

# Long Grove Times

Long Grove Historical Society's Quarterly Newsletter

June 2011

## Trivially Speaking...

Ever hear anyone bemoan the fact that they had to take the "milk run" train? The term got its start over a century ago. Back then there was a special train that ran into the "big city" every morning, making lots of extra stops along the way to pick up milk from area farms. In the afternoon, it would run in reverse to drop off the now empty milk cans. Over the years the term has been adapted to mean "easy" or "quiet" with reference to the peacefulness and lack of traffic encountered by the morning milk deliveryman. World War II bomber pilots would comment that they had a "milk run", when a flight did not encounter any enemy fighters or other difficulties.

## Mark Your Calendars

- **Tuesday, June 7, 6pm—8pm**  
Farmhouse Museum open for tours
- **Thursday June 9, 7pm**  
Benefit auction at Long Grove Tavern
- **Monday, June 13th, Noon**  
Historical Book Club at Long Grove Café
- **Wednesday, June 15th, 11am**  
Genealogy Club at Timmy's
- **Wednesday, September 7th, 9am**  
Cleopatra Book Dramatization featuring Barbara Rinella

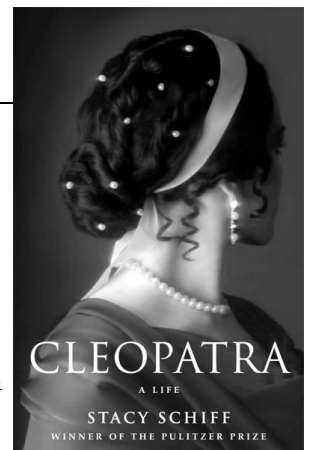
## Auction Returns to Long Grove

A couple of decades ago, if you were in the Village of Long Grove on a Thursday night, odds were it was to attend the community auction at the Long Grove Village Tavern. Back then, area residents would show up with their eclectic "treasures" in hand, eat a bit, drink a bit, and often go home with someone else's "treasures" and a few less dollars in their pocket. The auction is back, for one night only, and with a twist – all auction proceeds will go to support the Long Grove Historical Society. The auction will be **Thursday evening, June 9th**, starting at 7pm and will again be held at the Long Grove Village Tavern, 135 Old McHenry Road, in Long Grove. The event is open to the public and there's no admission or cover charge – you don't have to bring in any "treasure" (but we'd like you to leave with some...) If you do have something to donate for the auction, the Historical Society would love to have it. For further information, contact Society President Laurie Borawski at (847) 949-5264, event chairperson Marie Borg at (847) 438-7656, or email [admin@LongGroveHistory.org](mailto:admin@LongGroveHistory.org)

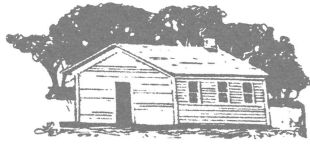


The Long Grove Historical Society's annual Book Dramatization and Breakfast will be held on September 7th, at 9am at the Arboretum Club, 401 South Half Day Road, in Buffalo Grove. This year **Barbara Rinella's performance** will be based on the book—*Cleopatra: A Life* by author Stacy Schiff. Tickets will be \$30 and you can contact Marie Borg (847) 438-7656 to reserve your spot/table. Watch for more information on this event in our September newsletter.

The Cleopatra book will also be discussed at the next Historical Book Club, which will be meeting again on **Monday, June 13th** at noon at the Long Grove Café. It'll be a good warm up for Barbara's performance in September. The Genealogy Interest Group will be meeting on **Wednesday, June 15th** at 11am at Timmy's Sandwiches —bring what you know about an ancestor and we'll research it as a group. Even if you've not attended before, feel free to show up and join in with any of our interest groups. Lunch is "Dutch Treat".



# All About Us...



The Long Grove Historical Society is a 501C3 non-profit organization whose purpose is to preserve and disseminate the history of the Long Grove area. Annual membership is available for a donation of \$30 (individual), \$50 (family), or \$100 (sustaining). Members receive our quarterly newsletter as well as access to a variety of events held throughout the year. To become a member, send your donation to Georgia Cawley, LGHS Membership, 4509 RFD, Long Grove, IL 60047, along with your name, address, telephone number, email. If you have any special interests, skills, or things you'd be interested in volunteering to help out with, be sure to let us know that as well.

