

# THE EAGLE



# SPEAKS

CHIPPEWA COUNTY HISTORICAL SOCIETY

NOVEMBER 2016

www.chippewacountywihistoricalsociety.org

"OLD ABE"

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Dave Gordon cuts the ribbon at the Marsh Rainbow Bridge opening.



Area History Center will be

**Closed for the Holidays**

**December 20, 24 & 27**

(Note: If schools are closed Tuesdays due to snow we are too.)

## Marsh Rainbow Arch Bridge Saved

A double Rainbow Bridge celebration was held September 29, which included a restoration reopening and 100-year anniversary. The historic bridge was built in 1916. The concrete arch style, designed by James Marsh in 1912, was one of the first built. Soon after, hundreds would be built all over the country. This is now the only bridge of this design remaining in Wisconsin and one of a few in the U.S. Dignitary remarks, a ribbon cutting, community band concert, and refreshments made this a memorable event.

The following comments were made at the event:

Mayor Greg Hoffman said, "This bridge has a huge significance and value to the community because it means different things to different people ... and it's another component of revitalization to the city's downtown." City director of public works, Rick Rubenzer, said, "It's like welcoming back an old friend that was in the hospital, and had a couple of joints replaced." Wisconsin D.O.T. project manager, Ross Johnson, said, "This is one



## VOLUNTEER RECOGNITION

A big thank you goes out to Volunteer Diana Peterson! She invested over 30 hours of her time creating an index for all of our newsletters going back decades. Now it is possible to find topics and people who have been included in *The Eagle Speaks* articles much more efficiently. When not volunteering Diana is a mother, a wife and the Executive Director of the Paul Bunyan Logging Camp Museum in Eau Claire. She is currently co-authoring a book on lumbering in Wisconsin. 🐾



### Visitors!

A retired group of people who worked together at Super Valu in Minnesota toured our museum October 4. The group travels to nearby attractions and calls themselves GAFIA (Getting Away from it All). They had heard about Chippewa Falls and decided to visit. They said that they “loved our museum and historic small city”.

On October 6 we hosted a bus tour for 36 Minnesota visitors who call themselves the Day Trippers. This group enjoys visiting museums. Many of these guests took an abbreviated tour because they could not climb the numerous stairs to see the entire museum. While in Chippewa Falls they also toured the Cook Rutledge Mansion and the Chippewa Falls Museum of Industry and Technology. 🐾



Woolen Mill

## Mandelert Family Story – Part 4

JIM MANDELERT

Charles Lloyd Mandelert was born to Charles Augusta (C.A.) and Julia Mandelert in Duluth, MN in 1896. After the death of Joseph Mandelert in 1900, the family moved to Chippewa Falls so C.A. could take over the family business. They moved into the ‘big house’ at 333 West Central St. Lloyd grew up there with his grandmother Olive and his dog King. Lloyd’s mother Julia died of complications from an injury caused by cranking a Model T Ford in 1912. Lloyd attended Island Street Elementary, the old Junior High and the old Chi-Hi on Cedar Street. He then enlisted in the Army during WWI, becoming Second Lieutenant for training. After WWI, Lloyd attended the Philadelphia Textile Institute graduating in 1920. He started at the Woolen Mill as a manager. While visiting Menomonie Lloyd was introduced to Gertrude McKellar, a fetching young Home Economics major from Moose Jaw Saskatchewan. After a whirlwind courtship, they married at Saint Andrews Presbyterian Church in Saskatchewan, Canada on Sept.18, 1922. The couple moved into ‘Pleasant Place’ along the Duncan Creek.

There are family tales that in 1912, C.A. was in Chicago on business and when leaving his hotel, he saw a sign in the lobby inviting businessmen to attend a meeting about “an exciting new program for young men.” C.A. attended and was captivated by Lord Baden Powell’s discussion on the fledgling Boy Scouts of America. In 1927, Lloyd started Troup 1 of the Chippewa Council. He remained with scouting as member of the district council in Eau Claire. In 1941, Lloyd received the Golden Beaver Award for his support of Boy Scouting.

Lloyd and Gertrude had three children; Joseph Charles (Joe) born 1925, Hugh McKellar born 1927 and Charles Severson (Chuck) born 1934. Joe was very good at playing the piano, singing and debate. Joe started at UW Madison Engineering School in 1943. He entered the ROTC program with his classmate Seymour Cray Junior. By 1944 the ROTC program was canceled and Joe and Seymour were inducted into the U.S. Army. Joe saw duty as a soldier and Seymour saw duty in intelligence. Joe was nearly killed at the beginning of the Battle of the Bulge. Joe survived WWII, came home and re-enrolled at UW-Madison Engineering School, living at the Alpha-Delta fraternity.

