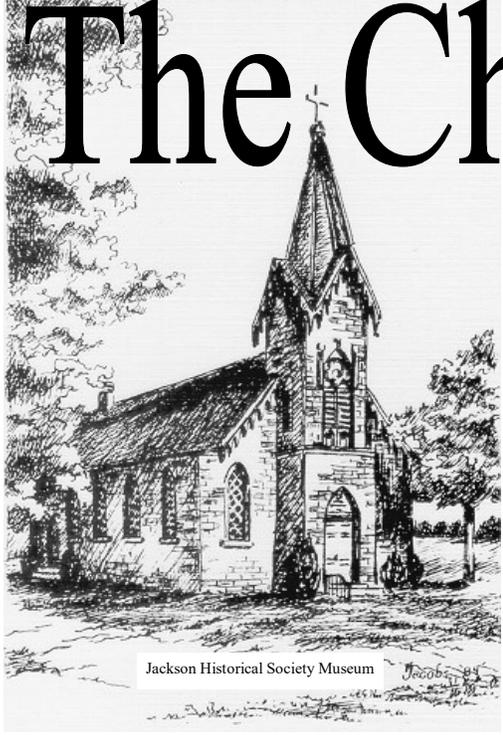


# The Church Mouse



Jackson Historical Society Museum

Volume 26 Issue 1 Jackson Historical Society February 2019

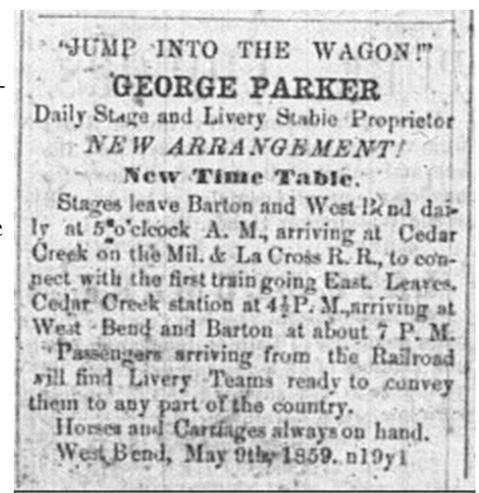
## WISCONSIN'S EARLY NEWSPAPERS

The development of the United States began in the east and moved west as states were added to the union. In Wisconsin, aside from lead mining in the southwest corner, development began in the east and moved west. East in Wisconsin means Lake Michigan ports. Ports such as Southport (Kenosha), Milwaukee, etc., welcomed arriving immigrants and provided shipping for Wisconsin commerce. As a result of these activities, ports grew into cities and progressed faster than rural Wisconsin. Milwaukee, for example, had the earliest newspaper in Wisconsin, the Milwaukee Sentinel, a Weekly paper, founded on June 27, 1837 by Solomon Juneau. Juneau was also Milwaukee's first Mayor.

Meanwhile in rural Wisconsin in the mid 1800's, communication remained local, with lives mainly family focused. Having limited contact with the cities, people spent more time engaging with close friends or neighbors. Even through the Civil War the primary means of communications in rural Wisconsin remained personal contact.

As the rural areas grew and prospered, small communities developed to serve rural customers. Hamlets like Keown's Corners, Salter, Kirchhain, and Reisville had a blacksmith shop, church, and a general store-saloon-dance hall. These hamlets provided a location for sharing information. During this period, folks got their information about the world outside their area through face-to-face contact, correspondence, and newspapers. Rural Wisconsin remained fairly isolated.

The period around the Civil War provided a slight break in rural isolation. Although the Milwaukee Sentinel was the first newspaper in Wisconsin, other newspapers serving rural areas had begun publication. In West Bend, the Washington County Democrat began in 1859, in 1861 the West Bend Post, in 1872 the West Bend Republican, and in 1875, the West Bend Democrat and the Washington County Pilot. Some came, and some went, some came and stayed for awhile. The West Bend Beobachter, a German language newspaper began in 1888 and ended its run in 1917. The West Bend News began in 1903 and is still being published. These early newspapers were weeklies, i.e., produced one day a week, and focused on local news. Annual subscriptions, paid in advance, cost \$1.50 to \$1.75. These early newspapers were a combina-



(Newspapers continued on page 4)

### MEMBERSHIP DUES

Your annual \$15 dues cover a calendar year starting in January. The current year for your membership is shown on The Church Mouse address label to the right of the zip code.

