

SHOREWOOD

from the river to the lake

News from the Shorewood Historical Society

Issue 1, February 2022

PETE MEAD'S TAVERN – SITE OF COMMUNITY MEETING FOR VILLAGE INCORPORATION

By Karen de Hartog

Discovering the story behind a good picture is always a rewarding challenge. Such was the case when the picture (right) was found in a pile of otherwise familiar Village pictures. A note on the back said the picture was taken in 1948 on the corner of Oakland and Newton Aves. The shape of the building reminded me of earlier pictures of Pete Mead's tavern and a quick comparison with a picture taken in 1917 (below, right) confirmed that suspicion.

Pete Mead's tavern is important to Shorewood history. We believe that the community meeting to petition for the incorporation of the Village was held at the tavern in early 1900. The incorporation as the Village of East Milwaukee was approved by Milwaukee County in August of 1900. (Name changed to Shorewood in 1917). The building was located near the entrance to the amusement park and included four apartments that may have been rented to carnival performers. Peter J. Mead was one of the original Village trustees and was elected Village president in 1903. Mead died in 1914.

(Cont. on Page 3)



"Pete Mead's Tavern" (1948); photo donated by Shorewood Village Department of Planning and Development.



*Oakland Ave. (1917)
"Pete Mead's Tavern" at the top of the hill.*

Drawings of the image designed for Shorewood's Centennial logo in 2000 were recently donated to the archives. See Page 6 regarding Archive donations.

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PRESIDENT'S COLUMN

Dear Historical Society Members,

Thank you so much for giving the Society a very happy new year! In my last newsletter column, I asked you to help us grow our membership and readership. Wow, you really answered the call! In just two months, 32 new members, the largest increase that we can remember, joined our ranks. We asked you to give a membership as gifts to family and friends. Eighteen of the new members came to us as gifts. We asked you to give us ideas to find new members. Soon after, member Rosie Bedeck called me with the idea to post our membership invitation with historic local pictures on a few Shorewood social media sites. Board member Jennifer Anderson worked to implement Rosie's idea and the new members followed. Today our membership roster stands at 250, double the total of five years ago. Happy New Year! By the way, let me remind those who have not yet renewed to please do so today. Let's keep this good vibe going.

As I reviewed the membership statistics, I found that over 20% of our members renew online and receive digital copies of our newsletter. This trend will increase. Our digital/online newspapers, yearbooks, newsletters and phone directories are very popular. The Society intends to expand our digital/online content. The pandemic has curtailed this effort as organizations that digitize our archives face safety and staffing challenges. We hope that this will change soon. When it does, the Society has a collection of pictures and maps that we want you and the public to enjoy on our website. We've lined up a source with the equipment that this project requires. But the Society also needs more computer/digital savvy expertise. When conditions are safe again, I'm asking members who possess digital skills, such as operating a scanner and data entry, to help us out. I estimate that 3-4 people could complete the historic picture digitization project in 2-3 days or less. Will our members come through again? I have no doubt.

Robert "Bob" Dean, Jr.

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FUN FACT

Membership Dues a "Deal" in the "Old Days"

Listed under "Renew" in the April 1988 issue of the Shorewood Historical Society Newsletter (Vol. IV No. 2):

Student - \$1.00; Individual - \$3.00; Family - \$5.00;
Contributing - \$15.00; Business - \$25.00;
Sustaining - \$50.00; Life - \$100.

And, the Annual Dinner was \$6.00.

