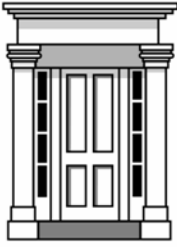


SHEBOYGAN COUNTY



HISTORICAL
RESEARCH
CENTER

Sheboygan Mineral Water
Ginger Ale



The Researcher

The Newsletter of the Sheboygan County
Historical Research Center

Volume XXX Number 4 April 2020

The Researcher is sponsored by Jay Christopher of Christopher Farm & Gardens.

Mineral Water, Ginger Ale both made in Sheboygan



The image above is from the C. G. Winscher Collection housed at SCHRC. This beautiful bronzed, iron fountain was erected in 1876 in downtown Sheboygan for the centennial of the United States. The statue on top of the fountain is that of a little boy holding a stork from which the newly minted well water spewed. Evergreen Park's name was changed to Fountain Park as part of that Centennial celebration.

The summer of 1875 saw big changes come to Sheboygan. At Eighth Street and Erie Avenue, John Dobyys and his drilling crew worked on a well in the town square that would one day supply the city fire department with its water supply. Located in Evergreen Park, the well was drilled deep, deeper than any other in the state of Wisconsin at that time, nearly 1500 feet. Crowds gathered to watch the progress. At \$3 per foot, this project was a substantial cost to the city, but it marked great progress.

Continued on page 4

The Sheboygan County Historical Research Center is located at 518 Water Street in Sheboygan Falls.

Open Tuesday through Friday, 9:00am – 4:00pm and Saturdays from 9:00am to 12:00 noon.

Closed for the duration. See you soon.

.Phone: 920-467-4667

E-mail: research@schrc.org

Website: schrc.org

The Researcher is the official newsletter of the Sheboygan County Historical Research Center, 518 Water Street, Sheboygan Falls, Wisconsin 53085.

It is published six times per year in August, October, December, February, April and June.

The Research Center is the local history archive for Sheboygan County and areas surrounding the county. It is a repository for paper records of all kinds.

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Go Paperless. Receive *The Researcher* via email. Save paper. Save postage and receive a more colorful newsletter. Contact Katie at research@schrc.org to sign up.

Spring 2020 Program Schedule

All May programs will be rescheduled for later this year. **Stay tuned for changes.**

Check out Facebook and our website www.schrc.org for programming.

~~Second Saturdays — Journeys Into Local History~~

~~Plymouth Arts Center, 520 East Mill Street, Plymouth~~

~~Saturday, May 9, 2020 — 9:30am~~

~~Chad Lewis — UFOs of Wisconsin~~

~~History on the Move — Plymouth Generations~~

~~Wednesday, May 6, 2020 — 2:00pm~~

~~A Bit of the Old Sod, Irish History in the County~~

Wednesday, June 3, 2020 2:00pm

The History of the Kettle Moraine

~~Taproom History — Fat Cow Pub & Eatery~~

~~Thursday, May 14, 2020 — 6:30pm~~

~~What Happened to Lincoln's Body?~~

~~Genealogy Classes~~

~~Monday May 11, 2020 — 1:00pm~~

~~Ancestry.com~~

One Hundred Years of Sheboygan, J.E. Leberman 1846-1946

+In February 1875, steps were taken to organize a regular paid fire department. The City was growing so rapidly that it felt the former volunteer department was inadequate, and a permanent department was necessary.

+There were three newspapers in the city; *Sheboygan Times*, *Sheboygan Herald*, and *Demokrat*.

+Gas lamps were extinguished every evening at 11 p.m.; the cost of gas per year for each lamp was \$1.90.

+In 1876 the Sheboygan Chair Co. was granted a permit to build an overhead bridge connecting their buildings on the east and west side of Chestnut Street, now 7th Street. .

+On May 10th all the bells in the city were rung at 6 a.m., 12 noon, and again at 6 p.m., for 15 minutes each time, in celebration of the opening of the Centennial Exhibition at Philadelphia.

+\$200.00 was appropriated for the Fourth of July celebration for music, and +\$200 for decorations

+ A resolution was passed closing all saloons and forbidding the sale of beer and liquor on that day.

The Researcher is sponsored by Jay Christopher of Christopher Farm & Gardens



“LET’S DEVELOP OUR CENTER”

Steven K. Rogstad
Director of Development

April is normally the month when we initiate the Center’s Annual Campaign of giving, which is a vital and primary method for the organization to receive the funding necessary to stay active and fulfill its mission. However, this April

finds all of us in circumstances that are anything but normal. The COVID-19 virus has affected everyone globally. Many employers and services not deemed necessary to societal structure and health have temporarily closed. Many people are temporarily working from home. Most states have implemented a temporary “Stay at Home” directive to mitigate the growth of this global pandemic.

