



BAY VIEW Historian



VOLUME 2020, NO. 3

www.bayviewhistoricalsociety.org

FALL 2020

The Bay View Historical Society Annual Meeting will be held on Monday, October 5th via Zoom at 6:30pm.

See page 4

Remembering Ilona Bauer

The Bay View Historical Society lost a very enthusiastic member this summer with the death of Ilona Bauer. Born in, 1926, Ilona was a native of Breslau, Germany which is now part of Poland. After graduating from Poland University she moved to the United States. She lived in various cities before coming to Milwaukee where she worked as a food chemist at American Bio in West Allis. She met Clifford Bauer whom she married. They moved to St. Louis, Missouri when they both got jobs at Anheuser-Busch and lived there until retiring. They then moved to Clifford's hometown, Washington, Iowa. Following Clifford's death, Ilona returned to Milwaukee, bought a home on Logan Avenue and joined the Bay View Historical Society. Her strong involvement with BVHS included being on the Board of Directors. She was on the Board when the decision was made to purchase the Brinton House and she was instrumental in supporting this venture. Ilona was very outgoing and thoroughly enjoyed her interaction with members. She gladly volunteered and could be seen providing and serving refreshments at membership meetings and greeting guests at the monthly open house of the Brinton home. She received a Volunteer of the Year Award in recognition of her many efforts. The memory of Ilona will live on with all who knew her.



Passing, Seen

BY BILL O'BRIEN

It's a plane!

It's a rusticated concrete surface, made of "rock-faced" blocks, a building material popular a century ago and found all around Bay View. Championed as cheaper than stone or brick, fireproof, durable without maintenance, cool in summer and warm in winter, the blocks could be textured like rough or dressed stone, cobblestones, or coursed brick.

Better yet, you could make them yourself with a block molding machine. The ultimate do-it-yourself project: putting up your house or store with materials you had prepared. Concrete blocks were made in England from the 1860s and in the U.S. from the 1880s. The first U.S. patent for a block molding machine was issued to Harmon Palmer in 1899. His device made blocks 24 or 32 inches long, too heavy for one worker to carry. Competitors working to a standard of 8" x 8" x 16" soon took over the market, with Sears, Roebuck & Co. offering the Triumph, Knox, and Wizard molding machines for home use.

A mixture of Portland cement, sand, and gravel was tamped into the machine's flask, the base of which was the patterned plate giving the face texture. A core or cores were set in horizontally to make internal hollows before the rest of the mix was added. After briefly setting, the block was tipped out for curing with a few days' wetting with a hose. Sears published testimonials from users who had never before operated such machinery or ever laid up masonry, and were successfully building a second or third house by following the simple instructions.



Design No. 2. Medium Rock Face.



Design No. 3. Blackhammer Face With 1 1/2 Inch Tooled Edge.



Releasing the block. The front wall is pulled forward, thus turning block over on pallet. The block is well supported by the ends and core while being turned.



Frequently seen here in foundations and porch pillars, the blocks endure in walls, gables, and parapets.

Additional molds and dividers enabled the creation of ornamental trim, half and quarter blocks, quoins, angled pieces for bay windows, and curved blocks for silos. A separate line of larger molds produced column bases, shafts, and caps. Tray molds were available for pouring lintels, sills, and fenceposts.

For a bit of sparkle, Sears sold 100-pound bags of Micaspar, a blend of mica and feldspar crystals to tamp into block faces. I haven't spotted a shining neighborhood example; should one have bits weathering out, they're chips off the old block.

Archive.org has several Sears Concrete machinery booklets posted online. The 1915 edition, a different sort of "Wish Book" from what the company issued in my youth, provided the engravings above: <https://archive.org/details/ConcreteMachineryTriumphWizardAndKnoxBlockMachines>



Vice President's Report

VOLUME 2020, NO. 3

Hello BVHS Friends!