Joe found his childhood crush, Katie Baker and began dating. They married on Joe’s winter break in 1947, at First Presbyterian Church. The reception was held in the ballroom of the Hotel Northern. At a break in the dancing, brother Hugh went to the bandleader with sheet music and announced there was a new dance the wedding party would do. The party came forward and lined up single file with their hands on the hips of the person in front.



Wedding of Joe Mondelert and Katie Baker in 1947

The band struck up the new craze, the Conga Line. As the party wove its way around the dance floor the matrons of Chippewa Falls looked on in horror at the scandalous dancing! That wedding was the talk for years amongst the “old biddies.”

Hugh grew up loving Irvine Park as his playground. Duncan Creek flowed past their backyard on Pleasant Place. Hugh excelled at music, learning to play popular swing music on the clarinet. At 13 he had orthodontic work done without the use of Novocain, by Dr. Casey. The pain was immense and to ease it he siphoned off booze from Lloyd’s liquor cabinet. This led Hugh to a life with alcohol. When Hugh was a junior at Chi-Hi, he had a big party at his house. Lloyd was in Minneapolis on business & Gertrude was in Canada visiting relatives. The unraveling came when Lloyd’s last appointment canceled and he took an earlier 400 train home. Entering his house he saw the Chi-Hi football team playing drunk touch football. Their home was totally trashed and loud music was coming from the basement. He went down and saw Hugh and friends dancing on top of the tables. Gertrude and Lloyd were then faced with “what to do with Hugh.” The consensus was he needed to go to a finishing school. On recommendations, Lloyd found the Hill School in Potsdam Pennsylvania. This is where Hugh discovered his love of art and painting.

Chuck grew up loving sports, especially golf and hockey. He really wanted to try out for the Chi-Hi football team but his mother, felt it was ‘too dangerous’ and preferred he play hockey. Playing that less dangerous sport, he endured two broken noses and a severe gash on his leg. He also played the bass drum for the Chi-Hi marching band and later with the Badger Marching Band at UW-Madison. He went with the band to the Rose Bowl much to the pride of his parents. Chuck then spent 4 years in the Air Force, playing in the band. He also played with the band at the Eisenhower house. After the military, he came back home and enrolled at UW-Eau Claire where he met and fell in love with homecoming queen, Jeanne Harvey from Bruce. They married at the St. Mary Catholic Church. Both Chuck and Hugh spent about a year at the Woolen Mill until it closed. Chuck in sales and Hugh garment design. Chuck then signed up to learn retail management with Montgomery Wards.

The Woolen Mill did well after its founder, C.A. admonished Lloyd in 1942 to “build capital, sell unused machinery and eliminate outside help.” By 1946, the mill had estimated sales of \$1,900,000, a new record. On Dec 8, 1948, C.A. died. The Board held a special meeting on Dec. 29th at which Northwestern Bank President & Woolen Mill Director Gerald O. Thorpe offered a resolution that said in part: BE IT RESOLVED: That in his death the City of Chippewa Falls have lost an outstanding character — one who reflects high honor upon the industry and the community, leaving a memory which is worthy inspiration for all time.



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### MAIL TO:

Chippewa County Historical Society  
123 Allen Street  
Chippewa Falls, WI 54729

CONTINUED ON PAGE 7





## A Message From Your President

### CALENDAR

**History Center open every Tuesday  
9 a.m.-4 p.m.**

**Nov. 26:**

**9 am - 1 pm** Museum Open Fourth Saturday

**Dec. 8:**

**10 am** Capital Campaign Executive Committee

**Dec. 13:**

**9:30 am** CCHS Board Meeting  
**Noon** Area History Center Birthday Lunch

**Dec. 16:**

**1 - 2:45 pm** History Student Recommendation Presentation, UW-Eau Claire

**Dec. 20, 24 & 27:**

History Center Closed for the Holidays

**Dec. 22:**

**10 am** Capital Campaign Executive Committee

**Jan. 12:**

**10 am** Capital Campaign Executive Committee

**Jan. 17:**

**9:30 am** CCHS Board Meeting  
**Noon** Area History Center Birthday Lunch  
**1:30 pm** *The Past Passed Here* Planning Meeting

**Jan. 28**

**9 am - 1 pm** Museum Open Fourth Saturday

**Feb. 13**

**6:30 pm** CCHS Bi-Annual Membership Meeting

The annual activity of raking leaves is under way as I write this article. The boat has been winterized and the snowbirds are heading south.

