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THE MARSHFIELD NEWS-HERALD

MARSHFIELD, WISCONSIN

SPENCER CENTENNIAL SECTION

WEDNESDAY, JUNE 26, 1974

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SPENCER 1874-1974

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“Remembering Our Past,
Building Our Future”

SPENCER CELEBRATES
100 YEARS OF PROGRESS

JUNE 28-29-30

Spencer's Centennial Celebration Brings Forth Mosaic of Memories

Humans like celebrations. If occasions for celebrations do not exist, they will be created because it is the observance that is so much fun.

And so it is that Spencer this year celebrates its 100th birthday with festivities which will peak June 28, 29 and 30.

A centennial, however, is a bona fide occasion. Any individual, institution, or community which can survive and flourish for 100 years is deserving of public recognition.

When one considers the vicissitudes which have been surmounted, wars, alarms, recessions, depressions and prohibition, a little hoopla and the blare of band instruments on parade seems entirely appropriate.

But there is also the quiet, ephemeral quality surrounding such historic markings. It is born of private, fleeting memories of occasions past which comprise a fragile fabric.

There is a sense in which every present resident is a centennial participant. There are few, if any, whose lives span a full century, but there are others who have come, gone, or remained to make contributions large and small

to the life of Spencer.

Each individual carries memories of the community, remembrances that are both public and private. The public memories include, more often than not, events in which large groups of individuals were involved.

The private memories are by and large a happier but fragmented collection and for the group who are now in their middle years, or beyond that stage, they form a kind of interesting bridge between early and current history.

Who can forget the rousing neighborhood games born at the dusk of many a summer night, or the gathering of pots, pans and spoons for a charivari for newly-married couples with the prospect that there might be a reward of money or treats for the effort.

What Halloween a generation or more ago was complete without its series of pranks that ran far beyond the less exciting "trick or treat" format pursued by today's youngsters?

Who can forget the first time the diesel-powered Soo Line trains reached Spencer with their rotating light and deep-throated whistle, so different from the high-pitched scream of the old

steamers.

And who, at some time or other, did not mutilate a U. S. coin, button hook, or some other metal object by placing

it on tracks to await the approach of a passenger or freight train?

Still recalled are the experiences of the movie

theater which W. J. Straub operated in the Spencer Municipal Building between the years 1941 and 1953, all for 9 cents admission for kids and 15 cents for adults.

No one can forget the joys of picnics during early school years, or the skirmishes between high school students on the eve of athletic clashes.

What ever happened to the minstrel shows which were performed in church or lodge halls.

To some of today's population, the awful days of prohibition are a dim, unreal time he has heard about, and probably doesn't believe.

It all began in January of 1920 when America woke up to find that the land of the free had been turned into a desert without a single oasis. Furnished with the ingredients, the thirsty American male became a hearty do-it-yourself braumeister. Recipes soon became as common as dandelions on a spring lawn, but a major problem was keeping the stuff in the bottle. Periodically, a "hot batch" would blow up in the basement.

Who among today's adults does not cast memory glances back to the Christmas seasons of childhood days when wishful thinking came most close to being realistic. Whether one believed in Santa Claus or not, or ascribed generosity to more mundane sources, Christmas was the time for belief that there at least was some chance of having the hope fulfilled.

Those were the days when getting Christmas trees most often meant a trip to the woods instead of to the shops for artificial products. Then came the job of positioning the tree in the living room, where conversations may have gone something like this:

"Tip it this way; no, that way; no, this way," until finally it was straight. After the tree was trimmed, often with homemade articles, the magic began working, glowing its good feeling on everyone in the living room and

everyone outdoors who passed by.

In the good old days the livery people along with their natural allies, the harness makers and the buggy and cutter dealers were important factors in the community.

While many people kept a horse or span of drivers, there usually was a demand for livery rigs. The gay young blades needed transportation for their courting and driving to and from country dances.

Salesmen, (there were more of them then) needed help to get to farms and logging camps. Timber cruisers and speculators wanted rigs to get into the timber country. Doctors, ministers and priests required transportation in their ministrations. Funerals must be held and often took a dozen or more rigs. All this required horses.

Today, the mail carrier uses a gas buggy to cover his lengthening route, but in the old days he drove his horses over roads often next to impassable and it was often dark when he got back to his home.

Since its founding, there have been 100 Fourth of July for Spencer, although they probably have grown quieter and less dangerous in recent years. There also have been 100 Memorial Days, each with different memories for all who participated.

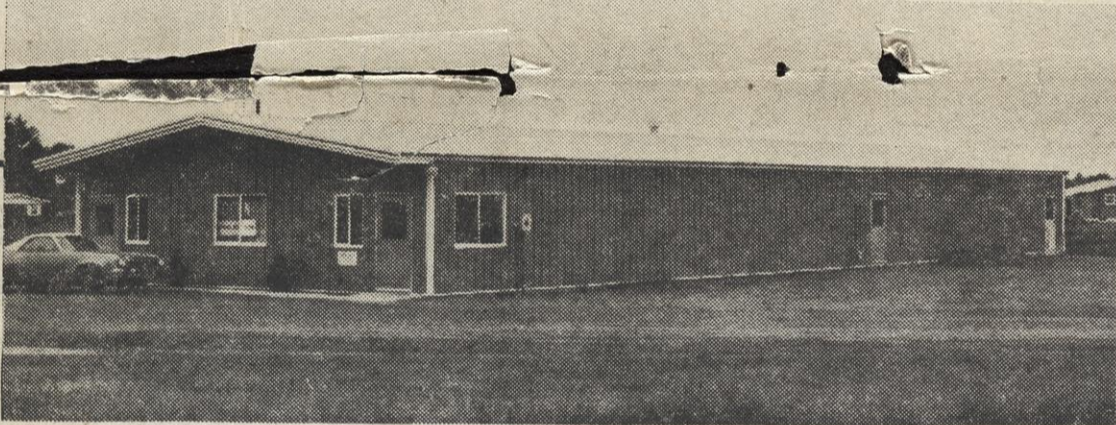
At the root of it all, this is what the centennial really is, a kind of mosaic of memories to which a series of public events June 28, 29 and 30 will give some visible structure and will serve as an evocation.

As a feature of the centennial, a booklet is being prepared with pictures and stories about the community's past and its civic leaders.

But no formal history or program can encompass the real warmth of vitality which the Spencer centennial and those of other Central Wisconsin communities represent. Each person must do this for himself, remembering that 100 years from now there will be many other memories for which these have been but a prelude.



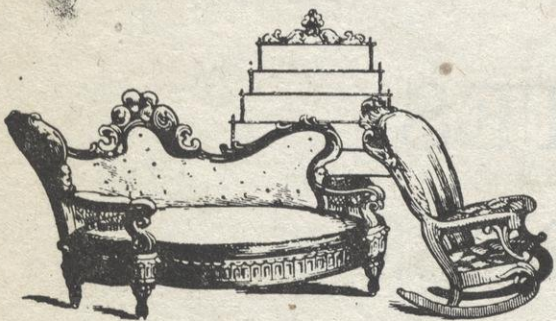
REVIEWING THE PAST — Bringing the early life of Spencer village into focus has meant long hours of work for these and other members of a committee which has been assembling papers, photographs, letters and a treasure house of other material significant in the life of the community since its establishment a century ago. The items selected by the group are at-



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SPENCER CENTENNIAL COMMITTEE
 — It's not by accident that the forthcoming Spencer Centennial celebration has been planned to be a colorful affair. Pictured above are members of a centennial committee who have devoted much time, research and energy setting the stage for the community's 100th birthday anniversary. From left, members are: Front row — Dennis Fisher, Bob Wachholz, Mrs. Vicki Andreae and Earl Gamble; back row —

Wilmer Gripentrog, Rue Burnett, committee chairman; Charles Sundell, Mrs. Ben Burnett, Mrs. R. J. Tack, Mrs. Rosella Schweiss, Mrs. Bettye Nall, Mrs. Sue Sautner, Mrs. Nancy Karau and Mrs. Emma Pearson. The centennial planners are concerned not only with preparations that will reflect evocations of the past, but also with plans for entertainment and a multiplicity of other events to add sparkle to the celebration which peaks June 28, 29 and 30.

Happy Centennial!

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We salute
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 comes to wishing you a
Happy Hundredth Birthday!

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Railroad Played Key Role in Early Days

The coming of the Wisconsin Central Railroad Line (now the Soo Line) exerted an expanding influence upon the development of Spencer, just as it was a powerful factor in the forward progress of numerous other communities.

By 1872 the railroad had been established in the community, and like other Wisconsin railroads it hastened the depletion of the timber resources. At the same time it set the stage for agricultural pursuits to follow.

Then came the commercial and industrial entrepreneurs who further transformed a way of life which now has been in progress for more than 100 years.

When the railroad arrived, the Spencer area was largely an unbroken forest wilderness.

The state at that time was still in its infancy with a population slightly over a million, the south and the southeast sections of Wisconsin containing most of that number. Most of the railroad mileage also was in the southern area.

Yet there remained a vast area, including many of today's Central Wisconsin communities, with no rails to the outside. The Wisconsin Central proposed to tap that area, making Ashland-Bayfield on Lake Superior, the northern terminal of a new railroad, and Manitowoc, on Lake Michigan, the eastern terminus.

In June of 1871 a contract was let at Menasha to build the Wisconsin Central line from Menasha to Ashland, a distance of 250 miles. The first dirt was turned June 15, 1871, at Menasha, and the line was brought into Stevens Point Nov. 15, 1871.

A public announcement at that time said that the roadbed "was so smooth and so perfectly engineered that water in goblets did not waver in the glass at 20 mile an hour speeds."

On March 18, 1872, construction of the Wisconsin Central began moving westward from Stevens Point. By September of that year the line had been extended through Spencer and had reached Section 53, the site of the present city of Colby. Construction activities later shifted southward from the northern terminus of the railroad.

According to early village records John H. Hayward was a railroad building superintendent for the Wisconsin Central, and an early settler of the Spencer area.

In 1872 he is said to have brought his wife and six daughters and settled on land

west of the railroad track where he built a house. Five sons were born there to the Haywards. In 1877 Mr. Hayward is said to have been elected the first chairman of the town of Spencer. He also is credited with being the first village postmaster with the office in his house. The first depot, constructed of ties, reportedly was located on his land.

The atmosphere of busy railroad construction was renewed between Spencer and Owen in 1909-1910 when the Wisconsin Central built the Spencer-Owen cutoff involving about 19 miles of construction.

The project was a move to provide a shorter and easier

route to Duluth and St. Paul by shortening the overall distance from Chicago.

Before construction of the Spencer-Owen cutoff, Abbotsford was the railroad's number two division point north of Chicago, and the last before reaching St. Paul.

Once established, Abbotsford had held sway for a number of years as an important division point and railroad junction. The main line continued west from Abbotsford through Curtiss to St. Paul, and it was at Abbotsford that the Ashland division joined that main line that had been built beyond Colby in 1872.

When the railroad completed the Spencer-Owen

cutoff it put an end to Abbotsford's major usefulness as a rail center. Twelve miles of old main line between Abbotsford and Owen, via Curtiss, were torn up, and Spencer became the terminal of the Ashland division, while Abbotsford rated the courtesy of a station stop only.

Memories of a day that is no longer on what is now the Soo Line were recalled not too many years ago when the Spencer roundhouse, built in 1911, when steam locomotives really were something, was dismantled.

It was the time when the last of the Soo's steam locomotives were moving to communities to become

historical objects, or to Chicago where the once proud giants of the road were reduced to scrap. From then on the day was left to the diesel, powerful, efficient but somewhat without the personality that had lured persons to the tracks to watch when the steamers went by, their wheels a blur of motion.

The Spencer depot for many years, like its counterpart in other communities, was a beehive of activity. It was then that the railroads knew their most vigorous days. It was at the depot that the citizens get their out-of-town newspapers. And it was through the depots that the agricultural and commercial



END OF AN ERA — The wooden railroad station at Spencer, now a little run down at the heels, but which knew more vigorous days when rail passenger service was at its height, has been closed since last November. Pending before the Wisconsin Public Service Commission is a petition of the Soo Line Railroad Company to remove the facility which has long been a part of the Spencer scene. (News-Herald Photo)



Elroy & Eunice Luepke, "NATIVES" of Spencer and the Spencer Area, invite you to the

SPENCER CENTENNIAL JUNE 28-29-30!

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economy of the area was channeled.

In the golden age of railroading, Spencer could boast a much greater number of daily passenger train arrivals and departures than most communities its size. Traffic on the Minneapolis-St. Paul - Ashland - Rhinelander and Duluth - Superior division of the railroad flowed through the community, but as the automobile and the buses began to bleed away traffic, the passenger trains stopped running one by one.

Freight trains, of course, longer and faster than ever, continue to roll over the rails, hauled in a more mechanical age by the diesels with their chromatic whistles that are neither sonorous nor as

melodious as the soaring whistles of the age of steam.

Tradition is richly colored with the feats of speed and endurance of the old steam engines before the day of the diesels, but the pulse of the steam locomotive continued to be heard until 1955 on the Wisconsin Central — long since known as the Soo Line.

The present railroad depot at Spencer, that knew more vigorous and glorious days when rail passenger service was at its height, has been closed since last November. Pending before the Wisconsin Service Commission is a petition of the railroad to remove the facility. If the petition is granted, one of the last vestiges of a past era will dis-

appear from the village scene.

Opinions vary as to the exact year when the depot was constructed. Early in the 1940s it was moved to the present location from its original site about ¼ mile west, where it stood between the main line tracks to the west, and the Ashland branch line to the north.

Freight service now is provided by telephone to the Soo Line headquarters in Marshfield, and by a traveling agent calling regularly on Spencer customers.

