



HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name Carrie M. Fix
Organization or Company M.E. Dey + Co. Inc.
Street Address 700 W. Virginia City/State Milwaukee WI Zip 53204
Telephone 414 8310525 Fax 414 8310640 Email carrief@medey.com

2. Honorary Street Name Request

Street name requested M.E. Dey & Co.
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
Between 6th and 9th Street on W. Virginia

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- A *typed* statement containing no fewer than **500 words** describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of street has been requested for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- \$100 fee (check made payable to "City Treasurer").
- Completed Application Form.
- Autobiography or statement regarding the person, place, or event being honored.

Signature [Handwritten Signature] Date 8/15/18
Printed Name Carrie M. Fix



August 14, 2018

Milwaukee City Hall, Room 205
200 E. Wells Street
Milwaukee, WI 53202

RE: Honorary street naming between 6th and 9th of W. Virginia St.

To whom it may concern,

In 1907, a woman in Milwaukee named Mae Elizabeth Dey, defied the norms of society and started a company. Born in Appleton, where she received a high school education, she moved to Milwaukee to enter Commercial College, studying bookkeeping and stenography. In 1901, she accepted a position with Mr. Matthew J Hogan, Custom House Broker at 818 Goldsmith Building, south of the Pfister Hotel, for whom she acted as his private secretary. Mr. Hogan passed away and the Collector of Customs requested Ms. Dey to accept the office as Custom House Broker in the Port of Milwaukee, the fifth female Broker in the United States. When in 1910, Congress required formal licensing of Brokers, Ms. Dey or rather M.E. Dey & Company, was issued license number 1 in our Customs port. Ms. Dey was a member of the then World Trade Club, Treasurer of the Isabella Organization and active in bowling, golf and swimming. She also operated 'Dey's Orchestra, in which she played woodwinds.

M.E. Dey grew along with Milwaukee. As is often the case, mostly employing family members, including her niece Lillian and nephew Rolland Gardenier. By 1928, her salary was \$1950 (roughly \$28,000 today). At her death in 1929, she was buried at Cavalry Cemetery. Her nephew Rolland took over running the company, beginning the ownership of the Gardenier family, of which continues today.

In 2018, M.E. Dey & Co., is celebrating its 111th anniversary in business. Robert Gardenier, Mae's Great-Grand Nephew, is the fourth generation family member to lead the company. Mae's vision of guiding Milwaukee's companies in their expansion of international trade continues. With her strength of understanding international business and mentorship for the next generation, the company survived economic crashes, wars, recessions, changes in trade policy, and is heading into its fifth generation.

I request the Committee approve naming the blocks between 6th and 9th of W. Virginia Street as "Honorary M.E. Dey & Co" for several reasons. Mae Elizabeth Dey was a person of exceptional significance for the City of Milwaukee, as the founder of M.E. Dey & Co, having been granted the first licensed Customhouse Broker in Milwaukee (July 25, 1910), and as person involved in the continued evolution of our international trade industry. The area of this request is very significant, as the Trade Center, located on 7th and Virginia, was the epicenter of steamship lines who imported and exported goods/machinery worldwide via the Great Lakes. Also, Pfister & Vogel, a powerhouse in the tanning industry, located for many years between 6th and 9th and Virginia, was a long term customer of M.E. Dey & Co. Finally, after 111 years of existence, today's M.E. Dey offices are located within the a Pfister and Vogel building on 700 W. Virginia.

As an employee of M.E. Dey & Co., for almost 25 years, it is my pleasure to participate in applying for this honorary naming opportunity for Mae Elizabeth Dey's company. She was a historical founder and amazing woman.

Thank you for your consideration,

Carrie M. Fix
Vice President



Mae and the Dey Orchestra circa early 1900's



Mae Dey July 4, 1922



Mae in the late 1920's

ALLIS-CHALMERS MANUFACTURING COMPANY

ELECTRICAL MACHINERY HYDRAULIC TURBINES
 STEAM TURBINES STEAM ENGINES CONDENSERS
 OIL ENGINES GAS ENGINES
 MINING AND METALLURGICAL MACHINERY
 STEAM AND ELECTRIC HOISTS
 CRUSHING AND CEMENT MAKING MACHINERY



PUMPING ENGINES CENTRIFUGAL PUMPS
 FLOUR MILL MACHINERY SAW MILL MACHINERY
 POWER TRANSMISSION MACHINERY
 AIR COMPRESSORS AIR BRAKES
 HEAVY FORGINGS
 FARM TRACTORS SPECIAL ROAD TRACTORS

CABLE ADDRESS
 "FOUNDERS"

MILWAUKEE, WIS

March 24th, 1928.

Collector of Customs,
 Milwaukee, Wisc.

Dear Sir:

For quite a number of years past the
 M. E. Dey & Company have acted as our customs
 agents exclusively in clearing our shipments.
 Their services in this capacity have been
 entirely satisfactory in every respect and it
 has been mutually beneficial in their handling
 our account.

Yours very truly,

J. C. [Signature]
 General Traffic Manager

FCB/RB

Courteen Seed Company

CABLE ADDRESS
"COURTEEN" MILWAUKEE

TELEPHONE HANOVER-268
TELEPHONE BROADWAY 6450

LAKE AND HANOVER STREETS
318 PITTSBURGH AVENUE

RED, WHITE, ALSIKE
AND ALFALFA CLOVERS
TIMOTHY
LIGHT GRASSES
MILLETS, KAFFIR CORN
COTTON GRAIN BAGS

Milwaukee
March 22, 1928

Honorable Collector of Customs,
Milwaukee, Wis.

Sir:-

WE GIVE NO WARRANTY, EXPRESS OR IMPLIED, AS TO DESCRIPTION, QUALITY, PRODUCTIVENESS OR ANY OTHER MATTER OF ANY SEEDS WE SEND OUT AND WE WILL NOT BE IN ANY WAY RESPONSIBLE FOR THE CROP, IF THE PURCHASER DOES NOT ACCEPT THE GOODS ON THESE TERMS, HE MUST NOTIFY US AT ONCE, AND WE WILL GIVE INSTRUCTIONS FOR DISPOSITION OF GOODS.

Have employed M. E. Dey & Company as our customhouse brokers for the past eighteen years. Our experience with them has been eminently satisfactory as have always found them upright, honest and extremely efficient. We therefore take pleasure in recommending M. E. Dey & Company, Inc., with M. E. Dey as President and R. Gardenier as Vice-President and Treasurer, as reliable customhouse brokers.

Respectfully,

COURTEEN SEED COMPANY

J. H. Moran
Sec'y-Treas.

FKM:S

