

LOOKING BACK

A History of Port Edwards



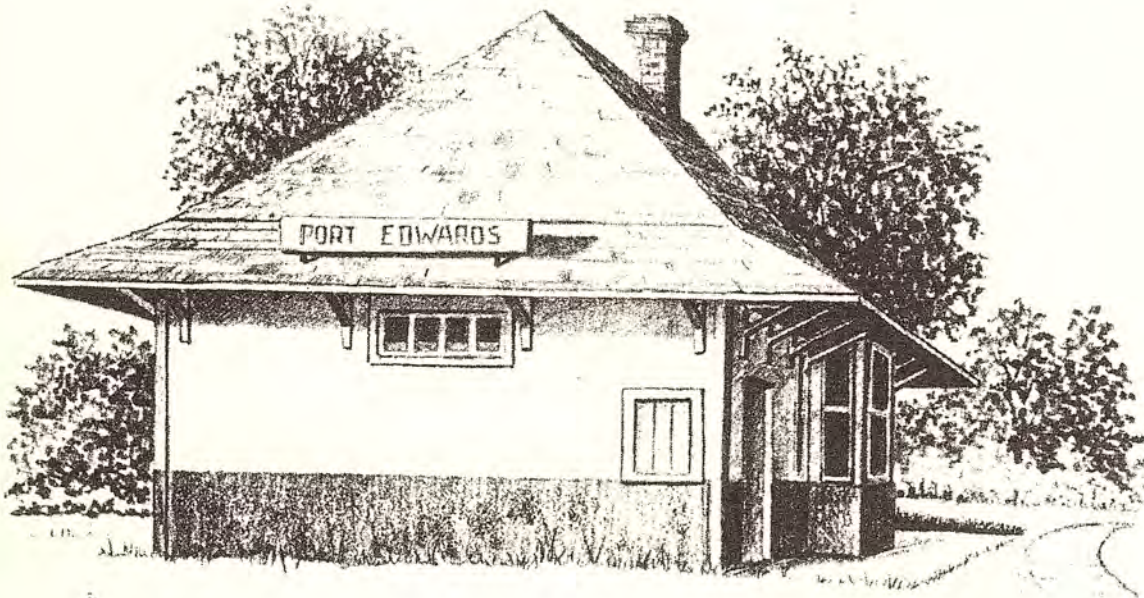
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*Commemorating a
Hundred Years as
an Incorporated Village*

1902 - 2002



Port Edwards Depot

Arthur
J. Jackson

Introduction

On June 9, 1902, 415 people who lived on the west bank of the Wisconsin River in the township of Port Edwards expressed a desire to establish the village of Port Edwards. Now, 100 years later, we have reason to look back to see what we have accomplished and achieved.

Let's keep one thing straight. Port Edwards' history covers a span of about 140 years since its founding, as you will note when reading Chapter 1. The 100th anniversary commemorates the incorporation as a village entity.

This is a review of our past. It in no way portrays Port Edwards as it exists today. A walk around the village will acquaint one with the village as it exists today. This is strictly a historical review.

Unlike many community history books, the writer has avoided including photos of individuals and family groups. This is not a family album. To include some pioneer family portraits would most likely cause me to miss other important people that resided here and left their mark on the

village. Hard feelings would be caused. Rather, I have enhanced the project with more photos of the way Port Edwards used to be.

The contents are not indexed or footnoted, and there is no bibliography. All the material may be referenced in the village board minutes and the archives of Alexander House, which also provided the pictures, except those that are noted in the captions.

It is impossible to separate the village history from the background of the paper mill. Without the mill, there most likely would not be a village of Port Edwards, hence the frequent reference to it and its founders.

So senior citizens, read and reminisce. Newcomers, become acquainted with your community's background. Students, reflect on what your forerunners endured to make Port Edwards the progressive village it is. After all, it will be you students who will dictate the destiny of the next 100 years.

A Tribute



This community has sometimes been referred to as a company town. It may be that, but one can add that the paper mill was a community-oriented company. This is best illustrated by the many efforts expended by Lewis and John Alexander and what they did for the village.

John Alexander told me once that he was a dreamer, and when he dreamed of something often enough, he just wanted to make it become a reality. And making it become a reality was usually done on a grand scale. John's dreams that became realities were the following:

- Creation of Nepco Lake and Recreation Area
- Development of Alexander Field
- Establishing a Boys and Girls Club and Camp
- Spearheading the building of the school auditorium
- Construction of the Port Edwards Shopping Center
- Building of an eight-unit apartment building
- Financing a municipal swimming pool
- Providing uniforms for the school band
- Causing a stately administration building to be built
- Building a YMCA Community Center
- Guiding NEPCO to prominence in fine paper production
- Donating land for village parks and churches

These are the major items that John dreamed of. There are scores of lesser important things that John caused to become realities. Accordingly, I believe that the village of Port Edwards owes a debt of gratitude to John Alexander and his father, Lewis. It is to them that I dedicate my efforts in writing this book.

ACKNOWLEDGMENTS

Publishing a book is no easy task. No one person can claim the credit for completing the project. Therefore, I would like to acknowledge the participation of the following people and organizations that helped to make this project a reality.

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By
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Chapter 1: Lumber

Daylight Enters the Forest

“Timber” as it was called by the lumbermen; trees to you and me. Not just any trees, but pine trees—virgin pine trees! So many of them that the northern half of the state would be referred to as the Wisconsin Pinery.

Running through this pinery were water courses. Rivers that flowed from the north to the south and smaller freshets that flowed east and west. Water on which a log could be floated to a sawmill. Water that could be used to move lumber to a marketplace. But most important, water that could be dammed and harnessed for power to operate a saw. Thus, timber could be converted to lumber and delivered to a market.

The preceding paragraphs serve as a very brief geography of northern Wisconsin in the early 1800s. It doesn't sound like much, trees and water, but it was all that was needed to start an economic boom in a portion of Wisconsin which, up to that time, knew nothing of economics other than the bartering of some blankets or cloth for a few beaver pelts.

As the trees were cut, sunlight fell upon the ground that had not been exposed to the direct sun's rays for 100 years or more. This metamorphosis of the forest began in 1829 when the first sawmill on the Wisconsin River was built about 30 miles south of here.

The early records are somewhat sketchy as to just who did what and when, but there is documentary reference indicating that Messrs. Grignon and

Merrill were partners in a sawmill venture at a place that became known as Frenchtown, later named Port Edwards. The same mill fell under the partnership of Merrill and Whitney sometime in 1836. Next, Merrill acquired Whitney's interest in the operation and then, in turn, transferred the business to a partnership of John Edwards Sr. and Henry Clinton. This brings the sequence of events up to 1840.

The mill that was changing hands as frequently as a football during a bowl game was a single saw operation located about a thousand feet north of the present Port Edwards paper mill. The physical plant most likely consisted of an unheated wooden building; a three- or four-foot-high dam constructed of brush, timber and native stone; and a water turbine or perhaps even an old water wheel driving a single rotary saw. But all of these assets were not as valuable to the lumberman as were the water power rights and the government permit to cut timber on the land made available by the “Three Mile Strip” treaty.

This 1836 treaty was made with the Menomonic Native Americans and made available a strip of land three miles wide on each side of the Wisconsin River, beginning at Point Basse (now Nekoosa) and extending northward to the vicinity of Wausau.

The lumbermen had access to a new and vast supply of virgin pine timber as a result of this important Native American pact. Then, in 1848, Indian title to the balance of the land was



The John Edwards Lumber Company in the late 1870s. The railroad tracks lead only as far as the lumber storage piles.

extinguished, and the supply of timber was greatly augmented. A large portion of this land eventually was to become the property of Nekoosa Papers Inc. and its predecessors.

