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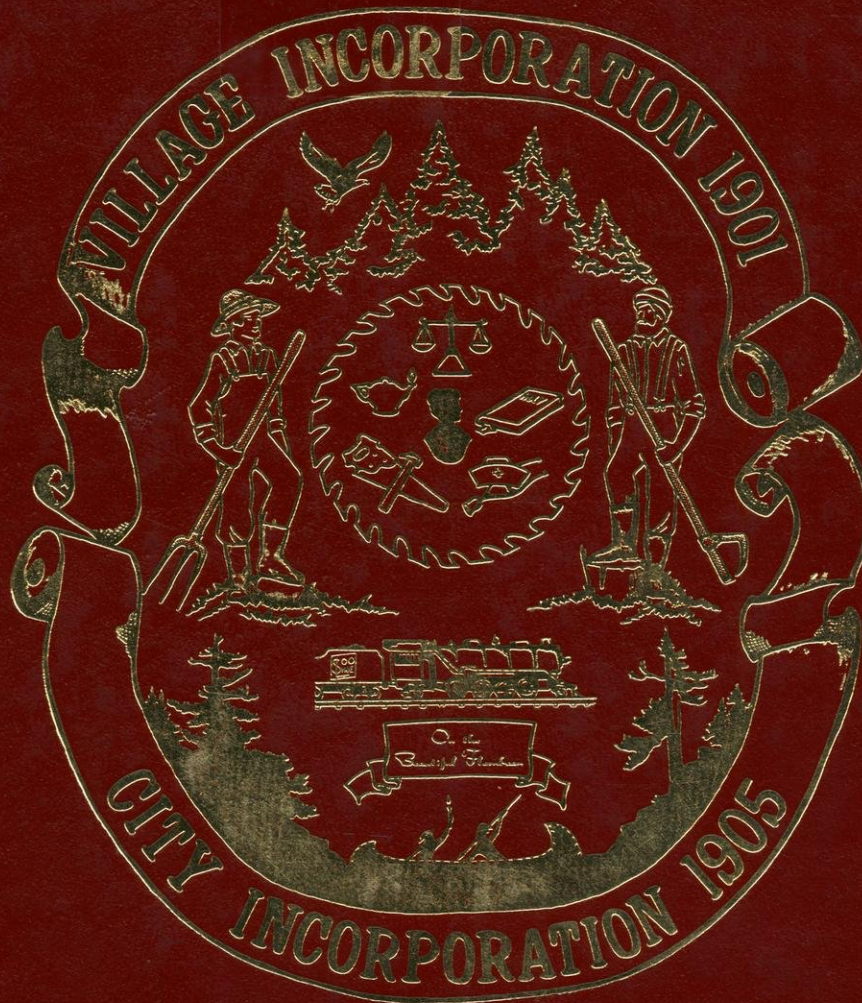
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LADYSMITH LORE



1885

A PHOTO ALBUM

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DO NOT SHELVES!



Ladysmith, Wis. 1901.

LADYSMITH LORE



1885

A PHOTO ALBUM

By

John M. Terrill



The year was 1905 and Ladysmith High School was to graduate its first class. Although enrollment in the high school was small by today's standards the education was good. No expense was spared for the class play from that year, as evidenced by the elaborate rented costumes. The cast, which included younger children, posed for this picture in Tiffany Studio. Blanche Tiffany Lindoo played the part of the patriot pictured third from right in the top row.

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Ditmanson Co. was a fixture in Ladysmith for 62 years and owner Thorwald Ditmanson was a stalwart supporter of the town. Ditmanson and Martin Nelson came to Ladysmith in 1919 from South Dakota with the intention of buying the Golden Rule Store. Instead they bought the Thompson Mercantile Co. Ditmanson bought out Nelson in the 1920s and ran the store until his death in 1951. The store closed in 1981. The grocery staff from left above included Margaret Carlson, Lyd Woodard, John Lover, Elmo Inabnit, Thorwald Ditmanson and Eiler Schiotz.



The staff of the Ditmanson Co. Store posed for this picture in February of 1924. Pictured from left are: **bottom row** — James Duffy, Natt Trepannier, Thorwald Ditmanson, Edna Fisher, Grace Lampman and Art Heppburn; **row 2** — R. Schliep, Jack Tromblay, Elsie Knutson, Elmo Inabnit, Margaret Carlson and Lloyd Ellingboe; **row 3** — Minnie MacComber, Cecil Fossburgh, Bill Jenness, Eleanor Kushinsky, Carl Brown and Lyd Woodard.

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The Rusk County Bank and the Pederson Furniture-Karst Hardware building dominate this picture taken during the teens. The bank building was erected in 1900 as the 1st National Bank but it was occupied by the Rusk County Bank at the time of this photo. The 1st National Bank was damaged in 1904 by the fire which destroyed the Burnie and Pederson Hardware. Pederson rebuilt and occupied the west portion of the building. The east half was Karst's Hardware. The small frame building at left was Miss Fannie Collins' millinery and dress shop. The building was erected in 1900. Wilson the "Land Man" occupied offices in the basement of the bank. Lawyers McGill and Williams were above the bank. Atty. J. W. Carow was above the hardware store. A Red Cross poster in the bank window asks: "What are you doing to help?," probably in reference to World War I. Note the traffic sign at right.



Fred True posed with his team of oxen on First Street in back of the Rusk County Bank. Note the wood piled adjacent to the Karst Hardware building. The house visible over the oxen is thought to have been built by John Diamond in the 1890s. He swapped houses with Flambeau Town Clerk George Page in 1896 and moved to Page's house on what is now the Mel Wedwick farm. Delevan Drum bought the house in 1899. The Armstrong Land Co. office is behind True.



Barefoot youngsters cooled their feet in the mud on Miner Avenue as people gathered for some celebration in about 1910. The view looks west. Buildings pictured at left are: F. E. Martin's Store, which was erected in about 1902; S. J. Cardinal and Son's Racket Store; R. J. Sands' Hardware, built in 1910; the Baker Hotel, erected in 1902; and W. A. Carroll's Variety Store, built in 1904. At right are Hooper's Picture Shop (which took this photo); A. C. Mooney's Drug Store; and a host of buildings. The only clue as to what was going on is a sign in the background which reads, "Superba."



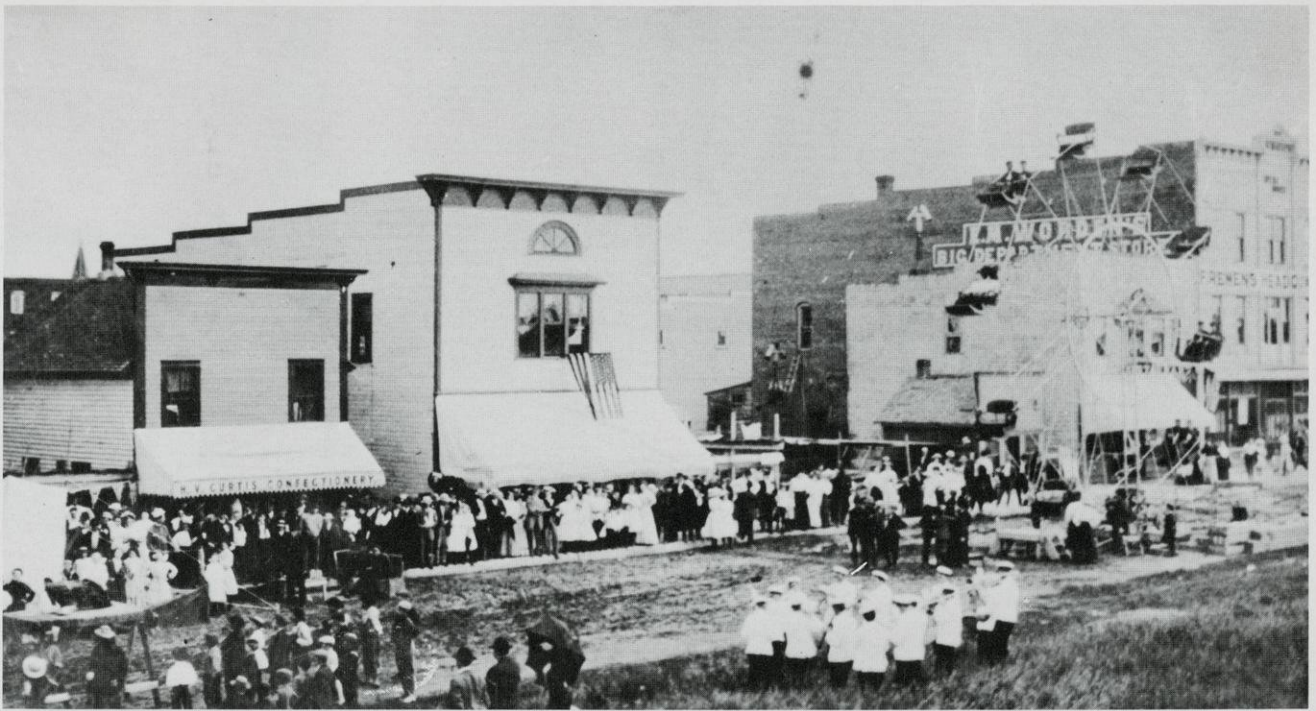
The Carnegie Library was new in 1907 when this photo was taken of buildings on the north side of Lake Avenue in Ladysmith. Part of the water works/fire hall is visible at left. The twin spires of the Congregational Church were visible throughout the city. It was the first church edifice erected (in 1901). The house next to the church is thought to have been built by Rev. David Richardson, the first regular pastor called by the church in 1902. A man is suspended in the air in front of the Dr. Blake/Dr. Stephenson hospital (the white building with the dormers). He appears to be on a cable.



The streets of Ladysmith were crowded for a parade on July 4, 1904. This view looks west on Miner Avenue from the Hotel Baker. At left is the foundation for a building erected by H. W. True on the site of the present Centennial Square. The buildings beyond it at left are: Haasl and Son's Flambeau Saloon, Vaughan's Clothing Store and Rock LeVeille's Saloon. At right is the First National Bank and a vacant lot to the left of it where the Burnie and Pederson store stood. It was destroyed by fire in 1904. Flames from that fire charred the frame millinery store of Miss Fannie Collins, as seen above. West of her building were Vilett and McNalley's barber shop, Hull and Steltzman's City Meat Market, the "Gates County Journal" building, an unidentified building and the Ladysmith State Bank. Across W. Second Street are Welpton's Store and Tiffany's Studio. St. Paul's Lutheran Church is under construction at center, and the West Side School is to the left of it in the background.



This view looking east on Miner Avenue from the Baker Hotel shows a July 4th parade in the early 1900s. Note the Masons standing in the street. At left is the City Book Store. Refreshments may have been sold from the tent. The Armstrong Land Co. office was later moved to First Street (see picture page 4). To the right of it was a bakery that may have been operated by Dennis Prevost. The house behind the two buildings was owned by W. E. "Turkey" Clark. It was the first building on that block. The large building at right is the store of George Uttormark. The courthouse is in the background.



Ladysmith had never seen anything like it. Hundreds of people came to town for the state firemen's tournament in 1909. Worden Avenue, above, was a carnival midway. The H. V. Curtis Confectionery Store, left, is one of the oldest buildings in Ladysmith. It was constructed at or before the mid 1890s. O. C. Sabin and Dr. C. R. Hudgel ran a grocery store/drug store in that building in 1898. It now houses Butch's Bar. The next building, presently the Flambeauland Inn, was built by Robert Corbett in 1900. The ground floor was a saloon and the upstairs was a dance hall. At far right are the Bon Ton Restaurant and E. M. Worden's Big Department Store with the opera house upstairs.



Two bear cubs were the center of attention in front of O. E. Anderson's sample room in this picture from the early 1900s. The man holding the cubs may be John Lindoo. Anderson presumably is the man with the white apron. After Anderson's first saloon was destroyed in the fire of November, 1901, he set up his business in the Corbett building (now the Flambeauland Inn). The billboard at right advertises a performance at Worden's Opera House.



The panoramic view of Ladysmith, above, looks east from the tower of St. Paul's Lutheran Church in about 1905. At left are the Gerard Store building, the 1897 school house, the fire station-water works and the Congregational Church. Across the dirt street can be seen the rear of the present Spot Cafe and the steeple of the original Church of Christ. The office of Dr. W. F. O'Connor is the first building from left with a ladder at the rear of it. Directly in line with it are the Delevan Drum house, Frank Edson's livery barn and the courthouse. At right are the State Bank and the Pioneer Store. To the right of it are Herman Decker's Saloon, Owen's Cafe and the Manley Hotel. Dr. Howard Pagel lived at the rear of the first of three buildings in the foreground at right in 1907. It was his father's barber shop.

The view at left, dated 1916, looks southwest from the water tower. Can you find the Gerard Hotel, the West Side School, the Commercial Hotel, the Soo Line water tower, the Ladysmith Cooperative Creamery, the chair factory, John Lindoo's first house and the Rusk County Normal School?

The view at bottom left looks south from the water tower. Among the prominent buildings pictured in this undated photo are the Baker Hotel and Nate Hand's barn.

At bottom right is a view looking east from the water tower. Notice how sparsely settled the Brooklyn area is. Memorial Park is undeveloped. There is a boat near the north end of the bridge. The large building on the north riverbank is the ice house.





