



Car crash fatal when vehicle plunges into pond near Balsam Lake

On Sunday, June 7th 2020, at 6:39 am, the Polk County Sheriff's Office received a call of a vehicle in a pond in the area of Highway 46 near the intersection of 150th Avenue, in the Town of Balsam Lake. It was reported that a Jeep SUV was submerged with only the roof showing above the water.

Upon arrival, Deputies and members of the Balsam Lake First Responder unit found the vehicle was unoccupied with the drivers' door open. At that time there was no sign of the driver.

On June 8th at approximately 9:30 am the driver of the vehicle, was reported to still be missing as he had not returned home. The Wisconsin Department of Natural Resources Game

Wardens were asked to assist with their remotely operated underwater vehicle (ROV) to search the pond.

At approximately 6:30 pm, the Wardens advised that they had located the driver of the SUV submerged in the pond. The driver was located approximately 10 to 15 yards away from where the SUV had come to rest in the water.

The Polk County Sheriff's Office would like to thank the Balsam Lake Fire and First Responders, the Wisconsin Department of Natural Resources and the Polk County Medical Examiner's Office for their assistance. This incident will be under investigation by the Polk County Sheriff's Office.

Name will be released at a later time.

Celebrating 50 Years!



Louie's Finer Meats is celebrating 50 years in Cumberland. The Cumberland icon is known far and wide and has been bringing people to town for half a century. Congratulations and good luck in the next 50 years. A history of Louie's Finer Meats can be found on page 12.

Tragic mowing accident claims life

On June 3, 2020, at 8:57 p.m., the Barron County Sheriff's Department received a 911 call of a lawn mower accident at 1336 20 1/2 Ave, west of Rice Lake.

Deputies from the Barron County Sheriff's Department along with the Mayo Ambulance, Barron County First Responders, Cum-

berland Fire Department and Life Link Helicopter were all dispatched to the scene.

Initial investigation shows Otis Via, 78, was mowing his ditch when he lost control of the mower and it rolled over on top of him. Mr. Via was deceased at the scene.

Special Levy for public improvement approved at June City Council meeting

On Tuesday, June 2nd, the Cumberland City Council once again met in the lobby of City Hall, in order to allow space for social distancing.

After dispensing with the regular business items, the Mayor opened a public hearing on the proposed Special Assessments for public improvements on Arcade Ave., Water St. and Marshall St.. When no one wished to speak, the hearing was closed and the council voted to approve the special assessment levy for the project.

In other business, the council approved the funding for the property recently acquired by the Airport. After discussing the various options, i.e State Trust Fund or local banks, the Council chose to go with Cumberland Federal Banks offer of a 10 year loan with amorti-

zation over 20 years at a rate of 2.95%.

In order to have things in place should the City decide to allow the annual 4th of July fireworks to take place, the council voted to approve the permit. Right now, plans are calling for a fireworks only event (no food or bands). Nothing is set in stone, however, and plans will be changed to accommodate the COVID situation. In a related issue, Fire Chief Barry Kuenkel announced that the annual Fireman's Pancake Breakfast will be taking place at Das Lach Haus this year and will be conducted on a drive thru basis.

With there being no further business, the meeting adjourned at 7:18 p.m.

The next regular meeting of the Council is scheduled for City Hall on July 7th at 7:00 p.m.

Saying Thanks!



Doctors, nurses and hospital staff wave as airplanes fly overhead to honor Cumberland Healthcare workers during the COVID-19 Pandemic. The Island City Aero Club sponsored the flight.

Cumberland Healthcare workers prepared for the Corona virus

By John Ostrem

Cumberland, like all cities large and small, is making preparations for the possibility of COVID-19 patients needing medical services. This week Cumberland area pilots showed their appreciation for healthcare workers at Cumberland Healthcare and Cumberland Care and Rehabilitation nursing home with a flight on Monday.

"The flight was similar to the Navy Blue Angels and Air Force Thunderbirds flights over major metropolitan areas, only somewhat slower, but no less appreciative of the healthcare workers," according to Tom Hodgson, President of the Island City Aero Club, sponsor of the flight.

Hospitals and nursing homes are providing front line services for COVID patients and have implemented special preparations and procedures. Mike Gutsch, CEO of Cumberland Healthcare, has made significant changes in the processes for our daily operations.. Entrances have been limited and Aall patients, staff and visitors-people are checked for temperatures and asked specific screening questions as they enter the hospital and clinic. Everyone is required to wear protective masks at all times.

Training for 250 employees in all areas of the hospital and clinics has been provided, including doctors, nurses, administration, maintenance, housekeeping, ancillary departments and volunteers. Healthcare staff meet daily to monitor the status of COVID cases in Barron County, the State of Wisconsin, surrounding states, and throughout the nation. This enables them to plan ahead for any potential outbreak. If any patient is positive for the virus, the hospital has special negative-pressure rooms where no airborne particulates can escape, and staff have necessary PPE. If patients would need ventilator therapy they would be transferred to one of various hospitals having availability.

When the pandemic first hit, many patients were reluctant to come in for services for fear of contracting the virus. This caused their medical conditions to deteriorate and created more problems when they finally were able to come in for services. A very serious problem with COVID is that people who are infected sometimes do not show symptoms and can unknowingly transmit the virus to others. For patient and staff safety To be safe, the

Cont'd on page 2



New Owner!



Danielle Nugent (left) has purchased Magic Touch Massage from Stacy Rischette after working for Stacy for nearly 10 years. Danielle has been a Nationally Board Certified Massage Therapist since 2015. She is certified in reflexology, kino taping, dry brushing, aromatherapy, sports, cupping and much more. Give Danielle a call at 715-419-0905 to set up an appointment or stop by and wish her good luck!

People

CARD OF THANKS

My gratitude goes out to the entire staff at Cumberland Memorial Extended Care who made my recent stay go so well. This gratitude extends from the EMT's, to the ambulance service, to Dr. Jose Padilla, the surgeon who repaired my broken right hip, to the van transport, to

the physical therapists and to Dr. Alan Carlson.

I feel fortunate to live where the care provided is professional, attentive and just downright nice. Thank you one and all. You are terrific!

**Margaret Coil
Cumberland**



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Saturdays 8AM - 3 PM
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One new case of COVID, one case moved to hospital

There is good news and bad news in the COVID story in Barron County.

Since last week, only one new case has been reported. This individual has not had contact with a known case. They are isolating at home.

Four of the individuals who were isolating at home have been released and two of the cases previously requiring hospitalization were released to home, with one totally recovered and released from isolation. Unfortunately, one of the cases who had been isolating at home has required hospitalization. Our "scorecard" now reads:

Total Cases: 21
Recovered: 16
Hospitalizations: 1
Isolating at home: 4
Negative Tests: 2,520

Remember—just because the shutdown is over doesn't mean the virus is gone. There are no medications or vaccines to protect us. Physical separation is the best way to stop this virus from spreading further.

Here's what Wisconsin Department of Health is asking:

- Stay at home.
- Limit your physical interactions to the same people during this time. Less than five people total will help us stop the virus from spreading.
- Keep at least 6 feet apart from others and avoid direct physical contact.
- Limit the amount of time you spend making essential trips to the grocery store or to pick up medication.
- Make essential trips no more than once a week.
- And stay in touch over the phone with your family and friends as much as possible. We all need support through this time.
- Wash your hands often with soap and water.

As of press time, the COVID numbers for Wisconsin were:

Negative Test Results:	347,210
Positive Test Results:	21,308
Hospitalized:	2,904
Deaths	661

**Support your friends and neighbors!
SHOP CUMBERLAND!**

Watch for the Panda Chinese Catering Truck at Das Lach Haus!
Every Thursday • 11 am - 7 pm
Coming to Cumberland!
Starting June 4th!
715-338-1019

The Cumberland Golf Club will be holding their Annual Meeting for 2020 on Wed., June 17th at 7:30 p.m. at the Cumberland Golf Club

The meeting will be held outside to allow for social distancing.

Cumberland American Legion
Available to rent for Weddings, Parties, Reunions, etc.
Hall • Bar • Kitchen
Can be decorated to fit your needs.
For More Info Contact
715-822-4121

Thompson Greenhouse

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\$1 OFF ALL PLANTS
4 Packs = \$1 • 4" Pots = \$4
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Close Out on Rubber Mulch!
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Hours: Tuesday - Saturday 10 am - 5pm
Sunday 11 am - 3 pm

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Peg Thompson
Owner

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Sat. 10 am - 9 pm • Sun 10 am-8 pm

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CUMBERLAND SCHOOL DISTRICT NEWS

Congratulations Class of 2020!

Thank you again to Robert Nugent for taking photos of our 2020 graduating class. There are links from our website and Facebook pages which will allow you to view the photos.

