

HISTORY  
*of*  
BLOOMER

THIS SECOND PRINTING  
SPONSORED BY  
THE  
BLOOMER BRANCH  
OF THE  
CHIPPEWA COUNTY HISTORICAL SOCIETY  
FIFTIETH ANNIVERSARY  
OF FIRST PRINTING  
1974  
BLOOMER ADVANCE,  
PRINTERS

HISTORY OF BLOOMER

1848-1923

COMPILED BY THE CLASS OF 1925

TYPED BY THE CLASS OF 1924

DEDICATED TO

MISS IRENE M. RAMSAY

TEACHER OF HISTORY, WHO ASSISTED US IN OUR WORK.

WE GRATEFULLY ACKNOWLEDGE, WITH THANKS, THE INTEREST  
SHOWN BY THE CITY OF BLOOMER, AND THE FOLLOWING PEOPLE  
WHO ASSISTED IN THE COMPILING OF THIS HISTORY:\*

MR. W. D. HELTON

MR. A. T. NEWMAN

MR. FRED ADLER

MR. F. H. CUTTING

MR. J. BOEHMER

DR. E. L. HENDERSON

MR. L. G. HASKIN

DR. H. M. TRANKLE

REV. P. J. EICHER

REV. THAYER

REV. MILFORD

REV. BOER

MR. AND MRS. H. E. MCWITHEY

REV. C. T. CLAUSEN



SYLVESTER VAN LOON

Townships of Chippewa County

1. Anson
2. Arthur
3. Auburn
4. Birch Creek
5. Bloomer
6. Cleveland
7. Colburn
8. Delmar
9. Eagle Point
10. Edson
11. Estella
12. Goetz
13. Hallie
14. Holcombe
15. Howard
16. Lafayette
17. Ruby
18. Sampson
19. Sigel
20. Tilden
21. Wheaton
22. Woodmohr

Index

Section 1.

F. J. Lebeis  
Henry Zecherle  
F. Jenneman  
Otto Lebeis  
C. T. Ruff  
Fred Hilger  
Lawrence Ruff  
Anton Boos  
Annie Boos

Section 2.

Annie Boos  
Lawrence Ruff  
C. T. Ruff  
Peter Hilger  
Albert Ruff  
E. F. Shipman  
Jos. Hilger  
Phil. Weiner  
Fred Hilger

Section 3.

Katharine Hassemer  
J. P. Hassemer  
William Ruff  
C. Schwartz  
Henry Schwab  
Eugene Caron

Section 4.

J. F. Christianson  
C. Schwartz  
E. Miller  
Emil Miller  
Walter Pritchard  
Walter Pritchard  
Charles Pritchard  
J. Braden  
J. Braden  
Jac. Braden  
Peter Braden  
Casper Hassemer  
Chas. Albrecht  
E. Miller

Section 5.

Wm. Berg  
Chas. Albrecht  
J. Hovland

H. Albrecht  
F. Schetdecker  
Eva Emmerson  
John Klund  
W. Berg  
Wm. Henke  
L. Kranzfelder  
H. Albrecht  
Wm. Henke  
Ed. Ziebell

Section 6.

Wm. Henke  
H. Albrecht  
H. Albrecht  
Jac. Martin  
John Crisman  
Henry Wiers  
Jos. Berg  
H. F. Dietche

Section 7.

Isaac Lund  
F. B. Woodard  
James Joyal  
Tom Postle  
John Mikesh  
John Smetana  
Wenzel Mikesh  
A. Rogge  
Chas. Miller

Section 8.

L. Kranzfelder  
F. B. Woodard  
Western Woodard  
C. E. Palmer  
Mrs. C. M. Woodard  
Geo. Vanderwort  
Geo. Koenig  
Chas. Atwood  
E. Hickeltnier

Section 9.

Matt. Wilson  
Phil. Zinner  
N. J. Naset  
J. Simmerest  
Matt. Wilson

J. Roith  
Geo. Vanderwort  
G. Vanderwort  
Kate Werner  
M. Wilson  
Matt. Wilson  
M. Wilson  
J. Boehm  
Geo. Schlenk  
L. Kitch  
Bloomer Starch Co.

Section 10.

And. Mason  
Frank Stoik  
Frank Stoik  
Ole Anderson  
E. J. Naset  
Phil. Zinner  
Mrs. Ignaz Stike  
Mrs. Ignaz Stike

Section 11.

Albert Johnson  
Albert Schroetter  
M. Peterson  
Ole Rasmus  
Lena Peterson  
J. Klukas  
Geo. Finstad  
Bert Kennedy  
Albert Schroetter

Section 12.

Nick Zecherle  
John Bischel  
Nels Elias  
Henry Schimmel

Section 13.

F. Rondear  
J. Bachmer  
Dan Diegal  
H. Blenkamp  
M. Rasmus  
Theo. Thomas  
H. Sudbrink  
Rudolph J. Franz

Section 14.

Martin Rasmus  
Nels Amundson  
H. Anderson  
John Erickson  
Helen Hanson  
Henry Hanson  
A. E. Basset  
Oscar Bekken  
Henry Hanson  
J. Klukas

Section 15.

Ole Anderson  
J. Klukas  
Oscar Bekken  
James Seibel  
Leo C. Bohl  
Della Amundson  
Sunny View Stock Farm  
Prop. Jos. Seibel  
E. J. Naset  
M. Rasmus

Section 16.

Nels Hostacker  
Charles Albrecht  
Otto Jenneman  
Nils Iverson

Section 17.

Jos. Smetana  
Ed. Crisman  
Sam Vandevort  
Peter Brunstad  
Albert Schwartz  
Tyler Paine  
Fred Crisman  
P. S. Peterson

Section 18.

T. Zwiefelhofer  
Tyler Paine  
Wenzel Smetana  
T. Zwiefelhofer  
Casper Grill  
And. Marek

Section 19.

Simon Pecha  
Al. Smetana  
A. Kneifel  
H. Kressin

Casper Bleskacek  
Louis Sokup  
Jos. Amort  
Casper Marek  
Al. Bleskacek

Section 20.

Peter Brunstad  
Ed. Brinkman  
C. M. Beck  
J. Boos  
John Kuba  
Al. Smetana  
Simon Pecha  
John Hable

Section 21.

Christ Hanson  
Jos. Rada  
Albert Johnson  
Geo. Goettl  
Peter Zwiefelhofer  
C. M. Beck  
Ed. Brinkman  
Geo. Goettl  
Ole Ness  
Ed. Brinkman

Section 22.

James S. Seibel  
B. Holman  
Math. Mullen  
Bert Benson  
Jos. Seibel  
Jos. Rada  
Christ Hanson

Section 23.

John Erickson  
C. L. Pigsley  
Henry Broeker  
Otto Berg  
Math. Mullen  
E. H. Heiss  
A. E. Basset  
Otto Berg

Section 24.

Hans Johnson  
Louis Loew  
Jacob Loew  
Jos. Walsberger  
M. Deigel  
Dan Diegal

Rudolph J. Franz  
D. Dengl  
Buchle  
H. Hutchinson  
R. J. Franz  
Henry Broeker  
M. Weber

Section 25.

Frank Proeher  
Geo. Henneman  
Warren Smith  
Geo. Henneman  
G. W. Hartman  
H. Hutchinson  
Hans Johnson  
Frank Baier  
Theo. Johnson

Section 26.

Henry Broeker  
C. Christianson  
Bert Benson  
Otto Berg  
Math. Mullen  
Jos. Rouscher  
John Seibel  
Jac. Rubenzer  
Jos. Seibel  
Frank Baier

Section 27.

Math. Mullen  
Jake Urban  
John Seibel  
Joseph Rothbauer  
John Amort  
A. J. Mohr  
Maloney Bros.  
Bert Benson  
Maloney Bros.

Section 28.

Maloney Bros.  
R. Mullen  
A. J. Mohr  
Frank Anderl  
Peter Zwiefelhofer

Section 29.

August H. Kressin  
Wenzel Hable  
Harry Kressin  
Frank Kressin  
Math. Reischel  
J. A. Zwiefelhofer  
Jos. Goettl

Section 30.

J. A. Zwiefelhofer  
Jos. Sarauer  
Jos. Reischel  
Wenzel Lang  
O. Kressin  
H. Kressin  
A. P. Zwiefelhofer  
Tom Grill

Section 31.

John Hable  
Otto Kressin  
Henry Dallman  
G. Kelm  
G. Kelm  
Peter Stoffel

Section 32.

Herman Boettcher  
John Boettscher  
Emil Loew  
Frank Kressin  
Jacob Barofka  
Leonard Barofka  
John Eder

Section 33.

Fred Hanson  
Paul Fannette  
Frea Boettcher  
Carl Boettcher  
Frank Anderl  
Herman Boettcher  
John Boettscher

Section 34.

Lorenzo Urban  
Joseph Rothbauer

Louis Wolf  
A. Hanson  
Fred Hanson

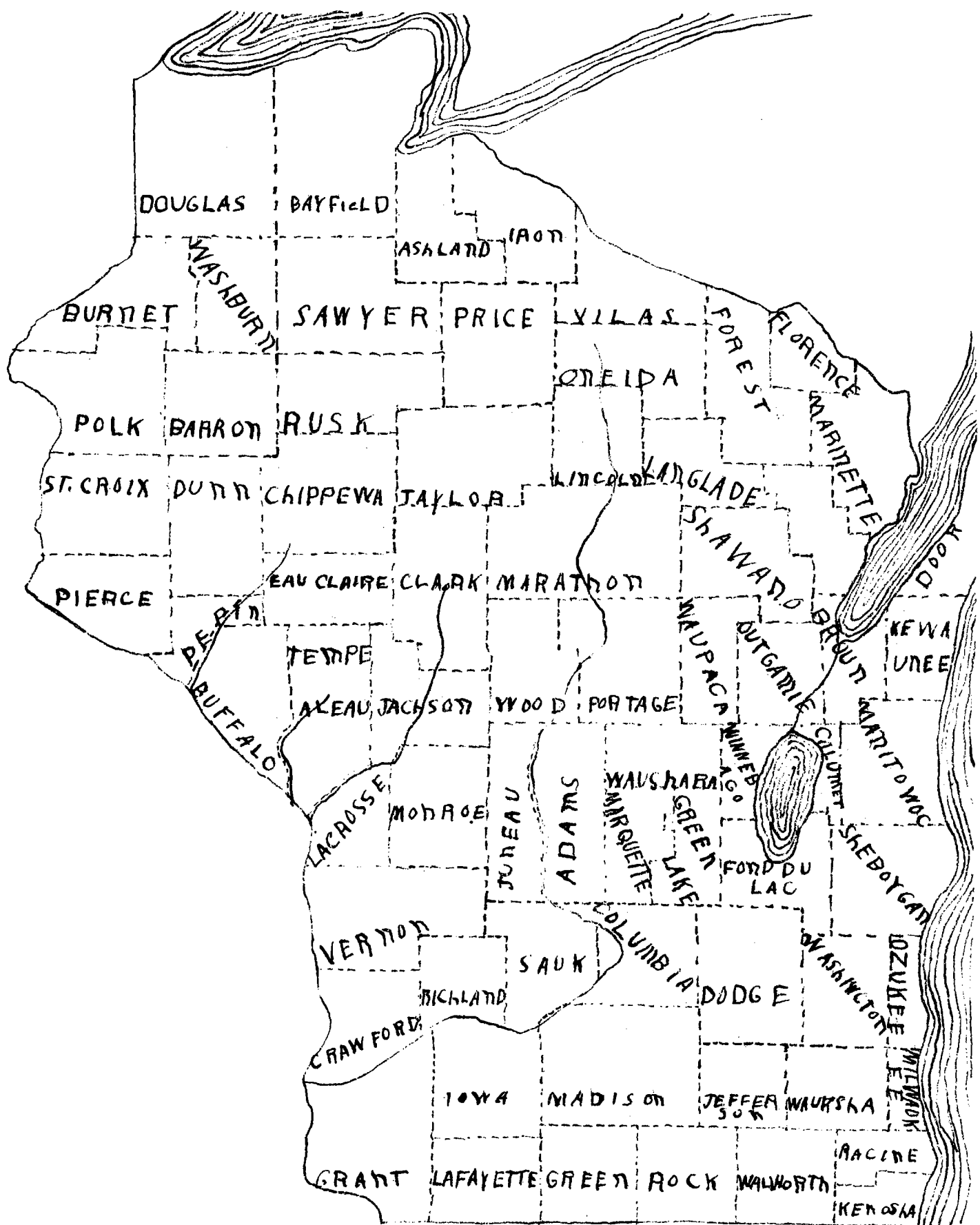
Section 35.