Your dues include a subscription to the Church Mouse and help us preserve Jackson history.

### JHS MEETINGS TIMES

The Jackson Historical Society meets the 3rd Monday of every other month, Jan/Mar/May/Jul/Sep/Nov, at 7:00pm.

JHS meetings are held at 1860 Mill Road, Jackson, in our restored, Karl Groth log home. Visitors are welcome.

### JHS OFFICERS

- Russ Hanson—President
- Jerry Prochnow—Vice President
- Lenore Kloehn—Treasurer
- Nancy Ebeling—Secretary

### BOARD MEMBERS

- JHS Officers, Elmer Kloehn,
- Gordon Ziemann





# BIZARRE HISTORY OF WISCONSIN

STRANGE STORIES FROM OUR PAST



You enjoyed Chad Lewis when he presented *Wisconsin's Gangster Past*.

Now let Chad take you back to the days when ghosts, psychic phenomena, sea serpents, UFO's, and more, head-lined our early newspapers.

**What:** Bizarre newspaper stories from Wisconsin's past, many that have not been seen for over 100 years. Stories that were not lost, but simply hidden. This will change the way you view the "good ol' days" in Wisconsin.

**Who:** Join Chad Lewis, researcher, author, and lecturer on the strange and unusual.

**Where:** Jackson Room—upper level  
Town Hall—Town of Jackson  
3146 Division Road

**When:** Thursday, 4th of April 2019, at 7:00pm. Doors open 6:30pm

**Cost:** Free

**Sponsored by THE JACKSON HISTORICAL SOCIETY**  
\*Jackson Town Hall is south of Highway 60 on Division Rd. (CTH. G)

## SCHOWALTER FAMILY EMIGRATES TO AMERICA

The first Schowalter to arrive in this country was son Samuel. He was then 27 years old.. He arrived in Milwaukee in 1842, and went to work at the Pabst Company that made vinegar. He became acquainted with the Laubenheimers, one of the first families to settle in Richfield, and through their influence came to the Town of Jackson. He reported to his family back home about the fertile lands with fine drainage and magnificent forests of red and white oak, beech, maple and elm.

In 1843, acting on the report from their son, Samuel, Mr. and Mrs. Jacob Schowalter with their sons Christian, Jacob, and John, and daughters, Veronica, and Elizabeth emigrated to America.

The Schowalters purchased land from the U.S. Government, buying five eighty acre parcels for \$125.00 each, one for the parents and one for each of the four sons. The land along the west end of Western Ave. was among the earliest land purchases registered in the Town of Jackson.

Thus began the history of the Schowalter family in Jackson.

*Excerpted from an address by Mr. M. T. Buckley, Washington County Superintendent of Public Schools of Washington County during the Schowalter Centennial reunion held in Jackson in 1943.*

*(Schowalter continued from page 2)*  
originally owned by him. Today, in 1943, descendants in the fourth and fifth generations are living on the very soil these original settlers purchased from the government a hundred years ago.

*Picture and Content excerpted from an original article that appeared in the West Bend News of September 30, 1943 and also from a 1943 reunion booklet provided by Jeff Dhein. See Historical Donation column on page 3 of this Church Mouse.*

## HISTORICAL DONATION

Thank you to Jeff Dhein for the donation of his family's copy of the Centennial Anniversary Celebration booklet, (1843-1943), recognizing the settling of the original Showalter families in the Town of Jackson.

An invitation for the anniversary celebration was sent out to the many Schowalter descendants and 250 accepted, arriving for the celebration held in September 1943, at the Jackson Village Hall.

The centennial booklet de-

scribes the event, includes a Schowalter genealogical section, and an early historical account of the School District No. 6, Town of Jackson, "The Rheinpfalz."

Thank you, Jeff, for your kind donation of this historical Schowalter booklet to the Jackson Historical Society.





