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DAY BIG AS REPEAL

The Uihlein Clan Gathers

By ROSA TUSA

THE LARGEST gathering of the Uihlein clan since repeal of prohibition. That was how Miss Thekla Brumder described Thursday's street picnic held at the Jos. Schlitz Brewing Co. The picnic was in connection with the "A Day in Old Milwaukee" celebration sponsored by the brewery. Miss Brumder was one of the many descendants of the nine children of Benedikt Josef Uihlein of Wertheim, Germany, who took part in the picnic and other festivities.

"There have been parties since repeal, but no get-together as large as this one," Miss Brumder said.

Chairman of the board at Schlitz, Erwin C. Uihlein, wondered what his late father, August Uihlein, would have thought of it all. "August was Benedikt's oldest son, the first to come to Milwaukee to work with his uncle August Krug, founder of the brewery, he explained.

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It is traditional in the circus for the owners to ride at the head of the parade in a fancy carriage with high stepping horses, so, as sponsors of the circus parade, Robert A. Uihlein, jr., president of Jos. Schlitz Brewing Co., and Mrs. Uihlein, donned costumes of the era.

The 1910 frock coat and top hat Uihlein selected was reminiscent of a costume his late father, the senior Robert Uihlein, might have worn in his twenties. Uihlein's wife's dress was typical of a frock his mother, Mary Ilsley Uihlein, could have chosen to watch a circus parade during the same period.

"It was a three ring circus trying to find the right dress," Laurie Uihlein said. Finally, the problem was solved by a Milwaukee costumer who made the high necked, purple and white organdy print she wore. It was styled with white and silver-white lace ruffles and purple moire buff bows. A white straw hat trimmed with purple tulle bows, white lace mittens and a parasol completed her costume.

* * *

Mr. and Mrs. Uihlein left their carriage when they reached the reviewing stand in front of the Milwaukee Auditorium, where they viewed the parade with Erwin Uihlein's family, the governor and other dignitaries.

Other members of the Uihlein family took their seats in near-by bleachers. Among those on hand with their families for the old time parade were:

Fred W. Uihlein, 8245 N. Range Line rd., Henry H. Uihlein, 8500 N. Green Bay rd., Herman Uihlein, jr., 8375 N. Range Line rd., all of River Hills.

Also, Mrs. Herman A. Uihlein, sr., 2104 E. Lafayette pl.; Mrs. Jane B. Uihlein, 1155 W. Dean rd., River Hills; Mrs. Joseph E. Uihlein, sr., 3318 N. Lake dr.; Miss Paula Uihlein, 3319 N. Lake dr.; Mrs. Robert Uihlein, sr., 3252 N. Lake dr.; William G. Brumder, 8265 N. River rd., River Hills; Miss Thekla Brumder, 4141 N. Downer av., Shorewood; Mrs. Mary Uihlein Cunningham, 7740 N. Fairchild rd., Fox Point.

Robert B. Trainor, 1150 W. Bradley rd., River Hills; Alfred Elser, 2743 N. Lake dr.; Thomas Fitzgerald, Medina, Ohio; Mrs. John Seipp Goltra, Barrington, Ill.; Frederick F. Hansen, 8241 N. River rd., River Hills; Mrs. Frederick D. Hansen, 8172 N. Gray Log lane, Fox Point; Mrs. K. B. Holbrook, 3514 N. Hackett av.; Karl Peters, 3444 N. Lake dr., Shorewood; George Markham, jr., Oconomowoc; Thomas Nelson, 3373 N. Hackett av.; Mrs. August Uihlein Pabst, 2443 N. Terrace av.; August Uihlein Pabst, jr., 7715 N. River rd., River Hills; Fred Pabst, jr., Manchester, Vt.; Rymund Wurlitzer, 805 E. Beaumont av., Whitefish Bay, and John H. Kopmeier, 9578 N. Lake dr. Bayside.

David Uihlein, Oshkosh, drove an antique car in the parade.