Shown from left are the following buildings on the west side of W. Second Street as they appeared in about 1909: B. J. and F. R. Welpton's Cash Store, which was built in 1899 and moved around the corner in 1912 when the State Bank was built. It is now the 211 Club tavern; H. A. Dimock's Drug Store, which was built in 1900 by Dr. C. R. Hudgel; a building erected by Guy Welpton in 1901 as the Bon Ton store and bakery but which later became Will Pagel's barber shop. Dimock moved his drug store to this building and moved it to the east side of the street so he could erect a new drug store in 1912. The old building was razed when the Unique Theatre was built; the Vienna Bakery built in 1908 by Carl Jung and run in partnership with his son, William; the "Ladysmith News-Budget" building erected in 1908 by A. A. Hadden; a building once occupied by tailor H. Oldendorf and now by the Ladysmith Bakery; Christ Thompson's Harness Shop, which was built in about 1904 by C. Jung as his first bakery; Dr. W. F. O'Connor's office, which was erected in 1904 by Dr. C. R. Hudgel; the Martin Co. building; and the New Gerard Hotel.



Druggist H. A. Dimock came to Ladysmith in 1905.



A young Dr. W. F. O'Connor pictured soon after his graduation from medical school. He came to Ladysmith in 1898 and to Ladysmith in 1904. He was Gates County's first register of deeds in 1901.



A barefoot youngster peddling the "Saturday Evening Post" and some youthful companions looked with amazement at the unusual "horse power" employed to pull this rig. The man in the picture was identified as Dr. W. F. O'Connor in one reference but it could be H. A. Dimock or a salesman. Note that Dimock's drug store has moved one door to the north from where it is pictured above. Dimock built a new brick drug store on that site in 1912. It currently houses Russ's Restaurant.



This detailed photo shows the interior of Will Pagel's Barber Shop in about 1910. Pagel, right, came to Ladysmith in 1907 and set up a barbershop on W. Second Street (see picture on previous page). The picture above was taken in his second barbershop on Miner Avenue (see picture below). The building now houses Groom's Jewelry. Druggist Harry Speidel posed as the other barber, but he never actually worked as a barber. The fishing scene high on the wall was painted by an itinerant. Note the shaving mugs in the case at right. Among the cigars in the case at left is George Luell's Courthouse cigar (see picture page 18). Advertisements on the wall promote "Persian Hair Tonic" and "Egyptian Dandruff Skin Cure." Pagel's third barber shop was on First Street. It later became the office of his son, Dr. Howard Pagel.



The automobile had replaced the horse as the main mode of transportation when this photo of Miner Avenue was taken. Buildings on the right, pictured from right, are: Fritz's Dry Goods Store; the Cozy Cafe; the William Dodson block, erected in 1901; a one-story brick building that was once Pagel's Barber Shop; Vaughan's Clothing Store; the Cass building, which featured billiards and bowling; and W. A. Carroll's Variety Store. Buildings at left include the city meat market, Mihm's Barber Shop, Pederson's Furniture Store and the Rusk County Bank.



Concrete sidewalks had replaced the boardwalks, but the streets of Ladysmith were still dirt in the teens when this photo was taken. The auto with the top down drove west on Miner Avenue with no oncoming traffic in sight, while a sedan was parked in front of the Hotel Baker at left. A. C. Mooney was running the drug store that eventually became the Ladysmith Pharmacy. His competitor, the Model Drug Store of Speidel and Speidel, was just down the street. The Moen Hat Shop and W. A. Carroll's variety store are among the other businesses pictured.



This is how the interior of the Ladysmith Pharmacy appeared in the mid-1920s. Shown from left are Martin Hoveland, an unidentified pharmacist, and Roy Aune. Hoveland and Aune were partners in the business. They purchased the store in 1922 from A. C. Mooney. In the early years they operated an ice cream plant at the rear of the store, Aune being the ice cream maker. The store also had a soda fountain. Hoveland, who became the sole owner, operated the business for 59 years, retiring in 1981.



The interior of Speidel & Speidel's Model Drug Store is pictured in the 1920s. Shown from left are: Walter Fox; Harry Speidel; a traveling salesman; Charlie Treager; and Steven Speidel. A tinsmith and plumber by trade, Steven Speidel came to Ladysmith in 1904. His son, Harry, attended the University of Minnesota Pharmacy School and worked in Dimock's Drug Store during the summers. He received his degree in 1909. That year Steven Speidel purchased the former A. C. Mooney drug store building and went into partnership with his son, Harry, in the drug store business. The grand opening of Speidel & Speidel Drug Store was Dec. 30, 1909. The wooden store was razed in 1955 and a one-story brick building was constructed. The drug store closed its doors in March of 1979.



Daisy Smith Speidel sat on the porch of their house on Worden Avenue with son, Harry, Jr., Claire Lundmark and Kathryn Speidel Wickstrom. Harry, Jr., "Bud" to his friends, received a degree in pharmacy and was a partner in the drug store starting in 1949. He died in 1972.

SPEIDEL & SPEIDEL

Druggists

Everything in Drugs and
Sundries

The Rexall Store



Robert J. Sands was born in Quebec, Canada, in 1865 and began logging in Wisconsin in the 1880s. He settled at Flambeau in 1890 and moved to the hamlet of Warner (Ladysmith) in 1898. That year he went to the Klondike to prospect for gold with J. W. Fritz and others. In 1902 Sands opened a hardware store in the old Fritz store building, Fritz having moved to his Pioneer Store in 1901. Sands moved the business to the Thomas Block in 1904 when that building was erected. In 1910 he built the three-story building pictured on this page and moved his business to that location. O. B. Ellingboe moved into Sands' old building. The interior of Sands' Hardware is pictured below. Sands is the man with the mustache standing to the right of the second support pole. The man to the right of him is Steven Speidel, a tinsmith and plumber. Note the kerosene stoves in the foreground. Sands died in 1918 in a freak accident. He dropped an automatic pistol and it discharged, killing him instantly. The funeral was held at the Sands' home which was east of the present Clark Auto. It later became Dr. Lundmark's office. The picture below no doubt was taken during a World War I patriotic observance. Sands' Hardware is at left in the picture.





Warren Maxon, left, and William Block, right, are pictured in the Maxon Blacksmith Shop on E. Second Street in 1924, the year Maxon assumed ownership. Al Skinner, who previously owned the shop, exchanged it for Maxon's blacksmith shop in Exeland. The shop was located on the site of Webb's Army Store.



The exterior of Warren Maxon's blacksmith shop is pictured in the 1920s. Maxon bought the shop in 1924 from Al Skinner, whose name still appears on the building in this photo. The shop burned.

 A framed advertisement for a horse. It features a detailed illustration of a dark-colored Hackney Stallion standing in a field. Below the illustration, the text reads: "Hackney Stallion, 'Merchant Prince'". Further text describes the horse's lineage and provides contact information for the owner, W.M. Foy.

Hackney Stallion, "Merchant Prince"

"Merchant Prince" will stand at Ryall's barn in Ladysmith during the season of 1907. This is a perfect horse, of Hackney breed, and is legally licensed in the state of Wisconsin. For further particulars apply to **JACK S. RICHMOND, Roy, Wis.**, or at the barn.

W.M. FOY, Owner



The interior of the Ladysmith Bakery is shown as it appeared in about 1924. The bakery, then operated by Paul Krenzelok and John Kobelius, was located at 115 E. Worden Avenue in the Nelson Block (which is now occupied by Barb's Flowerland). Krenzelok learned the baking trade in Austrian ruled Poland and came to this country in 1908, settling at Ladysmith. He lived in Duluth from 1912 to 1920, but returned to Ladysmith, starting the bakery in about 1921 in partnership with Kobelius. Krenzelok and Kobelius had known each other in Poland. Marie Ellis, a clerk in the bakery, waited on a customer when this photo was taken.



Pictured inside the Ladysmith Bakery at 115 E. Worden Avenue were from left: John Kobelius, Elizabeth Krenzelok, Paul Krenzelok and Martha Kobelius. The bakery was moved from Worden Avenue to a building on E. Miner Avenue (near the present Coast to Coast) in 1930, the year the partnership between Krenzelok and Kobelius was dissolved. The bakery moved to its present location on W. Second Street in about 1932. It has been a family-operated business for over 60 years.



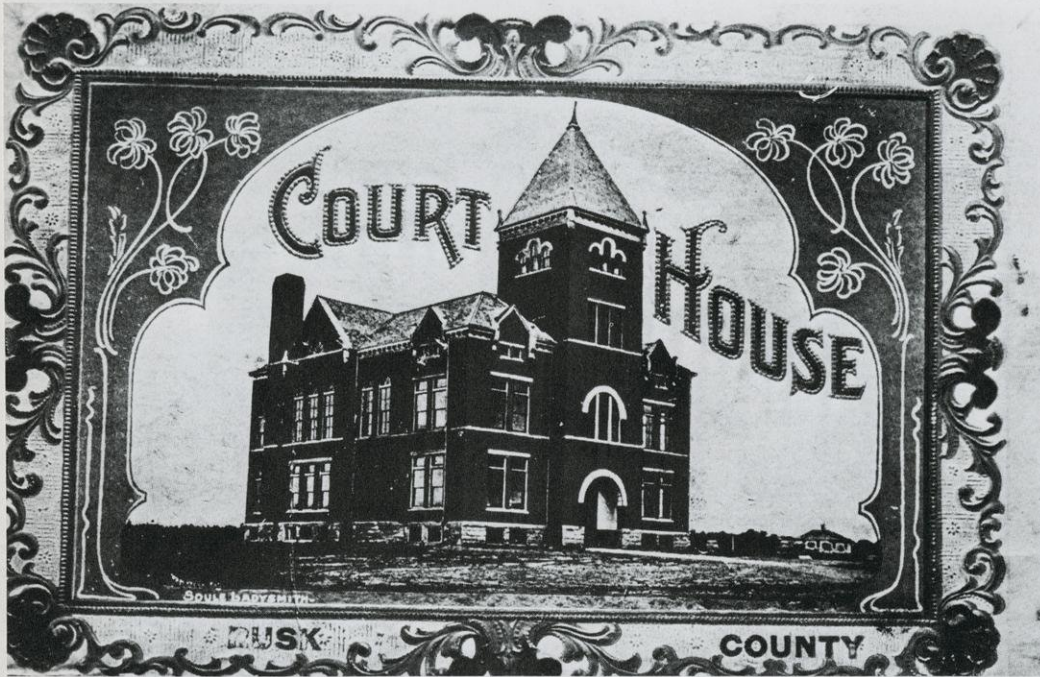
This view of Ladysmith in 1901 was taken from the steeple of the Congregational Church. The building in the right foreground, the present Spot Cafe, was built in the summer of 1901 by N. Wallace and D. Ingle who were in the furniture and undertaking business. C. A. Huffman purchased it in November of 1901 and operated it as the Ladysmith Furniture Co. Edward Pies purchased it in 1915 and ran a tailor and dry cleaning shop there. The house immediately behind it was owned by John Diamond in the 1890s. He traded houses with George Page in 1896. Delevan Drum bought the house from Page in 1899. One of the barns behind the house burned in 1902 endangering business buildings. The house with the wash hanging beside it belonged to Joe Stevens, who settled in Warner in the 1890s. To the left of the present Spot Cafe building is the office of Dr. H. R. T. Ross, who came here in 1901. A small portion of the rear of the 1st National Bank is visible at far left. Next to it is the rear of Bernie and Pederson's Hardware. The white building to the right of it is Hull and Stelzman's meat market, built in 1900. Directly in line with it is Fritz's Pioneer Store and to the right of it John Lindoo's house. The two buildings facing east on the site of the old Pioneer Bank are Welpton's Cash Store, with the awning, erected in 1899, and Dr. C. R. Hudgel's drug store, built in 1900. The latter was later operated by J. E. Webster and by H. A. Dimock. Directly in line with these buildings is Joe Gordon's blacksmith shop, left, and home, right. The J. W. Fritz home appears above the Pioneer Store, and to the left of it is the home of Mark Wenner.



Fred Ingle, Ladysmith undertaker, struck this formal pose in 1901.



Edward Pies is pictured behind the counter of his tailor and dry cleaning shop. He came to Ladysmith from Bruce in 1915. His shop originally was called The Nobby Clothes Shop but the name was changed to the Band Box Cleaners (which referred to a dry cleaning system). Pies was active in Boy Scouting and helped build the Scout Cabin in Riverside Park. He also organized hockey and basketball programs for youth. He remained in business until 1955 and died in 1958.



The Gates (Rusk) County Courthouse was pictured on the inside cover of the Courthouse Cigar box. It was one of the popular brands of Ladysmith cigar maker George Luell.



Cigar maker George Luell came to Ladysmith from Milwaukee in 1902 and set up business here. His early brands were the Courthouse and the Menasha cigars. In 1910 he erected this building on Lake Avenue east of his house. Pictured in front of it were William Luell, Ed Gehler, George Luell and Henry Robarge. The picture dates from the teens. Luell made cigars into the 1930s. The building later became Eldon Collins' grocery store. It presently houses Mincoff's meat market. Among those who became hooked on Luell's cigars was James L. Gates, the real estate man after whom Gates County was named.



