

The Past Our Heritage



The Future Our Challenge

Watertown
Wisconsin
Centennial

1854 - 1954

Watertown Centennial and Homecoming, Inc.

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Al Rippe Studios

Text of Centennial Program

By Miss Marcella Killian

Old Time Pictures

Courtesy Watertown Historical Society

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Bandshell Dedication Day—Walter Stamstad
Agreculture Day—P. E. Burkhalter
Young America's Day—Dave Barry
Ladies Day—Mrs. George Fischer

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Mrs. W. H. Schlueter

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Mrs. Walter Bremser

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Mrs. August Henze Mrs. Oscar Zautner

Narrator

Mrs. Richard Behling

Time Capsule Ceremony

Richard Jaye, Chairman Col. J. W. Sproesser
Miss Gladys Mollart John W. Clifford

FRIDAY — JUNE 25th

9:00 P. M. - 1:00 A. M.

Queen's Ball. Dancing at: TURNER HALL.
SQUARE DANCING with music by the CACTUS TWISTERS, Roy Christenson calling.

ELKS CLUB - MODERN DANCING with music by JOE SIMON.

THE PAVILION - MODERN DANCING with music by HERB BREDOW.

**SATURDAY — JUNE 26th
PIONEER and HOMECOMING DAY**

9:00 A. M.

Signal salutes will be fired to signify the opening of celebration.

9:15 A. M.

Viewing of Historical Store Windows. (Will continue each day.)

10:00 A. M.

Hospitality Center opens. (Center will open each day at 10:00 A. M. for visitor registration, information, etc.)

10:30 A. M.

Tour of city's landmarks. (Tour will leave each day from Centennial Headquarters.)

1:00 P. M.

Midway opens at Riverside Park. (Midway will open each day at 1:00 P. M. except Sunday when it will open at 4:30 P. M.)

2:00 P. M.

Centennial of the Octagon House.

7:30 P. M.

Concert by the Oconomowoc City Band. (Site of the pageant.)

8:00 P. M.

Coronation of the Queen.

8:15 P. M.

First performance of "THE WATERTOWN CENTURAMA" at Riverside Park.

9:30 P. M.

Free dance at the Pavilion.

**SUNDAY — JUNE 27th
AMERICAN HERITAGE DAY**

Morning

Special religious services in all churches.

1:30 P. M.

Huge Float Parade consisting of over 150 units of all types. A BEAUTIFUL THREE HOUR SHOW.

5:30 P. M.

Address by the Honorable Alexander Wiley.

7:30 P. M.

Concert by the Racine Elks All City Youth Band.

8:05 P. M.

Second performance of "THE WATERTOWN CENTURAMA". The Queen and her Court of Honor will be in attendance.

**MONDAY — JUNE 28th
BANDSHELL DEDICATION DAY**

1:00 P. M.

Time capsule ceremony. Time capsule will be buried to be opened in 2054 A. D.

7:30 P. M.

Dedication of the Bandshell.

8:00 P. M.

Concert by the Centennial Band, Mr. William Carle, and the Centennial Chorus.

9:30 P. M.

Free Dance at the Pavilion.

**TUESDAY — JUNE 29th
AGRICULTURE DAY**

Morning

Tours of the City (Leave from Headquarters)

Noon

Free "Cheese and Cracker" lunch courtesy of Dairyland and National Biscuit Company. Free milk supplied by our rural friends and processed by Mullen's and McFarland's Dairy.

Afternoon

Contests and Games.

Band Concert.

Mayors Milking Contest

Award to Oldest farm family.

Address by: Don McDowell, Director of Agriculture.

Softball Game - Farmers vs. Merchants

7:30 P. M.

Concert by the Waterloo Legion Band.

8:00 P. M.

Address by Governor Walter Kohler.

8:15 P. M.

Third performance "THE WATERTOWN CENTURAMA." The Queen and her Court will be in attendance.

9:30 P. M.

Free Square Dancing at the Pavilion.

**WEDNESDAY — JUNE 30th
YOUNG AMERICAS DAY**

10:00 A. M.

Kids vehicle parade led by Watertown High School Band and the Watertown Baton Corps.

2:00 P. M.

Games and Contests for all the Children. Free Ice Cream.

7:30 P. M.

Concert by the Watertown High School Band.

7:45 P. M.
Recital by Recreational Dance Class.

8:15 P. M.
Fourth performance "THE WATERTOWN CENTURAMA". The Queen and her Court will be in attendance.

9:30 P. M.
Free Dance at Pavilion.

THURSDAY — JULY 1st LADIES DAY

3:00 P. M.
Program preceding Ladies Tea.

4:00 P. M.
Huge Centennial Tea.

7:30 P. M.
Band Concert.

Note: You are cordially invited to use the facilities at beautiful Riverside Park for your picnic suppers during the celebration.

PRE-PAGEANT DANCERS

SUNDAY, JUNE 27th

- Petite Young Ladies - Music "Louise"
Suzie Kwapil Caryl Lewandowski
Vicky Beaver Ruth Richart
Annette Schmutzler Barbara Sievers
- Ballet Superb - Music "Dance Caprice"
Nancy Podolske Betty Robinia
Dixie Lee Herro Mary Lynn Baumann
Mary Theder Bonnie Wicker
- The Tip-Tap Girls - Music "Surrey With The Fringe on Top"
Suzanne Wicker Ruth Pugh
Susie Blaese Michele Lewandowski
Shirley Niemi Mary Huber
Barbara Behling Peggy Marks
Marylin Janke

WEDNESDAY, JUNE 30th

- Little Happy Tappers - Music "Syncopated Clock"
Suzie Schuenemann Patty McFarland
Suzy Barry JoAnn Wildes
Sherry Kehl Susan Miller
David Miller
- Baby Ballet - Music "Miniature Music Box"
Mary Lou Schlueter Byron Lewandowski
Karen Oestreich Eloise Bucheger
Meredith Haney Judy Theder
Rosemary Robinia Kathy Krier
- Anchors Aweigh! Music "On The Good Ship Lollypop"
Kathleen Kaddatz Janice Graf
Jill Juul Kathy Schmutzler
Mary Beggan Beverley Niemi

Watertown Centennial & Homecoming

Presents

THE WATERTOWN CENTURAMA

A John B. Rogers Production

RIVERSIDE PARK WATERTOWN, WIS.

Tom Chatham, Director-Producer

SYNOPSIS OF SCENES

Choral Overture

Centennial Chorus, William Guyer, director.

Prologue

Salute to the Centennial Queen, the 20 mounted guard of honor, Cub Scouts, Girl Scouts, Brownies, Watertown High School Band, the Jefferson Drill Team, the township ladies-in-waiting, the ladies of honor, the trumpeteers—all paying their respect to the Centennial Queen and the princesses of her Court of Honor.

Scene One

"FATHERS OF THE BLACK ROBE."

French Missionaries were the first to visit the Indians in this area.

Scene Two

"BLACK HAWK." Last of the great Indian Chiefs was Black Hawk. The Indian Council between the Sacs and the Winnebagoes as a gesture of peace.

Scene Three

"WATCH-E-KEE." The Indian princess of royal heritage and royal manner.

Scene Four

"FAREWELL TO KA-KA-REE." (Watertown) The Indians trek to the West, making way for progress - the settling of the white man.

Scene Five

"HAIL PIONEERS." And come they did—from the East and North. Courageous pioneers, "Latin Farmers", and merchants, carving a life out of the wilderness and the land.

Scene Six

"STRENGTH OF OUR FATHERS."

Pioneers, rough and hardy, manifested their faith in God—the beginning of religion in the area.

Scene Seven

"SCHOOL DAYS." The first kindergarten in America; readin', ritin', 'rithmetic, and an unspared rod!

Scene Eight

"THE IRON HORSE." Arrival of the first train—two ribbons of steel now bound Watertown with the world.

Scene Nine

"MEN IN BLUE." Dark clouds of strife fall over the nation and Watertown paid her share of lives to the cause of the Union.

Scene Ten

"THE GAY NINETIES." The tandem bike—trips up the river and, of course, the "Belles" of the 1890's at Concordia Island!

Scene Eleven

"IN FLANDERS FIELD." A World War I memorial.

Scene Twelve

"THE ROARIN' TWENTIES." The "flappers" and the "get-rich-quick" crowd—and remember the Charleston?

Scene Thirteen

"TWO JIMA." A World War II memorial.

Scene Fourteen

"HALL OF FAME." Watertown men and women of note who have made their mark in the national scope of affairs.

Scene Fifteen

"A SALUTE TO THE FUTURE." A spectacular finale picture featuring the entire Centurama cast.

Narrative Script Edited by Tom Chatham

Stage Managers—John Quinn, Merlin Draves

Centurama Narrators

Mrs. C. H. Johannsen

Mr. Lee Block

Mrs. Virginia Block

Mr. Robert Miller

The Reverend William E. Krueger

CENTURAMA CAST

PROLOGUE

The Centennial Queen and Court of Honor have been selected from the following contestants:

Mrs. Joan Sterwald
Donna Mae Welsch
Marlene Winchel
Helen Hoof
Harriett Hoppe
Joan Fimmel
Faith Blaese
Anita Bergmann
Dorothy Jaye

Marilyn Kressin
Verona Rupnow Martin
Patricia Melius
Rita Maron
Elaine Murphy
Carolyn Seefeldt
Patricia Steffen
Beverly Stafell
Eyleene Voss

The Queen chose her Train Bearers

The Mounted Guard of Honor

Colleen Kelman
Bill Kelman
Shirley Kornacki
John Kornacki
Gib Stark
Herman Houghten
Marvin Saxby
Skip Knick
Marlysa Henning

Joanne Hahn
Bill Loeb
Delores Silva
Gail Keppler
Mr. Ervin Coughlin
Jerald Coughlin
Eugene Coughlin
Everet Strauss
Mr. Paradise

The Trumpeteers

Sandra Warren
Nina Stockli
Susan Raue
Phylis Tietz
Judy Hirtz
Marilyn Swanton

Sharon Baer
Mary Mullen
Mary Lou Marr
Sandra Reinhard
Joan Hartung
Kathy Platos

Cub Scouts

Wayne Jansa
Thomas Tegatz
Thomas Butzine
Larry Litwin
Peter Steinbrink
Dan Milunovich
David Knight
Tom Bender
Raymond Berg
Charles Abel
Ronald Grunewald
David Lenz
Billy Wurtz
Dennis Harshbarger
Richard McEntire
Michael Schroeder
Robert Murray
James Hoppe
Billy Johnston
Ronald Harshbarger
Dick Kusel
Eugene Hemp

Donald Grunewald
Charles Tegatz
Allan Krause
James Litwin
James Pirkel
Bobby Swalles
Dennis Niehoff
Tom Bauman
Karl Wolf
Lee Buske
John King
Robert Frish
Charles Summers
Robert Hertel
Robert Schleicher
John Mantey
James Werner
Jack Beaver
Michael Neuman
Joseph King
Harvey Hrobsky

Brownies and Girl Scouts

Carole Peters
Kathy Schmutzler
Mary Riedl
Connie Gruner
Karen Wesemann
Kathy Hefty
Sandra Adams
Ruthie Pugh
Madeline Benes
Mary Tessmann
Wanda Pas
Victoria Beaver
Joyce Ertl
Suzanne Wicker
Susan Bloedorn
Patricia Lattimer
Janice Raue
Joan Koerner
Deanne Abel
Cynthia Yohn

Gaile Winkelman
Betty Robinia
Judy Apps
Nancy Winkelman
Margaret Rettig
Kay Klinger
Georgeen Seeber
Sharon Weber
Delores Tessmann
Barbara Sievers
Ginger Meyers
Bernadette Kaul
Janet Koshelnick
Karen Parson
Nancy Podolske
Barbara Lenz
Dianne Raue
Patty Wood
Sharon Wood

Drill Team

Watertown High School Band

Township Ladies

Ethel Evans
May Steckhahn
Barbara Claussen
Coral Doege
Doris Zeyher
Mary Lou Hoffer
Judy Rudolf
Leona Heinz

Margaret Evans
Janice Perry
Louise Erdmann
Marilyn Schroeder
Ruth Melcher
Audrey Hoffer
Donna Mae Welsch
Agnes Hoffer

Ladies of Honor

Mrs. Lloyd Voss
Mrs. Douglas Holden
Mrs. Fred Pagel
Mrs. V. P. Smebak
Mrs. Charles Abel
Mrs. Harold Blaesus
Mrs. Ambrose Krier

Mrs. Jack Biefeld
Mrs. M. A. Perrier
Mrs. James Lawton
Mrs. C. S. Schilberg
Mrs. Harold Olson
Mrs. Dean Lawrence
Mrs. Melvin Wolf

Miss Helen Kowalke
Mrs. Bernard Yahn
Mrs. Richard Behling

Mrs. Dan Milunovich
Mrs. John Westermeyer
Mrs. Robert Jecklin

Scene One—

"FATHERS OF THE BLACK ROBE"

Indians for Scene One, Scene Two, Scene Three and Scene Four.

Dick Kreuziger
Mike Norkett
John Luther
Doris Richter
Rita Hoffer
Inez Weihert
John Hartung
George Parker
Richard Crupi
Charles Negus
Ray Richter
Ruth Ruesch
Barbara Jurick
Rose Schultz
Mrs. Gay Theder
Don Fendt
Fred Kruezig
Pearl Schimpf
Mrs. Wayne Wendt
Mrs. Wm. Ertl
James Markl
John Buckland
James Haberkorn
Lillian Seibel
Mrs. William Dittmann
Bob Butler
George Markl
Sharon Heck
Mary Jo Harshbarger
Mary Ertl
Margaret Zolle
Dick Oestreich
Jerald Schleicher
Mary Lou Hoffer
Machaeleen Clark
Pat Brady
Mike Kaul
Tom Kaul
Len Toebe
John Klecker
Bob Erdman
Bob Ruesch
Irwin Coughlin
Gilbert Stark
Arthur Fenner
William Kilman
Gervase Jaehrling

Jean Brier
Marlene Winchel
Carol Bergman
Corinne Hamann
Mrs. Gerald Mullen
Margaret Pitterle
Kristine Pitterle
Vivian Warren
Florence Stack
Jeanette Schmeling
Bob Hargraves
Wesley Sack
Mrs. Lois Weaver
Dick Wicker
Charles Hrobsky
Bernie Pierce
Jeannine Burbach
Nick Schneider
Paul Fendt
Jerry Hargraves
Susan Mears
Sherry Rippe
Elizabeth Crupi
Ben Wright
Marlene Heck
Audrey Hoffer
Jeanne Schultz
Billy Zoelle
Cecelia Heck
Kathy Heiden
Agnes Loukota
Jim Oestreich
Carol Zielsdorf
Bill Bergin
Joan Coughlin
Don Griep
John Hornickel
George Markl
Bill Frish
Lloyd Schmidt
Joe Chesota
Richard Quinn
Herman Houghton
John Hornickle
William Lock
Marvin Saxby

French Missionary
Winnebago Sachem

Scenes, two, three and four.

"THE INDIANS AT KA-KA-REE"

Watch-e-kee Mary Lynn Krier
Medicine Man Merlin Schultz
Black Hawk Carl R. Snyder
Tonto-buck Kenneth Bilgrien

Scene five

"HAIL PIONEERS"

Timothy Johnson Joe Rhodes, Jr.
Mrs. Timothy Johnson Mrs. Cliff Hanson
Philander Baldwin
Reeve Griswold Mr. Jason Krempien
Charles Seton Ted Koerner

Mrs. Philander Baldwin Mrs. Clarence Smith
Mrs. Charles Seaton Mrs. Earl Korban
Patrick Rogan Roy Godfroy
Mrs. Patrick Rogan Norma Godfroy
Benjamin Larabee
Violinist Mr. George Knispel
John Cole Sam Luchsinger
Luther Cole Dick Johns
Amasa Highland

Dr. and Mrs. Bucheger
Mr. and Mrs. Luhman
Mr. and Mrs. R. H. Kaercher
Mr. and Mrs. Lester Kaercher
Mr. and Mrs. Wm. Frish
Mr. and Mrs. Ted Koerner
Mr. and Mrs. Jer. Scheiber
Mrs. Knispel
Mr. and Mrs. Ray Hoffer
Mr. and Mrs. Ray Froehlich
Mrs. Ruth Hanson
Henry Rabbach
Marvin Saxby
Everett Strauss
Shirley Kornacki
Marlys Henning
Colleen Kelman
Delores Silva
Mr. and Mrs. Robert Panzer
Mr. and Mrs. Geo. Piper
Mr. and Mrs. Ray Herman
Mr. Ralph Ebert
Mr. and Mrs. J. Bradisse
Mr. and Mrs. Ray Kaercher
Mr. George Knispel
Mr. and Mrs. Hubert Lenius
Mr. and Mrs. Everett Wollin
Mr. Max Gosstfeld
Alvin Hamann
Mr. and Mrs. Henry Rabbach
Skip Knick
John Kornacki
Mr. and Mrs. Jason Krempien
Gail Keppler
Joan Hahn

Pioneer Children

Sharon Dobrick
Karen Schuett
Kathy Heiden
Sandra Grulke
Susan Fredrich
Judith Lemke
Virginia Maryott
Donna M. Woelffer
Nancy Ready
Eleanor Dickinson
Rita Mallow
Rose Kohls
Pauline Schays
Judy Ann Bliese
Barbara Grulke
Rachel Mallow
Judith Maryott
Eunice Schuett
Carol Tesch
Jean Bergmann
Karen Hoof
Cookie Pfeifer

Scene Six

"STRENGTH OF OUR FATHERS"

Minister Henry Rabbach
Mr. R. H. Kaercher
Max Gosstfeld
Alvin Hamann
Mrs. Jason Krempien
Mrs. R. H. Kaercher
Mrs. Knispel
Mr. Jason Krempien
Mrs. Ruth Hanson

Scene Seven

"GOOD OLD GOLDEN RULE DAYS"

Teacher Mrs. Werner Johnson
Shirley Niemi
Mary Jane Krummel
Sally Schmidt
Rachel Evert
Sadonna Roehl
Nancy Splinter
Judy Lindgren
Karen Schultz
Joan Justmann
Eileen Else
Jean Hoof
Robert Vogel
Jim Bender
Gilbert Moreau
Sandra Schuchtnr
Ellen Baumann
Paul Welbourne
Bob Kohler
Victor Miller
Robert Rupnow
Tucker Scullin
Elfi Wessollek

Scene Eight

"IRON HORSE"

First Dignitary Paul Schuenemann
Second Dignitary Milton Teich
Third Dignitary Mickey Miller

Scene Nine "MEN IN BLUE"

Captain John Weber	Milton Bocher
Henry Bertran	Art Frederick
Captain John Weber (No. 2).....	Gust Wolf
Doctor	Louis Riemer
Violinist	Ben Froelich
Abraham Lincoln	Art Krueger
Roy Godfroy	Billy Kelman
Fred Wallace	Henry Albrecht
Paul Schuenemann	Milton Teich
Mickey Miller	Clarence Haberkorn
Henry Heck	Ben Krueger
Carl Rabbach	Carl H. Becker
Herb Krebs	R. O. Martin
Robert Krueger	Curtiss Knick
George Sauer	Victor Ponath
Alvin Ren	Wm. Schimpf
Otto Weihert	

Square Dancers

R. N. Ebert	Director
Susan Mears	Dick Podolske
Jean Blegan	Dick Niemi
Sandra Elliott	Susan Kehl
Jimmy Miller	Janet Buske
Jim Oiler	Judith Ponath
David Pfaffenbach	Mary Hargraves
John Ponath	Heida Grunefeldt
Gretchen Burzynski	Leigh Larson
Roxanne Holtz	John Goethe
Barbara Fink	Billy Sack
Corinne Hamann	David Engelbrecht
Marsha Wendt	Ken Kopp
Reid Larson	Brian Eckhart
Steve Kohls	Ralph Eckhart
Tom Podolske	Dick Schumann
Ronald Pfeifer	Don Zimmerman
Dave McMurray	Peter Stellbrink
Sherry Rippe	Kathy Kennedy
Karla Johnsen	Mary Ertl
David Ebert	Kathy Heiden
Ronald Kohls	Diane Reinhardt
Nelson Kading	

Scene Ten "GAY NINETIES"

Elmer the photographer	Art Rupnow
Mrs. Wilbur Wollin	Sydonia Bauman
Mrs. Wallace Block	Lillian Stenberg
Mr. John Vergenz	Loda Carlson
Mrs. Andrew Miller	Eleanor Schoechert
Mrs. Bob Erdman	Dianne Schoechert
Mrs. S. M. Kuenzi	Loretta Kusel
Mrs. Harvey Neubauer	Anita Kusel
Bonnie Rupnow	Elsie Koerner
Billy Wollin	Nellie Deist
Douglas Wollin	John Vergenz
Dennis Bentz	Marie Hornickle
Mrs. Minnie Tessendorf	Gertrude Schmidt
Mrs. Alvina Schaeffer	Esther Krueger
Jerry Zautner	Bess Chase
Tommy Block	Evelyn Kreitzman
Wayne Schnitger	Minnie Krebs
Bill McEntire	Edna Ohrmundt
Mrs. Fred Schnitger	Gertie Neubauer
Mrs. John Vergenz	Marie Neubauer
Joyce Schnitger	Roger Kuckkahn
Carol Schumann	Grace Miller
Jack Vergenz	Ralph Kusel
Vic Miller	Irma Marr
Bruce Bentz	Vivian Warren
Mrs. Wm. Gruetzmacher	Adeline Lattimer
Billy Gruetzmacher	Cornelia Nolte
Mrs. Leonard Kramp	Eileen Rupnow
Mrs. E. R. Marr	Bruce Bentz

Mrs. Percy Krebs
Mrs. H. J. Lattimer
Mrs. Frieda Zautner
Mrs. Art Rupnow
Becky Rupnow
Harvey Winchel
Jerry Zautner
Karleen Kuckkan
Mrs. H. McEntire
Joyce Schnitger
Lillian Vergenz
Mrs. Wally Block
Leona Kuckkan
Paul Chase
Mrs. Lilas Gruetzmacher
Mrs. S. M. Kuenzi
Mr. Harvey Neubauer
Janice Perry
Niels Nielsen
Vilas Nielsen

Tom Block
Donald Godfroy
Francis Godfroy
Duane Godfroy
Earl Korban
Arnold E. Guetzlaff
Mrs. A. Mallow
Dorothea Guetzlaff
Mrs. Fred Schnitger
Carol Schumann
Jackie Vergenz
Orville Kuckkan
Clarence Kuckkan
Vicvtor Halker
Mrs. Leonard Kramp
Mrs. Robert Erdmann
Jim Frick
Barbara Scheele
Pete Nielsen

Scene Eleven "IN FLANDERS FIELD"

Bruno Arndt	Harold Wilde
Harold Barrows	Bob Pagel
Herman Dobbratz	Elmer Praker
Walter Oestreich	Tom Darcey
William Asmus	

Scene Twelve "ROARING TWENTIES"

Jane Johannsen	Valerie Krueger
June Johannsen	Mary Kellerman
Barbara Swalles	Sandra Schramm
Margaret Zoelle	Janet Lamb
Mary Jo Ponath	Nancy Kingsley
Judy Rudolf	Rosemary Rowe
Dana Kellerman	Frank Westphal
John Schumann	Herbie Zoeller
Bruce Schlueter	John Beggan
Jack Erdmann	Harry Wagner
Jack Bast	Richard Block
Ken Smith	John Kellerman
John Wright	John Buckland
Ernie Pubanz	

Scene Thirteen "TWO JIMA"

Norma Lemke	Fred Lemke
Rita Winkler	Herman Scharp
Hugo Mallow	Earl Nienow
Robbin Kusel	Mike Garfield
Bob Jensch	Louis Checkai

THE SAIORETTES

Mary Meyers	Donna Koerner	Helen Fendt
Lucille Boje	Gail Eckhardt	Jean Sterwald
Joann Rudolf	Jean Hartmann	Jane Sterwald
Joan Sommerfeld	Kathy Bulthuis	Carol Rusch
Janice Huebner	Dianne Herreid	Barbara Madish
Geraldine Boje	Nancy Hornickle	Nancy Krebs
Florence Kreuziger	Joyce Hackbarth	Nancy Koerner
Teresa Kreuziger	Barbara Krebs	Judy Niemann
Donna Scheele	Judy Taylor	Beverly Noffz
Shirley Tietz	Sandra Nolte	Colleen Foley
Diane Bredow	Janet Dittmann	Barbara Leary
Barbara Smith	Marilyn Schlegal	Carolyn Richter
Judy Richart	Suzanne Hoppe	Susie Mears
Betty Klath	Nana Stockli	
Gale Schmied	Carol Neitzel	
Betty Courts	Penny Checota	

MASS CHOIR continued on inside front cover

(Continued from last page of program section)

MASS-CHOIR

(Due to the fact that we had the printer's deadline to meet, we regret that this list is incomplete.)

Susan Lietzke
Cathy Manthey
Dorthea Binhammer
Mrs. Gerry Fischer
Walter Manthey
Irwin T. Seifert
Walter G. Thrans
Oscar Otto
Mrs. Geo. Hackbarth
Caroline Grieve
Harry McFarland
Marliss Hershi
Mrs. G. Zierner
Louis Finske
Mrs. LaVern Wilkes
Kurt F. Oswald

Miss Joan Killian
Mrs. Max Gossfeld
Mrs. Carl Raue, Jr.
Mrs. B. F. Luedtke
Miss Sylvia Wendt
Mrs. Clarence Smith
Mrs. Earl Sack
Mrs. William Guyer
Mr. Carl Raue, Sr.
Louis Becker

Mrs. I. G. Uetzmann
Miss Joan Bentheimer
Miss Marilyn Loeder
Miss Marjorie West
Miss Carol Loeder
Miss Helen Kowalke

Donald Wittchow
David Sievert
Bruce Schlueter
David Umnus
Gordon Paeske
Bruce Bentz
Penelope Riemer
Joyce Hackbarth
Delores Schumann
Marie Bilse
Mary Umnus
Karen Nowatzki
Sandra Reinhard
Hertha Sievert

Mr. J. Bloedorn
Mr. C. Barnes
Mrs. D. Miller
Mrs. R. Gallup
Mrs. G. Kressin
Mrs. T. Koerner

Mrs. John Schaeffer
Mrs. Edwin Bittner
Mrs. Herman Tessendorf
Mrs. John Oestreich
Mrs. Carl Neubauer

Mr. Otto Buelter
Mr. Zeno Fenzlaff
Mrs. Lester Siebert
Miss Ruth Buelter
Miss Wilma Klokow
Mr. Leroy Tessman

Joyce Vick
Mrs. Binhammer
Mrs. Oscar Otto
Raymond Borchardt
T. Binhammer
Erhard Kaercher
S. J. Bergmann
Delbert Barner
Carl Hobus
Roger Wilkes
Carl Becker
Lois Zierner
Ada Sievert
Mrs. G. H. Peterson
Mrs. Myra C. Oswald

Miss Kathleen Killian
Miss June Johannsen
Mrs. Lee Block
Mrs. Ruby Pugh
Mrs. Herbert Bauck
Miss Barbara Swailes
Mrs. Donald Zoellick
Mr. Burton Williams
Clayton Lewis

Mrs. John Bentheimer
Margaret Markl
Miss Carol Gest
Miss Joyce Gest
Miss Jeanette Loeder

John Telschow
Phyllis Schlueter
Peter Sievert
Frederick Krause
Larry Zwieg
Shirley Wittchow
Valerie Frohmader
Patricia Hausen
Louise Kaercher
Mary Staude
Elizabeth Oswald
Suzanne Reuschel
Suzanne Edwards
Lois Kaercher

Mr. D. Miller
Mrs. C. Barnes
Mrs. T. Meyers
Mrs. V. Hilker
Mrs. J. McGowan
Miss D. Koerner

Mrs. Herb Vehlow
Mrs. Emil Kaddatz
Mrs. Fred Schnitger
Mrs. Carl Eisfeldt

Mrs. Otto Buelter
Mrs. Zeno Fenzlaff
Mrs. F. K. Erke
Miss Marlene Klemme
Mr. William Urban
Mr. Alfred Robbins

The Centennial Committee wishes to thank all of the firms and individuals who have given of their time and efforts so that the Celebration could be a great success. Space does not permit individual mention of each person. We are especially grateful to the following:

Dairyland Cheese
Mullen's Dairy
McFarland's Dairy
Blatz Distributor, A. E. Bentzin
Schlitz Distributor, Gene Chase
F. W. Melius Distributors
National Biscuit Company
Elliott's Ladies Shop
Tri-County Tobacco Company
Nielsen Amusement Company
Watertown Sheet Metal & Heating Company
Sears, Roebuck & Company
Red Goose Shoes
Yost's
Harris Ace Stores
The Bonnet Shop
F. W. Woolworth Company
Gruner's Office Supply
Gehrke Drug Company
Vanity Hat Shop
Rex Draheim, Inc.
Salick Jewelry Company
Montgomery Ward Company
S. S. Kresge Company
J. C. Penney Company
Tetzlaff Pharmacy
Keck Furniture Company
Charles Fischer & Sons
D. & F. Kusel Company
Ruesch's Fine Footwear
L. Wieman
Warren's Jewelry
Post's
Kern's Mens Store
Busse's Pharmacy
Meyer's Shoe Store
Times Publishing Company
Watertown Fire Department
Watertown Police Department
Equitable Life Assurance Society
Watertown Elks Lodge No. 666
Great Atlantic & Pacific Tea Company
C. A. Feisst Company
Waukesha Foundry Company
Henszey Company
Owen Glove Lining Company
Clyman Canning Company
Jaeger Manufacturing Company
Oiler Buick Company
Voss Motors, Inc. (Official Centennial Car)
Jim's Packard Sales Company (Queen's Car)
Radio Station WTTN
The Milwaukee Journal
King-Hintz, Inc.
The West Side Lumber Company
Gateway Lumber Company
Hutson Braun Lumber Company
Mid-West Building Supply Company
Musician's Union, Clem Schoechert, President
Watertown Board of Education
Ampere Electric Service
Al Krause, Contractor
H. F. Mallow & Sons Company
Remington Electric Shavers
Jansky Printing Company

Errors of omission, typographical errors, misspellings and oversights will be rectified and acknowledged in the next Centennial booklet to be published in the year 2054. Please contact the committee at that time.