Cumberland Healthcare...

the hospital followed medical recommendations and suspended all elective surgery, but now with pre-testing capability they have resumed services. Gutsch was "most pleased with the ability to get through the first several months of the virus with no employee layoffs. Some staff were redeployed but everyone was paid wages and now are 100% back in business. Our staff has been just excellent and deserve credit for working so well together to keep us all safe."

Basically, the same procedures are used at Cumberland Care and Rehabilitation except that no visitors or family are allowed in the facility. The age and health conditions of nursing home residents make them especially vulnerable to the virus and the nursing home is making sure that residents are safe. According to administrator Kristin Stokes, "Training for 75 nurses, food service, maintenance and ancillary staff was conducted in March so they are fully prepared for any potential cases. If by chance any of our 43 residents test positive for the virus, we have up to four dedicated rooms available for their care. The work is more difficult but we are practicing good hygiene, wearing masks, and have made special and creative accommodations for activities. We know the residents miss contact with family and friends but we are making the best of the situation and keeping everyone safe and healthy."

Cumberland Healthcare and Cumberland Care and Rehab are confident they are doing everything possible to provide all the healthcare services you have come accustomed to receiving and to provide a safe environment for you and your family.

JOIN US FOR

Cheese Day

10 AM TO 2 PM • THURSDAY, JUNE 18

To celebrate June Dairy Month & support our local dairy producers & processors, customers receive an approximately 1lb package of locally made cheese at all locations!

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Member FDIC

Upcoming Plans for Summer School and 2020-2021 School Year

Various scenarios are being considered for summer school and the start of the 2020-2021 school year. CSD leadership will continue to work closely with the changing of recommendations and guidelines and will seek guidance from local and state departments as we consider options and make decisions about summer school and next school year. More information about plans will be shared as it becomes available.

Thank you for your continued support of the Cumberland School District.
#CSDGoBeavers

GRAB & GO MEALS

Our Grab & Go meals have ended for the year. Our thanks to all who participated. Thank you to the staff who worked so hard to make the program possible.

Community Ed Offerings

In conjunction with the District's school closings, all Community Ed programs scheduled before April 6th are cancelled and will be rescheduled for a later date.

Likewise, the Cumberland Fitness Center is closed until further notice. Memberships will be extended to cover the lost time. If you have any questions, please contact Susan Bridger CCE Director, HS 715-822-5121 ext. 403, sbrid@csdmail.com

More ways we care. For you.
Experience Wound Care with a personal touch.

Stop waiting. Start healing. Specialized providers at the Healing Center at Cumberland Healthcare deliver advanced personalized wound care treatments. It's the care you need - **right here, close to home.**

Call 715-822-7306 to schedule an appointment.

CUMBERLAND HEALTHCARE

Northwoods Notebook: In a summer of losses, losing our town anchor

By Larry Werner

We've known for months it was coming, but those signs in the window of Peter & Annie's World Market make it starkly real: "Store Closing Sale."

And on the store's Facebook page, owner Vickie Komarek has put a date to the end of her 10-year run as proprietor of main street's coffee shop, café, general store. The last day, she said, will be Aug. 29. She'll close the doors when her lease runs out at the end of a summer when we've lost so much else — restaurants, plays, concerts, events — to a pandemic that struck in spring.

As Vickie winds down this community institution, she's open just five days a week from 7 a.m. to 2 p.m., and the place is distressingly quiet since she closed down indoor seating when COVID-19 restrictions were placed on businesses. You can stop by for food and drink, but you can't consume it there or linger at a table for town talk with friends.

P&A's has not only been a place to buy gifts, toys, clothing and food, it's been a community gathering place. It's where a group of men have held their Tuesday Bible study for years, where a group of retired women teachers gathered on Wednesdays, where business got transacted

over lunch and where this Twin Cities transplant spent many hours after moving to Cumberland.

I've often said if I can't walk to get a latte, I'd rather not be there. For six years, I've been walking from my home to get "your usual," as Vickie calls it. For the first few years, I'd get my usual and drink it on my walk home. Then, one day, I was invited to join the old guys who were regulars there — Jim Chuchwar, Bruce Willer and others.

I'll never forget the day Vickie told the guys she'd be closing in August, and Bruce asked: "What are we going to do?" I have no idea where the guys have gone now that they can't talk smart over coffee at Vickie's place.

It was at one of her tables that I agreed to get involved with ETC, our arts council. After writing a column about a play I had attended at the arts center, a woman named Lori Bock invited me to meet her there to talk about the arts. I didn't know this wily ETC president would invite other board members to lobby the new guy to join the board, handle publicity and produce events for the arts council.

I have spent many hours doing ETC business at P&A's, and conducted many interviews at a table tucked behind the cards that

became known as my "office."

And when we needed someone to cater Barbecue & Bluegrass or Soup, Salad & Song or an Ole & Lena play with hot dish, or a coffee-house jazz concert, it was Vickie who showed up at the arts center with the food and drink.

When the grandkids visited, Vickie had ice cream, and when we needed a Mother's Day or sympathy card, they were there. Or last-minute Christmas gifts, or flowers for our Valentines.

The tables and chairs are empty now, and will remain empty until the last day of a place that is more about community than commerce. I stop in now for my latte, and rarely see anyone else.

I chat with Vickie for a minute or two, then walk home with my latte, the way I did before I was invited to join the guys. It's quiet at Peter & Annie's these days without the chatter of the regulars.

As I contemplate the quiet closing of my favorite Island City hangout, I find myself thinking of that T. S. Eliot poem, "The Hollow Men." It concludes this way:

"This is the way the world ends. Not with a bang but with a whimper."

Larry Werner's e-mail is lhwner47@gmail.com.

Closing The Doors!



What a sad sight to see in the window of Peter and Annie's World Market. After 10 years the store will close August 29th.

Summer Safety during COVID-19

Summer is finally here and with it comes warm weather. Getting outside and enjoying the outdoors has many health benefits. Public Health would like to remind you that while the Stay At Home order is gone, the virus is not. COVID-19 is still in our communities. With the warm weather on the way, many people may want to cool off at the local beaches.

The Wisconsin Department of Health Services has the following recommendations for beachgoers:

- If you decide to visit a beach, keep at least 6 feet between yourself and others, including on the beach, in the parking lot, and in the water.
- Do not wear a mask in the water. Continue to wear a mask when physical distancing is difficult while outside of the water.
- We understand that people may not feel comfortable wearing a mask due to medical concerns or fear of profiling or racial discrimination. Please be kind and don't judge or make assumptions.
- Wash your hands often with soap and water. If running water is not available, use environmentally

friendly, sulfate-free soap and rinse with bottled water (if available) or lake/river water, at least 200' from the shore. Use hand sanitizer with at least 60% alcohol after rinsing with lake/river water, or if soap and water are not available.

• Avoid touching your face with unwashed hands. Wash your hands with soap and water before and after putting on sunscreen, or use

hand sanitizer with at least 60% alcohol if soap and water are unavailable.

• There is more risk for catching or spreading COVID-19 while traveling. If you choose to visit a beach, do so in your local community.

For more information on COVID-19 and beaches, visit: <https://www.dhs.wisconsin.gov/covid-19/community.htm>

ETC PRESENTS

All ETC events scheduled for June are canceled. That includes the Children's Theater play, the Island City Music concerts scheduled for June 16, 23 and 30, and the Celebration of the Arts.

Dear friends,
During these difficult times, Cumberland ETC has had to cancel many scheduled events, and like everyone else, we're not sure how long it will be before we can open again. When we do open, we can promise you one thing - we're going to put on one heck of a show, and you're all invited!

Meanwhile, if you have the means to support us financially at this time, we would be so grateful to count you among our members. You can become a member, or make donations, by going to cumberlandetc.com and clicking on "Get involved." Or you can send donations to ETC, P.O. Box 191, Cumberland, WI 54829.

Thank you!

THANKS FOR READING THE ADVOCATE

Sudoku Puzzle #4147-D

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		3		4		5		6
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8				9				

DEMOCRACY IN ACTION

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| <p>ACROSS</p> <p>1 Napoleon, e.g.
4 Bearskin
7 Picabo Street's passion
10 Asian buffalo
12 Spreading wildly in the internet
14 Maple genus
15 Blueprint
16 It's debatable
17 Philatelist's purchase
18 GOP, e.g.
21 Dispatch boat
22 Position
23 Chi predecessor
25 Poker play
26 Place to be picked up?
30 Reverse a tape player
32 Captivated
34 Dame Myra
35 Campaigner
38 Woeful word
40 Actor's lines
41 Frown at
44 Store</p> | <p>DOWN</p> <p>45 Frowning
48 Welcome ___
49 Be in arrears
51 Elected
53 Votes for a new bill?
58 Atmosphere
59 More natural
60 Priceless, in a way
61 Dissolve
62 Hush-hush
63 Numbers
64 Interrogate
65 Hydrocarbon suffix
66 Prohibited insecticide</p> | <p>1 Greek last name
2 Moonstruck
3 Hockey position
4 PC term
5 ___ Minor
6 Asterix and Obelix
7 More absentminded
8 Outstanding long distance runners
9 Pique
11 Spanish cordial
12 Roman number
13 Social outcast
14 Spring mo.
19 Metric unit
20 Swallowed up
24 Driver's lic. and others
27 Pendulum's path
28 Strokes a pet, for example
29 Long stories
31 Sharpen
32 Or ___!
33 Donut-shaped surfaces</p> | <p>35 Toward the sun
36 Zero
37 Period in history
38 Supply with ammo
39 Besiege
42 Rebuffs
43 Contemptible person: Var.
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46 Mount
47 Abhor
50 Get used to
52 Weight
54 Make lace
55 Norse god of war
56 Actress Campbell
57 Put to the test
58 Electrical power measurement</p> |
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Specials good June 8 - 21, 2020

Treat your Dad right on Father's Day • June 21st with one of these great specials!

