

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

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Welcome New Members

Landmark Landscape, Inc. — Sheboygan Falls
James Rose — Sheboygan
Ann Schleih — Sheboygan Falls
Margaret Meyer — Plymouth

HOLIDAY HOURS

We will be CLOSED
December 23 to January 1.
We will reopen
Thursday, January 2, 2025,
at 9 am.

*Happy Holidays from all of us
at the Research Center!*

Program Schedule

See schrc.org or Facebook for more details.

Genealogy Classes

Tuesdays at Generations, 1500 Douglas Drive, Plymouth — 1 pm
December 17 – Oral Histories: Techniques for Collecting and Preserving Oral Histories from Older Generations

Second Saturdays

at Plymouth Arts Center, 520 East Mill Street, Plymouth, WI — 9:30 to 11:30 am
February 8 – Sheboygan Brewing History with Bret Blizzard
March 8 – Life, Bicycles, and Books with Cross-Country Tandem with Tracy and Peter Flucke
April 12 – Lighthouse Architecture (and Penny Pinching Methodologies) with Marie Blunt
May 10 – The S.S. Christopher Columbus, Part II with Todd Gordon

History on the Move

Tuesdays at Generations, 1500 Douglas Drive, Plymouth — 1 pm
December 10 – Elkhart Lake: The Beginnings of the First-Class Resort Destination

Book Club

at 517 Monroe Street, Sheboygan Falls — 1 to 2:30 pm
Thursday, January 16 – *The Pioneers* (2019) by David McCullough
Please register by calling (920) 467-4667.

Let's Develop Our Center

We have exciting developments shaping up as we approach 2025.

The SCHRC announced at its recent Annual Meeting that it will be re-activating the former Sheboygan County Landmarks, Ltd. organization. Landmarks, Ltd. was established in 1975 as a legal nonprofit group with a primary objective of providing community awareness concerning historic homes and other structures within the county. Before it was legally dissolved in 2001, it had identified and marked over a thousand buildings, bringing a greater appreciation for the historic and artistic value of historic buildings. The organization also purchased plaques that provided a date and brief history for each building selected for recognition.

Landmarks, Ltd. also led preservation efforts within the City of Sheboygan and outside its borders. In 1975, it introduced a preservation plan to Sheboygan's Chamber of

Commerce in an effort to halt what was considered shabby and unattractive modernizations to store fronts. That same year it presented a similar plan to the Sheboygan Falls Chamber of Commerce, which resulted in the formation of the Downtown Preservation Committee. That committee subsequently formed the Downtown Historic District (1985) and the Cole Historic District (1988). Both of these districts are listed on the National Register of Historic Places.

When the decision was made to legally dissolve, Landmarks, Ltd. gave all of its official records to the Research Center and became part of the SCHRC. It has remained inactive for the last 23 years.

Landmarks, Ltd. will now be called the Preservation & Landmarks Committee (PLC), a standing committee that will be operated by volunteers under the auspices of the Research Center. Travis Gross, former director for the Sheboygan County Historical Society & Museum, has generously agreed to chair the committee. We are in the process of selecting committee members who will share their time, talent, and love for historic preservation.

The PLC will have multiple objectives, including (1) providing community awareness, (2) promoting preservation advocacy,

(3) hosting preservation education trainings and workshops, (4) scheduling events that commemorate historic and renovated structures, and (5) assisting property owners by linking them to contractors that may of service with maintenance and repair issues associated with older homes and buildings.

The PLC is yet another way in which the SCHRC will expand its visibility and extend its relevance. Good and healthy discussions concerning how to treat historic buildings are vital as municipalities, government agencies, and communities struggle with the tension that always exists between development and preservation. While the City of Sheboygan has its own Preservation Commission to address some of these issues, the rest of Sheboygan County will now have the SCHRC's Preservation & Landmarks Committee to coordinate important dialogues and continue the fine tradition of identifying and celebrating historic homes and structures. Many more buildings are now candidates since Landmarks Ltd. ceased their work in 2001.

Of course, volunteers for this valuable work are needed. As we go forward, the committee will need researchers, writers,

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of porter, lager and Weiss beer, and six thousand barrels of beer were bottled.

Henschel operated the brewery until 1917, except for a brief time when Adolph's son, Allie, ran the business. Robert Hayssen, a son-in-law of Henschel, operated it from 1917 to 1926, when it was sold to Manitowoc Products Company.

Wellheofer Brewery was built in the 1850s by Louis Wellheoffer and Mr. Buckel. Short lived, the brewery burned down in 1874, 1877, and again in 1879. After the third fire, the brewmasters gave up and ceased operation. Two of Louis's sons found employment elsewhere. Max went to the Centerville Brewery while William worked for Gutsch Brewery.