Editors

We are proud
to have served Watertown
in the past
Looking forward
to the future

HUTSON BRAUN LUMBER CO.

GATEWAY LUMBER CO.

WEST SIDE LUMBER CO.



For 70 years the "Watertown Slide" has been synonymous with high quality dining room furniture.

The location of this industry in Watertown was brought about because furniture making developed in nearby cities and there was an abundance of Northern hardwoods in this area. The lumber supply has moved North but furniture is still made in nearby places.

Making high quality extension table slides has been our business in the past and will be in the future. We are proud and happy to have been a part of Watertown's industry and we sincerely hope that we can continue to contribute to its success.

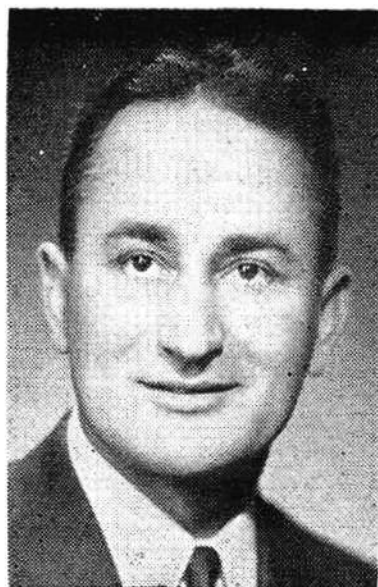
WATERTOWN TABLE SLIDE CORP.

Forward . . .

Watertown as a city became 100 years old on April 27, 1954. Watertown has grown, not with leaps and bounds as have some automotive and steel centers, but Watertown has grown steadily in culture, religious devotion and certainly has retained its fine spirit of "gemuetlichkeit" through the years. Our well-kept homes and gardens, while not pretentious, attest to our pride in our families and to our own self-respect. The struggles which took place over the years were many and trying. Industries were born and some were dropped by the wayside. Many old and prominent families contributed to the welfare of our city and then moved on and others have remained and are carrying on.

The Centennial celebration with its beautiful and gigantic parade, colorful band shell dedication and wonderful historical pageant is an event Watertown will long remember.

The Watertown Centennial and Homecoming committee wishes to welcome all guests and encourages them to enter into the spirit and fun of Homecoming with all of us. The committee also wishes to take this opportunity to thank every individual and each organization who participated in making this week of entertainment possible. Their real reward is in knowing that they have contributed toward creating this week of pleasure and pageantry for their guests and neighbors as well as promoting and sharing our friendship and benefits with our neighbors.



C. H. JOHANNSEN,
General Chairman

Watertown Centennial and
Homecoming Committee

The Light of a Century

Not houses finely roofed
Nor the stories of walls well builded,
Nor canals and dock yards make the city,
But men who use their opportunity.

—Rudyard Kipling

Causes for Western Migration — Opportunities were great during the 1800's in the Rock River Valley. However, several factors led to the interest in western migration. After the defeat of Black Hawk in 1832 all lands east and south of the Fox River and the Wisconsin were ceded to the United States. The treaty of 1804 and subsequent treaties provided that the Indians might continue to inhabit the land until it was claimed by the white men. The Rock River Valley was given much publicity by the several thousand militia men who had been organized under the U. S. government to put down the Sac uprisings under their leader, Black Sparrow Hawk.



Indian Fountain Horse Trough, cor. Main and Washington Sts.

Col. Henry Dodge, lead miner and Indian fighter, was in command of a contingent of men numbering several thousand. During the war he was dispatched to Fort Winnebago for supplies and after securing them he had some of the men who accompanied him return directly to camp, while with a smaller number he crossed over the vast marsh area, at one time designated as Cranberry marsh, and now called Horicon Marsh. He went down the Indian trail along Rock River to Hustisford continuing south in his search for Black Hawk. He found traces of him near the County Line Road and crossed the river near the present site of Main Street bridge and after a few miles farther south found that he had cut westward toward the area of the four lakes, near what is now Madison. Some time afterwards an old army wagon was found a short distance from what is now the city proper which Dodge and his men had abandoned.



Timothy Johnson, first settler of Watertown, 1836

Johnson's Rapids Founded—Timothy Johnson, like many farmers in the east and south, converted his holdings in a farm in Ohio to cash. He had lived there for eight years going there from the eastern states. He had heard of the fertility of the soil and the abundance of fish and wild life in the Rock River Valley and leaving his family decided to go farther west. Leaving Montville, Ohio, he went to Detroit, Michigan and made the trip from there to Chicago on the first stage coach that ever ran between the two cities and it was also his first trip by stage coach. Leaving Chicago he went to Racine which was then composed of only three or four shanties. James Inman lived there and owned a claim at "Paper City" three miles south of Janesville. Here Johnson spent some time at the home of Samuel St. John where he met Solomon Juneau, Milo Jones, and several others who had been trapping up Rock River. After that he purchased supplies and then decided to explore the river and surroundings himself. He made several claims on the river, one of them at Jefferson, another at Aztalan, and a third at Johnson Creek which has been named after him. He noted the value of the rapids in the river and crossing over to the west side, and with somewhat the zeal of an Empire builder, laid claim to 1,000 acres of land. This location was first called Johnson's Rapids and was near the present Bethesda Lutheran Home where a marker in



CENTENNIAL GREETINGS WATERTOWN

1845 - 1954

OUR 109TH YEAR

That's correct! Way back in 1845, years before Wisconsin became a state, the GLOBE MILLING COMPANY started milling flour on the banks of the Rock River, and has been in continuous operation ever since.

During our 109 years we feel that we have contributed a great deal to the life and prosperity of Watertown . . . by providing a ready cash market for grains produced in our farm territory . . . by being a source of flour for the families of the community . . . by providing efficient facilities for grinding and mixing feeds so necessary for successful and profitable dairy, poultry and livestock production in this area. It has been necessary for us to expand many times during our 109 years until today we are known as the largest exclusive millers of rye flour in the United States.

Our retail service to our farm customers has brought about continuous growth until today we maintain three branches to provide faster service thru easy access to our facilities.

Our branch facilities are as follows:

Hustisford Milling Co., Established 1939

Farmington Feed Mill, Established 1943

Rome Feed Mill, Established 1948

We are grateful to our thousands of customers whose patronage has contributed to our growth.

GLOBE MILLING CO.

Telephone No. 1

WATERTOWN, WIS.

1845 1954



Mrs. Timothy Johnson, wife of first settler

his honor has been erected by the Saturday Club. On his second trip to the Rapids he brought Charles Seaton, Reeve Grisold and Philander Baldwin with him. Together they built a cabin, cut a road as far south as Jefferson and from the Rapids east to Concord where they came to a tamarack swamp which was impenetrable. They decided that it would be impossible to cut a road that way to Prairieville (Waukesha) and thence to Milwaukee which was their first plan.

Johnson's cabin was built on the west side of the river on the ruins of a fur trader's cabin who had come here to barter furs with the Indians. His corn fields had been an Indian burial ground and now a solitary grave was marked with a wooden cross. It was thought to be that of the fur trader and the cross indicative of the black robed Jesuits' attempt to Christianize the Indians.

Indian Tribes—Johnson had as his neighbors the Winnebago and Pottawatomie Indians. The Winnebagoes were on the west side of the river. Both tribes were woodland Indians; the language spoken by the Winnebago was that of the Siouan, while the Pottawatomie was that of the Algonquin. Their manner of dress and customs were somewhat different and also somewhat different from that of the Plains Indians. Unfortunately George Catlin did not pass this way to put on canvas a painting of this village. However Johnson and the early set-

tlers depicted verbally the thievery and depredations of these tribes.

Ralph Blumenfeld, a native son, in his book "*Home Town*," relates his experience with the Indian Chief Bow on Indian Hill and his squaw Salina. When a boy Ralph's interest became so great that he decided to run away and become an Indian. He bought some tobacco at "Stop-a-Little" Meyer's store and tavern on North Fourth Street to give to Bow. He made the three mile trip to the wigwam and was welcomed by the Chief. He spent the day hunting and trapping with him and his family. That night Ralph found that sleeping on rush mats was not the best part of Indian life. The next day he was rescued by his brother Franklin and after the Supreme Court session held by his parents when he returned home he decided never to be an Indian again.

First White Woman — Mrs. Timothy Johnson was the first white woman to experience the hardships of life in the new settlement. These hardships began with her journey here from Milwaukee. Many days of delay were experienced by Mr. Johnson in order to build a cedar raft and three canoes with which he expected to transport his wife and family to the Rapids. Several weeks were spent in getting the little fleet to the lakes at Ocon-



First picture of Watertown, 1842

omowoc. One morning in December when they expected to embark on the last lapse of the journey they found the lake frozen over. They abandoned this way of travel and after securing a wagon and his team of oxen he transferred some of their possessions to the wagon and in that way he and Mrs. Johnson and his family were able to complete the journey. Alenzia Johnson, their daughter, born in 1837, was the first white child born in the settlement. Thomas Bass met the first tragic death in the settlement. He and some of his friends had a "drinking spree," in a cabin not far from the settlement proper and after they left Bass fell asleep on a bench and rolled into the fire on the hearth receiving burns which caused his death.

Dr. Goodnough was the first practicing physician here about 1838. He was joined by Dr.

CONGRATULATIONS
WATERTOWN
ON YOUR
100th ANNIVERSARY

and best wishes
for your second
CENTURY OF PROGRESS



**WISCONSIN
TELEPHONE COMPANY**

J. B. CLOUTIER
Manager

Cokely and in 1846 Dr. James Cody came here to practice after having graduated from Harvard University.

Growth of Johnson's Rapids — Late in 1836 Richard Miller, Luther Cole and Amasa Hyland, all of them carpenters came to the Rapids. In 1837 they were joined by John Cole and they built a cabin which they called, "The Bachelor's Distress Cabin," north of the City proper in the Town of Emmet near the present Country Club. William Dennis, John C. Gilman and Peter Brown joined then. Capt. James Rogan who had operated a schooner on the Great Lakes met Charles Seaton in Milwaukee, and after hearing of the beauty and richness of the Rock River Valley traded his schooner for Mr. Seaton's claim and came here in January of 1837. He brought with him Peter Rogan and Ezra Dolliver. They built a double log house on what was later the site of the Woodward and Stone Bakery. It became the leading shanty-hotel at the Rapids.

In 1837 Johnson sold his claim to the water power on the west side of the river to Goodhue and Chapin of Beloit who erected the first saw mill in the State of Wisconsin.

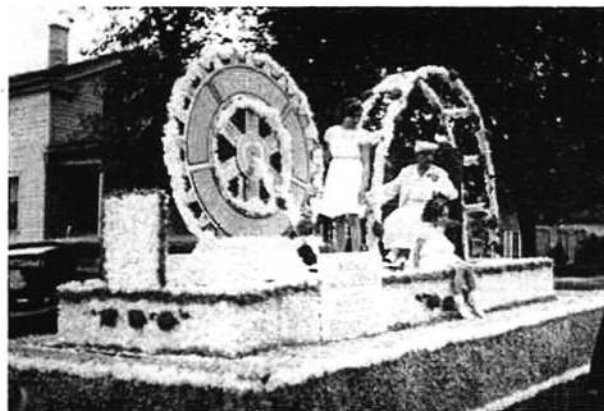
William Dennis secured the establishment of a postoffice at Watertown in 1837. Previously he walked to Aztalan and brought the mail back tied in a handkerchief.

KA-KA-REE—The Indian name for the settlement here was KA-KA-REE, meaning the ox-bow bend in the river just north of the settlement. There was little or no government before 1840 when county lines were drawn after Wisconsin territory had been separated from Michigan. Luther Cole was a deputy marshal under Owen Aldridge of Milwaukee County. Before the County government was formed Patrick Rogan, his brother, Peter and Judge Hyer had the legislature name the settlement after their former home, Watertown, New York.

Expansion In 1840's — In 1840 the first cemetery was laid out near the eastern end of Western Avenue now marked by Northwestern College buildings. Later interment of these bodies was made in Oak Hill cemetery.

In 1841 John and Luther Cole, both carpenters and cabinet makers built the first store in Watertown on the northwest corner of Main and Second St. It later housed the Post Office, A. G. Fuermann's restaurant and tavern, the National Tea and Golden Rule Stores. John Cole ran this general store himself for about 15 years. At the same time he was engaged in the manufacture of saleratus and potash, as well as managing his farm just north of the city. For some time the store was only open at night.

NEW TOWN — The settlement experienced certain geographical and legislative limitations in



Queen's Float, 1936 Centennial Celebration
Mrs. S. E. Holmes, granddaughter of Timothy Johnson

the 1840's. Town lines were run by U. S. government surveyors in 1835 and Section lines in 1838. Prior to 1839 Jefferson County belonged to Milwaukee County for judicial and other purposes. Luther A. Cole was appointed Deputy Sheriff in 1838. In 1842 at the April election town officers were chosen. The first meeting for organization of the town officers was held at the home of Benjamin Labaree. The vote by ballot resulted in the election of the following: John Richards, chairman; John T. Bailey and David Temple, side board; Town Clerk, Silas W. Newcomb; Assessors Daniel W. Kellog and Patrick Rogan; Treasurer, Luther A. Cole; Collector, John A. Chadwick; Road Commissioners, Benjamin Labaree and John B. Gaudern; School Commissioners, John Richards, John W. Cole and John A. Chadwick; Constables, Harris Gilman and Eli Bouton; Sealer of Weights and Measures, John Gilman.

In addition to the establishment of the Town Government in 1842 other events marked the year. The Old Yellow Mill was built by Cole and Bailey on the east side of the river. It was the first industry. In 1855 a planing machine manufactured in New Hampshire was installed. With one man operating this machine it was capable of planing 1,000 feet in thirty minutes depending on the size and quality of the lumber. This mill had several owners. Among them were: Luther Cole, Edmund Bailey, Linus R. Cady, Ebenezer Cole, Philip Quentmeyer, Fred Miller, J. H. Sleeper, H. W. Blanchard who remained in possession of it until 1871.

In 1845 Granger's House—a long frame building was used as a grocery and Intelligence Office. Linus R. Cady had a Justice Office there. In 1855 George Schempf razed and moved some of the Granger House and built two brick blocks which were finished for stores. Later Schempf Brothers did business there and presently Montgomery Ward's store marks the site.

In 1844 when Edward Johnson established the



1895

1954

59 YEARS OF CONTINUOUS SERVICE



The founders of the Chas. Fischer & Sons Company had one purpose in mind when the business was established 59 years ago, and that was to be of real public service—to supply the needs of the community at the minimum cost consistent with quality.

The success of the store is due to the close adherence to this definite policy.

When an organization continues to grow for so long a period, it means it is performing a service to the community.

Fifty-nine years may seem a long time, but it is not long enough to grow old.

Fischers still have young ideas and young associates, who, with foresight and effort will continue to seek more modern ideas to serve the public.

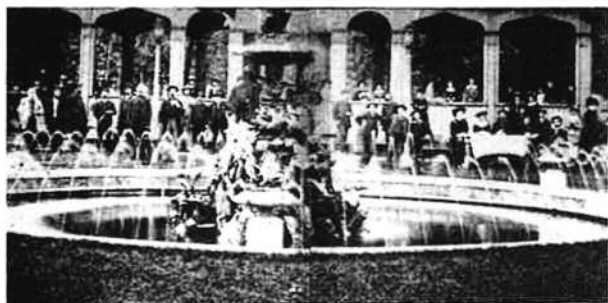
first drug store here and lived on the corner of W. Main and Washington Sts., he said he could count 25 roofs including barns in the settlement. When he came here there were but three houses on the west side of the river, all log structures. Doerr's Drug Store now marks the site of Johnson's store which he conducted until 1874. One of the buildings near the drug store had been used for the town hall, the school and the church.

The Indian had the first idea of express or transporting goods from one place to another. He did that by hitching two poles to his pony and fastening his blankets and other possessions to boards on the poles. In 1845 express teams were kept between here and Milwaukee by Kier and Hassenfeld at the German store. Later John Luber, a west side storekeeper, had an express team. Before the Plank Road was built the roads were so bad that teams would have to be pulled out of the mud all along Main St. and in particular from the east end of Main St. bridge. Oxen teams and express teams were used for this purpose.

In 1845 Patrick Rogan who had a shanty-hotel on the site of what was later the Woodard and Stone Bakery moved across Main St. and built a hotel on the present site of the library. It was later sold to Joseph Lindon who razed the building and built the first large hotel of any consequence in Watertown. Later it became known as the Tremont Hotel.

In 1846 Milwaukee men and others became interested in investments here and that year A. F. Cady and Leonard Farwell built the Planter's House. The Exchange, another small hotel, was built on the site of the Merchant's Bank by a man named Savage. E. Gilman operated it for some time.

In 1847 the first German Singing Society was organized by Fritz Meyer. The Buena Vista House was built by Henry Boegel who had fought in the Battle of Buena Vista in the Mexican War. John Richards, D. W. Kellogg and L. E. Boomer received a charter for the Eclipse Mills. The Upper Dam, the first dam in Wisconsin or Illinois, was



Concordia Island. Saengerverein Meeting Place

built in 1837 and by 1847 two other dams had been built—the Rough and Ready and Boomer's.

By November 1, 1848, good four horse Post

coaches from Watertown by way of Oak Grove, Beaver Dam and Fox Lake were traveling to Fond du Lac.

Green and Reed had built a wagon factory in 1842. Other wagon factories were those of Richard Jones in 1848. He taught the business to F. Misegades who joined him at the Weber St. location as a partner in 1847. Later factories were built by Charles Krueger, 1854, Gottfried Kramp carried on a wagon business near Smith's bridge. He was killed in the woods by a falling tree and then his sons, Leonard, Bernhard and Robert carried on the business still in the name of A. Kramp Co.

S. T. and J. H. Bolles were in this business from 1859 to 1879.

James Killian listed wagons, buggies and sleighs as his specialties in 1862.

J. D. Casey made the Casey wagon on South Water St. In 1873, Edward Davies manufactured wagons and buggies in 1862 to 1877.

The J. D. Casey Co. and the A. Kramp Co. are still in existence. They now specialize in cars both—sale and repair—and with other agricultural implements.

Nathan Beckwith built the first cooper-shop in Watertown and manufactured the first barrels in 1846. Later day coopers were D. Kehr, 1854, Charles Ahrenberg, 1854, Andreas Amann, 1861, Andrew and John Zickert, 1865; S. B. Baumgartner, L. Giese, L. Prochazka and W. Whedoft completed the list of later day coopers.

The first tannery was started by G. W. Griffith just below the Milwaukee and St. Paul railroad bridge. He conducted it from 1850 to 1856. In 1856 Joseph Cech and Martin Hopf owned an operated a tannery on the west side of the river.

In 1866 Mr. Gardwohl and A. Wegeman built a tannery in the sixth ward on the east side of the river.

A. L. Pritchard, Daniel Jones, Patrick Rogan, William Dennis and William Chappell were interested in a gas company which produced a fair quality of gas in 1856.

Eugene Wiggenhorn established the first cigar manufacturing concern in 1858. For some months he was the solitary workman in it. In 1862 his business had increased to such an extent that he employed 10 men. In July 1868 Constance Wiggenhorn, his brother, joined him. The firm was then known as Wiggenhorn Bros.

Other manufacturers of cigars were A. F. Miller, Charles Becker, Schlueter Bros., Wilkowski Bros., and Emil Boettcher.

Emil C. Gaebler began the manufacture of melodeons and pipe organs here in 1873.

In 1868, G. S. Eberle & Co. manufactured about \$1,400 worth of soap and candles. The establishment was along the river north of Main St. In 1855 Joseph Lindon operated the Lindon Packing House on S. Water St.

The Management and Employees of



MILLS

EXTEND THEIR CONGRATULATIONS

TO

THE CITY OF WATERTOWN

Home of

OLD ELM FEEDS

Since 1950

George H. Reinders, Hartford, Wis., Chairman of the Board

Roland L. Reinders, Elm Grove, Wis., President

Ed Pas, Watertown, Wis., Treasurer & General Manager

Robert J. Marks, Watertown, Wis., Vice-Pres. — Plant Supt.

Theodore H. Senne, Milwaukee, Wis., Sec. & Comptroller

Earl Draves, Ft. Atkinson, Wis., Manager, Retail Dept.

Of special interest is an advertisement in the *Watertown Democrat* dated November 16, 1854, which lists the stock of J. Salick as containing gold and silver watches, jewelry ware, clocks and Silver Ware. At that time pie knives seem to be in vogue as the listing for silverware is as follows: Sterling silver spoons, Cups, Forks, Pie knives, napkin rings, fruit knives, Wedding Cake knives, etc. All watches and jewelry exchanged cleaned and repaired. The Salick Company was founded in 1853 and celebrated their centennial last year.

In the same issue an advertisement under date of October 14, 1854 is to be found an advertisement from Keck and Lehman for Household Furniture which was of their own make. Many years of experience has made both parties efficient in getting up any style their customer may desire. The Ware Room was listed as being on Main St. one door east of Boegel's Hall. The Keck Furniture Store one of the first institutions to begin with cabinet and furniture manufacture on a small scale celebrated its centennial in 1953.

Another small advertisement is as follows: Mar-seilles Skirts. A few just received at Moak and Peabody's. Also a good supply of counterpanes. McKey Brothers on the west side of the river indicate in their advertisement that they have stores at Watertown, Janesville, Beloit and Waukegan. They advertise a "Selling Off" sale. Listed is material for a lawn dress at thirty seven and one-half cents with buttons and trimmings thrown in. A large stock of Capes and Visettas with 1,000 Bonnets priced from 2 shillings up. Good hose at 3 pair for a quarter. Also Ladies and Gents good Lisle gloves from 6½ cents upward.

A City Is Born—Watertown had a population of 4,000 in 1853. On January 24 of that year the Village Trustees passed a resolution authorizing Alcott C. Cheney, the president to appoint a committee of three to seek the passage of a charter for the City by the State Legislature. Fifty dollars was appropriated for the expenses.

The legislature under Leonard C. Farwell, governor, passed the act for the first charter on April 1, 1853. The first election was held April 5, 1853. Officers were elected as follows: Mayor, Theodore Prentiss; Clerk, Joseph D. Pease; Treasurer, John Kelley; Assessor, J. A. Chadwick; Marshal, Lucius Bruegger; Superintendent of Schools, Daniel Hall; Municipal Judge, William T. Butler.

The charter was amended in 1854 to provide for the election of two aldermen and a Railroad Commissioner from each ward. There were several subsequent amendments and on July 21, 1903, an ordinance was passed to adopt Chapter 40 A of the Wisconsin statutes of 1898 and amendments thereto, as the charter of the City of Watertown, Wisconsin in place of the then existing charter of the city.

Theodore Prentiss had the distinction of being

Watertown's first charter Mayor. He was born September 10, 1818, at Montpelier, Vermont. He was one of 12 children of which only one was a girl. She died in infancy as did also a boy. Nine of the remaining sons followed their father in the practice of law. Theodore came to Milwaukee in 1844 where he lived with a cousin, William Prentiss, who was one of Solomon Juneau's associates. Mr. Prentiss married Martha Perry, Dec. 5, 1855, at Montpelier. She was the daughter of Dr. Nathaniel Perry, Civil War surgeon. Mr. Prentiss and his bride returned to Watertown where they lived at the Van Alstine Exchange until their home on Clyman St. was finished. The Prentiss home is now 99 years old and still occupied by the Prentiss family—Mrs. J. F. Prentiss, widow of J. F. Prentiss, son of the first mayor and James and Helen, two grandchildren. Mr. Theodore Prentiss was characterized by his colleagues as being modest in demeanor, an able lawyer, clear minded and universally respected. He was elected mayor again in 1871 and to the Wisconsin Assembly in 1860-1861.

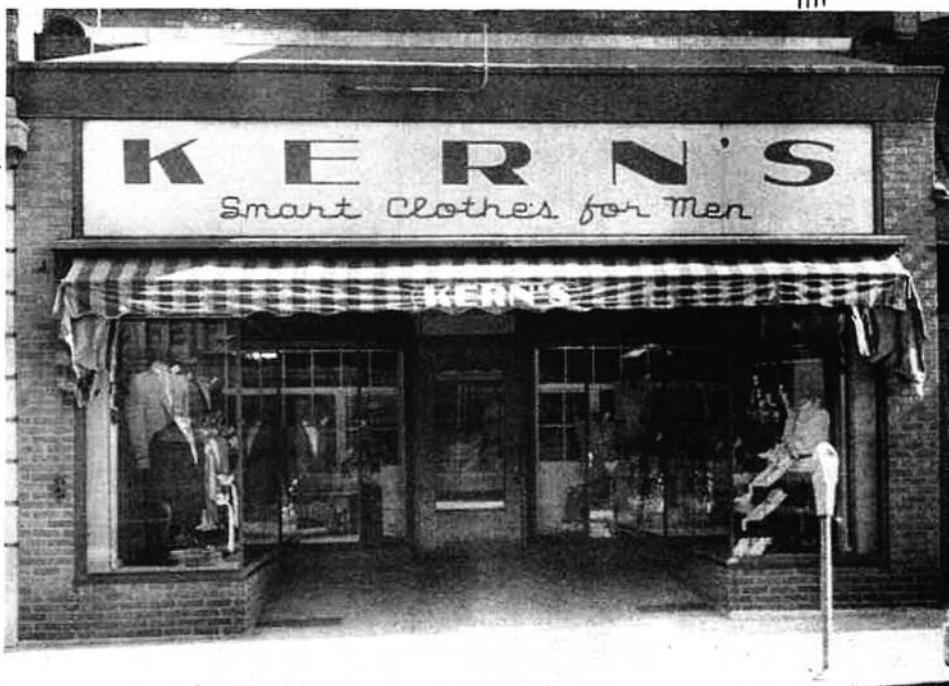
He died Aug. 3, 1906 and was buried in the Prentiss family lot in Oak Hill cemetery.



Theodore Prentiss, First Mayor of Watertown, 1853

LAW AND ORDER

In 1853 when Watertown received its charter and became a city there was provision in it for the maintenance of law and order. Each ward had its own constable and Justice of the Peace. The Municipal Judge was William T. Butler. Later he became County Judge.



