

Milk & Ice Cream

WILBUR HOOPS, DIST.

Spencer, Wisconsin

☘ **O'BRIEN** ☘
●
CONSTRUCTION, INC.
TRUCKING - GRADING
●●● BULLDOZING ●●●
●●●
SAND
GRAVEL ● GRANITE
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BLACK DIRT AND
DECORATIVE ROCK
●●●●●
Spencer, Wi.
Ph. 659-5363 ☘



SPENCER FOODLAND

**Seven Days of Savings-- U.S.D.A. Choice Meats, Garden
Fresh Produce-- Fresh Every Day Home Baked Goods--**

Open Seven Days--

SEITZ BAR

Corner of N. LaSalle & Main St.

Originally known as

"Farmers Home Tavern"

for over 75 years.

Mrs. Amanda Seitz, Prop.

SPENCER, WISCONSIN

— FOR GENETICALLY
SUPERIOR SIRES —

Call
Your

ABS

AMERICAN
BREEDERS
SERVICE

GENETIC
ENGINEER

Mark Krause

(715) 659-3837. ®

Rt. 2, Spencer, Wis.



Spencer Cafe

113 Clark St.

A Good Place To Eat

**Quick Service --
Low Prices**



Owners:

Don & Darlene Hoefs



Seed ————— Sales

Grass & Corn

DENNIS FOTH

SPENCER, WIS.

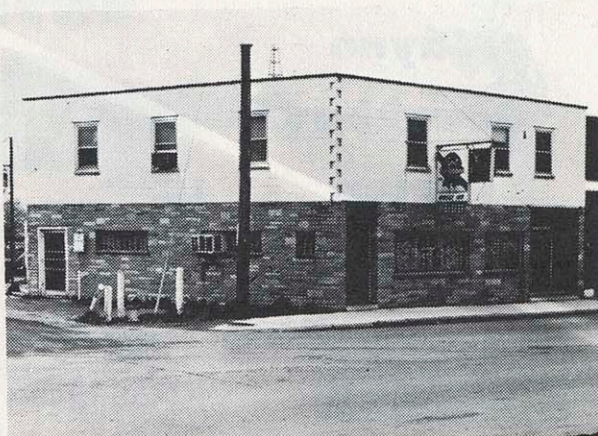
**ANDERSON
SAWMILL & MFG., INC.**

**WANTED
TIMBER & LOGS**

Oak, Maple, Birch, Ash,

Elm, Pine, Popple

Timber is a crop.
Harvest when ready



BREEZE INN

SPENCER, WIS.

Fun, Food and Drinks

Velma & Neland Will

Spencerland Realty & Appraisal

HOMES
FARMS



BUSINESS
VACATIONLAND

Office in Spencer's Professional Bldg.
116 Clark Phone 659-4081
Dale J. Kunding - Broker

Data Flow Corporation

112 W. 5th Street
Marshfield, Wisconsin

Accounting Services
Tax Return Preparation

JACK LEHNHERR - LARRY SHORTESS

Office in Spencer's Professional Bldg.
116 Clark, Wed. 1 - 5 Phone 659-4081

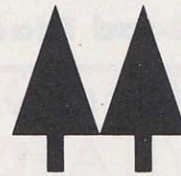
One call gets you all the help
you need in Insurance for your

**Life, Health, Auto,
Home, Business,
Snowmobile, Motorbike,**

659-4081

Vic Carpenter Agency
116 Clark, Spencer

Office in Spencer Professional Bldg.



**Mutual
Service
Insurance**
people helping people.

Feeds:

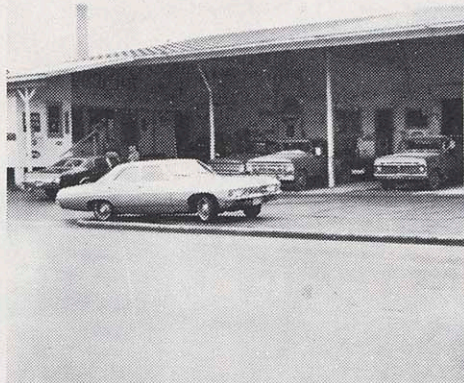
Wayne

Doughboy

Purina

I.D.O.

