

# The Garland City Gazette

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The Ashland Historical Society Newsletter

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## THE GOELTZ BROTHERS: Early Pioneers of Ashland

By Tory Stroshane

**B**rothers Conrad (1818-1890) and Adam (1828- 1899) Goeltz were born on their father Christian's farm in Wurtemberger, Germany. In 1847, Conrad was serving in the Prussian Army, and with the country being at unrest, their father thought it best for the brothers to leave for America. Conrad's father was able to buy his son's way out of the Army. They arrived by way of New York and landed in Ohio, where they learned the upholstery and masonry trades. Two years later, they moved to Wisconsin, first to Sheboygan, then to Green Bay and then on to Eagle River, Michigan where they were employed in the Cliff Mines. By March of 1855, they were established in Ashland and employed in cutting wood for Asaph Whittlesey.

Adam and Conrad Goeltz were both members of the coroner's jury for the first murder in Ashland in 1858. Mr. Robert Boyd was shot and killed by J. Henry Cross in a case determined to be in self-defense. Of interest is that Robert Boyd was the nephew of John Quincy Adams and Boyd's mixed blood wife was the daughter of Michel Cadotte, Jr. known as 'Little Cadotte'.

Conrad's family is listed in the Bay Port census of 1860. In 1863, the village of Ashland was all but deserted (except for the Martin Roehm family) because

of a nation-wide financial panic from 1857 that trickled down to the area. The Goeltz brothers located to Negaunee, MI, and were working in connection with the surrounding copper mines. In the early 1870s, they came back to Ashland and worked in brick and stone masonry. Conrad also served for a time as the Indian farmer (agent) at Red Cliff Reservation, Bayfield, WI. His son James was born there in 1873.

The 1870s and 1880s were years of incredible development and growth for Ashland. The Goeltz brothers and Frederick W. Muehler (Miller) built a brewery in 1874 at an expense of \$10,000 at that time. It was located on the edge of Bay City Creek and was 34 x 70 feet and two stories high. An adjoining building of 24 x 50 feet was used as an icehouse. The Ashland Press of August 8, 1874 carried the story of the brewery's grand business selling first class lager beer with a capacity of producing 40 barrels a day. They shipped to all points on Lake Superior.

— continued on Page 9

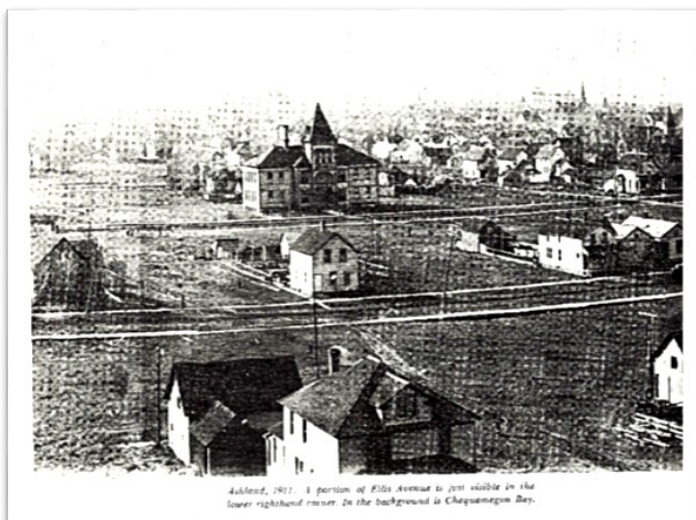
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# REMEMBERING WILMARTH

With Tom Stanley and special contributions by Art Garfield and Jim Hinman

**M**y parents and I moved to Ashland from Ontonagon Michigan in December, 1944. We lived on the second floor of the house at 714 Ellis Avenue owned by Henry Fromholz, who lived with his wife on the first floor. Their son, Sonny, was in the hauling business with his father and son Bobby was serving in the army. The house was a four-block walk to Wilmarth School that was located on Third Ave. West between 9<sup>th</sup> and 10<sup>th</sup> Streets. Wilmarth was a K-4 school.



*Wilmarth School in 1911 with the city growing up around it.*

Our move took place during Christmas vacation so I had to wait until school resumed in January to sign up. Enrollment day dawned very cold, about 20 below as I recall, and very windy. My mother froze her ears on the walk over but I survived in good shape and was placed in the first grade class taught by Miss Geisert.

The school was a solid brownstone building built about fifty years earlier with polished hardwood floors, a truly distinguished building as school buildings

tended to be in those days. It served pupils in four grades who lived on the east side of the west end (up to the Beaser School boundary) and a little bit of the west side of the east end (up to the Ellis School boundary). Ellis Avenue then, as now, bisected the city into the familiar east and west ends. Beaser (612 Beaser Ave.) and Ellis (310 Stuntz Ave.) Schools were also beautiful buildings.