With the departure of our board President, Jane Taugher, I have been asked in this time before our formal elections this fall to say a few words. The elections will be held via zoom as our need to promote greater public health is paramount. As you are all aware, we are facing a nationwide crisis unlike anything most of us have ever experienced. While right now is unique in many ways, I often think of how as a child I'd touch my mom's polio scar on her arm and ask her about it. She would tell me when she was little there was a crippling disease called polio that she was vaccinated against, and the scar was from administering the shot. I am reminded that our nation has succeeded in eradicating some very dangerous illnesses in the past, and that in time, a vaccine for Covid-19 will be developed and decades from now will be a distant memory. Looking back often helps us look forward in many ways. History offers perspective and wisdom that's priceless. As work to preserve the Beulah Brinton house and Bay View history continues, please consider how our history is valuable to you. How it enriches our collective experiences and gives our neighborhood character. While we cannot hold any formal fundraising events this year, as our annual dinner is canceled due to Covid-19, we appreciate any donations that would have been budgeted for the annual dinner. It helps us ensure the home is properly cared for, and that our society stays strong during this challenging time.

Thank you,
Hannah Hazelberg - Vice President, BVHS

Survey Says!

COVID-19 has disrupted the activities and events of BVHS in more ways than one. We recognize that we need to adapt to our current situation in order to continue to serve you, our members. We think it is very important to stay connected as a community and society during this uncertain and difficult time.

We will be sending out a survey to all members via email. This survey will also be available on the homepage of our website. The purpose of the survey is to hear from you! What would you like to see us do during this time? Would you be interested in attending virtual walks through the neighborhood, concerts, lectures, trivia, beer tastings, a walk through our archives, etc? We encourage your participation. For any questions, please contact us at Communications@BayViewHistoricalSociety.org

Margaret Herzfeld
BVHS Board Member - Marketing & Communications Committee Chair

Archives Committee Report

The Bay View Historical Society's Archives Committee initially met the Covid-19 pandemic by shutting down operations. However, after about six weeks of staying at home, most of us decided to get back to work, wearing masks and distancing.

John Sargent and Gail Germanson have focused on entering into the Past Perfect system all of the items that have not yet been catalogued, and they are making progress. Brad Wiles, who is spearheading the oral-history project, has been concentrating on transcribing the interviews that were already completed and getting them ready to put on the BVHS website – it just is not feasible to be visiting people in their homes right now. When this curse passes, there are still people we want to interview. Frank Mulvey continues to collect and put into our clipping files stories about Bay View that appear in publications.

The good news is that the Archives Committee is at the Brinton House each Monday morning again, and can accept articles that people want to donate. We all wear masks and ask anybody who comes to the house to do the same.

Kathy Mulvey - Archives Committee Chair

Bay View Historical Society Financial Statement 7/31/2020

Assets 7/31/20

| | |
|----------------------------------|---------------------|
| Checking | \$.00 |
| Internet | \$740.60 |
| Money Mkt | \$221,908.49 |
| Total Liquid Assets | \$222,649.09 |

Direct Public Support

| | |
|------------------------------------|------------|
| Donations at House | |
| Capital Campaign | |
| Annual Appeal | |
| Other Public Support | |
| Total Direct Public | |
| Program Income | |
| Walk | |
| Membership Annual Appeal | \$6,366.00 |
| Interest Income-Bank | \$123.22 |
| Rent | |
| Bay View & Town of Lake Book Sales | |
| Special Events | |
| Annual Dinner | |
| House Events | |
| May Workers Memorial | |
| Music Event Income | |
| Raffie-Annual Dinner | |

Memorials, Legacies, Bequests

| | |
|----------------------------|---------------------|
| Grants Received | |
| Sale Inventory | |
| Bequests | \$100,000.00 |
| Total Revenue | \$106,489.22 |

Expenses

| | |
|-------------------------------------|--------------------|
| Accounting Fees | |
| Administration | \$135.49 |
| Annual Fund | |
| Archives | |
| Bank Charges | |
| Bay View Bash | |
| Community Events | \$200.00 |
| Conferences & Meetings | |
| D & O Insurance | |
| Dues and Subscriptions | |
| Frolics Expense | |
| Fund Raising Annual Dinner | |
| Hospitality | |
| Insurance | \$593.00 |
| Internet Provider | |
| July 4 th Parade Expense | |
| Landmark Events | |
| Media/Technology | |
| Printing & Publications | \$1,028.25 |
| Restoration - Renovation | \$13,437.10 |
| Routine Maintenance | \$596.52 |
| Supplies | \$520.73 |
| Utilities | \$1,491.18 |
| Walk Expense | |
| Web site Maintenance | |
| Total Expenses | \$18,002.27 |



BV Historical Society – Community/ Education Annual Report 2020

BY SUSAN BALLJE

2020 had an ambitious plan for more education and community involvement in Bay View! Efforts included monthly open houses and tours of the Beulah Brinton House with Nancy Tawney and Ed Travis, monthly music performances coordinated by David Drake and Cherylann Kelly, bi-monthly education programs which included the Milwaukee Anthology and soon...information about our archives, landmarking and local walking tour by Ron Winkler, along with connections to more local schools in order to study and experience local history.

