



# BAY VIEW Historian



VOLUME 2023, NO. 4

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

FALL 2023

## Join Us for the Annual Membership Meeting

WEDNESDAY, OCTOBER 4 • 6:30 PM  
BEULAH BRINTON HOUSE

VIRTUAL MEETING OPTIONS AVAILABLE

Current members can vote for our slate of new, and renewing board members. Please review the bios for the newest nominees and the reports provided in this edition of the Historian.

### AGENDA

1. **Welcome and Check-In**
2. **Call to Order**
  - a. Confirm Quorum
3. **President's Report (Margaret Herzfeld)**
  - a. Overview of the Past Year's Achievements and Challenges
  - b. Recognitions and Acknowledgments
  - c. Strategic Direction and Goals for the Coming Year
4. **Financial Report (Dana Hansen)**
  - a. Presentation of Annual Financial Statements
  - b. Report from the Treasurer
  - c. Q&A on Financial Matters
5. **Membership Report (Joe Sliker)**
  - a. Report from the Membership Chair
6. **Election of Board Members (Susan Ballje)**
  - a. Acknowledgement of Departing Board Members
  - b. Introduction of Nominees
  - c. Voting
  - d. Announcement of New Board Members
7. **Open Floor / Q&A Session**
  - a. Opportunity for Members to Ask Questions and Share Concerns
8. **Announcements and Upcoming Events**
  - a. Upcoming Events and Activities
  - b. Opportunities for Member Involvement
9. **Closing Remarks**
  - a. Thanks
  - b. Adjournment of the Meeting
  - c. Refreshments and Social Time

## What's New (and Old) With At Random?

BY GRACE PELISEK

What's happening to At Random? You may have noticed some changes to At Random, a beloved staple of the Bay View neighborhood. Known for its ice cream drinks and iconic retro interior, At Random has gained new life under the management of John Dye. While it may seem like the outside is going through some drastic changes with the siding fully removed, it actually reveals some exciting glimpses into the past life of this historic building.

With the framing exposed, we can see evidence of past architecture. Many may be used to the current entrance of the bar located on the south side of the building off of Delaware Avenue. However, the main entrance to the building was originally at the northeast corner along the slanted wall facing the intersection of Delaware and Russell Avenues. The evidence of this is now visible with the siding removed for renovation. In addition to this, the framing of taller windows along the Delaware and Russell Avenue sides of the building are also visible during the current renovation. These features can be seen clearly in a photo of the building when it was Dobratz's tavern between 1909 and 1917.



*At Random during the Dobratz Era* Bobby Tanzilo, 2019 "Urban Spelunking: At Random", OnMilwaukee. <https://onmilwaukee.com/articles/urban-spelunking-at-random>. Accessed February 11, 2023

The building has been a bar for over a century, starting with a saloon owned by Lorenzo A. Spencer in 1894. Spencer was born in Racine, Wisconsin, and worked at the rolling mill before becoming a saloon keeper. He was the first to run a bar at the corner of Delaware (at that time an extension of Ellen Street) and Russell Avenue for four years or so before the building changed hands. After that it was a pharmacy for some time, later transforming back into a saloon in 1905.

During the Prohibition Era, the saloon transformed into a soft drink parlor owned and operated by Michael Kirn. At this time, the home and bar was valued at \$8,000, which adjusted for inflation would only be about \$120,000 today. Kirn and his cousin, Louis, who worked as a bartender, operated the bar into the 1950's. It was Kirn who added the white siding to the exterior of the building in 1939 which was later updated to aluminum siding, and which is currently missing from the building during renovation.



*Current View of At Random / Courtesy of Gretchen Wussow*

Before At Random was ever "At Random", or a pharmacy, or even a saloon, it was a puddler's cottage, the likes of which can still be seen in the surrounding neighborhood. Puddler's cottages were simple homes built by the Iron Company for workers of the rolling mill. They are called puddler's cottages after the puddlers who lived in them. Puddlers were integral to the workings of the rolling mill. They attended to the furnaces, watched the pyrometer readings, and maintained the correct temperature, often by sight, so that the molten metal wouldn't get too hot or too cold.

The original puddler's cottage at the corner of Russell and Delaware is now the back room of the bar and can be seen in this map of the lot from 1894. The section of the building marked with an "S", which houses the bar, was an addition to the original house in 1893. The early history of the building as a puddler's cottage is often overlooked, but further connects it to the history of Bay View.