O. B. Ellingboe of Foley, Minn., purchased the furniture and undertaking business of D. Ingle and Son in January of 1910 and took possession in February of that year. After R. J. Sands moved into his new hardware store in October of 1910, O. B. Ellingboe moved Sands' store in the Thomas Block, the east part of what is now J and J Apparel. O. B. Ellingboe, above at left, is pictured with his brother, Will, in that store sometime in the 1920s. The store sold music as well as furniture.



Women carrying umbrellas gathered around D. H. Nelson, a traveling salesman, who told them about the "Free" sewing machine in front of O. B. Ellingboe's store in the Thomas Block. The picture dates from the teens. The building at right was once the office of the Gates County Journal. The barefoot youngster is Cloyd Ellingboe.



O. B. Ellingboe came to Ladysmith in 1910 to operate a furniture and undertaking business.

The State Bank Robbery

Residents of Ladysmith were awakened by an explosion in the early morning hours of Sept. 29, 1908. The 3:15 a.m. blast was the work of a gang of bank robbers who first broke into R. J. Sands' Hardware Store and stole two rifles, a shotgun and ammunition. Several gang members guarded the nearby intersections while another robber entered the telephone switchboard and held night operator Frances Kilgore at gunpoint. With the first blast the robbers blew open the outer door of the safe at the State Bank of Ladysmith (now the office of Dr. John Runstrom). The second blast of nitroglycerine brought residents into the street. Marshal Peter Gordon was wounded in the arm by a shot. S. J. Cardinal stepped outside with a lantern and was shot at by a robber. Dr. H. R. T. Ross, whose office was near the bank, loaded a rifle and a revolver and pulled the curtains aside. He was seen by one of the robbers, and Dr. Ross decided not to become a hero. Will Pagel, a barber who lived across the street from the bank, loaded a 30-30 but decided to leave well enough alone. With the third blast the gang of six broke into the safe and made off with \$2,207 in currency, \$600 in silver and \$1,951 in checks. They apparently made their escape on a handcar and were never captured. Despite the robbery the bank opened promptly that morning at 8:55, and owner J. O. Sinclair went to St. Paul that week to purchase a burglar-proof safe. Miss Kilgore resigned as night operator after the incident. The pictures show bystanders outside the bank with the open safe door visible through the broken window; the bank building shortly after it was erected in 1903; and the inside of the bank with the calendar showing "28."

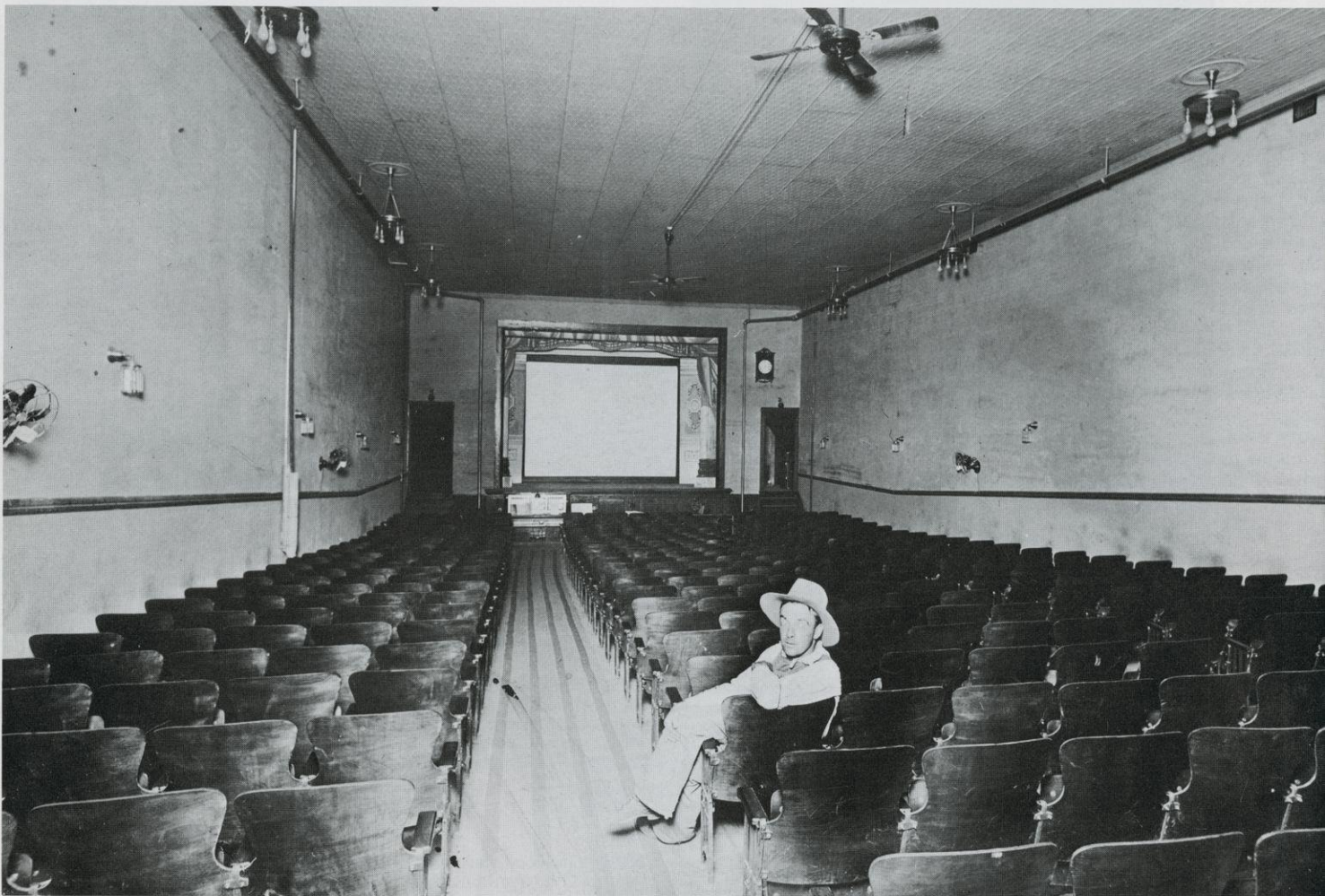




Mark R. Bell began his newspaper career at Prentice in 1901 when he took over as publisher of the "Calumet" after the death of his father. He bought the Ladysmith "News-Budget" in September of 1911 for \$10,000 and assumed ownership in October. His distinguished 55-year career as "News" publisher included several national awards. He also served as president of the Wisconsin Newspaper Assn. As sidelines to his newspaper work he sold Overland cars and operated the Crescent Calendar business. He was publisher until his death in 1965. He was pictured above at his spotless desk. The Unique Theater can be seen through the window.

The staff of the "Ladysmith News" in 1931 included from left: Orrin Garwood, farm editor; Jeanette (Reitz) Doers, secretary; publisher Mark R. Bell; and editor Edward Richardson. The "News" occupied this building from 1908-1976. It was erected in 1908 by A. A. Hadden.





Bill Brand, projectionist at the Unique Theatre in Ladysmith, sat in a theatre seat for this picture taken sometime during the teens. The piano at the end of the aisle at left indicates this was the era of silent films. Mabel Moore played piano at the Unique for many years. There were five wooden seats in each of the outside aisles and six seats across the center. A balcony spanned the rear of the theatre. When the screen was raised the stage was used by traveling vaudevillians and by theatre companies. Dances were held in the "Unique Roof" on the second story. M. C. Martin and B. King managed both theatres in Ladysmith, the Unique and the Gem, in 1912. The New Unique was built in 1913 and was opened by Martin on Dec. 16 of that year. The 35x110 foot concrete building could seat 500 on the main floor and in the three boxes in the balcony. The stage was 18x35 feet. Brand quit as projectionist in the 1920s after a close call with death. The highly flammable film caught fire in the projection booth and Brand was forced to jump out the second story window. He landed on the concrete sidewalk. His wife and daughters were in the theatre at the time and saw the burning film on the screen.



Ladysmith dentists must have cringed when they saw the poster advertising the current attraction at the Unique Theatre sometime in the early teens. The two-part feature was entitled: "The Avenging Dentist." A lighted marquee was added to the theatre sometime after it opened in 1913. The sign on the door at left reads: "Billiards and pocket pool upstairs."

Unique Theatre

TUESDAY, MARCH 20
MATINEE AND NIGHT

The World's Mightiest Motion Picture Spectacle

THE FALL OF A NATION

America Attacked!
42 Centimeter Guns in Action!
A Foreign Viceroy!

A Union Rescued by the Boys It Kahki Led
by a Modern Joan of Arc

See Thos. Dixon's Thrilling Epic of
Love and Patriotism
Accompanied by the
Original Victor Herbert Music

UNIQUE

Obrecht Sisters
and
Johnnie Sullivan

FRIDAY
"THE BAT"

SATURDAY
"Sis Hopkins"

Orchestra 8:00 p. m.
Curtain 8:15 p. m.

SUNDAY
'Unkissed Bride'

Sunday Night
Orchestra 7:45 p. m.
Curtain 8:00 p. m.

Special Matinee
SUNDAY, 2:30 P. M.

Prices - 15c and 35c

Reserved Seats at
GRIFFIN'S DRUG STORE



This photo shows the Unique Theatre at its old location on W. Second Street N. in what is now Pla-Mor Lanes. In the early 1900s Ladysmith had two theatre houses, the Unique and the Gem. The former was considered the better of the two and it commanded higher prices. Worden's Opera House was the site of the first moving pictures ever shown in Ladysmith. "Talkies" made their debut here in the late 1920s. The vertical Unique Theatre sign, visible above, was moved when the theatre occupied its new concrete building on W. Second Street in 1913.

UNIQUE THEATRE

THURSDAY, JAN. 18th Matinee 3 P. M.
Night 7:45 P. M.

The Supreme Feature Film Co., Inc.
of Minneapolis, Minnesota

PRESENTS

Thos. H. Ince's \$1,000,000.00 Cinema Production

CIVILIZATION

The Greatest Spectacle Ever Conceived by Brain of Man

IT APPEALS TO THE EYE
TO THE HEART
TO THE MIND

Special Instrumental and Vocal Music

Admission - 25c, 50c, 75c, \$1.00



"Greater than the 'Birth of a Nation'".

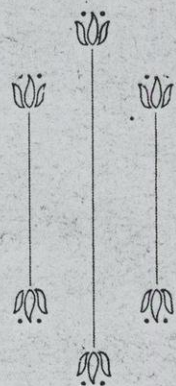
—N. Y. Journal



The Unique Theatre was new when this picture was taken in about 1914. The theatre sign was removed from the old building (now Pla-Mor Lanes) and attached to a telephone pole in front of the building. A marquee was later built. The Fair Store, operated by J. Kaufman, was north of the theatre. The Unique was destroyed by fire in 1951.

[Our Roof Does Not Leak]

Now Showing at Unique Theatre
And Balance of Week Including Sunday
The Four LaGrande Sisters

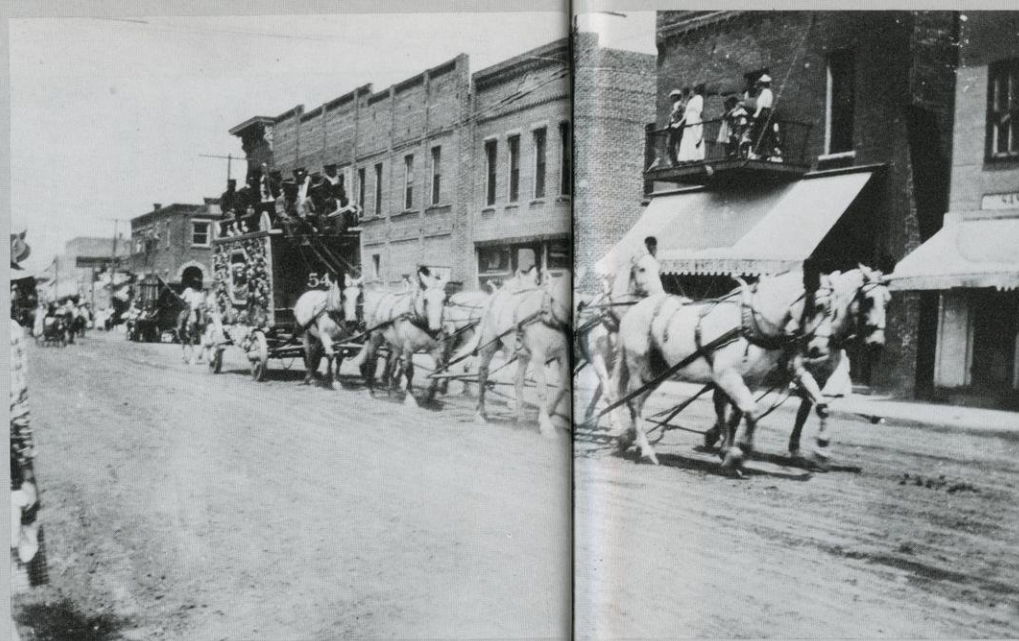


WITH

14 PEOPLE 14
In Humorous Comedy With Music

Thursday, "The Alarm Clock" | Saturday, "White Collars"
Friday, "The Melting of Molly" | Sunday, "Steve"
Change of Program and Specialties Each Night

Reserved Seats on Sale at Griffin's Drug Store
25 and 50 Cents



A team of eight horses pulled this elaborate circus wagon south on W. Second Street past the Pioneer Store, the post office, Herman Decker's saloon (with the balcony) and the Sanitary



eat Market. The circus is identified on the picture as Gollmar Bros. Circuses traveled to town by train.

