



South Milwaukee Historical Society

717 Milwaukee Ave., South Milwaukee, WI 53172
NEWSLETTER JULY, 1992

OFFICERS 1991-92

President	Addie Becker	764-2118
Secretary	Anne Monson	762-1091
Treasurer	Lois Schreiter	762-5214
Past President	Richard Thinnes	762-6214
Curator/Historian	Gertrude Endthoff	762-8852

BOARD OF DIRECTORS: (term expires)

Jewell Heise	1995	762-4650
vacancy	1995	
Dr. Harold Hein	1994	483-4826
Mary Magnuson	1994	762-9428
Steve Czerwicznik	1993	762-2089

MARK YOUR CALENDARS:

JULY HERITAGE DAYS -- LIVING HISTORY--TROLLEY TOUR--ICE CREAM

JULY 19 Open House 12 to 5 pm Living History-JULY 19 ONLY-
12pm-Buttons, 1pm-Bread, 2pm-Quilts, 3pm-Jam, 4pm-

July 20-25 Open House by appointment 762-8852

JULY 25 Parade 1 pm. Grand Marshall--Gertrude Endthoff

JULY 26 Open House 12 to 5 pm Trolley Tours - Ice Cream
Tickets on sale at 12 pm for 30 minute tour--\$1.00
22 seats-6 standing - tickets are color coded for each tour
Rummage Sale in Garage

SEPTEMBER 14 POT LUCK AT CONGREGATIONAL CHURCH 5:30 pm

Helpers: We need members to watch rooms during open house hours.
Please call and volunteer. There are too many objects that can
walk out of the museum.

NEW ITEMS FOR SALE

Post Cards --sold in sets (2). There are 12 different pictures in
each set. All are in sepia tone with historical comment on the back.
cost-- \$1.50 per set If you want them mailed to you add another
\$.50 postage per set. This is a joint venture between Voice Journal
Printing and S.M. Chamber of Commerce and S.M. Historical Society.

REMEMBER WHEN BOOK I is a brochure/booklet about memories of times
past. Donation of \$1.00 for mailing -- postage is \$.50

Note cards, tie tacs, pewter spoons, history of city book, and old
Spectacle of Music Books, raspberry low sugar jam and strawberry
rhubarb jam are also for sale.

Send orders to: Gertrude Endthoff, 1520 Menomonee Ave, South
Milwaukee, WI 53172



The WISCONSIN SPECTACLE OF MUSIC
Sunday, August 9, 1992 7:30 P.M.

LETTER FROM THE PRESIDENT:

I would like to start my letter for this Newsletter with some good news. Our booth at the Business and Industry Fair was a great success. I talked to several of our members who stopped by and offered their help and purchased our delicious brats and hot dogs. To them and to my faithful crew who was always there when needed. I salute you and say thanks a million.

I was sorry to see that our pot luck dinner attendance was down from the September one, however, the food was excellent as was our program. Beatrice Lisiecki from the Bay View Historical Society brought their handmade quilt and told us about the different squares, what they were and where they were located. Very interesting. Steve Schreiter also gave a book report on the Lawson biography titled ZIG, ZAG AND SWIRL. This book can be gotten at the South Milwaukee Library. Also very interesting material.

We are again in need of a board member due to the end of the term of Arline Barsamian. We thank her for serving on the board. Thank you to the remaining officers who volunteered for a second term. If there is anyone interested in a board position (meetings on the 2nd Monday of the month), please contact me.

Heritage Days are drawing near and the Historical Society has many events planned. We will have demonstrations on quilt making, bread making, jam making and more. There will be a rummage sale, trolley rides, ice cream and the museum will be open.

Now for the most exciting and greatest news of all. Mayor Grobschmidt and the Association of Commerce for Heritage Days, have chosen our curator/historian Gertrude Endthoff to be the Grand Marshall in the Heritage Days Parade. Congratulations Gertrude!

Addie Becker, President

TREASURERS CORNER

Dues -- Your address label has a number after your name. That number is the month and year that you paid your dues. So if your number is (2/92) then you paid your dues in Feb., 1992.

FOR HERITAGE DAYS

AT CITY HALL See the entrance display case for a Diorama titled CUSTER'S LAST STAND (1876) built to scale by Greg Meka using metal figures of soldiers collected by Ralph Welbes. Ralph "the Elf" Welbes was the public relations person at McDonald's for many years. He also was the mascot for the Admirals Hockey Team. The figures are part of the S.M. Historical Society's Collection. Greg Meka has done similar diorama's for the Merrill Historical Society.

If you know of any members that are ill, please call Mary Magnuson, 762-9428 with the information, so she can send them a get-well wish. If you didn't hear from Mary Magnuson in the past few months it was because she had a broken foot, with the "works"--surgery and pinning. The same week Mary broke her foot, I broke mine, however, mine was not as severe. I just had a cast for 7 weeks. We should be ready to polka soon.