**Dog-Cat-Bird
Feed**



**Royster
Fertilizer**

**Teweles
Farm Seeds**

**Bulk Feed &
Sack Pick-Up
& Delivery**

Since 1962-- We Have Grown With Spencer . It Is
A Growing Agricultural - & Industrial Community--
We Like It Here

Spencer Farm Supply Inc.

ARNOLD BRUESEWITZ-MGR.

*Congratulations, Spencer
on your 100th year.*

20th CENTURY CHEMICAL CO., INC.

Spencer, Wis.

Manufacturers of VITAMIN SUPPLEMENTS FOR AGRICULTURE

**Cattle-Lac For Dairy Cattle - Beef Cattle & Calves -
"Swine-ette" - For Hogs**



Podvels Sales & Service

**Madison Silos - Silo-Matic Unloaders & Feeders
Hedlund Equipment & Manure Handling Equipment**



CONGRATULATIONS, SPENCER, WISCONSIN

Liberia Manufacturing Corp.

MANUFACTURER OF MOBILE HOME DRAPERY

105 Louisa St., Box 123, Spencer, Wis. 54479



Congratulations on your Centennial

We Love Spencer

We Love People

Who Buy Our



LAMPS

LIGHTS

DISPENSERS

RANGE HOODS

MEDICINE CABINETS

MIRRORS

PICTURES

FIREPLACES

TUB ENCLOSURES

VENTILATING EQUIPMENT

NORTHLAND HOME PRODUCTS

Go Gambles

Prepared to grow with Spencer
in its
SECOND HUNDRED YEARS!

**HARDWARE, HOUSEWARES,
SPORTING GOODS, PAINT,
AUTOMOTIVE, APPLIANCES,
FURNITURE, FARM AND
GARDEN SUPPLIES**

Gambles in Spencer 28 years

NOW UNDER MANAGEMENT OF
Duane and Marilyn Kortbein
108 E. Clark St. 659-2326

*Congratulations to
Spencer Centennial*

LEONARD HEBERT

Spencer, Wis.



**Transporting milk
to Clover Cream
for 18 years**

Farm Buildings
Pole Buildings
Conventional Barns



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Phone 223-2180

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200 CLARK ST.

SPENCER, WISC.

(715)659-3841

 Husqvarna

McCULLOCH



CHAIN SAWS

Simplicity

LAWN-BOY®

Lawn & Garden
Equipment

TRINITY LUTHERAN CHURCH

Spencer
Missouri Synod
The Church of the Lutheran
Hour.
Wm. H. Ruhbusch, Pastor

Saturday Service: 8:00 P.M.
Sunday Service: 10:00 A.M.
Sunday School: 8:45 A.M.

SPENCER MENNONITE MISSION CHURCH

Sunday Service: 11:00 A.M.
With visiting minister.
Sunday School: 10:00 A.M.
Sunday Evening Service: 8:00 P.M.
Midweek Service with Bible Study and Prayer
Second and Fourth Wednesday at 8:00 P.M.

ST. JOHN'S LUTHERAN CHURCH

North Spencer
David A. Ault, Pastor

Sunday Service: 9:30 A.M.
Sunday School: 8:30 A.M.

CHRIST THE KING CATHOLIC CHURCH

Spencer
Father Andrew Bofenkamp, Pastor

Mass Saturday Evening 8:00 P.M.
Mass Sunday Morning at 8:00 and 10:00
A.M.

UNITED METHODIST CHURCH

Spencer
Keith Schroerlucke, Pastor
Sunday Service: 9:00 A.M.
Sunday School: 10:00 A.M.
UMW - Second Wednesday of
Month.



This is a great place to grow up in. It's a special sort of place with a special sort of life. It's your first blue ribbon at the county fair. It's hot chocolate and popped corn in a snug kitchen on a cold winter night. It's the appetite you build up doing chores. It's the good food that satisfies the appetite. This is the kind of place you're glad to have grown up in. The kind of place where you want to raise your kids.