In 1853, the Binz Brothers built a brewery on Michigan Street between 14th and 15th Streets. Jacob and August Binz encountered two fires at their brewery. The *Evergreen Times* gave an account of the first fire: "The fire, when discovered, was so far advanced that it could not be subdued with the means at hand. The engine fire company, or a portion of it, started the engine for the scene of the conflagration, but on going down the hill by Gutsch's Brewery, one of the firemen, a German named Imig, was thrown down by the tongue and the wheels passed over his body, breaking his ribs. The engine, from the accident, did not arrive until the buildings were nearly consumed. Nothing was saved from either of the buildings except a few small articles,

among which was a small trunk containing some \$300 in money and jewelry belonging to Mrs. Binz, whose husband is now in Europe, and which is supposed to have been stolen in the confusion. Mr. Imig, the injured fireman, lingered until Tuesday morning of this week, when he died from his injuries."

The brewery passed to several owners and finally sold to Charles Born and transformed into a sanitarium in 1884.

Sheboygan's other breweries, Gutsch and Schreier, battled for supremacy for decades. Most of their products were sold in taverns they owned throughout the city, either kitty-corner from each other at intersections, or across the street from each other if they were mid-block. At one time the breweries owned 50 city taverns between them.

Konrad Schreier, described as a "jolly good-hearted German," built his brewery after the other breweries had been established. The Schreier Brewery was located on New Jersey Avenue between N. 15th and 16th Streets, a few blocks from Gutsch's Brewery on New York Avenue. By 1875, Schreier's Brewery was the largest in the city including a malt house, brewing



Schreier Brewery Poster

house, wash house, icehouse, and malt kiln. In 1875, Schreier produced 4,812 barrels of beer, worth \$48,120.

Gutsch and Schreier saw tremendous growth in the 1880s. They expanded their breweries with new smokestacks, artesian wells, and boiler rooms. By 1891, Schreier more than quadrupled production with Gutsch close behind.

Prohibition went into law on January 17, 1920. Breweries adapted with Gutsch producing "near beer" while the Schreier Brewing Co. bottled soft drinks, picnic sodas, and produced whole wheat flour. Shortly after the end of Prohibition, Schreier closed

its brewery and grew its malting operations.

Early on during Prohibition laws were passed to allow physicians to write prescriptions for beer. From the Sheboygan Press December 10, 1921: "When a patient gets ill, and this frequently happens in every community, and not uncommonly in Sheboygan, the attending physician will not have to go beyond the confines of the city to supply a good wholesome beer, with all the medicinal requirements. Both the Schreier and Gutsch breweries are stocked up with sufficient supplies to take care of the needs here for some time to come."

Schreier Malting Company was purchased by Cargill Malt in 1998. By 2004 it was closed, and the site was used as a distribution center. Attempts to sell the property for conversion into an ethanol factory failed and Cargill resumed malt production in 2008. The following year it was sold to European Belgium based Boortmalt with operations continuing to this day.

While the Gutsch Brewery went through changes in ownership, the name was changed to Kingsbury Brewery in 1926 after it was acquired by Manitowoc Products Company. Kingsbury Pale, a cereal beverage or near beer, was bottled during Prohibition until beer was once again legalized in 1933. Extensive additions and remodeling

were undertaken after WWII. Kingsbury's popularity resulted in the purchase of Iowa's largest brewery, Sioux City Brewing Company.

In 1960, Kingsbury was sold to G. Heilman Brewing Company of La Crosse who already owned 51%. By 1962, they owned all of it. They were the third largest brewery in the state and the 15th in the country. The Sheboygan brewery continued to produce Kingsbury and in 1969 added Blatz. They also produced Drewry's beer.

The future of Kingsbury was in doubt when in December of 1970 a maintenance shutdown laid off 93 of the 140 employees. Corporate leaders cited that the old facility



Kingsbury Brewing Truck

may not be adaptable to meet current needs, while union leaders cited it as a scare tactic in advance of contract talks. A 25-day strike in 1971 resulted in Heilman deciding to close the plant. However, successful contract negotiations resulted in the plant reopening with plans for future renovations.

The future again did not look bright when Heilman announced in 1974 that Sheboygan operations would close for good. The more than century old facility was the least effective and smallest operation in the organization. Production ended at the 127-year-old facility on April 11, 1974. Hopes of finding another brewer were unsuccessful

and the buildings were eventually torn down.