To the younger generation the name Wisconsin Central is almost unknown, but to old-timers the road still is a lively adventure and a mellow recollection.



OUCH, THAT'S TENDER — Among the beards grown for the Spencer centennial are those of Wilmer Gripentrog (at left) and Dennis Fisher (at right). Fisher is chairman of the beard growing competition and Gripentrog is the co-chairman. The competition will reach its climax during a "fur" judging contest in connection with the June 28-30 celebration at Spencer. (News-Herald Photo)



TIMES CHANGE ...
But
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to have a
"GOOD ROOF"

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BASIC REASON
we're in
SPENCER
... to give you the
kind of dependable



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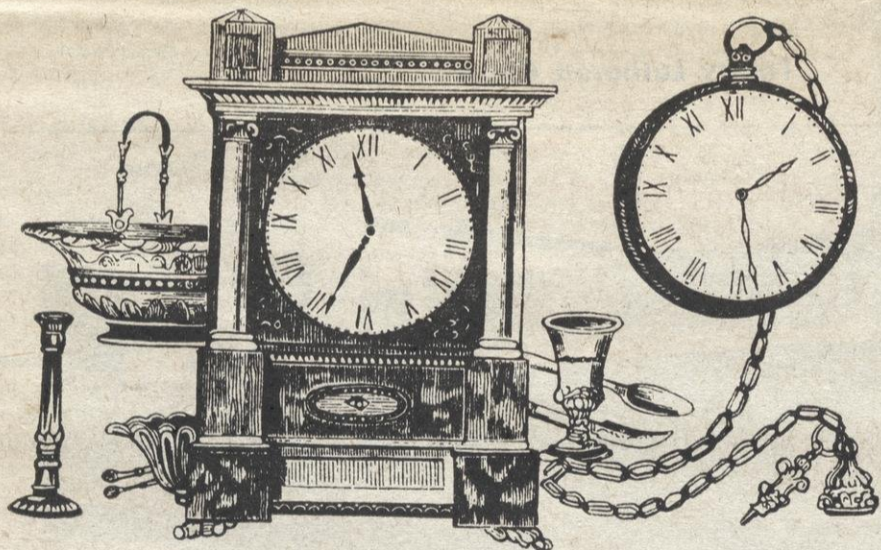
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Breeze Inn

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NILA and ARCHIE'S BAR

Minerva's Bar



Four Denominations Aid Spiritual Need

Trails of the pioneers of Spencer have been matched or closely followed by religious denominations which have played important roles in the growth of the community.

Four denominations, Catholic, Lutheran, Methodist and Mennonite give Spencer its recognition as a well-churched area.

The antecedents of three of the churches go back to the 1870s. Newest of the churches is the Spencer Mennonite Church.

Narrative events connected with four of the Spencer churches have been provided by the pastors and church leaders. One pastor declined the invitation to do likewise.

Trinity Lutheran Church — Trinity Lutheran Church was organized 92 years ago under the leadership of the Rev. J. Schuette, who at that time was serving a number of congregations in the area, including Auburndale.

For quite a few years, services were held in the Spencer Town Hall before the first church building was erected. After the Spencer congregation had been organized as a joint parish with St. John's congregation, 2 miles north of Spencer, the Rev. Schuette established his residence in Spencer, but in November of 1883 he accepted a call to Milwaukee.

In 1884 the Rev. F. H. Siebrandt became the pastor of the newly-organized parish and served until July in 1893, when he accepted a call to Merrill.

His successor was the Rev. J. H. Todt, who served from 1893 to 1899. During his pastorate the first new church home was dedicated in 1896. In 1899 Pastor Todt followed a call to Manistee, Mich. In the same year the Rev. A. F. Imm was called and he served until 1909 when Pastor E. J. Schmidt took up the duties of pastor until Oct. 21, 1923. During his pastorate the two churches voted in 1912 to become separate parishes.

In 1924 the Rev. H. H. Wegner was installed as pastor of Trinity congregation, and in 1926 members of Trinity voted to build the present house of worship. Dedication of the new building took place Nov. 28, 1926.

The next pastor of Trinity was the Rev. A. C. Stapel who served the growing congregation for 21 years until 1949. In 1929 Pastor Randolph Mueller became the eighth pastor and served until 1956. In 1953 a new parsonage was built on church grounds.

At two different periods during its history, Trinity congregation sponsored a Christian Day School as a joint project with St. John's from 1901-1912, and then by itself

from 1924-1936. Serving as teachers in the school were Robert Perl, August Stiecke, Walter Brockopp, J. E. Schuster, Albert Barwinek, George Moll, Leonard Plotter, Henry Steinweg and Adrian Prochnow.

Although a Sunday School was in existence earlier, it was reorganized with Mrs. John Karau as superintendent.

The Rev. W. R. Krueger was installed as the congregation's pastor on June 2, 1957, and during his pastorate the congregation in 1961 dedicated a new addition which consisted of a narthex, a chapel which could also be used as a Sunday School area.

The Rev. Ruhbusch, incumbent pastor, was installed Feb. 5, 1967, succeeding the Rev. Mr. Krueger who had accepted a call to Poy Sippi, Wis.

On May 9, 1971 ground was broken for another addition, 39 by 78 feet, consisting of 12 Sunday School rooms, a church office, rest rooms and a utility room. Dedication services were conducted Aug. 22, 1971.

On Aug. 19 and 20, Trinity Lutheran congregation observed the 90th anniversary of its founding. A souvenir booklet with numerous illustrations, was published in connection with that occasion.

United Methodist Church — The first church was located on the present site of the Charles Haslow residence about 1879. In 1881 the Marshfield church was organized and became a part of the Spencer charge.

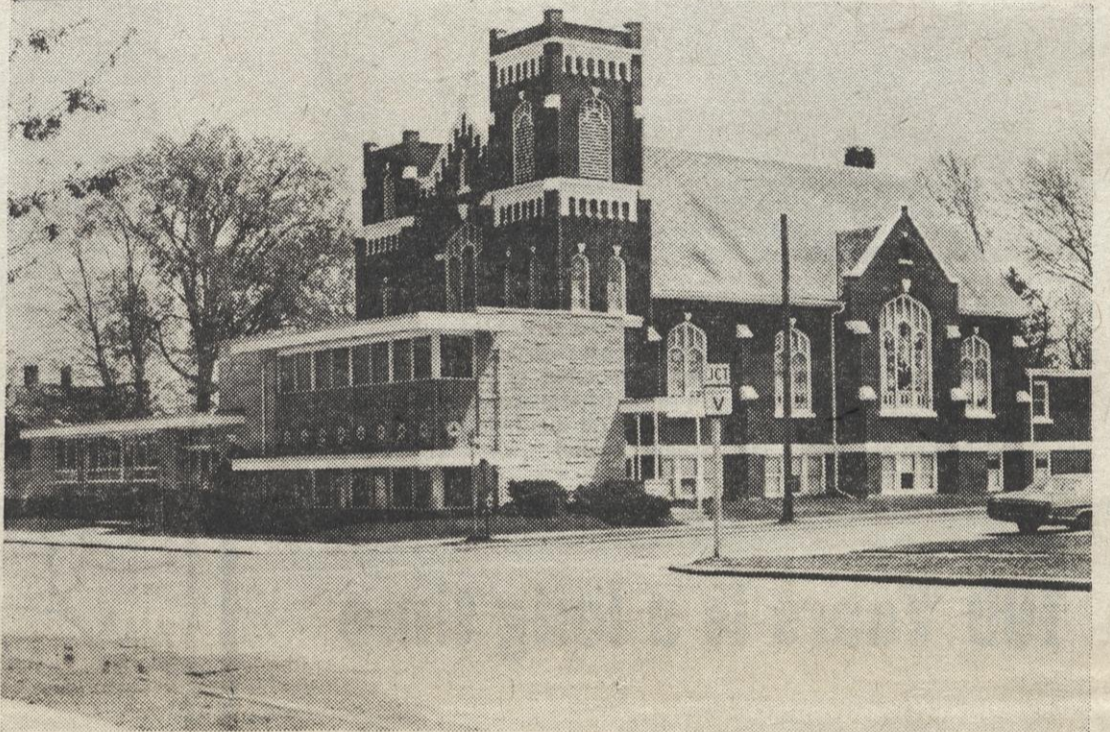
On Aug. 8, 1886, despite the valiant efforts of volunteer firemen, a raging fire roared into the village from the southwest, then the site of the P. A. Thayer sawmill, and leveled half the buildings in the town, including the Methodist Church.

Thereafter, until 1895, when the Methodists held services, they used either the Baptist Church, located near the site of Trinity Lutheran Church,

or an empty mercantile building which later became a general store.

The next church building was erected in 1895 and dedicated in 1896 during the pastorate of the Rev. D. P. Olin. Subsequently, beautiful new windows, a basement, new pews, an organ, carpet and altarware were added to the church. Other gifts included a Communion table, church bulletin board, new hymnals, flags, a cross, vases, candle sticks and some pictures.

A building fund for a new church was started in 1956, about 4 years after Spencer had been removed from the Marshfield charge to become



Trinity Lutheran Church

(News-Herald Photo)

The VILLAGE PLAZA . . .

Known throughout Cent. Wis. as "The Place" for fine food; and the ideal place to hold wedding dinners, receptions and dances; Private Parties, Meetings & Conventions.

OVER THE YEARS . . .

Many Spencer Young People have enjoyed and used the facilities offered at the Plaza!

Many Spencer Residents have celebrated their Wedding Anniversaries and Birthdays, here!

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We're here to make your Centennial Celebration a very enjoyable one!

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Wonderful Selection of Food!

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Ph. 659-4111 for Party Reservation, Party & Meeting Rooms
Serving Food, Monday Thru Saturday 6:30 A.M. 'Til 11 P.M.

THE MARSHFIELD NEWS-HERALD



WE'RE NEW . . . on the Spencer Business Scene . . .

but many years being around Spencer and the Spencer Community!

DUANE & MARILYN KORTBEIN

New Owners of

SPENCER GAMBLES!

We are looking forward to many years of service to the people of Spencer, and the surrounding area. Come in!

ENJOY THE SPENCER CENTENNIAL!

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Downtown Spencer
Phone 659-2326

a part of the Colby-Unity charge. The Spencer parsonage was painted and repaired and became the parsonage of the new charge.

The West Wisconsin Conference closed the Unity Church in 1964 and its members were transferred either to Colby or Spencer. The Evangelical and United Brethren Churches merged in 1968 and formed the present Church of the United Methodist.

On land made available by the Rue Burnett family, a new church was erected and consecrated in 1970, with Bishop Ralph T. Alton, Roy E. Basseman, district superintendent and the Rev.

James Hagen, and all the church members and many friends participating in the ceremony.

The Rev. Bervie A. Scott, who served as pastor of the Colby and Spencer Methodist Churches from 1970 until June 15, began a new appointment June 15 as pastor of the Lowell and Juneau Methodist Churches.

The new pastor of the Spencer - Colby charge is the Rev. Gilbert Keith Schroederluke, whose appointment by Bishop Jesse R. De Witt was announced in Marshfield News-Herald May 29.

See—CHURCHES—Page 8

'One of Fairest' Married in 1881

Newspaper reporting in Spencer in the 1880s struck high notes of happiness and excitement and twanged many chords of emotion.

The wedding story reproduced herewith from the June 8, 1881 Spencer Advance, reflects the unusual journalistic writing style of that period.

"The social event of the season was the solemnizing of the nuptials of our well-known and popular fellow townsman, Mr. A. A. Damon, and the beautiful and accomplished Miss Carrie Heath, one of the fairest and best of the bright galaxy of Spencer's gentler sex, at the residence of the bride's parents last Saturday evening, June 4.

The impressive ceremony was read by the Rev. E. W. Stevens, and after the many warm friends of the beautiful bride and gallant groom had offered their congratulations in a manner which plainly showed that the newly-made couple will always occupy a sacred spot in our hearts of all who knew them, refreshments were passed and, amid street strains from the Spencer Band, who could not let this occasion pass

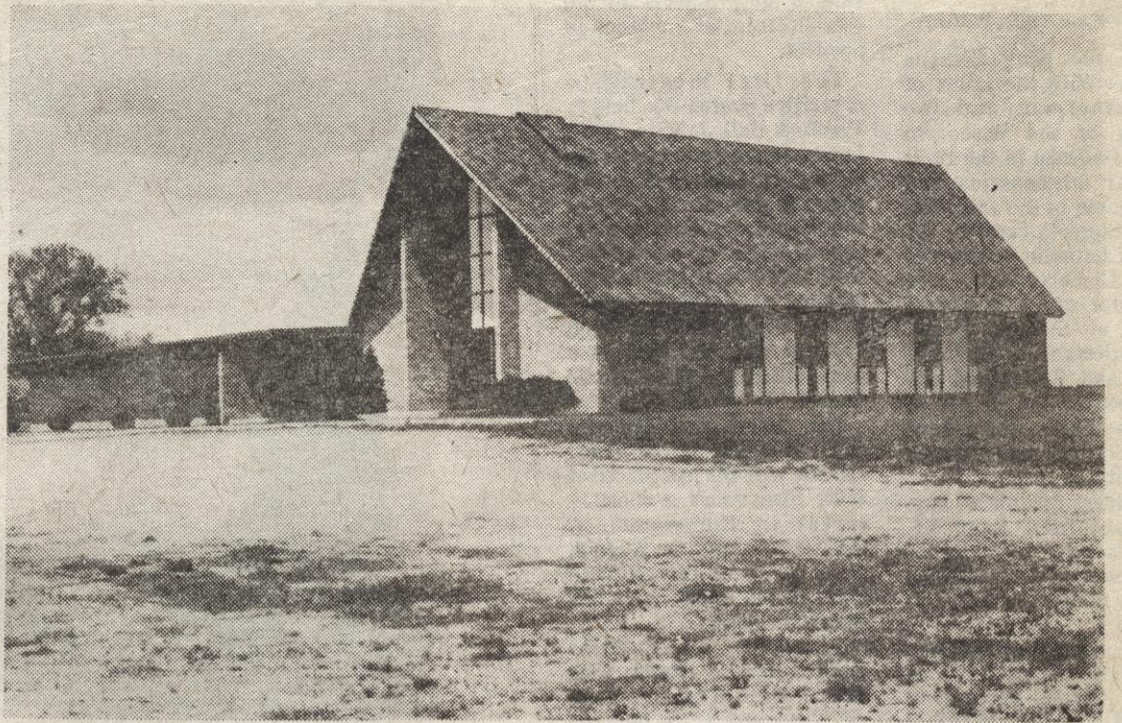
without showing their well wishes for the happy couple, ice cream, cake, lemonade, etc., were enjoyed by the many guests.