The school had no gym and we took recess twice a day in a field next to the school to the south. The playground was equipped with a basketball hoop, the kind on a pole that you could attack from any direction, a set of swings and a monkey bar that some of us occasionally got stuck to in cold weather when, for some reason, we put our tongues to it. It shouldn't have happened more than once but it did. We all watched with interest when the girls turned upside down on the monkey bars. Jim Hinman remembered the "flyers," chains with handles attached that hung down from a 15 foot or so "May pole" that kids grabbed and ran around in a circle. Centrifugal force would carry us off the ground, hence "flyers." You could get going pretty fast. Recess was also the time for the noble sport of marbles, expertly played with spheres of all colors and sizes including the much-coveted steelies.

Fire drills were held periodically in which we entered the fire escape at the top and slid down the "dark, shining spiral" (Art Garfield's description) to the bottom where we popped out on the ground near the flyers. Although some students (such as Mary Bitzer

who later became Art's wife) who didn't like fire drills tried to sneak down the stairs to the bottom, most tried to get in as many runs as possible before the teachers stopped them.. It was an exciting ride.

There was also a large open space for tag, football, etc. Classmate Don Juhl entered school in the 4<sup>th</sup> grade from Ironwood and quickly became the dominant football player. No one could get him down.

Across 3<sup>rd</sup> Avenue was a vacant lot that we used for softball. One of our best players in the early years was my classmate, LaVerne Heiskala, a tiny girl with a highly unorthodox swing. She would hoist the bat far above her head and wait for a high pitch which she attacked by swinging straight down. She was known for hitting high bouncing balls in the infield.

One time Paul Sollie, another classmate, hit a ball all the way to the alley behind 2<sup>nd</sup> Avenue where residents dumped the clinkers from their furnaces. He achieved great acclaim for this feat and thereafter, when he came to the plate, the opponents retreated deep into the outfield with the fearful cry: "here comes the ash pile hitter."

We had the usual kid disagreements. One time Bobby Penn and I disputed something no doubt of cosmic importance and agreed to duke it out on the playground during recess. As a crowd gathered, we huffed and puffed but the bout ended in exhaustion with few blows landed.

In the fourth grade, the boys (no girls) elected the patrol boys whose job it was to assist the younger students in crossing 9<sup>th</sup> and 10<sup>th</sup> streets before and after school. Our uniform consisted of a white canvas belt that circled the waist and crossed over one of the shoulders. A pin designating rank was pinned to the shoulder belt. We made great fun out of being patrol

boys but I think we thought secretly it was pretty neat. I was modestly proud of being named the first lieutenant, the captain being Paul Sollie, probably because he was the ash pile hitter. I think Art Garfield was the second lieutenant.



*Gymnasium and classroom additions to the back of Wilmarth School.*

*(Credit: Wisconsin Historical Society Image 80000104)*

Besides Miss Geisert, my teachers were Miss Wadak (second grade), Mrs. Gustafson (third grade) and Miss O'Brien and Mrs. Steves (fourth grade). Miss O'Brien was also the principal and turned our classroom over to Mrs. Steves in the afternoon. Other teachers that I remember at the school were Miss Williams and Mr. Harvey who may also have been the assistant principal. There were probably a couple of other teachers on staff too since at least a couple of classes had two sections.

I enjoyed my teachers except for Mrs. Steves who most of us thought was too crabby. Mrs. Gustafson was memorable because she was younger than the others and came from Brewer, Maine, near Bangor, and sounded funny when she talked. She was probably our favorite, definitely mine.

One time in third grade, I was concentrating hard in preparing to tickle Stella Peterson who sat in

the seat in front of me only to have Mr. Harvey sneak up on me from the hallway behind and stick two of his fingers into my ribs. I squealed and nearly rose up to the ceiling. The lesson learned: always watch for Mr. Harvey.

I think it was in first grade that we learned to beat drums with sticks and play the tonette. We would later learn that the school system had an excellent music program culminating with the high school band that won many honors under the direction of Ted Mesang. Besides the rhythm band, we also sang every day from our seats with the stronger singers in the back, an arrangement that continued in Ashland schools all the way through junior high. Once a week or so Mrs. Fletcher, the music specialist, would appear and check to see that everything was being done right. She was quite old and formidable and taught us her way, the only way, to keep time---which was to place your right thumb under your index finger, curl your other fingers into your palm and bend from the wrist so that the end of your index finger tapped hard on the desk. You would receive an immediate and stern reprimand if you tapped your foot on the floor or pulsed your body in rhythm with the music. We weren't allowed to go nuts.