PORK FEST!

Bone-in Center Cut Pork Chops	
Reg. or Thick Cut	\$3.99 lb
Pork Loin Roast	\$3.99 lb
Bone-in Country Style Ribs	\$2.99 lb
Baby Back Ribs	\$3.99 lb
Fresh Ground Pork	\$2.99 lb
Louie's Bone-in Smoked Hams	\$2.69 lb
Louie's Center-cut Ham Steak	\$3.99 lb
Fresh, Bulk Pork Sausage	\$2.39 lb
Pork Spareribs	\$2.99 lb
Pork Steak	\$2.99 lb
Pork Neckbones	99¢ lb
Pork Shoulder Roast	\$2.99 lb
Smoked Pork Hocks	\$1.99 lb
Smoked Pork Chops	\$4.99 lb

T-Shirts Available in Store now!
While you're there run in for one of these Bacon specials!

Bacon wrapped	
Pork-on-a-stick	\$2.50 ea
Bacon wrapped Boneless Chicken Breast (10 flavors)	\$4.99 lb
Bacon wrapped Pork Grillers (2 flavors)	\$4.99 lb
Louie's Fresh, Smoked or Pre-cooked Bacon Cheeseburger Brats	\$3.99 lb
Louie's Fresh Bacon Cheeseburger & Pickle Brats	\$3.99 lb
Wisconsin Bacon Cheese	\$3.99 lb

Other Deli Specials:

Oven Roasted Smoked Turkey Breast	\$4.99 lb
Wisconsin Mozzarella Cheese	\$3.99 lb

Louie's Finer Meats is committed to providing top-tier service and sanitation. Our staff take every precaution to maintain a clean store and the integrity of our products. We thank everybody - customers and staff alike - for their continued support and patience!

Find us on Facebook!

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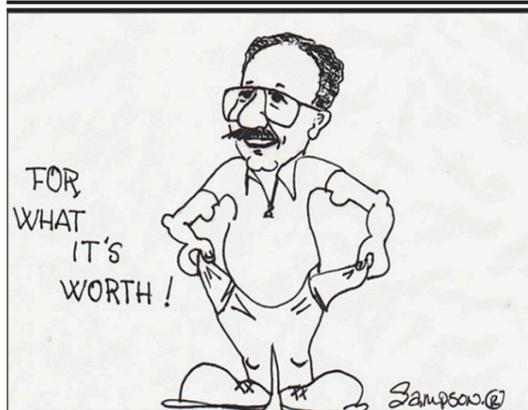
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Friday: 8 am - 9 pm
Saturday: 8 am - 8 pm
Sunday: 10 am - 6 pm

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Opinion



By Craig Bucher

The protests continue as large numbers of citizens, both young and old, continue to take to the streets in cities both large and small throughout the United States. The movement has spread to many other parts of the world under a common banner, “Black Lives Matter.” President Trump has responded with a “law and order” theme that seeks to paint the protesters as being aligned to “Antifa” as well as other groups featuring violence and looting. He suggested that Antifa be classified as a domestic terrorist group. Just who or what is Antifa? The name Antifa is short for antifascist and began in the 1930’s in opposition to Hitler and Mussolini. It was revived in the 1980s in opposition to the radical right group known as “Skinheads.” It came to prominence when members of like minded groups arrived in Charlottesville to oppose the “Unite The Right” rally. It is a diverse array of autonomous groups with no central command and control. It is difficult to assess the number of supporters of Antifa as it does not exist as a distinct entity. It has and does use violence and is known for “doxxing.” Doxxing is the tactic of “outing” right wing media and other prominent supporters of far right wing causes. It generally identifies itself at rallies by carrying two flags, one red and one black. Historically it claims that had more groups supported Antifa, Hitler would not have risen to power. I have no time for the far right hate groups but neither do I support the violence of those who support Antifa. We must all work hard to solve systemic racism and supporting fringe groups is not the way to go. We got part of the way home with the Civil Rights Act of 1965. It is now time to take another gigantic leap. “Black Lives Matter” is a call to action. When history is written, let us not be found wanting.

SEE YOU NEXT WEEK!

Working to Fix Unemployment Insurance

Over the past several months, unemployment in Wisconsin has soared to record levels, causing thousands of our constituents to turn to unemployment insurance to get through these challenging times. This system was set up to help those who lost their job through no fault of their own to weather times like this. Unfortunately, our offices have collectively been flooded with heartbreaking calls from individuals who are on an economic precipice right now and who have been waiting weeks and sometimes months to get any response from the Department of Workforce Development (DWD).

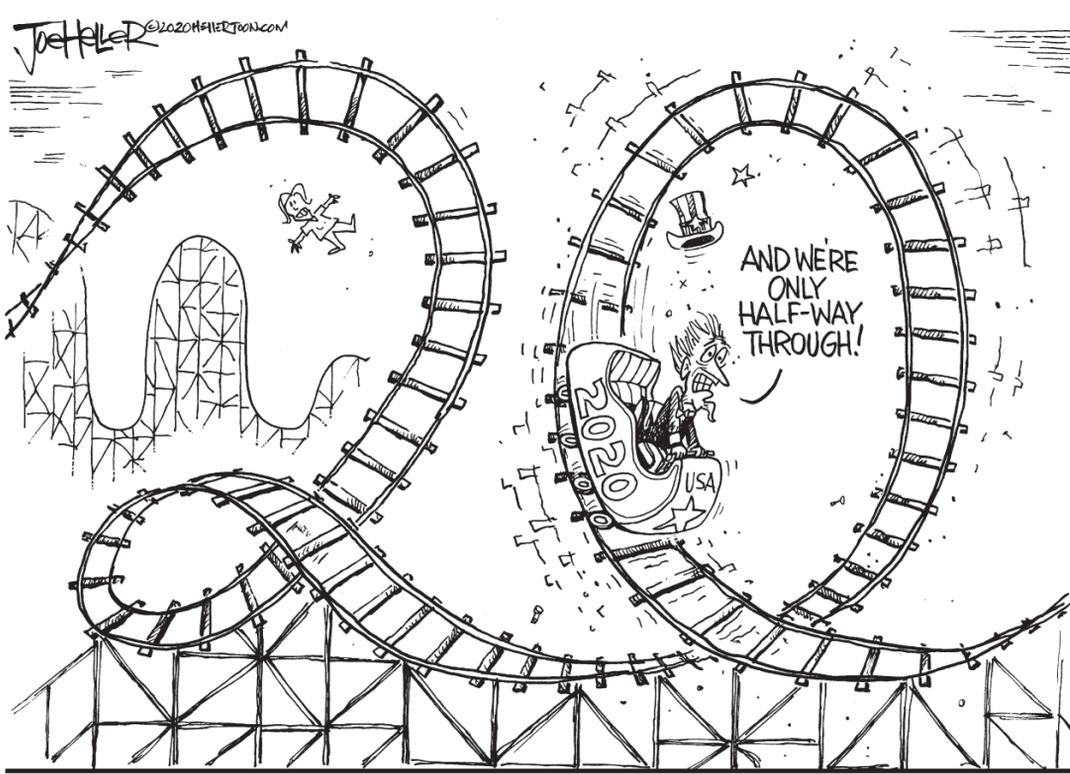
First, we want to let you know that our offices have been and will continue to advocate on your behalf. If you are having problems, please contact us and we will work to get you an-

swer to your claim. Also, we want to let you know that we have been advocating for you with DWD since this started to get people their claims as quickly as possible.

Over two months ago, a number of us sent a letter to DWD leadership asking them to explore all options to speed up the processing of claims, including having them pursue pre-approving certain claims that would have a high likelihood of being approved. Additionally, as part of the state’s response to the COVID pandemic, we voted to pass Act 185, which gave DWD the ability to transfer state employees from other departments with spare capacity to DWD to help in any way possible.