After this, an hour or two passed in social converse, and then one and all bid the happy twain good night, convinced that "Gus" is well worthy of the rich prize he has drawn in the lottery of love and life.

It would be useless for us, a man, to attempt a description of the bride's costume. We will simply say that it was an elegantly-fitting fawn-colored silk, trimmed with grain silk to match, and her hair was done in a becoming style, and simply but beautifully adorned with pure white roses, and a lovely wreath of conventional orange blossoms. A better-looking couple would be hard to find.

The prominent positions of bridesmaid and groomsman were very charmingly filled by Miss Carrie Sanford and Dr. G. H. Haddy.

The presents were costly and varied, and we append a partial list. (What followed was a lengthy list of names of wedding guests and their gifts to the bridal couple).



(News-Herald Photo)

United Methodist Church



Yes . . . we have been in Spencer only a few short years . . .

but we appreciate your acceptance of us, into your midst!

We like Spencer, and feel privileged to become a part of your "Spencer Family"!

SPENCER FOODLAND

. . . opened its doors for business for the first time on May 17, 1972 . . . located in the "Town and Country" shopping center!

BEING YET A NEW IDEA . . .

and looking to the future commercial development of the greater Spencer area . . . this center presently serves as the operation location for . . .

SPENCER LAUNDROMAT . . . the FINEST BAKERY in the area . . . in connection with the FOODLAND SUPER MARKET!!

The "Foodland" has brought Super Market merchandising along with the modern concept of Shopping Center convenience to the Spencer Area.

Presently . . . the Super Market provides employment for 24 full and part-time employes.

The bakery has just completed an expansion program . . . and in the future . . . plans for the Super Market as well as the Shopping Center itself, is contemplated!



We've only been here a short time



But our building has served Spencer since the turn of the century!

Mr. Richard's Barbershop
DOWNTOWN SPENCER
Dick Schultz, Operator

Churches

(CONTINUED FROM PAGE 7)

said Mass in Prentice Hall in Spencer on May 12, 1882 and studied the prospects for the establishment of a mission in Spencer.

The first meeting to organize a church was held in Prentice Hall July 14, 1882. Land was purchased from the Wisconsin Central Railroad near the present location of the Kersieck apartments. Ground-breaking ceremonies were held Aug. 8, 1882 and the building was finished in 1883. It was a good-sized building, "set up on stils, without a name other than just Catholic Church."

The church was damaged Oct. 9, 1883, by a small cyclone with the loss placed at \$500. Fires were a constant threat in the woods. A devastating fire on Aug. 8, 1886, destroyed the southern part of the town, including the new church.

An attempt was made to build a second church with the purchase of a plot of land on Main street. A building was erected and completed in

Christ the King Catholic parish — With the influx of the lumberman and the building of the Wisconsin Central Railroad in the 1870s the first missionaries and priests came to the area. The first of these to care for the needs of Catholic people was Father Nicholas July, who was pastor of St. Stephen's Church at Stevens Point. Later, priests from Medford, Hewitt and Marshfield administered to the people of the Spencer area, who were of Irish, German and French nationalities.

The oldest records of baptism, obtained from St. Stephen's parish in Stevens Point, list eight persons being baptized in Water's Hotel in Spencer.

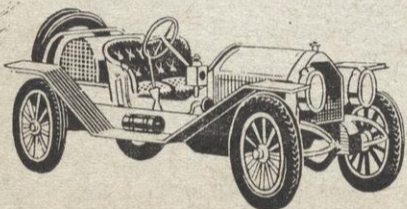
The Rev. Ignatius Schaller, assigned by Bishop Flash of the La Crosse Diocese as pastor of St. John's parish in Marshfield on Aug. 8, 1881,



(News-Herald Photo)

Christ the King Catholic Church

*Best Wishes,
Spencer!*



... Cars Have Changed And Their Requirements Have Changed ...

**But We Still Believe
In Old-Fashioned Service!**

Serving Spencer Since 1961



A nice place to visit.

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the fall of 1888, again with no name, but financial trouble forced the bishop to sell the property in 1895. Priests served the area until about the beginning of World War I, but from then until 1937, Spencer area Catholics attended neighboring parishes.

In 1938 Bishop McGavick of the La Crosse Diocese appointed Father Graf, chaplain at St. Joseph's Hospital in Marshfield, to build a new church in Spencer, to be named Christ the King Church. There were about 20 Catholic families in the community at that time, and the building committee chosen for the

project included William E. Weis, Peter Goeler, Robert Orgish, Raymond Tack and Melvin Tremmel. Land owned by Mary Hanson at the corner of Wendell and Nason streets was purchased.

Ground-breaking ceremonies were held Sept. 5, 1938 and by Oct. 30, the cornerstone was laid. On Dec. 6, 1938 the church was blessed and the stone altar was consecrated. The solemn dedication was celebrated by Bishop Griffon on Pentecost Sunday in 1939.

In 1945 a house was purchased from George Kolb

on the corner of Wendell street south of the church. The house received extensive renovation by Father Bernard Henry, who became the first resident pastor to occupy the dwelling.

Clergy who were appointed successively to the parish included: Father Joseph Graf, 1938-45; Father Henry, 1945-

1949; Father Arthur Cramer, 1949-51; Father Leo Novitt, 1951 interim pastor; Father Paul Pitzemberger, 1951-53; Father John McMahon, 1953-54; Father Eugene Comiskey, 1954; Father James Sheridan, 1954-56; Father Carl Wohlmut, 1956-59, and Father Andrew, incumbent pastor since 1959.

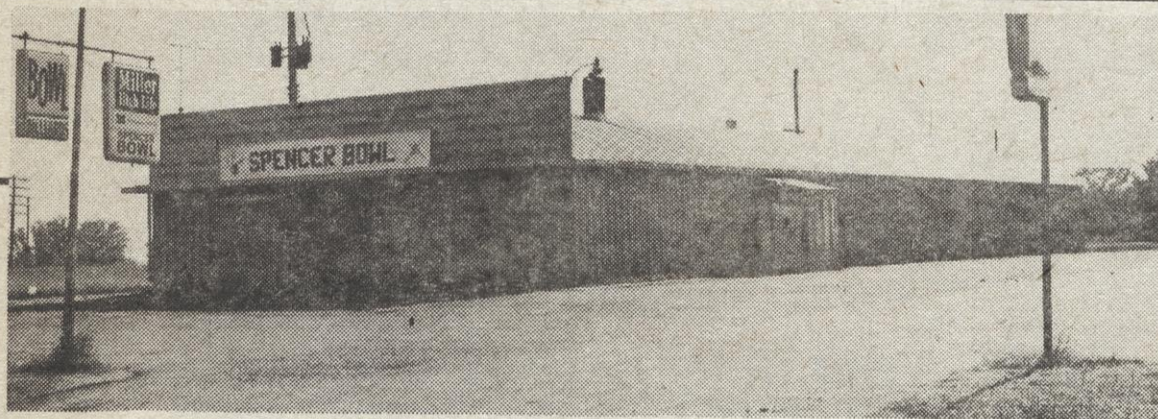
Sawmills Were Early Arrivals in Spencer

Among the enterprises that operated in Spencer a century ago was a sawmill for manufacture of lumber constructed by James L. Robinson, a native of Lubec, Maine.

Soon after the building of the Robinson mill, Patridge, Truman and Company also built a mill in the community.

In 1875, Kerr, Kelter and Company built a shingle mill in the town.

Another lumberman was Parker A. Thayer who came to Spencer in 1877. He had charge of the Robinson mill at first, but in 1881 built a mill of his own.



SPENCER BOWL . . .

one of the important Spencer recreational outlets since 1963!

8 Bowling Lanes — Food & Drinks — Pool — Foosball, etc.

It is a pleasure to be a part of this great Spencer Centennial Celebration!

WE LIKE IT HERE!

Highway "13", North, Spencer!

Bob and Chuck Wenzel!

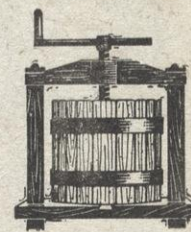
Congratulations

SPENCER

We Like It Here
And Plan To Stay

**HANSON'S
GIFT SHOP**

Downtown Spencer



Spencer Mennonite Church — The Mennonites are relatively new in the Spencer area, the first families having

moved into the community eight years ago. Worship services were held in homes of members until 1970 when the old Methodist Church building in Spencer was purchased as a place of worship.

An annual vacation summer Bible school has been held for children of members as well as for other interested young people in the community.

Sunday school is held each Sunday morning at 10 o'clock with an average attendance of 43. Church membership presently totals 18 persons.

"We do not have a resident minister at the present time," says Lawrence A. Strite, who furnished data for this article.

Mr. Strite added "we sincerely hope that we have been a blessing and a credit to this growing community of Spencer and would like to extend an invitation to anyone to visit and worship with us."

See—CHURCHES—Page 10



(News-Herald Photo)

Mennonite Church

Centennial Parade Slated for Sunday

Officials planning events for the Spencer Centennial celebration, June 28, 29 and 30, report that the parade scheduled for 1:30 p.m. Sunday is shaping up to be one of the finest and most colorful parades ever to hit the community.

As of June 15, the committee had commitments from an estimated 75 units.

Numerous floats will be in the parade. There will be bands, drum and bugle corps, the centennial queen and her court and other local dignitaries.

We Weren't Here When The Railroad Came Through, But We're Firmly Planted Now!

(And Frankly, We Like It Here)



Congratulations, Spencer!

ON YOUR FIRST ONE HUNDRED.

We Build . . .

- Bock Mobile Home Frames
- Bock Metal Roofs
- Bock Gold Line Hitches
- Bock Camper Lift Jacks



BOCK

INDUSTRIES of Wis., Inc.

P. O. BOX 347, SPENCER, WISCONSIN 54479



(News-Herald Photo)

St. John's Lutheran Church



FRIENDLY LIBRARY SERVES SPENCER — Bright as outdoors, the library unit in the Spencer Municipal Building is a friendly and well-equipped service where patrons may borrow what they wish from a large stock of books and periodicals. Now a branch of the Marathon County Library Service, the librarian of the Spencer facility is Mrs. Alfred Beyer, pictured above at her desk. Library hours are: Monday — 1 to 5 and 7 to 8:30 p.m.; Wednesday — 2 to 5:30 p.m., and Friday — 1 to 6 p.m. (News-Herald Photo)

Churches

(CONTINUED FROM PAGE 9)

St. John's Lutheran Church, North Spencer — Although no response has been received to repeated requests to the pastor concerning the antecedents of St. John's parish, other records indicate that in 1873, the Rev. W. C. Schilling of Stevens Point came to Spencer on a mission trip. Services were held in a log school house on the Naatz farm northwest of Spencer, and efforts of the Rev. Mr. Schilling led to the organization of St. John's Church in 1887.

Fire Disaster Hit Spencer in 1886

Perhaps one of the most dramatic moments in Spencer village history occurred Sunday, Aug. 8, 1886, when fire that flared at what was described as the "D. F. Cressy place" was whipped

through a large segment of the community by shifting winds.

When the fire finally was halted by the efforts of volunteer fire-fighters and a favorable shift in the wind, about 60 buildings, half the number of structures comprising the community of that period had been destroyed.

The Spencer Tribune of Aug. 9, 1886, telling of the fire, listed losses totalling thousands of dollars, most of them only partly insured and many without insurance.

Heaviest losses were incurred by P. A. Thayer, whose lumber mill and logging implements were valued at \$40,000; Neils Brothers, whose store and lumber supplies were valued at \$18,000; W. J. Clifford, whose shingle mill, houses and barns were listed at \$6,000; John Gardner Store, three dwellings and a barn, \$10,000; school house \$3,000; Wisconsin Central Railroad depot, water tower, ties and freight, \$5,000.

Numerous dwellings, appraised at figures ranging from \$500 to \$1,500, less furnishings, were leveled by the flames which ravaged most of the east side of the village. Losses also included a Catholic Church valued at \$2,700 and a Methodist Church valued at \$700.

According to contemporary newspaper accounts "the fire came so suddenly that many families were unable to save anything in the way of household goods and are left destitute as well as homeless. Everything that could possibly be done to stay the progress of the fire was done,

Nall's Electronics

... proud of our part in making Spencer a "well-rounded" community!

It's a pleasure to do our part, in village Government, the School System, the Fire Department, etc., to help make Spencer a Village to be envied!

NALL'S ELECTRONICS ... in business Since 1960!

Join the Big Spencer Centennial Celebration, June 28-29-30!

Come in ... see our many Centennial Buys!