(Newspapers continued from page 1)

tion advertising flyer, almanac, and news. These examples were taken from microfilm copies of the Washington County Democrat of 1859. Other papers of the time were similar in intent and appearance. The Civil War period saw the beginning of hand drawn pictures and still later, into the 1900's, pictures in advertising artwork. These ads taken from

**M. F. WILLIAMS,**  
**MERCHANT TAILOR,**  
 WEST BEND, WISCONSIN.

Having devoted a good share of his life to the business, he flatters himself that he can do anything in the line of Tailoring, in a manner that will give satisfaction to all who may favor him with their custom, and at prices which they cannot complain of.

Shop, next door North of Potter's Store.  
 vs a22-ly

**CURING AND KEEPING BUTTER.**—It is now the season of the year when butter is most abundant and cheapest. If any method could be had for curing and keeping it fresh and sweet, there are thousands who would avail themselves of it, and put away their winter supply. It would be a great saving, economically considered. An old housekeeper recommends the following: Loaf sugar, three ounces; saltpetre, three ounces; best table salt, ten ounces. Take about one ounce of this mixture to one pound of butter.

**STRAWBERRY BEDS.**—Now and all this month is a good time to set out new beds of this delicacy. The ground should be rich, finely pulverized (use no manure) and plants set out before or after a shower or in the evening, if in that case watered.—Rows four feet apart and one foot in the row where a cultivator can be used most of the season in their culture; next year they will produce a fair crop.

**BLACKBERRY WINE.**—Express the juice through a thick cloth to prevent any pulps mixing with it. To one quart of juice, add two quarts of soft water, (cold) and three pounds of clean brown sugar, (clarified is best.) Let it then stand in a wide-mouthed vessel, until fermentation ceases, which will be sometimes after two months. Be careful while fermentation is going on to keep the vessel full to the top. A small vessel of the liquid should be kept for filling up the large vessels as the skimmings are removed. When fermentation ceases, strain the wine into bottles. The wine keeps better in large quantities and to that end put into large stone jugs, corking and sealing them.

The Touring Car  
**\$295**  
 F. O. B. Detroit  
 Deliverable June  
 and August 1915

**Helps millions enjoy their vacations**

Ford cars will carry millions on healthful, pleasant vacations this summer—vacations that are inexpensive because of the low cost of maintenance of this reliable car.

Everyone wants a car for the outdoor months. That means, of course, an unusually heavy demand for Fords. To avoid delays and disappointment list your order now.

**Ford Motor Company**  
 Dearborn, Michigan

Model 1915 Cost \$215 Touring Sedan \$295 Fordor Sedan \$365

SEE THE NEAREST AUTHORIZED FORD DEALER

**Ford**  
 THE UNIVERSAL CAR

You can buy approved by making a small down-payment and spreading out terms for the balance. Or you can buy on the Ford Weekly Payment Plan. The Ford dealer in your neighborhood will gladly explain both plans to you.

**MONARCH**  
 DUTCH PROCESS  
**COCOA**

Monarch has the rich quality and flavor that makes Dutch Process Cocoa so popular everywhere. This is a good thing to remember if you like Dutch Process Cocoa. When you ask for Monarch, you get the quality you want and at the same time pay only about half as much for it.

**38¢**

**FARM HOUSE**  
 AMERICAN PROCESS  
**COCOA**

Some people prefer American Process Cocoa. Farm House Cocoa is made especially for those who do. It is a quality cocoa—healthful and nourishing. Farm House is priced about 50% lower than many other brands of similar quality. You save money every time you buy Farm House.

**19¢** Quality for 70 years

Grocers—Monarch Coffee, Catsup, Sweet Pickles, Condiments, Fruits, Vegetables and all products of our kitchens are sold only by Regular Retail Grocers who own and operate their own stores. We Never Sell to Chain Stores.

Reid, Murdoch & Co.  
 Established 1853  
 Chicago New York  
 Boston Pittsburgh

West Bend News, were from the 1900's. Use of actual photographs became popular a bit later.