*The Sanborn fire insurance map showing the building that would become At Random\*. UWM Libraries Digital Collections. <https://collections.lib.uwm.edu/digital/collection/san/id/373/rec/7>. Accessed June 23, 2023*



The earliest name associated with the address is William Walsh. In 1883, Walsh was listed in the city directory as residing in Bay View at the southwest corner of Russell and Delaware Avenues. He was drawn to Bay View like many others by the Iron company and rolling mill. Originally from Danforth, Maine, Walsh was the son of Irish immigrants. He moved to Bay View with his wife, Margaret, around 1870. At that time, he began working as a puddler at the Iron company, later working as a heater at the rolling mill. Walsh and his family did not live in the puddler's cottage that would become At Random for long, moving to an address at the corner of

*continued page 5*



## Passing, Seen

BY BILL O'BRIEN

The 1987 Summer issue of the Milwaukee County Historical Society's magazine included Daisy Estes Kursch's appreciation of her great-grandmother, "Beulah Brinton of Bay View." The article cites a neighbor's recollection of a nearby family burned out of their rented flat around 1905.

Mrs. Brinton, then wintering in Chicago, "wrote to the Tracys and urged them to move into her home until their place could be restored. They did. While there, their mischievous little son Spencer (who was born in Milwaukee on April 5, 1900) turned all of Grandma's pictures to the walls and played havoc with the furniture." Mrs. Kursch notes that her future screen idol had occupied what years later would be her bedroom. (1)

John and Carrie (Brown) Tracy were natives of Freeport, Illinois. John's position with the Chicago, Milwaukee, St. Paul and Pacific Railroad – better known as the Milwaukee Road – brought the couple to Milwaukee's Merrill Park, where their younger son Spencer was born at the southwest corner of Thirtieth Street and Saint Paul Avenue. The family moved frequently as John rose in the transportation and manufacturing industries, from clerk to traffic manager to officer in several concerns. His progress included long periods of sober concentration on work and careful attention to his family, interrupted by drinking bouts that led to truancy from labor and loved ones. This was a pattern repeated at length by his actor son. (2)

After Merrill Park, the family had six places in Bay View, seven counting their stint at 570 Superior. (3) John was a clerk, then Traffic Manager for Milwaukee Corrugating on Bay Street, 1904-1913. The 1915-1918 directories, when they lived on Clement, give no occupation for him. (4)

- 1 386 Bishop (today's 2602 Wentworth, of 2602-2604) Occupied 1904-1906
- 2 336 Ellen (today's 2536 South Delaware) Occupied 1907
- 3 151 Estes (today's 1811 East) Occupied 1908-1909
- 4 936 Kenesaw (today's 2226 South Woodward, of 2224-2226) Occupied 1910
- 5 440 Logan – 2818 South Occupied 1911-1913.
- 6 334 Clement Avenue – 2660 South Clement Avenue Occupied 1915-1918.

Detailed at the risk of increasing home assessments and drawing mobs of movie buffs, the six documented Tracy Bay View residences follow. Some street names have changed greatly. They are shown here in plan, as they appeared in the 1910 Sanborn Fire Insurance maps. (5) You can seek out current views, but please don't intrude.

John and Carrie later lived in Wauwatosa, on North Marietta Avenue, and Prospect Avenue. Between 1919 and 1926 John served successively as Sales Manager for Sterling Truck in West Allis, Vice President of Parker Motor Truck in Bay View, President of George Lutz Company (paving machinery), and President of Frankenberg Refrigerating Machinery, the latter two in downtown offices. (6)

In 1926 John and Carrie left for New York, where "Spence" had been building his Broadway resumé as a forceful and "natural" actor. John had secured a position with General Motors' truck division. Illness hindered his work, and he died in 1928, well before Spencer left for his distinguished career in Hollywood.

As to drawing crowds here, how popular Spencer Tracy remains is an open question. The American Film Institute named him ninth on its 1999 list of Golden Age actors. Students at Trowbridge School certainly know about him and readily point out a commemorative plaque in the main floor corridor.

An indifferent student but a passionate player, the eventual winner of consecutive Oscars staged magic shows and plays at home, concocting the latter from the silent films he devoured at the Comique Theatre on Kinnickinnic Avenue, today's Revel Bar at 2246 South.

Spencer was enrolled at Trowbridge, St. John's Cathedral School, St. Rose in Merrill Park, Wauwatosa High School, St. Mary's and Rockhurst academies in Kansas, and Marquette Academy, where he made the acquaintance of lifelong friend William Joseph "Pat" O'Brien.

After his brief Navy service during World War I, Tracy had stints at the defunct Northwestern Military and Naval Academy on Lake Geneva, West Division High School, and Ripon College, where he is counted as a member of the Class of 1924.

When the Ripon debate team traveled east in 1922, Tracy auditioned at the American Academy of Dramatic Arts in New York City, where Pat O'Brien was already enrolled. Tracy's one diploma would be earned there. Ripon College awarded its alumnus an honorary doctorate in 1940, while his film, *Edison the Man* played at the town's Campus Theater.