While the picture above may have nothing to do with circuses, it characterizes the festive atmosphere that prevailed when the circus came to town. The sign on the cart reads "Chinese Suffragettes" indicating that this parade took place before women had the right to vote. The man in the street is wearing a Ladysmith Fire Dept. (LFD) hat. The buildings from left are: the State Bank of Ladysmith; Ben C. Lee's department store; O. B. Ellingboe's furniture store; Norman Whiteford's jewelry; Hull and Stelzner's City Meat Market; a barber shop operated by either Ed Vilett or H. C. Mihm; Miss Fannie Collins' millinery; John Pederson's furniture store; Karst's hardware; and the 1st National Bank.



The marquee of the Unique Theatre is visible at left in this photo from the late teens or early 20s. Motion picture theatres provided popular entertainment in those early years. This view shows W. Second Street in Ladysmith.

Circus at Ladysmith
FRIDAY JUNE 10th

MONSTER CIRCUS COMING

YANKEE ROBINSON

10-BIG SHOWS-10

ACTUAL INVESTMENT \$1,000,000 | ACTUAL DAILY EXPENSE \$4,300

3 RINGS | 2 ELEVATED STAGES | DOUBLE HERD OF ELEPHANTS | 2 TRAINS OF CARS

MONSTER AIRSHIP | TOM TOM LARGEST ELEPHANT ON EARTH

SENSATION OF THE HOUR MARVEL OF THE AGE

THE AIRSHIP IS COMING

WATCH AND WAIT FOR IT POSITIVELY APPEARS EACH DAY WITH YANKEE ROBINSON

A SIGHT NEVER TO BE FORGOTTEN. DON'T MISS THIS RARE SIGHT

OLDEST SHOW TOURING THE WORLD TO-DAY

10,000 SEATS FOR 10,000 PEOPLE | 1,000 PEOPLE AND HORSES
BIG DOUBLE MENAGERIE OF ANIMALS | 6 BANDS OF MUSIC AND CALLIOPE
FAMOUS AERIAL BALLET OF TYBELL FAMILY | TWO TRAINS OF CARS
HAGENBACH'S TRAINED ELEPHANTS | FINEST HORSES ON EARTH
AIRSHIP POSITIVELY APPEARS AT EACH AND EVERY PERFORMANCE
30 SALOME DANCERS OF EGYPT | LARGEST LIONS IN CAPTIVITY
50 CLOWNS HEADED BY BIG "YOUNG LAD" | HERD OF SACRED COWS AND CAMELS
NOTE - Grand Stand or Reserved Seats can be purchased on Morning of Exhibition.
Monster FREE STREET PARADE Promptly at Noon.

2 PERFORMANCES
LADYSMITH, JULY 16
TUESDAY, JULY 16
GOLLMAR BROS.'
GREATEST OF AMERICAN
SHOWS
Circus, Million Dollar Menagerie,
Monster Museum, Royal Roman
HIPPODROME



3 Big Rings and Elevated Stages, Largest Living HIP-POPOTAMUS in Captivity, Bevy of Beautiful Lady Aerialists, Acrobats and Arenic Stars, Only South African VLACK VARK on Exhibition, 350 Blooded Horses, Herd of Performing Elephants, 500 People, 10 Different Kinds of Music, and the Most Gorgeous Spectacle Ever Witnessed

THE QUEEN'S BIRTHDAY
With a Marvelous Double Ballet of Bewitching Dancers.

Golden Street Pageant 10 A. M.
Doors Open 1 and 7 O'clock, Show 1 Hour Later
EXCURSIONS ON ALL RAILROADS
Ladysmith, Tuesday, July 16



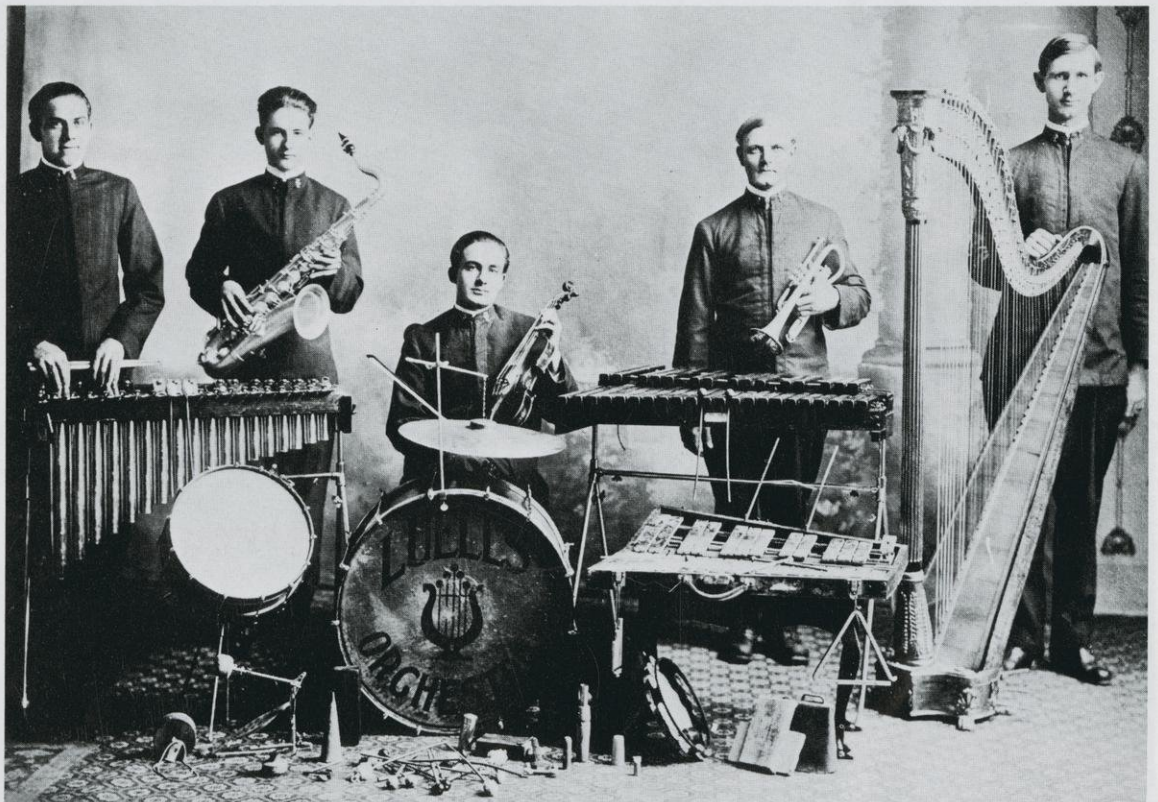
This picture from the collection of Del H. Richards, Ladysmith's first newspaper publisher, may show the village's first band, which was formed in about 1900. All the instruments were brass except for two clarinets and the drums. The band probably appeared in a Fourth of July parade. The band's director is pictured with the metal hat and baton.



The Ladysmith Concert Band wore these uniforms during the teens when this photo was taken in Tiffany's Studio. The concertmaster (sitting behind the bass drum) is not identified. To the right of him is Gil Hendrickson. William Luell is believed to be the man at left in the bottom row. Leo J. Zimmerman, a 1913 graduate of Ladysmith High School, is the third horn player from left in the top row. Zimmerman, an accomplished musician, played with John Phillip Sousa's famed U.S. Navy band during World War I. Zimmerman later became director of the Ladysmith band. The first man from left in the middle row is Henry Robarge. Henry Lewin is the trombone player second from right in the top row.



Among the popular orchestras that played at dances in the early teens was Ladysmith's Imperial Orchestra. Leo Zimmerman is the violin player. Zimmerman may have still been in high school when he played in the orchestra. He was graduated in 1913. The drummer may have been George Luell. The trombone player was Henry Robarge.



Luell's orchestra members pictured from left were: William Luell, traps; Spurgeon Stair, saxophone; manager George Luell, violin; Gilbert Hendrickson, cornet; and Leo J. Zimmerman, harp. The group played for dances in the area. The photo is from 1914.



The Ladysmith Fire Dept. was organized in December of 1901 a month after the disastrous fire which nearly wiped out the downtown. The department was reorganized in 1905 with William Dodson as chief and E. M. Worden as assistant. The department began a training program and entered the State Firemen's Tournament for the first time in 1906. By 1908 the team was a strong contender. The hose team that competed at Lake Mills in 1908 is pictured above from left: **bottom row** — Vince (or Henry?) Kurz, August Simon and Ernie Dodge; **row 2** — Reuben Dempewolf, unidentified, Ben French, Fred Ingle, Frank Smith and Ralph Drum; **top row** — Earl Cardinal?, Phil Le Veille?, Allen McGill, Ormel Davisson, Clyde Littlejohn, Art Kilgore, Jim Drum and John Carter. Other members of the department were H. D. Carpenter, Kay Gates, Frank Smith, Alex Walker, Dan Cosgroff and C. Hebard.



The Ladysmith hose team did well at the State Firemen's Tournament at Lake Mills in 1908. They are pictured above prior to competition. Ladysmith hosted the state tournament the following year.



Ladysmith earned statewide attention in 1909 when the city hosted the State Firemen's Assn. Tournament. Competing teams were from Hartford, Elroy, Richland Center, North Freedom, South Milwaukee, Brodhead, Spring Green, Reedsburg, Horicon, Rice Lake, Oconomowoc, Columbus, Cudahy, Cameron, Munroe, Kilburne, Portage, Jefferson, Barron, Soldiers Grove, Tomah, Ft. Atkinson, Bruce, Tomahawk, Lone Rock and Ladysmith. A crowd, left, gathered for the races.

A balloon ascension on Miner Avenue was just one of the attractions at the State Firemen's Tournament in 1909. The Pioneer Store is in the background. The carnival featured a ferris wheel, a merry-go-round, vaudeville acts, musical entertainment, a fortune teller and "the world's greatest snake charmer." Hundreds of people were in town for the event.



A parade was held through Ladysmith's downtown June 25, 1909, as part of the State Firemen's Tournament festivities. The picture at left shows a band and firemen probably marching to the site of one of the competitions. The West Side School is in the background.



The Ladysmith team, left, and Horicon, right, prepared for the long running race at the State Firemen's Tournament in Ladysmith in 1909. The hose contest covered 220 yards. Ladysmith won the state hose championship in 1911. More than two dozen teams competed in the tournament at Ladysmith.

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TOURNAMENT

OF THE

State Firemen's Association

Ladysmith

Wis.

JUNE 23 TO 25 1909

Three Days of Real Enjoyment



The coupling contest was a race against the clock. Winning the event at the State Firemen's Tournament in Ladysmith in 1909 was Fort Atkinson. Hundreds of spectators watched the competition. Out of town visitors were impressed by the fast-growing City of Ladysmith, which only eight years previous, didn't even have a fire department.



The Ladysmith Fire Dept. Track team won \$151 in prize money at the 1910 State Firemen's Tournament at South Milwaukee. The team finished second in both the relay coupling event and the hub and hub hose race. Fire Chief D. Frank Manley was first in the 100-yard chief's race. He was elected 2nd vice president of the Firemen's Assn. that year. Pictured above from left are: **bottom row** — Steve Speidel, August Simon and E. L. Dodge; **middle row** — Pete Beiblehausen, Ben French, Ray Woodhouse, Len Clark and Glenn Carter; **top row** — Fred Speich, R. J. Sands, Jim Drum, John Carter, Earl Cardinal and chief Frank Manley.



The Ladysmith Fire Dept. team was triumphant at the 1911 State Firemen's tournament held at Ft. Atkinson. The team placed first in both the hose race and the relay coupling contest, the two big events at the tournament. They received \$112 and a silver trumpet. Ladysmith earned another \$75 in prize money for placing first in the hub and hub race and earning two seconds and one fourth. Chief Frank Manley is at far right in the top row. Vince Kurz was captain of the team. Others on the team included Steve Speidel, S. L. Chicker, John Vich, Fred Speich, John Carter, F. I. Hughes, Ray Woodhouse, L. A. Clark, Ralph Drum, Delbert Woodhouse, Allan McGill, Art Kilgore, Glenn Carter, George Luell, Jr., C. Hebard, Phil Le Veille, Theron Clark, C. Brown and Paul Smith. Manley became president of the state association in 1912, and Ralph Drum, second from right in the bottom row, went on to become fire chief at Green Bay.



The Ladysmith Fire Dept. assembled in front of city hall for this picture sometime after World War I. The department had three hose carts and a pumper (which is mostly hidden). The dog on the center hose cart may have been the mascot. This equipment seemed antiquated when the department got its first truck in the late 1920s. The city remodeled the 1897 school house into city hall. The fire station was to the east of it.



