

BLASCHKE'S STORE

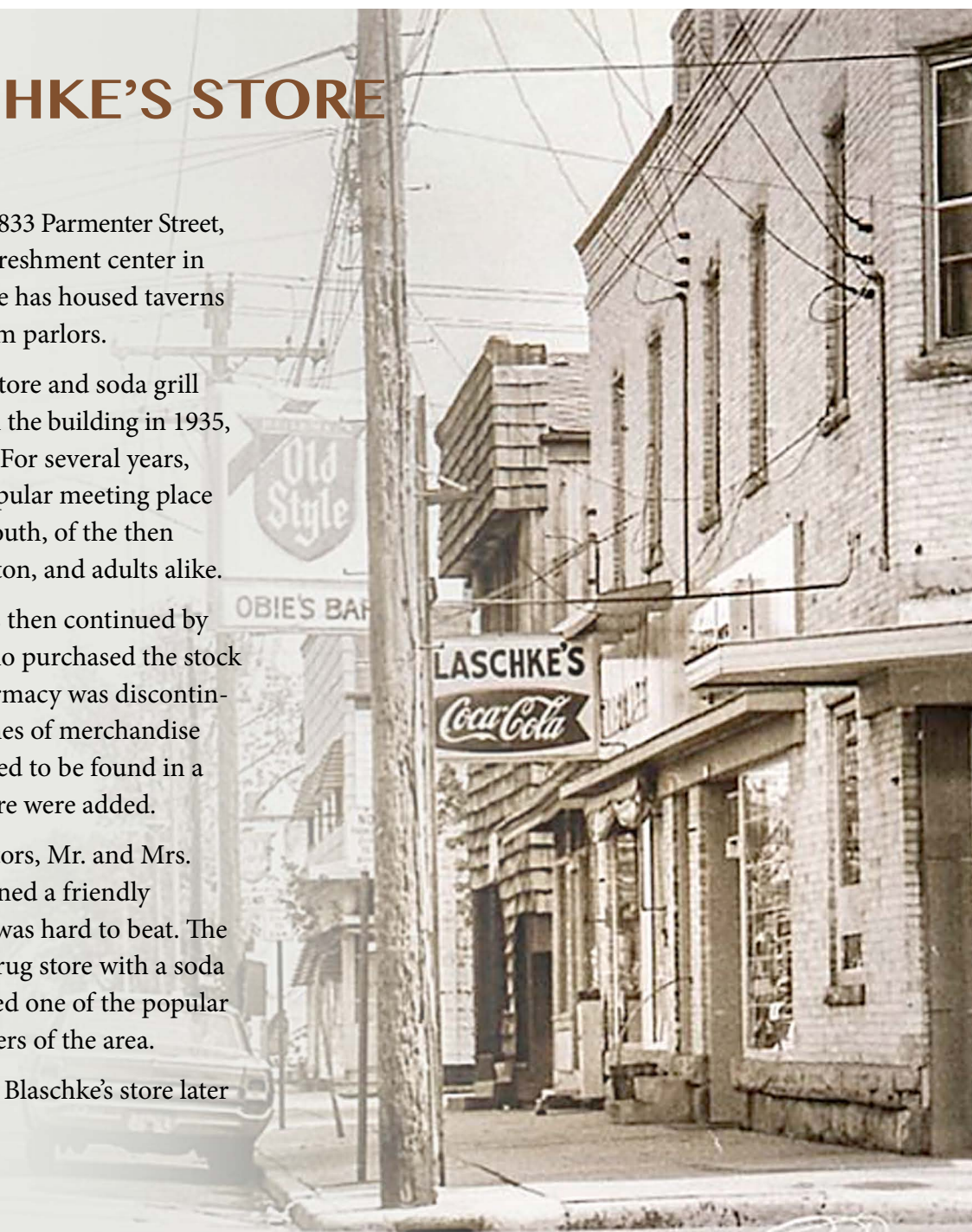
This building, at 1833 Parmenter Street, was a popular refreshment center in the past. The store has housed taverns and later ice cream parlors.