Frank Baier  
Rank Rubenzer  
John Rubenzer  
Jos. Walsberger  
Lorenzo Urban  
Jake Rubenzer  
Jos. Rothbauer  
Louis Rubenzer

Section 36.

H. Albright  
John Paulas  
Jos. Hurth  
Frank Baier  
M. Rasmus  
Geo. Henneman  
Theo. Johnson  
John Seibel  
Tom Branzer



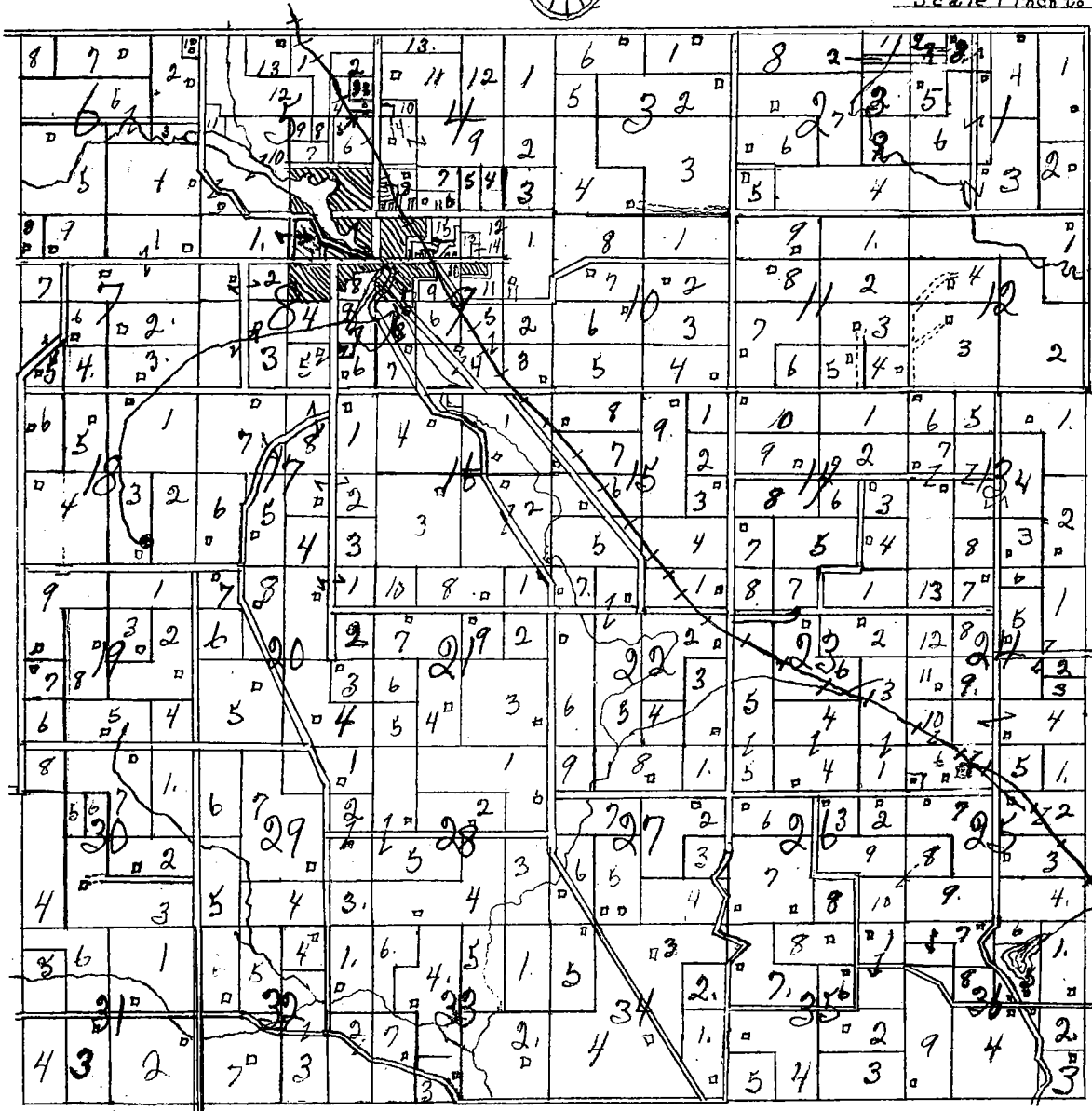


# MAP OF

## TOWNSHIP 30N., RANGE 9W

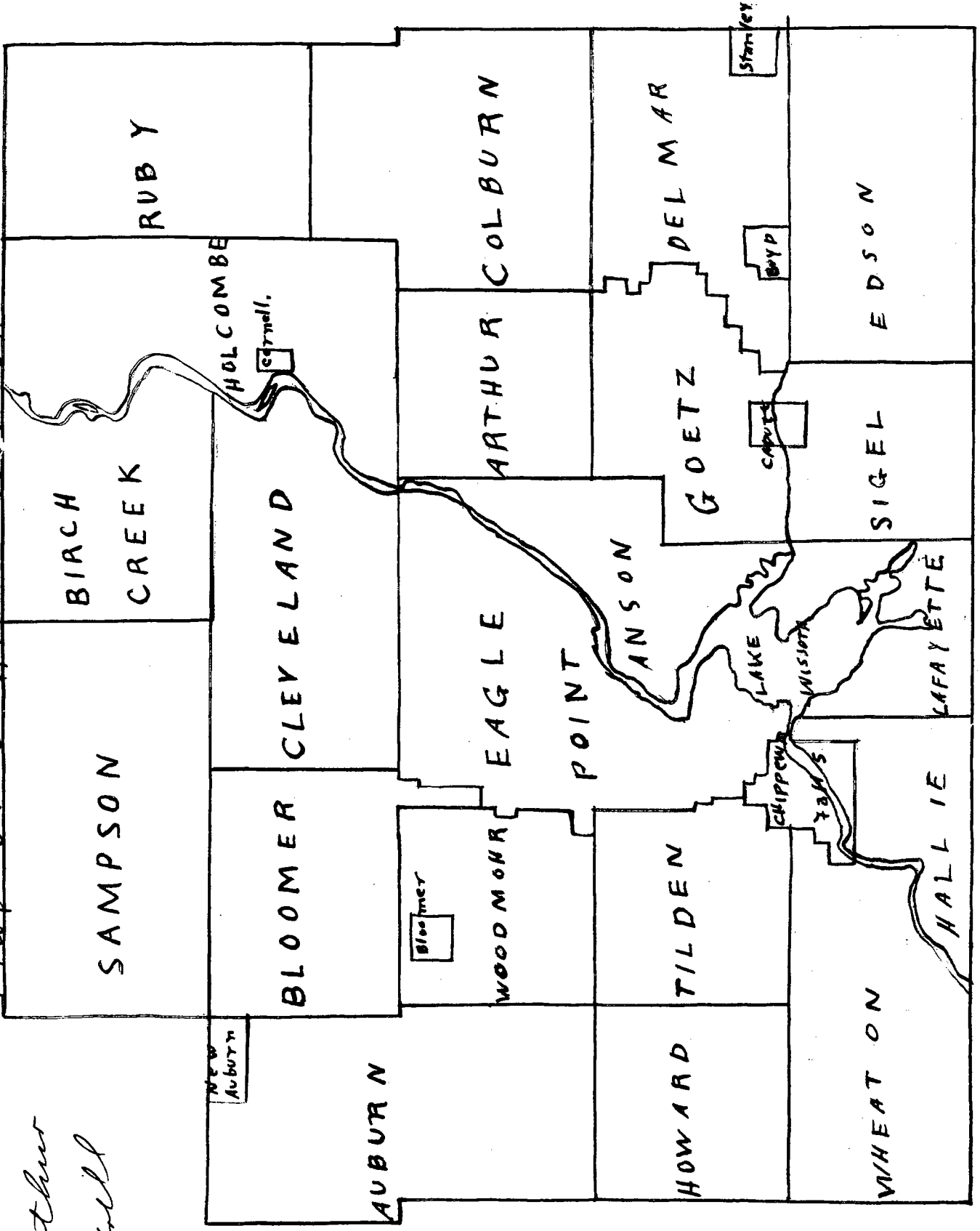
OF THE 4th P.M.

Scale 1 inch to 1 mile



Map of CHIPPEWA County

Arthur  
Gull



Class of 1925



Ralph Andrews, Lee Anderson, Albert Boehmer, Ivan Bowers,  
Alma Brundidge, Edward Dettloff, Arthur Grill, Albert Hable,  
Bernard Hable, Viola Hassemer, Laura Heiss, Gilbert Henneman,  
Henrietta Horne, Alton Hutchinson, Earl Kaiser, Leona Kressin,  
Myrtle Larson, Clifford Mays, Hazel McWethey, Marion McWethey,  
Frances Milford, Lucille Lewis, William Lothian, Ellen Mier,  
Lorenzo Newman, Robert Raven, Roger Raven, Nettie Rehm,  
Barbara Rihn, Celesta Schlenk, Addye Taylor, Donald Stoik,  
John Weiner, Harry Werner, Ruth Moury.

## HISTORY OF WISCONSIN

At the time when the land of Wisconsin was first made known to Europeans it was the borderland between the hunting grounds of the Algonquian tribe, which was pushing westward, and the Dakotas or the Sioux.

In 1634, Jean Nicolet came along the Great Lakes to make treaties with the Indians and to encourage them to trade with the French. The next white explorers whom we have any record of, were Radisson and Groseilliers, two fur traders. (1658-59) These two men followed the tracks of Jean Nicolet.

In 1823 occurred the Black Hawk War with the white men as victors. After the defeat of the Black Hawks, people from the New England states came into this country.

In 1836 Michigan was admitted into the Union. Wisconsin, which then included Iowa, Minnesota, and parts of Dakota, was made into a territory.

In 1847 a bill passed Congress for the admission of Wisconsin into the Union and on May 29, 1848 Wisconsin was formally admitted into it.

## HISTORY OF CHIPPEWA VALLEY

Chippewa Valley is divided into five epochs--its occupation, its preterritorial existence, its life as a territory, the brief period of British rule, and finally, its career as a state.

A settlement was begun on the banks of the St. Lawrence. At this time the Huron Indians and the Algonquins were at war with the Iroquois.

Nicolet made portages around the falls of Des Peres, the two Kakalins, Grand Chute, Appleton, and Neenah. The first sail-boat on the Great Lakes was La Salle's small vessel, the "Griffin."

A military station was established by the French at Green Bay between 1718 and 1721. A new era in the history of the Northwest began in the year 1763. By the treaty of Paris, Great Britain acquired the whole of the French provinces in North America. By a secret treaty, France ceded to Spain, all Louisiana. The British flag was not again hoisted over a Wisconsin fort until after the declaration of war against Great Britain in 1812.

After Carver visited Prairie du Chien in 1767 he ascended the Chippewa River. It was so muddy that the French boatmen could not drink it, but when they reached Eau Claire River they sang "Eau Claire" --clear water--and that is how the river is said to have derived its name.

The war of the Revolution was inaugurated by the battle of Lexington on April 19, 1775. Up to that time little or no progress had been made in settling Wisconsin. A division occurred in 1809, when Wisconsin became a part of the territory of Illinois. From this time that part of Wisconsin began to fill up with settlers.

The Valley of Chippewa River extends from township forty-two north, to township twenty-two north from northeast to southwest and seventy-five miles wide. Geologically the valley belongs to the Potsdam sandstone period.

