



# Pewaukee Area Historical Society

Clark House Museum  
206 East Wisconsin Avenue  
Pewaukee, Wisconsin 53072

**Museum Hours:**  
May through October  
Sundays 1-4 pm  
Wednesdays 7-9 pm  
or always by Appointment

Email: [info@pewaukeehistory.org](mailto:info@pewaukeehistory.org)  
Website: [www.pewaukeehistory.org](http://www.pewaukeehistory.org)  
[www.facebook.com/pewaukeehistory](https://www.facebook.com/pewaukeehistory)  
262-691-0233

Fall, 2017

## Events

### Mark your Calendars

April 26-Quarterly Meeting - 7:00 p.m.  
Steele Exhibit Bldg.

May 23 - Community Night - 7:00 p.m.  
Steele Exhibit Bldg.

June 11 - Show Us Your Collection  
Noon - 4:00 p.m.  
Steele Exhibit Bldg.

July 9 - Ice Cream Social  
Noon - 4:00 p.m.  
Clark House  
Steele Exhibit Bldg.

Aug 19 - Boat Show  
9:00 a.m.-5:00 p.m.  
Pewaukee Lakefront

Sept 10 - Harvest Fest  
Noon - 5:00 p.m.  
Clark House,  
Steele Exhibit Bldg.

Sept 28-30-Rummage Sale-Steele Exh. Bldg.

Oct 25-Quarterly Meeting - 7:00 p.m.  
Steele Exhibit Bldg.

Dec 2 - Tree Lighting

**OLD WORLD PEWAUKEE at Harvest Fest!**  
**Sept. 10th, Noon - 5:00 p.m.**  
by Kathy Sampson



Pewaukee Historical Society's Harvest Fest on the grounds of the Clark House Museum will feature old time crafts and hands-on activities; weaving, carving, a black smith, butter churning, corn shelling, square dancing and much more. Lunch and baked goods are available for purchase. This free family friendly event has something for everyone.



Buy a raffle ticket at Harvest Fest to win a Wisconsin Badger or Packer fleece made and donated by Sandy Volmar's daughter, Candy Sturgal of Wausau. Thanks Candy!

Enjoy a wonderful afternoon at Harvest Fest . . . rain or shine!

## Donations Needed for Harvest Fest Bakery Booth

by Sandy Volmar  
Donations of bakery goods/ canned goods are needed for the Bakery Booth at Harvest Fest.



This is a huge fundraiser for the Clark House. When you bake/can, save some items for the booth. We can use plates of cookies, breads (large or small), cakes (either whole or sliced into pieces), pies, jams, pickles or other homemade items that you've canned.

You can drop off the items on Saturday, Sept. 9<sup>th</sup>, from 1-3:00 p.m. or on Sunday from 10:00 a.m. until noon when Harvest Fest starts.



**Now that we have the items. . we need volunteers to help sell at the Bakery Booth!**

One hour shifts are available from Noon until 5:00 p.m. Please consider helping us at the booth. We need 2-3 people for each shift. **Call Sandy Volmar at 262-649-3228 to volunteer.**



## **RUMMAGE SALE**

### **Donate/Attend**

by Helen Ackley

#### **Sale Dates /Times:**

Thurs., Sept. 28, 4:00-8:00 p.m.

Fri., Sept. 29, 9:00 a.m.-4:00 p.m.

Sat., Sept. 30, 9:00 a.m. – Noon

In order to make this important PAHS fundraiser a success, we need your useable donations.

#### **Donation Drop Off Dates/Times:**

Sept. 20, 24 & 17 -1-4:00 p.m.

Sept. 23 from 9:00 a.m. – Noon

#### **ITEMS WE CAN ACCEPT:**

Knick knacks, specialty linens or bedding, Christmas or holiday decorations, antique & vintage items, crafts, old books, small working kitchen appliances, dishes, kitchen items, home furnishings, artwork, decorative lawn art, small furniture items, vintage clothing, and decorative baskets.

#### **ITEMS WE CANNOT ACCEPT:**

TV's, computers, food, cosmetics, perfume, clothes, large furniture, drapes, electronics, large appliances and exercise equipment.

#### **ALSO NEEDED:**

Newspapers, plastic and paper grocery bags for packaging the purchases.

Now is the time to clean out your drawers, cupboards and garage and donate your items OR attend the sale and purchase a great item at bargain prices! This is another fun fundraiser sponsored by PAHS!