A modern drug store and soda grill was established in the building in 1935, by E.L. Nicholas. For several years, "Nick's" was a popular meeting place for most of the youth, of the then village of Middleton, and adults alike.

The tradition was then continued by A.F. Blaschke, who purchased the stock in 1945. The pharmacy was discontinued, but many lines of merchandise ordinarily expected to be found in a store of that nature were added.

The next proprietors, Mr. and Mrs. Blaschke maintained a friendly atmosphere that was hard to beat. The store, a general drug store with a soda fountain, remained one of the popular refreshment centers of the area.

Read more about Blaschke's store later in this issue.



The 45th Annual Pie and Ice Cream Social

The Middleton Area Historical Society's 45th annual Pie and Ice Cream Social is now history. Despite the threat of rain during the event, it did hold off. Although attendance seemed smaller at the beginning of the social, it did pick up to normally expected levels near the end. Once again, the New Horizons Band did a great job providing a musical treat for our event. (And they will be playing for us again next year.) And a great big thank you to all businesses and individuals who donated baked goods for our event. We could not put on the pie and ice cream social without your generosity.

We were happy to see that some of you took advantage of our offer to "get in on the ground floor" by purchasing our anniversary pint beer glasses with the Rowley House logo on them. Twenty-two glasses were sold—or given away with new memberships.

The Pie and Ice Cream Social is also an opportunity for us to sign up new members. This year we had 7 new memberships: four new individual memberships and three new family memberships.

Given the "iffy" weather throughout the day, we have to consider this year's event a success. And we look forward to our next annual social.



Edith Had a Dream

This year's Pie and Ice Cream Social at Lakeview Park was the 45th annual event. But how did it all start? Edith Ersland, who was a member of that first board of directors, and remains on the board to this day, wrote it all down and described it this way:

"I had a dream (literally) about an old fashioned Sunday in the park with pie and ice cream with the community band playing. We were a very new organization then, and had not done any kind of fundraising. I told Ed Kromrey, who was president at the time, about my dream and suggested it could be a fundraiser. He said, "Great idea, you be in charge!" I was in law school at the time, facing final exams, and didn't have much spare time, but when Ed Kromrey said do it, you did it.

"My mom and I had to appear at the Middleton Park Board meeting to ask permission to have it in Fireman's Park. They questioned why we didn't want to use Lakeview instead, which was larger and newer, but we stuck to Fireman's. "I played in the Middleton Community Band, and talked to Vern Pieper, our leader, about having the band play at the Social. Everyone was actually

delighted to have an occasion to perform so our entertainment was set.

"Mom and I made posters to put up around town, we gathered up large coffee makers, coffee and lemonade, arranged for ice cream and begged all the Society members to provide pies or cakes." On the big day, the weather was not favorable—thunderstorms were threatened, and we weren't sure if the event could take place. Mom and Ed Kromrey and I went to the park early in the afternoon to clean and arrange the tables, and people started arriving with their baked goods. Several of us started cutting and arranging the goodies on paper plates. Nel Ferstl's husband, John, volunteered to scoop the ice cream, the lemonade was mixed and the coffee perked.



Edith Ersland next to a poster for the first Pie and Ice Cream Social

People started to trickle in, especially when the band began to play. The stormy weather held off, and it was a success. I don't think we made much money—probably less than \$100 but everyone had a good time."

New

Acquisitions

During 2017 MAHS received a number of interesting and valuable additions to our collections. Some of the donations came in response to appeals to help fill specific gaps observed while preparing exhibits for the Senior Center's mini-museum. Among those items from the recent past were canning equipment, Boy and Girl Scout uniforms and memorabilia, modern handbags and items relating to the political career of Senator Russ Feingold. We also received photographs and papers about the Wes Burmeister and Charles Neumann families, Native American baskets, books with a Middleton association, and business advertising. Our collection of business memorabilia is already impressive for a community, but we are always looking for additions, particularly items concerning recent businesses. We hope to install a special exhibit about Middleton businesses in the Depot Museum later this year.

