



# NOJOSHING

Indian word for "straight tongue"

land protrudes out into Lake Michigan like a straight tongue

Newsletter published quarterly

Non-Profit Organization 501c3

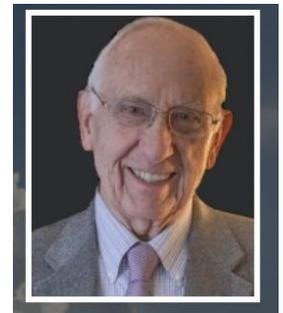
## March 2023

### Terry Duffey, Role Model Teacher

By Ron Winkler

*Author's Note: This narrative is about my relationship with Terry Duffey. It will be new to everyone, especially his family and friends because most of these remembrances are from 1961 when he was my 24-year-old teacher, and I was his 10-year-old student. It was before he met his wife and had children.*

Long-time honorary St. Francis Historical Society member Terry Duffey passed away January 9, 2023. He was a teacher for Milwaukee Public Schools from 1961, until he retired in 1995. When he graduated from Marquette University, he was assigned to grade 5A at A. E. Burdick School, 4348 S. Griffin Avenue. I was in that class. Mrs. Delfeld, our 5B teacher, had gone on maternity leave.



### Terry's Irish roots

In January 1961, Terry was as pea-green as the Emerald Isle of his heritage. In fact, Burdick's principal, Ralph Jannusch, mentioned Terry's Irish ancestry when he introduced our new teacher to us. Terry's Irish roots were on display almost immediately as St. Patrick's Day was less than two months away. I recall him teaching us Irish songs such as "When Irish Eyes Are Smiling" and "Who Threw the Overalls in Mrs. Murphy's Chowder?"

### Morning radio show

Our classroom was across the hall from the auditorium where the Burdick Band, directed by George Cerwin, rehearsed every morning before school started. Terry enjoyed listening to the band practicing each day.

Terry's ingenuity created an environment that made school fun. One example is the radio program that we students produced first thing each morning. Every week a new crew was chosen to provide news, weather, sports, and a commercial. I



Terry Duffey, 5th grade, Burdick School: March 1961; Terry Duffey's 5A class at A. E. Burdick School, Milwaukee. Terry is on the left. At the same height (in row four) is Bob Thompson, the second student in that row. Ron Winkler is the third student (with bow tie and sport coat). Principal Ralph Jannusch is at right.

recall giving the commercials for a week. Our school day and the radio show began with the principal's announcements over the public address system. Then we did our radio program in our classroom. It was a pleasant beginning to each day, but it was practical for Terry, although we didn't realize it. He took care of his morning "housekeeping" such as taking attendance during the radio program. In addition, as part of the show, lunch money was collected, and once a week money was collected for United States Savings Bonds.

### **Creative punishment**

I can't claim to be a model student, but I recall that when I was "naughty," instead of making me stay after school, stand out in the hall, or sit in the corner wearing the "dunce" cap, Terry would say to me, "It's special report time." He would then assign a topic, which I researched and then spoke to the class about. Was Terry part of the master plan to prepare me to be a historian?

### **President Johnson, 1964**

Terry loved history and took his class to see President Lyndon Johnson's motorcade as it passed on Howell Avenue on its way from the airport to a campaign stop at Kosciusko Park. It was October 30, 1964, just days before the presidential election. Terry's class walked the four blocks to the corner of Bolivar and Howell avenues. At Bolivar Avenue, Johnson stopped his motorcade to purchase lunch at Balsmider's Grocery Store (now Second Hand Purrs Cat Shelter), 4300 South Howell Avenue. On the Clock Bar and Grill (formerly Roberts) is across the street. Terry and his class got a close-up view of the President, when Johnson unexpectedly visited Balsmider's.

