



# South Milwaukee Historical Society

717 Milwaukee Ave., South Milwaukee, WI 53172  
NEWSLETTER APRIL, 1991

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## OFFICERS 1989-1990

|                   |                    |          |
|-------------------|--------------------|----------|
| President         | Rick Tangen        | 762-2199 |
| Vice President    | Richard Thinnes    | 762-6214 |
| Secretary         | Theresa Aghbashian | 762-5623 |
| Treasurer         | Laura Hook         | 762-0635 |
| Past President    | Addie Becker       | 764-2118 |
| Curator/Historian | Gertrude Endthoff  | 762-8852 |

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## BOARD OF DIRECTORS: (term expires)

|                   |      |          |
|-------------------|------|----------|
| Steve Czerwicznik | 1993 | 762-2089 |
| Arline Barsamian  | 1992 | 762-3624 |
| Lorraine Fuhreck  | 1992 | 762-1915 |
| Dr. Harold Hein   | 1991 | 483-4826 |
| Mary Magnuson     | 1991 | 762-9428 |

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## MARK YOUR CALENDARS:

|        |  |
|--------|--|
| MAY 13 | POT LUCK SUPPER AT SENIOR CENTER, 5:30 pm  |
| MAY 31 | RUMMAGE SALE AND OPEN HOUSE 9 am. to 2 pm. |
| JUNE 1 | RUMMAGE SALE AND OPEN HOUSE 9 am. to 2 pm. |
| JULY   | HERITAGE DAYS                              |

## LETTER FROM THE PRESIDENT:

I would like to thank everyone who helped with the Business and Industry Fair. We did a fairly good job and made a small profit.

The basement in the house is almost done as I write this. The basement has been waterproofed. The walls were power washed, a sump pump, new glass block windows and new floor installed. The improvements should make this area safe for storage and exhibits. We also had electrical work done; new fluorescent lights for the basement make it easier to see and work down there. These two projects cost us a lot of money. So if you have any idea of how to help pay for these, please help.

We have many projects coming up this summer which should help repay some of these. The first one is our rummage - open house which will be held on May 31 and June 1 from 9 am. to 2 pm. If you have any rummage items, NO CLOTHES, please drop them off at my house or on the back steps at the Historical Museum. If you want me to pick them up, call me.

We will again have open house all summer on Sundays from 2 till 4 pm. If you can help sit even one Sunday please call me and let me know; you can also let me know at the May Pot Luck Meeting.

Heritage Days, held in July, will also need lots and lots of help. We need people to help in the garage for the rummage sale, help in the house for showing people around, help selling ice cream and drinks, help taking tickets for the trolley rides. Everything except the Trolley monies stay at the museum. The Trolley monies go back to the city to pay the rental fee.

We will have the K-9 squad Officers Schilder and Putz for speakers at the May meeting, so I hope every one comes to learn what and how the K-9 squad works.

Hopefully, for me, this may be the last newsletter I will have to write, as my term of office is finally up. I would like to thank all those who helped me through my long term as President

THANK YOU ALL.

Richard Tangen, President

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SEARS HOUSES (second in a series)

Sears began selling mail order building materials in 1895 to 1900. The department was unprofitable until 1906 when the manager of the China Department, Frank W. Kushel took it over. Instead of closing it down he thought he could turn it around. Between 1908 and 1940, 100,000 families in the USA bought Sears Homes. Sears offered 450 ready to assemble designs from mansions to bungalows to summer cottages. They were ordered by mail and delivered by rail. The designs were popular and reflected the taste of America. The homes featured modern designs with indoor plumbing. The Sears Company was careful to produce a quality design and quality materials and maintained a good reputation.

In 1908 the BOOK OF MODERN HOMES AND BUILDING PLANS for 22 styles of homes (\$650. to \$2,500) was issued. The price included plans, specifications and most material down to nails and estimated costs for labor and excavations.

Between 1909 and 1912 Sears purchased lumber mills in Mansfield, LA, a lumber yard in Cairo, IL and millwork plant in Norwood, OH. Financing attracted many when it was initiated in 1911. Loans ran for 5 years at 6 % interest. Sears also sold houses to companies like Standard Oil erected for workers in Carlinville, IL in 1918 at a reported cost of \$1 million. Sales offices offered more help. The first one opened in 1919. By 1925 there were 10 offices and in 1930, 48 offices. All the offices were east of the Mississippi River and north of Maryland.

