



January / February 2019

Don't miss our program on February 27 at 7 p.m.!

CONSUMER BEVERAGE: PART 2 - Hales Corners' Liquid Asset

HE'S BACK BY POPULAR DEMAND!

Mike Praedel's 2018 program packed the Hunt Room to capacity, so he's agreed to do an encore!

On February 27 at 7 p.m., Mike will share even more stories (as he puts it, "the ones I forgot to tell last time") about growing up in Hales Corners and running the family-owned business, Consumer Beverage, which was founded in 1962 by his parents, Milton and Florence Praedel. The business has continued to grow, and is now in its fourth Village location.



Please join us in the Ben Hunt Room of the Hales Corners Library, 116th & Janesville Road. Be sure to bring your questions for Mike!

The program is FREE for all HCHS members. For non-members, a donation of \$5 is suggested.

WELCOME, NEW AND RETURNING 2019 HCHS MEMBERS!

Bette Arey
James Bain
Mary Bennett
Joan Berg
Roger Brinkmeier
Esther & Nabeel Demerdash
Kathleen & Ronald Dondlinger
Katy Galewski
Sybil Grandeck &
Mike Jdrzejewski
Jean Hancock
Jerome Hudziak
Frank & Judith Humpal
Mary Beth & Jeffrey Javorek
Celine Kashishian
Robert & Dorothy (Dottie) King
Mary Ann Kniep
Scott & Judy Kruger

Patricia Laughlin &
Robert Burnham
Mary Long
Karen Niessing
David & Kathleen O'Brien
Zlatan & Christine Racic
Audrey & Frank Reineck
Scott & Maureen Riemer
Cornelio & Colleen Resendiz
Randy & Sandy Sannes
Mel & Elaine Schmidt
Don & Suzanne Schwartz
Rosemary Selep
Walt & Nancy Sievert
Marjorie Stahl
Sherman & Sally Stock
Daniel & Kayellyn Strasburg
Alan & Ruth Strekow
Brian & Laura Touhey

Patricia Warchol
Jeff & Anne Weber
Janice Zeit

Special appreciation goes to members who have stepped up to a higher membership level, made an additional tax-deductible contribution to HCHS, and/or volunteered to help with society activities throughout the year!

If you have not yet renewed your membership for 2019, please do so by using the form on the back page of this newsletter. Thank you!

DIORAMA OF THE WESTERN HOTEL INSTALLED AT THE LIBRARY



ded it needed restoration and should be moved into the Hales Corners Library where the weather could not affect it.

Sherm volunteered to work on this project once again, repainting, repairing, and redesigning the diorama to fit into its new home in the window near the entrance to the library's Ben Hunt Room.

The diorama was installed just in time for the Village's 2018 Christmas tree lighting, and was well-received by the adults and children who gathered there that night.

HCHS owes a big debt of gratitude to Sherm for taking the time to recreate a project from his past. Plans are underway, with the aid of **Roger Brinkmeier**, to add an audio tape to the diorama that will explain the significance of the Western Hotel.

This miniature diorama, relocated from its original site, stems from the imaginations and energy of Hales Corners Historical Society (HCHS) members **Bette Arey** and **Kathy O'Brien**. Around 2000, they began a campaign to preserve, as an "Old Town," a row of historic structures in the Forest Home/Janesville Road junction that were scheduled to be demolished for the expansion of the existing bank/shopping center. They lost that battle but won a minor concession: HCHS was granted large window space for Society promotions in a utility building facing south on Forest Home Avenue.

In that space, local artist **Sherman Stock** created a **Western Hotel Diorama**, which featured one of the prominent hotels from Hales Corners' early years. In fact, the hotel actually stood in that location. For historic and sentimental reasons, Sherm used remnants from the buildings that were demolished

to construct the hotel, wagons, and other items. He sculpted the figures from clay, hand-painted each one, and added hair collected from local barber shops and beauty salons.

When dedicated in 2005, the diorama was in a fine location, but summer sun and winter cold gradually raised havoc with its clay figures and painted background. Our Board deci-



Constructed in 1834 on the Janesville Plank Road, now Forest Home Avenue, the hotel was originally named the Hunters & Trappers Home. In 1848, after several owners, the building was remodeled and expanded. Renamed the Western Hotel, it now boasted that it contained 18 bedrooms. In 1873, the hotel was purchased by Joseph Dreyfuss. His son, Julius, became the owner in 1910, and renamed it the Dreyfuss Hotel.

