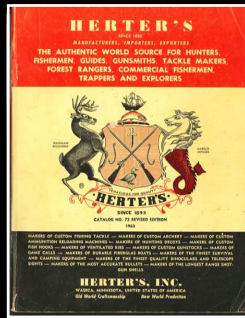


Waseca County Historical Society

History Notes

Volume 36 Issue 2 / June 2014



www.historical.waseca.mn.us / LOOK FORWARD TO OUR PAST



ON THE COVER: Herter employee inspecting new gun stocks in the workshop. Photo courtesy of Mike Linnihan, from the Huneke Studio, Waseca, MN. **INSERT:** Herter's 1964 Catalog

INSIDE: Spring Luncheon Series Photos | Building Projects Pending | WCHS at the County Fair | Fall Genealogy Class | HERTER'S! HERTER'S! HERTER'S!

History Notes is a publication of the Waseca County Historical Society ©2014
 P.O. Box 314, Waseca, MN 56093
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 www.historical.waseca.mn.us

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WCHS HOURS: Tuesdays-Fridays, 9-5
 Closed Mondays



The Minnesota Historical and Cultural Grants Program has been made possible by the Arts and Cultural Heritage Fund through the vote of Minnesotans on November 4, 2008. Administered by the Minnesota Historical Society.

From the Co-Executive Directors . . .

It's June and we are focused on the Herter's fundraising events for August 22 and 23, 2014. The interest in Herter's history is alive and well, and this exhibit and swap meet is just the beginning of bringing it to the community, including the larger community of collectors, sportsmen, and sportswomen all over, and the former employees and customers everywhere. Read more on the center spread about the impact George Herter and Herter's, Inc.

below. We enlarged the collection photograph of six children seated at their kool-aid stand in 1960 to life-size and gave away free cups of kool-aid. There were lots of quizzical looks at our display. When their grandparents showed up, then we got lots of smiles and "I remember when's . . ." Here are two young boys who ventured into our display and posed for a pic with the "other kids!" This is what we do—introduce people to a part of history they may or may not have learned about before.



Unusual Spring Luncheon -Lecture Series

The Spring Luncheon -Lecture Series was very well attended. This year we presented very diverse subjects—the mystery of the missing suits in March; then the history of the KKK in Minnesota; and finally, Minnesota Duck Decoys. We presented the right guy for that subject. He literally wrote the book on it, and he brought a wealth of more

had on the Waseca County community and Minnesota. For the present, we need those collectors to participate in the Swap Meet and register soon. If you don't want to "swap" maybe you'd like to loan items for the exhibit. We need to supplement the WCHS Herter's Collection with more merchandise items. Call (507) 835-7700 and talk to us!

Herter history with him to kick off our Herter's fundraising events—thanks, Doug!

Board Resignation

In May we had to accept the resignation of our Board Treasurer and friend, Tom Piche. He and Cindy sold Four Seasons Sports Shop to Jayla and Jeremiah Miller, and prepared to move close to grandchildren in Minneapolis. When they sold their house also, Tom had to resign from our Board of Director. We

Early Childhood Fair

We learned something at the Waseca Early Childhood Fair in April—today's young parents never sold kool-aid in their front yards. See the photo



(Above) Boys enjoying the WCHS Kool-aid stand at the Early Childhood Fair. (Above right) Jim Jensen; (Right) Elizabeth Dorsey Hatle; (Far right) WCHS member John Matz with Doug Lodermeier

are grateful to Tom for always volunteering to help with our events and for his many years of support. Tom told us some of his favorite memories of growing up in Waseca were the summer nights at Clear Lake beach with his friends.

May was Preservation Month in Minnesota

We are grateful to Les Tlougan, chair of the Waseca Preservation Commission for writing several articles focusing on historic buildings in our area. On June 4, Tom Zahn presented the Waseca Heritage Preservation Commission's Historic District Draft Design Guidelines Report at the Waseca County History Center. The event was free and open to the public.

Zahn is a well-known architectural research consultant who lives in St. Paul, Minnesota. He has worked on several local research projects, including the evaluation to qualify Janesville Township's Hofmann Honey Farm for National Historical Site status. At the June 4 presentation about thirteen downtown properties were shown with a discussion of their original architectural details and the design guidelines for potential restoration. The publication will be available on the City of Waseca's new website. Call Kim Johnson with any questions, 835-9700.

