



# BRADY STREET NEWS

A Newsletter Celebrating the Colorful Brady Street Neighborhood Feb 2012 Vol 17 Issue 2

## a brief history lesson By Frank Alioto

### Urban Archaeology Part III One Brady Street Pothole Holds a Secret

You may have noticed that as of late January, Milwaukee County Transit bus service to our neighborhood has changed. After 90 years of service the familiar Route 15 bus goes north up Water Street and then north over the Holton Street Bridge (or the opposite direction) skirting Brady Street. A new bus called “The Green Line” now serves Brady Street... but more on that later.

I’m writing this on ground hog day, which is perhaps the first day that spring is commonly mentioned. When you speak of signs of spring there are the obvious ones like crocuses and tulips that begin to protrude from the gradually warming soil, and just as ubiquitous and reliable, are the potholes which occur from the freeze thaw cycle and make our spring roads treacherous.

The 800 block of Brady Street has a unique pothole that seems to appear like clockwork each March. The large chunk of pavement actually gets popped out by an old streetcar rail that was no doubt

paved over decades ago, but like a crocus, cries for attention each spring. Either the temperature change expands the rail creating the void, or perhaps the ghost of our transit past wants Brady Street to again host a public transit line in the form of rail.

With the appearance of the stubborn street car rail, the loss of the route 15 and the inauguration of the Green Line, Punxsutawney Phil will have to wait, for this seems an appropriate time to talk about the history of local transit.

**Continued on page 6**



The route 15 streetcar rumbles south on Farwell Ave ready to turn west on Brady Street.



**Brady Street News** is published by the Brady Street Area Association and is distributed to all Association members and interested parties. To receive this newsletter in the mail, you must join the Association. The Brady Street Area Association was established in 1988 and is dedicated to revitalizing and sustaining the Brady Street Area.

Contributions and letters are welcome. Send all contributions to: Brady Street News, 1218 E. Brady Street, Milw., WI 53202 or email to bradystreetnewsletter@gmail.com.

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For more information or to join the association call 272-3978.



**PLEASE JOIN US!**



**BRADY STREET  
AREA ASSOCIATION  
GENERAL MEETING**

**Tuesday, February 21  
5:30 to 8:00 PM**

**Annual Firehouse  
CHILI SOCIAL**

**\$5.00 BSAA Association Members  
(or a dish to pass)**

**\$15.00 Non-members  
(includes one-year membership)**

**Engine Company Number 6 at  
Brady Street & Franklin Place**

Report **Engine  
from Company 6**



**SAY IT AIN'T SO!**

First the Brewer's lost Prince Fielder and now Engine 6 has lost **Pat Gatton**. Pat was forced to choose another firehouse during a seniority based re-pick of assignments which happens every four years on the Milwaukee Fire Department. Pat, who lives on Jackson St. with his wife of 20 years Kelley, has been a firefighter for 15 years—11 of those proudly serving his beloved Brady St. neighborhood. If you are not sure which one is Pat he has body ink that's as colorful as Brady St. itself. Many of his tattoos are of local icons, my favorite being the "zombie" racing sausages around his calf.

The members of Engine 6 love working on Brady St. as it is a true urban village firehouse. We love interacting with our neighbors through tours and providing dog treats. We look forward to seeing you at one of Brady Street's most popular events, the annual chili social on February 21st. This will be a chance to meet a few of the new members, including **Lt. Mike Bongiorno**, and Firefighters **Jim Claudio** and **Terry Curtis**. I'm sure **Pat Gatton** will find his way back soon enough. See you on the 21st.