Lumber was cut and piled on the ice just below the sawmill. The entire pile was then fastened together using wooden pins, tie boards and wedges. Thus, a lumber raft was built. In the spring of the year when the ice went out, about three or four men would board the raft and set up housekeeping. A small bunkhouse, not much larger than a good-sized dog kennel, was erected on top of the raft, while meals were eaten on the "deck." At night, the raft was tied to the river bank. Once the raft reached the Mississippi River, it was kept moving day and night, often propelled by a

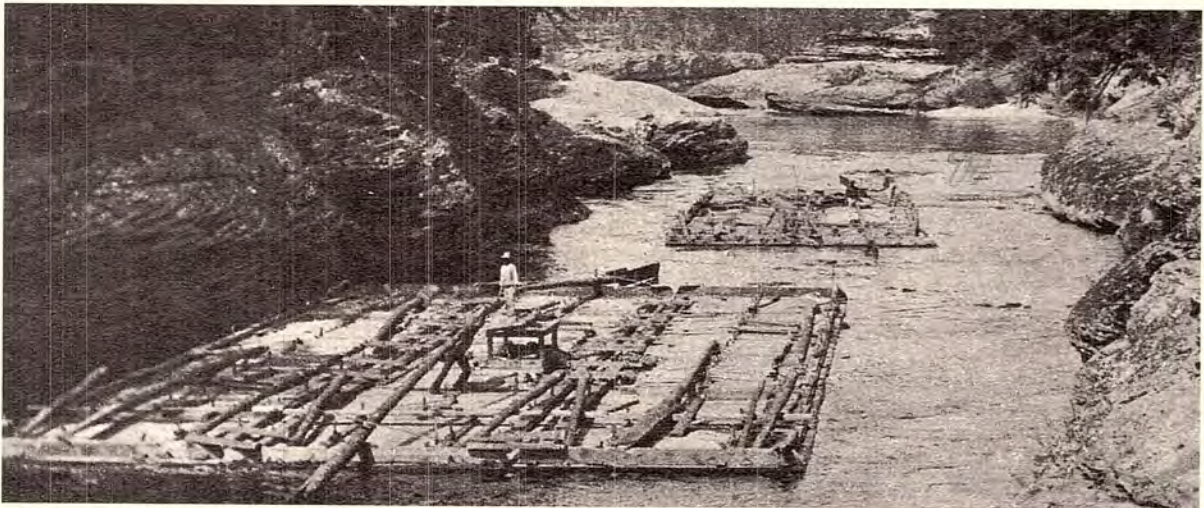


The mill pond at Port Edwards, covered with logs waiting to be converted into lumber. Logs continued to be floated on the river for several years after papermaking replaced lumbering in the mill.

paddlewheel steam boat. From central Wisconsin to St. Louis was a slow, rather easy trip; the only danger spot being the scenic narrows of the Wisconsin Dells and the ever-shifting sandbars of the lower Wisconsin River.

The proprietary assets of the Frenchtown lumber business were taken over by Edwards and Clinton in 1840. In fact, there is some question as to whether Grignon and Merrill really did build an operating sawmill. Some sources make note as Daniel Whitney being the motivating force behind the building of a sawmill at the east end of Market Street in Port Edwards. However, due to an undeveloped northwoods economy, the lack of good transportation, and the limited capacity of the mill, very little lumber was sawed at Frenchtown between 1836 and 1840. Whatever lumber that was cut was probably used locally. At any rate, the wheels of progress did not begin to turn in the Port Edwards area until 1840, the year in which John Edwards Sr. bought out Merrill's sawmill, timber holdings and water power rights.

The senior Edwards was engaged in several business activities, including lead mining, lumbering, land speculation, farming and retail merchandising. He administered these activities from his headquarters and home in Hazel Green, a southwestern village in Wisconsin. Being a man of financial means, he was able to invest in a lucrative venture when the opportunity presented itself. Just such an opportunity was the sawmill at Frenchtown. But he needed a person to oversee the mill; a man



Two lumber rafts make their way through the dells of the Wisconsin River.



The coldest job in a lumber camp was to go out at night on the icing sleigh. Here, such a sleigh is being loaded with water in preparation for icing the roads.



Office of the John Edwards Company built in 1872. A general store is housed in the wing on the right, while the post office occupied the extreme left.

knowledgeable of the forests and familiar with sawing operations. He found such a person in Henry Clinton, whom he took in as a partner, placing him in the position of manager of the Frenchtown mill and its supporting operations. The partnership business was known as Edwards and Clinton Company.

A small settlement of inhabitants, mostly of French background, developed around the mill, and this settlement was called Frenchtown, a name that prevailed until 1869 when the name was changed to Port Edwards in honor of John Edwards, Jr. Perhaps it should have been named Port Merrill, or Grignon's Rapids, or Whitneyville. There already was a Clintonville, so they named the village in honor of Edwards.

In 1855, again in 1858, and once more in 1859, Clinton found himself financially obligated to the business. Unable to reconcile his obligations, he transferred portions of his equity in the partnership to Edwards. In each case, Clinton signed over to Edwards portions of his land holdings in Wood, Marathon, and Adams counties in Wisconsin. Finally in 1862, an agreement was reached between these two, whereby Edwards took over management of the mill while Clinton was banished to operate the farm and lumber camp on Mill Creek in northern Wood County.

Clinton was murdered a few years later, reportedly by an irate saloon keeper in Port Edwards' only saloon or tavern. After a settlement with widow Clinton, John Edwards Sr. gained full control of the Frenchtown operations as well as the outlying support facilities. He renamed the business John Edwards and Company. Active management had been turned over to his son, John Jr., who remained in active management until 1891 when he was elected to the state assembly. He died while serving in this capacity.

John Jr. was born in England and came to this country with his parents, settling in and growing up in Hazel Green, Wis. At the age of only 17, he ventured to California before the advent of a cross country railroad, where he became a gold prospector. In 1859, he returned to Hazel Green, only to be sent to the northern forestlands, where he would manage his father's lumbering business until the death of the senior Edwards in 1871.

John Senior's vast estate, including the Wisconsin River lumbering operations, fell into the hands of seven heirs. With the financial help of T.B. Scott in 1873, John Edwards Jr. was able to purchase the lumber interests from the other members of the family. Once more it became a partnership to be known as Edwards and Scott Lumber Company.

It is interesting to note that the company was not only a vendor of wood products such as pine lumber, lath, pickets, and shingles, but also a supplier of dry goods, groceries, and provisions.

A good description of Frenchtown in 1861 has been preserved through the years. Mrs. Edwards, who came here in 1858 and died in 1921, wrote:



John Edwards lived in this modest home when he married Francis Morrell in 1861. The home has been moved to a different site but still stands.

"The settlement was small, consisting of a store, a blacksmith shop, a school, two boarding houses, and a number of white houses. John Edwards Jr., in an effort to keep a neat clean village, sold white paint to the property owners at an attractive price. This encouraged home owners to keep their buildings well painted, even though they were uniformly white, as were all the mill-owned buildings. As a result, the village was nicknamed 'The White City.' Large refuse burners burned day and night, disposing of the bark and sawdust."

Perhaps a little insight into lumber business conditions in the era following the Civil War would be of interest. In 1872, John Edwards & Co. cut 10.5 million board feet of timber at the Mill Creek

camp. This was floated down Mill Creek to its juncture with the Wisconsin River, just above Wisconsin Rapids. From here it joined other logs coming down the river, destined for the mills in Grand Rapids (Wisconsin Rapids). Those logs marked with Edwards' brand continued on to his Frenchtown mill; a roundabout way, but certainly the least expensive way. There was no railroad yet.

Another account journal of Edwards' indicated that he sold 697,057 board feet of lumber at a price of \$13 a thousand, or a total of \$9,061.78. He noted his cost as \$2,136.20, or a profit of \$6,925.58! Slabs, the curved side of the log, sold for 50 cents a cord as fire wood; while sawdust brought in \$2.25 for two wagon loads, no doubt from a local icehouse. What appears to be quite expensive, at least to this writer, is the price of horses. Edwards bought four of them on one occasion for \$500, or \$125 each. About this same time, Edwards indicates in his personal diary that he hired a Mr. Benedict at a rate of \$20 a month.

At some point in time between 1840 and 1878, the site of the mill was moved from its location at the end of Market Street to the site of the present paper mill. Up to 1878, Edwards conducted his business from the original mill. However, in 1878, an expansion program resulted in the dismantling of the old mill and replacing it with a more modern facility. The old single rotary saw was replaced with new gang saws (several blades operating simultaneously as a group).

In 1885, with financial assistance from W.E. Southwell of Milwaukee, Edwards was able to purchase the Scott interests in the mill. Once more it became John Edwards & Co.

In 1890, John Edwards Jr. and L.M. Alexander reorganized the lumber business, renaming it the John Edwards Manufacturing Company, the immediate predecessor of the Port Edwards paper mill. Edwards and his family made a trip to California, this time by train, where Edwards visited his old mining haunts. During this visit, he met Lewis M. Alexander, a young banker there. Edwards had been elected to the Wisconsin State Assembly in 1891 and had taken up residence in Madison. Alexander was persuaded to come to Wisconsin and assume management of the Edwards businesses. Alexander subsequently married Lida Edwards, the only surviving child of four born to Mr. and Mrs. Edwards.

