



# EAGLE HISTORICAL SOCIETY NEWSLETTER

## EHS Board President

Jeff Nowicki, 2013

## Vice-President

Barbara Jatczak, 2012

## Secretary

Bea Marquardt, 2014

## Treasurer

Pat Hawes, 2012

## Financial Officer

Donald Ledrowski,  
2012

## Members

Jean Bowey, 2013  
Jessie Chamberlain,  
2013

Jean Cisler 2014  
Mark Dexter, 2013

Ryan Hajewski, 2013  
Diana Hall, 2014  
Eloise Hall, 2014  
Richard Moeller, 2012  
Carolyn Rosprim 2012  
Mike Rice, 2014

## Curator

Elaine Ledrowski  
594-3301

## Newsletter Editor

Jean Cisler  
495-4637

## Webmaster

Mike Rice

## WELCOME NEW MEMBERS

Rev. Dennis Ackert	\$10.00
Robert Chapman	\$25.00
John & Pam Feltes	\$15.00
John Garrity	\$8.00
Kathleen Last (Wambold)	\$8.00

## MEMBERSHIP

John & Mary Vymetal Taylor	\$25.00
Allsion Chase	\$10.00
Peter Jones	\$50.00

## Our Thanks to these Artifact Donors

Jeff Nowicki  
Mabel Finney  
Jean Bowey  
Dorothy Andorfer  
East Troy Historical Society  
Dorothy Stocks  
Alice Raduege  
Pat Hawes  
Mark Dexter

## Soda Water, Pop, Soda Pop, Car- bonated Beverage, Soft Drink- What Do You Call it?

**1866**– Vennors Ginger Ale is in-  
vented by Detroit **pharmacist** James  
Vernor.

**1876**- **pharmacist** Charles Hires in-  
troduces Hires Root Beer at the Cen-  
tennial Exposition in Philadelphia.

**1885**– Dr. Pepper is invented by  
Charles Alderton, a **pharmacist** in  
Waco, Texas.

**1886**-Atlanta **pharmacist** John  
Pemberton invents Coca-Cola,

**1898**– Caleb Bradham, a **pharmacist**  
in New Bern, N.C. renames “Brad’s  
Drink” Pepsi Cola.

Apparently business was rather slow in  
the pharmacy department back in the  
nineteenth century.

**1906**-Orange Crush is invented by J.M.  
Thompson of Chicago.

**1929**– C.J. Grigg, founder of Howdy  
Corp. in St. Louis, creates Bib-Label  
Lithiated Lemon-Lime Soda ,now  
known as 7-up.

**1937**– Big Red, originally known as  
Sun Tang Red Cream Soda is created  
by Grover T. Thomsen and R.H. Roark  
in Waco, Texas.

**1948**– Hartman Beverage in Knoxville,  
Tenn. Trademarks Mountain Dew.

**1966**– Zero Calorie Fresca is intro-  
duced by Coca-Cola Co.

## IN THIS ISSUE

Membership	Page 1
Golf Sponsors,	Page 2
From our Readers,	Page 3
Prayer of a Senior Citizen	Page 4
Business of Eagle circa 1908	Page 5, 6
A Difficult Goodbye	Page 6
A Sentimental Journey	Page 7

EHS  
museum/ library  
594-8961

open  
Fridays and Satur-  
days,

9 am to noon  
Wednesdays, 4-7 pm  
Website: eaglehistori-  
calsociety.org

**2010 GOLF OUTING HOLE SPONSORS**

Sixty-nine golfers participated in another successful event. Weather was sunny and warm with just a threat of rain that never materialized.

