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CLASSIFIED THE MILWAUKEE SENTINEL WISCONSIN'S MORNING NEWSPAPER AND REAL ESTATE ADVERTISING

Telephone Daily 5000

MILWAUKEE, SUNDAY, SEPTEMBER 29, 1929

Telephone Daily 5000

SIXTH ANNUAL SUBURBAN REAL ESTATE SURVEY EDITION

MILWAUKEEANS IN MARKET FOR SUBURBAN LOTS

HALES CORNERS GROWS RAPIDLY DURING DECADE

Residents Gain Rural Advantages Without Isolation.

Beautiful homes in picturesque settings, colorful gardens and lawns at value—a community made up of city residents who want in search of a bit of the country without isolation—that's Hales Corners.

Time was, and not so long ago, when Hales Corners was best known as a rendezvous for those who were patrons of the best art of "slight riding" as a place where chicken in the chicken dinner was real chicken and a stopping point for the horse traders who never missed one of the monthly fairs.

It's different now. The rapid transit electric line came to replace the old stage coach and paved highways, expanded the plank and gravel roads. The automobile made travel easy and the dotted miles that were once looked upon as a long journey became an easy and pleasant half-hour ride.

Most of Hales Corners' growth has been recorded during the last five or six years. A few Milwaukeeans made their homes among the pioneers of The Corners—such as John Dreyfuss—before that time. Then they came in greater numbers and thus far this year about thirty-five new homes were constructed, chiefly for city folks who wanted to get out in the open.

VALLEY TRIPPLE. The standards demanded by those who came from the city to live at The Corners—the type of home built

Homes Rise Rapidly in Suburban Districts



Rapid development taking place in the environs of Milwaukee is illustrated in the pictures above, the upper row of which shows what has been done in Whitefish Bay, and the lower in Hales Corners, both communities being among this city's progressive suburban areas. In the top row are

shown homes built by Latham & Son company. The places, left to right, are: 1923 Cumberland boulevard, recently purchased by Dr. Mark Bach; 2455 Shore drive, built by the Latham firm, and 160 Day avenue, recently acquired by Otto Hoff, of the Random Lake Ice company. In the lower

row, left to right, are shown Joe J. Hagner's residence, a typical Blossom Heath home; the J. Allen Goff home, and the home of Richard Roll, president of the State Bank of Hales Corners. Considerable development has taken place in Hales Corners during the past few years.

CITY DWELLERS SEEK FREEDOM FROM CROWDS

Activity Is Noted In Subdivisions Where Improvements Pend

By PERRY O. POWELL, Executive Secretary, Milwaukee Real Estate Board.

Subdivision lots well located and in the line of development have been selling during 1929. The officers of the Milwaukee Real Estate board are asked daily the same question, and that is: "What is the condition of the subdivision field?"

The rank and file of the citizens of Milwaukee are interested in Milwaukee real estate. They have profited by the campaign of the Real Estate board against high prices, and the public is now comparing prices and ascertaining how soon improvements can be made.

One of the great needs for the proper development of the Milwaukee metropolitan area is adequate transportation in the form of more rapid transit lines and the extension of some of the present surface lines. Proof of this is development now beginning along rapid transit lines, which will be more in evidence in the future. This activity is found in other large urban centers.

TRACES SOLD OUT.

Several subdivisions have been sold out and the buyers of these lots are anxiously waiting for sewer, water and paving so they can build their own homes. We know of one subdivision where there is a request from seventy-five of the lot buyers

The lower tier of houses on the page above all were located on Highway 100 in Hales Corners in 1929. The left house was owned by Joe J. Hagner and survives as Shelly Bird Custom Interiors & Design. The middle house belonged to J. Allen Goff, was razed, and is now the site of Tri City Bank. The right house was built for Richard Roll, and most recently was owned by the late John and Mary Haita.

From the Dreyfuss Collection:

Welcome Back to the Hales Corners of 1929

Among the treasures discovered in the Dreyfuss Collection of documents and artifacts recently donated to HCHS is the Milwaukee Sentinel's Sixth Annual Suburban Real Estate Survey Edition, dated Sunday, September 29, 1929. It highlights the rapid residential and civic development taking place during the 1920s in Milwaukee's "progressive suburban areas," including Hales Corners.