John Edwards Jr. died in 1891 while in the state assembly chambers. His remains were brought by special train to Grand Rapids.

Thus, we come to the close of the lumber era. Fifty years of timber cutting left only smaller trees and those not suitable for lumber. Edwards had left town to take up residence in Madison to pursue his political career. Alexander was faced with a sawmill but no decent trees to convert to lumber. But Alexander had a plan, a plan that would keep Port Edwards from becoming a ghost town.

Chapter 2: The River

Dynamite it Bigger

The Wisconsin River, longest of the streams within the state's boundaries, has the temperament of an Irishman. It is wild, forceful, and powerful when aroused by spring thaws or heavy rains; yet it is peaceful, tranquil and passive at low flow. It alternately displays these moods, often with no other warning than the unpredictable conditions of weather. Since man has never been able to control the weather, pioneer lumbermen turned their efforts toward controlling the river. Their goal was to more evenly divide the periods of ferocity with the intervals of quiescence. This was done as early as 1850, when Henry Clinton obtained a permit to build four dams on the Wisconsin River in the vicinity of Wisconsin Rapids, so as to more effectively run logs down the river. The resulting dams were called wing dams, and their purpose was to direct the river flow toward the center of the stream or toward a certain channel. The building of dams for the specific purpose of regulating the volume of flow was begun in the later half of the 1800s. By law, these dams had to provide for the passage of logs and lumber being trafficked down the river. These passageways were called chutes or sluices. What one person might consider as being an ideal situation for his operation might not be to the best advantage of another. Consider the problems surrounding lumber rafting.



Port Edwards received its name because it was a log and lumber port. Here are some of the rock cribs to which booms were attached for holding logs and lumber rafts in this river port.

Picture, if you would, a pile of lumber 4 feet high, 16 feet wide, and 112 feet long. Imagine trying to steer this raft by wielding a rudder that has been fabricated from a pine tree, 35 feet long and up to 14 inches in diameter at one end, and tapering to 5 inches at the "small" end. Picture the river in one of its savage moods, conjured up by spring floods. Ahead of you is a dam barricading your progress down stream. There is a "slide" or "chute" just barely wide enough to permit your raft to pass through. It's no wonder that daily entries like the following found their way into Edwards' journal:

"Farrish's raft 'saddlebagged' my dam today."

What this means is that the pilot on the raft was unable to guide his raft lengthwise through the chute. Rather, he was in trouble as his raft was approaching the dam sideways. Upon hitting the rock foundation of the dam, it buckled and broke into pieces.

Another entry from the same source reads:

"Farrish dynamited my dam today."

Evidently feeling the dam's chute was too narrow or not passing enough water, Farrish instructed his raft crew to use dynamite to enlarge the opening. Acts such as this did not promote good harmony between rival lumbermen!

Here are some more interesting documentation taken from various sources:

"Your (Edwards') logs wrecked my (Neeves') dam today. If you are man enough, you will come up here to discuss putting it back the way it was."

"One man killed today and one injured. They were dynamiting at the dam and one lit his pipe. The dynamite went off prematurely, killing one and badly injuring the other."

"Two men drowned today at the dam. Their raft went over the dam sideways, and they were washed off the raft."

"Edwards' dam unsafe for rafting." - (newspaper article)

"My dam is safe but pilots have to be experienced. I will insure for twenty-five cents a raft, all going over my dam if certain pilots are used." - (newspaper advertisement)

But the river not only had its cataclysmic traits, it also had its dormant side, as shown by these quotes.

"All hands spiked (fried) all day getting raft off sand."

"No time was lost. River dropping two inches every 24 hours, and that means a lot on the lower river."

"Stuck on island—one day lost."



Cribs of rock are still quite plentiful under the surface of the river. These two are just off of the end of Market Street.

And then there were the problems of floating logs from the upper river cutting areas down to the mills. Boom companies were formed, whose purpose it was to disperse the logs down the river, taking the best advantage of the river flow. Imagine a pile of logs choking the river for a distance of two miles. The boom company was suppose to avoid this, but obviously did not live up to their purpose.

It wasn't only lumbering that depended upon the river. Paper mills that followed in the footsteps of sawmills required hydro power, also. In 1898, L.M. Alexander, president of John Edwards Manufacturing Company, cited the need for water regulations, stating that he did not have enough water for operating the mills. He accused the

dams up river, some of them owned by boom companies, of holding back the water and even suggested that the dam at Minocqua, Wisconsin, be removed. It is interesting to note that on June 19, 1898, the Minocqua dam was blown up. Tom Nash, president of the Nekoosa Paper Company, instructed his representative there to "find the culprit. It should be easy to find out who bought dynamite around there recently."

All of the foregoing are interesting and even humorous incidents; nevertheless, they all posed serious problems to the river users. And so it was that L.M. Alexander and other interested persons made an attempt at controlling the river flow. The dam owners and mill operators formed the Wisconsin River Hydraulic Association on February 28, 1895. The association made an attempt at controlling the 250-foot fall of the water that existed in the river's course over a distance of slightly over 100 miles. An interesting capitalization structure made it possible for each water user on the river to subscribe to a number of shares of stock in direct proportion to the feet of water controlled by his dam.

However, the hydraulic corporation fell short of its intended goal, perhaps because it lacked the support of the state legislature. At any rate, the problems were not solved as indicated by the following reports of John Edwards Manufacturing Company:

"Mill down because of grinders and machinery on line shaft not operating due to high water with no head available and flooding in the basement."



The west bank of the river still has a log diversion wall opposite the Alexander House. This was to divert logs to the channel of the stream.

"Number five and six machines down. One and a half inches of water in grinder room and flooding in the basement."

And the opposite conditions:

"Grinders shut down at midnight to conserve water."

Although improved, control of the river was still not at its best. Regulation that would only come from a system of dams and reservoirs, which could impound the spring high water and release it during the dry season, was needed. Here in Wisconsin, a group of water power users took it upon themselves to not only regulate but also improve the Wisconsin River's moods.

In 1906, Alexander and Nash, both presidents of paper mills in this area, formed the Wisconsin Valley Improvement Company. Twenty-five water power users subscribed to their proportionate allotments of stock. Nekoosa Edwards Paper Company, headquartered in Port Edwards, was the largest investor, since three of its parent companies controlled 11 percent of the river's developed power. Nash and Alexander were both directors of the new company which was chartered by the state in 1907.

And what has it accomplished? Well, rafting and log drives are things of the past. There is no commercial traffic on the river other than a few sightseeing boats at Wisconsin Dells. Yet the Wisconsin River is the hardest-working river in the country. Mills no longer shut down for the annual spring flood or late summer drought. It is said of the river,

"As rivers go, there are many far larger, carrying a vastly greater volume of water. There are many more publicized, but when it comes to work, to the production of energy in relation to its size, to doing the greatest good for the greatest number of people, the Wisconsin River heads them all." (Wisconsin Valley Improvement Co.)

Beneath the surface of the river, in the vicinity of Port Edwards, there is proof abundant of the river activities of the past. Rock cribs, wing dams, boom piers, anchor weights, and anchor bolts in the rocks are all there under the water, visible only on those rare occasions when the river is drawn down.



A lumber mill employee with his pike pole works the boom above the dam at Port Edwards.

Chapter 3: Papermaking

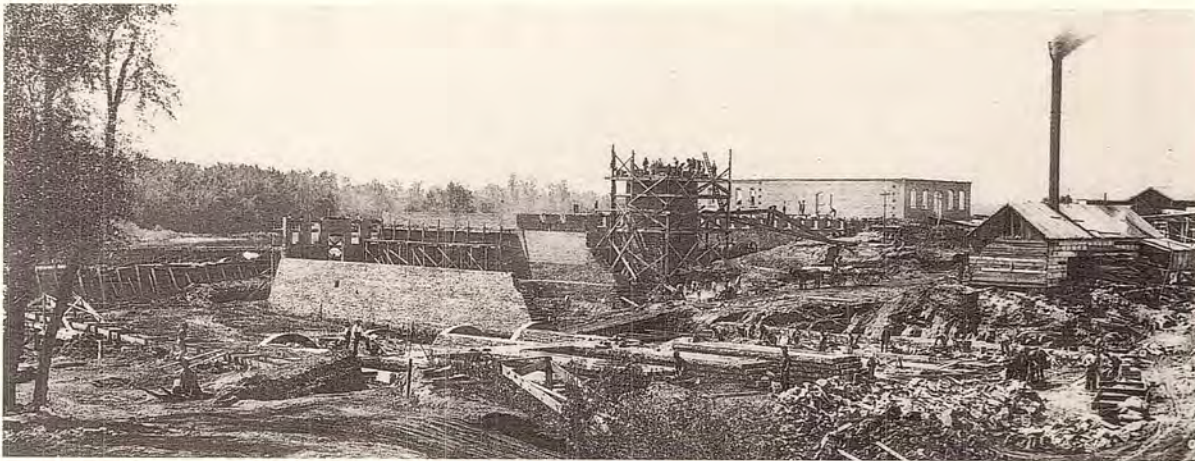
Maybe We Should Have Stayed in Lumbering

With the diminishing availability each year of pine logs in the central Wisconsin pinery, L.M. Alexander, lumber entrepreneur at Frenchtown (Port Edwards), saw the proverbial handwriting on the wall. The tall timber was just about depleted. There were smaller trees and an abundance of hardwood forests remaining, but these trees were not desirable for satisfying the ravenous appetites of the saws. The French lumberjacks were being replaced by German and Scandinavian settlers; and as one Frenchman admitted, "The Germans are hard workers and the French are great drinkers."