— **Frank Alioto,**  
**Engine Company 6 Captain**

**BRADY STREET AREA ASSOCIATION  
Events for 2012**

- Firehouse Chili Social ... Tuesday, Feb 21**
- Spring Forum . . . . . Tuesday, April 17**
- Ice Cream Social . . . . . Tuesday, Aug 21**
- Pet Parade. . . . . Sunday, Oct 7**
- Fall Forum . . . . . Tuesday, Oct 16**
- Christmas Party . . . . . Tuesday, Dec 18**

**Association Statistics**

**MEMBERSHIP RENEWALS:** Frank Alioto, Brady Street Partners Ilc, Kyle & Michael Brush, Pat Busalacchi, Gerald Eschenburg, Florence Ghelfi, Mary Goode, Cindy Holden, Anna Kajuch, Frame & Fabric, Jim & Deb Poliak, William & Elizabeth Stafford, Arlene Torbica, BESTD Clinic, Carolyn & Leon White-Travanti, John Winkowski, Joan Zeiger,

**TOTAL MEMBERS AT THE END OF JANUARY – 269**



TIPS FOR TAX SEASON

Dear Neighbor:

As you begin to prepare your taxes, you should be aware that several changes have been made to our tax laws that may impact your tax return.

Money put into a health savings account (HSA) is now deductible. Also, if an employer puts money into an HSA account, that money will not be considered income.

If you didn't have an employer in 2011, you'll be able to deduct up to 100% of the amount you paid for medical care insurance; those who had an employer pay part of the cost of medical care insurance will be able to deduct 25%.

Residents can now claim up to \$6,185 in tuition and student fees for themselves, spouses or dependent children.

And for those with children in child care, you can subtract \$750 for one child or \$1,500 for more than one child.

Wisconsin businesses and people who invest in businesses will also see some tax changes.

If you are the sole proprietor of a business that relocated to Wisconsin or created full-time jobs in 2011, a subtraction for income is allowed. And if you invested money in certain Wisconsin businesses you may defer tax on long-term capital gains.

If you've never filed your income tax returns electronically before, this is a great year to start.

Just go to the Department of Revenue's website (revenue.wi.gov) and click on WI-efile to get started. There are even instructional videos to help answer any filing questions.

Free tax assistance programs are also available for people on fixed incomes, seniors, people with disabilities and veterans. Call 211 to find the nearest Volunteer Income Tax Assistance or Tax Counseling for the Elderly programs. These organizations have volunteers who directly assist with tax filing.

For those who prefer to file their state income taxes by paper, all necessary forms can be found at revenue.wi.gov or by calling (608) 266-1961. Remember this year's tax deadline is April 17th.

If you have any questions about filing state income tax returns, or any other concerns, questions or ideas, you can reach my office toll-free at (888) 534-0019 or by email at Rep.Richards@legis.wi.gov.

Jon

Brady Street events



AROUND THE CORNER WITH JOHN MCGIVERN

A new Milwaukee Public Television Series called Around the Corner with John McGivern explores the Brady Street community! The show airs on Thursday, March 8th at 8:15 PM on MPTV HD channel 10.1 & airs again Friday, March 9th at 8 PM on MPTV HD channel 36.1.

Interested in a special showing of the Brady Street episode? We will get together at 6:30 PM on Tuesday, March 6th at The Hamilton (823 E. Hamilton St.) for our very own sneak peak! McGivern, one of Milwaukee's most prominent comic actors goes behind the scenes to explore unique characteristics of various Milwaukee neighborhoods. He will be in attendance at the preview and will also stay to sign dvd copies of the show. This event is first come, first serve. The doors at The Hamilton will open at 6 PM so come early to snag a seat!

3RD ANNUAL SNOWSHOE PUB CRAWL

Join us for the 3rd Annual Snowshoe Pub Crawl on Saturday, February 25th from 3 PM-10 PM! The crawl begins at Hosed on Brady where you pick up your t-shirt, some Jimmy John's subs for fuel, and a punch card of participating pubs. Enjoy specials at each of the establishments brought to you by Point Beer. Fill your punch card and head back to Hosed on Brady for a chance to win some great prizes.

