



October / November 2023

Don't miss our pre-holiday program on November 15th at 7 p.m.!
“CHRISTMAS SONGS YOU RARELY HEAR”

We're all familiar with “Jingle Bells,” “Deck the Halls” and the other traditional Christmas carols that radio and TV begin playing the day after Halloween, but what about the lesser-known (or even obscure) pieces of holiday music that rarely, if ever, hit the airwaves? They're part of our history too, and our November 15th program will provide an educational and entertaining look at them, complete with video clips and audio recordings.



The presenter will be Greg Jenks, retired educator and speaker for Osher Lifelong

Learning Institute. You may recall Greg's presentation on “The History of Alcohol” at our March 2022 program. We received so many positive comments about his knowledge and polished presentation style that we quickly invited him to speak to our Society again.

As always, this program is FREE for HCHS members. For non-members, a donation of \$5 is suggested.

Let's have fun with this! Because this is our final program of the year, we'd like it to be a pre-holiday celebration with some Christmas goodies to munch on. We invite volunteer bakers and holiday treat-makers to contribute cookies, brownies, candies, or other holiday treats. Please bring them with you to the program. Thanks!

All American Mohawk Radio Donated to HCHS

Our Society recently received an unusual item representing the early days of broadcasting: an All American Mohawk radio from 1920. Unfortunately, it no longer is in working order, but the radio's wood cabinet is still quite impressive and its interior contains its original components. Are there any radio buffs among our members who can tell us more about this century-old model?

We do know that it was purchased from **Bob Gehrman's TV Repair** store at 10549 W. Forest Home Avenue. HCHS has no other information on Mr. Gehrman and his store, but that particular site has been occupied by 15 different businesses through the years. Allis Industries is the building's current tenant.



Happy Hale-O-Ween!

Here are a few examples of the spook-tacular decorations that can be seen throughout the Village.



**Have you liked us lately?
Go to [facebook/halescornershistory](https://www.facebook.com/halescornershistory)**

Thanks to Board member **Mike Fischer**, our followers on Facebook enjoys weekly postings featuring photos from our collection as well as from Mike's own sources, including information about them. So, check out our page and enjoy your Village history!

Our Society is constantly adding images of Hales Corners history to our digital collection. If you have photos that you think are of historic interest to our Village, please contact us by mail, phone, or email.

TALES OF THE CORNERS - OCTOBER

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

90 YEARS AGO (1933)

- Contractors are doing a fast job of putting up barracks in Whitnall Park for the Civilian Conservation Corps (CCC). *See photo below left.*
- Thomas Schmidt's Food Market, the August Giese Meat Market, and the Wm. Gehrman Grocery and Market become NRA members. The National Recovery Administration is established to eliminate cutthroat competition and to set fair prices.
- State Bank Hales Corners reports assets totaling \$319,320.
- A sidewalk is being considered for the safety of school children along Godsell Avenue from the new school to 110th Street.
- The Freede-Eckel American Legion Post plans to hold an Armistice Ball at Walter Heiden's Hall. George Shaughnessy is the group's new commander.
- A basement is being constructed under the Hales Corners English Lutheran Church. It will be used for Sunday School classes.

80 YEARS AGO (1943)

- Christmas gifts are sent to area servicemen by the Hales Corners Special Service Club.
- Mrs. Ed Hunt is chairman of the Community War Chest drive.
- Plans are made for Hales Corners Day at the Milwaukee USO.
- About 60 parents enjoy a social tea sponsored by the Hales Corners School PTA. Mrs. Garland Strandt is president of the group.

70 YEARS AGO (1953)

- A Village board committee is studying a proposal to create a police force in Hales Corners. Currently, Constable Ralph Chatfield patrols the Village when he is not working at his regular job.
- A petition presented to the Hales Corners Village Board and signed by 419 of the Village's 830 electors favors banning the monthly fairs. A hearing is planned to discuss the issue.