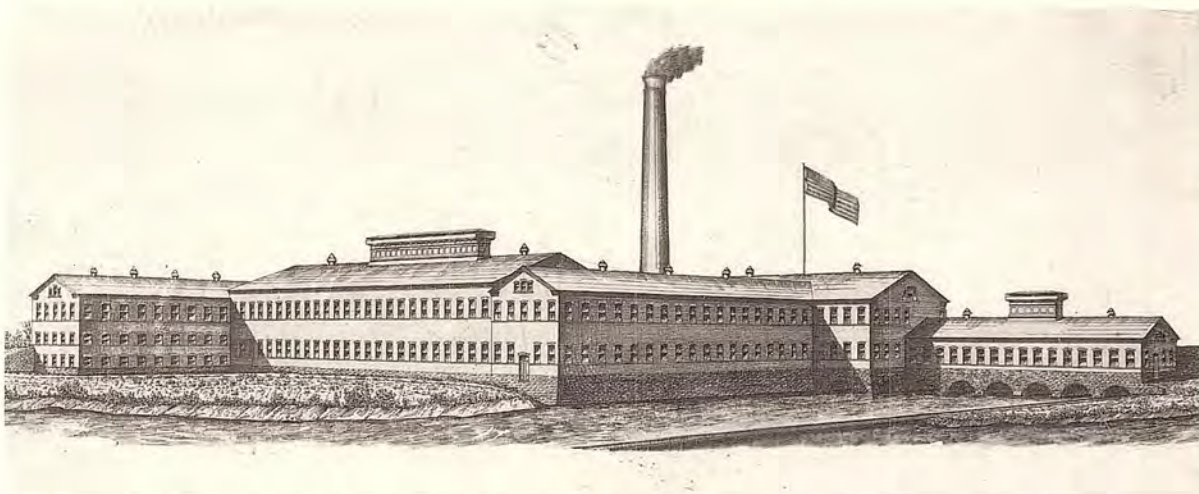
John Edwards Jr. and Lewis Alexander, in October of 1890, reorganized the Port Edwards lumber business as a corporation, naming it the John Edwards Manufacturing Company. The organization of this company was hardly more than a legal

procedure since no change in product or physical plant was undertaken. The sawmill remained the same as when it was the John Edwards Lumber Co. Products were still white pine and hardwood lumber, shingles, lath and pickets. John Edwards was still president and Alexander, secretary. Alexander assumed the presidency upon the death of Edwards in 1891.

In 1896, with Alexander now in the position of leadership, a decision was made to complement the line of timber products by the addition of newsprint paper. Thus, the John Edwards sawmill was demolished in order that the valuable water power on the Wisconsin River might be better utilized for a new paper mill. Construction began in 1895, and it was interesting to note that L.M. Alexander kept a journal of material and



The old sawmill has been removed to make way for construction of the new groundwood newsprint paper mill at Port Edwards.



L.M. Alexander's dreams were fulfilled when this paper mill complex was built at Port Edwards in 1895.

equipment used in the mill construction. Here are a few of the purchases of construction items taken from said ledger:

4,084.62 cords of Worden quarry stone

(About 1,000 railroad cars)

2,252,980 bricks

(About 250 railroad cars)

353 window frames with sash

30 wooden doors

The first pulp manufactured was groundwood pulp produced by a series of six grinders that were powered by the Wisconsin River. The grinder room was located over the river. To the west of the grinder room was the wet machine room, then the wood room, saw room, and machine shop. These departments have all been relocated to make room for part of the Port Edwards finishing department. The beater room was in the same location that it is today. However, the boiler room and steam engine room were located where the finishing room is today.

Two paper machines were purchased from Beloit Iron Works in 1896. Total cost of the two machines was \$57,000. But even this price, which seems very small compared with today's standards, was rather expensive for a newly organized paper mill in 1896. Therefore, the machines were paid for on the installment plan, some payments being as small as \$1,000. The economy had not yet recovered from the 1893 financial panic.

For the next few years, newsprint paper was the principal product of John Edwards Manufacturing Co., about 40 tons being produced each day. Some lumber was still being produced and sold by the timber products division.

Lewis Alexander was not a papermaker. He was trained as a banker and was a successful businessman, organizer, leader and manager. He was engaged in several other activities, including Cream City Sash and Door Company, Port Edwards Land and Investment Company, Merchants' and Manufacturers' Bank of Milwaukee, Citizen's National Bank of Grand Rapids, Iroquois Door Company of Buffalo, N.Y., Two Rivers Company and Inland Empire Paper Company in Idaho. With all these business activities, it is not surprising that Alexander turned the management of the



A photo of the yard crew at Port Edwards. A steam locomotive and a "jammer" would indicate this picture to be of the 1915 era.



A small mountain of logs and the stacker to pile them was located on the east end of the mill. These logs were for the groundwood pulp mill which was shut down in the later 1930s.

mill over to Frank Garrison in 1902. Garrison was operating the paper mill at Centralia. However, he died shortly thereafter, and the resident manager position was then turned over to George F. Steele. Meanwhile, Alexander took up residence in Milwaukee. He would return to Port Edwards in later years.

With groundwood pulp mills and newsprint paper mills springing up all around the state of Wisconsin at the turn of the century, the price of groundwood pulp plummeted to 80 cents a hundredweight in 1898. A couple of years later,

Alexander commented, in a letter to his mother-in-law, the widow Edwards, the following:

"No dividend will be paid this year because our money is all tied up in a two-year purchase of pulpwood, which we did to preserve relations with the cutters."

"There is undercurrent of talk about labor troubles."

"Sometimes I wonder if we should have stayed in lumber."

Newsprint prices improved by 1905, but probably only because of normal inflation, which had gotten a start in this country. John Edwards Manufacturing Company was producing newsprint at a cost of \$39.15 per ton and selling it for \$40.14. However, a year later the market price dropped to \$39 per ton. Something had to be done! It looked pretty gloomy, but there was a light at the end of the tunnel. The motto became, "Convert to higher grades of paper," a slogan that would echo again some 20 years later.

Groundwood pulp production was phased out in the 1940s when the grinders were removed and sold as scrap iron for the war effort. There was no need for groundwood pulp in the papers that would replace newsprint.

