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Fall 2003

Technischer Verein Milwaukee Comes Full Circle

Professional, Cultural Ties Strengthened in "Germanic Atmosphere"

By Helga Nikolic

erman engineering and technical expertise have generally been regarded as symbols of excellence internationally. This is not a recent phenomenon, but certainly the reputation of German scientific and technical superiority in many industrial fields, several of which were based in Milwaukee, helped to develop the demand for German trained professionals in those areas.



Professor Umlaut and friend at German Fest 2003

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In Milwaukee, the influx of German engineers and technicians started in the years following World War I when immigration restrictions were repealed. Because of the city's concentration of heavy industry and precision manufacturing, Milwaukee companies sought the technology offered by German engineers and technicians, and the Germans, on their part, were attracted by the large companies, but also, by the high percentage of the area population that was either German immigrants or of German heritage,

Key is Germanic atmosphere

As the numbers of these technical professionals increased in Milwaukee industry, they sought a way to meet as a group, not only to promote their professional lives but to provide a social outlet in a "Germanic atmosphere".

According to Roger Hausinger, past board member, treasurer and then president of Technischer Verein Milwaukee, the first members were young, single men who wanted to further and reinforce their professional and cultural ties through social activities.

The first meeting of the Technischer Verein

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PERSPEKTIVEN

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Goethe House of Wisconsin is a non-profit German-American cultural institute serving Wisconsin since 1958. Our mission is to serve as a statewide resource for information about the past and present culture of all German-speaking people - especially those in the Federal Republic of Germany. Goethe House of Wisconsin invites the financial support of individuals, companies and organizations who share our mission and recognize the value of this important cultural exchange. Goethe House of Wisconsin is a not-for-profit (501) (c) (3) organization. Donations are tax deductible as the law allows.

Goethe House of Wisconsin is now online. Visit us and send your friends to: www.goethehousewis.com

Information on Goethe House events, membership and other resources. Satisfy your need for German culture 24 hours a day.

Use our web site or e-mail address to send Letters to the Editor to comment or make suggestions on PERSPEKTIVEN.

From the President

ould you have believed two years ago, there would be a quarterly iournal in existence in Wisconsin called PERSPEKIVEN published by Goethe House? Well doubters have become believers; nay- sayers, advocates, and with this issue PERSPEKIVEN celebrates two vears of success. In this edition we are happy and delighted to tell the Wisconsin German cultural world about the immense contribution Technisher Verein Milwaukee made to our cultural base. All of us at Goethe House only wish we could have participated in the wonderful events that Technischer Verein Milwaukee staged throughout the years. We have been given its records and commit ourselves to perpetuating its memory. gratitude we salute you. Following our policy of paying special tribute to German-based institutions of higher learning, we are pleased to co-celebrate Milwaukee School of Engineering's 100 years. recently have established a closer relationship with the existing offspring of the Milwaukee German Academy and feel confident that mutual benefits will be enjoyed by all. Lastly, thanks to the great efforts of Alexis LaJoie, we are in overdrive excitement about the establishment of our own web site and the endless possibilities it presents.

ALLES GUTE,

ALLES GOETHE

Ted F. Wedemeyer Jr.

Goethe House Computers Test Skills, Wits

By Katharina Hren Executive Director

s hat VIEL Spass beim German Fest gemacht...
Thanks to the efforts of Sabine Beirold, German teacher at Rufus King High School, her enthusiastic and energetic students, and Dr. Sy Kreilein, Goethe House board member, our computer tent was once again a site of buzzing activity as people gamely tested their language skills and wits on the computers.

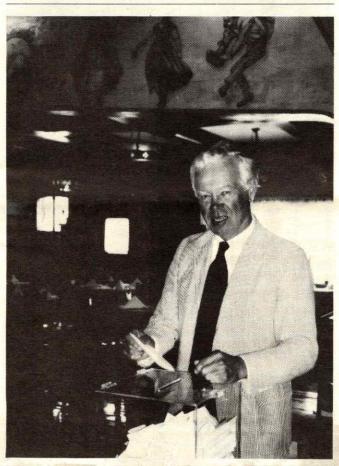


Photo by Daniel P. Hanley Jr.

Sprecher Special!