To our collective frustration, during a public hearing recently regarding their

Continued on page 10



Inside Wisconsin

by Tom Still

“Doing ‘right’” in tech is part of the job in a world of inflammatory posts”

MADISON, Wis. – As unrest spread in the wake of George Floyd’s death while in police custody, thousands of tweets using the hashtag #DCBlackout claimed that communications networks had been blocked in Washington, D.C., in hopes of shutting down protests in the nation’s capital.

The blackout never happened. News reporters on the scene that night in Washington found no problems with internet or other networks; likewise, an internet monitoring service confirmed it found no evidence of any widespread disruption. Everything worked as normal.

Twitter responded by suspending “hundreds of spammy accounts” that used the #DCBlackout hashtag, citing the company’s manipulation and spam policies. Despite Twitter’s actions, about 500,000 tweets from 35,000 unique accounts were generated by the bogus hashtag in a matter of hours.

The #DCBlackout ruse is one of many examples of how internet rumors can spin out of control, courtesy of social media users who deliberately

plant misinformation to stir pots that need no further agitation.

Whether it’s fake news about coronavirus causes and cures, “deep fakes” or inflammatory social media surrounding Floyd’s death and related protests, many people are wondering what major tech companies can and should do to monitor social platforms for posts that are akin to crying fire in a crowded theater.

UW-Madison graduate Brian Pinkerton, who has worked for some of the world’s largest tech companies and is now chief architect for Apple’s Siri, talked about the changing responsibilities of “Big Tech” during his presentation to the Wisconsin Entrepreneurs’ Conference. The conference was held virtually Thursday.

“This is a time when we should ask companies to do ... a more rigorous job of being citizens of the world,” said UW-Madison graduate Pinkerton, who has worked for a mix of companies ranging from startups to Amazon, Facebook and Apple. He also serves on the board of visitors for the UW-Madison Department of Computer Sciences.

It’s not that Pinkerton blames the “tech” itself – he invented some of it, including the world’s oldest surviving internet search engine. Rather, Pinkerton sees technology as a tool envisioned for useful purposes by software developers and others who didn’t always stop think about possible harmful effects on society. Techies generally saw their work as democratizing communications and data, not something that might be manipulated to disrupt democracy.

“The technology and the grow of the networks (expanded) way faster than we could grow our legal mechanisms or our social mechanisms to respond to it,” Pinkerton said. In part, that was due to a “healthy tension” between building platforms and companies to better connect people and generating the advertising revenue to pay for it. “I didn’t know of anyone who worked for a search engine company who didn’t feel this tension viscerally,” Pinkerton said.

The good news: Pinkerton said he is “super-encouraged” by recent efforts by the tech industry

to monitor inflammatory posts, a task being aided by artificial intelligence. He cautioned, however, such efforts will be “extremely hard to scale” due to sheer volume of posts to be checked and the determination of people bent on causing harm.

“People are still smarter than machines, so they can figure out ways to get around this,” he said.

With many entrepreneurs listening in Thursday, Pinkerton talked less about specific technologies and more about the importance of people and companies doing the right things.

“Solve human problems... build stuff that matters,” he said. “Whatever you’re doing, do it in a way that makes you proud. What you do is going to change the world, and how you do it is what matters,” he said.

At a time when American society is simultaneously battling the worst pandemic in a century and the enduring legacy of racism, perhaps tech – big or small – can play a role in finding paths forward.

Still is president of the Wisconsin Technology Council. He can be reached at istill@wisconsintechnologycouncil.com.

A Look Back

10 Years Ago
June 16, 2010

Three Cumberland High School students will be attending the Badger Boys and Girls State programs this summer. This opportunity is provided by the Cumberland American Legion and Cumberland American Legion Auxiliary. The three students are Anthony DaBruzzi, Jim Richie IV, and Hillary Zimmer.

Nick Ricci, of Cumberland, received the “Best of Show” award at the Celebration of Arts on Saturday for his hand-crafted canoes, photography, and taxidermy.

20 Years Ago
June 14, 2000

Each year the Island City Women name a “Cumberland Woman of the Year” who exemplifies a woman’s contributions to her community. This year the recipient of the honor is Beverly Thon who has been a member of the organization since 1977.

The Cumberland Music Club awarded scholarships to seven Cumberland students at their annual scholarship auditions. Erika Jensen was the overall winner of the Senior Virtuoso Award, Bessa Clay, (saxophone), Rob Held (tuba), Jared Lee (piano), and Heather Thoe (piano), all won the Senior Division Performance Awards. Carol Perry (voice), and Emily Koser (voice), each won a junior division award.

30 Years Ago
June 13, 1990

A new craft and gift store, to be located in Cumberland, will tentatively open its doors on June 15th. The opening of “A Special Place,” by owners Ross and Jane Solberg, will feature unique hand crafted gifts primarily done in the wooden country style. The grand opening will be help sometime in early July.

40 Years Ago
June 11, 1980

Joseph Muench, son of Mr. and Mrs. Louis Muench of Cumberland, was a magna cum laude graduate in commencement exercise held at UW-Stout on May 10th. Muench majored in industrial technology.

John Schell, former Cumberland High School and University of Wisconsin basketball star, has been named the new head basketball coach at Stevens Point High School.

50 Years Ago
June 11, 1970

The 1970 Cumberland High School varsity golf team finished in 15th place at the state tournament at Madison. This is the third straight year that Lee Dosch coached and as attained this record. Players on the team included Mark Nelson, Earl Meyer, John Schullo, Mike Nelli, and Tom Goldsmith.

Mike Klich is new the new manager at Lampert

Yards in Cumberland. He comes from Ladysmith where he was assistant manager of the Lamperts there.

60 Years Ago
June 16, 1960

Ray Wisner of Cumberland is one of 31 Wisconsin teachers selected for participation in the summer institute of history at Wisconsin State College in Eau Claire.

70 Years Ago
June 15, 1950

Anderson-Thompson post 98, American Legion, at its annual election of officers on Tuesday night, named Sam Donatelle to the office of Post Commander. He will succeed Clare Kost. Two vice-commanders were also elected at the meeting to assist Mr. Donatelle in the administration of Post affairs in the coming year. They are Robert Harkness, first vice-commander, and Edwin Berg, second vice-commander.

90 Years Ago
June 12, 1930

On June 15th, the Cumberland Golf Club will celebrate the opening of its completed nine-hole golf course. The completed course has a length of 3,028 yards and is a par 36. The work has involved the cutting of a considerable amount of fairway through the brush and the construction of five new greens.

100 Years Ago
June 10, 1920

The repairs on the north Cumberland bridge were completed Tuesday evening and the bridge is again open to traffic, much to the satisfaction of the people who use it often and had to make a detour of three to four miles.



“An Independent Community Newspaper”

THE CUMBERLAND ADVOCATE

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A WEEKLY NEWSPAPER
FOUNDED IN 1881

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SUBSCRIPTION RATES:
\$34.00 a year in Barron, Burnett, Polk and Washburn Counties. (“Snowbird Rate”): \$5.00 charge)
\$36.00 in the Rest of Wisconsin and All of Minnesota.
\$38.00 in the Rest of United States.

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ASSOCIATION

**Weekly deadline is
2:00 p.m. on
Friday**

2020

WEATHER

Date	Hi	Lo	Precip.
06/02	84	61	Trace
06/03	85	57	0.20
06/04	78	51	0.00
06/05	80	56	0.02
06/06	77	56	0.00
06/07	74	56	0.06
06/08	80	57	0.00

Temperature and precipitation readings are taken at 7 a.m. for the previous 24 hours and are provided by the Cumberland Utility Office.



An Outdoorsman's Journal

by Mark Walters

New Dreams

Hello friends,

There is way more to write this week than I have space to put it in but I will do my best.

Back in late April while turkey hunting with my daughter Selina over a food plot that the two of us created nine years ago, but no longer have regular access to, I had an idea. I was actually in the blind when I sent a text to a landowner that has property that borders mine that is 100-percent oak and pine forest and he has not used for hunting in years or seldom even walks. My friend does not live in this area and so I asked if I could create a food plot on it and hunt his land. Within one minute of sending that text I received a yes and an hour later Selina shot the heaviest tom that I have ever lifted.

Wednesday, April 29th

High 62, low 26

My new hangout can only be reached by foot or atv, the forest has a solid oak wilt problem which means that at ground level everything is brush and there is zero sign of deer or turkey activity. Today I realized a sobering fact, what was supposed to be my easiest spring in years would be my most physical. I have about 4-weeks to clear cut hazelnut brush and dead oak trees and spray everything with a herbicide, rototill the entire area "when finished about 3/4s of an acre" and plant it before the optimal germination period ends here in sand country.

I figured 60-man hours and 35-days later I have about 75 "death hours" into it and holy moly is it pretty. Like nine years, ago I used my good buddy Scott Christensen, who is the plant manager at Allied Cooperative in Adams for advice and was told to get some buckwheat on that new ground. Deer and turkey love to eat buckwheat, it is roughly a 60-day crop and it is well known to rebuild soil.