Chapter 4: Pulping

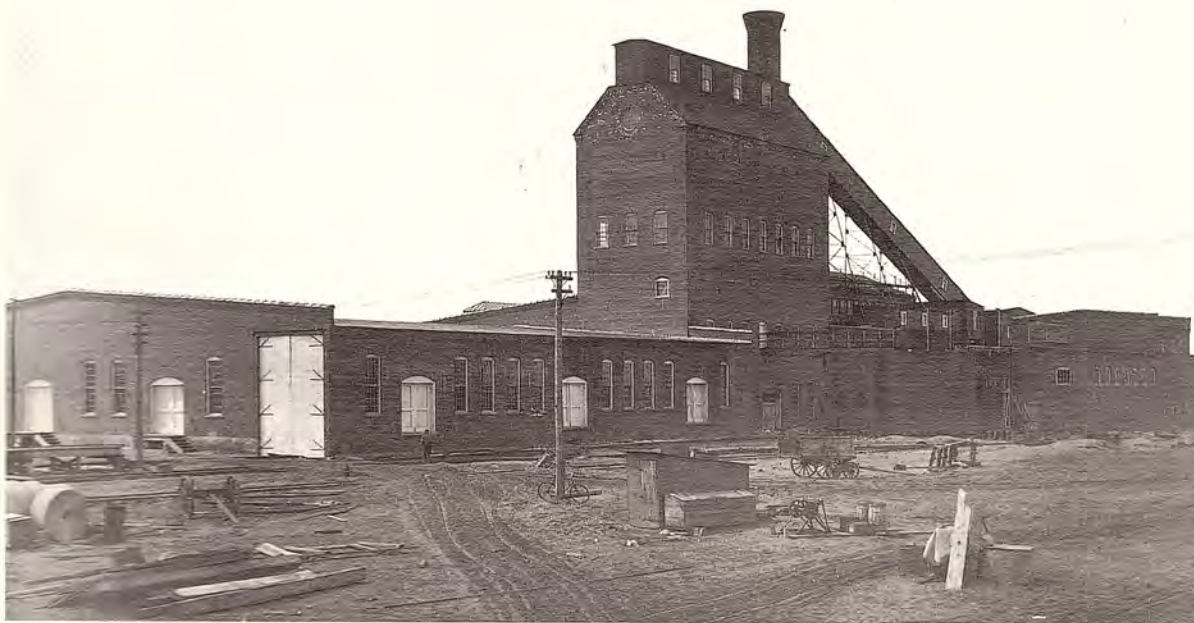
If It Smells Sweet, It's Done

In 1872, Wisconsin's paper production was a mere three tons a day, but by 1900, it had increased to 850 tons per day; a 28,233 percent increase in production in only 28 years. That's an average increase in production of 1,000 percent each year! At the turn of the century, paper mills were proliferating all over Wisconsin, but especially along the Fox and Wisconsin Rivers. Most of these were manufacturing groundwood pulp and newsprint paper. It appeared that the market was becoming saturated - and it was just that. Furthermore, spruce pulpwood, the preferred wood for groundwood pulp production, had doubled in cost between 1899 and 1907, now commanding a price of between \$11 and \$12 a cord. Hardwood, on the other hand, was more reasonable at only \$3.50 a cord. But hardwoods did not make good groundwood pulp.

In 1906, there were three alternate choices to groundwood pulping. One of these was the kraft process, producing a very dark colored pulp, which at that time was unsuitable for finer papers. The remaining choices were between sulfite and soda pulp. The three mills in central Wisconsin, John Edwards Manufacturing Co., Nekoosa Paper Company and Centralia Water Power and Paper Co., all needed a source of better quality pulp. Accordingly, in 1906, the presidents

of these three mills put aside their competitive practices and, in turn, joined hands to form a new company, the Port Edwards Fiber Company, whose purpose it would be to build a sulfite pulp mill in Port Edwards. The actual signers of the incorporation papers were Thomas Nash, Lewis Alexander and J.B. Nash. Tom Nash was elected president, L.M. Alexander, secretary-treasurer, and George Steele was appointed general manager.

In January, 1906, 2,500 shares of \$100 par value stock were issued and immediately subscribed to by Nash, Alexander, Steele and a handful of other business associates. The property and assets of the Nash Lumber Company, near Glidden, Wis., made up Nash's contribution to the cause. With these tangible assets, the new company immediately mortgaged the Nash Lumber Co. and other land holdings to obtain a loan of \$500,000. With the combined funds from the sale of stock and the loan, the new company began the building of a pulp mill right in the front yard of the John Edwards Manufacturing Co., from whom they leased the land and shared joint railroad tracks. Even process water was purchased from the John Edwards mill pond. For these considerations, Port Edwards Fiber Company paid the sum of \$100 a year to John Edwards Manufacturing Co. Quite a bargain!



Port Edwards Fiber Company's plant became part of Nekoosa Edwards in 1908. The entire area in the foreground of the mill is now occupied by mill buildings.



Are any of your relatives in this photo of the crew of the Port Edwards pulp mill?



John Edwards Manufacturing Company's transportation department poses outside the company barn in the pre auto era.

The pulp mill that was erected had three 10-ton digesters with a combined capacity of 60 tons of pulp each day. The cooking liquor used for cooking the wood was a cold, lime-based acid system. It would be converted to a hot acid system in the late 1920s, thereby speeding up the cooking time and increasing production. The pulp was bleached with bleaching powder in a single bleaching tank. The bleach powder was purchased in steel drums and the empty drums were flattened and sold for their scrap value.

The pulp mill was a separate entity, even to the extent of not being connected to the neighboring paper mill, as is the case today. Instead, an outside ramp of about 200 feet in length connected the two buildings, and pulp was moved on hand-pulled wagons from one building to the other.

In the 1920s, several improvements and expansions took place at the Port Edwards Fiber Company. A fourth digester was added in 1923. A three-stage bleach plant replaced the drums of bleach powder. A unique cable-way log handling system spanned the wood storage yard west of the mill.

In retrospect, let's reflect for a moment to those early days of cooking wood. Imagine a "cook" trying to prepare a 10-ton batch of pulp from 20 tons of raw wood, inside a steel digester where it was impossible to see what was happening. Instrumentation, as we know it, was not as refined as it is today. How did a "cook" know if the digester was up to temperature? By expectorating a precisely measured amount of saliva toward the top of the digester and observing the time required for evaporation of this "reagent," the "cook" would determine if more steam was needed. Old timers claim that a good "cook" could tell if a batch of wood was completely cooked by smelling the cooking liquor. A pungent odor indicated a raw cook, a sweet odor, a finished product, and a burnt odor meant overcooked wood.

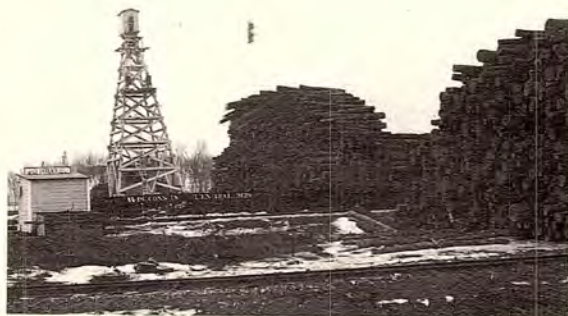
After a short life as an independent company, the Port Edwards Fiber Company offered its assets, valued at \$400,000, to the newly formed Nekoosa Edwards Paper Company, if the new corporation would assume payment of their \$500,000 loan as well as other outstanding debts. An agreement was reached and in 1908, the Port Edwards Fiber Company became the Port Edwards pulp mill of

the Nekoosa Edwards Paper Company. However, formal dissolution of the company did not occur until 1921 when papers were filed to dissolve the company. Why they retained their corporate identity for 13 years is somewhat of a mystery.

Today, the Port Edwards pulp mill and the adjoining paper mill are one common manufacturing facility. Expansions have filled the gap that used to be spanned by a ramp. Two hundred and thirty tons of bleached hardwood pulp are produced each day for use at Port Edwards and Nekoosa. Sophisticated instruments have replaced the senses of the "cook."

In 1974, the process was changed from a lime-based system to a magnesium-based system. At the same time, a \$9 million recovery system was installed, thereby eliminating an older lagoon waste treatment facility. The new recovery system not only eliminated stream pollution but also recovered valuable chemicals that could be reused for the preparation of fresh cooking acid.

There are a few retired employees in Port Edwards who still refer to the east end of the property as the John Edwards mill, associating it with the original mill of the John Edwards Manufacturing Company, while the west portion of the mill was the Alexander mill.



The west log yard of the paper mill used two of these derricks with a cable between them for unloading of logs from railroad cars.

Chapter 5: Fine Paper

The Future Rests in Better Grades of Paper

The fledgling pulp and paper mill in Port Edwards remained a two-machine mill, producing about 40 tons of newsprint paper a day. Two other pioneer mills, the Centralia Water Power and Paper Company, located about two miles north of Port Edwards, and the Nekoosa Paper Company, located three miles down river from Port Edwards, were closely allied to the John Edwards mill. Not only was their proximity a factor that favored merging, but their officers and their principal financial backers were overlapping. It was good business foresight for the three mills to combine, and that they did in 1908. The name of the newly merged company was Nekoosa Edwards Paper Company, with its main office located in Port Edwards.