- An eight-store shopping center is planned for Highway 100 between Scharles Street and Parnell Avenue. Raymond Lutz is president of the newly formed Hales Corners Shopping Center, Inc. *See photo below right.*

60 YEARS AGO (1963)

- More than 4,000 people receive the Sabin polio vaccine Sunday at Hales Corners School. Dr. R. C. Wolf, health officer, is in charge of the clinic.
- Hundreds of area residents and visiting dignitaries turn out for dedication ceremonies of the new Highway 24. Janesville Road has been widened from Howard Avenue to 124th Street.
- Sears announces its plans to open a catalog sales and appliance store in the Hales Corners Country Fair Shopping Center.
- Emanuel United Church of Christ celebrates its 75th anniversary.
- The Hales Corners Woman's Club plans its first annual tour of homes. The event is called "Golden Key to Charming Homes."
- The Hales Corners Auxiliary Police hold their second annual policemen's dance at the Muskego Ballroom.
- Members of the Hales Corners Community Theater construct a multi-level set for their production of *Who Was That Lady I Saw You With?*

50 YEARS AGO (1973)

- About 100 boys participate in the annual nature hike sponsored by the Kiwanis Club of Whitnall Park-Hales Corners.
- A new showroom and offices expand the space at Hiller Ford to three times its previous size.
- Classified ad: Hales Corners, three-bedroom ranch, wooded lot, screened porch, assumable 5.75 percent mortgage, low 30's.

Research by Katy Galewski



R.I.P. Eisner Professional Building, 1969-2023

You may have noticed that a long-time Hales Corners landmark will soon be just a memory. The Eisner office building on Forest Home Avenue is in the process of demolition, and along with it, the remnants of the building that once housed Valley View School. In May, the buildings and the seven acres on which they stand were purchased by local developer Wimmer Communities, which

is considering plans for redeveloping the site.

The following paragraphs are excerpted from our Village history book and relate the information we have about the Eisner family and their iconic building:

Wm. Eisner and Associates was founded by **William Eisner** and his wife, **Elaine (Toepfer)**, in 1959. Originally a downtown Milwaukee business, it relocated to Hales Corners in 1969 because the Eisners wanted a place to build in a quiet community outside the city. In addition, they wanted easy access to the freeway and a pleasant, three-minute drive through Whitnall Park to and from their home in Greendale.

The company had always been motivated by Christian

objectives and beliefs, as reflected in the design of the building and in the character of the related businesses founded over the years. The white building, still distinctive today, is entered through a doorway that incorporates a large cross. This represents Christ, the way to all Christian endeavors, and the 12 arches along the front of the building represent the 12 apostles who, to William Eisner, were the greatest communicators in history. "Without radio or television, they opened more franchises than even McDonald's," he said.

In 1981, the company expanded into the former Valley View School, which was adjacent. The allied corporations founded by Eisner and operat-

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(Eisner continued from page 4)

ing in these two buildings at one time included a recording studio, an art studio, a public relations office, a booking agency for colleges and universities, a Christian graphics company, and a print shop. The print shop also produced advertising and materials for independent clients. Most of these businesses have been sold, but some were incorporated into the advertising agency, which solicited business world-wide.

William Eisner, Jr., joined the family business in the late 1970s and became its Executive Vice President and Creative Director. Today, the sign alongside the building still states Wm. Eisner Advertising, Public Relations, but the ad agency itself now operates under the name of Nonbox.



China Lights 2023: Another Enlightening Experience

In 2016, the Boerner Botanical Gardens were transformed into a dramatic display of color, light, and sound at China Lights, the first festival of its kind in the Midwest. It was a celebration of Asian culture featuring 40 larger-than-life sculptural lantern displays, stage performances highlighting folk-culture entertainment and activities, and a bustling marketplace.

Artisans from China worked on-site creating welded metal frames, lighting the frames from within using various types and colors of LED

lights, covering the framework in brilliantly colored fabric, and hand-painting finishing touches. While the displays were magical at night, they were also beautiful during the day.