The other traveling specialists, also memorable, were Miss Leppla (Physical Education) and Mrs. Durrocher (art) who also came once a week. I enjoyed music, Mrs. Fletcher notwithstanding, and sports, but not art, owing to a preternatural inability to draw or make anything. One of our class weaving units produced Stella Peterson's amazing Persian-style pitcher that I swear was two feet high with multiple spouts and handles and could hold water. My masterpiece, after weeks of hard labor, was a shabby drink coaster about two inches in diameter.



*Front of Wilmarth School, street view.*

*(Credit: Wisconsin Historical Society image 536)*

The lawn to the north of the school was off limits during recess, but during the fall and throughout the winter a group of us assembled to play touch football. We called it the Wilmarth Bowl. Our group was made up of kids of a certain age spanning several years and included such luminaries as "Ecker" Taitt, Jack Brose, Jerry Sullivan and Jim "Sparrow," later "Grassy" Nohl. Jim was at least five years older than most of us. We all had a nickname of a famous player. I was fairly fleet afoot so was called J. C. Stanley after J.C. Caroline, running back for the University of Illinois.

We all subscribed to the "Adolph Hunt" system of play calling named after George Hunt, an older boy and occasional player whom we regarded as a master football strategist. This was part of a "mock heroic" demeanor that many of us had adopted. George's system featured impossibly tricky plays. The plays you see in the NFL today are primitive in comparison. The Wilmarth Bowl continued during Christmas vacation even through our college years.

It would be impossible to end this short remembrance of our school without mentioning Ole Hansen who had emigrated from Norway to Ashland. Ole owned a small grocery store only a block from the

school that was the hangout for at least a generation of school boys who bought pop, fruit pies and penny candy. Jim Hinman said that Ole must have made a fortune selling penny candy. His helper was a much younger man, Dan MacArthur, who always seemed to be frazzled and running behind. Ole and Dan did well to keep up with the disorderly mobs of boisterous youngsters that piled into the store on a regular basis for many years. The Wilmarth Bowl kept us connected to Ole's store for quite a while after we were students at the school.

After "graduating" without ceremony from Wilmarth, most of us went on to 5<sup>th</sup> grade at the High School. Yes, "High School Grades," as it was called, was located on the ground floor of the high school. There we attended 5<sup>th</sup> and 6<sup>th</sup> grades, then 7<sup>th</sup> and 8<sup>th</sup> grades called "junior high school," and finally on to our four years of high school. At our high school graduation in 1956 we had the distinction of having been in high school for eight years. Only Wilmarth schoolers could make that claim.

Wilmarth School was built in the 1890's as were Beaser and Ellis Schools to accommodate Ashland's

growing population.. Designed by German-born Northern Wisconsin architect Henry Wildhagen, all three schools were built with local building materials in a late 19<sup>th</sup> and 20<sup>th</sup> century revival style. All were placed on the National Register of Historic Buildings in 1980. Though no longer used as schools, all are still standing tall in 2021.

Other notable Henry Wildhagen buildings in Northern Wisconsin are the Ashland County Courthouse, The Washburn Public Library (City Hall), the Mellen City Hall, the Bayfield Library, and the Bayfield Fish Hatchery



*A. 30696 Court House, Ashland, Wis.*  
*The Ashland County Courthouse, one of the Henry Wildhagen buildings located in Northern Wisconsin.*



*Front of Wilmarth School, street view.*

*(Credit: Wisconsin Historical Society Image 80000104)*

Want to know more about Northern Wisconsin's premier architect, Henry Wildhagen? Visit our website at [ashlandwihistory.com/newsletter](http://ashlandwihistory.com/newsletter) to read about him in our digitized **September 2020** issue!