- |                                       |                                   |
|---------------------------------------|-----------------------------------|
| Del's Pump Service-New Berlin         | Windy Oaks Aquatics - Eagle       |
| Steinhoff Law Office -Eagle           | Buscher Properties - Eagle        |
| Three Pillars- Dousman                | Lee Greenberg-- Epic              |
| Glenn Humphrey-Masonic Lodge- Dousman | Double D's -- Mukwonago           |
| Dousman Hair Depot                    | Barreau Farm - Eagle              |
| Heckel Tool & Mfg.- Eagle             | Gavers Pavers -East Troy          |
| Citizen's Bank of Mukwonago           | M&W Lift Truck Rental - Waukesha  |
| Liquid Escapes - Eagle                | A1A Consulting                    |
| Continental Mills-Eagle               | Us Packaging Rick & Sue Geiger    |
|                                       | Mealy's Funeral sponsored 2 holes |

**THANKS TO THE VOLUNTEERS  
WE COULDN'T DO IT WITHOUT YOU.**

- Bev Schlipp
- Sue Weibel
- Michelle Williams
- Deanna Goetz
- Ariel Westcott
- Sue Sowle and friend Jane

**THANKS TO THE RAFFLE GIVERS FOR  
YOUR GENEROSITY**

- Brookwood Pub & Grill
- Double D's Pub
- Jerry Buscher
- Gary Sowle
- Jim Molone
- Terry Stevens
- Mary & Ernie Kroeze
- And lunch from :
- Eagle Spring Golf Resort
- Continental Mills

**IN MEMORY**  
Thanks to the generosity of Jerry Buscher and Gary Sowle , aber gut was served to all the golfers on hole eight in memory of Rodger Couch who always golfed in this event.

**WANTED** Rocks, basketball size or larger to go around our Eagle. Call Elaine at 594-8961 for more information..

## FROM OUR READERS

Red Hinkley sent us his favorite Burma Shave sign:

When junior takes your ties and car  
it's time to get another jar. *Burma Shave*

Bill Grotjan sent the following:  
From 1934:  
He had the ring, he had the flat  
But she felt his chin and that was that. *Burma Shave*



The bearded lady tried a jar  
She's now a famous movie star. *Burma Shave*

From 1937  
Romances are wrecked before they begin  
By a hair on the coat or a lot on the chin. *Burma Shave*

## TORNADO OF 1933—,MY VIEW

*By Bea Delaney*

Ever Since I read the article in the Historical Society's newsletter, I knew I needed to relate my memory of that day in 1933. As I remember, my mother Anna Schroeder, was doing some sewing and she was doing most of it in my bedroom as I had had my tonsils removed a day before and was feeling weak and was spending most of the time in bed. She decided to spend her time sewing and working in my bedroom to keep me quiet and comfortable.

Sometime in the afternoon, it got very dark, like night, and my mother went downstairs and sent my father to get me. I suppose the rest of the family was already there, and she wanted us to be together. It was very dark, like the middle of the night and no lights were showing. My father and I passed one another on the stairs without seeing or touching. I remember my father calling down "Beatrice isn't here" and my mother called back "it's all right, she is here."

During storms we always came together in the living room, we'd get down on our knees and pray the rosary, which we did that day.

The next day, my dad drove us through the carnage, dead cows in the fields, in the exact area that last year's tornado hit. Only then it was all farm land. We saw straw, pieces of straw driven through tree limbs unbroken. How could that be, straw being so fragile? The barn, south of the road that passes southward past the BP station and goes toward LO was shifted partially off the foundation but otherwise was unharmed. And most importantly, there were no human fatalities.

### **Editors note:**

As of June 1st, there have been 1415 tornadoes reported this year in the United States, with at least 1077 confirmed, an amount unparalleled since 1936. The death rate has been correspondingly high, with final counts not certain. The United States has by far the most tornadoes of any other country, with at least 4 times as many as the rest of the world combined. Other countries that have experienced tornadoes include Bangladesh, South Africa, parts of Argentina, Paraguay, and southern Brazil, as well as portions of Europe, Australia and New Zealand, and far eastern Asia.

## The Prayer of a Senior Citizen

A woman living in a Retirement Community was asked to lead the invocation at a milestone event in the Retirement Community. And this is what she said:

As a new client of Sunnyside Retirement Community and former neighbor of Jack & Jill Smith, I am so honored to be chosen to offer the invocation this evening. So, let us pray: God our Father, you know all that Sunnyside believes in and strives for. And we ask your blessing on the Sunnyside family...the management, the staff, the caregivers and the clients. We are grateful for the way everyone here tonight contributes to the success of the mission of Sunnyside. And we ask you to continue to bless them and this food which we are about to receive. Amen.