ZENITH

100% SOLID-STATE 25" CHROMACOLOR II

Zenith's 100% Solid-State Titan 300H Chassis combined with Zenith's Power Sentry Voltage Regulator — a magnetically self-regulating transformer — provides up to 28% reduction in power consumption as compared with previous Zenith 25" diagonal Solid-State Color TV without Power Sentry Zenith's remarkable Power

Sentry System eliminated the need of previous energy consuming voltage regulating circuitry. The Power Sentry automatically compensates for changes in household voltage — keeps your picture sharp under varying voltage conditions — protects components — guards your chassis and picture tube — saves money.

The MONTEGO • E4744W

Modern styled full base console. Casters. Oil finished Walnut veneers on top and ends. Front of simulated wood material. Solid-State Super Gold Video Guard 82-Channel Tuning System. Synchronomatic 70-Position UHF Channel Selector. One-button Chromatic Tuning. AFC. 6" Oval Speaker. VHF/UHF Deluxe Spotlite Panels.

- Advanced Chromacolor Picture Tube ... the best picture we've ever brought you!
- 100% Solid-State Titan 300H Chassis ... most powerful in Zenith history!
- Power Sentry System ... featuring Zenith's unique voltage regulator!

\$679⁹⁵

Terms Arranged!

LORRIN & BETTYE NALL

Nall's Electronics

A small-town dealer with big-city selection!

10 N. LaSalle Spencer Phone 659-2441



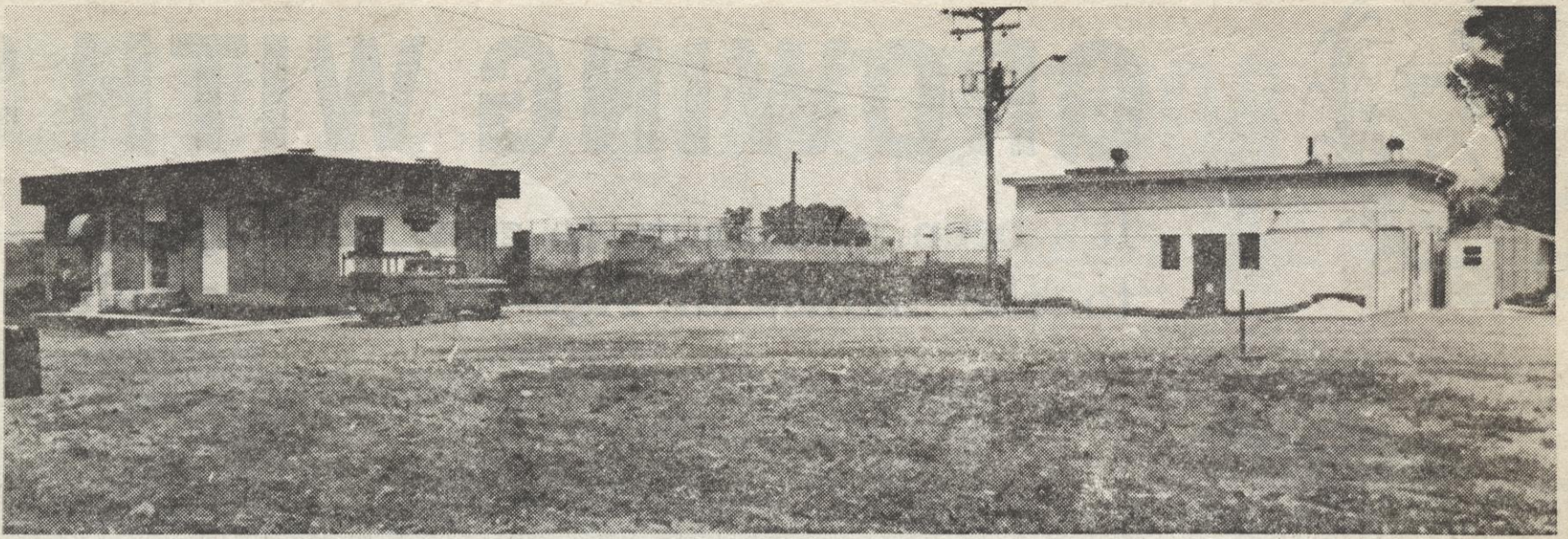
Congratulations
Spencer

**YOU'RE
100
YEARS
YOUNG!**

We enjoy serving the fine people of this great community

**FOREST
MOBILE HOMES**
— INC. —

Hwy. 13 Spencer
PHONE 659-5191



SPENCER WASTE WATER TREATMENT PLANT — In municipal improvements, Spencer village has moved briskly forward to increase the attractiveness and livability of the community. Most recent of a series of improvements is a new waste water treatment plant started in 1972 and completed in 1973 at a cost of \$450,000, with federal and state aid underwriting about 80 per cent of the financing. Street surfacing, curb and gutter installations, and updating of the village water supply and storage system are among other recent years improvements. (News-Herald Photo)

Marshfield Sent Aid

and many men were fighting fire on the west side of town when their homes were burning on the east side."

The scene during the fire, the news reports said, "was beyond description. All was confusion and people were in doubt as to which direction to go, the fire seemingly being on all sides.

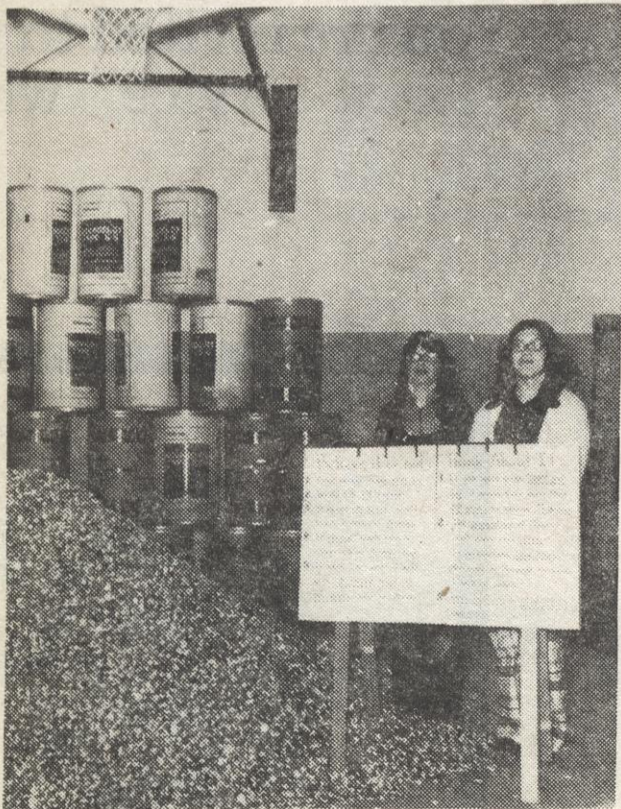
"Women carrying their little all, and followed by crying children, hurried through the streets looking for a place of safety. Loaded teams were driven at full speed to the west side of town."

Newspaper accounts said that "Mayor W. H. Upham (of Marshfield) and a large number of whole-souled citizens of Marshfield came up as soon as the fire would admit, and brought with them

two wagonloads of provisions which were divided among the needy who had been left without food or shelter.

"Mayor Upham, on behalf of the citizens, invited all who were unprovided with shelter to accompany them to Marshfield. Nearly all were provided however, having found a place with friends. Nevertheless, the kindly aid given and the hospitable invitation extended will not soon be forgotten by the people of Spencer."

Upon his return to Marshfield Mayor Upham dispatched a message to Spencer saying that the city of Marshfield would be dispatching more meat and provisions to Spencer to "be divided among those who may apply."



ONE MILLION!—The containers in the background were used to store a million bottle caps collected by students of the Spencer Public School and many friends since 1969. Karen Kobs and Marcia Kuehnast were two of the helpers. The million caps will be displayed during the Spencer Centennial June 28-29 and 30. Story on page 20.

A Hundred Years Ago, Life On the Farm Was Rough . . .



. . . It's Still Rough, But Lots More Bearable!



"CONGRATULATIONS, SPENCER!"

"I've been in business in Spencer for 39 years . . . this location serving the feed and seed needs of the farmers of Spencer since 1962."

SPENCER FARM SUPPLY

107 S. Pacific

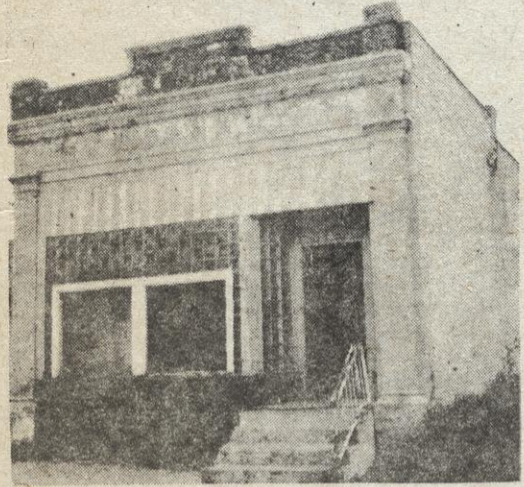
SPENCER, WIS.

Phone

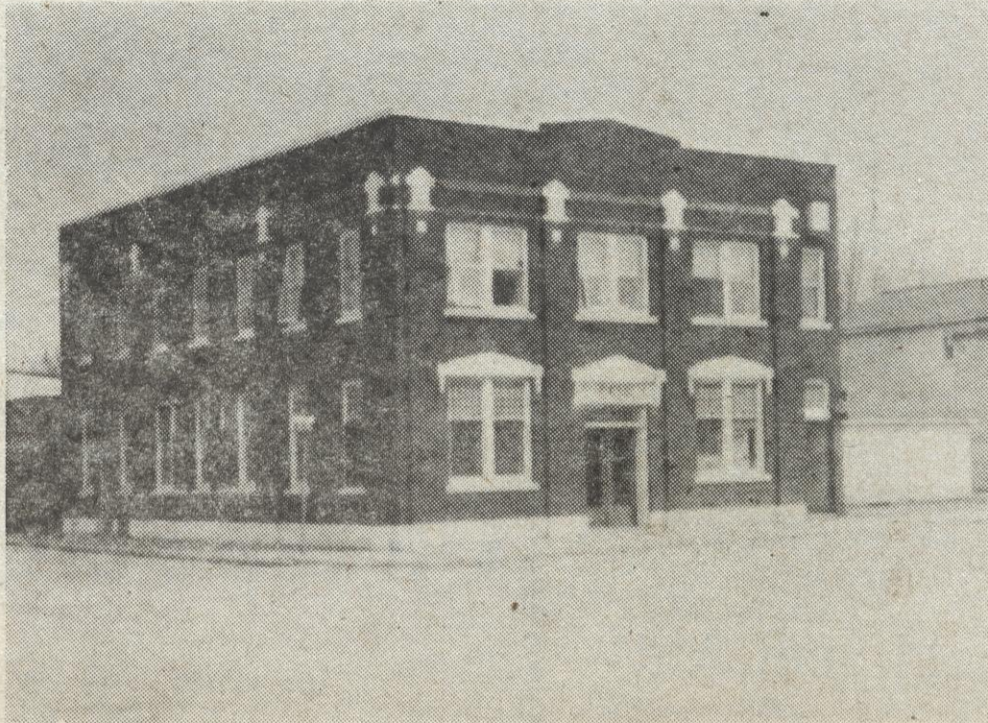


GROWING WITH SPENCER . . . SINCE 1908

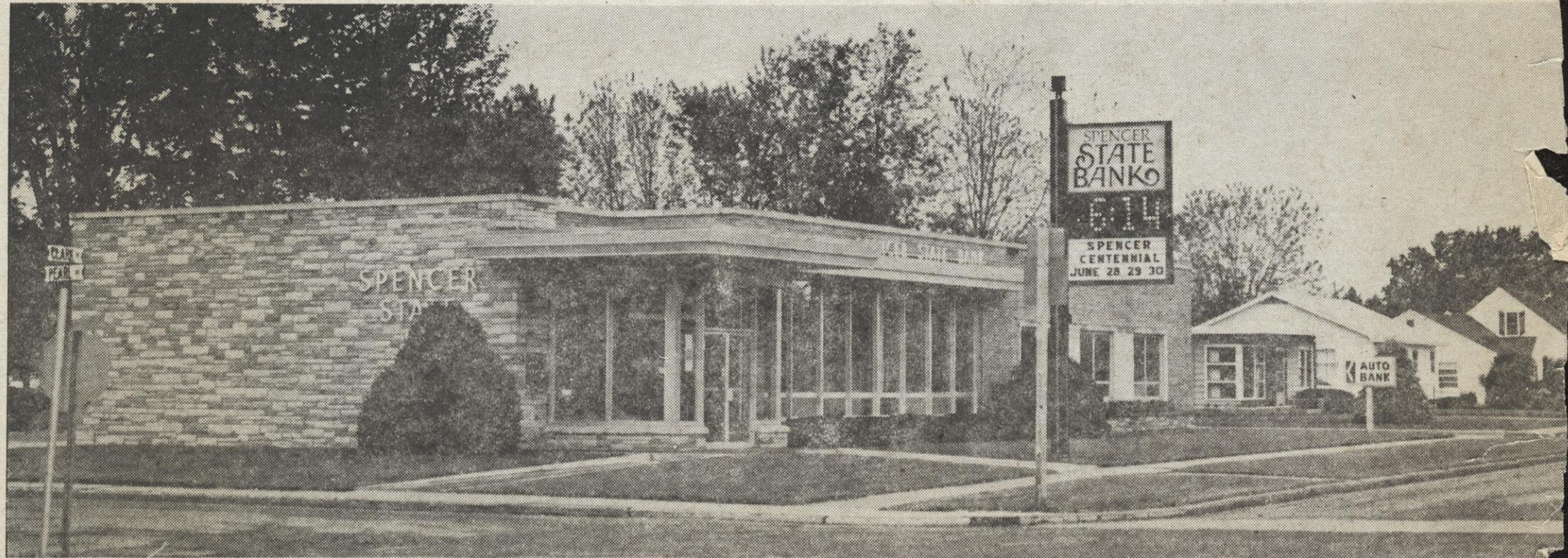
It's been a pleasure to grow with Spencer, throughout the years . . . to see Spencer grow from a small, rural community to the industrial, Agri-Business complex it is today!