# Memorials & Honorees

January—March 2021



In Remembrance Of:	By:	In Remembrance Of:	By:
Agnes & Omer Nelson	Sandy & Bruce Nelson	Brian Mariott	Alice Nelson
COVID-19 Victims of CY 2020	Catherine Meschievitz	Jean Smart	Bruce & Judy Griffiths
Fred Van Vlack	Heidi & Dan Wadzinski	Dennis “DJ” Westlund	Diane & Michael Paulsrud
Raymond H. Nelson	Gerald & Joyce Nelson	AHS Graduates of 1962	Lolene & Ken Pacholke
Richard Malmberg	Karen Johnson	Patrick Onderak	Jim & Tory Stroschane
Shirley Gudreau	Rober & MaryLou Oschenbauer	Frank Kucinski	Edward Kucinski
Ann Green	Stewart & Char VandeZander	Doe Members Who Have Passed	Order of Does #182
Leif & Juanita Erickson	Patricia Lindholm	Joan C. Solberg	Barbara & Leonard Suminski John & Rita Kovach
Thomas & Liesse Garvin		Don Blazek	Barbara & Leonard Suminski
Deceased Members of Ashland Class of 1968		Lester J. Blecher	Georganne Beecher
Craig Wickman	Anne Wickaman	Les & Kathryn Yankee	Tom & Betty Yankee
Sarah M. Sandin	Caroline C. Basley	Tom & Bea Woods	
Dr. Joseph M. Jauquet	Jane M. Jauquet	Bernard & Jean Josephson	Peter & Jana Van Evera
Peter & Fran Jauquet	Kim & Derek Ogle	Matt & Kay Minten	Nancy Hubbs
Lloyd Sellung		Ted & Barbara Bretting	David & Rebecca Bretting
Bertrand B. Anderson	Lorrain V. Anderson	Frank & Mary Taggett	Steve & Pat Schraufnagel
Leonard C. & Anne Suminski	Leonard & Barbara Suminski	Donald “Buddy” Peterson	Donna M. Peterson
Raymond Wesley Wosepka		Jim Mitchell	
Howard, Caroline, & Sarah Sandin	Marty Sansin & Tom Olson	Evonne Gilbert	Dan Theno
Jean Smart	The Family of Jean Smart	The Rikkola Family	Deborah & Patrick Davis
Brian Mariott	Dr. Robert Morelan	Bud “Walter” & Veryl M. Cate	Jeff Cate
Harry & Ruth Sherfinski	Lou & Sally Sherfinski	Shirley Gaundreau	William & Kelly Voss John & Rita Kovach
Mary Ann Tyndall	Lyle A. Johnson	Glenn & Ruth Samuelson	Glenn & Carole Samuelson
William J. Smiles	Joan Knight Ororco	Frank Myott	Mary Myott
		Alice Johnson	Joan & Marty Podlesny
		Marge Walworth	Dr. Howard & Peg Sandin
			Barbara & Leonard Suminski

# March Donors

- Carol Cate Reneau
- Tom & Bev Mackie
- Dean & Mary Westlund
- Dick & Mary Verch
- Donald C. Persons
- Edward & Linda Calhan
- Devan & Jozie Dutra
- Dennis & Gwen Carey
- Jeff Muse
- Maggie Lutz
- Helen Hoar
- Carol Suminski
- Bob & Ann Carlson
- Scott Stroshane
- Beck & Tom Wiberg
- Wendy & Steve Moore
- Mary P. Mattson
- Thomas Moore
- Jay Orbik
- Nancy Casperson
- Jan Casperson
- Alice Schmidt
- Dick & Barbara Belknap
- Anonymous Fidelity Charitable Fund Donor
- Jean & Jim Bellefeuille
- Tom Podlensy
- Floyd & Jean Deeth
- Meegan Gosseline
- Robert & Rosemary Janigo
- David Lindgren
- Carole Huhn

Paul & Eileen Van Pervis  
 Bruce Hendrickson & Ann Jauquet  
 Marian Penn

Honoree:	By:
Sue Ropiak	Thomas J. Ropiak
Jim Bradle	Tom & Betty Yankee
Elizabeth Preston	Bill & Michelle (Boheim) VanVlack

## AHSM Board

<b>Tory Stroshane</b>	<i>President</i>
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Glenn Samuelson	Jon Walworth
<b>Ashleigh Wadzinski</b>	<i>Newsletter Editor</i>
	<i>Cruciverbalist</i>

If you would like to make a donation in memoriam or to honor a loved one, please see the attached form at the very last page. Donations, memorials, and honorees are honored every quarter in our newsletter.

In addition to this quarter's donors, our newsletter editor would like to thank the following from *TheNounProject.com* for the use of this issue's graphics: "Star" by Ethelia Lung and "Location" by supalerk laipawat,



# President's Corner



With Tory Strohane

# { THANK YOU! }

We have made it revised train display is sure to be a popular part of the through the worst museum.

of the winter and Work is coming along on the new 2022 History are looking forward to spring and summer. Hopefully a Day at a Time calendar. There is still time to buy the things will be closer to normal by then. We owe our 2021 calendar and the 2022 calendar will be published in members a huge debt of gratitude for keeping up with late May.

donations and memorials along with their memberships. We are answering research questions and have It has made all the difference in our operations. Thank been able to work by appointment with the courthouse and by email with the Northern Great Lakes Visitors Center. We check the emails daily and can be open by you! appointment for research or the gift shop.