News from outside of Wisconsin, printed in our earlier newspapers, was often reprinted from newspapers arriving from established cit-

ies further east such as New York, Cincinnati, and other major cities. These city newspapers, with their more comprehensive coverage of national and international events, were only available in the rural areas by mail. The U. S. Post Office, begun in the late 1770's finally arrived in Jackson in 1870 when Post Office #1 was established. Other Jackson hamlets followed with their own post offices. Mail arrived in Jackson, brought on horseback from Cedarburg. Later, the arrival of the railroad in Jackson (Reisville) accelerated the arrival and distribution of mail. Mail was picked up by recipients at the various local posts offices. It was not until the early 1900's that postal routes were established in Jackson and mail began to be delivered to the residence.

The U. S. Post Office provided free postal service to publishers of newspapers, permitting them to share coverage of distant events. News beginning in the east was reprinted in newspapers further west, because the editors only knew what they read in those eastern newspapers about events happening outside their city. By the time it was reprinted in the local newspapers, content was often out of date. This was sometimes corrected by local newspapers changing the date of the event to make it appear more current!

With the advent of local weekly newspapers in the mid 1800's, to the arrival of local post offices and free delivery of large city newspapers in later years and eventual home delivery of mail by the turn of the century, rural Wisconsin was no longer as isolated. A broader understanding through expanded communications was becoming available to all.



### NEWSPAPERS AS ENTERTAINMENT

In the mid to late 1800's, when local weekly newspapers first began publication and annual subscriptions were offered, the paper could be picked up at your hamlet's post office. For \$1.50 a year, each week a "new" Washington County Democrat, full of "new" news, advice, and sales opportunities was available to you. The newspapers were brought into the homes and shared with the family. Time was often set aside for family discussion of the articles. It could be looked at as family enlightenment, which it was, but also as family entertainment. Newspapers were often read and discussed in the evening. The newspaper was then put aside for a subsequent evening's entertainment, with the knowledge that a "new" Washington County Democrat would be available next week.

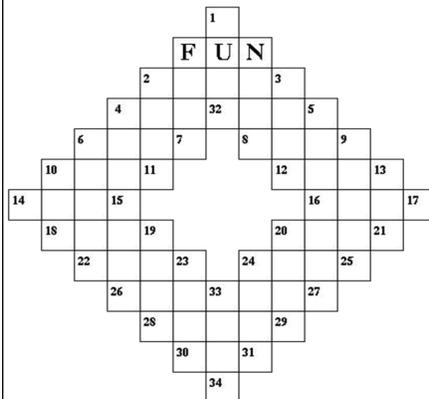


### NEWSPAPERS BEGIN TO ENTERTAIN

Jumping ahead into the 1920's, 1930's, and beyond, newspapers began to offer crossword puzzles to entertain their readers.

Crossword puzzles were said to be derived from **word squares**, an ancient kind of word puzzle. The word square was a symmetrical group of squares, 4x4, 5x5, 6x6, etc. into which 4, 5, or 6 letter words were inserted so the letters read alike vertically and horizontally, a real challenge.

The first known published crossword puzzle was created by a journalist named Arthur Wynne who is credited as the inventor of the popular word game. December 21, 1913 was the date that it first appeared in a Sunday newspaper, the *New York World*.



- 2-3 What bargain hunters enjoy.
- 4-5 A written acknowledgement.
- 6-7 Such and nothing more.
- 10-11 A bird.
- 14-15 Opposed to less.
- 18-19 What this puzzle is.
- 22-23 An animal of prey.
- 26-27 The close of a day.
- 28-29 To elude.
- 30-31 The plural of is.
- 8-9 To cultivate.
- 12-13 A bar of wood or iron
- 16-17 What artists learn to do.
- 20-21 Fastened
- 24-25 Found on the seashore.
- 6-22 What we all should be.
- 4-26 A day dream
- 2-11 A talon.
- 19-28 A pigeon.
- F-7 Part of your head.
- 23-30 A River in Russia
- 1-32 To govern
- 33-34 A aromatic plant.
- N-8 A fist.
- 24-31 To agree with
- 3-12 Part of a ship.
- 20-29 One.
- 5-27 Exchanging.
- 9-25 To sink in mud.
- 13-21 A boy.

Wynne's puzzle differed from today's crosswords in that it was diamond shaped and contained no internal black squares.

