

Valentine
SNIPPETS of SALEM

**503 B– 1835 Kenosha
1985**

**150 Years of Progress
Sesquicentennial Edition**
One of Two Booklets

Contents:

Copy of the 1835-1985,
150 years of Progress

in a special **Kenosha News** Edition of April 22, 1985,
with the **Messenger** and the **Courier** of April 24, 1985

These pages have also been photographed.

Pages 1-98 in 503A

And second part:

Page 99–192 in 503B

0-100 apx pages

NOTE:

The materials herein were contributed by those of the area who wished that the history they have experienced be saved for the future generations. These may represent private documents as well as previously published articles and obituaries and images from their saved collections..

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Development was the goal of first Chamber

Economic development may seem like a watchword popularized only recently, but it has been a concern for Kenosha since the early 1900s, when the first Chamber of Commerce activity began.

The chamber's focal point then was improving Kenosha's commercial lot just as it is today.

And just like problems confronting commercial and economic development today, it was not an easy task to get the entire Kenosha team in harness in the early 1900s.

Chamber's predecessor

There were several failed attempts at organizing some kind of civic commercial group. It was not until 1911 that enough businesses coalesced to become the Kenosha Retailers Association.

The Association was the forerunner of the Chamber of Commerce. Their then stated reason for being was to "promote, protect, and raise the standards of retailing in Kenosha; to study methods of reducing the costs of distribution; to do away with unethical practices in retailing; to protect the retailer against unfair legislation; to develop the most efficient service to the public and make the profession of commerce an honorable and desirable one for men."

John Perkins was elected president, along with H.C. Hansen as treasurer and G.D. Thelen as secretary in 1911.

The association developed into one of the most efficient credit bureaus anywhere, based on historical accounts.

After two terms, Perkins was succeeded by W.H. Robinson as president.

By the time Joseph Pitts was president in 1914, the retailers helped sponsor a gigantic homecoming in Kenosha that year. Charles H. Goodman was elected president next.

C.W. Johnson was actually the first president of the group that called itself a Chamber of Commerce. It reached its peak during World War I, when it helped with Liberty Loan and other drives. But during the later war years and afterward, the group sank into almost complete inaction.

It took several years before merchants finally gathered again to aggressively promote their commercial welfare.

Present-day chamber

They then founded the present-day Kenosha Chamber of Commerce on Sept. 27, 1926. Ralph S. Kingsley, its first president, played a significant role. He was then publisher of the Kenosha Evening News.

The Chamber was located in the old Kenosha Theater Building for several weeks until occupying offices in the Kenosha National Bank Building (now 1st Bank Southeast).

It occupied those offices until the World War II ended, when it moved to the third floor of the Dale Block at 628 56th St.

It was housed in several other downtown buildings including the 1st Bank Southeast Building once again until moving into its present home at 812 56th St., in the Civic Building, in 1982.

The credit bureau was considered the Chamber's foremost work in those early days, but the group eventually gravitated to other issues.

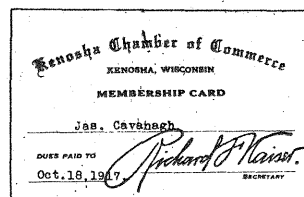
Industrial expansion became ever more important and with it the need to understand commerce between Kenosha and other communities, states, and nations.

Transportation was also a key issue for retailers seeking to attract customers to their shops.

A legislative and tax analysis committee was formed to discuss all bills introduced in Madison for possible commercial ramifications. The chamber was determined to "oppose legislation inimical to the welfare of the community," it stated early on. When Snap-on Tools Corp. opened on June 2, 1930, the chamber could claim some credit for helping to bring it here.

Chamber boosts city

The Chamber sponsored "Boost Kenosha Products" banquets, center-



Early membership card

ing on Nash Motor Co. and Simmon Co. products. The city's 1935 centennial was heavily directed and aided by the chamber.

It continually promoted such event as the "Sell Kenosha To Itself" dinner during the 1930s. Even after the war the chamber helped form the Committee for the Promotion of Kenosha, in 1946. It was to develop a greater sense of community loyalty and to illustrate the need for community teamwork.

The chamber drew more than 1,000 Detroit business and professional men to Kenosha in 1949 in a goodwill tour organized.

During the 1950s, the chamber reoriented its sights to such business supported matters as instituting day light savings time and promised tax revisions by then-Gov. Gaylor Nelson.

Even into the 1960s, the chamber's attention was focused on whether o

(continued on page 104)

IT'S OUR FOLLOW THROUGH



That makes us a Winning Insurance team you can count on and trust!

Congratulations Kenosha on your 150th birthday celebration

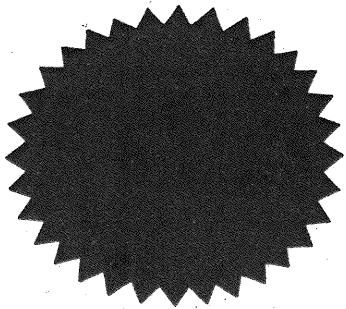
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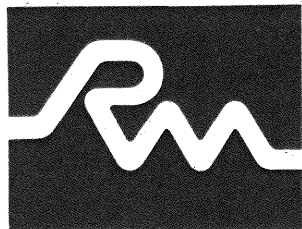
val·ue
(val'yōō), *n., v.*

1. a fair return or equivalent in goods, services, or money for something exchanged.
2. monetary worth.
3. Regency Mall.

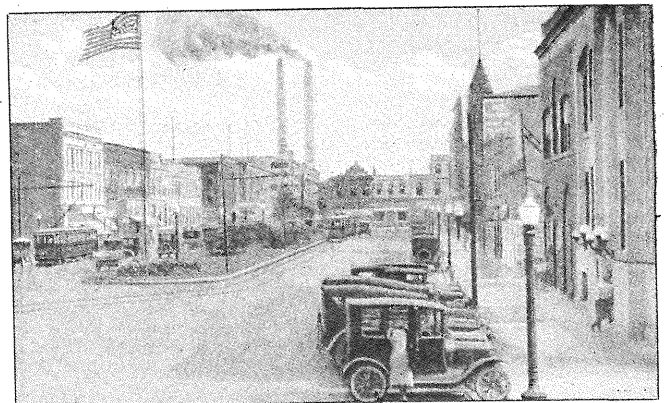
At Regency Mall, we provide value for all it's worth. From the standard definitions to the special ways you'll find we've refined it and re-defined it, value is more than a word to us, it's a way of life.

As in determining any value, come and see for yourself. Shop. Compare. You'll discover value, quality and variety to satisfy any standard.

Your Value Center.



REGENCY MALL
Durand (Hwy. 11) & Green Bay, Racine



A bustling city square was the heart of commerce

(Continued from page 103)

not the state's new 3 percent sales tax was the way to arrest rapidly rising property tax rates.

In 1963, the chamber decided to place more emphasis on the retail end of its ever-growing duties by creating a special retail division. Under the leadership of such presidents as T. Bernard Dunlap, of the Pepsi-Cola Bottling Co., and Donald J. Johnson, president of Kelsey Welding and Engineering Co., the chamber continued to expand in this period.

Code adopted

A business code was adopted in 1968 and was accepted by the then already

200 members of the group. Donald Brunner was charged with drafting and designing it.

The chamber became much more aware of the community as a whole in those years, and as it entered the 1970s. Helping attract Carthage College here and pushing for the establishment of the University of Wisconsin-Parkside were two ideas enthusiastically embraced in the '60s.

It also supported the construction of a downtown pedestrian mall in 1975 in reaction to calls by merchants there.

Milton C. Wittenberg was executive director in the 1960s and early 1970s. During Wittenberg's stewardship Kenosha witnessed its greatest

(continued on page 105)

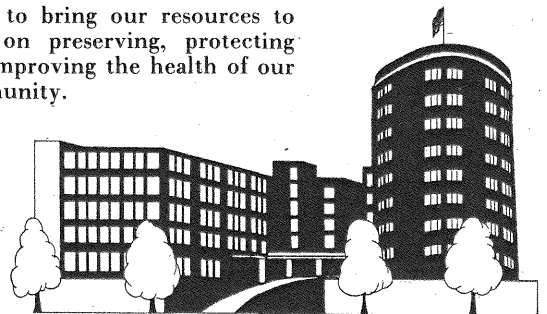
Part of a Proud Tradition

Kenosha Memorial Hospital has been a proud part of the Kenosha tradition since we first opened our doors in a 12 room house located at 5th Avenue and 61st Street. That was in 1903.

Through the intervening years of change, one constant has remained . . . our commitment to meet the health needs of the people of Kenosha.

The specific services have changed—who could have envisioned our state-of-the-art critical care unit or specialized emergency physicians 25, 50, or 75 years ago? The future will undoubtedly bring more changes, as your needs change and new methods, new ideas continue to occur in health care.

The constant . . . our commitment to bring our resources to bear on preserving, protecting and improving the health of our community.



Kenosha Memorial Hospital
Always Here for You!

(Continued from page 104)

growth with employment at American Motors Corp. exceeding 15,000 employees who produced some 500,000 cars a year. It was Wittenberg who noted that Carthage College was seeking a new home for its campus then located in Carthage, Illinois. He sent a letter to President Harold Lentz inviting him to consider Kenosha. In April of 1961, the campus was dedicated.

In 1974, Wittenberg was followed by Roger Caron, who also served a relatively long stint, until 1982. Louis Micheln, now the executive director, took over on Feb. 7, 1983.

Latest accomplishments

Micheln is proud of three accomplishments in particular — the formation of the economic development branch, now manned by J.D. Garoutte; the 6 percent hotel-motel tax to help assist in community promotion; and the repeal of the item pricing law. All were accomplished in the past two years.

There has also been an emphasis on promoting tourism here and pushing for such proposed developments as an industrial park near the Pleasant Prairie Power Plant.

Micheln indicated that some goals mentioned in that first report of the reconstituted chamber in 1927 remain goals today. He says that does not mean they cannot be accomplished but rather are matters requiring continuous attention. Transportation and retail concerns are still among these. Micheln is also pleased that the

**KENOSHA
CHAMBER
OF
COMMERCE**

☪

**CONSTITUTION
AND BY-LAWS**

ADOPTED
DECEMBER 5
1927


KENOSHA, WISCONSIN

By-laws were issued

chamber and its 780 members have "been able to maintain its basic structure of being an autonomous organization" from government.

Micheln said the chamber's purpose remains "To foster the orderly development of community it serves working through the voluntary efforts — the time and talent of many."

FOR OVER 71 YEARS YOUR GOOD HEALTH HAS BEEN OUR MAIN CONCERN



Milwaukee Ave. & Church St.

Mayer Drug Store No. 1

- MAYER DRUG ON THE CORNER OF MARKET AND MAIN STREET FACING MARKET SQUARE FOUNDED IN 1914 BY HARRY MAYER, SR. R. PH.
- MAYER DRUG HAS SERVED KENOSHA'S PHARMACY NEEDS WITH PRIDE AND PROFESSIONALISM.
- HARRY MAYER, Jr. R. Ph. • RAYMOND E. LARSEN, R. Ph.

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6th AVE

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YOUR Prescription Store

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THE **Rexall** STORE

PLENTY OF FREE PARKING IN OUR LOT ACROSS THE STREET

DAILY PRESCRIPTION DELIVERY

STORE HOURS
Mon. thru Fri.
7:45 a.m.-7 P.M.
Sat. 8:30 A.M.-5:30 P.M.
Sun. & Holidays
8:30 A.M.-Noon

Best Wishes To All Of Our Friends In Kenosha From

kohl's II
THE BEST FOOD STORE IN TOWN





**NOW
BETTER THAN
EVER**

With 3 Locations To Serve You...

KENOSHA WEST
7524 Pershing Blvd.

KENOSHA CENTRAL
4216 52nd Street

KENOSHA EAST
3726 N. 22nd Avenue

And Low Prices All Around

Banking necessary to trade in early Kenosha

The forerunner of the First National Bank was formed in 1852 with \$50,000 and Henry B. Towslee as its first president

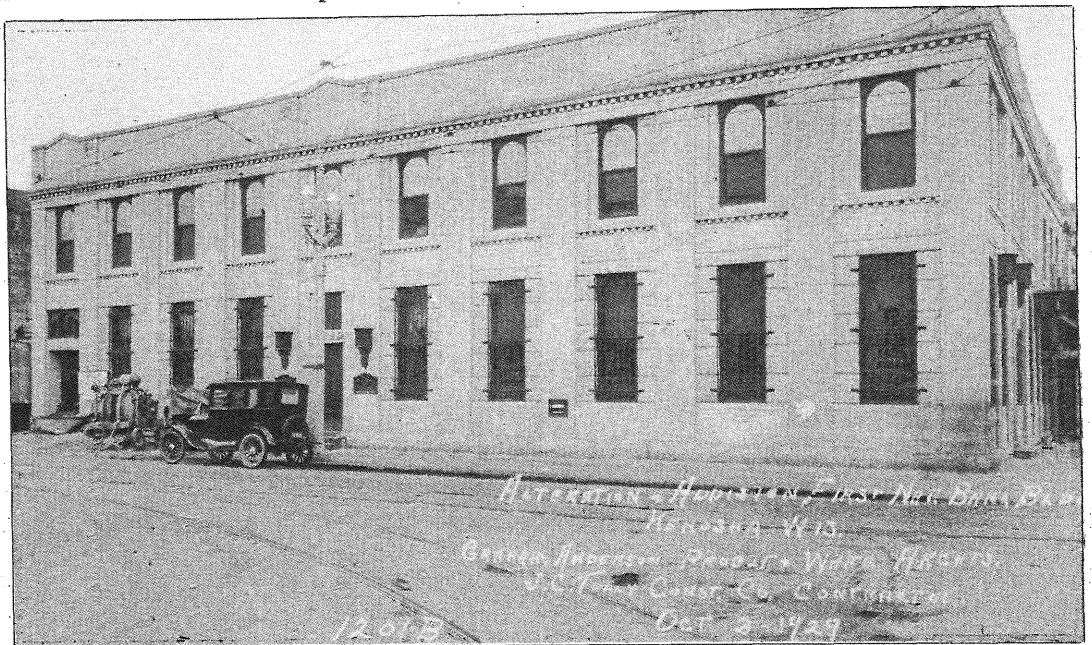
The history of banking in Kenosha precedes the arrival of the railroad by three years and was prompted by poor communications which hampered trade.

The community of some 3,500 souls was blocked in most of the winter, with the lake being of no avail and the roads few and inadequate. Local merchants were obliged to lay in large stocks of goods to escape exorbitant freight charges by stage companies and even the largest business deal had to be transacted by cash only. A businessman in need of seasonal funds had to look to limited private sources for a loan.

Lyman's "History of Kenosha" quotes a diarist of the times with two stories penned in 1852. One notes that "The Lake Shore (C&NW) Railroad is exciting considerable interest." The other states that "Preliminary steps have been taken for the establishment of a bank in Kenosha."

Nearly three impatient years passed before the community obtained its railroad, but by late 1852, the forerunner of the First National Bank was organized with capital of \$50,000. Henry B. Towslee was elected

(continued on page 108)



First National Bank, Sixth Avenue and 56th Street, was extensively remodeled in 1930

SESQUI-CENTENNIAL SAVINGS SPECTACULAR

Bolens. TILLERS

- Model 2142**
3 H.P. Mini
 • 7 to 22" tilling width
 • Only 75lb. Weight
 • Solid State Ignition

List \$449⁹⁵



Introductory Special \$399⁹⁵ + Tax

Bolens. RIDING MOWERS

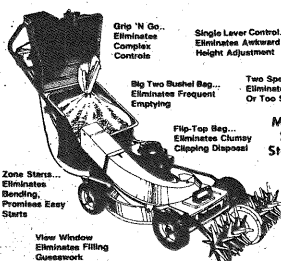
Professional Quality For the Homeowner

- 11 hp Commercial Engine
- 5 Speed Heavy Duty Transmission
- Industrial Type Enclosed Engine
- Professional 20" Turf Tires
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- Electric Clutch
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- 36" or 42" Pro-Cut Mowing Systems Available



Model ST110

The Professionals Rear Bagging System



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- Includes: FREE 24 Bag Liners
- Big Two Bushel Bag... Eliminates Frequent Emptying
- Two Speed Drive... Eliminates Too Fast Or Too Slow Speed
- 3 To Choose From.
- Flip-Top Bag... Eliminates Clumpy Clipping Disposal
- Meet All Safety Standards

OPTIONAL DETHATCHER AVAILABLE

Bolens. WALK BEHINDS

- Model 8372 Self-Propelled Electric Start List \$549⁰⁰ SALE PRICE \$499⁰⁰ + Tax
- Model 8362 Self-Propelled Recoil Start List \$499⁰⁰ SALE PRICE \$399⁰⁰ + Tax
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Bolens WINS THE WAR ON YARD WORK

3 YEAR WARRANTY

SPECIAL PURCHASE Bolens Mulching Mower

- No Bag - No Rake
- 3 1/2 hp Engine
- Push
- Big 20" Steel Deck
- Patented Design
- Ruggedly Built
- Steel Wheels



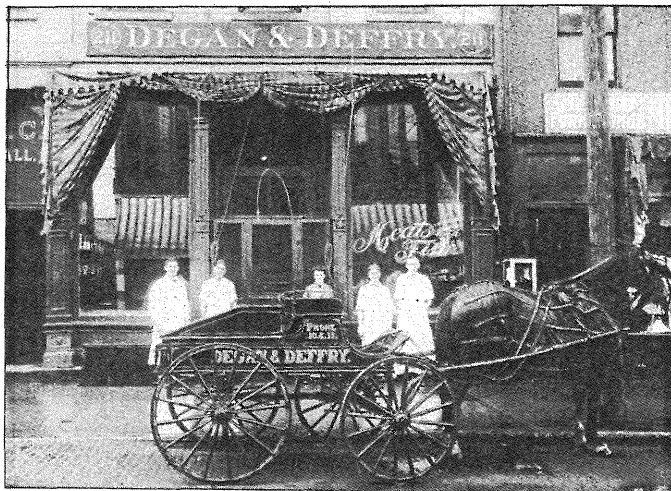
SAVE!

B & D EQUIPMENT & REPAIR

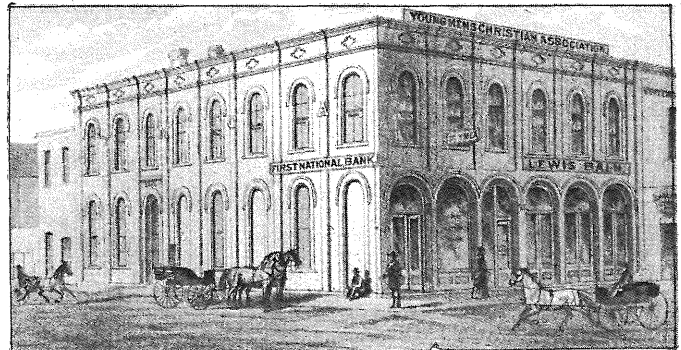
9001 Durand Ave. (Hwy. 11) Sturtevant, Wis. • Open 7 Days A Week In Beautiful Downtown Sturtevant • Ph. 886-6228
 OPEN: Mon.-Fri. 8 A.M.-7 P.M., Sat. 8 A.M.-5 P.M., Sun. 10 A.M.-5 P.M. All Quantities Limited. First Come - First Served.

Taking care of business

Retail merchants and financial institutions played an important role over the years.



In 1904, Degan and Defry meat and fish market was located downtown on Main Street (now Sixth Avenue).



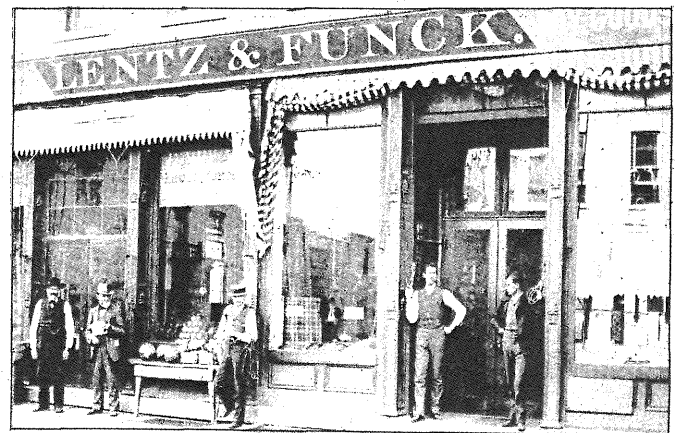
For nearly 90 years the basic outline of the First National Bank building has remained the same. In this drawing, made well over 100 years ago, note that the YMCA is located on the second floor.



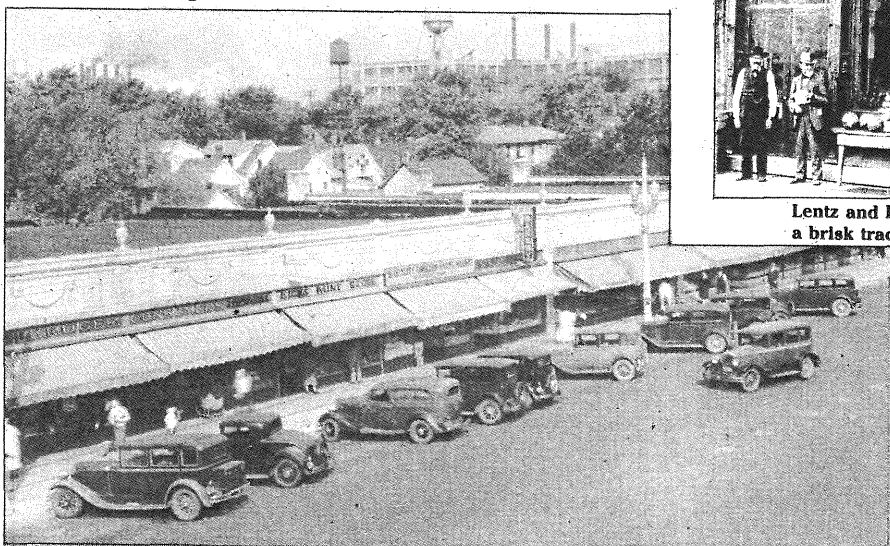
The Isermann brothers, Michael and George, founded their clothing business in 1895.



Kenosha's oldest store, Gottfredsen and Nicoll, jewelers



Lentz and Funk grocery and dry goods store catered to a brisk trade on Main Street in the 1890s.



1930s photo shows the 22nd Avenue Uptown business district



Looking north along Main Street, from what is now 57th Street, circa 1912.

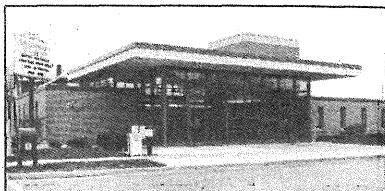
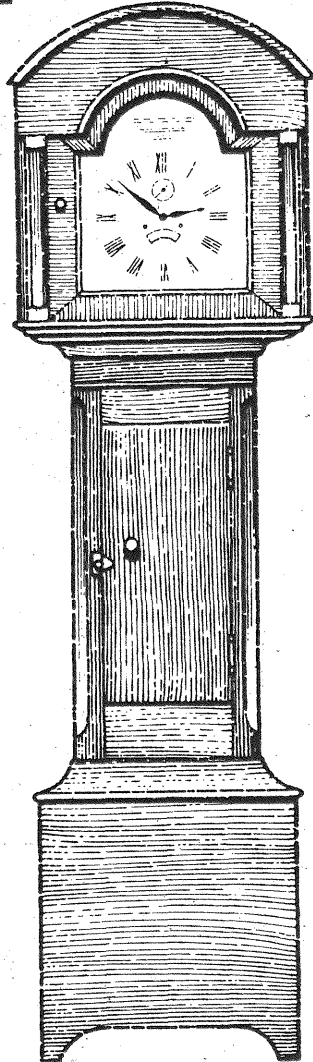
We've passed the test of time

And those years of experience have made us more valuable in service to our members.

Since 1933 AM Community Credit Union has been an integral part of the lives of thousands of Kenosha families. We're proud of our reputation and we look forward to many more years of financial service in our outstanding community.

OFFERING COMPLETE FINANCIAL SERVICES INCLUDING

- Regular Savings •
- Certificates of Deposit •
- I.R.A. Accounts • Share
- Drafts (checking) • Line of
- Credit Loans • Regular
- Loans (other than real
- Estate) • Money Orders &
- Travelers Checks • New 4-
- lane drive up windows •
- Tyme Cards



Remember ... the service of A.M. Community Credit Union are now available to anyone who resides or is employed in Kenosha County.

A M Community Credit Union

6218-26th Avenue • Kenosha, Wisconsin • Phone 658-3723



Brown National Bank, 63rd Street and 23rd Avenue, about 1940

(Continued from page 106)
the first president of the new Kenosha City Bank with S. B. Scott the cashier.

The bank leased its first quarters for \$150 per year, but steps had been taken for a permanent site at the southeast corner of 57th Street and 6th Avenue, known then as Park and Main Streets.

It opened in 1855 and the first teller was hired.

With the creation of the national banking system in 1864, the bank made application for a national charter which was granted in the early months of that year. The city bank was liquidated and Charter 212 was

(continued on page 109)

Kenosha, On Your 150th Anniversary ... a time to reflect

150 years ago our city was founded on certain principles. Honesty, fairness, equality, compassion and a hard days work. These ideas are still evident in our community but sometimes during the hustle and bussle of a busy day we forget. We simply cannot afford to and with everyone working together, trying a little harder, taking a minute to care for one another, the ideas set down by our founders will prosper for generations to come.

We at Lendman-Mischler wish to thank Kenosha and especially those families who have put their trust in us in their time of need. We believe that a funeral is a very personal, meaningful and necessary part of a person's life and that of his family and friends. We sincerely try our very best to make these times as comfortable as possible. Again, we thank you and will continue in the coming years to attend to the needs of this good city.

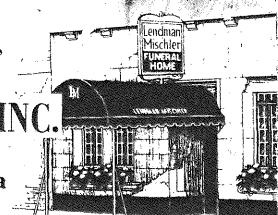
Paul A. Lendman



"Since 1910 serving
the needs of Kenosha"



LENDMAN-MISCHLER, INC.
FUNERAL DIRECTORS
708 57th Street, Kenosha
Phone 657-3811



(Continued from page 108)

granted to The First National Bank of Kenosha, which it holds today.

Zalmon G. Simmons, founder of The Simmons Co., was president from January 27, 1871 until February, 1909. During his tenure, the bank prospered and grew, doubling its capital and passing successfully through the Depression of 1884, the Panic of 1893, the Silver Campaign Depression of 1896, the Spanish-American War and the Panics of 1904 and 1907.

Simmons owned a building on the northwest corner of 6th Avenue and 56th Street, then known as Main and Market Streets. During his long reign as president, the bank moved into this site and later bought it from him.

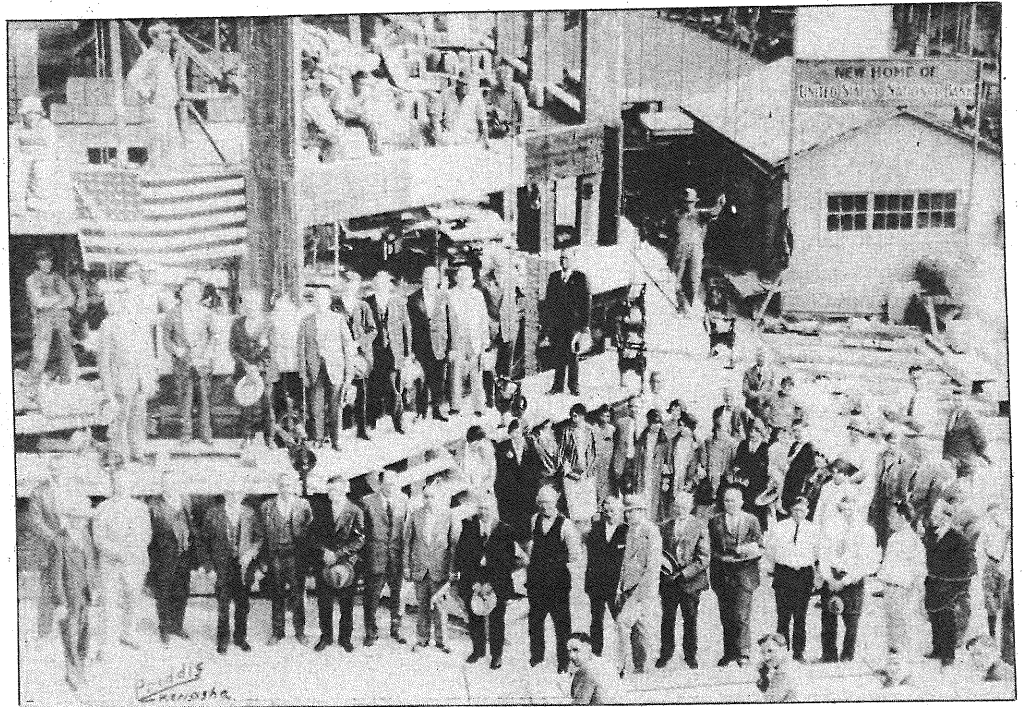
Vastly enlarged and remodeled in 1930 and again in the 1970s, it remains the home office today.

Building and Loan

Simmons was succeeded by the man who dominated Kenosha's financial affairs for the next quarter century and built the foundation of a fiscal empire that extended until after World War II — Charles C. Brown.

Brown was more than just the president of the First National, whose capital he increased to \$60 million. A believer in the "building and loan association" idea, he led in the formation of the Kenosha County Building and Loan Investment Association (B.L. and I.) in 1902, today's Kenosha Savings & Loan.

In 1924 he took over the fledgling Kenosha State Bank which had been founded in 1920, with the help of



Officials pose in 1927 at construction of what is now the First Bank Southeast

leading monied citizens such as Charles C. Allen (founder of the world's then-largest tannery), Walter H. Alford, Lynn T. Hannahs, Clark S. Judd, Andrew H. Lance, Achton M.

Neergaard, Charles Pfennig and Charles W. Nash, founder of the Nash Motor Co. The bank was then renamed the Brown National Bank with a national charter.

With an interlocking board of directors, these three financial institutions alone made it through the Great Depression and remained solvent. Brown

(continued on page 110)

8.8% **GMAC FINANCING**
A.P.R.

... on select **CHEVROLET** and **OLDSMOBILE CARS & TRUCKS**



ASTRO CONVERSION

14,624 List Price

3,649 Your Savings

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From As Low As **\$148⁴⁹** per month

FOR A NEW CHEVROLET CAVALIER 4 DOOR SEDAN
You Need Only \$199 Down
8.8% A.P.R. FINANCING SAVES YOU AN AVERAGE OF \$25⁰⁰ PER MONTH ON YOUR PAYMENT
OVER 78 MODELS TO CHOOSE FROM

HAPPY BIRTHDAY KENOSHA!

Your neighbors at Raymond

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RAYMOND	Bl. 41	Waukegan
Bl. 150		

SERVICE HOURS:
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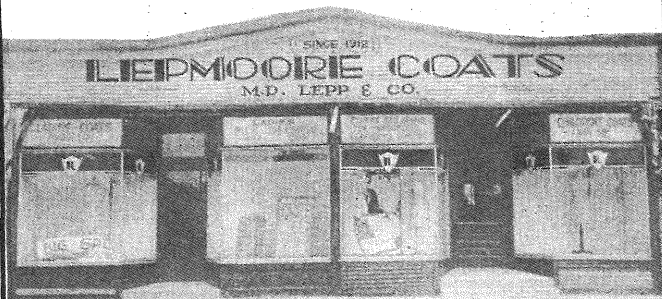
SALES HOURS:
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COME IN AND SEE WHY RAYMOND MAKES THE DIFFERENCE

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SALES-SERVICE-LEASING

395-3600
CHEVROLET-OLDSMOBILE
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Rte. 173 - 2 Blocks East of 83

We are also celebrating!
**something significant
 happened 73 years ago . . .**



In 1912 . . . People were talking about a flying machine . . . Went to the Bijoy theatre to see 4 reels of moving pictures for only a dime . . . Joe Jackson was the fastest man in baseball . . . Lepp and Company opened a ladies store at Middle and Victoria Streets (now 50th St. & 13th Ct.) selling ladies coats for \$9.95 . . . Yes we are very proud to be part of this country, especially Kenosha!

Happy Birthday Kenosha!

Lepp and Company

On The Mall Downtown Kenosha



Kenosha Savings & Loan building in the 1950s

(Continued from page 109)

was not only president of The First National and Brown National Banks but first treasurer of the Savings and Loan and its first elected director.

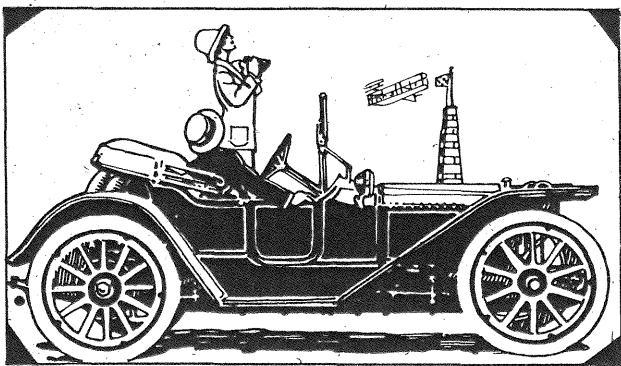
Mortgages begun

The concept of saving or building and loans evolved slowly at the beginning of the Twentieth Century. Banks made loans as a general rule for comparatively short periods—one to three years, an insufficient period of

time for all but the wealthiest to build or buy a home. Moreover, the concept of the average man having equity in his living quarters was not wide spread. The idea of a 10-12 year mortgage loan originated with the early savings and loans.

They were not capitalized as banks were, but were mutually owned by those who put their savings into the association.

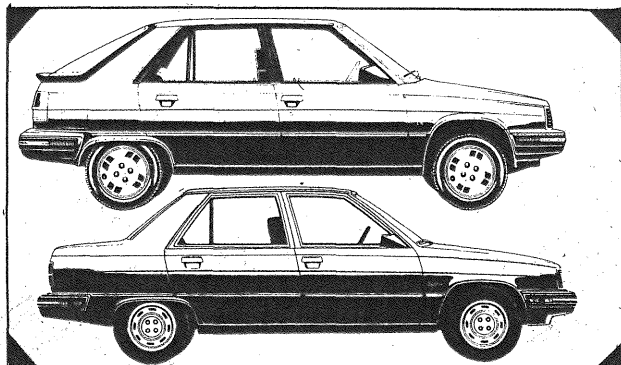
Shares, representing \$100, were sold by commission salesmen, mostly
 (continued on page 111)



In 1902, Thomas B. Jeffery began the production of Ramblers in Kenosha. For almost 84 years, Kenosha has been the manufacturing hub of this evolving company.

In September of 1984, Racine AMC, Jeep, Renault opened its doors for business, and has dedicated themselves to serve Kenosha's with the same enthusiasm they have put into building our product.

We appreciate this opportunity to serve, hopeful that we can continue to be a part of Kenosha's growth in the years ahead.



RACINE
 AMC | Jeep |
RENAULT

6940 WASHINGTON AVE. (Hwy. 20)
 KENOSHA, PH. 552-8600, RACINE, PH. 886-6800

(Continued from page 110) foremen at local factories with some influence over the workmen. They were paid 50 cents per share, providing that "they sold 100 shares, or \$10,000 worth of contracts." The typical contract called for the working man to set aside a dollar or two per month over a two, four or six year period until he had his \$100 share.

Other building and loans sprang up in those early years centered around ethnic groups with self-help principles.

Early minutes of savings and loan association meetings indicate how short money could be. Sentences such as "provided the association can obtain the money" and "as soon as the money is procured" are found. Resources at the close of 1902 were \$8,978.66. By 1910, however, the first \$100,000 in assets is shown and were doubled 10 years later.

Growth in '20s

The early 1920's saw great growth in the Kenosha Co. B.L. & I. Assn. A membership drive centered around contract, sales like those mentioned previously, was conducted in 1924. It resulted in 1,200 new members and nearly 18,000 new shares, a share then representing \$10.

The Brown National Bank was chartered as the Kenosha State Bank on February 9, 1920 and opened its doors at the northeast corner of 22nd Ave. and 63th St. By year's end, it had deposits of \$249,000 which had grown to \$917,000 on April 1, 1924. It outgrew its quarters and built a new home that



Officials at the groundbreaking for American State Bank in 1961

year on the north side of 63rd St. between 22nd and 23rd Avenues.

The new building coincided with the take-over by Brown and his group and remained the bank's location until 1965.

Other banks and savings and loans

grew and prospered in the first 30 years of this century but their demise was just ahead—legacies of the Great Depression.

Casualties of the "Crash" of the 1930's were the U.S. National Bank and the Commercial Exchange Bank,

the Polish Building and Loan Association, the Commercial Savings and Loan and the Park City Savings and Loan.

Nor did the three survivors escape without some anxious moments. The (continued on page 112)

11 H.P. Riding Tractor
 Briggs & Stratton I-C Industrial/Commercial engine, 5-speed transmission with 38-inch rear discharge mower deck.

2-Year Warranty **Compares to \$2,000**
Sale Price \$1,499
 Sale Ends March 25

INTEREST-FREE FINANCIAL UNTIL JULY AVAILABLE

Gilson
 5300 Hwy. K, Franksville, Wis.

Balens DECLARES WAR ON YARD WORK

11 H.P. Tractor
 Compares to \$1,800
Sale Priced \$1,299
 3 Year Warranty

19 H.P. Tractor
 Hydrostatic Transmission
 Reg. \$5,000 (Floor Model)
Sale Priced \$3,595

17 H.P. Diesel Tractor
 4-wheel drive
 compares to \$7,000
 35-Hour demonstrator
Now \$4,795

3-Year Warranty

EDER THE GARDEN OF EDER

Special Spring Offer

Landscape Design by EDER NURSERY

Remodel your old Landscape this year: Our professional consultation will give you different ideas to make your home or business more beauty and more value.

Bring in one ad before April 15th and get 20% off any regular priced trees, shrubs or evergreens, 30% off any Potentilla, Scotch Pine or Austrian Pine.

We offer over 50 acres of quality - all guaranteed!