We have been working behind the scenes, getting new displays set up. The Community Display is on

lighthouses (pictured below, left) and another display is a doll collection that ranges from cupid dolls to story dolls to ethnic dolls (pictured below, right). The newly

Be sure to check us out on Facebook, Instagram and our web page.

## { New Displays: Winter 2021 }



# THE GOELTZ BROTHERS

– continued from Page 1

According to Guy Burnham, in 1877, having a cornerstone for the newly erected courthouse was the idea of the Masonic Lodge. The creators of the cornerstone were mason and stone workers Adam Goeltz, John Cowan and Philip Cole, with Conrad Goeltz and his sons William and Henry as the helpers. Henry was the only one of the six workers alive in 1929 when the cornerstone was opened during Ashland's Diamond Jubilee.

Conrad Goeltz married Katherine Drittler in Hancock, Michigan. They moved to Ashland and lived in what was the fourth home built in Ashland on what is now Beaser Avenue. Their daughter Katherine was the first white child born in the area (on Nov. 7, 1855). Together Conrad and Katherine had seven children: Katherine (Mrs. John Ellis) 1855 to 1933, Adam W. (Fredericke) 1857 to 1928, Paulina (Mrs. James Wilcox), 1859 to 1888, Henry (Elizabeth)-1862 to 1935, William (Edith) -1865 to 1928, Frank- 1867 to 1935 and James H. (Clara)-1869 to 1907. The family home was at 211 Beaser Avenue.

Conrad passed away in 1890, but his wife Katherine lived to the age of 84 and was affectionately called 'Mother Goeltz'. She continued to live at 211 Beaser with her son Henry and family until her death.

In 1900, Conrad's sons Henry and Adam W. took ownership of the saloon at 406 West Second St and named it the Goeltz Brothers saloon. Henry ran the saloon just north of the C&NW depot with Frank Wadak for a time and that building would become the Bright Spot.

Adam Goeltz was married to Christina (Brenneg) Brinker on May 15, 1861 in Cuyahoga County, Ohio, and they had six living children: William Henry (Rose)-1862 to 1922, Louis M. (Mary)-1863 to 1929, Anna- 1872 to 1891, Edward Jacob (Ameilia) -1875 to 1947, Charles Carl (Mary)-1877 to 1957 and Otto 1880 to 1886. Anna died at age 18 and Otto drowned in a water barrel when he was not yet six and the resulting lawsuit against the city (which the Goeltz family lost) set a precedent for civil suits against local governments.



Adam Goeltz

Being a stone and brick mason, Adam built a boarding house and saloon in 1879 at 206 4<sup>th</sup> Avenue West. By May of 1887, the older buildings on the corner of Madison Ave and Second Street had been removed to clear the space for a new building.

It was there that he built the Goeltz Block using S.W. Tanner bricks, and Adam did the supervising and plastering himself. He leased his land in Ashland to timber cruisers for the white pine to raise money to pay for his new building. The Adam Goeltz family lived in this building. There was a rooming house, a nightclub, and stage called the Palm Garden. Several articles from the Ashland Weekly mention vaudeville acts at the nightclub.



*FW Woolworth store, now the location of Choice Title.*

The corner part of the first floor was the Old Barrel House, as beer barrels from the Ashland Brewery were stored there. Many businesses called the Goeltz Block home, including several clothing stores and a restaurant. The building at one time housed the Hotel Lennox and in later years, the Northern Hotel. Adam passed away in 1899.

The second location of the J.C. Penney department store was in the Goeltz Block. The building was torn down around 1959. The second location of the F.W. Woolworth building was built on the stone foundation of the Goeltz building. J.C. Penney built a new store kitty-corner from there in about 1962. These two stores were part of the hub of Ashland's downtown for many decades.

Although Adam's son Louis and family were living at the Goeltz Block when their children were born, he moved his family out to 1810 8<sup>th</sup> Avenue West in 1898 and was farming for a few years. Louis bought a hotel and saloon in the 300 block on 7<sup>th</sup> Avenue West in 1907. Both buildings were in a prime location just north of the Chicago & North West train depot. The Goeltz Hotel at 317 7<sup>th</sup> Avenue West housed the family and was in business until the mid 1960s. A large home next door was made into apartments and rooms and went by the name 'The Annex.'

Louis' son Earl took over a closed saloon at 323 7<sup>th</sup> Avenue in 1923 and created a confectionery business with a soda fountain that featured Bridgeman-Russell Ice Cream. Named the Bright Spot, Earl sold newspapers, magazines, paperbacks, candy, beer (once Prohibition was over), and was a popular hangout for many years for both locals and passengers from the trains. Its location across from the old Ashland Ballpark. Earl retired in 1966 after 43 years in his business and the buildings owned by the family were torn down and the Bay Towers Senior Center was built in that space. The city renamed 4th Street at 7<sup>th</sup> Avenue West Goeltz Court.