The good people of Sprecher Brewery donated three wonderful Sprecher Beer Mugs for a drawing at the Goethe House display tent at German Fest. Over 700 people filled out forms and submitted their names. Ted E. Wedemeyer Jr. (above), president of Goethe House of Wisconsin, did the drawing. We are pleased to announce that the three winners are: Carl Regernfelder, Hales Corners; Rachel Friedericks, Green Bay; and Kelly Schlicht, West Allis.

The Goethe House tent was also a popular area as Professor Umlaut (played by the charming Alexis LaJoie) entertained passersby. We enjoyed your comments, questions, and stories. It was certainly wonderful to meet so many interesting new people. By the way, we still have Goethe t-shirts, available at Goethe House for \$10, refrigerator magnets (\$1), and buttons and tattoos of Goethe (free). Now that German Fest is over, come visit us at Goethe House!

ew Hours...In order to serve you better by offering a wider spread of hours and in order to use our resources more efficiently, we have changed our hours. We are now open Mondays (3:30-6:30); Tuesdays (noon-3:00); Wednesdays (3:30-6:30); Thursdays (noon-3:00); and Saturdays (9:30 to 1:30). The Goethe House Spielgruppe, which begins September 20th, will take place from 10 a.m. until 11:30 a.m., and the Kultur Cafe' will continue to meet on the third Saturday of every month, but from 11:30 a.m. to 1:30 p.m. If none of these times work for you, we can try to make an appointment with you.

German Intern...Once again we are fortunate to welcome a new intern for six weeks this fall. Mirja Goetz, a student of German and Geography, comes to us from Wuerzburg, Germany. Mirja arrived bearing a fantastic amount of ideas and materials to enliven our children's programming in particular.

A fter School Programs...The Goethe House has worked to offer a German language after-school program in the North Lakes school district. We are also working to develop other programs in the Greater Milwaukee area, so if you are a teacher who might be available to teach a day or two after school, please give us a call. Or please let us know if you have some ideas that could benefit from our support.

inder Kamp...This year we offered Kinder Kamps at Prairie Hill Waldorf School in Pewaukee, Carroll College in Waukesha, Milwaukee Kickers in Milwaukee, and Tamarack Community School on the East Side of Milwaukee. We'd like to thank our dynamic, energetic, and highly creative teachers: Mechthilde Moser, Amy Mondry, Gabriela Ulrich, Monika Dyer, and Lynn Williams. Thank you to all of our Kinder Kamp parents who took the time to answer our survey...your comments, insights and concerns are invaluable to our planning.

Alles Gute, Alles Goethe,

Katharina

German-speaking Artists Gathered in Milwaukee

Their Paintings Brought Art and Entertainment to The Big Picture

By Thomas D. Lidtke

Perhaps the most fondly and commonly recalled era in Wisconsin art was that of the panorama painters. While many people are aware of this important chapter in Wisconsin history, little is known about many of the nearly two dozen artists who created Milwaukee's panorama paintings.

Several of the most prominent German immigrants and German-trained Wisconsin panorama artists dominated the Wisconsin art scene during the last part of the 19th century and early 20th century; others have been lost in time.

Produce Enormous Paintings

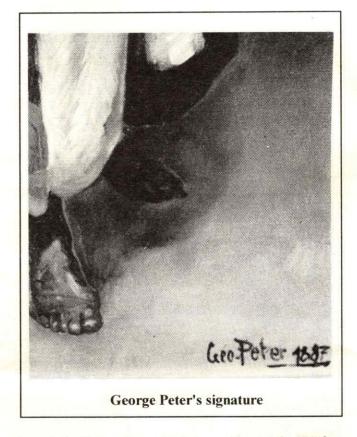
The European-born artists who came to Wisconsin to paint panoramas made up the largest single influx of immigrant artists ever to reach our state at any one time. They arrived in 1885 and 1886 as a result of Chicago entrepreneur William Wehner's recruitment of close to 20 academically trained painters. They were invited to come to Milwaukee to produce enormous panorama paintings that would later tour the country. Canvases that rolled by their audiences from one drum or spool to another were known as cycloramas; larger stationary canvases were displayed in a circle and were known as panoramas.

The artists who produced those colossal canvases were part of an entertainment industry that was short-lived, but nevertheless yielded enormous benefits for Wisconsin's visual arts scene.