STIHL

16 in., 2.5 cu. in. OT1AV
 Lowest price ever. **Was \$285.95 SALE \$178.95**

18 in. Stihl's most professional light weight saw.
 Gallon Bar & Chain Oil **Was \$334.95 SALE \$259.95**
 \$6.70 \$3.99

14 or 16 in. **Compares to \$275 Now \$199.95**
 16-18 in. **Compares to \$410 Now \$299.95**
 20-24 in. **Compares to \$560 Now \$469.00**
 14" electric Saw **Compares to \$130 Now \$98.95**

shindawa

The most fantastic lightweight professional saw in the world.

The Garden of Eder's excellent service and parts.

Every Jonsored saw at low sale prices! Many used saws.

16 or 18 in. Bar, 3 cu. in. engine **Was \$340 SALE \$279.95**
 14 or 16 in. Chains **\$18-\$20 \$13.99**
 18 or 20 in. Chains **\$20-\$24 \$16.99**

12-14" Bar & Chain. We think this is the best lightweight trimming saw on the market. SALE \$149.95

ECHO

16-20" Bar, 3.04 cu. in. SALE \$289.95

Bring 1 ad before April 29, 1985 get a free chain with any new Echo saw purchased.

Yard Sale.

It's yard sale time again. We have Honda's famous lawn mowers and tillers lined up and ready for your close inspection. Everything to help you make your yard the pride of the neighborhood. And every Honda product comes with the high quality you've come to expect of the Honda name. But make your plans quick. Our yard sale won't last forever.

Generators

It's a Honda.

500 Watt Quiet Portable Generator	Reg. \$379.00	Sale \$279.95
600 Watt Quiet Portable Generator	Reg. \$389.00	Sale \$299.95
17" Mower with Rear Bagger	Reg. \$350.00	Sale \$249.00
21" With Rear Bag - 5 H.P. Commercial	Reg. \$650.00	Sale \$499.95
21" With Rear Bag - 3 1/2 H.P.	Reg. \$510.00	Sale \$399.95

HONDA Power Equipment

For optimum performance and safety we recommend you read the owner's manual before operating the unit.
 1985 American Honda Motor Co., Inc.

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15 Minutes N.W. of Kenosha, 1 1/2 miles west of I-94 at 5300 Hwy. K.
 Mon.-Thur. 9-6, Fri. 9-7, Sat. 9-5, Sun. 11-3

Congratulations
KENOSHA
On your 150th Birthday

Garb's
5801-6th Avenue
Downtown on the Mall
Kenosha

**Where You'll Never Pay Full
Price Again!**

"Now In Our 67th
Year"

(Continued from page 111)

Kenosha Savings & Loan, the new name for the old Kenosha County Building Loan and Investment Co., had been ensconced in the Schwartz building at the northwest corner of 7th Ave. and 57th St. since 1925, an outgrowth of its successful drive of the previous year.

In 1932, it moved into the old Commercial Exchange Bank quarters, now the Ventura Jewelry store on the 6th Avenue Mall, following that bank's failure.

It, too, would have failed but for hefty infusions of cash from the First National, which allowed it to acquire the old Polish Loan & Building Assn. Nevertheless, its deposits slipped from \$4.5 million in 1932 to \$1 million in 1947.

The Brown National had hard going too. Its deposits fell from \$1.5 million in 1929 to under a half million four years later. The number of employees tumbled from 18 to a mere six in that period, with those that remained taking substantial salary cuts.

Not until June, 1940 had deposits regained their pre-Depression levels, but prosperity for financial institutions lay just ahead, as unforeseen on the horizon as the disaster of the Depression had been.

War brings jobs

World War II brought full employment to America, as 12 million of its sons and daughters donned uniforms while those left behind manned shops and factories turning out the goods of war.

War also brought about a shortage of durable and consumer goods unknown in the country's history, and booming employment coupled with higher wages and overtime. With vast amounts of money flowing into pockets and nothing to spend it on, savings accounts soared.

War's end saw returning veterans demanding housing for their long-delayed families. A tremendous wave of home building swept the country and government tax policies deliberately encouraged home ownership.

The first substantial infusion of new capital in Kenosha's history coincided with this phenomenon. The city's tallest structure, the present home of the 1st Bank Southeast, had been the site of the defunct U.S. National Bank.

It had been acquired by Daniel Cooney, a Sheboygan area banker, in 1943. On October 15, 1945, the Kenosha National Bank began operations there, picking up 97 new accounts on its birthday.

This new venture was led by Judge Edward Ruetz, its first president, and large stockholders such as E. J. Menkowski, the founder of Kenosha Liquor Corp. and Henry Hyslop, chairman of the board of Barden's Store, along with Cooney, who became its first executive vice president.

Other local banking talents joined its growing forces. Elmer Schneider, a 23 year veteran with The First national became its cashier in 1946 and was president in January, 1969 when David Straz took control. At that

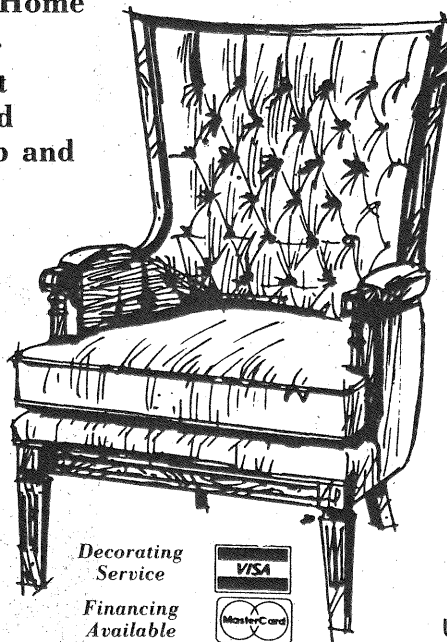
(continued on page 113)

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Item No. Ven. SH Desc. CLIPPER
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Paulson's Price as shown \$439.00
This price includes free preparation and delivery.

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Saturday 9:00 - 5:00
Closed Sundays

1322 Washington Ave.
Uptown Racine • 632-0917

Continued from page 112) time, Judge Ruetz had become chairman of the board.

Business prospers

Business blossomed. Assets at year's end of 1945 were \$1.7 million and two years later stood at \$3.7 million. It was just the beginning. By 1955, assets were \$9.1 million; in 1965, \$24.3 million. Growth and merger with the West Kenosha National Bank took 1975's assets to \$59.2 million.

Accounts kept pace, rising from 8,600 in 1950 to 33,500 in 1975.

Much of the latter day growth stems from Straz' acquisition of the bank from its original founders. In 1980, the Kenosha National was joined with the West Kenosha into the 1st Bank Southeast, Franksville, with branches at those three locations, plus Parkside, Sturtevant, Burlington, North Cape and Pershing Plaza.

Assets now stand at \$140 million with \$120 million in deposits. Straz has moved on to chairman of the executive committee with George P. Connolly as chairman of the board and Carl Michel the president.

While the home office is in Franksville for corporate purposes, about one third of its business still comes from the downtown Kenosha location.

Meanwhile, the older institutions were not standing still. The patriarch of Kenosha banking, The First National, has branches in Somers, Pleasant Prairie, Bristol with plans for a

branch at 36th Ave. and 80th St. It remains the largest in the community, with assets of \$232 million, capital of \$21.7 million compared to 1st Bank Southeast's \$9.8 million, and boasts over 50,000 depositors.

Relationships change

Knox Corrigan has been chairman of the board and president since 1976 following Oral Vandenberg.

The interlocking directorships which characterized the Kenosha Savings and Loan, First National and Brown National have gradually faded with time, and these three have become competitors for depositors over the past 20 years.

Charles Nash Miller, grandson of the Nash Motor Company's founder, was the last to serve a dual directorship, with the First and Brown National banks, leaving in 1982.

The Brown has gone its own way in recent years. In 1965, it built its present modern building at the northeast corner of 23rd Avenue and 63rd Street, demolishing its home of 41 years for parking.

With the advent of the new structure, assets stood at \$22 million and are now \$104 million. In August, 1983, it merged with the Independence Group, whose origins were banks in Waukesha and Wauwatosa, although officers and directors remained the same.

On March 14 of this year, it merged (continued on page 114)

Credit unions started

The first credit union organized in Kenosha was the Postal Credit Union, which received its charter on March 31, 1927.

It was formed by 10 or 12 persons, said Donald Stewart, 81, the only living charter member of the group.

The initial members each threw \$10 in the pot to make loans to fellow employees, recalled Stewart, retired postal clerk now living at the Elks Club.

Presently there are 430 members in the credit union comprised of postal clerks and letter carriers, with assets of more than \$700,000, Stewart said. "It's a safe place for your money," he said.

Credit unions originated in Germany in the 1840s. A mayor of a small town was appalled at the poverty of small farmers, and encouraged them to pool their money to escape the hold of public, for-profit lenders who charged high interest rates.

St. Mary's Parish Credit Union in Manchester, New Hampshire became the first chartered club in the United States in 1909. In Wisconsin, the Milwaukee Municipal Credit Union received its charter in 1924, according to the Credit Union National Association, Inc., Milwaukee.

Today, there are 15 credit unions in the Kenosha chapter area, with 30,633 members and assets of more than \$63 million as of Dec. 31, 1984.

The Kenosha Police & Firemen's Credit Union, second in Kenosha, was chartered on May 1, 1928. The AM Community Credit Union, largest in

Kenosha with approximately 15,000 members, was granted a charter on July 5, 1933.

Other charters followed, with the Le Blanc Credit Union the last to receive a franchise to the Kenosha Chapter, on Aug. 15, 1955. The Kenosha News Credit Union, franchised on March 13, 1935, is the smallest with 138 members.

Numerous other credit unions were formed in the years following, but the newer, smaller clubs were absorbed by larger clubs through consolidations and mergers, leaving the relatively low number.

Officers of the Kenosha Chapter of Credit Unions are Phyllis Zicarelli, president; Selbio Gelichi, vice president; Naomi Pitsch, secretary, and Catherine Primmer, treasurer.

Lou Pitsch, Dynamic Credit Union chairman, is a league director and vice chairman of the national association district 6 which includes Iowa, Illinois, Minnesota and Wisconsin.

The fundamental purposes of credit unions is to provide a ready source of credit at reasonable rates to its members. The non-profit financial cooperatives as a whole, charge less than other lenders — in some cases as little as 12 percent.

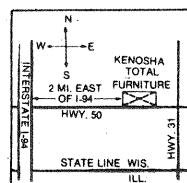
Credit unions in more than 70 countries formed the World Council of Credit Unions in 1970. Their aim is to provide voice for the international credit union movement and encourage free flow of information between credit unions of different nations. The World Council headquarters is in Madison.

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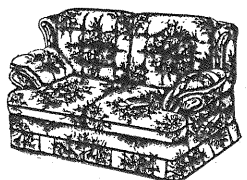


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8400 - 75th Street - Hy. 50 in Kenosha

Phone 694-3444

(Continued from page 113)

again, into the giant Marine Exchange group with headquarters in Milwaukee.

The Kenosha Savings & Loan also continued to grow building its present home on 7th Ave. in the 5900 block for \$400,000 in 1964. The site was greatly expanded in 1975-1976 and five branches have sprung up — at Paddock Lake, Lake Geneva, 52nd Street near 43rd Avenue, 22nd Avenue and 81st Street, and 76th Street and 41st Avenue (Pershing Plaza).

It has \$2.5 million in capital, 39,000 depositors, \$252 million in assets and over 6,000 loans outstanding.

While this expansion and growth was taking place, a pair of newcomers entered the financial scene.

In 1961, the American State Bank was formed, with headquarters on 60th St. just west of 39th Ave.

It was formed, not only to serve westside businessmen, but because existing financial institutions had a complete lack of persons from Italian and Jewish extraction on their boards of directors.

Founders included George Molinaro, John DiCello, Jr., Alfred DeSimone, Albert Aiello, John and Ralph Tenuta, Domenick Tirabassi, Eugene Madrigrano, Julius Goldstein, Dr. Morris Siegel, Joseph Molinaro and Jack Beni.

Its original building has been expanded three times and its growth is demonstrated by comparing its original capital of \$500,000 and 10 em-

ployees to its present 46 employees and over \$70 million in assets.

The new bank rattled some old banking habits. Pegging its success on customer service, it was first with free checking for senior citizens, extended banking hours and Saturday service.

It has one branch, located in the Wholesale Outlet Center on Highway 50 and I-94 and plans another at the Marytown site at 39th Avenue and 80th Street, which will spread over one and a half acres. Construction is expected to start in June, but before that, American State will also join the merger trend, probably in May of this year.

At that time, it will become part of the Heritage Bank group, which headquarters in Racine.

The last newcomer on Kenosha's fiscal landscape and the first competing savings and loan since the Depression was Republic, which began in March, 1966 in what is now the Three Coins Restaurant. Called West Federal S&L at that time, it had two employees.

In August, 1973, Republic S&L took its new name, part of a group with roots to Milwaukee's west side which began in 1924. In April, 1974, two old buildings were torn down on the northeast corner of 6th Avenue and 57th Street to make room for its present building, which cost \$300,000 at the time.

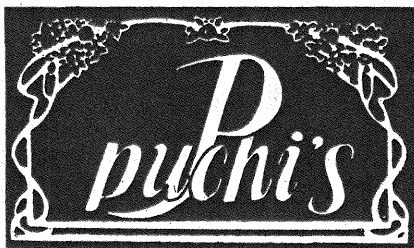
Republic Savings & Loan presently employs 19 people in the Kenosha



This bedroom at 6110 Third Ave. was the birthplace of lawyers Robert V. Baker Sr. (1873), Robert V. Baker Jr. (1903) and R.B. Baker (1905) and Judge M. Eugene Baker (1908). The home later was owned by Gilbert S. Lance.

area, has 13,000 depositors and \$75 million in deposits. It opened a branch in the Villa Capri shopping center in the early 1970s and has had another branch in Sunnyside Park Plaza for four years.

Despite the unprecedented changes in the financial picture that Kenoshans have watched in the past 10 years, one bank leader who asked to remain unidentified may have put it best — "You ain't seen nothin' yet."



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"Featuring The Finest Fresh Hamburgers In Town!"

NOW AT TWO LOCATIONS
6926-39th Ave. 7839 Sheridan Rd.

OPEN 7 DAYS A WEEK 10 A.M.-11 P.M.

Puchi's would like to thank all the people of Kenosha for your support which gave us the confidence to open our second location at

7839 Sheridan Rd.

(Next to Simmons Field)

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At Both Locations, For A Limited Time Only

A Fresh Delicious
100% Ground Beef Regular

HAMBURGER 35¢
With All The Trimmings For Only

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CHEESEBURGER 45¢
With All The Trimmings For Only

Offer Expires May 31, 1985

PUCHI

1/3 lb. 100% Pure Fresh
Ground Beef With our own
special dressing, cheese
and lettuce.

\$1.49

1/4 Pounder
With Cheese

\$1.49

Double
Cheeseburger

\$1.55

Chicken
Sandwich

\$1.59

Fish
Sandwich

95¢

PUCHI JR.

1/6 lb. 100% Pure Fresh
Ground Beef with our own
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Soft Drinks & French Fries
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Agriculture moved from wheat to dairy and corn

Farm population was 50 percent in 1900 but through the years the number of Kenosha farms has dropped

The first important market crop for Kenosha farmers was wheat although oats, corn and various fruits and vegetables were grown. But due to "Take-All" wheat disease in the years that followed the Civil War, dairying emerged and remained the most important agricultural activity until recent times.

As the century began, there were just under 1,300 farms. This rose to 1,564 in 1935 and even as recently as 1950 there were 1,403 farms. But by 1964, the number was only 818. And in 1969, there were just 699 farms, of which only 525 could really be classified as working farms with sales of at least \$2,500 a year. Today there are 398 farms though the acreage cultivated has slightly increased due to the consolidation of farms and the bringing of marginal land into production.

In 1900, nearly half of the population was rural. In 1985, the urban-rural population ratio was nearly two to one. This includes a substantial number of persons who live in rural areas but are not engaged in farming.

The real dairying boom began in the last years of the 19th century when local farmers started shipping fluid milk products to Chicago. This large market turned farmers from the less

profitable butter and cheesemaking so important elsewhere in the state. At the turn of the century there were about 14,000 dairy cows on Kenosha County farms.

Kenosha County herds reached a peak total of nearly 20,000 dairy animals in 1945. In the post-war years, the price-cost squeeze began to be felt by local dairymen and dairying was destined to decline.

In 1975, there were only 8,200 dairy cows on Kenosha farms, a few hundred more than there were a century earlier in 1875. Today there are about 6,200 dairy cows whose total production is approximately the equivalent of 8,200 cows 10 years ago.

First dairy

The city's pioneer dairy, and one that survived the longest (70 years), was established in 1901 by Axel Landgren. Landgren Dairy continued operation into the 1970s. Joseph Montemurro began selling milk from a frame building on Market Street (56th Street) in 1915. The Montemurro Brothers Dairy later became Golden Bell Dairy, which continued to be a fixture on the Kenosha scene until the late 1950s.

The most important milk market-



In its day this was the latest in haying equipment

ing cooperative in Kenosha County was the Kenosha Milk Producers Association, founded on February 17, 1922. Initially it served as a bargain-

ing agent for local farmers with milk buyers in Chicago. KMPA entered the retail milk market in 1929. During (continued on page 119)

Do We Believe In Kenosha . . .

harris

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DODGE CELEBRATING OUR 1st YEAR AS "YOUR" DODGE VOLUME DEALER.

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3825 Roosevelt Rd. (On The Triangle • Formerly Coates Motors)

PH. 694-9500

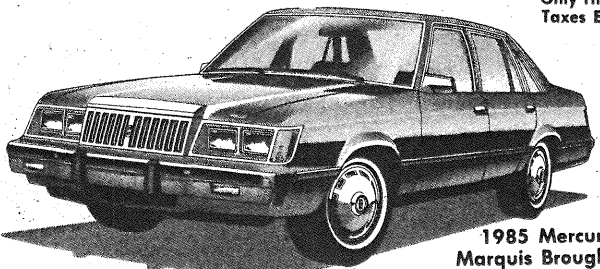
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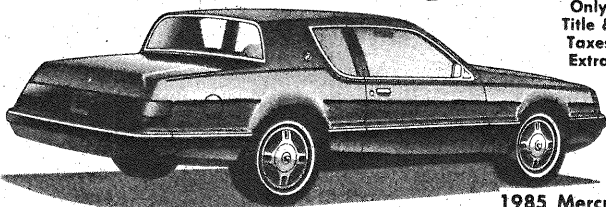
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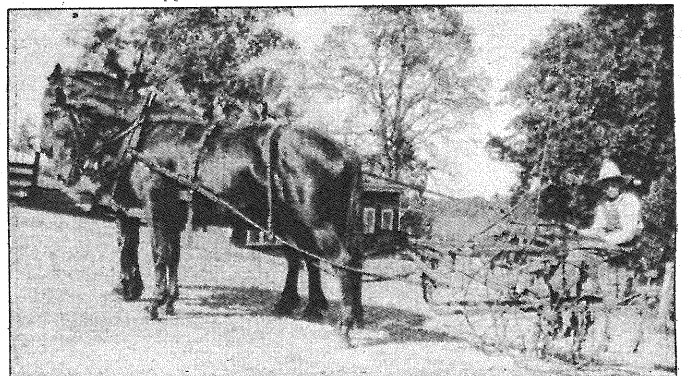
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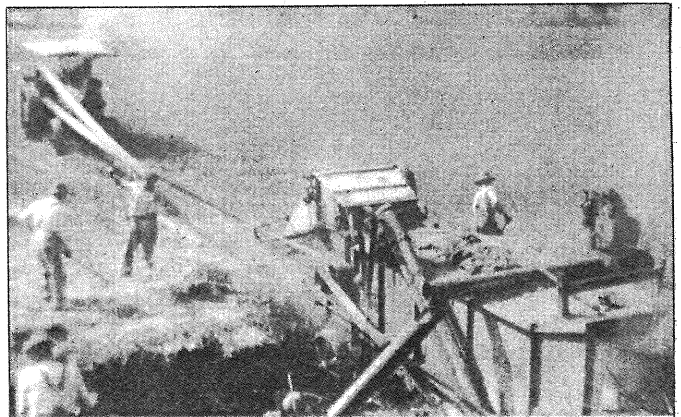
Phone 552-9208

4512-75th St., Hwy. 50

Racine Store 3077-Douglas Ave. (North Hwy. 32)

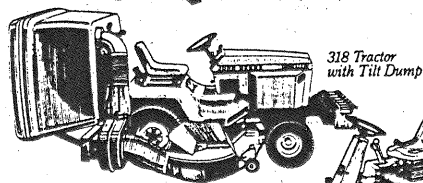


In 1900, a man and his team were the heart of farming



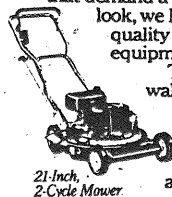
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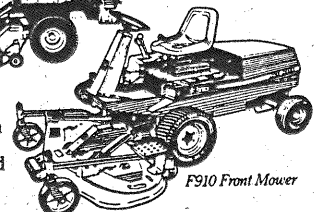
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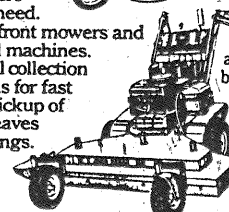


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Assistant administrator of St. Catherine's Hospital of legendary gentleness and kindness.



WALTER H. ALFORD
Nash Motors executive, president of Common Council, benefactor.



JAMES ROBSON ANDERSON
Industrialist, banker, philanthropist, donor of Anderson Park.



M. EUGENE BAKER
Circuit Court judge respected throughout Wisconsin.



FAITH COLLINS
Early administrator of Kenosha Memorial Hospital.

While they lived, these Greater Kenoshans gave much of themselves to their community

Many others made notable contributions. But the consensus among those consulted was that these people deserved special recognition. Some were well-known. Others had a lesser sphere of impact. Yet Greater Kenosha is a better place because they lived among us.

(Other Kenoshans, now deceased, who made significant contributions to our city in recent years can be found on page 127)



RALPH Y. COOPER
Cooper (Jockey) executive, served Kenosha Memorial Hospital (cooper Wing), Vocation School, KYF.



CARRIE CROPLEY
Kenosha historian and long-time director of Kenosha County Historical Society.



NICK DEMOS
Founder of Kenosha Auto Transport, he gave impetus to rebirth of the Kenosha port.



ALFRED L. DRURY
Highly regarded district attorney and circuit judge.



MRS. CURTIS GEPHART
Civic leader, founder of Kenosha branch, League of Women Voters.



ALWIN T. HANSEN
Many civic interests including DeMolay, Propeller Club, the Masons, Salvation Army.



H.C. HYSLOP
Owner of Barden's whose numerous civic activities included the Shrine, Boy Scouts, Police and Fire Commission, Hyslop Foundation.



MR. & MRS. A.H. LANCE
Donors to many causes, Mrs. Lance was president of library and museum boards; Mr. Lance, a generous benefactor.



GILBERT S. LANCE
Known for his service to the library, museum, Red Cross and United Fund, among others.



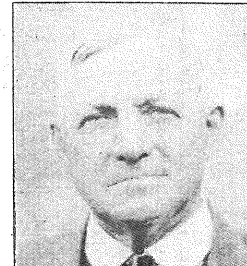
EDWIN R. MOORE
AMC executive, strong supporter of United Fund, co-chairman of committee that attracted UW-Parkside to Kenosha.



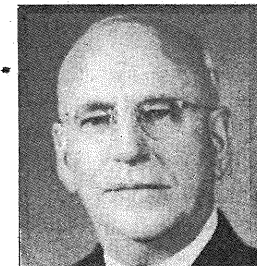
EDWARD J. RUETZ
Judge, banker, St. Catherine's Hospital board chairman, co-chairman of committee that attracted UW-Parkside to Kenosha.



JACOB SAFTIG
City Council member, school commissioner, county supervisor, director of Kenosha County relief agency for 25 years.



A.C. STOXEN
Randall Township farmer who introduced new equipment and developed cooperative milk market for the Chicago area.



ALBERT J. TANCK
Industrialist, School Board president, historian, donor to Historical Society.



JESSEL S. WHYTE
Industrialist (Macwhyte), founder of Civic Council, on board of KYF, Red Cross, Kenosha Memorial Hospital.



The Quad truck, made by Kenosha's Jeffery Co., made a successful transition from World War I to farm life



Kenosha's Window To The World

Thanks to you Kenosha . . .

American-World Travel has become one of this cities largest, most dependable travel agencies.

We can take you anywhere, anytime, and at a price you can afford . . . From Amtrak, to Motorcoach tours, to trips around the world by air or by sea.

American-World Travel can do it for you and do it better.

Our Services Are

FREE!

We'll make your reservations AND issue tickets for airlines and Amtrak . . . car rentals . . . hotel reservations . . . cruises (our specialty) . . . bus tours . . . charters . . . honeymoon plans . . . weekenders . . . corporate travel . . . international travel . . . vacation travel . . . complete tours . . . and more! Let the Friendly Folks help you with all your travel plans."

"Our personalized service makes a World of difference."



AMERICAN-WORLD TRAVEL

"The Friendly Folks"

(414) 654-5500

80th St. & Sheridan Road, Kenosha, Wis.



(Continued from page 115) those years Kenosha provided more dairy products than any other county in Wisconsin. It continued to sell milk produced by local farmers and wholesale it to other local dairies until the 1970s.

At present most of the milk produced in the county is marketed through the Associated Milk Producers, Inc., a successor organization to the Chicago Milk Producers Co-op. While income realized by county farmers from the sale of milk products has increased, that income, as a percentage of total county farm income, has shrunk. Production on a per cow basis has shown sharp increases. But the dairymen's costs have risen even faster.

Crop-raising reborn

The first settlers were crop raisers. Wheat was king, but the dual problems of the chinch bug and one-crop farming burst the bubble. By 1900, in Kenosha County, dairying was firmly established. But crop raising, despite periodic ups and downs, would steadily regain importance in the 85 years that followed.

Since 1927, corn has commanded more acreage than any other crop in Kenosha County.

Truck farming has played a not insignificant role in Kenosha County's agricultural history, although it never has involved more than about 3 percent of the tilled acreage since the turn of the century. The focal point, then as now, was the belt of sandy loam bordering Lake Michigan especially in Somers Township.

There have been dramatic changes on Kenosha County farms over the past 75 years. And much credit for this must be given to the state's Cooperative Extension programs which provide a direct linkage between the research programs of the University of Wisconsin and Kenosha County farmers. Today the Kenosha County University Extension Office provides an education program under a cooperative agreement between the County Board of Supervisors, the University of Wisconsin Extension and the U.S. Department of Agriculture, all of which provide funds for the program.

The job of the county agent ex-



A vintage thresher at rest

panded beyond the role originally envisioned for him. Slowly it became more than just providing farmers with information on how to apply modern techniques to dairying and crop raising and how to best market their products. The trend toward expanding the objectives of the agent would continue, but not fully bloom until after World War II.

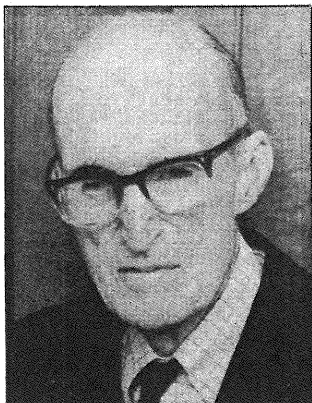
Two men who have made outstanding contributions to the implementation of the extension concept are E. V. Ryall who served as agricultural agent from 1926 to 1957 and Paul Jaeger who served in the same capacity from 1957 to 1980.

Other organizations that have had an impact on agricultural interests include the 4-H Clubs which serve rural and urban young people. The Kenosha County Fair's attendance ranks among the highest in Wisconsin.

An institution that is well known to city dwellers is the Farmer's Market. During the summer months, truck farmers in the area bring their product on a revolving basis to various parks and public areas for direct sales to consumers. The 4-H, the County Fair and the Farmer's Market represent a growing relationship between rural and urban interests in the area.

The Kenosha County Farm Bureau is the largest independent, non-governmental, voluntary farm organization in the county. An abortive attempt was made in the late 1920s to start a Farm Bureau unit here. But the present Kenosha County Farm

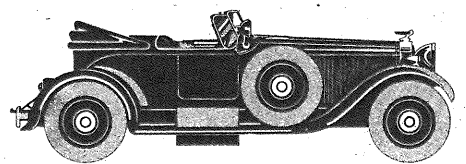
(continued on page 120)



E.V. Ryall
... ag agent, 1926-57



Paul Jaeger
... ag agent, 1957-80

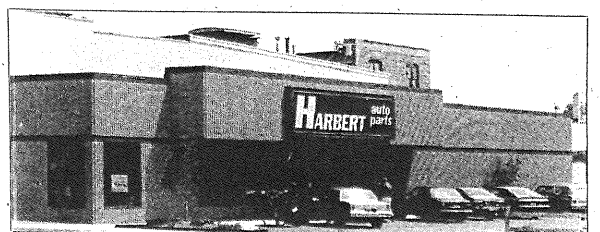


IN THE MID-THIRTIES HARBERT AUTO PARTS BEGAN AS A SMALL STORE DEDICATED TO QUALITY PARTS AND SINCERE SERVICE . . .

**NEARLY 50 YEARS LATER THE ONLY
THING THAT'S DIFFERENT IS OUR
SIZE.**

Our roots run deep in Kenosha. We first opened our doors in the mid-thirties at the former site of Witt's Bakery on 22nd Avenue in Uptown. Approximately 15 years later we moved to our present location on 63rd Street east of 22nd Avenue. In 1975 additional off street parking was made available through the purchase of the Kappus Outlet Building adjacent to our store. On July 5th, 1983 ground was broken for the New Harberts Auto Parts. Construction was completed and we were able to move in on December 1st of the same year.

As you can see, we've come a long way in these 50 years. Our new store is one of the most modern, up-to-date auto parts stores in the midwest area. But rest assured that one thing will never change at Harbert's - that is our on going commitment to superior customer service . . . you have our word on that.

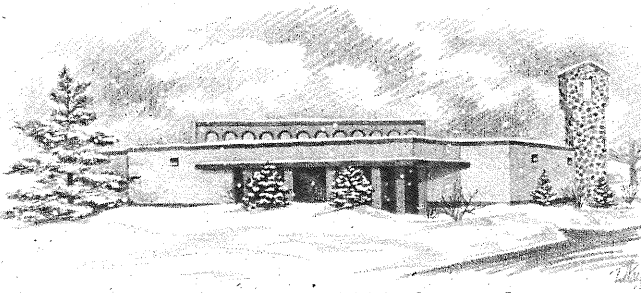


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"The New Casa Capri"



THANK YOU KENOSHA for making our long time dream come true.

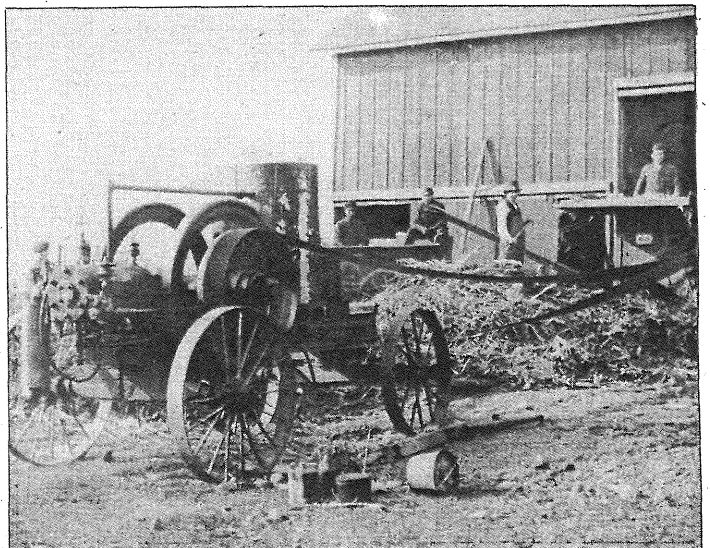
**HAPPY 150th ANNIVERSARY
KENOSHA**



Serving 11 AM till Closing
Monday thru Friday
Weekends 4 PM 'til Closing

BANQUET FACILITIES AVAILABLE

Corner 22nd Ave. & Birch Rd. 551-7171



In 1908 a gasoline engine proved modern times had arrived

(Continued from page 118)
Bureau unit was organized in a meeting at the Silver Lake Bank in the fall of 1943.

Though Kenosha County ranks near the bottom of the list of state counties in terms of square miles, it ranks fourth in Farm Bureau membership. The Farm Bureau's activities include involvement in the fields of information and education, legislation, marketing, transportation, taxation, research commodity activities, service

programs, cooperative purchasing and women's, young farmer's and citizenship activities.

Story of change

Kenosha County's agricultural history during the 20th century has been a story of change. Gross farm income on the average Kenosha area farm reflects a steady increase over the years.

But the farmer's costs continue to
(continued on page 122)

LET'S HEAR IT FOR KENOSHA!

Best Wishes
Celebrate! On the occasion of our

Sesquicentennial!

ACI Auditory Centers Makes It Easier
For You To Listen To the

SOUNDS of The SESQUICENTENNIAL

ACI Auditory Centers are operated by professional audiologists who are trained in solving hearing problems. At ACI Auditory Centers we provide:

•Professional Services

Hearing Testing
Hearing Aid Evaluation
Instrument Selection
and Fitting

•Guaranteed Satisfaction

If you, a relative or friend hear but do not understand, have trouble hearing in groups, meetings or church, or if you keep your T.V. too loud for other family members, for the sake of "better hearing and understanding," don't miss this opportunity for your free hearing test.



ACI Auditory Centers

Better Hearing through Professional Care

Kenosha
Lake Shore Medical Bldg.
3618 8th Avenue #11
(414) 652-4222

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5605 Washington Ave.
(414) 552-7930

BANK AMERICAN

WISE INVESTORS DO!

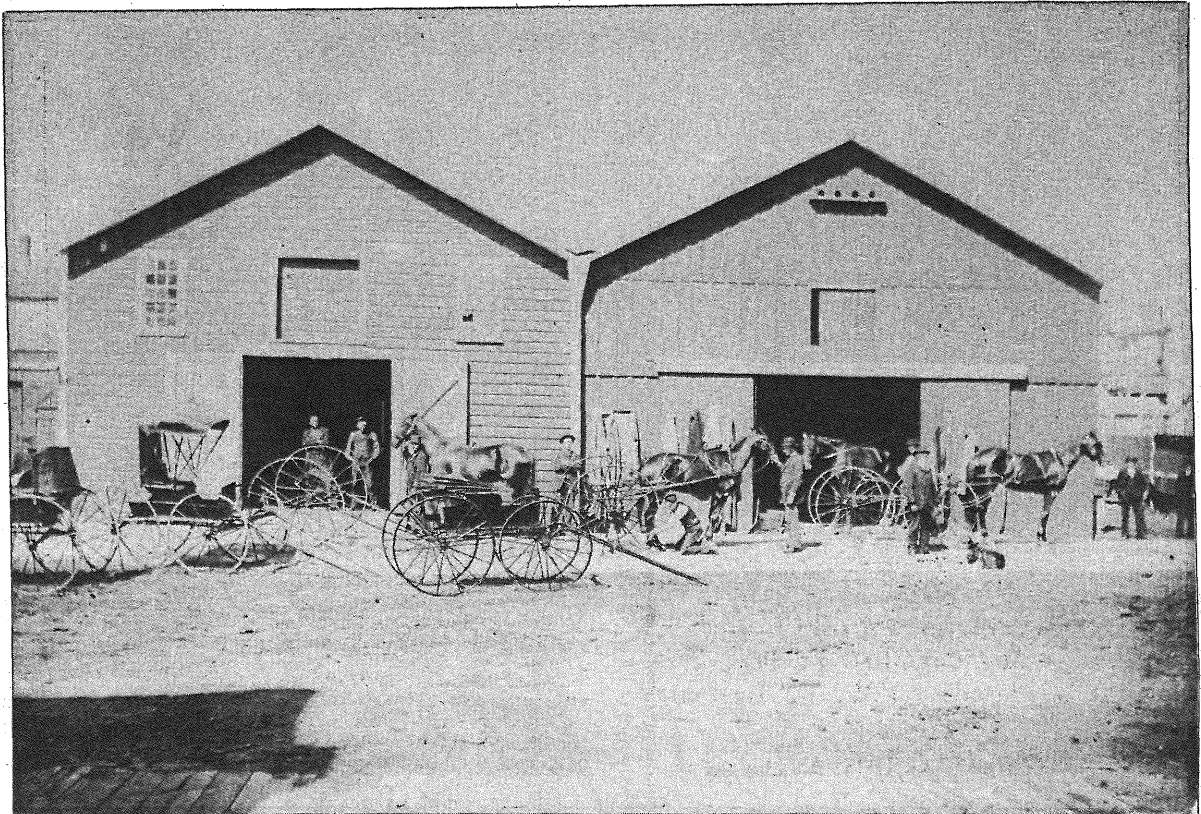
* Happy Birthday Kenosha *

Your One Stop Financial Center



3928-60th Street, Kenosha Ph. 658-2582
7700-120th Avenue, Bristol Ph. 857-7927
(In Factory Outlet Center)

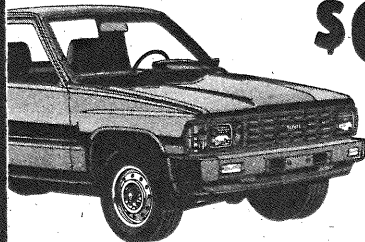
FDIC



Farmers stabled their horses at these barns near the American House Hotel in the 1870s when they came to town

**Northeast Illinois Largest Toyota Dealership is
Kenosha's Most Convenient Import Car & Truck Dealer**

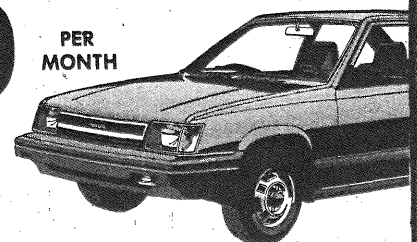
TOYOTA PICKUP



\$99 PER MONTH

\$500 Down.
48 mo. closed end lease
Tax & license extra.

