



South Milwaukee Historical Society

717 Milwaukee Avenue
South Milwaukee, WI 53172

NEWSLETTER January, 2008

OFFICERS

| | | |
|----------------------------|--------------------|----------|
| President | Lois Schreiter | 762-5214 |
| V. President | Addie Becker | 764-2118 |
| Secretary | Jan Tangen | 483-1621 |
| Treasurer | Theresa Aghbashian | 762-5623 |
| Past President and Curator | Dean Marlowe, Jr | 405-3516 |

BOARD OF DIRECTORS (Term Expires)

| | | |
|--------------------------------------|------|----------|
| Robert Pfeiffer | 2010 | 764-1135 |
| James D. Rothschild | 2010 | 766-1633 |
| Barbara Schouten | 2010 | 764-2315 |
| Barb Mueller | 2009 | 762-2712 |
| Eunice Hahn | 2008 | 764-3689 |
| Cecelia Pomahac | 2008 | 768-0167 |
| Barb Mueller is Sunshine Chairperson | | 762-2712 |



From the President's desk!

Our Bake and Craft Sale did well. Even with marginal weather, attendance was good, and we made \$566.00. Great work everyone, especially Addie Becker, Sue Ziarek, Theresa Aghbashian, Jewell Heise and Richard Thinnes for making the phone calls, manning the booths and putting up signs. Thank you to all who braved the weather to attend, donate, and purchase our special bakery and crafts. I enjoyed serving the apple cider.

Fifty-two brave people again battled the snow to attend our first annual Christmas Tea held on December 15 at the Grant Park Clubhouse. We joined forces with the Friends of the Mill Pond and Oak Creek Waterway organization to provide lunch, raffles and door prizes in a delightfully historic and beautifully decorated atmosphere. We washed china and real silverware before and after the event. Many lovely dishes graced the tables. The event was the idea of Judy Balestreieri, who used her wonderful collection of teacups. The catering by Greg's Soup r Desserts was delicious and artfully prepared. Nancy Wucherer, Barb Schouten, Barb Mueller, Kathy Briesemeister, Sandy Balestreieri, Rachel Klein, Patrick Garret and myself were the wait staff. Carol Paulson and her Greek exchange student daughter, Antioni Cuni, talked about the costumes they wore. John Bordak, won the 96 bottles of Miller Beer and party tub raffle. Congratulation John! The Miller Beer raffle made \$290.00. Gross income was \$1052.00, expenses \$632.00, \$420.00 profit is shared by the S.M. Historical Society and the Mill Pond/Oak Creek. Thank you all for participating.

We hope YOU are expressing your concerns to our CITY OFFICIALS about the Lawson/Tile building at 909 Menomonee. Public Hearing Monday, Jan 14, 2008 at 6:30 PM in the Council Chambers at city hall 2424 15th Ave. It may be the only way to save this double historic site.

FOUNDED MARCH 1972 BY MR. AND MRS. DENNIS RANKIN

INITIAL DIRECTORS — DENNIS RANKIN • PENNY RANKIN • GEORGE HOOK • MARY McCARRIER • BRUCE RAYESKE
DORA LEE SZEWCZUGA • WILLIAM DOMOE • LILLIAN DISHONG • CHESTER GROBSCHMIDT

After Christmas when the trimmings come down, if you are thinking of discarding or changing your decorations for next Christmas, think about donating them for our sale next November. Our bake and craft and Christmas decoration sale will be Nov. 15 or 22, 2008. Bring your used Christmas decorations to the Historical Society Museum, Thursday, January 17 between 1 and 3 PM. Questions? Call 762-5214

Keep in mind a Garden Tour Fund Raiser on Saturday, June 28 from 10 AM to 3 PM. We want 10 gardens to tour. If you think you would like to show your garden, call me. We will need volunteers to work each site. To sign up call 762 5214.

Next time you are at the Museum notice we have working doorbells thanks to Richard Thinner. The carpets on the stairs to the second floor have all been renewed front and back, thanks to a generous donation by South Milwaukee Carpets at 10th and Milwaukee Ave. Thank you, Mr. Gary Lugauer.

Our next event is the Annual Dinner to be held on a Saturday AFTERNOON this year.

Feb 9, 2008 11:30 social, dinner about 12:30

Salvatore's on 12th and Monroe

Menu: Stuffed pork chop, baked potato, green beans, and more for \$22.00 per person. The entertainment will have an Irish theme with Irish Dancers through the help of Janet Wood and Irish straw weaving by Linda Daly. We hope to see a huge crowd at this afternoon event. Send in your reservations and dues to Addie Becker by Feb. 2, 2008.