We at NSP want to help preserve the quality of life here by continuing to supply clean electrical energy. This can be done if we all join in conserving energy whenever possible.

Northern States Power Company



**UNITED
BUILDING
CENTERS**

Bus. Phone 659-4033
Res. Phone 659-4239

GERALD NELSON

Manager

Spencer, Wisconsin

*Congratulations to the
people of the Spencer area
on their first 100 years!*

Forest Homes. Inc.

DIRECT FACTORY OUTLET



Featuring:
**DICKMAN, WICK &
GREENWOOD HOMES**

Highway 13 South
Telephone 659-5191

TREMMELE MACHINE SHOP

Spencer, Wis.

**Knives, Scissors & Saw
Sharpening Service**

**REPAIR & WELDING,
OUR SPECIALTY**

CONGRATULATIONS

to



SPENCER

for

100 YEARS OF PROGRESS

*Bock Industries
Spencer Wis.*

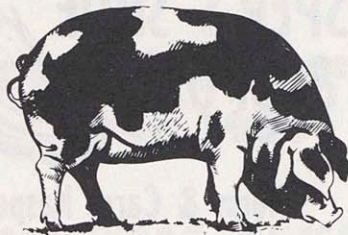
COMPLIMENTS

**Dittner
Feeder Pigs**

Norbert Dittner

R. 3, Marshfield, Wis.

Ph. 384-2359



*Congratulations to the
City of Spencer for
100 years of Progress*



MIDLAND COOPERATIVES INC.

Feed Division Spencer, Wisconsin

Highway 13 North

COMPLIMENTS

from **BEAHM'S AQUARIUM**

R. 2, Spencer, Wis. 659-3983



**Tropical
Fish & Supplies
Glass Tanks
2½ Gal.-55 Gal.**

Over 25 yrs. in business.

*Good Luck Spencer
on your next 100 years*

PICUS IGA

Super Market DOWNTOWN SPENCER

**"THE NAME" IN CENTRAL WISCONSIN
SINCE 1910**

Thanking You
For Your Patronage

Since **1928**

HUBER'S BARBER SHOP



**COMPLIMENTS
OF
DON WACHHOLZ**

Mobil Agent

Phone 384-8200

Marshfield, Wis.

**CONGRATULATIONS,
SPENCER**

DAN'S CENTRAL CITGO



A Nice Place to Visit

Compliments of

**KASPER'S SHOE
& SPORT**



Norm & Carol Kasper
Spencer, Wis. 54479

Compliments of



**Minerva's
Bar**

Spencer, Wis.

Tam Turkey, Inc.

Spencer, Wis.

« **CONGRATULATES** »

the Village of Spencer

on

100 Years of Progress

**DAIRYLAND
SEED COMPANY**

Corn and Grass Seed

GERALD SCHWANTES

Rt. 1, Spencer

Congratulations Spencer

Lancaster, Pa.
Tampa, Fla.

Chicago, Ill.
Elkhart, Ind.



Crest Flooring Distributors, Inc.

HOWARD SIPE
Branch Manager

Box 196 108 Elm St.

Spencer, Wis.

(715) 659-5111



MIKE AND NINA ENGEL

**LANDSCAPING
NURSERY
GARDEN PLANTS**

**Improving Spencer
Since 1933**

Englewood Nursery

CONGRATULATIONS TO
VILLAGE OF SPENCER
ON YOUR
100th ANNIVERSARY



John Day

HELPING TO MAKE MEN'S "HEADS" TURN----
FOR THE PAST 38 YEARS !

28 Years Under Present Ownership

**2 Professional Beauticians
To Serve You**

SPENCER BEAUTY SHOP

Phone 659-4256

Just Aks For Evelyn or Trudy!

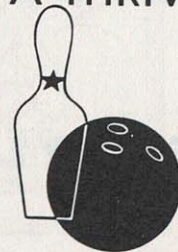
GROWING WITH SPENCER



SPENCER BOWL 1963-1974

Chuck & Bob Wenzel

TO HELP MAKE SPENCER A
"WELL-ROUNDED" COMMUNITY
THE SPENCER BOWL HAS DONE
IT'S PART IN PROVIDING
RECREATION FACILITIES
NECESSARY FOR A THRIVING
COMMUNITY!



