



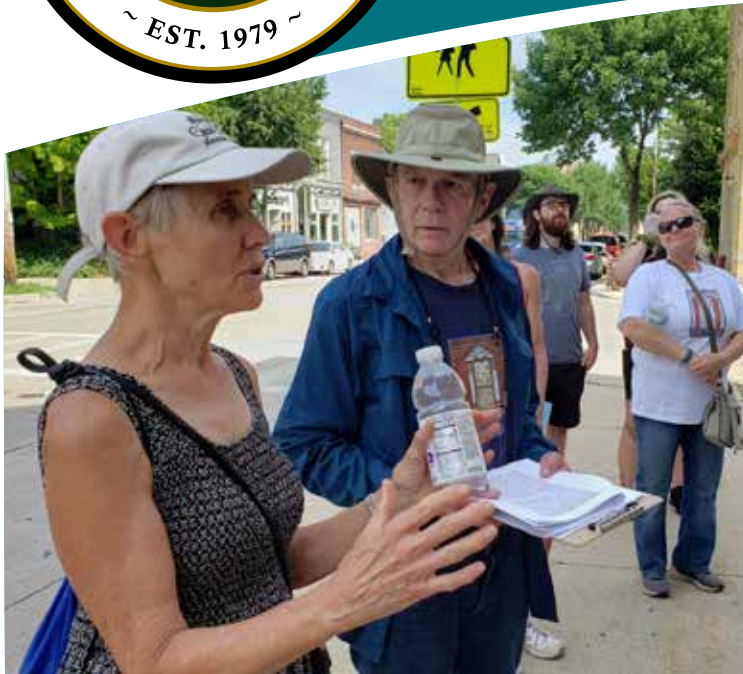
# BAY VIEW Historian



VOLUME 2022, NO. 3

[www.bayviewhistoricalsociety.org](http://www.bayviewhistoricalsociety.org)

FALL 2022



*Historian Anna Passante informs the group about the architects for St. Augustine Catholic Church while Ron Winkler listens attentively.*

## Bay View's Hot Western Border Walk

BY RON WINKLER

This year's annual Bay View Historical Society (BVHS) August Walk took us to the Western Border. The walk, held on Saturday, August 6th, started and ended at Colectivo Coffee, 2301 S. Kinnickinnic Avenue. Cost was \$5.00 for members and \$10.00 for nonmembers. Thanks to society president Hannah Hazelberg along with Sue Herzfeld and Margaret Herzfeld for registering the walkers. Sue and Margaret helped keep us hydrated by bringing ice cold bottled water. That helped us deal with 89 degrees and a heat index of 95 degrees. Thanks also, to Joe Sliker, our official photographer.

Each of the thirty-five participants received a copy of the newly-printed walk brochure, seventh in the series of nine walking tours designed to help Bay Viewites and visitors gain an appreciation of Bay View's history, architecture and lifestyle. The brochure was researched by Ron Winkler and designed by Kevin Petajan, Society members.



*Hannah Hazelberg signs up Barb Cross Barrera while Margaret and Sue Herzfeld register Susan Ballje.*



*Tour guide Greg Wernisch (far right) shows his group the twin Colonial revival cream city brick duplexes at 2357-59 and 2361-63 S. Howell Avenue.*



*Mattuscheck's tavern and grocery, built in 1898, still stands at 2549 S. Burrell Street.*

**ANNUAL BEER TASTING 2022**

**JOIN US AT 5:30PM, THURSDAY, SEPTEMBER 22<sup>ND</sup> AT SUGAR MAPLE FOR OUR ANNUAL BEER TASTING!**

Includes beer tasting, and hors d'oeuvres. Historic trivia and prizes. Purchase tickets at [bayviewhistoricalsociety.org](http://bayviewhistoricalsociety.org) under "Shop" Must be 21+ to attend, \$30 per person.

VISIT US AT [WWW.BAYVIEWHISTORICALSOCIETY.ORG](http://WWW.BAYVIEWHISTORICALSOCIETY.ORG) FOR MORE INFORMATION!

## ANNUAL MEETING Monday • October 3 • 6:30pm

Tour guides Greg Wernisch and Ron Winkler shared their knowledge of Bay View with the walkers. As this was Greg's thirteenth and final year as co-tour guide, the morning began with a recap of Greg's tenure and thanks for his service as tour guide. Sean Reagan has been chosen as our new co-tour guide. See separate article, "Thanks Greg, Welcome Sean."

The walk covered the area from Howell Avenue west to First Street and from Lincoln Avenue south to Deer Place. The highlight of the day was a tour of Milwaukee Urban Stables at 143 E. Lincoln Avenue, former site of the Chase Valley Glass Company. (See separate article, "Milwaukee Urban Stables.")

Mark your calendars for the 19th Annual August Walk, tentatively scheduled for Saturday, August 5, 2023. We will tour the Northern Border.