### **Book signing 2011**

Terry's 5th grade class made such an impression on me that when we reconnected in December 2011, my wife, Alice, knew all about Terry from listening to my stories. December 2011 was the book signing for my Arcadia Publishing book about Bay View. It was held at the Bay View Historical Society's Beulah Brinton house. Terry was one of the first people in line and greeted me by saying, "I don't know if you remember me, but I'm Mr. Duffey, your 5th grade teacher at Burdick." I responded by saying, "Of course I remember you. I'm surprised that you remember me! That was 50 years ago." I had been 10 years old in 5th grade and was 61 in 2011. It was a surprise and very exciting to have Terry there on that important day in my life. We exchanged contact information and began a new relationship that included Terry's wife Diana, and my wife, Alice. I also discovered Terry had kept in touch with my 5th grade classmate Bob Thompson, who would become a fellow athlete and graduated with me from Bay View High School in 1968. Bob is a descendant of Town of Lake pioneer Jared Thompson, who Thompson Avenue is named for.

Although I am a lifetime member of the Saint Francis Historical Society, I was having some difficulty accessing the Society's archives while doing research for my Arcadia Publishing book about Milwaukee's Town of Lake. Terry went to bat for me and set up a meeting at the St. Francis Library for the two of us to meet a member of the archives committee. We sat down and I was thrilled when the person asked me, "How can the St. Francis Historical Society help you?"

### **Lessons from teachers**

Terry found contentment early in life. He wasn't constantly searching; he was satisfied with who he was and with what he had found. He knew what he wanted in life. At an early age, he found his vocation, activities, and friends. Terry's father William was a professor. While teaching at Allen-Field School he met Diana Gonzales, who was, in Terry's words, "a beautiful young teacher." They were married in December 1971 and have a daughter, Ada, and son, Christopher. Terry loved teaching, but his life outside of the classroom involved service and spiritual enlightenment. He stepped into that life on weekends and vacations; it was a healthy balance. For 23 years, he was the leader of Boy Scout Troop 271. In 1996, he began volunteering with the St. Vincent de Paul Society. He supported his alma mater, Marquette University, as well as Gesu grade school. He was quite involved with the St. Francis Historical Society. Therefore, when Terry retired, he had something to retire into and could devote even more time to his lifelong pursuits. In addition, he spent more time with relatives and friends, many from his childhood days. At one point in his career, Terry was a reading specialist. He was a life-long learner who loved reading and was a member of a book club. Terry knew I studied United States history and world history. He was always interested in what my latest area of study was. Terry enjoyed a long, happy, healthy, fulfilling life. After teaching for 34 years, he retired and lived 27 more years to age 85. He was a role model in how to live a happy life. In this way, he used life as his classroom to show others how to live. To quote Terry's obituary, "He lived his Catholic faith through his actions, giving his time, talent and treasure to those around him."

**Thank you for including a donation in  
your 2023 historical  
society renewal**

**General Fund**

Barney, Chris & Pam  
George & Phyllis George  
Groth, Gary J.  
Hallfield, Robert & Mary Jo  
Hemple, James  
Herzfeld, Susan J.  
Hetzl, David  
Howell, Ann  
Hughes, Julie  
Matthew, Jim & Kathy  
Maxwell, Stephanie  
Mertz, Jennifer & Jack  
New Assisi Archives  
Perszyk, Barb & Jim  
Raclaw, Stanley & Penny  
Ramponi, George  
Rhoe, Beverly  
Robinson, Jim & Patty  
Rowan, Bonnie  
Staats, Susan M.  
Tessmer, Margaret  
Thompson, Ed  
Voltner, Ava & Ralph  
Wier, Richard & Joan  
Wesner, Jay  
Wojtecki, Dennis & Carol  
Zajackowski, John

**Cemetery Fund**

Adams, Ronald & Joy  
Barney, Chris & Pam  
Hallfield, Robert & Mary Jo  
Herzfeld, Susan  
Hetzl, David  
Hughes, Julie  
Janiszewski, John  
Perszyk, Barb & Jim  
Rhoe, Beverly  
Robinson, Jim & Patty  
Tessmer, Margaret  
Voltner, Ava & Ralph  
Wier, Richard & Joan  
Wesner, Jay

**What's New?**

**Christmas Dinner**

The historical society Christmas dinner was a complete success with over 40 people attending. Nels Monson gave a great presentation about Grant Park. Thanks to George Ramponi and Jan Pientok for setting up this event.