Several things happened as this project progressed, I had kicked both of my chainsaws butts by cutting so much brush so close to the ground and I

did some real ugly damage to my tiller eating roots with a machine that is not meant to eat roots.

Every evening when I finished working I would open a can of beer, look at my project and think. I planned my stand positioning on the east side of it as that is your least dominate wind direction. After I thought I was done I decided to double it's size with a "new" food plot and though my body is handling this project pain and fatigue are my first and middle names.

I planted one area that is about ten feet wide and 40-yards long with with scattered corn and just for kicks I threw in some Iron and Clay Cowpeas. I also went about 10-percent with the Cowpeas in the buckwheat.

On my newest addition in mid July, I will plant some winter wheat and maybe clover and after I plow in the buckwheat I will plant turnips and radishes. On Scott's advise I also planted some sugar beets. On every trip back home I have a small trailer hooked up to my Polaris 500 "Sportsmen." I bring back either campfire or woodstove firewood from the land clearing and it is really adding up.

Four days ago I placed two trail cameras on it and last night I checked them for the first time. Like Scott Christensen said the deer and turkey would find the buckwheat, and though the pics were not as clear as I like due to fog, I think I have two bucks with really good potential.

This project is both a challenge and a labor of love. I think I have about \$500.00 into it so far and I have to tell you, when I saw my crops emerging from the ground I felt like a proud papa.

Hopefully this fall and winter and again next spring many enjoyable hours will be spent watching the forest behind my house from a tree, and maybe even some meat will be made, certainly some memories!

Dream big, work hard!
Sunset



The first stage of Mark Walters food plot is planted in buckwheat, cow peas, corn, and sugar beets



This food plot was created with a chainsaw, rototiller, and lots of sweat!

THANKS FOR READING
THE ADVOCATE

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Wisconsin State Park Campgrounds Opened

The Wisconsin Department of Natural Resources will reopen state campgrounds on Wednesday, June 10 with special conditions to ensure the safety of staff and visitors.

Some of the changes that campers and park visitors will experience beginning June 10 include:

- Automatic touchless check-in.
- New signs to educate visitors on recreating responsibly.
- Park offices will remain closed to the public.

RESERVATIONS
Camping reservations will be accepted by phone (1-888-947-2757) and on-line only to eliminate face to face interaction with DNR staff.

Same-day camping reservations are also now available by phone (1-888-947-2757) and the online reservation system.

Check-in is no longer necessary at the office or visitor station when coming to a property. Please proceed directly to your campsite and begin setup. Property staff will visit sites to monitor occupancy.

Campers should note that Rock Island State Park remains closed through June 30. The Washington Island Ferry Line has also currently suspended all trips to and from Rock Island.

Camping reservations for June 8 or 9 will be canceled and refunded; if reservations for a longer stay begin on June 8/9 and extend beyond June 10 your arrival will automatically be adjusted to June 10.

GROUP CAMPING, SHELTER, AND AMPHITHEATERS
Group camping, shelters, and amphitheaters will be closed through June 30.

All reservation holders will be contacted and provided a full refund.

RESTROOMS AND BUILDINGS
Most restrooms at state properties are now open.

Some remote water fountains may be closed in the day use area of the park or have the bubbler turned off and have access to the water spigot only.

All other facilities will remain closed, including tow-

ers, shelters, playgrounds, nature centers, headquarters, contact stations, and concessions.

Equipment rentals are unavailable at this time.

FIREWOOD
Firewood is not available at state parks at this time and should be purchased before campers arrive.

Campers are reminded that certified firewood that has been properly heat-treated or aged location to kill any infesting pests or diseases to protect Wisconsin's trees must be purchased within 10 miles of their camping location.

ADMISSION
Annual park stickers and trail passes are required to visit state parks and trails.

Annual stickers are available for purchase online or with credit card by phone 8 a.m. - 4 p.m. seven days a week by calling toll free: 1-888-305-0398.

Annual trail and daily passes are NOT available for purchase at individual properties. Visitors must have an annual admission sticker adhered to their vehicle or proof of purchase for entry.

Once proof of purchase is shown, visitors must place proof of purchase on the dash of the windshield while parked within the boundary of the property.

The 2020 annual vehicle admission sticker is valid through Dec. 31, 2020.

Annual state trail pass is required for anyone age 16 or older biking, cross-country skiing, horseback riding or in-line skating on certain trails. A state trail pass is NOT required for walking or hiking. The annual trail passes are valid through Dec. 31 of the year they are issued.

CAPACITY AND CLOSURES

Due to high demand, many properties will likely reach their pre-determined capacity limits. When this happens, properties will close until existing visitors leave, and capacity is reduced.

Visitors are encouraged to explore other DNR recreation areas or visit during non-peak hours before 10 a.m. and after 4 p.m.

Cumberland Baseball: The 1960 Conference Champions

By Mark R Fuller

The history of the HON Conference goes back to 1929, when Barron, Cameron, Chetek, Ladysmith, New Auburn, Turtle Lake, Shell Lake, Rice Lake, Cumberland, and Spooner formed a membership for basketball and football.

In 1932, Cumberland Principal Fred Moser was elected president of the Conference and the league established a fee of \$7.50 per official. Clear Lake joined the league in 1933 and the following year a committee was formed to divide the Conference into A and B groups. The plan was scrapped when several schools decided to drop out and form the Lakeland Conference.

From that point on, the HON consisted of Barron, Bloomer, Cumberland, Ladysmith, Rice Lake, and Spooner for several years until World War II began and caused numerous sports to be cancelled due to gas and tire rationing.

In 1950, Hayward was admitted as a full member after being only a basketball member since 1946. In 1957, Chetek joined the fold, so with WWII behind them and with eight teams in existence, the modern day HON began.

Going into the baseball season of 1960, baseball had been pretty balanced with six different teams taking Conference Titles in the first nine years of the new HON. Only Cumberland and Bloomer had not participated in the crowning of a spring champion.

Cumberland was coming off a 5 and 4 record in 1959, but returned seven letters to the team. Coach Jim Dimick was optimistic that this year would be better, even though a collision during an April 3 practice broke returning catcher Gary Donatelle's cheekbone, putting him out for the year. That left six lettermen, Corky Capra, Hugh Wisner, Ray Dietrich, Ken Denucci, Pete Olson, and Dick Moen to carry the load, with Dietrich moving into the all important catching position for the injured Donatelle.

In the opening game of the season, the Beavers defeated Turtle Lake 16-5 and

Thursday, May 19, 1960
Beaver Nine Wins Conference Title
Cumberland Advocate — Cu

Best Hayward, Spooner To End Conference Season Undefeated

The CHS baseball team defeated Spooner 6-2 at Moser last Thursday to clinch the Heart of the North title by virtue of an unbeaten conference season. The Beavers had Hayward 11-2 at the Moser league Tuesday for their seventh conference win. The Beavers scored a total of fifty-nine runs, while Hayward scored only six runs.

After the opening victory, an 11-7 conquest of defending champion Chetek, the Beavers allowed the last six runs of only six runs.

The Cumberland nine came behind at Hayward on Wednesday to turn a close game into a rout as they pounded

hitting eleven hits for their best performance of the season. Three triples and a double were included in the barrage.

Hugh Wisner pitched all the way and allowed the Hurricanes four hits. Nick Capra turned back Spooner on four hits in the clincher on Thursday. The Beavers jumped into a 3-0 lead in the second inning and never headed, although Capra had to pitch himself out of several jams. Hugh Wisner's two run singles climaxed the three run second. Ray Dietrich rubbed in a run in the fifth and Bob Ekenstedt drove him home with a single to ice the contest.

The Beavers Conference record is as follows:

Cumberland 11,	Chetek 7
Cumberland 12,	Bloomer 6
Cumberland 6,	Rice Lake 2
Cumberland 6,	Barron 0

Cumberland 7, Ladysmith 6
Cumberland 11, Hayward 6
Cumberland 6, Spooner 2

Turtle Lake edged Cumberland 7-4 in an exhibition game at Turtle Lake on Wednesday. Mysicka hurled for Cumberland. The Beavers collected eight hits but could muster only four runs. Ken DeNucci and Nick Capra each contributed a pair of singles, while Pete Olson got the only extra base hit, a booming triple.