## Board & Committee Contacts:

### President

Hannah Hazelberg  
president@bayviewhistoricalsociety.org

### Vice President

Margaret Herzfeld

### Treasurer

John Toutenhoofd

### Secretary

Brittany Hager McNeely

### Nominating Committee:

Dana Hansen

### Bylaw Review Committee:

Jo Jones

### Board Members:

|                |                |
|----------------|----------------|
| Russ Grabczyk  | Bill O'Brien   |
| Dana Hansen    | Bryce Richards |
| Bridget Hirthe | Heather Taylor |
| Jo Jones       | Joel Willems   |

### Annual Dinner

Heather Taylor

### Archives

Kathy Mulvey & John Sargent

### Beulah Brinton House

Nancy Tawney

### Education and Community

Hannah Hazelberg

### Finance

John Toutenhoofd

### Fundraising

Hannah Hazelberg

### Landmarks Historian

Ron Winkler

### Marketing

Margaret Herzfeld

### Membership

Joe Sliker  
membership@bayviewhistoricalsociety.org

### House Rentals

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

### Philanthropic Levels:

\$100 Friend

\$500 Leader

\$1,000 Patron

\$2,500+ Benefactor

Bay View Historical Society  
2590 S. Superior Street, Bay View, WI 53207  
www.bayviewhistoricalsociety.org

Bay View Historical Society is a non-profit organization  
with 501(c)3 status operating for educational purposes.

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

## President's Message

BY HANNAH HAZELBERG

As the summer fades into fall, I am reminded of all the incredible events we shared with the community this year. Restarting Open Houses, resuming the Annual Dinner, and our first Historic Landmark Dedication since 2019 at the South Shore Yacht Club. We've continued our online programs such as the book club, and history lectures. As we transition back to in person offerings, we are keeping the lessons of Covid-19 mindful. Making our local history accessible both in person and online through our website and Facebook pages.

This historical society is more than one person, its more than having a physical place to meet, and it's more than its social events. It's like a fruit tree of knowledge planted to feed curious minds. No one person owns the tree, no matter how long they have cared for it. It's nourished and maintained for posterity by engaging the newest community members to care for it too. The fruit it bares is food for thought; whether it be a sweet bite of nostalgia, or the sour fruit of hard times.

As this is my final address as President, I would like to take this opportunity to thank current board members and those volunteers who have brought this society through the challenging years of Covid-19. Challenging years can bring out the best in talented people. They innovate, and create new opportunities for growth. I am so proud to have served the society with this group of committed individuals. My sincerest hope is we continue to engage with our whole community, casting our net wide and far, making our programs and events accessible and relevant to even the youngest audience. I wish the best to the newest slate of board members, and hope you will join me in welcoming them during our Annual Meeting, Monday, October 3<sup>rd</sup>. They bring with them new ideas on how to share the past, and that's exactly how we keep our 'tree' alive.

With gratitude,

Hannah Hazelberg

## Marketing & Communications Committee Update

MARGARET HERZFELD — Bay View Historical Society Vice President, Marketing & Communications Committee Chair

The Marketing & Communications Committee worked hard over the last year to get the word out about BVHS and the great things we are doing! Please enjoy a recap:

- We produced graphics and promotional materials for all our events. We promoted them via email, social media, print and word of mouth. Some examples were the annual dinner, landmark dedication, book clubs and yoga. Special thank you to Kevin Petajan for sharing his graphic design and media talents.
- We continue to produce the Historian, our wonderful newsletter! We are always looking for new articles and content. David Drake recently had the idea to start "The Immigrants of Bay View" series. It's been a great way for our readers to learn about past and present immigrants. If you are interested in sharing a memory you have of Bay View, an interesting photo or anything relating to Bay View, please contact us (email below).
- Keeping the website up to date with the latest events, newsletter and content keeps us busy. We are currently reviewing the content on each page of the website to ensure each is up to date and is in a friendly format. We plan to add a new page to house all of the previous landmark dedication locations with a brief history of each.
- We are still managing and fulfilling orders from the online shop. We have had 46 transactions through the shop since last October. Shipping is still free to Bay View and the surrounding communities. We are currently exploring adding new merchandise to the shop such as yard signs, water bottles and clothing. Want to see something specific in the shop? Let us know!
- We continue to focus on outreach to our community via social media. We have surpassed 1k followers on both Instagram and Facebook. On Instagram we are getting attention from accounts such as Visit Milwaukee, who tagged us in their post about exploring Bay View. On Facebook we are reaching up to 14k individuals with our posts. It is also interesting that our core Facebook followers are aged 35-44 years old. We look forward to engaging our followers on social media to join us for future events. Please make sure to follow us on Facebook and Instagram by searching "Bay View Historical Society". Liking, commenting, and sharing our posts helps us extend our reach and awareness. We also have a discussion group, "Bay View Historical Society Discussion Group", where you can share photos, memories and ask questions with other group members.
- What's next for us? We are focused on renting out the house to bring in more income. To do this professionally, we are finalizing a rental brochure, rental agreement, cancellation policy, new page on the website and graphic for social media. Stay tuned!