TOYOTA TERCEL



\$110 PER MONTH

\$500 Down
48 mo. closed end lease
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**LARGE SELECTION!
NO WAITING!**

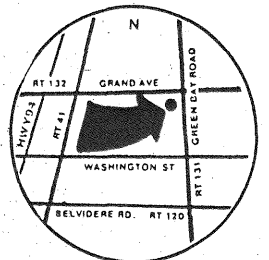


THE CAR BUYER'S BEST FRIEND

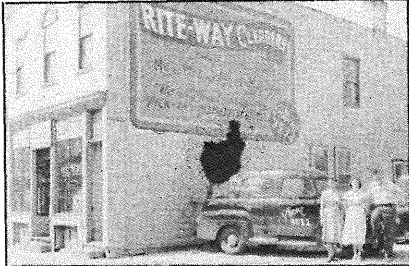
**TOYOTA
OF WAUKEGAN**

**HURRY IN NOW...THIS IS
A LIMITED TIME OFFER**

**3315 GRAND AVE.
WAUKEGAN, IL
(312)
244-6655**



SINCE 1945 THE NAME MARTINO HAS MEANT CLEANING



The original RITE-WAY CLEANERS

Berniece Budta, Angeline Martino and John Martino pictured in front of a Rite-Way delivery truck in the early 1950's. The original building is directly south of our current Rite-Way location.

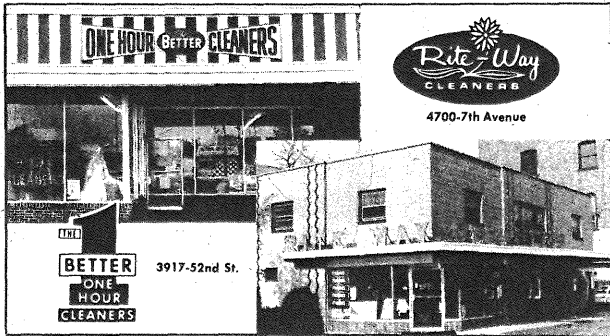


DAN AND PHYLLIS
MARTINO

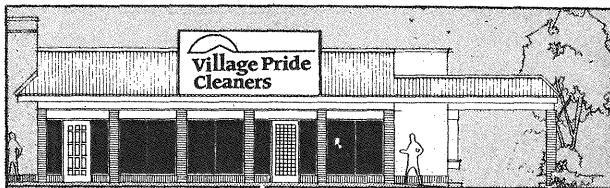
John Martino always knew that Kenosha was a great place to do business. And in 1945, when he became owner of Rite-Way Cleaners he started developing a reputation for quality cleaning at a fair price. Today owners Dan and Phyllis Martino continue to offer the finest in drycleaning services through Rite-Way and Better One Hour Cleaners. We're proud of our past and our hard earned position in Kenosha.

But we're also very excited about our future. We're pleased to announce the development of a third Kenosha location, "VILLAGE PRIDE CLEANERS." Construction is underway now at 75th Street and Pershing Boulevard in the new Mission Village Center.

We look forward to many more years of cleaning service in Kenosha.



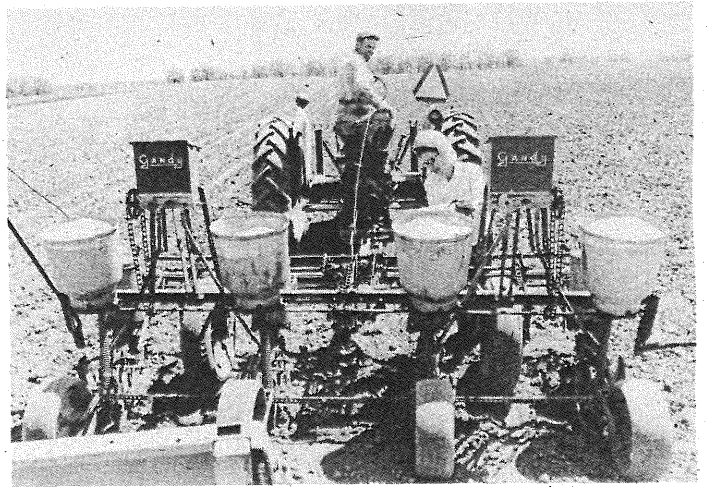
OUR FUTURE . . .



Artist rendering of Village Pride Cleaners now under development in the Mission Village Center.

We're all you
need to know
about
Drycleaning. . .

Martino's
Fabric Care Centers



Modern equipment changed the lives of farmers like these as they prepare the field and plant the corn with their new tractor-pulled equipment

(Continued from page 120)

rise at a faster rate. The farmer has been hurt, and this, probably more than any other factor, has been driving the food producer from the land.

In the 1920s, the farmer had begun to enjoy at least some of the elements of 20th century progress.

By 1954, there had been radical changes in the standard of living. Ninety-five percent of farm homes in the county had electricity, an increase of 64 percent in three decades. Only slightly fewer homes, 87.9 percent,

had running water up more than 50 percent from the '30s.

In 1957, the University of Wisconsin's College of Agriculture reported the results of a survey taken in Kenosha County. It showed that the growing movement of city people into the county brought new worries to farmers.

The extent to which agriculture can survive in Kenosha County in the future seems to depend on the degree of cooperation that can be generated between urban/suburban and rural-oriented residents in matters of mutual concern.



What's good for America is good for Kenosha. What's good for Kenosha is good for Wisconsin. We salute all those who have contributed to Kenosha's progress over these past 150 years. We're proud to be here and contribute in our way to Kenosha's progress in the future.



**MISURELLI
CONSTRUCTION, INC.**

Victor P. Misurelli, Pres.

NOW LOCATED AT ——— NEW PHONE NO.
1615 BIRCH RD. PH. 551-9121

GENERAL CONTRACTORS
Residential - Commercial - Industrial
Offering Quality Workmanship
At Competitive Pricing



A traveler on Burlington Road in 1908 with Wood Road (30th Avenue) right, heading north into Somers

Beautiful Draperies

Is What You Have Learned To Expect
Since 1922.

**Congratulations Kenosha
On Your 150th Birthday!**

Together We Help Make
Kenosha Beautiful and . . .

we do it all for less... 657-7315

Complete Decorating Service. Carpeting • Upholstery •
Blinds • Shades • And Of Course Draperies



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Serving the greater Northshore since 1922.
5814 SIXTH AVENUE, KENOSHA 657-7315



For over 80 years

Serving restaurants,
businesses and institutions

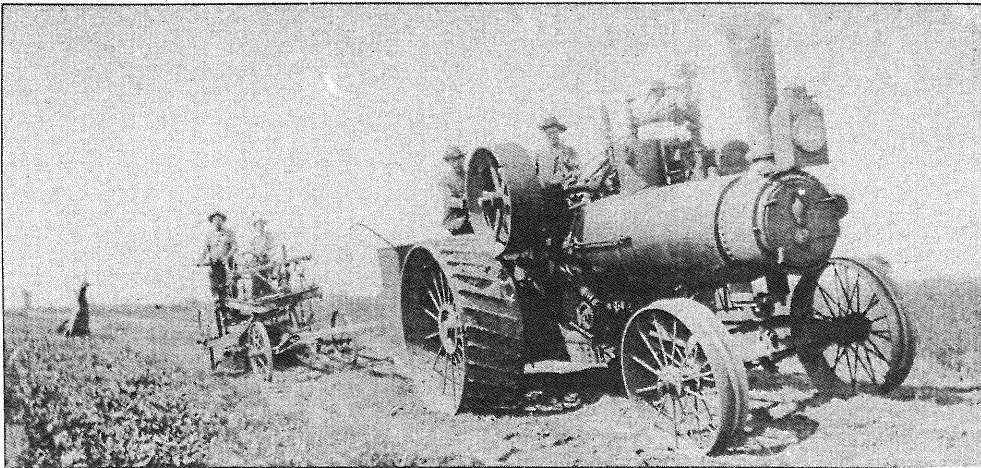


Quality
Paper
Products

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5521 18th Avenue

Phone 654-2133



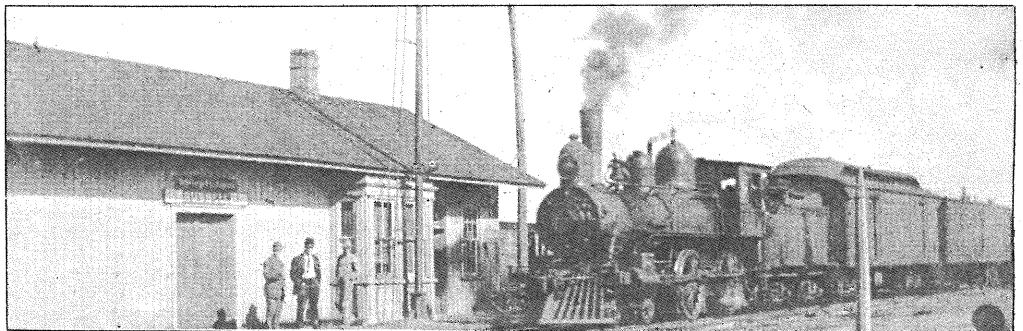
A steam tractor pulling a grader grades an early rural road in Somers

Bridge over 6th Ave.

Growing industries required a draw-bridge across the river at 6th Ave. A 40-foot bridge was constructed in 1871. When drawn, vessels could pass some distance up the river to unload tanbark, timber and coal. By 1879 it had been replaced by a swing bridge.

Drought

During the summer of 1934, parts of Kenosha County received no rain from Easter Sunday until the middle of August.



A milk train, carrying dairy products to Chicago in 1910

Aviation arrives

Aviation arrived in the form of stunt flying and "barnstorming" at first. In 1914 the Retailers Association sponsored a three-day celebration. A feature was the coming of the first hydroplane boat, that "flew 100 feet above water with almost the velocity of a fleet winged bird." Charles Wiltmer of Chicago landed at the foot of Wisconsin (58th) Street, a stunt witnessed by crowds of people.

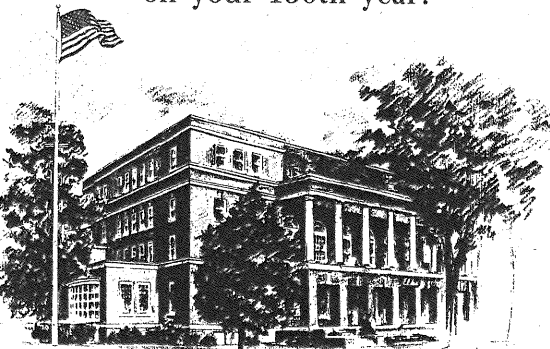
Women cause riot

The law of 1885 gave women the right to vote for school officials. But when a number of ladies from the 4th Ward decided to take advantage of their new right and went to the polls, their appearance almost caused a riot.

Elks Club

**Serving Kenosha
Since 1902**

On behalf of the staff and membership of the Elks Club may we extend our heartiest congratulations to Kenosha on your 150th year!



Professional Catering for your next event
5706 8th Avenue • Kenosha • Phone 657-7146

**We've Been A Part Of
Kenosha For 95 Years!**



DeBerge's, as it looked in the 40's

Established in 1890, Henry F. DeBerge started the business selling a full line of paints, wallpaper, picture frames and artist supplies. As the years went by and 4 generations later, Lucy DeBerge and her daughters Barb and Kim still carry on the tradition today. The merchandise has changed a little in the fact that they mostly specialize in picture frames, art supplies, and prints, but one thing that hasn't changed is that same old-fashioned curiosity that started 95 years ago! We're proud of our Kenosha Heritage and love the people here.

DeBerge's  Professional Picture Framers Association

2008-63rd St.
654-2032

Happy Birthday Kenosha



The John Dexter family homestead in Pleasant Prairie

Dexter family ties to the land are strong

Their ties to the land have always been strong. In 1985 the descendants of John Dexter still reside on a portion of the property in Pleasant Prairie he claimed in 1837. Their ancestry is as familiar to them as the ox yoke, resting against the parlor fireplace, that originally encircled the necks of the oxen which brought their forefather from New York to Wisconsin. The Dexters are representative of

an old New England family; they are directly descended from Gregory Dexter who arrived in America in 1643 from Northampton, England. Gregory became a prominent citizen of Providence, Rhode Island, and later a pastor of its Baptist Church.

Gregory's son, Samuel, was born in Connecticut in 1757, and served in the Fourth Connecticut Regiment during the Revolutionary War. After inde-

pendence was attained, Samuel, with his family, moved to New York.

It was Samuel's son, John who, after serving his country in the War of 1812, arrived in Kenosha County, Wisconsin in 1837, buying thirteen tracts of land each consisting of 80 acres for himself and for his children.

Legend relates that John and his wife Sophia were proprietors of a stage stop located on the Southeast

corner of their land. This log building was used as a rest stop for parties traveling from Green Bay to Chicago.

When his daughter, Louisa, died in 1838, John donated land for the Springbrook Cemetery which continues to serve families in Pleasant Prairie. Family property also housed a school building, the original site of which was adjacent to the Dexter barns.

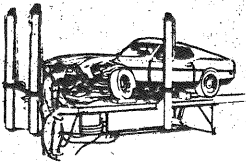
(continued on page 128)

SINCE 1934

ROOSEVELT BODY SHOP

**HAPPY 150th BIRTHDAY
KENOSHA!**

PROFESSIONAL AUTO BODY MEN



When you need collision repair, it's your #1 concern

... and ours, too. That's why we feature the Chief E•Z-Liner Body and Frame Alignment System.

ESTIMATES GIVEN

- COMPLETE AUTO BODY REPAIRS & PAINTING
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- INSURANCE WORK DONE

LET US REPAIR YOUR CAR
SATISFACTION GUARANTEED

24 HR. TOWING

MRS. GORDON McALEER SR - OWNER
JOSEPH LABA, MGR.

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2907 63rd STREET

"1934"

FRANK VENA bought a tiny tavern on the northside with one thing in mind, to give the people good food and drink at a fair price and business would grow.

Two expansions, 3 generations, and 51 years later the family tradition continues.

We thank our employees, friends and customers,

**WE LOVE YOU KENOSHA!
HAPPY 150th!**



Louie & Ida Cairo Sr.
Louie & Nancy Cairo Jr.



**WISCONSIN
BEER GARDENS**

3501 14th Avenue
PH. 657-9742

"Our 51st Year"



The John Dexter family homestead in Pleasant Prairie

Dexter family ties to the land are strong

Their ties to the land have always been strong. In 1985 the descendants of John Dexter still reside on a portion of the property in Pleasant Prairie he claimed in 1837. Their ancestry is as familiar to them as the ox yoke, resting against the parlor fireplace, that originally encircled the necks of the oxen which brought their forefather from New York to Wisconsin. The Dexters are representative of

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(continued on page 126)

SINCE 1934

ROOSEVELT BODY SHOP

**HAPPY 150th BIRTHDAY
KENOSHA!**

PROFESSIONAL AUTO BODY MEN



- COMPLETE AUTO BODY REPAIRS & PAINTING
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When you need collision repair, it's your #1 concern

... and ours, too. That's why we feature the Chief E-Z-Liner Body and Frame Alignment System.

**ESTIMATES
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FRANK VENA bought a tiny tavern on the northside with one thing in mind, to give the people good food and drink at a fair price and business would grow.

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We thank our employees, friends and customers,

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HAPPY 150th!**



Louie & Ida Cairo Sr.
Louie & Nancy Cairo Jr.



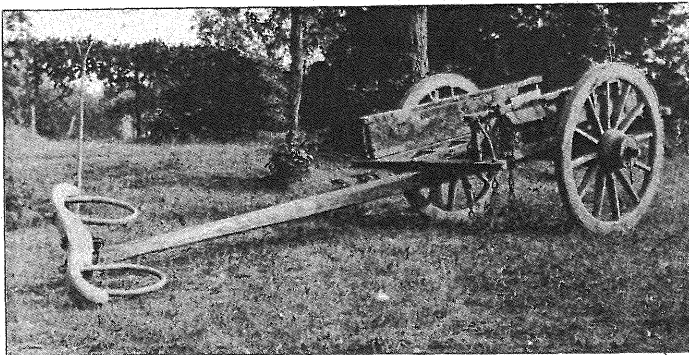
**WISCONSIN
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3501 14th Avenue
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"Our 51st Year"



The Ozanne farm in Somers at turn of the century



Ox cart brought from Connecticut by Salmon Upson, Bristol

(Continued from page 125)

After twice burning to the ground, however, as a result of the excessive exuberance of neighbor boys, the third school house was built apart from the other buildings.

At the age of twenty John Jackson Dexter moved westward to Kenosha County with his father, John. It was in Kenosha County that he married Sarah Lovejoy, became the father of one son, Walter Lovejoy, and died in 1845 probably as a result of an accident during a barn raising.

Walter was reared by his grandfather after his mother's remarriage and spent his life on the homestead. Possessed of a quick wit and a love of story telling, Walter and his wife, Catherine, led a very social life while raising six children. Seldom did a day pass that an invitation to lunch, tea or dinner was not extended. Considered a progressive farmer, Walter's property consisted of 210 acres on which was a substantial residence, large barns and other outbuildings, the latest improved machinery and good grades of stock.

Conscious of his civic duty, Walter was elected to represent his district in the general assembly in 1877. He also served as county sheriff, town treasurer, road supervisor and chairman of the board of supervisors.

Described as a dreamer, the son of Walter Lovejoy, Walter Sidney, lived more quietly on the land that he loved. He was comfortable with the familiar surroundings and lifestyle. His joy was in the animals, the Guernsey



Walter L. Dexter
... of Pleasant Prairie

cattle, his Percheron horses, the sheep. His satisfaction was in the earth, the planting, the harvesting.

A great amateur naturalist, in the evenings, Walter Sidney walked the summer fields with his three daughters. Never raising his voice he pointed out birds, their nests, wildflowers and their names. This too is part of the Dexter heritage.

In the 1930s life changed, and by 1945 an era ended. Walter Sidney was forced by circumstances to sell the main farm. "He clung to the woods," and kept the portion of the farm that is now occupied by his daughter, Mary Virginia Momper, and her family.

Watring Bros. H.V.A.C.

SERVING KENOSHA SINCE 1928

Salutes Kenosha's
150th Anniversary

NOW IN OUR NEW LOCATION

6113-14th AVE.

SALES - INSTALLATION - REPAIR

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We Feature

HELL

96%
Energy
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The Studios of Potente/ Design Manor

Salute Kenosha on its
150th year as we celebrate our
65th anniversary as a
decorating and design firm
in this city.



WE HAVE A SOLUTION TO ALL YOUR DECORATING
Decorating help for your home, office or store.
Our Professional Designers will suit your tastes
and needs within your budget.

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914-60th Street • Kenosha • Phone 654-6665



JACK BENI
Leader of Local 72, UAW, involved in the community, represented labor at United Way.



HOWARD BLACKMON
Trucking executive, Somers town chairman who governed softly yet with strength.



SAMUEL BLOCK
Merchant, benefactor of both hospitals and numerous organizations.



WILLIAM J. BRADY
Fire chief for 25 years. Strong leader, respected by his men and his peers.



GEORGE R. CADY
Minister of First Congregational Church for 27 years, community leader, active in Republican circles.

While they lived these Greater Kenoshans gave much of themselves to their community

Of Greater Kenosha's 120,000 people, many have given of themselves. Yet there is a consensus among those consulted that those pictured here have earned special recognition. The positive impact of these Kenoshans continues to influence our lives.

(Other Kenoshans, now deceased, who made significant contributions to our city in recent years can be found on page 117)



JOHN D. DAVIES
Bradford teacher nationally recognized for his capabilities in forensics and as a debate instructor.



WINIFRED FARLEY
Teacher, principal, counselor in the public school system for 47 years.



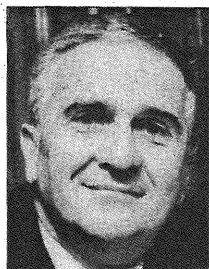
MORTON C. FROST
President of Frost Co. who served as board chairman of Kenosha Memorial Hospital for many years.



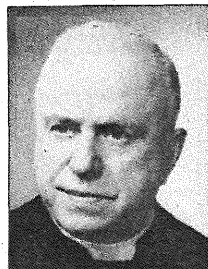
JOHN GALVICH
Swimming instructor at KYF who developed nationally recognized swimmers.



MARGARET HATFIELD
Head of city Health Department for many years who was a staunch advocate of preventative medicine.



RILEY McDAVID
President of Kenosha Memorial Hospital, under whom the hospital made substantial strides.



FR. KENNETH D. MARTIN
Rector of St. Matthew's Church for 33 years. Involved in many activities, religious and civic.



GEORGE N. TREMPER
Principal of Bradford High School who, through gentle discipline, brought out the best in his charges.



SAM POERIO
Teacher, playground supervisor, friend of hundreds of youngsters.



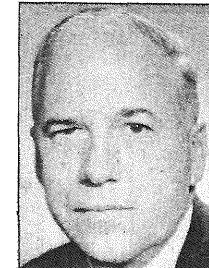
NORBERT ROEDER
Museum director for many years whose reservoir of scientific knowledge was astounding.



EDWIN SCHINDLER
Chairman of Snap-on Tools who gave much of himself to the community.



FR. ANGELO SIMEONI
Presiding priest at Holy Rosary Church whose deep understanding continues to be revered.



BERNARD C. TALLENT
Director of the U of W Extension and a key figure in bringing Parkside here.

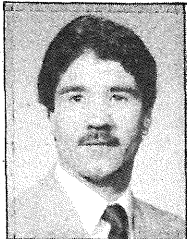


SR. MARY VINCENT
Administrator of St. Catherine's Hospital who also served as vicarress of the Dominican sisters.



MILTON C. WITTENBERG
Executive director of the Chamber of Commerce. Instrumental in bringing Carthage to Kenosha.

Equitable Life Is Proud To
Introduce Thomas G. Tenuta
 As Its Newest Agent To The Kenosha Office



THOMAS G. TENUTA

Alfred De Simone is proud to announce that Thomas Tenuta has joined him in the Kenosha office of the Equitable effective as of January 1st, 1985.

Tom, a 1983 graduate of Arizona State University has become a valuable addition to our qualified staff of life underwriters.



ALFRED S. DE SIMONE CLU

Al and Tom are both well qualified to assist you in planning a complete insurance and investment program tailored to meet your individual needs. For a personal interview to review your present insurance portfolio contact our office today.

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One-room schools, like Hill Crest, educated rural youngsters

Lake erosion a historical problem

Kenoshans living along Lake Michigan have long battled the fury of the waves. Residents built protective barriers of logs to prevent erosion, but the effort proved futile. In 1883 prop-

erty along the lake became so depreciated that a good brick residence with two large lots was offered for sale at \$200. Still there were no takers!



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 Kenosha
 Ph. 657-9314

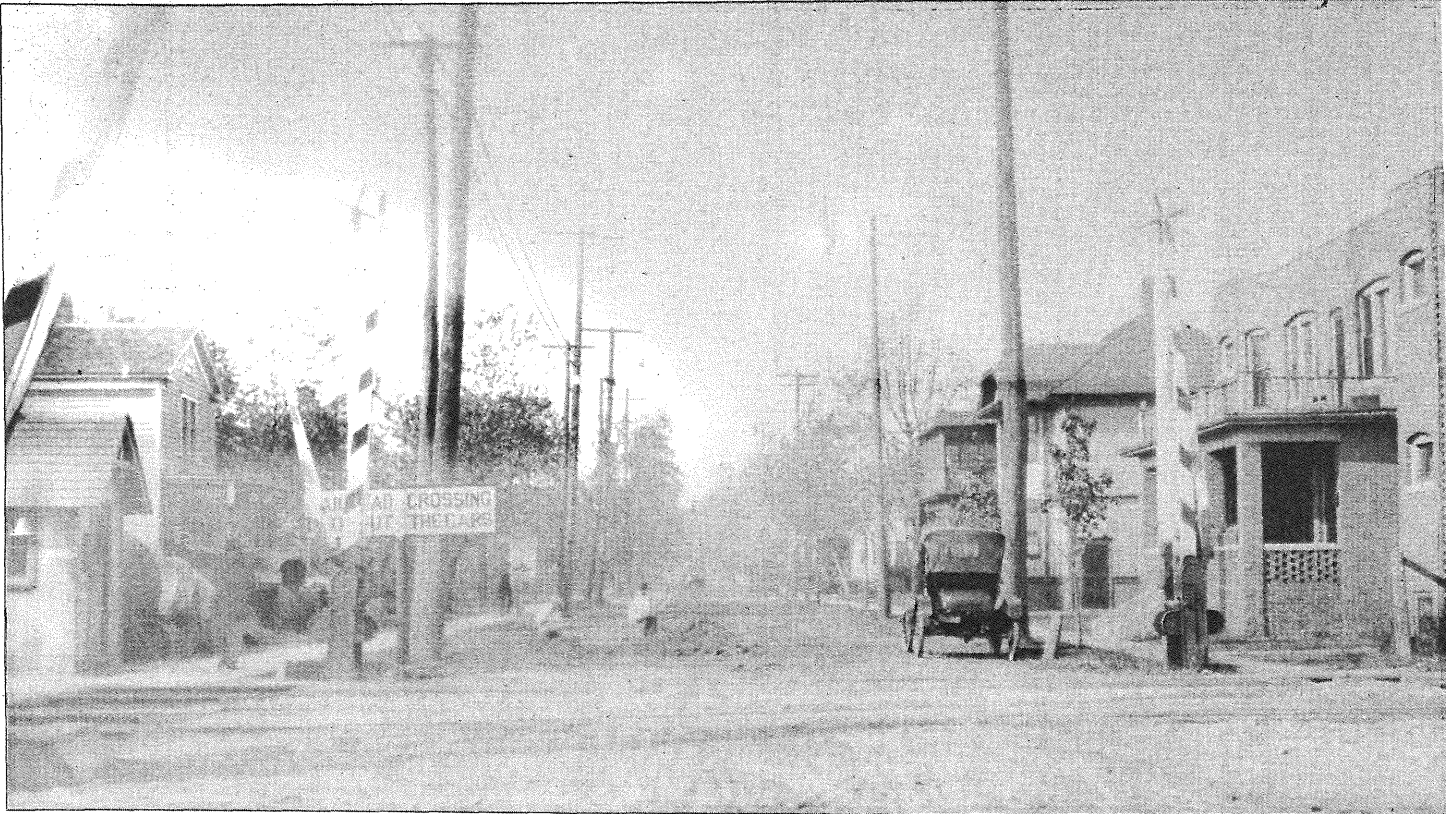
**Thank you Kenosha for
 your loyal patronage and
 confidence.**

Since 1952 thousands of our customers, many who have become our friends, and now second and third generations attest to our reputation that we have earned in the last 33 years.

We have always strived to give our customers the best quality and service in Home Furnishings at the lowest prices.

We hope that your loyal support and trust will continue in the years to come.





Before the completion of the Chicago and North Western railway elevation in the 1920s tracks ran through city streets

Congratulations KENOSHA . . . on Your 150th

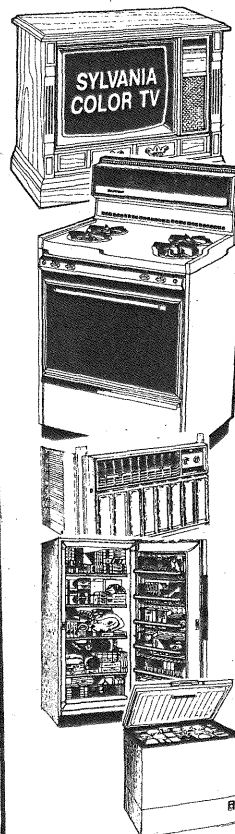
1921—Ossie Bruno began Office Supply Co. in Racine. In 1952, Jim Bruno joined his father as the business continued to expand. Hugh, Tom, Rob, and Rich joined their father Jim in the 60's and 70's. Now grandsons Chris & Nick make the fourth generation to continue the family tradition. Our employees and their families number over 100. You find us everywhere as friends, neighbors and customers. We're always happy to see you.

OFFICE SUPPLY CO.

5810 Seventh Avenue
Kenosha • Phone 654-2193

BROSK DIVISION

Founded by Harold "Lucky" Brosk in 1924 and continuously directed by him until business was sold to Office Supply Co. in 1972. The Brosk Division is currently managed by Henry Lindeman.



Congratulations Kenosha!

We Have Enjoyed Serving
You Since 1946.

In 1946 Louis Ruffolo had an idea that with great service and good competitive prices an appliance store in Kenosha could flourish. With that philosophy he opened his first store at 5905 6th Ave. "A". As the years went by business was doing well and the need for a second store was there. Louie opened a second store on the corner of Roosevelt Rd. & 26th Ave. But by 1956 further expansion was necessary and both stores were consolidated into one at our present location. In 1963 business was halted because of a fire that had destroyed the building, but before long the store was rebuilt and business was back to normal.

A lot has changed thru the years but one thing that hasn't changed is Louis Ruffolo's idea that great service and low prices will make the business grow. Stop in today and see why.

Triangle

• appliances • carpeting • furniture
3813 Roosevelt Rd., 694-6500



In the 1890s, Main Street (Sixth Avenue) became a sea of mud during spring rains

100 in Mexican War

The Mexican War took its toll of young Kenoshans. In May 1847, more than 100 soldiers under the command of Capt. Augustus Quarles left by steamer for Milwaukee. Later they joined the force of Gen. Winfield Scott on the march to Mexico City. At the Battle of Churubusco, a third of the Kenosha company was killed or wounded. Capt. Quarles, a brilliant young man of 26, was killed in the battle, the first American officer to die in the Mexican War.

Tramps were profitable

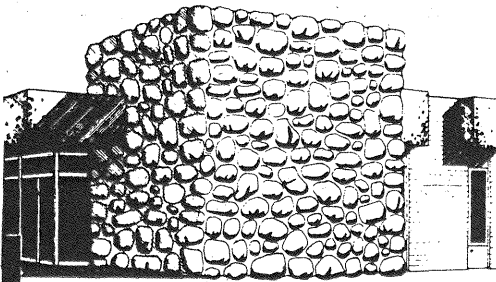
During the early 1880s, by state law, vagrants could be committed to the county jail. The sheriff received a fee for feeding each vagrant. The judge who charged the vagrant and sentenced him also received a fee. Some asserted that this practice was much abused. The Kenosha sheriff reported 961 tramps jailed in 1882.

Immigrants

The first mention of immigrants is found in Col. Michael Frank's diary in an entry dated July 14, 1842. The notation says that "a large number of Welsh people landed from the boat this morning."

**We build our name
with everything we do.**

Congratulations Kenosha
on your 150th Birthday!



**GENERAL CONTRACTORS
COMMERCIAL
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**RILEY CONSTRUCTION
COMPANY, INC.**



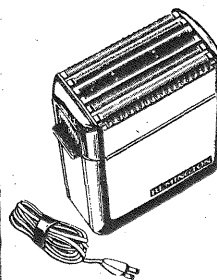
5614 52nd Street
Phone 658-4381



ELECTRIC SHAVERS

This is the week to buy a new one or
fix the old one.

NEW SHAVERS



Remington Micro Screen - Model XLR 800	Reg. \$36.95	\$29⁹⁵
Remington Micro Screen - Model XLR 900	Reg. \$47.95	\$39⁹⁵
Remington Triple Action - Model PM 850	Reg. \$29.95	\$19⁹⁵
Norelco Rotatract - Model HP-1604	Reg. \$53.95	\$43⁹⁵
Norelco Tripleheader - Model HP-1615	Reg. \$38.95	\$31⁹⁵

PARTS

Remington Micro Screen - replacement screen	Reg. \$5.95	\$4⁹⁵
Remington Micro Screen - replacement cutter	Reg. \$6.95	\$5⁹⁵
Remington Tripleheader - replacement blades	Reg. \$5.95	\$4⁹⁵
Norelco Tripleheader - replacement heads (set of 3)	Reg. \$18.95	\$14⁹⁵
Shick Flexamatic - replacement screen	Reg. \$7.95	\$4⁹⁵
Shick Flexamatic - cutter set (models 300, 400, 600, 900)	Reg. \$15.95	\$10⁹⁵

These parts replaced while you wait!

COUPON

**Complete Motor Tune-Up
Sharpen-Clean-Oil-Adjust** **\$8⁹⁹**
Regular \$12.50
Sharpen & Clean Only - Reg. \$3.00..... **NOW \$2.49**

We repair all makes -
Norelco - Remington -
Sunbeam - Shick - Sear's -
Wards and Others
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**Becker's
CIGAR STORE**
5460 6th Avenue

The winter of '81

The winter of 1881, for many years thereafter, was known as the winter of the deep snow. So much snow fell that season that the regular train to Harvard, Ill., did not run from Feb. 26 until April 26. For many weeks communication and transportation to the west was completely stalled. Some of the snow banks remained well into the month of May.

Rival settlement

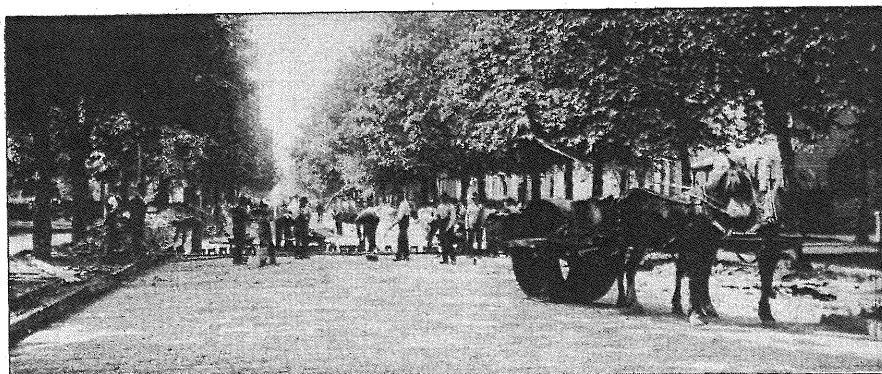
Southport, which later became Kenosha, was challenged by a rival settlement just a mile north along the Lake Michigan shore. C.W. Turner claimed a village site that he called Pike River. Several cabins and a store were built there, but this settlement eventually failed.

750 books by 1850

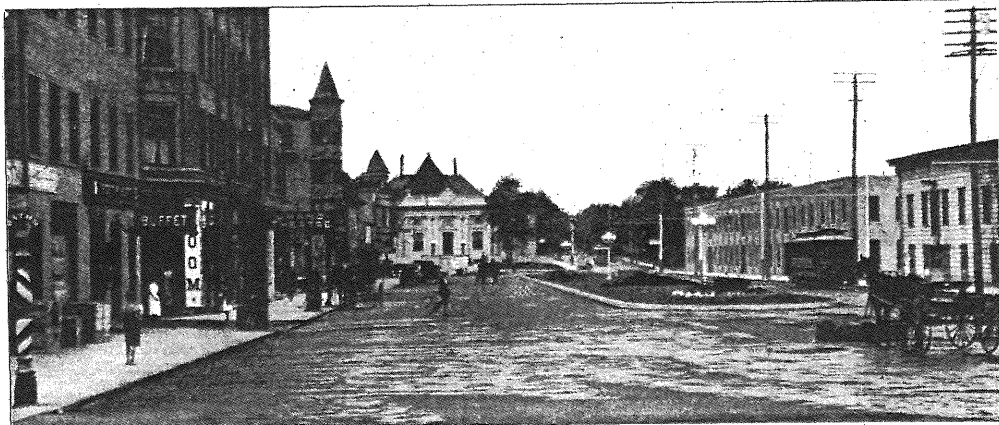
A small public library was opened in the 1840s. It had 750 books by 1850 and grew to nearly 1,100 volumes by 1852. Many of the books were gifts from citizens of the town.

Females tolerated?

People would meet in the little log schoolhouse to listen to debates by some of the leading lecturers. One subject of debate was "Ought females be tolerated as public lecturers?"



Workmen pave Park Street (Seventh Avenue) with bricks in 1896



Kenosha's public square, now 56th Street, in full bloom

Parkside Produce
Congratulates Kenosha
On Your 150th Anniversary

Parkside Produce is proud to serve you with the largest variety of fresh fruits and vegetables, candies and coffees from around the world. Plus most importantly we treat our customers with good Old Fashioned Personal Service the way it used to be.

302 Green Bay Rd.
 (Hwy. 31)
 1/2 mile South of
 Kenosha-Racine
 County Line Road
 (Old Country Kitchen Restaurant)

PH. 552-8200
 OPEN: Mon-Fri. 8-7
 Sat. 8-6, Sun. 9-6

150 YEARS WOW!
HAPPY BIRTHDAY KENOSHA
 Come Celebrate Our
5th Anniversary Sale
 WE'VE GOT EVERYTHING FOR SAILBOARDING

BEST BUY	Hifly 100's	1984 F2 Strato's or Lightning
	\$529⁹⁵ W/Lessons	\$995⁰⁰ While Supply Lasts

90 DAYS SAME AS CASH FINANCING
 ALL NEW '85 SAILBOARDS ARE IN

SALE 20% OFF **Timberland** Deck Shoes
 Bottom Paint/Dock Lines

2 for 1 LESSON SALE

MAKE A DEPOSIT NOW FOR 6 HOURS OF SAILBOARD LESSONS (taught between 5/15 and 7/1) with a certified instructor taught at Silver Lake. Pay full price for one person, second person is Free.

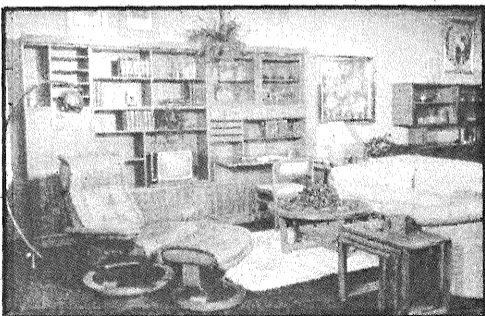
SOUTHPORT RIGGING SHIP'S STORE
 6201-22nd Ave. 652-5434

SALE ENDS APRIL 30th



The south end of downtown, as seen from the intersection of Sixth Avenue and 59th Street in 1914

TIMES CHANGE



Trends change, styles change, attitudes change. But the functional elegance of Scandinavian furniture is sure to stand the test of time. Come see for yourself why Scandinavian Design is one of America's fastest growing furnitures centers.

Kenosha's Scandinavian Design has been serving our community for over 11 years. The Rizzo family and the staff of Scandinavian Design extended their best wishes to Kenosha on their Sesquicentennial year.

Scandinavian Design 
 3127 ROOSEVELT RD., KENOSHA PH. 652-0034

We've Been Serving Kenosha For Over 50 Years!

