



# EAGLE HISTORICAL SOCIETY NEWSLETTER

April 2005

Eagle, Wisconsin

## **EHS Board**

### *President*

Jeff Nowicki

### *Vice-President*

Irma Jolliffe

### *Secretary*

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### *Treasurer*

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Diana Hall

Pat Hawes

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Welthy Mueller

Dottie Murphy

Bernice Nowicki

Diane Thuemling

Eris Thurston

### **Curator**

Elaine Ledrowski  
594-3301

### **Newsletter Editor**

Darlene Landmann  
594-3430

## **EHS**

museum/library  
594-8961

open

Fridays and Saturdays,  
9 am to noon

Wednesdays, 5-7 pm

Website: eaglehs.org

## **EHS News**

### **Membership**

EHS currently has about 300 members.

**New Members:** Welcome to Tracie Berndt & Scott Levrion, who joined at the patron level.

Many thanks to those who renewed:

**Sustaining, \$25-\$49:** Richard & Jane Riddle, Carl & Lynn Seitz, Ken & Ann Skidmore.

**Sponsor:** Audrey Houk

**Patron:** Mary E. (Polly) Cramer

### **Donations**

We thank the following for donations received: Mabel Finney, Pat Hawes, Julie Himebauch, Mary Trupke Howick, Welthy Mueller, Bill Stark, Eris Thurston, and Pat Wilton.

### **Bake Sale**

On April 5 EHS held an election bake sale which brought in over \$600. (Perhaps we owe our success to Irma Jolliffe, who stood in the hallway telling passersby, "We have sweetness inside!") We thank everyone who contributed in any way—all efforts are appreciated.

### **Workshops**

Professional development is one use for EHS funds. In March Mark Dexter attended a workshop on preserving photographs and Pat Hawes and Jeff Nowicki attended one on organizing and maintaining a board of directors.

### **Plant/Rummage Sale**

This year the Eagle Business Association will sponsor the annual sale on two weekends in May. EHS will participate on the first of the sale weekends, on Friday, May 6, and Saturday, May 7, only. Anyone with donations of rummage items or

plants is welcome to drop them off during the sale in the municipal building. As everyone probably knows by now, the EBA divides the proceeds from this sale among EHS, the fire department, and the library. We of EHS appreciate this support.

### **Roof Work**

A contractor has been selected to redo the roof of the EHS museum, which is owned by the village and town. Some may mourn the disappearance of the vintage wooden shingles, but it's for the best.

### **Kettle Moraine Days**

We plan to enter a float in this year's parade; the theme will be military service, with emphasis on World War II. We would like to have veterans—male or female—seated on the float. You don't have to be a World War II vet or be able to fit into your old uniform, just join us in the parade. Please leave a message with Pat Wilton (594-2294) or call the museum during hours of operation if you are interested in participating.

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## From the Collection



*Photo by Don Ledrowski*

This issue features the Ouija board donated by Jean Bowey.

### History of the Talking Board

In 1848, Kate and Margaret Fox, sisters in Hydesville, New York, became instant celebrities when they claimed to have contacted the spirit of a dead peddler. This was the birth of modern spiritualism, an obsession that spread across the U.S. and Europe. Spiritualist churches sprang up everywhere, and mediums (persons who could contact “the other side”) were in great demand.

The mediums and attending sitters would often sit at a table which tilted and knocked on the floor to alphabet letters called out. Another method involved a planchette, a heart-shaped tool with two rotating casters underneath and a pencil inserted at the tip to form a third foot.

The March 28, 1886, Sunday supplement to the New York Times described a “talking board” popular in Ohio. “The ‘yes’ and ‘no’ are to start and stop the conversation. The ‘good evening’ and ‘good night’ are for courtesies. A little table 3 or 4 inches high with four legs is prepared. You take the board in your lap, another person sitting down with you. You each grasp the little table with thumb and forefinger at each corner next to you. Then the question is asked.”

This new message board was simple to make and required absolutely no understanding, skill, or mediumistic training from the participants. The first to market the board as a novelty (in a patent granted on February 10, 1891) were Elijah J. Bond, listed as the inventor, and Charles W. Kennard and William H. A.

Maupin as the assignees, all of Baltimore. Kennard reported that the board told him ouija was the Egyptian word for “good luck.” It is more likely that the name came from the Moroccan city Oujda, also spelled Oujida. This makes sense given the period’s fondness for Middle Eastern sites and the psychic miracles of the Fakirs.