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**.





## Bay View Historical Society Annual Membership Meeting

MONDAY • OCTOBER 3 • 6:30PM

Join us in person at the Beulah Brinton House, or online via Zoom - link will be emailed to members the week prior.

Current members can vote for our slate of new, and renewing board members. Please review the descriptions for the newest 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 in a timely fashion. Thank you and we hope to see you online or in person!

### Agenda for BVHS Annual Meeting

- Welcome & Annual Report - Presented by outgoing President, Hannah Hazelberg
- Financial Report - Presented by outgoing Treasurer, John Toutenhoofd
- Membership Report - Joe Sliker
- Departing board member acknowledgment - Hannah Hazelberg, John Toutenhoofd, Bill O'Brien, Jo Jones, and Bridget Hirthe
- Board elections lead by the Nominating Committee - Dana Hansen, and Joel Willems
- Second term board member nominees - Margaret Herzfeld, Heather Taylor, Russ Grabczyk, and Bryce Richards
- Welcoming our newest nominees - Grace Pelisek, Becca Schnabel and Brooke Uhl
- Volunteers of the Year Awards - Archives Committee



#### Grace Pelisek

I am a graduate of UW Madison, where I received my Bachelor's degree in Anthropology and Biochemistry in 2019. Currently, I am pursuing a masters degree at UWM in Anthropology and Museum Studies. I previously interned with the

Anthropology department of the Milwaukee Public Museum (MPM) as well as with the Milwaukee County Historical Society (MCHS), and I currently work with the MPM as a NAGPRA Assistant in the Anthropology department. My interests are in collections management and research. I have been volunteering with the Bay View Historical Society (BVHS) for close to two years now, having started in the fall of 2020. My main volunteer tasks have been to organize the BVHS collections regarding homes in the area, as well as conduct research by request on specific houses. The goal of my volunteer project is to create a clearing house for community members who want to learn more about their homes and the history behind them.



#### Becca Schnabel

Hello! My name is Becca Schnabel, originally from Minnesota, I have lived in Wisconsin for the last 10 years. I studied history, philosophy, literature, and Russian as an undergraduate in La Crosse, WI. In 2020, I obtained my Master of Arts Degree in Public History

and a Graduate Certificate in Museum Studies from the University of Wisconsin-Milwaukee. As a public historian, I strive to amplify the voices of the public to cultivate a sense of community through participation. I currently work at the Sheboygan County Historical Society and Museum as the Collection Assistant managing the institution's first full collection inventory. I like to stay busy, so when I'm not at work I'm usually tending to my various pets or plants, or often playing board games with my partner. I enjoy attending social and cultural events, one of my favorites being Chill on the Hill in the Bay View Neighborhood. I look forward to spending more time in the area as I learn and grow along with the community. Thank you.



#### Brooke Uhl

Hello, my name is Brooke Uhl. I am from Coleman, WI, north of Green Bay. I've lived in Coleman the majority of my life with a few years living in Green Bay, where I earned degree: a Bachelors of Arts in History, Humanistic Studies, and Theatre Studies. I moved to

Milwaukee in 2013 to attend UW-Milwaukee for my Masters degree in History and a Museum Studies Certificate. After earning my degree, I returned home and worked at some local Green Bay museums including 4.5 years at Brown County Historical Society/Hazelwood Historic House. I'm well-acquainted with smaller historic houses that tell an intriguing story about founding families and their contributions to the area. I currently work as the Branch Librarian and Technical Assistant at the Marinette County Consolidated Public Library Service in Marinette, WI. As with museums, I find myself wearing many "hats" in the library world as well. When I'm not busy processing new books or fixing computer errors, I'm usually at home cuddling with my cat, Jack and reading a book. I look forward to what I can contribute to the Bay View Historical Society.



#### Drew Formentini

Drew is currently a consultant for Major League Baseball supporting their international and domestic events. This is his third stint with MLB. He's also worked in technology, education and non-profit management, all in operational and

logistical roles. In addition, he is a Mental Wellness Counselor at MKE MindBody Wellness in Bay View and an Adjunct Professor of Sport Management at the University of Dayton.

He is excited to leverage his experience, skill set and passion for the neighborhood to reinvigorate the BVHS allowing it to serve as an asset to the community by preserving the neighborhood's history, hosting exciting events and partnering with other local organizations to amplify the positive impact on the community.

He and his wife got married at the South Shore Pavilion and last year moved to Bay View. Shortly after they welcomed their son, Paul.

## Volunteers of the Year: Archives Committee

Congratulations to the Archive Committee, our 2022 Volunteers of the Year! The committee works tirelessly on cataloging everything in the house, while simultaneously researching various projects and maintaining weekly operations. This group gives so much and we want to thank them for all they do.



