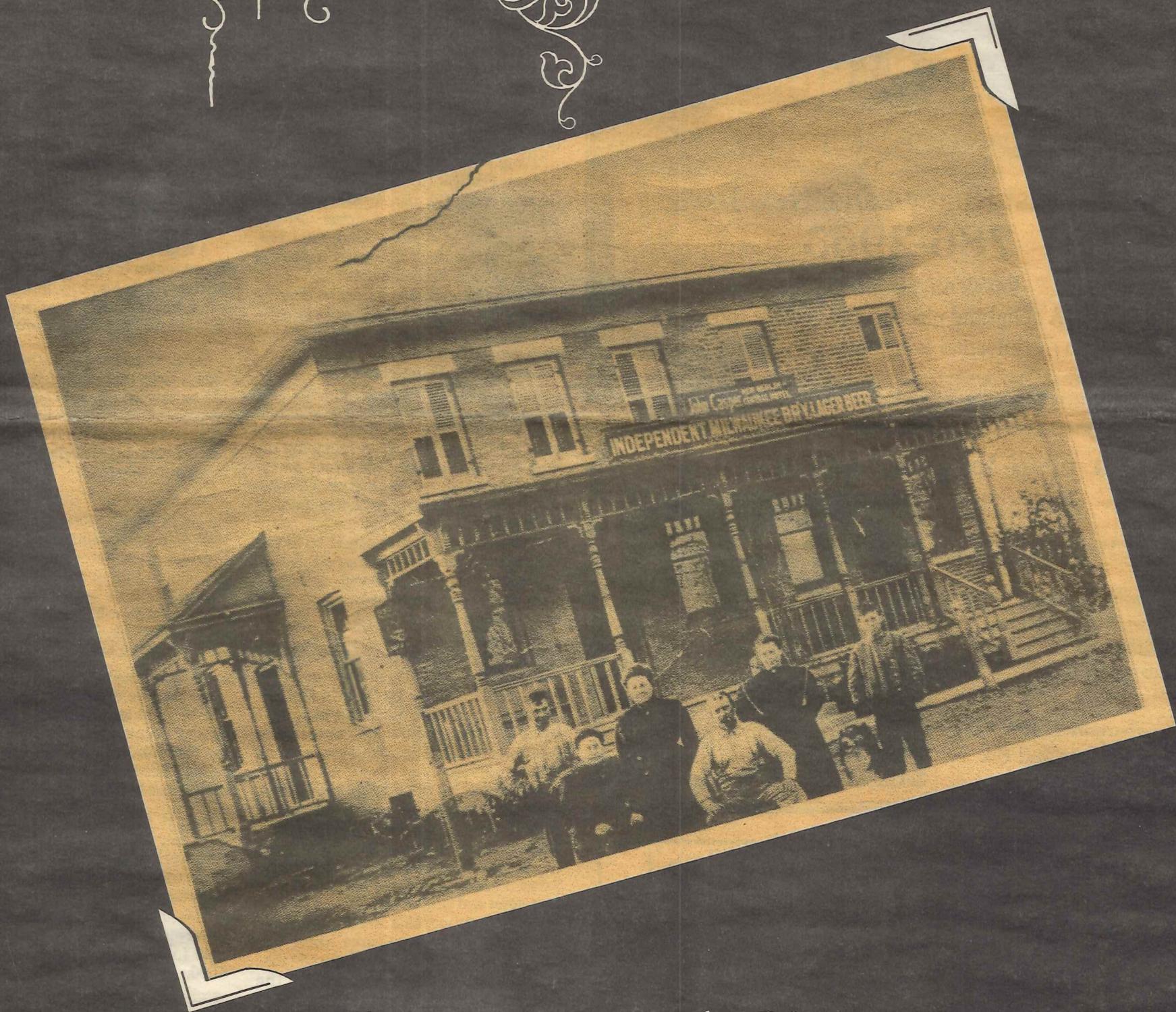
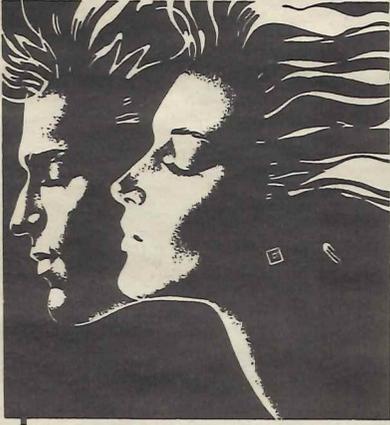


