

# The Middleton Sportsmen's Club



*A 1903 photo of what was then known as the Middleton Rod and Gun Club. The two signs in the center advertised Winchester Arms.*

The Middleton Gun Club dates back to at least 1896. This club was begun as a shooting club and did their trap shooting behind a local restaurant near the village dump.

A more modern version of the Club was reorganized in 1937 and held meetings in the Village Hall and at the Middleton High School.

In 1947, the Club purchased a more permanent location near the airport, which was then called Morey Airport. Construction on a clubhouse began in 1949.

The clubhouse became the center of many local and nearby community activities. The building included a dining room and dancing facilities, as well as an indoor rifle range.

The dining facilities were under the supervision of the Middleton Sportsmen's Club Auxiliary.

When built, the clubhouse boasted that at least ninety per cent of the materials, labor and construction were donated. Construction of the clubhouse lasted approximately four years. The buildings grand opening took place on June 20-21, 1953.

## The Middleton Sportsmen's Club Auxiliary

On Monday, August 9, 1954, a group of women met at the Middleton Sportsmen's Club to discuss the possibility of organizing and then decided to form the Middleton Sportsmen's Club Auxiliary. The purpose of such an organization was to unite the members in a spirit of friendliness and service.

Public dinners were served once a month but soon private dinners, wedding receptions and other social affairs became so numerous that it became necessary to discontinue the public dinners. As a result of their untiring efforts and hours of work the members enjoyed a remodeled kitchen with double stainless steel sinks and a garbage disposal, a powder room, ten-burner stove with two ovens and a combination freezer and refrigerator.

The third Tuesday of each month was Pot Luck Night.

# The Annual Pie and Ice Cream Social WAS A SLICE OF PERFECTION

The annual MAHS Pie and Ice Cream Social on June 16 looked a little different this year, but perfect weather, delicious pie and lovely music made the event a success.

Due to Covid precautions, the Board decided to move the event to downtown Middleton, where if needed, it could be a curbside pie event. Luckily, restrictions relaxed by mid-June, allowing the event to take place in downtown Middleton at the



MCPASD Superintendent Dana Monogue, Fire Chief Aaron Harris, MCPASD Board Member Gail Shepler, and MCPASD Board President Bob Hesselbein. We also appreciate the donations of ice cream from Pick & Save and coffee from Starbucks.

The New Horizons Band, who has been performing at the event for years, still wanted to play, despite not being able to rehearse as a large ensemble in the past year. Instead, they performed in small ensembles throughout the evening.



Another advantage of hosting the event downtown, was families could stroll over to visit the Rowley House Museum, which was open for the first time in over a year.

Next year's event will take place June 15, 2022, most likely at Lakeview Park. See you there!

Middleton Commons, the green space next to the City Hall.

MAHS was thrilled to join forces with Hubbard Avenue Diner, who sold delicious slices of pie in front of their restaurant, and donated a portion of their proceeds to the historical society.

Families then walked to the Middleton Commons where they were able to enjoy free ice cream and refreshments.

We are grateful for our celebrity ice cream scoopers; Police Chief Troy Hellenbrand,



# President's Message ...

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MAHS has been very fortunate to have a great looking and highly informative newsletter for many years. With lots of interesting articles and numerous historic photos our newsletter ranks among the finest I see. Such achievement is due to our hard working and dedicated Newsletter Editor, Mary Hilgendorf. Mary has produced over 30 newsletters during her 10+ years of service to MAHS. However, she has decided that it is now time to move on ... so, with this her final issue, Mary has hit SAVE one last time. I certainly thank her for all the many hours spent editing our newsletter and wish her all the best. I know she wouldn't want us to make her retirement a "big deal", however, you could contact her at: 505 Ridge Top Dr., Waunakee WI 53597 or mhilgendorf4@gmail.com.

I also want to report that we have found an MAHS member who is willing to take on the editorship of our newsletter. Starting with the March, 2022 issue, we will welcome Michelle Phillips, editor of the Middleton Times-Tribune, as she assumes the role of newsletter editor. We are very fortunate to have someone with Michelle's background to maintain the quality of our MAHS newsletter.

Rowley House Museum opened to visitors on June 16 and we have adhered to our normal Tuesday and Saturday hours since then. I'm pleased to report that we have had

a fair number of visitors during the summer and we have followed the COVID protocol concerning masks, social distancing, hand-sanitizer etc. with no problems so far.