In December, the incredibly fun and festive Holiday Gathering was well attended by members, neighbors, and Riley School families! We decorated the beautiful Beulah Brinton House for the event and enjoyed using our antique ornaments to adorn the tree. Thanks so much to everyone who participated and especially our performers Jean Andrew, Jim Winston, David HB Drake and Paul Akert. Also, much appreciation to Heather Taylor who coordinated food and beverages and Bryce Richards who took photos.

Fortunately, in February the connection with schools was underway and we were involved with Trowbridge students

for a field trip to the Beulah Brinton House and background information about the area thanks to Bill O'Brien.

While we were all sidetracked in early March, it became apparent that more people were walking through our neighborhoods! So with all the walking tours already printed, we made them available through emails, the website and to those passing by. It has been delightful to see the interest and gain new members to the society! Thank you, Margaret Herzfeld and Bob Lenz, for your great support.

We will continue to honor our mission: Bay View Historical Society encourages a sense of community by conserving, celebrating and sharing Bay View's rich heritage. Bay View Historical Society will serve as a portal and archive for celebrating Bay View's history and promise for the future. And truly look forward to being together safely and honoring the traditions and our history as soon as possible.

As we continue through this new way of life... we are considering more virtual tours and opportunities to enjoy, learn and explore the history of Bay View! Share your thoughts and interests so we can help everyone appreciate all that we have and continue to create our extraordinary community!

Beulah Brinton House Improvements Continue

NANCY TAWNEY, HOUSE COMMITTEE CHAIR

Last year brought a dramatic transformation to the interior of the Brinton House. The kitchen was totally remodeled and now has a look befitting an older home. This room features a replica of a cast iron stove, reminiscent of what would have been in the house when the Brintons resided there. The pantry area off of the kitchen was also reworked and accommodates a storage area for archives files. The bathroom was completely redone. It was enlarged to be handicapped accessible and given a look of days past. Original woodwork found beneath wall coverings were repurposed and brought back into full view. An antique sink is now in place and the floor was redone with small tiles that also speak of earlier times.

Outdoors, the grounds are tended well thanks to the efforts of various volunteers. The hedge along Pryor Street received a thorough thinning and pruning and new growth is coming in well. The gardens have been receiving continual care this summer as a group meets on Saturday mornings to do weeding and someone else keeps the lawn mowed.

This fall the exterior of the house will begin receiving needed attention. The two chimneys will be repaired in September and then a new roof will be installed. Following the completion of these two projects, the outside of the house will be repainted.

The Brinton House is a local treasure and the Bay View Historical Society is a good steward of it, preserving it well for everyone to enjoy.

Annual Dinner Cancelled for 2020

Due to the continuing COVID-19 pandemic, the BVH-20. We hope to see everyone at next year's dinner. We already have SSSC reserved for April 24, 2021. **Save the date!**

Please contact Heather Taylor at 414.218.9598 for additional information as needed.

Bay View Historical Society Membership Report: August, 2020

As of August 8, 2020 out of 1083 entries in the BVHS Contacts (Past Perfect) database there are 231 active/paid memberships which are paid/up to date at least through the end of the current year.

Current Active (dues paid) Members

| | |
|------------------------|-----|
| Household | 29 |
| Individual | 35 |
| Senior Household | 72 |
| Senior Individual | 87 |
| Corporate | 3 |
| Nonprofit-Small Bus | 5 |
| Total Paid Memberships | 231 |

| | |
|------------------------------|-----|
| Honorary Members* | 80 |
| Mailing Only** | 50 |
| Total Historian Mailing List | 361 |

* Although Honorary members are not required to pay dues, some continue to do so, and/or make annual contributions.

** (Historian sent at no charge to promote visibility in the community)

Remaining entries represent a variety of individuals and groups, for the most part, expired members (445), deceased members (86), and 191 unspecified past nonmember donors and contacts.

