



South Milwaukee Historical Society

717 Milwaukee Avenue
South Milwaukee, WI 53172

NEWSLETTER January, 2009

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President	Lois Schreiter	762-5214
V. President	Robert Pfeiffer	764-1135
Secretary	Dean Marlowe	405-3516
Treasurer	Richard Raatz	761 3941
Curator	Dean Marlowe, Jr	405-3516

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Addie Becker	2010	764-2118
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Barbara Schouten	2010	764-2315
Barb Mueller	2009	762-2712
Eunice Hahn	2011	764-3689
Estelle Haack	2011	762-8124
Barb Mueller is Sunshine Chairperson		762-2712



From the President's desk!

"To love what you do and feel it matters—how could anything be more fun?" Katharine Graham
What a joy it has been to live, talk, work, eat and drink with all who worked and participated in our holiday events. Thank you ! Sue Ziarek, Carol Braby, who put in endless hours for the Christmas Sale, Sharon Worm who contributed vast quantities of items, Addie Becker, for managing the bakery table. Jewel Heise who spent many hours making and selling jam and knitted items. Our many contributors and purchasers who made the whole event successful. Thank you for stopping, buying and sharing a cup of cider with us.

Our joint Mill Pond, Oak Creek Waterway and SM Historical Society Christmas Tea was a wonderful, fun event for the second year. And still we will continue to improve. Judy Balestreieri, Nancy Wucherer, Jan Breisemeister, and Kathy Balestreieri (who took my job from last year, I know, she should get a gold star for doing all the dishes.) did a great job of organizing this event. Barb Mueller, Barb Schouten and I helped with the setup, serving and cleanup. The musicians were wonderfully talented moms, I was very happy to meet them. Carol Paulson and foreign exchange student daughter were the belles of the tea with their fashion show. Shari Franz of The Fixx Coffee House told us all about coffee and tea and how drinks are made. Abundant raffle items and door prizes contributed to this fun fundraiser.

Feb 14, 2009 The annual dinner meeting-- Make your reservation now.

Place: Dinner at the Knights of Columbus (big hall) 732 Badger Ave.

Time: Cocktails at 5:30 PM, Dinner at 6:30 PM, Cost: \$20.00 per person

Menu: Roast Beef, Swedish Meatballs, Polish Sausage, Whipped Potatoes, Roasted Potatoes, Baby Carrots, Tossed Salad

Entertainment: David Lang, Bucyrus International Chief Engineer and Historian, of whom it was heard, gave the best talk in September at our Wisconsin Metropolitan History Convention of any of the Metropolitan Conventions the person had ever attended. Come and see for yourself.

Preserving the Proud Past,

Lois Schreiter, president

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

LET'S GO CHRISTMAS SHOPPING

Christmas is coming! How do we know?
By storekeepers' windows that sparkle and glow
With lights and tinsel and Santa Claus faces
That brighten and gladden all of the places.

The shopper sets forth on her happiest trips
To buy dollies and blocks and little toy ships;
Such gifts galore are the Christmas heralds
At Ideal, Badger Paint, Broskowski's, Fitzgerald's

For grown-ups, too, there is Christmas giving
That brightens the humdrum way of living;
Lingerie, hankies, and hose, you know
At Weinstein's, Bettinger's, Fashion Row

To Saxler's we go for gifts of style,
That make our husbands and brothers smile;
Zucker's, too, can please the men,
Whether their ages be sixty or ten.

Jewelry is glamorous, showy and bright.
As a gift for Her, it's bound to be right;
Rades' and Volckmann's cases hold
Glittering things in silver and gold.

Furniture gifts are welcome indeed—
This little tip I hope you will heed.
And visit Morisse's, Bettinger's, too,
To see what bargains are waiting for you.

Gates and Petzold are on your list,
This 'is a fact that's easily guessed,
For there's nothing more useful to any wife
Than electrical gadgets to ease her life.

A refreshing drink on your shopping trip,
Powder, perfume, or rouge for the lip;
The drug store's the place you'll always find
Gift suggestions of every kind

Bernie is at the corner store—
Bergmann's Rexall is right next door;
The list in all, one less than six,
Includes Walt Boden's. Lichte's, and Zych's.

If your girl needs a permanent,
But always has her money spent,
She'll be pleased with a Christmas credit slip
From the beauty shop—just take this tip!

Each will be pleased to lend advice,
And make suggestions for something nice—
Wahl's, the Rosebud', Lady Fair,
Or Mrs. Bums, will curl her hair.

A serviceable gift for woman or man
For Aunt Maria or Uncle Dan,
Gloves, suspenders, a pair of hose—
Segall's and Polland's have all those

Bedroom slippers, a pair of shoes,
Are gifts that anyone can use;
See Sharp's, George Brott, or Family Shoe,
For stocks complete and fashions new.