Spencer Bank 1908-1922



Spencer Bank 1922-1959

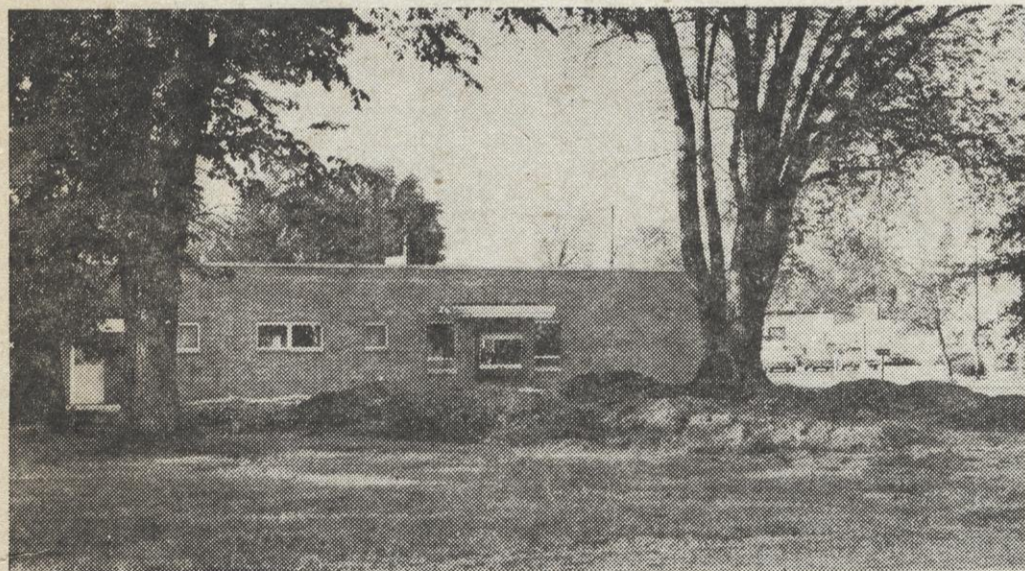


Present Spencer State Bank 1959 —



. . . AND WE'RE PLANNING FOR THE FUTURE!

The property, just South of the present Spencer State Bank location has been acquired for future expansion! Until this land is needed, your Spencer Bank will develop a "Mini-Park" for the enjoyment of people who wish to enjoy the wonderful Wisconsin — Spring, Summer and Fall!



This picture, taken from the south, facing north, shows the location of the future Spencer State Bank "Mini-Park" in the stage of construction. Plans are in the making to have cook-out grills, picnic tables, etc. under the trees for the enjoyment of anyone who desires to avail themselves of these facilities.

Present Directors:

Olaf Manthe, President H. A. Kuethe
K. D. Graves Gerhard Klein
Harold Prechel Robert Keyes
Orville Syring

We can truly say with Spencer . . .
The Spencer State Bank is----

"Remembering Our Past . . . Building Our Future!"

You are invited to utilize this new
"extra service" whenever possible!

Each depositor insured to \$20,000



Present Bank Officers & Employees:

Olaf Manthe, President
H. A. Kuethe, Vice-President
K. D. Graves, Vice-President
Orville Syring, Executive Vice-President & Cashier
Lois Worchel, Assistant Cashier
D. C. Schwellenbach, Ass't Cashier
Ron C. Meyer, Loan Officer.

Virjean M. Brandt
Barbara Lucht
Beverly Potts

Janice Nemecek
Russell Hale
Berniece Kuehmichel
Sandra Bodendorfer

SPENCER



STATE BANK



Spencer, Wis.

Phone 659-2430

Member: Federal Deposit Insurance Corp.



SPENCER VILLAGE BOARD — These members of the Spencer Village Board took time out to smile for a picture while they were in regular session Monday, June 3 at the Municipal Hall. Clockwise, from left, they are Jack Staeger, trustee; W. J. Straub, trustee; Carl G. Worchel, president;

Darrell Hastings, trustee; Arlyn Ewert, clerk-treasurer; Alfred Beyer, trustee, and James Reckner. Absent when the photo was taken was Lorrin Nall, a village trustee and also chief of the Spencer Fire Department, who was attending a training session for firemen at the time. (News-Herald Photo)

Portion of Spencer Settlement Once Called 'Irene'

Community pride will burst forth in a series of events this month and during July in three Central Wisconsin communities . . . Spencer, Medford and Stetsonville, where preparations have been underway for many weeks for centennial celebrations.

How did these communities acquire their names?

The names of places lie upon the land and tell us where we are or where we have been, or where we want to go. Names of places

sometimes tell of those who came before us, or register the peculiarities of a locality.

Some insight into the origin of the names of Spencer, Stetsonville and Medford is provided by a Marshfield Public Library volume "Romance of Wisconsin Place Names," authored by Robert E. Gard and L. G. Sordon.

Whether supported by history or legend, here is what the authors have to say about the naming of Spencer, Stetsonville and Medford:

Spencer — "During the construction of the roadbed for the Wisconsin Central Railroad in 1871 the southern portion of the site was known as Section 40 and later named Waltham. The northwestern part of the settlement was called Irene, in honor of the wife of James L. Robinson who built the first sawmill in 1874.

"Both of these hamlets were part of Hull township, and then Brighton township when it was cut off. In 1877 the name of the railroad station and the post office

became Spencer after a town of the same name in Massachusetts from which some of the earlier settlers came."

Medford — "Two different versions of the story of the name of Medford are told.

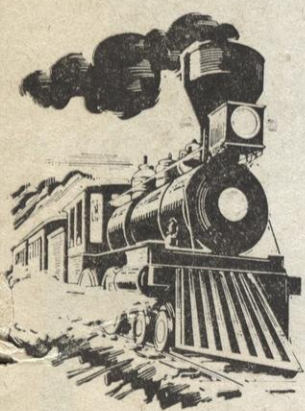
"In 1873 a young lad who was homesick for New England sat down beside the Wisconsin Central Railroad right-of-way to eat his lunch. He pulled a pencil from his pocket and wrote the name of his hometown, Medford, Mass., on a flat, white rock. When the track was laid a

crude shack was built to serve as a temporary depot. Railroad officers saw the name on the rock and lettered it on the shack.

"Frank Perkins was one of the contractors who cut out the Wisconsin Central right-of-way through Taylor County. He and another workman from the Eastern States were

sitting on a hemlock stump one day. The other man peeled the bark from the stump and whittled the name 'Medford' into its surface."

Stetsonville — "Settlers came to this site as soon as the Wisconsin Central Railroad was built in 1872. In 1875 Isaiah F. Stetson built the first sawmill."



The old iron horse is gone
What it started will be here forever:
SPENCER

We've been proudly serving the community for many years. We look forward to the future.

Kasper's Shoe & Sport Shop

Located in Downtown Spencer

1874 — Your Centennial City — 1974

THE MARSHFIELD NEWS-HERALD



We Enjoy Serving You

Congratulations Spencer!

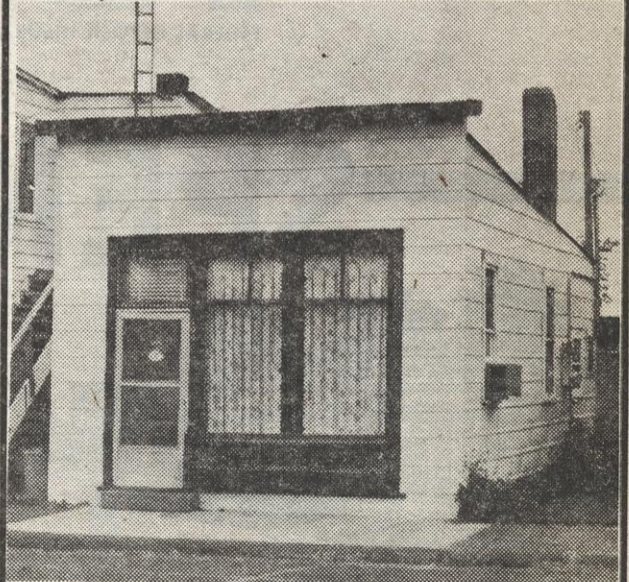
On YOUR CENTENNIAL YEAR

UNITED BUILDING CENTER
203 E. Clark Spencer



Under Present Ownership for over 28 years!

There's a "New Wave" about town . . . the NEW **UNIPERM** . . . Precision Perming System!
. . . and we have it! Come in.



TWO BEAUTICIANS to serve you!

Spencer Beauty Shop

109 LaSalle, Across from the Post Office
PHONE 659-4236



SPENCER CITED FOR INDUSTRY — Spencer has made an enviable record in industrial development. In May of 1971 the village received a coveted award at the

Governor's Conference on Industrial Development at Green Lake for achieving the most economic development in 1970 for a community of its size. The framed cer-

(News-Herald Photo) tificate is on display in the Spencer Village Hall. Viewing it in this photo are Arlyn Ewert (left), village clerk-treasurer, and Carl G. Worchel, village president.

Centennial Is Time for Reminiscing

As Spencer residents approach the climaxing events of a centennial celebration, no doubt some of them may try to place themselves in a life one hundred years ago.

In doing so, they will have to forget central heating and air conditioning, washing machines and dryers, and stoves and refrigerators as we know them today, and super markets.

There was no hospital in the area. Schools probably were one-room affairs, and one teacher must have had to plan well to keep all of her students at all grades busy.

Mother was a very busy person, and it was necessary for everyone to have their chores. The cooking was done on a wood stove, and wood always needed to be stacked or carried in. Water, too, was not

from a tap, and most baths were taken from a china bowl and a pitcher. Long braids were often brushed but not washed frequently as considered necessary today.

If there was a touch of body odor in those days, it was far offset by other wonderful smells that abounded. Bread must be baked, coffee beans ground, and the smell of the wood fire was always comforting.

Meat was a large part of the diet, and quite often there may have been turkey, duck or goose, or venison baking in the oven. Food was good and plentiful, but required constant effort in cooking and

providing staples because there was a limited amount of storage.

The fruit cellar helped keep apples, potatoes, and turnips fresh, and women were beginning to learn how to can fruits and vegetables, and the dairy industry was beginning to make its appearance in Wisconsin.

Ice boxes may not have been numerous, but they were known to be in existence to keep the milk, butter and eggs cold. How much fun it was for the children to have the iceman chip off a chunk of ice with his ice pick. It was as good as ice cream. It also was someone's chore to empty the

drip pan under the ice box as the ice melted so it wouldn't overflow.

The streets were dirt, or mud if it had been raining or thawing. Sidewalks were wooden planks, but you still got your feet muddy when you crossed the street.

It was indeed an exciting time to live. It was an age of revolution — in industry, in transportation, and communication, in agriculture and in growth of communities. The next few years would bring telephones and telegraph wire. The old Wisconsin Central Railroad already was in its second year of existence through Spencer in 1874.

Mark Twain was writing books; Thomas Edison was working on his inventions, motion pictures, and by 1879 would have a patent on his light bulb. "Little Women" was written in 1851 by Louisa Mae Alcott and was a favorite book. In 1873 the penny post card made its appearance.

Is one hundred years really so long? To the young it is very long ago, but to others it is not beyond remembering stories their parents told when they were young. In one century, Spencer and other communities have accomplished what years of other civilizations have not achieved.

We're Proud
to be a part of
SPENCER!



QUALITY PRODUCTS
BACKED BY
QUALITY SERVICE
HELP SPENCER GROW.

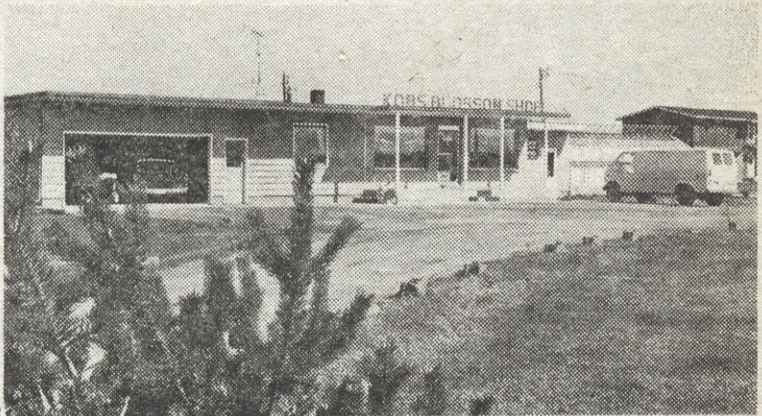
**JACOBITZ
SERVICE**

200 E. Clark St. Spencer, Wis.
PHONE 659-3841



Best Wishes To You, Spencer!