The climate of the valley is exceptionally good, protected by the forests surrounding it, especially in the north. It is not so cold as it is on the prairies and sleighing is good in winter. Spring comes early with warm growing summers and lovely autumns.

Passing Chippewa the first water power on that river is Eau Claire.

Louis Hennepin and his companions, Michael Accaw and Antoine Augielapper are said to have been the first white men to traverse the Chippewa Valley and River. This was in 1680.

The estimated amount of pine timber in Chippewa Valley in 1880 was 15,000,000,000 feet. Estimated amount of hemlock was 3,000,000,000 feet.

A new organization of districts became necessary in 1861, owing to the increase population. Jackson, Clarke, Trempealeau, Buffalo, Pepin, Eau Claire, Dunn and Chippewa counties became the Thirty-second senatorial district. The senatorial districts were rearranged in 1878, Chippewa being included in the eleventh district. Pepin in the twenty-ninth district.

Another apportionment of the state was made in 1882, whereby, Barron, Dunn, Eau Claire and Pepin were included in the eight congressional district, and Chippewa and Price in the ninth. Chippewa County is now in the Tenth District.

## THE INDIANS

We have many evidences that in the immediate vicinity of Bloomer there once roamed a people of whom we know very little about. The Mound-builders who once occupied our lands, were probably extinct many centuries before the advent of what we may call the present day Indians. As the name implies they built mounds of earth but for what purpose, is a mystery--although a few we know, were burial places.

This does not, however, account for the vast number strewn throughout the whole Mississippi Valley, nor does excavation reveal that they were primarily for burial places. The majority of these mounds were built in a conical or sugar loaf shape, while many were crudely constructed to represent such animals as they were most familiar with, as the bear, turtle, and other animals.

The best thought on the matter by those competent to judge is that they were used for ceremonial purposes only. The Indians as long ago as the time of Hennipin and Marquette have neither history nor tradition concerning them.

The territory in the immediate vicinity of Bloomer, so far as we know has been occupied by the Chippewas since about 1670. Prior to that time this was the country of the Sioux. The Chippewas belonged to the Algonquian tribes as distinguished by their language.

The early voyagers always considered the Chippewa Indians as being one of the bravest and most reliable tribes that they came in contact with.

The Chippewa Indians were first known to the French in 1642 on the Chippewa River, near Montreal, Canada. About this time the Sioux seem to have had possession of all the lands south of Lake Superior, and west of Lakes Huron and Michigan and south as far as Milwaukee and west to the Missouri River.

About 1670 the Chippewas commenced war on the Sioux from the north and east and fought them way south and west in and around northern Wisconsin and Minnesota. To prevent as much as possible the terrible wars raging between the tribes, the government authorized a general treaty of peace to be held at Prairie du Chien, Wisconsin, between all the tribes within a distance of 500 miles in every direction, the primary object of which was to fix the boundaries between the various nations.

In as much as we are only interested in the Sioux and the Chippewas the boundaries of the other Indian nations as fixed by the treaty are omitted.



This treaty was signed by Chiefs Wabasha, Red Wing, Little Crow, and twenty three other chiefs representing the Great Sioux Nation. Hole-in-the-Day and forty other sub-chiefs and braves represented the Chippewa Nation. The boundaries were fixed and agreed upon as follows. For the Sioux: "Commencing at the Mouth of the Iowa River, where it empties into the Mississippi River running back two or three miles to the bluffs, thence along the bluffs to and crossing the Bad Axe River to Black River, from which point the line described is the boundary between the Sioux and the Winnebagoes and extends in a direction nearly north to a point on the Chippewa River, a half days march from Chippewa Falls, Wisconsin. This point was at or near Mud Creek. This line becomes the boundary between the Sioux and the Chippewas and ran to Red Cedar River just below the Falls. From thence to the St. Croix River, about a days paddle by canoe above the Lake on that River, to the mouth of Rum River where it empties into the Mississippi River. The boundary between the Chippewa and the Winnebagoes was also defined as: "Commencing at the same point on the Chippewa River," a half days march below Chippewa Falls, thence to the source of the Clear Water River (now Eau Claire River) thence south to Black River, thence to a point where the woods project into the meadows, and thence to Ploner Portage (now Portage Wis.)

Thus we see that the boundaries of the Sioux, the Chippewa and the Winnebagoes were brought all to one point "a half days' march below Chippewa Falls."

On July 29, 1837 at Fort Snelling, Hole-in-the-day with forty-seven of the Chippewa Chiefs and braves, ceded to the U. S. a large portion of this territory, and on October 4, 1842 at La Point (near Ashland) Po-go-ne-ga-shik with forty of these Chiefs and braves ceded to the U. S. the balance of these lands held in Wisconsin. Several bands of the Chippewas were very much dissatisfied with this last treaty made an appeal to the Government to be taken back from the Reservation in Minnesota.

Their appeal was not without fruit, for in 1854 the Government gave them back certain lands on Lake Court Orielles and the Chippewa River and established what is now known as the Court Orielles Reservation above Rice Lake Wisconsin.

The Chippewa language is considered by those able to judge to be one of the most expressive, and eloquent of any of the Algonquin dialects.

In this immediate vicinity there is nothing of special interest from a historical standpoint.

The old Indian Trail from the Chippewa River to the Menomonie or Red Cedar River passed just south of our city touching the Red Cedar River at or near the Village of Sand Creek.

A very old and important Trading Post was located on the West bank of the Chippewa River nearly opposite of the Village of Cornell. Near the mouth of Bob Creek there was quite an extensive Indian Village and burial ground.

As explained the Chippewas and the Sioux were enemies and were always on the warpath, and tradition tells us that there was a mighty battle fought between these two tribes just west of Long Lake.

Indian Point at Long Lake takes its name after chief Guoh-e-ge- who lived in his wigwam on this point many years.

Mrs. Summers, a full blood Chippewa, who speaks the Chippewa language only--is his daughter and was born on this point. She is now a resident of Sand Lake and comes to our city frequently.

Near Loon Lake (just south of Round Lake) there is a well defined cornfield. The rows where the corn was planted and cultured, were a few years ago clearly discernable, although grown over with a dense forest growth.

There were several burial methods practiced by the Chippewas. Tree burials and earth burials were the most common.

Tree burials consisted in wrapping the dead in skins and birch bark and placing this high up in the trees, out of reach of animals. The earth burial consisted of wrapping as described above, and burying under the earth. In both cases however, all things that were dear to the departed were buried with the corpse. Food was regularly supplied each day that he may not become famished or fatigued in the long journey to the "Happy Hunting Grounds." In the earth burial there was erected, over the grave or mound a wooden house usually about 6 feet long, 2 feet wide and about 18 inches high, well roofed and of ship pitch. At each end in the gable thus formed there were openings and a shelf to receive the necessary food for the long journey. These may now be seen in goodly numbers along the roadsides in the Court Orielles reservation for out of 1200 or so Chippewas on this reservation about one half are still pagans and keep up the old pagan customs.

Contributed by Mr. A. J. Newman

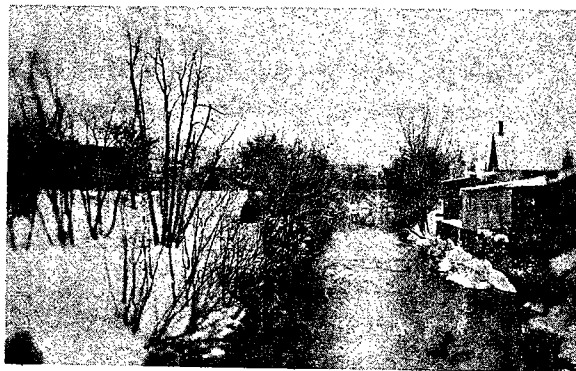
## History of Bloomer

The village of Bloomer was settled in 1855. In that year Sylvester Van Loon selected it as his future home and settled the northeast quarter of section eight, township thirty, range nine west. The village was located on Duncan Creek, fifteen miles north of Chippewa Falls. It was first known as Vanville, but later, in the year of 1867, it was surveyed and platted and the name was changed to Bloomer.

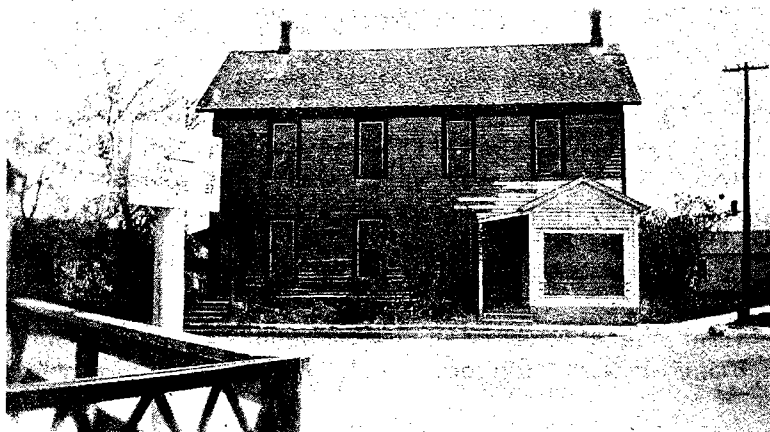


Birdseye View of Bloomer

A wealthy merchant, named Bloomer, had selected this place as a desirable location for a mill. In 1848 he brought with him from Galena, Illinois, a force of men and commenced the preliminary work on a dam and mill on the site of the present dam. By the approach of winter, however, Mr. Bloomer thought better of his project and disposed of the property to H. S. Allen. Mr. Bloomer returned to Galena.



With Mr. Van Loon upon his arrival, was William Priddy. Soon returning to their homes in Sauk county, the settlers came back in September with teams and finished the construction of a log house. Then Mr. Van Loon again made his way to Sauk county and returned with his family. He was well supplied with provisions, having with him flour and pork, but late in the fall his stock of hay was destroyed by fire, necessitating the disposal of two yoke of oxen. To feed several head of cows and young stock which remained, he was obliged to buy hay at an exorbitant price. The winter following was noted for the remarkable depth of snow and extremely cold weather, making travel almost impossible and dangerous. Deer were plentiful and could not run. It is therefore needless to say venison was daily on the table of the pioneer, who had but to approach one and knock it on the head with a club. Anyone equipped with a pair of snowshoes and a club could kill as many as he desired.



Priddy's Residence and Store

A post office was opened in 1856 and Mr. Van Loon was elected as the first postmaster. He held the office until 1868.

The railroad was graded in 1831 and the trains began to run in 1882. The telephone system was introduced in 1901; the electric lights in 1902, and the waterworks in 1907.

The first school originated in a log building in 1887. When the village was platted a district frame building was erected. This was succeeded in 1876 by a brick building with four departments.

A brewery was established in 1875 by John Wendland and Fred Adler. It burned down in 1883 and again in 1888. It was rebuilt each time by Mr. Wendland.



Duncan Creek

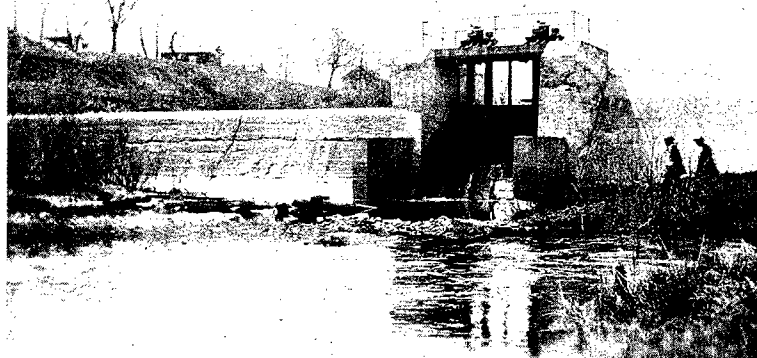
### Story of the Flood in 1880

In June 1880 the Duncan Creek overflowed its banks and came with great force to Bloomer or Van Ville and washed out the dam and saw mill, Smith, Brook and Mc Couley were owners, and washed out every bridge in Bloomer and every bridge from Bloomer to Chippewa Falls. The water so deep that some of the families had to be taken out of the second story windows into boats.