SPENCER BLACKSMITH SHOP

Since 1909

WALTER FACKLAM



Congratulations, Spencer

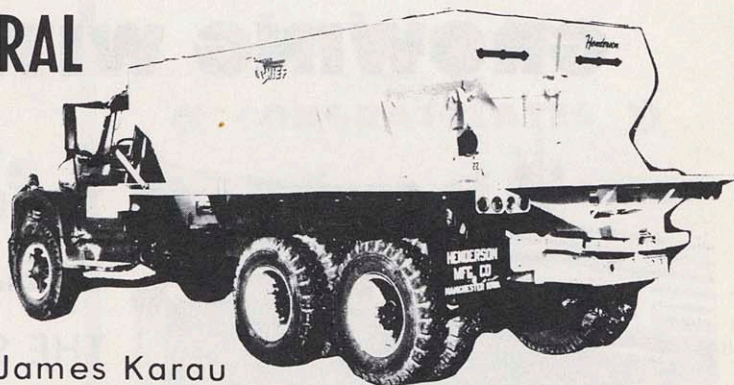
Nila and Archie's
♥ ♦ Bar ♣ ♠
wishes the Village of
Spencer good luck in
the following years.



Abbotsford, WI. 54405

FOR YOUR AGRICULTURAL LIMESTONE NEEDS

Zones 90-99
80-89



Ernest & James Karau

KARAU'S LIME SERVICE

Telephone 659-4260

ABBY AG LIME

Telephone 223-3525

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SPENCER LIME PLANT

Telephone 659-2355

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Luepke's Gifts, Health & Beauty Aids

Phone: 659-5802
Spencer, Wis.

**Veterinary Supplies, Cameras,
Films, Film Processing, Gifts,
Candies, Cards, Cosmetics,
Jewelry**

GROWING WITH SPENCER



Kobs Blossom Shop

Flowers

Crafts

Bolens Yard Equipment

659-3991

Spencer, Wis.

It's Not How Long
You Wear Your Hair,
It's How You Wear It Long



LOOK SHARP & NEAT

By Appointment or Walk In

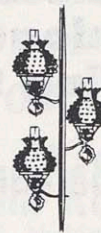
MR. RICHARD'S BARBER SHOP

114 E. Clark Street
Spencer, Wisconsin

Beidel's Furniture

South of Spencer off 13
Phone 659-5454

Royal Furniture
Schweiger
Imperial
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Philco Ford TV
Stereos
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ROOFING THE MARSHFIELD AREA
SINCE 1940

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ALL TYPES ROOFING
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SIDING OF ALL TYPES

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**Home
of the**

Rupp Fun Vehicles

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APPLIANCE SALES & SERVICE
ELECTRICAL WIRING

Your Speed Queen-Monarch Dealer

715 659-5436

SPENCER, WISCONSIN 54479

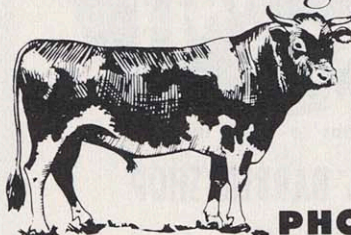
-PATZ SALES & SERVICE-

**Barn Cleaners
Silo Unloaders
Feeding Systems**

Dave Bargander

R. 3, Marshfield, Wis.

Curtiss Breeding Service

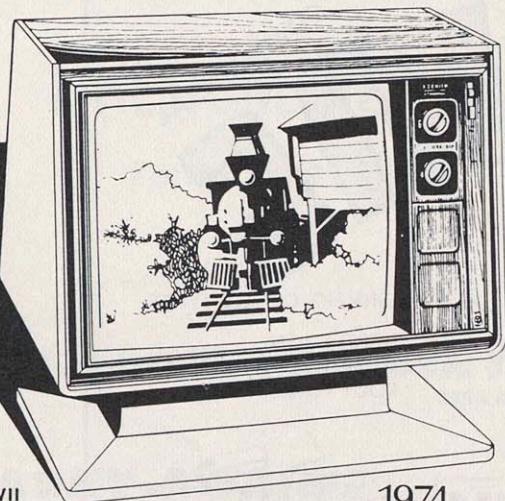


**Merlin Bolen,
Tech.**

PHONE: 659-4436

Nall's Electronics

610 N. Lasalle St. Spencer, Wis.



The
AVANTE VII
E4760X

Unique high gloss console finished
in Bermuda Shell White lacquer
with a Mayan Rosewood veneer
top. Pedestal mounting gives it a
subtle cantilevered look.