Leaving a Legacy often means handing down what we value most. For many of us, that includes making certain that our family inherits our precious history and heritage. When preparing your estate plan, please consider including the Bay View Historical Society. Doing so will ensure that the Society can continue its mission to encourage a sense of community by preserving, celebrating and sharing Bay View's rich heritage. For more information, please contact Nancy Tawney, 414.744.5674; ntawney@aol.com



BVHS Annual Membership Meeting

The Bay View Historical Society Annual Meeting will be held on Monday, October 5th via Zoom at 6:30pm. Current paid members can vote for our slate of new board members. The Zoom meeting link will be provided on our website and Facebook by noon the day prior to the event. Our new board nominees are a diverse group of talented individuals who will bring their expertise to our society and help strengthen our community outreach. Please review the descriptions for the candidates, and the budget provided in this edition of the Historian. We will have a lot to discuss and cover during this meeting. Please limit any comments, or prepared questions to two minutes so we can address everything within a timely fashion. Thank you!



Jo Jones

Jo Jones has been involved with museums since 2000. She has worked with Discovery World, Betty Brinn, and the Milwaukee Public Museum. In 2011, she set out with a brilliant team to create the New Berlin Heritage Center and later became the director. Jo is currently a docent at the Milwaukee Public Museum specializing in Mayan and Ancient history.

Jo received her MS from UWM in Nonprofit Management and Leadership as well as her Museum Studies Certificate. She is a freelance consultant for nonprofits, and her focus is on Organizational Development and fundraising.

When she is not working, she can be found running all over Milwaukee. Jo is an avid long-distance runner and has competed in many long-distance events. She also collects vintage, videogame systems and Civil Defense items. She is happily married to her husband Tony, and they have two beautiful dachshunds (Doppelbock and Kenzie) and a cranky bird (Stubby).



Brittany Hager McNeely

Brittany Hager McNeely and her husband have been thrilled to call Bay View their Milwaukee home since moving here from Colorado in 2013. Since earning a BA in history from the University of Northern Colorado and studying both history and library science at UW-Milwaukee, Brittany has worked as the Director of Operations at the Nathan & Esther Pelz Holocaust Education Resource Center (HERC) in Milwaukee. This educational nonprofit reaches over 28,000 people a year across the state of Wisconsin with educational programs designed to promote tolerance and diversity through the

lessons of the Holocaust and has given her the opportunity to travel to and study in Israel twice. Along with her husband and dog Ginger, Brittany can likely be found enjoying walks through their neighborhood, gardening, engaging in any number of historical inquiries, and reading.



Joel Willems

A Wisconsin native, Joel Willems is a graduate of Wisconsin Lutheran College with a Bachelor of Arts in History. For over twenty years he has worked in some capacity with the Avrum M. Chudnow historical collection. Originally assisting the late Mr. Chudnow in preserving and displaying the Milwaukee and Americana artifacts, he led the small, local team creating a public museum of the collection that opened in 2012 and which he serves as curator, event planner, main tour guide and marketer. The Chudnow Museum of Yesteryear is rated by visitors on various sites as one of the top Milwaukee

attractions of any type. Mr. Willems also has decades of professional experience in residential real estate and enjoys reading, researching and baking in his leisure time. He has given workshops and lectures at many area senior homes and centers. He is currently completing his first book regarding Milwaukee history.

David M. Strange

David M Strange is a professional archaeologist, collections management specialist, and avid Star Wars fan. Graduating with an MS and Museum Studies certificate from UW-Milwaukee in 2017, David has worked for a variety of cultural resource management companies across myriad projects around the country. David specializes in the excavation and analysis of human remains and currently works primarily as a burial site monitor focused in Wisconsin for Commonwealth Heritage Group.

BVHS 2020 Volunteers of the Year: Anne Maedke & Joan Sliker

With the unfortunate cancellation of our 2020 Annual Dinner, we were unable to formally present our Volunteer of the Year Awards. At this time, we would like to honor our 2020 Volunteers of the Year are Anne Maedke and Joan Sliker.