**January Elections**

The 2023 elections took place. Nancy Goltz stepped down from the board, and Marge Tessmer was voted in as her replacement. Thank you Nancy for your time on the board; you were always there to help out where needed. After the meeting, Michael Barbera of the Milwaukee County Historical Society spoke about Milwaukee's three rivers, which was very informative.

**Calendar Contest**

Get out your old family photo albums and prepare to enter our upcoming "2024 Photo Calendar Contest." In an effort to expand our photo archives with old and previously unpublished photos of Town of Lake and the city of St Francis, we will be hosting our first photo calendar contest. There will be cash prizes awarded to the winners: 1st \$75, 2nd \$50, 3rd \$25, honorable mentions \$10. Photo subjects could include: family life, church/religious traditions, school, weather, commerce, police and fire, Lake Michigan, etc. You get the idea. Entry forms with guidelines and rules have been sent to members and can be found on the historical society webpage.



## Remembering Rexall Drug Store

By Karen Gersonde

I have fond memories of going to the Rexall Drug Store at 3553 South Kinnickinnic Avenue, just north of East St. Francis Ave. My earliest memories are of my mother pulling me in our Radio Flyer red wagon down East Crawford Avenue to Kinnickinnic to go the drug store, as she didn't drive. I was not in school yet, so I must have been 4 years old, maybe 5 years old in the 1950s. I loved Rexall Drug store. My mother would always get any prescription medicine that we needed there when we were sick. She also would buy our first aid supplies there like Band Aids, Bactine, gauze, etc. for all of our cuts and scrapes. She would also buy over the counter medicines like cough syrup, aspirin, Pepto Bismal, antacid tablets, etc. for our medicine cabinet at home. She was always prepared for any emergency, big or small, that might crop up with my brother and me.

The best part of Rexall Drug Store, to me as a child, was the large candy counter that they had. It was a child's dream come true. Of course, all of the candy was behind the big wooden and glass display case. You had to tell the pharmacist what candy you would like, and he would put it on top of the counter for you. Most of it was penny candy. Oh, the assortment that they had! It was hard making up your mind what to choose. Of course, it depended on how much money you had. Some candies were maybe 5 cents or 10 cents, like various candy bars or wax lips or moustaches. I usually bought suckers, jaw breakers, gum, maybe BB Bats, or the wax bottles filled with fruit flavored juice in them. My mom would usually buy me suckers to keep me quiet as I rode in the coaster wagon back home. And it worked! Not a peep out of me until that sucker was gone.

As I got older, I attended Sacred Heart of Jesus Grade School. My friends and I usually walked home for lunch. On the way back to school, if we had the time and the money, we would literally run to Rexall Drug Store to buy some candy to have at school. Sometimes, the bell would ring for school to start and we were still by the drug store. We made a mad dash to get back to school before the doors were closed, our stash of candy in hand. Sometimes we couldn't help ourselves. We would wear the red wax lips in class. It was fun until the nuns caught you and took them away. Hey, we were kids and couldn't help ourselves. It was kind of hilarious! Those poor Sisters of St. Francis who taught us never stood a chance with us. We were full of mischief. It was a great school and I loved it.

Rexall Drug Stores were founded in 1903. At one time, more than 12,000 drug stores across the United States from 1920-1977 carried the Rexall name. Most were independently owned and operated by pharmacists who adapted the Rexall trade name and sold Rexall products. Rexall gained national exposure in the 1940s and 1950s by sponsoring classic American radio shows at that time, like Amos and Andy and the Jimmy Durante Show. Their catch phrase was "Good Health to all from Rexall." In 1958, Rexall Drugs was the largest U.S. drug store franchise.