\$000⁰⁰

1974

ZENITH

solid-state

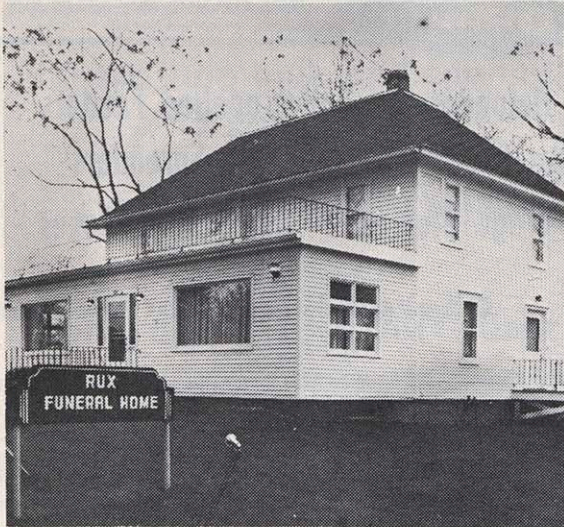
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25" CONSOLE

DIAGONAL



YOUR ZENITH DEALER
FOR 14 YEARS



Serving with reverence, dignity and concern.

RUX FUNERAL HOME

Spencer, Wis. 659-5155

KOBS CONSTRUCTION

Cabinet Work & Remodeling



CONGRATULATIONS

Spencer

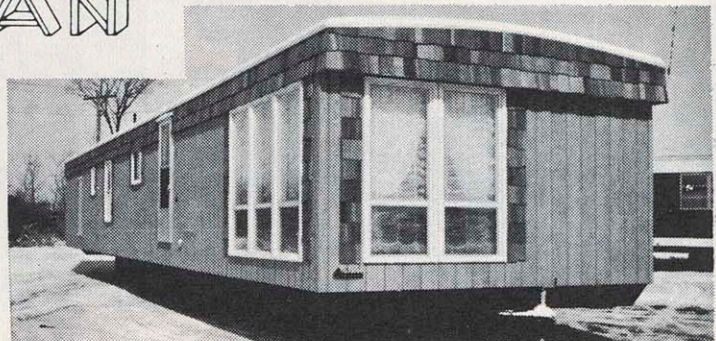
on your 100th Birthday

Merlin Kobs

Spencer, Wis.



SPENCER, WIS. 54479



Mobile Module Built Like a Home

659-5811

Spencer, Wis., P. O. Box 93



Weister Construction Inc.

12 Years of Building

SPENCER, WISCONSIN

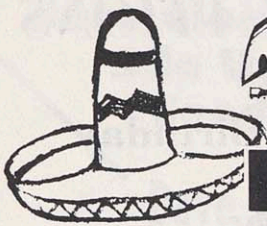


BADGER NORTHLAND INC.
A SUBSIDIARY OF MASSEY FERGUSON INC.
Kaukauna, Wisconsin 54130

Silo Unloaders Self-propelled Feeders
Barn Cleaners Manure Spreaders
Forage Blowers and Forage Boxes

George Hoernke, Dealer
Spencer, WI.