Score by innings: R H E
Cumberland 0 0 0 4 3 13 11 11 2
Hayward 0 2 0 0 0 0 2 4 4
Cumberland box score:

	AB	R	H	RBI
DeNucci ss	5	0	2	0
Dietrich c	5	2	1	1
Capra 3b	5	2	1	1
Wisner p	5	1	3	1
Moen 1b	1	0	0	1
Olson cf	5	2	2	0
Ekenstedt rf	3	1	1	1
Chubb lf	0	1	0	0
Luciano 2b	1	0	0	0
Stouffer if	3	0	1	2
Rydberg ph	0	1	0	0
Glovka ph	0	1	0	0
	33	11	11	7

Score by innings: R H E
Spooner 0 0 2 0 0 2 4 2
Cumberland 0 3 0 0 2 1 x 6 5 2

Cumberland box score:

	AB	R	H	RBI
DeNucci ss	3	0	1	1
Wisner 2b	3	0	1	2
Capra p	3	1	1	0
Dietrich c	2	1	1	1
Moen 1b	4	0	0	0
Olson cf	2	0	0	0
Ekenstedt cf	3	1	1	1
Chubb rf	0	0	0	0
Stouffer lf	1	1	0	0
Rydberg 3b	2	2	0	0
	23	6	5	5

READY MIXED CONCRETE
WASHED SAND
¾ & 1¼ ROCK
PEA ROCK
ROAD GRAVEL
AND FILL
BLACK DIRT

Concrete Ready to Pour

NER Turtle FREDERIC

May 19th 1960 Cumberland Advocate sports page.

then split a non-conference doubleheader with Frederic, losing 5-1 and winning 7-6. This early action would hopefully prepare the Beavers for their HON opener against last year's Conference Champion, the Chetek Bulldogs.

With Junior Pete Olson leading the way with four hits and Corky Capra and Hugh Wisner splitting the pitching duties, the Beavers won 11-7. They would follow it up with a 12-0 shut-out of Bloomer, in which

Wisner would allow only one-hit striking out 13 Blackhawk hitters.

Capra was equally effective in a 6-2, 10-strikeout effort against Rice Lake, as the Beavers quickly jumped to the top of the HON. They would go on to defeat Barron 6-0, Ladysmith 7-0, on a Capra no-hitter, and Hayward 11-2. This left only Spooner standing in the way of an undefeated Conference season.

Cumberland would go on to a 6-2 victory over

the Rails. Capra would finish the season with a team-leading .457 batting average as Wisner took four of the Conference pitching victories. Although the team would take an early exit from the WIAA Tournaments that followed, the Baseball team had risen to the top of the Conference and captured the first trophy for the new high school building

Cumberland Area Fishing & Hunting Table
SOLAR TIMES • Longitude 91.45 Latitude 45.3 • LUNAR TIMES

DATE	AM			PM			MOON			DST	
	Minor	Major	Minor	Major	Sunrise	Sunset	Rise	Up	Sets		Down
6/10 Wed	10:06	3:53	10:30	4:18	05:18	08:50	12:32a	10:05a	5:15a	5:40p	*
6/11 Thu	10:58	4:46	11:21	5:09	05:17	08:51	1:03a	11:11a	6:03a	6:26p	*
6/12 Fri	11:45	5:34	-----	5:56	05:17	08:51	1:29a	12:15p	6:48a	7:09p	*
6/13 Sat Q	12:07	6:17	12:27	6:38	05:17	08:52	1:51a	1:18p	7:29a	7:50p	*
6/14 Sun	12:46	6:56	1:06	7:16	05:17	08:52	2:11a	2:19p	8:10a	8:30p	*
6/15 Mon	1:23	7:33	1:43	7:53	05:17	08:53	2:31a	3:19p	8:50a	9:10p	*
6/16 Tue	1:59	8:09	2:20	8:30	05:17	08:53	2:51a	4:22p	9:31a	9:52p	*

Major = 2 hours/Minor = 1 hour • Times are centered on the major/minor window
F=Full Moon N=New Moon Q=Quarter Moon >= Peak Activity
DST will have * in it if it is in effect that day Calibrated for Time Zone: 6W

Correspondents

Barronett News

By Judy Pieper

The Wiesner Chapel was successfully moved to Hungry Hollow on May 27th. Marty Peters recorded a video of the move and we could see that, in addition to the Arnevik Moving Service truck, there were several electric company vehicles and some Friends of Wiesner Chapel cars in the parade taking the chapel to its new home. The trip to Hungry Hollow was slow-moving, with several stops along the way so that electric company technicians could lift the wires high enough for the chapel to pass under. I haven't been past Hungry Hollow since the move, but the video shows the chapel sitting on a hill there. I'm sure it was a very sad day for some of the older parishioners who remember attending services at the chapel, but it's also a happy time because they know that now, even after they are unable to do the maintenance required, the chapel will be well taken care of.

There is a new building in our town now too. A mobile home was moved into the empty lot on 30th Avenue – the lot where the big fire was a few years ago. It's a very nice building with a beautiful deck. We will be happy to welcome new neighbors.

We've had a very busy, and happy, week at our house. Jamie Lombard, Kandice Thon and Lynn Thon came over one day and made rhubarb/strawberry jelly. I had cut up the rhubarb and had it sitting in sugar the night before, and when the girls came over they cooked it, put it in jars and canned it. Pretty exciting stuff, I'll tell you.

Tru Vera Lehmann was up from her home in Somers, visiting with Nana and Papa (that would be Suzy and Ryan) a couple days last week. It was Brayden Bove's birthday the day she arrived, so she was able to go to her Aunt Lynn's house to celebrate his birthday with him and his sisters. She also stopped by to visit with Duane and me for a little while and, of course, visited with Grandma Anita before she went home again. We were so happy to see her. She hadn't visited us since February.

Garrett, Kandice, Kane and Pierce Duane Thone stopped by our place for a while on Sunday afternoon.

They had been out to Lynn Thon's house and, I think, I might have mentioned that I had a pan of Rice Krispie bars for them. (I'm certainly not above bribing grandchildren in order to get them to stop by for a visit.)

A really funny thing happened to Lynn Thon when she called Bistro 63 to get an order to go for herself, Jamie Lombard and Kurt Anderson. The first thing she did wrong was to tell Siri (or whatever that robot's name is) to dial the number for her. Then, when a man answered the phone and she tried to order, he told her that they didn't have the things that she was seeing on their menu. After trying to order several things, which he informed her they didn't have, she gave up. She was so disappointed, and as she was telling me about it, I told her that that just didn't sound like the Bistro 63 we all know and love. So I called, Sharon answered, I told her what they wanted and she said it would be ready in about 20 minutes. I don't have to mention, do I, how delicious the food was when they finally got it. Okay, so here comes the kicker – Lynn just asked Siri to call Bistro 63, but didn't tell her what city and state we are in. The Bistro 63 Siri called was in Amherst, MA. I think the food would have been cold by the time she ran out to Massachusetts to pick it up. That's what Lynn gets for trusting a robot to do what she should have done herself.

Lynn, Jamie and Kurt had their dinner at our garden, and then stopped by our house and had carrot cake for dessert.

Tinille Lehmann was also up for a visit on Saturday. She and Suzy came up to see how the garden is doing. We plan to get together when the veggies are ready and do a lot of canning. Tinille plants a garden too, and she makes a salsa that is almost world famous.

It probably sounds as though we are doing a lot of visiting, but we are doing that outside and maintaining a six-foot social distance. I hope that soon someone will have a vaccine for this stupid virus so we don't have to be so careful, but until then we will do our best to stay safe.

Terry Goodrich called

with a quote for this year's seniors from the 1970-71 year book from Donners Grove, Illinois. This one is from Thomas Henry Huxley from 1877. It goes like this . . . Perhaps the most valuable result of all education is the ability to make yourselves do the things you have to do. . .

That's about all I know from Barronett this week. Hope you enjoy the beautiful weather. Stay safe and I'll see you next time.

"Mom is doing a great job of taking care of Dad. I wish she would let us help. What can we do to make things easier for her?"

Meals on Wheels
can lighten her load.
537-6244

Senior Dining
Weekday Breakfast, dining at 5, & the Sunday Community Breakfasts suspended until further notice. Grab and Go only until further notice.

Thurs, June 11th
Beef & Rice Cabbage, Roll in Tomato Sauce, California Veggie Blend, Sourdough Bread, Raspberry Poke Cake.

Fri, June 12th
Boiled Kielbasa, Homemade Whole Wheat Mac & Cheese, Steamed Broccoli, Pesto Bread, Chocolate Mint Dessert.

Mon, June 15th
Honey Mustard Chicken, Baked Sweet Potatoes, Garden Peas, Swedish Rye Bread, Fresh Orange.

Tues, June 16th
Louie's Traditional Brat on a Bun, Baked Beans, Italian Cold Pasta Salad, Angel Food Cake w/fruit topping.

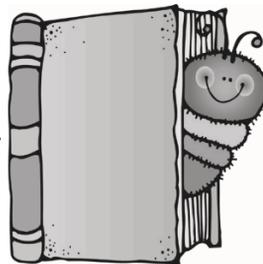
Wed, June 17th
Cold Tuna Noodle and Pea Casserole served on a Lettuce Leaf, Carrot Raisin Salad, Three Cheese Bread, Lemon Bar.