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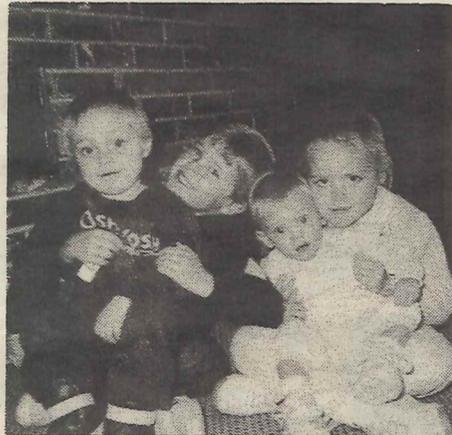
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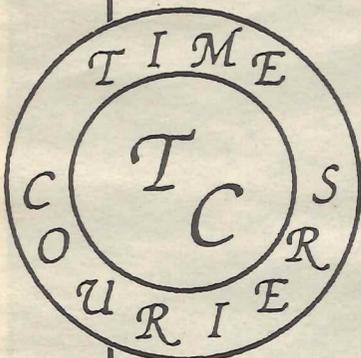


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Fest unites city's German clubs

"When three Germans meet they immediately form four separate clubs!" This is a saying from the founders of German Fest who knew that uniting 30 to 40 German clubs to work together would be quite a challenge.

Mayor Henry Maier and several German Society representatives came together to discuss the possibility of organizing a German festival to be held at the lake-front.

There are currently over 40 German societies and organizations in the Milwaukee area that represent every area of Germany, according to Elmar Kretschmann, a director of German Fest, and are made up of dance groups, singing societies, culture groups, social groups, and German language schools.

German Fest Directors

German Fest is managed by 25 directors including an executive board of seven that is responsible for the successful operation of the Fest.

"From the very beginning we wanted German Festival (to) feature a variety of German food, German music and entertainment, German folk dancing, German culture, and of course Gemuetlichkeit, representative of all the many regions of Germany," said Kretschmann.

The festivities would hardly be possible without the 2,000 plus volunteers German and non-German who dedicate their time each year to German Fest.

German Fest Volunteers

A German Fest volunteer gets free admission and free parking. For every six hours worked they are given a free meal and beverages. One week following the Fest we have a huge "volunteer party" with free food, refreshments, German music and an evening of Gemuetlichkeit and enjoyment.

"We feel very fortunate that in the Milwaukee area there is a great deal of interest in being involved with the ethnic festivals during the summer months," said Kretschmann.

German Food

One of the unique things about German Fest is that most of the food is prepared right on the grounds by German Fest volunteers, often using recipes which have been in their families for generations. Another word for German Fest is "Food Fest."

The menu includes Spanferkel (roast pig), Rollbraten (pork loin sandwich), Breaded Pork Schnitzel, Sauerbraten, Kassler Ribs, Goulash and Dumplings, Herring, Roasted Chicken, German Potato Salad, Potato Pancakes, and of course, Bratwurst and Sauerkraut.

For the person with a sweet tooth, there is a special garden cafe area where you can sit down at an umbrella covered table, enjoy a good cup of coffee in the European manner, with a dollop of whipped cream on top and taste the luscious, mouth watering torts and a variety of pastries.

Last year 400 pigs were roasted on special spits right on the grounds. The pigs are prepared for six full hours to be done to perfection. Many fest-goers love to stand and watch how the pigs are prepared and roasted.

German Entertainment

Another highlight at German Fest is the

entertainment. There is continuous entertainment on all eight stages from noon until midnight on all three days of the fest. Last year featured three brass bands from Germany. Again, thanks go to volunteer families for opening up their homes and having band members stay with them. This gives the musicians an opportunity to experience life with an American family and the host families enjoy their guests and learn from them at the same time. Of course this is so much nicer for the entertainers than being put up in dreary hotel rooms.