Anne Maedke

was a two-term board member and served as vice president for three years. She was active on several committees during her tenure, chairing the House Committee during her first term and Programs Committee during



her second term. Most notably, Anne was co-chair of the Vision 2020 Committee with Joan Sliker and Kevin Petajan which oversaw the remodeling of the Beulah Brinton House kitchen, bathroom and pantry. Anne's calm-and-steady decision-making skills came to light on numerous occasions as she helped coordinate everything from cabinetry finishes to wall décor. Anne's tireless work in Vision 2020 was of critical importance to the completion of the project.

Joan Sliker also

played an integral role as co-chair of the Vision 2020 Committee, handling much of the day-to-day legwork. Joan's critical eye for detail helped to keep the project on the right path. Joan and her husband, Joe Sliker,



rented a truck and made a special trip to Rochester, New York in order to purchase and hand-deliver an antique stove to the Beulah Brinton house. Joan's knack for finding great deals undoubtedly saved the Bay View Historical Society thousands of dollars. The beautiful tile floor in the bathroom is also a result of the countless hours spent by Joan and Joe. The floor is truly one of the hallmarks of the restoration project.

Anne and Joan continue to volunteer with the BVHS on the house committee.

Congratulations, Anne and Joan! Your contributions of time, talent and hard work will always be appreciated.



History of the August Walks Part 1

BY RON WINKLER

As you know, the 2020 Bay View Historical Society's annual August Walk, originally scheduled for Saturday, August 1st, was cancelled. We are planning to hold next year's walk on Saturday, August 7th. These walks are led by Ron Winkler and Greg Wernisch.

Although there was no 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. These are the South Shore Walk, Iron Company Walk, KK Link, Midtown Walk, and Way Down South Walk. Four more brochures will soon be available. All nine walks are described below.

Let's begin with the history of these annual August Walks which began on August 25, 1979 as part of Bay View's centennial celebration. According to a picture published in the September 5, 1979 issue of the old "Bay Viewer," more than 200 people participated in that walk, led by Ray Bethke, Walking Tour Committee Chairman. Each participant received a brochure titled, "Walk Through Historic Bay View." In that brochure, Bethke wrote, "I thank the many friends whose encouraging commentary contributed to the final product: among them Norene and Jim Veitch, Hildegard and Norm Hundt, Vera and Les Markussen, Floyd Boyce, Daisy Estes Tucker, and John Utzat."

That first walk was such a success that the August Walk became an annual event led by Ray Bethke with assistance from John Utzat. Those walks ended in 1992 due to Bethke's health. Ten years elapsed before the next August walk was held. That was in 2003 when Ron Winkler led the South Shore Walk and revived the August walk tradition.

Winkler's South Shore Walk was modeled after the South Shore Walk in the 1987 brochure "Walking Tours of Bay View," six walking tours within the boundaries of the original Village of Bay View, compiled by Ray Bethke and John Utzat. That brochure commemorated the one-hundredth anniversary of when the Village of Bay View joined the City of Milwaukee. One side of the brochure listed the six walking tours and sites, but no information about the sites. The reverse side was a facsimile 1887 map of Bay View upon which those sites were located. Starting with "The South Shore Walk," Winkler located and researched the sites for those six walks. The Bay View Historical Society created a high-quality, glossy brochure for "The South Shore Walk." (See accompanying map.)

Each year Winkler researched another of those six walks and the society created a new brochure, which was introduced at the August Walk. When it came time for brochure number six in 2008, the society was in the midst of a money crunch due to its purchase of the Beulah Brinton House in 2005. Production of that brochure was put on hold, but the research and the walk was still held.

Winkler added three additional walks to include neighborhoods outside of the original Village of Bay View in order to cover the area of what today is considered Bay View. Since 2008, the society has grown in stature and financially (the house is paid off) so that it can afford to print the brochures and those last three will be printed soon.

After the revival of the August Walk in 2003, we've had two separate walks each year. Ron Winkler is the tour guide for history majors, while the second walk has been led first by John Sternkopf, followed by Todd Smith, and currently Greg Wernisch.

South Shore Walk (2003)

A large percentage of the walk was originally the farm of pioneer Elijah Estes, a portion of which was developed into South Shore Park beginning in 1909. In 1867, the area north of today's Nock Street was developed by Eber Brock Ward as Bay View, the company town for his Milwaukee Iron Company. The borders of the South Shore Walk are Lake Michigan on the east, St. Clair Street and Delaware Avenue on the west, Russell Avenue on the north, and Oklahoma Avenue on the south.