Exhibit Preparation & Preview Opening

In June we will be very busy preparing the Collecting Herter's Exhibit that will open August 22. **There will be a special Preview Opening for our fundraiser sponsors and the \$50 ticket holders ONLY on Friday, August 22, 5-8 p.m.** The exhibit will then be open to the public on Saturday and Sunday, August 23 and 24, free to WCHS members, \$5 admission for adult non-members. All children 18 and younger admitted free. The exhibit will continue through November 1. See the center section for more information regarding the Swap Meet, Craft BeerFest, and the Rock & Roll Revue. Call (507) 835-7700 or go online for tickets: www.historical.waseca.mn.us

Earlier this spring we received a wonderful surprise from **Charlie's Hardware** in Waseca. While trying to find a replacement for the museum's kitchen stove like a used apartment size item, Charlie took it upon himself to donate and install a new full-size gas stove. Thanks, Charlie. We appreciate your generosity!



Why Herter's History Now

It all started with a young man born into an entrepreneurial family and raised in Waseca next to lakes, streams, forests and fields teeming with wildlife, fish and fun. George Herter started selling sporting goods because he loved to fish, loved to tie his own flies, and he could. And then his friends wanted to do the same, so he looked for resources and decided he could do better.



The story of Herter's, Inc. and George Herter is a Waseca County story through and through. We're going to take three years, three exhibits (and maybe a book) to tell the whole story. There are documentary filmmakers coming here for the events planned on August 22-23, 2014. There are employees, customers, and fans of Herter's of Waseca who have been saving their Herter's merchandise—the lures, rifles, bows, arrows, rods, nets, boots, gear, and the catalogs—for years because they loved Herter's and are waiting for a time to share their Herter's experiences with others. How many times have you

mentioned to strangers that you are from Waseca, and the response was, "Oh yeah, Herter's!" Yes, it is. It's still the home of Herter's, always will be because it's one of Waseca County's most unique stories, a 40-year odyssey of selling to the world before Cabela's or the Internet, of employing friends and neighbors, and enjoying the world of outdoors with thousands of guys.

Why now? Because we need to capture the stories of that generation that is now passing. We also need to educate the present generation who don't know about Herter's. *It is one of Waseca County's most unique stories.* Before the Internet, before Cabela's, George Herter changed how sporting goods could be merchandised . . . to the world. So read more about Herter's on the next pages . . .

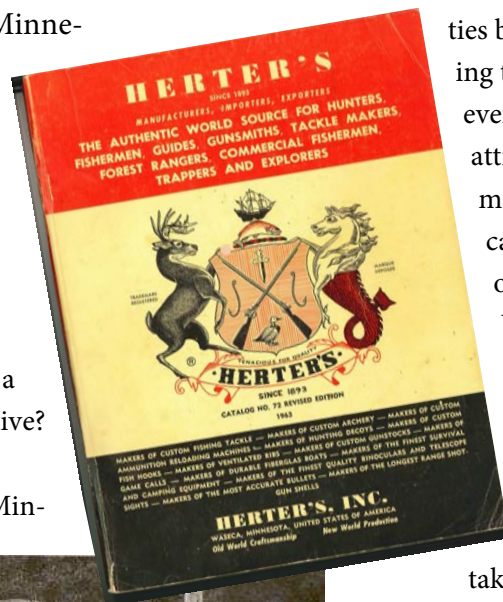
Celebrate Herter's History on August 23

We're planning the first Herter's Exhibit, "Collecting Herter's", Swap Meet, Craft Bee

The Waseca County Historical Society is remembering the company that put Waseca, Minnesota on the map in the 1940s—Herter's. There are still many people who remember the joy of walking into Herter's store or receiving another Herter's catalog in the mail. But there are many more who don't. For their sake, here is the story. In 2008 the Minnesota Historical Society asked for nominations to a special Minnesota 150 exhibit to help Minnesota celebrate its Sesquicentennial.

Doug Lodermeier, author of Minnesota Duck Decoys, wrote the definitive nomination for Herter's to be included.