Christmas cookies and Christmas cakes.
Delicious things your baker makes,
Are always a part of the Yuletide season—
If you've had one taste you know the reason.

Buy your fruit cakes, holiday dressed,
And give your kitchen stove a rest;
At Clauseri's, Vogl's, they're made for you,
South Milwaukee Bakery and Sunnyview.

The season brings a joyous feeling,
And into each person's heart comes stealing
A neighborly warmth for his fellow man—
So SHOP AT HOME AND BE GLAD YOU CAN!

DV

This poem was written in 1936 by Dorothy Vogl, who was a reporter for one of the local South Milwaukee newspapers, THE VOICE. It depicts what a popular business district we had during that busy Christmas of 1936.

Copy courtesy of Diane Vogl Haslam, South Milwaukee Historical Society member and daughter of Dorothy Vogl.

WELCOME to new members. June Acheson, Suzzanne McKinney (Missed publication in Nov.), Annette Loper, and Georgianne Medved

Genealogy by Steve Schreiter: One hour of genealogy for anyone with the new \$10.00 membership. Basic information forms must be filled out and returned to Addie Becker with dues. See membership form or the Internet at www.ci.south-milwaukee.wi.us

LAWSON/CONTINENTAL TILE BUILDING, 909 Menomonee Ave.

The South Milwaukee Historical Society received a reply from the National Park Service, who handled the applications for grants to endangered properties on the National Register of Historic Places. They had received \$83 million in requests for the \$10.5 million available money. They did not choose our application but encouraged us to send it again this year. Their written comments were requested by the SMHS. Danielle Devlin, the SM CDA, said "we have accomplished the photography (of the building) and are soon to release a call to artists for the memorial. Once the plan for the memorial is accomplished then the CDA can meet with the city and the Historical Society to determine what the society and the city would like to harvest and archive out of the building and discuss how they plan to do it. The city has an early spring demolition date targeted..."

LS

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. *Then to Now* by Gert Endthof is \$10.00

The South Milwaukee Historical Society would like to extend our wishes, condolences or congratulations to its members. 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.

Jewell Heise continues making her great strawberry rhubarb jam. She needs your clean jelly jars with covers. Call Jewell at 762-4650.

South Milwaukee Historical Society Membership form: 2009
WHAT A GREAT DEAL!!!! Only \$10.00.

Name: _____ Date: _____

Street: _____

City: _____ State _____ Zip _____

Telephone Number: _____

Type of membership: _____ amount: _____

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.

Dinner Reservation: February 14, 2009 at Knights of Columbus Hall (Lg. hall) One block east of Chicago Ave. on Badger Ave., South Milwaukee, WI # of persons _____ \$20.00 per person _____



Newsletter published quarterly in Jan., Apr., July, and Nov.
News Editor and printing: Lois L. Schreiter, Addresses: Stephen F. Schreiter

Coming Events:

- Jan. 2009** Dues are due. Welcome back.
- Feb. 14** Annual Dinner, Knights of Columbus Hall (large hall), Badger Ave. ,
Cocktails at 5:30 PM, Dinner at 6:30PM, \$20. per person;
Entertainment: David Lang, Chief Engineer at Bucyrus International, has a great
program. Come and enjoy.
Reservations and Dues to Addie Becker, 526 Sycamore, South Milwaukee;
- May 4** Pot Luck Dinner at First Congregational Church, 1111 N. Chicago Ave. 5:30 PM
Dinner/ Meeting, Volunteer to help with set up or clean up.
- June 27** Tour of Gardens 10 AM to 3 PM, Rain or Shine, Volunteer to help check tickets at one
of the gardens.

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



M/M STEPHEN SCHREITER LL
104 BROOKDALE DR.
SOUTH MILWAUKEE, WI 53172

South Milwaukee Historical Society

717 Milwaukee Ave

South Milwaukee, Wi. 53172

P R E S E R V I N G T H E P R O U D P A S T

**FOUNDED
MARCH 1972**

Initial Directors:

- Dennis Rankin
- Penny Rankin
- George Hook
- Mary McCarrier
- Bruce Rayeske
- Dora Lee Szewczuga
- William Domoe
- Lillian Dishong
- Chester Grobschmidt

OFFICERS:

PRESIDENT	LOIS SCHREITER	762-5214
V. PRESIDENT	ROBERT PFEIFFER	764-1135
SECRETARY	DEAN MARLOWE	405-3516
TREASURER	RICHARD RAATZ	761-3941
CURATOR	DEAN MARLOWE	405-3516