The festivities include more than 20 bands from various areas in the United States, including local German bands. A number of area German clubs furnish a variety of dance groups in authentic German costumes, representing many different regions of Germany. On Saturday there will be a festive parade through the fest grounds, featuring numerous bands and representatives from the many participating societies in their regional folklore costumes.

German Fest, German Culture and Talent

A huge culture tent which features a different region of Germany each year will be at this year's fest too. If your ancestors came from Germany, you can trace where in Germany they came from.

For the sheephead enthusiast, we provide a large tent which can seat 100 people to play all day and evening. This is a regular tournament, with the person having the highest score over the three day period winning a trophy. There are also many smaller prizes.

Another crowd pleaser is the Beer Barrel Rolling Contest, where radio and television personalities roll a beer barrel through a pre-determined course, with the winning team receiving a check for \$500 which is to be donated to charity. It is not easy to roll a beer barrel with one hand held behind your back! The results are often hilarious.

Sunday Morning Service and Concert

On Sunday morning a church service will be held in German for about 5,000. Sunday evening will feature a concert by the Milwaukee Symphony Orchestra highlighting Beethoven's 9th Symphony being performed by the Milwaukee Symphony

Ticket prices this year are \$5.50 in advance, with a raffle stub included. The raffle prizes are a VW automobile and three trips for two to Europe with \$1,000 spending money. Ticket prices at the gate are \$6.00 and do not include a raffle stub. However, additional raffle tickets are available for purchase on the grounds for \$1.00.

Informational help for the history and German heritage of the city was received from Mary Ella Milham, editor of the "NEW BERLIN ALMANACK." Further assistance and photographs were received from the New Berlin Historical Society.

German ties visible throughout city's economy

While many German families came to New Berlin in the late 1800s, German ties remain to this day and are visible even in the manufacturing sector of the city's economy.

Schmidt Engineering and Equipment Company, Ltd., 1905 South Moorland Road, is part of the worldwide organization and a subsidiary of Alfred Schmidt GmbH, St. Blasien, Germany.

This parent company is the leading

manufacturer and marketer of snow removal and road maintenance equipment in the world with subsidiaries in a number of European countries, over 1,000 employees, and sales in excess of \$120 million (fiscal year 1987). It is an exporter of its products to markets throughout the world.

The origins of Schmidt in Wisconsin date back to 1978 when the parent company purchased the Rudy Krammel Company on Electric Avenue in

Milwaukee, a small, privately held company manufacturing job shop equipment.

At that time, Schmidt products were sold through the J.I. CASE dealer network which also distributed the Unimog by MERCEDES-BENZ imported from Germany.

When J.I. CASE discontinued the sale of UNIMOGS in 1980, the need arose for Schmidt to obtain a new dealer network and in 1981, Schmidt acquired the WAUSAU product line including a nationwide dealership system.

Meanwhile, Schmidt continued its program of becoming less dependent on imports and started to produce Schmidt proprietary snow plows and the WAUSAU product line of blade type snow plows and hitches.

In 1984, Schmidt obtained an additional 17,000 sq.ft. of operating space for vehicle preparation work. In 1985 it was appointed the national distributor for the UNIMOG product line by Mercedes-Benz for the commercial market. In October, 1985 Schmidt opened its new facility at 1905 South Moorland Road, with two manufacturing buildings of approximately 100,000 sq.ft. on six acres of land and built a new 9,000 sq.ft. office complex adjacent to it.

In 1986, Schmidt obtained a major government contract for the manufacture and delivery of front-end loaders.

In 1986, employment by Schmidt in New Berlin, Wisconsin had risen to approximately 100 people and in 1987 to approximately 140 people. Sales in fiscal year 1987 amounted to \$12.7 million.

The Unimog by Mercedes-Benz was and continues to be the major carrier for Schmidt attachments.