Kennard was quickly removed from authority in the company and replaced by William Fuld, who claimed to have invented the board and named it with a combination of the French and German words for “yes.” After Fuld’s death in 1927 his children took over the business. In 1966, they retired and sold the business to Parker Brothers. Parker Brothers produced an accurate Fuld reproduction.

*From the Museum of Talking Boards website*

## Signs of the Times



*Eagle Quill, May 8, 1942.*



*April, 2005*

In March Scott and Melissa Dooley of Waterford bought the business at the corner of South and Main formerly known as B'B.'s Someplace. Both motorcycle enthusiasts, they named it the Knucklehead pub after the Harley-Davidson model of the same name. "But I like to tell people that I named it after my husband," joked Melissa.



## The Ole IGA Store in Eagle

By Jerry Baker



*Note the "Baker Bros." sign above the door.*

*Photos courtesy of Jerry Baker*

My parents, Levi and Ednah Baker, and my uncle Ralph Baker bought the IGA grocery store in Eagle from Bill Bieck in the early 1920s.

They hauled supplies from Milwaukee about 2 or 3 times a week with their Ford 1 1/2 ton truck. Bread was delivered from Milwaukee and kept in a "bread box" in front of the store. They sold groceries, and the cookies—which came from the Johnson Cookie Factory—came in five-pound boxes. Sugar, flour etc. came in barrels. Eggs were bought from the local farmers and had to be candled before they were sold to the customers. (*Editor's Note:* Candling refers to holding an egg in front of a light source—originally a candle—and observing the contents through the shell. This method reveals large air spaces (indicating older eggs), blood spots, and any foreign matter inside the egg.)

They also sold clothing of all kinds, including shoes, boots, rain gear, etc. There was a big "ice box" for keeping some of the food cold. Fred Wambold from Eagle Lake supplied the ice.

My parents also sold International Harvester machinery which was stored at the back of the building. As well as the machinery, binder twine, rolls of wire, fence posts, gates, salt and different kinds of feed supplies and seeds were sold.

Caskets and vaults were hauled for the Jerome Mealy Funeral Home.



The store had a hitching post railing in the front and on the side for the customers to tie their horses while they were shopping. There was also a gas pump in front of the store where they sold gas for the Model Ts.



*Note that in this photo the sign above the double front doors reads, "Baker & Baker." The sign above the gas pump reads, "Red Crown Gasoline."*

**BROADWAY**  
**Mixed Nuts**  
NEW CROP  
LB. **31c**

**SEASON'S GREETINGS**  
**Chocolates**  
ASSORTED  
5 lb. Box **\$1.79**  
2 1/2 lb. Box **93c**

**IGA**

**Specials, Dec. 14th to Dec. 22nd**

<b>CANDY</b> MONARCH	20% Filled Satin Finish	Lb.	<b>19c</b>
<b>French Cream Candy</b>		Lb.	<b>21c</b>
<b>CANDY</b> SILVER BUCKLE	100% FILLED	Lb.	<b>25c</b>
<b>PEANUTS</b> FRESH ROASTED		2 Lbs.	<b>25c</b>
<b>PINEAPPLE or PEACHES</b>			
SILVER BUCKLE	2 Large Cans		<b>57c</b>
<b>CANDY BARS</b>		3 Bars	<b>10c</b>
<b>SWANS DOWN</b> CAKE FLOUR		Pkg.	<b>29c</b>
<b>JELLY POWDER</b> SILVER BUCKLE		3 Pkgs.	<b>21c</b>
<b>IGA COFFEE</b> Peaberry or Santos Blue & White Bag		Lb.	<b>39c</b>
<b>OLIVES</b> SILVER BUCKLE STUFFED		5 oz. Jars	<b>21c</b>

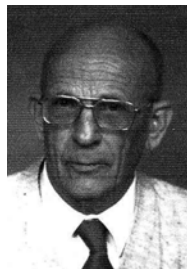
MIL. CL.

**Baker Brothers**  
General Merchandise  
Phone 557  
EAGLE, WISCONSIN

*How many members remember the Silver Buckle brand? Swans Down?*

*Editor's Note:* The Bakers sold the store about 1929 and concentrated on farming. The building still stands at 103 E. Main Street, but has an addition put on in 1952 when Milton and Victoria Krestan ran a store out of it. The addition occupies space to the corner of Grove Street and has its own addresses.