Sheriff Carl Nelson posed for a picture in his office at the old county jail in July of 1936. He and Ess Wilson took turns being sheriff and undersheriff for many years, starting in 1928. The sheriff's residence was in the jail, which was erected by the county in 1905. Equipment in the office included a telephone and a typewriter. Hanging on the wall are a picture of F.D.R., a picture of a musky and a thermometer from the Pioneer National Bank. A fungus etching of an owl is on top of the desk.



One of Ladysmith's early policemen was Bob Woodard. He came to Warner in 1899 and began as night policeman in 1907. He held the job for 19 years. He was replaced by Sam Johnson upon his death in 1926.



Jack Lindoo, son of Ladysmith pioneer John Lindoo, was justice of the peace in Ladysmith for many years. He is pictured here after a successful fishing trip. Lindoo, born in 1889, grew up in Warner (later Ladysmith).



Len Lozier, remembered by many as "Big Len," was a cop in Ladysmith for many years. A strikingly large man, Lozier walked the streets of Ladysmith and had a favorite roost at the old Pioneer Bank building. Tom Lovely snapped his picture in the late 1930s as he was looking at change in his hand. Lozier came to Ladysmith from Canada, where he had made acquaintance with Bob Woodard. Although he sometimes put the fear of God into youngsters, he was a kind old soul.



Ladysmith Dog

Small town life would not be complete without dogs, and Ladysmith had its share of them. Some were well bred. Druggist H. A. Dimock's dog, Jumbo, was well read, or so it would appear from this photo taken in Tiffany's Studio.



Howard Pagel, a Ladysmith resident since 1907, posed with his dog, Dash, for this photo taken in Tiffany's Studio circa 1916. Dr. Pagel recalls that prior to the photo Dash had chased the Lindoo cat through the studio, knocking over backdrops. Dash was half collie and half shepherd. The dog got into trouble chasing sheep, and young Pagel had to get rid of Dash.



Helen Speidel, daughter of Steven Speidel, posed with her dog (the one with the white on its nose) and Mr. Dimock's dog, Jumbo. The picture post card was postmarked in 1908. The Gerard Hotel is in the background. The Steve Speidel house is at right.



There can be no doubt who the boss is in this group of outdoorsmen. The dog is wearing a tag declaring it, "The Boss." The picture post card, which is not postmarked, bears the signature of Mrs. Kate Austin. The river in the background may be the Flambeau.



Pa and Willie

They were known simply as "Pa and Willie." Lorenzo Curtis and his son, Willie, were two of Ladysmith's local characters. They came to Ladysmith from Sheboygan in 1919 with "Ma," who died in 1923. They resided in a shack on old Highway 14 southeast of Ladysmith, but later moved to the Town of Grant. Pa and Willie did odd jobs and traveled in a wagon pulled by mules. After they got a Model T Ford they occasionally would hitch up the mules to the car to pull it to town. They put wet oats inside the tires. When the oats swelled, the tire inflated. No celebration, public gathering or basket social was complete without Pa and Willie. They liked to be the center of attention, and their humorous stories always drew a crowd. Pa told of when he decided to dig a cellar under the house and had Willie hold it up while he did the digging. Pa's untuned banjo was accompaniment for their hillbilly singing. Although it was a "horror to behold," people would throw coins into the hat at their feet. Some said Pa was quite smart and only pretended to be dumb. Those who met them recall a humorous incident about them. Willie lost a leg in 1925 when he slipped while boarding a moving train in Ladysmith. When Pa went to the hospital to see him a nurse told him, "Did you know Willie has lice?" Pa responded, "That's funny, he never had them before he came out here." The pair left the area in the 1930s. Pa died in 1942; Willie in 1972.





A Romantic Connection

One of the well-known romances of Ladysmith at the turn of the century involved the village's first dentist and the telephone operator. Dr. Ernest W. Day opened his dental practice at the Hotel Prentice (Manley Hotel) in July of 1901 and relocated on the second floor of Fritz's Pioneer Store when that building was completed. In March of 1901 Blanche Kendall moved to Ladysmith with her parents, Mr. and Mrs. Thad Kendall. In April of 1902 the Ladysmith telephone company moved its central office from the Worden building to a room on the second floor of the Pioneer building and employed Miss Kendall as an operator. The "Gates County Journal" observed, "Miss Kendall has a good voice for the work." Dr. Day must have thought so, too, as a romance ensued and the couple was married on Nov. 23, 1904. They lived on Worden Avenue and raised four children, Margaret, Gerald, Ralph and Jack. Another child, Wilmer, died in infancy. Blanche is pictured above at the telephone switchboard. Note the hat hanging on the door. Dr. Day is pictured at left in a photo taken by the Soule and Rosemeyer gallery (which was purchased in 1903 by Edward Tiffany).



Anne Vilett, sister of John Lindoo, moved to Ladysmith in 1899. Her son, Ed, was one of the village's first barbers. Mrs. Vilett ran a boarding house on Miner Avenue east of the present Rite-Way Oil Co. for many years.



This unidentified couple is pictured wearing turn-of-the-century clothing. The man may be one of Robert Corbett's sons, John or Lester.



Blanche and Edna Fritz, daughters of John Doug Fritz, were born at Warner in 1893 and 1894, respectively. Their father, brother of J. W. Fritz, was a clerk in Fritz's Store. They are pictured in about 1910.



Ida Vilett, daughter of Henry and Anne Vilett, married William Dodson, who settled at Ladysmith in 1900. Dodson was sheriff of Rusk County in 1917-18, 1923-24 and 1927-28.



The long dresses worn by these young Ladysmith women didn't curb their spirit of adventure. They were standing on logs in the Flambeau River near the dam.



Canoeing was a popular activity in the teens, just as it is today. These women prepared to leave the bank for a summer day's paddle on the Flambeau River.



The river bank provided the setting for this picture of fashionable young Ladysmith women. Shown from left are Mabel Tiffany Sims, Catherine Ross (wife of Dr. H. R. T. Ross) and Florence Wilson Moorhead. Mrs. Ross, an accomplished singer, performed at local events in the early 1900s.



Mrs. D. F. Manley was among the attractive women of Ladysmith in the early part of this century. Her husband, a contractor, was fire chief here. They lived in the house that is now part of the McElravy-Geier Funeral Home.



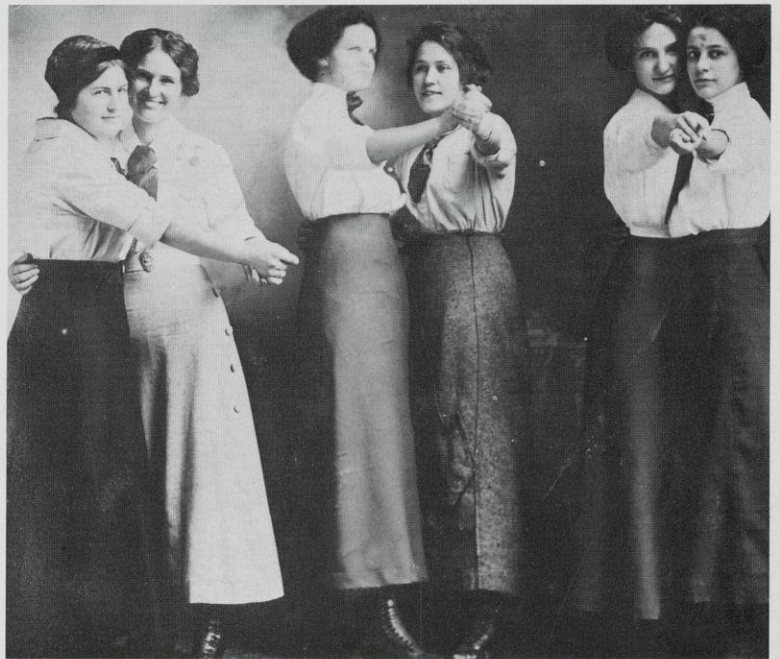
Ladysmith teachers posed on the paper mill dam for this photo taken in about 1914. Long dresses were in vogue until the 1920s.



The belles of Ladysmith were photographed in about 1906. They are from left: "Jack" Brockbank, Lill Jessel Fritz, Gertrude Johnson Lea, Rose Rooney, Irene Reeves, Lola Dickerson and Daisy Smith Speidel. Rooney was in Ladysmith High's first graduating class in 1905, and Daisy Smith received her degree the following year.



The Flambeau River was the backdrop for this photo taken on the porch of the Gerard Hotel. The women sitting on the porch swing are not identified.



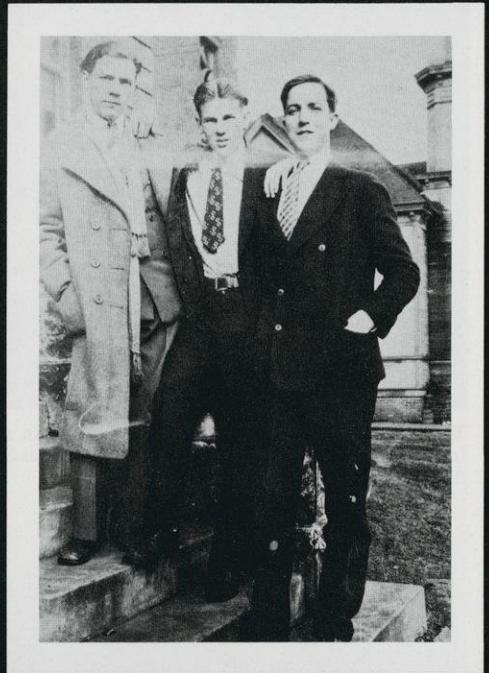
Shall we dance? These young women who posed for this shot in Tiffany's Studio probably were looking for young men to dance with. Pictured second from right is Selma Groeschel Conklin. The picture dates from about 1912.



Young women of Ladysmith dressed for this patriotic observance in 1906. The 10th girl from right is Blanche Tiffany. The view looks east. The back of the present Spot Cafe is visible at left. The house at right is the John Diamond-George Page-Delevan Drum house. The man at right may have been a Civil War veteran.



Tea, anyone? — The look on Leo Zimmerman's face says it all. His cousins no doubt thought up the setting for this studio photo from the teens.



Bring on the women — The dapper young men standing on the library steps are from left: Roland Olson, Earl Tinder and Russell "Buck" Morgan. The Congregational church is in the background.



An institution — What could be more American than the front porch? Sitting on the porch of the Sam Smith home in Ladysmith are from left; **bottom** — Lela Smith and Will Smith; **top** — Margaret Smith, Marie Smith and Sam Smith.



The swimming hole — Youngsters dove off the bridge into the Flambeau River in this photo from the teens. The view looks north. The house at right was owned by F. W. Spiegelberg, a timber cruiser. The bridge predated the Brooklyn Bridge.



At your service — Vern Winters and Manley French posed inside George Manley's popcorn and peanut wagon which usually was parked east of the present Kenyon law office building on the north side of Miner Avenue. It was a familiar sight in the 1920s and 1930s. Manley operated the Manley Hotel from 1903 until about 1908.



Boyhood days — Jack Day stood in front of his bicycle and his father's car in this photo taken in 1930. His clothing is typical of that worn by youngsters during that era.



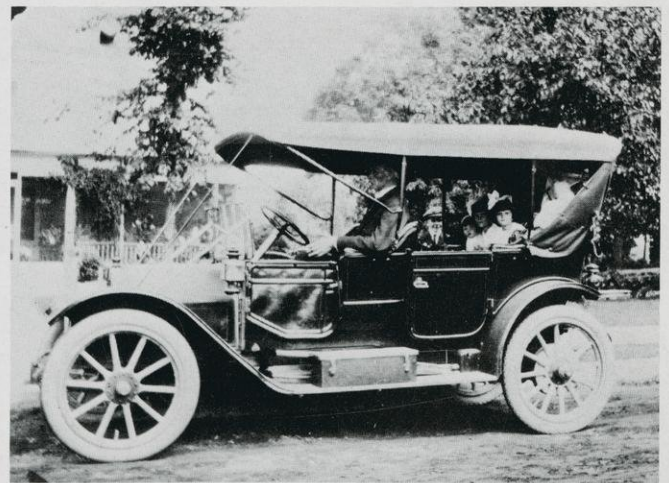
In the good ole summertime — Eating watermelon by the river bank may have been the highlight of this picnic. The photo, taken in the early 1900s, is from the collection of Blanche Tiffany Lindoo.



Wicker furniture — Dr. Ernest Day and his wife, Blanche, relaxed in the wicker furniture on the front porch of their home on Worden Avenue.



Can you top that? — What Ladysmith young man wouldn't be impressed by these hats worn by Hazel MacDonald and Minnie Woodard MacComber. The studio photo was taken in about 1910. MacComber came to Warner in 1899.



A Sunday drive — Ready to take a ride in the Chalmers touring car were Jean, Harriet, Marjorie and Harold Williams. Grandfather was driving the auto.



The ornate porch was the focal point of the O. E. Rice home on Worden Avenue. Rice came to Ladysmith in about 1908 to set up a business college in the 1897 school building. The college apparently didn't last long, but Rice served as Rusk County Supt. of Schools from 1911 to 1919. The old school house was remodeled into city hall. The Rice home is presently owned by Clark James.