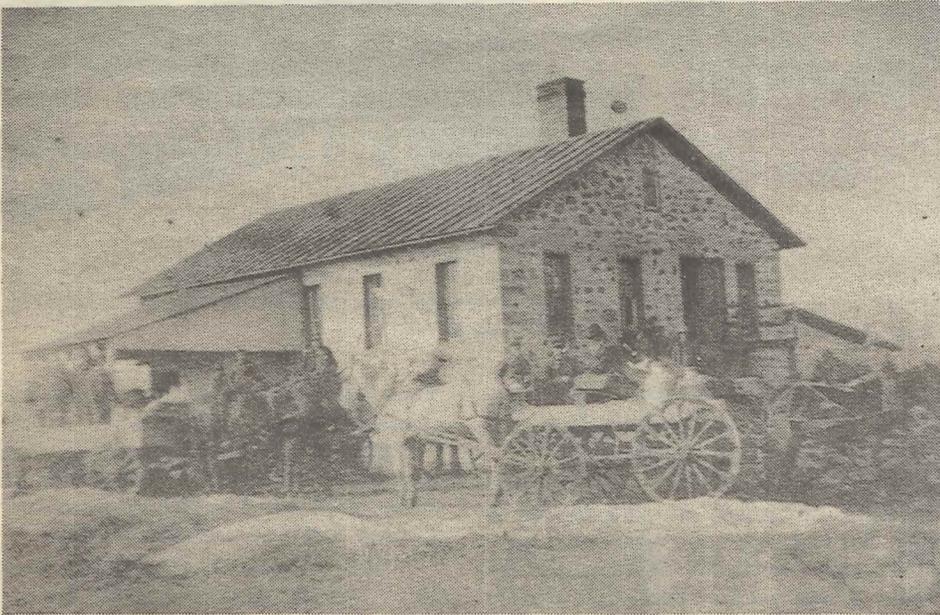
History recalls



Mathew and Ann (Metz) Krahn, pictured here are celebrating their Golden Wedding. The Krahn's were married at Holy Apostles on November 28, 1907. They were both life long residents of New Berlin and are the parents of 11 children.



This New Berlin's famous round barn which was built by Henry Schreiber in the 1890's (Calhoun Road between National and Beloit Road). The farm was sold later to Albert Schroeder, pictured on the experimental tractor. It was here where the Firestone Rubber Company and Allis Chalmers tested the first rubber tires ever put on a tractor in 1932. The barn is no longer standing.



The New Berlin Creamery is where all the neighbors both German and otherwise sold their cream. The building is still standing on Cleveland Avenue at Calhoun Road. This was later owned by Albert Elger who used it as a holding pen for cattle being sent to the Milwaukee Stock Yards. - 2

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Alida's offers taste of fine Germany, fine food and history

Lydia Gress, whose name is often confused with the name of her business, Alida's Alpine Inn, is the proprietor of a restaurant whose food is often taken for that served and cooked in her homeland of Germany.

Located at the historic site of 16150 West National Avenue, New Berlin,

Alida's was built in 1858 and was once known as the Bernard Casper Inn and was subsequently owned by John Casper, as

the New Berlin Central Motel and Independent Milwaukee Brewery.

Gress came to the United States with her parents in 1952 from Bavaria and according to Gress her family did not go into the restaurant business until they came to the United States.

Now owning and managing the business with her son, Karl, Gress said that she purchased Alida's almost 11 years ago, after managing smaller concerns



Pictured here is the Bernard Casper Inn which was built in 1858 at 16150 West National Avenue and is now the famous Alida's Alpine Inn. Three of Casper's 13 children became hotel owners. Casper donated the land to Holy Apostles Church and cemetery. (25 years ago a group got together in this building to found the New Berlin Historical Society.) - 3



Alida's restaurant in the finishing stages of remodeling is pictured here approximately 130 years after it was built and known as the Casper Inn.

like the Wisconsin Avenue Coffee Shop in Waukesha. She decided that she wanted to own a bigger business.

"When we came here, the previous business was already closed in the fall of 1978 and was called the New Berlin Inn," said Lydia. "When we first bought the place, it was such a dump that people didn't even want to come in."

Going from a building where people didn't even want to come in, Karl and Lydia worked to make it an attractive

place from the outside and a clean and comfortable place on the inside.

Contributing to the success of the business, according to Karl, is the fact that the serving staff is not on the constant rotating basis that other restaurants have.