Preserving the Proud Past,
Lois Schreiter, president

Genealogy by Steve Schreiter: Steve offered to do one hour of genealogy for anyone with the new \$10.00 membership dues. Basic information forms must be filled out and returned to Addie Becker with dues. Forms may be obtained from Addie Becker (see membership form) and also on the Internet at www.ci.south-milwaukee.wi.us

Images of America, South Milwaukee, a picture history book is for sale at the SM Historical Society. Authors are Nels Monson and Dean S. Marlow, Jr. \$20.00. This book makes a wonderful gift any time of the year.

The South Milwaukee Historical Society would like to extend our wishes, condolences or congratulations to its members. If you know of someone who should be remembered, please contact Sunshine Chairperson Barbara Mueller, 762-2712. If you leave a message, please indicate if the card should be sent to their home, hospital or nursing home. The name of the hospital or nursing home would also be appreciated.

THE NEWSPAPERS OF SOUTH MILWAUKEE

By Ruth M. Lewis & Steve Schreiter

Part 1

1892 was a significant year in both the history of South Milwaukee and in the history of journalism in this area. South Milwaukee was incorporated as a city in that year and *The South Milwaukee Journal* began publication in a building at 917 Monroe Avenue.

T. J. Russell was the paper's founder and publisher for many years. It became known throughout the southern part of Milwaukee County under the name of Russell and Miner, Mr. Russell's son-in-law.

Ownership rapidly changed in the early 1900's, L.A. Miner purchasing his father-in-law's share in 1904, shortly thereafter F.M. Lemmers obtained the paper from Miner's estate, and in 1905 Fred L. Hook took control of the newspaper. Mr. Hook published the paper as a weekly together with C.A. Fish until 1933 when Fred Hook's son George, a graduate of the University of Wisconsin School of Journalism, expanded their business to include job printing.

In 1930, Ferdinand Neumann and Arthur Huebner started a weekly newspaper-"shopper" known as "The Businessman's Voice." It later was renamed "The Voice of South Milwaukee" and was published in their facility at 13th and Monroe Avenue. Along with "The Cudahy Voice" Neumann also operated a radio station from the site, using call letters WRJN. Heubner eventually bought out Neumann and expanded his commercial printing by purchasing Koerner Press, which was operated at the rear of 906 Madison Avenue.

Huebner sold the combined newspaper publishing and commercial printing operation to Gordon R. Lewis in May 1947. Lewis was a Marquette University College of Journalism graduate and former day editor of the Milwaukee Sentinel. He also had experience starting and editing the "Hump Express"; a newspaper distributed to US servicemen during World War II in the India, China, and Burma Theater.

The owners of the South Milwaukee Journal sold their newspaper to Leo Stonek, publisher of the Cudahy Reminder in 1950, and he continued to publish the paper using his existing facilities. In 1951, Lewis, the publisher of the Voice purchased the subscription list from Stonek and in turn, sold Stonek the subscription list and publishing rights to the Cudahy Voice. The combined newspaper in South Milwaukee then became "The South Milwaukee Voice-Journal"

1955 saw a need for expansion and modernization of the paper facilities, so Mr. Lewis constructed the publishing-printing plant at 723 Milwaukee Avenue. (Next to, and just west of the South Milwaukee Historical Society museum.)

After the sale of the operation to Leroy T. Kreutzig in 1960, Gordon Lewis remained as editor until 1965. During his tenure as editor and publisher, the paper won more than a dozen major awards for excellence

Kreutzig continued to publish the paper until 1975 when he sold the business to Joseph Soulak

Part 2 to Follow

References:

- (1) – "South Milwaukee Then to Now" by Gertrude Moe Endthoff, 1976, Journal Printing Co.
- (2) – Notes Provided by Mr. Joseph Soulak, rec'd December, 2007
- (3) – Conversations with Ruth M. Lewis, January, 2008

Notes:

- Mrs. Endthoff's book is still in print and available through the South Milwaukee Historical Society.
- The South Milwaukee Library has microfilm of *The Journal* and *The Voice-Journal* from 1892/2005

Good friends are hard to find and due to ever increasing printing and postage cost, we need your support of \$10.00 a year. Won't you please help to preserve South Milwaukee's history?

South Milwaukee Historical Society Membership form: 2008

Name: _____ Date: _____

Street: _____

City: _____ State _____ Zip _____

Telephone Number: _____

Type of membership: _____ amount: _____

Dinner reservations for Feb. 9th: _____ \$22.00 per person

Dues: Single, \$10.00; Family, \$15.00; Life, \$100.00; Business, \$25.00; Make checks payable to South Milwaukee Historical Society. Send membership dues and dinner reservations to Membership Chairperson, Addie Becker, 526 Sycamore Ave., South Milwaukee, WI 53172 (414) 764-2118.

Piggly Wiggly Grocery has discontinued their 1 % refund on receipts and is changing to a 4% return on scrip. Jewell Heise will continue making her great strawberry rhubarb jam. She needs your clean jelly jars with covers. Call Jewell at 762-4650.

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News Editor and printing: Lois L. Schreiter, Addresses: Stephen F. Schreiter

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