Many members of the Goeltz family were charter members of the Chequamegon Old Settler's Club. Conrad and Adam's sons worked in the family occupations as bartenders and saloon operators, plasterers, masons and clerks. Some moved away, but most stayed in the area. There are still members of the Goeltz family living in the area. The courage and hard work of the Goeltz family as they forged a new life in the northern Wisconsin wilderness is a significant part of Ashland history.

*Thank you to Jim Goeltz for his contributions to this article.*

# ASHLAND STORIES

## Charcoal Kilns

With Larry Gueller and Tom Straka

Images of Ashland Iron and Steel Company's furnace and operations usually include the impressive set of charcoal kilns that produced smelter fuel and chemical outputs (wood alcohol and other chemicals). Those 60 kilns were new in 1901 and their number increased over time. What isn't in the image is that the new kilns replaced sets of kilns that lined railroads leading to Ashland and produced that fuel for about 12 years.

Those faraway charcoal kilns at railroad stations were foundations for young villages. They provided a market for homesteaders and farmers to sell wood, allowing them to clear land while earning money, and opening up farmland. Villages competed to be locations of the new kilns. The kilns extended nearly 150 miles south on the Wisconsin Central Railroad. The authors of this note recently discussed the history of Wisconsin's charcoal kiln history in the Winter/Spring 2020 issue of *Voyageur: Northeast Wisconsin's Historical Review*. That article mentions the Ashland charcoal kilns, but below is some additional information Society members may find interesting.

Ashland Iron and Steel Company was incorporated in 1887 for the purpose of erecting a charcoal iron furnace at Ashland. It produced charcoal iron under the brand name of "Hinkle," originating from the name associated with the capital for the firm. Output was 40,000 to 50,000 tons annually, requiring as much as 75,000 cords of hardwood each year to produce the charcoal necessary to fuel the furnace. By the late 1890s the wood supply near the railroad line kilns was nearly exhausted, causing the Furnace to consider other

charcoal procurement options.

In 1901 a new charcoal kiln plant was erected at the Ashland site, including a chemical plant to capture the by-products of the kilns (wood alcohol and acetate of lime). Sixty kilns on the plant site eliminated the need for faraway kilns. The history of the early kilns is not nearly as well-known as those at the plant site; we summarize the history of the early kilns below:



*Charcoal kilns at Ashland Iron and Steel, the largest charcoal iron furnace in world.*

◆ In late 1887 it was reported that eighty 50-cord capacity charcoal kilns would be necessary to supply the 8,000 bushels of charcoal needed daily for the new Ashland Furnace. Sixty of the 80 kilns would be constructed during the coming winter. Twelve would be at Dogwood (perhaps, these were the kilns at Saxon) and 12 at Butternut, with the remaining sets also being in Ashland County. Each kiln would consume 1,000 cords annually.

◆ On April 11, 1888 the Ashland Weekly News reported: "SMELTING GOGEBEC ORES – ASHLAND'S MAMMOTH BLAST FURNACE BLOWN IN. – The Greatest Institution of The Kind in The World Started Up by Mrs. James E. York."

◆ The main financial supporters of the Ashland Iron Furnace were A. H. Hinkle and W. H. Hinkle.

◆ Kilns supplying were reported at Plummer, Glidden, Stetsonville, and Dorchester on the Wisconsin Central line and Saxon on the North Western road.

◆ In 1894, all the kilns along the Wisconsin Central were purchased. That included locations like Colby, Spencer, and Hewitt .

◆ In 1899, there were 11 sets of charcoal kilns down the Central line from High Bridge to a point below Abbotsford. “In some places the wood supply is nearly exhausted and all the kilns are therefore not being worked to their full capacity.”

◆ In 1901 charcoal kilns were built at the Ashland furnace site with the capacity to capture alcohol and other chemicals from the wood, eliminating the need to burn charcoal along the rail lines.