Sales in 1920 averaged 125 houses a month. In 9 years the average rose to 250 houses a month in Cairo alone. In May, 1926 Cairo shipped 324 ready cut houses. The result was Sears' opened another 40 acre lumbermill in Newark, NJ. Eastern sales increased while Cairo began to decrease. So Cairo began shipping buildings to 50 Civilian Conservation Corps (CCC) camps nationwide.

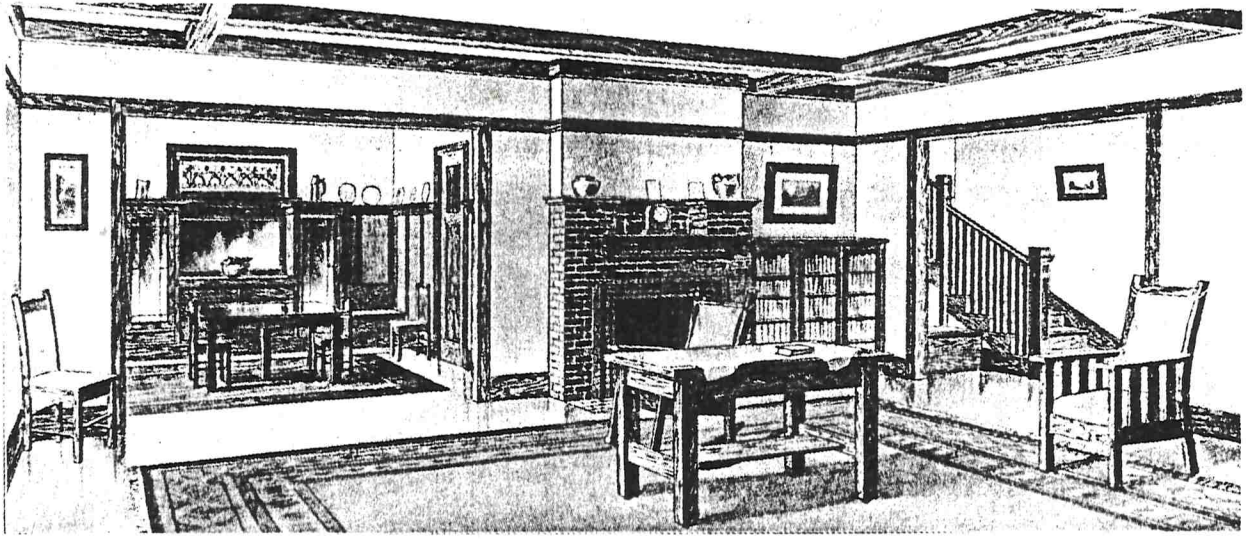
Cover of the 1918 Modern Homes catalog, featuring the Magnolia, the grandest house Sears ever offered. The house cost \$5,140 that year.

# THE CATALOG

- \* i know the markets of the earth and wondrous tales i tell  
of all the new and pretty things the whole world has to sell.  
and those who sit with me awhile and roam my pages through  
may see the pageants of mankind set out in open view.
- \* i know the realms of happiness for little girls and boys  
i swing the gates which lead into the magic land of toys.  
i am the window of the world at which is kept displayed  
the best of everything men do;  
the best of all they've made.
- \* oh, whether it be north or south or distant east or west  
i show the dwelling beautiful and fashion at its best.  
i am a thousand shops in one;  
gay stall and quaint bazaar,  
the glamour that is paris and the charm of zanzibar.
- \* they know me as a catalog and yet on lonely nights  
i bring them dreams and fancies and a wealth of real delights.  
for often when the day is done and duty's flags are furled  
i take the family shopping round the markets of the world.