### 2011/2012 Board

- Laurie Borawski, President
- Barbara English, Vice President
- Diane Trickey, Treasurer
- Myra Buettner, Recording Secretary
- Angie Underwood, Past Pres/Vilg Brd Liason
- Aaron Underwood, Communications
- Bob Borg, Buildings & Maintenance
- Georgia Cawley, Membership
- Caroline Liebl, Outreach/Archer School Pgm
- Kathy Wiberg, Programs/Ways & Means
- Tina Mall, Curator
- Marie Borg, Ways & Means/Programs
- Lori Lyman, Curator
- Lee Bassett, Buildings/Maintenance

The Society was formed in March, 1974, to accept the Drexler Tavern building as a gift. A joint project with the Village Board made possible the relocation of the tavern to a site behind the current Kildeer Country-side School. Today we know the building not as Drexler Tavern, but simply as Village Hall. Two additional structures have also been relocated to this area—one of the area's one room schoolhouses, Archer School, and a mid-1800's barn, Ruth Barn. The school and the barn form the core of the program we run each year for our local schools, so that our children can experience first hand what life used to be like in Long Grove. Last, but not least, a mid-1800's farm house was relocated to an area bordering the southwest corner of the Stemple Parking lot. "The Farmhouse", as we refer to it, houses our archives, a meeting room, and several restored "period" rooms that we open occasionally for tours. In addition to maintaining the above properties and our educational programs, we actively acquire items of local historic interest for our archives and conduct a variety of historical programs for current residents. We receive no tax dollars and exist solely from your contributions and our own fundraising efforts.

*Thank you for your support!*

**Historical Society News...** Pictorial highlights of this past quarter include the gathering of treasure for our upcoming auction and our incoming & outgoing Presidents—Borawski and Underwood.





**New Board Installed for 2011/2012!**

From left to right—Myra Buettner, Lori Lyman, Aaron Underwood, Kathy Wiberg, Tina Mall, Angie Underwood, Diane Trickey, Marie Borg, Bob Borg, Laurie Borawski, Georgia Cawley, and Barbara English. Not pictured— Caroline Liebl and Lee Bassett.

## LGHS Farmhouse Museum Open For Tours!

Resident's Night, Tuesday evening, June 7, 6-8pm

Come into downtown Long Grove and pay us a visit (back corner of Stemple parking lot).



### YE OLDE SYMBOLS...

Recognize the symbol on the left? It's the ubiquitous red and white striped "barber pole" - symbolizing a place where "a guy can get a haircut". Since the symbol doesn't seem to have anything to do with cutting and hair, and since I'm writing about it...

you can guess there must be some deeper historical significance to how it came to be. Recall that it wasn't too long ago when you would have said it was a place where "a guy can get a SHAVE and a haircut", and it was that way for centuries before hand. The barber trade involved specialized equipment—aka razors and a specialized skill in using them. The most popular form of medical treatment, also for centuries, was blood letting. Where would an ill feeling middle ager go to get his blood let out a bit? To the man who was skilled with a razor, of course. Even the most diligent washing up afterwards couldn't get the towels used during the process completely white—they gradually became red. Those towels, along with other towels they used in less invasive services, were hung outside a barbershop to dry. People began to associate the red and white towels drying in the breeze with the barber trade.

When the blood letting business died out, barbers kept the eye catching red and white symbol alive because their customers had gotten used to looking for it as a way of finding "a place to get a shave and a haircut".

## Back in the Day...

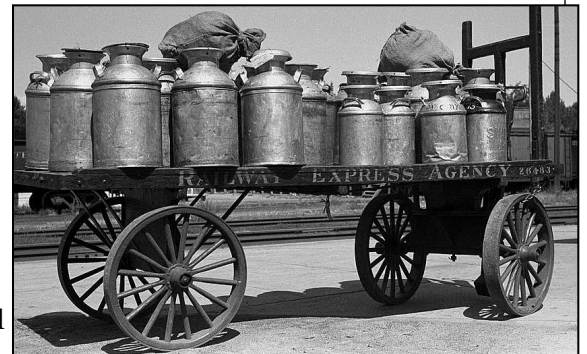
The USA is often thought of as the model for capitalism – if you make a product, what you get paid for it is a function of supply and demand. So you might be surprised

to learn that one of your most frequent purchases – milk – has its price controlled by the US government and not the free market. Why is this and what does it have to do with Long Grove? Read on...