I REMEMBER

MARY SANDOR MAGNUSON was born and raised in the country, what is now the city of Oak Creek. In September of 1987 she wrote her remembrances.

"I remember the occasional trips into town with my mother and grandmother. My sister, Theresa, and I got to come to South Milwaukee only when we were in need of some shoes or clothing. On very few occasions just for the ride.

My early remembrances are our trip to Segall's Clothing Store on Milwaukee Avenue, which is still the same location it was in when I was a child. Mr. Segall was a dear man who cared about his customers and I always looked forward to my two to three visits a year.

I also remember coming into town around Christmas time. Oh, how beautiful the streets and stores looked to me. What happened to the big old star that was strung across the intersection of 10th and Milwaukee Avenues??? Mother and grandmother used to buy our Christmas gifts from Fitzgerald Hardware Store, which is now the NAPA Store.

My Uncle Frank came home after World War II and found out we had never gone to a movie. I was about 13 years old and my sister was 12 and he felt it was time for us to do something by ourselves and talked my mother and grandmother into letting us take the bus into town to see a movie. I can still remember so clearly what a thrill that was. We had to stand in line till the ticket office opened at the Garden Theater, now the South Milwaukee Carpet Store, and how grand the Grand Theater was with it's opened balcony in back. Never did I dream I'd be going to our theater on Saturday night, or on Sunday afternoons and evenings after I met my husband, Bill. There just wasn't anything for us with the exception of the movie theater when we were teens. But it was a happy life.

As I got older, I went to work. My first job was at the Sweet Shoppe, on the corner of North Chicago and Hawthorne Ave. I remember the crowd that came in after the football games on Friday nights. Kate Newbaur, the owner was such a nice lady, that the boys and girls that came there during lunch time and weekends never gave us any trouble.

After I left the Sweet Shoppe, I went to work at the 5 and 10 Cent Store. Woolworths moved to the corner of 11th and Milwaukee Ave. I remember starting at \$.35 an hour. In the 10 months I worked there I was up to \$.55 an hour. The highest paid woman who was there for years was getting \$.86 an hour. Now in the place of Woolworths Store is the Bucyrus Erie Credit Union.

We had so many stores that are no longer around like Fashion Row, Brothers and Sisters Shoppe, Hintz's Sporting Goods Store, Broskowski Hardware, Bettinger's, Plymouth - Chrysler Dealer, Rosebud Beauty Shop, South Milwaukee Hotel-Roger's, Estell's Clothes, Weinstein's Furniture, Fenger's Bakery, Vogel's IGA Foods, Harry's Barber Shop, A&P Grocery Store, Boden Liquor Store, Voice Journal-Madison Ave., Markiewicz Meat Market, Christianson Candy Shoppe, Lee Hoy Hand Laundry, Kleineider Foods-13th Ave., Catholic Book Store, Keese Book Store, Gosziniac Shoe Repair, Sharpe's Shoe Store, South Milwaukee Hospital, Zychs Drug Store, Pomplins Sweet Shop, Vogel's bakery, Magnuson's Ice Cream Palor, The Bowlery, Ludtke's Gift and Flower Shop, Hook's Coal Yard, Bullard's Gas Station, Carl Freidbauer Gas Station, Earl Smidt's New and Used Cars, and Grand Movie House, Syminski Funeral Parlor, Shirmack Groceries-13th and Milwaukee, Starr's Groceries, Gates' Appliance Store, A & L Electric Appliance Store, Pliszka Bowling Alley, South Milwaukee Bus Stations, Ver Braken

M.M. continued

Gift Shope, Dinner Bell (Boyle), Variety Center (Anderson & Pop), 400 Tavern (Martin Grimm), Broom Factory Wood Products, South Milwaukee Livery, Line Material, Doerman Shoe Factory, Tony Chapla's Garage, Dostle Gas Station, T.M.E.R.L. Co., Rothe's Grocery Store, Joe Helt Barber Shop, South Milwaukee Pottery-Midwest Pottery, South Milwaukee Basket Factory, Fabke Grocery Store, Lawson Airport, Becker Buick- Axelsen Buick, Stowell Foundry, Schartz Junk Yard, Stolpa's Ideal Hardware, Dr. Moray, George Logic Chiropractor, Rade's Jewelry Store, Black Bear Soda Factory (Willms), Gee's Trucking, Fischer's Bowling Alley, Jell Products Company, Naggy's Grocery Store, and a few I am sure have slipped my mind.

Hopefully we will be able to keep track of the existing businesses in our city so 30, 40, or 50 years from now they can be listed on the REMEMBER WHEN LIST. As someone said 10 years from now these will be the GOOD OLDE DAYS."

Mary Magnuson

SURVIVORS

FOR THOSE OF US BORN BEFORE 1935

We are survivors!!! Considered the changes we have witnessed!

We were born before television, penicillin, polio shots, frozen foods, Xerox, plastic, contact lenses, Frisbees and "the pill".