*Charcoal kilns at Saxon Wisconsin in 1895. Note the railroad cars adjoining the kilns, with the tops of other kilns in the background.*

*(Wisconsin Historical Society Image 93326.)*

Railroad across northern Ashland County; from the Chicago St Paul and Minneapolis [Omaha] Railroad between West Sweden and Ashland; and from the Wisconsin Central Railroad [Soo Line] Railroad between Abbotsford and Ashland. At this time, blue smoke from the charcoal pits and kilns could be seen and smelled in a wide swath across northwestern, north central, and northeastern Wisconsin where untold forest acreage was cut for cordwood to supply the maws of the charcoal iron furnaces in those areas. The firm was soliciting cord wood on railroad sidings on the lines of the Chicago and Northwestern



*A circular charcoal kiln with a beehive type top, similar to the kilns along Wisconsin's rail lines. Charred slabwood piled in front of the kiln.*

◆ In late 1901 the Ashland Iron and Steel advertised for cordwood to produce charcoal in Ashland. Typical of the extremely high demand for cordwood to convert to charcoal for the huge furnace, the Ashland firm solicited cordwood from charcoal producers with operations near the lines of the Chicago and North Western



*The base of the smoke stack for the Ashland Steel and Iron blast furnace, located on Sanborn Avenue.*

*(Wisconsin Historical Society Image 223059)*

Railway from Hurley to Ashland and on the lines of the Chicago, St. Paul, Minneapolis & Omaha Railway between Sweden and Ashland.

◆ The Ashland Iron and Steel Company remained in business during the years: 1887-1907, when it was merged into the Lake Superior Iron and Chemical Company, headed by a consortium of investors led by Joseph H. Berry, a Detroit-based industrialist. The firm did pass through a reorganizing phase in 1902. Between the years, 1907 and 1915 the firm weathered some very rough economic times with roller coaster iron prices which exposed to the directorship, the necessity to constantly change or upgrade their iron-making process. Due to this instability, the firm passed through two reorganizations while retaining the Lake Superior Iron and Chemical Company name. In 1915, the iron and chemical company was acquired by a number of northern Wisconsin and Upper Michigan investors and supported charcoal and charcoal iron production at Ashland, Wisconsin; and at Newberry, Manistique, Chocolay (Marquette), Elk Rapids, and Boyne City, Michigan. Charcoal iron production ceased between 1925 and 1929 with the advent of the change-over to the use of coal as the most efficient and low cost furnace fuel.



*Charcoal kilns at Ashland Iron and Steel.*



*The base of the smoke stack for the Ashland Steel and Iron blast furnace, located on Sanborn Avenue.*

*(Wisconsin Historical Society Image 223059)*

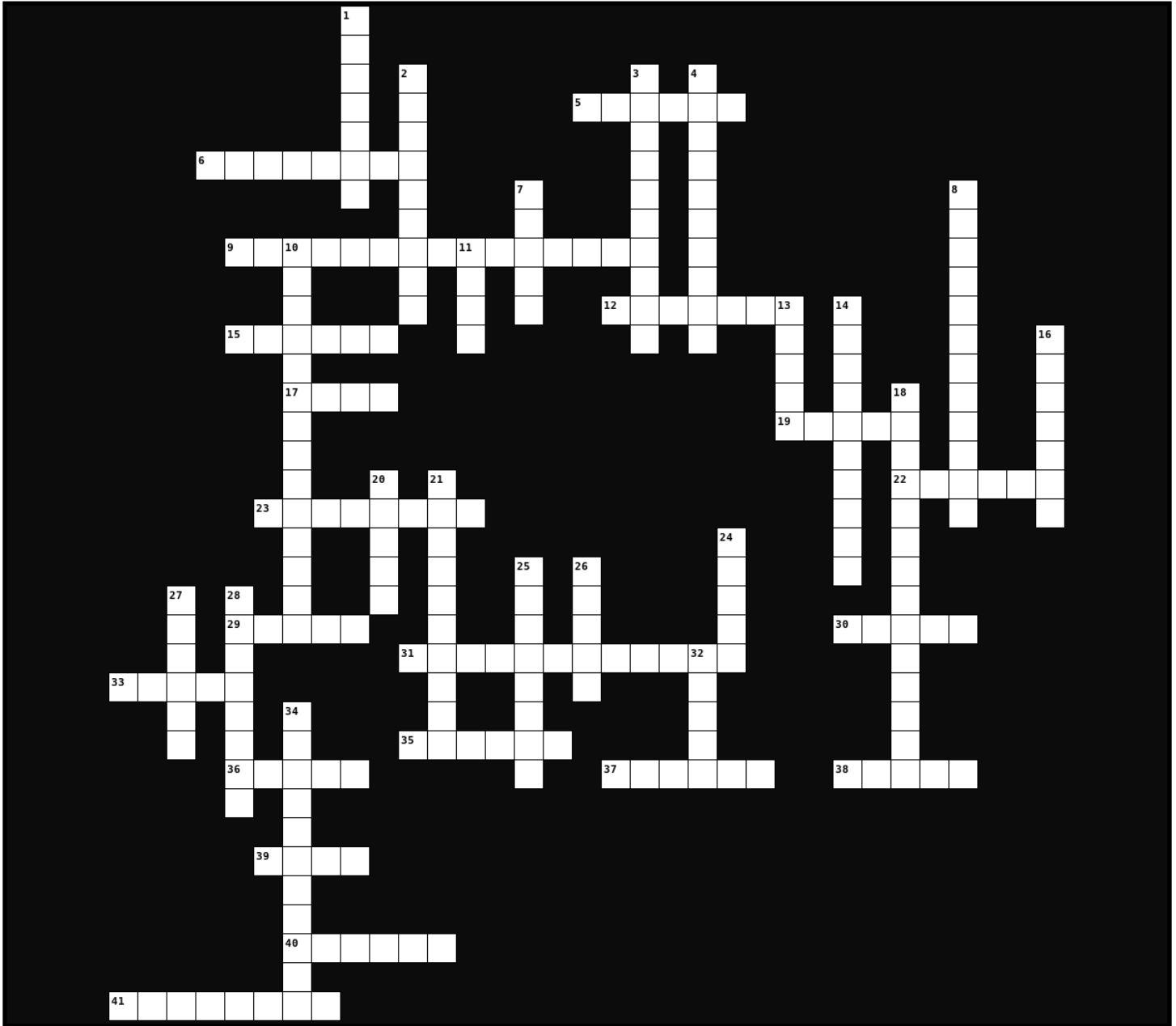
**Authors:** Larry Gueller resides in Menominee County and is a railroad historian; while Tom Straka, a native of Wisconsin, is an emeritus professor of forestry at Clemson University in South Carolina.