Here are the participating pubs: Hosed On Brady, Hybrid, Libbys, Casablanca, Pitches, Wolski's, The Standard, Up & Under, The Garage, The Nomad, Club Brady, and Jo Cats

By the way, Snowshoes are NOT required although it would be quite funny to try to make it to all the pubs with them on!



# Brady Street Neighborhood



## CLASSES

The Conservatory offers lessons and classes for people at any age and any level. To view our classes for our winter/spring semester go to: [www.wcmusic.org](http://www.wcmusic.org)

## CONSERVATORY SUNDAYS

### Musical Menagerie: A Family Concert

**Sunday, March 4, 2012 | 1:00 PM & 3:00 PM**

This interactive Family Concert will appeal to all ages and focus on pieces from Camille Saint-Saens' "The Carnival of the Animals" as well as other animal and childhood-related pieces. The string and piano departments will combine for an exciting afternoon of imaginative music.

### Stephen Foster: American Dreamer

**Sunday, March 11, 2012 | 3:00 PM**

Stephen Collins Foster (1826-1864) was America's first great songwriter. His melodies are so much a part of our history and culture that most people think they're folk tunes. Many assume he was from the South, but he grew up in Pennsylvania and lived in New York City. His tragically short life was riddled with alcoholism, marital estrangement, and financial destitution.

## CONSERVATORY NIGHTS

### Joe 2.0: Piano Forte sans Pianoforte

**Thursday, February 23, 2012 | 7:30 PM**

**Friday, February 24, 2012 | 7:30 PM**

The members of Joe 2.0 are back for a second season and two shows, presenting rock/pop originals and covers with an innovative approach. Combining an electric string quartet (2 violins, viola, cello), drums and the vocals of Xeno, Joe 2.0: Piano Forte sans Pianoforte promises to be an exciting exploration of the instruments' extreme range of tonal possibilities, realized through both technique and electronic effects. The band brings to the stage their own compositions as well as unique interpretations of songs made famous by Led Zeppelin, The Beatles, the Rolling Stones, The Animals, David Bowie, and others

## JAZZ JAM SESSIONS

### AT THE CONSERVATORY

**Friday, March 9, 2012**

Connect with Milwaukee's community of jazz lovers. Come and play or just hang out in a friendly, smoke-free, alcohol-free environment. No cover charge. Open to high school and adult musicians of all experience levels. Drums, piano, vibes, bass amps, guitar amps, and vocal P.A. provided. Helen Bader Recital Hall. Hosted by Conservatory Jazz Faculty.

**For tickets and more information on Wisconsin Conservatory of Music events call - 276-5760 or [www.wcmusic.org](http://www.wcmusic.org)**



VILLA TERRACE  
Decorative Arts Museum

## FEATURED EXHIBITION

### The Decorative Impulse

**February 17 - May 20, 2012**

The Decorative Impulse brings together six international metal smiths whose work actively engages with the decorative arts to pose provocative questions about the place of the decorative in current art dialogs. The artists, Jamie Bennett, Gesine Hackenberg, Rory Hooper, Anya Kivarkis, Amelia Toelke and Jonathan Wahl draw from a range of cultural and historic sources such as Victorian Jewelry, Old Master paintings, export porcelain, mass produced jewelry and botanical prints. Their work brings the often marginalized category of the decorative arts to the fore, as both a strategy and an aesthetic choice.

The Decorative Impulse is a collaboration between the Villa Terrace Decorative Arts Museum and the UW-Milwaukee Peck School of the Arts. The show is co-curated by Yevgeniya Kaganovich, Head of Jewelry and Metalsmithing at the Peck School of the Arts

## Waiting

**by Jordan Gwiazdowski**

**February 24, 25, 26, Curtain 7:30**

An artistic reimagining of Samuel Beckett's *Waiting for Godot*. Performed by Fools For Tragedy

*Tickets \$12.00*

*Reserve tickets with Ann at 414/278-8295*

*or [RSVP@CAVTMuseums.org](mailto:RSVP@CAVTMuseums.org)*

**Admission to the Museum:** \$5 Adults

\$3 Seniors, Military and Students / FREE Members.