(1) *Milwaukee History*, Summer 1987, p. 38-45.

(2) There are adulatory and antagonistic biographies aplenty about Tracy. The most comprehensive and balanced is *Spencer Tracy: a biography*, by James Curtis, researched and written with the approval and encouragement of Tracy's daughter Susie. Six columns that Tracy wrote for the *Milwaukee Journal*, February 1-6, 1937, play loosely with some facts.

(3) *The pre-1930 number for the Brinton House.*

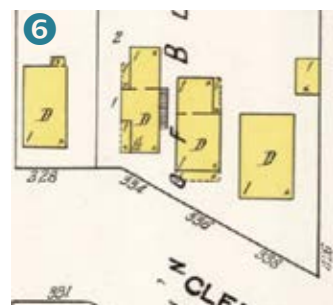
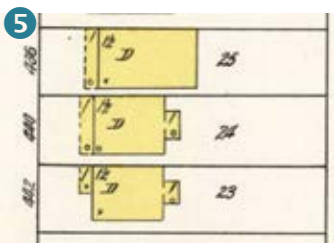
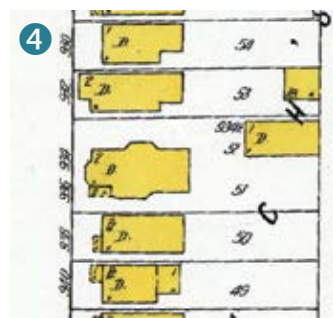
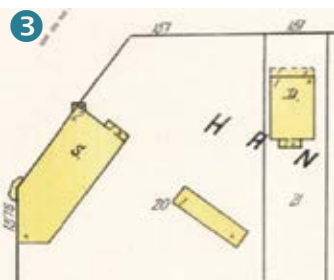
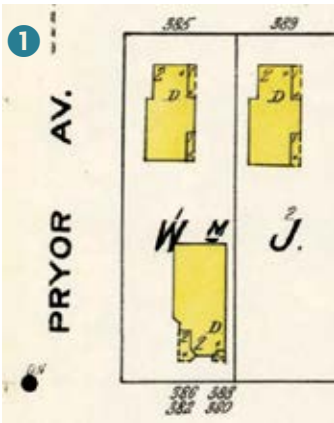
(4) The 1914 *Milwaukee city directory* lists the Tracys at 2028 Grand Avenue, west of the Pabst Mansion. John appears as Manager for a yet-to-identify "LD." The Curtis biography places them at the Stratford Arms at 1404 West Wisconsin Avenue [demolished], later Marquette University's Jesuit Residence.

(5) From the engrossing UW-Milwaukee Sanborn Maps of Milwaukee, 1894-1910: <https://uwm.edu/lib-collections/sanborn/>

(6) Parker Motor Truck's vanished plant was at the northwest corner of East Linus Street and South Woodward Street. The successor to the Stegeman Motor Car Company, its phone number was Hanover 1024.

My scrutiny of the Tracys' Bay View homes was prompted by a Society member dismissing the Kursch account, which I have always accepted as fact. I countered lightly with "Do you think one of Beulah's great-granddaughters would have fibbed about this?"

Further back, when I was new to Bay View, an acquaintance waved towards the seven identical houses built in 1912 between 2277 and 2793 South Kinnickinnic and said "Spencer Tracy lived in one of those." I'm filing that impression under Undocumented-Dubious.







## BVHS Membership Report August, 2023

JOSEPH SLIKER, MEMBERSHIP COMMITTEE

As of August 10, 2023 out of 1175 entries in the BVHS Contacts (Past Perfect) database there are 242 active/paid memberships which are paid/up to date at least through the end of the current year.

Current Active (dues paid) Members	2020	2021	2022	2023
Household	29	35	32	30
Individual	35	55	40	35
Senior Household	72	76	67	75
Senior Individual	87	100	96	99
Corporate	3	2	1	1
Nonprofit-Small Bus	5	4	4	2
Total Paid Memberships (8/10/2023)	231	272	240	242
Lifetime Members*	(not reported)	26		
Honorary Members*	80	85	72	48
Mailing Only**	50	35	50	34

\* Although Honorary & 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)

## Financial Statement for 3/01/23 – 7/31/23

DANA HANSEN, TREASURER

### ASSETS:

- Checking: .....\$1,838.58
- Business Signature Money  
Market Account (0.40% Rate): .....\$41,504.50
- Business 1 Year CD  
(4.89% Rate): .....\$75,000.00
- Total Liquid Assets: .....\$43,303.08

### Direct Public Support:

- Membership, Events & Donations....\$8,194.81
- Interest Income - Bank:.....\$257.79
- Total Revenue: .....\$8,452.60

### EXPENSES:

- Insurance:.....\$858.00
- Printing & Publications:.....\$2,205.48
- Restoration/Renovation:.....\$3,200.00
- Routine Maintenance: .....\$1,679.26
- Supplies:.....\$153.74
- Utilities: .....\$1,173.91
- Events:.....\$3,681.87
- Total Expenses:.....\$12,952.26

## At Random Continued

Russell and Kinnickinnic only three years later.