When Long Grove came into existence in the mid-1800's, local families produced enough milk for their own needs and not much more – there simply wasn't a good enough way to transport milk anywhere before it spoiled. One technique around this spoilage was to convert the fresh milk into products that lasted longer and transported better – butter and cheese. Around 1880, area farmers joined with George Quentin to build a local creamery—The Long Grove Creamery. The Creamery would take in fresh milk from local farmers and “manufacture” butter and cheese. The farmers not only got a fair price for their milk, but many also shared in the profits of the Creamery.

There is no better location for a creamery in the State than at Long Grove. The absence of direct railway facilities makes it inconvenient and expensive for the farmers to ship their milk to the city, and for this reason the farmers of this vicinity organized the company. Owing to its superior quality, the butter commands a higher price than is available at the nearby Elgin market, and instead is sold to New York. The cheese has found a ready market in Chicago. - Lake County Independent, 1896

By 1885, the train line had reached Aptakisic and Prairie View, and offered another outlet for area milk. Dairy farming in Lake County boomed. As technology continued to develop, so did economies of scale and the inevitable consolidation of the market. In 1908, the Long Grove Creamery was bought out by one of the emerging “mega” retailers - Bowman's Dairy from Gurnee. By 1916, Bowman's, along with Borden's, controlled enough of the demand for milk in the area that they were effectively able to control the price paid to farmers. If you're guessing that they set a price for milk that didn't allow much farmer profit, you would be correct. If you're guessing that area farmers weren't going to stand for that, you would also be correct. The “Great Chicago Milk War” was on...



The farmers banded together very effectively and agreed that if they couldn't get a fair price for their milk, they'd dump it instead. Roads leading to the milk plants were blocked, attempted deliveries were turned away or “spilled” by force. Punishment was retroactive for those that managed to sneak some milk through the pickets:

One of the farmers.. succeeded in eluding the pickets and delivering his milk... but on the way home through the streets he had to run the gauntlet of several hundred farmers who were provided with eggs that failed to grade, and was pretty well plastered by the time he had broken away from his tormenters. - Elgin Dairy Report, April 8, 1916

Don't you just long for the good old days when a spirited egg pelting was an acceptable form of social expression?

## Back in the Day...

The big retailers tried importing milk from out of the area – this too was met by the farmers blockade:

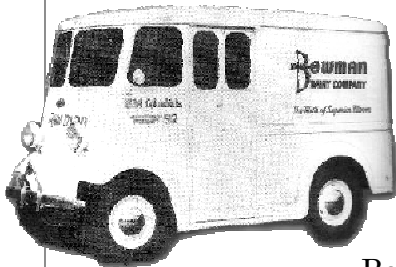
### ARMED SQUADS GUARD CHICAGO MILK CARGOES

Wisconsin... deliveries to Waukegan have increased... since armed guards have protected trucks. A long line of trucks was halted yesterday at Long Grove, twenty miles west of Waukegan, but no milk was spilled. The Milwaukee Sentinel, Jan 19, 1929

What? There was no downgraded egg throwing in Long Grove? Well, maybe we did and it just wasn't reported—that's the way I'd like to think it went down...

The public generally sided with the farmers and this scene was repeated off and on for the next twenty five years or so. Whenever the farmers wanted a raise, they would strike the milk plants for a higher price and after a few days of no milk, the big retailers would honor the farmer's "fair" price.

This pricing war between farmers and the big retailers was messy, but effective during this period. When the Great Depression hit and demand for milk dropped significantly, the US Government stepped in and took control over setting the price paid to farmers, and that continues to this day.



