



## Pewaukee Village Voice (PVV)

is a citizen's advocacy group.

Our goal is to encourage citizen input in local government and to provide information to citizens that will help them make informed decisions about local issues.

Pewaukee Village Voice believes that Citizen interaction with public officials encourages good government and sound decision making.

PVV currently sponsors the following community events:

- \* **March Candidate forum**  
Citizens have an opportunity to ask questions and get answers from the candidates running for Village office. All candidates are invited.
- \* **Fall Town Hall meeting**  
The Village President and all Trustees are invited. Citizens can submit written questions and get answers from their elected officials.

Pewaukee Village Voice  
PO Box 322  
Pewaukee, WI 53072



# Pewaukee Village Voice



[www.pewaukeevoice.org](http://www.pewaukeevoice.org)  
[pvvinfo@gmail.com](mailto:pvvinfo@gmail.com)

# Pewaukee Village Voice



THE VOICE OF THE COMMUNITY

## Pewaukee Village Voice

is a community organization whose focus is to provide an opportunity for Village citizens to interact with candidates for elected office at a Candidate Forum before the spring election, and to ask questions of their elected representatives at a Town Hall meeting in the fall.

We are vitally interested in ethical and responsible government that responds to the needs and concerns of its citizens. An informed electorate is vital to good government



**Names like** Caldwell, Quinlan, Peffer and Clark stand out as the early movers and shakers of our corner of Waukesha County. Those names are recognizable as streets, a park, and perhaps more prominently the present Asa Clark Middle School. Early settlers were farmers, sawmill, pump factory and quarry workers, who supported their families with back-breaking work in the growing season and when winter arrived turned to the lake, harvesting ice for the meat packing and brewing industry in Milwaukee as well as the ice boxes of families.

**The athenaeum**, located at 145 Park Avenue, is one of the few remaining historic buildings in Pewaukee. Built of Pewaukee limestone in 1905 by Walter Clark, it served as a popular gathering place. The bottom floor held a bowling alley, a billiard table, refreshment tables and locker rooms for bathers. The upper floor housed a dance floor and a stage. It has housed a boat company, a night club, a tanning factory and a discount store. It still houses businesses and apartments.

**In the mid 1800's** there were only wild fruits in Pewaukee and George Peter Peffer, also known as Peter Peffer, wanted to change that. He developed the Pewaukee Apple in 1865 by mixing the Duchess of Oldenburg and Northern Spy, creating the first local fruit that wasn't wild. Mr. Peffer was originally trained as a carpenter or joiner, but he started a water pump factory while still pursuing his interest in horticulture. He eventually quit his water pump business to work with plants and flowers full time. He also developed a lilac bush that could bloom in red, white, and blue. It isn't surprising that he founded a delicious apple that won any competition it entered and was famous throughout the Midwest. Peffer Park in the Village was named after him.

Sources: "A History of the Progress and Settlement of Pewaukee, Wisconsin" Compiled and edited by Lorraine C. Redfield. and "Echoes from Pioneer Trails" by Joseph E. Ryan

## History Tidbits

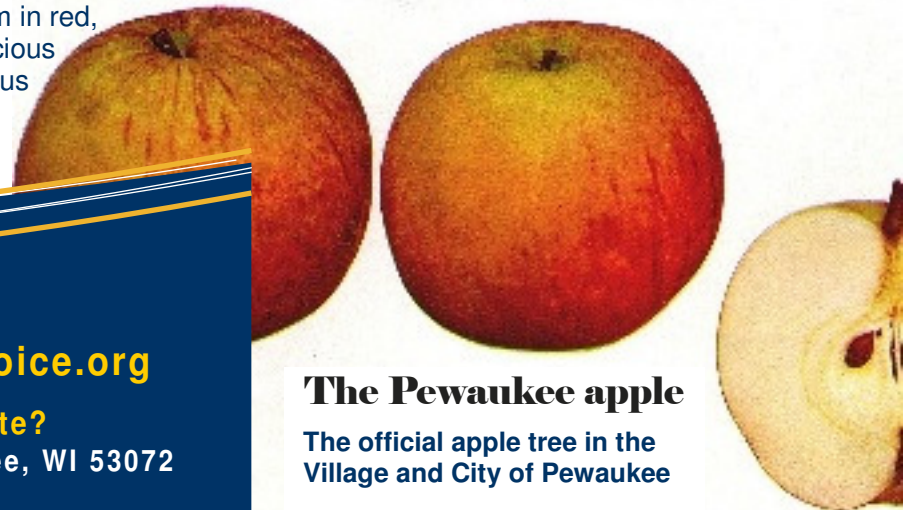


**The Village of Pewaukee** was incorporated as a Village in 1876. Solomon Bolles was the first Village President. The first Trustees were A.M. Clark, M.R. Hewitt, B. Boorman, Thomas Quinlan, J.H. Rhodes, and A.G. Alton.

**"Capt." Jesse White** delivered mail around the lake in his official mail boat "Ariel". The trip lasted about 2 ½ hours. A helper would jump off the boat onto the pier, place the mail in the owner's mailbox, and leap back onto the boat. Find out more in local history books.



**Pewaukee** was the second largest ice producer in Southern Wisconsin. From approximately 1878 to 1920 the ice industry thrived here. Ice was harvested from the lake and delivered to an eager local clientele and to customers as far away as Chicago.



## The Pewaukee apple

The official apple tree in the Village and City of Pewaukee



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