Watertown lights 100 candles on its birthday cake . . . while we at Kern's can only boast sixteen, but that sixteen years represents 156 years of clothing experience within our organization.

In that sixteen years we have found it necessary to expand four times to meet the demand of our growing patronage, so that today we are the largest exclusive men's store, not only in Watertown, but in Jefferson and Dodge counties as well.

We like to think that we have been a contribution to the life and development of this community; that as part of it we have helped influence the standards of high quality, good taste and accepted men's fashions.

To have served you during these sixteen years has been our opportunity . . . our cherished privilege, for which we are most grateful.

KERN'S is The Home of Famous Brands . . . Buy Famous Brands and You Buy The Best.

In Watertown It's **Kern's** *Smart Clothes for Men*

Following was the list in 1853:

First Ward—Henry Mulberger, Justice of the Peace. Constable, Thomas Elmer.

Second Ward—Theodore Bernhard, Justice of the Peace. Constable, Francis Belrose.

Third Ward—John Chadwick, Justice of the Peace. Constable, Jesse Reinhart.

Fourth Ward—James O'Keefe, Justice of the Peace. Constable, James Griffin.

Fifth Ward—George G. King, Justice of the Peace. Constable, William Greve.

Sixth Ward—C. Beckman, Justice of the Peace. Constable, Edward Pfenninger.

By 1872 there was a justice of the peace for each two wards and also only three constables. A police department is listed with the following officers:

City Marshal—Ernst Off; Deputy City Marshal—John Reichardt; Policemen—C. M. Whitney, Thomas Heile, Fred Bernhard.

In 1875—J. Barber was listed as City Marshal.

In 1885—Charles F. Zautner was City Marshal and the Justices of the Peace were: J. C. Halliger, W. D. Stacy and Charles Beckman.

In 1892—Charles Kerr was the City Marshal.

In 1898 until about 1917 Herman C. Block is registered as Police Chief. He was followed by Charles Pieritz who remained in office for many years.

Shortly after this Albert Quest came here in the 1930's. He was a retired Milwaukee police officer and brought ideas to the department that were used in Milwaukee.

The present Police Chief is Theodore Voight. His assistant is H. F. Vehlow who was acting chief during Mr. Voight's service with the Federal Bureau of Investigation.

WATERTOWN FIRE DEPARTMENT—

The Watertown Fire Department was organized in December 1857 and was headed by Carl Schurz. The department's first equipment consisted of conventional hand pumps and leather buckets. In 1876 the City purchased a Silby and Ahrens Steam Pumping Engine with two hose carts. This equipment was used until 1917 when a 750 gallon Seagrave motorized engine was added to the equipment. As the years passed on and the need for modern equipment grew the City purchased a 1928 Seagrave motorized engine. Today the department has 1 ladder truck, 3 pumpers, 1 special equipment truck, 1 tractor, 2 tankers of 2,000 gallon capacity.

The Fire Department was operated by a voluntary force of men until the time came when it was necessary to have men at the Fire House 24 hours a day. The head of the Fire Department when Company No. 1 was organized in 1857 was called a foreman. At that time Albert Harkenrath was foreman and Joseph Miller engineer. Records show that in 1866 "a commodious engine house was

erected" on First St. for the accommodation of the fire department. In April 1869, the Badger State Hook and Ladder Co. No. 1 was organized with John Reichert foreman and Nic Bruegger, first assistant.



West Side Engine House during Celebration, 1876

In May, 1876, Pioneer Engine Company No. 2 was organized. The first officers were: Foreman Fred Spink, Secretary Frank Eaton and First Assistant John E. Weissert. The engineer was C. E. Straw. The company was temporarily located in the F. Missegades Wagon Shop on Water St. opposite an engine house which was built for them in 1876 at a cost of \$2,400. The City purchased a No. 2 Silsby engine for them at a cost of \$4,800.

A sack Company No. 1 was incorporated in 1876 for the purpose of attending fires in the capacity of a special police and taking charge of property. The first officers were: Foreman Leonard Jahrling, Assistant Leopold Kabet.

At that time there was also a coal Cart Company organized about 1878. C. Eaton was captain. The purpose was to supply the engines with coal while on duty at fires.

The department grew in manpower and in 1947 with the coming of Chief Linde, a complete and efficient re-organization took place. Today there are 16 full time firemen and 15 part-time firemen with three engines. Rural service in several of the townships has also been made available.

The Wisconsin Paid Firemen's Association held its annual convention here on August 1-2, 1949 and the Wisconsin State Association of Fire Fighters also met here for their 14th annual convention on August 3-4. It was the 41st annual convention of

BEST WISHES, WATERTOWN

ON YOUR 100th BIRTHDAY

**American Legion
Green Bowl**

WATERTOWN'S PLACE TO EAT

(CLOSED TUESDAY and WEDNESDAY)

MANAGERS
JOHN & MARY HARTUNG

1413 Oconomowoc Ave.
Telephone 1360

CONGRATULATIONS

TO THE CITIZENS OF WATERTOWN FOR A GREAT
PERIOD OF PROGRESS THROUGHOUT THE LAST

100 YEARS

We are proud to have been able to participate through
better than half of the last century. Square dealing
and good workmanship have helped us to grow with
Watertown.

"THE BLOCK BROTHERS"
of

Watertown Memorial Co., Inc.

112-116 N. Fourth Street
WATERTOWN,

::

Telephone 274
WISCONSIN

the Wisconsin Paid Firemen's Association.

In 1949 the Department began in June on its 72 hour off system. It was one of the first to have this type of working condition. The same year the Ladies Auxiliary was organized.

THE HEALTH DEPARTMENT

The first Health Regulations for the City appear in its charter in 1853. They prohibited livestock from running at large and provided for the removal of the carcass of dead animals from the city by a competent officer. In one instance geese were particularly troublesome in some areas and they required special mention in an ordinance.

In 1872 Rock River is especially mentioned in preventing persons from depositing putrid, carcasses or other unwholesome substance in the river and to provide for its removal if found on private premises at the expense of the individual.

The health of the city was to be preserved by preventing, regulating and controlling the landing of persons from cars and stages, wherein are contagious or infectious diseases or disorders and to make such disposition of such persons.

An ordinance passed in 1872 gave the mayor the right to appoint a health commissioner with the approval of the council.

Another ordinance passed at the same time required people to report cases of smallpox within 24 hours and provided for certain quarantine regulations. Before the person was to be released a certificate was to be signed by the health commissioner.

The State of Wisconsin passed the first Vital Statistic Regulations in 1907. They required that birth, death and marriage certificates be filed with the proper authority which in cities is the Health Department and in rural areas with the County Register of Deeds.

While health officers have been employed on a part-time basis, records show that health officers have been Dr. F. C. Moulding, Dr. Carl R. Feld, Dr. Gustave Racek, Dr. F. C. Werner, Dr. C. J. Habegger, and Dr. F. C. Haney, the present officer. The first city nurse was Mabel Pope. She was followed by Mrs. Ella Hein, the present incumbent.

Watertown's Churches

It is often said that churches in Watertown followed the sawmills and flour mills. Before churches could be built worship services were held in homes. Later the town hall located near Main St. bridge was used by people particularly on the west side of the river. It took almost heroic sacrifice, an invincible faith in God and a strong perseverance for the early settlers to provide their churches.



St. Bernard's Catholic Church

St. Bernard's Catholic Church which was then a wooden structure was built in 1842. Previous to that (1841) Rev. Martin Kundig, paid missionary, came to Watertown. Patrick Rogan donated the first land for the church. The present large, beautiful structure of brick was built in 1876. The first pastor in residence was Rev. Patrick McKernan who remained here 8 months. He was followed



First Methodist Church

CONGRATULATIONS

WATERTOWN

FROM YOUR

**CITIES
SERVICE
DEALERS**

CURLEY'S SERVICE

MEYER'S SERVICE

WHITE HOUSE SERVICE

PAUL KLINK

Distributor

CITIES

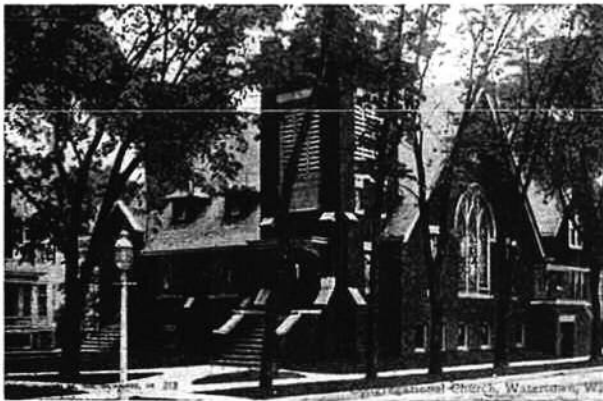


SERVICE

by Rev. John Healy who remained here for 11 years. Their pastorates date from 1846 to 1855. St. Bernard's celebration for its centennial was held in 1946.

The First Methodist Episcopal Church dates back to 1857 when services were held in the homes of J. A. Chadwick and Timothy Johnson. Missionary ministers termed circuit riders, came here for services. Rev. C. G. Lathrop, Rev. Sidney Wood, Rev. John Hodges and Rev. Stephen Jones were among these circuit riders often walking here from Aztalan and Madison. Rev. Stephen Jones was the first resident pastor.

The First Congregational Church was organized by the Rev. Stephen Peet, agent for the Home Missionary Society, July 12, 1845. The first resident pastor of the organization was the Rev. B. F.



First Congregational Church

Parsons. The centennial of this congregation was celebrated in 1945, at which time the Hon. Joseph E. Davies, former native son, presented the church with a Russian work of art.

St. Paul's Episcopal church was built in 1849 at a cash outlay of \$500. Most of the material and labor was donated. Previous to that (1847) the Rev. Melancthon Hoyt, Fox Lake, came to Wa-



St. Paul's Episcopal Church

tertown walking the entire distance of 30 miles to

preach the gospel to a small number of Episcopalians. The present church edifice was built in 1860. It is a substantial brick structure costing about \$6,000. The Rev. C. C. Edmunds was the first rector.

In 1847 a priest named Rev. G. Gaertner came to Watertown to administer to German families of the Catholic faith. As a missionary he said mass in a small frame house near the present church site. He remained here for about two years during which time he built a parochial school and residence which formed an "L" shape. The Rev. Fath-



St. Henry's Catholic Church

er Heider of Jefferson also served the people of St. Henry's. A newspaper item dated August 1855 states that the German Catholic Church built a large addition two stories and a half high with provisions for a belfry and good sized bell. Records of early marriages and births here are dated 1853. Rev. Conrad Beck is said to have been the first resident pastor. St. Henry's held its centennial observance in 1953.

A Watertown Bible Society was organized in January, 1848 by the election of Heber Smith, President, Rev. Melancthon Hoyt, Vice-president. George Breckenridge was treasurer and William Dutcher, secretary. The purpose of the society was "the promotion of the circulation of the Scriptures without note or comment."

St. Luke's Evangelical Church was originally a German Society whose first meetings were held at the Buena Vista House. It was first called a German Protestant (Evangelical Church). The first regular pastor was the Rev. Frederick Reutsch who came here in 1850 and the same year a small edifice of frame construction was built. In 1866 the present brick building was erected. In 1909 the Rev. Herman Sterz led in its reorganization under its present name. This church celebrated its centennial in 1949.





*Daniel Kusel - Founder - 1849
Born August 1811 - Died February 1905*

105

Years of Service

1849-1954

**KUSEL'S
SALUTES THE
WATERTOWN
CENTENNIAL**

Since the pioneer days of the covered wagon, through four generations, the name "KUSEL'S" has stood for highest quality and service.

Truly a Watertown institution, having been a part of this community for 105 years, our progress is definitely linked with the future progress of Watertown.

With faith in the future, we at Kusel's express appreciation for your past patronage and look forward to opportunities for increased service to you.

D. & F. KUSEL CO.

HARDWARE, HOUSEWARES, SPORTING
GOODS, ELECTRICAL APPLIANCES

108-112 W. Main St.

WATERTOWN



Kusel's First Store - 1849



St. Lukes Evangelical Lutheran Church

The German M. E. Church was organized as a society in 1849. This organization took place at



Wesley Methodist Church

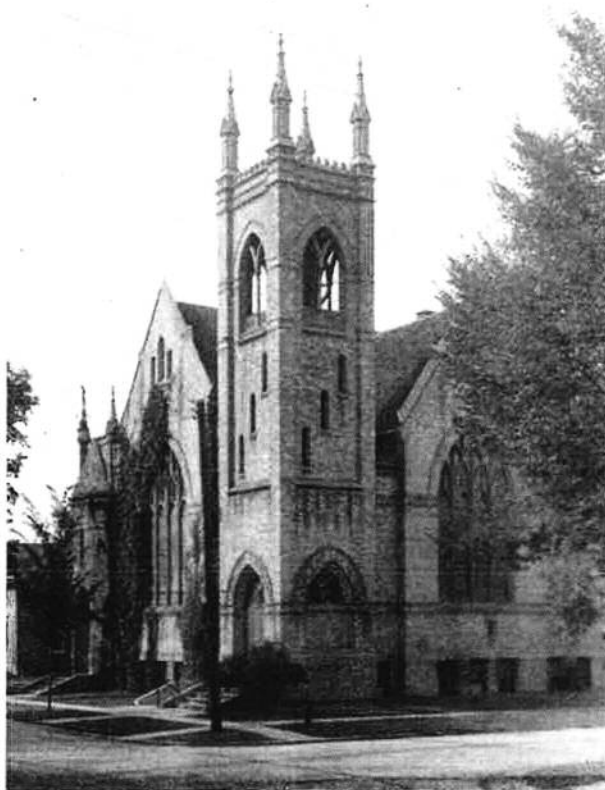
the Buena Vista House where it held its first services. In 1869 the present substantial brick building was erected on North Fifth St. Rev. A. Kellner was the first minister to fill the pulpit in the church. (Now Wesley Methodist Church.)

St. John's (German Lutheran Church) was organized as a society in 1852. The faith is the "Unaltered Augsburg Confession," and the Society belongs to the Missouri Synod. The Rev. Louis

Geyer who lived about seven miles northeast of



St. Johns Evangelical Lutheran Church



Moravian Church

COMPLIMENTS OF

Bank of Watertown

Farmers & Citizens Bank

Merchants National Bank

Wisconsin National Bank

Watertown visited the place in the capacity of a missionary for a short time. The Rev. H. Wagner was the first resident minister. The new church was built in June, 1865. St. John's centennial was held October 5, 1952.

In May 1853 500 years since the time of John Huss who preached this doctrine in Bohemia, 12 families of Moravians residing in Watertown and vicinity listened to Rev. John Kaltenbrun preach until 1854 when a congregation with seven families in the city was organized. In 1864 they erected their present brick structure. The Moravian Church will celebrate its centennial in September of this year.

St. Mark's German (Evangelical) Lutheran Church was organized in 1854 by the Rev. Christian Sans who came to Watertown to administer to a large society of Lutherans of the "Unaltered Augsburg Confession," belonging to the Wisconsin Synod. After his arrival Mr. Sans returned to Europe to visit for a short period of time. While

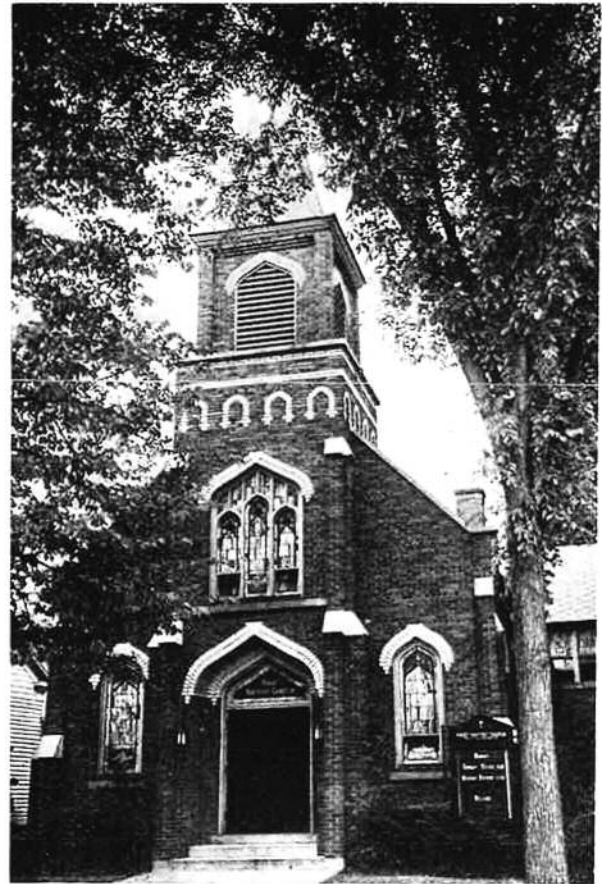


St. Marks Lutheran Church

there he raised quite a sum of money to construct a house of worship in Watertown. In 1855 a large brick building was erected on Jones St. near Sixth St. Mr. Sans was followed by Rev. John Bodong. The Revs. R. Adelberg, A. Heinrichs and John H.

Brockman were also early pastors. St. Mark's is having its centennial this year in October.

The doctrine of John the Baptist was represented by a congregation of Germans which numbered 105. The society was organized in 1854 as a branch of a similar organization in the Town of



Baptist Church

Lebanon. The Rev. Edward Grimm was the founder of the Society in Lebanon and the first minister to preach in Watertown. The first Church here was acquired in 1875. Within the last quarter of a century an attractive new church has been built at the corner of Fifth and Spring Sts.

The First Evangelical Reformed Church was organized July 14, 1861. The Reformed denomination belonged originally to the Scotch Presbyterian creed. The first pastor was the Rev. P. Joeres. The church was built in 1861.

The German Adventists formed a Society of this denomination during 1873 and later the First Advent Church was built by lumber obtained from A. E. Needham. He also worked on the construction of the Church. The first trustees were O. Burandt, Frederick Hartke and Reinhart Kleck. Theodore Schmidt was the first pastor.

Congratulations, Watertown, on your Centennial Year Celebration



*Original factory along
Rock River in 1863*

The G. B. Lewis Company is proud to have had a part in your colorful history and development and happy to have the opportunity to associate with Watertown's friendly people

A single water wheel—over which flowed the waters of the Rock River—furnished the entire source of power for the wood-working machinery in the one story frame building which housed the G. B. Lewis Company in 1863. This building was later destroyed by fire. The Lewis Company's first products were sash and door units. Later stove boards, butter and cheese boxes, wood blinds, and beekeepers' supplies were added.

Today, 91 years later, the G. B. Lewis Company occupies a 12 acre area to house its main factory, general offices, and lumber yards. Its varied products provide year-round work for 150 employees. The present line of manufacture includes beekeepers' supplies, industrial handling containers, wood Venetian blind slats, porch shade slats, yardsticks, eraser blanks and other miscellaneous wooden products. Golf ball washers and tee ensembles and golf club cleaning machines are also sold. In recent years the Lewis Company has entered the reinforced plastics field and manufactures "Plexton" Tote Pans, trays, and sub-assemblies.

G. B. LEWIS COMPANY

1863 - 1954

426 Montgomery Street

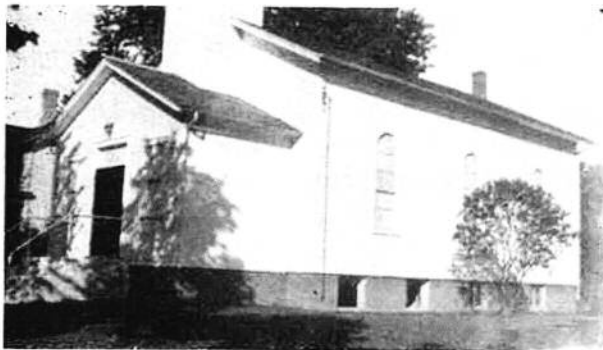
WATERTOWN, WISCONSIN



Airplane view of plant and general offices today



Reformed Church



Advent Christian Church

The Immanuel Lutheran Church Society was organized and a church built in 1876. At that time a parochial school was also added. The first pastor was the Rev. R. Vogel. This year a beautiful new church has been completed.

The First Church of Christian Science was organized in 1906 and a dedication of that building made in 1922. Helen D. Meyer was the first Read-



First Church of Christ, Scientist

er. The present Church building on Fifth St. was dedicated in 1924.

The First Trinity Lutheran Church called Rev. F. E. Stern in October of 1916 to help them organize a new congregation and thereby solve the



Trinity Lutheran Church

language problem at St. Mark's. The first temporary organization was headed by the late Professor H. A. Frank with Professor E. E. Kowalke acting as secretary and Mr. William Gorder as treasurer.

In the spring of 1917 a parsonage was purchased at 1317 Western Ave. and in 1918 a site was bought on South Fifth St. On May 11, 1919 the congregation after almost a whole year of work moved from St. Mark's School Hall to their new house of worship. In 1932 Pastor Stern accepted a call to Detroit and Rev. K. A. Timmel was called and installed. In 1933 Trinity called Miss Hertha Sievert as its first teacher and organist. Miss Delores Schumann came in 1947 as an assistant organist and teacher.

In 1944 it was apparent that a new church was needed. An exploratory committee was organized and in 1947 sketches were accepted for the new building. In June 1952 the contract was signed and



Assembly of God Church



1945



1900 - 1945



1888 - 1900

THE IRA L. HENRY COMPANY

... founded in 1888, manufacturers of Fine Paper Boxes, Specialties, and Round Acetate Containers, is pleased to take part in the Centennial Celebration of Watertown in this

OUR SIXTY-SIXTH YEAR

a month later the contractor was at work.

The cornerstone was laid on March 1, 1952, with Professor Dudley Rohda preaching the sermon. Volunteer labor did much in razing the old building. The new Trinity Evangelical Lutheran church was dedicated Dec. 6, 1953.

The Watertown Assembly of God Church, 8th and Division Sts., was established in 1929 as the Watertown Gospel Tabernacle as the result of evangelistic services held on Tivoli Island. It was organized in 1934 by the Rev. Paul J. McKinney as the first pastor.

In 1936 it was affiliated with The Assemblies of God, and the name changed to Watertown Assembly of God Church. Rev. Lyle Curtis was pastor for eight years and was followed by Rev. Harvey Flaherty who came as the pastor in 1949. The present pastor, Rev. C. D. Goudie, came to the pastorate in December, 1951.

Jehovah's Witnesses, a Bible society, have met in the Fifth ward hall for the past several years.

Education

Watertown's records of its schools date back to 1844. However, many of our early settlers came here with the thought of free education foremost in their minds. To Michael Frank of Kenosha goes the honor of winning for Wisconsin its first free public school and its first free High School.

The first report of School District No. 1 of Watertown has the following words: At the annual meeting of the legal voters held at A. Hoffman's shop in Watertown on the first Monday of October 1844, Timothy Johnson, the first white settler in Watertown was appointed moderator. The following named persons were chosen officers for the

ensuing year: John C. Gilman, Michael Murphy and Haven M. Morrison, trustees; John Gibb, collector, Jacob Enos, clerk. On motion of Patrick Rogan it was resolved that the year be divided into two terms—called the summer and winter term—and that two-thirds of the public monies be applied to the winter term and one-third to the summer term.

At a similar meeting held April 28, 1845, it was resolved that a male teacher be employed in October of the same year when it was decided to raise thirty dollars by taxation for the purpose of securing a school room. Money was difficult to get by taxation. The Irishman usually said, "I refuse to pay taxes for that D— Dutchman's children. Every one that was not Irish was a Dutchman. The Dutchman or German said, "I refuse to pay taxes for that D— Irishman's children." Every one that was not German was an Irishman. In 1848 the trustees of No. 1 District were ordered to sell stove-pipe, the proceeds to go into the contingent fund.

According to old records the teachers in 1850 were C. A. Abel, who was paid \$28 a month, a Mrs. Newcomb who was paid \$3.33 a week; H. P. Chamberlain who received \$28.00 per month and Miss Jane Burnham who received only \$8.00 per month. In the report of W. C. Fountain to Rev. Melancton to Hoyt, board chairman, is found that the number of school children in District No. 1 between the ages of four and twenty years was as follows: Male—138; female—16; total—304. The certification also included the fact that the school had been kept for three months during the year ending March 31, 1850.

On April 12, 1856, all the schools of Watertown were organized under the Union School system, which had been ordered by the State legislature. There were 6 wards in the city and a board of education consisting of 12 members. The first school board was appointed by the City Council. It was as follows: First ward—L. R. Cady and Myron B. Williams; Second ward—Lawrence Fibert and Herbert Smith; Third ward—Simeon Ford and Peter Rogan; Fourth ward—James Cody and Patrick Rogan; Fifth ward—Jacob Bauman and William Dennis; Sixth ward—John Ford and Fred Hermann. Today there are 14 members on the school board from the city proper and in 1854 an additional member was added from the Town of Watertown. William M. Dennis was the first president-elect of the board. William F. Voss served more than 40 years on the board and James W. Moore served for 26 years, 13 of which were as president.

Daniel Hall was the first school superintendent. In 1854 he was followed by James Cody and in 1855 John Ford served in that capacity. C. B. Skinner, C. R. Gill, F. E. Shandrew, Matthew Norton, William Bieber, William H. Rohr, T. Bernard, C. F. Ninnan, Charles F. Viebahn, W. P. Roseman, Thomas J. Berto, R. A. Buell, Harley J. Powell and



Libby Atwater. Teacher brought to Watertown by her uncle, John Richards, from New York State in 1850's

MID-STATES SHOE COMPANY IS A PART OF WATERTOWN HISTORY



The Mid-States Shoe Company is a comparatively young organization. However, the connected history of the Watertown plant dates back some 87 years.

The Company was established in Milwaukee on Huron St. in 1867, and was then known as Mann & Beals. In the year 1870, Mr. E. S. Beals, who was the grandfather of our present Frederick E. Beals, and Alexis Torrey, both of Boston, Mass., were admitted as general partners in the business. In the year 1879, I. G. Mann retired from the business and Mr. James L. Beals was admitted to partnership. At this time the name was changed to Beals & Torrey Shoe Company.

In 1897 the firm was incorporated as a Wisconsin Corporation. From Huron Street, the Company moved to what was then known as West Water Street—a location across the street from Gimble Bros. Still later they moved to Fowler Street which was back of the C. M. & St. P. depot. It was from this location that they came to Watertown in 1904. A new building was erected at Water & West Milwaukee Streets. The building is now occupied by the Kusel Dairy Equipment Company. At this plant many different types of shoes were made. It was found that this type of operation was expensive and impractical. Therefore, it was decided to specialize in a certain type of production. The most desirable at that time seemed to be the Men's Medium priced Goodyear Welt field.

Their product soon established an enviable reputation in the shoes industry. Thus it was that during World War I, when the demand for this type of footwear was heavy, more production space became a necessity. A site was picked and plans for a new, modern factory were adopted. Building operations began in 1918. In 1920 the operations were moved to this new plant which is located at 316 Hart Street.

In the meantime, the organizers of the concern had passed away, and Frederick E. Beals and James H. Pratt took over control of the business. In 1917 the name of the concern was changed to the Beals-Pratt Shoe Manufacturing Company. This operation was continued until 1925 when Walter J. Booth, then with the Weyenburg Shoe Company, bought control of the business and changed its name to The Walter Booth Shoe Company, by which name it continued to operate until his death in 1936.

In 1937 the firm of the Ideal Shoe Company, with plants in Milwaukee and Waupun, merged with the Walter Booth Shoe Company, and the name was changed to the Mid-States Shoe Company.

As additional production space was needed from time to time, plants in Waterloo, established in 1937, and Fox Lake established in 1950, were added.

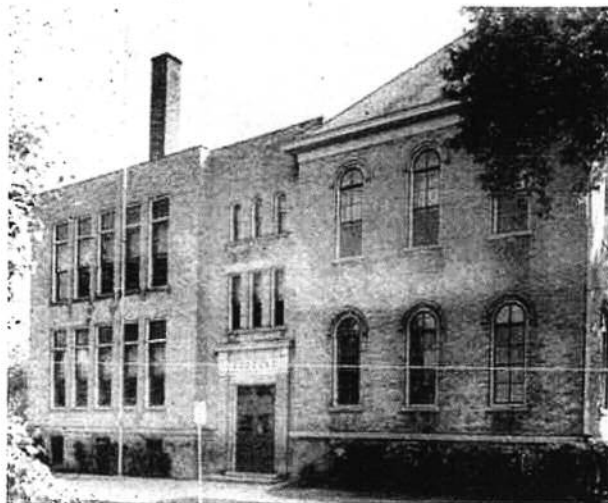
The company has a combined production capacity of 10,000 pairs of childrens, growing girls and men's shoes per day. Employment is given to approximately 1,000 people.