"I think people keep coming here because of the good food, good service and friendly atmosphere," said Karl. "We don't have much turnover of the waitresses because we take care of them and they

See Alida's page 6

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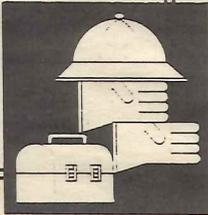
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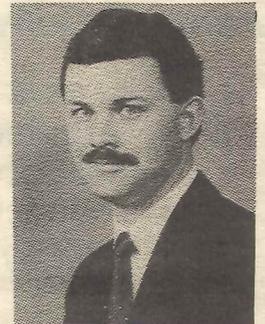
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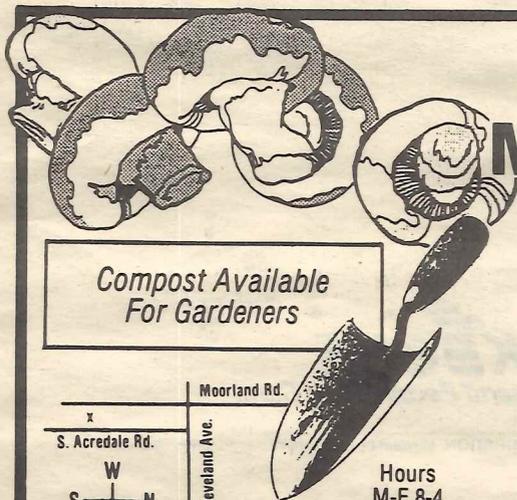
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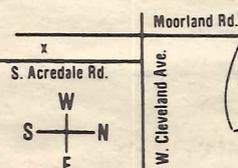
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Three decades of grads to meet at German Fest

Three decades of New Berlin High School graduates and faculty will have the opportunity to meet and reestablish friendships at this year's German Fest for an all-class reunion and for a time for sharing and fun.

Food, fun and friendship will be the order of the day at an all-class reunion at German Fest 1989. The reunion will be held at the north end of the Summerfest Grounds following opening ceremonies of the fest on July 28.

Students and faculty ranging all the way back to the first graduating class of 1964,

anyone from either school that is presently in school or came to either one of the schools for a short time or even graduated from the school. We invite people to be encouraged to attend, according to reunion organizers. (A large New Berlin Honor City sign will indicate the reunion area.)

"Because the schools do not have a formal mailing list of all the graduates we didn't have any way of contacting them to let them know about this except by putting it in the paper," said Anida Rose, co-chairman of the reunion.

Although Rose and her co-chairman Cheryl Schober were not graduates of either school they make up for that with their enthusiasm about the all-class reunion.

"This is going to be an evening of remembering and good fun," said Rose. "It is going to be a time for seeing people that they haven't have seen since high school."

Rose said there will be plenty of food for those who come to the reunion, vendors on the grounds will be used.

"German Fest is like one big restaurant so we will not be planning any other kind

of meal," said Rose. "We are doing this at German Fest because it is a family kind of atmosphere."

Seventeen-year-old Lori Merner designed the logo for New Berlin being German Fest's Honor City. Merner is a graduating senior from New Berlin West High School.

"This is a very clever design," said Rose. "Lori is a very talented girl and she did an excellent job on the logo."

Tickets for the reunion are on sale by sending \$5.50 to Bank One, P. O. Box 51167, 15525 West National Avenue, New Berlin 51167 or at Alida's Alpine Inn, 786-7894, 16150 West National Avenue.

First Germans arrived 1840

The first party of Germans arrived in New Berlin in 1840 on Racine Avenue and Observatory Road. By 1860 45% of the town's population were German and they gained in numbers steadily thereafter.

In 1842 Christian Damm hosted the first Lutheran service in his home and in 1848 they built their first German Evangelical Lutheran Church, parsonage and cemetery. But in 1866 many of the members preferred the Reformed Lutheran so they abandoned it all and moved 1/2 mile down the road and built a new brick