We held our semi-annual membership meeting in September and learned a lot about Lake Hallie from our guest speaker, Patti See. Elections were held and Dave Raihle, Jr., Teri Stahr and Marge Hebbring were elected to three-year Director terms. In an uncontested race, I was elected to a two-year term as President.

Chippewa Falls Parks and Recreation asked the Society to help create the exhibits for the opening of their new Welcome Center and small animal zoo. One exhibit describes how the land for the park was donated. Another tells the story of how the park and zoo grew. The last exhibit features Sunny Valley School located in the Park and tells about early education in Chippewa Falls. We are working with Parks & Rec on future exhibits for the Welcome Center and care of their artifact collection.

My message in the Eagle Speaks for the next several years will update you on the progress of our dream of a new Chippewa Area History Center. Committees continue to work on what the building concept will be and developing the plans for the capital campaign to raise the needed funds. We are fortunate to have Kathleen McLaughlin, a retired professional fund-raiser, join our committee to help plan our capital campaign. The Exhibit Committee met with Dave Beck, Associate Dean at the University of Wisconsin-Stout, to explore the possible collaboration with many of Stout's departments. Beck was enthusiastic about the many opportunities to involve students in helping us with ideas and design of exhibits and many other aspects of our new museum.

Also, our collaboration with University of Wisconsin-Eau Claire Department of History continues as the students in the "Museums in the United States" class toured the History Center and museum. The students are developing proposals to be presented to the Society in the areas of exhibits, collection, education/outreach and digital media. Not only will their work give us new ideas about our museum operation, but also some ideas for the new museum exhibits.

There are lots of interesting things happening at the Society. So become active and join us as we grow. *Dave* 🍷



#### BI-ANNUAL MEETING SPEAKER

UW-Eau Claire instructor, Patti See, presented a wonderful program titled *Lake Hallie Lives* at our biannual meeting. Her presentation was accompanied by a film that included interviews with 15 lake residents.



Wisconsin Historical Society Historic Preservation Officer, James Dreager was one of several dignitaries who spoke



CHIPPEWA COUNTY GENEALOGICAL SOCIETY

## GENEALOGY CORNER

### Marsh Rainbow Arch CONTINUED FROM COVER

of the first bridges to undergo a process called fiber wrapping, which has the strength of 40,000 pounds per square inch, and it also got a shotcrete treatment, which blasts concrete onto the bridge. The special fiber reinforcement mixture is two-times the strength of conventional concrete. Now we see technology of two centuries come together to preserve this beautiful and historic landmark.” Chippewa County Historical Society President, Dave Gordon, said, “Historic preservation and modern progress butt heads a lot of times, but this is a perfect example of coming up with a solution. It preserves history and is still able to function as a bridge.” Chippewa County Historical Society Vice President, Jim Schuh, said, “I remember writing letters to the city council asking council members to save the structure ... It just seemed this was such a part of Chippewa that it was a shame to lose. Luckily Chippewa Falls has always been preservation minded.” Wisconsin Historical Society Historic Preservation Officer, James Dreager, said, “It’s the stories rooted in the history of structures like this that make it so important. When I came to Chippewa Falls (30 years ago) I didn’t know anything about this bridge but it stuck out. Right away, I knew it was important. We save property like this because they have stories to tell us about the past.” Those stories are here to stay, and our children’s children will one day be able to tell their own [stories] of the Marsh Rainbow Arch Bridge that is projected to last another 50 years. 🍷