Shown from right are the homes of Oscar E. Pederson, W. S. Manning and John Pederson. O. E. Pederson came to Warner in May of 1900 to serve as cashier of the newly-formed 1st National Bank (which was capitalized by James L. Gates and C. R. Smith). His residence in "Riverview Heights" was built that summer at a cost of more than \$2,500. W. S. Manning was the hustling local agent for the J. L. Gates Land Co. A lawyer, he became the first judge here when Gates County was created in 1901. He began construction of his home in 1900 and occupied it in January of 1901. The home cost \$3,000 to build. J. P. Pederson, who ran a hardware store with C. E. Burnie and later a furniture store, became the first sheriff of Gates County in 1901. He built his house in the summer of 1901. The three homes still stand on Pederson Avenue.



This view looking east on Miner Avenue shows the home of attorney L.E. McGill, built in 1912; the R. O. Sinclair home, which probably dates from the early 1900s; and the home of W. E. Thompson, manager of the Flambeau River Lumber Co.



The H. W. True home on Lake Avenue is pictured in this photo taken during the early 1900s. True came to what is now Rusk County in 1885 and moved to Ladysmith after 1900. The building was converted into apartments.



The residences of L. C. Streater, Glenn Williams and W. E. Thompson were photographed in the teens. The Streater and Williams homes were built in 1912. This view looks west. Elm trees planted along Miner Avenue enhanced the residential area, but the trees became diseased in the 1970s and had to be removed.



The most palatial home in Ladysmith, or Rusk County for that matter, was built by Normal J. Smith, president of the Menasha Paper Co. Smith probably was a son or a relative of S. E. Smith who was president of the company when the paper mill was built at Ladysmith in 1902-03. The company moved its headquarters to Ladysmith in 1912 and N. J. Smith came here as treasurer of the company. He became president in 1915 and may have started construction of his home in Brooklyn at that time. Built at a cost of about \$60,000, the three-story home was of brick construction and had a tile roof. Craftsmen and interior decorators from the Twin Cities were employed in its construction. The family moved into the home in August of 1917. Servants' quarters were on the top floor, and a home behind the house was occupied by the caretaker. Smith sold the mill to the Great Western Paper Co. in about 1922. He spent summers in Ladysmith and winters in Florida. He died in Florida in April of 1926. The picture above shows the home from the back as it appeared in 1927 (the year on the car's license plate). The picture below shows the library/study. Mystic Tie Lodge, Free and Accepted Masons, bought the home in October of 1930 for \$3,300 cash and \$2,000 in property. They moved into it in December and after remodeling dedicated it on Oct. 23, 1931. It remains one of the finest Masonic lodges in Northern Wisconsin.





The formal dining room of the N. J. Smith home was decorated with expensive paneling and wallpaper. China and crystal were stored in the built-in buffet. Natural light shone in through leaded glass windows on the east side of the house. A sun porch was located south of the dining room. Mr. and Mrs. Smith entertained guests at their palatial home.

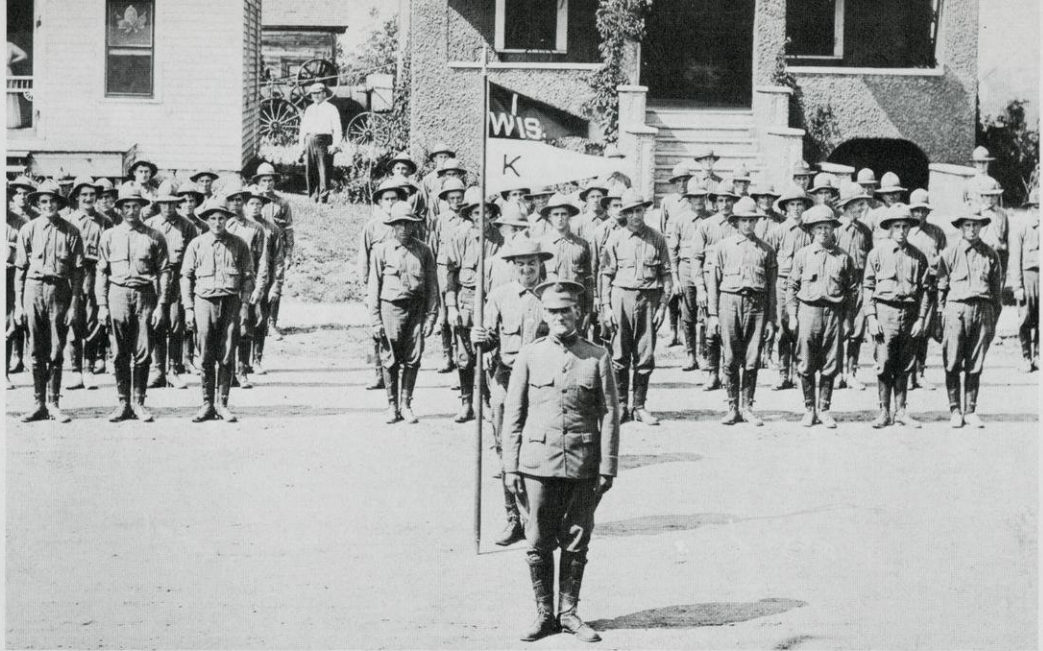


Large stones were used to build this massive fireplace in the basement of the Smith home. There was hardwood flooring throughout the house, including the basement. A rough finished coating of stucco on the walls and ceiling added a rustic touch to the basement.

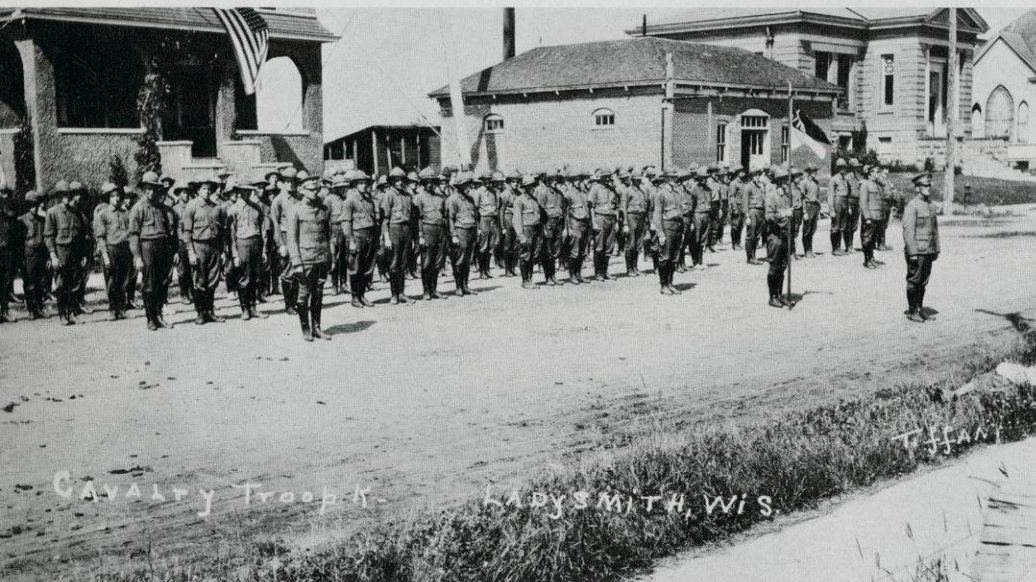
This view shows the north side of the N. J. Smith house in Ladysmith. The portico was wide enough to accommodate an automobile. The front porch is visible on the west side of the home. The structure was built at a cost of about \$60,000.



On, Wisconsin; On,
 Wisconsin,
 Ride for our Troop K,
 Show the class you'll
 win a name for;
 Show them up today.
 On, Wisconsin; On,
 Wisconsin,
 Ready for the fray.
 Ride fellows, ride like
 hell,
 For Our Troop K.



Capt. Amzi Hadden stood in front of the boys from Troop K. Local citizens raised money to buy them second-hand uniforms, and Troop K was one of the few National Guard units to report to Camp Douglas in uniform. The troop banner was sewn by mothers of the boys. Hadden, a Spanish American War vet, became sick in 1918 and was mustered out Jan. 19 of that year. Ralph Drum of Ladysmith became captain and commanded Battery B. Drum's dog, Turk, was the troop's mascot until he bit a trooper at Camp Douglas and was sent home.



Troop K stood at attention on Lake Avenue in front of the city hall and the fire station in this photo from 1917. It probably was taken shortly before the boys entrained for Camp Douglas.

Troop K of the National Guard was organized in Ladysmith between February and April of 1917 by Amzi A. Hadden, who had served in the Spanish American War under the command of William Jennings Bryan. The cavalry troop was commissioned and named Troop K by the federal government in May, 1917. The troop entrained for Camp Douglas on July 23, 1917, with 3,000 county residents giving them a rousing send-off. The troop next was sent to Camp MacArthur in Waco, Texas. There, the 1st Wis. Cavalry was transferred to light artillery, and Troop K became part of Battery B of the 120th Field Artillery, 57th Brigade, 32nd Division. The Division served proudly on the battlefields of France. Of the 792 boys from Rusk County who served during the war, 17 died overseas and others died in this country, primarily from the flu. Troop K was mustered out on May 16, 1919.

After Troop K had left Ladysmith, it was necessary to organize a "home guard," part of the Wis. State Guard. Company H was mustered in on April 19, 1918. The company trained for a week at Camp Douglas in July of 1918. The home guard participated in the Armistice Day parade in Ladysmith on Nov. 11, 1918. The view looks north on Third St.

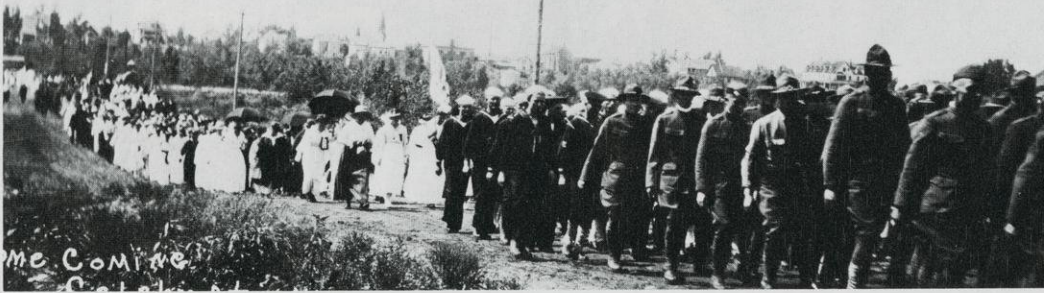




LADYSMITH, WIS, Nov. 11-18-

Excitement filled the cold air on Nov. 11, 1918, above, as Ladysmith citizens turned out to celebrate news of the Armistice. The banner hanging across Miner Avenue probably referred to a local patriotic group. A parade and rally were held Armistice Day.

The Armistice Day parade, below, rounded the corner past the Gerard Hotel, which is at right. The R. B. MacDonald house is at left. School children are riding in the wagons. The crowd can be seen on the sidewalk at right.



Mc COMINE

It was a happy day in 1919 when members of Troop K returned to Ladysmith, left. The troops marched across the bridge to the fairgrounds where a welcome home celebration was held.

The grandstand at the Rusk County Fairgrounds was overflowing, right, as Ladysmith citizens turned out to welcome the boys back from "over there." The ceremony took place in 1919. Citizens had raised more than a half million dollars in war bonds. A World War I memorial was erected in the city park and the park was named Memorial Park in honor of the veterans who served.





The buck pole sagged from the weight of 15 big deer shot in 1905 by hunters from the Turkey Roost Camp, located 11 miles from Ladysmith. Note the size of the racks on the bucks at right. Among other deer camps in the Ladysmith area in the early part of the century were the Katzenjammer Camp and Man-Do-I-Wish (a corruption of the Ojibwa word, Mandowish, the original name of the Flambeau River).



There was quite an assortment of game bagged by these hunters from the Kadlec Grove Camp near Ladysmith in the early 1900s. Pictured are deer, a bear and a bobcat. Lever action rifles were the standard of the day and scopes were unheard of.



These successful nimrods posed on the depot platform with deer they shot in the Ladysmith area. The picture, which is undated, is from the early 1900s. Every fall hundreds of deer were shipped from Ladysmith via rail. This is the Soo Line depot built in 1904. It now serves as a freight house.



Game was plentiful in the Ladysmith area as evidenced in this photo from 1908. A.D. Calkins, a Ladysmith jeweler by trade, also was a taxidermist. The photo shows stuffed squirrels, owls, a ruffed grouse, a duck and deer heads.



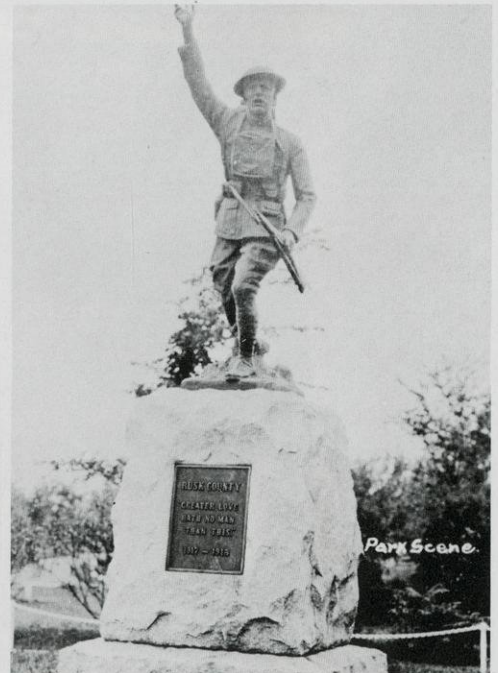
Dr. E. W. Day of Ladysmith, an avid hunter and fisherman, caught this 40 pound musky in Amacoy Lake. Dr. Day also was a member of the Buck's Club, which hunted 49 deer in the Blue Hills.



