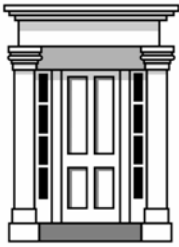
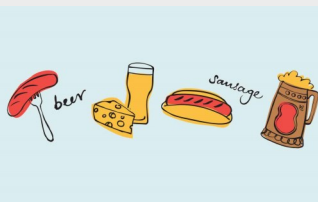


SHEBOYGAN COUNTY



HISTORICAL
RESEARCH
CENTER



Brat Trivia
Things any good
Sheboyganite should know!

In 1953, the first brats rolled off the grill at Milwaukee County Stadium, introducing them to the nation. Stadiums across the country soon followed suit, but Miller Park or Am Fam Field is still the only venue that serves more brats than hot dogs.

Michael Gottschalk, local butcher, opened the first brat stand in Sheboygan on Michigan Ave. sometime after 1862. Really an accident, Gottschalk was frying brats for his own lunch when the neighbors showed up wanting to buy. And so started a most wonderful tradition!

The Researcher

The Newsletter of the Sheboygan County
Historical Research Center
Volume XXXII Number 6 August 2022

The Researcher is sponsored by Jay Christopher of Christopher Farm & Gardens.

The Origins of Broughton Drive



Looking south along Lake Michigan from North Point. This is the area where Broughton Drive was created in 1935.

Did you know that our beautiful Broughton Drive was originally mapped out as a portion of an around-the-lake driving tour of Lake Michigan? It was a part of the Chicago to Sturgeon Bay segment that included old Hwy 141. On April 30, 1935, officials of the Lake Shore Drive Association dropped in to Sheboygan for a crowded meeting at Leo Hall, St. Peter Claver church. The bigwigs were here for the initial promotion of the scenic federal project. The crazy hot summers of 1933 and 1934 prompted a plan to help city dwellers to cool off by traveling north and getting close to the chilly waters of Lake Michigan.

Alvin Buntin, secretary of the Lake Shore Association, stressed the importance of what this highway would do for the tourist trade in Wisconsin. He announced the federal government was giving away

Continued on page 4

The Sheboygan County Historical Research Center is located at 518 Water Street in Sheboygan Falls.

Open Tuesday through Friday, 9:00am – 4:00pm.

SCHRC will close for archiving August 15-August 26, 2022.

Phone: 920-467-4667

E-mail: katiereilly@schrc.org

Website: schrc.org

The Researcher is the official newsletter of the Sheboygan County Historical Research Center, 518 Water Street, Sheboygan Falls, Wisconsin 53085.

It is published six times per year in August, October, December, February, April and June.

The Research Center is the local history archive for Sheboygan County and areas surrounding the county. It is a repository for paper records of all kinds.

SCHRC Board of Directors

Steven Gallimore, Pres.

Dr. Jacob Gerend

Dr. James Kuplic, Secretary

Dr. Scott Peschke, Vice Pres.

William Reiss

Steven Schmitt

Gerry Van de Kreeke, Treas.

Terri Yoho

Bridgett Zielke

SCHRC Staff

Steven Rogstad, Ex. Dir.

Kathy Jeske

Katie Reilly

Richard Stoelb

Beth Dippel, Dir. Of Ops.

**Check out
schrc.org**

**And SCHRC
on Facebook**

Go Paperless. Receive *The Researcher* via email. Save paper. Save postage and receive a more colorful newsletter. Contact Katie at katiereilly@schrc.org to sign up.

Welcome New Members

Steve Breitzman, Plymouth, WI
Neil Payne, Plover, WI (sponsored by Adam Payne)
Charles Trimmerger, Whitefish Bay, WI
Terri Yoho, Adell, WI

Programming and Classes

Taproom History

Chris & Sue's, W3820 Co Rd C, Plymouth

6:30pm to 7:30pm

Thursday, August 18, 2022 - Wisconsin's Gangster's Past - Chad Lewis

Closures

Please remember that SCHRC will be Closed to researchers from Monday, August 15, 2022 through Friday, August 26, 2022 for archiving.

Sponsorships

A huge Thank You to our event sponsors -
Saloon Stories - Van Horn Automotive Group
Taproom History - H.C. Denison Co.
Second Saturdays - Oostburg State Bank and Sandy Mahlich
DNA 101 - A Seminar for Beginners - Masters Gallery Foods
Great Lakes History, Promise and Peril history symposium - Kohler Foundation and private donors



The Researcher is sponsored by Jay Christopher of Christopher Farm & Gardens



“LET’S DEVELOP OUR CENTER”

Steven K. Rogstad
Executive Director

This month I would like to take a minute to discuss the concept of sponsorships. In the world of fundraising, this type of giving is usually associated with support from businesses and corporations. The Center recently acquired three new business sponsors for its public outreach programming. H.C. Denison sponsored Saloon Stories earlier this year. Van Horn Automotive Group is now the sole sponsor for Taproom History and Oostburg State Bank has come on board as a new sponsor for Second Saturdays. The Kohler Foundation is a long-standing supporter of the Center and is a sponsor for the Annual History Symposium this fall. Masters Gallery Foods is sponsoring a class on DNA for beginners. We thank all of them for their support!

