years. If possible, the concert will also run on the Bay View Historical Society's Facebook page.

David will present a variety of songs about Dads performed on guitar, banjo, and dulcimer. Some of the songs are funny and some are sad, some are about kids, and some were written by David himself for his father. Everything from songs about trains and sailors to whittling, work, and goofing off are touched. The program will be a "live-streaming" event on David's Facebook "band" page. For additional information go to: <http://www.organicarts.info>

BVHS Online Store Coming Soon!

The marketing committee has been hard at work developing an online store as part of the Bay View Historical Society website. This has been something that we have been wanting to do for some time. The store was jettisoned into existence due to COVID-19 and the discovered need to provide educational activities that you and your families can do while maintaining social distancing.

The store will start with seven products: explore Bay View with our set of 5 walking tour brochures, write to a friend using our pack of 8 unique postcards with envelopes and read about Bay View with books from Ron Winkler, John Gurda and Lisa Ann Jacobson.

We plan to extend our product lines within the next six months, depending on popularity and overall experience. The store will officially launch in mid to late June, official date to be determined. Stay tuned for the official launch date, updates and specials which will be posted to our Facebook page. Enjoy the provided sneak peak image of our walking tour bundle.

Special thank you to my fellow marketing committee members Bob Lenz, Kevin Petajan, David Drake and Bryce Richards for all of their help. Another big thank you to Susan Ballje and Nancy Tawney for offering free delivery to Bay View and the surrounding area!

We hope that you help us to spread the word about our new store and consider making a purchase for yourself and a friend! *Thank you for your continued support.* - Margaret Herzfeld