The company brand names are Crosby Square for men's shoes, and Blackhawks and Classmates in children's and growing girls.

Roger B. Holtz brings us down to the present date with superintendents.

Free school textbooks were adopted in 1876 and Watertown thus became the first city in the state to adopt this measure.

Union School No. 1 was erected in 1863 and enlarged and improved in 1898. Union School No. 2,



Douglas Elementary School

known as Lincoln School was erected in 1867. It grew to be too small and in 1910 a new school was built, one of the most modern in the city. It was destroyed by fire on February 23, 1946. School No. 3 known as Douglas School was built in 1871. John T. Flavin was principal there and later became Supt. of Schools in Dodge County. Webster



Webster Elementary School

School, at first located in Western Avenue dates back to 1883. It was at first a high school. A new Webster School, modern in every respect was dedicated, October 19, 1952. A new Lincoln School was dedicated on January 30, 1949. Both schools combine beauty and utility in every respect. Methods for effective learning are provided in both new schools. Lincoln School has adequate facilities for



Lincoln Elementary School

retarded children. A site has also been purchased for a new Douglas School.

On February 22, 1917, a new High School was dedicated to replace the use of the old Armory on



High School

Main St. R. A. Buell was then Superintendent of Schools. At the dedication program he directed the High School orchestra and also gave several violin solos.

Later in 1931 an addition was built which housed both the Junior and Senior High School and the Vocational School. Both schools using the same gymnasium. The opening of this addition was marked by open house and a concert by the High School orchestra. B. E. McCormick, secretary of the Wisconsin Teachers' Association gave the main address. He at one time was principal of the High School. Edgar Doudna, a former High School principal and then secretary of the teachers' college board of regents also gave a short talk. A. D. Platz, board president and Mayor Charles Lutovsky spoke briefly.

Today Watertown ranks high in its educational advantages. There is music, art, trades and vocational guidance. Students are fitted for colleges and also to take their place in the cultural, social and educational walks of life. A high standard of educational requirements has been requested for the members of the staff.

The Hon. Joseph Davies, former ambassador to Belgium and Russia, gave a scholarship to the local High School. Through its provisions the student selected will receive \$600 per year for each of the four years spent at the University of Wisconsin

CONGRATULATIONS WATERTOWN ON YOUR FIRST 100 YEARS
FROM

Syncromatic Corporation

A QUARTER CENTURY OF STEADY PROGRESS IN THE WARM AIR HEATING INDUSTRY

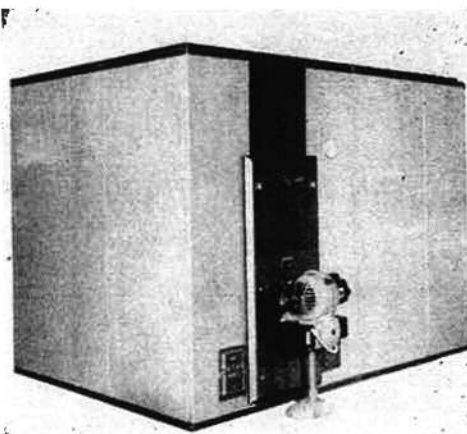
Pioneers in modern automatic forced warm air heating, this company has led the industry in the efficient design and structural quality of its furnaces. Its products are distributed throughout the United States and Canada. A complete line of furnaces for oil and gas and coal firing for all sizes of homes and in addition a line of high capacity furnaces to heat all types of public and commercial buildings. The corporation also manufactures a patented oil burner for use in residential type furnaces which greatly decreases fuel cost.



FROM THE
SMALLEST
RESIDENTIAL
FURNACE

TO

THE LARGE
FURNACES
FOR PUBLIC
& COMMERCIAL
BUILDING



*Syncromatic Furnaces are
The Finest You Can Buy*

☆ The Syncromatic Corporation was founded in Milwaukee, Wisconsin, twenty-five years ago and moved to Watertown in 1946. Officers and personnel of the company include: R. C. Jaye, president and founder as well as inventor of patents held by the corporation; H. M. Stillman, vice-president and sales manager; J. F. Hirtz, secretary and chief engineer; A. M. Lemminger, production manager.



providing they maintain a satisfactory record. The total amount received will be \$2,400. Up to date three students have qualified for the scholarship. They are Jane Weaver, Roland Kapheim and Sandra Foley.

NORTHWESTERN COLLEGE

Northwestern College was founded by the Evangelical Lutheran Joint Synod of Wisconsin in the year 1864, and opened its doors for the reception of students September, 1865. The aim of the college is to impart a liberal education in a Christian spirit, and especially to prepare students for the Lutheran ministry.



Northwestern College

The institution comprises a high school and a college. Graduates from the four year college course receive the bachelor of arts degree. There are about 175 students in the high school and 125 in the college at present. The total number of graduates from 1872 to 1954 is 1,185.

An extensive building program that began with the erection of a new library in 1951 is being continued this year. Two existing structures are to be replaced and a new dormitory and a new chapel will be added to the group of buildings on the campus. During most of its 90 years Northwestern College has been under the leadership of two presidents, A. F. Ernst from 1869 to 1919 and Erwin Kowalke from 1919 to the present.

SACRED HEART COLLEGE

The university of Our Lady of the Sacred Heart, which is the official title of the Juniorate, first opened its doors September 9, 1872, with an enrollment of 27 students. In the previous fall the authorities of the Congregation of Holy Cross at Notre Dame purchased the property on which stood a large two-story, rectangular residence of white brick, at present being used as a guest house. Rev. William Corby, C.S.C., its first president had been the founder with the help of some Holy Cross priests and Brothers.



Sacred Heart College

In 1873 the erection of the central section of the main building was approved. The institution was growing rapidly and before the end of the first semester there were sixty-five students, five of whom were boarders. On May 25, 1874, the university was chartered by the officials of the State of Wisconsin.

In 1886 Sacred Heart College was closed as a university and converted into a normal school for aspirants to the brotherhood. This work was abandoned in 1888. During the next five years an ambitious building program was inaugurated which included the following additions to the main building, the entire east wing (1899), the northwest addition, which includes the refectory and chapel (1891) and the southwest wing which is composed of a gymnasium and a bowling alley (1894).

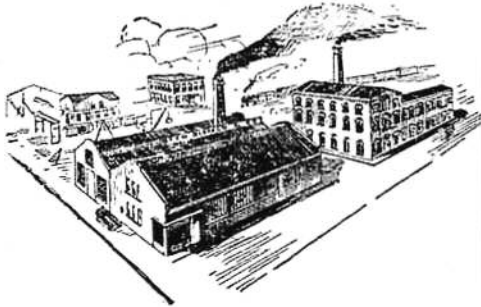
In 1912, about a quarter of a century later, at the close of Rev. Dominic O'Malley's administration the University again became a Juniorate for the training of boys and young men, aspiring to be brothers of Holy Cross. Brother Nicholas Ochs, C.S.C., established a regular high school course in 1928. It was recognized by the University of Notre Dame. Those who have already finished high school or who do not intend to become teachers remain but a few months at the Juniorate before entering the second step of their training, St. Joseph's Novitiate, Rolling Prairie, Indiana.

The Plank Road

1847-1850—Before Railroads

The early settlers made their own roads. For the most part they followed Indian trails. Often a road was marked out with a furrow made with the plow on either side of the road. From about 1846 through the Civil War period the principal improvement was the building of plank roads.

The first of these plank roads was the work of the Milwaukee and Watertown Plank Road Company which was incorporated in 1846. A smooth



Otto Biefeld and Company was established in October 1893 by two brothers, Otto and Richard Biefeld. A machine and repair shop was opened at the corner of Second and Market Street.

Due to increased business, property known as the old Misegades property located on North Water Street was purchased by this firm in May 1899. New machinery was purchased and a plumbing and heating department was added. This formed the nucleus of the present Otto Biefeld Company.

It again became necessary to enlarge the plant and in the year 1914, Arthur Kuenzi, formerly chief engineer at the Dornfeld-Kunert Company, joined the organization and a large construction shop was erected on North Water Street across from the old quarters.

Following the death of Richard Biefeld in 1917, the firm was incorporated with Otto Biefeld as president, Otto Biefeld, Jr. vice-president and Max Biefeld secretary-treasurer.

In August 1922 Max Biefeld resigned as secretary-treasurer and E. A. Biefeld was elected secretary and A. F. Schumacher was elected treasurer.

In the year 1926 Otto Biefeld's life came to a close. The plant management changed following Mr. Biefeld's death. On August 17, 1926 Ernest Biefeld became president, Otto Biefeld, Jr. vice-president, Kermit Biefeld secretary and A. F. Schumacher was re-elected treasurer.

Due to transfers in the ownership of stock, the management changed in March 1930. Officers elected were: Arthur Kuenzi, president; Roy O. Henszey, vice-president; A. F. Schumacher, secretary-treasurer. The officers remain the same today and the board of directors consists of Arthur Kuenzi, Roy O. Henszey, A. F. Schumacher, Richard Henszey and Kermit Biefeld.

In step with the ever changing and progressing times, the Otto Biefeld Company also widened its scope in products and markets. Constantly cramped for more space, in 1938 it took over the plant of what was formerly Dornfeld Kuert Company and later known as the Monarch Tractor plant. New departments were added to fill the needs of its growing list of customers. The firm became the manufacturers of a diversified line of products fabricated from steel and iron, such as boilers, stacks, tanks, etc., structural steel for buildings and bridges, flag poles, coal conveyors, special machinery and the "Wisconsin Special" snow plows, which are now used in many parts of the United States. Through its dairy equipment division which products are fabricated from stainless steel, it has become well known in all parts of the country. Homogenizers, viscolizers, large stainless steel tanks and milk evaporators have been shipped to all parts of the world, including such places as Africa, South America, Mexico, Canada and Hawaii. Besides these production departments, the firm also maintains a plumbing and heating department and has completed various large contracts in recent years.

OTTO BIEFELD COMPANY

surface road of timber or plank was built from Milwaukee to Watertown. It was begun in 1847 and an item carried by the Milwaukee Sentinel, dated Sept. 19, 1953, stated that the Watertown Plank Road is now completed through Watertown making it the longest plank road, 58 miles, in the state.

William Chappel, early mayor, Timothy Brown and William Dennis are mentioned as local promoters of the road. The cost of construction totaled about \$119,000 and before long it provided its stockholders with tolls of as much as \$1,300 a week. Part of the early toll house is still located on the eastern outskirts of the city and the Octagon House Museum has the original toll-book.

The Viehmarkt - (Pig Fair)

An old world custom that prevailed here and in many German communities was the one of bringing horses and cattle to the market place for the purpose of sale or trade. Leopold Kadisch is said to have introduced this practice in Watertown. During frontier days here it had an important place in the lives of the people as trade or barter was the chief means of carrying on a livelihood. Likewise farm produce, eggs, poultry, potatoes, were exchanged for sugar, coffee, spices, etc.

Gradually there came into the Fair Day scene, which was held on the second Tuesday of every month, Gypsy bands of horse traders and numerous venders of cure-all medicines.

The Gypsy horse trader usually had from 10 to 25 horses that traveled with him for the purpose of trade. The unsuspecting farmer who often thought that he could not be out-smarted when it came to matters concerning horses often found that the spirited animal which he brought home from the fair was one that had acquired the "heaves" over night or some other ailment. Many of these horse traders remained in the town for a few days plundering chicken yards and sometimes business places until it became customary for the police department to order them to "move on."

Today the fair is chiefly conducted on large scale selling of apples, potatoes, onions and other farm produce. The sale of small pigs is often done by the truckload. Dealers come here from a radius of about 100 miles sometimes arriving the night before. The fair is also a market for the housewife who offers her fancy work and other home furnishings for sale.

The Stuffed Goose Industry

The honor of being the originator of the "pate de fois gras," goes to a certain Claus who prepared the delicacy of "noodled geese livers" for his mas-

ter, the governor of Alsace. Several generations ago a group of early settlers from Germany introduced the art of feeding geese into Watertown. It has remained in practice for over a century but is now carried on in a very limited way. About a month before Thanksgiving or any market day the geese are fed every four hours with noodles made of wheat, corn and some barley. Care must be taken so as not to harm the bird. Fred Albrecht was a specialist in the industry and often called the "goose king." Fred Rumler now carries on in a small way.

Old World Contributions

THE IRISH

The first settlers in Watertown were "Yankees." Some were first and second generation descendants of native Irishmen. Many people left Ireland after the "potato famine" in 1846. Dates were usually traced from this year. State population statistics indicate that there were 21,000 natives of Ireland in Wisconsin and three-fourths of that number came before 1850 or in territorial days. If one may consider the number of confirmations at St. Bernard's Church we find that there were 952 from 1856 to 1863. It can therefore be concluded that the Irish populations in Watertown reached its peak about 1860. Some of the Irish came from the North of Ireland and did not embrace the Catholic faith.

For the most part the Irish came to Watertown as individuals and not as any colonist group. The city directories up to 1872 show complete sections numbering several hundred names beginning with "Mc" and "O" which is the traditional stamp of the Irish. Then there were such names as Burke, Brooks, Corbett, Darcey, Dolan, Dennis, Casey, Duffy, Hennessy, Kelley, Riley and Sweeney — that would be Irish in any country. Emmet and Shields were two adjoining Irish strongholds. Up to 1900 generally speaking the Irish were distinctly an agricultural group.

People from all over the state came to Watertown to interview "Dr." Edward Johnson often termed the "fighting druggist" and always the Irish patriot. He and Valentine Sweeney recruited volunteers for the Civil War in front of his drug store on the south side of Main St. near the bridge. At one time when he was away for a short time some of the townspeople took down the American flag and hoisted a rebel one in its place. Returning, Johnson immediately restored the American flag and dared any one at the point of a revolver to again remove it. Edward Johnson was a native born Irishman who came here in 1844 and established his drug store.



Watertown in 1842

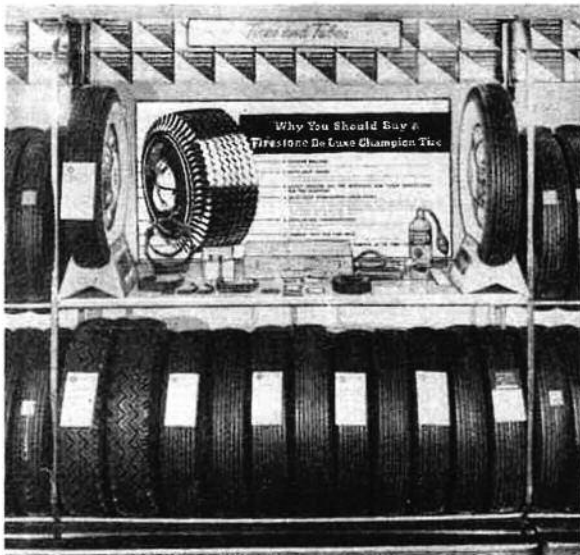
Same store building at 307 Main street. As Watertown progresses, so do we.

The horse and buggy days are gone, but we are still here.



Sports Goods Department

Firestone Tire Selling Department



Tire Department

Rex Draheim Inc.

Firestone Store

Early statistics show that no other nationality comparable in number has had so many sons and daughters enter educational fields and the desire of every Irish mother was to have a son for the priesthood. From rural school teacher to lawyer was often a stepping stone made by the early Irish. Supporting this trend of thought we find in the City Directory of 1872 certain family names having two or more teachers listed. There was Margaret and Theresa Corbett, Anna, Elizabeth and Mary Ellen Mallaney—all teachers, and Ellen and Kate Riley. The three families lived on the west side of the river.

The Irish through Patrick, James and Peter Rogan and other settlers from New York were instrumental in having Watertown named after their settlement by that name in New York State. William Dennis established the first Post Office here. He built the Dennis block on the north side of Main St., west of the river. The upper floor was used for rooms for the City Council until 1884 when the City Hall was built. William Dennis was the first County Clerk of Dodge County and in a few instances when the County seat was at Fox Lake he walked there with his records tied in a hog-skin.

Patrick Rogan gave the land to St. Bernard's parish for a church. In a narrative he mentions planting potatoes on the site of Sacred Heart College. There could be no greater memorial to the early Irish people than the present St. Bernard's Church; the cornerstone of which was laid in 1873.

Most of the early customs have disappeared with the Americanization of the Irish. Few of their present day descendants have ever heard about a real Irish wake. The term "Irish-keener" is entirely foreign. Possibly through the reading of Jeremiah Curtin's "Tales of the Fairies" and the "Ghost World," they will learn of the light humor, legendary fancies, mimicry and poetic inspiration which have immortalized the literature, songs and ballads of the Irish people. This fact was recognized by the establishment of a Gaelic chair in literature at the University of Wisconsin in 1937.

THE GERMANS

After the Prussian Democratic Revolution in 1848 and 1849 and the early 1850's the so-called "Latin Farmers" most of them University graduates, came to Watertown. They had learned Latin at college and spoke it as well as German. Often at the Buena Vista House which was their meeting place they carried on their conversation in Latin. They were called "acht und vierzigers," or "forty-eighters." They did not succeed as farmers and finally were obliged to work at either old world trades or learn something new. Some worked as cigar-makers, some learned to make shoes, some

worked in breweries and others became tavern-keepers. By 1855 the census of Watertown showed that it had increased about 7,000 and was now reaching the 10,000 mark. This was due to the German influx. It was the second largest city in the state.

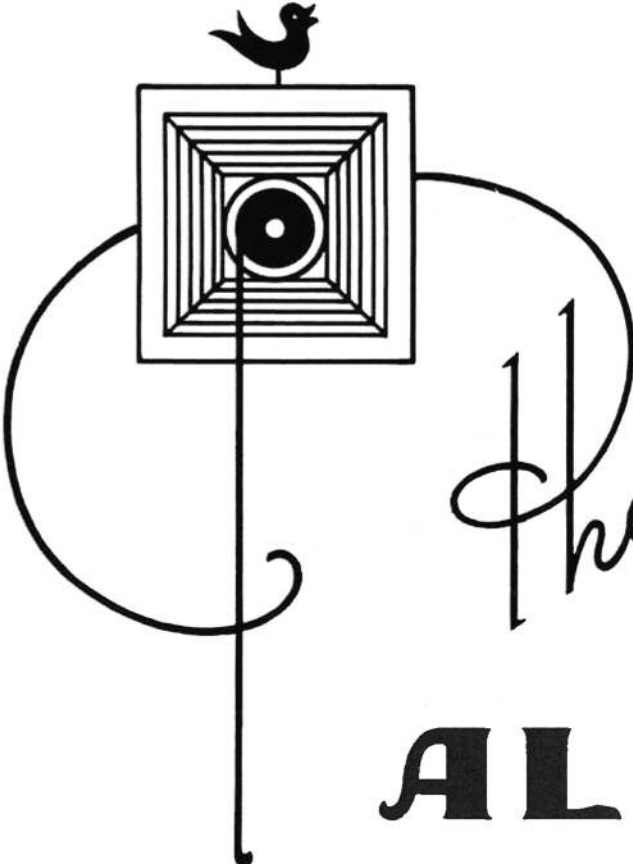


Mr. and Mrs. Carl Schurz - 1850's

Carl Schurz was a typical "forty-eighter" although he did not come to Watertown until 1854, having spent about two years of time after coming to America in New York, arriving there on the 17th of September 1852. He spent some time in Philadelphia where he met the Quakers, among them Lucretia Mott who was then a leader in various progressive movements.

While at Bonn University Carl Schurz took part in the Prussian Revolution of 1848 and also the reactionary counter revolution in 1849. At that time he escaped from the besieged fortress of Rastatt through a sewer. He rescued the revolutionary leader Gottfried Kinkel from Spandau prison and fled with him to England. He said, "I wish to be a citizen of a free America if I can not be a citizen of a free Germany."

The first trip of Carl Schurz to Watertown was made partly by rail and partly by stage coach. The Milwaukee-Western Railroad had been completed for 13 miles as far as Waukesha. At this point he transferred to the stagecoach and made the rest of the trip over the old plank road. His uncle, Jacob



Photography by

AL RIPPE

113 S. Second Street

Official Centennial Photographer

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the Kusel Organization has been a growing industry . . . from localized service at the start, to nation-wide distribution in 1954. We have grown up with Watertown . . . and are mighty proud of it!

KUSEL DAIRY EQUIPMENT CO.
WATERTOWN • WISCONSIN

Jussen, was already settled here. The two were moved to tears at their first embrace but the same time jubilant over being able to see each other again. Schurz had two missions to cover on his first trip—one to find a home for his parents and two sisters who had also fled Germany—the other a money-seeking venture for eastern capitalists for a gasworks in Indiana.

In all Carl Schurz made three trips to the west before locating here. In 1855 he brought his wife and child and purchased a farm in the fifth ward later known as Carlschugel, not far from the banks of Rock River. While here he studied English and Law and later passed the bar examination. Like many others at that time he was somewhat of a speculative dreamer and hoped to parcel out his farm into building lots on the edge of the city. At that time the Watertown-Milwaukee Railroad was being built and he hoped the city might become a large railroad center some day. He became editor of the *Anzeiger*, a German newspaper and later worked on the *Weltbuerger* for David Blumenfeld. The latter was a Democrat and disliked the radical views of Schurz and so the relationship was only short lived.



Replica of First Kindergarten in America - 1856.
Now in Octagon House

In 1856 his wife Margrethe Meyer Schurz, who had been a student of Froebel's kindergarten methods in Germany and England, established the first kindergarten in America here on North Second Street. The location is now marked by a bronze tablet on a stone erected by the Saturday Club.

The panic of 1857 proved to be fatal to the real estate venture of Carl Schurz. He had given an \$8,500 mortgage on his farm but was compelled to pay off the mortgage not through the sale of building lots, but through his earnings on the lecture platform over a long period of years. Milwaukee again beckoned to Mr. Schurz and he entered law practice with a young man by the name of Paine. For awhile his family joined him there

in the winter months and returned to Watertown during the summer. This marked the beginning of a career which included many important and responsible missions. He was United States Minister to Spain, Major General in the United States Army, Special Commissioner appointed by President Johnson, United States Senator from Missouri and Secretary of the Interior in President Hayes' cabinet.



Mr. and Mrs. Jacob Weber. First Photo Taken in Watertown
by travelling photographer, in color, 1854

THE BOHEMIAN SETTLEMENT

Some of Watertown's early settlers were Bohemians. They are a nationality group whose history somewhat parallels that of the Germans and the Poles. There was a sizeable migration from Bohemia, later Czecho-Slovakia after the Austrian Revolution in 1848. Many of this number worked in the coal mines of Pennsylvania while others settled in Milwaukee's Second Ward. The largest settlements of the Bohemians are in Dunn, about 12 miles south of Phillips in Price County and in Kewaunee County not far from Green Bay.

Watertown had a small settlement of Bohemians most of whom came here through Racine and Milwaukee as distributing centers in the 1850's. For the most part they settled on small pieces of ground and devoted their time to raising vegetables and



The 7-UP BOTTLING COMPANY

of Watertown was incorporated in 1938 and is located at 410 First street. Eleven people are employed by the company and seven of the familiar green and white trucks are used to distribute 7-Up. These trucks are used to service over sixteen hundred dealers in Dodge, Jefferson and Waukesha counties. All of the 7-Up for these three counties is mixed and bottled at the Watertown plant.



★
★
★
Hallet E. Kwapil is president
of the company, Magdalen
Kwapil, vice-president and
William J. Kwapil is Secretary-Treasurer.

★
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★

farm produce. The entire settlement was within a radius of 10 miles of Tivoli Island with some of their homes along the Watertown Plank Road, Richard's Railroad Cut and the Old Coffee Road.

Threshing crews when passing through these settlements tell of the excellent but somewhat different fare which they were served. There was always smoked meat and vegetables, kolace-raisin or poppy seed bread-prune filled doughnuts and biscuits. When alone their meal often consisted of vegetables and dumplings.

Anton and Wenzel Prochazka, two brothers who lived on the old Plank Road, at first owning the property now known as "The Green Bowl" and then moving across the road to another location were widely known. During their lives they cultivated plants of almost every variety and sold garden produce. Watertown is indebted to them for its beautiful band shell which was built this year and will be dedicated during the centennial.

Edward Racek who located here in 1853 became one of Watertown's early leaders. He went to a business college in Milwaukee at the age of 19 and then was appointed a teller in the Wisconsin National Bank. He served an apprenticeship clerk for H. and H. Howell Co. general store and after 3 or 4 years bought a half interest in 1871 in this store then owned by Jesse Moulton. After a year he bought out Moulton's interest and formed a firm known as Racek and Jones which continued a successful business for many years.

Charles and Wenzel Cech, sons of Jacob Cech were early tanners and dealers in leather goods here. They came from Bohemia in 1856. In 1870 Wenzel's business was near the C. and N. W. Railway depot.

Frank M. Petro, a second generation Bohemian and Frank W. Neubauer his nephew, were managers of the local Wisconsin Telephone Company. Many of the early men supplemented their small farm income by working on the railroad lines and at trades.

Each summer the Bohemians held a picnic at Tivoli Island. They were often joined by the fraternal and alliance groups from Racine and Milwaukee. Generally speaking the Bohemians attended St. Henry's Church. Some of them never learned the English language and adhered to the manners and customs of their homeland.

WELSH SETTLERS

Another group that influenced cultural and religious life in Watertown in the 1840's was the Welsh. In Wales they had been dissenters for the most part in their religious views and also left their native country because of economic pressure of the landlords. Generally speaking the Welsh that settled hereabouts came from the eastern states, being

one or two generations removed from their ancestors. For the most part their lives centered around their Calvinistic Welsh Church on North Washington St. Many of them owned farms and lived on the Welsh Road which now lies a few miles west of Highway 26, leading North.

For the most part the Welsh made only a "vest-pocket" settlement outside of Wales, in Waukesha County, Cambria and Randolph. A 10 family settlement located at Columbus which continued growing and later built three churches between Columbus and Beaver Dam. From Waukesha County they pushed their way into Ixonia and Watertown. Their houses were usually built on the brow of a hill and they made good farming land out of what was once rocky and woody.

A score of similar names was all that was necessary to designate a Welsh settlement. John Jones usually led all the others in frequency of use. In the rural areas their name indicated their farm or home surroundings. There was John Jones - "Coed Maur," (the big woods) John Jones - "Tanybulch," (the brow of a hill) or John Jones - "Try Brichs" (brick house).

William Williams came here in 1847 and preached to the early settlers in the home of Richard Jones. Then he returned to his home in Waukesha County. Some of the early preachers would sing their sermons somewhat representing the chants of other churches.

Rahel Paynter Davies, mother of Joseph Davies, noted Belgium and Russian ambassador became a Welsh preacher in her own right, sometimes coming here from Chicago where she made her home in the 1900's. She preached at several of the Welsh churches in this area.

The Welsh are a music-loving people. They attended church services three times on Sunday. Much of the service in the early days was the singing of their hymns and Bible verses without musical accompaniment. Scarcely an evening passed without an hour or more of song. They have contributed much nationally in the way of poetry, legend, and music.

The First Railroad

The Milwaukee and Watertown Railroad Company (a predecessor of the Milwaukee Road) built the 31.80 miles of railroad between Brookfield near Waukesha and Watertown in 1855. The first train ran on September 21, 1855. The road was incorporated March 11, 1851. It was consolidated with the LaCrosse and Milwaukee Railroad Company on September 23, 1856. The latter company extended the line from Watertown to Columbus, Wisconsin (18.80) miles in 1857. The line from Watertown to Sun Prairie (24.48 miles) was constructed in 1857 by the Watertown and Madison

Celebrate Our Past . .