Read on:
What singular experience has affected Minnesota sportsmen more than any other from both a cultural and a business perspective? Standing in the showroom of Herter's, Inc., of Waseca. This Min-



nesota institution and the worldwide catalog that promoted it changed hunting and fishing in the state in three dramatic ways: It caused an explosion in the popularity of these activities by making them even more



attractive and accessible. It put Minnesota on the map as a sportsmen's paradise. And it dramatically changed the economics of retail throughout the state.

Whether you were 10 or 100, a pilgrimage to Herter's captured every young sportsman's imagination through the latter half of the 20th century. You'd step through the doors to find every hunting and fishing item known to man under one roof. Though we take this concept for granted now thanks to Cabela's, not to mention Wal-Mart, it was absolutely revolutionary in the mid-1930s.

Of course, it wasn't just the showroom. Herter's catalogs reached nearly every corner of the globe--peddling not only a massive array of products, but subconsciously promoting Minnesota as the hub of sportsmen's knowledge and innovation. Would that famous Time magazine cover with Wendell Anderson have happened without Herter's? I doubt it.

Based on your criteria for the Minnesota 150 exhibit, Herter's would make a tremendous contribution. That it

Tickets for August 23 online: www.historical.waseca.mn.

produced change is indisputable--particularly in the way sportsmen buy products today. Adding to that strength is the potential display's experiential elements--the possibility of recreating the sensation of standing in the showroom, or giving the Historical Society visitor the chance to sift through an authentic Herter's catalog.

As for "sparkling conversation and debate," Herter's is not

Where's the beer? At the Craft Beer Fest!

without controversy. While sportsmen firmly approved of its innovative approach to retail, the existing "Mom and Pop" shops did not. Like all big-box retailers, Herter's was the beginning of a model that is still being perfected today and has caused a rapid decline in smaller, family-owned stores.

To put it plainly, hunting and fishing has always defined Minnesota, and today,

uff? At the Swap Meet!

every Minnesotan knows Cabela's. What they don't

know is that Cabela's wouldn't exist without Herter's.

Written by Doug Lodermeier, Minneapolis, MN

This year the Waseca County Historical Society is planning the first of three exhibits to be displayed at the museum Opening on Friday night, August 22. The next day, Saturday morning, August 23--A day of fundraising events at the Waseca County Fairgrounds. Starting at 10 am the Herter's Swap Meet, then a Craft Beer Fest at 3 pm, and the Rock & Roll Revue at 7 pm.

Tickets are available online for the individual events or \$50 for the entire day:

www.historical.waseca.mn.us

or call (507) 835-7700. The Waseca County History Center is located at 315 2nd Avenue N.E., Waseca, MN, open Tues-Fri, 9-5.



Where's the music? At the 60s/70s Rock & Roll Revue!



Thanks to these generous donors!

From February 20 to May 31, 2014

These are quarterly new/renewed members, donations, acknowledgments. The WCHS Annual Report will list all members.

MEMBERSHIP

Lifetime Members

\$1,000 Donations to the WCHS Lifetime Endowment Fund providing ongoing interest support for Operations. (+ Deceased)

Allen, Mary
+Britton, Joe
Britton, Marjorie
Brown Printing
+Brown, Wayne "Bumps"
Brynildson, Gladys
Cooper, Gus
Corchran, Liz
Dahl, Robert M.
Fette, Leo J. and Shirley
First National Bank
Fischer, Larry and Marian
Fitzsimmons, Francis M.
Fostveit, Donna
Fox, Jim and Elaine
Fuller, Boyd
Gerding, Dr. James and Josephine
Gores, Marjorie L.
Haley, Sharon L.
+Hecht, Sigri
Homer, Margaret
Johnson, Ronald J.
Kastner, Bonnie
Kiesler, Kal and Barbara
Kopischke, Gerald and Barbara
Lewer, Henry & Phyllis
Markus, Richard
McCarthy, George B. and Jean M.
+Moriarty, Dorothy
Oelke, Neta
Peterson, Arlene
Pommerenke, Gloria/Lori
+Rethwill, W.H., Jr.
Roundbank
Rutledge, Jerry and Linda
Searle, Rod and Ruth
Sheeran, Betty and Bob
Smith, Keith and Wilda
Stauffer, Bruce and Mary Jane
Strand, Mel
Sutter, Marvin and Ardis
Swenson, Virginia
Tippy, Jim and Moira
+Wendland, Ken
Wendland, Helen
Webber, Wendy
Wick, Bruce and Lorraine
Winegar, Sharlene and George
Wynnemer, Don and Margaret