Ladysmith's Brooklyn Bridge was dedicated July 15, 1933. Work on the 476-foot-long bridge began in September of 1932. Workers earned 40 cents an hour — good money during the Depression. A crowd of 10,000 was on hand for the parade, dedication program and water carnival. Mayor R. B. MacDonald introduced dignitaries who spoke. The bridge cost \$10,000 to build. The view looks north.



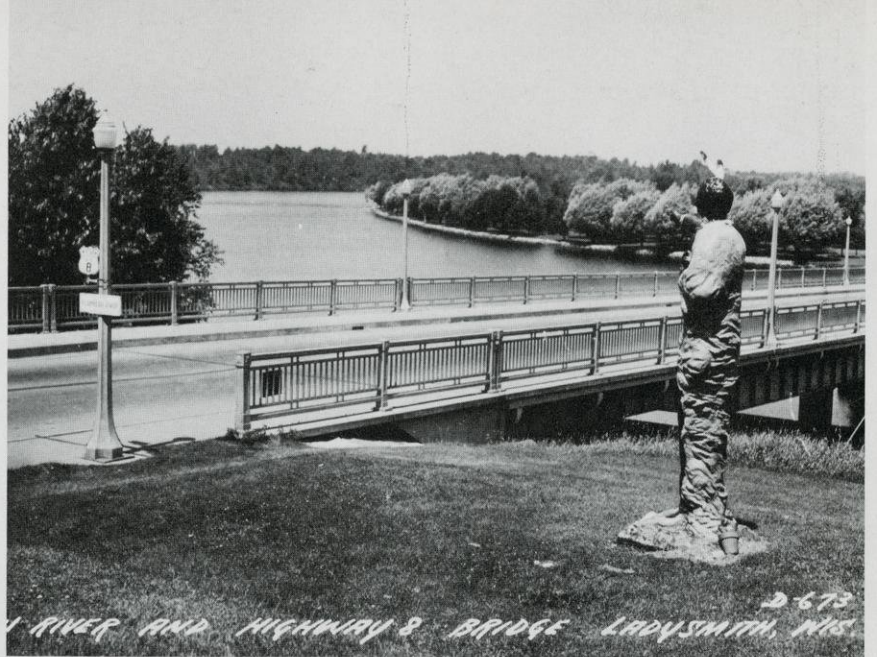
The parade proceeded past the old Pioneer National Bank at 11:05 a.m. on July 15, 1933, during the dedication ceremonies for the Brooklyn Bridge. Big Len Lozier is keeping an eye on things as the parade passes the intersection. A Depression weary populace appreciated the opportunity to celebrate.



The doughboy statue was erected in the early 1920s to honor those who gave their lives in World War I. The words on the plaque read: "Greater love hath no man than this." Troop K from Ladysmith had a distinguished record in the war, having served in Battery B in France.



Ladysmith Mayor R.B. Mac Donald and log rolling champions Arbutus Wilson Lamoureux and Marietta Phipps stood next to the concrete Indian at the time of a water carnival in 1936 or 1937.



This large concrete Indian, built by an itinerant probably in the 1930s, stood at the southeast end of the Brooklyn Bridge in Ladysmith. The Indian pointed up the Flambeau River. In 1943 the Ladysmith city crew moved the statue to Memorial Park because a storm sewer was to be installed. The Indian was set in cement north of the pump house. It was vandalized on Halloween of that year.



What is now Memorial Park was acquired from the Menasha Wooden Ware Co. by the city. It originally was used as a free camp ground. The shelter protected a large log. The park, above, remains a popular spot.

One of Memorial Park's lagoons, left, is pictured soon after it was completed in the 1930s. Located in the northeast corner of the park near the present boat ramp, the lagoons were fed by a natural spring. The Flambeau River is visible at left. The lagoons were built as a government works project.



Every fall threshing crews would go from farm to farm threshing grain. The threshing machine was powered by a wood-fired steam tractor. A long belt connected a flywheel on the tractor with a flywheel on the threshing machine. Neighbor women often gathered to prepare food for the hungry farm workers. The first person to do threshing in the Ladysmith area was probably Bruno Vinette. He operated a threshing machine at his farm in the 1890s.



There's something corny going on beside the haystack, left. This photo from the early 1900s shows that farmers had a good sense of humor. They needed that to cope with the rigorous work of farming. Women dressed as men, and the males posed as females. It is believed that the Diederich and Verhyen families are pictured. The Diederich farm was east of Ladysmith on old Highway 14.



Delevan Drum and O. L. Davison were partners in the feed business in Ladysmith in the early 1900s. Drum came here in 1899 and engaged in the feed business. He sold out to F. E. Bennett in 1900, but apparently got back into the business a few years later. The feed store/cream depot pictured above was located on the south side of Worden Avenue across from the present Northland furniture. The building paralleled the railroad tracks and was set back from the street. Drum is probably the man with the white shirt and vest.



Although the writing on the side of the wagon refers to Menasha, this picture of a loaded wagon was taken in Ladysmith. The view looks north from Miner Avenue toward what was then St. Paul's Lutheran Church (now the Baptist Church). The house with the four windows was the parsonage. The operator of this dry line is not identified on the picture.



The Ladysmith Cooperative Creamery was organized in 1912. Butter was made in this plant on the southwest corner of Miner Avenue and W. Third Street. It was marketed under the name Cloverleaf Creamery Butter. Ralph Goldsmith was manager. Sales increased from \$27,000 in 1915 to \$73,000 in 1917. The building later was used as an automobile garage.



The Ladysmith Milk Producers' Cooperative Assn. built this brick building on E. Worden Avenue in 1927 and it was dedicated in 1928. The creamery made the famous Flambeau Land Butter. The butter was shipped out to distant markets in refrigerated rail cars called reefers. Painting on the sides of the trucks pictured advertise Flambeau Land Butter. A larger creamery building was built. The creamery closed in 1970.



This curving road was familiar to farmers who came into Ladysmith from the south on Highway 14. Past the bridge and across the Flambeau River was the canning company, which provided income for many area farmers. The smell of peas was in the air every June. The canning company started in 1912 as the Northern Canning Co., and it was later known as the Fame Canning Co. Stokely also operated the plant at one time. In the teens the factory canned 40,000 cases of peas each year.

Country roads and even main highways were a disaster in the spring. The car shown at right was mired in the mud on what is now U.S. 8 (then Highway 14). The horse and wagon in the background had a far better time traversing the road. The picture below is thought to show County A north of Ladysmith. The view is looking east toward the Soo Line tracks. Paving solved the problem of the impassable spring roads.





The spring log drive on the Flambeau River was something to behold. In the 19th Century upwards of 50 million feet of logs passed through what is now Ladysmith every spring (usually in June). After the Menasha Wooden Ware Co. located a plant here and built a dam in 1901, many of the logs stayed here, held in booms until they could be sawed or ground into pulp. The paper mill and Flambeau River Lumber Co. floated logs to their mills via the Flambeau River. The panoramic view above, dated 1916, was taken from the Gerard Hotel corner. The old bridge can be seen at right. The only recognizable structure in what is now Memorial Park is the shelter built over the log.



This rare photo taken in 1914 shows a worker sluicing logs through the paper mill dam. The logs no doubt were headed for the Flambeau River Lumber Company boom. The Menasha Wooden Ware is at left and the water tower is just visible at left.



Two rail spurs ran along the north bank of the Flambeau River near the paper mill's sulphite plant. The logs were piled high until they could be ground into pulp. Workmen above labored in the log yard. Note the old Soo Line rail cars.



The Flambeau River was choked with logs when this picture was taken. The view looks west towards the Gerard Hotel and Pederson house. Many a kid walked across the river on the logs, even though he knew he'd catch heck if his parents found out.

This undated picture shows the paper mill dam and the log yard at right where thousands of board feet of logs were piled until needed. A portion of the paper mill is visible at left. The picture was taken in the spring when the river was high. All the gates were open.





The Portman-Krause Ford dealership was located on the southeast corner of Worden Avenue at W. Second Street in Ladysmith. It is pictured above in the 1920s with Leo Portman on the steps. The 1920s were an exciting time when many Ladysmith residents gained mobility through purchase of a car. The Model T was popular. The building pictured was destroyed by fire. The advertisements from the "News-Budget" are typical of those which appeared in the 1920s.



You Can Ride Fast With Red Crown Ethyl

THIS famous fuel gives high compression power to any engine—old or new. It made possible the new high compression motor! It means less gear-shifting—no knocks—a more flexible, more powerful motor.

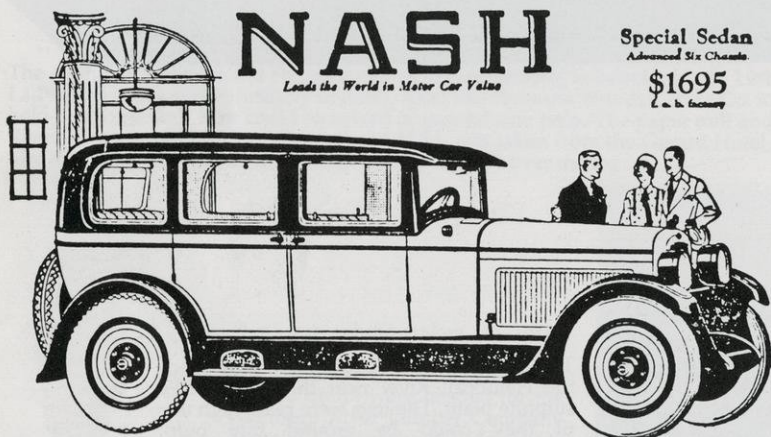
Fleet! Smooth! Silent! Your car glides along like the wind itself—when Red Crown Ethyl is in the tank!

The response of a car fueled with Red Crown Ethyl is amazing. It gets away on the instant! Quick as a flash it picks up speed! Seems to drink in the road—by miles on the open highway—by inches on crowded streets—always with ease and quiet power.

It will cost you very little more to ride—with Red Crown Ethyl—smooth, untroubled miles!

At Any Standard Oil Service Station and at Most Garages

Standard Oil Company
(Indiana)
LADYSMITH, WISCONSIN



A Nash Sedan of SUPREME Luxury —in Appearance—in Performance

When you see—and DRIVE—this Advanced Six Special Sedan, you'll instantly rank it among the market's COSTLIEST cars.

Here is luxury of appearance, luxury of appointment—and BEST of all—matchless luxury of PERFORMANCE! Yet it's priced at a figure amazingly low.

This Nash—EVERY Nash—has a 7-bearing crankshaft motor—with a bearing on each side of every connecting rod. That means super-SMOOTHNESS and silence at every speed.

You'll notice at once how it sweeps into action, the instant you step on the accelerator. POWER—so smooth, so quiet, so responsive—you'll find a new thrill in motoring.

It has more bearing surface than any other Six in its price-class. And that means SMOOTHNESS, too.

It has 4-point motor suspension, and rubber cushions insulating the engine from the frame at every single point. That means SILENCE and front-end STEADINESS.

Then, bear in mind these OTHER Nash advantages—straight-line drive for EXTRA power and longer life; tubular trussed frame for greater resistance to road shocks; Nash two-way 4-wheel brakes for quicker, SAFER stops.

Bring in the car you now drive. Use it as part payment on a new Special Sedan. Among fine sedans at this price, you'll never find anything to equal this Nash. Come in—TODAY—and see.

(26 different Nash models priced from \$865 to \$2070, f. o. b. factory)

TRUE AUTO CO.



1986 marked the 65th anniversary of Clark Auto in Ladysmith. The firm was started in 1921 by R. J. Clark. In addition to the Buick showroom and garage on the corner of Worden Avenue and First Street, above, Clark owned a garage and filling station on Lake Avenue near E. Second Street and in later years a filling station at the intersection of U.S. 8 and Wis. 27. R. J. Clark's son, Frank, ran the business for many years, and now it is overseen by Steve Clark, the third generation owner. The house at right is the old R. J. Sands' house, which later became the office of Dr. L. M. Lundmark. The building north of Clark's, pictured at left, is the City Laundry operated by Yep Wing.

WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM

Perfect Comfort - -
for the woman driver

An Adjustable Steering Column to Suit Your Convenience

Buick for 1928 is extremely thoughtful of feminine comfort. One indication of this consideration is Buick's new steering column, which may be adjusted to the most comfortable position for women, as well as men.

And in addition, Buick for 1928 has a new steering wheel—slender to fit feminine fingers—yet deep and solid to provide the firm grip men demand.

Buick for 1928 pleases women because it is easier to drive—because it is more comfortable to ride in—and because it is the acknowledged style-leader among motor cars. That's why you see so many Buicks at fashionable gatherings and on the smartest boulevards.