The Center is very concerned about the people we serve and the individuals who serve us. The health of our staff, volunteers, and customers must be our first priority at this temporary troublesome time. Therefore, the Research Center is closed for business at least through April. The building is closed and locked. Staff is working remotely from home. Our regular programs and services have been temporarily suspended.

I am using the word temporarily throughout this essay, because it is important that we all understand this is only a temporary disruption of normal operating procedures. We will all be back in the building soon and resuming the work that we find so enjoyable and valuable. The mission of the organization will continue, as will its programs, services, campaigns, and community outreach. We will all be back together again soon!

The Research Center is Still on the Air! We are continuing our radio presence on WLKN, 98.1 FM, Mondays, about 8:10-8:12 a.m. These 2-minute conversations about the Center and its activities allow us to reach a younger audience who may not be familiar with us. Past programs are also available on our website.

Taproom History Returns! Last year we launched a new program series at The Fat Cow in Sheboygan Falls, with visual lectures on Sheboygan County brothels, local Prohibition activities in the 1920s & 1930s, and mummy of John Wilkes Booth. Each program drew around 60 people! This year we have again scheduled three programs on Thursday evenings for May 14, June 18, and August 20. The first program in May will be a visual examination of “What Happened to Lincoln’s Body?” Check out the website for details about all three programs. What could be a more ap-

petizing way of learning history than while eating good food and enjoying a beverage?

The Annual Bus Tour is Scheduled for October 19-23, 2020. This year we will be exploring historical sites in southwestern Wisconsin, northwestern Illinois, and southeastern Iowa. Although the itinerary is still being developed, it will include a dinner cruise, dinner-theater, Herbert Hoover Presidential Museum, Ronald Reagan Boyhood Home, John Deere sites, a trolley tour of Galena (Yes, there will be shopping!!), a couple of unique Lincoln sites, and – of course – the renown Trappist Caskets company! Other sites also included. Personalized Tours will be again conducting the tour. Reservations are already being accepted. Seating will go fast! Contact Personalized at 920-528-7600 for cost information and to make reservations.

The Center has established a goal of increasing its membership this year. Have you renewed your membership for 2020-2021? If not, please renew today. Last year, nearly 50 new members were added to our roster! This was partly the result of our members sponsoring a new member for one year. So, please think of someone who would enjoy being connected to the Center. It is a great opportunity for you to share with others what the Center does and expand our visibility in the area. We are looking for 50 new members again this year. Please help by giving a neighbor, friend, relative, or co-worker a membership and inspire them to become interested in their county’s history.

A Final Word About Funding. Even though the building is closed and our programs are a bit delayed this spring, the cost of operating the organization is still always present. The Center needs to bring in revenue to function. Until we begin this year’s Annual Campaign, the Center can always use your financial assistance. Any gift you can provide at this difficult and challenging time would be greatly appreciated.

The disruptions to our modern life will soon subside and we will be experiencing once again an exciting and fun-filled year with activities and events at the Center! I look forward to seeing you at our future events. Please check the website for possible schedule changes.

Please feel free to contact me with your ideas, suggestions, and recommendations for enhancing our development efforts. You can contact me at 920-467-4667, or email me at steverogstad@schrc.org.

Thank you for all you do to support and help develop our Research Center!

Please remain safe, healthy, prudent, and vigilant. I wish only the very best health for all of us in 2020!

When did Sargento introduce the first shredded cheeses in U.S.?

- | | | |
|---------|---------|---------|
| A. 1950 | C. 1962 | |
| B. 1958 | D. 1968 | B. 1958 |



Engine 252 on railroad bridge just north of Sheboygan Mineral Water heading west over the Sheboygan River.

The murky salt water was hit at 300 feet. It was hoped that by drilling further they would get past the high mineral content, ergo the great depth of the well.

Since the mineral taste of the water didn't clear up, creative plans were crafted for an alternative use of the water. Pharmacist William Schrage thought it might be more valuable as a healing tonic, and a Milwaukee chemist backed him up, commenting it may have been the most valuable water in the state. Consumers thought it had sanitary qualities, though we're not sure what that means. Suddenly, it was realized there was money to be made. Entrepreneurs were keen to take advantage of the "healing tonic."