Questions or to volunteer to work at the rummage sale... leave a message at the Clark House 262-691-0233.

## **Little Free Library Creators Receive Girl Scout Silver Award**

by Kristina & Alexi

Hi! We are Kristina and Alexis and we are the proud creators of the Little Free Library that was placed in front of the Clark House.

Earlier this year, in May, we attended the Girl Scout Highest Awards Celebration. This is where girls are recognized for their achievement of completing their Bronze, Silver or Gold Award. We had the honor of our project advisor, Cliff Muehlenberg, in attendance during the ceremony. Along with about 150 other girls, we completed the Silver Award! This celebration was an amazing experience to go to; the girls there were so excited to be helping their community while being recognized for their hard work.



It was inspiring seeing the Gold Award winners because it gave us bigger and better ideas on what to do for our individual Gold Awards going into our next few years of high school.

Thank you again to the Pewaukee Area Historical Society for working with us to complete the LFL as our Silver Award.

## **Clark House Free Tours**

The Pewaukee Area Historical Society is proud of the fact that we can continue to provide *FREE* tours of the Clark House Museum at a time when many local historical societies are charging. How is this possible?...by generous donations and volunteers that help at our fund raising events such as the upcoming Harvest Fest and Rummage Sale. Please check out the opportunities listed in this newsletter and help us continue our “free” tour tradition!

## **Quarterly Meeting October 25 – 7:00 p.m. Steele Exhibit Bldg.**

We are in the process of setting up the program for the October meeting so mark your calendars and plan on attending. The meetings are always a good way to connect with old friends and maybe even meet new ones. After a short business meeting, we will provide an interesting program followed by refreshments. See you there!

## **Welcome New Members**

Mr. & Mrs. James Duca

Karen Hertz

Donna Homan

Julia Myre

Mr. & Mrs. William Newman

Lisa, Bryce & Evan

Vanderbloom

Welcome to PAHS. Thank you for joining the Pewaukee Area Historical Society. We look forward to meeting you at our upcoming events. If you have any questions about our programs, please ask one of our volunteers.

# “And in this Corner ...”

by Carole Brinkman

Have you ever heard the expression, “You can’t judge a book by its cover”? That was certainly the case when we recently received an old ledger book, 18” x 10”, beat up and held together with binding tape. It certainly wasn’t anything worth looking at --- or was it??

The ledger was actually a “scrapbook” started on January 1, 1912 put together by Henry Culver and brought in by Jerry Redfield, his great grandson. The Culver family was one of Pewaukee’s early settlers. Jerry’s great, great grandfather, Simeon Culver, served in the Civil War.

The ledger is a fascinating collection of local news and stories from early settlers of Pewaukee. One story tells of the “Passing of an Old Pewaukee Landmark” in 1927 (page 95). The Pewaukee Lake Mill was built in 1837 near the current site of Artisan 179 on the lakefront.



George Steele  
Pewaukee’s  
Village Wagon  
Maker

“Pewaukee’s Village Wagon Maker” (page 61) tells the life story of George Steele, who at the age of 85 was still repairing wagons on Main Street (new W. Wisconsin Avenue). Page 19 tells of “Memory of the Indians” in Pewaukee by Mary Stewart.

There were weddings, births and deaths recorded in this wonderful book. We plan on cataloging the many articles in the ledger over the winter so they can be enjoyed by others who come to the Clark House in the future.

## Recent Acquisitions

by George Strieter

The following donations have been received recently and some will be on display at the Clark House as space permits.

\*Carolann Aiken donated a Primitive farm table, butternut chest & primitive folk art bellows.

\*Doris Marks donated Roy Marks’ Valentine post card collection.

\*William Tischaefter donated Lois Tischaefter’s homemade doll house & furniture.

\*Pete Van Horn donated two boat paddles.

Thank you to all of our donors! Your donations help us provide “hands-on” programs for school and scout groups and interesting items for tours.

## Water Heater Leak = Budget Leak

In July, the Clark House water heater started leaking rust colored water, and we had to spend \$972 to buy a new water heater and have it installed. This caused a big leak in our annual budget. We would be very grateful for any donations to help us repair our budget.

Thank you,  
Tom Brick  
Treasurer

*(Milk Jug - continued from page 5)*  
over the counter, 1,500 of them would be purchased on a weekend. New sandwiches included toasted egg salad, grilled ham and cheese and the Spanish hamburger.