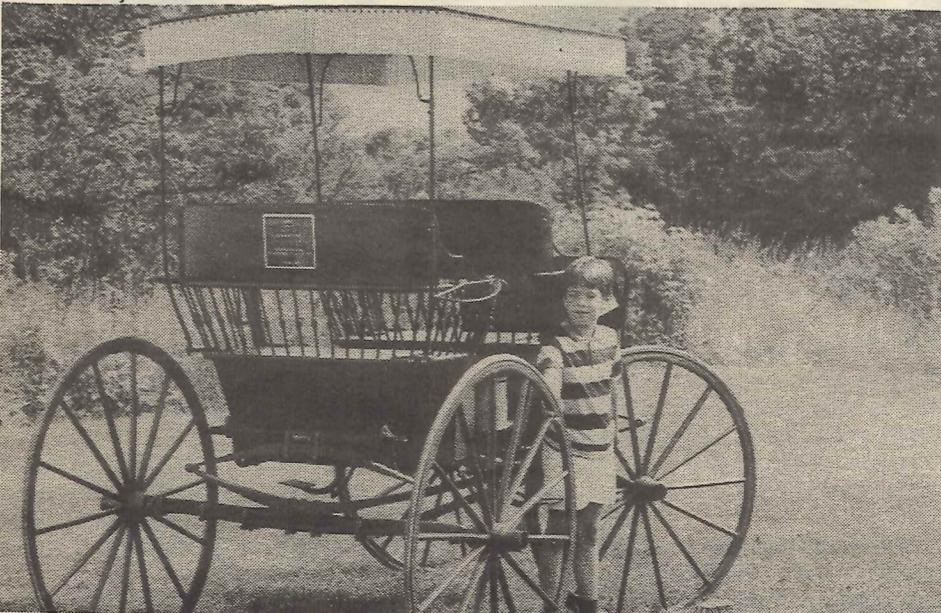
church, a parsonage with a parochial school and started a new cemetery. In the 1950s memberships dropped so much that they disbanded and shortly after tore down the church.

In the meantime Andrew Snyder held the first German Catholic Mass in his log home in 1844, on the south side of National Avenue. In 1855 they established St. Valerius Parish and authorized a church to be built. Three acres of land were donated across the street by

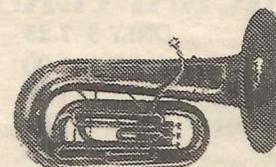
See First page 6



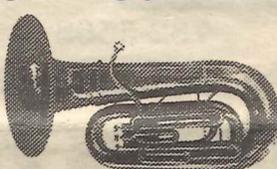
Two members of the New Berlin Historical Society appear here, slightly shy because of their outfits, serving visitors at the society's open house. This year's open house honored the city's German Heritage which will also be recognized as German Fest's distinguished "Honor City." -10



A curious but bashful visitor eyes up the wooden wheels that are used to transport this carriage. The carriage, buildings and antique items are on the grounds of the society are representative of the rich history and strong German ethnicity of the area. -11s



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Beethoven's 9th

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Germanfest

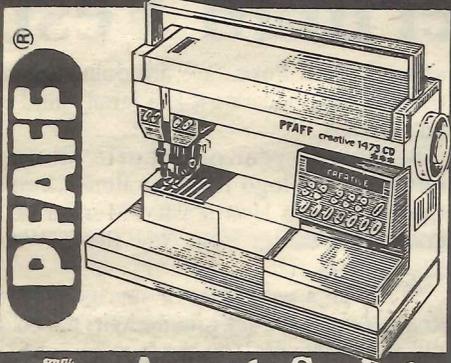
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Alida's from page 4

take care of us and the people.” Alida's is part of a “Heart Healthy Dining Program,” and offers its customers the choice of cooking method for lower calorie and lower cholesterol dinners.

“We make whatever our customers want,” said Karl. “The waitresses and cooks will try to accommodate whatever the people really like.”

Alida's features a Friday Fish Fry with Iceland Cod for \$5.95 and an Alpine Hour with reduced prices from 1 p.m. until 6 p.m. Monday through Friday.

Alida's will be appearing as a vendor for the first time at German Fest 1989 and will be featuring some of its most famous dishes.

“We will be serving rouladen, bratwurst, barbecued pork and black forest torte,” said Lydia. “We will be located at the north end of the grounds.”

To further celebrate German heritage this month, Alida's will feature German talent after German Fest is over.

Following the Fest on July 31 at 9 p.m., Master Yodeler Richard Brandl will appear at the Inn.

“Everyone is really looking forward to this,” said Karl. “This is something really fantastic because people a lot of people will come and stay all night really enjoying themselves.”