Kenosha's growth over its first 150 years has been phenomenal! The city and its people have prospered. We're proud of our small part in its development. For more than 2 generations we've prided ourselves on our service to our community, and look forward to serving the insurance needs of our neighbors for years to come.

Congratulations Kenosha!

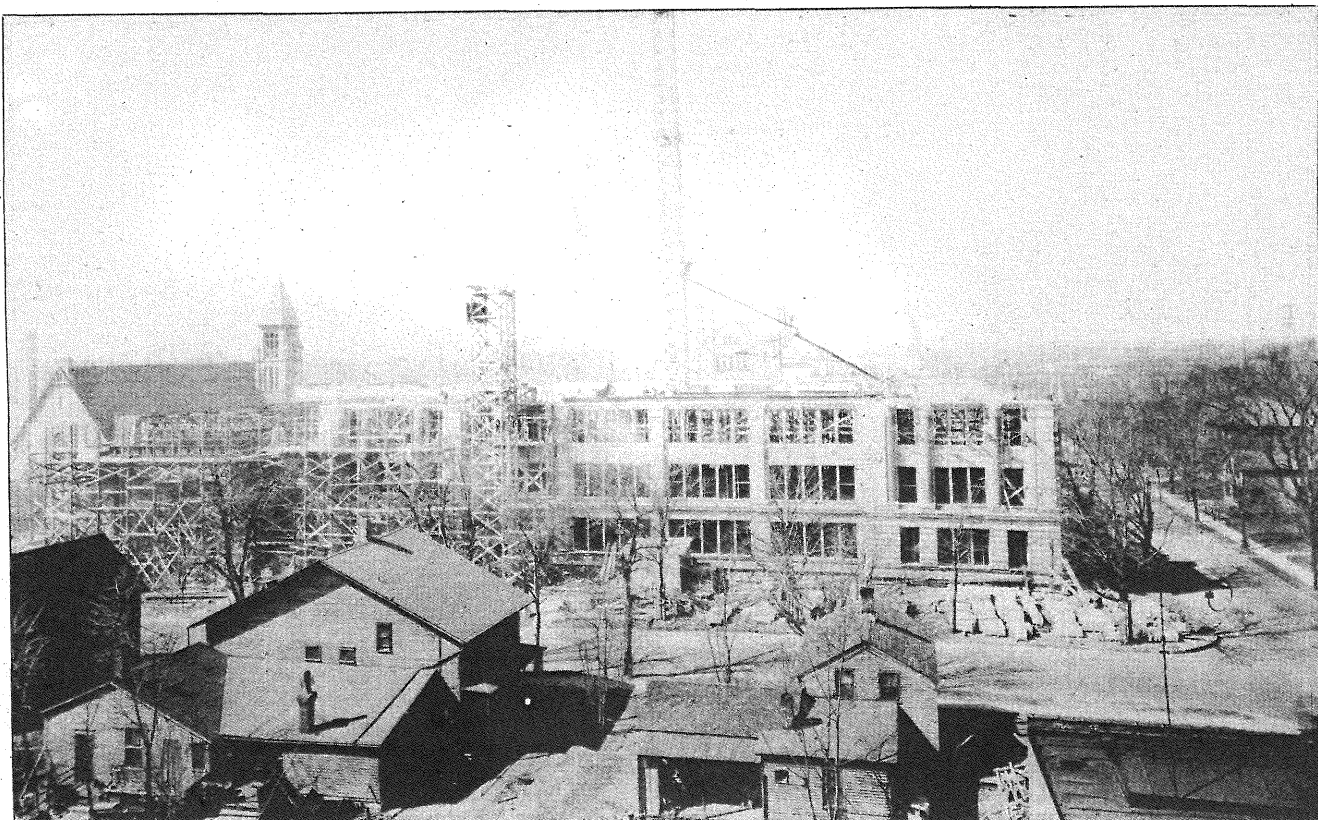
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 625 57TH ST KENOSHA WIS





In 1925, construction of the new high school could be seen from the top of the Elks' Club

Learning from books is important. Learning from life and work is essential.



1911



1948



1985

Gateway Technical Institute has been in the business of teaching job skills since 1911. In many cases, Gateway wrote the book on vocational-technical education.

Gateway was the first vocational-technical school in Wisconsin. Gateway was one of the first two-year technical schools to become accredited as an institution of higher education. Gateway is a pioneer

in the development of teaching methods relating to vocational-technical education.

Gateway teaches job skills in the best possible manner... with hands-on practical experience using current state-of-the-art equipment and facilities. Books and lectures provide the basics, experience provides the essential.

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Kenosha, WI 53141
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Gateway provides equal opportunity educational programming in 60 degree granting majors and in hundreds of non-credit adult continuing education subjects. Call Gateway for full details.

Gateway
Career Education Since 1911



The post office, now the Kenosha Public Museum, is in the foreground of this panorama of the city in 1924

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we'd just be
radio.**

Your support keeps public radio on the air. And public radio keeps you informed and entertained like no other medium.

With news reports so vivid, you'll think you are on the scene. With analysis and commentary that involve you with the news and help you understand it. And with interviews and performances that enrich your life.

It's programming that's worth every minute you listen. And every dollar you give.

WGTD - FM/91

Public Radio in Southeastern Wisconsin

**Worth every minute.
Worth every dollar.**

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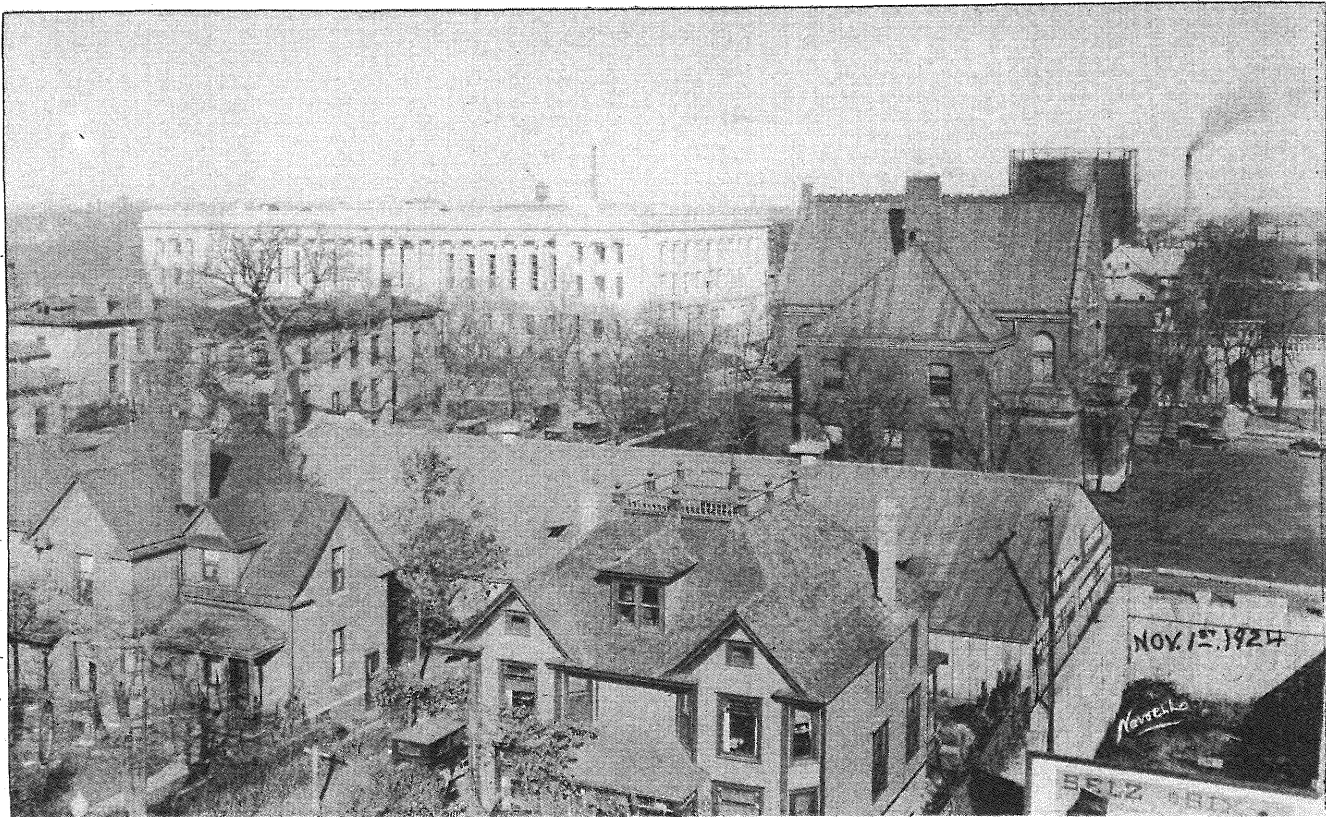


**A VANTAGE
HEALTHCARE
CORPORATION**

**SHADY LAWN
WEST**

658-4125

1703 60th ST.



The panorama of Kenosha in 1924 clearly shows the newly built courthouse in the back

CONGRATULATIONS

“From One Old Timer
to Another”

CITY OF KENOSHA

150 YEARS
1835 to 1985

TOWN OF PLEASANT PRAIRIE

143 YEARS OLD
1842 to 1985

Lucille's SESQUICENTENNIAL CHATTER GIRL'S TALK...

We're extremely proud ... proud of the fact that our home town is celebrating its 150th Birthday — and proud of the fact that we've now been serving the clothing needs of the women of Kenosha for over 28 years.

When we opened our doors for the first time in 1957 ... a new way of life began for us. We weren't greatly experienced in this business but we have a strong desire to want to serve our customers to the very best of our ability. We had good help and the goodwill of the greatest people on earth ... our customers.

In this space we could not begin to recall all the fabulous happenings during these past 28 years, but one thing we can say, there was never a dull moment.

Kenosha has been a wonderful place to live and to operate a business. We are grateful to be here ... and especially appreciative of the support our Kenosha customers have given us.

It is our hope that Kenosha will continue to grow and prosper in the years ahead ... and that we may continue to enjoy the same support we've been blessed with in the past.

Thank You Sincerely,
Lucille Thomsen

And All the Staff At—
LUCILLE'S—on the Southside
of Kenosha.

Lucille's

7703 Sheridan Road
Simmons Park Plaza

Blacks, Mexican-Americans add to city's culture

The first black resident of Kenosha may have been Joseph Hobbs, who settled here in 1837. There were a handful of others who arrived in the following decades. But it wasn't until the World War I period that blacks began to settle in Kenosha in any appreciable number.

The census records for 1920 show 101 black families living in Kenosha County. Among them the following family names can be identified: Bess, Brown, Brue, Buchman, Dodge, Johnson, Martin, Maxwell, Sheppard, Sherman, Smith and Walton.

Many blacks found employment as maids, janitors or porters. A number also worked at the Allen Tannery. William Walton was the first black business owner. He had a wagon and horses and worked as a scavenger, and later delivered coal and sand.

To help overcome their problems, Kenosha's blacks organized the Lincoln Civic League in 1917, with Sam Johnson as its president. Phil Saville was the group's investigator and troubleshooter, but given the limited numbers and modest financial resources, there was little the League could do about its concerns.

First church founded

A major event took place in August 1919 when Kenosha's first black church was founded in the Joseph Maxwell home. The congregation took

the name Union Mission and it became the precursor of Kenosha's later black churches which included the Coleman Chapel.

The black community in Kenosha remained relatively small, quiet and poor through the 1920's and 1930's.

Employment opportunities expanded slightly in the '20s as the Simmons Co., rather reluctantly at first, agreed to hire blacks if they were war veterans. One such was Lt. James Martin, who started as a shipping clerk and later became manager of a Simmons factory in Jamaica.

Nash Motors also hired a few blacks; but restricted their activities to work in the foundry, a condition that continued into the late 1940s.

The Spanish community has had a harder time than the blacks in establishing an autonomous identity.

Outstanding citizen

Yet, Reynalda Carreno, a Mexican-American, was elected to receive the Daughters of the American Revolution's Outstanding Citizenship Award in April 1944.

Identification of the first Mexican-American residents has proved impossible. Public records do not distinguish between permanent residents and transients. Spanish surnames such as Garcia, Perez and Rodriguez do appear as early as 1927 in the city directory and are vocationally listed in industrial occupations. The Mexi-

can community makes a distinction between these people and those later arrivals associated with the migrant worker community. A dramatic increase in both the Kenosha black and Mexican-American population did not take place until after World War II. It is then that the invisible Kenoshans began to appear in sharper outline.

That war brought continued industrial expansion. And the word quickly spread that the dominant employer, Nash, would hire minorities, although only for foundry work. At that time Kenosha's other major industrial employers were not hiring minorities at all.

Housing unavailable

If some jobs were available during the war, housing was not. Many landlords would not rent to blacks; many real estate agents would not sell housing to blacks, and banks would not loan money to blacks for mortgages. The result was that many black factory workers had to commute from Waukegan, Racine or Milwaukee, where housing was easier to obtain.

New arrivals found a small and generally conservative black community and an exclusively white power structure. There were no black school teachers, public officials, police or store clerks. They encountered what they considered a city dominated by white ethnic types. Some of

the new arrivals and several of the established blacks worked to improve the job and housing situation. A chapter of the National Association for the Advancement of Colored People was established in 1950.

The Human Relations Commission was established by the city government and became very active in 1965 under the chairmanship of Rabbi Lawrence Mahrer. The commission held hearings on hiring practices and asked representatives of local stores, utilities, schools and city government to appear. City jobs were advertised as "an equal opportunity employer." The police department added its first minority officers.

School were focus

As in other communities, the schools became arenas for minority concern in the 1970s. Throughout most of this century, Kenosha's blacks were integrated into the school system. There was a long history of successful black assimilation in Kenosha's public schools. That began to change in the 1960s. By 1964, Lincoln Elementary School was 21 percent non-white. Lincoln became Kenosha's first racially identifiable school.

The Kenosha branch of the Urban League has made a significant contribution to the advancement of black interests.

The Changing World . . .

When Kenosha's founding fathers settled in their new home, the world around them was very different from what we know today. In the 150 years since, the community has experienced drastic change. Technology has brought us many conveniences and comforts. Yet, our basic needs are the same as those of the early citizens, that of food, clothing and shelter.

We are proud to have served our neighbors over the last 26 years. Our business and the way we conduct it has undergone great change; but our basic way of meeting our customers needs has not! Our goal is and has always been to provide the best products, service and prices! Though the world may change around us . . . this shall never change.

Congratulations Kenosha!



3820 52nd Street
4523 75th Street
2215 80th Street
Kenosha, Wisconsin



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Our representatives will contact you as soon as cable becomes available in your neighborhood.

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*Not More Choice
- Your Choice!*

Richness of time evident in city's architecture

Styles of each era, including classic Gothic, stand throughout Kenosha as examples of its past and present

While architectural work here has been competent and pleasing, it differs little in quality from that of comparable Midwestern communities. What gives the county's architecture its distinctive character is the fact that there has been an accumulation of historic styles. Each new era, besides adding the fashion of its day, has retained many buildings from previous periods. The result is a visual richness possible only in an older community.

Both rural Kenosha County and the city provide examples of Wisconsin's most important pre-Civil War style, the Greek Revival. Built in 1848 was the Justin Weed house at 3509 Washington Road, a handsome Greek Revival home which is listed on the National Register of Historic Places.

The leading style in the mid-19th century was the Italianate, sometimes called Italian Villa. An example in Kenosha is the brick Gottfredson-Nash house in Library Park at 705 61st St., built in 1865 and distinguished by superb details.

One style found in both rural and city areas is the Queen Anne house. The Lewis house, now Hansen Funeral Home, in Library Park at 6019 Seventh Ave., illustrates these details. It was built in 1892.

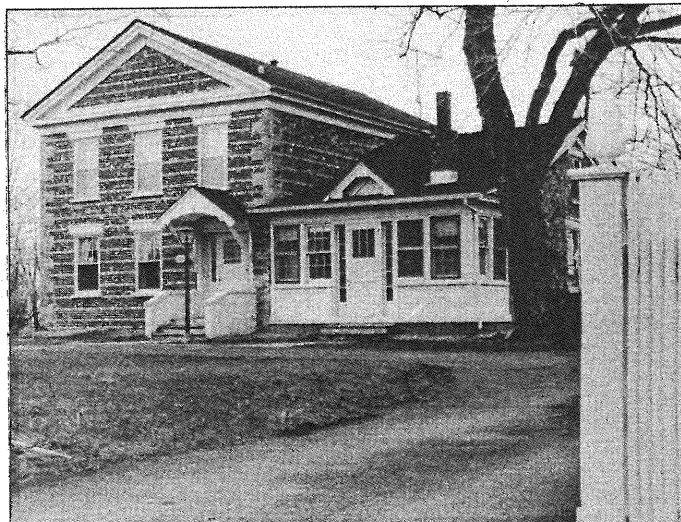
Classical traditionalism gained impetus as the 20th century opened with the erection of the Gilbert M. Simmons Library, dedicated May 30, 1900. Its architecture was influenced by the neo-classicism of the Chicago Columbian Exposition of 1893. Zalmon Simmons obtained as architect the leading Midwestern exponent of that style, Daniel Hudson Burnham.

In 1910, the people of Kenosha acquired another symbol of the growing importance of their community when the municipality for the first and only time built a city hall. Joseph Lindl, a young Milwaukee-trained architect who had recently come to Kenosha, won the commission over four competitors. His design was fairly classical, with duplicate principal north and west facades and central entrance sections, each with a monumental pair of Roman Ionic columns.

In the late 1960s, the building became inadequate for the needs of city government and services. It eventually was torn down, and its land is now used for a parking lot.

The former Kenosha Technical School became the Municipal Building.

To meet the school needs of the rapidly growing population of the city, Kenosha completed six schools and a

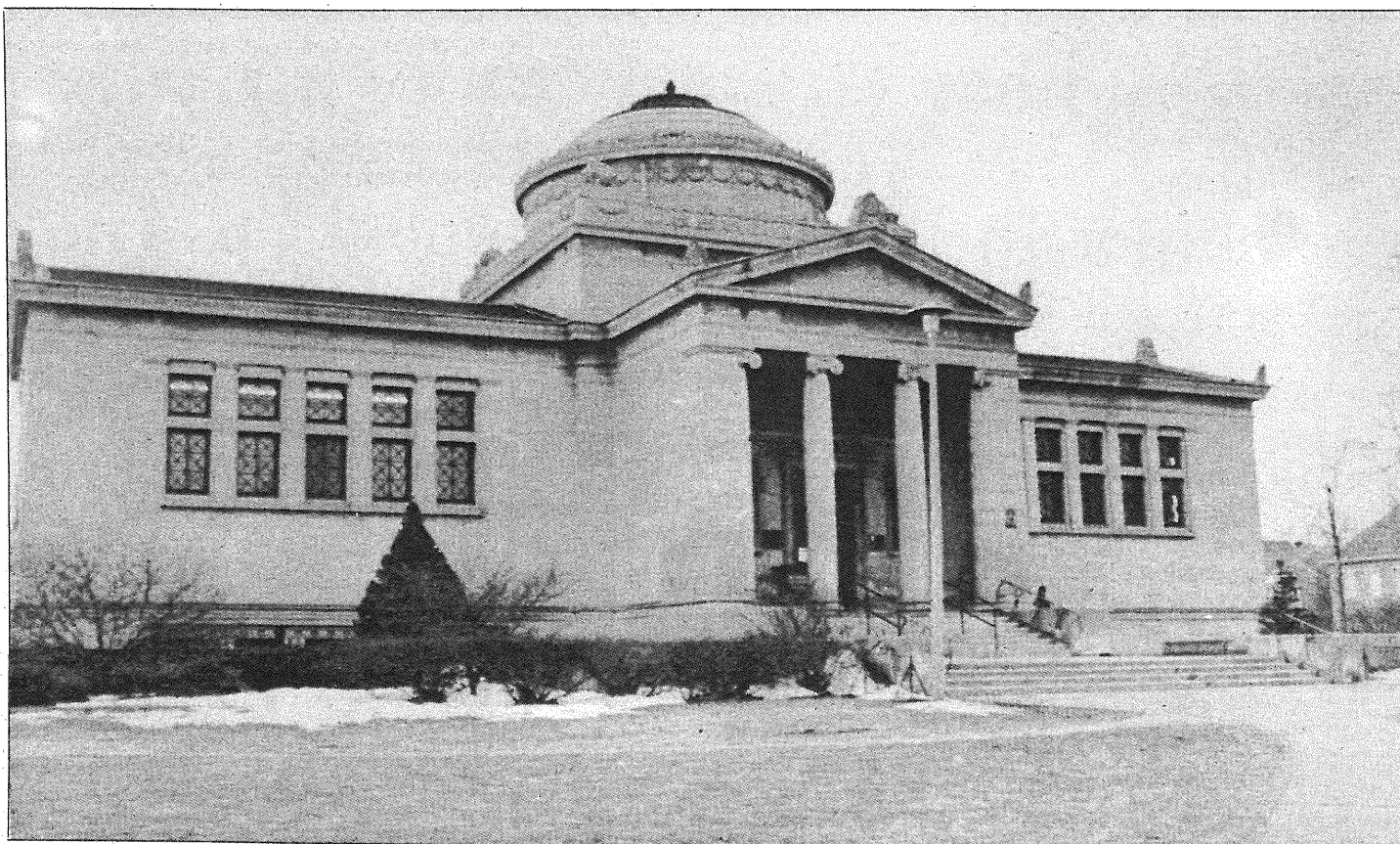


The unique Justin Weed home, 3509 Washington Road

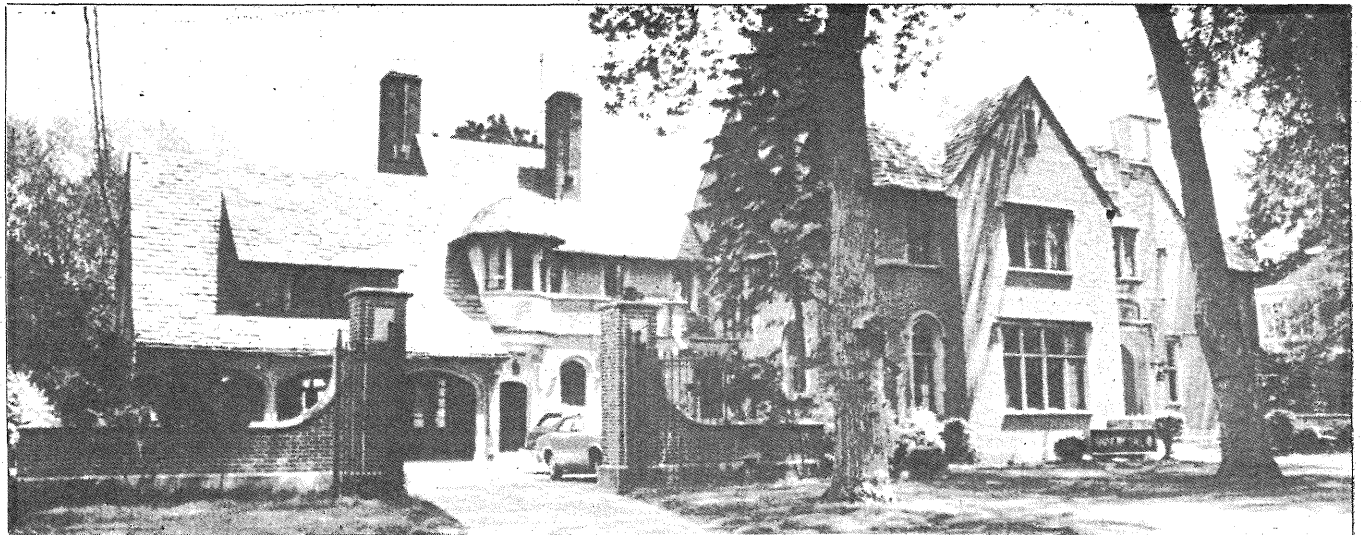
number of additions between 1900 and 1917. On the whole, the architecture of the six city schools is competent and practical, pleasing in symmetry, solidity and ornamentation.

Kenosha architect Tjalke Gastra designed three schools: Durkee, Bair and Columbus. James Gilbert Chandler of Racine designed the

(continued on page 138)



The Kenosha Public Library is classic traditionalism



The tudor revival Alford house, 6315 Third Ave., is Harmony Hall

(Continued from page 137)
Weiskopf school. Bain, Durkee and Weiskopf are similar to the 1890s schools because of the massiveness of masonry construction and the influence in ornamentation.

Gastra's Columbus looks forward in outline and details to the styles of the 1910s and 1920s.

Large houses in vogue

The growth of wealth in early 20th century Kenosha County is reflected

in the erection of large houses, most of them homes of the community's industrialists. A number of them are clustered on Durkee (Third) Avenue, near the lake south of downtown.

Stylistically, many of these houses reflect the vogue for Colonial Revival then prevalent in America. The fact that Kenosha has a number of fine examples of this style is due largely to the work of the Chicago architects, Pond and Pond. They designed houses in this period for three Kenosha man-

ufacturers on Durkee Avenue.

For Charles T. Jeffery, about 1905-06, they planned a Colonial Revival house with a number of fine details (6221 Third Ave.; the southern wing is an addition).

At the same time, Pond and Pond designed George Yule's house across the street (6300 Third Ave.) Now the Kenosha County Historical Museum, it has lost some of its Colonial Revival characteristics through alteration.

In 1914, Charles Chester Allen com-

missioned Pond and Pond to plan a home and they produced a mansion with pillared portico (6305 Third Ave.). The firm designed additions to the Allen house in the late 1920s.

Basic styles altered

Two variations of Georgian-Colonial exist in the area. Both are 2½-story red brick structures with large porches or verandas that reflect the

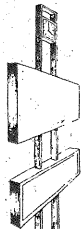
(continued on page 139)

com·mu·ni·ty (kə-myōō'nə-tē) *n.* 1. a. A group of people living in the same locality and under the same government. b. The district or locality in which they live. 2. A social group having common interests.



No matter how you define it, it means home.

We're proud to have been a part of the Kenosha community for 27 years.



Town 'n' Country Shopping Center

- ACE HARDWARE "ACE SETS THE PACE"
- KING'S DEN Barber Studio
- Reflections Beauty Salon
- PIGGY WIGGLY
- Florence's Tots to Teens
- TOWN and COUNTRY LAUNDROMAT
- Mobil VALVOLINE TOWN 'N' COUNTRY SERVICE
- Wilson's SAFETY STORE (TIRE CLEANING)
- Lakeland (TIRE CLEANING)
- TOWN 'N' COUNTRY LIQUORS
- Sarto-Stella Fine Furnishing, Inc.
- TYME UNION DRUG



The red brick Frank L. Wells home was built in 1905



This house at 6005 Fifth Ave. is a variation of Georgian style

(Continued from page 138)
era of their construction. One was built for manufacturer Frank L. Wells in 1905 (6403 Seventh Ave.); the other is at 6005 Fifth Ave.

Beyond Colonial and Georgian influence, some large houses reflect the styles of other eras. Two substantial brick, timber and stucco structures display a Medieval-Tudor style. One was the Durkee Avenue home of wealthy subdivision developer John M. Kehler, built about 1906. The other was the 60th Street, home of real estate dealer Arthur H. French. One Durkee Avenue house (6432 Third

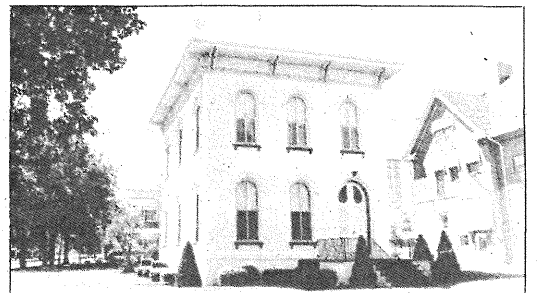
Ave.) built by lumber dealer William J. Bermingham reflected contemporary modern architecture.

New courthouse

In 1918, the County Board began to set aside funds for a new courthouse. In 1919, the architects White, White and White were commissioned to prepare plans, but estimates proved too costly.

In 1922, Joseph Lindl, in partnership with Milwaukee architects Charles Lesser and Albert Schutte, designed

(continued on page 140)



The Italianate Gottfredson-Nash home

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(Continued from page 139)
the neo-classic "Italian Renaissance" building with limestone exterior. It cost about \$1.25 million and was dedicated in 1925.

The high school, later named for Mary D. Bradford, a large neo-classic limestone structure, was designed by John D. Chubb of Chicago. He used the Corinthian order in the classical design; Lindl used the Ionic at the courthouse.

While ordinary housing accounted for most of the architecture and building construction between 1919 and 1941, some larger houses added notable architecture to the physical environment.

The finest of these mansions was that of W.H. Alford (now Harmony Hall). The great house architect, Richard Philipp of Milwaukee, designed the Alford home, built in 1928. It is a large, rich example of the Tudor Revival.

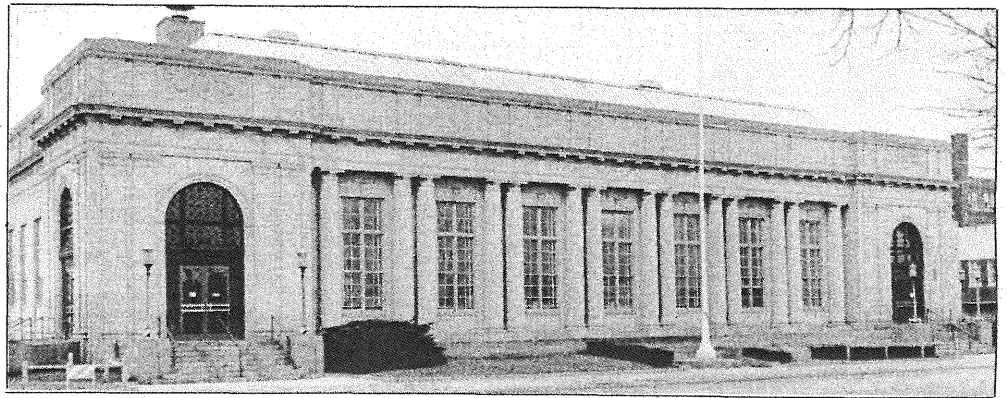
Similar in style but not quite so large is the Heide home (6910 Third Ave.) The Anderson house, (121 66th St.) designed by the Chicago firm of Milman and Morphet, suggests the more refined architecture of France.

Housing shortages

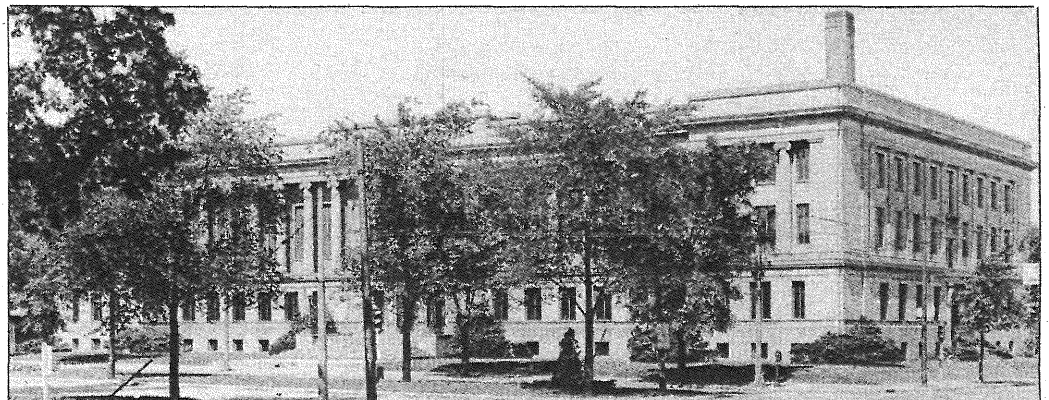
Many of the buildings erected since 1942 seem "historic," and some conclusions can be drawn. World War II conditions produced acute housing shortages.

Though building materials were in short supply, federal authorities gave Kenosha priority as a critical area. Thus during the war years, builders

(continued on page 141)

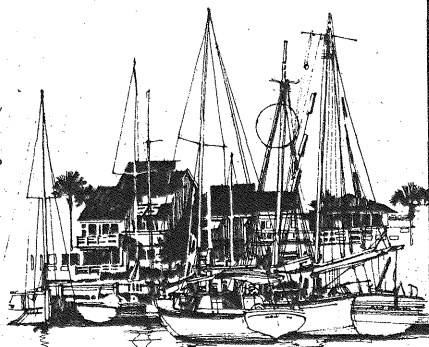
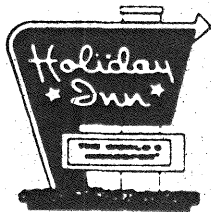


The U.S. Post Office was built in classical style



The limestone courthouse was dedicated in 1925

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A tough act to follow

(Continued from page 140)

were able to erect some new permanent housing.

This brought a lasting shift in house types to such styles as Cape Cod, ranch and two-story family apartment buildings, as well as variations of the traditional, modest 1½-story cottage with gabled roof.

Most post-war housing has consisted of single-family units. During the war and after, developers built higher-cost custom-designed housing in subdivisions like Forest Park and Edithton Beach-Carol Beach.

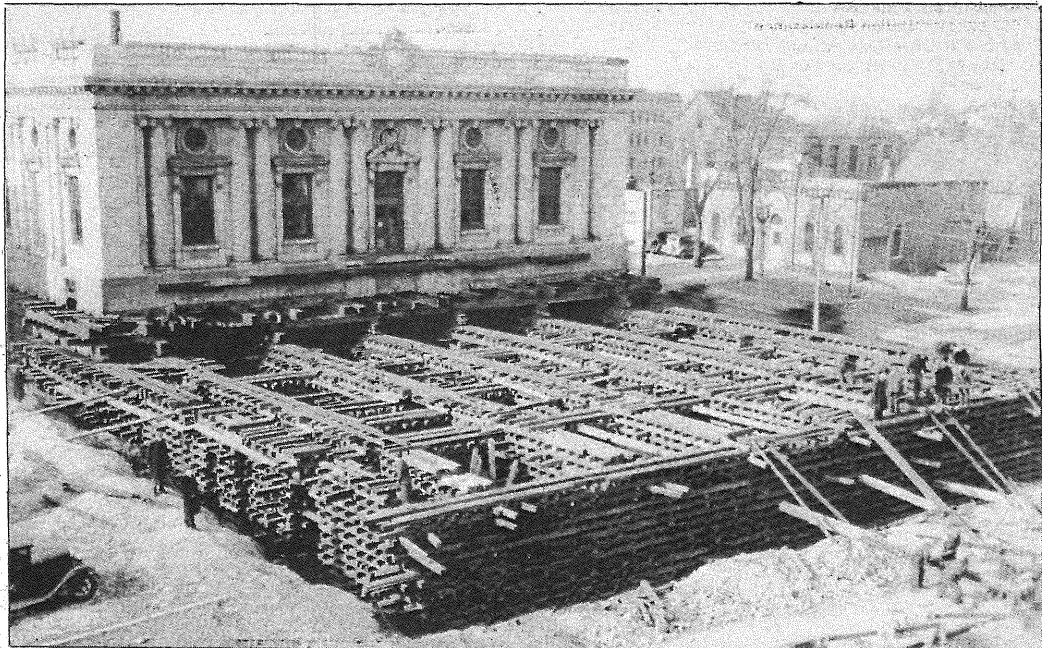
Additions in more recent years have included mass housing that still preserves architectural distinctions, like much of that on the city's north side constructed by Frank J. Petretti.

College designs

Carthage College built a series of buildings along Lake Michigan in the 1962-1976 period. Kenosha architects Lawrence Monberg and Associates won a Wisconsin design award for Carthage's Lentz Hall and the field-house.

Hellmuth, Obata, Kassabaum of St. Louis designed the campus and initial buildings of the University of Wisconsin-Parkside. The finished products can be characterized as practical yet appealing in their mission to provide an atmosphere that is user-friendly to students.

Achieving architectural distinction in part through their strong sculptural quality are Kenosha architect Robert M. Kueny's brick commercial build-



The old post office was moved to become the museum

ing designs of the mid-1970s.

In the early years of the century some citizens sought community action to improve the general quality of life. The civic improvement movement began in earnest in May 1905. Aware of such efforts in other cities,

the Woman's Club of Kenosha had assigned one of its most prominent members, Mrs. George A. Yule, to research and report on the subject.

She advocated for Kenosha such reforms as cleaner streets, better architecture, landscaping and free

planting, development of lakefront parks and improvement of the appearance of the city cemetery.

So began the reform effort that reached its classic culmination in the preparation and implementation of

(continued on page 144)

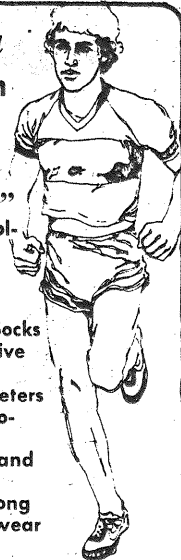
Congratulations Kenosha
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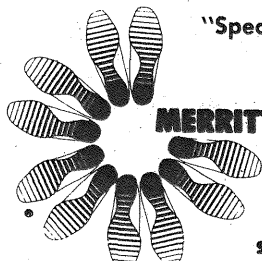
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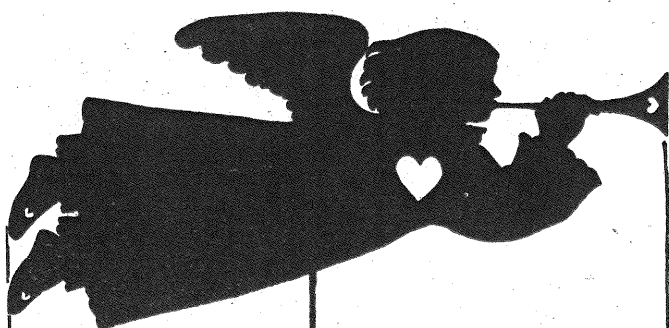
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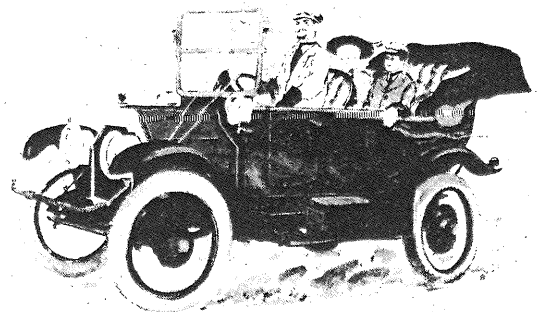
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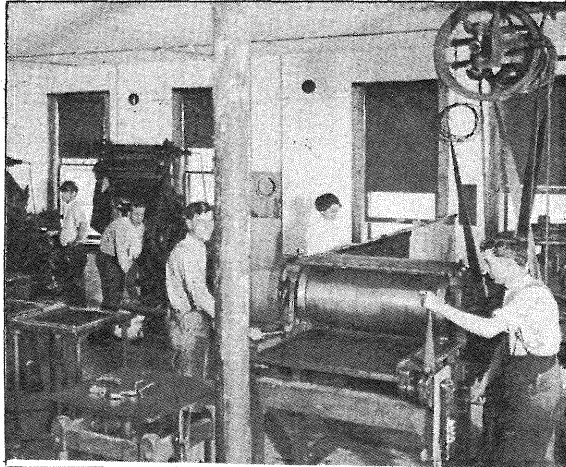


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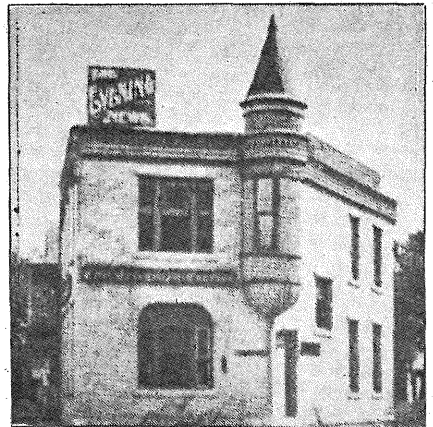
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Kenosha News, first issue, Oct.



