



## *Making a Mark~ Remembering Caroline S. Mark*



**Free Admission  
to all events**

*Sunday, September 30, 2018*

*2:00 - 3:30 pm*

*Storytelling of Caroline Mark's Life*

Pine Grove Cemetery, Wausau

as told by Jane Jahnke Johnson

Hosted by:

Marathon County Historical Society

*4:00 pm*

*Faculty Gala Concert*

Performances by Wausau Conservatory

Faculty and Guests

Caroline S. Mark Recital Hall

Wausau Conservatory of Music

404 Seymour St., Wausau

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• **THANK YOU** •

- ◆ To Baird Financial Advisors for their In-Kind donation of Services
- ◆ To Menzner Lumber for their donation of six beautiful wooden easels
- ◆ EO Johnson & Gray Law Firm



The Marathon County Historical Society  
is supported in part by  
City of Wausau Room Tax Funding.

• **GIFTS RECEIVED** •

- ◆ From Carol Jamieson in honor of Dr. John Hattenhauer's birthday

Donations in memory of:

- ◆ Milton Imm given by Bob & Eppie Gruling
- ◆ Ray Wery by Bill & Barb Harness
- ◆ Ray Wery by Daniel Deetz & Rebecca Haack-Deetz
- ◆ Ray Wery by Mike & Jane Blick
- ◆ Ray Wery by Pat Roberts
- ◆ Ray Wery by Paul Grewe on behalf of Ray's friends and neighbors
- ◆ Arden Hoffman by Jim Janke and Jane Janke Johnson



# Real or Not?

Just when you think something is fairly new, you realize Photoshop has been around for quite some time.

James Colby was a prolific Wausau photographer, who was fond of experimenting with the format, with the result that a Colby postcard sometimes has something extra than what he captured with his camera. At the time, postcards were printed from glass negatives. Colby found that by removing the ink from selected portions of the glass, he could superimpose parts of the two photographs into a new compound image.

Colby's favorite thing to do while he was developing the format was to take the trolley from the Wausau-Rothschild line and place it in street scenes of cities that had no trolleys.

At other times he was inspired to combine images such as when he placed an "aeroplane" in the sky over Neillsville after seeing an exposition at the fair, or by making comical souvenirs for the 1910 Grand Convention of the United Commercial Travelers in Wausau.

Eventually he used this technique to produce artistic and novelty postcards that showed larger-than-life figures interacting with familiar environments or photographic "proof" to back up exaggerated fishing tales.



## Upcoming Speakers



The Marathon County Historical Society continues its popular lecture series *History Speaks*, which includes a wide variety of topics presented by local experts and history enthusiasts.

All lectures are presented at the Woodson History Center, have no admission fee, and no registration is required. However, donations are always appreciated. **All presentations begin at 2 pm, unless otherwise noted.**

### **Saturday, October 6 History Speaks: Capturing the Packers: 75 Years of Biever Family**

Matt Foss has spent years working with the family of Vernon Biever, longtime photographer for the Green Bay Packers. Matt will highlight the work of Vernon and his two sons, John and Jim, well known photographers in their own right, covering 75 years of Packers history.

### **Saturday, October 20 The Milk Industry in Wisconsin**

The economic impact of dairy in Wisconsin exceeds \$43 billion – four times the size of Florida’s citrus industry and 10 times Idaho’s potato industry. This talk will trace the origins and evolution and influence of Wisconsin dairying, and will outline where the industry is headed. Speaker Patrick Geoghegan is senior vice president of corporate communications for Dairy Farmers of Wisconsin.

### **Saturday, November 3 Over Here: The American Home Front in World War I**

One hundred years ago, World War I had a profound impact on all Americans, including those at home. In this presentation, Brett Barker will examine the WWI home front and the ways in which Americans rallied to the war effort and simultaneously attacked the civil liberties of their fellow citizens, especially German-Americans, who were perceived as a “threat to the cause.”

## **History Speaks: On the Road**

**Monday, October 22, 2018 6:30 pm**

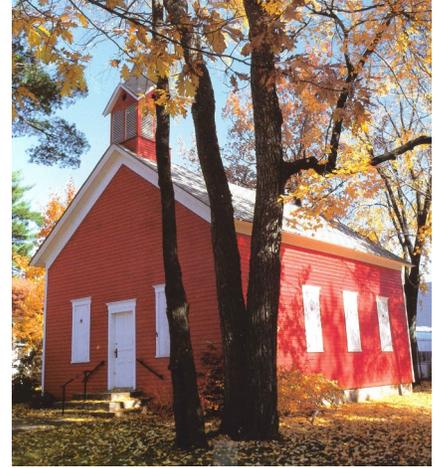
### **Wolves in Wisconsin: Learning to Live with a Large Carnivore**

Scott Walter, large carnivore specialist with the Wisconsin Department of Natural Resources, will discuss what we know about the history of wolves in Wisconsin, and will address related biological, social and policy issues. Free. At the Mead Wildlife Center, S2148 County Highway S, Milladore. Come early to enjoy the grounds and displays at the center!