MAHS was invited to participate in the Strollin' Middleton Jazz fest by hosting a band on the Rowley front porch on September 17. However, that event has been modified and will be confined to the Stone Horse Green area and MAHS will not be involved.

We were hoping to have the Rowley House front porch repainted this summer, but that has now been postponed till 2022. The past year has made it difficult for construction and painting contractors to hire the needed employees.

As you have driven or walked past Rowley House this summer, I'm sure you have noticed how nice the lawn and flower beds have looked. This doesn't just happen of course ... it takes a lot of hard work (and lots of watering) by several volunteers from our Grounds Committee: Steve Olson, Alice and Steve Drake, and Jan Martin.

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## Early Middleton

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### ABOUT TAXES:

Middleton's government was quite simple in 1900, and so the taxes were low, as there were not too many places to use the money. The streets were as yet just dirt roads, and a grader pulled by four horses went over them occasionally. Any culverts in the streets were made by carpenters spiking together four twelve-inch planks in a sort of box form to let the water flow through. The length according to need, perhaps only ten or twelve feet. There were few sidewalks, mostly in the business section.

### ABOUT POLITICS:

All politics were affairs for men only, women having the right to vote on school issues such as election of superintendent of schools.

During World War I, voters were challenged at the polls to prove that they were citizens. Many lived here several years, yet had never applied for citizenship. They had always been allowed to vote, and some had even held minor offices, so it was very frustrating to find they were not even eligible to vote.

### ABOUT COWS:

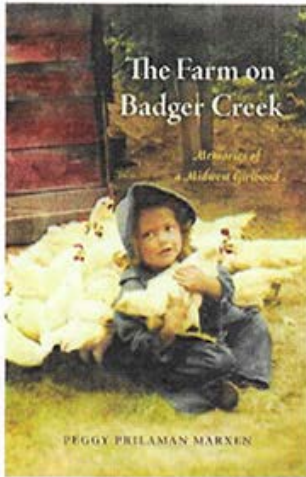
The people who owned cows tried to help one another by forming a cow insurance program, with each member listing his cow, which was carefully described as to color and markings in the secretary's notebook. If a cow was lost by death, each member paid the loser one dollar to help him buy another cow.

*excerpts from: When You and I Were Young  
by Pearl Geary Williams*

# A NEW BOOK

## BY ONE OF OUR MAHS MEMBERS

Coming in October 2021 from Wisconsin Historical Society Press  
– look for it at your favorite independent bookstore or online retailer!



### **The Farm on Badger Creek: Memories of a Midwest Girlhood**

Peggy Prilaman Marxen

Available **OCTOBER 2021**

Paperback: \$20.00 304 pages, 5½ × 8½, 40 b&w photos

ISBN: 978-0-87020-957-4

published by Wisconsin Historical Society Press

Peggy Prilaman Marxen grew up near the town of Meteor in northwestern Wisconsin's Sawyer County, isolated by geography yet surrounded by close-knit extended family. Multiple generations of her family witnessed changes to rural Wisconsin that altered the fabric of their lives and the lives of all in their community, including the introduction of new farming techniques, school consolidation, and revolutions in transportation and technology. They supplemented their subsistence herd of dairy cows by hunting, fishing, and selling timber and maple syrup. For many years, her home, like those of her neighbors, lacked indoor plumbing, electricity, and a telephone. As a young child, Peggy attended a one-room schoolhouse and walked, biked, or sledged the three miles to school and back, no matter the weather.

With a lyrical style that mixes nostalgia with humorous anecdotes, Marxen traces her family's story through the best and worst of times. *The Farm on Badger Creek* is a fitting tribute to her settler ancestors and a way of life now gone—and a celebration of the hardy people who carve out a life in our nation's rural communities