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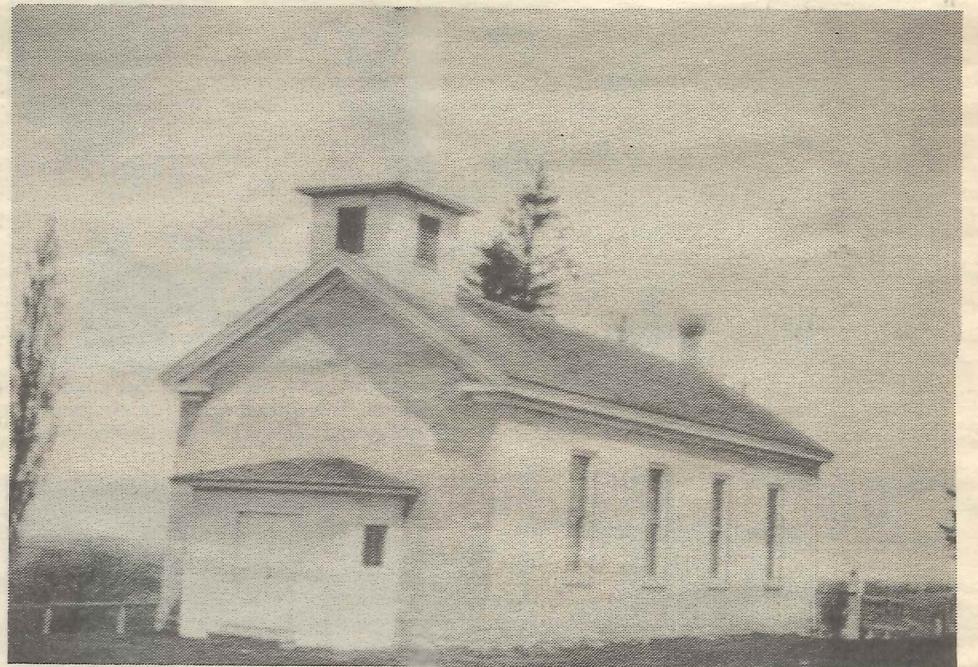
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Pictured here are Mathias and Barbara Stephens and their family in front of their home at 4380 South Mooreland Road built in the 1850's and still standing. He served on the building committee of the Holy Apostles Church of 1889. - 7



The German Reformed Church was built in 1866 on Racine Avenue just north of Swartz Road. The church was used until the 1950's when it was disbanded and torn down. Next to the church was a cemetery and a parsonage with a wing for a parochial school. The parsonage/school is still standing and is now used as a residence. -9

First from page 5

Bernard Casper for a church and cemetery. In 1865 a school was started. In 1889 a new brick church was built and dedicated to the Holy Apostles. It was to be rebuilt in 1908 after a fire and again in 1966.

All that remains of a once thriving community of Lutherans is the parsonage/school, now a residence at 3690 W. Racine Avenue, and two unkempt and unused cemeteries. But the Catholics

went on to build the extensive church complex that Holy Apostles Church is today.

The yellow on the 1859 plat map below shows the German families clustered around their respective churches and the bold type names on the display is the first coming of a family name.

These are just a small minority of the German families who made up New Berlin's German Heritage.

Charming Rhine holds business and personal pleasure for dealer

A ride down the charming Rhine River, a trip through the enchanting Black Forest and a storybook view of castle after castle were just a few of the highlights of Bob Christman's first trip to Germany, a trip that took him over a decade to win.

Christman is the owner of Accurate Sewing, 14636 West National Avenue, a family owned sales and service business and a dealership for the European Pfaff Sewing Machine line.

Christman started the business in St. Francis and moved to New Berlin four years ago. Gregg Christman, 16, Bob's son,

helps his father run the business.

"Gregg is very helpful in the business," said the elder Christman. "He really does a lot of different things around here to help out."

Open for customers Monday through Friday, Noon until 6 p.m. and Saturdays, Noon until 3 p.m, Christman said that he doesn't spend all of his morning lounging.

"I don't stay in bed until 11:30," Christman said grinning. "I use the time in the morning to do the work I can't do with customers around."

Never having been to Germany,

Christman has been trying to win a trip from Pfaff for nearly 13 years and finally won the trip this year. It was not until this year that he realized that dream.