Within the South Shore Walk is the Bay View Historic District, named to the National Register of Historic places in 1982. The historic district is bounded by Lake Michigan on the east, St. Clair Street and Delaware Avenue on the west, Conway Street on the north, and the south end of South Shore Park at Meredith Avenue.

Highlights of the walk are South Shore Park, the Pryor Avenue Well, and the homes of Beulah Brinton, George Edmunds and the Estes family.

The Iron Company Walk (2004)

The Iron Company Walk includes Jones Island and the site of the old Milwaukee Iron Company (also known as the North Chicago Rolling Mill and United States Steel). There are stores, boarding houses and homes that were part of the company town platted on January 12, 1867 by Eber Brock Ward as the Village of Bay View.

This tour could also be called "The Little Italy Walk" because of the many Italians who settled in this area bounded by Lake Michigan on the east, Russell Avenue on the south, the railroad tracks/Lake Parkway on the west, and the rolling mill on the north (the borders of this walk) during the first two decades of the 20th century. They took the place of the original English, Welsh, Scottish and Irish who had moved to newer areas of Bay View. As the Italian population grew from 43 in 1905 to about 1,000 in 1920, this area became known as "Little Italy." Most of these Italians came from the Marche and Piedmont areas of northern Italy, in contrast to the Italians from Sicily who settled in Milwaukee's Third Ward. Highlights of this tour are Groppi's Grocery, Puddler's Hall, Three Brothers Serbian Restaurant, and DeMarinis' pizza restaurant.

The KK-Link (2005)

Kinnickinnic Avenue, also known as KK, takes its name from the river which it crosses north of Becher Street. Kinnickinnic means "it is mixed" and comes from a blend of tobacco, leaves, and bark which was smoked by Native American Indians who inhabited this area before being officially removed in 1838.

This area of Bay View, west of the Chicago and Northwestern railroad tracks/Lake Parkway, was settled by Germans. This was in contrast to the English-speaking population east of the tracks which came from Great Britain.

The German heritage in western Bay View was reflected in three German churches, St. Lucas Lutheran, St. Augustine Roman Catholic and Bethel Evangelical. These congregations held their services in German until the introduction of English services around the time of World War I. However, some German language services continued until the mid-twentieth century, with St. Lucas continuing its German language service until 1965.

The KK Link contains one of Bay View's two main commercial districts. The north district extends south on KK from the Five Points, (the intersection of Lincoln, Howell and KK). The entire commercial area of Bay View experienced an economic decline in the second half of the twentieth century. In the twenty-first century, the trend reversed and Bay View is now one of Milwaukee's hottest dining and entertainment areas.

This section of Bay View was once a fashionable residential area, with most of the homes well over 100 years old. Many were designed by famous architects such as Stanley Kadow, P. M. Christiansen, Bernard Kolpack and/or were built by famous contractors such as the Meredith Brothers or the Stollenwerk Brothers whose works can be seen on this tour.

Lincoln Avenue is the northern border, while Dover Street is the southern border. Howell Avenue is the western border, and railroad tracks/Lake Parkway is the eastern boundary. Highlights of the tour are the Avalon Theatre, Dover Street School, and home of pioneer Joseph Williams (1865). Another attraction is the home and office of Dr. Joseph Halser, designed by Alexander Eschweiler.

Continued on Page 6



It's 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.