—Edgar A. Guest





# MATERIAL SPECIFIED FOR MODERN HOME No. 146

**Black Interior Door**, 2 feet 8 inches by 7 feet, 1 1/2 inches thick. Price...\$3.46

**Craftsman Oak Interior Door**, 2 feet 8 inches by 7 feet, 1 1/2 inches thick. Price...\$5.65

**Kitchen Door**, soft pine with oak rails, and 1/2 inch pine panels; 2 feet 8 inches by 7 feet, 1 1/2 inches thick. Price...\$2.50

**Rear Outside Door**, 2 1/2 feet by 7 feet, 1 1/2 inches thick. Price...\$4.80

**Craftsman Oak Front Door**, glazed plate glass; 36 1/2 inch, 1 1/2 inch thick. Price...\$19.80

**Two-Light Check-Rail Window**, 2 feet by 4 feet 6 inches, with glass. Price...\$2.20

**Craftsman Oak Buffet**, bevel plate glass mirror, doors glazed with leaded art glass. Price...\$48.00

**Note our low prices.** All our material is guaranteed. We furnish the very latest designs at half regular prices. For complete list see our exclusive Material Catalog.

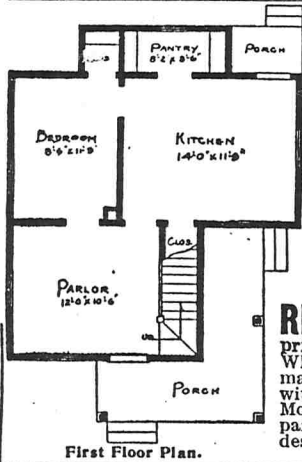
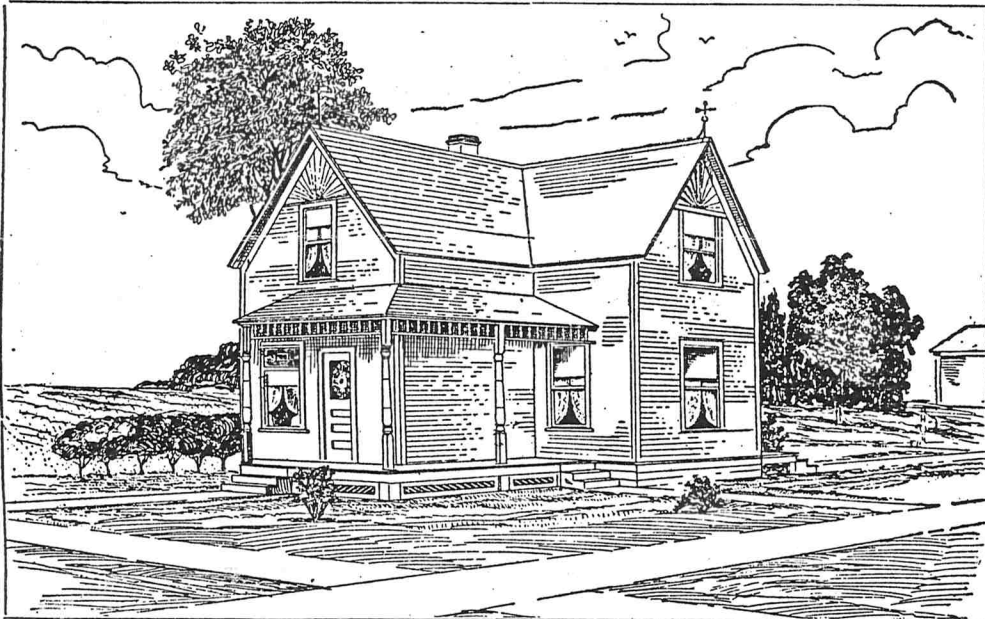
**Inside Door Jamb**, Vertical pine...\$0.48  
 Thick...\$1.62

SEARS, ROEBUCK AND CO.

CHICAGO, ILLINOIS

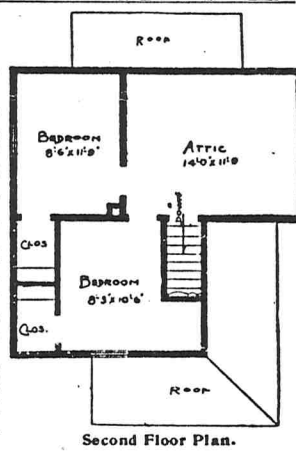
PLANS FOR THIS \$725.00 HOUSE, OR ANY ONE OF THE MANY HOUSES WE OFFER, ARE FREE, AS FULLY EXPLAINED ON PAGE 594.