Wide counters enabled mothers and fathers to bring their infants in the two-handled baskets used then, and place them (basket and baby) on the counter while they ate. The infants were then treated to samples of ice cream or whatever was on the family menu.

In 1950 expansion was necessary. The Greyhound Bus Co. had approached the management proposing to bypass Milwaukee and make the Milk Jug a rest stop on its cross-country route. Six buses a day stopped there, and the Milk Jug’s fame spread nationally.

The restaurant expanded to seat 80 and a refrigerated service counter was added for the sale of sausage, cheese, bacon and delicatessen salads.

Paul Fleischmann became herdsman at the Milk Jug when it reopened after the war. He and his wife, Marion, lived in a home constructed for them east of the restaurant.

In 1957, the spotlights on the giant jug went out for the final time. Economic circumstances, among them the proliferation of drive-in fast food restaurants in the area, led to the decision to close the business.

The concept of the Milk Jug – “One of the few places you could bring your children, be entertained, and not be accessible to drinking,” as Reinie Hugo put it – will be long remembered.

**Note:** If you have an old family recipe or just one you want to share, please submit it. It would be interesting if you have some background for the recipe to share also.

*From the Kitchen*  
**SANDY VOLMAR**

### Football Fiesta Casserole

Preheat oven to 350°

Pan spray a 9 x 13 pan

- 1.5 lb. ground beef
- 1 large onion, chopped
- 2 teaspoons minced garlic
- 1/8 cup chili powder
- 1 teaspoon cumin
- 1 small can chopped black olives
- 2 (15 oz.) cans tomato sauce
- 2 (15 oz.) cans red kidney beans, rinsed
- 1 tablespoon parsley
- 1 13 oz. bag Tostitos (or corn chips) partially broken up
- 8 oz. shredded cheddar cheese (I use a blend of different cheddars)

Brown meat and onions. Add seasonings and olives, then sauce, beans and parsley.

Spread pan with half of the meat mixture. Add half of the chips, then sprinkle with half of the cheese.

Repeat – adding rest of the meat, then the chips, and then the cheese. Add a sprinkle of parsley on the top.

Bake for 40 minutes at 350°

**GO PACKERS!**



PAHS receives a 1% rebate on your store receipts from the Sentry store in Delafield. Receipts must be less than 6 months old and can be left in the dresser drawer marked "Sentry receipts" on the screen porch of the Clark House. Penny Williams will take it from there. Thanks for remembering.

### BUSINESS MEMBERS

**Artisan 179 – (262) 691-0200**

**Century Fence – (262) 547-3331**

**Chiropractic & Wellness on**

**Pewaukee Lake – (262) 695-0022**

**5 O'Clock Club – (262) 691-9960**

**Harken, Inc. – (262) 691-3320**

**Chris R. Lueth Ins. Agency**

**(262) 695-1981**

**Molly Maids of Lake Country**

**(262) 691-5000**

**Ken Weber Truck Service**

**(262) 691-0333**

These businesses are partnering with us to show their support to the Historical Society. Please remember them when you need their services. Let's keep our Pewaukee businesses in Pewaukee and keep growing our business community!

**There's  
no better time  
to buy a brick  
than  
NOW!**

Still only ...\$50

### NEWSLETTER CONTACT INFORMATION

Be part of the next PAHS newsletter by submitting an article or other event information to

**Karen Merz – email:**

**info@pewaukeehistory.org**

**Questions? Call Karen at 262-695-0600**

**Deadline for the next newsletter is**

**October 31, 2017**

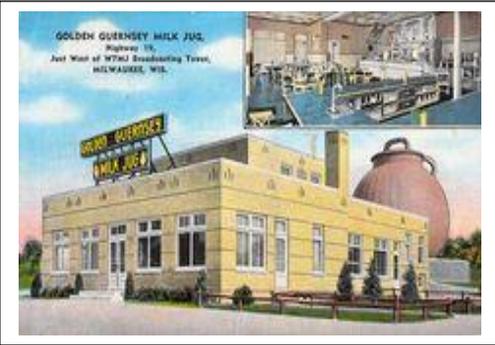
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And be the first to hear about PAHS news and events!