"All meals include milk, coffee, and butter. Persons who dine at the Senior Center and those who receive Meals on Wheels are reminded they can use their QUEST card (food share) for their meal donation. For more information call Joanne at 715-537-6225."

The Bookworm Sez...

By Terri Schlichenmeyer

This week: *The Hunt for History* by Nathan Raab c. 2020, Scribner • \$30 • 251 pages



Burn. Toss. Recycle. Deal with later.

It was easy to go through that box of papers you found because most of it went in the first three categories, junk, junk, trash, and lots of it. And then something caught your eye: a signature, a date, a real find or a good fake. The question is, as in the book "The Hunt for History" by Nathan Raab, what's it worth?

It's the rare person whose heart doesn't race a little at the discovery of a box of random ephemera. We've been taught well by success stories on Antiques Roadshow but for Nathan Raab, the lessons came from his father.

His dad, he says, "was born a collector" and a lawyer by trade until his love for history and historical odds and ends spurred him to start a small business selling rare documents and autographs. Knowing the provenance of an item was essential, as was authentication, and Raab's father let Raab do some of that legwork. Soon Raab, who started as a child collecting autographs of people he wrote to, joined the family business.

Even though he'd been

doing it for much of his life, becoming a rare document dealer had a learning curve.

Raab has to have, first of all, handwriting analysis skills, knowledge of paper and ink, and an good head for dates. He must be aware of possible legalities. There are times when finding a gem means sifting through junk, and he often has competition on that. Finally, he sometimes has mere minutes to determine the rarity of a document, whether it's salable, and how much it's worth.

The job has its perks, though: Raab has held paper in his hands that was touched by geniuses, philosophers, and founders. He's solved mysteries, read drafts of speeches and thoughts of great men, listened to shocking historical accounts, and recovered tattered documents that were destined for the dump. And he left intact a secret that a great man would've wanted held.

You feel like heading for the attic now, don't you? That box of Grandma's papers suddenly calls, and for a valid reason: "The Hunt for History" whets your interest.

You'll never see yellowed paper or musty magazines the same again after author Nathan Raab explains why you should look thrice at something that seems old – and yet, pay heed to the caution he offers. Just because something's aged doesn't mean it's inherently valuable, as antique lovers know and Raab proves, but with tantalizing possibilities left intact. Some of the most intriguing finds he writes about, in fact, were items that someone deemed worthless, and the thrill of their hunt is here for readers to envy and desire for themselves.

There's history in this book, of course – enough to satisfy someone who grabs it merely for that reason, though it takes a backseat to that which speaks to the heart of a treasure-hunter, picker, or heir with a box of paper. If that's you, then go ahead: toss "The Hunt for History" by your bedside for tonight.

If you're in search of something great to take in the car, on vacation, on the tractor, or to the lunchroom, Terri can be reached at bookwormsez@yahoo.com. Happy Reading!

Cumberland Area PROFESSIONAL DIRECTORY

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<p>Guinn Vinopal & Zahradka, LLP 357-3013 • 675 Garfield St. • Almena 268-9320 • 234 Keller Ave. • Amery 246-6976 • 110 E. Third St. • New Richmond</p> <p>Thelma W. Johnson, CPA 822-2083 • 568-26th Ave. • Cumberland</p>	<p>Cumberland Healthcare Hospital Comprehensive Health Care Services Rehabilitation Therapy Services 715-822-7500 • 1110 7th Ave. • Cumberland www.cumberlandhealthcare.com</p>
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Thank you for reading
The Advocate

OBITUARIES



Erica D. Barnard
Erica Dione Barnard, 37, of Eau Claire, passed away peacefully in the afternoon of Monday, June 1, 2020.

Erica was born October 30, 1982 in Chippewa Falls. She graduated from Cumberland High School in 2001, earned an Associate's Degree in Travel & Hospitality from the Minneapolis Business College in 2002 and as an adult student went on to earn her Master's in Business at University of Phoenix in 2012 and had been working towards her Doctorate's Degree. The majority of her career she worked as a Manager in Customer Service. Erica had a passion for music and especially loved attending live concerts.

She enjoyed traveling,

was a social butterfly and an avid foodie always searching out a new food or restaurant to try. She was just as comfortable at home hanging out in the backyard around a bonfire with friends and family.

She was preceded in death by her brother Allen Barnard, fraternal grandparents Larry & Joyce Larscheid and paternal grandfather Arnie Johnson. She is survived by her father Steven Barnard, mother Cynthia Johnson, brother Daniel Barnard, sister Rebecca Staats [Chris], fraternal grandmother Sharon Bruyette, maternal grandmother Rita Bodine, many aunts and uncles, cousins, four nephews, two nieces, her two best friends Robyn Dominick and Dionne Capuzzi and her beloved kitty Mr. Snuggles.

Cremation arrangements provided by Crescent Tide Cremation Services in St Paul, MN. A memorial service led by Pastor Justin Carter of Cornerstone Christian Church E.C. will be held in her honor at Columbus Hall located at 236 Pumphouse Rd, Chippewa Falls, at 11:00 A.M. on Friday, June 12, 2020 and will

be immediately followed by a luncheon, also at Columbus Hall.

In lieu of flowers, memorials preferred to: gf.me/u/x4uwvk.

Curt P. Kriedeman

Curt Paul Kriedeman, of Port Orange, FL, passed away May 26, 2020, at the age of 63 after suffering a heart attack. Curt was born in 1956 in Iowa City, Iowa, to Robert and H. Joan Kriedeman. He graduated from Memorial High School in Eau Claire in 1975 and attended the University of North Dakota's John D. Odegard School of Aerospace Sciences in Grand Forks, ND.

Curt's fun-loving spirit, generous smile, quick wit, and love for life made him a big presence in any room he entered. He also had a strong practical side, beyond the knowledge and experience required to fly small to big airplanes. He knew how to build a deck and a storage shed, drive a boat, install and dismantle a dock, catch and clean fish, clear trees, chop and stack wood, drive a Zamboni, expertly sharpen skates, and roast a whole pig.

He was a self-starter with a do-it-yourself attitude. He loved lake living in the home he had a hand in building in Northern Wisconsin, as well as hunting and fishing in the North Woods and Canada.

Curt was preceded in death by his father, Robert, and his mother, Joan. He is survived by his son, Dan; daughter, Savanna; grandson, Tristan; former wife, Robin; his girlfriend, Rebecca Mulligan; and countless friends from around the world.



QUESTIONS ABOUT COVID-19?

DIAL 2-1-1

BARON COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES

Master Gardeners announce Children's Program: Kids in the Garden

North Country Master Gardeners – UW Extension today announces Kids in the Garden, a FREE summer program for kids 3 to 12 years of age. Due to COVID-19 concerns, these short programs will be offered electronically on demand via the Spooner Agricultural Research Station Facebook page or the North Country Master Gardener Volunteer website at <https://northcountrymgv.org/> and are free for everyone to access. Most programs will start with a topic-related story and provide an educa-

tional presentation. Some videos have already been released and are available on YouTube. Others will be released throughout the summer.

May

- Making a paper seed pot and planting pie pumpkin seeds!

- Tomatosphere Project – plant seeds from the International Space Station or from Heinz

- Plant our paper pie pumpkin seed pot in the garden! Learn about composting, soil temperature and how to plant outdoors: June

- Learn about bugs including building a bug condo! Caring for our pie pumpkin plant – water, weed, and fertilize.

- Composting We Go!

July

- Magical Hummingbirds!
- Marvelous Monarchs and Pollinators!

August

- Apples, Apples, Apples! Learn about harvesting & seed saving too!

Church Directory

“Knowing God”

By: Pastor Preston Paul
St. Matthews Lutheran Church, Almena

“Let me hear...what God the LORD will speak...” Psalm 85:8

If you believe that God created all things, or at least is the architect then you are able to look at nature and deduce things about God. *“He who planted the ear, does he not hear? He who formed the eye, does he not see?”* (Psalm 94:9). It is logical that the one who poked a hole on each side of your head (ears)...hears. Obviously, the one who thought it good to create eyes...sees.

The fact that you have ears must mean God desired you to hear something—the sounds of nature no doubt, but also the sound from Him, from His mouth (He gave you one of those too). Receiving Words of God must be the primary and most important purpose of your ears. How else would you know Him more fully and completely? We can infer a few things about God from His creation. But there is much more to an architect and carpenter than the houses they design and build.

There is much more to know about God than can be reasoned from nature. And there is also the possibility that what you may glean from nature about God is wrong. Humans regularly presume wrong things about other humans. Surely, you are capable of doing the same with your assumptions and feelings about God.

God has revealed who He is in the Bible. He shows His personality to you with words, words for our ears. The Bible is “God breathed,” words from His mouth. Christians fill their ears with God’s Words. (The deaf “hear” through eyes or fingers if they are blind).