Compared to Motion Pictures

The canvases that they painted between 1885 and 1889 were like today's motion pictures in the sense that they allowed scenes of historical events to unfold before the eyes of the viewers. These colossal canvases illustrated lifesize figures caught up in the fury of military battle or the religious settings of biblical times.

It is difficult today to understand the public excitement and amazement that captivated viewers back then, but keep in mind this was the first time people were able to see full-scale or life-size scenes of stories they had previously only heard or read about or perhaps viewed through small photographs or illustrations. This pre-motion picture phenomenon was as much a part of the entertainment industry as it was of the fine art world, perhaps even more so. The canvases could be as tall as



five stories high - almost 50 feet - and be nearly 400 feet in circumference. Images painted in the foreground were life size, so that when viewed from the observation deck or at ground level, the viewer experienced the illusion of being in the heart of the action depicted within each panorama's grand vista.

International Business Enterprise

Wehner's creative endeavor was a business enterprise that was international in scope, having been established in Europe decades before it was brought to Milwaukee. Entrepreneurs in several countries arranged to have these enormous panoramic canvases painted depicting popular and significant events in history, scenes that the paying public were eager to see.

Of all the locations Wehner could have chosen to base his business, he elected to base it in Milwaukee because of the city's strong Germanic heritage. At that time, Milwaukee was known by many as "Little Munich."

[Please turn to Panorama, Page 5]

German-speaking Artists Gathered in Milwaukee

Their Paintings Brought Art and Entertainment to The Big Picture

[Panorama, From Page 4]

The Milwaukee enterprise was not a small endeavor. Wehner's panorama studio had more than a mile of underground steam pipe used for heating, and when weather was severely cold, up to two tons of coal were consumed each day to keep it warm. It's no wonder the cost to produce each panorama was said to have been not less than \$25,000, a sizable sum when you consider that at the time the value of a modest house was counted in the hundreds of dollars.

While Wehner's business only continued until 1889, its vestiges lasted far beyond the late 19th century. One of the original panorama artists was even involved in painting the Civil War background scenery for the epic 1930s film, "Gone With the Wind."

Although Wehner's business was short-lived, several other large canvases were completed by similar Milwaukee ventures. By the time the motion picture industry was introduced, the era of the panorama painters ended abruptly. For entertainment value alone, the large, expensive, static and difficult to transport and display canvases could not compete with the new moving pictures.

Several of the approximately two dozen panorama artists returned to Europe while others stayed in Wisconsin and helped form the core of Wisconsin art schools and societies, and close to a dozen seem to have simply disappeared from record or have not yet been researched.

Only one of the canvases is known to exist today. It is the Battle of Atlanta, which is on display at Grant Park in Atlanta.

Speculation has led people to believe that most of the canvases were cut up and reused for theatrical sets. Representatives of the West Bend Art Museum believe that while this is probably true, segments with interesting imagery were cut out of the larger canvas, framed into smaller, more marketable canvases, touched up or partially repainted, and then sold. Evidence of this theory is supported by two paintings of religious subjects painted by George Peter, one of which is currently on display at the West Bend Art Museum. Figures in these particular paintings are consistent with some of the original panorama paintings and their original backgrounds were clearly over painted to suit a new and smaller format. The original signature in one of these is partially visible under the translucent over painting of the background.

As illustrated in the photograph, the original signature was larger and partially cut off. A new, smaller signature was over painted on the new background. All of this would indicate that this painting was cut out of an original canvas that was considerably larger.

These professionally-trained Euro-American artists, together with their Wisconsin counterparts, were responsible for elevating the quality of the visual arts in Wisconsin during the late 19th and early 20th centuries.

Thomas D. Lidtke is executive director of the West Bend Art Museum

Artists connected to the American Panorama Company and/or the Milwaukee Panorama Company

Those artists marked with an asterisk are included in West Bend Art Museum's Archives. Otto von Ernst is represented only by one sketch that he completed in a classmate's 19th century sketchbook.