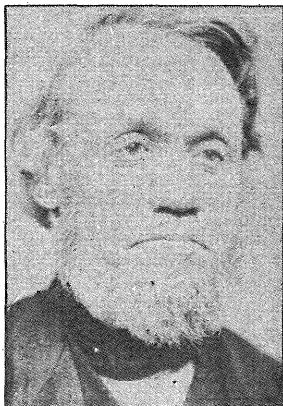
Printing the newspaper in earlier times



The first home of the Kenosha news and the Telegraph-Courier still stands at the meeting of Sixth and Sixth Ave. A.

Freedom of the press found expression in Kenosha

The newspapers that lived and died in Kenosha reflected political beliefs and economic interests ... and they had some good fights.



Charles C. Sholes, publisher

Telegraph

The history of Kenosha reveals at least a dozen weekly and daily newspapers, including foreign papers which leaped into momentary prominence on a shirt-tail full of type. They were propelled by enthusiasm, hard nose conviction and such political philosophies as temperance, abolition and free schools. Whigs, Greenbacks, Bull Moose, Republicans and Democrats insisted that their voices be heard in print.

Names such as the Wisconsin Democrat, the Southport Telegraph, the Kenosha Tribune, the Kenosha Courier, the Southport American, the Daily Ledger, the Kenosha Democrat, the Kenosha Times, the Kenosha Union, the Kenosha Volksfreund and various combinations of them are but footnotes to history. The sometime irrational reason for their birth often forecast a life

expectancy of little more than a few months.

The brand of journalism was highly personal. It was admittedly biased in many cases and often the subject of violent arguments, nasty accusations and brawls. Sometimes bullets flew. Many a publisher carried a pistol in his desk although most would probably fumble dangerously if called upon to use one.

Economic imperatives dictated a gradual weeding out of weeklies. Two papers eventually emerged. One was the Telegraph-Courier which, in its early years, revolved around the Sholes family — Latham, of typewriter fame and Charles, a mayor of Kenosha.

The other was the Kenosha Evening News, founded by Frank Haydon Hall in 1894, the former manager of the Telegraph-Courier. Both papers

shared the same facilities.

Since then, names such as Eugene and Clarence Head, Samuel S. Simmons, Ralph S. Kingsley, Walter and Ernest Marlatt, Ward R. Cropley, Arthur J. Peters, Willis H. Schulte, W. Bruce Tower, Eddie McKenna, James Barnhill and F. Lee Hancock have been indelibly stamped on the community.

In 1961, the Kenosha News was acquired by Howard J. Brown who introduced a number of changes, some of them good. During the past decade, under the guidance of Willis H. Schulte, president, and Eugene W. Schulte, general manager, the News has completely renovated its facilities including computerized typesetting equipment and an offset press.

In addition to the Kenosha News, other print media present-

ly circulating in the city include three free distribution documents. They are Happenings, a weekly television guide and the Midweek Bulletin which contains local commentary and television listings. The Kenosha News also prints the Messenger, a shopper distributed to non-subscribers of the paper east of I-94.

Jones Intercable holds the cable franchise in Kenosha which it purchased from Total TV in 1984. The latter won the franchise the previous year. A 54 channel system is offered.

In addition to WLIP/AM and WJZQ/FM, as many as 40 other radio stations come into the community. Approximately 15 television stations can be reached off air.

(The history of the Kenosha Labor appears in the chapter on Labor.)



Frank H. Hall
Founder



Samuel Simmons
Editor



Eugene R. Head
Publisher



F. Lee Hancock
Editor



Walter Marlatt Sr.
Editor



Ralph S. Kingsley
Publisher



Willis H. Schulte
President



James B. Barnhill
Managing Editor




In 1947, William L. Lipman established radio station WLIP. He is shown above in an early photo conversing with Irene Buri Nelson, who has been associated with the station from its inception. In 1984, the station moved from downtown to a new facility in Pleasant Prairie.

[Handwritten mark]

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(Continued from page 141)

the great city plan of 1925.

One area of planning for controlled development that did take form before World War I was the building code. Efforts to draft building regulations began in 1909 in City Council.

In 1913, Fire Chief Henry Isermann unsuccessfully tried to convince Council to enact a building code. Finally, in October 1916, at the urging of Mayor Charles Pfening, the City Council passed the code it had first considered in 1910.

For development of its city plan, Kenosha turned to the country's leading comprehensive planner, Harland Bartholomew. The plan he drew was one of the first he developed for a small- or medium-sized city.

City plan completed

In commissioning a comprehensive city plan, Kenosha turned to Harland Bartholomew, the country's leading comprehensive planner. The Kenosha plan of 1922-25 has an important place in the Bartholomew history as one of the first he did for a small- or medium-sized city. His approach was thorough.

"The City Plan of Kenosha, Wisconsin," by Bartholomew was a 112-page, well-illustrated book. Bartholomew used the bulk of the book for six major sections devoted to areas of the plan's proposed programs: major streets, mass transit, transportation, recreation, zoning and "civic art."

The thrust of the streets section was to provide an arterial system, radiating out from downtown. In considering transit, Bartholomew emphasized the continued primary importance of the electric street railway. He praised the well-developed year-round activities fostered by the municipal recreation staff, a program

begun in 1923, and went beyond to lay out a systematic approach to future expansion.

Since World War II, more governmental units in Kenosha County have adopted planning as a way of solving problems and providing for community development.

Regional planning

Highly important for Kenosha County has been the Southeastern Wisconsin Regional Planning Commission, formed in 1960 to coordinate the efforts of seven southeastern Wisconsin counties, including Kenosha. A 1967 master plan, completed by Harland Bartholomew and Associates, fully addresses the topics of natural resources, population, the economy, land use, transportation, schools, parks and recreation, utilities, public buildings, capital improvement programs, zoning and subdivisions.

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Wisconsin had been a state only three years when R.O. Gottfredsen founded this jewelry store in downtown Kenosha. In those days they dealt in beads with the Indians who trusted this immigrant from old Denmark, as did the other early settlers.

In this Sesqui-Centennial year which marks the 134th year of our business - the oldest in Kenosha - we still enjoy the same-fine relationship with our many patrons. We are proud of this fine heritage and guard it as a precious jewel.



The interior of Gottfredsen and Nicoll as it appeared about 1897, shown above, to this day has the charm of the old days, and under the ownership of Chester W. Thelen, is continuing to serve the needs of this expanding community with the same zeal as the founder. Uniquely, this marks the 134th year in business for this respected old firm - the oldest in the state of Wisconsin!

(Continued from page 145)

more likely to also be a teacher or to have duties in more than one school, but whose responsibilities were similar to those of modern principals.

The junior high schools eventually were added to secondary education. Present day Kenosha students have a comprehensive physical education program and interscholastic athletics are extensive and specialized.

Population boom

From 1890 to 1920 the city grew rapidly. Its population in 1920 was four times what it had been 30 years earlier. By 1910, the children of foreign-born parents outnumbered those of native-born parents in Kenosha. The school system's response to this growth would, in large part, create the present school system.

Deming, Gillet, Weiskopf, Bain and Columbus schools were opened and inundated by pupils soon thereafter. In parochial schools the growth was even more spectacular. St. Mary School opened with 93 pupils in 1911. It served 220 by 1916. Immigration, high birth rates among the poor, new school attendance laws and enforcement regarding truancy helped swell the tide.

The large and cumbersome school boards held meetings which were poorly attended. Since prestige seemed to be associated with election, not tenure, some members served for

(continued on page 148)

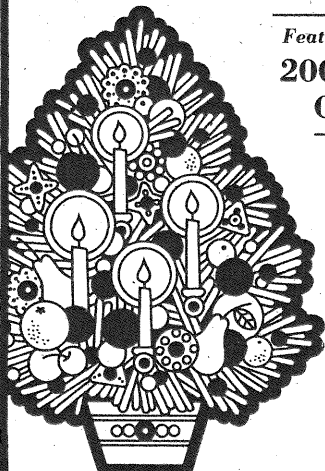


Students at Kemper Hall in 1911 take a well-structured stroll on the school grounds

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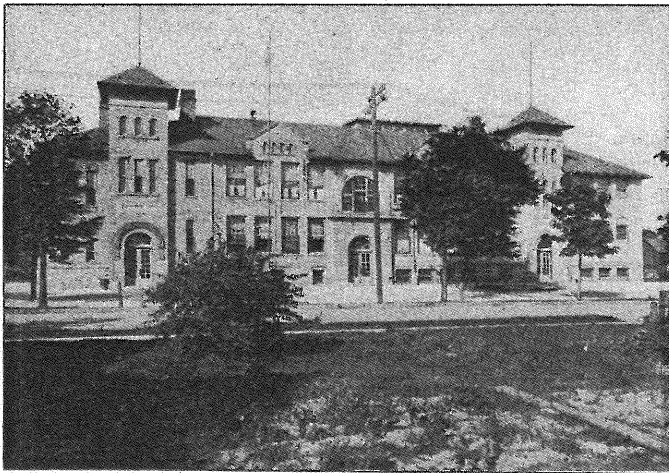
In 1984 we moved to our present location with more room and better facilities to take care of your every need. We keep growing for 3 reasons: Excellent work, competitive prices and great Kenosha people. Thanks Kenosha — we're proud to be here.



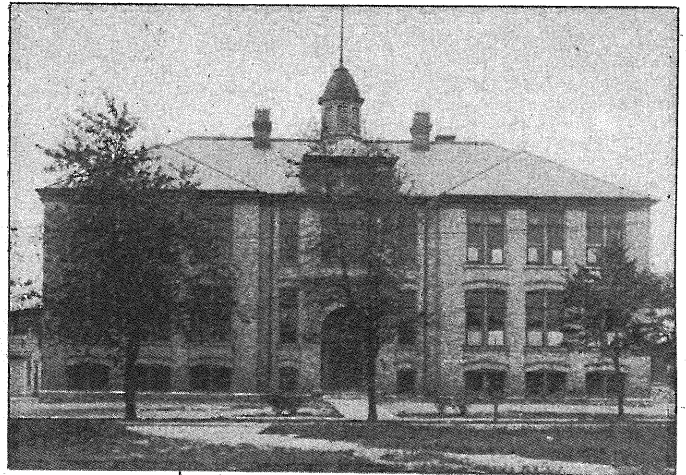
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ALRIKAS INC. body shop

144



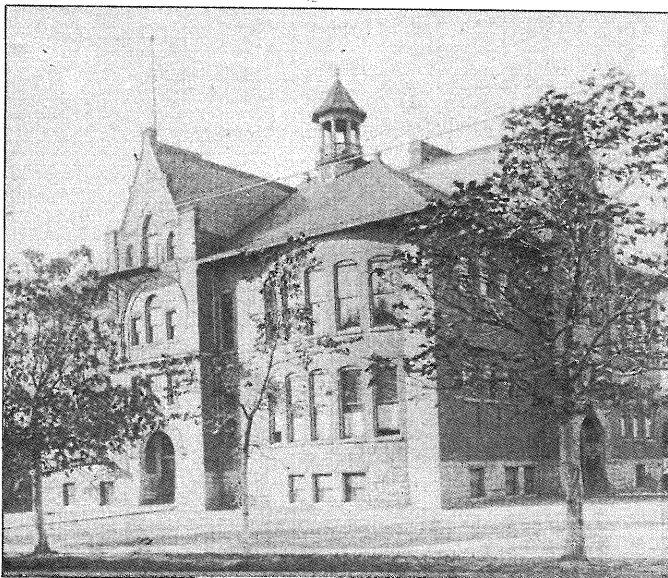
1896 — Frank Elementary School



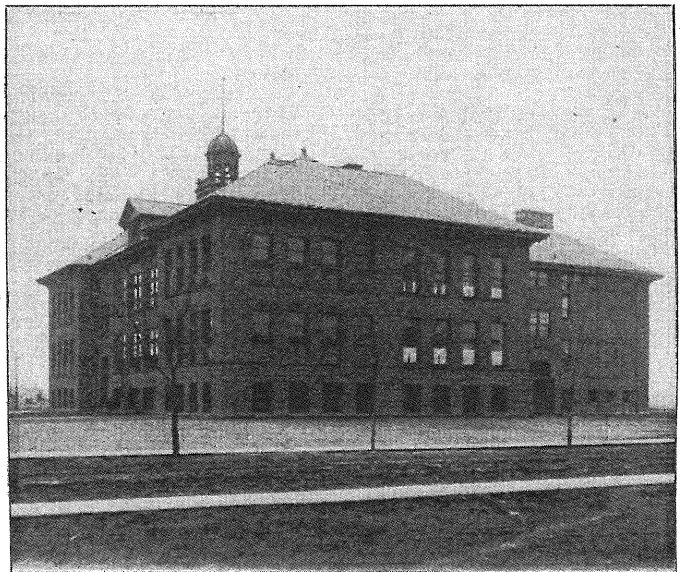
1898 — Deming Elementary School

Thirty years of Kenosha school construction

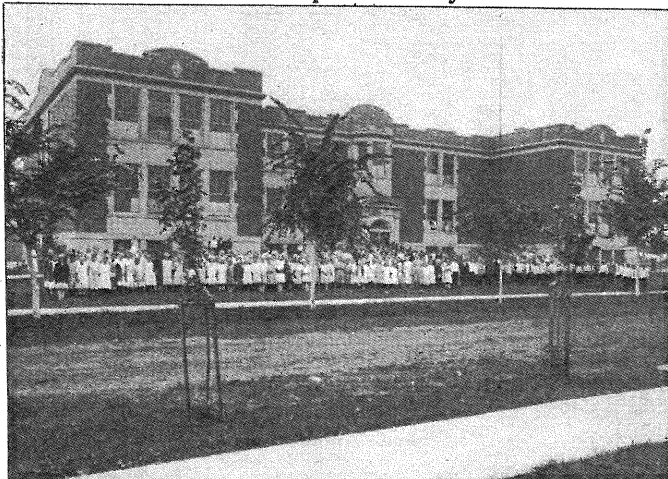
The population doubled and redoubled between 1890 and 1920. The city responded by building a number of schools in these three decades



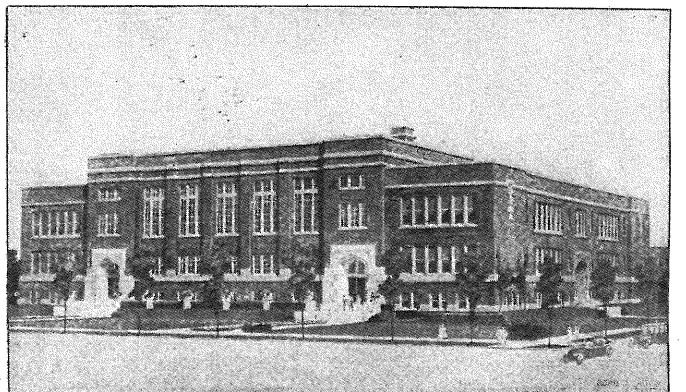
1901 — Weiskopf Elementary School



1907 — Bain Elementary School



1910 — Columbus Elementary School



1920 — Washington Elementary and Junior High

"The educational process revolves around teachers. Kenosha's schools have enjoyed a large compliment of teachers whose claims to immortality reside in their influence on their students."

(Continued from page 146)

less than the full term. In a three-year period in the mid-teens, 32 different persons served on the school board.

No schools were built or remodeled in Kenosha between 1929 and 1950, when McKinley Elementary was constructed.

Cutbacks

The fiscal crisis kept growing despite cut-back steps. School salaries were cut by 15 percent after July 1932, and an additional cut of 10 percent went into effect the following January.

Some of the financial pinch was eased by federal relief programs which began to reach the district in the mid-'30s.

War brought prosperity in 1941, but this prosperity could not be concentrated on education. Again, as in 1918, the schools were mobilized as part of the war effort. Changes were made in curriculum in order to center activities around the Junior Red Cross and the Victory Corps.

What was the net effect of the Depression and World War II?

The fiscal crisis of the district, although severe, was similar to that experienced by thousands of parent-teacher associations which were formed.

Philosophically, Mary D. Bradford was a true product of the Progressive Era. She certainly shared the progressive faith that human institutions could and should serve the masses and that education was the



St. James class of 1882: Sister Eletta (left), Father Cleary (right) and second graders

means of perfecting the human condition.

Ironically, the person who had herself been certified as a teacher without formal training was to be the person who would wage war on poorly trained teachers. A new Wisconsin law had given superintendents the power to require normal school train-

ing for teachers and Mrs. Bradford began to exercise that option. By 1915, the number of teachers holding certificates without training had been reduced to one.

By 1936, high school teachers were required to have a master's degree, a requirement which lasted until the

teacher shortage after the Korean War.

'Kenosha Plan'

Salaries began to improve following World War I. After the salary negotiations of 1920, Kenosha joined (continued on page 149)

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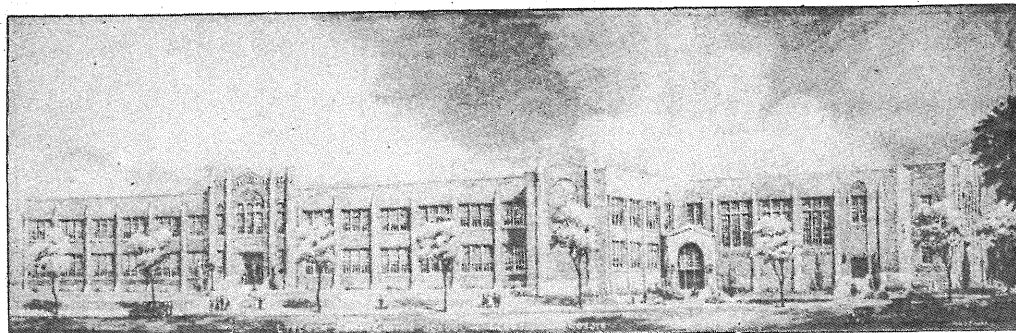
(Continued from page 148)

Madison with the highest minimum salaries for teachers in the state. Those negotiations also gave the nation the "Kenosha Plan," a salary schedule based on teaching experience prior to entering the system, experience after entering the system and formal education on a continuing basis.

The 1920 salary negotiations introduced Kenosha to a new element. Kenosha teachers had recently organized as an affiliate of the National Education Association. Mrs. Bradford was disturbed because some younger teachers in the organization apparently decided to shape it into a teacher's union.

Although a crusader for better teachers' salaries, Mrs. Bradford was soon lashing out at the new militancy. She was disturbed by "left wing" attitudes of some teachers.

Mary Bradford's abilities to face issues as a modern superintendent had already been successfully tested by a campaign she organized in 1913. The result of the campaign was the organization of the school system into the 6-3-3 plan. It also resulted in the building of Lincoln Junior High School, the first junior high in Wisconsin. The plan was another idea she brought into the state. Lincoln, which required the passage of a \$700,000 bond issue, was a school unprecedented in Kenosha. It contained 20 rooms with a gymnasium and shower rooms.



Lincoln, at 18th Avenue and 68th Street, state's first junior high

Era comes to an end

Although more buildings were completed during the '20s, including the central high school, which would be named for Mrs. Bradford, and another state "first," the orthopedic school (1929), an era had ended.

With the Depression, the school district spent the next 20 years fighting to retain the gains of the previous two decades.

Guy F. Loomis served as superintendent for 23 years, from 1921 to 1944.

For five years, Forrest E. Conner served as superintendent. He resigned to become superintendent of schools in St. Paul, Minn., eventually assuming the post of executive secretary of

(continued on page 150)



High school home economics class in 1913

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Harold R. Maurer Otto F. Huettner John J. Hosmanek
 ... superintendents committed to quality education

(Continued from page 149)
 the American Association of School Administrators until his retirement.
 Harold R. Maurer's 18 years of service witnessed growth in the system due to continuing population increases.

Maurer's successor, Dr. Donald W. Smitley, served for three years. Otto F. Huettner, assistant superintendent, followed Smitley. Huettner was followed by John Hosmanek, the present superintendent.

The administration has faced the problem of a declining school population yet mounting costs.

A decline also has confronted the parochial school system in Greater
 (continued on page 155)



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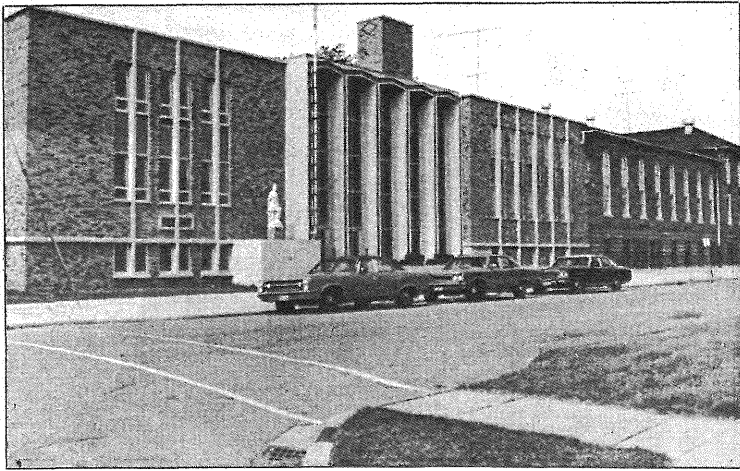
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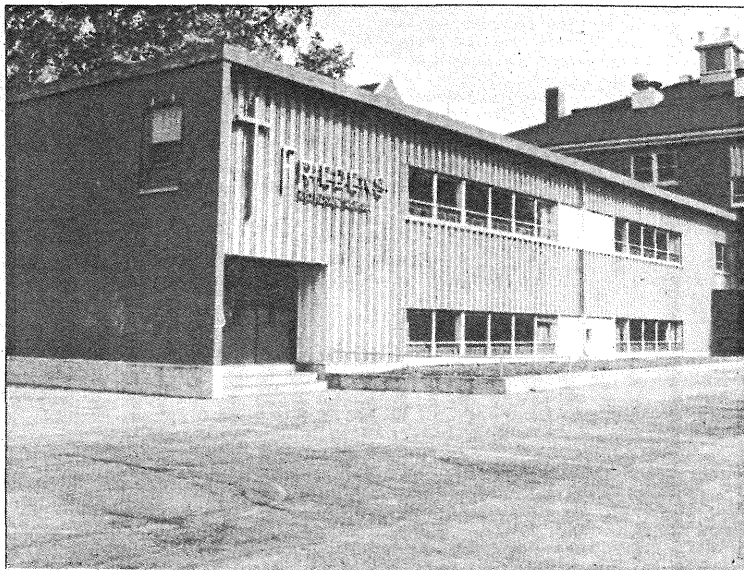
Post-high school and parochial education



St. George School, 712 49th Street



St. Casimir School, 1011 Washington Road

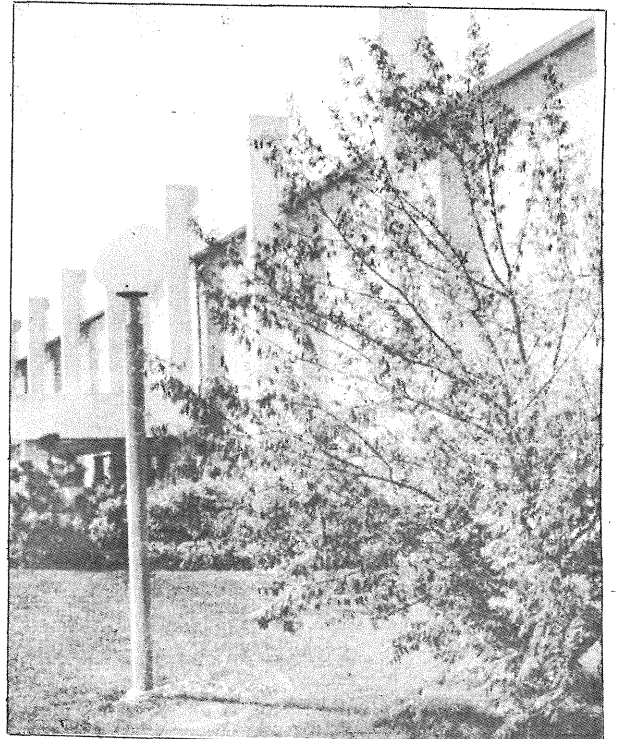


Friedens Lutheran School, 5043 20th Avenue



University of Wisconsin-Parkside

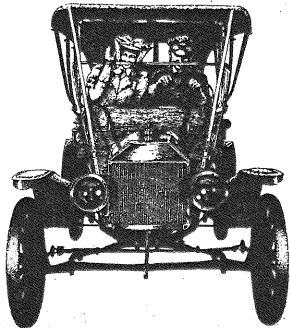
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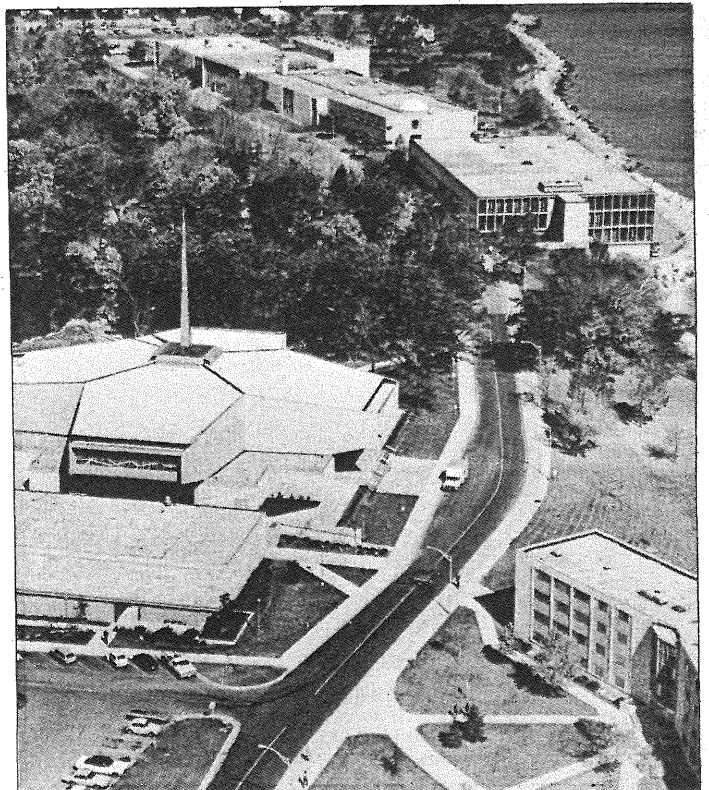


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Aerial view of Carthage College, which has been a part of Kenosha since 1962 and is affiliated with the Lutheran Church of America. About 1,200 attend the school.



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*Our Sincere Congratulations
To Our Kenosha Friends As Your
City Celebrates Its
SESQUICENTENNIAL*

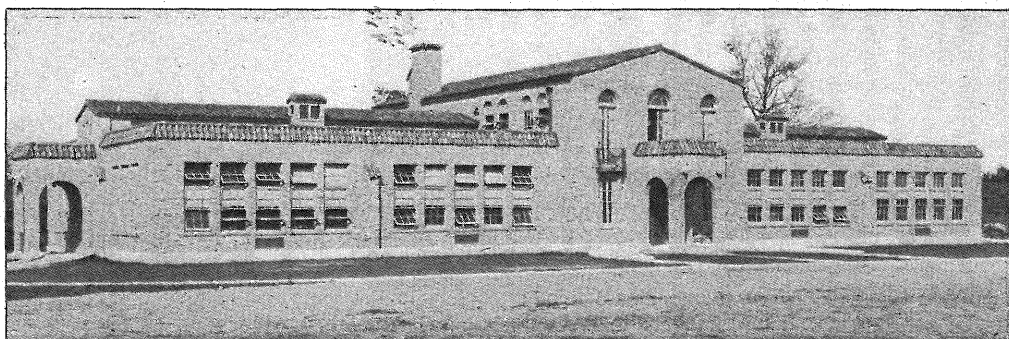
FARM & FLEET



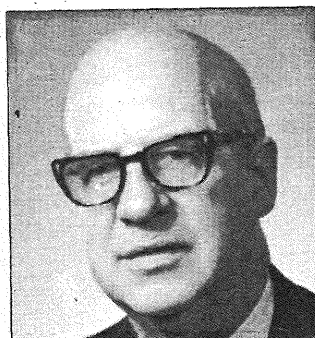
8401 Racine St.
Sturtevant



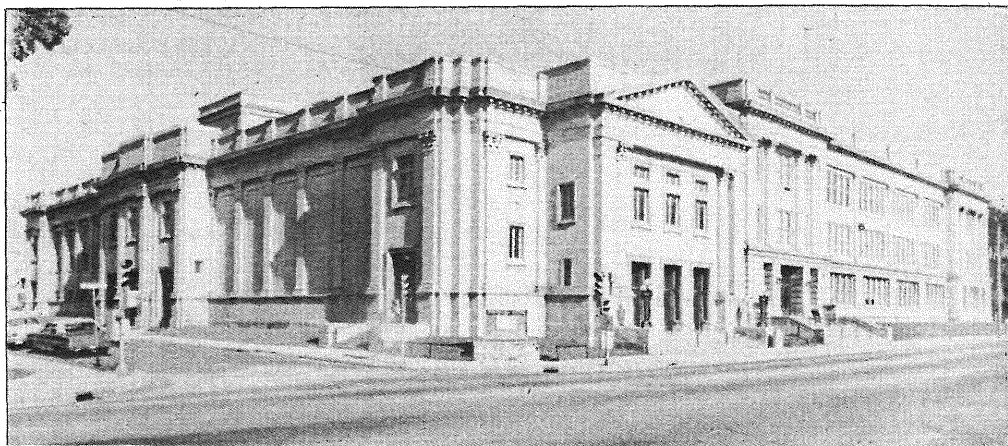
Irvin G. Wyllie
... first UW-P chancellor



State's first orthopedic school in 1929; now it's Special Education Assessment Center, North




Dr. Harold H. Lentz
... Carthage president



Walter Reuther Alternative High School opened in 1975

From the desk of



Happy Sesquicentennial, Kenosha!
I was sure excited to hear about your 150th anniversary celebration. Why, I can still recall when there were just a handful of farms along the Big Lake! Look at you now! You're a "big city" and we're sure proud of you.
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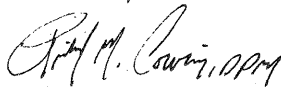
Dear Kenosha Citizens:

On behalf of myself and my fine staff, I would like to offer my most **SINCERE CONGRATULATIONS** and **BEST WISHES** to you on this **MILESTONE 150th ANNIVERSARY**.

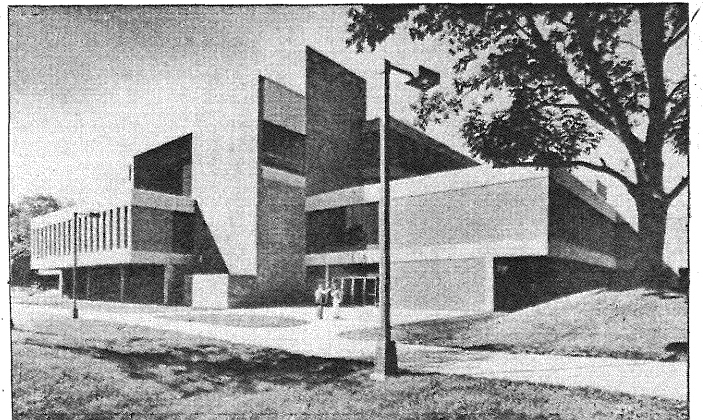
I have traveled all over the world and never have I met such nice, friendly, honest and hardworking people. Although I do not live in Kenosha, I am very honored that many of you have come to my clinic for the correction of your foot problems. It has been my pleasure to meet you and to have you as patients and I appreciate the trust that you have shown by coming to Cowin Foot Clinic for corrective foot surgery.

ONCE AGAIN, CONGRATULATIONS!

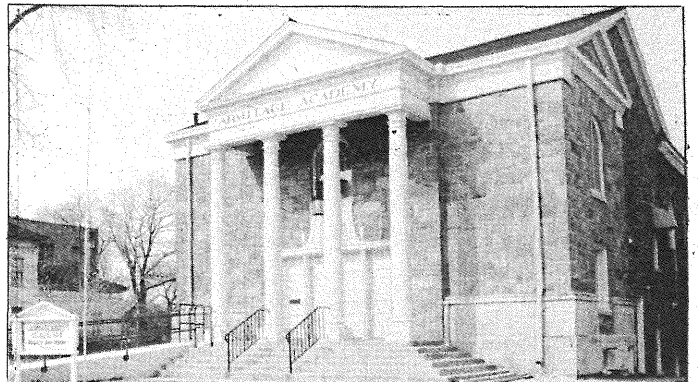
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Things Have Certainly
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No Wrong Numbers

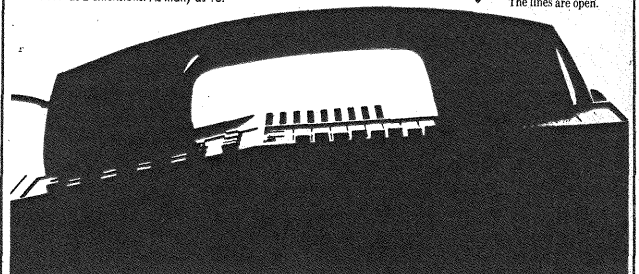
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(Continued from page 150)

Kenosha. A combination of factors including inflation, lay teachers at salaries comparable to those in the public schools and improved public school facilities have caused the withdrawal of schools from the parochial system.

St. Joseph High School, completed in 1958, has weathered the problems of private education. Kemper Hall, a private girls school associated with Episcopal orders, closed its doors in 1975 following a tradition of 105 years.

In 1971 Shoreland Lutheran High School was formed.

The need for a second public high school in Kenosha became apparent in the late '50s. However, voters rejected three referendums. Prior to the construction of George Nelson Tremper High School, it was necessary to schedule a double shift at Bradford.

Walter Reuther Alternative High School was opened in 1975 at the former Extension Center of the University of Wisconsin. Later Reuther swapped buildings with Bradford High, with the renovation and the construction of an addition to the facility on Washington Road.

Higher education

Gateway Technical Institute which serves Kenosha, Racine and Walworth counties, is supported by federal, state and county funds. It makes available virtually any subject that anyone might consider appropriate for his advancement. Its

main areas of interest have been in technical fields but the institute has also developed strong programs in marketing, horticulture, nursing, computer and office skills.

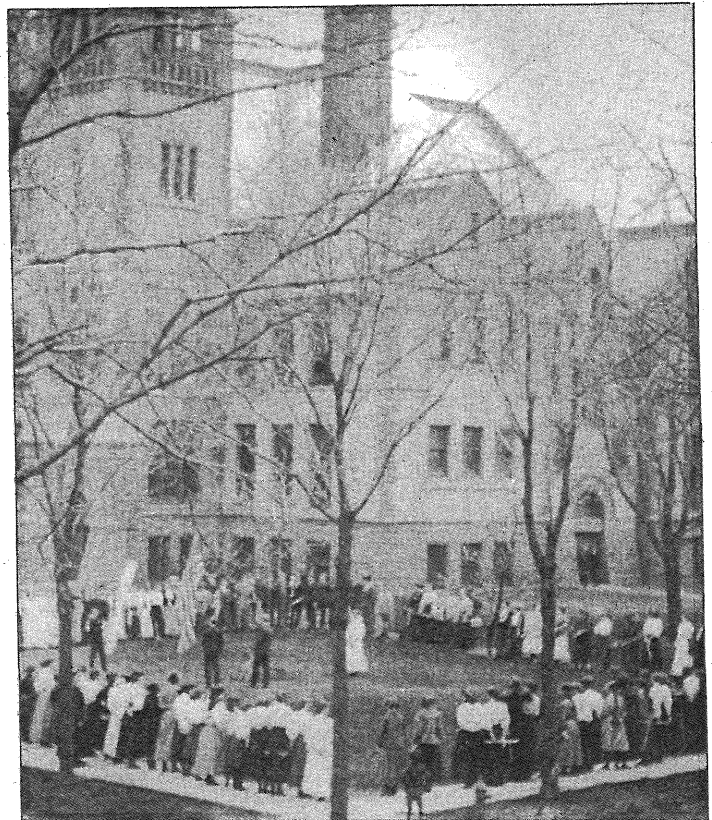
Carthage College moved from Carthage, Ill., to Kenosha in 1962 where it was more central to the mainstream of academic interests.

The college, with a largely residential student body of 1,200, is affiliated with the Lutheran Church in America and has a cooperative relationship with the American Lutheran Church.

Under the stewardship of Dr. Harold Lentz, Carthage has completed some \$18 million in construction emplacement. Dr. Erno J. Dahl followed Dr. Lentz in the presidency.