(See Page 7 for 2022 Membership form)

WELCOME

NEW MEMBERS

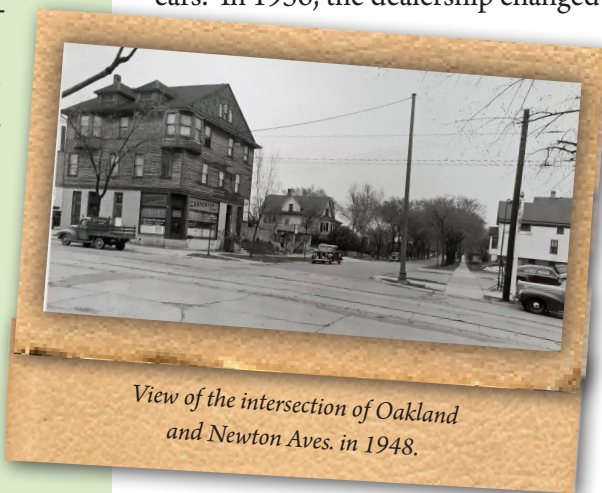
Kim Anderson-Jussel
Andrew & Sarah Aschenbrenner
Bob & Nancy Burcom
Eric Couto
Beth Crysedale
Shep Davis
Tom Deffke
Molly Gordy Drew
Madeline Duffy
Anne Kissel Elliot
Patrick & Kyle Feerick
Kristina Glocke
Susan Gnewuch
Jed Groser Family
Roger Hornbeck
Louisa Kamps
Megumi Kanda & Dietrich Hemann
Evelyn Knetzger
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Anthony & Mary Linn
Vashti Lozier
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Susan Maris & Michael York
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Judith Grace Scott
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Michele Wiberg

VOLUNTEERING AT HILLHAVEN CONVALESCENT CENTER

By Jennifer Anderson

Fun fact: as some of you may know, the Legacy building was a senior/assisted living home before it was converted into condos. I volunteered there when I was pretty young in the early 80s, maybe 12? A number of the residents had tracheostomies resulting from throat cancer, and they continued to smoke by connecting lighted cigarettes to the ends of their trachea tubes. It was one of my responsibilities to “re-fresh” the cigarettes if they had been smoked down to the filter.

Different times!



View of the intersection of Oakland and Newton Aves. in 1948.



The same intersection as seen today with the Legacy Condominiums on the northeast corner. In both photos, the neighboring Domer farmhouse and duplex are the same.

(“Pete Mead’s Tavern” cont. from Page 1)

According to our new picture, the building was used as a carpenter shop in 1948. Checking in early phone books and newspapers, we discovered that from 1920 until 1941, the building was used as a grocery store, first by Arthur Schmitt and later by D.D. Cottrell Groceries.

In the mid-1940s, the building was purchased by J. R. McAleavy. He used the first floor as a carpentry shop to support his main business, Fine Home Builders. In 1949, McAleavy sold the building to the George W. Browne Corporation for \$12,500. As soon as McAleavy and the apartment renters had moved, Browne had the building torn down.

Which brings us to a quick review of the rest of the 3700 block of Oakland Ave. Early telephone directories suggest there may have been two or more homes north of Pete Mead’s in the 3700 block. However, by 1946, George W. Browne had covered the block north of Mead’s with a car dealership (Chrysler/Plymouth) and had torn down Mead’s building in order to have more room for used cars. In 1956, the dealership changed to Concours Motors (Porsche, Mercedes Benz, Volkswagon) which was in place until 1959 when Concours moved to Silver Spring Dr. Next, the building became Pabst Motors, a dealership that had been at other Shorewood locations before moving to Oakland Ave. It was associated with Augie Pabst, a well-known race car driver and an executive of Pabst Brewing Co. The final car-related business was Transco Transmission (1967 directory).

By 1971, the entire car dealership had been demolished and replaced by Oakland Manor, a nursing home facility also known as Hillhaven Convalescent Center and Shorewood Heights Health Center during its 30 year history.

In 2003, the building was sold and remodeled into Legacy Condominiums.

Shorewood has a remarkable number of standing buildings that were built in the 1920s and probably were the first buildings of any kind on the property. However, the many building and business changes in the 3700 block of Oakland Ave tell a story of the changing needs and priorities of a growing village and thus are an important part of our history.

(Many of the details for this story were obtained from the digitized copies of the Shorewood Herald and Village Directories which are accessible at shorewoodhistory.org. Click on Newspaper Archive. Thank you to Carol McWade and Jennifer Anderson for research assistance.)