The Sheboygan Board of Park and Water Commissioners in 1876 met to decide which of five Midwest bidders would have the rights to sell Sheboygan Mineral Water. John Bertschy, local entrepreneur, offered to pay the city \$2,500 and 1/5 of the gross proceeds.

Public drinking hours were 6 to 8 each morning and again 6 to 8 each evening. The park was renamed, cleaned up and made more amenable to use by residents. It was no longer used as a cow pasture.

It wasn't until 1880 that a bottling plant across the street was opened for the product with Bertschy acting as the first operator. The Park Hotel situated on the site of the old Sheboygan Clinic was actually built as a spa facility for people to take in the healing waters.

The water pumped from the Fountain Park well flowed at 200 gallons per minute at a uniform temperature of 59 degrees. Its therapeutic powers were compared to those of the famed waters of Kissengen and Kreutzbach of Germany. A Dr. Louis Bock declared in 1887 that using it he had seen successful results in treating scrophulosis, arthritis, chronic rheumatism, chronic catarrhs of the bronchial tubes and alimentary organ, hyperemia of the liver and kidneys, hemorrhoids and other chronic diseases. Must be a wonder drug!

A second much larger plant was later built at Ontario and North Water Street (1223 Ontario Avenue). This is the one we most often see in photographs.

The *Sheboygan Times* reported in 1885 that Imperial Inca Coca, a sparkling pleasant tasting and invigorating tonic beverage. As the company grew it expanded its water offerings. In 1890, the *Sheboygan Press* reported, "Local Sheboygan Mineral Water Company received an order of 70,000 bottles of favorite beverage . . . 10,000 bottles of lemon soda and sarsaparilla from the grocery firm Sprague-Warner and Company, Chicago,

FRIDAY, JULY 20, 1917.



INJUN lad and Injun
maid
Sitting on a log—
Said Injun maid to Injun lad
"This drink's a barking dog."
Said Injun lad, "Explain
yourself."
This Ginger Ale's all right."
"Sheboygan is a barking dog,"
She said, "It does not bite."

Sheboygan

Ginger Ale

*Finely Flavored
Because Pure*

Sheboygan Ginger Ale typifies purity—plus. Not only is it made with pure ginger, but that ginger is the very finest product of Jamaica. Not only is pure cane sugar the only sweetening used—it is the best crystal sugar.

These fine ingredients, skilfully blended and sealed in sterilized bottles give Sheboygan Ginger Ale a conspicuously fine flavor—make it a lively, pure and zestful drink.

We've been making this superior ginger ale for 25 years—this know-how from experience and an up-to-the-minute equipment guarantee Sheboygan quality.

Served at leading fountains, cafes, hotels,
clubs, country clubs and on dining cars.

Phone Your Grocer for a Case
Bottled by
Sheboygan Mineral Water Co., Sheboygan, Wis.
Try Sheboygan Root Beer and Sarsaparilla
—they're good 4 X



Ill-



Sheboygan

Ginger Ale

Give the Little One a Glass—
of Sheboygan now and then. Children don't gulp
Sheboygan as they do water. Its sippy, growling
Jamaica ginger flavor delights them, and they drink
as they should—enjoy it, sip by sip, to—"make it
last longer."

In Sheboygan, you are also assured of purity. It is the gin-
ger ale of real imported Jamaica ginger, extra fine syrup,
selected fruit flavors and water that is purest and best suited
to the purpose, made in a modern, scrupulously clean plant.
The substantial treat for occasions and all occasions—at
home, or affairs such as church societies, or when an outing
party has been planned—in welcome to the grown-ups as it
is to the children.

Your grocer or druggist will supply you very promptly
this by the case. Served at leading fountains, cafes,
hotels, clubs and country clubs, and on dining cars.

Sheboygan Mineral Water Co. Sheboygan, Wis.
Try Sheboygan Root Beer, Sarsaparilla and Lemonade
—they are extra good, too.



Sheboygan Ginger Ale advertisements from 1917 and 1918. The ginger ale was made by Sheboygan Mineral Water Company.

nois."

Sheboygan Ginger Ale was first made in 1894 by the company using the artesian mineral water as its base. Ginger from Jamaica was added and the sparkling water was sweetened with pure cane sugar. In December 1905 the *Sheboygan Times* newspaper reported that the Sheboygan Mineral Water Company received its second medal at the World's Fair in Portland, Oregon. It was known as the Lewis and Clark Centennial Exposition. By this time the company made also lemon, strawberry, cream soda and sarsaparilla flavors.