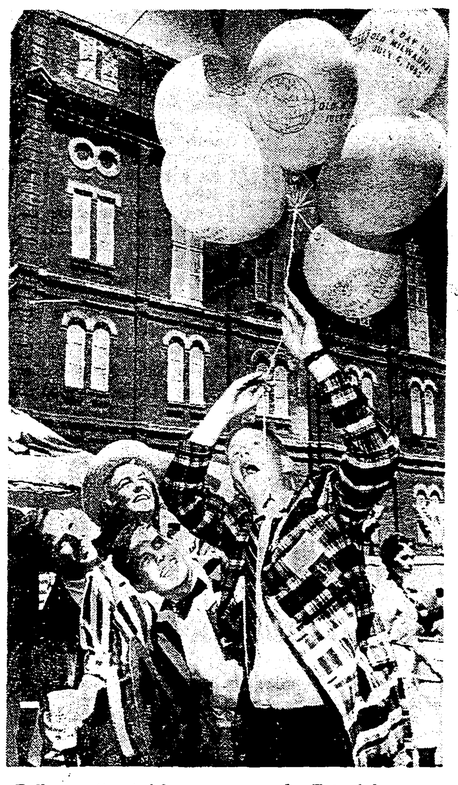
Mr. and Mrs. Robert A. Uihlein, jr., 7725 N. River rd., River Hills, distributed parade tickets to their sons, James I., 10 (left), and Robert A. Uihlein III, 12.

Erwin C. Uihlein, Grafton, chairman of the board of the Jos. Schlitz Brewing Co., and Mrs. Uihlein posed with their three children (from left), Erwin, jr., 17; Elena, 12, and Paula, 14.

—*Sentinel Photos by Sherman Gessert, jr.*

Miss Thekla Brumder (left), 4143 N. Downer av., Shorewood, and Pine lake, and Tara Trostel, daughter of Mrs. Albert Trostel, 8210 N. Green Bay av., River Hills, took in the picnic. The Schlitz tower is in the background.

Rymund Wurlitzer, 805 E. Beaumont av., Whitefish Bay, and Mrs. August U. Pabst, 2443 N. Terrace av., picnicked.



Balloons attracted four young people. From left were William A. Holbrook, 3514 N. Hackett av.; Robert B. Trainor, jr., 1150 W. Bradley rd., River Hills; Tina Uihlein, Grafton, and Matson B. Holbrook, brother of William.

Fashion Scope

FRIDAY'S STYLE shows and fashion events:

Green Tree room, Boston Store. "Summer Socials with the Stars." Forrest Tucker, who is starring at Melody Top in "Music Man" will put in a personal appearance. Informal modeling from 3 to 4 p.m. Admission 50c.

Cafe Rouge, Pfister hotel. Noon until 2 p.m. Fashions by Hixons and Miss Hixon.

Dining room, Gimbels-Schusters. Informal modeling from 11:45 a.m. until 1:45 p.m. and during dinner hours from 5:15 until 7:15 p.m.

Hunt room, Schroeder hotel. From noon until 2 p.m. Fashions by Hixons and the Hixon Sport shop.

—JUDITH CHENEY

WORLD OF Women
MILWAUKEE SENTINEL
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Elated Guests Toast Parade

By DOROTHY KINCAID

THE SUPPER CROWD was boisterous and sunburned. It was drinking beer and champagne. It was wearing everything from tennis shoes to mink.

The never-to-be-forgotten circus parade was over, but 300 guests of Mr. and Mrs. Robert Uihlein, jr., and Mr. and Mrs. Ben Barkin rounded out the day with supper and a special fireworks show at the Milwaukee Jewish Community center.

Circus executives and fans from all over the country mingled with brewery people, personal friends of the Uihlein clan, the press and assorted dignitaries.

Mrs. Pierre Salinger, Washington, D. C., wife of President Kennedy's press secretary, was there with her daughter, Suzanne, 11, and her father, Harper Joy, Spokane, Wash.

Joy, who had ridden in costume in the parade, is a past president of the Circus Fans Association of America. So was another guest, Richard Wareing, Sacramento, Calif. They whipped up a storm of nostalgia recalling the old circus days and pledged to drop everything and fly to Milwaukee any time another such parade is scheduled.

"That bandwagon No. 100," Joy said. "I remember seeing that come down the street in Walla Walla, Wash., when I was nine years old."

Mrs. Robert A. Uihlein, jr., relaxed at the Jewish Community center after a busy day.
—Sentinel Photo

Mrs. Salinger said she had been brought up on circuses, but this was her first in 20 years and that Suzanne had never seen one before.

"My father took me always. I went to every circus that came to Spokane," she said.

Milwaukee could challenge Pasadena, Calif., of Tournament of Roses fame, if this parade should get to be a yearly affair, Wareing declared. "The first rose parade couldn't compare with this," he said.

"God and the weatherman" co-operated, were the words of Mrs. Robert A. Uihlein, jr., wife of the president of Jos. Schlitz Brewing Co. After riding costumed as far as the reviewing stand, the Uihleins had watched the procession.