THEN & NOW: ALICE AND JERRY DAVIS

Shorewood Is Their Backyard

By Keith Schmitz

Like many people who call Shorewood home for decades, Alice and Jerry Davis were drawn to the Village from their birth towns, Antigo and Mukwonago, respectively, with a few stops in between.

Their story started in 1965. Jerry and Alice met in Madison, where Alice was a teacher, and Jerry received his Ph.D. in Counseling Psychology. Then they moved to Philadelphia in 1970, where Jerry taught at Temple University.

Alice: "I was at home having babies and joined the PTA, embracing the Philly culture and the great schools."

The University of Wisconsin-Milwaukee discovered Jerry, so it was a return to Wisconsin for the two of them and their three boys, Tim, Brad, and Greg, who, their parents thought, needed a big yard. Their first stop was Cedarburg. That lasted just nine months.

At a Christmas party in Shorewood, Alice and Jerry fell in love with the Village and the concept that they could walk everywhere, including UWM. As Jerry recalls, "we came home that night, stopped unpacking boxes, started repacking and bought a house in Shorewood – the first one we saw."

Alice admits the house on Farwell had no backyard, "but they were very happy with the playground at St. Robert Parish, just 50 feet away."

The parish would be a big part of their lives.

Making Friends on Clark Street

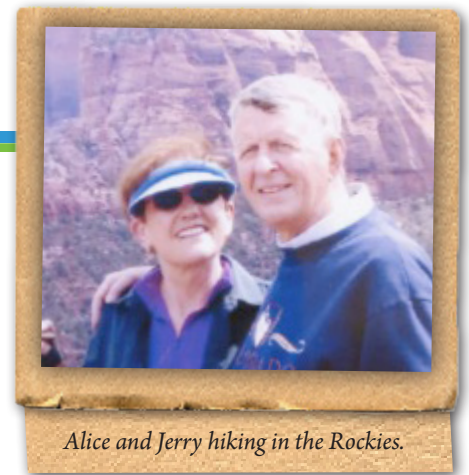
Moving along on the convenience theme, the boys went to Atwater, and Alice picked up where she left off, getting very involved in the Shorewood PTA. As head of the human relations committee, she set up a program with a sister school at Clark Street School in the inner city. This reach across the river project encouraged student participation from both schools in the first through sixth grades.

The Shorewood and Clark Street group went back and forth on Saturdays between schools. Everyone learned art, music, and phy-ed. On the first day, Kay Augustine played guitar, leading the kids in song. A tornado warning was issued, sending them into a tunnel for over an hour. But they kept on singing!

"Needless to say," according to Alice, "we bonded with Clark Street in a big way."

The tall high school boys in the enormous Clark Street gymnasium put the kids on their shoulders to play basketball, enabling them to slam dunk. Despite being very involved in sports and scouts, their son, Brad, when asked what was the most meaningful to him, said, hands down, the Clark Street School program.

Alice recalls one Clark Street mother whom they convinced to send her six children to the 220 program in Shorewood. Years later, this mother told Alice that her 220 kids had gone on to college.



Alice and Jerry hiking in the Rockies.

A Forest and the Trees

The Davis family was very active with St. Robert Parish. Alice loved teaching middle school students at St. Robert for 26 years. Both Alice and Jerry are involved with sacramental preparations, including moderating the marriage prep program for nine years.

Jerry says that the volunteer program he enjoyed most was working on the landscaping at St. Robert for ten years. He and good friend Dave Olson spent many afternoons planting gardens and gradually growing a small forest. "We ended up planting over 600 bushes and trees around the school and the church." Jerry's and Dave's "forest" has dramatically enhanced the environment in that area.

In addition to the landscaping and working with the army of volunteers for the parish's annual festival in June for over 30 years, the Davises participated in the parish meal program. One night a month, Jerry and Alice drove to six homes to pick up home-cooked chicken dinners that they delivered to St. Gall Church at Third and Center Sts. where they helped serve the meals to residents of the neighborhood.

