

**UPCOMING EVENTS**

**April 23—Annual Dinner Meeting**, 6 p.m. Program is “**Ringlingville U.S.A.**” presented by Jerry Apps discussing magnificent careers of the Ringling brothers. Program preceded by brief annual meeting. Reservations due by April 18. \$35 for members, \$40 for non members.

**June 6—Girl’s Night Out** at the Lincoln Center, 845 Hackett St., from 6-10 p.m. See complete article in this issue.

**Depression Era Cooking**

The following came from “Dining During the Depression,” a compilation of recipes and stories collected and published by Reminisce Books in Greendale, WI.

“...one of our favorite places to go was Grandma’s house for Sunday dinner. It wasn’t unusual to have two or three tables of hungry folks to feed, so my cousins and I helped Grandma in the kitchen. One Sunday we ran out of food before it was our turn to eat. I’ll never forget how Grandma told us not to worry and that she’d whip us up something in a jiffy. She took some shelled corn cobs and put them on her wood stove with a little bit of water and set them to boil while we finished cleaning the kitchen. Then she made some homemade buttermilk pancakes with soda and egg. We had the best homemade syrup from those corn cobs, just as sweet as honey.” - *Delores Hedrick, Coalton, W.V.*

**Corn Cob Jelly**

12 corn cobs, bright red, dry and clean  
3 pints water  
1 pkg. powdered pectin  
3 cups sugar.

Break up corn cobs & add to boiling water. Boil 30 minutes. Remove from heat and strain through a cloth. Add enough water to make 3 cups of juice. Add powdered pectin and bring to a rolling boil. Stir in sugar and boil 2-3 minutes or until it reaches a jelly stage. Pour into jelly glasses. Consult a canning guide for processing directions.

-*Merrybell Seeber, Delavan, WI.*

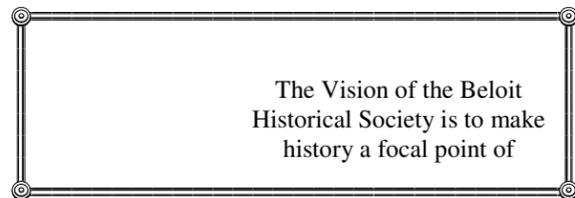
“Before pectin was available you had to boil the fruit juice until it was nearly half gone before it jellied. It was a long, hot job but worth the effort.

- *Pauline Longnecker, West Plains, MO.*

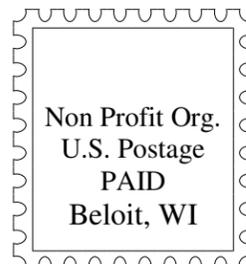
**Confluence**

Beloit Historical Society  
845 Hackett St.  
Beloit WI 53511

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Visit our web site at  
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**Confluence****Friendly and neighborly “mom & pop” grocers**

Neighborhood grocery stores were everywhere throughout Beloit.

They were located on avenues and streets all over the city: on East Grand, West Grand, Pleasant, Fourth, Vine, Merrill, Eighth, Park, Oak, State, Moore, Harrison, Nelson, Sixth and scores more.

From the early 1920’s when there were close to 80 stores, through the early 1950’s when there were over 105, “mom and pop” grocery stores were the thing.

Quaint, small and neighborly, they served a citizenry more used to walking than riding. The owners of these stores came to know the people who shopped in them and often relationships were on a first name basis.

The John Bull family owned a grocery store at 124 East Grand; the Walter Bull family ran one from 609 Portland; The Kapitanoff brothers, Abraham, Joseph and Samuel, ran four stores located on Harrison, Nelson, Oak and Middle in 1920; Roger Goodwin ran one at 819 Vine; Mary Schweltenback ran one from 916 Moore; Line City Grocery and Tea Co. operated from 817 Brooks St.

On and on goes the list of names of families running grocery stores throughout the city of Beloit. Some chain stores popped up in the listings toward the middle of the 20s, such as the Great Atlantic & Pacific Tea Co. and Piggly Wiggly. Kroger Grocer and Baking Co. made its debut in 1930, and by 1941 Crystal Foods operated a couple of stores.



**Paul’s, a Link Food Store, was one of many “mom and pop” grocery stores in Beloit’s earlier years.**

Generally speaking, though, even into the late 1940’s and ‘50’s, “mom and pop” groceries were alive and well.

By 1960 the numbers of such grocers declined dramatically, and there were only 62 grocers listed. By 1966 there were only 50 of them.

Romelle Smith, of the Beloit Daily News wrote in a 1977 article, “Like the blacksmith shop and the corner drug store, it [the “mom and pop” grocery] is more a part of the past than the present.”

In this article she referred to the closing of Hanson’s grocery store at 617 Merrill Street, owned and operated by Clair and Thelma Hanson.

By the mid 1980’s there were roughly 20 grocery stores in the city, but most wouldn’t meet the definition of “mom and pop” grocery stores. Most are Stop ‘N Goes and convenience stores.

The stores with personality, with owners who were familiar with their customers, stores in the neighborhood where housewives could walk out the front door a few blocks and buy groceries, are gone. Now the picture is a car ride for two or more miles to the supermarket. But as Clair said in the BDN article, “I kind of hate to see the store go out of business myself, but that’s the way the ball rolls, I guess.”

So it’s good-bye to the “mom and pop” grocers and hello to the car and supermarket. Who knows what era of grocery stores await us in the future - maybe organic and locally-grown food stores like the one planned for the corner of Grand and State streets in downtown Beloit.



**Salamone & Co. was located at 614 E. Grand in a building the Carom Room now calls home.**

## Ads from old Beloit bring back memories

The ads on this page were taken from the 1937 Beloit yearbook for Beloit High School which, at that time, was located where the High School Apartments are now housed on West Grand Avenue.