1911 wood work



**OUR \$725.00 HOUSE, ILLUSTRATED ABOVE, CONSISTS OF SIX FAIR SIZED ROOMS** arranged in such a manner that it can be most economically heated. First floor, large kitchen, 14 by 11 feet 9 inches; bedroom, 8 feet 6 inches by 11 feet 9 inches; parlor, 12 feet by 10 feet 6 inches. Second floor, front bedroom, 8 feet 3 inches by 10 feet 6 inches; rear bedroom, 8 feet 6 inches by 11 feet 9 inches. One large attic, 14 feet by 11 feet 9 inches. The bedrooms have large roomy closets.

**REMEMBER**, we can furnish plans for houses ranging in price from \$725.00 to \$4,000.00 free. Whether it be a modest little home or a mansion, be sure and do not consider building without first sending for our beautiful book of Modern Homes, which will be sent free, post-paid. This special book is illustrated and described on page 594.



1908 Catalog

Mary Jacobs Schwan

Mary Gill married Bulter Jacobs in 1938. They settled in South Milwaukee where Butler was employed by the Bucyrus-Erie Company. They had one son, Charles Jacobs. Mary worked as one of the first woman school crossing guards; The intersection of Pine and North Chicago was her post. Butler Jacobs died in 1971, having worked at Bucyrus Erie for 44 years. In 1974 Mary married Herman Schwan, who had been a long time South Milwaukee resident and employee of Peter Cooper before his retirement to Florida. After spending one year in Florida, the Schwans moved back to South Milwaukee where Herman pursued his interest in fishing and Mary resumed active participation in the Homemakers and the Senior Citizen Center. She was well known in those groups for her skill in decorating and craft work. Working on her doll house was a thoroughly enjoyable past-time for her. Mary died in October, 1990 at her home at 210 Marshall Ave. (also the address of her doll house. Two cotton pieced quilt tops were donated to the museum in the 1970's by Mary Jacobs. They will be documented for the Wisconsin Quilt History along with seven other pieced quilts in our collection.

An addition to the museum was received from the estate of Mary Jacobs Schwan--her doll house.

This doll house was built in 1979 by Mary Jacobs Schwan at the Warnimont Senior Center (now the Lawrence P. Kelley Center) in Cudahy.

It took six months of almost daily work to complete. Mary finished the doll house and brought to ;home to 210 Marshall avenue just before Christmas; of course, the doll house was decorated for Christmas.