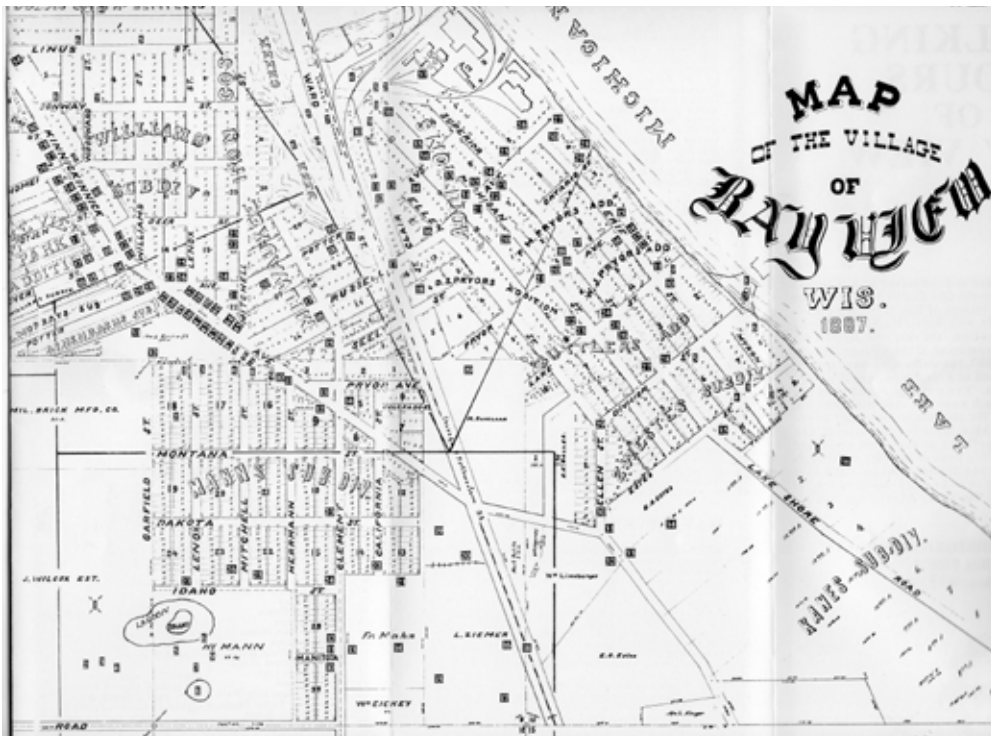
Send your Membership Renewal to:

The Bay View Historical Society

Attn: Membership

2590 S. Superior Street
Bay View, WI 53207

August Walk *continued from page 5*



Facsimile map of Bay View in 1887. On the right side, note Bay View's original streets as laid out by Eber Brock Ward parallel to Lake Michigan. In the central section, note the standard north/south, east/west grid. Note also how streets near the upper left (Homer Otjen, Potter) are angled southwest/northeast. Kinnickinnic Avenue (spelled Kinnickinnick on the map) winds its way from upper left to the bottom of the map near the right side. This is why Bay View is a challenge for even MapQuest.

The Midtown Walk (2006)

The Midtown Walk includes the southern section of the Kinnickinnic Avenue business district from Potter Avenue to Logan Avenue, also known as Downtown Bay View. The northern border is Conway Street and the southern boundary is Montana Avenue. Western boundary is Williams Street and the eastern boundary is California Street.

Bay View has numerous multi-point intersections. Three factors contribute to this. The first is Bay View's village street system that Eber Brock Ward laid out parallel to the lakeshore, which in this area has a northwest/southeast trend. Thus, the intersecting east/west streets run southwest/northeast. Bay View also has streets laid out in the city of Milwaukee's north/south, east/west grid system. The third factor is the meandering of Kinnickinnic Avenue through Bay View. (See accompanying map.)

Kinnickinnic and Howell Avenues were originally narrow Indian trails which were widened by the pioneers and then the military in the 1830s. The Kinnickinnic trail became known as the Chicago Road because it led to Chicago. Starting October 16, 1843, the territorial government surveyed and widened the crooked Chicago Road. It was renamed Kinnickinnic Avenue on April 22, 1880.

When two or all three of these features merge, they form triangles at their intersections. The triangles give a small town feel to Bay View and two of those triangles are part of this present walk.

The small-town aspect is further enhanced by churches and retailers, Bay View High School, the old Llewellyn library, as well as converted storefronts and well-preserved houses. Before 1920 there were no zoning laws and neighborhoods were designed for pedestrians. Merchants lived above their businesses and each neighborhood was self-sufficient with its own bakery, grocery store, butcher, candy store, pharmacy, beauty salon, barber shop, shoemaker and tavern. We still find many of these old stores on this tour, but most were long ago converted to residences.

The ethnic and religious diversity of early Bay View is reflected in this area's churches. Immaculate Conception Catholic Church was founded by Irish immigrants, while Germans organized Christ Church. Bay View United Methodist Church and St. Luke's Episcopal Church were both started by immigrants from England.

(To be continued in December.)