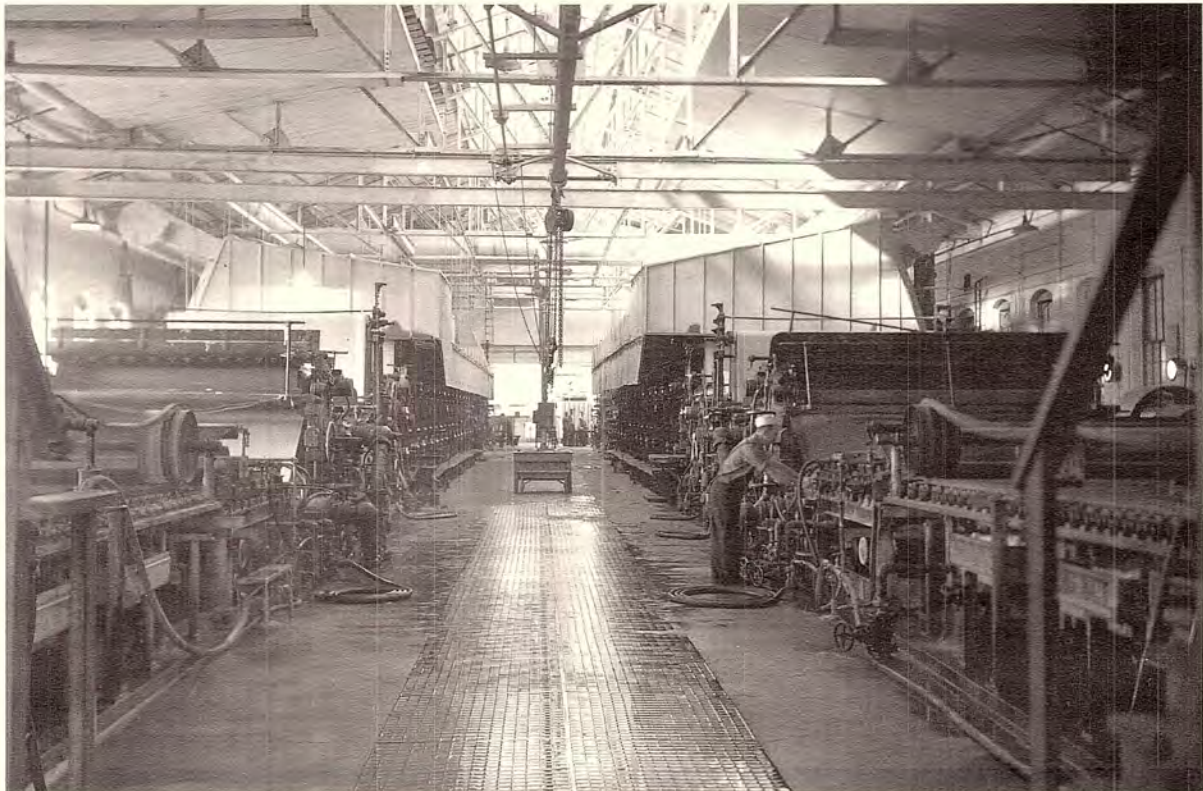
The NEPCO mill in Port Edwards remained in the newsprint business until about the time of World War I, at which time a bold decision was made to give up on newsprint and commit the facilities to the manufacturing of wrapping papers. It was felt that the future of the Wisconsin paper industry rested in producing better grades of paper than

newsprint. Wrapping papers would be the improved grade that would save the industry.

Two new paper machines were added to the existing two. One was a machine referred to as a "Yankee" machine because of its style, while the other was named the "Columbian" because it had performed at the Columbian Exposition in Chicago. It had been purchased as surplus from the World's Fair for \$19,000 and had been operating at the Nekoosa mill until its move to Port Edwards.

A new digester was added to the pulp mill to provide additional pulp for the expanded paper-making capacity.

Wrapping paper was the elixir that kept the Port Edwards mill profitable in the 1920s and early 1930s. The bulk of the newsprint business had gone to Canadian mills during World War I. NEPCO capitalized on wrapping paper business by making a wrapping paper for just about every commodity that one purchased. Most consumer purchases were made from bulk inventories, and that required counter wrapping at the time of



These two paper machines in the Port Edwards mill produced the first fine paper that Nekoosa Edwards Paper Company introduced. They are numbered machines 5 and 6.



As the fame of Nekoosa Edwards grew, so did their headquarters building grow. Note that in this picture of the office, the John Edwards Company office building has been retained in the center of the structure.

purchase. Whether it was a loaf of bread, meat, cheese, pastry, prescriptions, hardware, or clothing, a special paper was made for each item. NEPCO went so far as to produce a special wrapper for beef and one for pork! Naturally, both were made in the Port Edwards mill.

The greatest claim to fame for the Port Edwards mill was their special meat wrapper named King William, advertised as "blood proof and bone proof." Nekoosa Edwards would earn the reputation of being the largest producer of meat wrapping paper in the world.

But wrapping paper became a dwindling commodity after World War II, when prepackaging was introduced to retail merchandising. Films, plastics, and foils waved a red flag for the wrapping paper mills. A new panacea was needed if this mill was to survive. That salvation came with the introduction of fine writing papers in the mid 1930s.



A display of just a few of the wrapping papers manufactured by Nekoosa Edwards Paper Company.

Chapter 6: Watermarked Papers

5,000 Tons - \$5,000 Loss

By 1927, this northwoods paper company had attained the reputation of having the largest daily production of meat wrapping paper of any mill in the country. The decision to break ties with the product that had built this reputation and, in turn, embark into an entirely new sales field was a difficult decision to make.

"Insane," said competitors. "Ridiculous," echoed old-time papermakers. "Why?" inquired the stockholders. Nevertheless, that decision was made in 1925. Nekoosa Edwards general manager, John Alexander, successor to his father, Lewis Alexander, summed up the reasons for the change with these remarks. *"We were forced to do only one thing, namely to change our grades of paper and get into the making of higher grades of paper, for which we knew there would be a higher return on our investment."*

A year later, general manager Alexander wrote to his father:

"The wrapping paper situation is not much better than the newsprint situation today. There is keen competition and an oversupply of wrapping paper, so that it has become a football and is being kicked from one place to another with all ranges of cut-throat prices."

So it came to be that as early as 1927, Nekoosa Edwards Paper Company introduced a line of business papers, the most popular item being NEPCO Sulfite Bond. Available in white and a rainbow of colors, the unwatermarked sheet could be had in four weights, ranging from a light-weight 13-pound to the heavier 24-pound sheet. Amazingly, the grade proved to be a minor success. So much so that in subsequent years, companion grades of NEPCO mimeo, duplicator, envelope, register, tablet and offset were offered to the printer. However, the most expensive product in 1932 was a grade called Artone Ledger. Perhaps that's why only 10 tons were made that year, selling at a price of \$46.49 per ton.

The acceptance of a few tons of business paper in the marketplace did not translate into total success. Accordingly, in 1930, Alexander again made a plea to his father asking for a total switch to fine papers. His letter states:

"We must get into the production of high-grade specialties and those papers which will not be directly competitive with the South."

"Our production of wrapping paper is still the critical issue. The problem is a serious one, and the immediate outlook is none too bright for this company."

In another letter it is stated:

"In order to establish ourselves on these new grades, we must, in turn, take the business away from someone else either through a better sheet or a sheet nearly as good but at a lower price. We have little support from the sales department because they perhaps know less about the higher grades."

The letter went on to say that the salesmen sent the mill an inquiry and the mill would make the paper. He advocated a reversing of this policy, whereby the mill would come out with a line of papers and then turn them over to the sales department to sell. Thus, Nekoosa Edwards would become an initiator rather than an imitator.

If Nekoosa Edwards Paper Company thought it had reached the acme of fame when it became the world's largest producer of butcher paper, the distinction was small when compared with the phenomenal growth that this company experienced after the introduction of its line of watermarked communication papers.

John Alexander was convinced that NEPCO could achieve the goals that he had set fourth. In 1936, he proposed to his father that an expenditure of \$250,000 be made to begin the conversion of the mills from all wrapping paper to watermarked writing papers. The money would be used for equipment changes, as well as research and development. In asking for the funding, Alexander stated that in spending these funds, "this company will be taking out an insurance policy for the future; and which policy if not adopted, I am afraid will make the coming years lean ones."

The year 1936 was not as lean as the years during the depression. Although hardly growing money trees, father did listen to his son. He managed to



Inspection of the basic raw material and inspection of the end product helped Nekoosa Papers Inc. control the quality of their product. Here, Bill Sheegone, a native American who appeared in many Wisconsin Dells Indian ceremonies, inspects a log for rot, bark and knots. In the lower photo, a corps of ladies inspect the finished sheets before cutting and packaging.