A January 6, 1912 ad in *Collier's National Weekly Magazine* read, "With the tang and flavor of real ginger from Jamaica, Sheboygan Ginger Ale combines elements of health native only to the delightful sparkling mineral water forming its base." "It was also "served in all leading hotels, clubs and cafes. Sold by grocers and druggists catering to quality. Be sure to ask for Sheboygan, Chief of Them All."

Over the years, the company was sold a number of times, most notably to Gus Witte, the man who ran the company for much of its time in business. A *Sheboygan Press* article of June 9, 1923 announced, "Pabst Company Buys the Sheboygan Beverage Plant." Gus Witte, principal stockholder and superintendent of the company announced that all of the equipment, trademark and business effects had been sold. It was the intention of the Pabst Company to move the equipment to Milwaukee and continue manufacturing there.

The site of the second Sheboygan Mineral Water Company plant is today park land (Workers' Water Street Park) along the Sheboygan River. The site of the original mineral water bottling plant is occupied by Sheboygan County Health and Human Service.

Thanks to SCHRC member, Carol Ehrenreich, for the information in this article. Carol's interest in the topic began with a Sheboygan Ginger Ale bottle found in one of her curio cabinets. She knew it was old, but really knew nothing about the company or the bottle. So Carol came to the Research Center and did some great research. Carol's full research, with far more background on the company, can be found in the General Files of Sheboygan Mineral Water Company at SCHRC.



COLDS, INFLUENZA, PNEUMONIA, AND TUBERCULOSIS ARE SPREAD THIS WAY

Cartoon or PSA from the Public Health Service teaching ways to avoid the influenza. 1918. Washing hands should be added!

The Influenza Epidemic of 1918

Reprint of a November 2014 SP article with updates

Daily, this time of the year, we are reminded to get our flu shots. Not to be confused with the stomach variety of flu, true influenza comes on suddenly and presents with fever, sore throat, body aches, headaches and fatigue.

An Italian word meaning influential, people once believed that the influence of the planets, stars, and moon caused the flu. The French called it La Grippe, a reference to the throat constriction involved.

Influenza viruses continually morph over time, usually by mutating to evade the immune systems of the host human, bird or other mammal, always creating a new and different version.

Widespread outbreaks of the flu usually follow substantial changes in the virus and occur about every 10 years. Typical annual flu viruses infect up to 20% of Americans, put 200,000 in the hospital, and kill about 36,000 people. Transmitted by coughs or sneezes and direct contact, flu is very contagious, but happily these same viruses are easily killed by sunlight, bleach and soap.

The single deadliest flu pandemic in history was the Spanish flu pandemic of 1918-1919, with neither treatment nor vaccine, it perhaps originated in China. Occurring in three waves of increasing severity, the most deadly months were October, November and December of 1918.

The first confirmed outbreak in the United States and probably the world, was at Ft. Riley, Kansas on March 11, 1918. Hours after the first soldier reported sick, dozens more poured into the infirmary. By the end of the day, hundreds of soldiers had fallen ill. Within a week 500 had come down with the fever. Some soldiers felt fine in the morning, but died by nightfall.

Added interesting information from Smithsonian Magazine, November 2017) is as follows:

Haskell County, Kansas, lies in the southwest corner of the state, near Oklahoma and Colorado. In 1918 sod houses were still common, barely distinguishable from the treeless, dry prairie they were dug out of. It had been cattle country—a now bankrupt ranch once handled 30,000 head—but Haskell farmers also raised hogs, which is one possible clue to the origin of the crisis that would terrorize the world that year. Another clue is that the county sits on a major migratory flyway for 17 bird species, including sand hill cranes and mallards. Scientists today understand that bird influenza viruses, like human influenza viruses, can also infect hogs, and when a bird virus and a human virus infect the same pig cell, their different genes can be shuffled and exchanged like playing cards, resulting in a new, perhaps especially lethal, virus.

We cannot say for certain that that happened in 1918 in Haskell County, but we do know that an influenza outbreak struck in January, an outbreak so severe that, although influenza was not then a “reportable” disease, a local physician named Loring Miner—a large and imposing man, gruff, a player in local politics, who became a doctor before the acceptance of the germ theory of disease but whose intellectual curiosity had kept him abreast of scientific developments—went to the trouble of alerting the U.S. Public Health Service. The report itself no longer exists, but it stands as the first recorded notice anywhere in the world of unusual influenza activity that year. The local newspaper, the Santa Fe Monitor, confirms that something odd was happening around that time: “Mrs. Eva Van Alstine is sick with pneumonia...Ralph Lindeman is still quite sick...Homer Moody has been reported quite sick...Pete Hesser’s three children have pneumonia ...Mrs J.S. Cox is very weak yet...Ralph McConnell has been quite sick this week...Mertin, the young son of Ernest Elliot, is sick with pneumonia,...Most everybody over the country is having lagrippe or pneumonia.”