BOARD OF DIRECTORS

ADDIE BECKER	(2010)
JAMES D ROTHSCHADL	(2010)
BARBARA SCHOUTEN	(2010)
EUNICE HAHN	(2011)
ESTELLE HAACK	(2011)
BARB MUELLER	(2009)
SUNSHINE CHAIRPERSON	

(TERM EXPIRES):

764-2118
766-1633
764-2315
764-3689
762-8124
762-2712



A LETTER FROM THE EDITOR

Welcome to the first issue of the new and improved (we hope) **South Milwaukee Historical Society Newsletter!** For the technologically curious among you, I'm working in Microsoft Publisher. For the first time. I'm having loads of fun with it but every now and then something so completely unexpected happens that the undo button is the only thing that saves me! Still, I look forward to learning all the cool things it can do to make these newsletters something really special. Obviously, this is a work in progress and we'll continue to tweak it as we go along based in part on the feedback we get from you, our readers. The officers, board of directors and I, hope that you like our new look and welcome your comments, good or bad. You can send those comments to the Historical Society, catch one of us at an upcoming function (see the back page for Coming Events!) or even email me at sziarek@wi.rr.com.

We're also looking for some fresh ideas for articles and features. If you have a suggestion, let us know. We'll see what we can do with it. One new feature you can find in this edition is something we're calling "I remember..." and I'm going to need your help to make it work. I want your memories of life in South Milwaukee. They don't need to be *BIG important* happenings. In fact, I'd kind of prefer the little everyday things. Check out Page 2 and you'll see what I mean. Then send me *YOUR* memories.

Another change beginning with this edition. Times are tough all over and we understand that. But we can no longer send the newsletter to members who haven't paid their dues. Isn't it worth the price of a membership to see how this new & improved newsletter evolves? If you haven't already done it, please renew your membership today. You'll find all the information you need on Page 3.

OK, time to turn the page and check us out. Hope you like what you see!

The editor

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FROM THE PRESIDENT'S DESK

I'm just back from a delightful day in Kenosha at the new Civil War Museum where our staff was invited to view the work spaces behind the scenes. The mayor of Kenosha, a student of the Civil War, offered the museum the site of the former American Motors plant on the lake front. They built this 20000 sq.ft. facility and funded it with TIF money. Hmmm. Kenosha has 90,000 population, we have 20,000. Kenosha continues to de-industrialize and so does South Milwaukee. I am saddened when I know the bids are in for the demolition of the Lawson/Continental Tile building at 909 Menomonee Av. Soon it will be gone forever. But life goes on.

You will find a small insert in your newsletter this month. It's a new way for us to earn some income. If you have an existing account with National City Bank and the account number is linked to the South Milwaukee Historical Society, National City will tabulate all the interest of those accounts and will contribute (of their own money) 2 percent of the total interest to the Historical

Society at the end of 2009. If you open a new account, the historical society also gets a donation. You have to tell them to "linkup" with the South Milwaukee Historical Society for this to happen. I have already done this. Call Kathy Lubetski at the KK branch.

The Garden Tour committee is planning to have tour tickets available by May 1st. This was our biggest fund raiser last year and lots of fun for the participants. We still need volunteers to sit at each garden and stamp tickets from 10 AM to 3 PM. Call Lois at 762-5214 to volunteer.

The Pot Luck Dinner is coming May 4th at the First Congregational Church, 5:30 PM. Bring a dish to share and have a good time. My two years are up and this will be my last meeting as president. Come and meet the new officers for next year.

We are posting about 4 years of past newsletters on line. You can check them out at www.southmilwaukee.org/historical_society.

My thanks to the February 14 Dinner Committee, Robert Pfeiffer, Addie Becker, Barb Schouten and Barb Mueller. Eunice Hahn and Cecelia Pomahac received honors for their years of work with the society. Our speaker, David Lang, was wonderful. I'm anxious to see the new Bucyrus Museum also. It will be open on Saturdays. The raffle items were numerous and well liked by all. Thank you donors: Estelle Haack, Barb Mueller, Sue Ziarek, Carol Braby, Lois & Steve Schreiter, Knights of Columbus, Parkway Floral, Greg's SOUP-ER-DESSERTS, Tri City Bank, M&I Bank, Aurora Pharmacy, South Milwaukee Library and the SM Historical Society. It was a wonderful event, and we actually made some money too. Thank you everyone!