Air view of the Port Edwards mill, island log yard, and part of the village in the early 1940s.

raise enough money to embark upon a general mill cleanup which was necessary to manufacture a number one grade of paper. Concrete storage tanks were lined with tile. Walls and ceilings were scraped and painted. Iron and wood pipes were replaced with bronze ones, thereby eliminating rust and splinters. Brass agitators replaced wooden paddles. Bleach plants were cleaned up, assuring a cleaner pulp for the premium papers. Stock pipes were even rerouted to eliminate sharp angles and replace with gentle, sweeping curves, thereby eliminating corners where stock might lodge and start to mold.

The efforts all came together in 1936 when a run of Nekoosa Bond, a number-one quality sheet of paper, was made. Unfortunately, it was not up to Alexander's expectations. Additional steps had to be taken to bring the sheet up to his standards. Some of these steps included special training classes for the workers involved and hiring of a

round-the-clock quality supervisor. Finally, a rigid testing program was introduced, resulting in the slogan "pre-tested papers." To let the business world know that Nekoosa Edwards Paper Company was in the fine paper business, a booklet entitled, "THE WORLD BEHIND THE WATERMARK" was distributed to printers.

A sales manager for Nekoosa Edwards summed up the results with this statement:

"That first year we made 5,000 tons of Nekoosa Bond and we lost \$5,000 doing it."

But success was just around the corner. By the end of 1938, fine bond papers accounted for 22 percent of NEPCO's production. This phenomenal success story would be the incentive for further expansion. A new paper machine and a wastewater treatment plant were added to the Port Edwards mill. New production sites were



The mill office building and research laboratory were housed in this building, which is now part of the administration building.

added in Arkansas; Plover, Wisconsin; Potsdam, New York; and Leaf River, Mississippi.

Then, in 1970, Nekoosa Papers entered into a friendly merger with Great Northern Paper Company. Mergers had been considered over the years, including one with our neighbor in Wisconsin Rapids, Consolidated Papers Inc., but this was the first time that a consummation of the plan took place. In 1990, Great Northern Nekoosa was purchased by Georgia-Pacific Corporation, and finally, in 2001, the Port Edwards and Nekoosa mills were sold to a Canadian paper company, Domtar Inc. Under this management, the Port Edwards mill operates today, producing 500-plus tons of fine paper each day.

A few last comments before leaving the history of the paper mill. For roughly two years, the Port Edwards mill operated a converting plant where paper was converted into ruled forms, notebooks loose-leaf sheets, adding machine rolls and school supplies. The venture was not a success and was consequently abandoned.

Lastly, a word about a nasty subject, strikes. The Port Edwards mill has weathered three of them. The longest one was in 1919 when the mill was down for a month, although the strike persisted for almost a year. After that, operations were gradually brought back on line with imported workers and loyal personnel who returned to their jobs. The winter of 1919-1920 was a bitter winter in Port Edwards. The strike went on through the winter with pickets standing around their bonfires outside the mill fence. Many physical conflicts took place in Port Edwards and

neighboring Wisconsin Rapids, where tempers flared up in saloons. In fact, the Wisconsin Rapids police placed an advertisement in the local newspaper requesting that strikers leave their weapons at home when coming to Wisconsin Rapids. Two other strikes occurred; one in 1967 lasted about ten days and another one in 1983 lasted about a month.

In summary, it is evident that the lifeblood of the community is the paper mill. Other businesses and industries contribute to the success of this village, but their existence in Port Edwards would not have come about if it weren't for the fact that we had a viable paper manufacturing facility in the village.



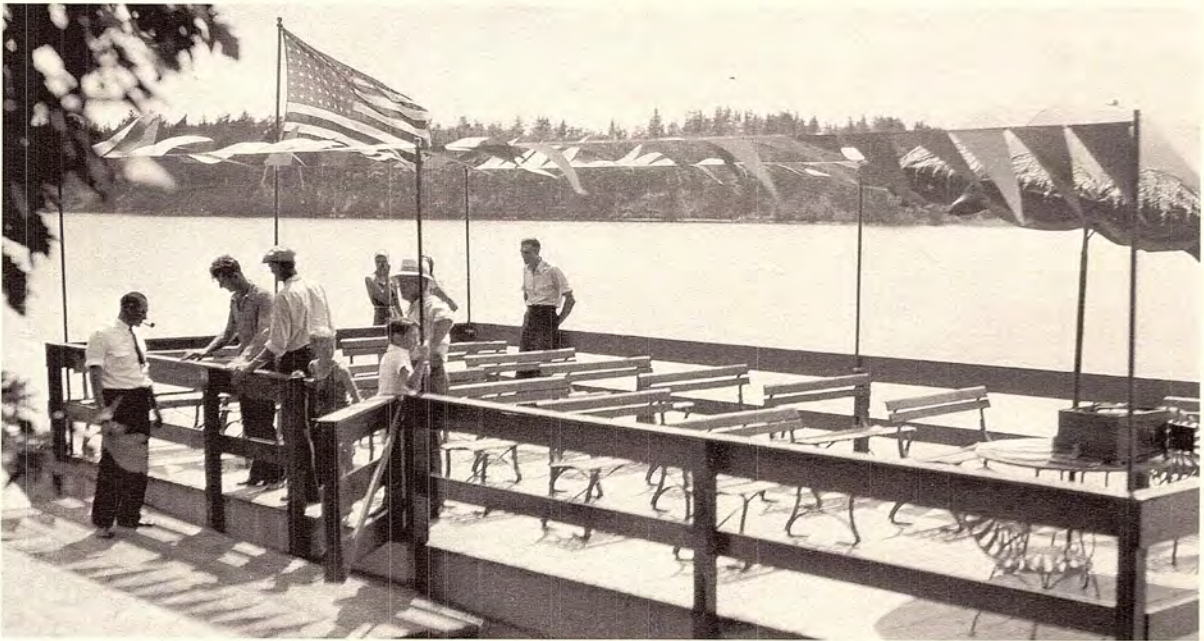
When the Port Edwards hotel was no longer available for hosting visiting customers, Nekoosa Papers Inc. built this guest house on the north shore of Nepco Lake. It was named Nekoosa Lodge and accommodated 12 people for overnight visits.



Interior view of Nekoosa Lodge lounge room.



Employee picnics have always been popular for mill employees. Some were in Nekoosa River Park, but most were at Nepco Lake. Here is a view of some happy picnicking employees and their families.



The Good Ship Lollypop provided a pleasant ride on Nepco Lake during the employee picnics.

Chapter 7: Supporting Industries

It's Not All Papermaking

BRUENER TIMBER PRODUCTS CO.

Lest the reader come to the conclusion that Port Edwards is nothing other than a paper mill, it should be pointed out that there are some other local industries. Closely associated with the timber heritage of the community is Bruener Timber Products Co.

In 1930, James Bruener Sr. started sawing lumber using a gasoline engine saw rig. The first trees to be cut into lumber came off his own property located at the end of Bruener Avenue. In 1935, Bruener purchased a steam engine to power the saw operations.

In 1940, a local need for pallets and skids prompted Bruener to build a plant for the manufacturing of those two items. Then in 1950, with his sons Bill and Jim Jr. joining him in the business, expansion into the retail lumber business took place.

Although a devastating fire occurred in 1950, it did not result in a demise of the business. Rather, the business was incorporated in 1957. Following this, a new and larger shop was built in 1961, and an expansion to the retail lumber business facility was added in 1970.

In 2001, Bill Bruener purchased the business from other family members. Current officers are Bill Bruener, president; Dave Bruener, vice president; and Dorothy Bruener, secretary/treasurer.

The latest lines of business that Bruener has entered into are landscape mulch, a by-product of the pallet and skid business; and architectural antiques for the building trade.



Jim Bruener Sr. poses along side of his steam powered sawmill. Although not sawing their own lumber, Bruener still manufactures pallets and skids, as well as operates a retail lumber yard.

VULCAN CHEMICALS

Vulcan Chemicals' Port Edwards plant traces its local roots to 1967 when Wyandotte Chemical Company built a plant in Port Edwards. Originally built as a 150-ton-per-day chlorine-caustic soda plant, the facility primarily served the Wisconsin pulp and paper industry. Over the years, Vulcan has expanded and diversified its product lines and customer base while still serving the Wisconsin pulp and paper industry.

In 1970, Wyandotte Chemical Company was acquired by BASF and operated under the name BASF Wyandotte Corporation. In 1973, an environmental control plant was built and, in 1976, four additional electrolytic cells were added, making a total of 24 cells and a plant capacity of 200 tons per day of chlorine.