**www.facebook.com/pewaukeehistory**

## Milk Jug's Cows Rose to Occasion

*George Strieter found this article in the Waukesha Freeman, December 4, 1986 edition, and thought everyone would enjoy it.*



Built in 1936, the Golden Guernsey Milk Jug with its spotlighted silver milk pitcher could be seen for miles. Located on Highway 18, now Blue Mound Road, where ChiChi's now stands, it was the only restaurant from the outskirts of Milwaukee to Madison on that highway.

Weekends, when the University of Wisconsin played a home football game, thousands of people from Illinois, Indiana or Iowa would stop there, either to eat or to marvel at it. Its fame spread far beyond Wisconsin's boundaries.

Constructed as a showcase for the products of the Golden Guernsey Cooperative, it was essentially the idea of one man, Gavin McKerrow. He and several other farmers had organized the cooperative in 1930 to market their premium milk. As they began to make a profit, McKerrow's concept of displaying the Guernsey cow and its products took shape.

"I can remember Dad sitting at the dining room table making sketches of what it would be," said Helen McKerrow Pugh.

Another daughter, Isabel

McKerrow Brown, said that the Milk Jug stood for McKerrow's lifelong belief that the farmer must advertise his product in an effort to sell directly to the consumer, as the cooperative did.

His plans for the Milk Jug were made carefully, with education and entertainment for the American family in mind.

The cream-colored restaurant was built on a hill overlooking the highway and the rolling countryside. Behind the restaurant rose a towering silver milk jug, 130 feet high. Situated on top of a circular barn, the jug was the symbol of the Golden Guernsey Cooperative.

The circular barn beneath the jug housed the cows; the jug itself held the hay that fed them. McKerrow believed in utility as well as aesthetics. From 4 to 6 p.m. seven days a week, the cows were brought into the milking parlor two at a time and placed in two stalls, which were then elevated on specially constructed hoists so that they were eye-level with the viewing public. Almost 100 people could stand in the area behind the four tall windows to watch the procedure. While one cow was being milked (by a special machine designed by the Universal Milking Co.), the other one was being washed in preparation.

Milk from each cow was diverted into a glass jar, so those watching could see how much milk each cow gave.

For many children, this was the first realization that milk

was not just poured into a bottle and delivered to their doorsteps.

People would have to arrive at least half an hour before milking time, if they hoped to get a place to watch.

Families with small children weren't the only ones attracted to the Milk Jug. Will McKerrow, one of Gavin's sons, recalls that it was a popular place for high-school-age young people to meet.

You'd see athletic letter sweaters from there as far east as Whitefish Bay, and as far west as Germantown. We'd just say, "See you at the Jug after the game!" he recalled. He also remembers that it was the only place you could get a real gooseberry sundae.

In 1942, as World War II brought gas rationing and a shortage of help, the herd was sold and the milking parlor was closed. The restaurant was open only on weekends during the summer and closed during the winter.

The end of the war brought a new day to the Milk Jug. Reopening in 1947, the restaurant featured new items on the menu, and the milking parlor was again opened to the public.

Reinhold "Reinie" Hugo became the general manager of the restaurant. He and his wife, Adeline, who assisted him in the management, lived above the restaurant. "Those were the happiest days of our lives," he said, although he worked long hours.

Cream puffs were one of the post-war innovations. Sold  
*(Continued on page 3)*

**Pewaukee Area Historical Society**

**2016 Board of Directors**

President: Carole Brinkman

Vice President: Jim Tredwell

Secretary: Kathy Sampson

Treasurer: Tom Brick

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Sandy Volmar

Penny Williams

The Society is a nonprofit organization, **501(c)(3)**, dependent upon private funding for capital improvements and ongoing operations. **All gifts are tax deductible to the extent allowed by law.**

Newsletter editor: Karen Merz  
[info@pewaukeehistory.org](mailto:info@pewaukeehistory.org)

**The Clark House**, once a stagecoach inn, is now a museum operated by the Pewaukee Area Historical Society. It is located at the corner of Prospect Avenue and East Wisconsin Avenue in the Village of Pewaukee. There is no admission fee. Donations are accepted.

**The Pewaukee Area Historical Society**

(PAHS) is a non-profit, charitable, educational organization founded to research, collect and preserve the history of the Pewaukee area. PAHS invites anyone who has an interest in the history of the Pewaukee area, its people and the community, to become a member.

Museum Hours: May 28<sup>th</sup> through October  
Wednesdays 7:00–9:00 pm  
Sundays 1:00–4:00 pm  
Or always by appointment

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