After the Walsh family moved out in 1886, another puddler at the rolling mill, William J. Morgan, moved into the cottage on the corner of Russell and Delaware. Morgan was born in Pennsylvania, the son of immigrants from Wales. He married Louisa Williams and moved to Elmira, New York, where they had two children, before moving to Bay View to work at the iron mill. The Morgans were the last tenants of the original puddler's cottage before its transformation into a storefront. They lived there until the year before the addition was built, and the first saloon began calling the building home in 1894.

Perhaps you've seen some of the recent changes happening to the outside of At Random. The building on the corner of Russell and Delaware has been a bar for over a century. From its beginnings as a puddler's cottage to today, many changes have been made to the building both inside and out, all of which connects it to the greater history of Bay View.

### Sources:

*Milwaukee City Directories*

*1880-1950 United States Census*

*Sanborn Fire Insurance Maps via UWM Libraries Digital Collections*

*Find-a-Grave*

*Pre-1900 Newspapers via the Milwaukee Public Library  
City of Milwaukee Birth and Death Records*

*"Urban Spelunking: At Random" by Bobby Tanzilo  
<https://onmilwaukee.com/articles/urban-spelunking-at-random>*

## 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

### Philanthropic Levels:

- ☐ \$100 Friend ☐ \$1,000 Patron
- ☐ \$500 Leader ☐ \$2,500+ Benefactor

☐ 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**



## Board & Committee Contacts:

### President

Margaret Herzfeld  
president@bayviewhistoricalsociety.org

### Vice President

Heather Taylor

### Treasurer

Dana Hansen

### Secretary

Becca Schnabel

### Board Members:

Drew Formentini	Grace Pelisek
Russ Grabczyk	Bryce Richards
Brittany Hager-	Brooke Uhl
McNeely	Joel Willems

### Annual Dinner

Heather Taylor

### Archives

Kathy Mulvey & John Sargent

### Beulah Brinton House

Drew Formentini

### Education and Community

Becca Schnabel

### Finance

Dana Hansen

### Fundraising

Heather Taylor

### Landmarks Historian

Ron Winkler

### Marketing

Joel Willems

### Membership

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### House Rentals

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### 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

Greetings and warm wishes to all of you! I hope this issue of the Historian finds you well and enjoying the summer season. As we enter the second half of the year, it's my pleasure to bring you the latest updates and highlights from our ongoing efforts.

### RECENT EFFORTS & ACCOMPLISHMENTS

- **Financial Investments:** The board voted unanimously to invest our savings in a CD and money market.
  - ♦ \$75,000 was put in a 1-year CD with a 4.89% APY
  - ♦ \$41,000 was put in a business money market with a 0.4% APY
- **Property Upkeep:**
  - ♦ The garage desperately needed a fresh coat of paint and repair of deteriorated wood. Escamilla LLC performed the work for \$3,200. The income from the Annual Dinner 100% covered the cost of this project and overall, we are very pleased with the outcome. Thank you for your support!
- **Past Events:**
  - ♦ **Landmark Dedication:** In June we recognized the Bruno Nordberg House on Logan Avenue as our 28<sup>th</sup> Landmark. It was a beautiful summer day filled with the history of the house and Nordberg Manufacturing Company, refreshments, and music. Special thanks to Society members Karen Lemke and Marty Hill for opening their home to us.
  - ♦ **Fourth of July Parade:** Once again, we marched in Humboldt Park's fourth of July parade. We tossed candy and educated onlookers about the Society.

*Participating this year: Susan Ballje, Jeanne Troglia, Loesje Troglia, Candice Owley, Sue Herzfeld, Nancy Tawney, Alice Winkler, Karen and Pat Flanagan, Greg Wernisch, with Laurie Marston, Margaret Herzfeld (not pictured Ron Winkler).*

- ♦ **Historical Walk:** Ron Winkler and Sean Reagan led the annual walking tour in August. Participants learned about Bay View's "Northern Border" by visiting 42 different stops ranging from manufacturing on Bay Street to historic homes on Mound Swtreet to shops on KK.
- ♦ **Trivia:** We recently hosted our first trivia night at The Sugar Maple. Treasurer Dana Hansen and Secretary Rebecca Schnabel hosted the event which brought out a great crowd. Due to its success, we will be making this a recurring event. Check the upcoming events section for more details.