... from EDNA & JERRY KOBS



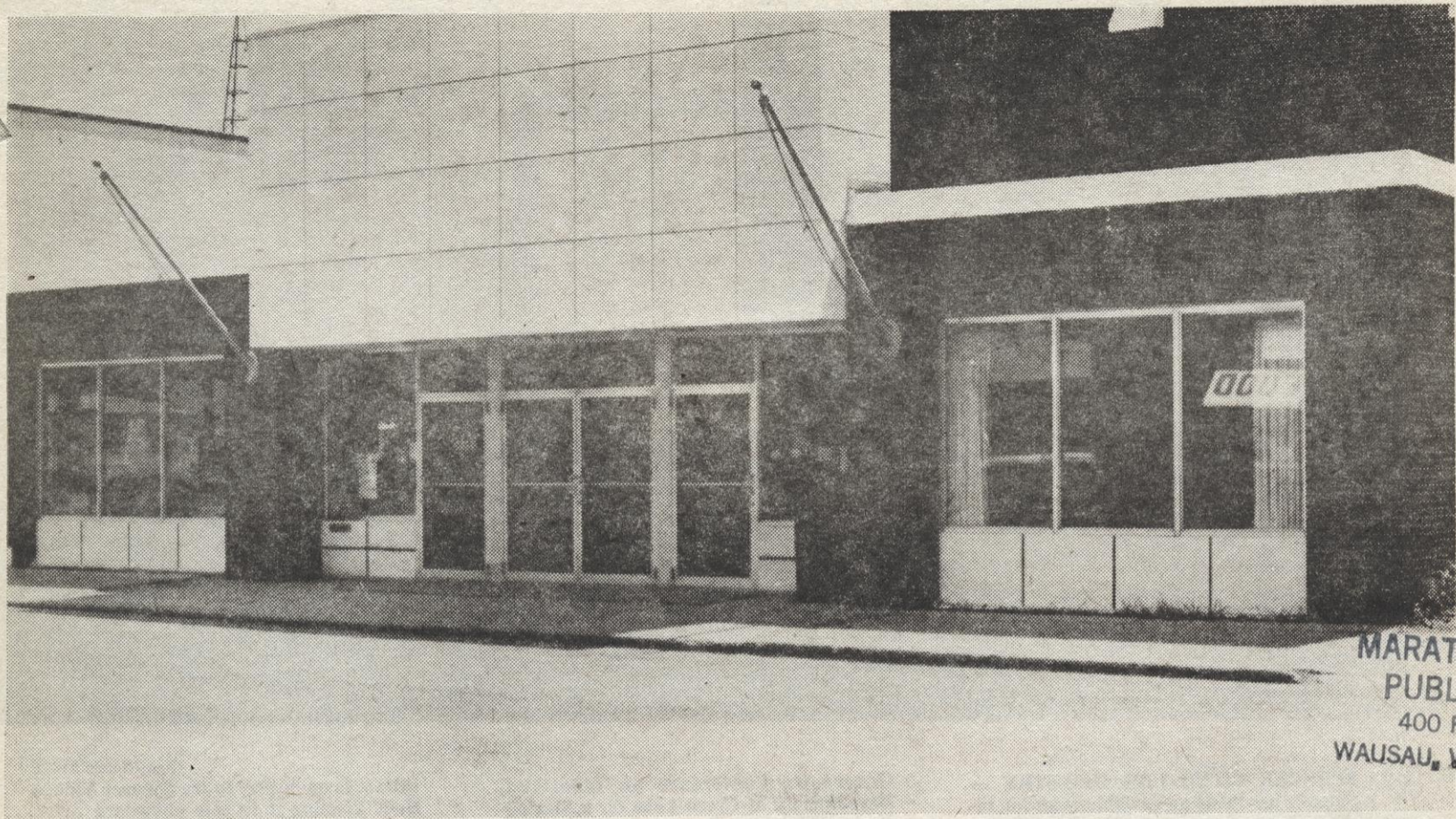
Spencer is a beautiful place to grow — And we look forward to many more successful years here! Congratulations!

- Cut Flowers
- Plants
- Crafts and Garden Supplies

KOB'S
702 SOUTH LaSALLE
SPENCER, WIS.
PHONE 659-3991



We Handle Famous
BOLENS
Lawn & Garden
Equipment



MARATHON COUNTY
PUBLIC LIBRARY
400 FIRST STREET
WAUSAU, WISCONSIN 54485

SPENCER MUNICIPAL BUILDING — A major achievement resulting from constant updating of Spencer's Municipal Building has been the centralization of village government, police department, municipal hall, and village library in one building. Persons entering the building for the first time are bewildered by the very spaciousness of the structure, and the

convenient arrangement of the various facilities under a single roof. The area to the extreme left is utilized by the village library. The unit to the right houses the village board room, office of the police department and office of the village clerk-treasurer. The center entranceway leads into the Village Hall with facilities for a variety of needs. (News-Herald Photo)

Congratulations and a Salute to All of Spencer!

WE'RE PROUD TO BE A PART OF THIS
GROWING AND DYNAMIC COMMUNITY!



"WORKING CONSTANTLY TO PUT
OUT A BETTER PRODUCT"

Mobile Module
Constructed
Like A Home!

The Name Dickman Has
Stood for Progress In
Spencer for 20 Years—
We Provide Employment
for About 100 People, and
Contribute a Healthy Sum
Toward Spencer's Continual
Growth and Development.

WE LIKE IT HERE!



DICKMAN **HOMES INC.**
SPENCER, WIS. 54479
FIRST IN THE UPPER MIDWEST
WITH TOP QUALITY
MOBILE MODULARS!

Fun-Filled Weekend Is In Prospect

The Spencer centennial celebration will reach a peak of activity Friday, Saturday and Sunday, June 28, 29 and 30, with a full program.

The celebration will be tied in with "Spencerama Days," a well-established annual feature in Spencer with roots going back a number of years.

This year's combined centennial celebration and "Spencerama Days," sponsored jointly by the Spencer Jaycees, Spencer Lions Club, Spencer Centennial Committee and the community of Spencer, promises to be a vigorous attraction.

Emphasis on a special

aspect of the celebration will be the naming of Spencer's "Outstanding Citizen" Friday night, June 28, and a "Centennial King and Queen Program."

A feature attraction Sunday, June 30, will be the centennial parade with more than 70 entries booked as of June 14.

Following the 1:30 p.m. parade, the bewhiskered gentry who have padlocked their shaving mugs and have been growing facial fur, will assemble for a beard-judging contest.

History buffs will find pleasure strolling through the

Municipal Hall where an "antique museum" will be one of the featured centennial attractions.

For the younger set, happiness probably will be looking over the centennial scene from top of a ferris wheel or from a wooden horse on a merry-go-round, or one of the other Rainbow Valley Rides which will begin operation on the grounds.

The complete schedule of activities follows:

Friday night, June 28

Army band, beginning at 6 p.m.

Spencerama Days queen contest beginning at 8 p.m.

Centennial King and Queen program.

Naming of Spencer's "Outstanding Citizen," sponsored by the Jaycees.

Live music, Harmony Aires, from 8:30 p.m. to 1 a.m.

Saturday afternoon, June 29

Kiddie parade beginning at 1 p.m.

Mini-tractor pull beginning at 2 p.m.

Judging of pie and cake baking contest; pressure cooker testing, and remarks by the Marathon County home agent.

Live music, Gauger Trio.

Saturday night, June 29

Alumni night for former

graduates of Spencer High School and former residents of the community.

Woodchopping and crosscut saw contest at 7:30 p.m.

Live music, Country Gold, from 7:30 p.m. until 12:30 a.m.

Sunday afternoon, June 30
Centennial parade, 1:30 p.m.

Centennial beard judging contest at 3 p.m.

Live music, Gary Aschenberg Orchestra.

Display of Two Army helicopters.

Sunday night, June 30

Live music, Don Frodl Orchestra, from 8:30 to 1 a.m.

Advertisements List 1881 Business Firms

Commercial enterprises and professional services were quite numerous in Spencer in 1881, according to a "business directory" appearing in a contemporary issue of an old Spencer newspaper "The Spencer Advocate."

Among the names listed in the directory were G. I. Follett, attorney; A. W. Raymond, justice of the peace whose services included

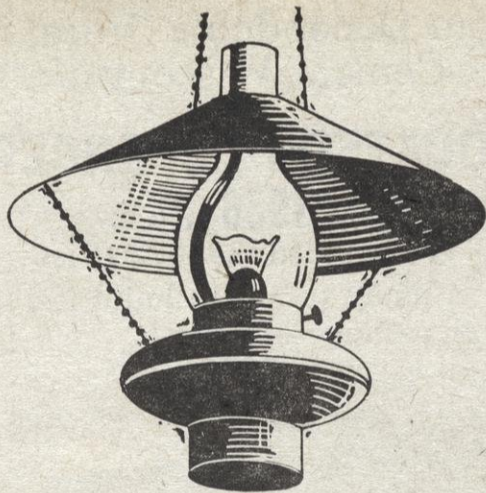
"prompt attention to collections"; Dr. J. M. Adams, physician, surgeon and "accoucheur" (obstetrician); Hubbard and Pool, groceries and provisions; Mrs. C. K. Richardson, Milliner; E. W. Stevens, real estate; A. B. Havens and Company, jewelry shop; John Diamond, dry goods and groceries; G. Wendell, blacksmith; Hanson's "The Place to Trade," and Health Store.



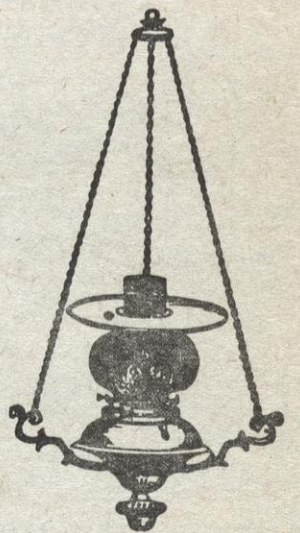
FUN IN SPENCER PARK — Entertainment is the keynote in the Spencer Community Park where the environment and facilities offer families a variety of activities to enjoy day or night. Youngsters appearing in the photo are awaiting a fast ride down a slide in the park. (News-Herald Photo)



Lighting your home or business has come a long way!



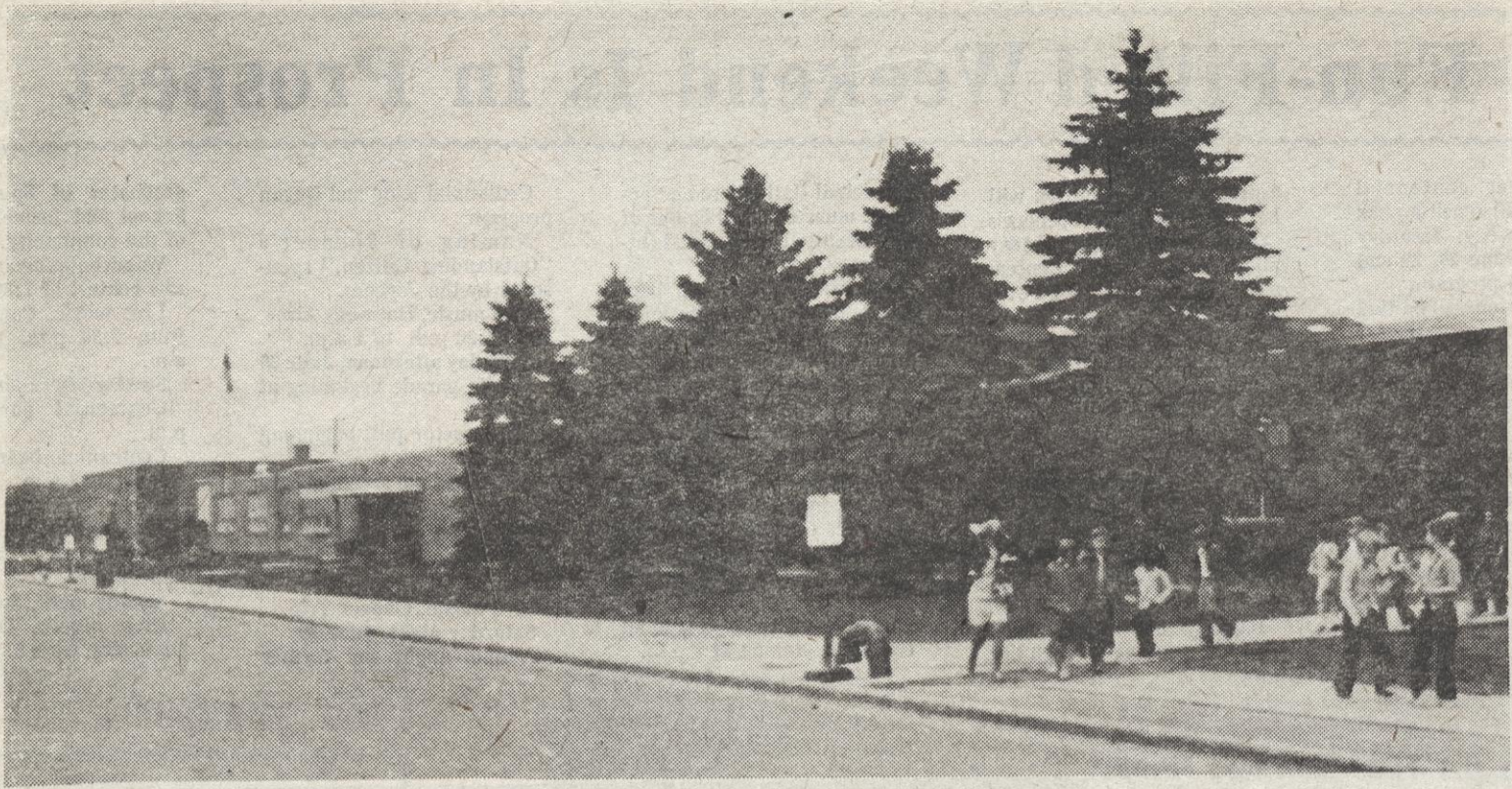
We think the future looks very bright!



Congratulations Spencer. We're proud to serve part of your community. We look forward to the future.



Clark Electric Cooperative
Greenwood, Wisconsin



SPENCER PUBLIC SCHOOL — Education came to Spencer as early as 1875, and through the years the system has grown with the community and the surrounding area which the school serves. At the extreme left is the high school unit constructed in the mid-1950's. The R.J. Tack Auditorium, screened from view by trees, and elementary units form the rest of the modern educational building complex. (News-Herald Photo)

PICUS IGA

Super Market DOWNTOWN SPENCER

"THE NAME" IN CENTRAL WISCONSIN
SINCE 1910



FOR OVER 64 YEARS . . .
Your Dependable Grocer in
Central Wisconsin!