Sponsorships, however, are not limited to businesses. There are numerous opportunities for individuals and groups to assist the Center by sponsoring – or adopting – specific projects and events. I would like to mention a few for your consideration as you plan for your future giving:

+ The Annual Meeting Lecture. The Center will be publishing in booklet form the keynote speech delivered at the Annual Meeting. This is an excellent way for us to publish local and regional history, plus adding a unique item for sale in the book store.

+ Computer Upgrade. We are currently raising funds for a comprehensive technologies upgrade that will provide the Center with new equipment, enhanced internet capabilities, greater online security, and 24/7 tech support.

+ Book Store Upgrade. We are looking to freshen up the look of the book store, which will include new tables, counters, window treatments, stock items, and

cash register.

+ Event Sponsorships. We are looking for sponsors who would like to put their name on our upcoming “Tree-mendous Celebration” (our new Christmas tree event), Second Saturdays, Annual Meeting, Genealogy Symposium, and the Annual History Symposium.

Sponsorships are an excellent way to support activities you like, while encouraging others to follow your lead and demonstrate giving in visible and tangible ways. Please call me with ideas you may have or projects you wish to support.

We still have two more sessions of Taproom History coming up! SCHRC board member Steve Galimore and I will be tag-teaming on a presentation about Wisconsin connections to gangster John Dillinger on Thursday, July 21. Chad Lewis will be discussing “Wisconsin’s Gangster Past,” on August 18. Both events will take place at Chris & Sue’s Place in Plymouth, at 6:30 pm. As I always say, bring a friend, neighbor, or relative. So, mark your calendars! I hope to see you there!

Finally, I want to whet your appetite about our 2022 “Tree-mendous Celebration” that will take place around the Research Center from Thanksgiving until New Year’s Day this year. It will involve over 125 artificial and real Christmas trees that will decorate the interior and exterior of the Center and our new building across the street, along with the land around the Cole Historic District! The brilliance of the lighting and decorations will be augmented by special evening events throughout the holiday season. The committee working on the event is already meeting and planning for what promises to be a spectacular event that will showcase the Center and the beautiful community of Sheboygan Falls.

There are opportunities for sponsorships and volunteerism to make this event one that will be cherished and remembered for years to come. So, get ready for something special! Please give some thought to how you and your family can get involved with it.

Thank you for all you do to support and help develop our Research Center!

Sincerely,

Steven K. Rogstad
Executive Director



Work crews are removing the bluff just south of North Point in readiness for the creation of the new Broughton Drive. Charles Bohmann Sand & Gravel is taking away the fill.

money, and Sheboygan County should darn well get its fair share.

A campaign to “See America First” had been launched to encourage Americans to spend their vacation money on family road trips close to home. Automobile associations lobbied to improve roads for drivers. Motels and restaurants sprang up to capture tourism dollars.

This proposed highway would join upper Wisconsin with lakeshore cities including Marinette, Green Bay, Manitowoc, Milwaukee, Port Washington, Milwaukee, Racine and Kenosha. Milwaukee’s Lincoln Memorial Drive and Lake Park are part of this massive project.

Here in Sheboygan, the new drive included North Third Street from Penn to St. Clair and then a new outer drive which began at St. Clair and paralleled the shore of Lake Michigan to termination at Lincoln Avenue and Barrett Street.

On November 4, 1935, Sheboygan Mayor Willard Sonnenburg and the board of public works, received word that the federal government had approved the city’s Lake Shore drive project. This WPA project was a GO. Work began immediately.

The federal government’s share of the cost was \$29,440 and the city’s share for materials would be only \$650, just the kind of project the city was lobbying for. Cash poor, the city was thrilled to put 200 men to work. It would be 100 workers on alternating weeks for 24 weeks.

Thirty-six feet wide, the road was built all the way to the top of the bluff on North Point. The city acquired the riparian water rights along the lakeshore and purchased all the land to the city limits. The city also purchased the Dennett property at Michigan and Third.

Small parks were to be built on both sides of drive. Landscaping, trees, a bridal path and much more was planned for the new motorway.

Though desperate for work, on March 6, 1936, men employed on the project walked off the job. Workers struck for a raise in pay from \$48 to \$60 a month, the same rate a metro area would be paid. They were seeking Federal government reclassification. This movement involved 800-900 men working on a variety of WPA projects all over the city.