The University of Wisconsin-Parkside opened its doors in 1969 following a competitive battle with Racine to establish the campus in Kenosha. The college combined facilities in Kenosha and Racine on a 690-acre campus adjacent to Petrifying Springs Park. About 4,800 students are enrolled on a full- and part-time basis. In addition to the normal course of study associated with an undergraduate curriculum, Parkside's primary mission is to relate to requirements of an industrial society.

The late Irvin G. Wyllie, Parkside's first chancellor, gave impetus to the program and to the \$40 million campus. A master's program in several fields was implemented by September 1977. Dr. Alan E. Guskin, chancellor from 1975, announced this year he would leave the school to take a university presidency in Ohio.



Kenosha High School students during Arbor Day 1906

since 1948



... fashions have changed and so have we. From our beginning downtown on 6th Avenue, to our second store in Town 'N' Country, to our present location in Pershing Plaza, we have always worked to keep Kenosha women well dress.

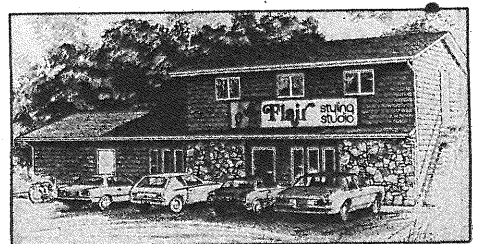
Now in our 37th year, we hope we never stop changing ... that we can continue to grow and improve, just as Kenosha has in the last 150 years.

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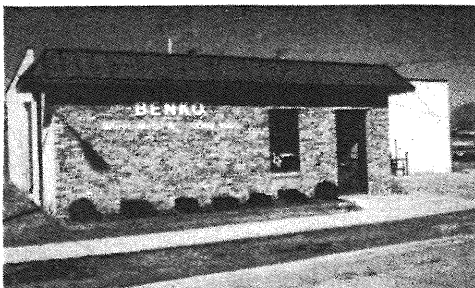
Happy 150th Birthday Kenosha and our best wishes for many great years yet to come from all of us at the ...

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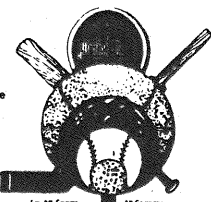
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It's all in the name

Many of Kenosha's public schools are named after city leaders of the last 150 years.

Others have little local connection and are named after presidents, such as Lincoln Junior High and Elementary, McKinley Junior High and Elementary, Washington Junior High, Grant, Jefferson and (Theodore) Roosevelt Elementary schools.

Columbus Special Education Center is named for the explorer who discovered America.

But the following schools have names with a direct connection to Kenosha:

✓ **Bradford Senior High:** Mary Davison Bradford (1856-1943) was a superintendent of schools in Kenosha and an early advocate of public school systems. When Kenosha High opened in 1845, it was the first public high school in the state. The name was changed to Bradford in 1928. In 1980 Bradford moved to 39th Avenue and Washington Road, the site of the former University of Wisconsin Extension. The latter was remodeled at a cost of \$11.8 million.

✓ **Bullen Junior High:** John Bullen (born 1803) came to the western shore of Lake Michigan from New York in 1835 to develop Pike Creek. He founded and became the first mayor of Southport (Kenosha) in 1850. He remained here until 1857.

✓ **Tremper Senior High:** In 1960, Bradford junior Bill Schmerling won \$25 after he submitted the name of George Nelson Tremper, Bradford principal from 1912 to 1944, in a

contest to name the new school which opened in 1964.

✓ **Reuther Alternative School:** This was named Tremper Evening School when it opened at Tremper High School in 1971. It moved to the former UW-Extension building on Washington Road in 1975 and was renamed for Walter J. Reuther, the late president of the United Auto Workers Union. Reuther moved into the old Bradford High School downtown in 1981, when the Extension building was remodeled to become the new Bradford High.

✓ **Lance Junior High:** Gilbert S. Lance (1894-1960), an industrialist, community leader and benefactor, married into the Cooper family which started the company that became Jockey International. The school opened in 1962.

✓ **Bain Elementary:** Edward Bain (1823-1898) owned Bain Wagon Co. in Kenosha and was one of Wisconsin's wealthiest men. In 1900, wagon production was 14,000 per year and the company was one of the largest of its kind in the world. It discontinued operations in 1926.

✓ **Bose Elementary:** Named for the children of Joseph Bose, a prominent Kenosha farmer who owned the land on which the school is built. The school opened in 1967.

✓ **Durkee Elementary:** Charles Durkee was a U.S. representative from Kenosha. He was a U.S. senator from 1855-1861 and the first territorial governor of Utah. He left Kenosha to (continued on page 158)

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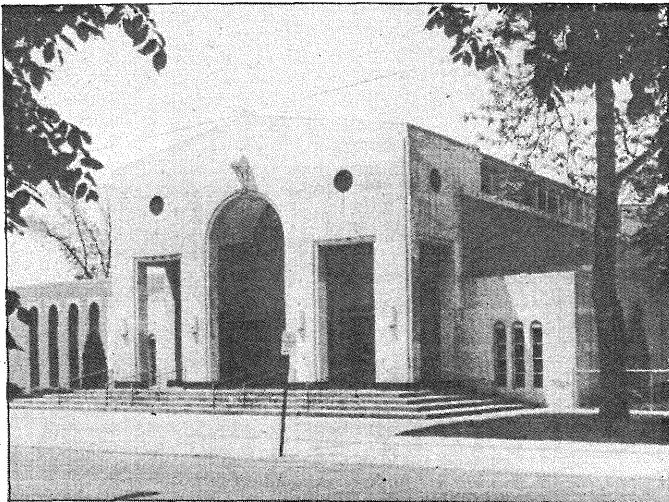
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Kenosha's houses of worship

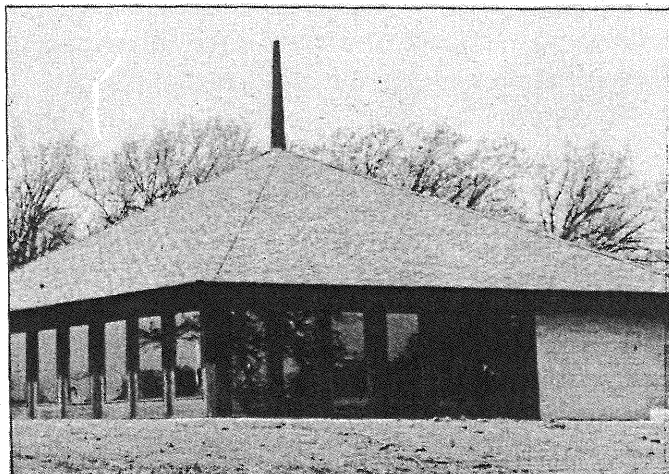
Today that are characterized by a new kind of religious realism in facing local problems



Beth Hillel Temple, 6050 Eighth Ave.



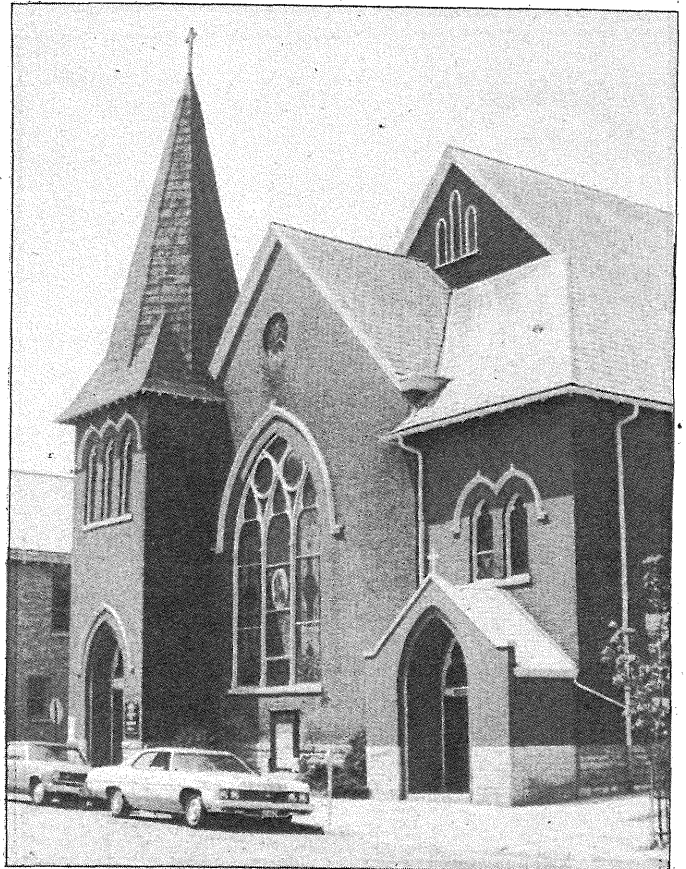
Our Lady of Mt. Carmel Roman Catholic Church, 1919 54th St.



First Baptist Church, 3700 47th Ave.



St. Nicholas Russian Orthodox Church, 4313 28th Ave.



Apostolic Missionary Church (Iglesia Apostolica), 5816 7th Ave.

Congratulations, Kenosha On Your Sesqui-Centennial!

We wish to extend our very best wishes to you, our Kenosha friends and customers on your 150th Anniversary.

We have served your needs with fine quality furniture for 38 years and thank you for your past patronage. We invite you to stop up soon for a visit and browse thru our all new Showplace where we're sure you'll find just the right piece to be treasured for generations to come.



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(Continued from page 156)

become governor of the territory of Wyoming.

✓ **Forest Park Elementary:** Built in Forest Park subdivision, named for its trees, the school opened in 1956.

✓ **Frank Elementary:** Col. Michael Frank (1805-1894) was the "father of Wisconsin public schools" because of his advocacy of a public school system. He joined the editorial staff of the Southport Telegraph when he came to Southport (Kenosha) in 1839. He was the first president of Southport Village and in 1850 became the first mayor of Kenosha. The school opened in 1895.

✓ **Grewenow Elementary:** Lester C. Grewenow was the first principal of this school, originally called Sunnyside for the subdivision in which it is located.

✓ **Harvey Elementary:** The "Wisconsin Angel," Cordelia Harvey, was a well-known Civil War era suffragette. She was the wife of Louis P. Harvey, the only Kenosha to be elected governor of Wisconsin. In 1863 she convinced President Lincoln to build U.S. general hospitals in Milwaukee, Madison and Prairie Du Chien for the Union soldiers.

✓ **Head Start Child Development Center:** Named after President Lyndon Johnson's 1965 program to help low-income families with preschoolers, the school opened in 1965 in the former St. James Catholic Elementary School.

✓ **Jeffrey Elementary:** Thomas Jeffrey (1845-1910) opened an auto plant in Kenosha at the turn of the century and built the first Ramblers (now AMC/Renault) in 1902. The school opened in 1969.

✓ **Pleasant Prairie Elementary:** It was named for the town of the same name, the school was built in 1898 and moved to a new building in 1924, with additions in 1959 and 1961.

✓ **Prairie Lane Elementary:** It was named by a fifth grader who won a name contest in 1953. The school opened in 1954.

✓ **Somers Elementary:** Four Town of Somers one-room schools — Pike River, Hawthorn Hollow, Washington and Burr Oak — were consolidated in 1960 and moved to the new school in 1962. The school joined the Unified District in 1965.

✓ **Southport Elementary:** The original name of Kenosha and now a subdivision on the south side. It opened in 1953.

✓ **Strange Elementary:** Curtis Strange was a principal at Kenosha Senior High and later at McKinley Junior High.

✓ **Vernon Elementary/Vernon Special Education Wing:** Jane Vernon became superintendent of public kindergartens in Kenosha in 1917 and superintendent of all other public grades in Kenosha in 1934. She retired in 1946.

✓ **Whittier Elementary:** John Greenleaf Whittier (1807-1892) was a Boston poet and a writer for the Essex Gazette. The school was built in 1930.



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Religious growth and transition continues

Regardless of whether it's Catholicism, Protestantism, or Judaism, Kenoshans have learned to respect and appreciate the diversity upon which spiritual faith is built

Within Christianity, all three major traditions, Roman Catholicism, Eastern Orthodoxy and Protestantism, have been rightly and faithfully represented in Kenosha. For all of these major divisions of Christianity, the century has been a period of growth and transition when many of Kenosha's churches were national or ethnic in their membership to the present period with its spirit of ecumenism and appreciation of differing liturgical and doctrinal stances.

While the dominant religious dynamic of Kenosha has always been Christian, Judaism, from which Christianity originally sprung, has been represented by both Orthodox and Reform institutions.

An awareness of the Eastern religious tradition has come to Kenosha in the early years of this century. The recent arrival of persons of Far Eastern origins has introduced additional religious concepts.

As might be expected, Kenosha's Protestant churches often reflect in microcosm the struggles between fundamentalism and liberalism in the early decades of this century and the tension between an inwardly-directed piety and a socially-conscious activism in more recent decades.

58% are Catholic

In Wisconsin, Roman Catholicism represents 58 percent of the people acknowledging a religious preference or affiliation. This statistical primacy is represented by 11 parishes in the city and by six in the outlying areas.

Of the 11 city parishes, only two, St. James and St. George, date back to the 19th century, and both of these congregations have continued to play an important role in Kenosha County Roman Catholic life.

Roman Catholic parishes in the city are St. James, St. George, St. Casimir, St. Peter, Mt. Carmel, Holy Rosary, St. Thomas Aquinas, St. Anthony, St. Mark, St. Mary and St. Therese.

Outside the city of Kenosha, the parochial ministry of the Roman Catholic church is represented by Holy Name parish in Wilmot, St. Alphonsus in New Munster, St. Francis Xavier in Brighton, St. John the Baptist in Paris, St. Scholastica in Bristol and St. John the Evangelist in Twin Lakes.

St. Nicholas Russian Orthodox Church is the only representative of the Eastern Orthodox tradition in Kenosha. It was founded on May 1,



Built in 1843 on the north side, the First Congregational Church moved across the river — on ice — in 1853. This photo, taken circa 1872, shows the church as it stood at Park and Ashland.

1912, by a small group of Russian immigrants, originally from the western provinces of Russia.

The church was not officially incorporated until 1935.

For Lutherans nationally, the 19th century had been one of increasing immigration, particularly into the midwestern and western states. The beginning of the 20th century found Kenosha County Lutheranism ready

to serve these immigrants and to begin the task of progression from a linguistically fragmented, and often isolated, church to an essentially American church.

Lutheranism

Today, Kenosha has congregations representing the three large national

(continued on page 161)



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FRONT DISC BRAKES \$16⁰⁰ OFF

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OUR REGULAR LOW PRICE ON ANY CUSTOM WHEEL

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P175/80R13

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Featuring a European-style tread designed to enhance the car's overall handling characteristics, this long-wearing radial tire is performance proven for imported cars.

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Specialty engineered for American cars and highways, this sub-tuning radial tire is designed to provide a smooth ride, long tread mileage, responsive handling, excellent traction and proven fuel economy over bias-ply tires.

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ANY SIZE \$39⁹⁵

155/12 & 13
P175/80R13 BW
P185/80R13 WW
P175/75R14 WW
P175/75R14 WW

SIZE	PRICE	SIZE	PRICE
P185/80R13	64.10	P185/80R13	57.05
P175/75R14	63.40	P175/80R13	66.60
P185/70R14	66.58	P185/80R13	70.04
P185/75R14	69.91	P175/75R14	59.26
P185/75R14	73.41	P185/75R14	76.38
P205/75R14	78.35	P195/75R14	80.20
P215/75R14	81.59	P205/70R14	81.41
P225/75R14	84.99	P205/75R15	87.51
P215/75R15	83.46	P215/70R15	89.73
P225/75R15	88.25	P215/75R15	91.19
P235/75R15	90.89	P225/75R15	94.23

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Saturday 8-Noon



Nearly six of every 10 Kenoshan are Roman Catholic. Pictured above is a past tradition, the St. Michael the Archangel Festival celebrated by the Holy Rosary parish. This scene of parishioners carrying the saint's statue — with dollar bills attached — through the city streets dates back to 1924.

Speed limit 12 mph

The automobile law had to be enforced in 1910. The speed limit then was 12 mph in the city. And the law also required the auto owner to provide a horn or a bell on the vehicle, and to sound it at every intersection.

Counties separate

A charter as an incorporated city was granted to Kenosha on Feb. 8, 1850. Kenosha County was also officially separated from Racine County that same day.

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(Continued from page 159)

bodies of Lutheranism — the Lutheran Church in America, the American Lutheran Church and the Lutheran Church Missouri Synod. It also has congregations representing the Wisconsin Evangelical Lutheran Synod, which is centered primarily in Wisconsin, Minnesota and Michigan.

Lutheranism represents the second largest religious affiliation embracing almost 20 percent of those who profess a faith.

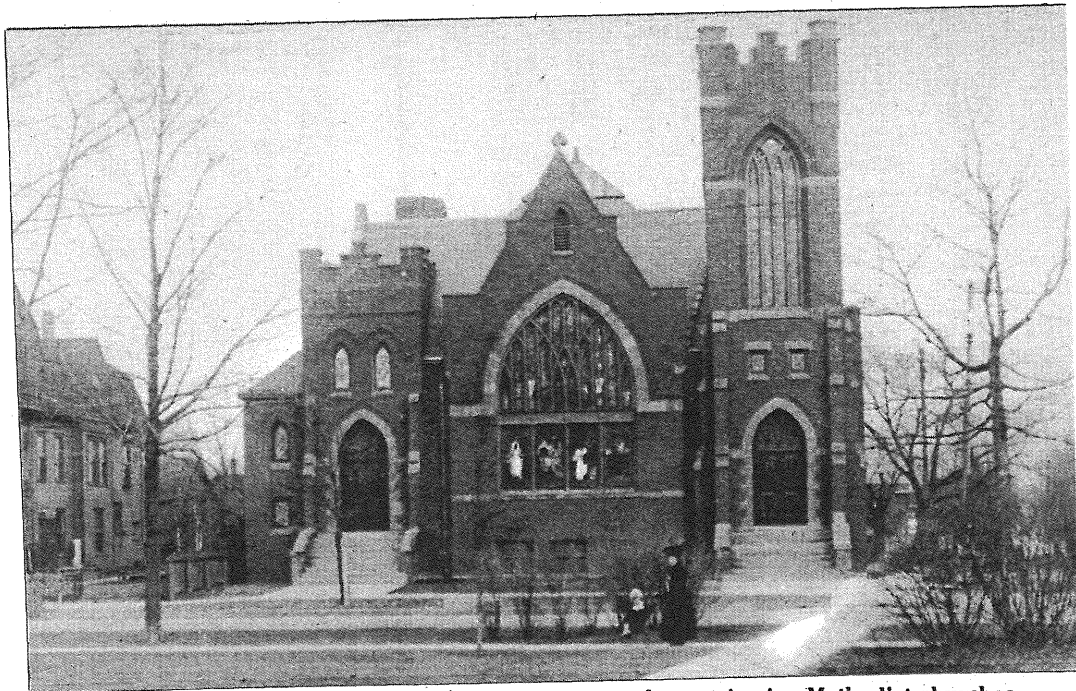
There are 10 Lutheran churches in the city of Kenosha. They are Bethany, Friedens Evangelical, Grace, Holy Nativity, Messiah, Mt. Zion, St. John, St. Luke Evangelical, St. Mary, St. Paul and Trinity Lutheran churches.

Outside of the city of Kenosha there are eight congregations. They are Zion in Bristol, Peace in Wilmot, Hope in Twin Lakes, Christ in Salem, St. John in Slades Corners, Abiding Word in Somers and Good Shepherd in Pleasant Prairie.

Other denominations

Methodism in Kenosha traces its history back to Aug. 9, 1835, when a Methodist prayer service was held in a lake shore cabin.

There are nine Methodist churches in Kenosha County. They are the First United Methodist Church, Immanuel United Methodist Church, Wesley United Methodist Church and Colman Chapel, Bristol United Method-



First United Methodist Church on Park Avenue, one of county's nine Methodist churches

ist, Salem United Methodist, Wilmot United Methodist and Paris Corners Methodist.

Founded on March 12, 1838, the First Baptist Church of Kenosha was

the third Baptist congregation organized in Wisconsin.

Today there are 13 other Baptist churches and one school. The churches are Calvary, Second Baptist,

Baptist Tabernacle, Immanuel, Temple, Parkside and Victory, Fellowship Baptist, First Baptist, Friendship Baptist, Community Baptist, Silver

(continued on page 162)

**CONGRATULATIONS
KENOSHA ON YOUR 150th
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A Better
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KENOSHA
We Salute Your 150th Birthday

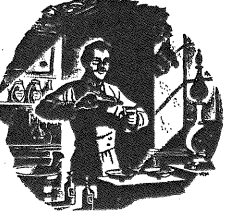
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GALLO SUN DRUG join in saluting Kenosha on its 150th Anniversary. Gallo Drug together with their predecessor Kilkelly Drug (Corner 75th & Sheridan Road) have been serving Kenosha since 1919 — with strong dedication and concern for the people of Kenosha.

GALLO SUN DRUG - SIMMONS PARK PLAZA, KENOSHA
7707 Sheridan Road

Bartley House



TRIVIA

1. What town in Wisconsin is celebrating its sesquicentennial?
2. Who has the best Friday Nite Fish Fry at 1964 Prices of \$2.99?

Answers

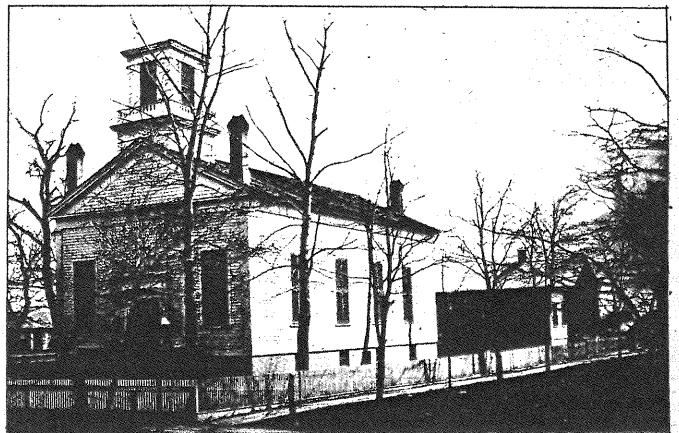
1. Kenosha
Racine
Milwaukee
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Bartley House

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Finest Food Since 1959

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Methodist church, circa 1878, at Park and English

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Serving Kenosha, Racine and Walworth Counties. With a complete line of Title Services.

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(Continued from page 161)

Lake, Pleasant Prairie Baptist and Westosha Baptist, Randall.

Kenosha is served by two Congregational churches, both of which are members of the Congregational Christian Churches (national association). The oldest of the two is the First Congregational Church, which traces its history back to June 25, 1838.

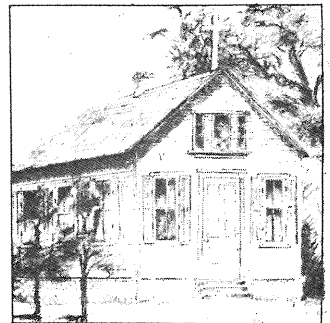
Plymouth Congregational Church was formed in 1964. Initially the congregation met in the Woman's Club, but in April 1967, it broke ground for its present church building.

There are two Episcopal churches in the community. St. Matthew Episcopal Church dates to 1840. Its first church was located where the Courthouse now stands. Its present church building was built in 1972.

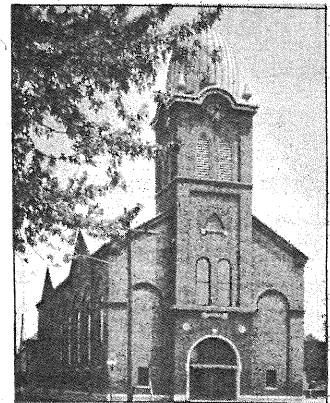
St. Andrew Episcopal Church was started by St. Matthew's in 1915 as a mission on the west side of Kenosha.

Pentecostalism is an inclusive term applied to a large number of churches which are concerned primarily with perfection, holiness and the Pentecostal experience. As pentecostal groups are often of a small, rather intimate nature, many Kenosha pentecostal groups are not mentioned by name here. The larger representatives of the movement are the First Assembly of God, which traces its history to 1933; the Peniel Tabernacle, started in 1916; Foursquare Gospel Church, founded in the '30s;

(continued on page 163)



First Catholic church, 1841



St. George Church

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KENOSHA TRAVEL SERVICE INC.

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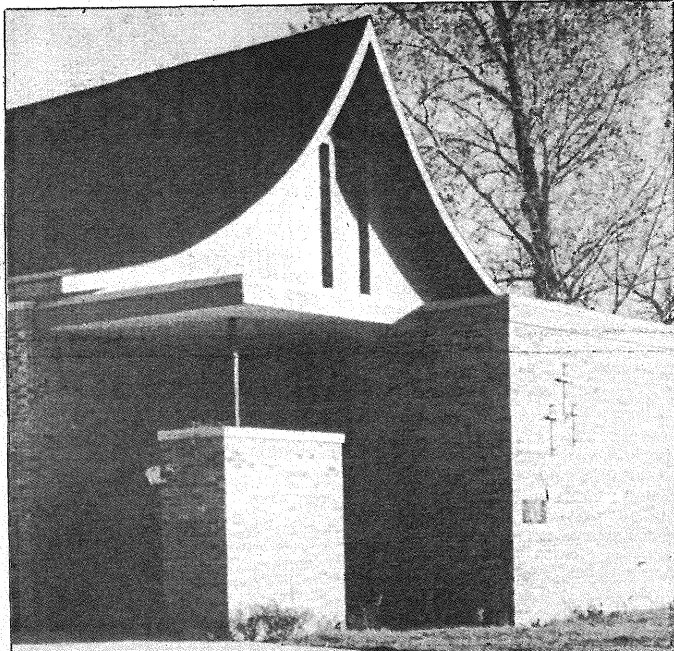
WHEN YOU TRAVEL OR SHIP PACKAGES FROM KENOSHA - USE GREYHOUND

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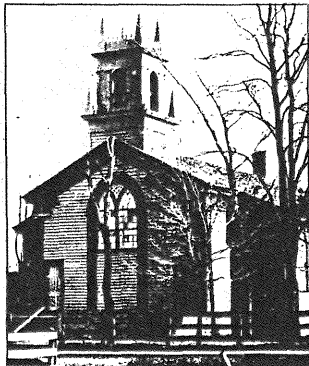
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162/63



Coleman Chapel, founded in 1932



Episcopal church, Market and Ashland streets, built in 1844 and replaced by a new church in 1876.



First Presbyterian Church in Greater Kenosha was built in 1839, then was moved to Somers.

(Continued from page 162)
Lakeshore Tabernacle and Calvary Temple.

At the beginning of the 20th century, there were only nine Jewish families in Kenosha County. But the early

years of the century were to see a great influx of Jewish immigrants.

By 1904, a rabbi settled in Kenosha and became Kenosha's first slaughterer of kosher meat. In 1905

(continued on page 164)

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AND FOR YEARS
TO COME**

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On Your 150th
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appreciative of your help and
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KENOSHA SENIOR CITIZEN COUNCIL
Department of Recreation, Health & Physical
Education
Kenosha Unified School District #1

(Continued from page 163)

congregation B'nai Zedek, which met originally in his home, was organized. Later it rented quarters and finally, in 1912, it dedicated the synagogue on the corner of 56th Street and 16th Avenue.

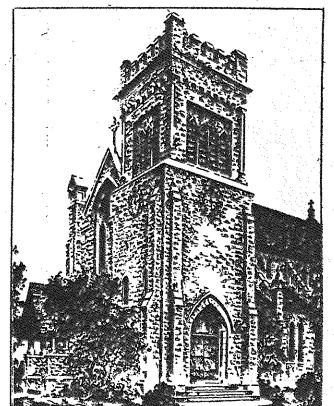
In 1923, Beth Hillel was dedicated. Its founding reflected the growing breach within the orthodox community. The new congregation affiliated with Reform Judaism.

More than most other institutions, the church looks both forward and backward. A retrospective view can never, therefore, be more than a partial view of the church, for the church by its very nature constantly projects itself into the future.

Many of Kenosha's Roman Catholic parishes have moved rapidly to modernize their practices in keeping with the general ambiance produced by Vatican II. Some Kenosha parishes appear to have been diocesan pioneers in the implementation of many post-Vatican II liturgical practices. Externally, Vatican II also contributed significantly to a new willingness on the part of Roman Catholicism to work with Protestantism in a united Christian front. Protestantism on its part no longer views Roman Catholicism with historic suspicion, but accepts it as part of the Christian family.

Within Protestantism, Kenosha's churches have naturally reflected the currents of change which have been seen writ large on the national horizon.

It is significant to note that in 1966, Kenosha conducted a religious survey, believed to be the first of its kind



St. Matthew's Episcopal Church, founded in 1840, as shown in 1956 sketch

in the nation. It revealed that 75 percent of those contacted belonged to a local church, considerably more than the nation as a whole at that time (63 percent). Membership in Catholic churches ranked highest with 57.9 percent. Protestant denominations were as follows:

Lutheran	19.7 percent
Methodist	5.4 percent
Baptist	4.0 percent
Episcopal	2.8 percent
Congregational	1.9 percent
Pentecostal	1.3 percent
Presbyterian	1.0 percent
Others	5.4 percent

"CARING is our
Greatest Strength"

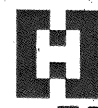


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**St. Catherine's Southeastern Family
Practice Center**
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Kenosha, Wisconsin 53141
Phone: 553-9500

**St. Catherine's Family Medical Center/
Paddock Lake**
7001 236th Avenue
Salem, Wisconsin 53168
Phone: 843-2336

St. Catherine's Benet Lake Center
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Benet Lake, Wisconsin 53102
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Recreation available, at your leisure

As Kenosha evolved from a small town into a city, so changed the availability of activities to entertain residents during off-work hours. All represent a part of our heritage

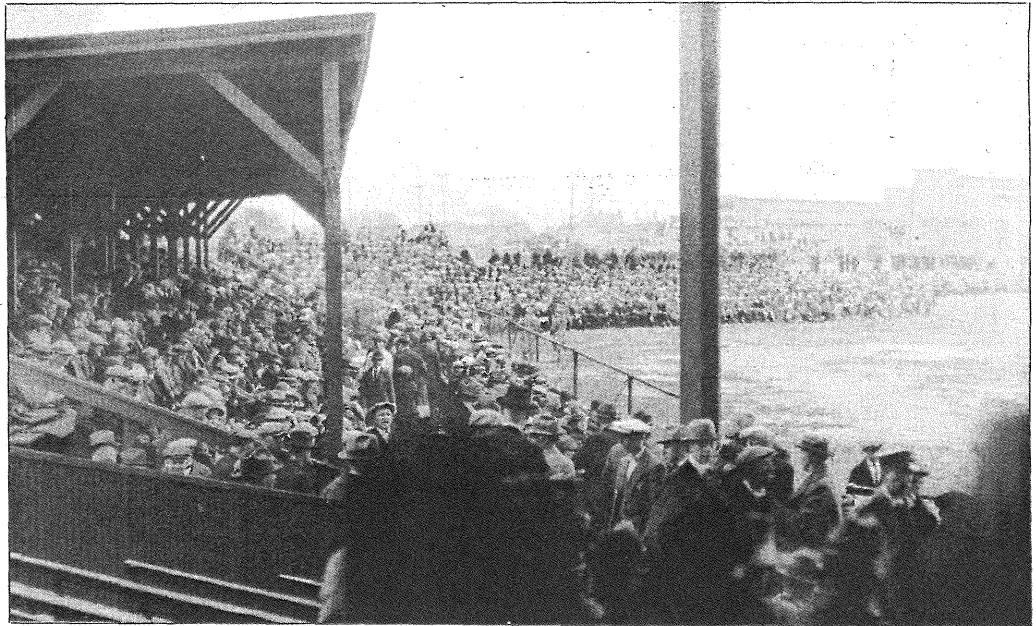
Kenosha's use of leisure time down through the years reveals a great deal about the changing economic, social and ethnic makeup of the community.

During the first decade of the century, Kenosha changed from a small town to a city. Family businesses gave way to large industries and immigrants, mainly from Europe, swarmed to the city to provide the cheap labor needed by the factory system. Germans, Poles, Slovaks, Russians and Italians brought with them their own forms of recreation.

Each of these ethnic groups soon formed its own club or society. Today, some of those societies no longer exist — the German-American, for instance, which was located on 52nd Street where the Christian Youth Center now sits. Among those that still do exist are the Italian-American Society, the Russian American Home, the Danish Brotherhood and the Swedish American Home. Each club in its day was a haven for newly-arrived immigrants. They were places where newcomers could meet to socialize.

Very rapidly, however, there developed a split in the leisure time activities of Kenosha residents. The wealthier English speaking Protes-

(continued on page 166)



Nash ballpark, 52nd Street and 27th Avenue, during 1920s Nash-Simmons Co. game

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As Kenosha celebrates it's 150th year the Italian American introduces an all new standard in family dining excellence.

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... has been a leader in
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- Quality at discount prices
- 20 years in business means you can buy with confidence
- Nobody has a larger selection of brand names, all in the latest styles & colors.
- Talented decorators to assist you
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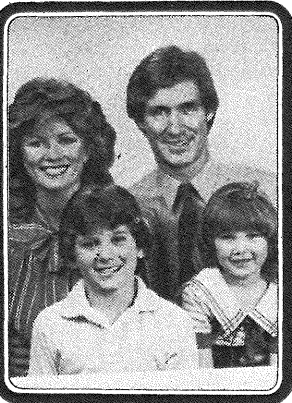
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Jewel Congratulates Kenosha for its 150th Birthday.

Best Wishes!



If it's important to you, it's important to Jewel.



KENOSHA... A CUT ABOVE THE REST!

Happy Sesquicentennial Year
From the staff at ...

HAIRCRAFTERS

KENOSHA'S FAMILY HAIRCARE CENTER
PERSHING PLAZA



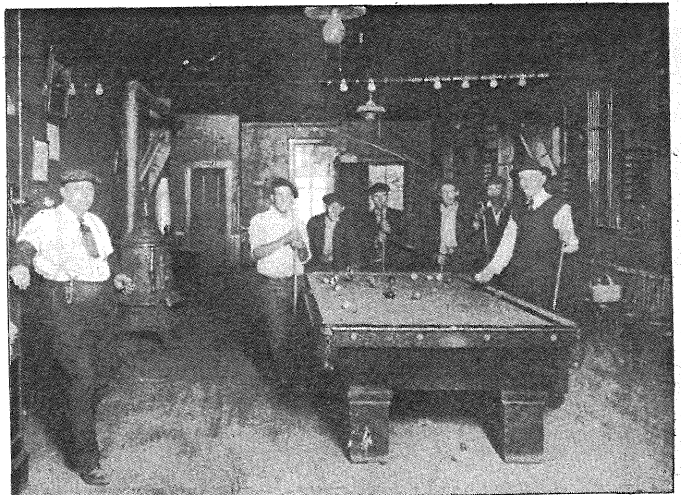
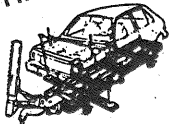
1835

It was a very good year!

A toast to all Kenosha on the occasion of its Sesquicentennial
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Poolrooms, taverns popular during after-work hours

(Continued from page 165)

tant "old Americans" were on one side, and the new immigrants were on the other. Upper class residents prospered with industrialization. They reflected their affluence and position in their spare time activities, and their pastimes often were designed to reflect their privileged position in the city.

Groups such as the Kenosha Women's Club regularly presented "highbrow" lectures for the educated, upper-class minority. During a typical week in 1904, the Kenosha "establishment" could choose to attend a three-hour Handel recital, a lecture

by noted social worker Jane Addams or a visit to the horse track on 53rd Street near 25th Avenue.

Golf and polo also were included in the sports enjoyed by the upper gentry during that period in the city's history.

In earlier years, the wealthier community residents filled the post-Easter season with a continuous round of social events that gave them an opportunity to mingle with their peers while providing their offspring with what has been described as a "gigantic mating dance."

To most Kenoshans, though, these

(continued on page 168)

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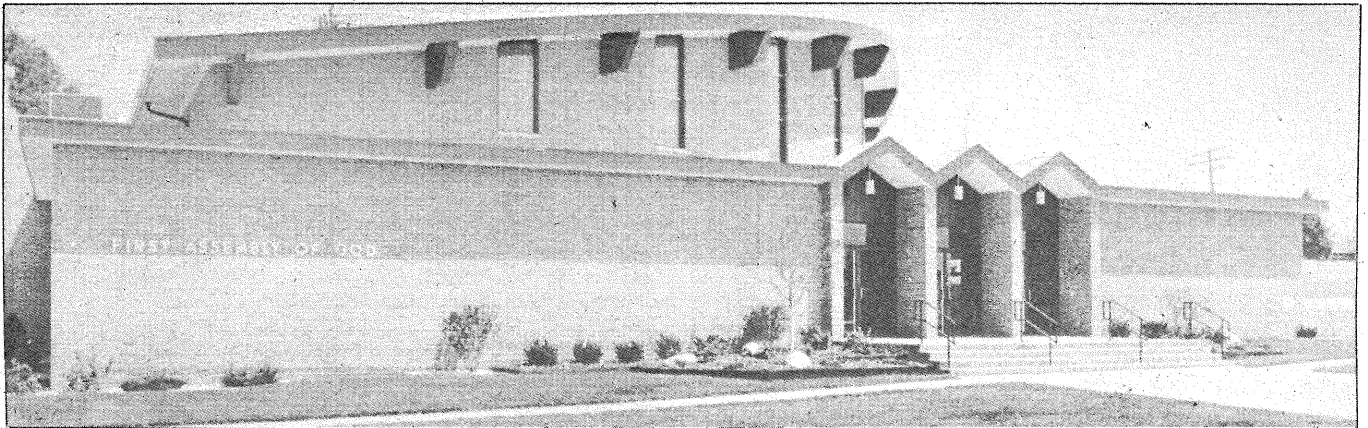
Frenchie is Water Safety Instructor, Certified Adapted Aquatic Instructor and a Registered Nurse. We teach 3 month old babies thru adults.

We are situated very close to Kenosha County Line. Act Now. Remember, swimming is the only sport which deals in life and death, others are merely for pleasure.

THE IDEAL GIFT FOR EASTER!