China Lights proved to be so successful that it has reappeared since then with new displays on ever-changing themes. The 2023 version was entitled *Nature's Glow: Explore Biodiversity in the Ocean and Beyond!* It ran from September 15th to October 29th and featured birds, deep-sea creatures, insects, and a few dragons.



TALES OF THE CORNERS - NOVEMBER

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

90 YEARS AGO (1933)

- Hales Corners and vicinity has been in the news spotlight due to the milk strike. Pickets are seen dumping milk from dairy trucks in an effort to raise the price of milk paid to producers.
- About 27 men at Whitnall Park's Civilian Conservation Corps (CCC) rebel when asked to work Saturday because it rained during the week. The men were escorted to the North Shore train station by sheriff's deputies and sent back home to Chicago.
- A petition is circulated to change the name of Hales Corners to Hale Park.
- About 100 of the 124 stockholders of State Bank Hales Corners attend the stockholders meeting. Elections are held to select nine directors. Rudolph Holz is elected president of the bank. He succeeds Elmer Godsell.
- The Ladies Aid at Emanuel Evangelical Lutheran Church serves 644 chicken dinners and clears \$250.
- The Hales Corners Advancement Association discusses the possibility of the Village building a high school.

80 YEARS AGO (1943)

- Hales Corners Boy Scouts are slated to collect scrap paper. The paper is needed to make cartons for packing war materials that are to be shipped to the front.
- The young adult group at Emanuel Evangelical Church packs gift boxes for the congregation's servicemen.
- The Co-op Food Store, Hales Corners, advertises onions for 6 cents per pound, grapes for 17 cents per pound, and oranges for 43 cents a dozen.
- Ray Anderson is installed as commander of the Freede-Eckel American Legion Post. Lorette Bosch is installed as president of the post's auxiliary.
- Plans are made for a dinner to celebrate the 15th anniversary of Hales Corners Lutheran Church. The Rev. M. F. Kammrath is pastor of the congregation.
- The Hales Corners Lions Club has appointed a committee to investigate the possibility of a skating rink in the Village.

70 YEARS AGO (1953)

- The Milwaukee County School Committee is asked to draw up an order to combine the Hales Corners, Greendale, Jefferson, Valley View, Ben Franklin, St. Martins, Willow Edge, and Kneeland school districts. The Hales Corners Village Board votes to oppose the plan. Hales Corners officials would prefer to continue their independent elementary school district and to join a union high school district.
- Barczak Bros. advertises pork chops for 39 cents per pound, hams for 55 cents per pound, and summer sausage for 65 cents per pound.
- Plans are made to celebrate the 25th anniversary of Hales Corners Lutheran Church.

60 YEARS AGO (1963)

- The Hales Corners Village Board has decided to send letters to the sewer commission and the state Board of Health to complain of soap water flowing through ditches from Franklin into Hale Park.
- The new Sears catalog store in the Country Fair Shopping Center advertises its grand opening.
- Money to build a swimming pool in Hales Corners has been eliminated from the County budget.
- The Hales Toasters holds its charter meeting. Herman Peters is elected president.
- Plans are made to celebrate the first anniversary of the Hale Park Wesleyan Methodist Church.

50 YEARS AGO (1973)

- Donations for the Indian children of Lac du Flambeau are being accepted by Whitnall Park Lutheran Church for its "Operation Christmas."
- Rudolph Holz is honored by the Hales Corners Chamber of Commerce. He serves as chairman of the board for Holz Chevrolet and Hales Corners State Bank.
- Priscilla Riebs is elected president of the Hawthorne Garden Club.
- The Rev. Edwin Pieplow is slated to preach his farewell sermon this week. He is retiring as pastor of Hales Corners Lutheran Church.

Research by Katy Galewski

HALES CORNERS HISTORICAL SOCIETY

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