**PEGGY PRILAMAN MARXEN** taught fourth grade for thirty-three years. She lives in Middleton, Wisconsin.



Wisconsin Historical Society

P R E S S

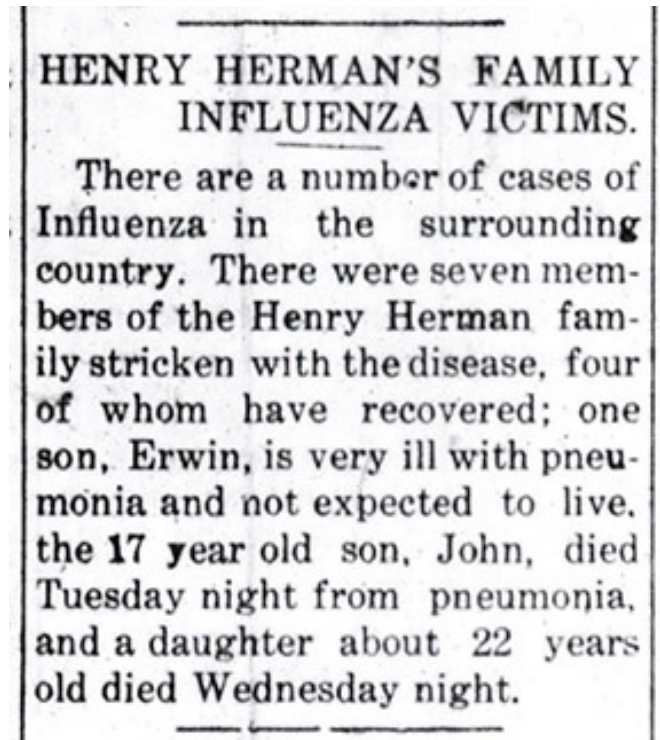
[wisconsinhistory.org/whspress](http://wisconsinhistory.org/whspress)

# The 1918 Flu Pandemic

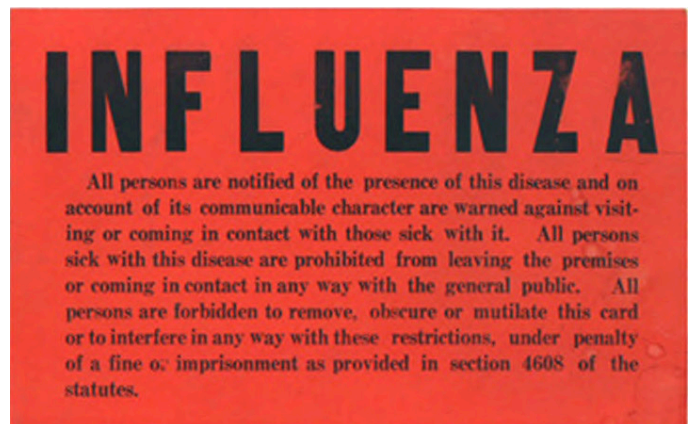
Known by many names such as The Spanish Flu, the Great Influenza Epidemic or the 1918 Influenza Pandemic, it began in 1918 and ended in 1920. According to the CDC website, it is estimated that about 500 million people or one-third of the world's population became infected with this virus. The number of deaths was estimated to be at least 50 million worldwide with about 675,000 occurring in the United States. The Spanish Flu likely did not originate in Spain. Most patients affected were young and healthy.

Forty percent of the U.S. Navy was hit with the flu, while 36 percent of the Army became ill, and troops moving around the world in crowded ships and trains helped to spread the killer virus.

The 1918 flu is sometimes called the "forgotten pandemic" because it was dominated by news of World War I and news blackouts. The public health departments distributed gauze masks to be worn in public. Flu restrictions were implemented by local health departments and those not complying were subjected to steep fines which were enforced by police officers. Shortages of medical supplies, doctors, coffins and even grave diggers began to appear.



*The local Middleton paper carried obituaries like the one shown above.*



#### Sources:

The Wisconsin Historical Society

Middleton Times Tribune

[www.cdc.gov/flu/pandemic-re](http://www.cdc.gov/flu/pandemic-re)

[history.com/topics/world-war1 /1918-flu-pandemic](http://history.com/topics/world-war1/1918-flu-pandemic)

<https://virus.stanford.edu/uda/>

# The 1918 Flu Pandemic (Locally)

Shown below are two front pages from two Madison area newspapers on the same day (October 11, 1918). They illustrate how different communities viewed the flu pandemic.

The top one being from the Wisconsin State Journal and the lower one from The Middleton Times. While the Madison paper has bold headlines about the flu epidemic, the Middleton paper has no headline about it.. The Madison paper also mentions what is noted as

“drastic steps” pertaining to the possible closure of saloons.