Since this flood there have been others and for this reason the business site of Bloomer was changed.



In 1860 a sawmill was built by Messrs. Codrick and Sheldon directly on the dam. In 1863, J. W. Smith purchased Sheldon's interest in the sawmill and in the year following, that of Mr. Codrick. Mr. Smith and Robert Prince formed a partnership in 1865. After two years, Mr. Prince retired and Mr. Smith parted with the property to Bradley Phillip; who sold shares to G. I. Brooks and J. P. Mc Cauley. The partnership was dissolved in 1881. Mr. Mc Cauley received the land and the houses that had been built on it.



The Dam

A grist mill was erected ten rods east of the dam. Mr. Smith owned the grist mill, and Mr. Brooks, the saw and planing mill. The grist mill was destroyed by fire in 1890, and has not been rebuilt. In 1876 Mr. Smith erected a steam sawmill, which he sold in 1884 to Messrs. Riggs and Rotch.



The Bloomer Mill Co.



The Pond

The first team of horses was brought from Baraboo by John Crisman. Oxen were the first animals used to work the land.

The first buildings in Bloomer were built of logs and later frame houses were built. Part of the house that Mrs. Frank German now owns was one of the first frame houses built in Bloomer.

Among the early settlers still surviving are: Mr. F. H. Cutting, Mrs. Addie Brown and Fred Adler.

Some of the thriving places in Bloomer are: The Farmer's Store Co., Bloomer Land Co., Bloomer Telephone Co., Bank of Bloomer, Peoples State Bank, W. G. Crouse and Son, Hotel Anderson, Klund Shoe Store, Bloomer Printing Office, Bloomer Mill Co., Ideal Theatre, E. B. Bickerstaff's Baggage and Dray Line, Dr. M. B. Ketchpaw, Dr. J. A. Morrison, Dr. H. M. Trankle, Reetz Meat Market, Kranzfelder Meat Market, Gehring and Gehring, City Livery, Chas. Taylor Prop., J. G. Prueher, Dr. H. L. Henderson, W. E. Waugh, Cutting & Thompson, W. A. Struve, Smith & Stiecken, Albert Henneman, blacksmith, A. J. Martin Lumber Co., C. L. Taylor, painter, Bloomer House, E. C. Dettloff, druggist, E. E. Tierny, druggist, Melberg Restaurant, Abbie's Restaurant, Union House, Clymer Auto Co., O. F. Stelter Auto and Machine Co., Fred Adler, and the Anderl Feed Barn.



In 1876, C. D. Tillinghast started the Bank, now known as the Bank of Bloomer.

Mr. G. L. Jones established the weekly paper in 1880, the paper being called the "The Bloomer Workman." Its name was changed in 1886 to the "Bloomer Advance" and published by H. C. Schultz and W. H. Cook. They sold out to F. A. Wesner, who in return sold it to H. A. Van Dalsen who ran it until January, 1890, when E. M. Bowers became its proprietor. He in turn sold it to F. E. Andrews, the present editor. Mr. W. E. Priddy edited the "Advocate" of early times, but which is now defunct.

The Congregational church was organized in 1866. Its first pastor was Rev. H. A. Wentz. It was reorganized in 1868. The United Brethern church was first organized in 1898 and was reorganized and the present church was built in 1901 by Rev. L. L. Thayer. The St. Paul Catholic Church was built in 1876. The services were conducted by a missionary priest from Eagle Point Settlement in 1886. The St John's Lutheran frame church building was erected in 1881. Its first pastor was Rev. George Recknagle.

Mr. and Mrs. Charles Dettloff owned the first hotel in Bloomer. It was situated across the creek, near Fred Adler's present place of business. A number of years later, the building burned on one of the coldest days Bloomer has ever known. It was sixty two degrees below zero.



The Site of the First Hotel

Later another hotel was situated on the present location of the L. Kranzfelder home and was run by Mr. B. Smith.



The city is on the Chicago, St. Paul, Minneapolis and Omaha Railroad. The soil environments of the surrounding country is qualified for a great variety of products. Bloomer offers a ready market for these, hence a large shipping trade follows. The railroad track is lined with large warehouses for the farm products. Bloomer is 1012 feet above sea level and has a healthy and bracing atmosphere.

The first store in Bloomer was owned by Andrew Jackson and Walter B. Gage. It was built in the spring of 1865. In the following spring, F. R. Steese built another small store. Len Van Eschen and Fred Adler started a partnership in the spring of 1867. This was dissolved in 1868 and Mr. Adler started in the business alone.

Later, Fred Adler, opened the first Drug Store in Bloomer, in connection with his general store. Some people thought there was room for two such stores and persuaded a Mr. Stearns to locate here. His building burned down and Mr. Stearns left the vicinity.

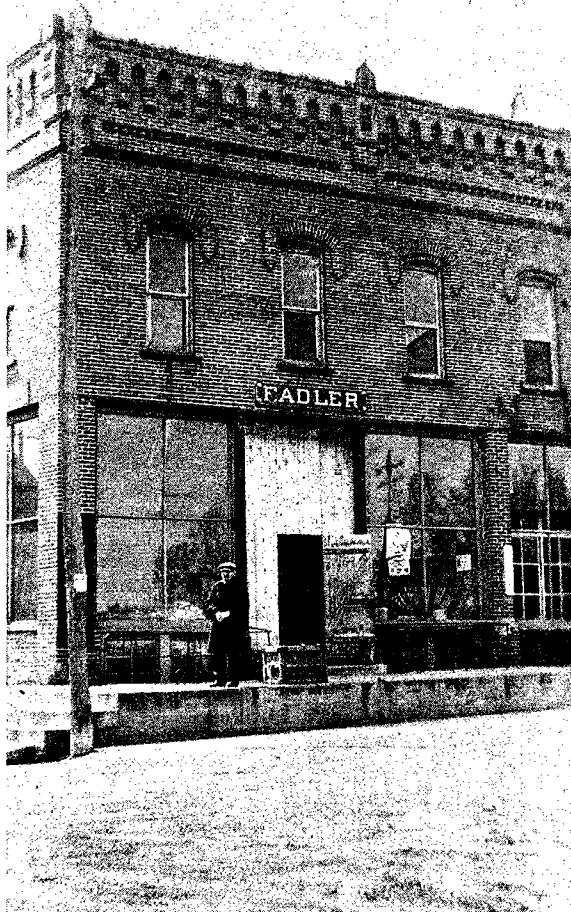
John Hughes and Spencer owned the first meat market. It was sold in 1881 to Mr. Kranzfelder, the present owner. Later Mr. Morrison and Mr. Swan each set up a meat market.

Dan S. Stevens had a lumbermen's stopping place ten miles north of Bloomer.

Conrad Trankle, father of Dr. H. M. Trankle, started a general store on the site of the present Dettloff Drug Store.

Judson Smith owned a general store and a mill where Stelter's Machine ship is now located.

Mr. Ben Brown, a registered druggist opened a drug store and general store in the building located on Lot 2, Block 2, of the original plot of the village of Bloomer. About 1882 Mr. F. H. Cutting bought the store of Mr. Ben Brown. This building burned and Mr. Cutting moved his goods into his own warehouse for a few months and then moved his stock in a building near the present site of the Boyer building. Mr. Cutting, Mr. Dierks, Mr. Charles Smith, and Mr. Ole Bery built brick stores where the Werner and Cutting and Thompson stores now stand. These buildings were burned and afterwards rebuilt.



## BUSINESS PLACES OF BLOOMER

The Tierney Drug Store is owned by E. E. Tierney. This store was established in 1922. The building which it occupies was originally a saloon but has been repaired and redecorated so that it is quite an elaborate place.

Gehring & Gehring, or "The Golden Rule" is a dry goods and grocery store on Front Street. It is owned jointly by Mr. Ed. Gehring and Miss Susan Gehring.

Struve's Music Store is owned by Mr. Wm. A. Struve. He sells Brunswick and Victor phonographs also pianos and handles a full line of equipment for the repair of both.

Abbie's Restaurant is owned by Mr. Albert Leohnis. It was started in 1921 and is carrying on a large business. Mr. Leohnis sold out in 1923 to Mr. Bitney who is still in the business.

The Reetz Meat Market is also a new store, established in 1921. They have a very good variety of meats and canned goods.

Schmidt & Steichen is a dry goods and grocery store. It was begun in 1920-1921. They do business on a smaller scale than the other business places, due to the fact that there are a number of similar stores.

W. G. Crouse Jewelry Store is owned by Wm. G. Crouse. This is the only jewelery store of importance in Bloomer, and receives the greater part of the trade.

Melberg's Restaurant is owned by Mr. Ed. Melberg. It is situated next to the Ideal Theatre and Bowling Alley. They get a great deal of trade from both places. Magazines, papers and books are also handled by them.

Patten's Studio is owned by Mr. Chester Patten. This is the only studio in town at present.

The Bloomer Advance is edited by Mr. F. E. Andrews. This is the only newspaper Bloomer publishes. It's circulation has increased in the past years.

The Bloomer Garage is owned by Mr. O. E. Clymer. They have a large business and handle the Ford agency.

Robinson's Barber Shop--Joseph Ludwig and Clifford Robinson now own the barber shop in partnership. It is located on Main Street between the buildings occupied by Abbie's Restaurant and the pool hall. It was started by Clifford Robinson in 1916 in its present location. He then shaved between twenty and thirty men a day. The rates then were fifteen cents for a shave and a quarter for a haircut. When Mr. Robinson went to war in 1917 he sold his shop to Joseph Ludwig, who as his successor maintained the business and profited. When Mr. Robinson returned in 1918 he joined partnership with Mr. Ludwig. The rates then changed to a quarter for a shave and a half dollar for a haircut. They have practically replaced all their old furniture with new and are doing a large business.

Klund's Shoe Store--This shoe store has been in business for a long time, it is situated on Front Street in a building next to Johnson's shoe store.

The Peoples State Bank is a new bank which was started only a short time ago. Mr. F. H. Cutting is president.

Dettloff's Drug Store--This drug store has been in business for a number of years. It is on the corner next to the Bloomer State Bank and Front Street. It has a large business.

Werner Hardware Store--The Werner Bros. deal in furniture, stoves, and hardware in general. They are also the town's undertakers.

Cutting & Thompson is a dry goods and grocery store on Front Street. They have a large trade.

The post office has had several postmasters. The first was Mr. Van Loon the first pioneer of Bloomer. This postal branch is very efficient.

Adler's Store--This store when first opened was classed as a general store, handling groceries and millinery. It was located on Main Street. Mr. Adler had a great deal of trade.

The Cutting implement building sells De Laval separators, John Deere machinery, gas engines, Waterloo Bay Tractors and plows.

Jos. Schwegmen is the manager of the O. & N. lumber company. They sell lumber of the best quality also cement and barn equipment. They have a good business.

Amundson Shoe Repair--Repairs shoes, harnesses, rubbers and all leather goods.

Wm. Waugh Barber Shop--Bloomer Theatre Co. bought out this place so the present location is next to Cutting's implement building. Along with the barber trade he takes laundry for the Chippewa Laundry.

Anderson Garage--A. P. Anderson is proprietor, repairs cars, sells cars, and parts for cars.

Mr. M. Keller sells novelties, candy and groceries which are the main goods he handles.

A. J. Martin lumber company sells lumber, cement, and paint. He has a good business.

The Farmers Store implement building burned down in 1921 and was built up again. It is now fire proof and modernly equipped. It handles the International machinery.

Louis Anderl Saloon and Barn--Louis Anderl has a saloon, also a feed barn. He does a large business.

Gus Schroedder controls the pool hall next to Schmidt & Stiechen store. John Casten owns the tables.

Lendel Shoe Shop--Repairs shoes and sells them, also does a good business.

### Bank of Bloomer

This bank was organized in the year 1876 across the street from the present site. C. D. Tillinghast was the first banker.

In 1882 they moved and located across the creek, the name then was "The Commercial Bank." Not until 1886 was the bank moved to its present location. Tillinghast and Marshall were the bankers. The names given was "The Bank of Bloomer."

