

## SETTLEMENT OF FRENCH CREEK AND ETRICK

Excerpted from 1917 'HISTORY OF TREMPEALEAU COUNTY'

Over a century ago the Winnebago (Hochunks) and Dakotas divided hunting ground in the Beaver Creek territory. A century has fled since Decorah stood on his famous peak and watched his braves battle with the Chippewa and 61 years have passed since John Cance came into the valley and built his log cabin, thatching the roof with wild grass so that it resembled the low thatched cottages of far away Scotland.

In the years to come no period of American history will be filled with more romance and hard adventure than the heroic pioneer age, nor fraught with greater interest, for on this rough hewn foundation our national character has been developed.

Frenchville had its first store in 1867, when Iver Pederson and Ole Scow came from Coon Valley, La Crosse County, and opened a general mercantile establishment. In 1870 Mr Pederson sold out to Mrs Ole Scow and moved to Ettrick.

Ettrick had its first store in 1870, when Iver Pederson came here from Frenchville. Seven years later he laid out the village plot of Ettrick, and thenceforth this Beaver Creek settlement took its place among the progressive Trempealeau County villages. Mr Pederson's enterprise and business capacity were soon revealed in the growth of the new village. As new methods were advanced he adopted them and before many years had elapsed his business eye saw the need of a flour mill in Ettrick. With characteristic energy, he turned his attention to this new industry, and in 1884 completed flouring mill having a capacity of 75 barrels per day. He was also instrumental in establishing the woolen mills and creamery in Ettrick and was one of the promoters of the Ettrick Bank, of which institution he was president.

Ettrick and the upper Beaver Creek country, though somewhat distant from a railway, has made its disadvantage its opportunity, and instead of hauling large quantities of grain to market, the dairy features of farming was developed to a high degree, and produce from this source proved to be not only more profitable, but much more conveniently handled than bulky grain, potatoes and hay.