**LOCATED IN SPENCER
IN 1938 . . .**

. . . expanded the store twice

and remodeled it many times, to build it
into a modern Super Market!



YET . . . We take Pride in giving you the
"Personal Service" you've come to expect
of us throughout these years!

We love to call our customers
by their first names . . . and to
know them as friends as well
as customers!

**COME TO SPENCER
JUNE 28-29-30!**

Join in on the Centennial Fun!

Cheese Industry Employs More Than 300 Persons

Today, cheese lovers can find nearly every kind of cheese packaged in sizes and shapes well-suited to every occasion. Cheese processing, packaging and drying have become important steps in the farm-to-market chain of production.

Land O'Lakes Inc., of Spencer, a major segment in the economic life of the Spencer community, annually receives, stores, cures, processes, packages and dries millions of pounds of cheese

that reach consumers through a network of distributors.

The output of the Spencer plant is sold throughout the United States, but product distribution is concentrated mainly in the area east of the Mississippi River.

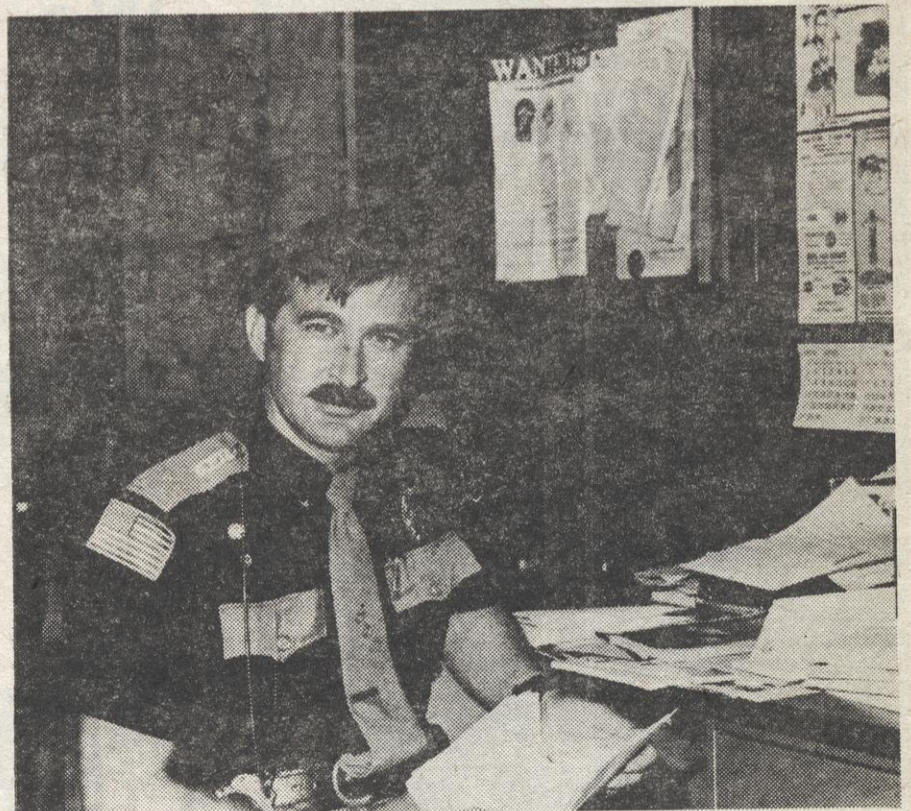
The Spencer facility employs 300 persons "plus." The business is not seasonal, but people at the plant work year-around in three shifts that span a 24-hour interval.

Heading the plant is Al Bauer, as manager, with Walt

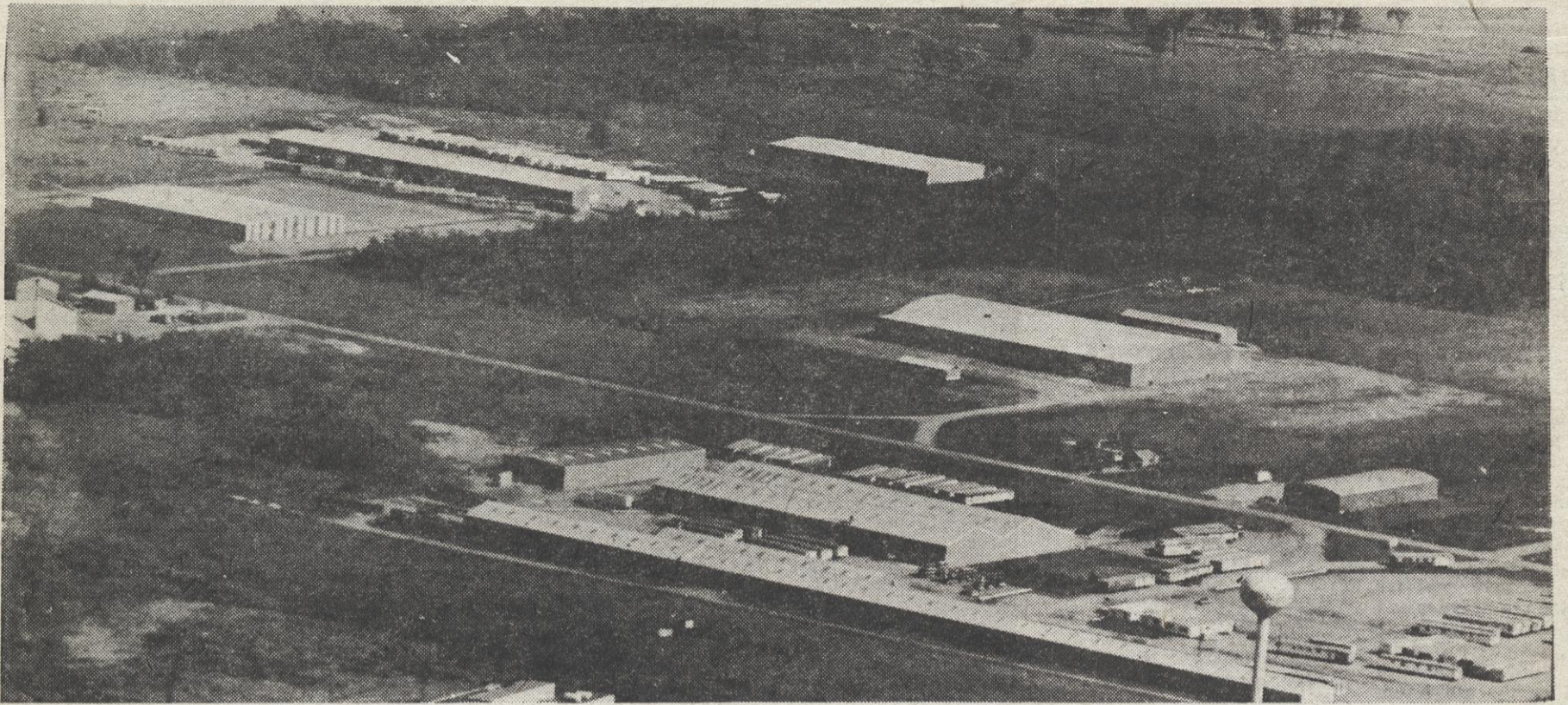
Baldishwiler as production manager. Both have a huge responsibility honing the operations to make them efficient and profitable.

Efficiencies are gained in the overall plant operations by having the right people in the right departments and turning out products that meet changing consumer preferences and demands.

Block and barrels of cheese arrive at the Spencer plant by rail and truck from production plants in Wisconsin,



SPENCER POLICE CHIEF — Administration of the Spencer Police Department is the responsibility of Police Chief James Mondloch who is rounding out his sixth year in that office. Mondloch is pictured at his desk in the Spencer Municipal Building. The department also consists of Officer Ronald Draeger, patrolman, and Mrs. James Mondloch, secretary.



MANUFACTURED HOUSING IMPORTANT SPENCER INDUSTRY — This News-herald aerial photo shows the plants of Arcraft Homes and Dickman Homes, producers of manufactured housing in Spencer. The two firms build and market in the neighborhood of 2,000 units annually, and the living units which they manufacture have become an important factor in today's life style. Also located in Spencer and the immediate area, are several related industries which produce draperies and framework for manufactured housing, and two warehouses which stock carpeting, appliances, plumbing and electrical fixtures, etc. for the industry. (News-Herald Photo)

Iowa, Minnesota and the Dakotas, and are placed in cold storage sections, sometimes for additional curing and aging.

Depending on customer demand and market preference, the cheese then is dispatched to processing, packaging or drying departments where it emerges in a broad range of forms for consumer, industrial and institutional requirements. Dried cheese is an ingredient of numerous "snack foods."

Several persons on the plant staff are assigned exclusively to quality control inspection duties, including a U.S. Department of Agriculture inspector who is on duty daily. Inspection work at the plant also is monitored periodically by personnel of a corporate quality assurance department of Land O' Lakes working out of Minneapolis.

Land O' Lakes, Inc., has been a part of the Spencer scene and story since 1963, but the business property which it then acquired, and which it has since expanded extensively to meet the growing demands of its flexible operations, had its origin in 1913.

Back in that pre-World War I era, T. A. Tack and H. A. Martin established the Dairy Belt Cheese Company. In 1928, Ray Tack joined the organization.

The depression years halted plant operations during the early 1930s, but in 1934 the facility was reopened to produce sweetened condensed milk. Joining Tack in the firm at that time were Emil Martin and Louie Hartl.

In 1941, at the outset of World War II, Dairy Belt began turning out processed cheese. Ken Graves joined the firm in 1943, and the following year Dairy Belt moved into a new building.

The firm acquired another member in 1944 when Waldo Albert who came from Junction City, took over the sweetened condensed milk process. In 1951 a plant addition was constructed to produce dried milk for the M and M Candy Company. This agreement was continued until 1959.

Major Product: Mobile Homes

Almost any discussion of mobile home construction very quickly turns up names of Central Wisconsin communities where the industry constitutes an important segment of the economy.

As a producer of manufactured housing, Spencer might properly be classified as something of a giant when contrasted with its population of about 1,300.

Two firms in the village build and market in the neighborhood of 2,000 units annually, and collectively employ about 300 persons. They are Dickman Homes and Arcraft Homes, the latter a facility of the Wick Building Systems.

Related Spencer industries which provide employment for additional persons are Liberia Manufacturing, Inc., producers of draperies for the manufactured housing industry; Bock Industries and Beck Corporation, manufacturers of mobile home frames and equipment, and two warehousing establishments which stock carpeting, appliances, plumbing fixtures, etc., for crafted mobile homes.

Mobile home construction in Spencer began in the 1950s when the Pathfinder organization established operations in the village. Two years ago that company shut down its Spencer plant and consolidated operations with a companion plant at Reedsburg, Wis. At the height of its productive activities, it had a labor force of about 265 persons.

Arcraft set up business in Spencer in 1963, and Dickman Homes came into existence in

1970, operated by Edward Dickman, former manager of Pathfinder. Dickman is a past president of the Wisconsin Manufactured Housing Association having served three terms in that office from 1969 through 1971, and also is a past president of the National Mobile Manufacturing Association.

Years ago mobile homes were looked upon as little more than traveling temporary shelter. In fact, they were classed as motor vehicles since they were transported in most cases by automobiles in a manner similar to today's recreational vehicles. Today's mobile homes are to be considered primary housing, not motor vehicles, which reflect fully the experience and practical knowledge acquired over the years by combining quality craftsmanship with production line efficiency.

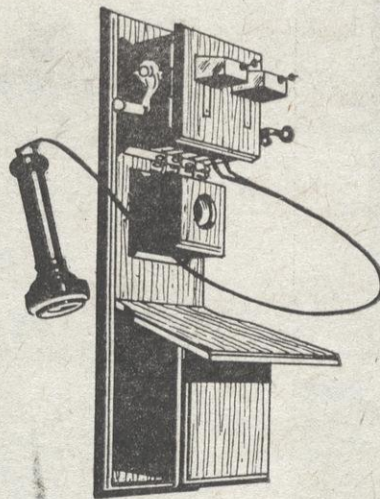
When the industry was in its infancy, there was a considerable amount of diversity in construction standards and product quality. Today's homes must be constructed according to state statutes. These standards are nationally approved and accepted by FHA and the Veterans Administration, among others.

Construction of mobile home parks is moving forward in many communities today, but spokesman for industry say park development is behind the increase set by the mobile homes themselves.

Many of today's modern parks offer all underground utilities, improved streets, curbs, gutters, sidewalks, patios, landscaping and facilities for community activities.

You've Come a Long Way, Spencer!

Congratulations On Your First Century.



... We've come a long way too! Continually striving to meet Spencer's growing communications needs!

In your Centennial Year, we commend you, Spencer for being a growing, progressive community! We're proud to have served you with reliable telephone communications over these precious years!

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GENERAL TELEPHONE

Lesson Becomes Centennial Display

Not knowing how long it takes to reach the million mark, little did the third and fourth graders in the Spencer Public School know in 1969 that they would be having an unusual display for the Spencer Centennial celebration in 1974.

At that time their teacher, Bill Dietsche, started them on the project of collecting one million bottle caps. The entire school along with friends took up the project. Bottle caps were collected at family reunions. Resorts and other places also joined in the collecting. Even the school nurse brought in her share from travels in other areas.

"Barrels" were used for storing the accumulation and when the million mark was reached, there were 65 of the barrels filled. These were emptied on the gymnasium floor shortly before the closing of the school year when it was decided to keep them to show the visitors during the centennial celebration on June 28, 29 and 30.