We have a lot of other events that are still being planned. To stay up to date on all upcoming events, check our website and Facebook.

I look forward to seeing you at our upcoming events and our annual membership meeting. Your attendance at the membership meeting is important in order to elect our next board and provide you key updates regarding the future of the Society.

Best,

Margaret Herzfeld



## Making a Gift in Your Will

*"We make a living by what we get, but we make a life by what we give."*

**Winston Churchill**

The Bay View Historical Society depends on the generosity of individuals now, and in the future. The simplest way you can make a future gift to the Bay View Historical Society is through your will. Planning to make a gift this way allows you to make a difference in the future -- even after you are gone. Please consider remembering the Bay View Historical Society in this way. Write to: BayViewHistoricalSociety@gmail.com to request further information.





## Bruno Nordberg Home Landmark Dedication

BY RON WINKLER



*The Bruno Nordberg house is the Bay View Historical Society's 28th landmark.*

The Bruno Nordberg home, 2940 South Logan Avenue, became the Bay View Historical Society's (BVHS) 28<sup>th</sup> landmark on Saturday, June 10<sup>th</sup>. The dedication was free, open to the public and was held on a beautiful day that was sunny and 75° with low humidity. That was in contrast to the next day's cold, windy and rainy weather.

Landmarking took place at 1:00 PM at the home. BVHS President Margaret Herzfeld welcomed everyone and Landmarks Historian Ron Winkler gave a history of the home, followed by remarks from owners Karen Lemke and Marty Hill. Margaret Herzfeld and Ron Winkler then presented the plaque. A short piano recital was given by Winnie Joyce, one of Karen's piano students from her Faber lesson book. Refreshments were provided by the owners as were tours of the home.

The event was videoed by Bryce Richards, board member, and photographed by Kevin Petajan, society member. Everyone received a ten-page full-color souvenir booklet which contained the history of Nordberg Manufacturing Company and the house, as well as pictures of the house. President Margaret Herzfeld and her mother Sue Herzfeld welcomed guests and handed out booklets. The booklet was written by Ron Winkler; the graphic design and layout were by Kevin Petajan.

### History of the Home

In 1902, Bruno Nordberg (1857-1924) and his wife Helena (1863-1942) built their house on a hill overlooking Humboldt Park on the northeast corner of Logan Avenue and Idaho Street. Elmer Grey and Cecil B. Chapman designed an Arts and Crafts style home that C. Brust built for \$8000. Bruno died in 1924 and Helena lived in the home until her death in 1942. Their son, Bruno V. E. (1884-1946) and his wife Desiree (1890-1969) then moved in.

They sold the house to Frank and Vera Heymeyer who were the owners until 1963.

Curtis and Anne Marie Bjork purchased the home in 1963 and in 1964, sold the north section of property which includes the carriage house. A new home was built, addressed at 2932 South Logan Avenue, but they retained the carriage house, which is still there today.

The next owners were Ronald W. and Vicki L. Knaak (1976 to 1992).

Ron and Marge Tesmer then purchased the property in 1992 and did a lot of remodeling. In 2008, Frank Tenuta (owner of Tenuta's Restaurant, 2995 S. Clement

Avenue) and Jodi Nowak purchased the property and did further renovations. Jodi died in 2017.

When current owners Karen Lemke and Marty Hill purchased the property on February 29, 2020, they wanted to make the house an expression of their artistic talents. Several weeks later, the worldwide COVID-19 pandemic shut things down. They had plenty of time to plan their project for both the inside and outside. The work was finally done in the autumn of 2022 and included painting, a lot of carpentry work and new chimneys.

The outside was painted in two shades of lavender for contrast. The darker upper is separated from the lighter bottom by maroon, which was also used at the top of the gables. Pink and white were used for highlights. They creatively painted two of the ornamentations to represent dragons, whose eyes are lit at night.

The house is a prominent Bay View landmark so they wanted it to be very inclusive. They wanted to express, among many things, gay pride and the Divine Feminine of Georgia O'Keefe.

They're pleased with all of the work that was done.