In 1899 R. D. Marshall and L. C. Stanley, president, the former being state supreme justice, and L. M. Newman, cashier, of the "First National Bank" at Chippewa Falls, together with Mr. Alex McClaren, James McKinnon and A. T. Newman bought out the old bank and organized under the banking laws of the state. The capital in 1899 was \$6,000 the deposits were \$32,000 they did \$1,465,000 of business that year.

In 1906, the capital was increased to \$10,000 and they did \$5,232,766.57 worth of business. In 1914 the present bank was built at a cost of about \$10,000, May 10, 1916 the capital was increased to \$25,000 and they did \$16,589,100.60 worth of business. The deposits in 1921 were \$890,000 and the amount of business was \$35,795,844.44.



The Starch Factory  
This factory is owned by several men.  
It began in 1913.



The Pea Cannery  
This factory began in 1918.

## Stelter's Garage

Oscar Stelter began in the garage business about 1917. The Peterson building which was purchased was two stories high and it had no basement. The lower story had two layers of brick while the upper story had but one layer. This made the building cold and within a year or two he had the building altered.

Mr. Stelter began business with the intention of dealing with automobiles and repair work only, but he soon began working with other kinds of machines.

He found that he did not have enough machinery to work with so the Bloomer Machine works was bought. Later a basement had to be excavated because there was not enough room for all the machinery for repair work. A furnace was installed and at this time the building was repaired so as to retain more heat.

One half of the first floor is just used as a show room while the other half is used as a store room. Mr. Stelter thinks he can extend his building farther west and by so doing there will be more room. In this case the elevator, going from first to second floors, would not be needed. This plan, if carried out, would bring more returns because of the added store-room.

In the basement a place is set aside for battery work and the rest of that floor is used for such repair work as soldering, welding, repairing cars and tractors.

Mr. Stelter has the Paige agency which pays him very well because it has a good backing and that car is a durable and comfortable one. He also sells Delco Lights, Perfection Milkers, Case machinery, wash machines and he is trying to make an electric refrigerator. This refrigerator is to be made on a small enough scale to accommodate farm or city families. The Perfection milker is one of the best known milkers and the company is the oldest. The Case products are sold on a large scale because they have a good backing and the products themselves stand rough, long wear.

A few of the other things he sells are Stromberg carburators, Ford parts, repairs for all machinery sold there, Red Crown Gasoline and Mobiloil.

Mr. Stelter believes in standing by a company that is backed up well financially, whose products are popular, and by old concerns that handle good products.

## Anderson Hotel

The Anderson Hotel was built in 1913 by Albert Anderson. It is constructed of Menomonie brick and is two stories high, and has a full, finished basement, in which is a barber shop, two sample rooms, laundry room, wash room and furnace room. The first floor consists of a large kitchen, dining room, lobby writing room, parlor, serving pantry, two sleeping rooms with bath. The second floor has fourteen sleeping rooms with bathroom and linen closet.

In the summer of 1922 a new addition was built containing four bedrooms on the top floor, a double bedroom, kitchen and bathroom on the first floor and a large fruit cellar in the basement.

Mr. Anderson has a prosperous business and finds his hotel much too small for the trade. All the rooms are steam heated, have hot and cold water, electric lights, and a telephone in both the upper hall and lobby.

## Union House

The Union House is owned by Joseph Leher and J. Lange. They sell soft drinks and beer, and have a hotel for the working men. They have a large trade.

E. B. Bickerstaff has a very good business in delivering. He has a truck with which he does the dray work. He has a good business and is making a reasonable living.

C. M. Johnson Shoe Shop--C. M. Johnson has his shoe shop adjoining Klund's Shoe Store. He repairs shoes and also makes them. He has a good business.

William Barton is the owner of the Bloomer House. He has a saloon selling soft drinks, cigars and candies. He also has boarders. As a side line he buys cows, calves, and horse hides. He has a good business.

Joe Paulus is the proprietor of the Central House. He has a very good business. He has a boarding house, saloon selling soft drinks, cigars and candies. He also has in addition a livery barn, bus, milk trucks and is the proprietor of a barber shop. He has a large income.



Anderson Hotel



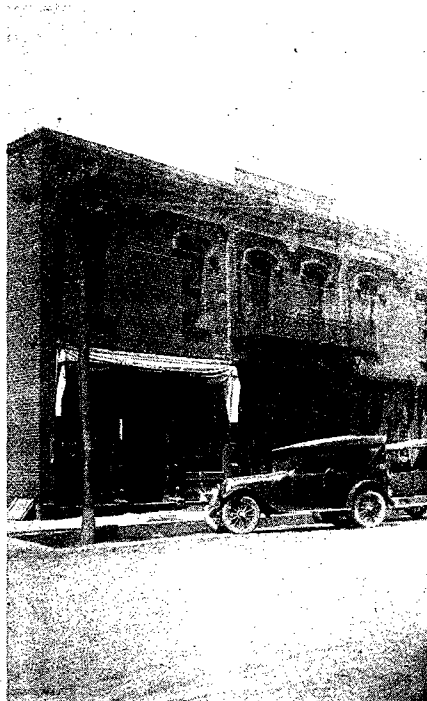
Bloomer House

Up to this date the hotels are as follows: The Anderson Hotel,  
The Bloomer House

The Union Hotel



The Central House



History of Peoples State Bank, Bloomer, Wisconsin

Bloomer's second Bank was organized and opened up for business in the building now known as the Werner Bros. Furniture Store, on January 1, 1912. This new Bank was known as the Peoples State Bank with a capital stock of \$10,000.00 and a surplus fund of \$1,500.00. All of the stock, with the exception of a very few shares, was held by Bloomer people. The following officers were elected:

Pres.-F. H. Cutting

Vice Pres.-Nels Stalheim

Cashier-W. E. Kitch

Sec'y- J. W. Werner

Directors-J. M. Johnson, Chas. Albrecht, Henry P. Werner, Christ Hansen, and  
A. J. Martin.

At the first annual meeting of the stockholders on Jan. 7th 1913 the following financial report was read:

ASSETS

Loans and Discounts-----	\$67,379.36
Overdrafts, temporary-----	1,649.39
Bonds-----	4,982.00
Banking house-----	2,000.00
Furniture & Fixtures-----	1,519.00
Cash items-----	3,681.69
Cash on hand-----	4,412.34
Due from Banks-----	9,001.73
Expense-----	<u>289.44</u>
Total-----	94,915.45

LIABILITIES

Capital stock-----	\$10,000.00
Surplus fund-----	1,500.00
Deposits subject to check-----	23,811.87
Certificates of deposit-----	54,603.58
Bills re-discounted-----	<u>5,000.00</u>
Total-----	94,915.45

In the spring of 1913 a lot was purchased from F. H. Cutting and operations for building a new bank was begun. The following November found the building practically completed and occupied.

On January, 1920 the capital stock was increased to \$25,000.00 and the surplus fund increased to \$5,000.00.

At the present time the following officers are serving:

Pres.-F. H. Cutting

Vice Pres.-Chas. Albrecht

Cashier-W. E. Kitch

Directors-

F. H. Cutting

Chas. Albrecht

E. L. Henderson

J. A. Morrison

Math Wilson

John G. Breunig

W. E. Kitch



On February 20, 1923 we show the following financial statement:

ASSETS

Cash on hand-----	\$ 9,186.23
Loans & discounts-----	264,928.65
Overdrafts-----	1,347.40
United States Bonds-----	3,501.00
Bonds to secure deposits-----	31,725.00
Stocks-----	1,800.00
Banking house-----	5,000.00
Furniture & fixtures-----	4,248.51
Other real estate-----	3,077.24
Due from approved reserve banks-----	92,195.75
Revenue stamps-----	88.65
Total-----	<u>417,098.43</u>

LIABILITIES

Capital-----	\$ 25,000.00
Surplus-----	5,000.00
Undivided profits-----	1,048.45
Bills payable-----	17,056.82
Deposits subject to check-----	119,546.96
Certificates of deposit-----	214,890.98
Savings deposits-----	31,724.42
Cashier checks-----	1,944.86
Cash variations-----	29.14
Reserve for depreciation-----	856.80
Total-----	<u>417,098.43</u>

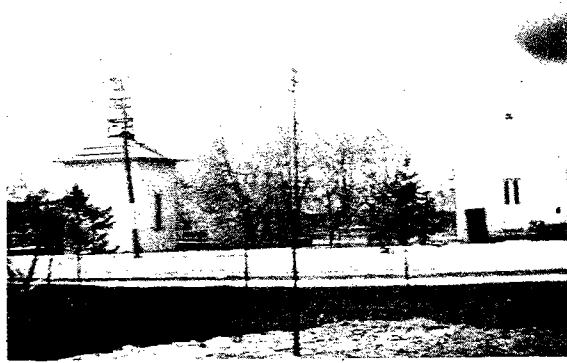
The bank is equipped with a posting machine and a modern system of accounting. An up to date day and night burglar system has been installed for the protection of its depositors.



POSTMASTERS

Van Ville Sylvester Van Loon-----1863  
George Brooks-----1871-1875  
Bloomer James Williams-----1875-1877-1883  
F. H. Cutting-----1883  
John Weedmeir-----1885  
Frank Stees-----1889  
William Durks-----1897  
L. L. Thayer-----1906  
C. L. Christianson-----1911-1916  
Henry Marshall-----  
Milton McDonald-----1916-1923  
C. L. Christianson-----1923

## Electric Lights



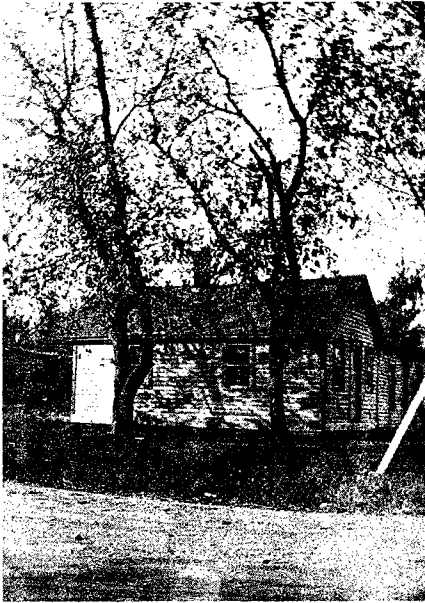
The first lighting plant belonged to a private corporation and was built in 1902, by I. O. Anderson and R. M. Pierce. The promoters sold to the Bloomer Electric Light and Power Company of which Martin Rasmus was President. The present light is received from Wisconsin.



Chicago, Minneapolis, St. Paul and Omaha  
Station at Bloomer

## School Department

The first school house of this settlement was a log building located near the Herman Albrecht house. The first teacher was a lady, next a man who was turned out before he completed his term. A Miss Anna Mc Isellvary was the third to teach.



Second School Building

In 1857 the school district was divided, and the village built the school house which now stands and is owned by Mr. John Smith.

A Miss Isilman and Mrs. S. J. Priddy conducted the studies. Their salary was \$35.00 a month.

In 1876 the frame building was built where the present school now stands. This building which contained four rooms, was sold and moved, and is now used as a residence by Mr. Barney Merkle.

The school was divided as follows, Primary, Intermediate and High School. The first class to graduate in high school was under Mr. Blumm. Mrs. Francis was a member of this class.