It's interesting to note that the edition was published just one month before the stock market's "Black

Tuesday" crash of October 29, generally considered to be the start of the Great Depression. Enthusiasm for developing new parcels of land for residential use declined quickly. Although some houses continued to be built in Hales Corners during the 1930s, new subdivision development did not resume until the 1940s, followed by explosive growth beginning in the 1950s.

Because it's difficult to reproduce text directly from fragile, 91-year-old newsprint, the edition's Hales Corners-focused articles have been transcribed in

(Continued on next page)

their entirety for ease of reading. They reflect the journalistic style, language, and societal norms of their time, all of which have changed since then. Also included here are original, 1929 ads for the Village's Blossom Heath and Milwaukee Terrace subdivisions, plus an illustration of the church building "planned at

Hales Corners by the English Lutheran Mission of that Milwaukee suburb."

We hope you enjoy this trip back to Hales Corners, vintage 1929.

HALES CORNERS GROWS RAPIDLY DURING DECADE Residents Gain Rural Advantages Without Isolation.

(Note: This is the article that appears in the far-left column of the Milwaukee Sentinel page.)

Beautiful homes in picturesque settings, colorful gardens and lawns of velvet—a community made up of city residents who went in search of a bit of the country—without isolation—that's Hales Corners.

Time was, and not so long ago, when Hales Corners was best known as a rendezvous for those who were patrons of the lost art of "sleigh riding," as a place where chicken in the chicken dinners was real chicken and a stopping point for the horse traders who never missed one of the monthly fairs.

It's different now. The rapid transit electric line came to replace the old stage coach and paved highways superseded the plank and gravel roads. The automobile made travel easy and the

dozen miles that were once looked upon as a long journey became an easy and pleasant half hour's ride.

Most of Hales Corners' growth has been recorded during the last five or six years. A few Milwaukeeans made their homes among the pioneers of The Corners—such pioneers as Jules (sic) Dreyfuss—before that time. Then they came in greater numbers and thus far this year about thirty-five new homes were constructed, chiefly for city folks who wanted to get out in the open.

VALUES TRIPLE.

The standards demanded by those who came from the city to live at The Corners—the type of homes built by and for these business men and professional men—has resulted in a tremendous increase in real estate values, according to J. Allen Goff, one of the pioneer real estate men at Hales Corners and secretary of the advancement association of the village.

"The average piece of property has tripled in value since 1923," Mr. Goff declared. "Some of us

BLOSSOM HEATH



**HALES CORNERS
HIGHWAY 100**

The Type of Homes Being Built at Blossom Heath.

Transportation is the big advantage for a sub-division. From Blossom Heath you reach town in 25 minutes, via Rapid Transit. See our new boulevard, big trees in center, road either side. Large lots facing south on boulevard. Other lots very cheap, \$10.00 per month. We have every convenience of the city, cement sidewalks, sewers, electric lights, gas. English Lutheran church and Masonic Temple to be built at once in Blossom Heath. Large lots very cheap for cash. See Mr. Hagner on the property every day, or phone owner.

A. E. COPELAND

Milwaukee, Wisconsin.
Phone, Greenfield 1210.

The Blossom Heath subdivision is bordered by Hwy. 100, Grange Ave., 116th St., and Copeland Ave. This house is now Shelly Bird Custom Interiors at 5435 S. 108th St.

Milwaukee Terrace

First Subdivision Development in Hales Corners

Milwaukee Terrace is ideally located on Highway 100, easy of access by auto or Rapid Transit Line, which runs along the north side of the subdivision. This beautiful property is owned and is being developed by J. Allen Goff and O. C. Eisner. One might say it is just across the street from the city of Milwaukee, where values are sure to grow, and is within just a short distance of a new shopping center, post office, bank, churches and schools.

Forty-one modern homes have already been built on well-planned streets of Milwaukee Terrace, where home builders will find everything necessary to make their new homes complete in every respect. All these streets are evenly lighted and lots are all equipped with all conveniences—water, gas, electricity and sewers—everything, in fact, a larger city can boast. But in Milwaukee Terrace, with all these conveniences, your home still offers something more worth while—the freedom and atmosphere of a suburban or country residence.

Your inspection of Milwaukee Terrace is invited at any time. Drive out today! For further information, call



When you come to Milwaukee Terrace we will have something really worth while to show you. This modern home, for example, containing living room, dining room, recreation hallways with open stairway, kitchen and lavatory on the main floor, three large bedrooms with closets and bath on the second floor, with a 12-foot attic over all, furnace heat, gas, water, electricity and sewer and a two-car garage on a lot 60x120-foot, will be completed in three weeks.