*Last year's BVHS landmark was South Shore Yacht Club (SSYC). Bruno Nordberg was a member of SSYC; this is his boat, Merlin.*



*Bruno Nordberg utilized quiet steam power by driving a Stanley Steamer to his factory. Here we see him with his wife Helena and their three children.*



*Karen Lemke and Marty Hill, Nordberg House owners; Margaret Herzfeld, and Ron Winkler, BVHS*

## Nordberg Descendants Visit Nordberg Home

BY RON WINKLER

On Sunday, June 18<sup>th</sup>, the children of Bruno V. E. (1884-1946) and Desiree Nordberg (1890-1969) visited the Bruno Nordberg house at 2940 S. Logan Avenue. Bruno V.E. was the son of Nordberg Manufacturing Company founder Bruno V. Nordberg and his wife Helena. The Nordberg home had been dedicated as the Bay View Historical Society's 28<sup>th</sup> landmark the weekend before on Saturday, June 10<sup>th</sup>.

The names of Bruno V.E.'s children and their spouses are, from oldest to youngest:

- William V. Nordberg and spouse Christine from Amherst, WI
- Richard B. Nordberg and spouse Kathleen from Cedarburg, WI
- Mary Jo Nordberg Conklin and spouse Randy from Houston, TX
- Jean Nordberg Cobb from Scottsdale, AZ

They were in Milwaukee for a baby shower to celebrate the newest Nordberg family member who is due in September. The parents to-be are Jeffrey R. Nordberg, son of Richard, and his wife Annemarie, who live in Charlotte, NC. They will welcome a girl, who will be the great, great, great granddaughter of Bruno V. Nordberg. Mary Jo Nordberg Conklin and her husband Randy from Houston, TX were unable to attend.

The family was welcomed by owners Karen Lemke and Marty Hill, who led them on a tour of the house. Family members reminisced and shared tales about their days living in the house. They marveled at the changes that had taken place over fifty years and five owners, but were impressed with the care the home had received over the years.



*Nordberg family descendants who visited the Nordberg house on Sunday, June 18, 2023. From left, William Nordberg, his wife Christine, Richard Nordberg, his wife Kathleen, Jean Nordberg Cobb, Jeffrey Nordberg, his wife Annemarie with great, great, great granddaughter, expected in September.*





## Gardening at Beulah Brinton House

BY SUSAN BALLJE

After so much wonderful work to restore the exterior of our historic Beulah Brinton House (thanks to Nancy Tawney and Drew Formentini for organizing) a small crew of gardeners has taken up improving the gardens and eventually the yard. As with any landscape project, it takes time, patience, and lots of labor!

Spring began the clean-up around the house gardens, lots of invasives and plants needed to be removed. Fortunately, gardeners were able to identify what should remain and then add 2 dwarf spruce trees and 2 pinky winky hydrangeas. The lovely iris, treasures from Ellen Tucker that had been added last year, settled and bloomed beautifully along the ramp in the backyard.

Summer brought more interest, expertise and new gardeners that sure made the work easier! Many Saturday mornings, gardeners gather to take on one area of the yard. From cutting and pruning bushes in the alley to removing the spurge along the front of the house, they dig and drag and delight in seeing progress with the appearance. As several master gardeners are joining the group, more design efforts are underway to replace plants and bushes that will be more suitable.

Many thanks to Nancy Tawney (organizer), Anne Maedke, Bonnie Zuponic, Ellen Tucker, Jane Le Capitaine, Jeanne Meyer, Jeanne Troglia, Jennifer Kowalsky, Leslie Davis, Toni Lael, Wendy Cooper, Jennifer Stevens, and Susan Ballje for continuous commitment to the gardening efforts. And special recognition to Joe Ehlinger for mowing the lawn!!



## Bay View's Northern Border Walk

BY RON WINKLER

This year's annual Bay View Historical Society (BVHS) August Walk took us to the Northern Border. The walk, held on Saturday, August 5th, started and ended at Colectivo Coffee, 2301 S. Kinnickinnic Avenue. Cost was \$5.00 for members and \$10.00 for non-members. Thanks to Society President Margaret Herzfeld along with her mom Sue Herzfeld for registering the walkers. The temperature was a pleasant 75 degrees in contrast with last year's 89 degrees with a heat index of 95 degrees.

Each participant received a copy of the newly-printed walk brochure, ninth 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. Ron Winkler and new tour guide Sean Regan shared their knowledge of Bay View with the walkers. Look for an in-depth article about the walk in the Winter Historian.



## Calendar of Events

Please check the BVHS Website  
**BayViewHistoricalSociety.org**  
for new TBD events.

### Beet Street Block Party (rain or shine)

**Saturday • October 7 • 2-8pm**

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

### Trivia

Last Wednesday of every other month

**7pm • The Sugar Maple**

**Wednesday • September 27**

**Wednesday • November 29**

**Wednesday • January 31**

**Wednesday • March 27**

### BVHS Annual Membership Meeting

**Wednesday • October 4 • 6:30pm**

In-person at the Beulah Brinton House

Virtual meeting options available

### Haunted Bike Ride

TBA

### Monthly Open House

Come visit us and discover something new!