Projects stopped all over the city. A large group of strikers traveled to Madison to address their legislators. They occupied the Assembly rooms for a couple of nights causing a bit of chaos, but the fifteen-day strike did achieve an increase of at least 10% for most unskilled workers. The stragglers were finally kicked out of the capitol in Madison on the 21st, sent home on buses, and expected to return to work.

An April 6, 1939, news article announced that the new road would be named after Charles Broughton, Sheboygan Press editor. The Sheboygan Common Council voted unanimously on the motion the evening before. It was one small way to honor Broughton’s public service achievements. The list of Charlie Broughton’s accomplishments and interests could fill a book. He was a philanthropist, fierce opponent to prohibition, community fundraiser, visionary conservationist, champion of the Wisconsin cheese industry and patron of state and local history. He was responsible for the founding of Sheboygan’s Kiddies Camp for underprivileged children,

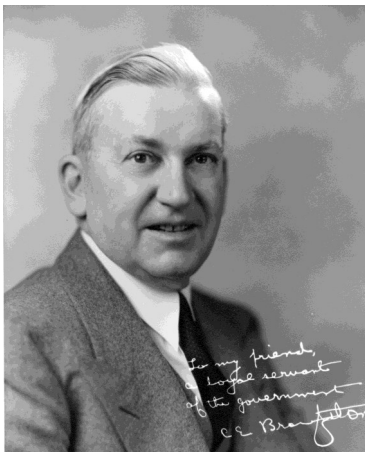


Looking north toward North Point, the newly created WPA built road follows the shoreline. Jetty seen at right.

the YMCA and was the director of the Sheboygan Redskins basketball team. He received an honorable mention for the Pulitzer Prize for investigative journalism in 1935 for his examination of care at state hospitals.

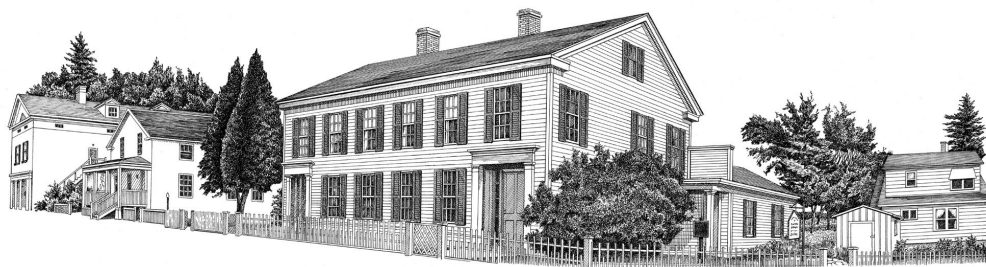
Created from the bluffs and sands of Lake Michigan, Broughton Drive and all the wonderful work along the lakefront have created a paradise for Sheboygan County residents. Cool, fresh air and a view second to none, can be found in a stroll or a slow drive from Penn Avenue north to North Point on a stretch of road named after a guy who loved Sheboygan, a guy named Charlie Broughton.

Charles Broughton, editor of the Sheboygan Press (1913 to 1952).



In June of 1937 as part of another WPA project, four jetties were constructed just south of North Point. Following the construction of the interlocking concrete structures, sand would shift towards shore eliminating the bay and shoals that existed, creating smooth stretches of sandy bathing beaches. Northside beach ran from the north pier to North Point. The jetties also protected the newly constructed Lakeshore Drive which was nearing completion. The jetties extended from 60 to 200 feet into Lake Michigan between Huron Avenue and North Point. Because of the unique structure of the jetties, sand was carried through openings in the concrete blocks and deposited, building up the beach. The \$48,000 project provided work for 75 men for six months.

**Fall 2022
SCHRC
Program Schedule**



Second Saturdays– Journeys Into Local History

Plymouth Arts Center, 520 East Mill Street, Plymouth

9:30am to 11:30am (Free of Charge)

Saturday, September 10, 2022

Native American Marker Trees - Dr. Karl McCarty, educator and historian

Saturday, October 8, 2022

Indian Mounds of Fond du Lac and Washington Counties - Kurt Sampson, Dodge Cty. Hist. Society

Saturday, November 12, 2022

Greendale, A Planned Community - Daina Pekiunas, Wis. Hist. Society's State Historic Preservation Officer

Saturday, December 10, 2022

Wisconsin State Parks and Wisconsin Waterways - Scott Spoolman, author and editor

Saturday, January 14, 2023

Hitler's Forgotten Holocaust - Dr. Patrick Jung, MSOE Professor of Anthropology and History