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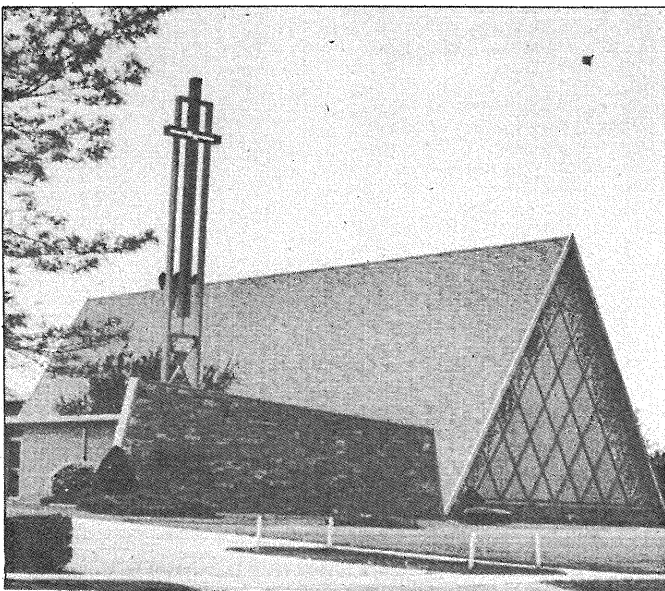
Ph. 554-0922



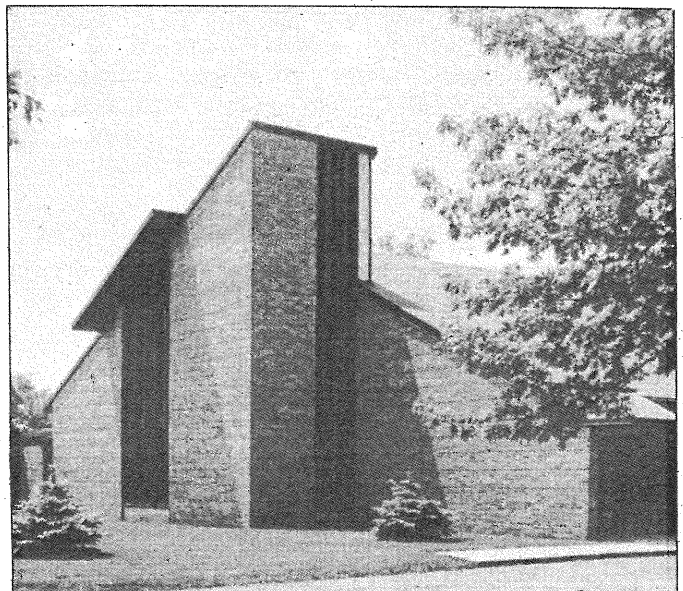
First Assembly of God, 6009 Pershing Boulevard

The church projects itself into the future

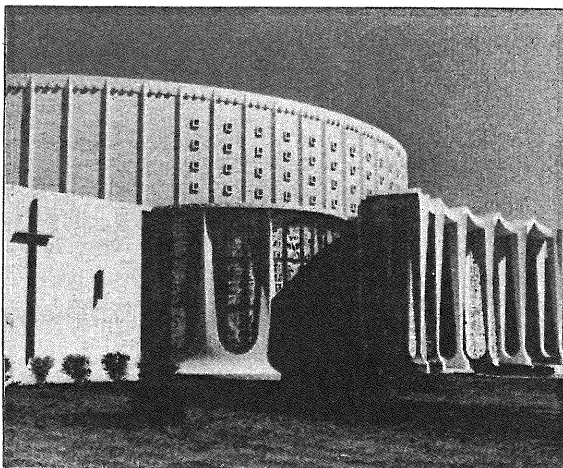
With more than 90 churches in Greater Kenosha, religion is certain to continue as a major force in the lifestyle of the area



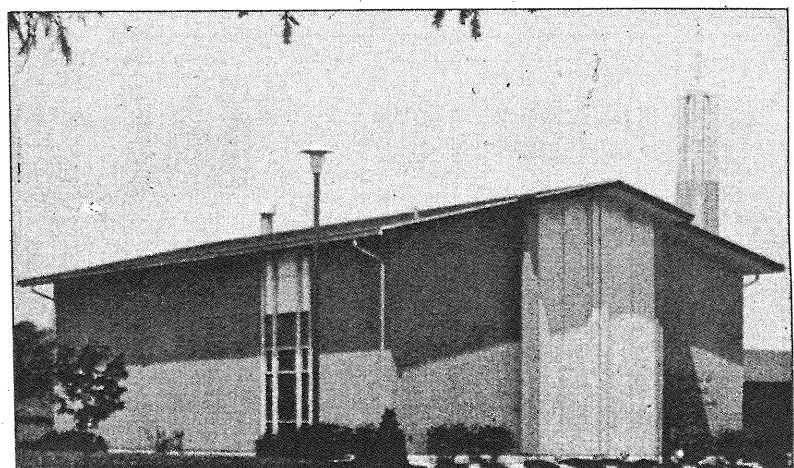
St. Mary Lutheran Church, 2001 80th Street




First Presbyterian Church, 1803 83rd Street



St. Mark Catholic Church, 7117 14th Avenue



Church of Jesus Christ Latter Day Saints, 1444 30th Avenue



MAC'S DELI & Sandwich Shop

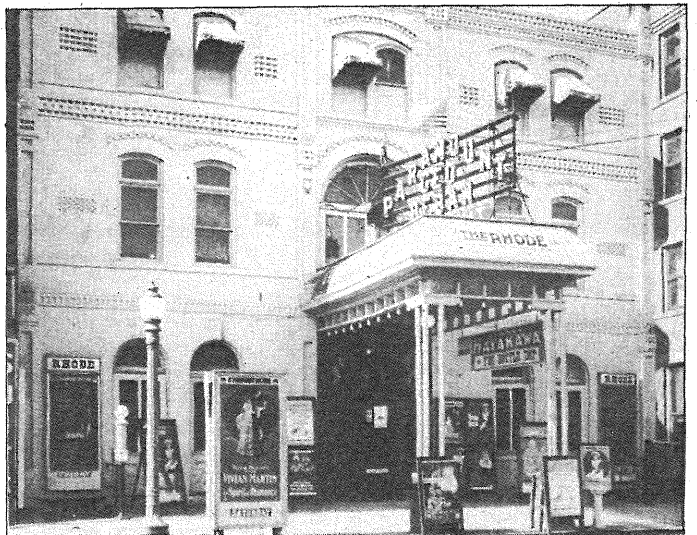
Corner 52nd St. & 23rd Ave. Ph. 654-2068

It all began in 1937. Lino & Lida Macarra introduced the famous Mac's Nut Bar from a small stand on the corner of 50th St. & 22nd Avenue. In 1946 "Mr. and Mrs. Mac," as they were affectionately called started an ice cream parlor known as Mac's Canteen at the present location. It was a favorite spot for Kenosha's young people. Roland Macarra and his wife Jeanette joined "Mac" in 1955 and bought the business from him in 1963. Mac's has always been a family affair. The Third generation of Macarra's—Monica, Brian, Marsha and Robert have all worked with their parents in this unique Deli & Sandwich Shop. Yes... Mac's famous nut bars are still being made in the same size and quality of 48 years ago.


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Lino Macarra

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SERVING BREAKFAST • LUNCH • DINNER
Featuring Complete Menu - Daily Specials - Carryouts



OASIS Family RESTAURANT

6000 75th Street • Kenosha • Open 5 A.M. - Midnight Everyday

(Continued from page 166)
events were an unattainable dream. They had to work 10 or 12 hours a day to earn subsistence wages and had little time or money left for recreation.

Immigrants clustered in crowded housing quarters, many of them unable to speak English. Their entertainment had to be inexpensive, rapid and a reflection of their cultural background. The churches, saloons and various ethnic organizations had to provide their leisure-time recreation.

The Catholic Church provided the stability in the often uncertain life of the immigrant. It furnished entertainment, escape and companionship.

The neighborhood saloon provided the same products, plus refreshing and stimulating beverages. These saloons and illegal private bars called "blind pigs" were social institutions where people could meet friends, organize events, play cards, get news from the "old country," get a job, campaign for office, borrow money and even sleep on the floor after closing hours. Most of these establishments were decidedly ethnic. Before 1920, bars were Slovak, Italian, Polish or German, depending on the owner, the clientele and the language spoken.

Prostitution flourished among all levels of society. Although most of the sellers were new immigrants, their customers came from all nationalities and classes.

Kenosha's reputation as a "wide open town," formed in the pre-World War I period, continued nearly unimpeded until the 1940s.

For a short period of time in the 1970s, Kenosha became something of a center for strip-tease shows at various bars catering to busloads coming from Chicago until this activity was outlawed.

Sports as recreation

Over the years, athletic events have provided recreation that cut across language and class lines. One didn't have to speak English to enjoy a baseball game. Hunting was popular



Joe Louis, 1937 ... trained in Kenosha

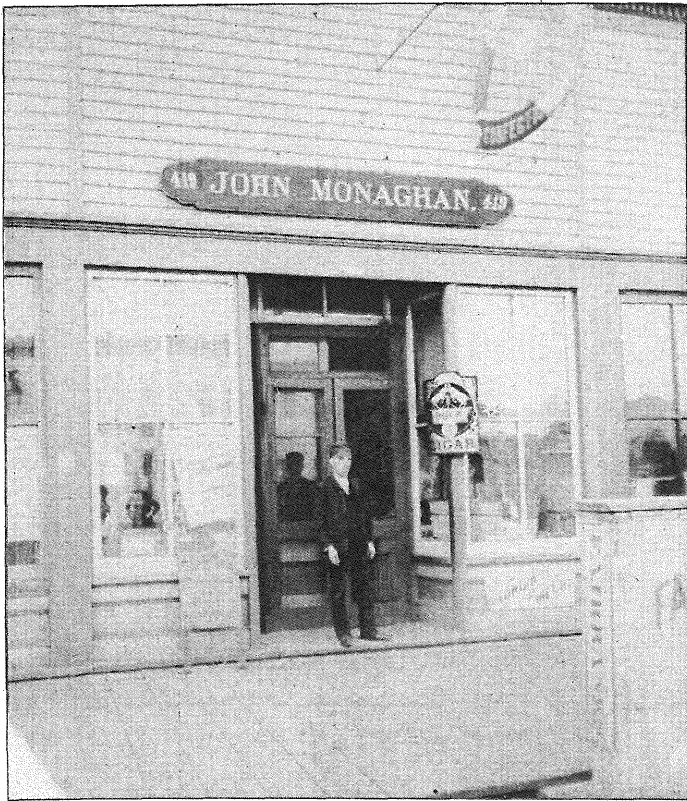
then among all classes, but for different reasons. To the upper classes "shooting" was a "gentleman's sport." In the European tradition, private hunting clubs were popular until the late 1920s. To the poor, however, hunting and fishing were means of putting food on the table.

During the '20s, '30s and '40s, softball games provided many nights of entertainment. Crowds jammed Columbus Park to watch such teams as the Owls, Orange A.C., Golden Bell, Milk Producers, Tee's, Zippers and Kingsbury in action. Crowds of 4,000 and more jammed the old Nash Park stadium on 52nd Street near 30th Avenue for games played by the Kenosha Blue Streaks, a premier fastpitch kittenball team that brought a national championship to Kenosha in 1934.

Exhibition baseball games featuring touring teams such as the Kansas City Monarchs and the Benton Harbor

(continued on page 169)

169



John Monaghan stands in front of his cigar store-confectionary on the south side of 56th (Market) Street, east of Seventh (Church) Avenue, in 1890.

(Continued from page 168)

(Mich.) House of David drew standing-room-only crowds that not only filled the Nash Park grandstand, but also lined the outfield four and five deep.

Football games also provided many days of entertainment for Kenosha residents. In the '30s and '40s, semi-professional teams such as the Three Aces and the Cooper/Kenosha Cardinals attracted large crowds to games at various sites in the city. Former professional stars wore the Cardinals' uniform. Among them was Johnny Blood, the legendary Green Bay Packer running back.

Since 1984, Kenoshans have also been able to root for their own minor league baseball team, the Kenosha Twins. Local businessman Bob Lee was instrumental in bringing the Minnesota Twins Class A farm club to Kenosha from Wisconsin Rapids. The Twins played their games at remodeled Simmons Field and posted a 68-65 record under manager Duffy Dyer, who is back for another managerial term in 1985.

High school sports

No discussion of recreation and entertainment in Kenosha would be complete if it did not include the contributions of Kenosha's high schools to the city's entertainment package. Under Coach Chuck Jaskwhich, a former Notre Dame quarterback coached by the famed Knute Rockne, Kenosha High School football teams were among the most powerful in the state.

Jaskwhich's 1950 juggernaut, with fullback Alan Ameche and quarterback Mario Bonfiglio in starring roles, averaged 45 points a game, went undefeated and claimed the Big 8 Conference championship. Tackle Ed Ronzia joined Ameche and Bonfiglio on the All-State team that year and eight or nine Red Devils were accorded all-conference honors. That team drew capacity crowds to its games at Lakefront Stadium.

Ameche went on to gain 3,212 yards during his career at the University of Wisconsin, where he earned All-American honors and became the only Heisman Trophy winner in Badger history. Later he starred for the Baltimore Colts and scored the winning touchdown as the Colts beat the New York Giants, 23-17, in a sudden-death overtime to win the National Football League championship on Dec. 28, 1958.

In 1979 and 1980, the Tremper Trojans, under coach Ron Davies, brought the state football championship to Kenosha. Mark Hujik led the offensive that established the state's record of two championships in a row.

Individual accomplishments

Kenosha also has developed other athletes who gained national prominence and helped entertain city residents with their exploits. Ray Berres had a distinguished career as a catcher and coach in major league baseball. Dick Bosman pitched for the

(continued on page 171)



VENRY'S BARBER SHOP

"A Cut Above the Rest"

Proud to have serviced Kenoshans For Over 50 Years



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Venry Aiello - 652-9754

1835
150 YEARS
1985

KENOSHA

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2 Blocks west of Municipal Boat Harbor.



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SALUTES THE CITY OF KENOSHA ALL THEIR FRIENDS AND NEIGHBORS ON THE 150TH ANNIVERSARY OF OUR CITY!

MARION B. JUDGE
PRESIDENT

HAVE A WHOPPER OF A HAPPY BIRTHDAY KENOSHA

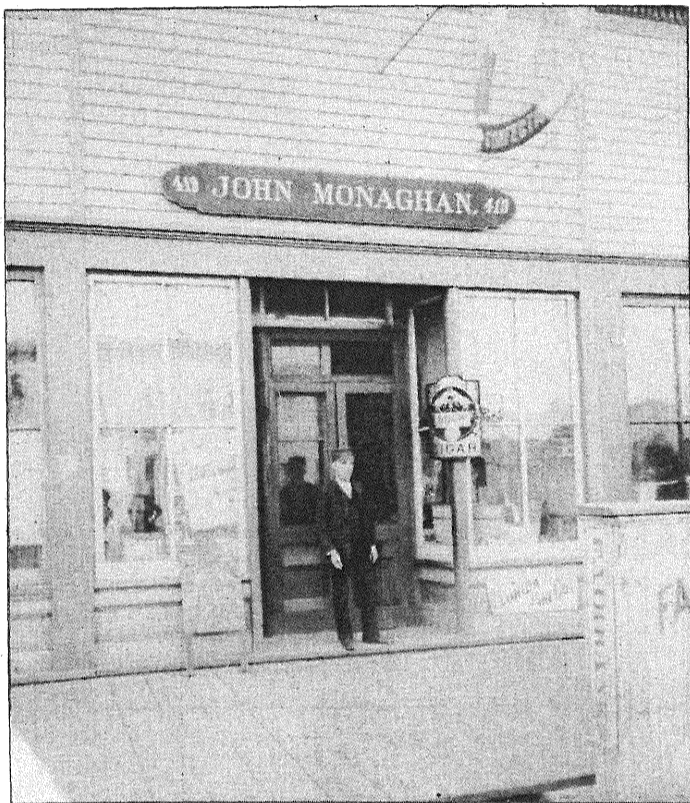






4222-52nd St.
Kenosha, WI

169
 AH



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(Continued from page 168)

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 PRESIDENT

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4222-52nd St. Kenosha, WI



Stately, ornate Hotel Eichelman seen during its prime in the 1880s

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Thanks for letting us be part of such an outstanding community.
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COMPANY**
Serving Kenosha Since 1979

**HAPPY 150th BIRTHDAY
KENOSHA!**
12720-88th Ave. 694-7812

(Continued from page 169)

Washington Senators and Cleveland Indians and recorded a 4-0 no-hit victory for the Indians over the Oakland A's on July 19, 1974. Bob Hartman pitched for the Milwaukee Braves and the Indians.

Tom Braatz went from the powerhouse 1950 Kenosha High football team to an athletic career at Marquette University and a pro football career with the Washington Redskins and the Dallas Cowboys of the NFL. Braatz is now general manager of the NFL's Atlanta Falcons. Tom Regner was a standout lineman at Notre Dame and later starred professionally with Houston of the All-American Conference.

Jim Barnhill, managing editor of the Kenosha News, was a referee of the American Football League which later merged with the National Football League. He not only revised the rule book, but was among the first to use a pocket microphone to talk directly to the television audience as regards referee decisions.

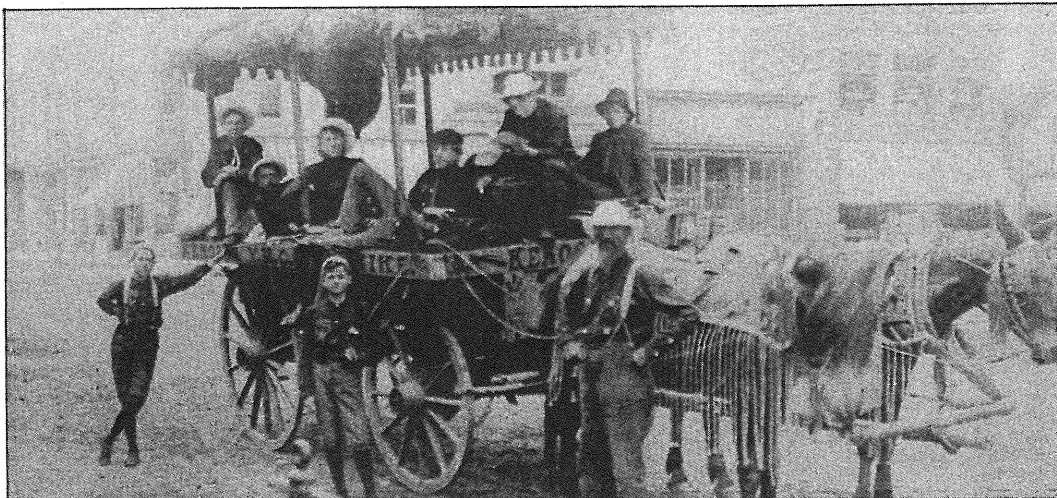
Gene Englund starred on Kenosha High basketball teams, then helped Wisconsin win the school's only NCAA title in 1941. Later Englund played professionally with the Oshkosh All-Stars of the National Basketball League. Jim Heiring went from Bradford High School to the University of Wisconsin-Parkside and a berth on the 1984 U.S. Olympic track team.

Boxing prospered at local clubs during the pre-World War I period, and Kenosha gained a reputation as a "fighter's town." Golden Gloves


(continued on page 172)



Simmons Bathing Beach: a popular place in the good ol' summertime during the 1920s



Members of the YMCA Hikers' Club stand at attention




**HAPPY
150th BIRTHDAY
KENOSHA
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University of Wisconsin-Parkside**

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in Southeastern Wisconsin


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The First Assembly of God has been welcoming the people of Kenosha into its doors for the past fifty years.

Today we renew that welcome and extend our love and care to all who would come our way. We extend our sincere congratulations to our beautiful city in the celebration of its sesquicentennial.

First Assembly of God

Jerry A. Strandquist, Senior Pastor
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**THEN & NOW...
FINDING BETTER
WAYS TO SERVE
KENOSHA.**

**CONGRATULATIONS
ON YOUR 150th
YEAR ANNIVERSARY.**

**WOMAN'S CLUB
6028-8th AVE.**



(Continued from page 171)
 cards played to full houses into the '60s, and at least one local boxer, heavyweight Paul Hartnek, went on to win a national Golden Gloves title. However, Hartnek at the time was representing Omaha, Neb., where he had attended Creighton University. A Philadelphia product, Dan Bucceroni, won a national title while representing Kenosha. He boxed for Kenosha while serving at the Great Lakes Naval Training Station.

Kenosha's reputation as a fighter's town caught the eye of boxing promoters, and they picked this community as the training site for Joe Louis, who worked out here before winning the heavyweight championship for the first time with an eight-round knockout of Jimmy Braddock on June 22, 1937, in Chicago. Hundreds flocked to Lakefront Stadium daily to watch Louis prepare for the Braddock fight. He lived in the home of cartoonist Bud Fisher in Carol Beach Fisher's famous character was "Joe Palooka," a boxer who encountered many unique experiences.

Baseball the biggest

While other sports prospered and attracted crowds, it was baseball that had the greatest impact, with interest peaking in the '20s, fueled by the intense rivalry between the Simmons and Nash teams, members of the "outlaw" Midwest League. Major league stars such as Jim (Hippo) Vaughn of the Cubs and "Wee Dickie"



Mathias J. Scholey, tavernkeeper, three-time mayor and state assemblyman at Library Park

Kerr of the White Sox were lured to the local teams. The rivalry between the Bedmakers and the Motormen was so intense that both firms closed their factories, when the teams met. The completion of the banked Wash-

ington Park bicycle track led to the staging of local and national races here in the '20s and '30s and the development of local riders into national champions. In 1930, Bobby Thomas won the U.S. seniors' title,

and his brother, George (Corky) Thomas, won the U.S. junior crowd at the Washington Park oval.

Bob Pfarr won 14 state championships and captured the national (continued on page 173)



Happy 150th Kenosha . . . From One Old-Timer To Another

Although begun as the Paul H. Smythe Lumber Co. in 1913, the firm became known as the Southport Lumber Co. in 1916, and has served Kenosha since then. Kenneth Gourley has directed the Company since 1934. A well earned reputation for fair dealing and large and varied stocks, plus a record of prompt and satisfactory delivery has kept Southport Lumber a leader for 72 years.

The Famous
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**HAPPY 150th
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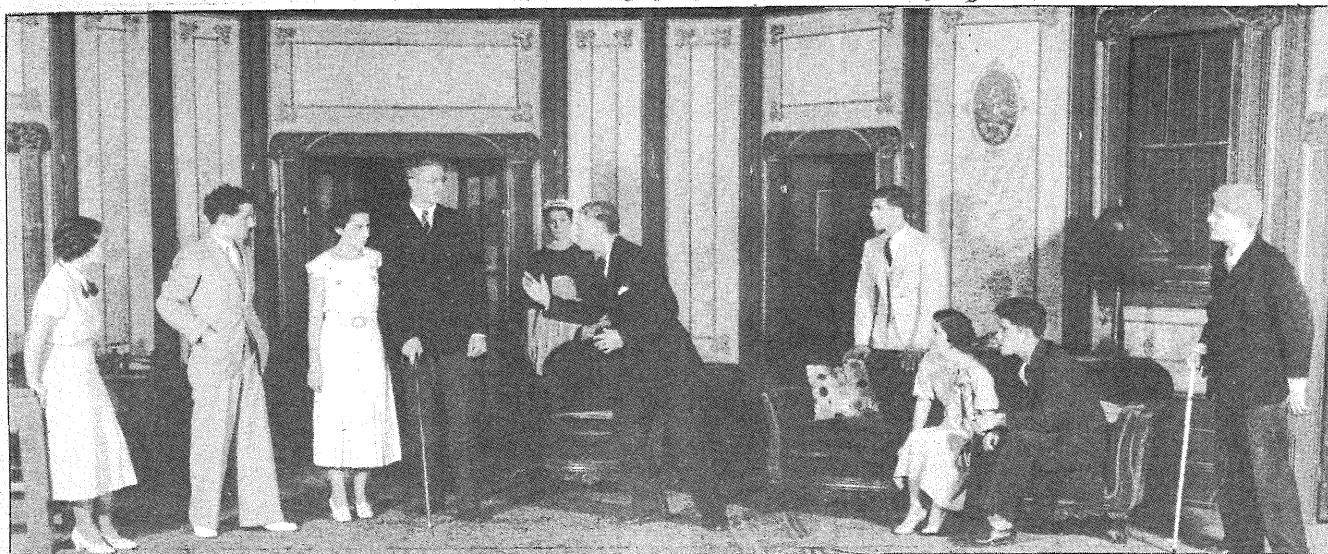
Celebrate!
IT'S KENOSHA'S 150th BIRTHDAY!
 And we join in the chorus of
CONGRATULATIONS
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**BASEMENT WATERPROOFING
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FREE ESTIMATES • COMPETITIVE PRICES

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Kenosha residents act out a scene from the drama, 'Attorney for the Defense,' at the Italian-American Society in 1934

(Continued from page 172)

seniors crown in 1950. Later he traveled to Argentina as a member of the 1951 U.S. teams for the Pan American Games and also competed in Chicago with the 1959 U.S. Pan Am team and won the gold medal.

Pfarr was a member of a U.S. group that made a tour of Japan in 1952 and earned a spot on the U.S. team for the 1960 Olympic Games in Rome, Italy.

The bicycle track continues to be

used for national championships and Olympic tryouts.

Two Kenosha institutions have materially contributed to the health and physical well being of young people. The Kenosha Youth Foundation has served the young for decades. The building which houses it was completed in 1930 following a matching grant of \$400,000 from Charles E. Nash. It has made significant improvements in recent years and has developed programs to accommodate

all members of the family.

The Christian Youth Council offers a variety of programs for youngsters and has been particularly effective in serving the underprivileged that live in the area adjacent to its facility.

Kenosha remains a strong bowling town with five bowling alleys serving dozens of leagues.

Aside from baseball, the most important leisure-time activity that involved the entire community was the-

ater. This included a variety of events, but to most Kenoshans it was vaudeville, a variety program featuring comics, musicians, dramatic readings, acrobats, animal acts, jugglers and sing-alongs. But there also were serious dramatic works, musical comedies, illustrated picture lectures and, eventually, movies. While vaudeville and other live productions dominated Kenosha's theater scene until the 1920s, movies gradually (continued on page 174)

Congratulations Kenosha On Your 150th Birthday

Stop Out and Enjoy 18 Holes of Golf in the Country This Spring, And Then Luncheon At The Top Of The Oaks Restaurants.

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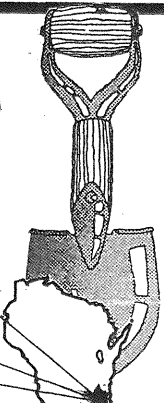
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- A Skilled Nursing Facility • Physical
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THE SWIMMING POOL PROFESSIONALS

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174

HAPPY 150th KENOSHA!



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CARPET SHOPPE
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51st STREET & SHERIDAN RD., KENOSHA "Right Across From Coca-Cola"



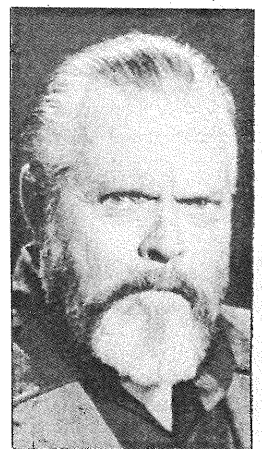
Richard Welles (left) holds brother Orson

(Continued from page 173)

began to lure away their audiences. With the development of motion pictures, some shrewd theater owners converted from live to electric entertainment. As movies became longer, more available and more sophisticated, many Kenoshans were attracted to them. But others became alarmed, because some of the early movies featured long kisses, bare skin and other signs of "passion and moral decay."

Several church groups picketed theaters for showing "immoral pictures." Today there are only a handful of movie houses in the city. When theaters flourished, many featured stage shows with nationally known entertainers and bands, but that type of entertainment hasn't been available for several decades.

The depression drove many persons back to the neighborhood and ethnic (continued on page 175)



Orson Welles ... noted actor



Crowd gathers outside the Majestic Theater



Beatrice Welles, with son Orson

(Continued from page 174)

organizations for their entertainment. During 1935, for example, the National Slovak Union and the Catholic Sokols featured Czechoslovakian speakers, music and folk dancers. The Polish Army Veterans and the Polish National Alliance offered free concerts of Polish music and sponsored free outdoor dances. The Italian-American Society and the Russian Mutual Aid Society set up free athletic programs.

In 1936, Kenosha joined the Works Project Administration (WPA) music project. Using federal funds, the city hired unemployed musicians to form a band and orchestra. The band, directed by Frank Haubrich, and the orchestra, under the leadership of W. H. Schroeder, provided free music of high quality in the parks and in government buildings. Similarly, the WPA Theater brought free drama to Kenosha.

Live theater

Drama groups have had difficulty flourishing in the city. The Kenosha Little Theater was an artistic success for many years until financial consideration compelled it to close. Today, the Lakeside Players and the Petretti Players are on the scene. Their productions have been professional in quality, but their box office success has been less than spectacular. Productions at Parkside, Carthage and the city's high schools have helped fill the theater void.

Ironically, perhaps, many Kenoshans have gone on to achieve success in movies and television. Among them have been Orson Welles, Don Ameche, Al Molinaro, Dan Travanti and Charles Siebert.

When radio station WCLO opened in
(continued on page 178)



Irving Wallace debating, 1931



In 1923, Irving Wallace was 7



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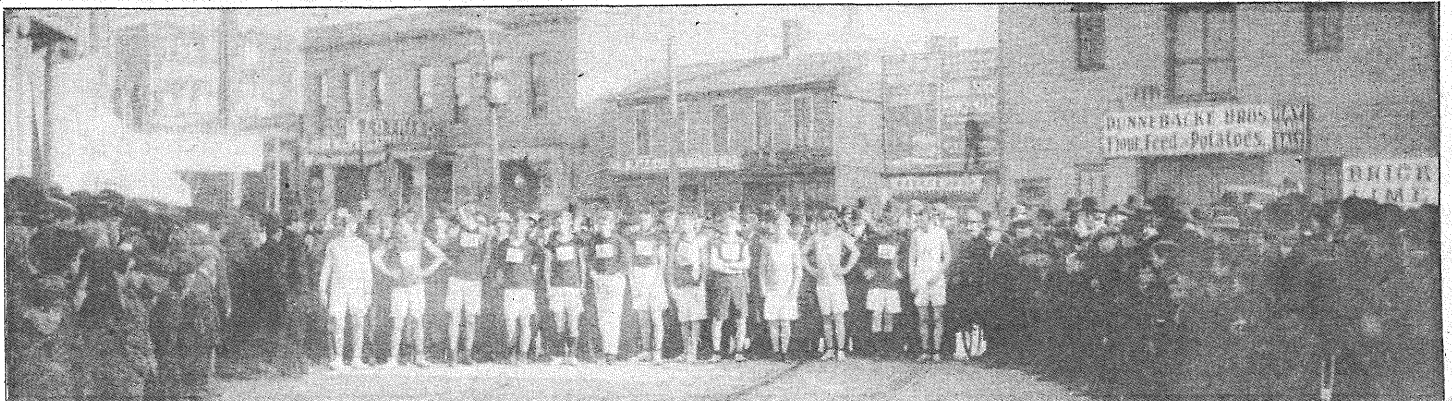
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Equipment Used By The State"

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Mon.-Fri. 8-6, Sat. 9-1 (Other times By Appointment)

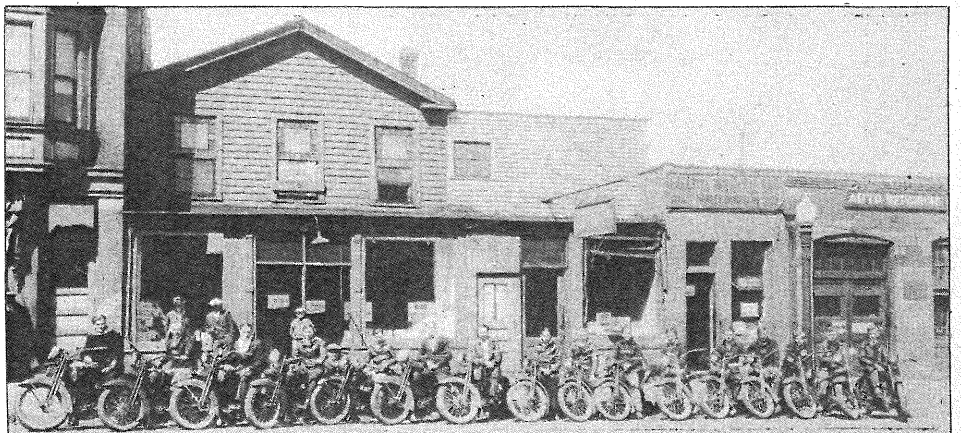
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...The Davies Way**



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A good race usually attracts a lot of onlookers, and it doesn't really matter if the mode of movement is a cycle or two legs. Above: Foot race participants, circa early 1900s, at the starting line where Sixth Avenue meets the south end of the downtown mall. Right: Motorcycle enthusiasts gather outside Harold Hagarty's cycle shop at 506 57th St. in 1926.





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We have no reservations when we say Kenosha's a gratifying place to be in the restaurant business. Kenoshans are some of the most discriminating of diners in the midwest. This makes our success even more satisfying.

Oh, by the way, we do have some reservations . . . That is for luncheon or dinner.

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Town House

3322 Sheridan Rd.. Kenosha - Ph. 658-2233

The News Will Bowl You Over!

KENOSHA IS CELEBRATING IT'S 150th ANNIVERSARY
 OUR SINCERE CONGRATULATIONS

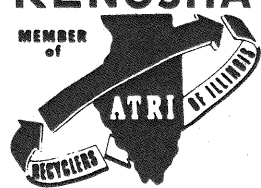
Here's Hoping Kenosha Scores A Perfect "300" Years

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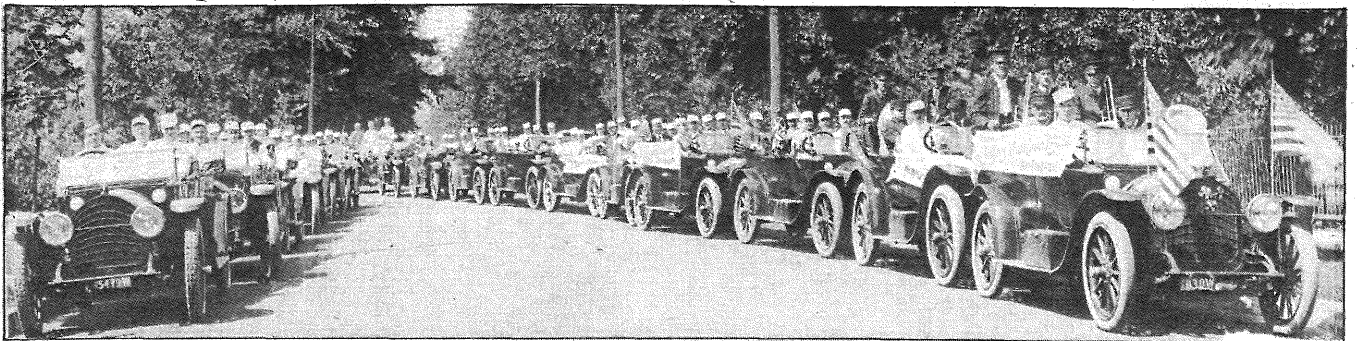
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Popular culture was incredibly diverse

History is more than events. It directly involves people and what they did with their free time.



At top: In 1913, Jeffery Company department foremen set out on a cross-country motor tour. Above: Both Kenosha's poor and affluent found hunting to their liking, but for very different reasons. Right: The bowling shirts embroidered with the name of a sponsor may be missing, but the name of the game was the same way back then. Below: Leisure time for the well-to-do.



Compton's Band and Orchestra in the early 1900s



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In 1835 Someone said . . .
GO FOR IT!

. . . and they did . . . for Kenosha grew and grew . . . and today is one of the leading cities in Wisconsin. We salute all the citizens of Kenosha . . . past and present. We are happy to be here and look forward to many years of service to all of Kenosha.

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Irving Wallace
... acclaimed author



Alan Ameche
... pro football player

(Continued from page 175)
the early 1920s, Kenoshans suddenly could listen to the nation.

Thus began the homogenization of the United States. The standardization of entertainment reached its ultimate with television, which shattered Kenosha's, and the nation's, localism.

Television also severely weakened local alternatives for leisure time. By the mid-1960s, it not only had crowded out other activities, but it also had set a standard for other entertainment.

With the arrival of cable television in 1984, Kenoshans can now watch full-length movies and other special-

ialized programs right in their living rooms. Commercial television also has made it possible for citizens to see astronauts walk on the moon without leaving their homes.

There still are theater and musical events to enjoy, and visiting entertainers and speakers, many of them brought to the community through Carthage and Parkside, also help enrich the leisure time of today's residents. These developments have helped transform Kenosha from a lunch-bucket community to a city where virtually every recreation and cultural opportunity is readily available.

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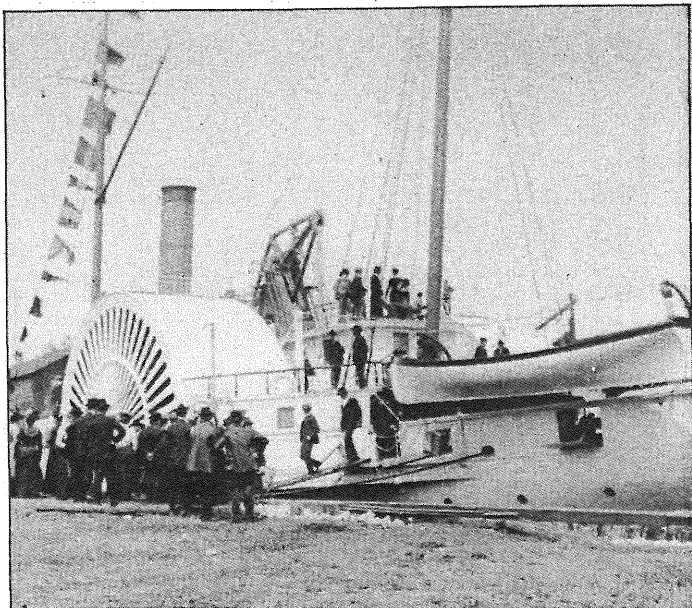

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SESQUICENTENNIAL





A steam-driven U.S. government gunboat docks in Kenosha's harbor on May 30, 1900, for dedication of the Library Park monument.