We were before radar, credit cards, split atoms, laser beams and ballpoint pens: before pantyhose, dishwashers, clothes dryers, electric blankets, air conditioners, drip-dry clothes and before man walked on the moon.

We got married first and then lived together. Designer Jeans were scheming girls named Jean, and having a meaningful relationship meant getting along well with our cousins.

We were before house-husbands, gay-rights, computer dating, dual careers and commuter marriages. For us, time-sharing meant togetherness - not computers or condominiums; a "chip" meant a piece of wood; hardware meant hardware; and software wasn't even a word.

In 1940, "made in Japan" meant junk and the term "making out" referred to how you did on your exam. "Mc Donald's" and instant coffee were unheard of. We thought fast food was what you ate during Lent, and Outer Space was the back of the Theatre.

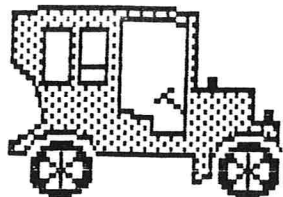
We hit the scene when there were 7 & 10 cent stores where you bought things for five and ten cents. You could buy a new Chevy Coupe for \$600, but who could afford one; a pity too because gas was 11 cents a gallon.

In our day, cigarette smoking was fashionable, grass was mowed, Coke was a cold drink and pot was something you cooked in. Rock music was Grandma's lullaby in the rocking chair and AIDS were helpers in the Principal's office.

We were certainly not before the difference between the sexes was discovered, but we were surely before the sex change; we made do with what we had. We were the last generation that was so dumb as to think you needed a husband to have a baby!

No wonder we are so confused and there is such a generation gap today!

BUT WE SURVIVED!! WHAT BETTER REASON TO CELEBRATE?



MY SUMMERS

My childhood summers usually meant staying in the neighborhood, playing a game of kick the can, jumping rope, baseball games after supper on the school playground, watching our pet rabbit, riding my brother's bike when I could get a hold of it, walking to the creek, roller skating or going to the store. The grocery, drug or dime store were only a block away. Except for two weeks during the summer when we went for a family vacation.

Even though times were hard, dad said he was always lucky enough to have a job. And two weeks vacation meant he wanted to fish and mom wanted to visit her family. So we went "up north".

That meant a six hour ride in the 1934 Pontiac with a tarred roof that leaked right on my dad's foot if we encountered rain along the way. We are talking about 4 kids and 2 parents in the same car for six hours, before wayside parks and McDonald's, air conditioning and AAA were invented, traveling from Milwaukee to Rib Lake, WI.

The two weeks were spent in a two bedroom cabin with a bathroom, kitchen/dining/living(sleeping) combination room and most often had a screened porch. We would fish from the pier using a cane pole and worms for bait. As we grew older we graduated to casting rods and used minnows or artificial lures for bait. We would swim, walk down the dirt roads, pick berries, read books, draw pictures, or paddle around in the row boat while my dad had a long rope tied on the boat and pier.

Going to town to get groceries was a special event. We always went to the bakery for their special breads or pies. Then we had to stop at the sporting goods store to see if there were any fishing contests taking place or to hear where the "big ones" were biting.

I learned the names of plants and wild flowers. I learned to read maps and navigate. The nights were dark, but the stars were very bright.

Lois Schreiter

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ALL MEETINGS WILL BE HELD ON THE 2ND MONDAYS at Historical Society with the exception of the Pot Luck Dinners at First Congregational Church, 1111 N. Chicago Ave.

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For Sale TWO LOTS in Forest Hill Cemetery Offers accepted. \$800.00 value. See Gertrude Endthoff or write to the society address.

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SEND FAMILY HISTORY INFORMATION TO: S.M.H.S., 717 MILWAUKEE AVE.

Piggly Wiggly Store has an historical society slot for your grocery slips. 1 per cent of total is returned to the society.

News letter is published in Jan., Apr., July, Nov. each year.  
Newspaper editor: Lois Schreiter, 762-5214

DUES ARE LISTED BELOW. 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.

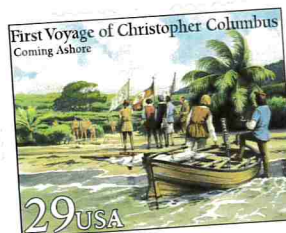
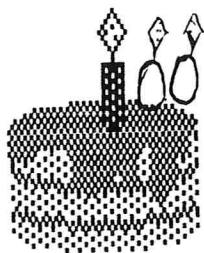
Dues:

|         |        |                                             |          |
|---------|--------|---------------------------------------------|----------|
| 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 Lois Schreiter  
104 Brookdale Dr.  
South Milwaukee, WI. 53172

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

South Milwaukee Historical Society  
717 Milwaukee Avenue  
South Milwaukee, WI 53172



**Happy 100th  
Birthday  
City of  
South  
Milwaukee**

*M/M Stephen Schreiter*

104 BROOKDALE DR  
SOUTH MILWAUKEE, WI 53172