Marketing & Communications Committee Update

The marketing and communications committee has been very busy over the last year! Here is a recap of our accomplishments:

- We launched an online store on our website with 7 different products. We thank everyone for their support thus far in making our efforts a huge success. We encourage everyone to visit our new store and consider us for birthdays, holidays and “thinking of you” gifts.
- We published our “Bay View Historical Society: Celebrating 40 Years of History” video which tells the story of Bay View residents and volunteers who came together to form the Bay View Historical Society. The video was a tremendous effort that turned out beautifully. The video can be viewed on our website’s homepage and on our Youtube page (search Bay View Historical Society).
- We have started placing a larger importance on data and using it to make intelligent decision making. We started tracking our website’s activity with Google Analytics back in November of 2019. This has and will continue to help us gain insight into how our members and guests use our website, what works and what maybe needs to be re-vamped. As we continue to collect more data, we can begin making more improvements to better serve you and our community.
- We have also worked to improve our social media presence, by regularly posting

engaging content. If don’t already, follow us on Facebook by searching “Bay View Historical Society”. I would like to encourage you to engage with our content in some way by liking, commenting or sharing our posts or page as this helps us continue to spread the word about the society. This in turn can lead to increased membership and donations. You can also join our discussion group, “Bay View Historical Society Discussion Group”, which was created to provide a space for our members, community and those interested in Bay View to engage with each other by sharing photos, memories and asking questions.

- We continue to produce the Historian, which you are reading right now! We are always looking for new writers, so if you are interested in sharing a memory you have of Bay View, interesting photos or anything of interest relating to Bay View please contact us (email below).

On behalf of the marketing and communications committee, we thank you for your continued support. If you are interested in joining the marketing and communications committee or writing for the Historian, please email us at Communications@BayViewHistoricalSociety.org.

Margaret Herzfeld
BVHS Board Member
Marketing & Communications Committee Chair

Bay View Historian Article Submission Guidelines

Please submit articles via email to:

Kevin Petajan (kpetajan@gmail.com) and John Sargent (jsarg3131@aol.com)

- Articles should be submitted in text or word format no more than 1000 words. Exceptions will be made if content is related to BVHS or is a timely Bay View event or issue.
- Submitted articles are not guaranteed publication. Articles are prioritized based on BVHS content and available space. In some cases, we reserve the right to hold article submissions for publishing for future editions of the Historian, with author’s consent.
- Please submit any photos that correspond to the article as separate files(JPG, PNG or TIF) labeled in order of appearance in the article. Please note the placement of any photos in the article text as needed. Photos MUST have proper attribution.
- Please cite any references to other publications as needed.
- Please provide author name and contact information. Name will be published. Contact info will be published if requested.

List of Board & Committee Contacts:

President

president@bayviewhistoricalsociety.org

Vice President

Hannah Hazelberg

Treasurer

John Toutenhoofd

Secretary

John Sargent

Board Members:

Bill O'Brien, Bryce Richards, Cherylann 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

Cherylann 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.

Upcoming Events

BVHS Annual Membership Meeting via Zoom

Monday • October 5
6:30pm
via Zoom Meeting

Beulah Brinton Gazebo Concert

Robin Plier, Juli Wood,
Guy Fiorentini, Peter Roller
Saturday • September 26
7pm • \$30/person
Contact Cherylan Kelly
at 262-951-1915 for more info.

Annual Dinner Cancelled

Looking for Historic Happiness?

Bay View Historical Society has walking tours available through our website:

www.bayviewhistoricalsociety.org

and use tab on left for shop or email:
susan.ballje@yahoo.com



Also the society has a croquet set available for you to set-up and enjoy on the lawn! Contact susan.ballje@yahoo.com for details.



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 (June 2020):

This is the old Odd Fellows Hall. It was part of the Milwaukee Iron Company until early 1883 when the Odd Fellows acquired the wooden office building and moved it across the ice of Deer Creek Pond. The hall, located at 822-826 East Potter Avenue (corner of Potter and Kinnickinnic) was used by the community for many activities as well as being the home of House Pharmacy. Jerome House started his pharmacy in the vacant red brick building at 2737 South Kinnickinnic Avenue, but whose last tenant was Bella's Fat Cat from 2005 until 2010. That building originally housed Alvo Drugs until purchased by Jerome House in 1937. In 1949, he moved House Pharmacy to Odd Fellows Hall. When that building was razed in 1961, he moved across the street to 2633 South Kinnickinnic Avenue where he remained until he retired in 1977. Today, McDonald's occupies the old Odd Fellows Hall property.