The Middleton paper is apparently not as concerned as the paper mentions, in small print, in the first column and easily overlooked, a notice stating:

*All churches and public schools are hereby closed and no public gathering of any kind can be held until further notice by order of he State Board of Health.*

**The Wisconsin State Journal**  
 VOL. 131, NO. 164. 79th Year. MADISON, WIS., FRIDAY AFTERNOON, OCTOBER 11, 1918. Latest Edition PRICE TWO CENTS

**BUY: THAT'S WILSON'S MESSAGE TO YOU**  
 WASHINGTON, Oct. 11—President Wilson has issued this statement on the Fourth Liberty Loan campaign:  
 "Recent events have enhanced, not lessened, the importance of this loan, and I hope that my fellow countrymen will let me say this to them very frankly. The best thing that could happen would be that the loan should be fully subscribed, and very greatly oversubscribed. We are in the midst of the greatest exercise of the power of this country that has ever been witnessed or forecast, and a single day of relaxation in that effort would be of tragical damage alike to ourselves and to the rest of the world. Nothing has happened which makes it safe or possible to do anything but push your effort to the utmost. The time is critical and the response must be complete."  
 "WOODROW WILSON."

**9 "FLU" DEATHS HERE; NON-ESSENTIALS MAY BE ORDERED TO CLOSE**

**MADISON IN FRONT LINE IN WAR FUND**  
 Practically Every Activity of City Organized to Give Intensive Help to Uncle Sam

**CONVERT SCHOOL INTO HOSPITAL?**  
 BIG PUBLIC INFIRMARY WILL BE OPENED BY AERATION PLANTS, OFFICIALS SAY

**STATE BOARD CONSIDERS FURTHER DRASTIC STEPS; BAN TO COVER SALOONS?**

**Citizens Must Share Burden of Mayor Orders Two Streets Closed to Traffic; Physicians Are Ordered to Report Cases**

**WHAT DO READERS DO IN 15 MINUTES TODAY**  
 Ordered the Wisconsin Report football game canceled. Prohibited two future's being

**MADISON DEATHS DUE TO THE SPANISH 'FLU'**  
 Herbert Schulz, 31, Wisconsin University of Wisconsin students department at 414 W. Wisconsin

**MIDDLETON TIMES-H**  
 VOL. XXVII. MIDDLETON, WISCONSIN, OCTOBER 11, 1918.

**NOTICE TO SUBSCRIBERS.**  
 Look at the date following your name on this paper and see when your subscription expires. This paper will be promptly stopped when the subscription expires. A number expires this week and we have discontinued a large list when sending on this issue. This is according to government ruling.

**NOTICE**  
 All churches and public schools are hereby closed and no public gathering of any kind can be held until further notice by order of the State Board of Health.

The 36th Separate Company of Middleton State Guards received their guns Wednesday.

No repairing or improvements can be made on an old building at a cost of over \$2,500; and no new buildings can be erected at a cost of over \$1,000 without a permit from the County Council of Defense.

Born to Mr. and Mrs. Joseph Heinrichs a son, Thursday, Oct. 10th

John Reis, his wife and eight children are sick with influenza.

Born to Mr. and Mrs. Louis Benschin of Madison, a daughter.

It is reported that Henry Klass

**IMPORTANT CIRCULAR LETTER TO ALL SUBSCRIBERS OF THE FARMER'S UNION TELEPHONE CO.**

DEAR SIR:  
 On account of trouble we have experienced in the past in the collection of our accounts, and also a necessary revision of our rates account of having same rate applying to all our subscribers, namely \$12.00 per year, instead of a classification of our service as to single and party line service, we had made application to the Railroad Commission of Wisconsin for a hearing in above

**MERRILL CREST AND HIGHLANDS ARE ON THE MOVE**

T. E. Brittingham, Prof. and Mrs. Owens and their daughter expect to spend the winter in California.

Prof. and Mrs. Leight have gone to Washington where he has a position.

Mr. and Mrs. J. N. Waters have moved to Jamesville where he has a position as shipping clerk, and William Redder is occupying the West Hill farm.

Joe Duetpen has taken possession of the Bowman farm.

John Reis has bought the per-

# Memories from,

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

by Mary Lamm-Feltman

Westgate Shopping Center opened in the 1960's. At the time it opened it was an open air strip mall. In 1970 Westgate became the first enclosed shopping center within 70 miles of Madison with its grand opening on October 15, 1970.