BILLIE THE BROWNIE BROUGHT A TASTE OF CHRISTMAS

To set the mood for the holiday season, our November 2018 program highlighted a character from Milwaukee's past, Billie the Brownie. **Ben Barbera**, Curator of the Milwaukee County Historical Society, provided a history of Billie from his radio days on WTMJ to his appearances at local schools and, ultimately, in the Christmas Parade in downtown Milwaukee. The program was made even more festive by the generous donation of home-baked "Billie's Brownies" and beautifully decorated Christmas cookies. Thanks much to all our wonderful bakers!



(left to right) Bob the Brownie, a/k/a Al Strekow, Billie, and Ben Barbera



TALES OF THE CORNERS

From the files of the *Tri-Town News and Hub*

80 YEARS AGO (1939)

Holz Motors advertises a 1934 La Fayette Coach for \$185, a 1933 Studebaker for \$95, a 1932 Cabriolet for \$75, and a 1930 Packard for \$85.

70 YEARS AGO (1949)

The Hales Corners Businessmen's Association requests a stop light on Highway 100. The closest traffic light is on Oklahoma Avenue.

60 YEARS AGO (1959)

The Cornucopia at the Country Fair Shopping Center advertises iceberg lettuce 2 for 25 cents, Idaho potatoes 10 pounds for 39 cents, and tomatoes 29 cents per pound.

50 YEARS AGO (1969)

The Whitnall Park-Hales Corners Kiwanis Club votes to donate a \$3,000 kidney dialysis machine to the Wisconsin Kidney Foundation.

Research by Katy Galewski

GRANDMA'S CHRISTMAS KITCHEN DISPLAY DRAWS APPLAUSE FROM LIBRARY-GOERS

Thanks to the talents of **Mary Javorek** and **Katy Galewski**, another Christmas display was showcased at the Hales Corners Library during December. Featuring items donated by HCHS Board members, the window provided a look back at holiday cooking and baking. Aprons, hot pads, cookbooks, mixing bowls, flour sifters, rolling pins, and cookie cutters all became ingredients for this Christmas presentation. Library staff said that the window drew many compliments throughout the month.



REMEMBER HALES CORNERS SPEEDWAY?

If you do, and if you have information about this former Hales Corners attraction, we need your help. In our ongoing commitment to showcase Village history, HCHS would like to develop a program focusing on the Speedway. If you can help, please contact **Randy Sannes** at info@halescornershistory.com, or 414-529-6150, ext. 24.

Many thanks to HCHS member **Joan Berg** for donating the photo of the car below, once driven at the Speedway by racing legend Miles “the Mouse” Melius.



NEW DONATION: POSTCARD OF “MAIN ST.” HALES CORNERS

Another early photograph of the Village was donated to HCHS by former resident **James Keuck**, who now lives in Illinois. The photo is dated 5-09 (1909); the postmark on the other side is dated April 3, 1912. Although the handwritten note on the photo indicates it is a view of “Main St.,” it actually is today’s Forest Home Avenue. James spotted the postcard on eBay, purchased it, and donated it to our collection. Thanks, James, for your sharp eyes!



HALES CORNERS HISTORICAL SOCIETY

5885 South 116th Street, Hales Corners, WI 53130 • 414-529-6150, Ext. 24
info@halescornershistory.com • www.HalesCornersHistory.com

HALES CORNERS HISTORICAL SOCIETY 2019 MEMBERSHIP FORM

Name(s) _____

Address _____ City, State, Zip _____

Phone _____ Email _____

Areas of Interest: Ben Hunt Cabin Board of Directors Cataloging Collections Displays
 Docents/Tours Fundraising July 4th Float Photography Programs Refreshments
 Social Media/Website Special Events Summer Kitchen Other _____

Categories of Membership (Memberships are for the calendar year of Jan. 1 - Dec. 31, 2019):

Individual - \$15 Family - \$25 Sustaining - \$40
 Patron - \$100 Business & Professional - \$100 Benefactor - \$500

I am also making a tax-deductible gift of: \$ _____

Please make check payable to: Hales Corners Historical Society, 5885 S. 116th Street, Hales Corners, WI 53130