*Biberstein, Franz (landscape): Breidwiser. Theodor (figures):
Davis, Theodore (technical advisor Davis, a staff artist for Harper's
Weekly, was with Sherman's staff during the Civil War, sketching battle
scenes including Vicksburg, which features prominently in other Wisconsin art
stories revealed in the West Bend Art Museum's Collections); *Heine. Friedrich
Wilhelm (supervisor and master composer); *Lohr, August (supervisor and
designer of landscape settings); *Lorenz, Richard (animals); Michalowski.
Herman (figures); *Peter, George (animals); *Rohrbeck, Franz (figures, esp.
Confederate); *Schneider, Bernhard (landscapes); *Schroeter, Wilhelm
(landscapes); Schulz, Johannes (figures); Wehner, William (not an artist, but
rather the business entrepreneur); Zukotynski (Zuchatinsky). Thaddeus von
(figures).

Source: "The Atlanta Cyclorama: The Story of the Famed Battle of Atlanta" Wilbur G. Kurz, Milwaukee County Historical Society

Boos, Amy (?); Dinger, Otto (figures); *Ernst, Otto von (animals); Frosh, Karl (?): Luerzer, Feodor von (landscape); Richter, Albert (figures); *Schade, Robert (?); Welding, Justav (figures); Wilhelmi, Paul (figures).

Source: "German American Artists in Early Milwaukee." Peter Merrill (Max Kada Institute. University of Wisconsin-Madison, 1997)

*Heyd. Conrad Source: West Bend Art Museum's Early Wisconsin Art Archives. a monologue about Otto Dinger

The West Bend Art Museum is located downtown at 300 South 6th Avenue. Public hours are Wednesday-Saturday 10 a.m. to 4:30 p.m. Sunday 1 p.m. to 4:30 p.m. For information call (262) 334-9638. Free Admission

German-inspired MSOE Celebrates 100 Years

t the dawn of the 20th Century, new occupations emerged in technical fields as the use of electrical and mechanical power was greatly accelerated. Engineers and technicians were in great demand, but few people were available who had the formal education and technical training. Industry's need spurred the development of progressive programs of technical education.

In this context, Oscar Werwath organized the School of Engineering of Milwaukee in 1903. Werwath was a practicing engineer who graduated from European technical schools in the late 19th Century. He was the first person to plan an American educational institution based on an applications-oriented curriculum.

Business, Industry Leaders Cooperate

From the beginning, leaders of business and industry cooperated in the institution's development, and a close relationship was established that has continued throughout MSOE's history. These early supporters realized that their future depended upon educational institutions that could prepare men and women to fill newly created engineering and management positions.

Today, MSOE offers 16 bachelor's degrees and six master's degrees. The more than 2,500 students who attend MSOE come from all parts of the United States and from almost 30 other countries. More than 18,000 alumni live and work throughout the United States and abroad, and nearly 1,500 of them own their own businesses. MSOE is a small university making an enormous impact.

A Native of East Prussia

Born in Stalluponen, East Prussia, Oscar Werwath decided to embark on a trip around the world, and began in Milwaukee because his cousin lived there. In 1903, Milwaukee was transforming into a major industrial center, particularly in skilled technologies, heavy equipment and electric motors. It was an interesting place for Werwath, who already had begun a lifelong fascination with electricity and who also found the city's people, 60 percent of whom had German ancestry, welcoming. After a few months he decided to cancel the remainder of his trip and make Milwaukee his home.

After taking a job with a company that would become Louis Allis, a major manufacturer of electrical engines and controls, he soon designed a new electrical motor that allowed for application to individual drives. Friends and co-workers would gather at Werwath's



Oscar Werwath

apartment in the evenings and discuss the electrical age, and these young men convinced Werwath that he should offer formal classes on the subject. In fall 1903 he started teaching classes (in German) in electrical engineering to a group of seven students in a borrowed classroom at a local college. After two years, enrollment in Werwath's classes had outgrown its borrowed classroom. The school moved to a new location with 100 students.

Milwaukee added later

The "School of Engineering" ("Milwaukee" was added to the name later) would keep growing and move another five times. Werwath was the first to plan an American engineering school based on an applications-oriented curriculum that is still one of the foundations of an MSOE education today. Werwath's curriculum worked from practice to theory rather than theory to practice, emphasizing practical problem-solving and encouraging students to resolve problems on their own initiative. And, although there were nearly 100 engineering programs in colleges across America, Werwath's school was the first to concentrate on electrical.