## Tamarack Waldorf School

## Information Evenings

**March 6, March 20, Tuesdays, 7:00 AM**

An overview of the Waldorf curriculum followed by discussion with a teacher and a tour. Dates are subject to change. Please call to confirm and pre-register. Free. Childcare may be available with advance reservation.

## Observations Thursdays

**February 9, March 1, March 15, March 29**

**8:30 to 10:30 AM**

See the classrooms in action, followed by discussion.

Dates are subject to change. Please call to confirm and pre-register. Free.

**1150 East Brady Street**

**[www.tamarackwaldorf.org](http://www.tamarackwaldorf.org), 414-277-0009**

**PreK through Grade 8**

**Call for more details and to pre-register.**

## THE RIVEREAST COMMUNITY ALLIANCE

The Rivereast Community Alliance works to build a stronger more caring community for older adults and meets monthly on the LAST THURSDAY from 1-2:30 PM at the Wisconsin Conservatory of Music

## PLEASE JOIN US

**For more info call Linda Cardinale at 414 220-4610**



CHARLES ALLIS  
Art Museum

## CLASSIC MOVIES IN A CLASSIC MANSION

### Swing Time

**February 29**

1935 - Ginger Rogers, Fred Astaire, Victor Moore, Helen Broderick, Eric Blore

### My Lucky Star

**March 14**

1938 - Sonja Heine, Richard Greene, Cesar Romero, Buddy Ebsen, Joan Davis

*Movies begin at 7:30 PM*

*FREE with General Admission to the Museum:*

*\$5/adult, \$3/student & senior, FREE/museum member*

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*\$5/adult, \$3/student & senior, FREE/museum members*

**For more information on Charles Allis Events call - 278-8295 or [www.cavtmuseums.org](http://www.cavtmuseums.org).**

# FEBRUARY 2011 CALENDAR



## Riverside Park Young Scientists Club

**Mondays, Tuesdays & Wednesdays, 4 - 5:30 PM**

The Young Scientists Club is an excellent opportunity for kids to learn more about science and nature. Every day we'll jump right in and learn something new. We'll do and learn all sorts of stuff like taking care of our animals, hiking through our urban wilderness, helping with stewardship projects and learning about birds, science and research! Every day will be different!

*For kids 5 and up*

*\$10 annual fee (Plus suggested daily donation - \$5)*

*Space is limited to 12 participants, please call to register*

## Riverside Park Ranger Crew

**2nd & 4th Saturday of the month, 9 - 10:30 AM**

Help keep our parks clean, safe and accessible. Dress for the weather and join other volunteers as we walk through the park picking up trash and noting any maintenance needs.

*For adults and accompanied children*

*Free - donations appreciated, Call to register*

## Transition Milwaukee:

### All City Hub Meeting

**Monday, February 20, 6:30 - 9 PM**

Transition Milwaukee is part of an international movement to address the challenges of climate change and peak oil pro actively by re localizing. We are working to rebuild local resilience and self-reliance through creating and promoting community projects to grow our own food, generate our own power, develop our own economies and reskill. Whether you are new to or familiar with the Transition Initiative, we invite you to come to our monthly Hub meetings. 6:45-7 networking, followed by the meeting.

*For adults*

*Free - donations appreciated (Nonmembers - \$5)*

*Childcare available: \$4 (Nonmembers - \$6)*

*Call to register*

## Sundance Film Festival selection:

### The Last Mountain\*

**Thursday, February 23, 7 - 9 PM**

In the valleys of Appalachia, a battle is being fought over a mountain. It is a battle over Big Coal with consequences that affect every American. Nowhere is that concern greater than in Coal River Valley, West Virginia, where a small but passionate group is trying to stop Big Coal corporations from continuing the practice of Mountain Top Removal. Join us for this selection and discussion to follow.