Grace Pelisek, John Sargent, Frank Mulvey, Kathy Mulvey. Seated Left to right: Janis Liedtke, and Gail Germanson. Not pictured: Phil Morales.

## Bylaws Committee Update

JO JONES — Bylaws Committee Chair

Upon hosting a discussion of the recent proposed bylaws change, we have determined the need to take a pause. We will not be taking a formal vote at this time. We feel that more time is required to review the document in its entirety. We hope to provide suggested edits to the membership in 2023.



## Membership Report

BY JOSEPH SLIKER — *Membership Chair*

As of August 10, 2022 out of 1062 entries in the BVHS Contacts (Past Perfect) database there are 240 active/paid memberships which are paid/up to date at least through the end of the current year. As can be seen, the BVHS membership has seen a slight decrease this year, however it is fairly close to the numbers from 2020. Perhaps we experienced a slight “bump” in membership last year as a result of more people engaged in indoor pursuits (such as reading local history) during the height of the COVID pandemic that kept many of us indoors more than usual.

### Current Active (dues paid) Members

|                               | 2020       | 2021       | 2022       |
|-------------------------------|------------|------------|------------|
| Household                     | 29         | 35         | 32         |
| Individual                    | 35         | 55         | 40         |
| Senior Household              | 72         | 76         | 67         |
| Senior Individual             | 87         | 100        | 96         |
| Corporate                     | 3          | 2          | 1          |
| Nonprofit-Small Bus           | 5          | 4          | 4          |
| <b>Total Paid Memberships</b> | <b>231</b> | <b>272</b> | <b>240</b> |

|  |     |     |     |
|--|-----|-----|-----|
| <b>Lifetime Members*</b>               | 80  | 85  | 72  |
| <b>Mailing Only**</b>                  | 50  | 35  | 50  |
| <b>Total Historian Mailing List***</b> | 361 | 392 | 362 |
| <b>Unspecified Donors</b>              |     | 2   |     |

\* Although Lifetime 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)

\*\*\* The actual number of Historians sent may be higher than this some months: expired members will see a reminder under their address that their membership is expired in an effort to remind/encourage them to renew.

## South Shore Yacht Club Landmarked

BY RON WINKLER



Left to right: Margaret Herzfeld - Vice President BVHS, Hannah Hazelberg - President BVHS, Marina Dimitrijevic - Alderwoman, 14<sup>th</sup> District, Ron Winkler - Historian BVHS, Pete Engel - Commodore, SSYC (Photo: Kevin Petajan)

The South Shore Yacht Club (SSYC), 2300 East Nock Street, became Bay View Historical Society's (BVHS) 27<sup>th</sup> landmark on Saturday, June 11<sup>th</sup>. Landmarking was in conjunction with SSYC's Review of the Fleet, official beginning of the club's sailing season. It was free and open to the public and held on a cool, dry day. BVHS and SSYC coordinated the day's events along with a souvenir booklet.

Landmarking took place at 12:30 PM at the club's front gate. BVHS President Hannah Hazelberg and Landmarks Historian Ron Winkler presented the plaque. Bay View Alderwoman Marina Dimitrijevic presented SSYC with a proclamation from the city's Common Council. Ron Winkler gave a history of SSYC. The event was videoed and photographed by Society member Kevin Petajan.

Review of the Fleet began at 3:00 PM. The event was filled with all the color, splendor and pageantry of summer on Lake Michigan with cannons, bells and music. It began with our National Anthem, followed by a memorial service. It concluded with the Boat Parade. The final event was a picnic dinner and live music by Litmus Vinyl from 6:30 to 10:00 PM.



## Smokestacks on the Lake Front

*A History of Milwaukee's  
South Shore—the story of  
the industrial corridor from  
Bay View to Oak Creek*

Presented by  
John Gurda



**Thursday, September 15, 2022**

**St. Francis City Hall  
3400 E Howard Av in St. Francis**  
Free Parking available in the back

Doors open at 6:00pm with  
Light refreshments being served  
Presentation from 6:30-7:30pm

The program is free and open to  
the public but freewill offerings  
are always appreciated. Historical  
books will also be available for sale.

*Sponsored jointly by the St. Francis & South Milwaukee Historical Societies*  
Masks suggested if not vaccinated





## South Shore Yacht Club Landmarked (continued)

### History

People visit Bay View for its restaurants, entertainment and parks. One of the prime combinations for recreation is Lake Michigan and South Shore Park. This blend of surf and turf is enhanced by Bay View's welcoming mindset and then carried a step further by the South Shore Yacht Club (SSYC), 2300 East Nock Street, which bills itself as the "Harbor of Hospitality." That explains why SSYC, with 739 members, is Wisconsin's largest. The club has 173 women members. SSYC is so welcoming that boat ownership is not a requirement. Indeed, 50% of members don't own boats and that percentage is growing. One hundred sixty-eight of SSYC's members reside within Bay View's 53207 Zip Code.