Hanson's



Imports

Next to Picus I.G.A. in Spencer

TRI-STATE

**TRI-STATE
BREEDERS
COOPERATIVE**

"Known By The Sires We Keep"

Orville Schwarze, Technician

Spencer, Wisconsin
Phone: 659-2314



Congratulations Spencer on your 100th Birthday

BURNETT SERVICES since 1954

School Bus and Charter Bus Service

RICHARD DERFUS

Transporting bulk and can milk
to Randt Dairy

CONGRATULATIONS
Spencer
on your 100th birthday



Home Office • 2930 LARUE STREET • ELKHART INDIANA 46514 •

MANUFACTURERS
OF MOBILE HOME CHASSIS

BRANCH PLANTS:
MOULTRIE, GEORGIA
HALSTEAD, KANSAS

SPENCER, WISCONSIN
MAXTON, NORTH CAROLINA
LEOLA, PENNSYLVANIA

MANSFIELD, TEXAS
SARASOTA, FLORIDA
LEXINGTON, TENNESSEE

BEST WISHES TO SPENCER
ON CENTENNIAL



FARM SERVICE CENTER

Spencer, Wis.
Phone 659-4223

CROP PRODUCTION SPECIALISTS

R. L. DIMLER INS.

All Your Insurance With One Agent
R. 3 Marshfield Ph: 659-3917

&

HIWAY 13 RESALE BARN

Dishes	Lawn Mowers	Tools
Furniture	Baby Furniture	Antiques
Beds		Nicnacs

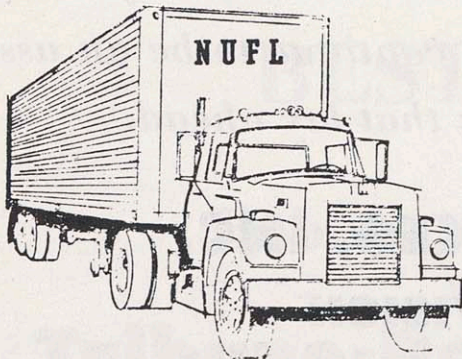
DISTRIBUTION CENTER INC.

LOCATIONS:

NEW ULM, MINN.
SPENCER, WISC.
LOVELAND, COLO.
PRAIRIE DE CHIEN, WISC.
P.O. BOX 347
NEW ULM, MINNESOTA 56073

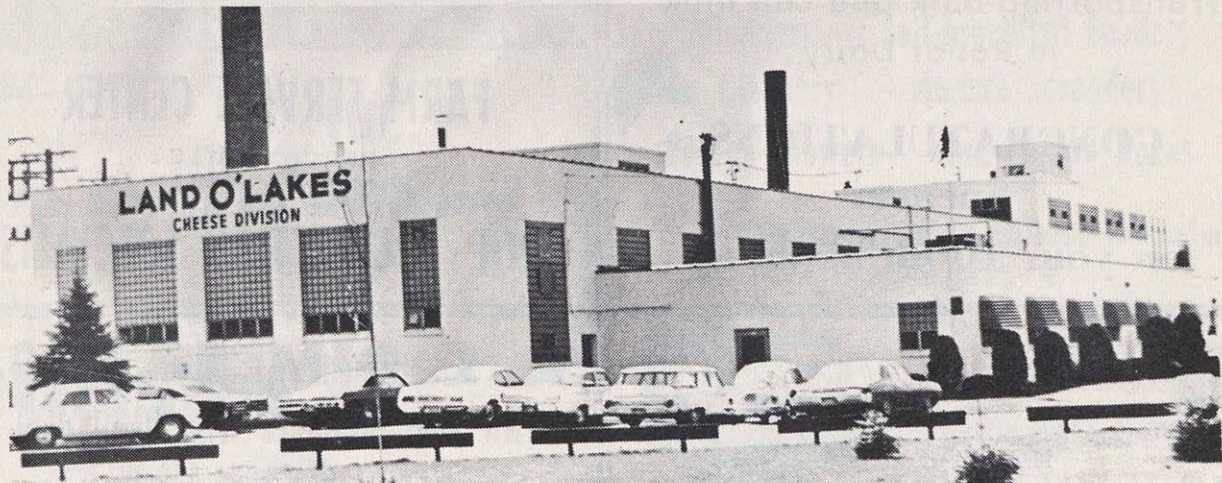
Best Wishes Spencer

May you have continued
progress in your next 100 years.