*For adults, \$5 (Nonmembers - \$7)*

*Call to register*

## Yogaski!

**Saturday, February 25, 9 AM - NOON**

Come discover two great ways to get through the winter months in Wisconsin. We will practice Vinyasa Style Yoga inside then take our well-stretched bodies outside for some cross country skiing. No skiing experience required as we will be learning the basics. Come dressed in layers.

*For adults and youth ages 12 and older*

*Adults: \$20 (Nonmembers - \$25)*

*Children: \$15 (Nonmembers - \$20)*

*Registration required 2 days in advance*

**To register for events, call 964-8505**

**and visit our website for other events:**

**[www.UrbanEcologyCenter.org](http://www.UrbanEcologyCenter.org)**

## ► EASTSIDE SENIOR SERVICES

Do you need a ride to the doctor, grocery store or to run errands? Would you like a friendly phone call daily to make sure you are OK? How about seasonal yard cleanup and house preparation, friendly visits to your home, or help reconnecting with a church? Eastside Senior Services looks for ways to say "YES" when it comes to your needs. For more info on Eastside Senior Services, call **961-0661** or email **[eastside@interfaithmilw.org](mailto:eastside@interfaithmilw.org)**.

## ► THREE HOLY WOMEN CATHOLIC PARISH



**St. Joseph's Table or La Tavolata di San Giuseppe**  
**Sunday March 18, 2012 12 NOON - 3:00 PM**

St. Rita Scalabrini Hall (Corner of Cass & Pleasant). The tradition of honoring and thanking St. Joseph for rains to end drought during Middle Ages in Sicily continues. The women of Three Holy Women Parish prepare meatless dishes and desserts which are sold to the public. These items are arranged on an elaborately decorated table; the proceeds are used to fund parish's charities. RAFFLES - FOOD - FUN - All are welcome!

**For more information on**

**Three Holy Women Parish events call 271-6577**

**or go to [www.threeholyywomen.com](http://www.threeholyywomen.com).**

**Visit [bradystreet.org](http://bradystreet.org) for  
calendar event updates**



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## a brief history lesson CONTINUED

In 1858 Milwaukee was twelve years old and rapidly expanding in area and density boasting a population of over 45,000. A number of other cities were developing horse drawn railway systems and soon local citizens and business owners alike got clamored for a more effective way to go about their business.

On May 27th, 1860 a schooner brought the first two trolleys from a car builder in Philadelphia. Each was drawn by a team of four horses and ran on a track which linked Walker's point on the south side with Sister's Hospital (now the site of St. Mary's Hospital) on the northeast side via Prospect Avenue. The inaugural run met great fanfare as crowds lined the streets and clapped at the sight. In the ensuing years more track lines were created and various companies added routes.

By the 1880s many of the lines began running on electric cables strung above the streets. This was also about the time that track was run down Brady Street on a portion of the Mitchell and Racine Streets Line. In that era many streetcar lines were owned by various private companies and ownership and routes changed frequently. Some lines also began linking Milwaukee with bedroom communities and outlying suburbs, including one that began at Farwell and North Avenues and terminated at the Pabst Whitefish Bay Resort, a popular beer garden and carnival on the lake front.

In 1896, as a result of financial uncertainty many of the companies combined to incorporate the Milwaukee Electric Railway and Light Company. It included 173 closed cars, 140 open cars, 100 miles of track and power plants to power the system. The consolidation met with political wrangling, public hostility,

and a bitter strike said to be the worst the country had seen. Strikebreakers were brought in from Chicago and St. Louis which caused stoning of "scabs and police" as well as angry mobs cutting track wires and barricading tracks. It took four years for the company and the laborers to resolve their differences.