When SSYC was formed in 1913 its articles of incorporation called for development and encouragement of boat building, naval architecture, nautical knowledge, customs and fellowship of those interested in sailing. Those are the reasons why people join, especially to enjoy fellowship, camaraderie and Bay View's lakefront setting. The club publishes a monthly newsletter, "Compass." The clubhouse, open all year, is a gathering spot for the Bay View community. The club has special events and is available for meetings and private parties.

SSYC has a "Juniors" program, formed in 1935 that offers sailing lessons for young people along with an annual regatta. It produces well-educated young sailors and SSYC membership is not required. SSYC also sponsors the Sea Scout Ship "Invincible" for young people. Sea Scouts is a branch of the Boy Scouts of America.

SSYC was responsible for construction by the Army Corps of Engineers of the South Shore breakwater which extends south beyond Bay View Park.

### Milwaukee's History on the Water

Milwaukee's history is linked to water and boats. Native Americans relied on the rivers and lake for their lifestyle and recreation. Many of Milwaukee's pioneers arrived via the Great Lakes. Our three rivers, Milwaukee, Menomonee and Kinnickinnic, empty into Lake Michigan and were vital for commerce in the early days, but are used more for recreation today. Commerce has shifted to the Port of Milwaukee, which is part of Milwaukee's lifeline to the world.

Many early settlers had boats, which was especially true for those who settled on Jones Island. These were the Kashubes, who brought seafaring fishing traditions from their homeland on the coast of the Baltic Sea. These shipbuilders had power boats and sail boats, and they raced against each other. It was only natural that they would form clubs to formalize their activities.



1913, they met at J.W. Campbell's home at 325 Bishop Avenue (vicinity of today's 2519 to 2545 S. Wentworth Avenue) and founded SSYC.

From the outset in 1913, there was dissension between two of the founding families, the Campbells and the Barrs, both with roots in Scotland. The Campbells left and founded their own club, which eventually took the name, Steel Mills Yacht Club. It took six years, but the two clubs reunited on December 20, 1921. The merger resulted in adoption of a new burgee featuring two white stars, representing the two yacht clubs.

SSYC's first clubhouse was the Lily E. in 1915. The second was the Steel Mills Yacht Club's house after the 1921 merger. That clubhouse was the property of the Bay View Rolling Mill, which reclaimed the building in 1925. The yacht club tried another floating clubhouse, but that was destroyed in the great storm of October 1929.

The yacht club's current home was designed by Russell Barr Williamson. The Cape Cod design clubhouse was dedicated Labor Day weekend 1937. Russell Barr Williamson had designed Bay View's Avalon Theater, which opened in 1929.

The yacht club is open all year and holds special events that are open to the public. The annual "Review of the Fleet" is the club's official start of the sailing season. This all-day event is usually held the second Saturday of June. It begins in the early afternoon with tours of the club. Around 3:00 PM there is a memorial service and boat parade. This is followed by food in the early evening with live music until 10:00 PM.

### Queen's Cup

The club holds many races, but the Queen's Cup, held in late June, is SSYC's most impressive regatta and biggest party of the year. It is advertised as "The Little Sister of America's Cup."

Queen's Cup begins with a three-day pre-race party. The race starts in the morning from SSYC and goes overnight to its end at a point in Michigan. It is one of the oldest cups in world yachting that is still contested. Queen's Cup has been held every year except 1942 during World War II and 2020 during the global COVID pandemic. It attracts between 150 and 200 boats.

### Storms

We Bay Viewites love the combination of Lake Michigan and our three lakeside parks: Cupertino, South Shore and Bay View. The lake is so vast that we could excuse anyone from out of the area who might ask, "Is the water salty?" We love our warm days with sunny skies, dark blue water and a lake breeze making it "cooler near the lake."

However, our idyllic weather can change quickly. This is especially true in lakeshore communities where conditions can literally be altered in minutes. Most weather changes are benign. However, particularly in times of high lake levels, the feared nor'easter's gale-force winds whip Lake Michigan into a cauldron of churning whitecaps.

At times over the years, these howling gales and pounding whitecaps have caused shipwrecks, property damage, personal injury and loss of life. The biggest blows occurred in 1922, 1929, 1945, 1947, 1987, 2011 and 2020.

The latest occurred on Saturday, January 13, 2020, when a predicted snowstorm fizzled and produced only 1.8 inches. However, wind and waves caused millions of dollars in damage to the Port of Milwaukee's international docks. Approximately 60% to 70% of the port flooded and Jones Island was closed due to flooding on all roadways. Floodwaters reached a depth of three feet under the Hoan Bridge and much of that water froze.

SSYC's bar was filled with members watching the storm. Commodore Pete Engel told the Milwaukee Journal Sentinel, "I've been here 29 years and I've never seen anything this bad. Parts of our docks have collapsed into the lake."

In addition, parts of the breakwater were destroyed by six-to-eight-foot waves driven by fifty-four mph wind gusts. Waves pushed huge boulders into the lake so that sections of the breakwater had open gaps.