Christman was awed by the tour of West Germany as well as his tour of the Pfaff plants.

"I really liked how well-lit and clean the subways were," he said. "It was really neat too, in the park young people played chess with three-foot figures."

Christman added that Germany has a very strong set of priorities that enable it to maintain its cleanliness and beauty.

"The priorities are manufacturing, forestry and tourism in that order," said Christman. "They have all sorts of public transportation including electric trolleys and street cars."

It was not only the cities, countryside and parks that Christman was impressed with but it was touring the plant of the sewing machines that he has been selling and servicing for so many years.

"They're always impressed with the enormous size of the works when they take the tour," Pfaff President Rainer Moser explained. "The fact that Pfaff is the largest European manufacturer of sewing machines really hits home to our dealers when they take these tours."

Pfaff sponsored 180 of its Canadian and American dealers on a nine-day trip throughout West Germany. Pfaff is the largest European manufacturer of sewing machines and is located in Karlsruhe, West Germany.

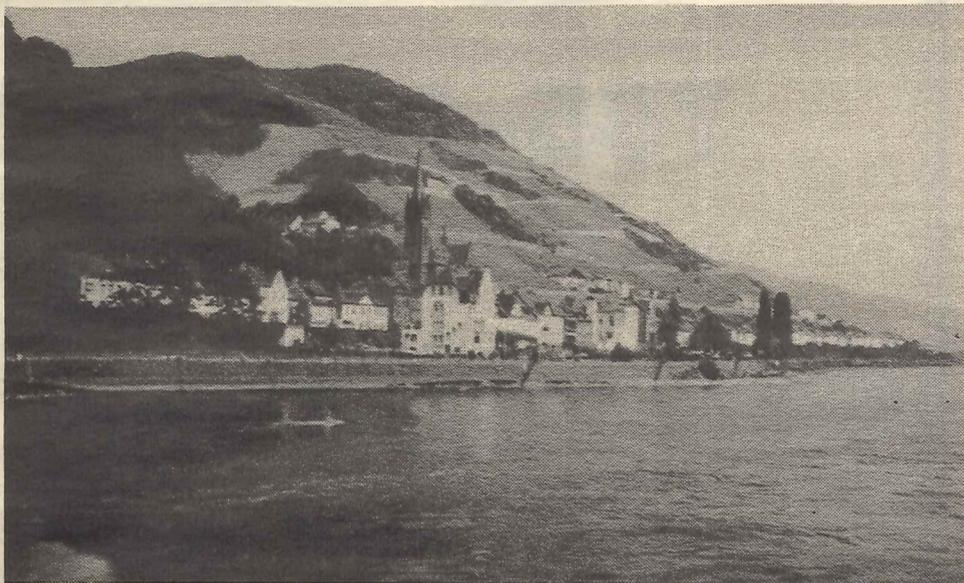
"Seeing the advanced facilities and the many quality control steps needed to produce each Pfaff sewing machine better helps our dealers understand Pfaff's commitment to quality," said Moser. "Accurate Sewing has customers across Milwaukee and New Berlin and services a variety of sewing machine lines including Singer and other industrial makes."



Bob Christman, owner of Accurate Sewing, is pictured above with his helper-son Gregg, age 16.

"I won the nine-day trip to Germany by outdoing my Pfaff sales by one-third from the year before," said Christman, who has been in the sewing machine business for over 15 years.

Christman and his wife, the former Linda Rimple, reside in New Berlin with their three children Gregg, 16, Scott, 10 and David, 9.



Pictured above is the City of Ruedesheim, along the Rhine River. A photo taken by Bob Christman on his recent and first trip to West Germany.



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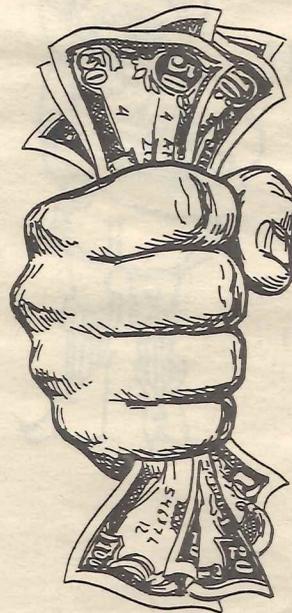
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