J. ALLEN GOFF

Hales Corners
Phone W. Allis 258-M.

The Milwaukee Terrace subdivision is bordered by Hwy. 100, Godsell Ave., 111th St., and Grange Ave. This house is at 5610 S. 110th St.

who thought we could predict what the future would bring have seen the prices of property go far beyond our expectations. In fact, I have found it good business to go out and buy back lots at a price higher than I sold them for originally.”

Recognizing the fact that Hales Corners could not stand still and that the community was certain to develop into one of the fine residence districts of the county, the villagers organized an association to obtain for the residents the things necessary for the general welfare and for high class development.

MILLER IS PRESIDENT.

This organization, the Hales Corners Advancement association, today is headed by Earl D. Miller. Earl Dewey is vice president, Mr. Goff is its secretary, and R. W. Holz is treasurer. It has, and is playing an active part in all of the village activities; it is watching the village schools, it aided in the organization of the fire department and in obtaining adequate fire equipment and in the solution of the many problems confronting the new village.

Real estate operators doing business in Hales Corners are giving their utmost co-operation to

the program for high class development. In the platting, throughout the village, they have laid out large lots and they have given much thought to their planning, that those who build may use the hills, the trees and the creeks and natural beauty of the landscape to the best advantage.

PROPERTIES RESTRICTED.

They have placed restrictions on their properties—restrictions protecting the home owner against the encroachment of undesirable buildings and undesirable neighbors. In this scheme they have been aided by the county board and the county regional planning commission and, as a result, business houses and factories are banned from the typical residence sections.

The state board of health watches over the sewage facilities of the village—the methods in vogue are such that there is no danger of water contamination. Added to that the villagers obtain their water supply from rock lying from 80 to 100 feet below the surface; homes are equipped with automatic water systems and it is the boast of Hales Corners’ residents that they have everything that the city folks have except the smoke and high taxes.

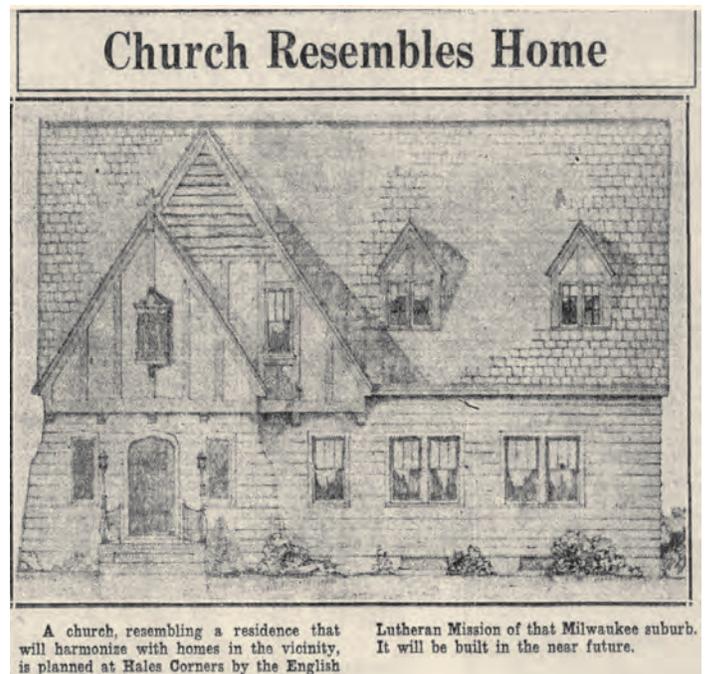
PLAN CHURCH IN HALES CORNERS

(Note: The church building described below was followed in 1951 by the Lannon stone church that still stands there.)

A church building of a new and distinctive type, resembling a residence that will harmonize with homes in the vicinity, is planned by the Hales Corners English Lutheran Mission.

The edifice is to be built within the near future in that section of Hales Corners known as Blossom Heath, in accordance with plans furnished by the Wilbur Lumber company of West Allis. Blossom Heath has also been selected by the Masons of Hales Corners for their new temple, to be erected at the intersection of Highway 100 and Grange boulevard.

This subdivision, platted by A. E. Copeland, is one of the new sections of the village and is located just west of the Loop road on the north end of Hales Corners. It is highly restricted.