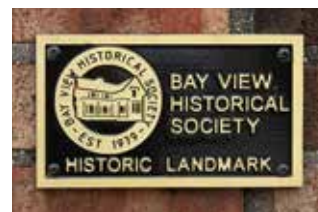
The Milwaukee County fishing pier, south of SSYC, constructed in 1995, was destroyed and there was erosion damage to South Shore Park. South Milwaukee Yacht Club also reported damage. County officials estimated that the storm caused more than \$10.7 million damage. The County requested state disaster relief as well as federal funding for repairs.

In August 2020, Lake Michigan hit a record high of 583.55 feet. Waves during the high-water levels carried up to 25% more energy than waves during low water year 2013. Storm damage from 2020 was so extensive that contractors were overwhelmed with bookings.

By May 2021, Lake Michigan had fallen fourteen inches lower than the previous year, but still twenty-two inches above its average level. The lake level in May 2022 was 579.89 feet.

### Summary

From the beginning, SSYC members have observed Mother Nature's Fury to demolish clubhouses, smash docks and carry away boats. The latest round of weather in 2020 was compounded by COVID and its accompanying shutdowns and restrictions. Through storms, world wars, COVID and economic misfortune, the clubhouse and grounds are still secure today due to the enthusiasm, commitment, solidarity, perseverance and teamwork of SSYC members.





## Passing, Seen

BY BILL O'BRIEN

*What century-old industrial complex involved Lois and me, if only briefly and on a small scale, in international finance?*

The long-time American Motors installation at 3280 South Clement Avenue runs almost 800 feet north to south and - mostly out of public sight - over 1,400 feet east towards the 794 Lake Parkway. Built in phases from 1922 to 1965, the facility covers more than a million square feet. Its original, brick-faced buildings first served Nash Motors Company for manufacture of its high-end line of Lafayette automobiles.



Since 1930, the complex has been a distribution and service center for Nash and its successors: Nash-Kelvinator, American Motors, Jeep Eagle, Chrysler, Daimler-Chrysler, and Fiat Chrysler Automobiles (FCA). Kelvinator Plastics and Nash Aircraft were short-term tenants, as was Sears Roebuck, which rented space for warehousing. Its current designation is the Milwaukee Distribution Center for MOPAR, a Chrysler division formed in 1937 and named from MOTO PARts.

A high standard of Wisconsin craftsmanship is found in the work put into the Lafayette motor car. It has never been our aim to build in great numbers but rather in great excellence for those who love fine things. As such the Lafayette has been accepted by America's leaders. The Lafayette is proud to carry to them the "MADE IN WISCONSIN" stamp. These men, in accepting the Lafayette, instinctively compare it with their other fine possessions and find it good.

1923 advertisement

The cornices and below-window spandrels of the brick buildings are complemented by stone trim, detail that shows how handsome utilitarian structures could be. Almost all of the plant's windows have been covered by metal panels; perhaps energy-saving, perhaps shielding trade secrets. A fortunate few employees appear to have offices with a glimpse of daylight.



The site's block-built north wing has a sawtooth roof. Its skylights, built to catch the even natural light from the north, are now all covered with corrugated metal.



My late father-in-law, Henry, long worked two jobs, including a second shift here. Years after his death and the heyday of American Motors, one of his sisters excitedly called Lois early on a Sunday morning. The County Sheriff's annual report of unclaimed property listed Hank for an unspecified treasure. Our inquiry turned up a stock certificate for 5 shares that he had accrued in a profit-sharing plan. A bank in New York confirmed Lois' ownership of 2 shares in new owner Chrysler. We didn't have to exchange the American Motors certificate to have our first-ever "parked," uncertificated investment. A smidgen of Chrysler dividends then flowed our way for a decade.

In a "merger of equals," as they announced it, Chrysler was subsumed into Daimler-Benz in 1998. The 2 Chrysler shares became 1.25 Daimler-Chrysler shares, which earned almost \$4 annually. More than \$2 went to German taxes, leaving us with a whole

spare dollar to report as foreign earnings and requiring a supplementary form with our tax returns. The new conglomerate was generous with glossy reports, which I passed to a friend who collected stock certificates and other financial paper.

The allure of being a sort of Mercedes-Benz owner eventually paled. While you can now buy and sell fractional shares on your phone, selling less than a "round lot" of 100 shares twenty years ago was a fraught enterprise. The custodial New York bank needed only phone calls and paperwork and a fee of 30% to relieve us of German taxes and foreign earnings reports. We still came out ahead, beneficiaries from Hank's work, keeping his memory and his hard-earned certificate.



*Vignette on 1960s AMC stock certificate: Mercury, patron of commerce and travel, leads a team making things go*

The world's waves of mergers and divestments continue apace. The FCA label on the MOPAR sign is an anachronism. Months before the COVID pandemic, Fiat Chrysler merged with PSA (Peugeot), to form Stellantis. Chrysler, Dodge, Jeep, and MOPAR continue in its stable, but the Plymouth brand has gone the way of Nash's Rambler, Ajax, and Ambassador and American's Homet, Gremlin, and Pacer.