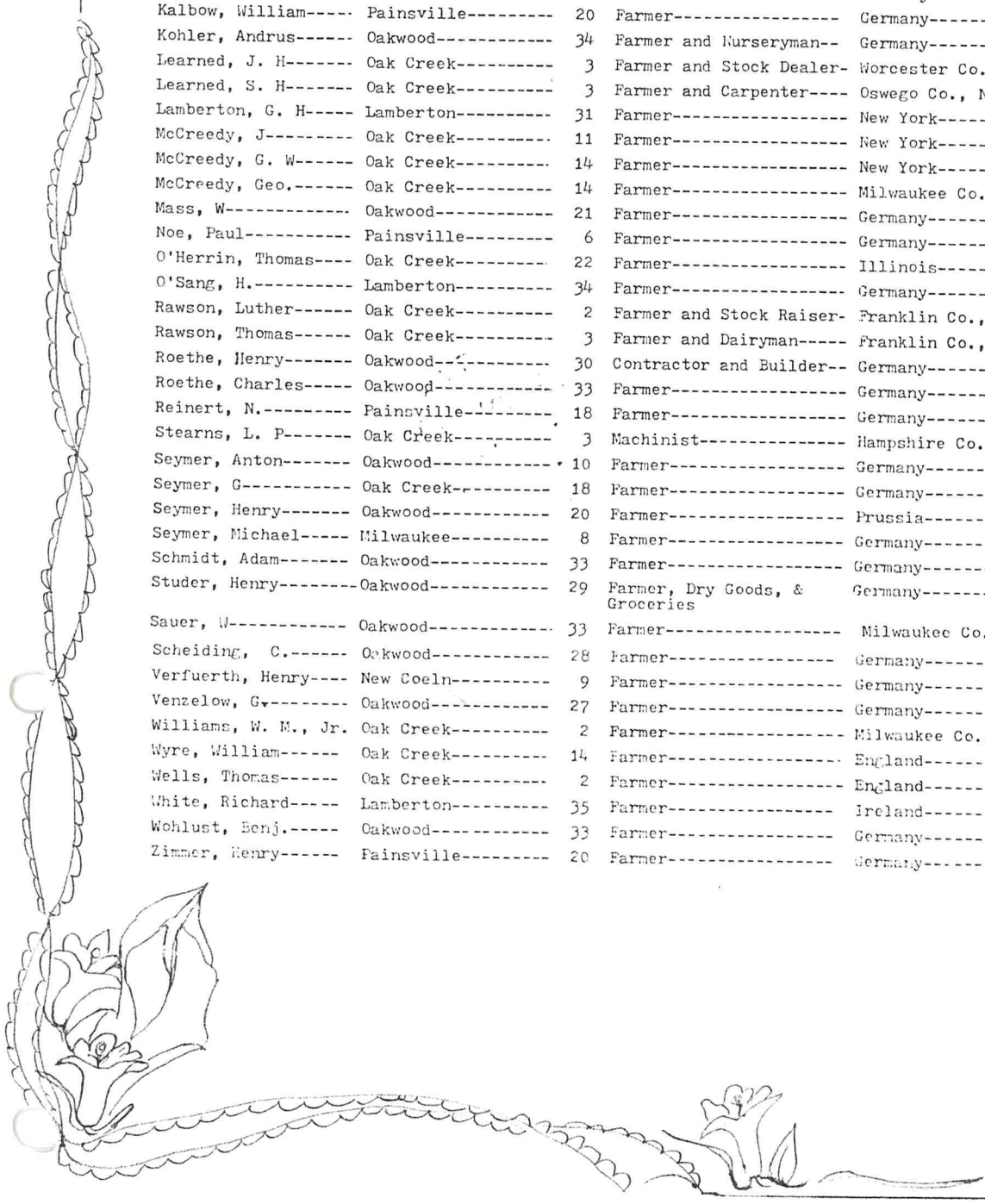
The stones on the exterior of the house were painstakingly broken from larger stones, The wooden shingle roofing was hand cut from larg cedar shakes. Mary's neighbors, the Hadjinians donated carpeting for the doll house from their business, Bogasian Carpets.

Many of the Christmas decorations were made by Genevieve Kliebhan, Mary's sister. The baby grand piano was purchased at the Liberace Museum in Las Vegas. The rest of the furnishings were either made by Mary or purchased by her. Approximately \$500.00 worth of materials and furnishings went into the making and decorating of the doll house.

If you could see your ancestors  
All standing in a row,  
I expect you would find there  
One or two you wouldn't care to know.  
Because in climbing family trees  
One always meets a few  
Who get there by irregular steps  
As such folks always do.  
If you should meet your ancestors  
All standing in a row,  
You would surely find there one or two  
Whom you would be proud to know.  
But here's another question  
Which requires a different view.  
If you should meet your ancestors  
Would they be proud of you?