During the early 1920's other newspapers picked up the newly discovered pastime and within a decade crossword puzzles were found in many American newspapers. It was in this period crosswords began to assume their familiar form. Ten years after its birth in the United States, it crossed the Atlantic and conquered Europe. It is considered the most popular word game in the world.

The answer to the crossword puzzle is on page 6.

### WORD SQUARE

A **word square** is a type of word puzzle. It consists of a set of words written in a square grid, so that the same words can be read both horizontally and vertically. The number of words, which is equal to the number of letters in each word, is known as the "order" of the square. These word squares are order 5 squares.



Got some spare time. Try one!

**AREA HISTORICAL SOCIETIES EVENTS**

RICHFIELD HISTORICAL SOCIETY Maple Syrup Family Day, March 26, 2019. Richfield Historical Park, 1896 State Road 164, Richfield, WI. Please Contact [www.richfieldhistoricalsociety.org](http://www.richfieldhistoricalsociety.org) for more information on programs and events.

GERMANTOWN HISTORICAL SOCIETY Please contact the Germantown Historical Society at [germantownhistoricalsociety.org](http://germantownhistoricalsociety.org), for information on future events.

POMMERSCHER VEREIN FREISTADT Program— You Have Your Ancestry DNA Results—Now What? Saturday, March 9, 2019 at 1:00pm, Lindenwood School, 12351 N. Granville Road 111W, Mequon, WI 53097. Info-contact [Pommerscher.org](http://Pommerscher.org).

THE HISTORY CENTER Show ‘n’ Tell with Mike Paul, March 19, 2019, 6:30pm to 8:30pm, @ Old Courthouse Museum , 320 S. 5th Ave., West Bend, WI 53095. Contact [www.historyisfun.com](http://www.historyisfun.com) for more information on this and other programs.



The Editor welcomes comments on the newsletter. Please mail all suggestions for articles, etc., to The Church Mouse, 1921 State Road 60, Jackson, WI 53037, or phone (262) 677-3888, or e-mail [jhsheritage@sbcglobal.net](mailto:jhsheritage@sbcglobal.net). Russ Hanson, Editor

**JACKSON HISTORICAL SOCIETY**

**ONE-ROOM SCHOOLHOUSE CLASS VISIT**

For many years, school was taught in one-room schoolhouses throughout Washington County

Let your students experience school as it was for their grandparents and great-grandparents

Arrange a class visit to the Jackson Historical Society's fully restored one-room schoolhouse

Contact the Jackson Historical Society at [jhsheritage@sbcglobal.net](mailto:jhsheritage@sbcglobal.net) or Royal Natzke at (262) 334-9811 or [rdnatzke@yahoo.com](mailto:rdnatzke@yahoo.com)

Jackson Historical Society, 1860 Mill Road\*

\*On the Hwy. 60 round-about at Division Road (G), go south to Mill Road, turn west to site.

**TODAY WILL BE HISTORY TOMORROW!**

**HELP THE JACKSON HISTORICAL SOCIETY PRESERVE YOUR YESTERDAYS.**

**DONATE YOUR HISTORICAL ARTIFACTS**

**SHARE YOUR FAMILY HISTORY**

Please Contact The Church Mouse [jhsheritage@sbcglobal.net](mailto:jhsheritage@sbcglobal.net)

**COMMUNITY SUPPORT**

The Jackson Historical Society needs you to step up and help direct the society's activities. If you are interested in local history, the society needs folks willing to give "hands-on" help to assure our continued success. Join us! Help us continue to preserve and present Jackson history for future generations. Please contact the Church Mouse editor.

**GENEALOGY**

The Jackson Historical Society could use some help building our genealogical database.. We use Family Tree Maker software. If you can give us a hand, we'd appreciate it. Please e-mail us at [jhsheritage@sbcglobal.net](mailto:jhsheritage@sbcglobal.net). if you're able to volunteer some time. Thanks.

Russ Hanson—Editor

**CHURCH IMPROVEMENT**

In February of 2019, JHS will have rain gutters and down spouts installed on our church museum. This will be the first part of our current improvements. In the spring, we plan to have the church windows glazed and repainted.

Our historical Immanuel Lutheran Church is nearing 150 years old. With this additional care, JHS would like to see that extended to 250 years.

Donations to help defray these costs will be appreciated.