By the late 1950s, Rexall Drug Stores started to decline due to large discount drug store chains emerging. They offered cheaper prices and had more inventory due to purchasing items in bulk. By 1977, the value of the Rexall business deteriorated and was sold to private investors for \$16 million dollars.<sup>1</sup>

Our St. Francis Rexall Drug Store was a great drug store that served countless Milwaukee and St. Francis families over the years. Our city was very lucky to have them! I know for a fact that I will never forget Rexall Drugs.



Google image



Top: This Radio Flyer was like the one Karen used to ride in to Wolf's Rexall Pharmacy.

Above: The Wolf's Rexall Drug Store on Kinnickinnic

### Memorabilia of the Wolf's Rexall Pharmacy are on display in the Business display cabinet in the St. Francis Civic Center Rotunda

Wolf's Rexall Pharmacy served the community from 1931-1986. Fred Wolf was the first owner and operated the business until 1972, at which time his longtime assistant pharmacist, Rudy Martinez, purchased the business. Rudy, his wife, Donna, their six children, and students from St. Mary's Academy worked at the store. Donna said Rudy was "a people person" and loved getting to know the customers and visiting with them. The building is now part of PNC Bank (formerly St. Francis Building & Loan). Rudy's son Andrew "Andy" recently retired as pharmacist at Walgreens in Cudahy~Anna Passante, editor

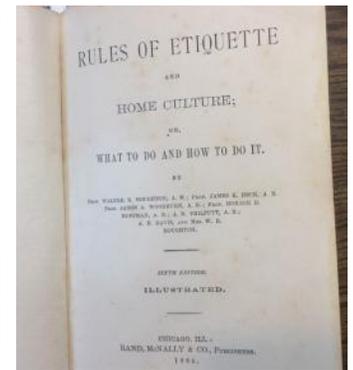
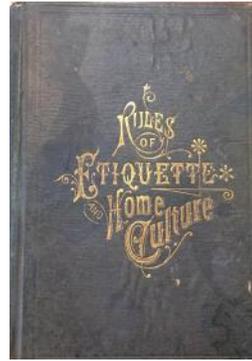
<sup>1</sup> Historical information from the web: <https://en.wikipedia.org/wiki/Rexall>

# Rules of Etiquette During the Olden Days

by George Ramponi

Emily Post was the etiquette authority throughout the early twentieth century. She set the guidelines for good manners within America. In 1922, she wrote the book, *Etiquette: the Blue Book of Social Usage*, and it is in its 18th edition. It is still being authored by Post family members.

One of the St. Francis Historical Society board members, George Ramponi, took a look at a book in the Society archive entitled *Rules of Etiquette and Home Culture* published in 1884. Here are some “nuggets” of etiquette that George found for “everyday manners and life.” ~Anna Passante, editor



Cover and title page from *Rules of Etiquette and Home Culture*

## Driving and Carriage Etiquette

It is the custom for the gentleman driving to sit on the right of the lady. But in Boston it is the reverse, unless the lady is his wife, sister, or some near relative.

I'm not sure if the average middle class reader (to whom these sort of books were marketed) needed the above bit of esoterica, but men especially may have needed the following rules.

## Eating

Eat and drink noiselessly. While eating keep the mouth closed. Use a napkin only for your mouth. Never use it for your nose, face, or forehead. Never handle glass or silver near you unnecessarily, and do not play with your food.

After all, “a man’s manners are his fortune . . . Good manners are made a leading business qualification in all pursuits... As an avenue to wealth and position, good manners constitute a desirable acquisition especially if you were one of the growing number of men and women abandoning rural America to take their chances in urban America.”