The Link Food ad (above right) also listed 22 Link stores. They were Baliban & Wisch, C.W. Davis, Dennison, J.M. Dornstauder, Economy Grocery, John Georgison, L.J. Hart, Kapitanoff Brothers, Munger, K&P Foods Store, Park Avenue Grocery, Harry Parr Grocery, Peterson & Dix, Porter Avenue Grocery, Cern Rasmussen, C.C. Schultz, Spyreas Grocery, Viau Groery, Otto Voigt, Ray White, P.O. Wick Grocery and Ray Wisch.



### Beloit Historical Society Founded 1910

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Custodian Fred Bull

Newsletter edited by Sue Kurth  
Other contributors to this issue:  
Paul Kerr

Date of Next Board Meeting:  
May 15, 2008

Executive Committee Meeting:  
May 8, 2008

The Newsletter, *Confluence*, is published quarterly for the membership of the Beloit Historical Society to inform readers of Society activities as well as educate them on the history of Beloit. The Beloit Historical Society manages two sites, Lincoln Center Museum with main offices at 845 Hackett St. and Hanchett-Bartlett Homestead 2149 St. Lawrence Ave. For further information please call (608) 365-7835 or e-mail us at pkerr@beloithistoricalsociety.com.

Let us Outfit  
you Smartly



Come in—see the new things—you'll always find the newest here!

**CHESTER'S**  
"The Store of Quality"

A penny saved  
is a penny earned . . . .

Get the thrift habit early in life and keep it down through the years . . . The small dimes will soon grow into dollars and when your school days are over and you become businessmen and businesswomen you will readily realize that these dollars are your best friends . . .



We invite you to make The Beloit State Bank your Bank . . . The small depositor as well as the large one receive the same friendly service . . .

**The Beloit State Bank**  
121 West Grand Ave.                      Beloit, Wis.  
Member Federal Deposit Insurance Corporation

"CELEBRITY"  
Styles for Girls  
\$3-4-5




LOOK over our assortment of WHITE SHOES and you'll know why every day more and more young people are TRADING at TRADEHOME.

We tint fabric sandals free (and they're "tops" this season).

**TRADEHOME**  
359 E. Grand                      Beloit, Wis.

Summer Sports



YOUNG men like Trade-home Shoes because they were designed to make young men like them.

See our new Snappy "Crew" Socks. (They're plenty hot).

"CELEBRITY"  
Styles for Young Men  
\$3-4-5




**A MODERN FAMILY SHOE STORE**

## Girls Night Out to benefit Hanchett-Bartlett Homestead

Ladies of all ages are invited to Girl's Night Out at the Lincoln Center, 845 Hackett St., from 6-10 p.m. on Friday, June 6. Cost is just \$25, but if you show up in your jammies you'll get a \$5 refund. So grab your mothers, daughters, sisters and friends for an evening of gabbing, laughing and more.



The event, which is a fundraiser for the continued maintenance and restoration of Hanchett-Bartlett Homestead, will feature a full-length "chick flick," manicures, cosmetic makeovers, chair massages plus good things to eat and drink. Included will be wine, soda, pizza, subs, popcorn and, of course, chocolate. Oodles of door prizes and raffle items will also go home with lucky participants.

Tickets are available from April 15 through May 30 at the Beloit Historical Society and from Drevdahl Auto Body. For information call 365-7835.

## Profile: Borghild Marie Boe

Born in Baltic, South Dakota, Borghild Boe came to Beloit in 1934 to serve as executive director of Beloit's Family Services Association, a counseling agency on family problems.



**Borghild Marie Boe served as director of Family Services Association for 46 years.**

She was well-equipped for the position with her bachelor's degree from Augustana College in Sioux Falls S.D., and her master's degree in Social Service Administration from the University of Chicago.

In the short time between receiving her master's degree

and coming to Beloit, she worked as supervisor of the Cook County Bureau of Public Welfare in unemployment relief in Chicago.

Borghild came to Beloit for the same salary as she had received in Chicago because she looked forward to the opportunity to develop a unique family agency. She also hoped to find some relief from the big city problems found in her Chicago work, but soon found out that the difference in family problems was only a matter of quantity, not of type. She continued as executive director until her retirement in 1979 after 46 years of service.

Borghild also took on the added position of administrator of the Beloit Foundation in 1939. She was active on the Stateline Community Planning Council, the Wisconsin Council of Human Concerns and several other organizations devoted to improving social conditions.

## 13th Annual Gala Auction being planned for October

Can you help us make our 13th Annual Gala Auction a success? This is our major fundraiser for the year and we can't do it without valuable volunteer help. Call the Lincoln Center at 365-7835 if you are willing to share your time and talents in this endeavor. We need:

1. - People to serve on the planning committee. No one is expected to do it alone.
2. - New items or collectible items to auction off. Gift

certificates are also good.

3. - People to solicit donated items from area businesses. Lists will be provided of businesses which have donated in the past.

### New members welcomed

New members to the Historical Society since the last newsletter are Stephanie Dobson, Anthony Morello and John T. "Jack" Ryan.

**INVITATION...** *The Beloit Historical Society is dedicated to the preservation, restoration and interpretation of Beloit's rich history. Please support us by becoming a member and receive membership benefits: the quarterly newsletter, free admission to Hanchett-Bartlett Homestead, complimentary passes for friends, affiliate membership in the Wisconsin State Historical Society and discounts on local Society activities & programs.*

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Family \_\_\_\_\_

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	INDIVIDUAL		FAMILY
1 Year	\$20	1 Year	\$25
2 Years	35	2 Years	45
3 Years	50	3 Years	65
Additional, tax deductible gift			
Sponsor	\$50		
Supporting	100		
Sustaining	250		
Patron	500		
Benefactor	1000		