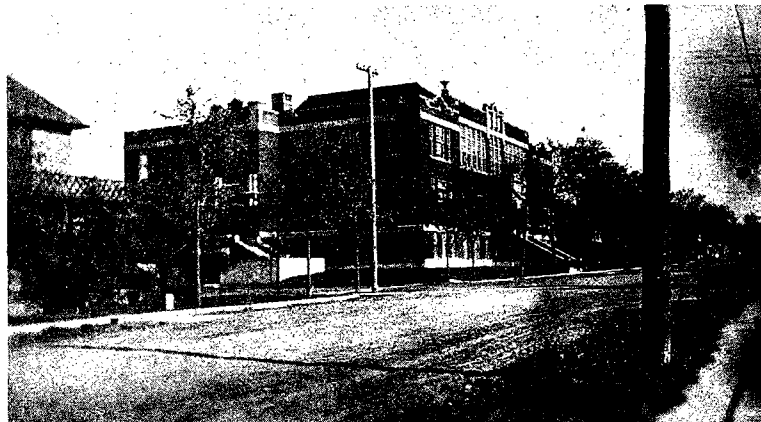


Third School Building

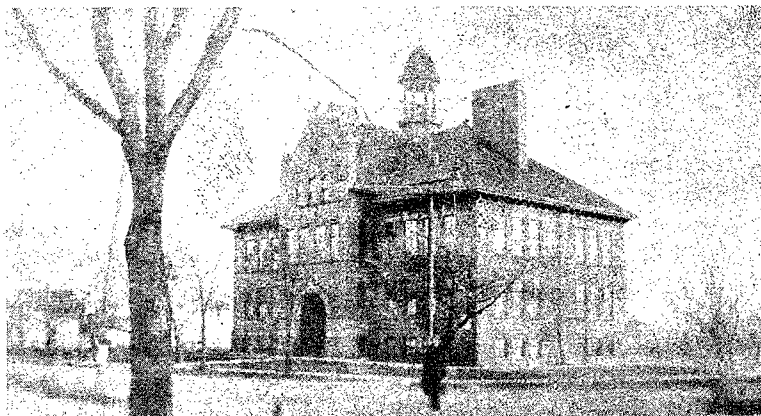
Soon after a brick addition was built onto this building which took care of the school for several years. The brick building was torn down, and the building moved off and now stands south of the school. There the present grade building was erected.

The principals who have served in the Bloomer Schools are: Messrs. Deming, Brown, Thompson, Dowing, Donaldson, Holvenstot, Haskin, Ryan and Simnicht.

Upper floor was opened to the students of Bloomer High School on  
September 4, 1923.



The present Bloomer High School



The present Bloomer Grade School

Annual School Meeting July 1, 1918

Resolved that lots seven and eight, block number five, original plot of the Village of Bloomer are designated as an addition to the present school house site of school district number four of the Village of Bloomer.

As the school board and Mrs. Nimtze were unable to agree on the value of the lots, the city council appointed a committee who appraised the property at \$4,000.00, and the same condemned, and the school district given the deed. Later on the city gave the west thirty five feet of lot six to the school district.

July 7, 1918.

Resolved that the district board is authorized to borrow the sum of \$65,000.00 payable in fifteen years from the first day of February 1920, in installments as follows, \$5,000.00 the first day of February in each year. 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, and 1935, with interest on all unpaid portions of said principal sum at the rate of 5% per annum, interest paid annually. The said sum to be used for the erection of a school house in said district, and for equipment of same with heating, lighting, water, toilet, seats, desk, and otherwise as may be required.

Resolved that a sum sufficient to pay interest and principal of the loan as it becomes due is levied upon the taxable property of district.

Carried: Charles Bitney.

A vote was taken which resulted as follows:

For loan	86 votes
Against	42 votes
Majority for loan	44 votes

The city council appointed the following committee to act with the School Board, A. T. Newman, E. C. Dettloff and Jacob Boehmer.

Carl Volkman was appointed architect. Volkman to receive 4% of the cost of the building for services for drawing the plans and superintending instructions.

J. G. Prueher and A. T. Newman went to the University of Wisconsin to see the heating plans. Also they went to St. Paul and Minneapolis. The information obtained at the University was not valuable, but suggestions were received from the city School of Engineers of Minneapolis.

Bids were advertised for general construction of building, heating, ventilating plumbing, wiring. Bids were opened March 22, 1920.

Hoepfner Bartlette's bid was the lowest on general contract, Stack Bros. for plumbing, Hacy, heating and Kelly Co. for wiring. The bids were rejected. Bids were again received on the same. Building Committee called a Mass Meeting March 25, where bids were given out and the people voted by ballot for or against. Results were, 171 for and 104 against.

Bartlette was given the contract on the cost plus plan, Stack Bros. plumbing, Hacy heating and Kelly Co. for wiring.

The construction work began April 1920.

July 6, 1920

District authorized by an unanimous vote to issue \$16,900.00 in bonds. During 1920 the outside wall of the building was completed and the roof put on. In the spring of 1921 the city of Bloomer authorized the issue of \$50,000.00 of bonds to complete the building.

The building was partially completed in 1921 and the high school moved in to same about October 1, 1921.

The total cost of the building is about \$158,328.88.

In the fall of 1922 construction work was again started on the upper portion of the building and is being completed as fast as possible.



## Norwegian Lutheran Church

The Norwegian Lutheran pioneers in this vicinity organized their first church, known as the Bloomer Prairie Norwegian Lutheran Church at a school house near the present Matt. Mullen farm, on Nov. 13, 1866. According to the records, Rev. K. Thorstenson, who had been installed on August 11, 1866, as pastor of the church organizations at Holden, Colfax, Elk Mound, Little Elk Creek and Vaerum, held services on Sept. 4 and 5, 1866, at the school house on the Bloomer Prairie. Sept. 4, four people were baptized, one of whom was Mrs. Isaac Lund. On Nov. 13, the church was organized with twenty charter members, eighteen adults and two boys.

Mr. Thorstenson remained as pastor of the church until 1874 when he was succeeded by Rev. H. Haakenson, whose field of labor was changed to include Sand Creek, Holden and Bloomer Prairie. Mr. Haakenson served until 1879, then came Rev. D. J. Growe, who served until 1898. The Bloomer organization was combined in 1898 with Rice Lake and Rev. K. J. Kvam served as pastor until 1911. Rev. J. Skagen followed and served until 1912, when the Bloomer congregation, served its resignation with Rice Lake and decided to become one of its own. Rev. C. T. Clauson became pastor of the church at that time and is still acting in that capacity.



The old church on the prairie was built in 1876. Resolutions to build the church were adopted in the spring of 1875 and a subscription was taken to raise the necessary funds. A total of \$230.00 was pledged and the records show that there was paid in on these pledges a total of \$228.50. Work on the building was commenced in the spring of 1876 and it was used in the fall of that year. The finances did not permit a steeple, chancel or vestry, but these were added later and the building was dedicated in 1878. A Ladies' Aid Society was organized in 1875 to help in the raising of funds and their efforts went a long way towards the coveted goal.

The parochial school building south of town was built in 1892 on ground leased from the late Ole Nelson, for school, social and recreation purposes. Later the church organization acquired possession of one quarter acre of land where the school now stands.

In 1900 so many of the members of the congregation lived in and adjacent to this city that services were held regularly in St. John's Lutheran church here. A Ladies' Aid Society was organized here in 1904 and efforts were commenced toward building a church here.

In 1908 the church adopted resolutions to build a church in Bloomer and building operations started in 1909. The present beautiful and substantial building in this city was completed in 1910, and dedicated the same year. The parsonage was built in 1913. The pipe organ, a gift of O. A. Abrahamson, C. Christianson, M. Rasmus, I. Lund and M. Wilson was erected in 1921. It was dedicated, Nov. 12, 1922. The church was handsomely decorated on the interior following the installation of the organ in 1921.

The membership now consists of 270 persons. The church organization is 56 years old. Parochial school is held in the basement of the church. Services are held in the church in town every Sunday except every third Sunday when services are held on the prairie.

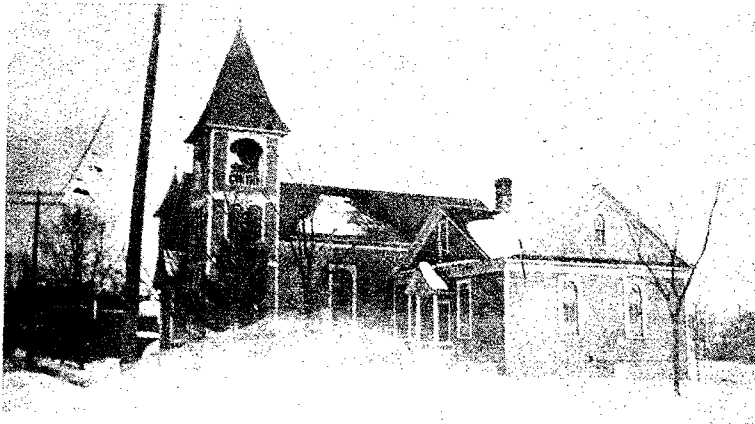
## HISTORY OF THE FIRST CONGREGATIONAL CHURCH

In 1868 the faithful ones of our village met in what was known as the Companies Store. This was on the first of December, 1868. There in the upper room was organized the First Congregational Church of Bloomer.

The first trustees to be elected were John Wadsworth, Judson Smith and William C. Cobban. Rev. Merrie was secured as pastor. He was not an ordained pastor. Pastors came from Eau Claire or Menomonie to administer the Sacrament of the Lord's Supper.

A Union Junior Sunday School was organized but later it was changed to a Congregational Sunday School.

Soon after the societies began to plan for a church. William Cobban was designated to draw a plan. The church was to be 30 by 50 feet and was to accommodate two hundred and fifty people. Mr. Stearns was contracted to build the church. The present site was decided upon and the building was begun. It was completed in the fall of 1871. Rev. Wainswright of Chippewa Falls dedicated it. The sermon was preached by Rev. Doe of Fond du Lac. Rev. Kidder offered the Prayer and Rev. Priddy the Benediction



In 1874 Mr. Samuel Gilbert of Gilbertsville, New York gave a bell to the church, with this inscription, "To the Congregational Church at Bloomer Prairie."

About 1890 the Christian Endeavor Society was organized. The Junior Society was organized at the same time.

In 1891 while Rev. Kidder was pastor the church parlors were built. The first parsonage was bought in 1892. This was bought by the Ladies Aid Society which had come into existence before this time. In 1902 this parsonage was sold to Mr. Albrecht and a new one was erected on the church lots.

In 1899 the interior of the church was repaired and the outside was painted.

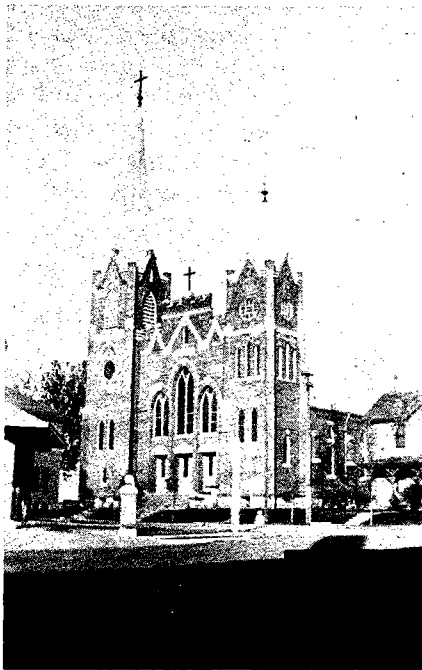
A few years ago a Womens' Missionary Society was organized and this society has been a great factor in the help of the church.

After thirty-seven years of usefulness the people of our congregation decided that our church needed to be remodeled. A committee was appointed and plans were made and in the spring of 1908 work was begun in earnest and was finished late that same year. In the year 1920 the building was redecorated and the inside was all painted and fixed up. Then in 1922 the outside was repainted.

## St. Paul's Catholic Church

The first settlement of Catholics in this district gathered around Brush Prairie. This church was dedicated May 16, 1871 by Right Rev. Bishop Michael Heiss of La Crosse. The church in Bloomer was organized in 1879, having a very small membership. The church consisted of a frame building.

The first Mass was celebrated April 13, 1879 by Rev. Albert Mendel. The church was solemnly dedicated by Right Rev. Michael Heiss May 28, 1879. The parish was attended to by a priest of Tilden until 1884, when Rev. E. A. Hanes came here as the first stationary pastor on the first Sunday of October 1884. The old church was replaced by the present large brick edifice in 1902.