In the early 1900s routes were extended with the increasingly expanding city. It wasn't until 1924 routes had designated numbers and the Route 15 served Brady Street. In those days, and for many years, the Route 15, or Oakland Delaware line, ran from Delaware Ave. in Bay View, to Water St., Brady St., Farwell Ave. Murray St. (which is why there are so many commercial buildings on Murray St. today) and then Oakland Ave. It wasn't until Farwell became a one-way street in the 1960s that the line was rerouted entirely to Oakland north of Brady. While some rubber-tire buses or "trackless trolleys" were introduced after World War II, most streetcars continued to run through the early 1960s.

In the 1920s it was nicknamed the "Daisy Fields Line" as many Sunday riders took it to its north terminus in Fox Point which was a vast field of daisies. Many riders were seen riding home with bouquets of daisies. Another east side line with a nickname was "The Green Line", a rubber tired bus which was seen as quite pretentious for its well to do clientele and higher prices. It ran on Prospect Ave. to Grand Ave. and then up Sherman Boulevard, then Milwaukee's three upper crust neighborhoods.

Today's Green Line is only named that by sheer coincidence I am told. It is one of three color-coded routes that are in effect commuter express lines. That means they

run the length of the city and skip some of the less historically less busy stops. The Red Line runs from 124th and Capitol to UWM and the Blue line runs on Fon du Lac and then National Aves. Our own Green Line links Bayshore Town Center with the airport. The change was implemented to secure federal monies for mass transit commuter routes as the system is in a dire financial crossroads.

Soon controversy will heat up as a proposal moves forward on a new electric bus line that will link downtown with Ogden Ave. and possibly Brady St. As someone who enjoys public transit, (I know Sheriff Clarke, it's a wonder I'm still alive!), I hope they get it right so that it grows ridership and encourages development along the route thus enabling expansion. It would seem to me that a line that linked UWM south to Maier Festival Park, and west to at least State Fair Park and the dozens of attractions and hotels in between, would ultimately be a no brainer. Over 150 years, our transit system has survived many political, labor, and economic crises. I, for one, believe it can thrive again.



The Green Line links Bayshore and Mitchell International with Brady Street somewhere in between.



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1011 E. Brady Street  
Saturday 8 AM to 6 PM

(414) 272-0540  
Sunday 8:30 AM to 5 PM

# Brady Street Area Association General Meeting Tuesday, February 21, @ 5:30 to 8:00 PM

## Firehouse CHILI SOCIAL

ENGINE COMPANY #6 AT BRADY STREET & FRANKLIN PLACE

Warm up with some great chili and great company with Brady Street neighbors.  
Don't miss our most popular event of the year!

\$5.00 Brady Street Association Members, (or a dish to pass)

\$15.00 Non-members (includes one-year membership!)

### JOIN THE BRADY STREET AREA ASSOCIATION!

The Brady Street Area Association is open to any person/business sharing an interest in the betterment of Brady Street and the neighborhood that surrounds it.

CHECK THE TYPE  
OF MEMBERSHIP:

Resident	<input type="checkbox"/>	\$20 One Year	<input type="checkbox"/>	\$40 Two Years	<input type="checkbox"/>	\$60 Three Years
Senior/Fulltime Student	<input type="checkbox"/>	\$10 One Year	<input type="checkbox"/>	\$20 Two Years	<input type="checkbox"/>	\$30 Three Years
Business	<input type="checkbox"/>	\$55 One Year	<input type="checkbox"/>	\$110 Two Years	<input type="checkbox"/>	\$165 Three Years

Resident/Business Owners Name(s): \_\_\_\_\_

Business Name (if joining as a business): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_


Email: \_\_\_\_\_

Are you interested in volunteer opportunities with the association? YES  NO

Would you like to receive the BSAA Newsletter by mail or email? MAIL  EMAIL

**Please mail this form &  
a check for the correct amount to:**

BRADY STREET AREA ASSOCIATION  
c/o Membership Chair  
1218A E. Brady Street  
Milwaukee, WI 53202

 please cut along dotted line