OAK CREEK TOWNSHIP MILW. COUNTY REFERENCES from ILLUSTRATED HISTORICAL ATLAS OF MILW. CO. 1876

| NAME.                 | POST-OFFICE.    | SEC. | BUSINESS.                         | NATIVITY.                | SETTLED<br>IN CO. |
|-----------------------|-----------------|------|-----------------------------------|--------------------------|-------------------|
| Arnold, Casper-----   | Milwaukee-----  | 6    | Mason and Fruit Raiser--          | Germany-----             | 1847              |
| Bethel, Adin D-----   | Oak Creek-----  | 2    | Carpenter-----                    | Jefferson Co., N.Y.----- | 1844              |
| Berthe, John-----     | Oak Creek-----  | 18   | Farmer-----                       | Milwaukee, Co., Wis----- | 1842              |
| Bedner, Edward-----   | Oak Creek-----  | 17   | Farmer-----                       | Germany-----             | 1851              |
| Dettmar, G-----       | Oakwood-----    | 28   | Farmer-----                       | Germany-----             | 1846              |
| Durbin, Henry-----    | Oak Creek-----  | 2    | Farmer and Stock Raiser-          | England-----             | 1843              |
| Day, S. W-----        | Oak Creek-----  | 2    | Basket Manufacturer-----          | Massachusetts-----       | 1865              |
| Doerr, Henry-----     | Painsville----- | 19   | Farmer-----                       | Germany-----             | 1851              |
| Dowie, T. B-----      | Oak Creek-----  | 11   | Farmer-----                       | England-----             | 1863              |
| Dittmar, Edward-----  | Painsville----- | 18   | Farmer-----                       | Germany-----             | 1846              |
| Dibley, E-----        | Oak Creek-----  | 2    | Carpenter and Joiner----          | England-----             | 1835              |
| Dibley, J. W-----     | Oak Creek-----  | 2    | Farmer-----                       | England-----             | 1835              |
| Fink, Lewis-----      | New Coeln-----  | 3    | Farmer-----                       | Germany-----             | 1852              |
| Feest, Joseph-----    | New Coeln-----  | 3    | Farmer-----                       | Germany-----             | 1852              |
| Fowle, Horace-----    | Oak Creek-----  | 12   | Farmer and Brick Maker--          | Milwaukee Co, Wis-----   | 1837              |
| Frey, Jacob-----      | Oak Creek-----  | 11   | Farmer-----                       | Germany-----             | 1851              |
| Friechmann, C-----    | Oak Creek-----  | 3    | Farmer-----                       | Germany-----             | 1851              |
| Franke, C. A-----     | Milwaukee-----  | 7    | Farmer-----                       | Germany-----             | 1850              |
| Guinther, W-----      | Oakwood-----    | 20   | Farmer-----                       | Germany-----             | 1850              |
| Griese, C-----        | Oakwood-----    | 28   | Farmer-----                       | Germany-----             | 1845              |
| Goelzer, Jacob-----   | Oakwood-----    | 32   | Farmer-----                       | Milwaukee Co., Wis-----  | 1842              |
| George, L-----        | Oak Creek-----  | 2    | Butcher-----                      | Denmark-----             | 1866              |
| Hayman, Joel-----     | Oak Creek-----  | 10   | Farmer and Stock Raiser-          | England-----             | 1836              |
| Hubbard, J. H-----    | Oak Creek-----  | 2    | Merchant and Postmaster-          | New York-----            | 1875              |
| Honadel, Geo-----     | Painsville----- | 18   | Farmer-----                       | Germany-----             | 1840              |
| Heymann, P-----       | Oakwood-----    | 30   | Blacksmith-----                   | Germany-----             | 1857              |
| Holm, John-----       | Oakwood-----    | 30   | Farmer-----                       | Germany-----             | 1857              |
| Hunt, Mrs. Mary-----  | Oakwood-----    | 28   | Farming-----                      | Ireland-----             | 1866              |
| Hunt, William-----    | Oakwood-----    | 29   | School Teacher-----               | Milwaukee Co., Wis-----  | 1852              |
| Joeg, Peter-----      | Oak Creek-----  | 9    | Farmer-----                       | Germany-----             | 1852              |
| Joerres, Thomas-----  | New Coeln-----  | 17   | Farmer and Saloon-----            | Germany-----             | 1846              |
| Kalbow, William-----  | Painsville----- | 20   | Farmer-----                       | Germany-----             | 1851              |
| Kohler, Andrus-----   | Oakwood-----    | 34   | Farmer and Nurseryman--           | Germany-----             | 1852              |
| Learned, J. H-----    | Oak Creek-----  | 3    | Farmer and Stock Dealer-          | Worcester Co., Mass----- | 1840              |