This church building was located on 111th St. between Luther Ave. and Copeland Ave.

PROGRESS BEING MADE ON NEW HALES CORNERS PARK

(Note: In 1932, three years after the article below was published, what had been known as “Hales Corners Park” was christened “Charles B. Whitnall Park” in honor of Whitnall’s 25th year on the Milwaukee County Parks Commission. The park’s new name came as a blow to the Hales Corners Advancement Association, which had counted on having the park named after the Village, and even was willing to accommodate by changing the name of Hales Corners...which is a story for another time.)

The Hales Corners county park, now under construction, will be “the finest park in the middle west.”

That was the prediction made by James Roberts, who Saturday discussed plans made for this new playground for the people of this community. The supervisor, who has been one of the supporters of the park project, expressed the opinion that it will be one of the show places of the county.

“This park means much to the people of Hales Corners, as well as the people of the county in general,” he asserted. “Here we will have a playground and recreation spot with facilities adequate for the needs of all.”

PLAN GOLF COURSE.

He pointed out that there will be an eighteen hole golf course; picnic grounds large enough for outings of employes of factories and offices or associations of various description; bridle paths for those who would ride; playgrounds for the youngsters and possibly a tourist camp that will be the equal of any in this part of the country.

“The site selected for the park is one of the most beautiful in the county,” the supervisor added. “There are wooded hills and wooded sections; there are springs and the creek; there will be lagoons and beautiful driveways. I would favor a well regulated and policed camp grounds in the park because that would serve to bring more visitors to our county.”

He said that the park will be laid out in a manner that will permit a number of picnics at the same time without any conflict; that the picnic grounds will be separated from the golf course in order that the picnic grounds will not interfere with the golfers and so that the golfers will not bother those who are on an outing.

TO HASTEN WORK.

Supervisor Roberts declared that the county, in connection with the park project, expects to hasten work on the Parkway drive, which will furnish Hales Corners with another transportation highway. Within the next few years the Janesville Plank road and Highway 100—the Loop road—will be widened to The Corners.

The town of Greenfield is carrying on with its work on Grange boulevard, running through the subdivisions platted by A. E. Copeland and J. Allen Goff. This boulevard is to be a two way drive, with age old line fence trees gracing the center plot. The boulevard will extend through the village from east to west and will serve as a connection to the county parkway project. Grading has already been completed on the project west of the Loop road and the work will be carried through east of the highway when the necessary land has been obtained.

Ben Hunt’s Design Inspires Priscilla Riebs’ Memorial Bench

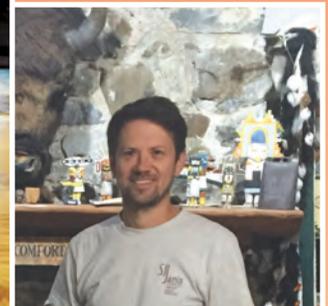
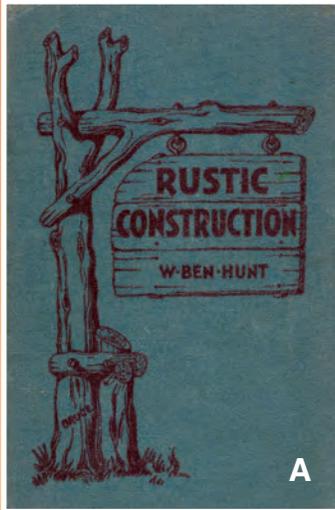
Priscilla Riebs was a major driving force in the Hales Corners Historical Society for many years. After her passing in 2017, our Board discussed several options for creating a memorial to her. I felt that since Priscilla had devoted so much time to the Hunt cabin and collection, the perfect tribute would be a rustic bench built to the specifications in Ben’s 1939 book, *Rustic Construction*.

Fortunately, I was able to locate a builder of custom furniture, **Guy Landgraf, Jr.**, who did a beautiful job of crafting the bench from pine wood, which Ben used for his furniture. True to the specifications in Ben’s book, Guy used no nails or screws. Ben would have approved! The project’s next phase was to inscribe a dedication to Priscilla on the bench.

(Continued on next page)

Katy Galewski and **Sandy Sannes** collaborated on the wording. I contacted **Brian Taylor** of Cedarburg, whose impressive woodburning work I had seen at an art show, and he did a perfect job of hand-burning the dedication into the bench. Ben would have been impressed!