Invest In Our Future

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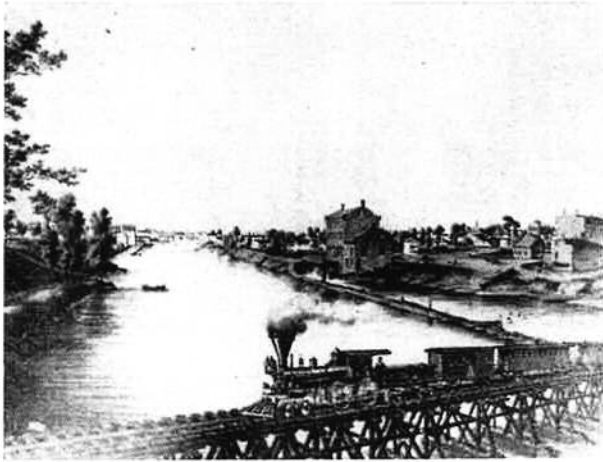
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... those who serve ...

CARL KOLATA
MARCIA KOLATA
BERNARD TRAEGER
KATHLEEN ENGEL
FLORENCE HEROLD
WILLARD JAMES, USA
JOE SIMON
HAROLD WINKENWERDER
ARNOLD KAINE
EDDIE WALTERS
GENE WEST, USA
CLIFFORD SCOTT
DICK JOHNS
KAREN FREDRICK
DOUGLAS BEAUDOIN
BILL LISTER

1580 on Your Radio Dial
SERVES and SELLS



The Milwaukee-Watertown. First Railroad, built in 1855.
Yellow Mill in the Distance

Railroad Co., also a predecessor of the Milwaukee Road. The Sun Prairie branch to Madison was not completed until 1869.

The Chicago North Western Railway was completed to Watertown in March, 1860. Work was then continued north to Fond du Lac.

On November 3, 1859, a terrible accident occurred on this line 8 miles South of Watertown. The south bound passenger train ran over a large ox and was thrown from the track; five passenger cars being derailed and smashed to pieces. Eleven persons were killed outright, three fatally injured and twenty-five badly hurt. Among the killed was Theron Minor, editor of the Watertown Chronicle.

RAILROAD BOND ISSUE TOLD CHRONOLOGICALLY

The census of 1855 showed Watertown to have a population of 8,500. It acquired fame through its finally successful contest with the railroad bond holders. It was necessary for the United States Supreme Court to finally decide the Rees, Metcalf, and Amy cases. These cases brought suit against the City of Watertown for the payment of their bonds.

An act of the legislature passed in March 1853 enabled the city to lend its credit to the Milwaukee & Watertown Railway. On August 1, the city delivered to the directors of the road \$80,000 to run 10 years at 8 per cent.

The agreement was that the Railroad Company would give the city a bond and execute a mortgage on their road for the sum of \$80,000 to be delivered as soon as the road was completed to Oconomowoc.

Also in 1855 the legislature authorized the city to issue bonds to aid the Watertown & Madison Railway to the amount of \$50,000 and \$40,000 to the Milwaukee & Watertown Railway in addition

to the \$80,000. The election on April 16, 1855 showed 489 votes cast of which 161 were in favor and 328 against the issue.

In 1856 the legislature authorized the issuance by the city of \$400,000 in bonds, one-half of which was in aid of the Watertown & Madison Railway and the remainder for the Chicago, St. Paul & Fond du Lac Railway. At the city election that year the vote was unanimously in its favor. These bonds were also to draw 8 per cent interest.

In 1856 there was a consolidation of the Milwaukee & Watertown and the Watertown and Madison railways.

A city ordinance dated January 22, 1857 ordered that the stock issued by the Watertown & Madison Road be deposited with the Bank of Watertown and that each alderman vote 333 shares of said stock. The Watertown & Madison Road seemed to have been first in the hearts of the people of Watertown and other towns. Each had an exaggerated idea of the benefits it would confer. In all this road got \$1,050,000 in bonds and mortgages. Watertown issued \$100,000; \$185,000 was issued in farm mortgages, and in addition the railway itself issued \$10,000 in first mortgage bonds for every mile of road. Citizens in the various towns also subscribed privately to the stock.

The legislature of 1857 authorized the Watertown & Madison Road to extend its line to the Mississippi River. Watertown's legislators Barnes and Chappel were given a dinner in honor of their efforts in promoting the extension of the road.

The panic of 1857 caused every railway project in Wisconsin to collapse. For a time the people of Watertown did not suspect the enormity of the calamity that had overshadowed them. The Milwaukee and Watertown Road had sold out to the Milwaukee & LaCrosse Road and they in turn had no intention of paying the interest on the bonds issued by the city to the Milwaukee & Watertown Road.

In 1858, Harlow Pease, a member of the assembly from Waterloo, Jefferson County asked for a legislative investigation of the affairs of the Watertown-Madison Railway. Nothing came of the request. At that time it was said that the railroad directors had "hornswoggled" the Watertown aldermen.

Watertown was never harmed by the Chicago and North Western Road. Stock was given for the \$200,000 in bonds given the earlier Chicago, St. Paul and Fond du Lac Road. William B. Ogden and Perry H. Smith, officials of this road acted in an honorable way.

Beginning with 1859 the question of the city debt became a factor in every city election. The bonds were practically worthless and some had been sold at from 8 to 20 cents on the dollar. As late as 1867 Theodore Prentiss, first mayor of Watertown bought and sold to the city \$6,000 worth

WATERTOWN AUTOMOBILE DEALERS

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WITH PRIDE IN THE PAST AND
CONFIDENCE IN THE FUTURE . . .

we extend our sincere

CONGRATULATIONS

Over the past fifty-five years we have invested everything we have in Watertown—our lives, our money, our hopes and our fears.

We have invested over \$1,000,000 in buildings, \$250,000 in parts and equipment, and \$300,000 in automobile inventories—over \$1,550,000—in the future of Watertown.

We do nearly \$3,000,000 worth of business with the friendly people of Watertown—employ nearly 100 people with an annual payroll well in excess of \$300,000.

We live in Watertown with our families, as do the families of our employees. We and they make livings befitting American standards, and spend our incomes in Watertown with Watertown merchants.

Our children are educated here and many will continue in the automobile businesses of their parents. We take an active part in all community affairs, individually and as a group.

We are proud and thankful to live among our friends in this community—people whom we respect and whose respect we are anxious to maintain.

We hope with the help of God to continue to enjoy this relationship of mutual respect for many years to come. Everything we have is invested in that faith.

Watertown is a good place in which to live, to work, and invest money.

BUICK
OILER BUICK CO.
1020 Main Street
1951-1954

CADILLAC - PONTIAC
KING-HINTZ, Inc.
216 S. Third St.
1932-1954

CHEVROLET
JAMES D. CASEY CO.
South of Public Library
1870-1954

CHRYSLER
DONAHUE MOTOR CO.
211 N. Third St.
1928-1954

DODGE - PLYMOUTH
SHAEFER MOTORS, Inc.
301 S. Third St.
1936-1954

FORD
HORNBURG MOTORS
200 S. Second St.
1944-1954

KAISER
SCHMIDT-WEIHERT, Inc.
320-326 Summit Ave.
1948-1954

LINCOLN - MERCURY
VOSS MOTORS, Inc.
301 W. Main St.
1946-1954

NASH
A. KRAMP CO.
615-619 Main St.
1857-1954

OLDSMOBILE
DODGE ST. GARAGE
311 S. Third St.
1934-1954

PACKARD
JIM'S PACKARD SALES
418 Main St.
1952-1954

STUDEBAKER
LOHMAN-SCHMIDT, Inc.
200 S. First
1952-1954

To Watertown on its Centennial and express our faith that the
next Century will be one of still greater progress and prosperity
for our friends and our city

of bonds for \$655. The city paid the Wisconsin National Bank of Watertown \$1,820 for \$11,000 worth of bonds.

In 1860 Mayor Williams, an able attorney said in his annual message that in his opinion the issuance of the Watertown & Madison bonds was illegal. A suit had already been commenced in the United States District Court to collect interest on the Milwaukee bonds.

In 1861 Enos & Hall presented to the City Council a bill for \$55 for defending the city in the United States Court. The bill was thought to be exorbitant and they were paid \$35.00 on account.

In the 1861 legislature the first of many laws to assist the city of Watertown was passed. It provided for the issuance of compromise bonds not to exceed \$80,000 in amount. This sum was to be used in buying up all of the railway debt.

In 1862 Mayor Dennis stated in his annual message that only \$8,000 could be collected in taxes in any one year. The liability of the city was \$480,000 principal with 32 per cent accrued interest.

In 1866 Enos and Hall brought a suit in the name of Pitkin C. Wright who had a judgment against the city for \$1,000 against the Milwaukee and Watertown Railway. The case was tried in the circuit court of Jefferson County and decided adversely to the city. Enos & Hall were advised to appeal the case to the Supreme Court.

In 1866 the state legislature authorized the city to take up the old bond issues and issue new ones. The same year three judgments were granted in the United States District Court against the city: one by Pitkin C. Wright of Iowa for \$10,207.86, another by John Browning of New York for \$2,528 and a third for the Watertown & Madison Railway bonds in favor of John Wilmot of New York for \$9,051.50. The last judgment established the legality of the Watertown & Madison bond issue.

In 1867 Mayor Mulberger advised in his inaugural address that negotiations be opened with the directors of the Milwaukee & St. Paul Railroad. A delegation with William Dennis spokesman presented a lengthy memorial to the directors. The Railroad refused to do anything.

Following that several public meetings were held. In 1868 a turmoil began which lasted for more than 10 years. By the end of the year judgments totaling \$65,000 had been made against the city. Alderman Moore offered a resolution which was lost by a tie vote, saying that the city should not pay one penny of the bonds unless the Milwaukee Road should guarantee to reimburse the city. Petitions were presented asking the council to repudiate all of the bonds.

In 1872 the notorious Union League was organized. It was destined to play a part in city affairs for 15 years. It obstructed the city's prosperity and growth frequently by its maneuvers. It made

the name of Watertown a byword and a joke to the people of the state and the more intelligent citizens often hung their heads in shame. There were about half a dozen leaders who ruled the ignorant but honest and well meaning dupes. Patrick Devy, a noisy and unscrupulous leader succeeded in being an alderman for years and on one occasion was elected to the Wisconsin legislature.

The battle cry of the Union League was that of the repudiates charging that the judgments and the bonds were owned directly or indirectly by citizens of Watertown. Many impracticable schemes were proposed to wipe out the entire debt. There was also an association of citizens organized at this time who favored the payment of the debt.

The Union League on one occasion said that they would be in favor of making a pile of ashes of the city and let the wicket courts then see how they could collect their judgments.

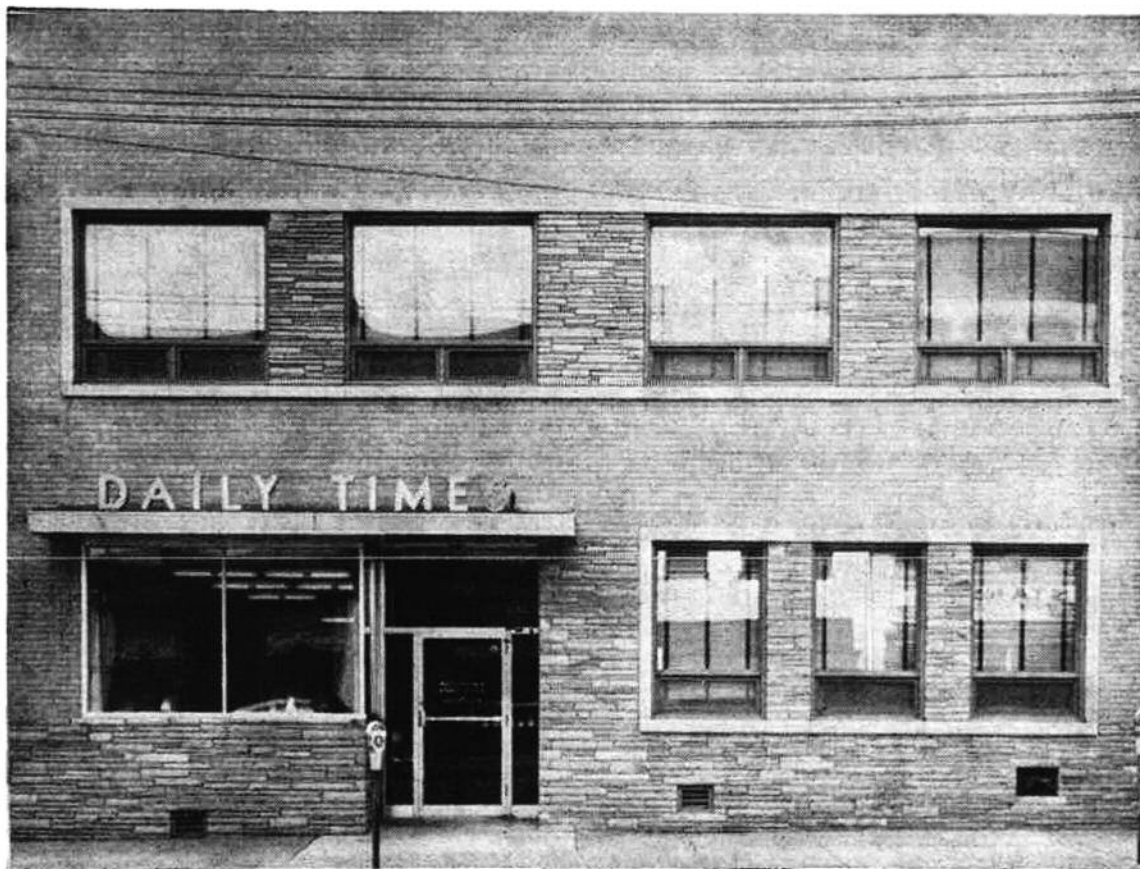
One morning in the summer of 1872 each of five prominent influential citizens found on his doorstep a miniature coffin in which lay a slip of paper on which was written, "In this bury all your bonds and your villainy with it. Beware!" It was supposed that the Union League members were the instigators of this "coffin outrage."

In 1874 the League gained control of the board of street commissioners and some of its proceedings were very humorous. The commissioners passed an ordinance to the effect that any stallion found loose without a bridle or halter should be fined \$10.00. W. D. Hoard, editor of the Fort Atkinson Union suggested that the Watertown city fathers pass an ordinance fining tomcats who should appear on a back fence at night without a paper collar the same amount.

In 1877 Hezekiah Flynn succeeded in repealing the Compromise of 1871. He was successful in getting a law passed requiring the city to hold two charter elections a week apart and his followers, mostly Union League members, were victorious in both.

The election of Jesse Stone a prominent business man who afterwards became lieutenant-governor in 1879 broke the power of the league.

In the meantime judgments against the city still reached the courts. In 1889 the Supreme Court considered the question in two cases both entitled *Amy v. City of Watertown* and handed down its decision the same year. Justice Bradley wrote the opinions. He held that while service on the city clerk and a conspicuous member of the board of street commissioners might have been sufficient under the common law under Section 2637 of the Wisconsin Revised Statutes of 1878 requiring a delivery of a copy of the service to the mayor and city clerk was mandatory and the Supreme Court could not attribute improper motives to state legislatures in the passage of such laws. Justice Brad-



The Watertown Daily Times

Founded as a daily newspaper on November 23, 1895, the Daily Times has provided a daily record of important events locally and worldwide, continuous for nearly 58 years.

Its new and remodelled plant, shown here was formally opened with an "Open House" in November, 1953. Facilities were more than doubled and many pieces of new equipment were added including a modern photographic department and engraving equipment to provide pictorial news.

United Press full leased wire service provides state, national, and world-wide news coverage for the 7,000 families who depend on the Daily Times as a reliable source of information of daily events.

We feel justly proud of the part we have played in the life of this community during our 59 years, and extend sincere congratulations to Watertown on this, its 100th Anniversary.

ley further stated that while the mayor had a right to resign he may have had an improper motive in so doing and while this may have prejudiced the plaintiff it afforded them no legal basis for complaint.

The effect of this decision outlawed every bond against the city which had not been reduced to a judgment. The latter amounted to only about one-third of the total indebtedness. The Mariner in 1891 turned over to the city bonds and judgments totaling \$600,000 for about \$15,000. A payment of \$5,000 was made on September 6, 1895 to E. W. Metcalf with the balance to be paid in twenty semi-annual installments with interest at 5 per cent per annum.

With this the most notable legal battle in the history of Wisconsin ended. The city government had reverted to its normal condition in 1894.

Civil War Record

The early history of Watertown indicates that there were three companies of volunteers in Watertown, namely one led by Capt. John Weber representing the Germans and one led by E. Johnson and Valentine Sweeney representing the Irish and a Watertown-American volunteer company. Later a volunteer Cavalry Unit was formed. Due to the large number of volunteers Watertown was not affected by the draft until 1863. Company E numbered 106 volunteers and was made up of 75 single men and 31 married men. The average age of the enlistee was 25 years. There were six 17 years of age, five 18 years old and eight 19 years. The oldest was 49 and there was one 45. The original muster role is now at the Octagon House having been presented by Frank S. Weber now living in our midst.

The Company was called Company E and it went to the front under the leadership of Col Henry Bertram. It performed a distinguished part in the battles of Prairie Grove near Fayetteville, Arkansas and also in the siege of Vicksburg. At the battle of Prairie Grove, Col. Bertram had a horse shot from beneath him and received a thigh wound. Capt. John Weber received three bullets in his legs from which he died within a week. Lt. Fredrick Kusel was appointed Captain to fill the vacancy caused by the death of Capt. John Weber. Commissioned officers in 1862 had been, Captain John Weber, First Lt. Fredrick Kusel, Second Lt. Charles A. Mengos.

Those killed after the battle of Prairie Grove were G. Werlich, John R. Ramsay, Adolph Mustar, August Butow, John Wurm and Julius Weight. Capt. O. D. Pease was killed in April, 1862, in the battle of Pittsburg Landing. Harrison Fuller returned after receiving serious wounds at the battle of Shiloh and died soon after.



Soldiers and Sailors Monument. City Park

The ladies were organized into an Aid Society and in 1861 when Governor Randall requested it 500 flannel shirts were made in June and sent to headquarters. In 1863 the Ladies Aid Society elected the following officers: Mrs. Theodore Prentiss, Pres., Mrs. Thomas McMahon, Director, Mrs. Samuel Baird, Vice-President. Other directors were Mrs. C. A. Sprague, Mrs. S. P. Day, Mrs. Daniel Hall, Mrs. J. J. Enos, Mrs. Ernest Off, Mrs. O. B. Sanford and Mrs. Otis Hall. The society's attention was then turned to the preparation of pickles and preserves.

In December of 1862 Bernard O'Byrne received a seventy pound bell from some Watertown boys then fighting in Mississippi. It bore this inscription, "This bell was achieved by the Twenty-ninth Regiment of Wisconsin, on a deserted plantation in Mississippi. It was wont to arouse slaves to unrequited toil; let it now call freemen to duty."

In March of 1863 William H. Blanchard left Watertown with over ten tons of delicacies to be distributed among the members of the Twenty-ninth regiment, then encamped at Helena, Arkansas. Daniel Griffith of Company B of this regiment died in the hospital at Helena. August Hintz was shot through the head by a rebel sharpshooter while working in trenches at Vicksburg.

In 1864 the State Legislature passed an act authorizing Watertown to raise a separate tax to pay volunteers. The tax was levied by wards. The fall of Richmond in April of that year caused great



Inside of store under previous owners



Original store front



Warehouse Beer Distributing Depot



Store as it looks today

Gilbert C. Bentzin

Charles Bentzin

Mrs. Emma Bentzin

A. E. Bentzin

Scott Bentzin

BENTZIN'S
RETAILERS OF QUALITY FOODS.
PHONE-214

AT THE
SHARP CORNER
SINCE 1914



Entrance to Memorial Park

enthusiasm and the wildest excitement in Watertown. Private residences were illuminated and the streets were ablaze with bonfires as the news of Lee's surrender was received. On the 10th of April a grand procession with banners flying, bands playing and the multitudes shouting marched from one end of the town to the other.

Lt. Thomas McMahon returned late in 1864 after having marched with Sherman "to the sea." James A. Norris, Sgt. Volunteer Cavalry returned after three years of service, having fought in the battle of Chickamauga and helped to capture Atlanta.

The news of the assassination of President Lincoln saddened every heart and on the 26th day of April, 1865 when the funeral services for him were held, services took place in all of the churches. Many very eloquent sermons were preached and some of them have been preserved.

Echoes of the Past

During the early 1870's one can look back over a great period of development. The transition from log buildings or shanties with shakes for roofs to frame buildings. When bricks were manufactured locally large brick buildings were built. Some of them were three stories and with some remodeling now constitute business places along Main St. John Cole in 1854 had completed his fine building on the southeast corner of Main and Second St. It was occupied by the Post Office, telegraph office and other business places as the years rolled by.

Theodore Racek and Chas. Goeldner had each constructed substantial 3 story buildings. The Racek buildings was occupied by the Sproesser Jewelry Company for years and has recently been purchased by Clifford Warren for his Jewelry business. The Goeldner building is occupied by the Siegel Economy Store.

J. B. Van Alstine erected two brick two story buildings which were then considered an ornament to the city. Mr. Van Alstine said that before the

railroads came if he did not have 100 customers daily at his hotel—now marked by the Merchants National Bank—and 100 horses to stable he considered it poor business.

Messrs. Platz and Co. built a large building which was occupied by stores and offices on the southeast corner of Main and Third St. Mrs. Patrick Duffy and John Duffy built a two story building on the southwest corner of Main and Third St. It was listed as a grocery business. Mr. Wm. Bieber constructed a large three story structure between the river and First St. F. Baebenroth built a two story brick structure which he occupied as a book store and bindery himself. It was between Fourth and Fifth on Main St. Mr. Mathes of Milton came here and built a hotel and eating house at the Junction. The total cost of construction of those buildings was in the neighborhood of \$75,000.

The school department had just built a school in the western part of the city at a cost of \$514,000. It was said to be conveniently arranged within but did not present a very imposing appearance. The roof was too low and the entire building was rather squatty, was its general criticism.

Mr. August Fuermann, the principal brewer in the City had just completed a handsome residence on North First St. at a cost of between \$12,000 and \$14,000. Mr. Taylor of the firm of Taylor and Hill had erected a residence on Clyman St. which cost about \$10,000. Patrick Rogan had likewise constructed a residence on the north side of Main St. which cost him about \$7,000.

There were five flour mills in operation with an aggregate of twenty-two run of stones and a grinding capacity of about three hundred barrels of flour daily. The principal mill was that of N. Blanchard called the Custom Mill on First St. between Dodge and Spring St. They had seven run of stones. There were two other mills on the east side of the river—one on First near Western Avenue and the other the Eagle Mill on First between Western Avenue and Milwaukee. The Empire Mill now the Globe Mill was on the west side of the river and the Rough and Ready Mill constructed by John Richards and Ely Bouton was on the Milwaukee Plank Road. It is estimated that in addition to the local consumption of wheat by the flour mills a million bushels were brought here to be shipped annually directly to Milwaukee.

Wait and Gallup & Co. owned one of the most extensive establishments for the manufacture of spinning wheels, looms, bedsteads, chairs and other furniture. Their building occupied half a block and they had another shop at Waitville in the Town of Farmington.

Levi Schofield invented an iron hand loom which was manufactured by Wait and Gallup. Over 300 were sold when it was first put on the market. On it a woman could make all the goods necessary for her family of various textures, colors and mixtures.

Big Brother

to a good city . . .
(one year older)

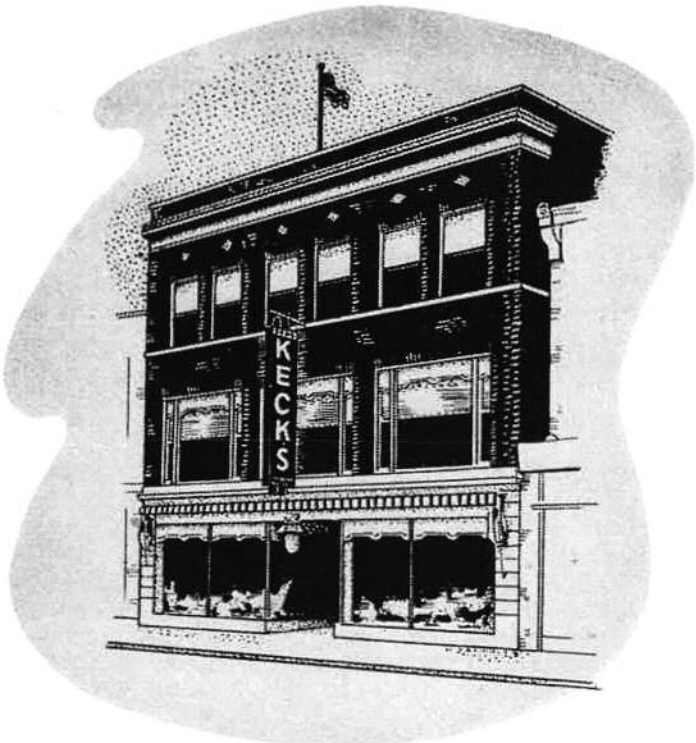
THEN . . .

In the fall of 1853, the first issue of The German Press carried an advertisement announcing the opening of the shop of John Keck, a cabinet-maker. Mr. Keck's furniture was hand-crafted of walnut and cherry . . . desirable hardwoods native to the area . . . and sold to the farmers of the rich Rock River Valley.



Now

And in 1954, 101 years later . . . an age of jet planes, television, radio, automobiles, electricity . . . the changes wrought in this span of years is almost unbelievable. There have been changes in the Keck Furniture Store, too, but the 101 year tradition of quality furniture at reasonable prices has not changed. Descendents of those original Rock River Valley farmers still shop at Keck's when they shop for quality furniture.



Keck

Furniture Company

Located in downtown Watertown for over a century

The Lewis Co. owned a large sash and blind factory on the water power. They did an extensive business and at that time were planning the enlargement of their factory.

Miller and May owned a stave factory at which they employed a large force of men thereby ranking amongst the largest of that type of factory in the state.

Between eight and ten million bricks were manufactured in the city annually. Moulton, Chadwick Co. on Third and Williams Sts. was the largest. Goeldner & Niesser next and by 1872, Fred Block, Boomer St. and C. A. Sprague, Stimpson and Nashota St. had entered the industry.

1848—Breweries flourished in Watertown in the early days. In 1848 August Fuermann began the brewing business. Mr. Fuermann came here from Germany and worked as a teamster for a while. He started the business in a small way, gradually expanding it until in 1868 the output was about 10,000 barrels of beer and ale annually. No substitutes were used in this beer. In 1885 the business was incorporated and his sons Gerhardt, Albert and Henry took over the management. J. Bursinger and Kaeding and Strehlow operated similar breweries, at first on a small scale, later expanding and leaving the business when the larger breweries offered too keen a competition.

1884—The Hartig Brewery was built from one of the earlier breweries. It was necessary for Mr. Hartig to borrow the money to start business. In 1884 Hartig and Manz bought the first buildings gradually adding more until upon completion it occupied an area of 80 by 300 ft. At the height of its business it employed about 30 men and its annual output amounted to about 20,000 barrels of beer. It also had several agencies in other parts of the state. Prohibition retarded its growth and rationing of sugar limited its manufacture. The buildings were razed in 1953 and 1954 and the National Tea Co. occupies the site.

P. B. Burnham had invented a brick making machine by which bricks could be made by steam. The Moulton, Chadwick yard employed two of these machines and the other yards were installing them according to their needs.

J. C. Jordan invented and manufactured a combined cutting and punching machine. It could cut iron an inch thick. Mr. Jordan arranged for its manufacture in Chicago.

There were six ward schools under Supt. Bieber in 1868 and 15 teachers were employed. One of these schools was in the Seventh Ward on the West side of Third St. south of Williams St. Miss Cohoe is listed as the teacher.

By 1856, there were two banking institutions in the city. The Bank of Watertown organized in 1854 with the following officers as listed in 1872: Pres., A. L. Pritchard; Vice Pres., L. R. Cady; Cashier, W. H. Clark; Asst. Cashier, Amos Baum.

The Wisconsin National Bank organized in 1856 under the State Banking Laws and in 1864 under the National Acts. Officers were: Pres., Wm. M. Dennis; Vice Pres., Dan Jones; Cashier, P. V. Brown; Asst. Cashier, W. P. Brown.