Saturday, February 11, 2023

Those Girls Can Really Play Ball, The Milwaukee Franchise - Dr. Tom Armstrong

Saturday, March 11, 2023

Mexicans in Wisconsin - Dr. Sergio Gonzalez, Marquette University, author, WHS Press

Saturday, April 8, 2023

The Story of Cream City Brick - Steve Stuckey, Director, Washington County Historical Society

Saturday, May 13, 2023

The 1893 Chicago World's Fair - Jim Gibbons, historian and lecturer

Genealogy Classes

Research Center

518 Water Street, Sheboygan Falls

1:00pm to 3:00pm (\$15 members, \$20 non-members)

Monday, September 12, 2022 - Learning to Use and Understand Land Records

Monday, October 10, 2022 - Documenting Your Genealogical Finds

Monday, November 14, 2022 - Maps, Their Uses and Importance in Genealogy and History

Monday, December 12, 2022 - Creating A Fuller Picture of Your Ancestors

History on the Move

Generations 1500 Douglas Drive, Plymouth, WI

2:00pm to 3:30pm (Free of Charge)

Wednesday, September 7, 2022 - Sausage that Made Sheboygan County Famous

Wednesday, October 5, 2022 - Smorgasbord

Wednesday, November 2, 2022 - The 1950s and 1960s

Wednesday, December 7, 2022 - An Afternoon at the Movies

2022 Annual Meeting

Friday, October 7, 2022

Amore, 18 West Mill Street, Plymouth, Wisconsin

11:00am to 1:00pm (Free of Charge)

Steven K. Rogstad will share his research on Helen Brainard Cole.



2022 Genealogy Seminar DNA 101 - A Class for Beginners

Friday, October 21, 2022

Plymouth Arts Center, 520 East Mill Street, Plymouth, WI

9:00am to 12:30pm

\$30.00 per person/ \$50 per family

Among other things this seminar will tackle the following topics. It is 3.5 hours of information to help you understand DNA for Genealogy.

1. Introduction to Genetic Genealogy – Understanding Your Match List
2. Applying DNA – Cousin Matching
3. Ethnicity Estimate
4. Company & Test Comparisons

Dana Kelly, Executive Director of the Norwegian American Genealogical Center & Naeseth Library in Madison, WI will be the presenter.

Please register ahead of time either online at schrc.org/shop, by check or call 920.467.4667.

This will be a fun morning!



2022 History Symposium - Great Lakes History - Promise and Peril

Saturday, November 5, 2022

Plymouth Arts Center, 520 East Mill Street, Plymouth, WI

9am-3pm

\$40.00 per person/ \$60 per family

Theodore Karamanski - Sailing America's Inland Sea: Lake Michigan in the Age of Sail

Patrick Jung - Charting the Inland Seas: French Exploration and Mapping of Lake Michigan and the Great Lakes, 1534-1675.

Brendon Baillod - The Lady Elgin Disaster: Milwaukee's Civil War Tragedy

Todd Gordon - The Eastland Story

Please register ahead of time either online at schrc.org/shop, by check or call 920.467.4667.

This will be a day of exceptional scholarship focused on Lake Michigan.
Don't miss these stellar speakers!

RESEARCH CENTER
518 WATER STREET
SHEBOYGAN FALLS, 53085-1455

NON-PROFIT ORGANIZA-
TION
U.S. POSTAGE PAID
PERMIT #19
SHEBOYGAN FALLS, WI 53085

RETURN SERVICE REQUESTED



A Look Back to August of 1969

Fifty-three years ago - "Like legions of vagabond soldiers". . . that's how the only local news article about Woodstock started its report. Technically known as the Woodstock Music Festival; An Aquarian Exposition: Three Days of Peace and Music, the event lasted for four hot and miserable days in August 1969.

From August 15-18 more than 400,000 music lovers rolled onto farmland about 70 miles west of Poughkeepsie, New York. The event was organized by four young men, the oldest of whom was only 27.

Tickets cost \$7 for one day, \$13 for two days, and \$18 for three days. Tickets had been sold in advance, but as people flocked by the thousands to Woodstock from all directions, it was clear there was no possible way to charge at the door. Once it was known the concert was free, attendance surged. Police had to turn away thousands of cars. It is likely that nearly 500,000 people actually made it to the event. The highways in the area became parking lots as people abandoned their cars in the middle of the roads and walked the final distance to the venue. Traffic was so bad that the organizers had to hire helicopters to shuttle the performers from their hotels to the stage.

In a year that saw the first footsteps on the moon, casualties in Vietnam approach 40,000, the Manson murders and Chappaquidick, 500,000 kids grooving strangely but peacefully at Woodstock didn't seem all that odd. It just brought a fitting end to an exhausting decade in America.