Several Haskell men who had been exposed to influenza went to Camp Funston (Ft. Riley), in central Kansas. (Camp Funston was a U.S. Army training camp located on Fort Riley, southwest of Man-



Flu epidemic patients at Great Lakes Naval Station. Great Lakes is located 40 miles north of Chicago in the suburbs of Lake County, Illinois. From Chicagoreader.com “Between September 12 and October 11, 1918, Great Lakes Naval Training Station recorded 9,623 cases of influenza, with 924 deaths. Great Lakes presented half-truths about the epidemic in large part to protect the war effort, which demanded full participation by healthy young men.”

hattan, Kansas. The camp was named for Brigadier General Frederick Funston. It was one of sixteen such camps established at the outbreak of World War I.) Days later, on March 4, the first soldier known to have influenza reported ill. The huge Army base was training men for combat in World War I, and within two weeks 1,100 soldiers were admitted to the hospital, with thousands more sick in barracks. Thirty-eight died. Then, infected soldiers likely carried influenza from Funston to other Army camps in the States—24 of 36 large camps had outbreaks—sickening tens of thousands, before carrying the disease overseas. Meanwhile, the disease spread into U.S. civilian communities.

The flu quickly spread across the country, where 2 million troops were mobilizing for the war in Europe. The soldiers carried the flu with them when they shipped out, introducing the virus to France, England and Germany. The name Spanish Influenza came from the devastating effects of the flu in Spain in autumn 1918.

This epidemic was odd in that it was most devastating for young, healthy people. (Why did so many young adults die? As it happens, young adults have the strongest immune systems, which attacked the virus with every weapon possible—including chemicals called cytokines and other microbe-fighting toxins—and the battlefield was the lung. These “cytokine storms” further damaged the patient’s own tissue.)

Late spring of 1919 saw the last of the dread disease. The virus drifted into relative harmlessness through the 1920s. Scientists have since classified it as H1N1 influenza.

Up to 40% of the world’s population fell ill. An estimated 50 million people died, with 675,000 in the United States alone. The Spanish flu killed more than the Black Plague which reduced the world’s population by one-third.

Initially called the three-day fever, it started like any flu, with a cough and a headache, followed by intense chills and a fever that could quickly hit 104 degrees.

Continued on page 10

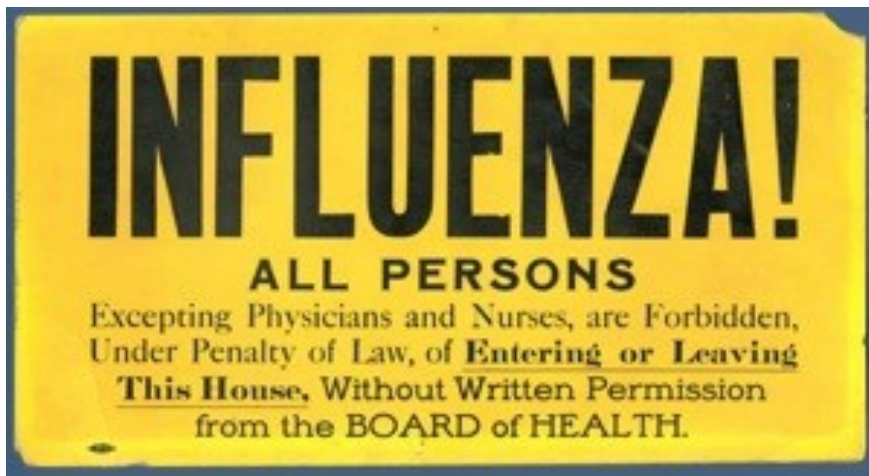
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RETURN SERVICE REQUESTED



In July 1906 an ad appeared reading "Chief of Them All." It became the trademark image for the company and was found on all advertising. This serving tray, seen at left, has become a popular collector's item.



Influenza Quarantine Sign

One such power to control disease was the age-old practice of quarantining goods, animals, or people believed to be carrying contagious diseases. With no medical treatment yet available for influenza, identifying and isolating infected people was one of the few effective public health measures. Wisconsin Health officials posted signs like the one at left on buildings occupied by quarantined influenza victims in 1918.