[Please turn to MSOE, Page 7]

German-inspired MSOE Celebrates 100 Years

[MSOE, from Page 6]

To keep his fledgling school afloat, Werwath started an in-house battery production business (which eventually was spun off into a company that became Globe Union and later acquired by Johnson Controls) and many of the students worked in the production part time.

In 1917, a charter was granted by the State of Wisconsin allowing the School of Engineering to award bachelor's degrees in electrical engineering. The first bachelor's degree was awarded in 1919, the same year Werwath pioneered "cooperative engineering education." These co-op agreements with local companies enabled students to attend classes part time or evenings and work at local companies including Allen-Bradley, Allis Chalmers, Louis Allis, Harnischfeger, Johnson Service, the Electric Railway & Light Co. and Wisconsin Telephone Co.

Tough Times in Great Depression

The Great Depression made it difficult for MSOE to maintain a strong educational program, and industry leaders worked together to keep it financially afloat. In 1932, the school's name was officially changed to Milwaukee School of Engineering, and established as a non-profit, non-stock corporation, and the corporation members soon elected a governing Board of Regents.

Werwath was a member of the American Institute of Electrical Engineers, and a founding member of the Engineer's Society of Milwaukee (today called Engineers and Scientists of Milwaukee) and the Milwaukee Electric League.

Werwath was married to Johanna (Seelhorst) Werwath for 39 years, and had four children: Greta, Karl, Heinz and Hannah. Werwath died March 20, 1948, and his son, Karl, assumed presidential duties.

Source: A Short History of MSOE, from the office of the president, Hermann Viets

The Advantage to Learn German

By Klaus Rohr

he ability to communicate in more than one language certainly works to the advantage of the person able to do so. In my own case, the ability to communicate in both German and English has certainly borne this out.

During my 30-year career as a special agent of the FBI, I was called to use my German language skills on a number of occasions involving criminal and national security matters. In the final four years of my career, I represented the FBI as a liaison officer in Germany. I was chosen for this position for two reasons. The first was my command of the German language; the second being my extensive background in organized crime investigations. The German authorities were looking for someone who could present the U.S. strategy to combat organized crime in Germany.

During my four years in Germany, I advised police and school groups, state assemblies and other legislative bodies, judicial groups and citizen meetings on methods and ways to combat organized crime. None of my presentations would have had the same effect if I had not been able to make them in German.

Subsequent to my retirement from the FBI, I became a consultant to a large German corporation based on my FBI experience and my command of the German language.

When looking to fill the consultant position, corporate management made the point that the successful candidate for the position must have a command of the German language, both oral and written.

I cannot stress the importance of knowing a second language, in my case German, enough. It is a positive factor in any endeavor.

The only thing better than being fluent in English and German is to be fluent in English, German and one or two other languages.

German Heritage Grows on Wisconsin Farms

State Fair Pays Tribute to Sesquicentennial and Century Families



Photo by Daniel P. Hanley Jr.

Jim Zell (left), niece Jackie Hackel, and cousins Howard and Joan Zell at the 2003 Wisconsin State Fair Sesquicentennial & Century Farm Awards Program

here was no mistaking the German pattern in the roll call of families at the 2003 Sesquicentennial and Century Farm Awards Program at the Wisconsin State Fair.

Among the names with German roots was Jim Zell, 56. He is owner-operator of what now is known as Springdale Dairy Farm, which was purchased in 1903 by his grandfather, Frank Zell, at a place then called Moon, Wisconsin, which is near the current community of Mosinee in Marathon County.

Zell, who had been working the farm for a number of years, bought the farm from the family in 1985.

A week before he was honored at the Wisconsin State Fair, Zell was given a similar recognition at the Wisconsin Valley Fair.

"It's a dream," Zell told Keith Uhlig, a reporter for the Marshfield News-Herald. "It's a dream that's come true."

The Zell family's roots in America started with Ignatius Zell, who was born between 1838 and 1841 in Prussia and sailed to America in May 1867.

Jim Zell keeps 40 milk cows and uses a rotational grazing system he adapted that requires less labor, less equipment and less feeding costs.