Among their "Believe it or not" statistics were these:

Total weight nearly 6,000 pounds; if placed side by side would reach a distance of 16 miles; if stacked they would form a column three miles high; if each cap were 1 mile wide, two round trips to the moon could be made; and it can be added that if each were a silver dollar — it would be their first million.

Then to "Think about it" — If you were given \$100 per day it would take more than 27 years to receive \$1 million; the population of Spencer is not much over 1,000, so it would take 1,000 towns this size to have a million people; and one billion is 1,000 million or 1,000 piles this size.

Since the project began in

the third and fourth grades five years ago, these students have progressed to higher grades. Mr. Dietsche is one of the departmental teachers in the system.

Whiskered Gentry to Compete for Awards

Civic duty calls . . . and so for the past several months many of the male residents of Spencer have been camouflaging their chins and cheeks with plumage for the Spencer Centennial.

A beard-judging contest which will be held at 3 p.m. Sunday, June 30, in connection with the Spencer Centennial observance.

Beards will be judged on various categories, length, bushiest, most unusual, most distinguished, etc.

Early Hotels

The first hotel in Spencer is said to have been the Pioneer House. Its patrons were chiefly lumbermen and loggers. The hotel reportedly burned in 1886. The second hotel was the Spencer House, and next came the Railroad House which faced the railroad track. Later there was the Blackstone House, the Louis House and the National House.

Collector's Item

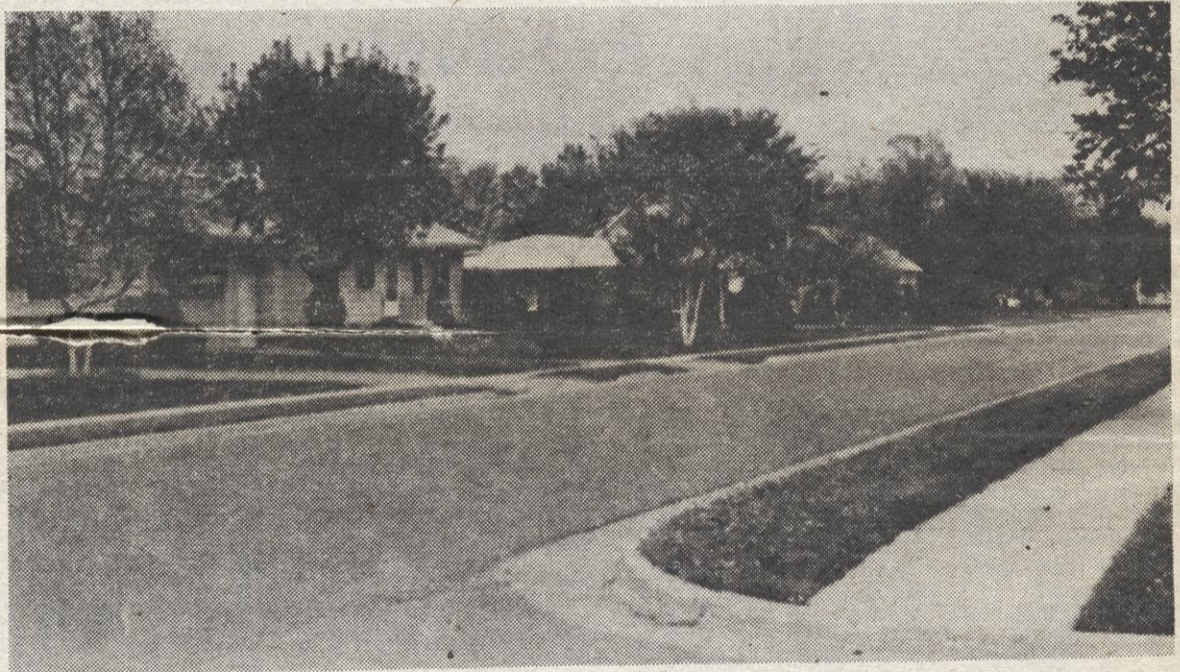
A collector's item in the future will be a centennial booklet full of pictures and stories about Spencer's past. The information found in the book comes from many sources. Through the booklet the village hopes to leave to future generations some idea of what has gone into the making of the community.



CENTENNIAL INVITATION — A favorite spot for Central Wisconsin residents during the period June 28, 29 and 30, will be the village of Spencer, where a centennial celebration will reach its peak with a full program of activities. This roadside sign,

adjoining Highway 13 at the southern entrance to the community, is a reminder to travelers that they are welcome to participate in the forthcoming 100th birthday party.

(News-Herald Photo)



RESIDENTIAL AREAS PRESENT LIVELY APPEARANCE — Proof that Spencer is an attractive community in which to live are the many new and im-

proved private residences that line blacktopped streets with concrete curbing and gutters.

(News-Herald Photo)



JAYCEES DRESS UP ROADSIDE AREAS — Leadership for this and other identical welcome signs at the highway approaches to Spencer Village came from the Spencer Jaycee organization. The project was initiated and implemented several years ago. Passersby are impressed by the welcome symbols. (News-Herald Photo)



SPENCER NEWS-HERALD CARRIERS — These five young businessmen are the final members of a large team which produces and brings the News-Herald to its

many readers in Spencer village each weekday afternoon. From left, they are John Burke, Terry Jicinsky, Dennis Hendrickson, Doug Mueller and Dale Reckner.

(News-Herald Photo)

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SPENCER FIRE DEPARTMENT — A completely modern motorized fleet of equipment, and a corps of well-trained volunteer fire fighters with an absorbing interest in the newest techniques of their profession, play a vital role in providing fire protection and ambulance service for Spencer village, and the surrounding townships of Brighton, Sherman, Spencer and Unity. The department's versatile equipment is housed in Spencer in the station pictured above. Twenty-five village residents and almost as many township residents comprise the personnel of the department. Men who donned helmets and coats to appear for the photo

above, from left, are: Verlyn Hoops, Dennis Foth, the Rev. William Ruhbusch, president of the Fire Department; Roger Bymers, vice president; Arnold Luepke, treasurer; Larry Faber, Russell Foth, Merton Reckner, secretary; Lorrin Nall, Fire Department chief; Dennis Taves, Dennis Fischer, Dennis Engevold, Dick Neidlein, and Dick Oestreich. Among those absent when the photo was taken were Robert Wachholz, first assistant chief, and Jerrold Griepentrog, second assistant chief. All but two of the men pictured above are village residents. Dennis Engevold and Dennis Foth are residents of Spencer township. (News-Herald Photo)

Volunteers Man Spencer's Modern Fire Department

Another salient facet of the history of Spencer is the story of its fire department.

The department has developed into a modern motorized organization manned by volunteers whose efferest in the newest techniques of fire-fighting and life saving have led to constant upgrading of department personnel.

Fire Chief Lorrin Nall, who joined the department in 1948, has served as chief since 1960.

Together with their chief, the entire personnel of the department shares credit for the painstaking and conscientious manner in which they have built up the department over the years, producing well-trained fire-fighters; a wide range of equipment; a modern and effective alarm and communication system; a method of pinpointing every piece of property in the district, and a high spirit of department morale.

Spencer, and Spencer area residents, who buy fire insurance will attest to the department's ability and perseverance. The village, and the surrounding townships which the department serves, have one of the lowest premium rates of any community of its size in the state served by a volunteer department.

Spencer firemen spend a lot of time training in techniques of fire fighting and rescue work. Because they are a volunteer service organization, they never know when anyone of them, in an emergency, may be the ranking fireman at the scene, called upon to show leadership and take responsibility for the lives and property placed in their hands.

In case of an emergency, illness, or accident, help is only as far away as the telephone. As operators of the Spencer ambulance service, fire department members are trained in first aid, and many also have pursued advanced courses, enabling them to perform services to aid a patient

en route to a hospital.

The department serves a protection district comprising Spencer village and the townships of Sherman, Spencer, Unity and Brighton. Personnel residing in each of the townships form the "rural fire department" and join village firemen in answering alarms emanating from township areas.

The rural department has purchased a new tanker truck with delivery expected this month, hopefully in time for Spencer's centennial celebra-



FIRE CHIEF — Among the beards grown for the Spencer centennial that of Fire Chief Lorrin Nall stands out for its luxuriant growth and varied color scheme. Nall joined the Spencer Fire Department in 1948 and has served as chief of the department since 1960. (News-Herald Photo)

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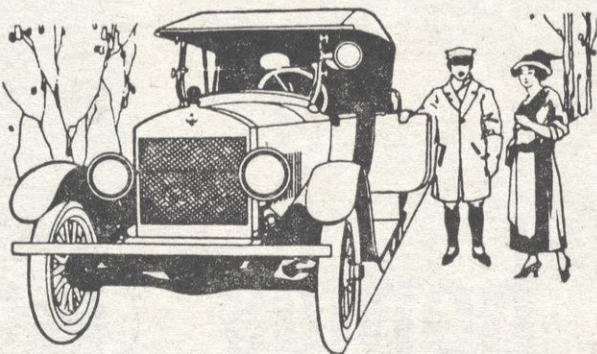


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SPENCER BUSINESS DISTRICT — Of great economic importance to Spencer, in addition to its industries and the surrounding farm area, are the commercial businesses that operate in the community, and a bank housed in a modern home to fulfill the ever-growing financial needs of the village. This is a view of the commercial section looking eastward. Incorporated as a village in 1902, Spencer village in 1973 had an equalized valuation of \$16,331,000.

(News-Herald Photo)

tion which will peak June 28, 29 and 30.

"This will help the department to do an even better job to keep fire losses to a minimum," says Fire Chief Nall.

The new truck will replace a 1954 model tanker which will be retained for the time being, pending a possible future decision to dispose of the equipment.

In addition to an ultra-modern village fire fighting apparatus, an ambulance, and a rescue and equipment truck, all housed in the Spencer fire station, there also is a rural tanker to serve the four townships. The tanker is equipped to draw water from streams, rivers and farm ponds if unable to return to the village to load more water for use at the scene of a blaze beyond the village limits. Rural department equipment is financed and kept operative by money derived from the townships comprising the protection district.

The rescue and equipment truck, added to the department in 1970, and supported by both village and the townships, has foam-producing equipment for fire fighting and many other essential items, including a portable generator. The ambulance unit was added to the department in 1967.

Very little information is available concerning the antecedents of early day fire protection in Spencer. When the village was in its early stages of development, firemen probably relied on bucket brigades. From the bucket brigade they probably went to horses which whinnied to respond to fire alarms, and then finally to the modern motorized system that characterizes today's department.

Twenty-five village residents, and almost as many township residents make up the personnel of the village and rural departments.

Village members are Lorrin Nall, fire chief; Robert Wachholz, first assistant chief; Jerrold Gripentrog, second assistant chief; the Rev. William Ruhbusch, department president; Roger Bymers, vice president; Merton Reckner, secretary; Arnold Lucht, treasurer.

Joe Faber, Larry Faber, Dennis Fischer, Russel Foth, Willmer Gripentrog, Verlyn Hoops, Jim Karau, Eugene Lucht, Donny Moats, Dick Neidlein, Maynard Neumann, Dick Oestreich, Jim Ramker, Orville Schwarze, Ken Strey, Ernest Strey, Dennis Taves, and LaVern Weber.

Spencer Rural Department members are:

Sherman township — Bob Brett, Jon Fisher, Henry Kurz, Leland Larson and Gerald Lucht.

Spencer township — Marvin Endries, Dennis Engevold, Dennis Foth, DuWayne Matter and Rueben Pribbernow.

Brighton township — Victor Anderson, Elmer Bruss, Eugene Rindfleisch and Arnold Stelzl.

Unity township — Donald Hanson, Calvin Johnson, Wilbur Mellenthin, Gerald Neumann and Norbert Schultz.



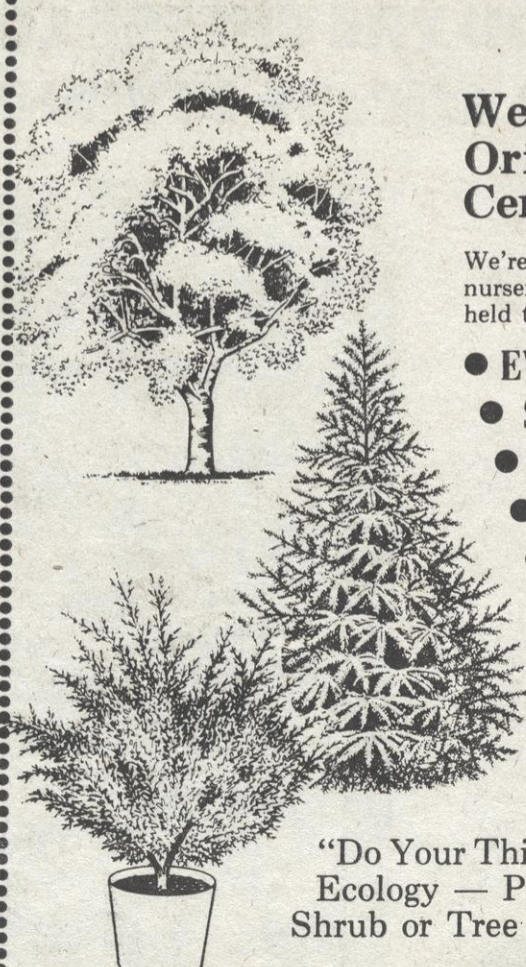
SPENCER WATER STORAGE FACILITY — The population of Spencer enjoys a quality of water service provided by much larger cities. Significant improvement in the system was made in 1966 when an additional storage tank of 200,000 gallon capacity, (pictured above) was put into service. A tank constructed in earlier years, still in use, has a capacity of 50,000 gallons. Spencer's good water, with top pressure for fire protection, is derived from a system of three wells. (News-Herald Photo)

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