## Have A Story?

History is nothing without stories (in fact, we would argue that history is nothing *but* stories!). We are looking for fact-based stories on Ashland's local history for our website—with a chance to be featured in a newsletter!

Email all inquiries to [wadziash@gmail.com](mailto:wadziash@gmail.com) with the subject "ASHLAND STORIES", pictures welcome! Please include edited stories in article format of 500-800 words.

# QUARTERLY CROSSWORD



## Crossword Key

Find our crossword key on our website:

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## Mission Statement

The Ashland Historical Society is a non-profit volunteer organization that promotes the appreciation of local history and community pride through a visual connection to the past. We carefully curate and preserve a vast collection of memorabilia, artifacts, articles, stories, and traditions awhile functioning as an educational resource for the community.

**Across**

5. Ole Hansen emigrated from here.
6. Conrad served in this army.
9. Robert Boyd's uncle.
12. A musical instrument kids played in school.
15. Adam and Conrad sat on the coroner's jury for Ashland's first what?
17. Young villages along the railroads sold this.
19. Ashland Iron and (blank).
22. Mrs. Gustafson lived in this Maine town.
23. Ashland Iron and Steel became Lake Superior Iron and (blank) Company.
29. Who was alive when the cornerstone was opened during the Diamond Jubilee?
30. Ashland Iron and Steel purchased kilns here.
31. Touch football played at Wilmarth School.
33. In 1863, this family was the only one left in Ashland.
35. Where Mother Goeltz lived in 1890.
36. Apartments and rooms in the Goeltz Hotel went by this name.
37. The Ashland furnace produced charcoal iron under this brand name.
38. An Indian farmer.
39. Charcoal kiln building material.
40. Which block was the J.C. Penney's second location?
41. This girl had a "highly unorthodox swing" in softball.

**Down**

1. Which lodge decided on a cornerstone for the newly erected courthouse?
2. Wilmarth School did not have one of these until after the 1950's.
3. What was the name of the Goeltz Brothers' saloon?
4. A stage located at the nightclub.
7. Conrad and Adam cut wood for (blank) Whittlesey.
8. Christian Goeltz's farm was here.
10. The architect who built Wilmarth School, the Ashland County Courthouse, and other Northern Wisconsin buildings.
11. Replaced charcoal as the most efficient and low cost furnace fuel.
13. Where did Tom Stanley live in 1944?
14. The "dark, shining spiral" used for fire drills.
16. The base of a kiln can be seen near this Ashland Avenue.
18. The Ashland Brewery stored beer barrels here.
20. How many kilns did Ashland Iron and Steel have in 1901?
21. These types of acts were popular in the 19th Century.
24. The Goeltz family lost this type of lawsuit against the City of Ashland.
25. The Goeltz block was built with these bricks.
26. How many barrels of beer a day could the Goeltz brewery produce?
27. May poles on the playground were called this.
28. This kind of plant captured by-products of the kilns.
32. She taught second grade at Wilmarth School.
34. What force pulled kids off the ground on a May pole?

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## THE GARLAND CITY GAZETTE

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