

# History Notes

## Waseca County History Center

What's Inside:

**“Looking at  
George’s *Post*  
covers reminded  
me of many things  
we did as kids”**

**- Carl Erickson**

## Winter in Waseca

**View our  
exhibit online!**



History Notes is a publication of the Waseca County Historical Society ©2020  
P.O. Box 314, Waseca, MN 56093  
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www.historical.waseca.mn.us

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**WINTER HOURS**

**Museum**

Open Tuesdays-Fridays, 9-5  
Thursday 9:00-3:30 p.m.

**Bailey-Lewer Library Research**

Open Tuesdays and Fridays, 9-5

**Traveling?**

**Please call ahead.  
507-835-7700**



Hofmann Apiaries  
Phase I Restoration  
Was funded in part by  
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Historical Society.



**From the Executive Director**

Joan Mooney

Dear Members,  
As I write this letter, WCHS is operating but museum exhibits and events have been canceled for this holiday season.

Virginia McCarthy, our researcher is processing research requests on Tuesdays and Fridays, 9-5 p.m. Pauline, Amanda and I are conducting business as usual and not so usual! With school visits canceled we have gone virtual. Our 23 minute *North American Indian Artifact* presentation for K-3 is available upon request. We are working on our *Coming to America* program for 3-5th graders. Both presentations are based on artifacts in the WCHS collection. In April we have hosted an event for county 6th graders called *Teachable Moments At the History Center*. Last year Covid forced the cancelation of the event. Although we remain hopeful a vaccine will be available soon, we doubt we will be able to host programs by April 2021. For that reason we will attempt to capture the program for online viewing. What a show that will be!

The fundraising event: **Rock & Roll Review II** is scheduled for **Friday June 18** at The Mill. The **Used Book Sale** will be at Hodgson Hall during the fair in July. Speaking of Hodgson Hall, thanks to the Waseca Area Foundation, E.F.Johnson grant award which enabled us to expand our exhibit space. Fair visitors will have more to explore!

As 2020 comes to a close we are grateful and hopeful. We are grateful 2020 is over and hopeful we will recover emotionally, physically and financially from the trauma inflicted by Covid-19. Our local businesses need our support as do family and friends who are hurting.

We don't know what 2021 will look like but we are in position to continue our services and care for our collection thanks to your support.

We hope you enjoy the online opportunities to explore our history from the comfort of your home or office.

We wish you a Happy Holiday Season.

Stay well everyone!

Joan

**It's still not too late to give a gift of membership!**

**Annual Memberships begin at \$30! Free luminary with membership!**

**Waseca  
County  
History  
Center**



Thank you WAF, Cory Boje and Scott Beckmann

## WCHS Word Scramble

BWNOR NINIPRTG  
RPBEIE MNLEMPITE  
FE OJOHNSS  
GAEWINR RSHEBTOR  
NARIABA SHEOR MESIT  
HKMSEI INPIHGBSU  
ETSRHRE ORARDECNPIOT  
NCYAD NTHKICE  
EKZIRTR LOI MNOCYPA  
OZMNISSFTIM UTINCGKR  
GAI RYREGCO  
NSSDMEA PSUER VLEAU  
ESBDERU IRFCAB  
FOWL DNA EANIBH  
RUESSP BKEA SOPH  
YUBS EBE FEAC  
MCERINTI UDGR  
CEIMTLH NTUEUIFRR

# Happy Holidays!



**GIVE THE GIFT  
OF  
MEMBERSHIP**

Waseca County Historical Society

**We are currently collecting used books  
for the 2021 Used Book Sale.  
Schedule a Hodgson Hall drop off time.  
Please do not leave donations outside. Thank you!**

**Pauline Fenelon**

Artifact & Library Curator



**Jan Hunter**

Research & Genealogy



**Virginia McCarthy**

Research & Genealogy



**Amanda Larkin**

Admin. Assistant



**Word Scramble Answers:** Brown Printing, Priebe Implement, E.F. Johnson, Winegar Brothers, Arabian Horse Times, Mishek Publishing, Herter's Incorporated, Candy Kitchen, Kritzer Oil Company, Fitzsimmons Trucking, IGA Grocery, Madsens Super Value, Duebers Fabric, Wolf and Habein, Preuss Bake Shop, Busy Bee Café, McIntire Drug, and Mitchell Furniture