GARY SWARTZ

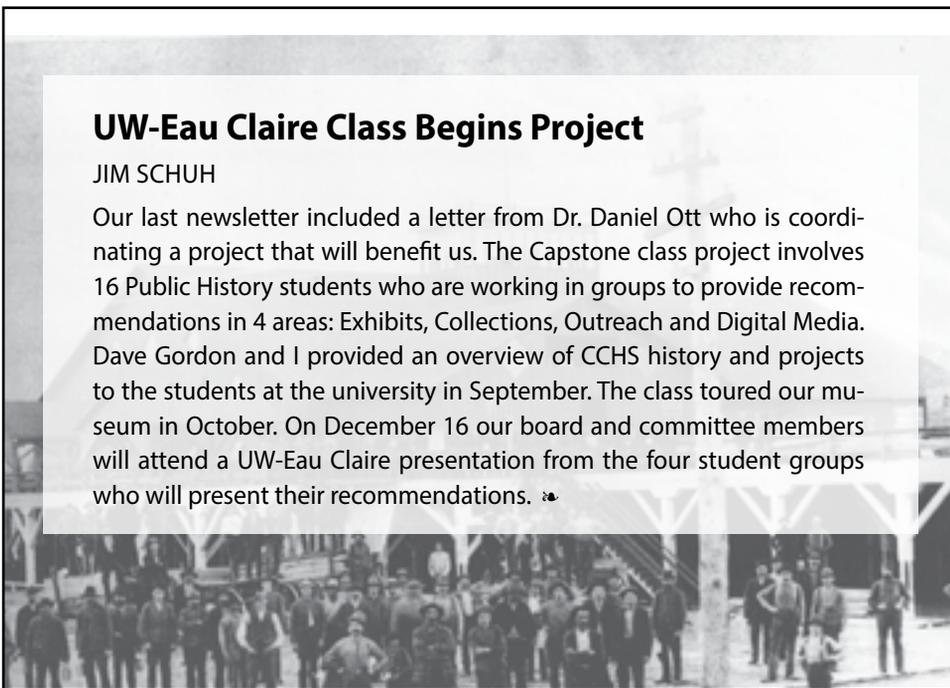
*President, Chippewa County Genealogical Society*

Earlier this year we had a computer burnout during our CCGS meeting. Fortunately we had the information backed up. This is just one example of why we have been forced to keep up with technology which, therefore, keeps us more secure about our future. The question that I, as president of the genealogical society, have for you, is: are you keeping up with today’s technology in order to protect your photos and records? Consider a catching-up time as a great winter project with your kids and grand-kids. I scanned my old family pictures “back when” it was very time-consuming, but today’s “machines” are so much faster and easier. Name and date the photos, put them into albums, then copy them to CDs or DVDs or thumb drives or the cloud—all are options—but you must get started! We have been having fun with old photos, plats, and events on our CCGS Facebook and Websites. We’ve been using them to help gather information about the area people, places, and times. Feel free to add your memories to our CCGS Facebook page; we are in the business of preserving them! I am taking this opportunity to give a “shout out” to our volunteers. We really do have some of the best people here at CCGS and CCHS. They make it fun to come to “work” each week. And . . . we have a place for you if you want to join in! THANK YOU to everyone who makes it happen each week. 🍷

### UW-Eau Claire Class Begins Project

JIM SCHUH

Our last newsletter included a letter from Dr. Daniel Ott who is coordinating a project that will benefit us. The Capstone class project involves 16 Public History students who are working in groups to provide recommendations in 4 areas: Exhibits, Collections, Outreach and Digital Media. Dave Gordon and I provided an overview of CCHS history and projects to the students at the university in September. The class toured our museum in October. On December 16 our board and committee members will attend a UW-Eau Claire presentation from the four student groups who will present their recommendations. 🍷



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## Donations

Committees in sync!



### Chippewa County Historical Society Committee Members

#### In Memory of:

#### From:

Mary Brown .....	Hugh and Janice Francis
Carol Dinkel Lundberg .....	Jim and Mary Erickson
Carlol Dinkel Lundberg .....	Jim and Nancy Schuh
Kathy Forsgren .....	Chippewa County Genealogical Society
Kathy Forsgren .....	Conrad and Judith Mazur
John Erickson .....	Jim and Mary Erickson
John Erickson .....	Jim and Nancy Schuh

#### Lifetime Memberships:

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Julie Larue Kossner  
Dr. Randy Larue  
Sam Larue  
Greg and Kelly Misfeldt

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Gaber Signs  
Gordy and Donna Schafer

#### \* Collection & Artifacts:

\*Nancy Schuh, Mary Erickson,  
Teri Stahr

#### Photography Subcommittee:

\*Donna Bourget

#### \* Building & Grounds:

\*Skip August

#### \* Education:

\* Marge Hebbing, Jerry Way,  
Catherine Lea, Evalyn Frasch,  
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#### Docent Subcommittee:

Jim & Nancy Schuh  
Marge Hebbing  
Andy Mayberry

#### \* Exhibits:

Nancy Schuh, Mary & Jim  
Erickson, Marge Hebbing,  
Donna Bourget

#### Historic Markers Subcommittee:

\*Tom Larson, Jim Schuh,  
Kurt Gaber, Joe Niese, Jim Erickson

#### \* Finance:

\*Skip August  
Blake Bertrand

#### \* Membership:

\*Mary McKenna

#### \* Publicity:

\*Jim Schuh

#### \* Newsletter:

\*Jim Schuh, author & editor  
Elly Rochester, layout & design  
Nancy Schuh, author & proofreader  
Jim Erickson, proofreader  
Jim Mandelert, author

\* *Chairperson*

## Mandelert Family Story CONTINUED FROM PAGE 3

Joe Mandelert joined the Woolen Mill in 1949 as plant engineer just after his mentor and previous plant engineer, Lester Wall, died. He had been like a father to Joe. A good friend of Lloyds was Dudley Palmer, ladies-wear expert. Management Consultant Ted Ryan negotiated the acquisition of Munsingwear Sales Manager, Jasper (Jap) Berlin. He developed a very effective sales force for both men and women's wear.

The 1950's brought the growth of synthetic fibers, foretelling the closure of woolen mills across the country. In 1952 a women's wear line was added. Joe was elected to the board of directors in 1953. Jap Berlin, the first non Mandelert, was elected to the board as VP and General Manager. In 1955 sales were forecast to be \$1,800,000. In 1957 Joe was elected to the board as VP. A countrywide recession began in 1958. By March sales were off 20%. By May, large store orders were not booked for the year. By June all sales were off another 15%. In Nov., Lloyd had a major disagreement with Jap Berlin regarding the future of the Woolen Mill. Mr. Berlin was gone by June of 1959. The Mill continued to slowly spiral downward in sales and revenue. Joe still felt optimistic about the business but at the Feb. 1961 Board of Directors Meeting, the first mention of a possible purchase or merger was made. At the Annual Meeting of the Board of Directors on Sept. 1st, a motion was passed that authorized the officers to negotiate a reorganization or a sale of the company. At the special meeting of the board of directors on Oct. 27th, three options were presented; obtain new money and management and continue operating, liquidate or sell out.

By the end of the year the family stockholders were anxious. At the Special Meeting of the Stockholders on Dec 8, 1961 a resolution to 'carry out dissolution and liquidation ... and to make application to the circuit court for supervision of dissolution and liquidation' was passed. This was completed by 1963 and the Woolen Mill passed out of the Mandelert family. ♣



## Boom Log Preservation

JIM SCHUH

Long time tour guide and volunteer Pat Ahneman has an unused horse barn that has been offered as a temporary home for our boom log. The log which was rescued from the river at the Chippewa Falls Hydroelectric Dam eight years ago has been on display in Allen Park. Wet conditions have made the artifact damp and it needs to be dried out for its preservation. Thank you to Pat and her daughter Juli for their generous offer. 🍷

## Historic Marker Committee Update

TOM LARSON

This past summer, the Historical Marker Committee (HMC) has been busy working on several projects throughout Chippewa County. Here is a list of some of them involving Committee members Jim Erickson, Kurt Gaber, Joe Niese, Jim Schuh and me.

The 2017 Chippewa County Activity & Attractions Tourism Guide was updated with our new markers with the help of Chippewa Falls Area Chamber of Commerce Tourism Director, Jackie Boos. There are two new markers. One is Marker #52 at the Chippewa Canning Company site. The marker has been completed and is ready for installation on East Grand Avenue pending approval from Brian Kelly, new C.C. Highway Commissioner. The other is Marker #56 that was installed at The Christ Church Episcopal on Bay Street.

Proposed markers currently being researched are the following: Vaudreil Lumber Company by Andy Mayberry; Soldier & Sailor Pavilion in Irvine Park (built in 1931) by Jim Schuh; Star Mill Dam Grist Mill near the Rose Garden location on Jefferson Street, by Jim Schuh; Lake Wissota Dam site (100th Anniversary) by Jim Schuh and Loggers Baseball Diamond marker in the new Riverfront Park by Joe Niese.