As many of you know Westgate Mall has recently been demolished. Someone posted the news about the demolition on the Middleton Facebook page. Many people posted comment about the news and their fond memories of the mall. Here are a few...

Anybody else remember some of the jingle "... 30 stores, new and bright, plenty of shopping day or night, it's easy at Westgate, so easy to shop Westgate." This nasty earworm has occasionally popped into my brain off and on for decades! Not sure how the intro went?

Nooooo! Omg I can't believe their taking it down... so many memories. That makes me sad. What on earth are they putting there... please don't tell me condos... arghhhh

Wow I remember what a big deal it was in Middleton when this was built. Surprisingly some roads around Middleton were still gravel at that time and there was nothing between Middleton and Madison. It was farm fields and then this glorious mall showed up. It seems like forever ago.

When Westgate first opened we thought it was the most beautiful place in the world. What a thrill to go there and look at the beautiful plastic flowers sold at Kresge's dime store!!!

My friends and I would ride our bikes to Westgate to get the latest WLS silver dollar survey to see which record was #1. I think the record store was called Victor music!?

There was an excellent dance studio on the 2nd floor at the "short end" of the mall; a really wide room having a long, mirrored wall. A great space.

We lived on Odana Road and watched it being built!!

Raggatz shoe store, they had the talking bird, Buster Brown shoes, and Runnin' Jumpin' Chasin' Red Ball Jets sneakers. The red sphere was on the sneaker's heels. Oh, and don't forget the golden eggs!

My mom and I had dinner at CJ's before seeing Elvis in October 1976.

I remember my older brother was a bit of a clothes horse in the 60's he was constantly going to the Hub, and I would walk down to UNCLE PAULS and pick up my HO slot car accessories there.

THE CAPITAL TIMES, Wednesday, Nov. 2, 1968

### UNCLE PAUL'S TOY SHOPS

**NOW OPEN**  
... a new, complete toy shop in the **WESTGATE Shopping Center**

See Mike Warrin in person here all day Thursday

**Plus Special Toy Values**  
**FREE GIFTS FOR KIDDIES**

At Uncle Paul's... you'll find all the wonderful toys... always ready for the popular Mr. Goodie collection.

SEE OUR LAYAWAY PLAN  
10% Deposit Will Hold Your Christmas Selection

**UNCLE PAUL'S TOY SHOPS**  
Westgate Shopping Center  
Cedar 8-5712

### Discover Kresge's wide variety!

Electrical appliances, family apparel, furniture, power mowers, grills—plus the long-famous 5-10¢ notions and novelties make your Kresge's a one-stop shopping center for all your family's needs!

## Kresge's

*the family's choice*

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| <br>Ladies' Warm n' Cozy House Slippers<br><b>\$1.99</b>                                   | <br>Yard Goods for Fall Sewing <b>CORDUROY</b> 10 yard minimum<br><b>98¢</b><br>Solid Color Printed Flannelite <b>39¢</b> | <br>Fruit Soft Tux "Mylor" Panties<br>Solid Bottom n' Stud Style, Sizes 8 to 18<br><b>59¢</b>  | <br>Tux, Warm Flannelite Sleepers<br>Corduroy n' Stud Style—Size 8 to 18<br>Reg. \$1.29 Special <b>99¢</b> |
| <br>Lacquered n' Stud n' Low Cut Pile Rugs<br>6 decorative colors<br>Special <b>\$2.99</b> | <br>Quality General Electric Dry Iron<br>Reg. \$4.99<br>SPECIAL while limited quantities last.<br><b>\$7.77</b>           | <br>Wrought Iron Occasional Tables<br>End Table, Telephone Stand n' Book Rack<br><b>\$3.98</b> | <br>Flannelite Yarned Hall Runner<br>with Foam Backing<br>27" Wide<br><b>\$2.29</b>                        |
| <br>Gift Apron Bazar<br><b>\$1.00</b>  | <br>Stamped Pillow Cases<br>59¢ ea. 2 for <b>\$1.00</b>   | <br>Furniture Special<br>Footboard n' Head Dog<br><b>27¢</b>                                   | <br>BAKED HAM<br>Sliced to order<br><b>99¢</b>   |

**S.S. KRESGE CO. — 1st in WESTGATE**



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- Individual ..... \$15.00
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Gift for Museum Restoration/Maintenance \$ \_\_\_\_\_

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