.....

*Curio: The Nash-Kelvinator alliance of automotive and appliance manufacturing led to the first fresh-air car heaters, offered as an option in 1938, and the first integrated heating and air-conditioning units, standard in 1954 models. Kelvinator refrigerators are now made by Electrolux.*

## 4<sup>th</sup> of July Parade

For many years, the Bay View Historical Society has participated in the Humboldt Park 4<sup>th</sup> of July parade.

After a 2-year COVID hiatus, the parade resumed this year and BVHS again had a presence in it. BVHS members and friends assembled on Linus Street just east of Kinnickinnic. Many wore Bay View Milwaukee t-shirts imprinted with an image of a puddlers cottage window. At 9am the parade began, going south on Kinnickinnic to Logan Avenue and then proceeding west on Idaho Street a few blocks to the parade's end at the Humboldt Park Pavilion.

BVHS parade participants donated wrapped candies to disperse to parade watchers.

Paul Troglia brought his penny jar and called out "Economic Recovery" as he tossed its contents to parade goers along the route. Carl Klinger rode a penny-farthing high wheel bike. These were popular in the 1870s and 1880s, the same time that Warren and Beulah Brinton were settling into Bay View.

The Bay View Historical Society enjoyed being a part of the return of this community event.







## Milwaukee Urban Stables

BY RON WINKLER

The highlight of this year's August Walk was our tour of Milwaukee Urban Stables led by Nancy Ryan, a member of the stable's therapy unit. MKE Urban Stables sits on part of the land where Enoch Chase and his sons Clarence and Clifford opened Chase Brickyards in 1876. It was part of his farm south of Lincoln Avenue on the east bank of the Kinnickinnic River. Ships docked along the riverbank when they brought wood for the kilns.



Chase next founded Chase Valley Glass Company here in March 1880 to supply bottles to Milwaukee's breweries. Sand came from the Lake Michigan shoreline. In 1882, Chase sold the company to Guido Pfister who renamed it Wisconsin Glass Company. Fred Vogel was vice-president. Over the years, the company frequently changed ownership and names due to financial problems. It closed sometime in the 1920s and stood vacant for over 75 years until MKE Urban Stables opened in May 2020.

The Milwaukee Police Department's (MPD) Mounted Patrol Unit was previously housed on East National Avenue. At that time, the community was interested in establishing an equestrian-assisted therapy program in an urban setting. The idea came about in 2015, but it took five years before all of the red tape, hoops and hurdles could be conquered.

When it opened in May 2020 at 143 East Lincoln Avenue, MKE Urban Stables became the first facility in the nation to combine equine-assisted therapy, community engagement programs, and a mounted police patrol. The building has 24 horse stalls, indoor and outdoor riding arenas, classrooms, a multi-purpose community room and plenty of parking.

MKE Urban Stables houses two groups of horses. One is for the Milwaukee Police Department's (MPD) Mounted Patrol and the other group is for the therapy unit. The two organizations are in the same building, but occupy separate sections. There are nine MPD officers and twelve horses. The therapy unit has horses, mules and miniature ponies.

MKE Urban Stables helps at-risk youth and veterans transform their lives by interacting with horses through their partners Zablocki Veterans Medical Center, Rawhide Youth Services, Veterans Upward Bound and several Milwaukee area schools.

More information is available at MKE Urban Stable's website, <https://mkeurbanstables.org>.



*Alice Winkler gives a fist bump greeting to one of the horses as a Milwaukee Police Officer looks on.*

## Farewell Greg, Welcome Sean

BY RON WINKLER

### Greg Wernisch

Greg Wernisch has been my co-tour guide for at least thirteen years. This was his swan song and I will miss him greatly. Greg was born and raised in Bay View on Herman Street where he was a paperboy for the Milwaukee Journal. He attended IC grade school and then Bay View High School, where he graduated in 1965. As such, he is very knowledgeable about Bay View.

He moved to the Chicago area where he was a realtor. He currently lives in Highland Park in the old Fort Sheridan army base, now a residential community. He and his long-time partner Laurie Marsden recently bought a condo on the seventeenth floor of the Bay View Terrace, where they have a great view of Lake Michigan.

Greg is a former board member of the BVHS and for a time he was secretary.

For many years he was a tour guide for the Chicago Architecture Center.

Greg knew my wife Alice and her brother Phil long before Alice and I met. On the other hand, I knew Greg's brother Larry long before I knew he had a brother. Larry was in my homeroom at Bay View High School and we graduated in 1968. Larry would always tease me about what I did on weekends, which was always something nerdy such as a cross-country or track meet, church activities or Boy Scouts. It was always good-natured. Coincidentally, Greg's brother Larry and Alice's brother Phil, both passed away within this last year.