Upon her retirement from St. Robert School, Alice was involved in St. Benedict's restorative justice program for incarcerated community members, a program that brought great satisfaction. Alice found out "that one of the joys of living in Shorewood is that I could take

a bus downtown to the Benedict Center faster than I could find a parking space there!"

Living History

Alice has also been working with the Shorewood Senior Center. Once a year, the center invites sixth graders to write an essay on their relationship with a senior. A panel of judges picks three boys and three girls as winners. These students are invited to read their essays at a Mother's Day luncheon and to bring to the luncheon the persons featured in the essays. Most of the students write about their grandparents or neighbors.

Says Alice, "it's so heartwarming to hear these kids talk about these relationships with the older adults. I must give a shout out to the teachers at Atwater, Lake Bluff and St. Robert because they get these kids to see the value of an elderly person and write a great essay."

Alice's Mother Finds a New World

Like Shorewood, Alice's hometown of Antigo is a self-contained community. Still, her mother Jane Jansen discovered a very different place when she moved from her home to be closer to Alice and Jerry.

At the age of 85, Jane was too independent to share a roof with the Davises so she took an apartment of her own on Farwell Ave. a half block down the street from Alice and Jerry. She discovered a rich experience that she enjoyed until the end of her life. Navigating her walker, she travelled the Village shopping and seeing her doctor and her dentist. She got around. Not a day went by that she failed to visit the lakefront because,

she said, "if I'm fortunate enough to live this close to the lake, at least I can appreciate it every day."

Jane joined the Senior Resource Center and went on every field trip, making friends there and also in her apartment complex. The residents were very diverse, and she came to know everyone there. Jane also knew everybody on that block of Farwell Ave.

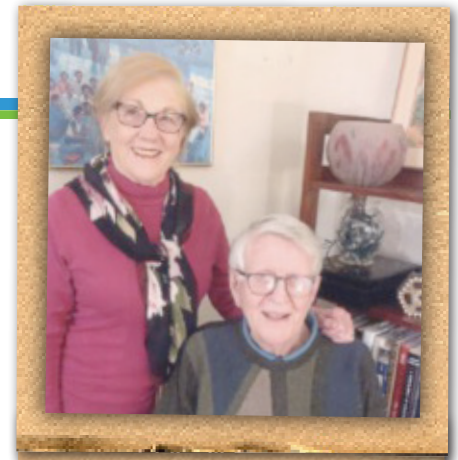
Jane's good friend in the building was Mohamed, an engineer from Bangladesh. Mohamed questioned her about everything she did because he wanted to learn about American culture. Jane told Alice that "it just bugged him that Jane was not living with her daughter."

But it sure didn't bug her mother. She loved her independence.

As an avid reader, Jane's favorite place in Shorewood was the library, which Alice and Jerry helped expand by supporting the referendum that funded that project. Alice has also served as a member of the Friends of the Library Board for 15 years, and she's in charge of the used book section. Even at age 98, her mother helped put books on the shelves and, thanks to her extensive knowledge, recommended books to patrons.

A Community within a Community

With Jerry's landscaping days behind him, down the street at St. Robert and at their Farwell Ave. home, two and a half years ago they moved into The Oaks of Shorewood apartment complex on the west side of the Village overlooking the Milwaukee River.



Alice and Jerry in their apartment at the Oaks of Shorewood.

The move opened a new chapter. Jerry regards The Oaks as a wonderful layout. "We've met a lot of nice, nice people here."

They can enjoy the evocative lights and sounds of the Ghost Train every evening from the new location. Nearby is the Oak Leaf Trail. "On the weekends, the trail is like a highway," remarks Alice.

As for the Davis boys, Tim is a mathematics professor in Portland, Oregon, Greg works for the Environmental Protection Agency outside of Denver, and Brad is close to home in Whitefish Bay and is Director of Sales for Charter Wire.

When they moved to Shorewood in the 70s, Alice and Jerry learned that their ideal house did not have the big backyard they were seeking, but they have discovered that the Village is their really big backyard.