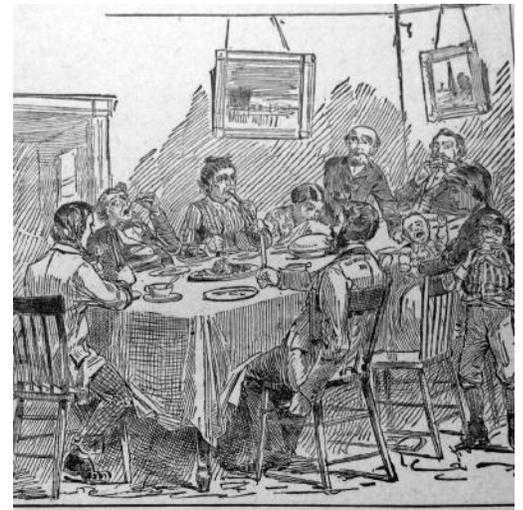
“Therefore let the young man or the young woman of humble circumstances take courage and set to work at once to acquire a knowledge of the laws and usages of good society.”

## And, let them be aware of these hazards:

### Street Loafing

No gentleman ever stands in public places and offensively gazing at ladies as they pass. A lady never forms acquaintances of gentlemen on the streets, nor does she do anything to court their attention. A young lady should never walk the streets alone after dark.

The growth in attendance of Normal Schools and teaching hospitals, and the consequent expansion of urban transit, contributed to the rise of “mashing.” We now call this harassment. Groups of young men would hang



Top: An example of terrible table manners  
From *Home Instructor, a Guide to Life In Private and Public, Illustrated* published in 1885.

Above: An example of a “masher.” The young lady is looking away in an attempt to discourage the masher. From *Rules of Etiquette and Home Culture* 1884.

around select locations to bother young women. Ordinances enacted a few years later would address the issue, but in 1884 a “word to the wise” appeared sufficient. NO MASHING.



## *A few more pointers*

### **Bowing (commonly used in greeting--when meeting and departing)**

*If* a bowing acquaintance is not desired with one who has been properly introduced, it may be broken by looking aside or dropping the eyes as the person approaches. For if the eyes meet, the bow must be given.



“The Dude” looks like he could be a masher. From *Home Instructor, a Guide to Life In Private and Public, Illustrated* published in 1885.

### **Vulgar Exclamations**

Such exclamations as “The Dickens” or “Mercy” or “Good Gracious” should never be used. If you are surprised or astonished SUPPRESS the fact. Such expressions border close to PROFANITY.

In this image, the gentleman on the far right is bowing as a greeting. From *Rules of Etiquette and Home Culture 1884*.

## **Meet Our New Board Member Cheers!!!**



Hi, my name is Marge Tessmer.

I’m originally from northern Wisconsin in Wausau. I moved to Milwaukee with my family in late 1963. I’m widowed; my husband died in 2020. I have two children, a son and a daughter, one lives locally in assisted living and the other in Boulder, Colorado. One is 61 and the other 59. Two granddaughters and six great-grandchildren are all living in Milwaukee and surrounding areas.

We lived in Bay View until my husband’s illness. Then we moved to Franklin, living there for nine years. Upon his passing, I purchased a small condo back in Milwaukee where I have resided for the last four years.

I was employed by Northwestern Mutual and retired in March 1998. I enjoy reading, crafts, and socializing with friends. I was employed for a few years as a senior center director and still attend those social events. I’m a member of Unity Lutheran Church in Bay View.

I became interested in the St. Francis Historical Society with my husband Ron, who was very involved in activities in St. Francis. I was involved in the St. Francis Historical Society in the earlier days and have seen many changes that have taken place. I met many wonderful people during those years.

I’m looking forward to meeting all of you who are new to me.

~Marge Tessmer

# Did You Know....St. Francis Once Had a Community Garden?

by Anna Passante

St. Francis once had a community garden? Yes, it was called the Mitchell garden and was located on an 8-acre triangle of county-owned land bordered by East Bolivar Avenue, East Whitnall Avenue, and South Brust Avenue.

Some residents, who saw the gardens as being unsightly, were happy when the Cudahy/St. Francis Baseball Association requested that they relocate their baseball fields at a cost of \$200,000, to the triangle piece of land. These residents preferred a “well-manicured ball fields,” stated St. Francis City Administer Ralph Voltner Jr. in a *Milwaukee Journal* article, May 20, 1996.