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

**Saturday • September 2**

**Saturday • October 7**

**Saturday • November 4**

**Saturday • December 2**

### BVHS Board Meetings

Board of Directors meetings are usually held the second Wednesday of the month at 6:30pm. The format is hybrid, meeting in-person at the Beulah Brinton House and via Zoom, and are open to members.

**Wednesday • October 11 • 6:30pm**

**Wednesday • November 8 • 6:30pm**

**Wednesday • December 13 • 6:30pm**

**Wednesday • January 10 • 6:30pm**



## BVHS – Nominations for 2023 Board of Directors

BY SUSAN BALLJE (CHAIR) & DREW FORMENTINI

On Wednesday, October 4, 2023 at the annual meeting of Bay View Historical Society the election of new board members will be held at 6:30 pm. For those unable to join us in person, virtual options will be available. An email announcement will be sent out prior to the event with details. All current members of the society will be eligible to vote. The nominating committee is pleased to present the following slate of nominations for 3-year terms on Bay View Historical Society Board of Directors:



### Becca Schnabel

Becca has been on the board since Oct 2022 in a one-year open seat and is currently serving as secretary. She is originally from Minnesota but has been living in Wisconsin for over 10 years. Becca

studied history, philosophy, literature and Russian as an undergrad at UW-LaCrosse. In 2020 she obtained a Master of Arts degree in Public History and graduate certificate in Museum Studies from University of WI – Milwaukee. As a public historian, she strives to amplify the voices of the public to cultivate a sense of community through participation. She has been working at Sheboygan County Historical Society and Museum as the Collection Assistant managing the institution's first full collection inventory.

Becca also enjoys tending to plants and pets or playing board games with her partner. In her free time Becca likes attending social and cultural events, one of her favorites is Chill on the Hill in Bay View. We are pleased Becca is already contributing to the board as an officer and willing to continue to serve.



### John Edquist

John has a passion for history to understand why things are the way they are today. Understanding the past helps to build on the present. Since moving to Bay View in 2010 John has done a variety of

independent research, especially on the backstory of Linebarger, without realizing there was a group who to share it with. The Historical Society holds a unique asset by maintaining historical documents that further build on the community and help us feel connected

with our past. Bay View residents tend to have pride in our neighborhood, and we can bolster that with further engagement. John would like to drive initiatives which provide our neighbors with information in new, fun and interesting ways.

Professionally, John is Associate Director of Collins Aerospace and has had a variety of roles in technology development combined with business development. As a systems architect he can identify differentiating technologies with a unique value in the aerospace market. He also acts as a facilitator for ideation workshops and manages projects through completion. John comes with collaborative ideas and the willingness to own and execute on them.

John feels that historical society is an integral part of the community. Its purpose should be to make residents feel connected to each other through our history. He is interested in supporting marketing, public relations, event planning and execution, property management, technology, arts education/ mentoring.

"Bay View Historical Society can bring us together and make residency here even more meaningful".



### Nicola Ciarro

Nicola has a diverse educational and career background including a BA in Art, MA in History with certifications in Museums Studies and Public History, Post Baccalaureate in Special Education and an MS in Educational Leadership. She started and ran a non-profit for ten years, worked with a wide variety of stakeholders, and always a lifelong learner. After being a Special Education teacher, Principal, and Special Education Director for 26 years, Nicola decided to return to her roots and is currently the Executive Director at the Waukesha County Historical Society & Museum.

Her experience in strategic planning will be an asset for the Board. As an educator and non-profit leader, she strives to set clear and obtainable goals, has extensive training in board development and developed and worked with the Board of Directors of Wings Academy, SEDA, and the Waukesha County Historical Society and Museum. Nicola can meet people where they are and work with a team to guide an organization to achieve their goals. In addition to having a lifelong passion for history/museums, throughout her studies and career she has often worked to build and strengthen communities.

As a non-profit leader Nicola is also keenly aware of the financial needs of the organization and has successfully written grants, managed fundraising, and budgeted to ensure the organization was financially viable.

Nicola has been a resident of Bay View for almost 30 years and would like to give back by helping to preserve the history of our community, educate others about its past, and promote civic engagement. She will be an asset to the organization and honored to serve on the board.



### Quinn Schwellinger

Quinn is currently serving on Badger Ham's Board of Directors as Secretary. He is also a co-owner and manages operations for Badger Ham (Badger Boiled Ham Co., Inc.). In this capacity, he has some exposure to how

boards generally work including bylaws, meetings, voting rights, legal, financial, and operational matters.

Quinn is interested in joining the board because of his love of Wisconsin and history. He's been known to say, "all good things come from Wisconsin." Although not completely serious, he does believe there are fascinating stories that come out of this state. To anyone that will listen, he loves espousing fun facts about the origination of custard, Frank Lloyd Wright, or what's up with "the badger."