A. H. West invented a Hop Pole sharpener. It was used in the Hop business and with it one could sharpen 1,000 poles a day. The largest sharpener cost \$120.00. The hop industry was a large one in the early brewery days and an 1867 advertisement called for 6,000 girls and women to work in this area in the hop fields. J. Lindon is said to have made \$10,000 annually in peak times when the industry prevailed. August Fuermann, an early brewer, had 5½ acres under hop cultivation.

WISCONSIN'S DAIRYMEN'S ASSOCIATION FEB. 15, 1872

On the present site of the Watertown Free Public Library once stood the Tremont House first built by Patrick Rogan and later owned by Joseph Lindon. On Feb. 15, 1872, a group of dairy farmers met to organize the first Wisconsin Dairyman's Association. Leaders in the movement were W. D. Hoard, Stephen Faville, W. S. Greene, H. E. Dousman, Chester Hazen, A. D. Faville, H. C. Drake.

SOME INTERESTING FACTS

The first electric wire reached Watertown on the 26th of August 1856. It was erected by the Wisconsin State Telegraph Co., and connected Watertown with Milwaukee. The office was in the Cole Block. John Hawkins was the first local operator.

M. J. Gallagher built and carried on the first store on the west side of the river between Water and Washington Sts.

Fridolin Ruesch came to Watertown in 1846 and started to manufacture shoes by hand in the Rock River House which was located at the present site of the First National Bank.

A. Weiss came here in the 1850's and began the manufacture of stockings with hand machinery brought from Germany. He worked in his home on Market St.

J. A. Hadley was the first editor in Watertown. D. Blumenfeld was the first German editor.

Henry Bence drove the first street car out of here on the morning of July 29, 1908.

Arthur Mulberger bought the first round trip ticket. The first cars were the old open-type cars.

Ira Jones came to Watertown in 1843. He lived in a shanty on North Fourth St. in what is now the 900 block. He pre-empted 160 acres of land after two years in the Town of Hustisford. There was not a house between his farm and Watertown. He bought his first plow on credit in Watertown and carried it on his back to his farm a distance of 10

BEST WISHES, WATERTOWN
ON YOUR 100th BIRTHDAY!

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MILLER HIGH LIFE BEER
KINGSBURY BEER
ROXO BEVERAGES
Crystal Clear Ice

HAPPY BIRTHDAY, WATERTOWN
INDUSTRIAL — RESIDENTIAL — COMMERCIAL

Ampere Electric Service

WIRING
MOTOR REWINDING & REPAIRS
GENERATOR INSTALLATIONS

1009 Tenth Street

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miles. Mr. Jones pioneered in the Holstein- Friesian cattle organizations.

In 1866 Watertown had two federal offices — Harlow Pease, U. S. Assistant Assessor with an office on the north side of West Avenue between Water and Rock River.

The same year C. B. Skinner was a U. S. Claim Agent with an office on the northwest corner of Main and First St.

The Octagon House

Tower-like and majestic, commanding the outlook over the entire hillside and much of Rock River, stands Watertown's Octagon House. With its 57 rooms, spiral stairway, wood furnace, water system, ventilation scheme and Dutch oven it still offers a challenge to the modern architect.



Mr. and Mrs. John Richards, Owners of Octagon House 1854

It was built by John Richards, a pioneer lawyer, supervisor, school-board member and Mayor of Watertown in its railroad bond history. Mr. Richards was born in Hinsdale, Massachusetts in 1806,



Octagon House with Original Porches, 1854

and came to Watertown in 1837. He was a graduate of Williams college and had passed the bar-examination in Massachusetts, coming to the west because of the financial panic of 1837. His wife was the former Miss Eliza Forbes of Great Barrington, Massachusetts.

Early records do not disclose the exact date of the building of the Octagon House. Tradition and tax receipts indicate a jump in valuation of the property from \$750.00 in 1854 to \$8,000 in 1856. Because the brick was hauled from Milwaukee by ox-team, with much of the construction done when farm labor was not in demand, old settlers tell that the house was several years under planning and building. Mr. Richards drew his own plans for the house which are still to be seen in the present day exhibits.

The foundation is said to be a perfect octagon, measuring 50 x 50 feet and rests on a 17 inch foundation which is entirely beneath the ground. The outside walls are 13 inches thick and contain three courses of brick. The partition walls inside with the exception of those around the stair well have two courses of brick and are 8 inches in thickness.

This is the centennial year at the Octagon House. There can be no greater memorial to John Richards and the pioneer era than this house-museum which has recently been restored and will perhaps become increasingly important as another century looms into view.

John Richards died in 1874 and his wife passed away in 1902. They are both buried in Oak Hill cemetery. Descendants of this pioneer couple gave the local Historical Society a deed to the house in 1939. Since then its visitors may be counted by the hundred thousands.

Telephone History

Commemoration of Watertown's 100 years of existence would not be complete without due recognition to a service which has contributed mightily to the community's growth—the telephone. For nearly three-quarters of a century—73 years to be exact—the telephone has grown right along with Watertown, playing a helping role in the historical events which have shaped the city as a vital community in the state and in the nation.

The telephone made its initial appearance in Watertown in 1877, shortly after its invention by Alexander Graham Bell in the previous year. The event—the first telephone hookup here—was a memorable experiment in the new art of making the human voice heard beyond shouting distance. Two of the city's prominent citizens participated in the historic conversation. The late Dr. W. F. Whyte was seated at one telephone instrument in the Turner Opera House. Five blocks away, at the other end of the line, on an upper floor of a building at 3 East Main St., was John B. May, a photographer whose interest in telephony led to the experiment.

In 1881, May started Watertown's first telephone exchange. A crude switchboard serving about 30 subscribers was installed in a second floor room at



WE are very proud to have served Watertown and the surrounding community for the past 70 years. During that time we have erected thousands of beautiful monuments and many fine public and historic memorials. In looking to the future, we trust the people will have as much confidence in us for reliable work as they have had in the past.

Archie Brothers, Inc.

BUILDERS OF
DISTINCTIVE CEMETERY MEMORIALS
GRANITE, MARBLE, BRONZE

218 South First Street

Other Stores at
WATERLOO, WAUPUN, FOND DU LAC, MAYVILLE,
OCONOMOWOC

NATIONAL CELEBRATES WATERTOWN CENTENNIAL



NATIONAL joins in the celebration with the newest, most modern store. Dedicated to the continued growth of Watertown. Look to National for the best in fine foods and the lowest in prices.

**YOU SAVE MORE
AT NATIONAL**

3 East Main St., adjoining his photograph gallery. May became the first manager of the city's telephone exchange. Miss Lena Herrmann was its first operator.

Watertown's first telephone is believed to have been installed at the Globe Milling Company. The original No. 1 to this day has been retained by the company. The second instrument with the telephone No. 2 was installed in the office of the S. M. Eaton Company. The firm's successor, The Badger State Bottling Company, still has the number.

In about 1883, May sold the telephone exchange to the Wisconsin Telephone Co. The company later moved the telephone exchange office to larger quarters in the Behlke Building at First and Main Sts. Its present telephone central office is at 115 Fourth St.

Shortly after the Wisconsin Telephone Co. took over the exchange, there were five long distance lines leading out of Watertown. The out-of-town links were to Milwaukee, Madison, Fond du Lac, Portage and Johnson Creek. The first telephone cable, replacing a maze of telephone wires, was installed here in 1903.

Today the telephone company's investment totals \$1053,000, an increase of more than a half million during the past nine years. Telephones served by the Wisconsin Telephone Co. numbered 3,540 in 1945. Today's "telephone population" here totals 5,225.

The roll of managers who have guided the activities of the Wisconsin Telephone Co.'s Watertown exchange through 73 years of service, besides May, includes Frank Merriman, Charles K. Avery, Kirke E. Johnson, F. Slater, Frank M. Petro, H. J. Treiber, F. J. Richmond, E. B. Foster, Frank W. Newbauer, and John B. Cloutier, the present manager.

WATERTOWN EXCHANGE

J. B. May, Manager

52	Bank of Watertown	Bank
46	Brennecke R. H.	Drug Store
48	Brennecke R. H.	Residence
7-1	Buchheit William	Office
7-2	Buchheit William	Residence
7-3	Buchheit William	Elevator
42	William Beurhaus	Grocery
39	William A. Beurhaus	Residence
15	C. M. & St. P. Ry.	Depot
31-2	C. & N. W. Ry. Co.	Depot
12	Daub H.	Restaurant
2	Eaton S. M.	Mineral Water Factory
49	Fire Department	Phoenix Fire Co. No. 2
51	Fire Department	Engine House No. 1
13	Fuerman A.	Brewery
33	Gorder Wm.	Lime, Coal and Wood
23	Habhegger U.	Office
28	Hartig & Manz	Brewers
32	Heinrichs Ph. Co.	Factory

50	High School	Supt.'s Office
11	Huber & Lehman	Store
22	Jaedecke Bros.	Butchers
30	Koenig Bros.	Flour Mill
25	Kunert E.	Machinists
18	Kusel D. & F.	Hardware
9	Lewis G. B. & Co.	Beehive Factory
8	Mannegold & Co.	Commercial Hotel
26	May John B.	Residence
10	Miller & Reichard	Machine Shop
19	Pritzlaff H.	Elevator
16	Pritzlaff H.	Office
36	Reinke H.	Tremont House
45	Rohr Wm. H.	Clerk Board of Education
29	Schulz & Whyte	Drugs
6	Schulz & Whyte	Residence
35	Sleeper Bros.	Store
31-3	Stahl Jonas	Junction Hotel
4	Stone Jesse	Residence
20	Straw & Murphy	Painters
1-2	The Globe Milling Co.	Empire Mills
1-3	The Globe Milling Co.	Globe Mills
5	The Globe Milling Co.	Branch Office
41	Union School No. 1	School
47	Union School No. 2	School
43	Union School No. 3	School
53	Valerius Dr. N. P. & Co.	Office
17	Watertown Elevator Co.	Office
37	Weber J. & Son	Lumber
38	Weber Wm. & Co.	Hardware
21	Western Union Telegraph Co.	Office
27	Wisconsin National Bank	Bank
3-3	Woodard M. J.	Residence
3-1	Woodard & Stone	Wh. Bakers & Confec.

Electric Service in Watertown 1889

On September 30, 1882, the first electric generating plant went into operation at Appleton, Wisconsin.

Seven years later (1889) three far-seeing men pioneered in the electric business in Watertown, Joseph Terbruggen, president of the Merchants' National Bank of Watertown, Louis H. Cordes, and Jacob J. Toussaint, brick manufacturers, incorporated to establish the Watertown Electric Light Co. in May 1889, and obtained a franchise from the city to construct an electric light plant and distribution system. At first it operated a small steam generating plant, giving service only from sundown to midnight.

This company operated 13 years until its purchase by a new corporation called the Watertown Electric Company in 1902. The incorporators were Frank E. Woodard, William Scott, and R. L. Utley.

There was a wooden dam here as early as 1875, utilized to operate Richard's grist mill and Simeon Ford's woolen mill, and later a small hydro-electric plant. The site was purchased in 1902 by the Wa-

HARRIS



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WATERTOWN,
WIS.

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Sunday
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Closed
Wednesdays*

The House of Moore

Watertown's Only Real All-Gift Shop

Wisconsin's Quaintest Gift Shop

WE are located in the heart of the old "BOHEMIAN SETTLEMENT" which was the first part of Watertown settled. The House of Moore adjoins the old Prochazka property which was once the location of the "HUZZA BREWERY". The House of Moore is on the original "Wenzel Quis" land - where a general store and overnight stop existed. This was on the old PLANK ROAD - which later became the first piece of concrete in Wisconsin. Come and see this historical spot and the antiques and other lovely items we have. Come in and browse in a country atmosphere.

OCONOMOWOC AVENUE — NEAR THE "GREEN BOWL"

tertown Electric Co. and a new dam built in 1903 back of the plank dam, to provide a greater pondage. It cost \$12,000.

In 1905 the Watertown Electric Co. and the Watertown Gas Co. were combined into the Watertown Gas and Electric Co. The Watertown Gas Co. had been providing gas to the people since 1856, except for a two-year period during the Civil war. Frank E. Woodard and R. L. Utley were joined by A. E. Smith and W. C. Stone in the new enterprise.

Watertown was the terminal plant of the first big transmission line in Wisconsin. This was from Kilbourn dam on the Wisconsin river to Portage and thence straight across Watertown where it tied in with the lines of the Milwaukee Electric Railway & Light Co., and furnished power for the Milwaukee-Watertown interurban railway beginning in 1909.

In 1950, the electric utility properties of Wisconsin Gas & Electric Co. were acquired by Wisconsin Electric Power Co. of Milwaukee. The remaining gas properties were incorporated as Wisconsin Natural Gas Co. The same personnel was retained to serve the people of Watertown.

The Gay Nineties

Some historians say that the end of the frontier came between the years 1889 and 1893. Silver linings began to appear also on the horizon for the people of Watertown. Life became more comfortable in homes and people became interested in out-of-door activities. Bicycling which dated as far back as 1860 became very popular in 1894 and riding clubs were formed. A Badger Baseball club had been organized in the 1850's and now women and girls were participating in the sport. Musical and sketching societies interested many and boys and girls had their mandolin clubs, particularly in college circles.

Spool-legged tables, some of home manufacture, began to appear with "tidies" at the center. Father's rocking chair had to have a crocheted doily at the back greatly to his annoyance. *Harper's Bazaar* and Mr. Howell's novels were popular although readers of the novel were severely criticized. Bric-a-brac was very much in evidence in most every home peeking out from any and every corner for attention.

On the streets the organ-grinder with his monkey was a sure sign of spring. He was usually followed by a large group of children as he went about playing at each corner and collecting coins for the canned music.

Local men were placing their bets on Corbett and Fitzsimmons who were still fighting with skin-tight kid gloves but shortly after changed over to one pound, two pound and sometimes 10 pound

gloves. Trains furnished a convenient means of transportation and local groups went to Milwaukee for those fights as well as the lectures, theatre and concerts. Many road shows came to Watertown.



Bowling Team of Concordia Society - 1890's

The influence of the Gibson girl was decidedly noted in dress with the long gored skirt usually worn with a tailored shirtwaist in 1895 and 1896. Mourning bonnets were very chic and when the "widow's weeds" could in due time be discarded a white ruching was added to the bonnet or sometimes a bright flower as the bonnet was worn for several years.

1890 Business and Industries

In 1889 William Bucheit after several other business enterprises, started a malting business which bore his name. It more than doubled its business by 1897 and that year the product amounted to 750,000 bushels of malt. He was the largest producer in the state outside of Milwaukee. It stimulated the growth of barley. The company had two elevators separate from the malting plant. William Bucheit was president and his son William Bucheit, Jr., vice-president.

In 1890 Wilkowski Bros. were prominently engaged in the manufacture of cigars. Their brands were: High Life, Perfecto, Key West, La Rose, etc. F. C. Wilkowski at that time had about 16 years of experience in the business world. He employed about 25 skilled workers.

The Blaesius Table Slide Co. devoted its attention to table slides of which it made several styles said to be superior to any on the market. The business was started by Max and Walter Blaesius in 1890. In 1891 Mr. E. W. Schultz became practically the owner. The same year it was incorporated with a capital of \$10,000, later increased to \$25,000 and the factory buildings enlarged and connected by a sidetrack to the railroad. Mr. E. W. Schultz was general manager, O. J. Kirschensteiner, vice-president, M. H. Gaebler, secretary-



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treasurer. The business is now owned by A. M. Ellington and E. J. Dobbratz.

Charles Fischer & Son Co., was incorporated in 1892 with a capital of \$75,000. Eli E. Fischer was president, Charles S. Greenwood, vice-president, and George M. Fischer, treasurer.

The Globe Milling Co. became incorporated in 1892. Their capital investment was \$120,000. K. L. Burns was president, W. A. Hottensen, Milwaukee, treasurer, and William Kaumheimer, Milwaukee, secretary.

The G. B. Lewis Co. was incorporated in 1890. Their capital was \$250,000. G. C. Lewis was president-treasurer, Mrs. L. L. Parks, secretary.

The Merchants' National Bank, incorporated in 1892; capital \$200,000, surplus \$100,000; C. E. Frey, president, Max Rohr, vice-president, J. W. Sproesser cashier, Theodore Heitz, assistant cashier.

The Village Blacksmith Folks, incorporated 1896, capital \$150,000; G. H. Lehrkind, president; C. Reichenbaum, vice-president; H. E. Volckman, treasurer.

Schempf Bros.; 1896 is given as the date of incorporation. Capital was \$250,000. Max G. Kusel was president; Bertha Schempf, vice-president; E. L. Schempf, secretary-treasurer.

W. D. Sproesser Co. was incorporated in 1897. Their capital was \$15,000. William Sproesser was president; Minnie Sproesser, secretary; Jennie Rohr, treasurer.

D. & F. Kusel Co. was incorporated in 1897 with a capital of \$50,000. Louis Kusel, president, secretary; Theodore Kusel, vice-president; Daniel Kusel, treasurer.

Social and Cultural Life

It might be said that Watertown's social and cultural life has been enriched by the intermingling of the best to be found in American life with the customs and talents of the Old World. Some of Watertown's early settlers had benefited by their life with the culture of the eastern states which dated back to Revolutionary days and English domination.

Because of its early natural beauty spots including Concordia Island, Richard's and Rogan's groves the town soon became a popular place for musical, racial and fraternal groups to hold their picnics and conventions.

Ralph Blumenfeld in his book "Home Town," informs us that after every literary feast in Watertown it was customary for each visitor to contribute some delicacy to the collection. "There was



Watertown Weltbuerger, cor. Second and Market Street. German Paper, David D. Blumenfeld, editor; Ralph D. Blumenfeld, apprentice

always a surplus of cream in those days and each lady vied with the other to provide something unusual. Quoting from Eugene Field we might say: 'The very recollection of them puddins and them pies brings a yearnin to my buzzom 'an water to my eyes'."

"The Little Brown Jug,' was the nucleus of social life in cabin days. Later men's gatherings were dominated by brewery products. Then we might find gathering about in this social atmosphere either in the home or early hotel the artisan tradesman, professional man, educator, farmer, politician and manufacturer. There was a mutual exchange of ideas, thereby enriching each other's lives with wisdom, refinement and here and there a religious or political view. The frontier was an excellent agency and it has been found that a truly educated man may have no special scholarship and many scholarly men are clearly uneducated. The frontier designated them, 'educated fools'."

Watertown has always had its musical leaders and organizations as well as its artists, poets and authors. Some were recognized in other cities while others had only avocational interest with the satisfaction that they were doing something creative.

The Concordia Musical Society was the second Musical Society here. It followed "Der Liederta-



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It's true that we are only eight years old — only a small fraction in the span of years in Watertown history — but we've become imbued with the traditions of both the Wiggernhorn Jewelry Co., with their prestige established over a 65 year period, and those of W. D. Sproesser Company whose 98th anniversary would be celebrated this year.

The tradition of excellence, of honesty and integrity established through the long years of our predecessors creates in us a feeling of grave responsibility that we must never endanger in any way the prestige which they built.

We're proud to be a part of Watertown, and with faith in the future we pledge ourselves to maintaining and protecting the good will developed through the years . . . and to furthering the harmony and progress of this friendly community.

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fel" which was established in 1847 by Fritz Meyer. The Concordia Society was formed by E. C. Gaebler in 1862. Their first concert was Haydn's oratorio, "The Creation." They gave a concert every month that winter. Some of the other well known operas were: "The Village Barber," "The Magic Flute," and "The Daughters of the Regiment." In 1866 the Society erected Music Hall and in 1874 they bought the four acre tract of land known as Concordia Island. They spent about \$1,000 for improvements, built a bridge across the river, a double bowling alley and a platform for dancing. There were two successful sangerfests held in Watertown under the auspices of the Concordia Society, one in 1867 and the other in 1875. The society competed twice for prizes, the first time in 1866 in LaCrosse and in 1868 at Milwaukee. It carried off the first prize in each instance — a silver goblet at LaCrosse and a diploma at Milwaukee.

E. C. Gaebler took up his residence in Watertown in 1859. He was born Sept. 30, 1828 in Eisenberg, emigrated to the new world in 1849, landing in New York City. He came to the United States in order to claim 160 acres of land awards by the United States government to his elder brother Odarodo who had served in the Mexican war in the 15th regiment in the United States army and had fallen in action. Emil C. Gaebler answered



First Band in Watertown - 1850's

an advertisement for an instructor in languages and music at Danbury, Conn., and secured the position on condition that he remove his mustache. He also taught in Schenk's Military Academy and remained in Danbury until 1856. He then went to Lake Mills where his brother-in-law, Rev. Kilian had established a Moravian mission, leaving there and coming to Watertown in 1859.

Mr. Gaebler was married in Germany to Baroness Charlotte Bertha von Beust, a daughter of Col. Maximilian von Beust, baron hereditary owner of the feudal estate of Moderwitz, Saxony, and a distinguished soldier who died in 1832. She passed away in Milwaukee on Jan. 22, 1889. Nine children were born to them, three sons and a daughter passed away before reaching maturity. The re-

maining ones were: Max H., Emmeline, who became a resident of Munich, Germany, Otto, who lived in Milwaukee, Sophie C., also a resident of Milwaukee. She received a thorough musical education in Europe, finishing under Franz Liszt. She spent some time afterwards in Watertown and was recognized as one of the best pianists and singers in Wisconsin, afterwards making Milwaukee her home. Another son, Arthur, became a successful physician in Chicago. Following the death of his first wife, Emil C. Gaebler married Mrs. Catherine Juessen of Watertown. She was the widow of Jacob Juessen, uncle of Carl Schurz. She died on April 16, 1891.

The name of Richard Hardege in the late 1880's and early 1900's brought much local recognition in the field of music and throughout the state. Mr. E. J. Brandt, himself an outstanding musician, wrote a sketch of Mr. Hardege's life. Following is its substance:

Richard Hardege was born at Haverstraw, near New York City in 1853. When a young man he took up the study of the violin and also the piano. He spent several years in the musical atmosphere of Leipzig, Germany, receiving a diploma from the University there. He had marked native ability as a violinist and composer. In an earlier period he was sought out as a solo violinist.

At one time Skovgard, a Danish violinist passed through the city stopping for a short time at one of the leading hotels here. Mr. Hardege's studio was a short distance away. While playing on his violin there he heard an answering theme on another violin not far away. After a short time he followed the music and found that it came from Mr. Hardege's studio. From that time the two musicians became close friends. Two of Richard Hardege's vocal numbers are "The Wandered," and "A Song of Home." It was Mr. Hardege's ambition to produce his works in a musical center in Germany but circumstances in his life prevented that. In later years due to these disappointments he became somewhat of a recluse.

Edward J. Brandt, an inventor of coin paying machines, and earlier manager of the Brandt Manufacturing Co., showed marked interest in music at an early age. On the 12th of September 1873 he married Miss Thekla Wiggenhorn. Mrs. Brandt was a vocalist of superior talent and Mr. Brandt was one of the best known singers in the state. He studied music in Milwaukee for three years at the Leunung Conservatory. He became director of St. Bernard's Choir in 1892. For years both Mr. and Mrs. Brandt sang in the St. Cecelian Choir and were guiding lights in the music of that church as was shown by a testimonial dinner given to Mr. Brandt on St. Edward's Day in 1897. Mrs. Brandt also organized the Catholic Women's Chorus which she directed for several years. Several times Mr. Brandt was soloist at St. Patrick's Cathedral in New

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York and while on a trip to the Pacific he sang with Ellen Beach Yaw at San Diego. Both Mr. and Mrs. Brandt contributed much to the musical circles of Watertown and the community at large. Some of his compositions were in manuscript form.

William Weber was born in Germany and came here in 1903. He married Miss Elizabeth McCulloch. He had a long and active career in music, both as a piano teacher and individual entertainer. For about 25 years he played in company with Harry Stube, a violinist. The Weber-Hoppe dance orchestra was also very popular. He was organist at St. Bernard's Church and later at St. Henry's. He had several compositions among his manuscripts. He died in February, 1936.

Perhaps there has been no greater inspiring musical influence in the city than that furnished by William Sproesser and his wife and daughter. Both he and his wife had native talent added to a pronounced interest in music. Miss Josephine Sproesser studied abroad. Mr. Sproesser's voice was trained for a time by William Forane of the Metropolitan Opera Company who was in Watertown at that time. Ed Schempf was another of Mr. Forane's pupils at that time.

Charles Wenck, Arthur Hardege and Mr. Sproesser formed an instrumental trio at one time. Mr. Sproesser studied also under Danied Protheroe in the Apollo Club in the early 1900's. They gave their first concert in 1905. Mr. Sproesser was also president of the W. D. Sproesser Co., a local jewelry enterprise, member of the Merchants' National Bank, the Library Board, Male Chorus and many Business Men's organizations. His contribution to the community were many. He passed away after a long illness this year.

Mrs. William Sproesser was a piano teacher for many years. She was equally active with her husband in musical circles and a guiding influence in the Euterpe Club when she was its president.

Mr. Otto Goeldner, an early merchant here has two musical compositions to his credit. They are: Campaign Gavotte and the American March. His wife has written many poems about nature and varied subjects. She has had her poetry and that of her husband's musical compositions published with illustrations by her sister, Cecelia Schley of Beaver Dam, who was an artist.

Joseph Salick composed a musical composition called "Ensign of the Free." Richard Hardege of whom he was a contemporary composed the music for the composition. Mr. Salick also wrote a long dramatic poem entitled "Telepah" which is about life in India.

Frank Bramer and his wife Edna E. were music teachers in the city. Mr. Bramer was an excellent violinist and his wife a very capable pianist.

John Keck and Roland Heisman were popular accompanists and pianists for men's organizations throughout the city. Mr. Keck composed a High

School March which is very popular and it was played by the Allied bands in World War I. Before Mr. Keck's death recently he had indicated that he expected to compose other selections when he found time.

Watertown has had the good fortune within the past quarter of a century to have several musicians, artists, and a poet choose the city for their home.

In 1944 Dr. Anis Karps and his wife Adele Karps left Riga, Latvia and came to America finally settling in the city. Adele Karps is a lyric soprano, having appeared on the stage in Riga frequently as a State Opera singer. Mrs. Karps has contributed much to the cultural and musical life here. She is presently on the staff of the Milwaukee Conservatory of Music.

The Walter Goodlette musical family came here a short time ago. They have traveled in most of the states of the Union and Canada, appearing as a musical family. While the younger members have now left home in the interest of their life's work, Miss Ford Goodlette, a lyric soprano, after years of study, continues to make public appearances and has proven herself a singer of no small repute.

LOCAL ARTISTS—

Peter March

Several Watertown artists gained considerable recognition in the last half of the 1800's. Among these was Peter March. From a local paper dated August, 1876, we learn that he was an artist of exceptional ability. With very limited means he had entered the National Academy of Design then under the tutorship of Samuel F. B. Morse, the in-



Peter March, Watertown Artist - 1876

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WATERTOWN, WIS.

ventor of the telegraph. In this institution with what assistance he received from his people and the money he accrued from the sale of his subject paintings, he managed to finish a course of study which continued by dint of great application for three years. Leaving the college he went to Louisville, Ky., where he opened an office. He acquired much success there; he was asked by Gen. Coffee to paint a portrait of Gen. Jackson then living at the Hermitage near Nashville, Tenn. This work of art is still at the Hermitage. From Nashville Mr. March went to his home in Toronto. While there he painted a portrait of Dr. McCall which was purchased by Samuel Lover, the Irish novelist for \$500. The death of his brother at Oconomowoc caused him to come west. After his brother's death he assumed responsibility for his family and educated them until they were able to take their place as educators in the local public schools. He maintained a studio at Second and Wisconsin Sts., and his later years were spent as a recluse. His work and its merits was readily recognized by all who saw it. At one time a traveling salesman in passing through the city visited the studio, saw a copy of Joshua Reynolds' painting of James Siddeon's "The Muse," and ordered it. The circumstances in his life were of such a weighty nature that he was prevented from gaining wider recognition.