BUICK MOTOR COMPANY FLINT, MICHIGAN
Division of General Motors Corporation

BUICK for 1928

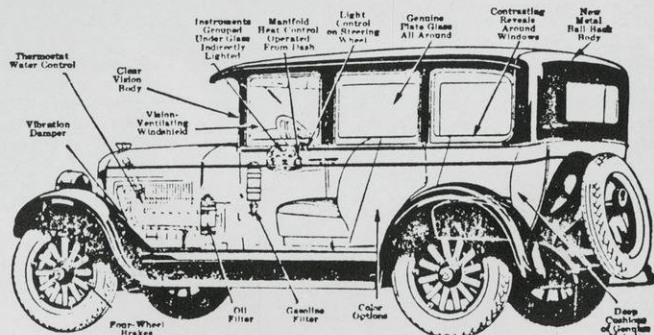
R. J. Clark Auto Co.

Many New Features Emphasize Extra Quality In the Latest Series

The
SEDAN
OR
BROUGHAM
\$1385
f. o. b. Detroit, plus
Revenue Tax.

Hupmobile Six

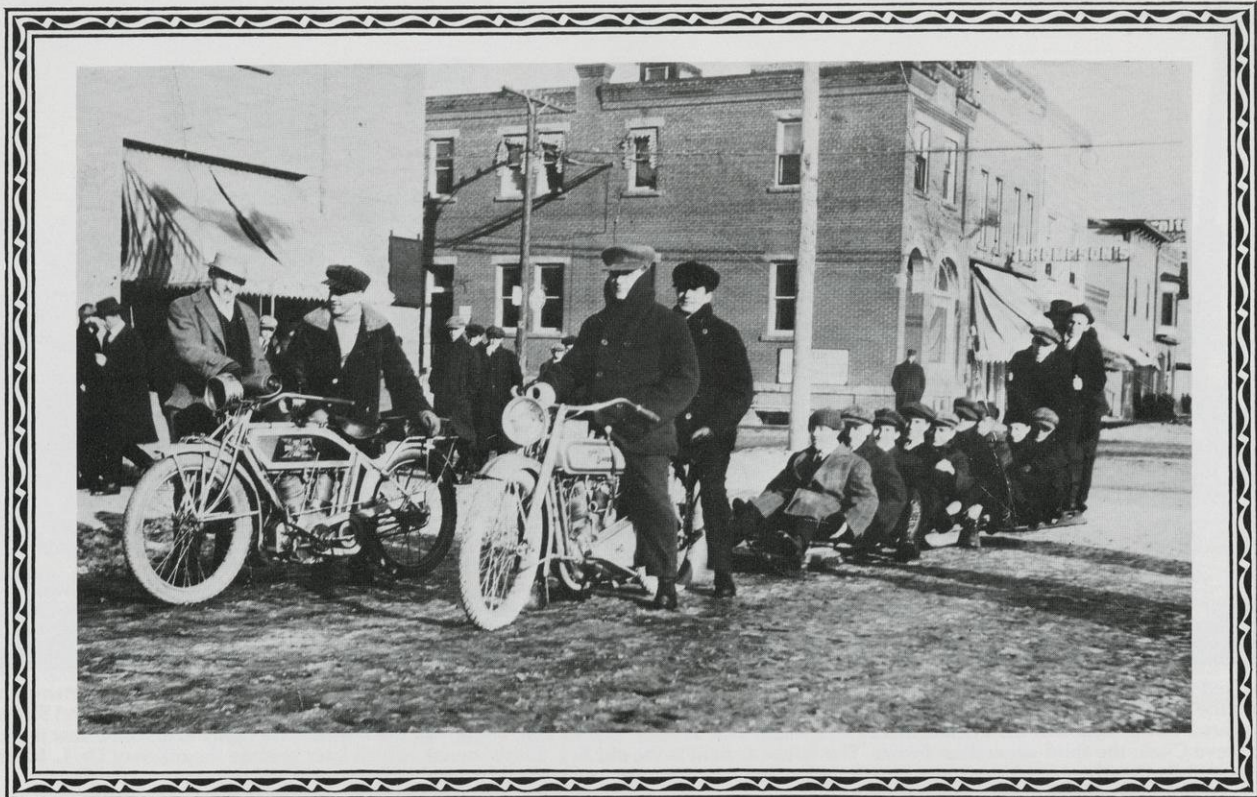
Until you see and drive the new series Hupmobile Six Sedan, you can have only a faint conception of the new beauty, style, rich equipment and refined mechanical qualities now offered in a Six listing at \$1385. We have charted below a few of the many modern features—added without increase in cost—that make this Six unquestionably the closest-priced six in America—and easily recognized as offering more quality per dollar of purchase price than any other six on the market.



You may safely use the new and finer Hupmobile Six Sedan as a guide in measuring the up-to-date qualities of any car you plan to buy. Here is truly modern, closed car beauty, comfort and luxury, not merely abreast but actually ahead, in many instances, of current design in moderate-priced six-cylinder cars.

Inspect the Hupmobile Six and you cannot fail to observe the extra quality—in design, finish and color; in rich appointments; in wealth of high grade accessory equipment. Ride in this Six—get behind the wheel and feel the extra quality in the car's amazing smoothness, agility and overflowing zest and "go".

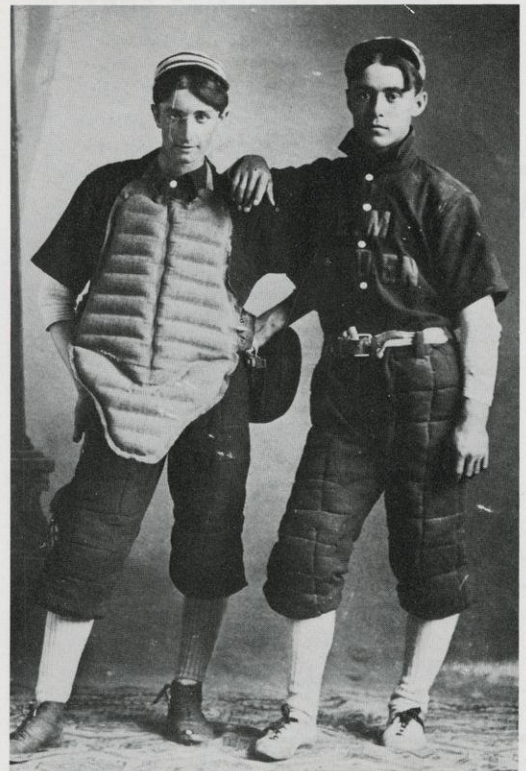
Crandell's Garage



How's this for an unusual cold weather activity? The Harley Davidson motorcycle at right apparently was pulling a sleigh train of young men down the frozen street, Miner Avenue in this instance. There are traces of snow in the picture. For many years a winter carnival was held in Ladysmith. One popular event was the dog sled race. The family's pet was the sled dog, and the sled was homemade. Youngsters raced on a circular course which went through the downtown.



Girls athletics has come a long way since the days of the bloomer and the kerchief. This photo shows a 1918 team. The girl at far right is identified as Florence Groeschel.



Ernie Dodge and Frank Smith played for E. M. Worden's baseball team in about 1908. Worden also played. Smith, son of Samuel Smith, worked in Vaughan's Clothing Store.



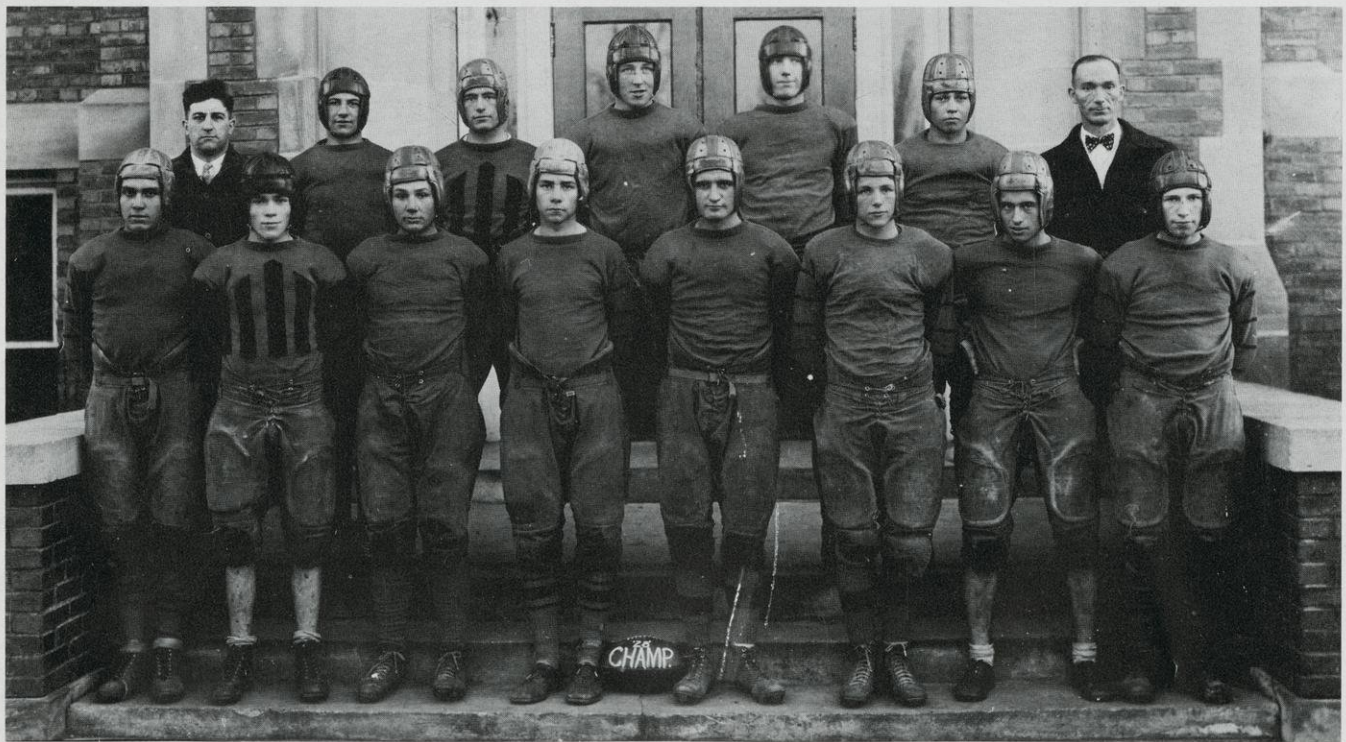
Fore! Avid golfers gathered at the Ladysmith Country Club on Feb. 1, 1931, for a round of winter golf. As evidenced by the picture there was no snow. With the fairway frozen solid, golfers were guaranteed good roll on their drives. The golfer at far left is Ladysmith dentist Dr. R. M. Lea.



The 1924 Ladysmith High Football team had but two wins, four losses and two ties, but the experience they gained laid the groundwork for the 1925 season when Ladysmith was undefeated. Pictured from left are: **bottom row** — Marcus Potter and Ralph Pickell; **row 2** — Eiler Schiotz, Ernie Webb, Clair Goldsmith, Leonard Mitchell, Bernard Beranek and Earl Veaser; **row 3** — Alban Clark, Orville Garwood, Clarence Hayes, Leonard Turner, Clair Turner and Raymond Minter; **row 4** — Norris Maloney, Edward Herron, Clark Rogers, Elmer Hulbert, Dwight Liebhardt and coach E. L. Jay; **top row** — Harold Olson, Myron Worden, William Sillman, Willis Metcalf and John Orme.



Coach E. M. Dahlberg, left, told his players to stand up straight when their photo was taken in Tiffany Studio. Members of the 1921-22 team are from left: Dahlberg, Eugene Radloff, Peter Fond, Harold Schiotz, Bill Mitchell, Arthur Johnson, Lloyd Duchaine and Charles Moore. Schiotz, who would become superintendent of schools at Ladysmith, recalled that the team's record wasn't memorable.



The champion 1928 Ladysmith High School football team is pictured on the steps of the high school. They are from left: **bottom row** — Evron Davison, Wilmar Carow, LaVerne Jay, Dale Hayden, Rudolph Gunderson, Irvin Lemke, Gerald Sandon and Bernie Webb; **top row** — assistant coach Maynard Heck, Harold Morton, Charles Herron, Bill Hintz, Jr., Jack Blair, Lloyd Mohr and coach E. L. Jay.



The 1927 Ladysmith High School basketball team won the Rice Lake District Tournament by defeating Bloomer, Rice Lake and Spooner. The team advanced to the state tournament in Madison for the second year in a row. Ladysmith lost to Waupun and Watertown. Pictured above from left are: **bottom row** — Howard Dodson, Myron Taylor, Earl "Ting" Tinder, Roland Olson and Charles Fisher; **top row** — coach Maynard Hack, J. R. "Buck" Morgan, Charles Sammons, Charles Heron and coach E. L. Jay.



The 1923-24 Ladysmith High Basketball team posed against the fancy backdrop at Tiffany's Studio. Team members from left are: Howard Pagel, Leonard Turner, Jake Savord, George Ohlfs, Harold Olson and Dwight Liebhardt. Coach E. L. Jay is standing behind the team.



This aerial view depicts Ladysmith in about 1935. The depot and freight house are in the foreground. Note the steam locomotive and cars of a freight train on the track. The post office was under construction at the time of this picture.

DO NOT CIRCULATE

DO NOT CIRCULATE



Ladysmith Wis 1901.