Work is underway, by Kurt Gaber, to repair and update three markers in Cornell at Stacker Park. We are working to preserve the historic “boom Log” currently in Allen Park. The Log needs to be moved out of the elements where it can dry so that steps to preserve it may begin. For future historical markers HMC is creating ten new powder coated, poly-metal markers to greatly increase durability and reduce ongoing maintenance.

The Yellowstone Trail promotion project has begun the creation of a new promotional packet while working with the aforementioned Jackie Boos. And two businesses along the Yellowstone Trail have agreed to install large, yellow-painted boulders with the customary stenciled black arrow(s). Further,

the Chippewa County Highway Department and the Chippewa Falls Street Department have joined with HMC to replace missing Yellowstone Trail signs and to add more signs in suitable places along the Trail.

Lastly, the Historical Marker Computer PowerPoint program was updated. The HMC plans to make this available through the websites of Chippewa County Tourism Council and the Chippewa Falls Public Library. 🍷



## Octoberfest Display

The Exhibit Committee created a lumbering themed display at Octoberfest. The focal point of the display was the scale model of the Chippewa Lumber & Boom Company sawmill that was created by Don Bichner. Don is shown with his hand on the roof of the model.



John M. Meuli Livery ran the State Home Bus Line. This building was located at 13-17 East Spring Street. Sign on building says City Bus. Bus signs say Beaudette on one of the busses and Meuli on another bus.

## Wissota Looking Back 100 years

### BUS TO WISSOTA – April 14, 1916

J. M. Neuli has arranged to start a bus line to Wissota and Guthrie camps beginning Saturday. It will be a great convenience to those wishing to visit the camps. The lack of conveyance to and from the city has been a drawback ever since operations at the dam were commenced. (The name should be spelled Meuli. Note: In 1908 John M. Meuli founded a livery stable and in 1912 started a conversion to automobile livery that became complete in 1914. Four years later he and Sid Beaudette formed a partnership and bought out the McGuire bus line and livery.)

### CARRIED BEER TO WISSOTA - August 14, 1916

Superintendent Kellogg at Wissota has notified the city jitney buses that they will not be allowed on the company's grounds hereafter. When they convey passengers to the dam they will be obliged to unload at the intersection of the Cadott and Wissota road. The superintendent gives this notice after considerable trouble with the smuggling of beer into camp at all hours of the night. Then too the jitney bus has been ever ready to convey the men to and from the city and they have often returned with suit cases of beer with which to treat their friends.

The camp is situated in Lafayette a dry town and the company superintendents are determined that there will be no beer brought into camp if they can help it. There are now sixteen licensed jitneys to the city and they have been making good on their trips to the dam with neighbors and laborers. The drivers are not taking the new orders kindly. ❖

From 1913 through 1917 Lake Wissota went from concept to completion. The harnessing of the waters of the Chippewa River, Yellow River, O'Neil Creek, Paint Creek and Stillson Creek resulting in the creation of Lake Wissota has had an enormous positive impact on western Wisconsin and Chippewa County. The increase in recreational and sporting activities has made this body of water a destination to visitors and a relaxing and scenic home to residents.

During the next few years our newsletter will review this process and progress. Xcel Energy has provided the Chippewa County Historical Society and Lake Wissota Improvement & Protection Assn. with written materials and approximately 1,000 images of dam construction in Chippewa Falls. We greatly appreciate their support of sharing this information with residents and members of our non-profit organizations. ❖



## WISSOTA PHOTOS SOUGHT

Our Sept. 24, Lake Wissota Book Open House drew more than a dozen people. We scanned several photos for inclusion in our upcoming pictorial history publication. Special thanks go out to Bill Zimbehl who shared his a Chippewa Falls and Lake Wissota postcard collection. Chuck Nagle submitted numerous photos of Pay Beach which his family owned. Lake Wissota businesses, clubs and organizations that we have invited to be involved in the July 29, 2017 event at the Lake Wissota State Park have been enthusiastic about participating.

We are seeking photos of old cottages, recreation, family activities and hot spots on Lake Wissota to be considered for publication in conjunction with the 2017 Lake Wissota Centennial Celebration.

Please contact Donna Bourget at [wissotabook@gmail.com](mailto:wissotabook@gmail.com) or 715-723-6559.

# Chippewa County Historical Society

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The Eagle Speaks is published quarterly by the Chippewa County Historical Society, a non-profit organization established to promote and stimulate historical interest in Chippewa County. Mail any comments or future articles to: Chippewa County Historical Society, 123 Allen St., Chippewa Falls, WI | 715-723-4399



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