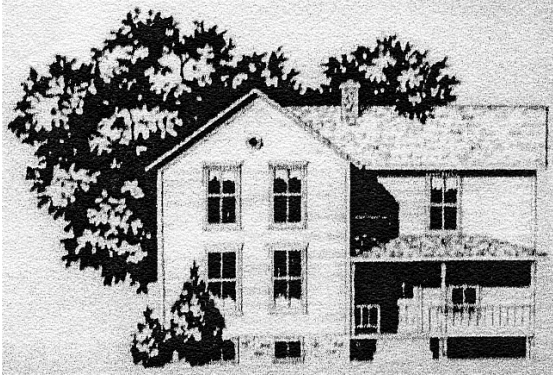
Bowman Dairy never really returned to its position of dominance. Ongoing anti-trust lawsuits throughout the 1940's and 1950's plagued the company, and it eventually sold out to Dean's in the mid-1960's.

Borden faired better. To counter a public opinion that had gone very negative, Borden launched a new ad campaign featuring cartoons of a "cow" couple – Elsie and Elmer. The ads were a big hit, with Elsie at one point

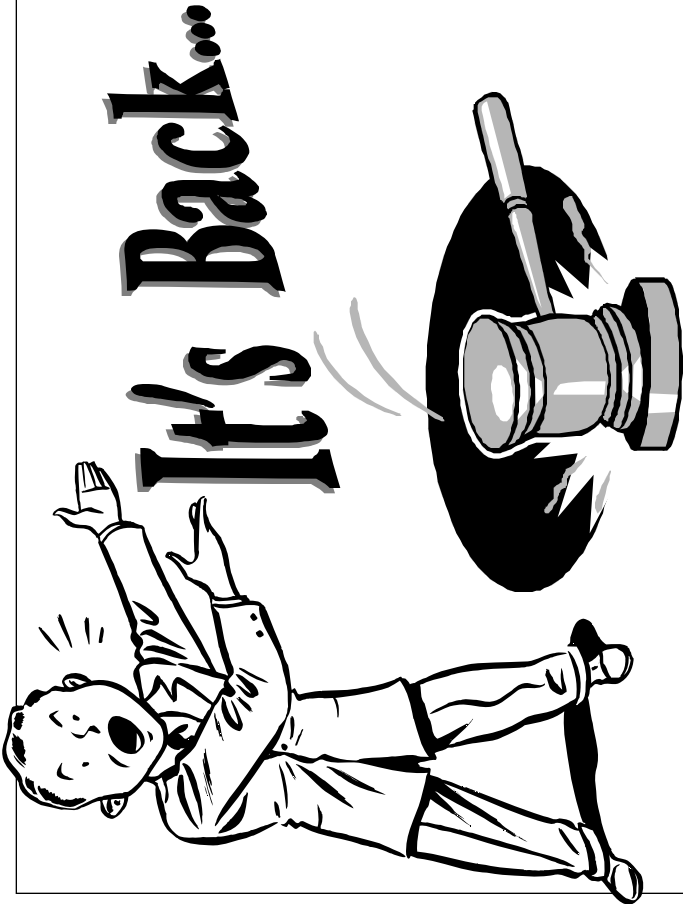


becoming the most recognized corporate symbol in America, and Elmer came to adorn another household and school staple – "Elmer's Glue". How does the cartoon husband cow of a dairy company end up on a glue bottle? With a bit of vinegar, baking soda, and heat you can turn milk into Casein which makes a pretty good glue, and this happens somewhat naturally as a byproduct when skim milk is produced. Borden's Casein glue product, "Casco Glue" was virtually unknown until they decided to cash in on the popularity of the Elsie ads and gave Elmer his own product. Sales rose immediately and it's been the most popular glue in the US ever since. Technology has changed, of course, so Elmer's no longer contains milk – don't try it on your corn flakes.





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# **BENEFIT AUCTION**

## **JUNE 9 • 7PM**

### **LONG GROVE VILLAGE TAVERN**

The Long Grove Historical Society invites you to bring your checkbook and join us for an evening of spirited fun. Bid on antiques, professional services, jewelry, and... okay... to be honest... likely some stuff that would only be useful as a gift for pesky relatives. If you'd like to donate an item for the auction—we'd love to have it—contact either Marie Borg at (847) 438-7656 or Laurie Borawski at (847) 949-5264 or email us at admin@LongGroveHistory.org

*Sponsored by and all auction proceeds to benefit:*

## **The Long Grove Historical Society**