Kathy O'Brien wrote a beautiful tribute to Priscilla that will be read when we dedicate the bench. We shared Kathy's tribute and the photos of the bench with the Riebs family, and we received a very gracious thank you note from them (below photos). -- *Randy Sannes*



A. Cover of Ben Hunt's book
B. Bench construction illustrations
C. Brian Taylor
D. Guy Landgraf, Jr.

Dear Randy and members of the Hales Corners Historical Society,

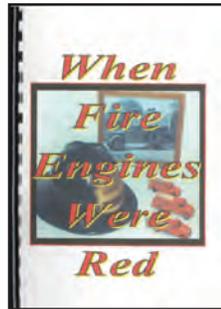
On behalf of my family and I, I would like to thank you all for the thoughtful and amazing memorial for my mother, Priscilla, in the form of a genuine Ben Hunt style bench. We all agree that you chose the perfect way to remember her and the countless hours of work

she did for her beloved Hales Corners. Indeed a remarkable woman, I know that the bench means as much to you as it does to us. Although we are scattered across the country, Andy, Amy, Dan, and I will all be over to see it when we can. Our best wishes to the HCHS and all its future endeavors.

Sincerely, Jennifer (Riebs) Najoom

In Memory: Harry Heileman, author of *When Fire Engines Were Red*

Harry Heileman was born in Hales Corners in 1941 and spent most of his early life here. He authored a book about the Hales Corners Fire Department entitled *When Fire Engines Were Red*, published by HCHS in 2001. The book is Harry's personal reflection on our Fire Department between 1927 and 1962 and contains more than a dozen photographs from that period.



We continue to sell copies of his book today. They are available for \$10 plus postage by using the order form at our website: www.HalesCornersHistory.com.

HCHS Board Nominations

The nominations and election of HCHS Officers and Directors have been postponed during COVID-19 times. We plan to proceed with these matters in Spring 2021. Below are the names of our current Officers and Directors. If you are a member of HCHS and have an interest in serving on our Board, please contact us at 5885 South 116th Street, Hales Corners, WI 53130 or by email at info@HalesCornersHistory.com.

OFFICERS

President -
Al Strekow
Vice President -
Randy Sannes
Recording Secretary -
Sandy Sannes
Corresponding Secretary -
Mary Bennett
Treasurers -
Michael Jedrzejewski,
Jim Bain

DIRECTORS

Katy Galewski
Mary Javorek
Kathleen O'Brien
Chris Schachtlie
Don Schwartz
Ruth Strekow

TALES OF THE CORNERS

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

90 YEARS AGO (1930)

- Elmer Schmidt wins the Holz driver's economy contest by driving a Chevrolet the furthest on one pint of gas.
- Enrollment at Hales Corners School is 132.
- Ed Scheffler and Sons advertises overalls for \$1.29.

80 YEARS AGO (1940)

- Plans are made to ordain and install Marvin F. Kammrath at Hales Corners Lutheran Church.
- Members of the Freede-Eckel Post enjoy a corn and wiener roast in the dugout under the post office.
- Rev. David W. Ryan is responsible for masses at Holy Assumption in St. Martins, St. Joseph's in Big Bend, and St. Mary's in Greenfield (now Hales Corners).
- W. Ben Hunt is having a series of Indian lore articles published in the magazine *Industrial Arts and Vocational Education*.
- 115 Hales Corners men are registered for the draft.
- Rev. Ludwig C. Kutz is named pastor of Evangelical Emanuel Church.
- The Greenfield Town Board receives a petition for the creation of a Hales Corners Sanitary District.
- Whitnall Park Lutheran Church services are held at Bethlehem Lutheran Church in Durham.

70 YEARS AGO (1950)

- A crowd close to 45,000 sets a new attendance record for the Hales Corners Labor Day Fair (which is now held in St. Martins).
- Enrollment at Hales Corners Elementary School is 270.
- Attendance at the Hales Corners PTA "Fun Night" is low due to the Joe Louis vs. Ezzard Charles fight on television. Ezzard Charles wins by decision of the judges.

50 YEARS AGO (1970)

- Hales Corners has 3,332 voters (compared to 4,905 in 2020).
- The Hales Corners Community Theater rehearses *Cactus Flower*.
- Rev. George Zwadzich is named pastor of St. Mary's Catholic Church.

Research by Katy Galewski

HALES CORNERS HISTORICAL SOCIETY

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