Greg and Laurie are good friends of ours, so I'll miss the special bond that we had as co-tour guides. Thanks to Greg for sharing his time, talent and knowledge as co-tour guide.

### Sean Reagan

I'm happy to announce that Sean Reagan will be my new co-tour guide. He's been on these August Walks and is very interested in Bay View. In fact, he has his own walking tour of Bay View that he leads for Historic Milwaukee. I first met Sean in May 2013 when he was a tour guide for Historic Milwaukee's (HMI) annual Spaces and Traces, which that year featured Shorewood.

Sean was born and raised in the Milwaukee area and has a lifelong affection for history, from local to global, and ancient to recent. His interest in local history began in the mid-2000s when he started taking as many local history & architecture walking tours as he could find.

During that time, a docent encouraged him to become a tour guide. He enrolled in the 2007 HMI tour guide training course. At the time it was six weekly two-hour courses designed to teach Milwaukee history, architecture and the finer points of leading tours. Since graduating in 2007, he has led HMI's North Point and Brady Street tours.

In 2016, HMI launched a tour of Bay View and Sean became a regular guide on that tour. He contributed to the tour's content and redesigned the route to make it more efficient. Recently, he volunteered to guide HMI's Walker's Point Industrial History tour and contributed to that tour's content as well.

He is the primary researcher, writer, and presenter for the monthly podcast "Cream City Stories" that is focused on Milwaukee history. It is done in partnership with Julia Griffith – HMI Program Director.

Sean is a member of the North Point Lighthouse Lecture Committee, which offers a monthly series of talks given by prominent historians, authors, scholars, public servants and professionals.

Sean is one of the regulars on my BVHS annual August Walks. He has added to his knowledge of Bay View by attending many of my lectures. He has also contacted me with questions about Bay View. In my recommendation to the Education Committee I wrote "I am impressed with Sean's knowledge, excitement and enthusiasm for Bay View. He is the ideal candidate."



*From left to right, Greg Wernisch, retiring tour guide; Sean Reagan, new tour guide; Ron Winkler, Walking Tours chairperson.*

## Events

Visit [BayViewHistoricalSociety.org](http://BayViewHistoricalSociety.org) for more information.

### Bryan Bowers Concert

Tuesday • September 6 • 7pm

Beulah Brinton House Gazebo (Indoors in case of bad weather)

### Smokestacks on the Lake Front

Thursday • September 15 • 6pm

Presented by John Gurda & St. Francis Historical Society

### Beer Tasting at Sugar Maple - Benefit for BVHS

Thursday • September 22 • 5:30-7pm

Includes beer tasting, and hors d'oeuvres.

Historic trivia and prizes. **Purchase tickets at [bayviewhistoricalsociety.org](http://bayviewhistoricalsociety.org) under "Shop"**

**Must be 21+ to attend, \$30 per person.**

### Bay View Gallery Night:

Friday • September 30 • 5-9pm

Locally curated art from Daniel Fleming (abstract) and Barbara Budish (eclectic art and photography) will be displayed at the Historic Beulah Brinton House. Hear live music from Joey Lael and David Drake while enjoying refreshments.

### Beet Street Block Party

Saturday • October 1 • 12-7pm (rain or shine)

Organized by Cactus Club, Goodkind, and Palomino, Beet Street is a one-day outdoor fall festival of music, food, art, and community.

### BVHS Annual Membership Meeting

Monday • October 3 • 6:30pm

In-person at the Beulah Brinton House or online via Zoom. The link will be sent via email the week prior.

### "Hellen Keller: A Life Almost Lost"

by *Jessica Michna, an award-winning performer.*

St. Francis Historical Society

Thursday • October 6 • 6pm

St. Francis Civic Center, 3400 E. Howard Ave.

### Haunted Bike Ride

Sunday • October 16 • 3-4pm.

Family friendly bike ride for those interested in the spooky history of Bay View. **Sign-up at [bayviewhistoricalsociety.org](http://bayviewhistoricalsociety.org), under "Shop."** Admission is \$5 for adults, kids under 12 are free.

### Monthly Open House

1<sup>st</sup> Saturdays from 1-4pm.

Come visit us and discover something new!

Saturday • September 3

Saturday • October 1

Saturday • November 5

Saturday • December 3

### BVHS Board Meetings

Board of Directors meetings are currently held the second Wednesday of the month at 6:30pm via Zoom and are open to members.

Wednesday • September 14

Wednesday • October 12

Wednesday • November 9

Wednesday • December 11

Wednesday • January 11

## 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 (Summer 2022):

Bay View's Baptist congregation was organized in 1892. Two years later, they built Bay View Baptist Church in the Gothic Revival style at 2701 South Logan Avenue. In 1958, the congregation moved to 3800 South Howell Avenue and this church was purchased by Bay View Assembly of God which remained until 1969 when they moved to the old Bethel Evangelical Church on Conway and Woodward.

This church was razed in 1969 and replaced with a contemporary 31-unit apartment complex.