# Little Red School House Program

## *Spoooner School*

- Spooner School opened for the 1894-1895 school year near the intersection of County Highways O and U, about seven miles west of Wausau.
- It closed in the spring of 1962 and was donated to the Marathon County Park Department by the Wausau School District in 1964. The school house was moved to Wausau's Marathon Park and painted red from its original white.
- Altrusa International of Wausau established a museum in the school. It attracted more than 2,000 visitors during the 1966 Wisconsin Valley Fair. "Project Recollect" (the refurbishing of the school) was sponsored by Altrusa's past presidents.
- The museum includes a bell in the belfry, dozens of old school books and maps, a piano, a wood stove, photos, and other memorabilia.
- The museum is open to the public during the annual Wisconsin Valley Fair and for other special occasions.



## *A Day in the Little Red School House*

In 1987, "A Day in the Little Red School House" project was developed by the Marathon County Historical Society and funded by Altrusa International of Wausau. Approximately 2,000 fourth graders a year spend a day at the school.

This project is very popular with 4th grade teachers county wide and on sign-up day for the program, the schedule is filled by noon. The students that attended a day at the school house often say it was their favorite memory of all their grade school years.

In the 1990s, an electric heater was installed to extend the school year use of the building, and, to meet the federal guidelines for the handicapped, a ramp for wheelchair access was built.

During the program, modern youngsters learn lessons as they were taught in the early 1900s. They use McGuffey Readers, slates and chalk, and ink pens and wells. The lessons include spelling bees, recitations, and penmanship.

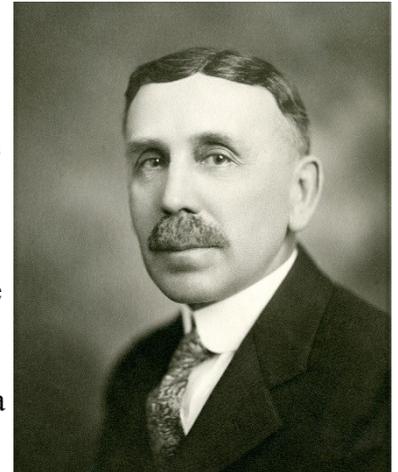


# Ginseng in Marathon County

John H. Koehler: Wausau's "Ginseng King"

During his youth in the early 1880s, John Koehler remembered being enamored with the ginseng plants he encountered in the shaded forest near the family farm in Hamburg. Although it would take a few years before he returned to the crop, Koehler would become a major figure in the development of the industry.

His parents considered John to be a sickly child, and decided to send John to the Normal School in Wausau for training to become a teacher, as he would clearly not be suited for a life as a farmer. But after completing his education, John took a job as a clerk with a local lumber company, and would go on to become a very successful land agent by the end of the nineteenth century. But he never forgot the strange plant with bright red berries.



The valuable ginseng root had long been gathered from the woods where it grew wild, and after a number of disastrous attempts to transplant the plants to a farm in the 1870s, most people considered the crop impossible to grow outside its natural environment. But in the 1890s, there were advances that led to ginseng being cultivated in small batches out East, and when Koehler heard about a successful farm in Missouri, he decided to try ginseng farming for himself.



In 1901, Koehler established the Wisconsin Ginseng Garden, the first of its kind in Marathon County. He would go on to found the Wausau Ginseng Company (1908) and served as president of the Badger Ginseng Gardens (1910).

Because the ginseng farm was a very new thing, and because of the many difficulties in growing ginseng, Koehler recognized that the would-be ginseng farmers needed to work together. He was a founding member of both the Wisconsin and American Ginseng Growers Associations. Associations helped farmers compare experiences to learn what worked and what did not when figuring out how to grow ginseng, as well as provided resources for farmers to market and sell their crop in international markets.

Koehler was such an important figure in ginseng farming, he literally wrote the book on how to do it. In 1912, he published the "Ginseng and Goldenseal Growers' Handbook" (in both English and German versions). The book outlined everything a potential ginseng farmer needed to know about the crop, from the basic history and uses to detailed steps that took the process from planting seeds to shipping the cleaned and dry roots to market.

In 1930, the *Milwaukee Journal* called Koehler the "ginseng king." By that point, Koehler had retired from ginseng farming, and others (notably the Fromm Brothers) had eclipsed his career as ginseng farming. But Koehler's great contribution to the industry was his ability to bring people together and in helping others get started, and without his work, we would not have the robust ginseng industry we have today.



Marathon County Historical Society  
410 McIndoe Street  
Wausau, Wisconsin 54403

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***Our Mission Statement***

*To collect, preserve, advance, and disseminate the knowledge of the history of Marathon County and the State of Wisconsin*



**LOCATIONS AND HOURS**

**WOODSON HISTORY CENTER**

410 McIndoe St., Wausau, WI 54403  
Office: 715-842-5750 Library: 715-848-0378  
Fax: 715-848-0576

Library Hours: Tuesday through Friday  
9:00 a.m. - 3:30 p.m.

Web site: [www.marathoncountyhistory.org](http://www.marathoncountyhistory.org)

**YAWKEY HOUSE MUSEUM**

403 McIndoe St., Wausau, WI 54403

Hours: Tuesday through Friday  
9:00 a.m. - 4:30 p.m.

Saturday and Sunday  
1:00 - 4:30 p.m.

Yawkey House tours are offered on the hour,  
last tour starts at 3:00 p.m.

Closed on Mondays and Holidays.