Log cabin school in 1835

Many of the earliest settlers had a high regard for formal education and their first activities included "keeping schools."

Elder Lothrop, who it is believed delivered the first sermon in Kenosha,

also taught 27 pupils in his log cabin during the winter of 1835.

His book order that fall included two dozen English Readers, Smith's Arithmetics and six Kirkham's Grammars.

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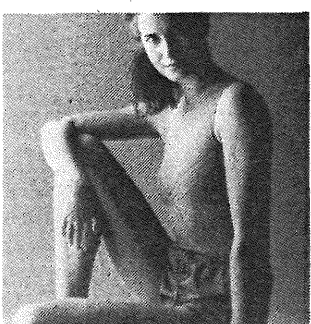

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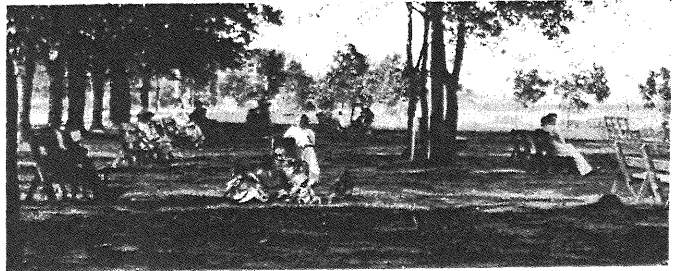
Kenosha's 56 parks, often referred to as the city's emerald necklace, comprises 717.5 acres and provide playgrounds, a bicycle track, athletic fields, tennis courts, picnic facilities, beaches, swimming pools and a physical fitness course.

The persons remembered by having parks named after them are identified:

- ✓ **Alford Park** (89.39 acres) was purchased in 1939 and named for Walter Alford, vice president of Nash, alderman and civic leader.
- ✓ **Anderson Park** (95 acres) was donated in 1967 and is named for its donors, Mr. and Mrs. James R. Anderson. He was an industrialist, banker and philanthropist.
- ✓ **Bain Park** (1.6 acres) was donated in 1890 and is named for Edward Bain, head of the Bain Wagon Works.
- ✓ **Baker Park** (5 acres) was purchased as Sheridan Road Park in 1912 and renamed in 1966 to honor Robert V. Baker, city attorney for 31 years and three-time city manager.
- ✓ **Bullamore Park** (1.79 acres) was donated in 1916 and was named for H. L. Bullamore, realtor and civic leader.
- ✓ **Eichelman Park** (8.81 acres) was purchased in 1920 and named for Benjamin Eichelman, clothing merchant and hotel proprietor.
- ✓ **Isetts Park** (5 acres) was developed in 1965 and is named after

William Isetts, businessman, who donated the land.

- ✓ **Limpert Park** (.48 acres) was developed in 1982 to honor George Limpert, athletic director.
- ✓ **Matoska Park** (3.19) was developed in 1979 and honors Chet Matoska, sports enthusiast who continues to work for good causes.
- ✓ **Nedweski Park** (12 acres) was established in 1979 to honor Peter Nedweski, long time alderman.
- ✓ **Pennoyer Park** (35.17 acres) was purchased in 1924 and named for the Pennoyer family, early settlers and proprietors of the Kenosha Water Cure and Pennoyer Sanitarium.
- ✓ **Petretti Park** (8 acres) was created in 1966 and named after Frank Petretti, builder and developed who donated the land.
- ✓ **Petzke Park** (10.08 acres) was purchased in 1960 and named for Gilbert Petzke, alderman.
- ✓ **Poerio Park** (70 acres) was purchased in 1973 to honor Sam Poerio, teacher and athletic director.
- ✓ **Schulte Park** (2.35 acres) was dedicated in 1980 to honor Willis H. Schulte, circulation director, general manager and president of the Kenosha News.
- ✓ **Simmons Island** (40.78 acres) was developed in 1919 and named for its donor, Zalmon G. Simmons.
- ✓ **Wolfenbuttel Park** (29.09 acres) was created in 1972 and dedicated to Kenosha's sister city, Wolfenbuttel, Germany.



Parks offer outdoor relaxation and recreation



Boating: not a new pastime for lake residents

County parks

Eight Kenosha County Parks provide residents with swimming, golfing, nature walks, ice skating, fishing and general recreation facilities. Petrifying Springs Park and Fox

River Park are the oldest parks, established in 1927. Subsequent park development including the acquisition of Kemper Center, has increased the size of the county park system to 1,320 acres.

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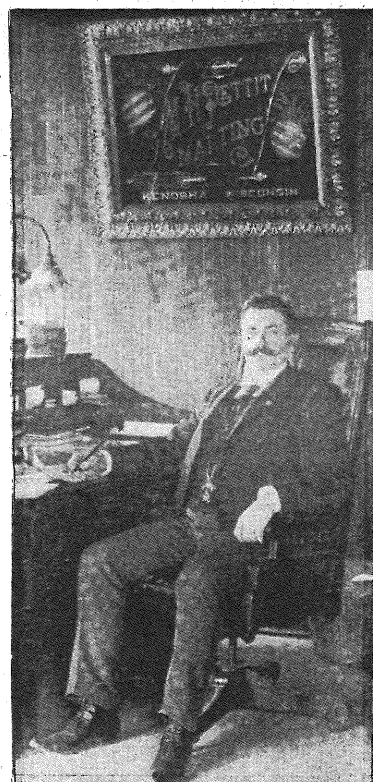
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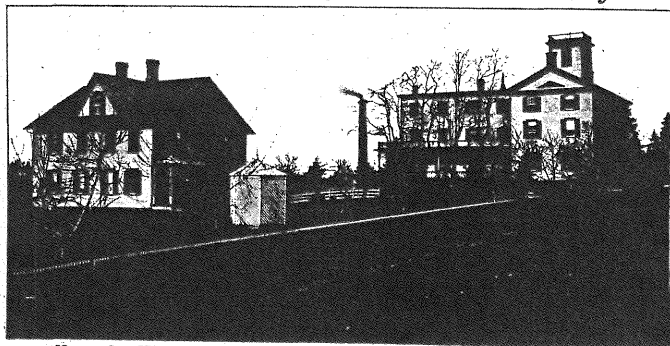
An all-girl cast staged a "home talent" play at the Kimball Opera House in 1890



O.M. PETTIT, president of the M.H. Pettit Malting Co., and twice mayor of Kenosha.

Kenosha scenes ... 1875-1900

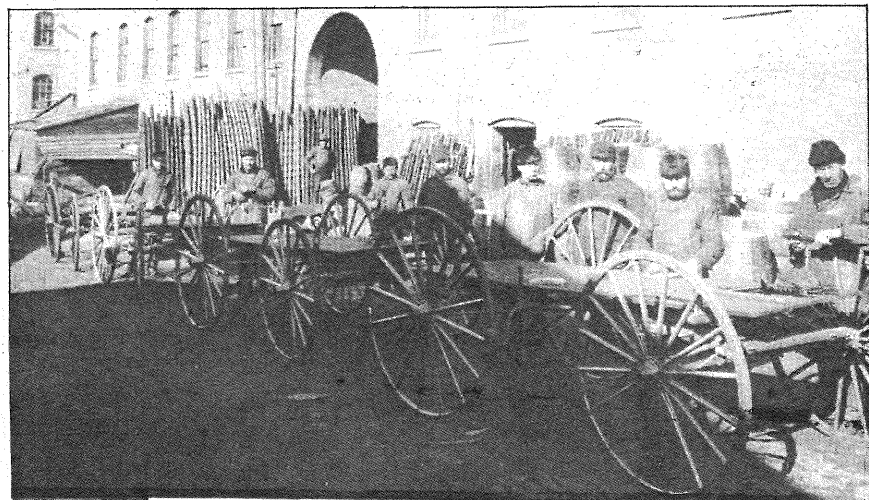
The pioneer community on the lake shore becomes a city. The 20th Century beckons.



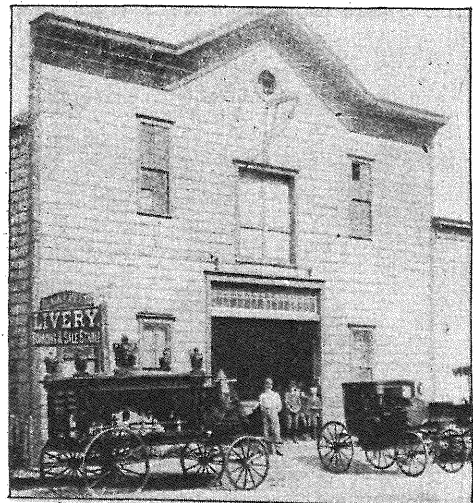
Kenosha Water Cure: The building, right, was constructed in the 1840s as a private school. It later became the National Hotel and the Penoyer Sanitarium.



City Hotel: This hostelry, shown in an 1875 photo, was one of the first in Kenosha.



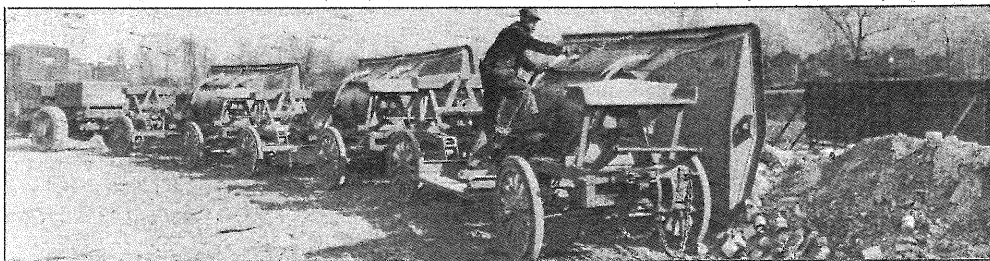
Employees of the Bain Wagon Company show their work



H.A. Kupfer's livery barn. Note the hearse, said to be a specialty of the firm.

Kenosha lifestyle

A pictorial potpourri of the past.



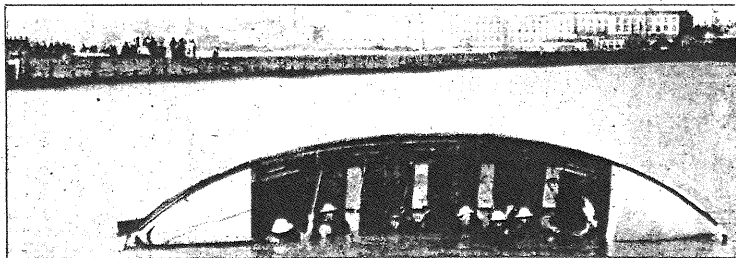
Trash disposal: a community problem even when 'landfill sites' were 'dumps'



Not the Keystone Cops, but Kenosha's 'finest' in the century's first decade



Kenosha Hospital nurses, 1909



Lifesaving crew practices in Lake Michigan

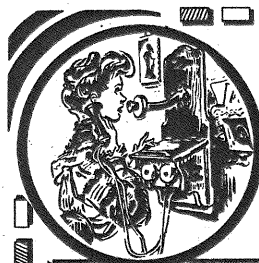


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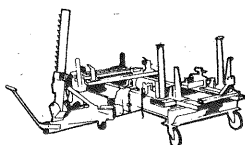
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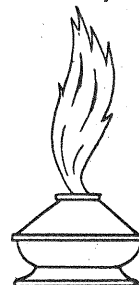
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Forty lavishly costumed Kenoshans posed before a dramatic presentation at the old Park Avenue Methodist Church

The old red brick courthouse at the intersection of Sheridan Road and 56th Street served the county until it was replaced by the present building in the middle 1920s. Note the price of gasoline at the Cities Service station in the foreground — a whopping 9 cents a gallon.




25¢ to mail a letter

It cost 25 cents to mail a letter in 1836. And it was the recipient of the letter who paid the postage before it was delivered to him. Mail for local residents was left at a tavern at the corner of what is now 60th Street and Hwy. 31.


Water goes off

Experience proved the new private artesian water system worthy and efficient. But in 1882, all patrons of the Park City Water Co. were directed to close faucets at the sound of the fire alarm to give the full pressure of the water to the fire apparatus.




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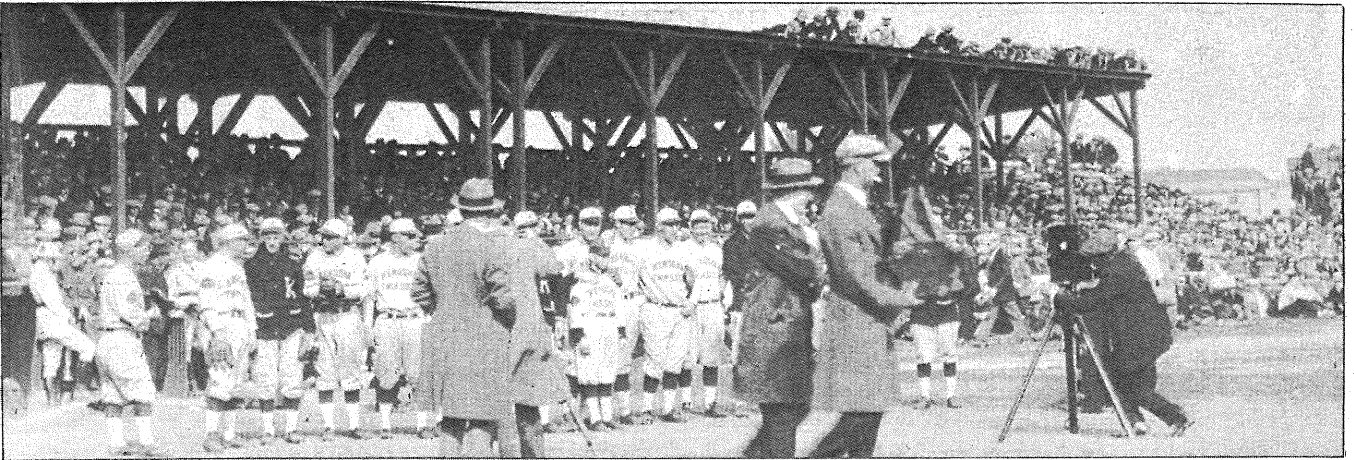
*The present value \$920 if held to maturity (30 years) will accumulate to \$25,000 and it's Federal Tax exempt. Any state tax are the responsibility of home purchaser.

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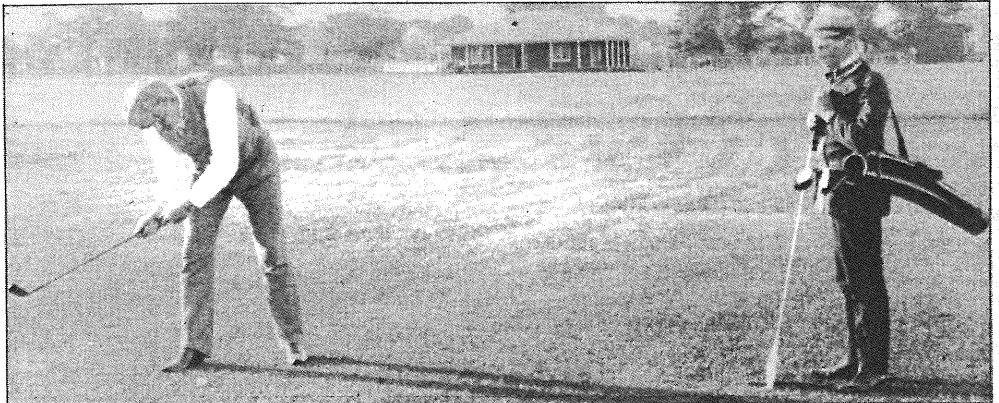
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Above: The 1923 Kenosha Twin Sixes, which included several former major league baseball players, get their picture taken at Nash Park. The team was named after a car produced at Nash Motors. Right: A round of golf is played at the old Kenosha Country Club on the south side of the city. The area eventually became the Allendale subdivision.



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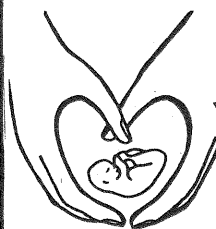
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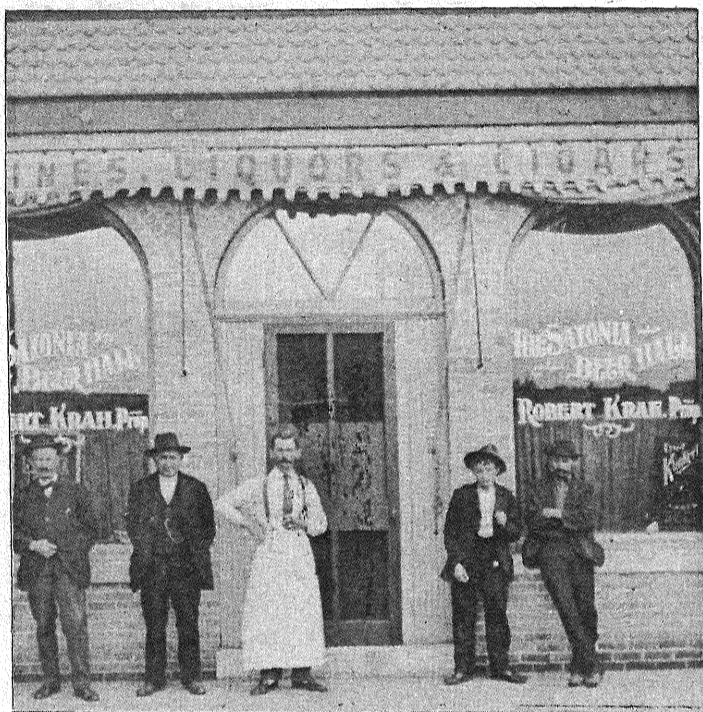
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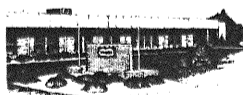
658-3681



Above: Robert Krahn and some of his patrons proudly stand outside Krahn's saloon, the Saxonla Beer Hall. Right: Louis Larsen's meat market, 6212 14th Ave., in the early 1900s featured sides of beef, veal and hams hanging on hooks and sawdust covering the floor.



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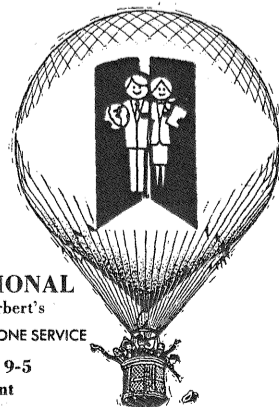
CONGRATULATIONS KENOSHA!

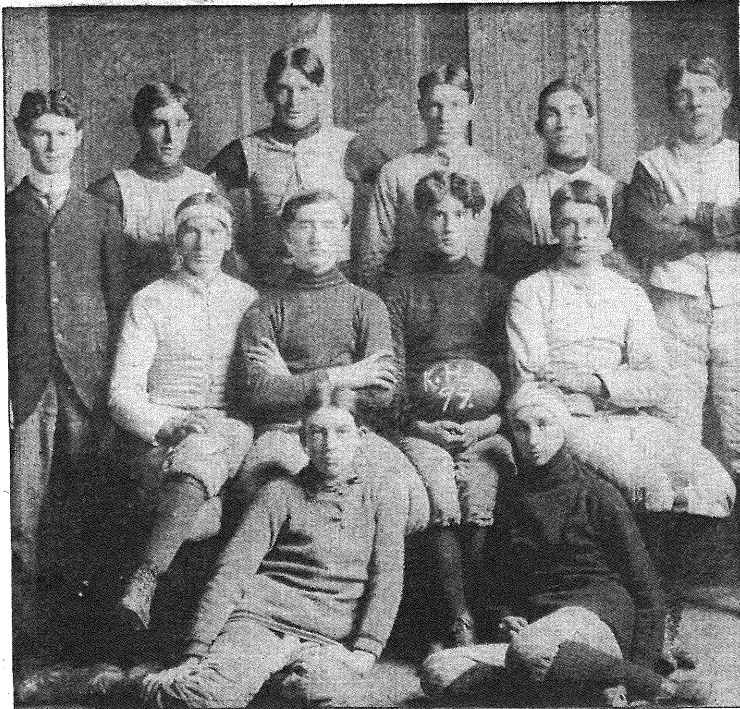
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Above: The Kenosha High School football team of 1899. Right: The Rambler "nine" baseball team of 1903.

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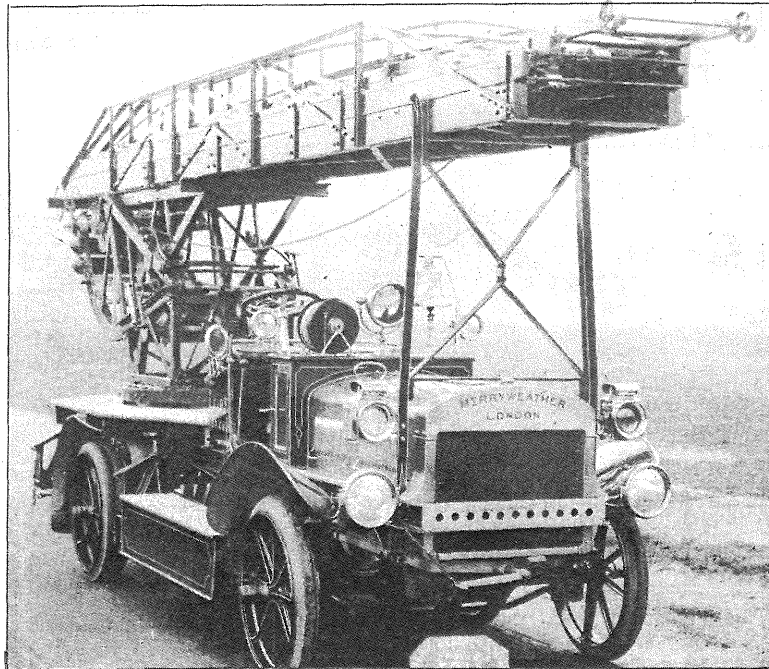
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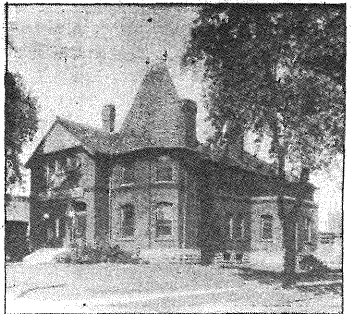
From steamer to snorkel, from paddy wagon to police science, the uniformed departments have progressed.



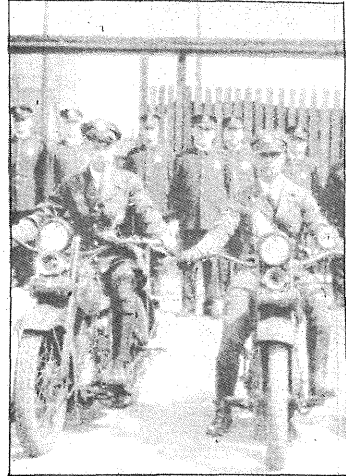
Owen O'Hare
Police Chief, 1906



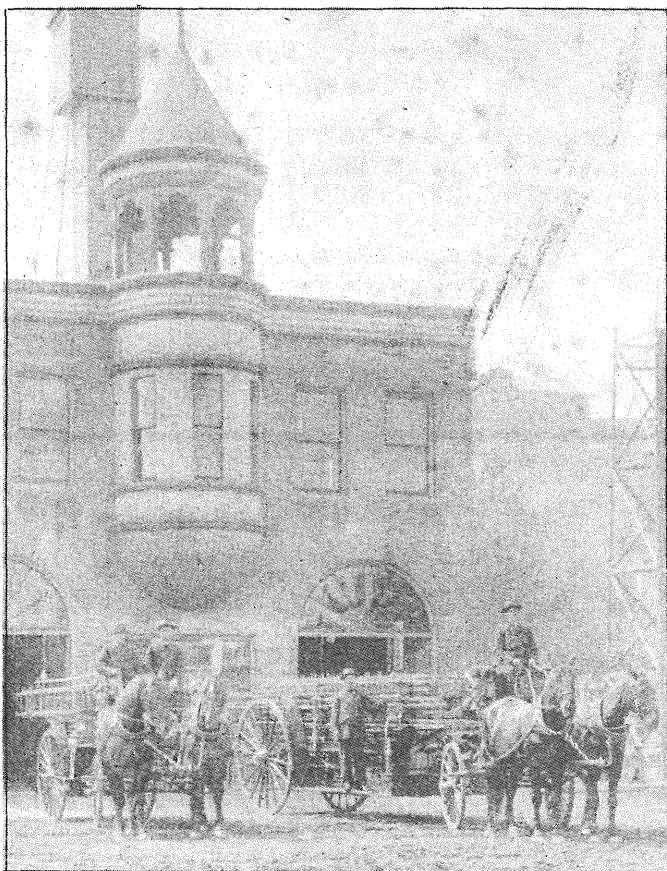
An early aerial ladder fire engine



Kenosha's police station, 1927



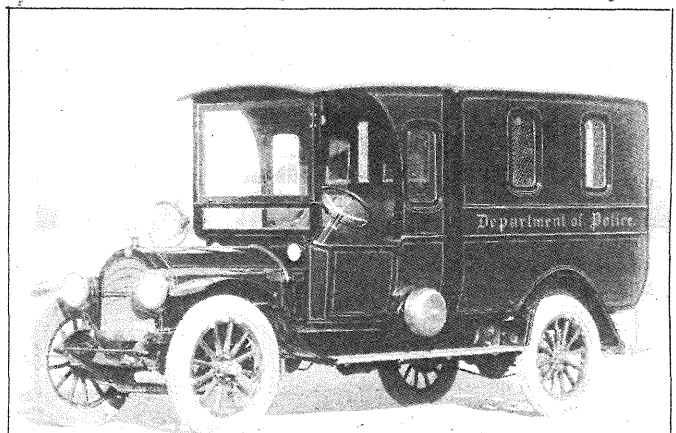
Motorcycle patrolmen, 1930s



Horse-drawn ladder companies at downtown station



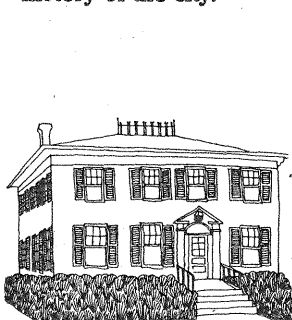
A fire department wagon from the turn of the century



First piece of motorized police equipment, 1913

Around the square

Among the best preserved of the houses of old Kenosha are those that surround Simmons Library on Library Square. Each of them was at one time home to a family whose name is prominent in the history of the city.



Lucien Scribner Home
Built in 1842 by architect and contractor Lucien Scribner, this stately white brick house was sold to Nicholas Pirsch in 1878. Since then, four generations of Pirschs have lived in the home.



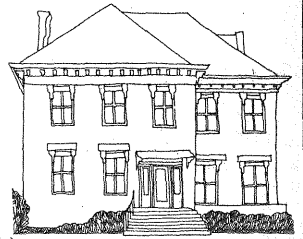
Urban J. Lewis Home
Lewis built this red sandstone Victorian mansion in 1892. He was a banker with the Merchants and Savings Bank (organized in 1897). The house is now the Hansen Funeral Home.



Francis H. Lyman Home
Built in 1858, the house was later purchased from Dr. W.H. Saunders by Lyman, a leather merchant and prominent Kenosha County historian who wrote a two-volume history of Kenosha in 1916. His daughter, Elizabeth Lyman, willed the home to St. Matthew Episcopal Church in 1982.



Volney French Home
Built in 1846 in the Italianate style, this home was occupied by French, a lawyer and later County Judge. It is presented used as attorneys' offices.



William M. Farr Home
Built in 1850, for many years it was occupied by Dr. Farr, a local surgeon for the Chicago and Northwestern Railroad. Farr was mayor of Kenosha, 1894-97. Later it was the G.W. Johnson home and was subsequently purchased by the Kenosha Women's Club.

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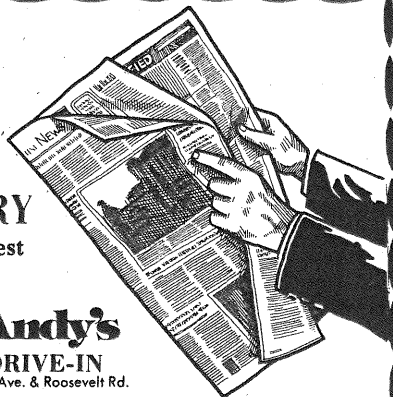
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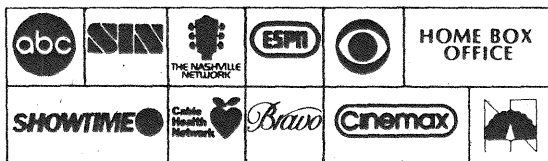
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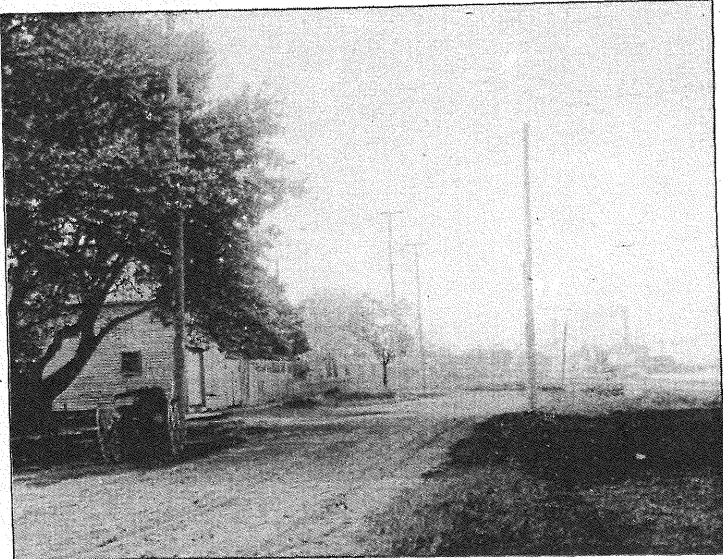
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Lakefront in 1895 (near Third Avenue and 61st Street)

Prairie people forced out

The Pottowatomie Indians, whose name means "people of the small prairie," lived in the Kenosha area from about 1700 to 1833.

After the the Black Hawk War, the United States government claimed the land, forcing the Pottowatomies and other area tribes to move across the Mississippi.




Train riders survey a Salem Railroad wreck

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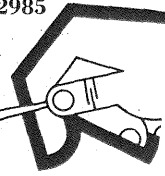
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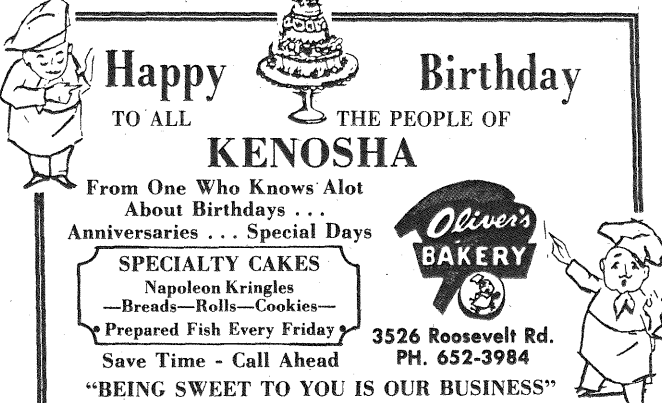
From One Who Knows Alot About Birthdays ... Anniversaries ... Special Days

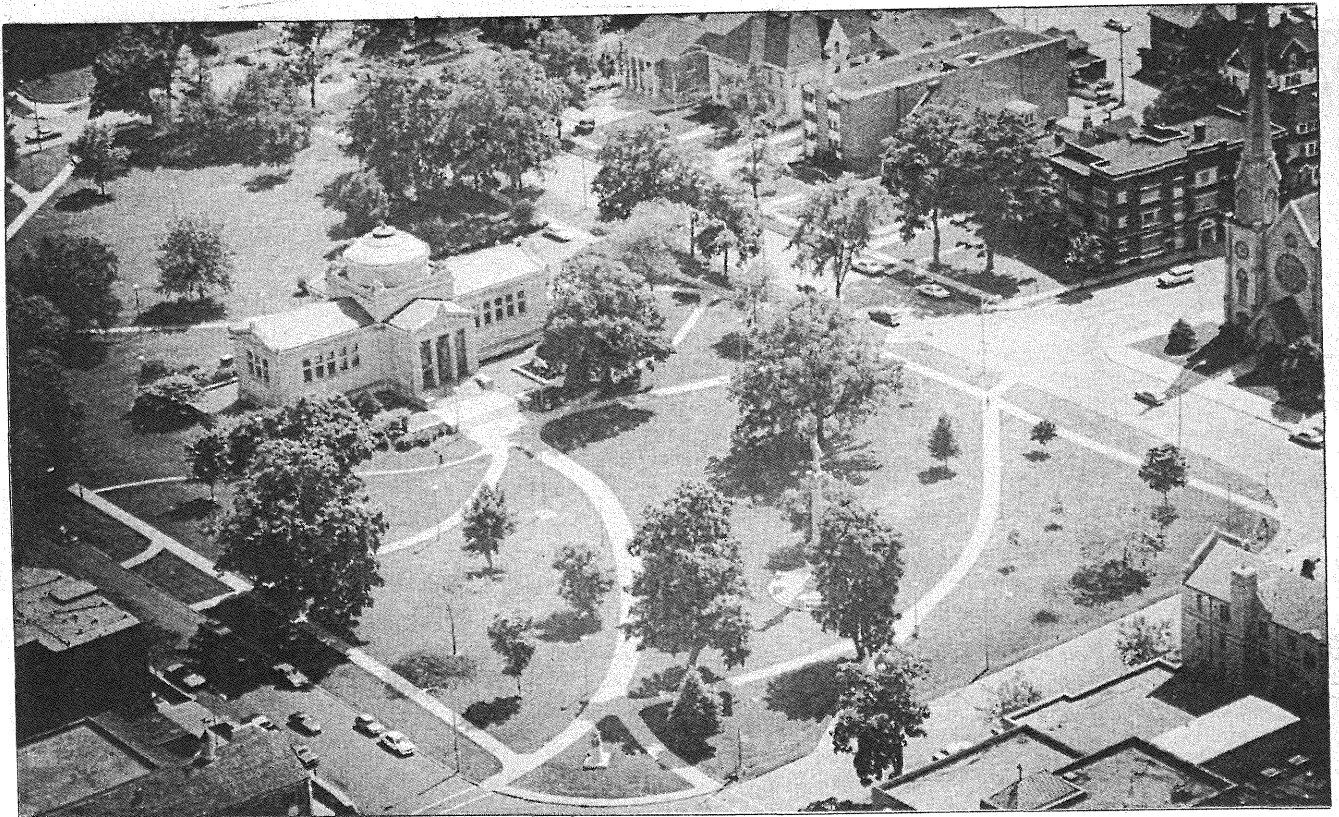
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Aerial view of Library Park as it exists today, the focal point of quiet beauty and historical charm near downtown

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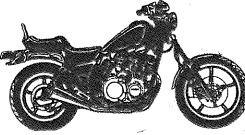
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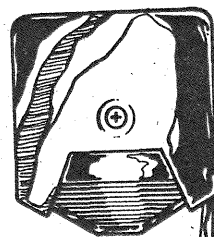
1329 - 43rd Street Phone 652-5676



191

Kenosha . . .
As A Community

We Measure Up!



Kenosha has a tremendous amount of parkland, and has a reputation for maintaining its lakefront for public use. Beautiful Lake Michigan presents recreation from boating to swimming to fishing and more.

Our inland lakes are also recreational and scenic, that's why thousands of persons come here every summer from all over the United States.

Functional shopping centers, clean homes with lovely landscapes, cultural amenities, well equipped medical facilities, and uncrowded atmosphere, vast educational opportunities and diversified lifestyles are but some of our features.

We are an Industrial area, we are a large farm community, we are business people and proud of our community.

Kenosha is a people town, where community involvement is a way of life.

We're Proud To Do Business In The Kenosha Area!

Timber Ridge Bar & Restaurant
6613-120th Ave. (I-94 Frontage Rd.)
654-4455

Wettengel-Campagna
Office Machines Inc.
5921-6th Ave. "A" 657-9413

Monfils-Loewen
Kenosha Monument Co.
5807-13th Ave.
658-8023

Illinois Beach Resort
and Conference Center
Zion, Illinois

Tres Chic South
8038-22nd Avenue
657-3600

Frank's Diner
508-58th St.
657-1017

Kenosha Title Service
5909-6th Avenue
654-9141

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Grinding Inc.
6721-28th Ave. 654-5321

Sturino's
1543-22nd Avenue
551-9999

Accurate Printing Co. Inc.
6618-37th Ave., Kenosha
654-8042

Diane's Place
4426-Sheridan Rd.
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Ken Wal Construction Co.
7820 Green Bay Rd.
694-3300

Holy Rosary Parish
Congratulations Kenosha-We're Proud
4400-22nd Ave. 652-5950

Badger Cork & Manufacturing Co. Inc.
P.O. Box 25, Trevor
862-2311

Butch's Place
1635-50th Street
654-9679

Congratulations Kenosha!

192 end

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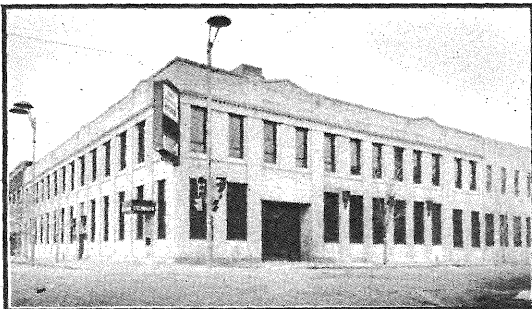
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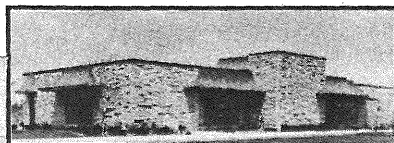
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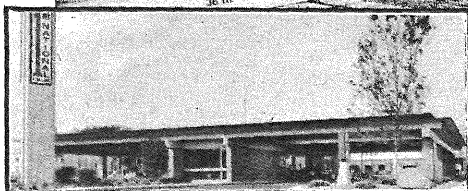
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Pleasant Prairie Branch
9900 - 39th Ave.
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