LICENSED AND BONDED
WAREHOUSING

"SERVICE IS OUR BUSINESS"



LAND O LAKES, INC.
SALUTES THE CITIZENS OF SPENCER
ON THEIR CENTENNIAL ANNIVERSARY!

We are proud to have shared a decade of the last century with you. We plan to continue to be an asset to the community in the years that lay ahead.

LAND O LAKES, INC.
CHEESE DIVISION
SPENCER, WISCONSIN

I AM SPENCER

I was born in the year eighteen hundred and seventy four,
Yea, many of my happenings have become folklore,
I've held thousands of people, the happy, said, rich, and poor,
As I keep on growing there will be room for many more.

Some years after my birth Spencer became my proper name,
But my very existence was threatened by searing fire and flame,
Spirited people rebuilt me and more of them came,
But at heart I'll remain a small town basically the same.

Although fading from memory I can remember a childhood delight,
Of mighty steam locomotives as they rolled into sight,
Spewing huge clouds of coal dust that obscured the sunlight,
But the railroad helped me grow so the black soot was alright.

Most town had a brewery and in my early days I had mine,
Then some temperance groups started to complain and whine,
But there were more who enjoyed a taste for beer so fine,
And with elbows on the bar the cry was fill another stein.

My streets were of dirt and rains made them a muddy mess,
More litter in the roadway came from horses in distress,
The women had problems with their long flowing dress,
As they tried crossing my streets with grace and finesse.

The many tales of my early days I will cherish and nurse,
And none of my past could make me utter a curse,
But the modern day scene sometimes makes me quite terse,
So my story will end and I will add but one more verse.

Many deeds from my life have appeared in the news,
With pictures and stories and different points of views,
The Advance and Record were two papers that would amuse,
But the modern Tribune-Record-Gleaner is the one that I'd choose.

Written by Ken Neumann
Spencer TRG Editor

BEST WISHES

from

Bob and Florence Berglund



Tribune-Record-Gleaner

WDLB

1450



music

news

sports

WDLB-FM

106.5

Full time Stereo

24 Hours a Day



a Facility of
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Building Systems Inc.

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SPENCER, WIS. 54479

Congratulations

Spencer



Artcraft

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100 PARK STREET
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Congratulations



Spencer

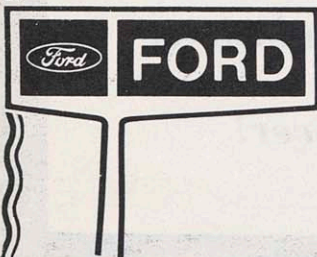
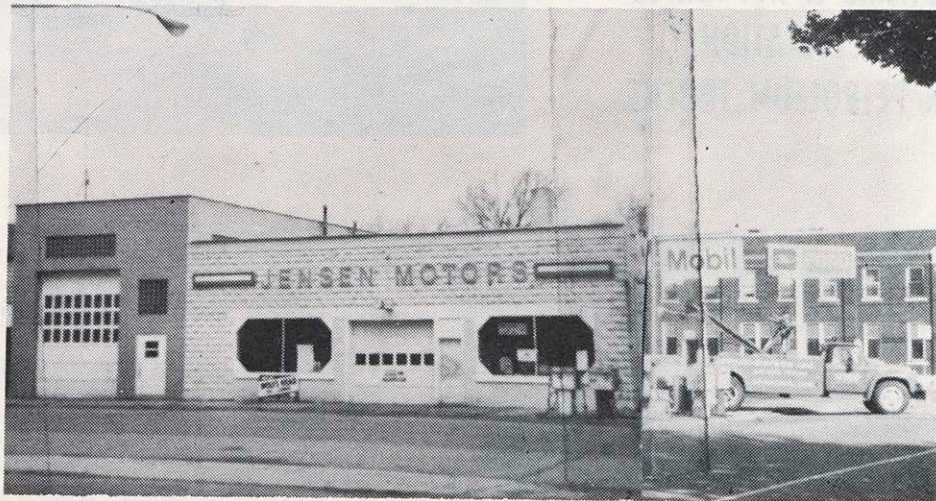
*HAPPY TO BE
A PART OF
SPENCER'S
CENTENNIAL
CELEBRATION*



GENERAL TELEPHONE

**CONGRATULATIONS:
TO SPENCER, WIS.
ON IT'S 100th BIRTHDAY.**

*It Has Been A Sincere Pleasure
To Be Of Service To You And
Your People For The Last Forty
Four Years.*



1930--Your Full Service Dealer--1974

JENSEN MOTORS, INC.