As a member of the board, Quinn would be thrilled to aid in sharing Bay View's history with the community, much like sharing Wisconsin's history with anyone that will listen. Additionally, he is a history lover. For instance, when traveling, he has a reputation for always stopping to read historical plaques or pulling out the guidebook to learn fun facts about the places they visit. Bay View Historical Society will be a great place to put his passion and knowledge to good use.

Quinn is interested in supporting Bay View Historical Society in the areas of marketing, fundraising, public relations, landscaping/gardening, arts education/ mentoring, and grant writing.

## 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 2023):

Answer to last issue's quiz (Summer 2023): The old Humboldt Park bandshell was dedicated Thursday, August 30, 1932 as a WPA project. The \$8000.00 shell, designed by Clas & Clas, was 35 by 70 feet and the interior was finished in silver tone. It could hold 100 musicians or a chorus of more than 200. At the time, the only other structure of its kind was the Hollywood Bowl in Los Angeles. The Humboldt Park bandshell was destroyed by fire in 1976. The current chalet, designed by county architect R. Albright, was built on the base of the old bandshell. The chalet cost \$2 million and was dedicated July 7, 1977.





## Area Resident Names A New Apple Variety “Town of Lake”

BY ANNA PASSANTE

Amy Asp loves apples!! So it isn't surprising she is excited about a special apple tree in her backyard. Her tree is so unique that Dr. Cameron P. Peace, a science professor at the Department of Horticulture, Washington State University, bestowed on her the honor of naming the apple that grows on that tree. Delighted with the honor, Amy contacted President Margaret Herzfeld thinking it would be a great story to share with the BVHS membership.

The backstory goes like this: When her family moved into their house at 3680 South Brust Avenue 15 years ago, they didn't know what kind of tree was in the backyard. It had a five-foot circumference and was taller than their two-story house.

By fall the mystery was solved. There were a ton of apples on the tree. According to Amy, “The apples taste extremely sweet, but the taste isn't distinctive or unique.” Amy thinks the apples were grown for cider. She mixes the apples with another variety of apple and makes quarts and quarts of applesauce. She also slices some to freeze.

Amy's desire to identify the type of apple led her to contact Weston Orchards in New Berlin, Wisconsin, ten years ago, but they weren't familiar with that variety of apple tree. Theresa Quednow of Quednow's Heirloom Apple Orchard in

Abells Corners, Wisconsin, near Elkhorn, Wisconsin, took some scion wood from Amy's apple tree and grafted it to one of the Quednow's trees. It didn't grow well. Amy thinks the colder winters were to blame.

In June 2022, Amy and her son sent leaf samples from their apple tree to Dr. Peace at Washington State University. Dr. Peace is working on mapping the genome of apple varieties. Amy heard about his project when she took a apple grafting class at Weston Orchards. She filled out the required form and was assigned an identification code. There was a space to write in a name in case her apple didn't match an existing variety. According to Amy, her property was formerly part of a large farm in Town of Lake that included present-day Tippecanoe Park and Clement Avenue School. So she chose “Town of Lake”

because it had a nice ring to it. Amy's son, who she says is more meticulous than she is, wrapped some of the apple leaves in damp paper towels and placed them in a Ziploc bag. They sent them off to Dr. Peace. The process cost her \$120, but she didn't mind the cost if it helped solve the mystery of the apple tree. It took awhile since Dr. Peace had more than 100 samples to evaluate. Amy got the DNA profiling results in March of this year. Here is what Dr. Peace had to say about Amy's apple tree:

Town of Lake (AAAM-001): Unique,

not matching identity to anything in our dataset so far. However, both of its parents were identified: Northwest Greening and Wealthy. Curiously, these are the same two parents as the Minnesotan cultivar Fireside (a grandparent of Zestar). The cross that created Fireside was more than a hundred years ago and the cultivar was eventually commercially introduced in 1943. Perhaps your Town of Lake tree was obtained as a selection from the same family raised by the Minnesota Agricultural Experiment Station (in Excelsior).

Amy was pleased that her apple tree is so unique that it has its own name and that she was the one to name it Town of Lake. Since they bought the house 15 years ago, the apple tree is showing its age. Bark is missing from one side of the trunk. Nowadays, Amy gets no more than a bushel of apples per year. She doesn't think the tree will last too many more years. But she will always remember the goodly amount of apples the tree produced the first year of their ownership. There were so many that she had to buy a Breville Juice Fountain to use up all the apples, because she was brought up not to waste food. She remembers the salesperson saying, “You could juice the whole tree with that thing.”