While the Sheboygan breweries are now gone, embossed Gutsch and Schreier bottles are frequently found in barns and basements and dug up in the area. There are likely many vintage Kingsbury beer bottles waiting to be found. 🍀

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docents, hosts, and guides at events. Please support this important committee with some of your available time and skills. The work will only be as good as the people who make it happen. So, let's all rally around the preservation flag in 2025!

Continue to spread the word about the SCHRC and the fine work it is engaged in. With the PLC on the horizon, we have that much more to brag about! Stay tuned!

Keep checking the SCHRC website – www.schrc.org – for updates.

As always, thank you for all you do to support and help develop our Research Center!

Sincerely,



Steven K. Rogstad
Executive Director
steverogstad@schrc.org



Falls Glass Service in Sheboygan Falls had a unique Christmas tree manufactured for the Center's 2022 Treemendous Celebration. The tree is made of a special metal interior stand provided by Fine Line Fabricators and covered with unique glass plates cut by Falls Glass. Designed by Falls Glass owner Jeff Selk, and assembled by Jon Selk, Matt La Pean, and Ty Fredericks, the tree has been loaned indefinitely to the SCHRC for display at the Center's Mersberger Building. The Center thanks Jeff Selk and his staff for the gift, and for re-installing the tree in our new building! It is a unique and beautiful object. Stop by and see it!



SCHRC Holds Annual Meeting

The Center hosted another successful Annual Meeting on October 11. Over 110 members enjoyed a buffet lunch sponsored by Jos. Schmitt Construction, and Stephen Kantrowitz's lecture, *How the Ho-Chunk Thwarted Removal From Wisconsin*. A special thanks to Sheboygan County Administrator Alayne Krause for attending and showing support for the SCHRC



Left: Stephen Kantrowitz gave an entertaining lecture at the 2024 Annual Meeting. Right: Author and member Kerry Trask with Executive Director Steven Rogstad.

2023 Giving Tuesday Update

The Center received \$8,000 for industrial shelving from its Giving Tuesday campaign in 2023. Shelving has been assembled in 3 rooms of the Adams Street facility for collection storage. As these photographs illustrate, the acquisitions from the Mill House are now being assessed, processed, and transferred to Adams for permanent storage. More shelving will be assembled soon. The support we received last year allowed the Center to improve its collection care and management program. Thank you to those who financially gave to this project! We will continue to show our supporters how their dollars make good things happen at the Research Center.



Sheboygan County Historical Research Center Welcomes Returning Board President, Joseph Zagozen

After a brief absence, Joseph Zagozen has returned to his role as President of the SCHRC Board of Directors. A life-long resident of Sheboygan, Joe earned a Bachelor of Science degree in Pharmacy at the University of Wisconsin, and a Masters of Science degree at Cardinal Stritch University. He served in several roles at St. Nicholas Hospital in Sheboygan during his 25-year tenure, including Director of Pharmacy and Vice-President. He also worked for 16 years at Glander's Prescriptions Plus.

He previously served as President of the Research Center for ten consecutive years, and was presented with a service award for his board work at the October 7, 2022 SCHRC Annual Meeting. Under his prior leadership, the organization acquired the property at 511 Adams Street in Sheboygan Falls, which today serves as a collection storage facility.

In addition to his efforts for the Center, Joe volunteers for the Sheboygan Senior Community, Wisconsin Pharmacy Society, and St. Clement Parish.

We welcome Joe back to the board and look forward to once more having his leadership, insights, and passion for the Research Center!



Sheboygan County Historical Research Center Welcomes New Archivist, Kate Harms

Kate spent several summers volunteering at the SCHRC as an undergraduate and while earning her master's degree at University of Wisconsin – Milwaukee to prepare for her future career, so it is only fitting that she should return as the part-time archivist. She also works as the assistant archivist for the Congregation of Sisters of Saint Agnes in Fond du Lac. She has spent the past two years organizing and processing collections, as well as designing interesting and educational displays for the sisters at the convent.



Kate has always enjoyed learning about history. Her desire to preserve history and to share it with others was sparked by the sources she studied in a college class about women in early America. Many documents made during one's lifetime seem mundane. But these seemingly mundane items can still hold value if they are discovered by the right researcher. Kate wanted to be involved in that process, and a three-week archiving class taken a few months later solidified her goal. She now helps to provide the possibility of discovery. When approached, Kate will look for any excuse to share bits of historical trivia. At home she spends her time building dioramas and plastic model kits.