"I never believed so many people would stay in town to watch," said Mrs. Uihlein, confessing herself overcome by the size of the crowds.

An anonymous comment was repeated: "All those Jehovah's Witnesses had something to do with the weather."

Another guest was Rudy Bundy, Sarasota, Fla., treasurer of the Ringling Brothers and Barnum & Bailey circus. Bundy—an ex-bandleader who used to play one night stands at the George Devine ballroom—is going to Europe this fall to arrange a one ring show in Moscow for the state department.

Mrs. Henry Reuss appeared with two of her daughters and a French boy who is visiting for the summer. "This is his first day in Milwaukee, and we'll never be able to keep up this pace," she said. Congressman Reuss came in time for the fireworks.

Sunburn seemed to be the universal hazard — everyone was either lobster red or bronzed—but nobody could think of a single improvement that could have been made in the day's events.

Fourth of July Sparks Party Giving

By JUDITH CHENEY

REVEILLE AT 6:58 A.M. got the 10th annual Sheffield av. (Whitefish Bay) Fourth of July "blast" off to an early start. At 7 a.m. flags were raised along the street and barricades were set up. The Robert Mayersons, 4828 N. Sheffield av., invited the adult neighbors to an "eye opener" party at 8 a.m. A grand parade of costumed children on decorated bikes and floats assembled at 9:30 a.m..

A uniformed marching band also joined the parade. The band members were Fred Niedermeyer, Alvin Voss, James G. Manschot, Dale Simpkins, Robert Mayerson, Harland J. Nickodem, Gerald Schwerm, Walter Berge, and Leroy Steller.

The rest of the day consisted of parade judging, Independence day speeches, songs, swimming, lunch, and time to go to the big parade downtown. At 6:30 p.m. a "dinner in the dust" was shared by everyone on the block, followed by an adult egg throwing contest and fireworks.

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Another street party was held on Foxdale rd., in Glendale. It began at 11 a.m. Thursday with children dressed in red, white and blue, riding ponies and decorated bikes. Parents furnished a bus to take everyone to the circus parade. In the evening a family style barbecue was held in the yard of Mr. and Mrs. Patrick T. Sheedy, 107 E. Foxdale rd.

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A farmer style chicken dinner was served from noon until 8 p.m. at the Milwaukee Athletic club. The club was headquarters for members who were in town to watch the parade.

* * *

North Shore Country club began the holiday with a two ball golf tournament for men. A carousel, clown, and free popcorn kept the children amused during the afternoon. At 5:30 p.m. the residents of Bayside, where the club is located, were invited to buffet dinner by the members and fireworks began at 9 p.m.

* * *

The Western Racquet club in Elm Grove observed the Fourth of July with a treasure dive for children. The dive for coins on the bottom of the pool began at 2 p.m., and was followed by a family buffet at 4 p.m. Three new tennis courts opened for the first time Thursday and matches with stunt handicaps began at 1 p.m.

* * *

Mr. and Mrs. Avery Sherry, 2805 W. Donges Bay rd., Mequon, entertained about 18 children Thursday afternoon at a Fourth of July splash party in their pool.

* * *

Mrs. Haskell Noyes, 1030 W. Bradley rd., River Hills, gave a dinner party Thursday evening for Mr. and Mrs. John Curtis, 2220 N. Terrace av., and Darien, Conn., and Robert Whalen, New York city. Mrs. Noyes returned recently from Naygatuck, Conn., where she visited her daughter, Mrs. David Hyde.

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Members of the University club enjoyed a buffet dinner at 5 p.m. Thursday and fireworks viewing from the roof of the club.

* * *

The South Shore Yacht club celebrated its golden anniversary Thursday as fleets of yachts converged on the harbor from Chicago and Michigan. A cocktail party was held in the afternoon for skippers and guests from the regattas. A buffet was held at the club for guests and members. The junior group of the yacht club held an outdoor picnic Thursday evening.

Friday night a cocktail party and dinner-dance are scheduled as part of the activities during the four day yachting event.

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Robert C. Slater, commercial artist and owner of Slater-Rost studios, 227 E. Wells st., and Mrs. Slater, took advantage of the studio's panoramic view of the parade route to invite about 250 friends and their children to view the circus parade with them Thursday afternoon. A magician was on hand and popcorn, hot dogs, soft drinks and beer were served.

Mrs. Pierre Salinger, Washington, D. C., had a reunion with her father, Harper Joy, Spokane, Wash. Mrs. Salinger is the wife of President Kennedy's press secretary.
—Sentinel Photo

CITATION (TURABIAN STYLE)
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