Oh, Oh, sorry God, as long as I have the microphone...there are a few things I forgot to mention. First of all, just to introduce myself a little, over the years I've noticed that the two things most people want to know about are the two things they are far too polite to ask. So let's get that out of the way...I am 72 years old...and I weigh a hundred and 45 pounds. As you know we seniors, are sometimes not very likeable yet alone loveable so Lord, could you please continue to keep the people of Sunnyside patient and aware of why we are the way we are. And Lord, please remind them that the thing about old age is that you don't get a chance to practice...This is the first time I've ever been old....And it just sort of crept up on me. There were signs...random hair growth – that's special, particularly the first time you go to brush a hair off your lapel and discover it's attached to your chin. You turn your left turn signal on in the morning and leave it on all day. Non-life threatening skin growths large enough to name after deceased pets and relatives begin to appear and neck tissue seems to develop a life of its own. Last November I was afraid to leave the house Thanksgiving week.

You do strange things as you age like driving up to a curb side mailbox and ordering a cheeseburger and fries. And Lord, I know you're aware that one Sunday at church I put my Wal-mart bill in the collection basket by mistake. And last Easter after services at St. Cecelia's Cathedral here in Omaha, my husband stopped to talk to a friend and I went on out and got in the car to go home. The gentleman sitting behind the wheel said, "Oh, are you going home with me?" .....And I said, "Oh, Archbishop I'm so sorry."

I won't even mention driving into the wrong end of the car wash. People get so excited when you do that. I don't know why the lady in the other car was screaming like that. I was just as surprised to see her as she was to see me. I also won't mention discovering that you're wearing mismatched earrings and going home to change them and ending up wearing the other mismatched pair. And you know Lord that it's hard for old people to exercise. I did try to jog once, but it makes the wine just jump right out of your glass. Well Lord, I know you understand all about us seniors, and please remind our caregivers of the same.

That's Sunnyside, Lord. Bless them all. And at the end of the evening, please help me find my car in the parking lot.

*Never sell the senior citizens short.*



This is the first time I've ever been old....And it just sort of crept up on me. There were signs...random hair growth – that's special.

**Businesses in Eagle in 1908**  
**From a poem by Mrs. J.M Partridge**

July 2011

Editor's note: Enjoy this poem that takes us back 100 years to look at business in Eagle through the eyes and talent of Mrs. J. M. Partridge, who composed this 135 line poem weaving into it businesses of that era. Are there any you might recognize? I , for one would have loved to meet the lady with such a talent and command of the language.

Serenely picturesque our town  
From its high prominence looks down  
On lands of promise that foretell  
Prosperity and which propel  
The springs of our industrial life,  
Where enters only friendly strife,  
Though competition in each branch  
Where all enjoy an equal chance.  
Inducements, generous and fair,  
Are offered, which justly compare  
With any others ever shown,  
Of which the public e'er has known.  
**Our bank**, for instance, which reflects  
Much credit to our town, elects  
To levy but a fair per cent  
On cash deposited or lent.

At "central" our girls call "hello"  
And kind attention ever show  
As though much joy the duty brings  
Of answering continuous rings.  
And countless phones that far and wide  
**The Eagle Telephone** supplied.  
With outside life brings us in touch  
And broadens all our interests much.  
At **Grosse's** midway down the block,  
We find a choice assorted stock,  
From hardware down, the most complete,  
And best of service there we meet.  
The **Partridge firm**, just two doors west,  
Carries a line that stands the test  
In salient quality and grade  
With those that elsewhere are displayed.

Tis price and style and make which tells  
In furniture that **Johnson** sells.  
Each dollar purchase there you know  
A free machine may win also.  
At **Lorge's** store we point with pride  
For ne'er was pharmacy inside  
More scrupulously kept, whose drugs  
Are bottled , free from dust and bugs.  
**Mrs. Sherman's** Paris styles,  
All femininity beguiles with price and

that artistic touch,  
Which every lady values much.  
At **Mrs. Hesse's** one may find  
Canned goods and fruits of every kind  
Bakery and confections too,  
Or choice of meats for a roast or stew.