Mary A. Van Alstine Wright—1860-1870

Mary Van Alstine, a local artist, was the daughter of Jacob B. Van Alstine who operated the local hotel called the Exchange in the early 1840's to 1880's. In her own words her life was one of change. In the late 1860's she maintained a studio on Main St. two doors north of First St. and also at the Exchange. She studied art locally and later in life went to Chicago for this purpose. She married Silas Wright in 1870 and on April 12, 1889 married Judge Alfred Bartow of Chadron, Neb. Later they both went to Pasadena and other cities in California to live. A hand-painted plate dated 1872 now at the Octagon House museum, as is also a base-relief entitled "My Lady Fair." In 1892 Mary A. Wright exhibited at the Palette Club in Chicago. Her entries were two paintings in water color called: "A Nebraska Landscape," and "Close of Day." Two others in oil were: "The Roadway" and "Sunset." In 1893 at the World's Columbian Exposition she was presented with a testimonial from the Illinois Woman's Exposition Board indicating that her work contributed greatly to the success of the exposition.

Zola Kenyon—1880's

Zola Kenyon was born in a village near Waterloo, Wis. She came to Watertown to clerk in the J. B. Murphy paint store and taught private art lessons in pastel. Her work is best characterized by a "pastoral softness and sweetness." She had a period of affluence when someone took her work

to Chicago and her four pastels—A Bluebird series—gained her \$1,000. Thereafter she worked for the Gerlach Calendar Co. and was very successful financially. She maintained her studio in the Gorder building.

Mrs. Emil Creuz

At Zola Kenyon's studio, Mrs. Emil Creuz, 700 Market St., was a diligent student. Soon she was able to tone backgrounds on many pictures and received her lessons in return. Painting was a hobby for Mrs. Creuz after marriage and while her children were small. She did about 50 oil paintings.

Mr. Herbert Connor

Herbert Connor came to Watertown as an oil painting teacher in the 1880's. He did a life size portrait of Mayor Fred Kusel which hung in the city hall for some time. His studio was above the Adams' Cleaners. He came from northern Illinois where some of his paintings were in public buildings, in Minneapolis and St. Paul, and in the courthouse in Dixon, Ill.

Local pupils of Mr. Connor were Mary Crangle and Mrs. Emil Creuz. Other teachers mentioned are Mrs. Ballou, wife of the editor of the Democrat and Mrs. Ernst Off who lived on the site of the Christian Science Church.

1890's

Mary Plachy of 721 Main St. painted some 30 oils. Her landscape on the banks of the Rock river at the site of the city waterworks plant furnished a historical record. She also exhibited at fairs. Her work was turned over to Francis Kehr, a young artist in his own right. Miss Plachy studied with the above mentioned teachers and with Miss Charlotte Canterbury of Oconomowoc.

Another woman artist of the 90's was Mrs. Al Price, 311 Second St. She painted over 200 pictures, large and small. She came here from the backwoods of New York State not knowing what an oil painting looked like. Her first marriage was to Robert Dent. She was a pupil of Mrs. Ballou and would sometimes sit up until 4 A. M. Her largest picture was the painting of the waterworks—it was 5 x 3 feet in size. She was also a china painter, a popular skill of that period and fired her own china in her own kiln.

Mr. J. B. Murphy was a Watertown painter by trade and an art critic by avocation. He created copies of the Mater Dolorosa in black and white and made them for Mrs. Murphy's friends. As long as he lived he lettered all the high school diplomas.

1872

Doctor F. W. A. Notz, often referred to as the "Old Doctor" came to Northwestern College to teach Greek. He also taught art. He was a pupil of the famous Viennese artist, Mr. Vianden, who

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later located in Milwaukee. He also studied with Mr. Jacobs a former European artist in Milwaukee. He was skilled in copying. His oil copy of Hoffmann's "Christ in the Temple" is hanging in St. Mark's Church as does "The 12 Year Old Jesus in the Temple."

1936—Younger Artists

Henry Aumann passed away in 1936 after a period of intense labor on the Watertown Centennial. He was one of the talented younger artists of Watertown. At the age of 20 he went to Prado, Spain for a year of painting. He was interested in St. Henry's Church and it was through the young people there and the patronage of Mrs. Brandenburg that he was able to paint abroad. He did a copy of Aesop by Valasquez and the Holy Mother while in Spain. After his return he maintained a studio in Watertown teaching and entering college. He was born May 30, 1910. He spent three years at Northwestern College and then did some work in the Conrad Schmidt studio in Milwaukee. He went abroad in 1928. He was the last American to enter and paint at the Royal Academy before the Spanish revolution.

The most distinguished living Watertown artist is George Fred Keck, architect, former head of the Department of Architecture of the School of Design in Chicago. He also taught at the University of Illinois and received world-wide publicity when he designed his House of Tomorrow, the crystal house at the Chicago World's Fair in 1933, fashioned somewhat on the idea of the Octagon House. Mr. Keck was born at 300 Second St. He showed a native talent in childhood for drawing. In the September Coronet, 1940, he claimed that one-third of the nation is ill-housed and most of the other two-thirds unintelligently housed. Mr. Keck ranks as one of the 10 living architects of highest rating. He has also been engaged in private practice for since about the beginning of the 1930's.

Many women painted in Watertown in later years as an avocation. Ella Winkenwerder now living at 508 Tenth St., painted without instructions. She paints in oil, doing a very small amount in water color. Her interest in subject matter is trees and landscape, although she has tried some figures and flowers.

Mrs. Eunice Gruner, present-day artist, has turned her artistic interests into their business. Recently she has established a commercial outlet for her popular sketches of historical and public buildings. She has featured all of the local churches in the centennial years for their celebrations. Her business has been extended into several other states. Mrs. Gruner is a graduate of the University of Wisconsin and taught art at Janesville and Reedsburg. She is also the originator of the local art exhibits which have become traditional in Watertown; 1954 witnessed the fifth art exhibit here.

Miss Ida Kopp, a student of Leon Wright did a great deal of work in pastels. Wright was an artist who drifted here in 1906 from Utica, N. Y. After spending the summer he was invited to remain as a teacher. The period from 1906 to 1911 was enriched by his presence. He taught a Saturday morning class for teachers. Lessons on Saturdays for \$5.00 a term enabled him to spend summers abroad. A landscape done in Europe was presented to Webster school. Some of the teachers in his class were: Ida Kopp, Mary Crangle, Ella Sipp. Among Miss Crangle's pupils were: Fred Keck, the architect, Gaylord Waite who studied at the Layton Art school, Elizabeth Solliday who studied at the Chicago Art Institute, and Mary Woodard, a designer of objects of utility. At one time she was married to the owner of the Reinhardt Galleries of New York City. Some of the members of Mr. Wright's Saturday classes besides the teachers were Fred Keck, Catherine Skinner, Joe Cairns and Fred Barganz.

Mrs. B. C. Trueblood took pastel lessons under Ida Kopp and later painted in the evening classes of Mrs. Henry Krause. Mrs. Krause has done much in evening classes to keep alive adult interest in oil painting and other art media.

Mr. Henry Seeger, a principal of Immanuel school did a great deal to stimulate art work in the grades there. His interest was with water color. He studied with Mrs. Niel Behnke, curator at the Oshkosh Teachers college and painted with the Southern Wisconsin Artists' Group.

Mack Kehoe has done many sports cartoons for Wisconsin newspapers.

Local people who studied art at the Layton School of Art were Francis Kehr, who is now in the department of art and design at Gimbel's; Gaylord Waite and Mary Alice Yelg were also students there.

AUTHORS AND POETS

Carlotta Perry—1840-1914

Carlotta Perry was born in Union City, Mich., in the early forties. Her father's name was William Reuben Perry, her mother's maiden name was Louisa M. Kimball. The father was of Quaker descent; the mother of Scotch ancestry.

In her early youth she taught school in or near Watertown. Later she left this employment for a field in which she had a greater interest. She began to write poems, essays, sketches and stories. They were sought out as she was herself as subject matter for readings before schools, Literary Clubs and Societies.

Her earliest writings were published anonymously in the *LaCrosse Republican and Leader*. She at once won recognition and later wrote for the Milwaukee papers. In the 70's she was a well known

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contributor to *Harper's*, *Lippincott's*, *Scribner's* and the *Galaxy*. When she had gained a marked degree of success she and her mother moved to Milwaukee where she spent nine years with her writings and in caring for her invalid mother.

She died in 1914 after a lingering illness. Her remains were brought to Watertown where without ceremony she was buried at her own request beside that of her mother in Oak Hill cemetery. On one of her visits previously to her mother's grave she composed a poem which is entitled "Her Happier Lot." In it she refers to Oak Hill cemetery as "That strange city on the hill." Then she describes a scene from the cemetery which is thought to be that of Watertown. It follows in part:

"Afar the river, like a thread
Of silver, poured and farther down
Lay fields that had been harvested;
And Autumn leaves, red, gold and brown,
Made earth a crown."
And farther still, a city
Men go about with smiling eyes,
The while their smiles great burdens bear;
And mingled moans and songs and sighs
From pale lips rise.

Harriet Armstrong Guenther
1936—*First Book of Poems*

Miss Harriet Guenther, daughter of Mr. and Mrs. R. C. Guenther, who once lived here at 103 College St., published her first book of poems in 1936. This volume contained 28 poems some of which she wrote when only 13 years old. The book was dedicated to her mother in appreciation of her patience, guidance and constant encouragement. Miss Guenther studied at the University of Wisconsin where she entered the speech department. In life Miss Guenther had to overcome handicaps that would be considered discouraging to most of us. Her vision was greatly impaired. After leaving Watertown she went to California. Following is one of her short poems:

Twilight

The day holds a sunset in her lap,
She wears a bright mist for a cap,
Her gown is all ruffled with clouds
Tinted pink and silver white—
With stars embroidered at the hem.
And her slippers?
The shadows of the night.

J. W. Wright

J. W. Wright, known to Watertown residents as Willie Wright, was born here in 1871 and died in 1952. During his boyhood days he spent much time with his grandparents, the Jacob B. Van Alstines, in the Exchange hotel which they operated. His mother, Mrs. Silas Wright, was Mary A. Van Alstine, an artist of no small repute. He graduated

from Watertown high school and in 1892 completed his course at Beloit college. While there he distinguished himself as a writer and designer and was chosen to design the frontispiece of the Beloit college annual. He also lettered and illustrated Sidney Lanier's long poem, "*The Symphony*." After graduation he became a journalist, author and poet. He worked on papers at Denver, Colo., and at Pasadena, Calif. "*The Post*" a paper in Pasadena reviewed his poems saying in their tribute to him: "Mr. Wright has the soul of a poet and a poet's subtlety and grace of expression. He is a Wisconsin product they say but he is really a genius product for no state can claim a genius. It just happens to be born there." In addition to a vast amount of journalism he found time to write, "*The Long Ago*," and a book of poems called "*The Old World*." His books were in his own words "Tales from the Hills and Valleys of Life." The "*Long Ago*" is about Van Alstine's Exchange—the hotel operated by his grandfather. In this he is said to be a writer of mellow verse.

In 1898 J. W. Wright composed a poem for his mother. In 1924 he found it pasted on the back of an old photograph of her. The title of it was "*If I Were a Millionaire*." The last verse contains much of his philosophy of life.

Would we be more to each other
If troubles were swept away?
Would the sun in the west glow softer
Then now, at the close of day?
Life is but a mighty heart throb,
And the love that makes life fair
Would be no greater and truer dear
If I were a millionaire. J. W. Wright

As in the field of Art many people have devoted leisure time to the creative interest of writing newspaper articles, histories, reminiscences, political and cultural subjects.

John Ott, professor at Northwestern college did an excellent job on the early history of Jefferson county. He was assisted in this compilation by Hans Gaebler.

Dr. W. F. Whyte wrote extensively about the German settlement at Lebanon and the local bond issue as well as other shorter articles.

Edward J. Brandt published a pamphlet describing his many travels.

Carl Emmerling contributed many interesting articles of a historic nature on Watertown in retrospect.

Dr. Elmer Kiessling wrote the Octagon House history in pamphlet form, and writes regular reviews for the Milwaukee Journal.

Mrs. Walter Meier, a recent newcomer, has written a book of poems which she has had published. She also wrote a Centennial poem.

Clarence Wetter of the Daily Times Publishing Co., compiles much data of a historical nature. Other staff members of the paper contribute much



★One of the oldest greenhouse establishments in the middle-west. Famous for violets and geraniums years ago. Today shipping geraniums to all parts of the United States.

Johannsen Greenhouses

1130 N. Second St.

in journalism and articles of general interest.

Miss Florence C. Hays, former librarian, in March of 1939, compiled data for a pamphlet entitled, "*The Story of the John W. Cole House*" at 802 N. Fourth St.

The 1900's

Watertown enjoyed a period of prosperity with the nation at the turn of the century in 1900. Four more years of the full dinner pail was the cry at the McKinley election.

The Ira L. Henry Co. was incorporated in 1900 with a capital of \$30,000. E. A. Pratt was the president, treasurer, N. T. Yeomans.

On the 27th day of March 1906, a franchise was granted to the Milwaukee Light, Heat and Traction Co., to construct, maintain and operate an electric railroad in the city.

Van Camp Milk Plant was built in 1907. It employed 57 men and 8 women. During the second World War it was taken over by the Pet Milk Co. (1946). T. C. Kennedy was the plant manager then.

In 1911 the city had 4.25 miles of brick pavement and 8.75 miles of macadamized streets making a total of 7 miles of paved streets. Presently the total street mileage is 70 with 16 miles of paved streets.

The Farmers and Citizens Bank was incorporated in 1912. H. Wertheimer was president; A. D. Platz, cashier, and R. J. Hoge, assistant cashier.

During April of 1912 the city was divided into 14 wards with one alderman from each ward. Watertown was no longer as ward conscious as it was in 1853 when each ward had its constable and justice of the peace and accounts generally speaking were kept by wards.

The Watertown Canning Co. was incorporated in 1912. H. Wertheimer was president, A. Libermann, vice-president; O. C. Wertheimer, secretary; G. M. Gahlman, treasurer. Present officers are: Frank Westphal, manager; Ray Westphal, secretary-treasurer; Aden Westphal, salesman.

On Aug. 17, 1917, Watertown's men again in Co. E left for Camp Douglas to prepare for their part in our first major conflict in World War I. At Waco, Tex., the company's name was changed to Co. D and after a training period at Camp Merritt, N. J., it left Hoboken on the George Washington for Brest, arriving there on March 4. The George Washington was also the liner which carried President Woodrow Wilson and his party to the peace conference.

Co. D met with its first major conflict at Chateau-Thierry arriving there on July 29. On August 19 the men were sent to Joinville and Juvigny and from Sept. 20 to Nov. 11 they saw action in the Argonne Forest.

On Nov. 11, 1918 the bugles sounded cease firing and the men were told that on Nov. 10, the armistice was signed in Marshal Foch's railway coach. After about a year of army occupation in Germany and a march back to France the men left Brest on the Von Steuben for American shores on May 5, landing here on May 13, 1919. They were first sent to Camp Grant, Ill., where they were mustered out and arrived in Watertown on the evening of May 21. The welcome they received was incredible. The scene throughout the city was one of great joy.

Of the original company four members lost their lives: Sgt. F. L. Pitterle, Benjamin Potter, Fred Bergman and Luke Dunnigan. Shortly after the organization of the American Legion, one of their posts was designated the Sgt. F. L. Pitterle Post.

Officers of the company were as follows: A. F. Solliday, captain; J. T. Hale, Jr., Milwaukee, first lieutenant; Alfred Krueger, first sergeant; E. J. Dunn, quartermaster sergeant; Frank L. Pitterle, company clerk.

dent; Fred W. Pfeifer, vice-president; Benmfw

In 1922 the Perfection Table Slide Co., also a manufacturing company was incorporated with a capital of 5125,000. Mrs. Muriel Thauer was president; Fred W. Pfeifer, vice-president; Ben H. Krueger, secretary-treasurer.

On April 26, 1927 the City Council granted the Milwaukee and Electric Railway permission to abandon its service and to remove its tracks.

In 1929 the alarming news was given to the city of the crash in Wall St., followed by bank closures. Then came the depression years.

In 1931 Cole Memorial bridge on Main St. was completed and dedicated at a suitable celebration.

During 1931-33 we had our first Public Works program to eliminate some 80 grade crossings. The money was acquired by raising the gasoline tax from two cents to four cents a gallon.

Watertown participated in all the FERA and WERA programs. During the PWA program the swimming pool was built with Engineer Richard Podolske drawing the plans and supervising the work.

In May of 1933 Watertown's milk supply was curtailed by the milk strike instigated by Walter Singler. It continued until on October of 1933 when it was necessary for Gen. Ralph Immel to call for 2,000 guards to work with the sheriffs in suppressing the strike.

On May 2, 1937 "Turkey" Gehrke, Watertown's hibernating artist appeared on Robert Ripley's "Believe It or Not" program in New York. He was accompanied by Marachowsky's bowling team. They were: Joe Lange, Harry O'Brien, Ed Godie, Fred Maerzke, Clarence Bittner and Bill Beisner.

On Sept. 16, 1940 Franklin D. Roosevelt issued his selective Service Act and on Oct. 16, 1940 the



CONGRATULATIONS
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WATERTOWN

... it has been our pleasure to serve you

Huebner Heating Service

Walter J. Huebner

Robert Huebner

COMPLETE HEATING & AIR CONDITIONING

101 Western Avenue

Telephone 1917

MAYBE... IT'S A BETTER MOUSETRAP

that has been bringing folks to our doors for a third of a century . . . but we at KOERNER & PINGEL sincerely hope that our efforts to be friendly and helpful had something to do with it.

We've tried to make our whole history reflect that feeling since the store was first opened in 1922 by Franklin H. Kopp . . . since Theo. J. Koerner with a background of 22 years in the hardware business joined Mr. Kopp as a partner in 1924 . . . since Chris. W. Pingel came with us in 1927, and, since the partnership of KOERNER & PINGEL was formed in 1933.

Yes, through those years we've passed many a mousetrap over our counters, and, we hope, a spirit of friendliness that shows our sincere appreciation for the pleasure in serving Watertown all these years.



Ted

KOERNER & PINGEL HARDWARE

205-207-209 N. Second Street



Chris

first registration of men between 21 and 36 took place. Both local men's and women's organizations assisted draft boards in this registration.

At dawn on Dec. 7, 1941, Japanese planes swooped down on sleeping American warships in Pearl Harbor. Planes were grounded at Hickham field, barracks and military headquarters were destroyed near Honolulu, Hawaii.

With the same unfaltering sense of duty, Wattertown young men and women entered every branch of the service and continued to do so in the Korean War. The City's Honor Roll is lengthy and contains the names of many unsung heroes. Staff Sergeant Shephard was the first veteran of World War II to die. He as all others was buried with military honors. Following is the list of World War II casualties:

Lyle F. Altweis, Oscar F. Backhaus, Richard E. Barnes, Russell L. Beaudoin, Paul M. Bittner, Ralph D. Burdick, Henry Burri, Herman A. Burri, Vernon G. Copsey, Dennis C. Cowen, Clarence G. Dittmann, David Draeger, Joseph Fortune, Raymond R. Friewald, Elroy A. Gebhardt, Robert Hayhurst, Gilbert J. Jansa, Robert H. Klecker, Robert J. Koehler, Lloyd M. Kuehl, Robert E. Kuenzi, Robert A. Mitzner, Leland L. Newcomb, Thomas A. Nickels, Ned R. Peterson, John Pritzlaff, Harvey Riedemann, Gilbert E. Rupnow, Kurt A. Schmeling, Walter H. Schmidt, Leslie M. Schoechert, Harlyn H. Schroeder, Harry H. Schultz, Victor H. Schultz, Elmer C. Schumacher, Lloyd O. Shearer, George F. Shephard, Howard W. Stecking, George W. Thompson, Elmer H. Weihert, Edwin O. Wendt, Wallace O. West, Clarence W. Zautner.

Korean War

Marcus Bongard, Melvin L. Kuehl, Harold G. Tacke, Wallace Timm.

The posts that have been established since the three wars are as follows: Pitterle-Beaudoin Post No. 189, American Legion, named after Sgt. Frank L. Pitterle, World War I, and Seaman Second Class Russell L. Beaudoin of World War II.

Beaudoin-Koehler-Draeger Post No. 3709, Veterans of Foreign Wars named after Seaman Second Class Russell L. Beaudoin, World War II, Corporal Robert J. Koehler, World War II and Private David Draeger, World War II.

Sgt. Riedemann-Thompson Post, No. 35, American Veterans of World War II. Named after Sgt. Harvey Riedemann and Private First Class George E. Thompson, soldiers of World War II.

On August 6, 1945 came the news of the dropping of the first atomic bomb on Hiroshima. On August 14, 1945 came the event we had all been praying for—the surrender of Japan.

Some of our high ranking officials that returned at the close of World War II were Lt. Col. J. W. Sproesser, ground forces; Lt. Col. L. W. Nowack, air force; Lt. Col. J. Richter; and Naval Command-

er F. H. Zimmerman.

ORIGIN OF THE FREE PUBLIC LIBRARY

1900

The movement for a free public library in Wattertown had its origin in the minds of two women in the city in 1900. Mrs. F. E. Woodard and Mrs. G. C. Lewis in January of that year discussed the feasibility of putting on a play for that purpose. Both of these ladies entertained Mr. and Mrs. Johnson of Whitewater who had charge of a stage production entitled, "The Lady of Lyons." A large audience attended the performance at Turner Hall to see a local group interpret Lord Bulwer-Lytton's celebrated romance. Mrs. George C. Lewis took the trying role of Pauline. Edward L. Schempf was the rejected suitor. John Schempf was the wealthy foppish suitor and William H. Woodard was a gruff old Colonel. Byron Kabot was a wealthy merchant and Gustav Bucheit a jolly inn-keeper. Miss Mayme Stacy interpreted the role of Widow Melnotte while Miss Grace Fuller and George H. Stanchfield had minor roles. Sixty dollars was realized from the production.

Mr. H. G. Grube was mayor at that time. Two years went by and nothing further was done. It was very apparent that a library could not be acquired by stage productions or charity. Mr. M. J. Woodard suggested taking the matter to the State Library Commission under the direction of Mr. Frank Hutchins, Madison. A successful meeting was held at Turner Hall at which Professor Ernst presided. Mr. H. E. Legler, head of the State Library Commission and also Miss L. E. Sterns of that organization was present. It was agreed to solicit funds in the amount of \$5,000 from the citizens. Prof. Ernst with the mayor's approval appointed the following men: J. H. Ott, H. T. Eberle, J. W. Wiggenghorn, F. E. Woodard, Carl Manz, C. F. Viebahn, Ed Schempf, William F. Voss, James W. Moore, Joseph Terbruggen, John Habegger and W. D. Sproesser. The entire \$5,000 was collected and \$100 for good measure. The sixth ward under the captaincy of Mrs. Samuel Kussel produced the greatest number of subscribers.

The library was located for two years in the Dr. Werner building adjoining the present Merchants' Bank on Main St. Miss Maude McPherson was the first librarian. The quarters soon became too small and the library board set about to obtain a Carnegie library. Andrew Carnegie's secretary was written to, asking for an appropriation for the erection of a 520,000 library building in the city. The letter seemed to lack the proper tone and finally W. Voss and James W. Moore wrote another letter which resulted in a favorable reply and in-

CONGRATULATIONS—

Watertown on your birthday!

H. F. MALLOW & SON CO.

GENERAL CONTRACTORS

- ★ EXCAVATION
- ★ CONCRETE
- ★ MASONRY
- ★ CARPENTER WORK



GARDEN and LAWN EQUIPMENT

Serving Watertown
for over 10 years

JUSTIN NEUMAN

408 Dewey Avenue

IN WATERTOWN IT'S

HERRO'S RESTAURANT

Anthony (Tony) Robinia, Prop.

- ★ For a light snack
or Complete Dinner

210 Main Street

ACROSS FROM MONTGOMERY WARD

CONGRATULATIONS

and

MANY THANKS

to our

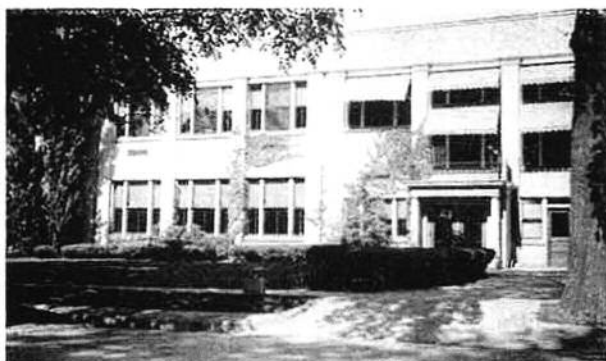
WONDERFUL
CUSTOMERS

POST'S BUDGET SHOP

115 Main Street

structions were received stating that plans could be proceeded with.

The next step was to secure a site and the passage of an ordinance by the city council for an annual appropriation. The present site of the old Tremont House was purchased for \$1,700. The entire \$1,700 was collected from West Side businessmen by Wm. Voss and James W. Moore and Julius Wiggenghorn within 48 hours. Schempf Bros. and Koenig Bros. also made a donation. East sides objected to the location of the building. The check for \$20,000 came from Mr. Carnegie's secretary and the building was completed in 1907. The John W. Cole Memorial Children's Library was added and built in May, 1930.



Cole Memorial Hall Addition to Public Library 1930

The present Library Board is comprised of Lawrence Lange, Pres.; Eli Fischer, Sec. Treas.; Ruth Duffy, E. C. Kiessling, Mrs. Wm. J. Gormley, Mrs. Ben Thauer, Dr. A. C. Hahn, Roland F. Dierker, and Roger B. Holtz, ex-officio member, and Miss Elizabeth Faber, librarian.

The library staff is composed of the following people: Elizabeth Faber, Chief Librarian; Ruth Wilkowski, Children's Librarian and Ass't; Ruth J. Roberts, Ass't Librarian; Garnett Hinzman, Ass't Librarian.

ST MARYS HOSPITAL—1900

At the turn of the century, Dr. T. F. Shinnick started a one-room hospital on South First St. The City of Watertown provided \$100 for its equipment and also paid the rent. In 1906 Dr. Shinnick and Dr. E. J. Eichelberg of Reeseville, sponsored a movement to obtain increased hospital facilities for the city. The Rev. Philip Schweitzer, then pastor of St. Henry's Catholic Church, also became interested in the movement and the Schiffler residence at 1301 E. Main St. was purchased and converted into what was then known as St. Mary's hospital. It provided an operating room, an X-ray room and wards to accommodate 16 patients. Dr. C. J. Habegger also became interested in the hospital project and gave it his support, serving as secretary and treasurer with Dr. Shinnick the first

president. Dr. Eichelberg was the first vice-president. The first superintendent was Miss Wiler. The Watertown Training School for Nurses was opened in 1908 and discontinued in 1913.



St. Mary's Hospital

On leaving Watertown for Beloit in 1913, Dr. Shinnick sold his interest to Dr. Eichelberg and Dr. Habegger who were in charge until 1914 when the property was transferred to the Missionary Sisters, Servants of the Holy Ghost of Techny, Illinois.

Sister Superior Euphrasia and six sisters arrived on January 4, 1914 to take charge of the hospital which could then accommodate 16 patients. The first holy mass was celebrated in the chapel on February 12, 1914 by the Rev. F. X. Schwinn, pastor of St. Henry's Church. The Rev. Christian Glassauer became chaplain in 1914. He resided at the hospital until his death, Feb. 2, 1940. Rev. Stephen Klopfer has served as chaplain since Aug. 2, 1938.

On March 16, 1916, a bequest of \$10,000 towards a new hospital from the estate of the late Mr. Michael Carroll was received by the community, who did not know personally this generous benefactor. The present hospital was fast proving too small to accommodate its ever increasing number of patients.

After securing the right of way of a narrow street from the city and the purchase of the adjoining Becker estate, Sister Leonardo, provincial of the community, arrived from the mother house on Aug. 20, 1917, and plans were drawn by H. J. Gaul, architect, for the new hospital.

The cornerstone of the building was laid on Dec. 3, 1917. About Sept. 1 the new building neared its completion. Generous contributions were received from the people of Watertown for its furnishings and equipment. The first patients were admitted Oct. 1, 1918.

The hospital again became crowded and on May 12, 1936 excavation was started for a new building. It was dedicated on May 21, 1937 with Samuel Cardinal Stritch, archbishop of the Milwaukee arch-diocese officiating. The businessmen of Watertown and vicinity sponsored a drive to furnish

"Doc Johnston"
1844

Jos. Schubert
1847

Eberle Drug Store
1872

Busse Pharmacy

1930

Through a series of purchases, and the the history of our store dates, it is established that we are the oldest drug firm in the city. We are proud to have served the community for over a century . . .