In February 1980, Vulcan Materials and its Vulcan Chemicals division purchased the plant from BASF Wyandotte. Vulcan added a hydrochloric acid plant and entered the food grade muratic acid business. In 1983, Vulcan brought on line a \$1.5 million computerized anode adjusting system in the cell room. This improved efficiency and reduced energy consumption considerably.

Over the years, the plant has been recognized as a nationwide leader in the fields of safety and environmental performance. A safety record of over 33 years without a lost-time accident has earned Vulcan the honor of being the safest chlor-alkali plant in the country. The 75 employees have accumulated nearly 5 million safe work hours during the last 33 years. The Port Edwards plant has also earned the reputation as the leader in environmental responsibility for a plant of its type. Vulcan is deeply involved in its trade association, the Chlorine Institute, and is committed to share environmental "Best Practices" with the rest of the industry.

In 1986, in an effort to diversify its product line and take advantage of a growing market, Vulcan began to convert some of its caustic soda capacity to potassium hydroxide. This enabled Vulcan to enter or expand into several new markets, including alkaline batteries, fertilizers, runway de-icers, and semiconductors. In 1994, a potassium carbonate plant was built to supply the



This original Wyandotte Co. plant produced caustic soda and chlorine gas. After being acquired by Vulcan Industries, it has greatly expanded its plant and product line.

high-quality television and computer screen glass industry. Now, potassium-based products make up over two thirds of the plant's capacity. In 2002, Vulcan is pursuing several projects to expand capacity, increase flexibility, and improve safety and environmental performance. In addition, several projects to improve energy efficiency have been completed and the plant is evaluating a state-of-the-art computer control system for the main production area.

Vulcan and its employees are active participants in a variety of civic and charitable activities including United Way, YMCA, volunteer fire departments, and numerous local educational programs.

COMPLETE CONTROL

Complete Control Incorporated was formed in 1989 by Mike Cramer, president, and Rick Rustad, vice president. Before forming the corporation,

Rick and Mike had worked together for another local company since 1985.

In 1989, when the corporation was formed, Complete Control's main focus was on temperature control contracting. By the following year, substantial growth had taken place, and the company branched out with the addition of the Electrical Contracting Division and Electric Motor Sales Division. More than a dozen employees were added to the payroll.

By 1995, with the acquisition of a new building and the addition of another 20 employees, Complete Control continues to grow and serve central and north-central Wisconsin area businesses as an established temperature control and electrical contractor.

In 2002, Complete Control employs 50 employees. However, during peak business seasons, this com-

plement of workers can expand to as many as 80. A fleet of 45 vehicles is required to serve their clients.

PRECISION GRADING AND EXCAVATING

Included as a manufacturing business is Precision Grading and Excavating, started by and owned by Mark Schroeder. The business was founded in May 1994. Since a humble beginning, Precision now has a fleet of some 30 pieces of equipment, ranging from pickup trucks to heavy lifting cranes, front-end loaders and bulldozers. Employment is provided for 25 people on a permanent basis, but has grown to as many as 40 during peak construction seasons.

The company specializes in site development for sewage plants, water works, swimming pools, and parking lots. Sewer and water line installation and roadway preparation work is performed all around the state. At the present time of this writing, Precision has been engaged in a contract at Green Bay, where for over the past year they have been doing site excavation work at Lambeau Field.

NEUMARK DESIGN AND PRINTING

The newest manufacturing plant in the community is Neumark, located in the Port Edwards Shopping Center.

The premise for Neumark Design and Printing began in 1982 when Don Derezinski, Neumark's owner, started an advertising business named H.I.S. Having gained extensive knowledge of the food service business through his ownership of a successful restaurant and bakery, combined with his many years of sales experience, Don considered a business selling advertising on restaurant placemats as a perfect merging of his skills. The first few placemats were produced in black and white. Then, drawing on his color advertising experience, and knowing that color attracts more attention and therefore achieves better results, and at that time color advertising on placemats was a rarity, Don quickly made the switch to color.

The year 1989 marked major changes to Don's business. A computer, laser printer, and scanner were purchased; a major investment for the company at that time. Don's son, Dan, joined the

company and used his training to digitally design the placemats. This eliminated the need to hire outside designers and enabled the creation of true full-color work, with the possibility of millions of colors. With the company taking a giant step forward technology-wise, and the potential for growth now so great, Don felt that the company should be renamed. The name Neumark Company was agreed upon by both Don and Dan.

As Neumark's placemat programs spread throughout Wisconsin, Minnesota, Michigan and around Atlanta, Georgia, so did the company's reputation for high-quality full-color advertising. Thus, Neumark began designing full-color business cards, postcards, menus, brochures and flyers.

Volume grew to the point that a digital printing press and an electronic paper cutter were purchased. But even these purchases could not keep pace with Neumark's growing business. After a remodeling of their building in 1999, a state-of-the-art Ryobi printing press with computerized color control was added. This opened the door to an even broader product line. To reflect its expansion into the complete printing industry, Neumark was renamed Neumark Design and Printing.

RENAISSANCE LEARNING

Although no longer located in Port Edwards, one very successful industry that originated in a basement on Wisconsin River Drive is Renaissance Learning, originally identified as Read Up. Founded by Judy Paul in 1986, she was later joined in the operation of the very successful business by her husband, Terry. After two moves to larger facilities, the company built its own elaborate building in Wisconsin Rapids and changed the name to Renaissance Learning, Inc. Renaissance Learning is a publicly traded stock corporation, its stock being traded on the NASDAQ exchange.

DAIRIES

Two dairies have provided daily delivery service to village residents. Unfortunately, the days of daily milk delivery to your home have faded into oblivion.

Karberg's Dairy, the larger of the two, and Helke's Dairy, both provided "cow-to-home milk." Both

had their own herds of cows, bottling facilities and delivery routes. Thus, complete control of the product was maintained.

Karberg offered a selection of milk, cream, and even chocolate milk, whereas Helke provided only generic milk in a plain glass bottle. However, Helke supplemented his dairy business by raising strawberries for shipment to as far away as Milwaukee and Chicago. Port Edwards youth earned a few pennies a day picking berries for a penny a quart.

ALGER MANUFACTURING CO.

There is one industry that does not rate the same success status as these other businesses. Alger Manufacturing Company was established by John Alexander and a partner by the name of Rogers in the 1920s. John Alexander told the story this way when asked about it on one occasion:

"Alger Manufacturing Company? You don't want to hear about it. Well, there was this fellow named Rogers who worked in the machine shop of the Port Edwards mill. He was an early car buff and I always shared the same interest. Anyway, Rogers came up with an idea for easy starting of a Model T Ford in cold weather. He designed a small burner that mounted over the manifold of the engine. On a cold morning, the owner squirted some gasoline into the heater, lit it, and the fire was supposed to heat the engine. I financed the invention, and we formed the Alger Manufacturing Company. We built about a half dozen of the contraptions and burned up about as many cars doing it. That was the end of the partnership."

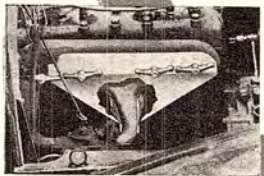
We salute our community industries and the important role that they played in the growth and development of our community.



Put a little gasoline in cup



Light it with a match



ALGER WILL DO THE REST

COLD mornings, zero weather and low grade gasoline, that even in summer heat is hard to vaporize---no longer need these things make you dread winter driving or sacrifice, for three or four months, the many conveniences that go with a car. There is now a way to avoid engine flooding, jerking, gasoline waste, hard starting and draining of the battery.

What will you do this winter? Let the weather be your master---tell you when you can drive and when you can't? Absolutely not---that is, providing your Ford is equipped with the simple, practical and most successful ALGER Manifold Heater.

ALGER provides all the proven advantages of manifold heating, plus the feature of a heating cup into which fuel can be placed, lighted and used for vaporizing the coldest, "wettest" fuel-charge ever fed to an engine.

Simply lift the hood, use a common oil can to reach the hole in the side of the heating cup, fill with about a teaspoon of gasoline or denatured alcohol, touch a match and you're ready. And, besides, ALGER is economical---using only a small amount of heating fluid for each charge into the cup.

Send for an ALGER today. Get the manifold heater that is 100 per cent efficient. Built along common-sense principles, which recognize that any manifold heater is useless if you cannot first get your engine to start.

MANUFACTURED AND GUARANTEED BY THE

Alger Manufacturing Company

INCORPORATED

WHEN USED IN ACCORDANCE WITH DIRECTIONS FURNISHED

Port Edwards, Wisconsin

Brochure used to sell the Alger auto engine heater. The gadget was not a success.