## Obituary



### Richard Schroeder

Richard B. Schroeder, 85, died February 18, 2005, at Waukesha Memorial Hospital. One of the 10 children of Andrew and Anna H. Neilsen Schroeder, he was born in Eagle on October 9, 1919. He graduated from Pio Nono Catholic High School in St. Francis and served with the army in World War II. Retired as a carpenter and from the Eagle Fire Department, he was a member of St. Theresa's Catholic Church, American Legion Post 535 in Eagle, the Knights of Columbus, Veterans of Foreign Wars, and a member and generous supporter of Eagle Historical Society. A man with a love of flying, he not only joined the Experimental Aircraft Association but also took flying lessons and bought a kit to build a single-engine plane in his basement. A funeral mass was held at 7 pm on February 23, 2005, at St. Theresa's Catholic Church in Eagle with Father Dennis Ackeret officiating. Burial with full military honors was in St. Theresa's Cemetery, at 10 am on February 24.

He is survived by his children, Robert, Paul (Wilma), and James, all of Waukesha, and Joanne (Ed) Bryce of Renton, Washington; grandchild, Jamon; sisters, Beatrice DeLaney of Eagle and Oklahoma, Dorothy Schroeder of Pennsylvania and Barbara Schroeder of Milwaukee; and nieces, nephews, other relatives and friends.

He was preceded in death by his wife, Dorothy; his brothers Andrew, Larry, John and James; and his sister Mary.

Memorials to St. Theresa Catholic Church Land Fund are appreciated.

Mealy's Funeral Home, Eagle, served the family.

## Eulogy

By Robert Schroeder

We are here this evening to say goodbye to Richard Schroeder; my father, and the father of Paul and Jim and Joanne. The grandfather of my son, Jamon. The brother of Aunt Dorothy, Aunt Bea and Aunt Barbara. Many of you say goodbye to Uncle Dick. Others of you say goodbye to your neighbor, the man who helped at the church, or at the Legion picnic, or the Boy Scouts or the countless other functions in this town; perhaps even the man who built your house. Like many of his generation, Dad served as best he could in his community.



Also like many of his generation, Dad served as best he could for his country, in World War II. Like many of the generation, he came home to his wife, our mom, and started a family. And like many of that generation, he was permanently, deeply affected by the war.

As far as I know, Dad was never in combat, but as an ambulance driver, he saw what combat could do. And as one of the first to enter the death camps, he saw what fanaticism and prejudice could do.

Dad was a complex, sensitive person; at times pleasant, kind, caring and at times stubborn, hard, insistent. He was strong, intelligent. Dad was a carpenter, and a good one. Along with his father, he built a number of the houses that stand in Eagle today. He owned his own business until that became impossible to maintain, and then he began working



for others as a member of the carpenters union. He sometimes struggled to earn a living, and he sometimes struggled with life, and he sometimes struggled to keep a roof over our heads and food on the table. But he did it.

In retirement, he retreated to his woodshop and created things, examples of which you see here tonight. He did things for people, he made things for people. He read voraciously.

As we were growing up, he taught us kids things, and most times, we learned things. He had better luck with Whitey, our dog. Dad taught her how to climb up and down ladders so she could be with him while he worked. He took us places where we could do things together. We camped. We fished. We hunted. We hiked and we enjoyed life.

In the process of growing up, we sometimes fought with him and he with us. We struggled at times to understand him, and he struggled to understand each of us. But he loved us, and we loved him. We were a family, his family.

We now say goodbye to Dad, the part of that family who, along with Mom, gave us life, protected us and allowed us to grow and to become adults. He's back with her now, the woman he loved, his partner. We would like to think that she was there to help him with his last struggle, with his passage from life, to let him know that it was OK and to welcome him.

We say goodbye, Dad, but not to the memories we have of you. We will remember you as we have remembered Mom—with love.

Thank you all for honoring Dad with your presence here tonight.

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## Mystery Photo

The building pictured in the last issue was a Mobil station. It was located east of where Scooter's restaurant now stands on Waukesha Road. Michael Peardon bought his automotive business in 1934, the year he married. The following year he bought the house across the street (201 Wisconsin); it is still in the family. The business originally sold Wadham's gasoline, but by 1950 it included the Mobil station with "the sign of the flying red horse." Randy and Mervin Rundquist bought the business in 1958. When the garage was torn down in 1981, Don and Dottie Murphy bought the old filling station building and had it moved to their property.



*Mike Peardon and his brother Don*

*Photo courtesy of Linda Peardon*

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



# Ice Cream Social & Band Concert



Sunday, July 10th  
Village Park

Social starts at 1 pm,  
free concert by Palmyra-Eagle Community Band at 2 pm