YOUR HOSTS
WHILE ATTENDING
THE CENTENNIAL

Hotel Washington Hotel Carlton

COCKTAIL LOUNGE
DINING ROOM

all the patient rooms and the dietary and X-ray equipment.

St. Mary's medical staff was organized in 1937, with Dr. O. F. Dierker as the first president. At this time the services of a radiologist, a pathologist and a cardiologist were made available to the hospital.

St. Mary's Hospital Auxiliary was formed in March 1950 with Mrs. W. J. Gormley as first president. There were approximately 65 charter members in April 1950. They assist with various projects such as sewing, making dressings, gift shop management, the daily reception of visitors, etc. At present the auxiliary numbers 110 members with Mrs. J. F. Rohrschadt as president. The Junior Red Cross assist on Sunday with visitors and provide favors, scrapbooks, etc.

Great progress has been made since the hospital had its humble beginnings in 1901. There are now 83 beds and in 1953, 3,983 patients were admitted and 923 births attended by the medical staff.

ST JOSEPH'S HOME FOR THE AGED

St. Joseph's Home for the Aged was opened in 1942. There were but two nuns in charge, Sister Valesia, C.S.V.P. and Sister Veneriana, C.S.V.P. The original buildings were two residences in close proximity. In 1953 an extensive building program was completed and a large building was added to the residences. Fifty-two patients are now in residence at the home and 11 nuns and novices are in charge.

A woman's auxiliary has been formed, who have been instrumental in purchasing many things that have made life more comfortable at the home. Various programs are provided periodically. A large picnic is held every summer. Mrs. E. G. Kwapi was the first president; Mrs. Lydia Wiggenhorn, vice-president; Mrs. Al Bickner, treasurer, and Mrs. Leona Hemp, secretary. Mrs. Gertrude Fitzgerald is the present president; Mrs. Lydia Wiggenhorn, vice-president; Mrs. Francis Beggan, treasurer; Mrs. Christy Coogan, secretary.

BETHESDA LUTHERAN—1903

The early history of Bethesda dates back to 1903 when the home was started by Children's Friend



Bethesda Lutheran Home - "House of Mercy"

societies who had mentally retarded children in their care. Because these children were feeble-minded they could not be kept in an orphanage after they had reached their 16th birthday. The home opened its doors with five patients enrolled and at the end of 18 months the population had grown to 40. The first building was called Faith Home and located on Margaret St. in Watertown.

The executive committee at the time of incorporation in 1903 were: Rev. F. H. Eggers, chairman; Messrs. L. Schempf, F. W. Gamm and F. A. Hoffmann, all of Watertown. When the first officers were elected they included Rev. H. Meyer, of St. Paul, Minn., president; the Rev. F. H. Eggers, Watertown, secretary, and Mr. L. Schempf, Watertown, treasurer.

Watertown was chosen as the location for the home because the Lutheran congregations in this area gave it the greatest original support, providing also a tract of 20 acres along the west bank of Rock river near the south limits of the city. Another 20 acres were donated by Mr. H. Klug, town of Lowell. In 1910 Bethesda bought an adjoining 80 acres of land and now its total holdings are 120 acres. At the present time a 360 acre farm is operated with over 100 cows and young stock, 30 hogs and 1,000 chickens.

The cornerstone for the first building was laid June 27, 1909. A three story building and basement structure was erected. It cost \$5,000 and provided for 75 patients. There was an adjoining two story and basement north wing.

Throughout the years the history of Bethesda is one of continuous expansion made necessary by an ever increasing enrollment. In the latter part of 1936 a beautiful chapel was erected at a cost of \$26,000. A Wangerin organ has been installed. Four hundred worshippers may attend with an open balcony where wheelchair patients may be placed.

In connection with the home a school is operated with a teaching staff of 10. A full-time chaplain teaches religion and is director of education. An occupational therapy and manual arts department also employs four teachers. Basket weaving, rag carpet weaving, sewing and various other handicrafts are taught as well as such elementary things as shoe lacing, buttoning of buttons and speech. About 75 per cent of the funds for its operation comes from good-will givers. The average cost of maintaining a patient at Bethesda is \$720.00 per year.

The Bethesda Lutheran Home is about to celebrate its 50th anniversary. This event will be marked by a program of events and the publication of a booklet.

Schmutzler's

Have served Watertown and the surrounding community for 75 years with

*F*ine
furniture
floor covering
funeral service



The Schmutzler Furniture Co., 401 Main Street

under his management until 1942 when the corporation was dissolved and the business was operated by him as sole owner.

Mrs. Nora Schmutzler Fredrich and Arthur W. Fredrich have been faithful employees of the firm for many years, Arthur W. Fredrich still being actively engaged.

On January 1st of 1954 Oscar E. Schmutzler, Jr. and Donald Schmutzler, both licensed Funeral Directors and embalmers, have been taken into partnership.

In 1879 the late Edward Schmutzler entered into a partnership with the late Charles and Frank Nowack at 401 Main street (the present site of the Schmutzler Furniture Co.) for the retailing of furniture and conducting of funeral services. In 1910 this partnership was dissolved and the business was operated by Edward Schmutzler and the late Harry Krier.

In 1912 the business was incorporated with Edward Schmutzler as president, Mrs. Edward Schmutzler as Vice President and Leonard Oestreich as Secretary and Treasurer. In 1919 Oscar E. Schmutzler purchased the interests of Leonard Oestreich and the business continued



The Schmutzler Funeral Home (Est. 1935), 721-723 North Fourth Street

WTTN—RADIO STATION

The Watertown Radio Station came into existence on April 2, 1950, with the following broadcast: This is Radio Station WTTN in Watertown located on the third floor of the Wisconsin National Bank Building, 104 West Main Street.

Three businessmen organized the corporation that would eventually bring radio into Watertown. In September of 1947, Mr. Albert Gale, Mr. Jack Yeo and Mr. Carl Kolata organized Watertown Radio, Inc., applied for a construction permit to build a radio station on 1580 kilocycles with 250 watts of power in the city of Watertown. After many years of waiting, meetings and litigations, on Nov. 30, 1949 the Federal Communications Commission authorized the station to be built.

After its authorization by the Federal Commission work proceeded at a rapid pace. The entire third floor of the Wisconsin National Bank building was completely reorganized. Sound-proof studios were built. Modern offices were built. The sales force and program department was organized to bring radio service to Watertown.

Four years have gone by. WTTN is one of the newer industries in Watertown, but it has consistently endeavored to be of real public service to Watertown and the surrounding territory. In its program department, WTTN has programs for the homemaker, the farmer, for the businessman, for the school children, the churches, the government and clubs. It has taken an active interest and fostered the growth of business activities and received many awards for outstanding service.

In January of 1952 Mr. Albert Gale and Mr. Jack Yeo sold their interest in Radio Station WTTN. Mr. Carl Kolata and Mrs. Carl Kolata bought out the interests of the two parties and now own and operate the radio station.

A staff of 15 are employed: Carl Kolata, general manager and president; Marcia Kolata, vice-president and secretary; Bernard Traeger, counsel; Harold Winkenwerder, chief engineer; Douglas Beaudoin, engineer; Gene West, engineer; Bill James, news director (U. S. Army), Joe Simon, news director; Arnold Kaine, program director; Eddie Walters, announcer; Clifford Scott, sales representative; Richard Johns, sales representative; Kathleen Engel, secretary and receptionist; Florence Herold, bookkeeper; Karen Fredrick, typist.

WATERTOWN'S PROFILE

Indian name—KA-KA-REE—meaning ox-bow bend in the river north of the city.

Timothy Johnson founded Watertown in 1836. It became a village in 1849.

City Charter granted in 1853. Theodore Prentiss was the first mayor.

America's first kindergarten founded in 1856 by

Margrethe Meyer Schurz.

Watertown has a Council-Manager form of government. Dean Van Ness is the first city manager.

The population was 12,417 (1950 census).

Annual rainfall averages 32.54; Richard Hoge, statistician.

Six parks—total 47 acres—Ewald E. Brumm, superintendent.

Paved streets—16 miles—Louis Strunz, street superintendent.

Total assessed valuation—\$22,261,991; Jefferson county, \$18,681,878; Dodge county \$3,591,118.

Bonded debt—\$628,000 (Jan. 1, 1954).

The total deposits in the four banks was \$14,269,249. Total resources—\$15,781,823 (Dec. 21, 1952).

One Building and Loan Association.

Telephones 5,225—Manager, J. B. Cloutier.

Churches—18, representing 12 denominations Jehovah's Witnesses meet in Fifth ward hall.

Industry—40 manufacturing establishments.

Retail trade area—Radius of 20 miles—Population of 40,000.

Airport—Local, state, federal participation.

Newspapers—One daily with a circulation of 6,800.

Radio station—WTTN—1580 kilocycles—250 watts of power.

Hotels—Two principal: Washington, Carlton; Otto's Inn; Legion Green Bowl, meals-bar.

Highways—U. S. 16; State 19-26-109.

Youth Center—5 summer playgrounds — Dave Barry, director.

Bus Lines—Inter-city, Greyhound; Intra-city, Wisconsin Transit Lines, Inc.

Amusements — Two moving picture theatres; golf course; swimming pool; tennis courts.

Education—Northwestern College; Sacred Heart College; 1 Senior High School; 1 Junior High School; 1 Vocational School; 5 Public Schools; 4 Parochial Schools.

Octagon House Museum—John Richard's Home—Centennial Year, 1954.

Hospital—St. Mary's; 83 beds.

St. Joseph's Home for the aged; Bethesda Lutheran Home.

Public Library—28,500 volumes; Elizabeth Faber, librarian.

Fire Department—16 paid men; 15 volunteers; Al Linde, fire chief.

Police Department—16 paid men; 1 station; 3 radio equipped cars; Theodore Voight, chief; H. F. Vehlow, asst. chief.

Health Department—Health officer, Dr. F. C. Haney; City Nurse, Ella Heim.

Waterworks Department — Hilary Reichardt, superintendent; fluoridation of water since 1950.

Plumbing Inspector-Sewage Plant Operator — William Schlueter.

Electrical Inspector—Arthur Tellier.



1894

1954

The Centennial for the City of Watertown! Sixty years for Jaeger Manufacturing Company. That's a long time to be woodcrafting without having made butter churns, oxen yokes, wagon tongues, whiffletrees, or milking stools.

But we do make almost everything in the line of Millwork and cabinet work: Doors, windows, frames, cabinets, wardrobes, screen porch enclosures, store fixtures, and interior trim.

It's probably an even chance that you are sitting within ten feet of a Jaeger product, and if so, it's a sure thing that it's of fine quality.

JAEGER MANUFACTURING CO.

60 Years of Fine Woodcraftsmanship



The first store in the City of Watertown was built where now is the Tetzlaff Pharmacy.

It was built in 1841 by Luther and John Cole; it was open only evenings and during the daytime by appointment, Luther and John Cole working their farm during the daytime.

The present establishment was located at 203 Main street, now the J. C. Penney Co., and owned by Mr. E. Bittner and Max Tetzlaff, having bought out Mr. J. W. Schempf in 1914, who had originally opened a drug store there in 1899.

In 1928 Bittner & Tetzlaff moved to the present location. Mr. Bittner died in 1944 and Mr. Tetzlaff purchased his share. After the disastrous fire on Dec. 18, 1946, business was suspended for about a year, and from it sprang a new, modern store and one of the finest found anywhere.

The store is owned and operated by Mr. Max Tetzlaff and his son Louis.

TETZLAFF PHARMACY

2nd & Main sts.

WATERTOWN, WIS.

MAYORS OF WATERTOWN

God made the country and man made the town
—Cowper

1853-55, Theodore Prentiss; 1855-56, John W. Cole; 1856-57, William Chappell; 1857-59, Henry Bertram; 1859-60, C. B. Skinner; 1860-62, Myron B. Williams; 1862-63, William M. Dennis; 1863-65, Joseph Lindon; 1865-66, Robert Howell; 1866-67, William M. Dennis; 1867-68, Henry Mulberger, Sr.; 1868-69, C. Beckman; 1869-70, John Richards; 1870-71, Henry Bertram; 1871-72, Theodore Prentiss; 1872-73, Fred Kusel; 1873-74, Christian Meyer; 1874-75, Hezekiah Flynn; 1875-77, Jacob Weber; 1877-79, Charles Ruebhausen; 1879-81, Fred Kusel; 1881-82, Jacob Weber; 1882-84, William H. Rohr; 1884-86, A. Solliday; 1896-90, William F. Voss; 1890-93, Fred Kusel; 1893-95, William F. Voss; 1895-96, Justice T. Moak; 1896-98, Edward Racek; 1898-99, Henry Mulberger, Jr.; 1899-01, Herman G. Grube; 1901-04, John Brusenbach; 1904-06, Herman Wertheimer; 1906-10, Arthur Mulberger; 1910-14, Herman G. Grube; 1914-16, Charles A. Kading; 1916-20, Charles Mulberger; 1920-24, Herman Wertheimer; 1924-28, J. E. McAdams; 1928-30, A. H. Hartwig; 1930-34, Charles Lutovsky; 1934-36, A. H. Hartwig (died June, 1934); 1934-35, Charles Lutovsky; 1935-36, Walter F. Reichardt; 1936-40, Robert W. Lueck; 1940-46, Walter A. Naack; 1946-48, Byron Wackett.

William C. Chappell, Watertown's Third Mayor
1856-1857

William C. Chappell, no doubt, has been Watertown's most colorful mayor. He came to Watertown from Rochester, N. Y., in 1845. Watertown then had a population of 5,000 people and Wisconsin was still a territory. Later his brother James Chappell, also came to Watertown.

William Chappell was born at Montville, Conn., June 17, 1812, the son of James Chappell and Priscilla Leffingwell, a descendant of Ensign Leffingwell who aided the Mohegans at Norwich in 1845.

William C. Chappell was greatly interested in transportation. In the days before the railroads he and Peter Brown were stockholders in the Madison and Watertown Plank Road Co. In 1856, Chappell as mayor of Watertown, acquired the Watertown and Madison railroad bonds which involved the city in the \$480,000 debt. As has been mentioned in the railroad bond issue the panic of 1857 collapsed all projects.

The records of the county courthouse reveal that Chappell was involved in 26 legal actions during the 27 years of his residence in the city.

On April 2, 1857, a complimentary dinner was given to William Chappell by Watertown citizens at Cole's hall. Judge Hubble, Mayor Chappell and E. A. Calkins of Madison were speakers. This was but the beginning. On March 25, 1898 Byron Kil-

bour announced the resumption of the construction of the Watertown-Madison railroad. In a month the road was foreclosed and bid in by bondholders. The liability of the city in 1862 was \$480,000, city assets were \$660,000 and the tax levy was \$11,000.

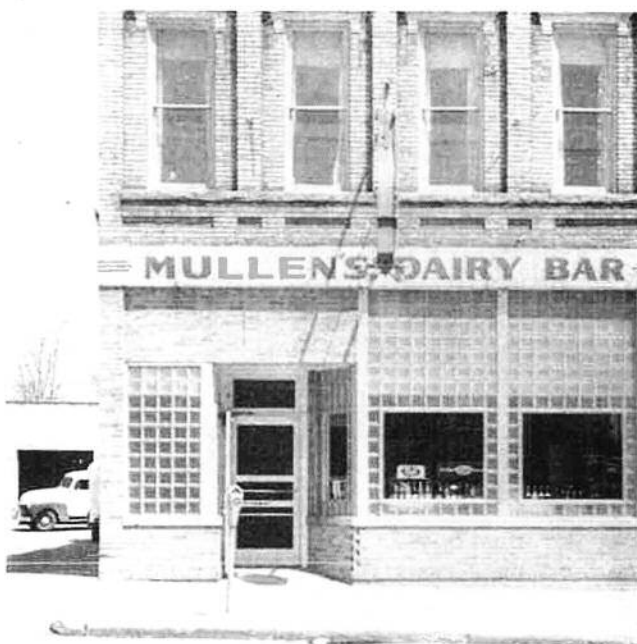
Chappell was a great friend of a Waukesha, Wis. politician, William Barstow, who became secretary of state in 1854. On November 11, 1856, Chappell was elected to the state assembly. His opponent was Carl Schurz. Chappell received 226 votes to Schurz' 174.

William Barstow became governor of Wisconsin. He made Chappell a brigadier general on his staff. While in the assembly Chappell had several bills passed. One was to exempt election repeaters from penalty. The sum total of this bill was that if after voting in the morning you changed your mind about a candidate you could go back and vote again in the afternoon without penalty. One could also vote for another person without registration. While Chappell passed a bill to have the county seat removed from Jefferson to Watertown yet his election repeater bill proved detrimental to the removal. He had also previously started litigation authorizing the annexation of five southern townships to Jefferson county. They were Portland, Shields, Emmet, Lebanon and Ashippun.

However, Merriman, the county clerk, questioned the legality of the matter and refused to move his office to Watertown, paying the rental charge himself. He appealed to the Wisconsin Supreme Court but the case was not decided until late in 1857. During the interim pending the decision the county board members met in the council chambers in Watertown.

Jefferson made a heroic struggle to defeat Chappell's move. At the famous Krumenauer house about one and one-half miles east of Jefferson, legend has it that a total disregard of certified voters, as well as inhabitants was made. Farmers voted in their own name first, and then made a circuit drive, reappeared and voted again in another name, said to have been pulled out of a Cincinnati city directory. At the close there was a magnificent total in votes far outdistancing the male population. It also showed through this election that Watertown had astonished the world by its growth in population. In November of that year the vote was 930, of course for removal. In the spring the vote was 2,090. Jefferson had grown from a total population of 2,400 to a list of voters totaling 5,131.

Jefferson finally triumphed in maintaining the county seat. The state ex rel Brayton vs Merriam case was decided in favor of Merriman as county clerk of Jefferson County. Dodge County's original government survey was upheld. Its area did not exceed the legal requirements and the southern townships were not annexed to Jefferson County. The county board meeting in January 1857 was



If It's Milk . . . It's

MULLEN'S

PIONEER FAMILY OPERATES LOCAL DAIRY PLANT

A Few Facts About The Mullens Family

- ★ Fifth generation of Mullens' now operate Watertown's favorite ice cream bar and dairy processing plant.
- ★ Started in 1932 by Frank R. Mullen (4th generation) and two sons, Frank R. Jr. and Weber Mullen. Joined in 1934 by third son Gerald. A fourth son, Bernard is affiliated with Guardian Life Insurance Company. (Fifth generation).
- ★ Mullen family dates back to 1843
- ★ Widow Mrs. Mary Mullen and seven sons immigrated from Ireland and settled on the present F. R. Mullen farm (now operated by Robert Wilke family). The land was purchased from the Government.
- ★ This same farm has remained in the possession of the Mullen's through four generations (111 years).
- ★ In 1932 (depression years) Frank R. Mullen and sons, seeking a better market for the milk produced on the Mullen farm, started the Mullen Dairy which has progressed and is now Watertown's only Grade A milk bottler.
- ★ The sixth generation of Mullen's now attend Watertown schools (8 children). Whether they continue in the dairy industry, time remains to tell.

WE ARE HAPPY TO BE CITIZENS OF WATERTOWN AND
WISH EACH AND EVERY INDIVIDUAL IN OUR FINE
CITY ANOTHER CENTURY OF HEALTH
AND HAPPINESS

judged in error and had no effect.

William Chappell was elected to the State Senate March 23, 1858. During this time he became involved in a bribery case and his removal was asked for. The vote stood 24 yeas to 11 noes. Barstow and his associates were called the "Forty Thieves." However before a joint select committee on school and university lands, because it was said Chappell held some of these lands, the report was: William Chappell, being duly sworn, says: "I have never at any time purchased any school or university lands." This action was rescinded relative to his removal.

The Watertown Democrat of March 7, 1872 contained his obituary notice. He had passed away at 70 Main St., on March 3, at the age of 60 years. His remains were sent to Rochester, New York, with interment in Mount Hope cemetery. Toward the end of his life all former bitterness and asperity had passed away. His dying words were those of John Quincy Adams . . . "This is the last of earth—and I leave it without a single regret."

Charles A. Kading is the only resident of the city of Watertown to serve in Congress, where he represented the second congressional district of Wisconsin from 1927 to 1933.

Mr. Kading was born on a little farm near Reeseville in 1874. He attended the country school, but at 15 it was necessary that he help supplement the family income by working as a farm hand. The \$12 per month he received for doing a man's work made him realize the need for more education.

He left the farm to enter Horicon high school. Later, he attended the University of Wisconsin, and finally, in 1900 graduated from the law school of the University of Valparaiso.

While he was principal of schools at Theresa, he met Elizabeth Holste of Watertown, who was his assistant. She shared his eagerness for a higher education and also enrolled at Valparaiso. They graduated together, were married, and late in 1900 began to practice law at Watertown under the name, Kading & Kading.

Mrs. Kading was one of the first woman lawyers in the state and was an active practitioner. Shortly, before her death in 1925, which resulted from an automobile accident, she had been president of the State Civil Service commission and of the Board of Control.

The couple had one son, who, in 1928 joined his father in the practice of law. Their partnership still exists.

Mr. Kading has been actively interested in public service. From 1906 to 1912, he served the city of Watertown as city attorney and was district attorney of Dodge County at the same time. From 1914 to 1916, he was mayor of Watertown.

In city affairs, Mr. Kading is best remembered, perhaps, for his interest in promoting the park system. He was especially instrumental in the ac-



Atty. C. A. Kading

quisition of the tennis court site, Riverside park and Memorial park. The Fehrmann brewery, which then stood on the present site of Memorial park, was torn down and many of the bricks were used in building the new high school, at a considerable saving.

In Congress, Mr. Kading gave the most careful attention to the individual needs of his constituents. His attendance record was among the highest, and his diligence in spreading information to the folks back home was unusual for his day.

He is a member of the state and local bar associations and has been admitted to the practice of law before the United States Supreme Court.

WATERWORKS—1895

(7x6 foot STONE TABLET IN WALL AT
WATERWORKS)

WATERTOWN WATER WORKS

1895-6

J. T. Moak, Mayor

Common Council

Committee:

F. E. Woodard

S. M. Eaton

A. E. Needham

W. F. Quentmeyer

L. C. Schmidt

Directors of Water
Works Company:

M. J. Woodard, Pres.

F. Kusel, Vice Pres.

W. F. Voss, Sec.

W. D. Sproesser, Treas.

J. Habegger, Supt.

Watertown first organized its Water Works Company in September 1895, and the cost of constructing the new plant and equipment was \$110,000.00. The Capital Stock was \$20,000 and bonds issued by the Watertown Water Works Company



RIVERVIEW GROCERY & TAVERN

"AT THE FOURTH STREET BRIDGE"

Al and Gertie Aagard

Bob and Anne Schumacher

CONGRATULATIONS, WATERTOWN -- A CITY OF COOPERATION

COOPERATION is the first law of a civilized people.

Rock River Co-op now operates on the same site as the Farmer's Store operated.

The Farmers' Store was organized in 1913.

Ashippun Consumers' Cooperative was organized in January, 1938, at Ashippun, Wisconsin.

The name was changed to Rock River Consumers' Cooperative in 1942.

There are about 1025 members at present.

Rock River Consumers Co-op.

was \$90,000 secured by mortgage on the plant. The date when the company began to sell water was July 5, 1896. The Watertown Water Works Company sold to the City of Watertown on September 19, 1896.

On June 15, 1897, the common council created a non-partisan Board of Water Commissioners of three citizens to administer the affairs of the Water Works System independent of all outside influences, whether political or otherwise, looking solely to the interests of the city, consumer and the efficiency of the waterworks.

The first commissioners were:

W. C. Stone, President
William F. Voss, Secretary
John Habegger, Commissioner.

The superintendents employed by the Water Commission were Julius Fix from 1897 to 1907; Albert Donner from 1907 to 1909; Charles Mackay from 1909 to 1930. Hilary Reichardt, the present superintendent has been superintendent since 1930 and also employed in the plant since 1919.

ADDITIONAL HAPPENINGS AFTER THE TURN OF THE CENTURY (Cont.)

On Feb. 23, 1946, Lincoln school was destroyed by fire, while another major fire occurred in the city on Dec. 18, 1946, which destroyed the Tetzlaff Pharmacy.

On the afternoon of July 14, 1946 Watertown's float in the centurama float parade in Milwaukee placed first. Geese were used for the decorative design. Arthur A. Minning, Louis Thies and Gus Doerr planned the float.

On May 7, 1948 the high school staged a pageant entitled "Century of Progress Cavalcade" in honor of the state centennial. Over 800 people attended the first performance.

On April 5, 1948 the first election took place for the City Manager-Council form of government. The 5 council members chosen were J. W. Sproesser, later council president; Albert Maas, Floyd Shaefer, Henry A. Hoffman and Charles H. Johansen. Dean Van Ness was chosen by the council as the first city manager. The present council consists of James A. Fitzpatrick, president; Charles E. Kading, E. A. Biefeld, B. V. Krueger and Walter P. Schlueter.

In 1952 Byron Wackett, a former mayor was elected to the assembly of Jefferson County.

Some day in the distant future citizens of Watertown will mirror the events in our lives—our century—this centennial. We are facing new frontiers which we must conquer and our progress like the early pioneer will be measured by the opportunities which we have used and the sterling qualities of character to which we have adhered.



Cattle Fair, Third & Main Streets



Cattle & Horse Fair, 1866, Cor. Main & S. Second Streets



Decorated Main St. During Saenger Verein Convention, 1890's

WELCOME, VISITORS CONGRATULATIONS, CITIZENS

We are happy to contribute toward a great celebration of a great event—100 years of progress as a city. Our sincere hope is for a successful future.

Bocher's Food Market	201 N. Water St.
Loeffler's Floral Shop	202 W. Main St.
Dave's Cue and Cushion	112 Third St.
Borchardt's Watertown Liquor Co.	317 Main St.
Burbach's Service	607 N. Fourth St.
Noffz Funeral Home	400 Third St.
Bonnet Shop	310 Main St.
Badger State Bottling Co.	307 N. Water St.
City Yellow Checker Cab Co.	122 N. First St.
Kresge's Self Service Store	207 Main St.
Boyle Funeral Home	314 W. Main St.
Pomeroy I.G.A. Grocery	503 N. Fourth St.
Hafemeister Furniture Store & Funeral Home	607 Main St.
Annis Electric Co.	311 William St.
Pederson Funeral Home	213 Fifth St.
Royal Meat Market	405 Main St.
New York Market	8 Main St.
Luther's Grocery	1022 Third St.
Raue & Sons, Inc.	106 Jefferson St.
Marek Distributing Co.	122 N. First St.
Schneider Jewelry	111 Third St.
Julius Bayer Meat Market	202 Third St.
Otto's Inn	100 Madison St.
National Beauty Shop	316 Madison St.
Milady's Beauty Studio	511 Main St.
Alice's Lunch	113 Third St.
Seager & Brand Barber Shop	5 Main St.
Service Plumbing & Heating Co.	501½ Third St.
Minning Liquor Co.	111 N. First St.
Quality Bakery	104 Main St.
Pagel's Bakery	114 W. Main St.
Koser's Bakery	111 Second St.
Kopp Sheet Metal Works	204 Madison St.
L & L Luncheonette	417 Main St.
Veldhuizen Vending Machine Service	214 Clark St.
M & M Bar (at Euper's Corner)	617 First St.



What's happened to Fashion in 100 years? ... more than you think!

We don't mean the outer manifestation of change . . . the discarding of the long skirt or of the laced and boned corset or the many skirted petticoat. We don't mean the miracle developments in utility and long wear and beauty in both fabric and color.

We do mean the real change . . . the wonderful fact that in 1954 on the streets of Watertown, Wisconsin a girl or woman can be and should be as well dressed as her counterpart in New York or Paris or anywhere in the world.

Because of the miracle of American production and distribution, anyone can dress as smartly as she chooses at a price she can easily afford. That was not true 100 years ago . . . nor is it true everywhere in the world today.

Elliott's
LADIES SHOP

*For 30 of Watertown's
100 years - the place
where styles are shown
first for less.*



J a n s k y
P r i n t i n g
C o m p a n y
W a t e r t o w n