Renewing Members

Aldrich, Donald (MN)
Bentley, Bethel (MN)
Clasen, Joan (Canada)
Collins, Larry (MN)
Conway, Tammy (MN)
Coyer, Gayle (MN)
Dosh, Millicent (MN)
Flitsch, Kathy (MN)
Foels, Arlene (MN)
Forrest, Dan (MN)
Freeman, Janie (MN)
Harguth, Char (MN)
Hildebrandt, Jeanne (MN)
Hovelsrud, Susan (MN)
Jirele, Susan (MN)
Judd, Pat (MN)
Kramer, Merila (MN)
Kugath, LeAnn (MN)
Larson, Janette (MN)
Lewer, Cindy (MN)
Linde, Evelyn (MN)
Lucas, Chuck (MN)
Lundquist, Jean (MN)
McColley, Dallas (MN)
Messer, Mitch (MN)
Miller, Bethel (MN)
Miller, Jean (MN)
Nelson, John (MN)
Peterson, Carolyn (WA)
Praxl, Phoebe (MN)
Purcell, Ron/Pat (MN)
Raymond, Ellen (FL)
Remund, Trudi (MN)
Robertson, James (MD)
Ryan, Thomas (CA)
Streng, Gary (MN)
Swanson, Vera (MN)
Thompson, Richard/Jean (MN)
Wabner, David/Bernadette (MN)
Waldron, Carolyn (MD)
Wild, Cari (PA)
Wilkus, Marilyn (MN)
Witt, Norma (MN)
Wobschall, Carol (MN)
Wuger, Pat (MN)
Wynnemer, Jody (MN)
Yamazaki, Stella (Japan)
Zimprich, Shirley (MN)

New Members

Anders, Janmarie (MN)
Baldassare, Susan (NJ)
Christiansen, James and Connie (MN)
Dickie, Jeff and Jackie (MN)
Frojen, Sandra (MN)
Getsi, Nancy (NV)
Gilbertson, Carolyn (MN)
Hatley, Rod (MN)
Hoehn, Denny and Maxine
Loeffler, Patricia (MN)
Maley, Kate (CO)
Olson, Mary (MN)
Ostlund, Jackie (MN)
Rime, Oleeta (MN)
Wood, Christine (TX)

New Sustainer \$100

Purcell, Ron and Pat (MN)
Wobschall, Carol (MN)

DONATIONS

New gas stove, Charlie's Hardware
\$500, Exxon-Mobil Foundation, matching volunteer hours of Don Wynnemer
\$1,000, Principal Financial Group Foundation/John Priebe
\$25, Waseca Monday Study Club

2013 Annual Fund Drive,

After 12/20/13
Stoehr, Harlan and Marlene

Memorials, Unrestricted

In memory of Rod Searle

by "Merry Maidens"
Irene Jeddloh
Mary P. Allen
Barb Gauger
Jane Dunn
Linda Grant
Carol Wobschall

Jean Welna
Jim and Moira Tippy

In memory of Sharon Larson
by Henry and Phyllis Lewer

In memory of Averill Cutting
by Donna Fostveit

In memory of Robert H. Smith
by Donna Fostveit
by Henry and Phyllis Lewer

In memory of Roland F. Gregor
by Doris Berger

In memory of Harry Chin
by Harlan and Marlene Stoehr
by Jim and Moira Tippy
by Rick and Sheila Morris
by Roger Chin

In memory of Bob Smith
by Marilyn Smith
by Keith and Wilda Smith

In memory of Frani Anderson
by Donna Fostveit

In memory of Wayne Sanders
for the Bailey-Lewer Library
by Shirley and Gene Johnson

In memory of Evelyn Hartfiel
by Donna Fostveit

In memory of Shirley Ristau
by Donna Fostveit
by Gene and Kathy Rosenthal
by Jack and Jane Kolars

In memory of Dave Kahnke
by Donna Fostveit

In memory of Orlan Bergerson
by Rick and Sheila Morris

In memory of Evelyn Linde
by Linda Grant
by friends and family

Appropriations

Otisco Township, \$400
St. Mary Township, \$200
New Richland Township, \$1,000
Byron Township, \$250
Wilton Township, \$300

Grants Received

\$10,000 match grant from Verna and Carl Schmidt Foundation, for Timeline Exhibit Plan graphics

THANKS!