The business memorabilia received in 2017 included a Middleton Lumber Co. thermometer and carpenter's apron, three Capital Brewery collectible Christmas steins, a Wally's Beverages beer can opener, four Goal Post restaurant swizzle sticks, a very old W&O Muetz bottle, and a beautiful silk blouse dating from the period when WinterSilks (also known as the White Pine Co.) was located in Middleton.

Especially important because the company has recently lost its Middleton association, was a gallon-size PDQ milk bottle found on E-Bay. PDQ was founded in Middleton in 1948 by the Sam Jacobson family. The company was originally known as the Tri-Dairy Store, and it only sold milk. Eventually PDQ expanded into typical convenience stores, with 34 locations primarily in Wisconsin. In 2009 PDQ was sold to its employees; in 2017 Kwik Trip, a business based in La Crosse, purchased PDQ. Additional PDQ memorabilia would be a very welcome addition to the Museum.

Another rarity added to the collection was one of the paper hats worn by Pet Milk Company employees while working at the plant. Pet Milk was once Middleton's largest employer.

The Middleton-based career of Anna Marie Graber Martens, one of the few female business executives in Wisconsin, is now documented in MAHS files by the acquisition of several photographs and company catalogs. Marie Graber was the co-founder and president of the Graber Company, which is now Springs Window Fashions.



Russ Feingold



Anna Marie Graber Martens

Unknown street in Middleton



Present mayor Gurdip Brah (l) and former mayor Kurt Sonnentag (r).

MAHS ANNUAL MEMBERSHIP MEETING...

The Middleton Area Historical Society
Annual Membership Meeting will be held on:

Saturday, December 1
Middleton Senior Center
10:00 AM

Our speaker this year will be **JOE SALMONS** from the UW Madison department of Linguistics. Joe is also the director of the Center for the Study of Upper Midwestern Cultures. His topic at our meeting will be: "Wisconsin English." Joe says: "We will explore the rich kinds of English spoken in our state, including pronunciation, words and word forms, and grammar. We'll look at how key features of Wisconsin English have developed over time – and how remarkably recent they are – and how they are changing and becoming more distinct today." Joe's talk will provide plenty of opportunities for audience participation.

The meeting is open to everyone, so please invite your family and friends.

FROM THE PRESIDENT

NEW MEMBERS &

INCREASED MEMBERSHIP

Many thanks to Scott Wiener, Ashley Kinart-Short, Cyndi Pisani and the rest of the Capital Brewery staff for brewing Rowley House Lager and later hosting a celebration at their Bier Garten to honor the 150th Anniversary of our Museum. Held in conjunction with Middleton's Mustard Day, we also had a record number of visitors at Rowley House before they headed to the Brewery to taste the special beer, buy a special Rowley House beer glass with our logo and in some cases join MAHS for the first time.

When those new members were added to those joining at the Pie and Ice Cream Social and throughout the year, it was clear that we have had a significant increase in our MAHS membership. So far, in 2018, we have added 29 new memberships to our rolls:

Dan Barker
Gabrielle Barry
Mary Colletti
Ben Cox
June Denruiter
Tyler & Meredith Emerick
Nancy Field

Beth Fisher
Charles Forsmo
Angi Jerney
Jeffrey & Elizabeth Kanne
Pat King
Emily Kuhn
Gilbert & Alana Lubcke
Barbara Lukes
Kenneth Markart
Janet Monk
Tom & Liz Odgren
Mark Opitz
Courtney Reichard
Janet Riley
Stuart Rossmiller
Bob & Connie Salmon
Marjorie Schuett
Terri Schulenberg
Cynthia & David Shaw
Norma & Larry Smith
Sean & Alexandra Thomas
Deborah Weber