**Mayhew's** grocery keeps all brands  
Of staple goods that trade demands  
In fancy specialties, their line  
Is well assorted, choice and fine.  
If you'd dispose of real estate  
Just have **H. Edwards** arbitrate  
Your case, for ably he'll adjust  
All such affairs placed in his trust.  
**Dr. Fitzgerald** will attend,  
And skilled professional said he'll lend,  
To cure all of protracted ills,  
Which mission he nobly fulfills.

Bakery, canned goods and confection  
**Townsend's** keep and in connection  
Take orders for a laundry firm,  
To cleanse your linen from soil and germ.  
At **Bellings** all meats are declared  
Inspected and choicely prepared  
With cutlets fresh right off the block.  
From local or imported stock.  
**O. Lewandoske's** shop near by  
Equestrians outfits will supply,  
Our equine friends we may equip.  
Skilled smithcraft, **Smart Bros.** transact  
And also largely they contract



For farm tools of all kinds as well.  
As vehicles and autos swell.  
Our elevator's massive frame  
Hold cereals of every name.  
With **Don Pardee** as manager,  
Who'll buy or sell as you prefer.  
**Our lumber firm** all orders fill  
Most promptly and you'll find each bill  
The various grades most clearly state  
With prices all proportionate.  
At **Diamond hotel** one may dine,  
For popular price with service fine.  
Where every comfort for the guest  
Is perceptibly manifest.  
And the **Commercial's** moderate rates  
The traveler appreciates;  
For rarely ever do they see  
A better managed hostelry.  
At **Whettam's**, if you should demand  
An auto or a four in hand.  
Ed is prepared to furnish these,  
On terms that should not fail to please.  
At **Bealhen's** blacksmith shop is done

All sorts of iron work, where one  
 May expert workmanship secure.  
 That lasting qualities insure.  
 If your depleted stock of shoes  
 You would renew, just merely choose  
 From **Ihrig's** line, which will com-  
 pare  
 And average with the best footwear.

**J. Buell's** art all recognize  
 As worthy of the highest prize.  
 Your orders he will promptly fill  
 By lens or brush with equal skill.  
 If you wish a gramophone  
 Unexcelled in make and tone  
**H. Pardee** will furnish you  
 With machine and records too.  
 Cucumbers when well attended  
 Yield the most from least expended  
 When grown and to the factory sold  
 That **Loible** has for years con-  
 trolled.

Tonsorial art, with expert skill ,  
 Is so displayed by **Will McGill**.  
 That his parlor all will attend  
 Who on good service would depend.  
 If **Joe Von Rueden** you'll accost  
 For aid, to ward off cold and frost,  
 He'll readily grant all appeals  
 For largely now in coal he deals.

In dairy products **T. F. Rhoades**  
 Complies with sanitary modes,  
 And daily brings milk rich and  
 sweet  
 To doorways early on each street.  
 To build a home that will defy  
 Old Father Time as years roll by  
**Our Cement Co.** will provide  
 The blocks, for walls and walks out-  
 side.  
 If you should contemplate a trip  
 By livery, just give a tip  
 To **C. E. Cox**, who will provide  
 First class equipment for a ride.  
 Farmers from every side of town  
 All bring us into great renown  
 Through dairy products of first  
 grade

From which our creamery butter's  
 made.

And **the Quill's** wide circulation  
 With it's high class reputation  
 Extensively will advertise  
 And aid each business enterprise.  
 These business firms will cater to  
 A most deserving public who  
 In reciprocity believe  
 And favors both grant and receive.

## A DIFFICULT GOODBYE

*Jean Cisler*

They stood as silent sentinels guarding the village's his-  
 tory. They watched the building across the street as the first and  
 only hospital ministered to the sick and finally to see a family  
 there as children played in the yard and climbed other trees  
 only to disappear as childhood pushed on into adulthood and  
 left the trees to quietly grow on.

