

In 1844, a group of dedicated idealists met in Southport (now Kenosha), Wisconsin and formed the Wisconsin Phalanx. The members of the Phalanx had been inspired by the writings of Albert Brisbane, associate editor of Horace Greeley's New York *Tribune*, and intended to try a new form of social organization known as "Association." This was a form of Utopian Socialism advocated by the French philosopher Charles Fourier. The idea was to leave behind a hopelessly corrupt civilization and make a fresh start in a new community. Cooperation rather than competition was to be the essence of this new life.

In the spring of 1844 the Fourierites found a setting for their ideal community in a fertile valley a few miles to the east of Green Lake. They called it Ceresco (Ceres' Company) after the Roman goddess of agriculture. Here, under the leadership of Warren Chase, a charismatic if somewhat eccentric New Englander, they established their "domain."

According to Fourier's rules, all resident members of the Phalanx were to live and work together under a system of democratic management. To this end they built their first "Long House" (1) in 1845, using rough lumber from their own sawmill. The building was located on the south side of Church Street and ran approximately east and west across the end of Warren Street. It was some 200 feet long and contained two-story apartments for twenty families.

North and west of the first Long House the Fourierites built their "Unitary" or commons. Here were located the dining hall, kitchen, bakery, reading room, meeting hall and guest rooms for the little commune. The house at 800 Church Street on the west side of Warren is built on the site of the "Bakery" (2).

By 1848 the Phalanx had built a second, more comfortable Long House. This building still stands, considerably remodeled, along the west side of the park (3). Built in Greek Revival Style, it had apartments for another 20 families. By 1847 the population of Ceresco was 175. The second Long House stood empty for many years after dissolution of the Phalanx. In the 1930s it was rebuilt and converted into five apartments.

When communal living proved to be unpopular with some of the families, individual family dwellings were authorized. The Lester Rounds house at 116 Union Street was an example (4). This building may have been the first Ceresco Post Office, since Rounds was the first postmaster. It also served as a grocery and supply store.

As the Fourierites, converted from common to private ownership at the end of the 1840s, a number of businesses grew up at the corner of Union and Arcade Road (5). A small hotel called the Central House was built on the southwest corner. Across Union Street was cooperative store known as the Ceresco Union. The later was organized by former members of the Phalanx in the hope of retaining some of Fourier's principles. Neither of these buildings remains.

In the park area north of Arcade Road the Phalanx built a three-story gristmill. The mill remained in operation (under private management after 1850) until the beginning of this century (6). A portion of the mill run can be seen protruding from the ground near the culvert under Arcade Road.

Across West Fond du Lac Street, the Fourierites located their blacksmith shop (7).

The Ceresco Mill was operated by waterpower from Silver Creek, a small stream running parallel to West Fond du Lac on the north side of the road. In their first year on the domain, the

Fourierites dammed the creek at a point approximately 100 yards east of the corner of Fond du Lac and Locust (8), and here they built their sawmill. Both dam and saw mill are long gone, but the limits of the Ceresco millpond are still visible behind the houses on the north side of the road.

By 1849 the commune had lost some of its original zeal. The joint-stock form of organization had worked well at first; and their early industrial efforts had been crowned with success due to the effective leadership of Warren Chase and a general willingness to work. But their prosperity became something of a handicap for their social experiment. The advantages of cooperative living became less obvious to the established families. Furthermore, new Indian lands a short distance to the north were opened to white settlement in 1848; several of the more enterprising of the Fourierites chose to pioneer new settlements at Strong's Landing (Berlin), Omro and Eureka. And finally, Warren Chase was spending more and more time away from Ceresco, first as a delegate to the Wisconsin State Constitutional Conventions of 1846 and 1848, then as a member of the first State Senate, and then as a Free Soil candidate for governor in 1850. His leadership was sorely missed.

In 1851 the Phalanx decided to disband. They platted a village of Ceresco in the area between West Fond du Lac and Congress streets and distributed their land, both as town lots and as farms, to their remaining members. One of these members was Jacob Woodruff. Given a town lot on the northwest corner of Locust and Liberty, he built a house on it of unusual design. The type of construction is "gravel-wall" or "grout" (a form of concrete); the shape is octagonal. It was the building material more than the shape that was unusual, but the combination seemed to offer a solution to the need for inexpensive housing. Apparently invented in Milton, Wisconsin, the multi-sided gravel-wall house

enjoyed a brief vogue nationally because of its low cost and efficient use of space. As one of the few remaining examples of this architecture, the Jacob Woodruff House (9) has been placed on the National Register of Historic Places.

The Phalanx built no church and had no official minister. The members were not irreligious, but some of them (especially Chase) were suspicious of organized religion. Nevertheless itinerant ministers were made welcome and invited to preach in the small one-room schoolhouse that stood on the northeast corner of Liberty and Church (10). Ceresco became a regular stop on all the central Wisconsin Protestant circuits.

The Wisconsin Phalanx was both a failure and a success. Ultimately the rules of Charles Fourier were too confining for the relatively self-sufficient pioneer families of the American West. These rules were first modified, then abandoned. But the cooperative, joint stock company proved to be a workable organization for a new community in a remote area, at least for the first three or four years. Under this system the colony was well established, and it succeeded in attracting an industrious and vital population. The City of Ripon was heir to both its industry and its vitality. The Village of Ripon (founded in 1849) and the Village of Ceresco (platted in 1850) were combined into one community in 1853. Former members of the Wisconsin Phalanx participated in the founding of Ripon College and in the birth of the Republican Party.

The Ceresco area has been placed on the National Register of Historic Places.