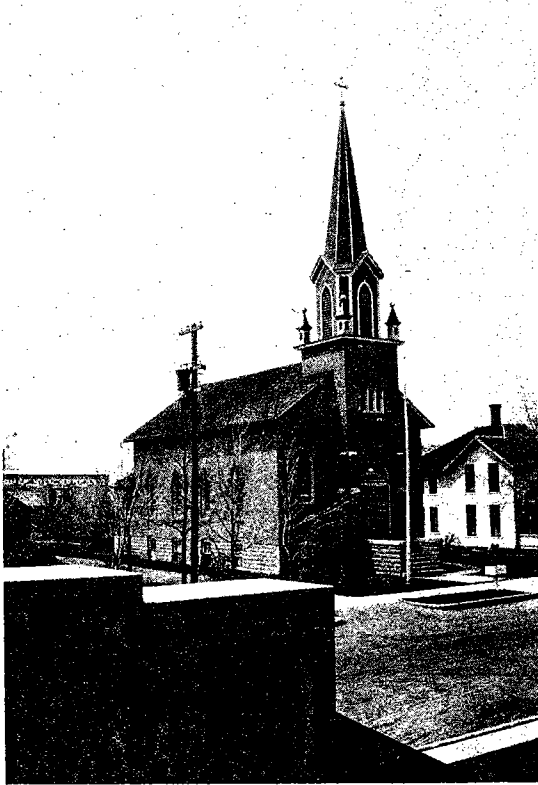


The priests of this parish were:  
Rev. E. A. Hanes from 1884--June 1888;  
Rev. John Blaschke from 1888--Feb. 1894;  
Rev. Joseph J. Miller from Feb. 1894--  
Dec. 1894; Rev. M. Schoelch from 1894--  
Jan. 1898; Rev. Adolph Miller from 1898--  
June 1901; Rev. E. A. Hanes from Sept.  
1905--Dec. 1909. Rev. John G. Laurer from  
1909-- Feb. 21, 1922.

Rev. Henry Glaser died here Aug. 13, 1905. Under his pastorate the present church was built. Rev. John Laurer also died here Feb. 22, 1922. The parish was then temporarily run by Rev. Joseph Eisenmann, who during the illness of Rev. Laurer assisted him. The new school and sister house was built by Rev. Laurer in 1913. The old school was built in 1889. In July 1922, the present pastor Rev. Peter Eicher came.

## History of St. John's German Lutheran Church

The St. John's German Lutheran frame church was erected in 1881, at the present site of the Farmer's Store. Fourteen families belonged to this church, they were as follows: Mr. and Mrs. C. Schnoor, Mr. and Mrs. C. Berg, Mr. and Mrs. Samuel Fritz, Mr. and Mrs. Henry Meir, Mr. and Mrs. J. Marquardt, Mr. and Mrs. Lueck, Mr. and Mrs. G. Weidemann, Mr. and Mrs. Schnock, Mr. and Mrs. F. Cook, Mr. and Mrs. Sommerfeld, Mr. and Mrs. Gravunder, Mr. and Mrs. A. Marquardt, Mr. and Mrs. Ferg, and Mr. and Mrs. Durkes. The pastors of this church were: Rev. George Recknagel, Rev. John Kurtz, Rev. John Hafferman, and Rev. F. Lanzer. Miss Emma Durkes was the first organist.



The frame church building was moved to its present situation in 1907. It was improved and rebuilt. Sunday and Parochial School began in 1882. A Young People's Society was organized in 1915 and the choir in 1921. There are about twelve members in the choir at present and sixty members in the Young People's Society. The pastors of this church were Rev. F. Lanzer and our present pastor Rev. A. R. Boer.

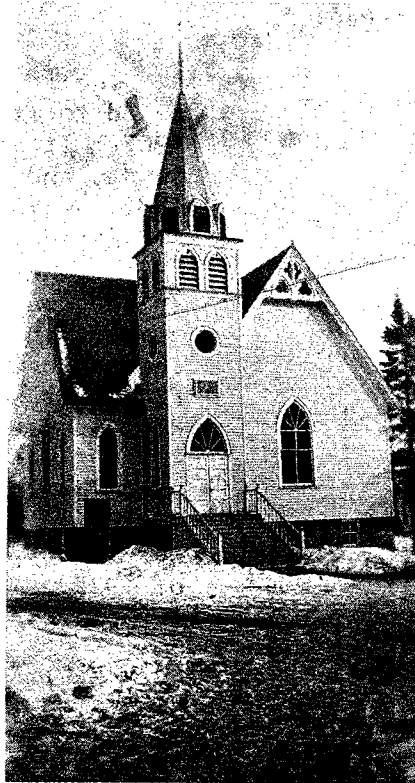
The confirmation class of 1921 contained forty one members. There were thirty six members in the class of 1922. The present membership of the church is 1100.

Until 1918 the services were held only in German when it was changed to both German and English.

In 1922 the church held its fortieth anniversary in the Ideal Theatre so members of the other churches could also partake in the services. Students of the Wartburg College, Clinton, Iowa, furnished the music.

## History of United Brethren Church

The local organization of the United Brethren Church in Bloomer was instituted about 1893. The first services were held in the Kranzfelder hall. They then moved to the Boyer building and from there to the Dietlein building and back to the Kranzfelder hall. While here, in the year 1899, the idea of building a church in memory of Mary Cain, a Wisconsin girl and one of the martyred missionaries, who was slain in Africa at a native uprising in 1899, was conceived by the Branch Union of our Young People's societies. In conjunction with the annual conference, steps were taken to secure a location and funds for the prosecution of the enterprises. N. F. Chapman served a short pastorate before the enterprise was begun.



Bloomer was selected as a desirable location and Rev. I. S. Bussing was appointed as pastor and agent to secure funds for the erection of the church. Money was contributed freely in the church throughout the state, which was supported and supplemented by large and substantial contributions from the people of Bloomer and its vicinity. It had a membership of about eighteen or twenty people. The church was finished under Mr. L. L. Thayer's pastorage which began in 1901. The organization received missionary aid for the first three years, then became self-supporting in the year 1904.

The following were pastors after Mr. Thayer; O. T. Deever, S. E. Taylor, A. D. Whitney, J. W. Comings, Mr. Musgraves, H. C. Stevens, H. A. Smeltzer, L. E. Strictler, and L. L. Thayer again, the present pastor, Rev. Warren.

The church was remodled in 1921 at a cost of about \$6,000.

One hundred twenty one members have been taken or received in the last two and a half years.

The present membership is about one hundred seventy three. The Sunday School enrollment is about two hundred. The Young People's Christian Endeavor membership is sixty five. The Otterbein Guild has a good live attendance. The Women's Missionary association, Ladies Aid, and Juniors all have a good membership.

The present president of the Ladies Aid is Mrs. Dalton; the president of the W. M. A. is Mrs. Thayer; the president of the Y. P. S. is Mrs. L. Land; the president of O. G. is Miss Mattie Dalton; the Superintendent of the Juniors is Miss Edna Lane; the Superintendent of Primary is Miss Rose Meir.

The organization which was small in the beginning has enjoyed a steady growth and is now one of the strong churches of this community. The membership has always been loyal and self-sacrificing in the interests of the church.



## Farmer's Store Company

In the early ninty's there was a prosperous farmer, P. L. Scritsmier, living on and owning a farm where now you find Sand Creek, Wisconsin. Mr. Scritsmier was favored by prosperity and wanted more, and wished that his neighbors could be equally prosperous.

The farmer was kind and generous—a hard-working man who loved his family and his fellow-men. He realized that more prosperity in his community would enhance land values and make life more pleasant for those around him. The farmer confided his view to his wife, and told her one morning as he was leaving for a near-by city that he intended to purchase supplies for the home for one whole month. "I think I can buy them cheaper that way," said the farmer.

He visited the city, talked with the leading merchant there, and discovered to his surprise that in buying flour in full barrel lots, and sugar in the same quantity, canned goods by the dozen and socks in twelve pair bundles, he could effect a decided saving. The farmer loaded his wagon with the merchant's goods as he had never done before. On the way home Mr. Scritsmier whistled with pleasure at his discovery.

At this time there was much controversy in the state concerning a Farmer's Alliance and an organization was formed at Mr. Scritsmier's home. What came out of this organization is as follows: Mr. Scritsmier addressed his neighbors at the meeting, relating to them how he had been able to get lower prices on his household supplies by purchasing them in large quantities. He suggested that they join him and contribute to a general fund, out of which would be purchased supplies for all at one time. Mr. Scritsmier offered to do the buying himself.

His neighbors at the meeting were convinced of the practicability of his suggestion and forthwith contributed to a general supply fund. A large wood-shed of crude construction became the store house.

The store house was filled once a week by Mr. Scritsmier, who spent his time, his knowledge and his efforts in serving his neighbors.

The good news spread throughout the surrounding region and more farmers joined the chain until the equipment and capital were found inadequate.

It was then that Mr. Scritsmier saw a future and a possibility. He increased the membership of his home organization to one hundred, and proceeded to organize what is known today as the Farmer's Store Company.

The first formal store was located in Bloomer on September 15, 1891, and incorporated at \$5,000. This amount was divided into 1,000 shares, of which about 600 were sold to the nearly 300 stock-holders at this time. Mr. Scritsmier was then employed as first manager of the store.



The Farmer's Store Company was not welcomed as a competitor at the time of its formation. The managers and directors experienced many hardships. They labored with insufficient capital to conduct the business, suffered from refusal of credit. The local newspapers and competitive enterprises were all opposed to the new store and its principals. They did not endorse the sale of merchandise at such a low mark-up as the Farmer's Store Company observed.

False reports concerning the farmer's retail organization were conveyed in a round-about manner to traveling salesman covering the region. The result was that the Farmer's Store Company was unable to buy merchandise from the traveling salesmen. So persistent were the ill-based rumors that eventually Mr. Scritsmier was obliged to go to Chicago to purchase goods, where he had to pay cash for what he wanted.

In spite of their manifold difficulties, the Farmer's Store Company weathered early storms and from a working capital of \$5,000 at the start they have progressed until today they rank in the \$1,000,000 class and are highly respected in the community in which they thrive.

Owners of stock in the Farmer's Store Company are in no way obligated to buy of the store, or in any of the subsidiary stores.

At the time the organization was formed as a stockholding concern, the principal stock-holders felt they should have the support of the community as a whole. At this time the Farmer's

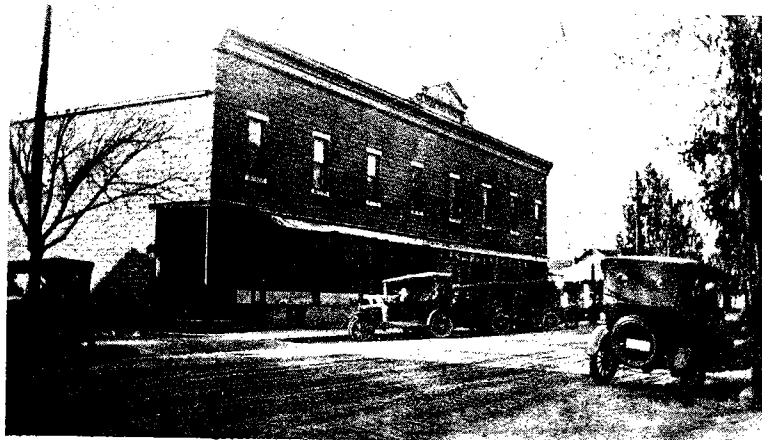
Store Company definitely decided on their policy of low mark-up, which they have since maintained and attribute a large measure of their success to the fact that never once has their promise of a fair price been violated.

Considerable difficulty was encountered in securing stock subscriptions. Most of the farmers who were asked to buy stock were poor. The summer trade of the Farmer's Store Company at that time was all exchange of merchandise for produce.

It was hard to gain the confidence of the farmers. Some of them prevailed on by a solicitor to buy stock in the Farmer's Store Company, would say, "I'll give you this \$5.00 or \$10.00 to get rid of you, but I never expect to see the money again."

But Mr. Scritsmier and his associates never gave up and completed the organization which they started. Mr. Scritsmier conducted the parent store until 1897, when William Larson was elected to assume the leadership following the original founders' resignation. The founding of the Farmer's Store Company is credited to Mr. Scritsmier, but much of what the company has been able to do in realization of its purpose and its expansion is due to the direction of Mr. Larson.