Volunteers

David Wabner
Julie Anderson
Katherine Rieck
Karl Jones
Ruth Searle

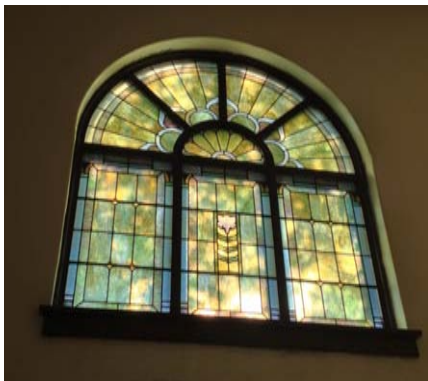
Thanks to Streamline Communications for quick service on telephones and answering machine.

Thanks to County Fair Board for sprucing up Hodgson Hall exterior façade paint job!

The WCHS Spring Luncheon-Lectures are funded, in part, by the Prairie Lakes Regional Arts Council with an appropriation from the Minnesota State Legislature with money from the State's general fund.

Building Projects Pending

Stained Glass Windows Project: While assessing and repairing the bell tower last fall, and proceeding with painting the second story windows, the condition of the storm windows on the museum's east side protecting the original stained glass windows was found to be in extreme disrepair. Funds raised at the Herter's Events on August 23 will go toward the restoration this summer. They are beautiful!



Roof Replacement Project: We are grateful to the Sutter family for a very generous donation toward this needed work, but more may be needed. We look to more donations and the Herter's Fundraising Events on August 23 to cover this cost also.

We'd like to recommend this course to potential genealogists:

Genealogy, a Journey of Discovery

The Waseca Community Education in cooperation with the Waseca County Historical Society is offering a new basic genealogy class this Fall. Genealogy research is not just about your ancestors, it's also about self-discovery. You'll learn more about yourself as you travel the *pedigree trail*. Look in the mirror. Where'd you get those eyes? How about that temper? Is there a genetic pre-disposition for certain diseases? We'll show you that *how* you know is as important as *what* you know—always remembering that your search isn't just about names, it's about people.

Two—3-week sessions:

Session 1: The Basics

\$15/\$10 for WCHS members

Tuesdays, 6:30 to 8:30 p.m., Sept 23, Sept 30, Oct 7.

Session 2: More Than the Basics

\$15/\$10 for WCHS members

Tuesdays, 6:30 to 8:30 p.m., Oct 14, Oct 21, Oct 28

Watch for the Fall Community Education brochure coming out at the end of August, for registration details. Contact Community Education for more information, (507) 835-5626.

July 16-20: Visit the Waseca County Historical Society at the County Fair, 12 noon to 9 pm.

We have the best deals of the Fair for affordable treats: Popcorn, Pop & Ice Cream, Pickles on a Stick, too! Log Cabin, Puppet Theater, 1960s LP's and the "Stereo Corner," and Herter's Golf Cart, Swamp Shoes, and Mini-Bikes!

See you at the County Fair at Hodgson Hall at the corner of 8th Avenue N.E. and 3rd Street N.E.!

August 23 Fundraiser Tickets will be available, too!



Waseca County Historical Society
315 2nd Avenue N.E. | P.O. Box 314 | Waseca, MN 56093

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patio table-
cloths \$20
At the Muse-
um Gift Shop
open Tues-
Fri, 9-5



Membership Renewal Date



Collecting **HERTER'S**

AUGUST 22 & 23, 2014 At the Museum & Waseca County Fairgrounds,
Waseca, Minnesota

EXHIBIT OPENING Fri, Aug 22, 5-8 pm

SWAP MEET Sat, Aug 23, 10 am-3 pm

BEER-FEST 3-6 pm

ROCK 'N ROLL REVUE 7-10:30 pm



\$50 admission ticket includes all 4 events!