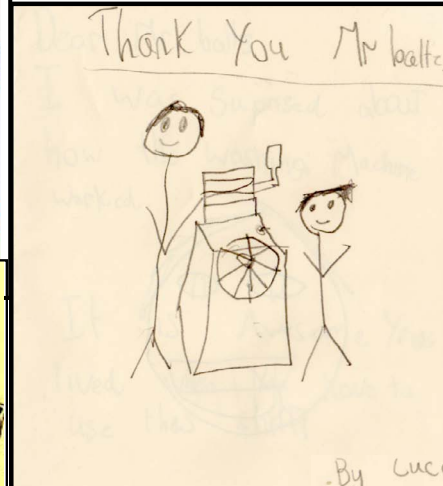
I would love to see even greater growth in membership, so please ask friends and family members to consider joining MAHS and let them know that if they do so in 2018 they will receive a free Rowley House Beer Glass along with their membership ... an awesome deal for only \$15 !!

I'm pleased to report that the historic sign project in front of Rowley House is now complete ... well, almost. We would like a few more plants to complete our landscaping around the signs. We planted some Vinca and Sedum among the rocks that were supplied by Duane Van Haren and placed beneath and behind the signs. Needless to say they have done quite well with all of the recent rains. However, we would like to add some Creeping Phlox to the mix so that we have a bit of color in the spring. If you have some in your garden and would like to donate a few plants we would be happy to give them a new home.

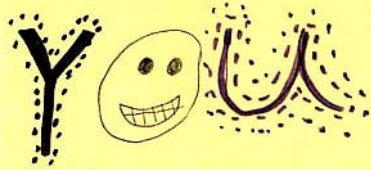
The annual tours that MAHS hosts for our young grade school historians have been set for this fall. On October 2, students from Sauk Trails will visit Rowley House and they will be followed on October 11 and 16 when Elm Lawn students tour the Museum. We love to have the youngsters spend some time with us and listen to our tour guides as they move from room to room (8 in all). It is especially rewarding when some of them return with family members at a later date and then act as tour guides themselves... that's when you realize the value of Rowley House and the MAHS volunteers who lend a hand.



FROM OUR YOUNGEST VISITORS....



Dear senior citizen,
 Thank you for telling
 me about the old dentist
 chair, the doll, the living room,
 the glassroom, the barn, the
 kitchen, rocks and the
 foot warmer. It was very
 interesting thank you
 for teaching me
 about the
 Rowley House



-By Luca

Dear Mr balls
 I was suprised about
 how the washing Machine
 worked.
 It is Awesome You
 lived when you have to
 use this stuff!
 From
 Luca



Pictured at left is a photo of the men's breakfast held at St. Luke's Luthern Church in Middleton. Does anyone recognize any of the participants? If so, please contact Carolyn at: cmattern@wisc.edu

The John Skinner

Collection of Poultry Memorabilia

John L. Skinner (1924-2017)

was a University of Wisconsin-Madison and Extension professor of Poultry Science, a president of the Middleton Area Historical Society (1996-2004), and an enthusiastic collector of vintage poultry memorabilia.

Major milestones in his life are:

- Age 5: Receives two white Cochin Bantams from his father, beginning a lifelong interest in poultry
- Earns a B.S in poultry science (University of Nebraska) and Masters in genetics (Texas A&M), begins teaching at UW-Madison (1963)
- Becomes a full professor (1966), based on his scholarly reputation
- Published 18 books and over 100 UW-Extension bulletins and magazine articles
- The youngest person inducted into the American Poultry Hall of Fame (1989)
- Served as President of MAHS (1996-2004)

Along with his wife Jean volunteered many hours, obtained significant financial support for, and donated many poultry related memorabilia to the MAHS

Among the items John donated to the MAHS are:

- A 160-egg wooden incubator manufactured by the Wisconsin Incubator Co. of Racine during the 1920s
- A dozen chicken waterers that used gravity to provide water from inverted glass Mason jars and salt-glazed pottery containers; one vintage baby chick feeder in the collection advertises Middleton's Burmester & Kruse hardware store
- Eight metal chicken feeders for baby chicks and mature birds
- Red Wing Stoneware chicken waterer (Circa 1800 -1950s) now very rare
- Wooden and metal egg crates and paper boxes used to transport eggs to market
- A "Jiffy Way" scale used to grade egg sizes

- A "magic" brand egg brush
- A 1920s chicken toe punch from the Onhoeft Poultry Supply Company that was used to pedigree chicks by punching clean-cut holes
- A Root Cutter (Circa 1890) used for chopping root vegetables into small pieces for poultry and large animal feed

We are pleased to present this display, representing items John Skinner has donated to us over the years, as a memorial to his significant and lasting contributions to the Middleton Area Historical Society.



If You Grew Up In Middleton Do You Remember...?

by **Mary Lamm-Feltman and
Jeanie Sakrison Velarde**

If You Grew Up In Middleton, you undoubtedly spent time at Blaschke's, whether you were sitting at the soda fountain, or looking thru the rack of comic books, or picking up the Sunday paper for your parents.

When Joanne Blaschke posted: There's not too many of us really old kids, who grew up in Middleton left, but I did, and it was a wonderful place to grow up in...it was a village in the 40s & 50s ; we rode bikes all over the town. My dad, Al Blaschke had a general drug store with a soda fountain in it, and I worked there and made milk shakes & malted milks, cherry cokes & lime phosphates. Lots of school kids would come in at noon & eat lunch at the soda fountain counter along with the malts they would order. These are just a few of the over 240 comments:

- The milk shakes were good, and at Halloween they always gave the big candy bars!!!
- If I remember correctly, you could walk in with a dime, get a 7 cent phosphate, a 2 cent pretzel stick, and have a penny left for the gum ball machine on the way out.
- Always bought a phosphate and a pretzel! Also bought all my little Easter chicks and bunnies!
- Couldn't wait to get home from school and go down there with my friends!
- Like the rest of you, one of my fondest memories of growing up in Middleton was having a cherry Coke and two long pretzel sticks at Blaschkes. There was an advertising mural on the wall that was old-fashioned even then.
- The first day of school at St Bernards was the Wednesday before Labor Day. It was a half day. We would get our books, and list of supplies we needed. After lunch, my brother and I went school supply shopping. We made two stops. First at Schwab and Schwarz, then at Blaschkes.
- Stopped there almost every day you could get a phosphate sometimes even if you didn't have enough to pay. They were great people.



- That drug store is one of my most vivid memories of my youth, the Clark street boys riding our stingray bikes to get a coke and a newly introduced Mallow Cup. Staple stop after a day at The Midview pool.... Lime-aide and cheese popcorn. Some of the best memories as a kid!
- From the best seat in the house (the last one on the far end), you could watch Mr. Blaschke or Barbara Weynand make some of the best looking sundaes in Dane County. (I did switch it up a bit when fresh squeezed Limeades were available in-season.") In addition, you always knew it was fall when the "Affy Tapples" appeared in the see-thru plastic case.
- My .05 cents from taking pop bottles from the construction site at St. Bernard's church and turning them in Schultz's grocery always got me a phosphate at Blaschke's. Wow, what memories!
- I loved going to Blaschkes. It was on my route home from high school and I'd often stop in for a cherry coke. I rarely got beyond the soda fountain to explore the aisles of other merchandise. I still see myself sitting on the stool, watching as that cherry coke was made and set down in front of me. I relive that memory every time I walk by these days. Wish I could stop in again.



*Mr. and Mrs.
Blaschke*

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For those who itemize their taxes:
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