55th Annual Patriotic Luncheon

Honoring Presidents Washington, Lincoln, and McKinley

Saturday, February 1, 2025 at 12:30 pm



“The Devil is in the Details: Lincoln & Temperance”
Guest Speaker: Steven Rogstad

Alioto's Restaurant

3041 N. Mayfair Road, Wauwatosa, WI

(exit Hwy. 45 at Burleigh; east to Hwy. 100; turn right to restaurant)

Hosted by C.K. Pier Badger Camp #1 and Auxiliary #4
Sons of the Union Veterans of the Civil War

- Bid on premium silent auction items
- Choose from a multitude of prizes in our \$1 raffle
- Make new friends among more than 30 patriotic, hereditary, fraternal, historical, and service organizations in attendance
- Luncheon buffet price \$27 per person (must pre-register using form below)
- Luncheon buffet includes tenderloin tips with noodles or baked chicken. Served with honey glazed carrots, buttered new potatoes, assorted relish tray, tossed garden salad, Italian bread, coffee, sherbet for dessert.

2025 Patriotic Luncheon Meal Reservation Form **Deadline for meal reservations is Friday, January 24, 2025**

Name(s) _____

Organizational Affiliation: _____

Phone: _____ Email: _____

I/We would like to join you at the Patriotic Luncheon: _____ meals x \$27 each = \$ _____

**Make checks payable to “C.K. Pier Badger Camp #1” and mail by January 24 to:
PCinC Steve Michaels, 6623 S. North Cape Road, Franklin, WI 53132**



Landmark Landscapes



Landmark Landscapes is a distinguished landscape design and maintenance firm serving Sheboygan County, Southeastern Wisconsin, and the Green Lake area. With over 30 years of expertise, we create award-winning outdoor spaces, including patios, gardens, outdoor kitchens, and water features. Our comprehensive services encompass total property care, such as turf management, seasonal plantings, and snow removal. Renowned for our attention to detail, creativity, and dedication to sustainability, Landmark Landscapes enhances properties by crafting beautiful, functional environments that elevate visual appeal and ecological well-being.

We are excited about the opportunity to work with The Sheboygan County Historical Research Center and the Cole Historic District because of their passion and commitment to preserving and celebrating the history of Sheboygan County. It is no secret that Sheboygan County is home to numerous entrepreneurs who have made an impact across the nation and the globe. We strive to follow in their footsteps, even if that merely means making Sheboygan County and our corner of the world more beautiful and livable for this and future generations.

Gravestone Cleaning Workshop at Union Cemetery



The Research Center and the Plymouth Historical Society hosted a gravestone cleaning workshop on October 5 at Union Cemetery. Fifteen volunteers cleaned 30 gravestones! In 2024, 50 volunteers cleaned over 110 gravestones at six cemeteries. The workshop series will return in 2025. The photo on the left shows the difference before (top) and after (bottom) cleaning, using two different methods.



The Center hosted the Sheboygan County Chamber's Non-Profit Roundtable meeting on October 2. Nearly 20 area non-profits were represented to discuss topics and issues associated with nonprofit management.

The Association for the Advancement of Dutch American Studies (AADAS) 2025 Conference Hope College, Holland, Michigan June 26 – 28, 2025

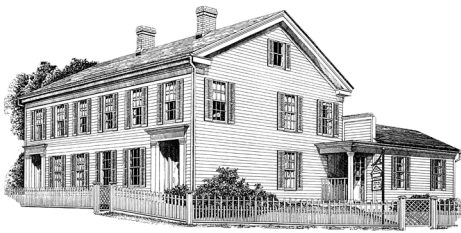
Theme: Post-WWII Dutch Immigration to North America

We are looking for immigrants and their children to recollect, research, assemble, write, and share their individual and family immigration stories, while we still can. What events and things stand out in your mind? What (if any) items from the Netherlands do you or your family still have and why? Get out those letters, photos, and immigration artifacts; talk to those who shared your experiences to affirm and test your recollections; compare your immigrant journey and life against published immigration accounts. How is your family story both representative and personal?

We are also looking for research papers on topics related to the conference theme. Possible topics are listed in the Call for Papers, together with other information, on the AADAS website:
<https://dutch-americans.org/>

Submit an abstract (250 words) of your memoir or research paper to henk.aay@gmail.com before Feb. 1, 2025.





Sheboygan County
Historical Research Center
518 Water Street
Sheboygan Falls, WI 53085



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bookstore or
schrc.org

The Center began publishing a new series of booklets in 2021. The booklets are lectures that have been delivered by scholars at the SCHRC's Annual Meeting. To date, four booklets have been printed and are available in our Book Store. Each focuses on a different historical topic connected with Sheboygan County or the State of Wisconsin. The full set of four would make an excellent gift this holiday season for a history lover! Of course, check out all of the titles in the book store and share the value of studying regional history.