Proceeds benefit the **Waseca County Historical Society**

www.historical.waseca.mn.us

“Celebrating Herter’s” –A Fundraiser for WCHS

Herter’s Inc. was the first sporting goods business to sell worldwide with a *catalog*; and it put Waseca, Minnesota on the map! The Waseca County Historical Society will host the following fundraising events **Friday, Saturday and Sunday, August 22, 23 and 24, 2014.**

This is a Fundraising Event for the Waseca County Historical Society, a Minnesota non-profit 501(c)3 organization.
Consult with your financial advisor for tax deductibility.

Friday Event:

1. “Collecting Herter’s” Exhibit Opening

Date: Friday, August 22, 2014

Time: 5:00 p.m. to 8:00 p.m.

Place: Waseca County Historical Society Museum - 315 NE 2nd Avenue, Waseca, MN

Admission: Must Pre-Purchase the \$50.00 Event Ticket

Details: You will be the first to see this exhibit and also complimentary hors d'oeuvres!

Saturday Events:

1. "Collecting Herter's" Exhibit Open to the Public

Date: Saturday, August 23, 2014

Time: 10:00 a.m. to 3:00 p.m.

Place: Waseca County Historical Society Museum - 315 NE 2nd Avenue, Waseca, MN

Admission: Members and kids under 16 **Free**; Non-members: **\$5.00**

Please note: The "Collecting Herter's" Exhibit will be open through November 1, 2014 during the regular business hours of the Waseca County Historical Society Museum, Tuesday - Friday 9:00 a.m. to 5:00 p.m.

2. Herter’s Swap Meet

Date: Saturday, August 23, 2014

Time: 10:00 a.m. to 3:00 p.m.

Place: Waseca County Fairgrounds Building #4 - 8th Avenue NE at 3rd Street NE

Admission: **\$5.00** at the door unless you have pre-purchased the \$50.00 Event Ticket

Cost to Participate: Tables **\$20.00** each or 3 tables for **\$50.00** - **Call WCHS to reserve tables, 507-835-7700**

3. Craft Beer Fest

Date: Saturday, August 23, 2014

Time: 3:00 p.m. to 6:00 p.m.

Place: Waseca County Fairgrounds Beer Garden - 8th Avenue NE at 3rd Street NE

Admission: **\$25.00** per person unless you have pre-purchased the **\$50.00** Event Ticket - **You must be 21 and have ID for admittance.**

Details: 15 Craft Brew Samples

Beer and Food concessions are not included in ticket price.

4. Waseca Rock-n-Roll Revue

Date: Saturday, August 23, 2014

Time: 6:00 p.m. to 7:00 p.m. Social Hour; 7:00 p.m. to 10:30 p.m. Music/Dance

Place: Waseca County Fairgrounds Beer Garden - 8th Avenue NE at 3rd Street NE

Admission: **\$15.00** per person unless you have pre-purchased the **\$50.00** Event Ticket

Details: Featuring the great 1960s/1970s Waseca Rock'n Rollers!

Sunday Event:

1. "Collecting Herter's" Exhibit Open to the Public

Date: Sunday, August 24, 2014

Time: 10:00 a.m. to 3:00 p.m.

Place: Waseca County Historical Society Museum - 315 NE 2nd Avenue, Waseca, MN

Admission: Members and kids under 16 **Free**; Non-members: **\$5.00**

Please note: The "Collecting Herter's" Exhibit will be open through November 1, 2014 during the regular business hours of the Waseca County Historical Society Museum, Tuesday - Friday 9:00 a.m. to 5:00 p.m.

If you are interested in **volunteering** for any of these events, please call (507) 835-7700
OR email: director@historical.waseca.mn.us. Thank you!

Celebrating Herter's / A Fundraiser For WCHS

Volunteer Form

The Waseca County Historical Society is a Minnesota non-profit 501(c)3 organization.

You must be 21 years old to volunteer at the Celebrating Herter's Fundraiser.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

How would you like to help?

Parking _____

Tickets _____

Set-up _____

Clean-up _____

Other _____

Waseca County Historical Society

315 2nd Avenue NE

Waseca, MN 56093

507-835-7700

director@historical.waseca.mn.us

Joan Mooney and Sheila Morris, Co-Executive Directors