SPENCER, WIS. PHONE 659-3939



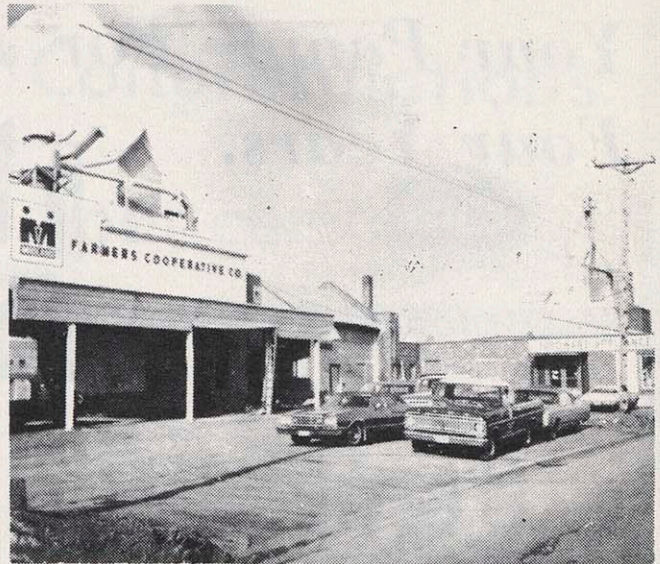


FARMERS COOPERATIVE COMPANY

1912-1974

Serving the Spencer Area
for 62 years

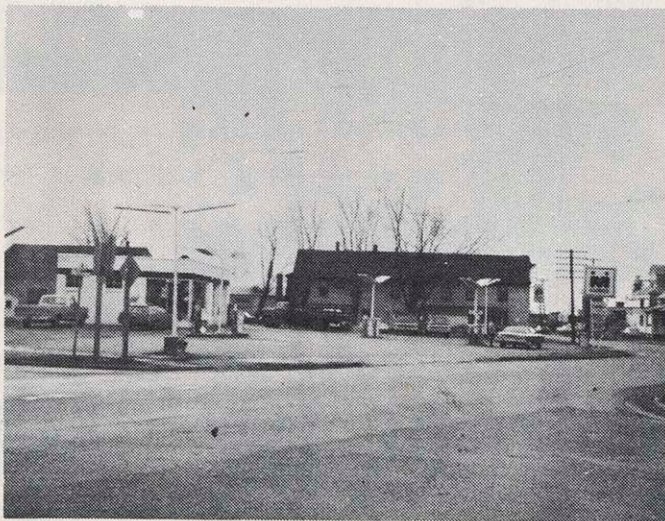
**FARM MACHINERY
FEED & FERTILIZER
HARDWARE & APPLIANCE
SERVICE STATION
BULK PETROLEUM TRUCKS**



Farmers Cooperative Company, was founded September 18, 1912 by a group of farmers to provide themselves with a reliable and economical source of farm supplies.

Sales to themselves that first year were \$1,856 worth of Seed, Corn, and Oat. Over the years, the Co-op has grown about 1,000 times in size. Sales in 1973 were \$1,824,000.

Total sales for the 62 years exceed \$29,000,000, with net savings to its members of \$850,000.



There are over 1,000 members currently using the facilities of the association. They include local farmers, businessmen and homeowners.

The members of the Co-op are happy to have been part of the growth of Spencer in the last 100 years and are looking forward with enthusiasm to the next 100.

Congratulations

Spencer!

Marathon County Public Library
300 N 1st St
Wausau WI 54403



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FARMERS COOPERATIVE COMPANY

SPENCER, IOWA

Serving the Spencer Area
for 62 years

- FARM MACHINERY
- FERTILIZER
- HARDWARE & APPLIANCES
- SERVICE STATION
- DICK PETROLEUM TRUCKS



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