Sharing in the congratulations to Zell at the Wisconsin State Fair breakfast ceremony were his niece,

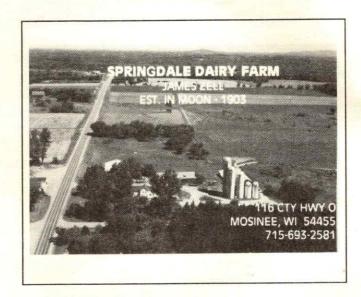
Jackie Hackel of rural Marathon, whose grandfather owned the farm until his death in 1984, and his cousins Howard and Joan Zell, who all got up before dawn to make the trip to the West Allis fair grounds.

Among the more than 100 families honored were Joseph C. Harmeyer of Milwaukee, Jean and Lowell Hoffmann of Cambria, Frances and Robert Rademacher of DeForest, Otto Kohl of West Bend, Shelley and Steven Hopp of Brandon, James A. Holzhueter of Oconomowoc, Mary and Marty Weiss of Durand, James L. Gutt of Wittenberg, and Orrin Schneider of Richfield.

The Century Farm Program originated as part of Wisconsin's Centennial Celebration, a 23-day Wisconsin State Fair in 1948 which also gave birth to the Alice in Dairyland program. This year, 86 properties joined 7,500 Century Farms already honored since the program began.

The program has been sponsored for the past 29 years by Hillshire Farms, started in 1926 in a small meat market in New London, Wisconsin, by Fritz Bernegger, a native of Salzburg, Austria, and Billy Schmidt. Hillshire Farm now is part of Sara Lee Foods.

The Sesquicentennial Farm Program, in its fifth year in 2003, resulted from a partnership between the Wisconsin Department of Agriculture, Trade and Consumer Protection and the Wisconsin State Fair. There were 19 farms added to the program this year.



Technischer Verein Milwaukee Comes Full Circle

Professional, Cultural Ties Strengthened in "Germanic Atmosphere"

[Verein, from Page 1]

Milwaukee was held in 1926 with 24 members. The Verein was created with the help of a similar society, the Technischer Verein Chicago, but they were not affiliated. Their foremost aims were:

"A close cooperation of professional people of equal or similar backgrounds, to promote their intellectual and business growth.

"Promotion of technical progress and maintenance of German culture and science by meeting and discussions within the organization or with other groups of similar aims."

The members agreed that all prospective members should be able to speak German since all business was to be

to a combination of English and German, and then eventually all English.

Active Early Years

conducted in German. This was changed by the 1930s

As a professional society, the early years were extremely active, with both technical presentations (such as "high speed diesel engines" "industrial uses of nitrogen," and "large forgings")and social outings and, as the bachelors married, family outings in conjunction with other German social organizations.

Hausinger, who became a member in 1965, recalls that the highpoint of membership was in the 1970s and early 1980s, when they had about 100 members and met once a month for either lectures or social events, sometimes a combination of the two. The attraction was still their common bond: their German heritage and professional calling.

Dissolved in 1999

The Technischer Verein Milwaukee officially dissolved its organization in 1999 and donated all its records to Goethe House, where they are available to anyone doing research. In addition, the organization liquidated its assets that were accrued through dues and work at German Fest, and donated the \$11,000 among the Goethe House, the Cultural Verein, and the Deutsche Sprach-und Schulverein.

The last function of the Technischer Verein took place in the summer of 2002 at the University of Wisconsin-Milwaukee, a combined professional and social event organized by the Hausingers, which included 23 members. After dinner, the group heard a presentation on "What German-Americans Brought to Wisconsin". What an appropriate close to three-quarters of a century of Germann-American contribution to the technical climate in Wisconsin through the efforts of this society, coming almost "full circle" from their 24-member founding to their 23-member closing.

Goethe House is privileged to accept and maintain the society's records and is most appreciative to be the recipient of the donation to further a common goal with the Techhnischer Vrein Milwaukee - "to promote...and maintain Gferman culture.' With this kind of help, the task is much easier!



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On behalf of Goethe House of Wisconsin, I cordially...

invite you to join in making a bequest to Goethe House in order to guarantee its success and service to future generations.

For more information on supporting Goethe House through your estate plan, contact:

Katharina Hren

(414) 276-7435

Make German culture live today and tomorrow

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Goethe House of Wisconsin History Scrapbook

GERMANS IN WISCONSIN



VMA/329152

Anna Sauthoff of Madison, photographed about 1875 in her Turnverein outfit.

The picture of Anna Sauthoff from

Germans in Wisconsin, revised edition,
Wisconsin Historical Society
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