# Eugene Iverd

Many great artists come to mind when you think of the 1920s. Georgia O'Keeffe and Norman Rockwell are just a couple of well known names. However, did you know Waseca was the childhood home to one of the popular artists of that era? Under the "brush" name Eugene Iverd, George Ericson was featured on multiple covers of *The Saturday Evening Post*, *McCalls*, and *Ladies Home Journal* magazines. At an early age George's mother Matilda noticed he was drawn to the arts. He could be found drawing anywhere and on anything, even in the church's bibles. Even though his mother was always supportive of his passion for the arts his father never was. However, his second grade teacher was also invested in his passion and would let him draw in class all day instead of worrying about spelling or attendance. His lack of dedication to these skills resulted in him repeating second grade three times. Only when his teacher married and stopped teaching did he go on to the third grade. As George grew older his interest in the arts only intensified. Living in the small town of Waseca made finding art

supplies difficult but that didn't stop him. He decided that one place to find paints would be with the local house painters, and he was often seen following them around while they worked. They taught him about the importance of caring and cleaning your paint brushes, applying a base coat,



Jesse Rainsford Sprague—Kenneth L. Roberts—Chester T. Crowell—Austin Parker  
Rear Admiral T. F. Magruder—Clarence Budington Kelland—E. Phillips Oppenheim

how to mix colors, and other tips and tricks he would continue to use in the future. In high school George continued drawing and painting. The town paper would even publish his cartoons from time to time which filled him with joy. When it came time for him to attend college his father pushed for him to study business like his older brother, Albert. Reluctantly George agreed and attended Yankton College in South Dakota. He thought attending business classes was a waste of time and decided to drop out a few weeks into his first semester and move back home to Waseca. He told his father he would not follow the same path as Albert and applied to an art school in St. Paul instead. His father refused to pay for his tuition stating, "No son of mine will become a pauper artist painting in an attic and depending on the charity of others for his keep." George's mother continued to have faith in her sons talent. In order to pay for college George worked as a busboy in the school cafeteria as well as a

The advertisement for Monarch Foods features a circular illustration at the top showing three boys in a boat. One boy in the foreground is wearing a wide-brimmed hat and overalls, looking towards the viewer. Another boy is behind him, and a third is in the background. Below the illustration are several Monarch brand food products, including a box of coffee, a can of soup, and a jar of jam. Text on the advertisement includes 'MORE THAN 250 ITEMS', 'Boys present themselves just as they are. No pretension, no misrepresentation. This same sterling honesty will be found in Monarch Foods. Monarch Quality has, for seventy-five years, meant the finest foods the world produces... foods that boys like and that are good for boys.', and 'MONARCH SUPER-QUALITY FOODS - SOLD ONLY THROUGH INDEPENDENT GROCERS'. At the bottom, it lists various grocery stores across different cities.

shoe salesman. After one year at the St. Paul Academy, George decided he had learned all the faculty had to teach him. He took an educational leap of faith and applied to the Academy of Fine Arts in Philadelphia. He was accepted to the academy, but unfortunately, his education was cut short when he joined the Army during World War I. While at boot camp at Fort Snelling George continued to draw and had several of his pieces published in the military paper *Reveille*. Luckily, the war ended before George could be sent overseas. He spent the next two years teaching art to wounded veterans at Walter Reed Army Hospital in Washington D.C.. While at Walter Reed Army Hospital George was commissioned by the government to make a model of the U.S. infantry men for an exhibit. The sculpture is of a WWI mule-drawn wagon with two drivers and another soldier on horseback leading a mule. This piece is still on display at The Musée de l'Armée to this day. When George was discharged from the military he quickly started looking for a job as an art teacher in Erie, Pennsylvania. Although he had no formal credentials he was hired as an art instructor at one of the public schools. After a short time, he was asked to supervise the art instruction in all of the city schools. This job was the best of both worlds. Not only did it enable him to provide for his family, it also gave him the opportunity to create fine art at the same time. Another upside to working as a teacher was that he would get to spend the summers solely focused on his art. His family would often go back to Waseca and stay with wife Lillian's family during that time. Five years later George realized that he needed more time for his own work and family and decided to reduce his hours at the school.