Editor's Note:

In 2000, Alice Davis, 6th grade teacher, was listed in Who's Who Among American Teachers. She was nominated by former students who commented that she was their most influential teacher.

ARCHIVE DONATIONS

Thank you to:

- Patrick and Linda Devitt for a picture of a St. Robert Cub Scout den with Milwaukee Braves baseball player Johnny Logan, 1950s civil defense bracelets, and drawings related to the Shorewood Centennial logo that was designed by Linda's father, Harold F. Schmitz.

Schmitz, a retired commercial artist, worked on the design for 20+ hours during the summer months of 1999. He was employed by Northwestern Publishing in the art department for 33 years prior to his retirement. See Page 1 for the image of the Shorewood Centennial Logo.

- Dewitt and Jackie Clinton for the abstract associated with their home on Murray Ave.
- Nick and Angela Hayes for arranging for the delivery of a 1931 typewriter from Atwater School.

PRESERVATION AWARENESS: HISTORY IS PRESERVED IN THE DETAILS

Shorewood architecture reflects community history. It represents a variety of 20th century architectural styles. Look around you, discover the details, connect the history!

"These buildings are inherited assets, and we volunteers have an important role and responsibility in educating the public, thereby supporting policies and programs that will wisely steward what we have and hopefully encourage informed decisions for these spaces in the future." — *Kathy Kean*



A St. Robert Cub Scout den with Milwaukee Braves baseball player Johnny Logan.



Autographed photo by Milwaukee Braves baseball player Johnny Logan.

To arrange to make a donation to the archives, contact us at: shorewoodhistory@yahoo.com.



A 1931 typewriter from Atwater School.

We depend upon the commitment and support of people like you
to preserve and promote Shorewood's rich history.

Send your application to: Shorewood Historical Society • 3930 N. Murray Avenue • Shorewood, WI 53211

Name(s) _____

Address _____

Phone _____

E-mail _____

(Your e-mail address will be used only to alert you to upcoming programs and events. It will not be shared with any other individual or organization.)

- Individual \$15 Family \$20 Contributing \$35 Sustaining \$100 Associate \$250 Life \$500
 Additional Donation \$ _____ Please make check payable to the Shorewood Historical Society.

All memberships are per calendar year except the one-time payment Life membership.

- I am interested in becoming more involved in Shorewood Historical Society activities. Please contact me with further information.

SHOREWOOD HISTORICAL SOCIETY BOARD OF DIRECTORS, 2020-2021

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The Sheldon Room, located
in the Shorewood Village Center
(3920 N. Murray Ave.)
is open by appointment using as contact
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email, shorewoodhistory@yahoo.com

The Shorewood Historical Society is a
nonprofit 501 (c)(3) organization.
Your donations and in-kind gifts are
tax-deductible as allowed by law.

TWO VIEWS OF A CORNER BUILDING

Read more about Pete Mead's tavern and the story elicited by a newly discovered photo on pages 1 and 3.

1917



1948



Decades before the current structure on the northeast corner of Oakland and Newton Aves. was converted into the Legacy condos, another building stood prominently in the community, its purpose and appearance changing with the times. The photo on the left was taken in 1917, when it would have been a tavern with lodgings – a meeting place conveniently located on a streetcar line across from the entrance to a succession of amusement parks. It shows a large covered second-story porch facing all the action happening across the way. A photo taken in 1948 from a different angle shows a porch removed, the corner entrance suited for its later identity as a grocery store and then a carpentry shop. (Note: the Domer farmhouse to the right still stands today.)

CONTACT US AT:
SHOREWOODHISTORY@YAHOO.COM
OR 414-847-2726 WITH QUESTIONS
OR TO MAKE A DONATION.

Please keep the
Shorewood Historical Society
in mind when cleaning out
your attic or basement.
We are in particular need of
pictures, abstracts and other
information about Shorewood
homes and neighborhoods.

3930 North Murray Avenue
Shorewood, WI 53211