Mr. Larson has proven a man of ability; acting as superintendant and secretary, and assisted by Jacob Boehmer as treasurer and general manager. These two gentlemen have been largely instrumental in guiding the company's growth and in establishing the many branches.



The yearly sales have increased from \$27,000 the first year to over one-half million in 1910. The gross profit has been 12% and the average has been about 7% on sales, and this includes all expenses, insurances, taxes, rents, and clerk hire.

The stock holders have been paid on an average for twenty years a dividend of 18% per annum on their stock. The company started with 300 stock-holders, but now they have about 1,500. Their stock is limited to \$650. No one can buy any more than that from the company. Some have more, but it was bought from second hands.

Only thirty-one sales people and miscellaneous workers are employed in the Bloomer store, which number includes the employees occupied in the warehouse, basement stock rooms, and implement buildings.

The store is not departmentalized. All the merchandise sold on the first floor in a room 105' x 140' is classified according to its nature; but there are no divisions of departments.

The entire space of the main floor is devoted to tables heaped with merchandise from every department. The basement houses surplus stocks of groceries and hardware.

The second floor-the size of the first floor has two smaller rooms at the rear. The large space on the second floor contains furniture, trunks and rugs. One of the smaller rooms has millinery and the other houses a harness shop.

A large warehouse to the rear of the building is for feed, produce, seeds, oils, and general supplies.

An extensive business has been developed in implements. The implement building has two floors and a basement.

The store has put into effect the self-serving plan for selling. Complete stocks are maintained at all times. Every want of the customer is satisfied. The wants of the trade are studied and anticipated. A wide variety of commodities is secured for sale over the counters.

Each of the Farmer's Store Company's branch retail establishments has a manager trained for his position by many years service in the organization. The manager must be well-versed in the policies of the company and must understand their methods. He must act in his store as buyer, except when carload contracts are placed, usually by the general manager.

All merchandise bought is recorded at the main office in the Bloomer store, and each order must be checked through this office before going to its destination. All goods are purchased at the particular stores, trips to market being regarded as unnecessary except in exceptional cases.

Only on rare occasions are factories visited and then when a carload proposition is entailed. Such merchandise as machinery, feed, seeds and Paris Green have been purchased in carload lots. Case lots of domestics, overalls, shoes and hosiery are often bought.

In most of their localities, the Farmer's Store Company owns the buildings in which they do business.

The company does not advertise. This means a saving of 3% to 4%, regardless of the merit of the non-advertising policy.

The store building in Bloomer occupies a lot apart from the ware-house and implement building.

All goods of seasonable character that are likely soon to become obsolete are avoided. The store maintains an attractive stock of dry goods and general merchandise.

No expense is underwritten for window displays or interior decorations. The large windows in the front of the building give a clear view into the main room of the store.

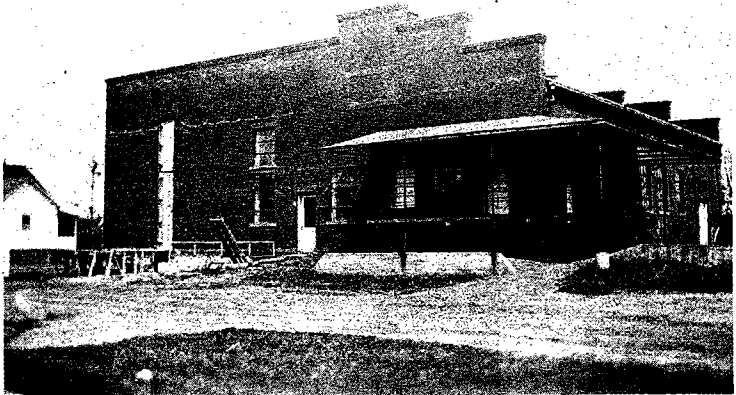
## BLOOMER CREAMERY

The Bloomer Creamery was incorporated in 1909. It had 125 stockholders and four hundred patrons. In the year 1915, 652,220 pounds of butter were produced. Its expenditures to patrons and others were \$200,000.

The new creamery was built in 1917. The principles or stockholders were mostly farmers. It cost about \$20,000 and the construction was supervised by W. E. Berg to whom much credit is due.

The Creamery includes a main building of 48 by 80 feet, 17 feet high and a cold storage annex 30 by 40 feet, 26 feet high built of Menomonie brick with a tile roof. The Creamery interior is finished in white enamel walls and ceiling. A tile wainscoating and concrete floors are finished in mastic. It is divided into the manufacturing department, office, elevated tank and test rooms. Power is furnished by both motor and steam. The equipment consists of two heavy duty churns of 800 pounds capacity and two starter cans of 60 gallons capacity. Every thing about the plant and its operations are strictly sanitary.

The agents of Armour & Company decided to build a condensory in order to do this they had to buy out the Creamery. Which they did in 1918 and paid \$35,000 for it. This was distributed among the stockholders of the Creamery. The Creamery was closed down and is still out of use, as the condensory uses all the milk offered by its patrons.

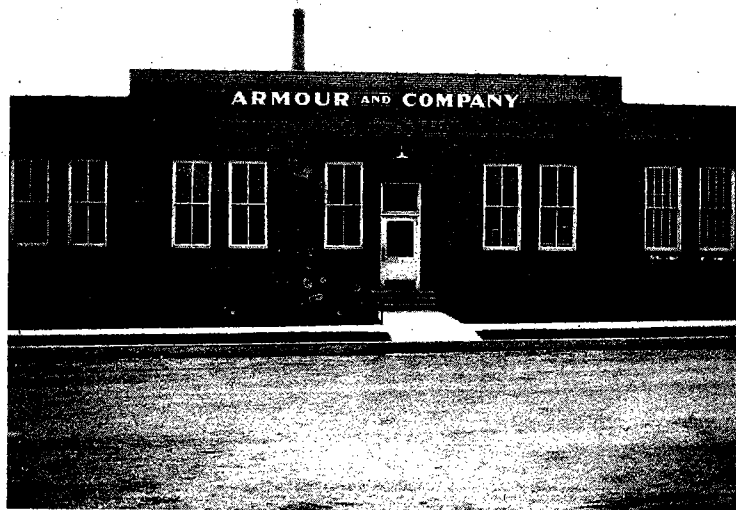


The officers of the Creamery were:  
President & Manager- J. C. Snyder  
Vice President- Jacob Wirth  
Secretary-Treasurer- Western Woodard  
Directory Board- Isaac Lund, John O'rouke, W. E. Berg

## Bloomer Condensary

One of the largest and most conspicuous buildings of interest to the city is the Armour & Co. Condensary. The first work of the company here was to buy the plant of the Bloomer Farmer's Creamery Company for which they paid the sum of \$35,000.00. This building is now being used as a warehouse.

Ground for the new condensary was broken in February, 1917. The erection progressed with the greatest rapidity so that only seven months later, September 1st, 1917, the big plant was fully completed and equipped and ready for operation. The building is handsome in appearance and the



largest in the city of Bloomer. It is located opposite the old creamery building, and built entirely of brick. It is 385 feet long and 70 feet wide, two stories high in part, of fireproof construction wherever possible.

Every means has been utilized to insure the maximum of cleanliness and sanitation, all walls and pipes are painted white and all the huge storage, cooling and heating tanks are glass-enameled.

The condensary now handles from 100,000 to 130,000 pounds of milk daily, which they receive from near and far.



### Bloomer Brewing Company



The brewery produces about 4,100 barrels of alcoholic liquids each year which is sold locally and to the neighboring towns.

It has from six to twelve men employed and the business is run along progressive lines.

The beer made by the Bloomer Brewing company is pure, rich, palatable in flavor and distinguished for its uniformed quality. It is made mostly of malted grain and hops.

The building is constructed of brick and stone. It is also equipped with good machinery.

### Bloomer Fire Department

The fire department in this town consists of twenty-four members that meet once during each month under the chief, E. B. Bickerstaff, who is chosen by the city council.

The men on the fire department do not draw a salary but draw money when they go to fires. They receive five dollars if they go to a fire and use water but if they do not use water they only receive two dollars.

Last year in 1922, they city spent \$6,588.80 for the fire department. They now have a new FORD pump truck and also a new FORD ladder track which completes the equipment.

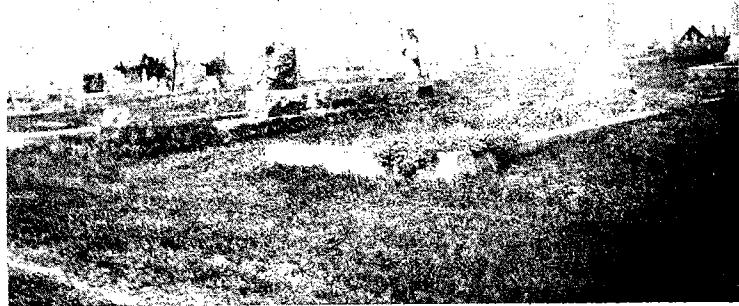


## CEMETERIES IN BLOOMER

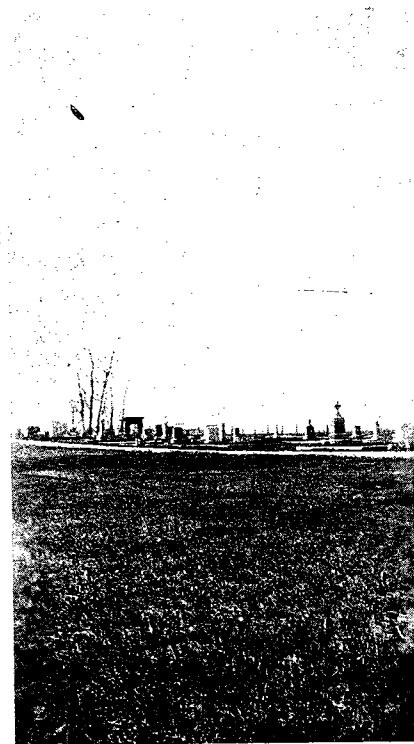
The first Bloomer Public cemetery was in the lot south of the grade school building. It was owned by a Mr. Van Loon. It was then moved to a lot about one-half or a mile, southwest of the city, which was owned by Smith, Brooks, and Mc Cauley. In 1900 it was bought from G. I. Brooks, by the city. Everyone buying a lot, becomes a member of the Cemetery Association, so that it is really owned by the people.

The Board consists of:  
President-Mr. Henry  
Werner, Jr.  
Vice-President- Mr.  
F. H. Cutting.  
Secretary- Mr. E. C.  
Dettloff  
Treasurer- Edward  
Shipman, Stewart, and  
Milton Mc Donald.

There are now two  
St. Paul Catholic  
cemeteries. One is  
situated one-half mile  
north of Bloomer, and the other, sometimes called the Bohemian Cemetery,  
is about three-quarters of a mile south of Bloomer.

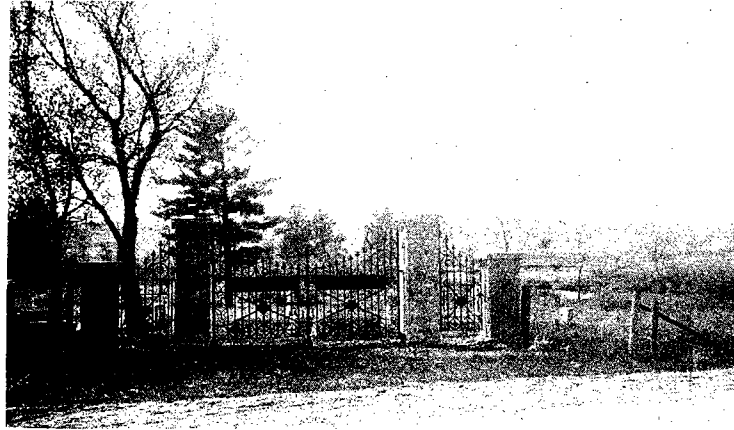


Drive In The Bloomer Cemetery



The Cemetery North of the City

CEMETERIES IN BLOOMER



St. Paul's Cemetery South of the City



Catholic Cemetery North of the City