| Learned, S. H-----    | Oak Creek-----  | 3    | Farmer and Carpenter----          | Oswego Co., N. Y-----    | 1842              |
| Lamberton, G. H-----  | Lamberton-----  | 31   | Farmer-----                       | New York-----            | 1853              |
| McCreeady, J-----     | Oak Creek-----  | 11   | Farmer-----                       | New York-----            | 1836              |
| McCreeady, G. W-----  | Oak Creek-----  | 14   | Farmer-----                       | New York-----            | 1841              |
| McCreeady, Geo-----   | Oak Creek-----  | 14   | Farmer-----                       | Milwaukee Co., Wis-----  | 1839              |
| Mass, W-----          | Oakwood-----    | 21   | Farmer-----                       | Germany-----             | 1862              |
| Noe, Paul-----        | Painsville----- | 6    | Farmer-----                       | Germany-----             | 1842              |
| O'Herrin, Thomas----- | Oak Creek-----  | 22   | Farmer-----                       | Illinois-----            | 1838              |
| O'Sang, H.-----       | Lamberton-----  | 34   | Farmer-----                       | Germany-----             | 1854              |
| Rawson, Luther-----   | Oak Creek-----  | 2    | Farmer and Stock Raiser-          | Franklin Co., Mass-----  | 1836              |
| Rawson, Thomas-----   | Oak Creek-----  | 3    | Farmer and Dairyman----           | Franklin Co., Mass-----  | 1836              |
| Roethe, Henry-----    | Oakwood-----    | 30   | Contractor and Builder--          | Germany-----             | 1849              |
| Roethe, Charles-----  | Oakwood-----    | 33   | Farmer-----                       | Germany-----             | 1851              |
| Reinert, N.-----      | Painsville----- | 18   | Farmer-----                       | Germany-----             | 1847              |
| Stearns, L. P-----    | Oak Creek-----  | 3    | Machinist-----                    | Hampshire Co., Mass----- | 1843              |
| Seymer, Anton-----    | Oakwood-----    | 10   | Farmer-----                       | Germany-----             | 1849              |
| Seymer, G-----        | Oak Creek-----  | 18   | Farmer-----                       | Germany-----             | 1849              |
| Seymer, Henry-----    | Oakwood-----    | 20   | Farmer-----                       | Prussia-----             | 1848              |
| Seymer, Michael-----  | Milwaukee-----  | 8    | Farmer-----                       | Germany-----             | 1849              |
| Schmidt, Adam-----    | Oakwood-----    | 33   | Farmer-----                       | Germany-----             | 1850              |
| Studer, Henry-----    | Oakwood-----    | 29   | Farmer, Dry Goods, &<br>Groceries | Germany-----             | 1874              |
| Sauer, W-----         | Oakwood-----    | 33   | Farmer-----                       | Milwaukee Co., Wis-----  | 1854              |
| Scheidig, C.-----     | Oakwood-----    | 28   | Farmer-----                       | Germany-----             | 1852              |
| Verfuert, Henry-----  | New Coeln-----  | 9    | Farmer-----                       | Germany-----             | 1854              |
| Venzelow, G-----      | Oakwood-----    | 27   | Farmer-----                       | Germany-----             | 1863              |
| Williams, W. M., Jr.  | Oak Creek-----  | 2    | Farmer-----                       | Milwaukee Co., Wis-----  | 1846              |
| Wyre, William-----    | Oak Creek-----  | 14   | Farmer-----                       | England-----             | 1855              |
| Wells, Thomas-----    | Oak Creek-----  | 2    | Farmer-----                       | England-----             | 1858              |
| White, Richard-----   | Lamberton-----  | 35   | Farmer-----                       | Ireland-----             | 1840              |
| Wohlust, Benj.-----   | Oakwood-----    | 33   | Farmer-----                       | Germany-----             | 1851              |
| Zimmer, Henry-----    | Painsville----- | 20   | Farmer-----                       | Germany-----             | 1844              |



Dues are due each January. If dues are not received by March the members name will be removed from the mailing list. THANK YOU FOR YOUR SUPPORT WITH TIME, MONEY AND ENCOURAGEMENT OF THE HISTORICAL SOCIETY'S PROGRAMS.

THANK US BY BECOMING A MEMBER. YOU ARE NEEDED.

Dues:

Seniors \$4.00

Professional \$10.00

Single \$5.00

Life Membership \$100.00

Family \$6.00

HELP PRESERVE YOUR HERITAGE. YOU LIVE HERE.

Send to Laura Hook  
703 Minnesota Ave.  
South Milwaukee, WI. 53172

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Name \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ I can help with \_\_\_\_\_  
Type of Dues \_\_\_\_\_ \$ \_\_\_\_\_

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