They watched the people coming to the Methodist  
 church for services or to take part in a community dinner there.  
 On other occasions they watched the people attended some pro-  
 gram or other at the Opera House. They watched the horses clip-  
 -clipping on the village roads which then turned into paved  
 roads and horses gave way to that horseless machine that could  
 never last.

For almost 100 years they stood, the beauty of nature,  
 and it was nature's sometimes cruel ways that brought them to  
 an end. 2010's tornado marked the beginning of the end of the  
 two trees on The Eagle Historical Society's Museum's property.  
 The June winds sealed their fate as they showed cracks from top  
 to bottom.

There is something sad about the loss of trees that have  
 stood so long.

Trees to replace them  
 will not grow again to  
 that age and strength in  
 our lifetime or the life-  
 time of our children.

There is some-  
 thing sad.....



## Sentimental Journey

*Jean Cisler*

They came from Elkhorn and Broadhead, from Dousman ,Colgate and Mukwonago, from Palmyra ,Eagle and Milwaukee. They came with canes, walkers, wheel chairs and one of the oldest veterans came in a special ambulance. His family raised the money so that he could be there. His is one of the many stories of the men and women who came by invitation or by word of mouth to this time of honoring and remembering the serviceman who went through one of the most horrific wars, WWII. Not that any war is worth one life lost, but somehow this war was the more memorable because it has been most recorded. The stories of sadness, watching their friends die on the battlefield , and of glory, marching through liberated countries, and always far away from home.

The Eagle Historical Society and the Palmyra Eagle Community Band hosted this event at which almost thirty veterans came to Eagle to be honored and entertained. The scene in the park was reminiscent of a USO Canteen with free ice cream and cake. Another food wagon offered more free food. Vintage field equipment and a WWII jeep was on hand and each veteran lined up to “sign in” where they received their name tag and another “dog tag” hanging on a red white and blue ribbon that said Honored Veteran. They then had their picture taken in front of a poster with pictures of area servicemen from WWII.

The program headlined ”The 40’s- A Sentimental Journey” began appropriately with Fanfare A Sentimental Journey with music from Les Brown and his Band of Renown and vocals from Doris Day, her first #1 hit. The song was released in 1945 coinciding with the end of the war in Europe. It became the unofficial homecoming theme for many veterans. Following that was the Armed Forces March, including the theme songs for all branches of the service. As the band played The Star Spangled Banner, the honor guard from the Eagle American Legion entered, presenting the colors. One could not help but notice that all of these men who were able , immediately rose to their feet, removing their hats. They understood that this is what they fought for. They could no more dishonor the flag then they could forget that war. They did not take their seats again until the honor guard had exited.

The scene in the park was reminiscent of a USO Canteen with free ice cream and cake.

The band’s program included songs from the 40’s, Glenn Miller favorites and those great old war songs we liked to sing such as Der Fuehrer’s Face which the audience was encouraged to join in.

Interspersed in the afternoon’s concert were simulated announcements from station WEGL in Eagle, beginning with the dark announcement of the bombing of Pearl Harbor with a list of the many human casualties and the planes and ships that were lost. Men were encouraged to enlist and fight for their country.

Other announcements urged people to join the war effort by buying bonds, saving on items like sugar, tires, lard, and nylon stockings, donating blood for the blood drives and all to help Our Boys across the pond.

There were other sing-alongs and a popular favorite was the exhibition of the swing dance done so skillfully by Miss Catey and Mr. Woods from the Fred Astaire studio in Wales.

At one point the veterans answered “mail call” as area school children wrote a letter of thanks for their service. The veterans also received a certificate of appreciation from EHS.

The afternoon ended with results of the “war bond drive.” The war bonds in this case being raffle tickets for the first prize of the detailed wood carving, A Wood Spirit, carved and donated by Bob Younger and other prizes of CD’s of Big Band Songs.

Though the day was quite warm and somewhat humid, no one seemed to mind the weather for this trip into the past. Even the rain held off until another day.



Eagle Historical Society, Inc.  
217 Main Street  
P.O. Box 454  
Eagle, WI 53119-0454



ADDRESS SERVICE REQUESTED



Photos by Eric  
Kramer