Eventually, he quit working for the school all together. He lived his life with compassion which allowed him to look deeply within his models and portray their sorrows, joy, humor, courage and hope. George painted with a deep creative drive and wanted to spread joy through his work. Unfortunately, during the height of his career George started to develop severe arthritis in his hands. In an attempt to keep his hands functioning he went to Mayo Clinic in Rochester in hopes of finding a treatment. They prescribed him with gold injections. Ultimately these injections compromised his immune system and George ended up passing away from pneumonia at the young age of 43. Even though his life was cut short, and he was only able to be a full time artist for three years, he achieved so much throughout his life. He produced over 60 covers for the *Saturday Evening Post*, and over 150 advertisements, story illustrations, calendars, lithographs.

By: Amanda Larkin

Source: WCHS George Ericson/Eugene Iverd Family Papers and WCHS Collection

# Winter in Waseca Co.

Unfortunately we will not be having our annual Holiday Exhibit open house this year. However, even though we are closed to the public at this time we have decided to put up images and videos of our winter displays our Facebook page for everyone to enjoy. Here is a sneak peak of some of the artifacts we are using and what we have been working on. Make sure to keep a look out!



## Fourth Quarter Contributions: September 24th, 2020 – December 15th, 2020

### Appropriations

St. Mary Township  
 Vivian Township  
 Wilton Township

### Volunteers

Beckmann, Dianne  
 Boom, Marty  
 Dunn, Dave  
 Groskreutz, Dave  
 Zika, Dave

### New Lifetime Members

Klinger, Richard

### New Members

Anderson, Julie  
 Baer, David  
 DeJager, Cheryl  
 Erdman, Molly  
 Hamilton, Jacqueline  
 Kampf, Brad  
 Lampshire, Misty  
 Marshall, Kate  
 ONeil, Timothy  
 Sonnenberg, Elizabeth



### New / Renewing Sustainer Members

Bickell, Eva  
 Joecks, Judy  
 Madel, R.P. and Mary Ann  
 Miller, Sarah and Bruce  
 Selvik, Bruce & Debbie  
 Tlougan, Les and Karen

### Renewing Members

Boyce, Bruce and Takala, Sally  
 Callahan, Joseph  
 Cypher, Lynda  
 Dobberstein, Deb and Gary  
 Fenelon, Kari  
 Fenelon, Pauline  
 Gauger, Barbara  
 Gilleland, Wayner  
 Grable, Sue  
 Grams, Rosalie  
 Green, Reginald  
 Hoversten, Patti & Bill  
 Hunt, Nadine  
 Hunter, Robert  
 Inman, Steven  
 Johnson, Bradley  
 Koechel, Lynn  
 Korsmo-Kennon, Peggy  
 Neidt, Millicent  
 Peters, Jacqueline  
 Purcel, Pat  
 Roemhildt, Charlene  
 Roemhildt, Terry  
 Rosenthal, Gregg  
 Ryan, Thomas and Mary  
 Sankovitz, Thomas and Gretchen  
 Smith, Martin  
 Smith, Maureen  
 Swenson, Lynn and Susan  
 Waggoner, Linda  
 Welsh, Eugene  
 Wilkus, John & Marilyn  
 Wobschall, Ann

### Memorials and Honorariums

In memory of Jim King,  
 By Dave Dunn  
 By Linda Grant  
 By Sheila Morris

In memory of Parents and Grandparent,  
 By Laurie and Kirk Velett

In memory of Dorothy and Charlie  
 Gigeay,  
 By Marjorie Giesen

In memory of Helen Paulson Wendt,  
 By Bob and Romelle Deef

In memory of Daniel Robert Deef  
 By Bob and Romelle Deef

In Honor of WCHS Staff  
 By Peggy Korsmo-Kennon

### Donations

Boyce, Bruce and Takala, Sally  
 Bruesch, Carl  
 Dunn, Dave and Melissa  
 Fette, Jeffrey  
 Grams, Rosalie  
 McCarthy, Virginia  
 Neidt, Millicent  
 Peterson, David A. and Ruth  
 Welsh, Eugene  
 Wendt, Caryn

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**Waseca County Historical Society**

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Membership Renewal Date