Preserving the Proud Past
Lois Schreiter
President

Available at the South Milwaukee Historical Society Museum

Images of America, South Milwaukee, a picture history book

By Nels Monson & Dean S. Marlow, Jr — \$20

Then to Now by Gert Endthof — \$10

Ornaments featuring South Milwaukee Landmarks, \$7 each, 2 for \$10 (Great Christmas gifts)

FOR
SALE

Jewell Heise continues to make her great strawberry rhubarb jam. She needs your clean jelly jars with covers. Call Jewell at 762-4650



The Historical Society would like to extend our wishes, condolences or congratulations to its members. Please contact sunshine chairperson Barbara Mueller at 762-2712. Be sure to leave a detailed message or a number she can contact you .

YOUR TURN:

Anyone have a summertime memory they'd like to share for our next issue? Send it to THE EDITOR at the Historical Society.

I R E M E M B E R . . .

This is a memory my mother, Helen Ziarek (nee Grochowski) shared with me a few years back. She grew up on 17th Avenue, just north of Rawson Ave. At the time (early 1920's) it was known as Grand Boulevard north of Rawson Avenue because it had a wide grassy strip down the middle. One day, my grandmother sent my mother over to the neighbor's house with a note telling them they should stop letting their cow graze in the middle of the boulevard!

KENOSHA CIVIL WAR MUSEUM

Together with fellow South Milwaukee Historical Society members Jim Rothschadl and Lois Schreiter, I toured the Kenosha Civil War Museum on Monday morning, Mar 30th.

The Museum staff had invited a number of people to a "behind the scenes" tour led by Mr. Dan Joyce, Senior Curator of Exhibits and Collections.

Dan explained that they had employed a consultant to assist in organizing the exhibits, which are all directed at the impact of the War on the upper Midwestern states, spanning the time frame of 1850 to 1900. Street scenes from a town called "Fairview" (Dan explained that Iowa, Michigan, Illinois, Indiana and Minnesota each have a town with that name) start your tour and from there you move through hospitals, campgrounds, battlefields, cemeteries, stores, churches, newspaper offices and town squares.

Kenosha was fortunate to obtain a loan of the Frank A. Palumbo Civil War Collection from Carthage College so there are many authentic pieces scattered throughout the museum. Most impressive to me was a mockup of a railroad coach from the period complete with manikins on each bench. When you would sit next to them the manikin would tell you a short story

of how he or she was affected by the war. TV screens replaced the windows and provided a realistic image of scenery passing by.

Another unique feature of the Museum is their technique of showing written material that explains the exhibits. Newspaper pages and newspaper articles from a paper they called the Northwestern Reporter are posted throughout the Museum to assist visitors in understanding the exhibits. Realism is assured by including advertisements from Kenosha stores of the period.

At Lois' insistence we ended our morning with a visit to the Kenosha dinosaur museum which is a few blocks away. It is the largest exhibit of meat eating dinosaurs in the United States and is very impressive. Dan explained that a number of companies build dinosaur models from measurements made of actual dinosaur bones found in places throughout the world. A high point of this tour was holding an actual chunk of fossilized dinosaur poop. Now how many can brag about that?

Steve Schreiter
3/31/09



**NEW MEMBER:
Mary Meszaros**

Genealogy by Steve Schreiter

One hour of genealogy for anyone with a new \$10.00 membership. Basic information forms can be found at our website www.southmilwaukee.org/historical_society and should be mailed to Addie Becker with your dues. Don't have a computer? Call Steve at 762-5214.

WHAT A GREAT DEAL!!!!!! ONLY \$10.00

Historical Society membership form: 2009

Name: _____ Date: _____

Street Address _____ City _____ Zip Code _____

Phone: (Day) _____ (Eve) _____

Type: _____ Amount enclose: _____

Make checks payable to South Milwaukee Historical Society and mail to Addie Becker, 526 Sycamore Ave., South Milwaukee, WI 53172

Dues:
Single—\$10.00;
Family—\$15.00;
Life—\$100.00;
Business—\$25

Due to the increased cost of postage & printing, we can no longer send newsletters to members who are not current with their dues. Don't let this be your last issue! Fill out the membership form & mail it in TODAY!!

COMING EVENTS

- May 4 POT LUCK DINNER**
First Congregational Church, 1111 N Chicago Av
5:30 PM Dinner/Meeting
Volunteers needed to help with set up or clean up
- June 27 TOUR OF GARDENS**
10 AM to 3 PM, Rain or Shine, (See article inside for update)
Volunteers needed to help check tickets at the gardens
- July 26 ICE CREAM SOCIAL & MINI CLASSES**
Historical Society Museum
Details will be in the July Newsletter
- Sept. 14 POT LUCK DINNER**
First Congregational Church, 1111 N Chicago Av
5:30 PM Dinner/Meeting
Volunteers needed to help with set up or clean up

SOUTH MILWAUKEE HISTORICAL SOCIETY
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