The baseball association needed a new place to play because they had to vacate the current spot due to expansion of EZ Painter in St. Francis. EZ Painter offered to contribute \$200,000 for the new ball diamonds at the garden.

But the 200 gardeners who had garden plots, especially those who had spent many seasons enriching the soil for their vegetable gardens on this land ,and some who had their plots for 20 years, protested the transfer of this property to the baseball association.

Cheryl Petri was quoted as saying, “For many people, this is a way to grow food to feed their families. This is not being done just for something to do. Others give to charities and to churches to feed the sisters and the priests.”

There were 437 plots (215 families) according to the UW Extension, and the plots fed more than 1,300 people the year before and raised on average \$446 worth of produce.

“The wrath of the gardeners landed squarely on County Supervisor Daniel Cupertino Jr. because the gardens are in his district,” reported the Journal. Cupertino, at time of the 1996 article, was working on a replacement garden on airport land near Pennsylvania Avenue, north of Grange.

Cupertino helped engineer a compromise between the gardeners and the baseball association. Five baseball fields would replace the gardens and the gardeners could stay until October 1, 1996.

According to Jan Alba of the UW-Extension office, the gardens were moved to airport land on East Rawson Avenue. It was a move championed by Supervisor Cupertino and the Wixon Group, to be perceived as more palatable use of the land across from the business. The baseball fields never materialized. Alba said there still were at least a handful of gardeners left that were gardeners at the Brust and Bolivar site.

But soon the gardeners will be losing the 12-acre Rawson Avenue spot after 25 years. Run by the UW-Extension, it was serving 30 families. The closing is due to the federal FAA requirement that all airport-owned land must be only used for aviation-related activities.

The gardens will close November 2023. The extension is actively seeking a new space that can be used within Milwaukee County.

## I posted this question on a few local Facebook pages.

Did you know St. Francis once had a community garden on Bolivar Avenue near Brust Avenue, just north of the airport? It was run by Milwaukee County and was there for 20 years. I lived in Bay View at the time and had a garden there. If you had one there, tell us about it!!!

### Here are some memories of the garden plots on Bolivar Avenue:

- My mom and grandma had plots there. We used to fill milk gallons with water and carry them to the car and to the garden on broom stick handles. Damn. It was hot.
- My father did. It’s where I learned that the joy of gardening is for other people.
- My mother had one there for years also. As a kid she would make us lug jugs of water to the garden.
- We had one for a long time back in the day. I used to can and freeze the vegetables. Miss it to this day.
- Years ago when I was a kid, my neighbor had one and took me there a lot to help pick weeds and eat fresh vegetables. It was great!





St. Francis Historical Society  
3400 E. Howard Ave.  
St. Francis, WI 53235

### **2023 Officers**

President..... Anna Passante  
Vice-President..... Sister Ceil Struck  
Secretary.....Bill Drehfal  
Treasurer.....Stephanie Maxwell

### **Board of Directors**

George Ramponi  
Jan Pientok  
Mary Drehfal  
Jay Wesner  
Marge Tessmer

### **Honorary**

Ralph Voltner  
Marge Tessmer  
Kathy Matthew  
Carol Wojtecki

### **Newsletter**

Anna Passante

### ***Mark YourCalendar***

#### **Meetings at the St. Francis Civic Center at 3400 E. Howard Ave.:**

**The monthly board meetings are the 3rd Saturday of the month at 9:30 a.m. Visitors welcomed.**

March 18, 2023

April 15, 2023

May 20, 2023

**Upcoming events** (see "What's New" column for details)

**Facebook:** St. Francis Historical Society

**Email:** st.francishistoricalsociety@gmail.com

**Address:** 3400 E. Howard Ave.

**Website:** stfranciswihistoricalsociety.org

**Phone:** 414-316-4391