Born's Park, once located between 14th and 15th Streets and Michigan and St. Clair Avenues, was a spa and early health facility. During the worst of the 1918 Spanish Flu epidemic it was called into action to take overflow victims from St. Nicholas Hospital. Born's Emergency Hospital could handle up to 50 patients at one time.

FIRST INFLUENZA CASE REPORTED AT OOSTBURG. MRS. W. ONNINK DEAD

Mrs. William Onnink, formerly Miss Josie Heinen, 38 years old residing three-quarters of a mile west of Gibbsville is the first victim of Spanish Influenza reported at Oostburg. Her death occurred on Thursday morning, after being ill only seven days.

There have been several Spanish Influenza deaths reported at Oostburg, which were cases of soldiers who had died while at camp.

She is survived by a husband and four children: Ernest, Reuben, Harold and Bernice, 16 months old; also five brothers and one sister.

The funeral services for the deceased will be conducted on Saturday.

ED. MIHM, 33, SUCCUMBS TO PNEUMONIA

Edward Mihm, 33 years old, one of our splendid young men of this city, died suddenly at 12:30 o'clock today at the home of his mother, 1615 N. 11 St. Since last week Wednesday he was ill with a slight case of the grippe which this morning developed into pneumonia and this noon he suffered a stroke of the heart which was the cause of his demise.

Mr. Mihm has a host of friends in this city. He had been in charge of the Holy Name bowling alleys for several years.

Sheboygan Press
October 1918

Sometimes called “the purple death” because of its worst symptom, cyanosis, where the lungs were starved of oxygen. The patient would turn purple, black, or blue. Deep brown spots would appear on a victim's cheeks and a thick, fluid would overwhelm the lungs. Patients would fight for breath, and it was only a matter of hours until death arrived

Odd “cures” of the time included drinking whiskey, smoking cigars, eating milk toast, gargling with salt water, getting fresh air, and partaking of interesting concoctions like “Grippura.” Some doctors doused their patients with icy water while others “bled” their patients.

In San Francisco, city officials fought the spread of the disease by advocating gauze masks as 99% effective in preventing the flu, using the slogan: "Obey the laws, And wear the gauze. Protect your jaws from septic paws."

Great Lakes Naval Station near Chicago, and the gathering site for our Sheboygan County soldiers reported, "The morgues were packed almost to the ceiling with bodies stacked one on top of another. The morticians worked day and night. You couldn't turn around without seeing a big red truck loaded with caskets for the train station so bodies could be sent home."

In Sheboygan County, the town of Sherman suffered mightily with 360 cases in October of 1918. The city of Sheboygan, with a much larger population, had just forty more. St. Nicholas Hospital and Born's Park, which was turned into an emergency hospital, handled the sickest and the dying in Sheboygan.

Quarantines were mandated until the last person was fever free for four days. Funerals were limited to family members. Schools closed, Theaters and all public venues shut their doors to prevent the spread of the scourge.

Wisconsin had significantly lower mortality rates than other states. Milwaukee's death rate was the lowest of any large city. Best estimates have 500 dead in Milwaukee and 7,000 in the state.

For most people, the flu presents a few days of feeling miserable. But, occasionally it turns into a killer, into a pandemic. So, when next you see the ads for flu shots, perhaps it's wise to heed the warning. No one wants to be a statistic.

Wash your hands!

PATRIOTIC DRIVE AGAINST THE "FLU"

An onion car arrived today,
Labelled red, white and blue,
"Eat onions, plenty, every day,
And keep away the 'Flu'."

Cabbages, too, they vend down
there,
At the Bessemer Transfer truck,
Solid heads, three cents the
pound,
Enough to supply the town.

So take a trip out Kittanning St.
And see what you can buy,
With what is left from Liberty
Bonds,
Lay in your winter supply.


**Eat More
ONIONS**

**One of the Best Preventatives
for Influenza.**

Car Load of Onions will be on sale
on siding at Bessemer Freight
Station

TODAY and TOMORROW
Will Be Sold Direct from Car
Bring Your Own Sacks or Baskets if Possible
THE PRICES ARE RIGHT
J. W. GARDOCKY, Grower

PREVENT DISEASE



**CARELESS
SPITTING, COUGHING, SNEEZING,
SPREAD INFLUENZA
and TUBERCULOSIS**

BEAUFORT COUNTY TUBERCULOSIS ASSOCIATION, TROY, N.Y.