Christians guard themselves from “contracting” itchy ears... *“For the time is coming when people will not endure sound teaching, but having itching ears they will accumulate for themselves teachers to suit their own passions, and will turn away from listening to the truth and wander off into myths.”* (2 Timothy 4:3-4) The Bible is the Word of God for your ears! May God lead you to a congregation, if you haven’t one already, where your ears are filled with God’s Word that you may have life and know the joy of Jesus.

AUGUSTANA LUTHERAN CHURCH (ELCA)
1025 Second Avenue
Phone: 715-822-2890
Pastor Shane Anderson
Worship Service: 9 a.m. Sunday School 10:15 a.m. Holy Communion at all services.

BARRONETT LUTHERAN CHURCH (ELCA)
776 Prospect Ave.,
Phone: 715-822-5511,
cell:715-671-3197
Minister: Todd Ahneman
Sunday: Worship 9 a.m.; Holy Communion 1st & 3rd Sundays.

CHRIST LUTHERAN CHURCH, LCMS, Pipe Lake
See us on Facebook
Polk County Hwys. “G” and “T”
christlutheranpipelake.com
Steve Miller, Pastor
Phone: 715-822-3096
Worship Service, 10:30 a.m.
All Year; Sunday School/Bible Study: 9:00 am. Sept. -May.

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS
644 South 6th St., Barron
Bishop Kenneth Konesky
Chapel: (715) 537-3679
Home: (715) 719-0283
Sunday Sacrament Meeting: 10-11 a.m.; 11:10-Noon: Priesthood, Relief Society, Primary, Sunday School.

CUMBERLAND BAPTIST
Gary Dom, Pastor
1225 Hwy. 48
Phone: 715-822-3520
Bible Study: 8:30 a.m.; Prayer Time: 9:45 a.m.; Worship Service: 10:00 a.m.; Wednesday: The Bridge for all ages 5:30 p.m. www.cumberlandbaptistchurch.com

FIRST LUTHERAN (ELCA)
Elm and Eighth Avenue
Timothy Schmidt, Pastor
Phone: 715-822-4416
Worship Services: Sunday 8 & 10:30 a.m. Sunday School: 9:15 a.m. Communion 1st and 3rd weeks of the month.

FIRST UNITED METHODIST CHURCH
Rev. Mike Brubaker
Phone: 715-822-4293
Worship Service & Sunday School 9:00 a.m., Worshiping, witnessing, sharing community, Cry room available. Sunday Fellowship following each service. Holy Communion 1st Sunday each month.

GOSPEL MENNONITE
Almena, WI.
Sunday: Sunday School, all ages 10 a.m. Worship Services: 10:45 a.m. Evening services: 7:45 p.m.

HOLY TRINITY ORTHODOX CHURCH
Clayton, WI.
Father Christopher Wojcik, Saturday Vespers, 5 p.m.; Sunday Divine Liturgy: 9:30 a.m.

HOPE COMMUNITY CHURCH
1390 1st Ave., Cumberland
Pastor Paul Green
Phone: 715-822-3586
Worship Service: Sunday 9:30 am
hopecommunitychurch.life

HOSANNA FREE LUTHERAN CHURCH
662 20th Ave., Cumberland
Tom Olson, Pastor
Phone: 740-644-0537
As announced - No Services until further notice.

LAKE PARK ALLIANCE CHURCH
Shell Lake, WI.
John Sahlstrom, Pastor
Phone: 715-468-2734
Prayer: 9 a.m.; Worship Service: 10 a.m.

NORTHERN LAKES COMMUNITY CHURCH
825 8th Ave., Cumberland
Dennis Wright, Pastor
Phone: 715-822-5502
Services: NEW Saturday 6:30 p.m. service starting September 7, and Sunday 10:00 a.m. service; Contemporary Worship w/ nursery for 0-3 yrs. Children’s Church: Sunday 10:00 a.m.; ages 4 through 4th grade. AWANA & IMPACT runs Wednesdays, September 18 through May 2020; meal served 4:45 to 5:15 pm for all; programs start 5:30 – 7:00 for AWANA and IMPACT Middle School; 5:30 – 7:30 for IMPACT High School.

SACRED HEART CATHOLIC CHURCH
Soo Ave., Almena,
Father Tommy Thompson
Weekend Mass: Sun., 8:30 am
ST. ANN CATHOLIC CHURCH
320 Pine St., Turtle Lake,
Father Tommy Thompson
Phone: 715-822-2948
Masses: Saturday: 4:00 p.m.; Sunday: 8:30 a.m.

ST. ANTHONY ABBOT CATHOLIC PARISH
900 St. Anthony Street
Father Tommy Thompson
Phone: 715-822-2948
Weekend Masses: Sat. 6:00 p.m. Sunday: 10:30a.m.

ST. JOSEPH’S CATHOLIC CHURCH
502 Second St., Shell Lake
Father Edwin Anderson
Phone: 715-635-3105
Saturday Mass; 4:30 p.m.

ST. MATTHEWS LUTHERAN CHURCH
Missouri Synod (LCMS)
Almena, WI.
Vacancy Pastor: Rev. Gregory Becker. Sunday: Sunday School: 9:00 a.m. Divine Service: 10:30 a.m. Holy Communion 1st & 3rd Sunday of each month.

ST. PAUL LUTHERAN
Missouri Synod
1 mile East on Hwy. 48
John Miels, Pastor
Phone: 715-822-8690
Sunday morning traditional worship: 9:00 a.m.; Wed. evening contemporary worship: 11:30 p.m..

SEVENTH DAY ADVENTIST CHURCH
Rice Lake, WI.
Hwy. SS 1/2 mi. S. of Cedar Mall
Pastor: John Redlich
Phone: 715-434-7798
Saturday: Sabbath School: 9:30 a.m. Worship Service: 11 a.m. Wed. Bible Study: 6:30 pm.

SHELL LAKE FULL GOSPEL CHURCH
Shell Lake, WI.
Virgil Amundson, Pastor
Sunday: Sunday School: 9 a.m.; Family Worship: 10 a.m.; K. F. C. 10 a.m.; U-Turn Student Ministries: Sunday evening 6 p.m.

SILVER CREEK LUTHERAN CHURCH
Missouri Synod (LCMS)
483 7th Avenue, Clayton
Vacancy Pastor: Rev. Gregory Becker (SMP).
Divine Service: Saturday: 4 pm; Holy Communion: 2nd and 4th Saturday of each month

STANFOLD LUTHERAN
Hwy 48, 9 mi. E. of Cumberland
Pastor John Bergson
Phone: 262-354-4537
Assistant Pastor Gerald Hibbard
Sunday Service: 8:30 a.m. & 10:30a.m.; Coffee time & bible Study

TIMBERLAND RINGEBU FREE LUTHERAN
12 miles north on “H”
Wayne Romsos Pastor
Phone 715-468-4403
Sunday School, all ages 8:15 a.m. Worship 9:30 a.m. Holy Communion 2nd Sunday of each month.

TRINITY LUTHERAN
10 mi. W on Hwy. 48, McKinley
Pastor Diane House
Phone: 715-822-3001
Sunday Worship service: 9 a.m., Sunday School: 10:15 a.m. Holy Communion first and third Sunday of each month.

UNITARIAN UNIVERSALIST
Blue Hills Fellowship
230 W. Messenger St.
Rice Lake
April Nielsen, Lay Leader
Adult discussion forum: 9:15 a.m.; Worship services 10:30 a.m.; Coffee hour: 11:30 a.m.

ZION LUTHERAN
Wi. Ev. Lutheran Synod
3 miles NW of Almena
Ellery Groth, Pastor
Worship Service: Sundays 10:15 am; Holy communion first and third Sunday

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<p>Odden’s Flowers Open Mon-Fri: 8 AM -5 PM Saturdays 8 AM-4 PM Phone: 715-822-4835 Cumberland, Wisconsin Cut Flower Arrangements • Perennials Shrubbery & Bedding Plants Big Geranium Pots • Hanging Baskets</p>	<p>5 O’CLOCK CLUB “Your Cumberland Caribbean” Phone 715-822-2924 Hwy. 63 North Cumberland</p>	<p>CUMBERLAND HEALTHCARE Hospital <i>Hospital Medical Clinic</i> 715-822-7500</p>	<p>KINDLED HEARTH FIREPLACE STORE WOOD • GAS • PELLET • ELECTRIC Sales - Service • Complete Installation Downtown Cumberland 715-822-5355 www.kindledhearthfireplacestore.com</p>	<p>DAIRY STATE BANK 1405 2nd Ave., Cumberland Phone: 715-822-8316 Member FDIC</p>	<p>Edina Realty Cumberland & Turtle Lake 715-822-3595 1420 2nd Ave. • Cumberland</p>
<p>DIRKS Heating & Cooling We service ALL brands! 24 Hr Emergency Service Free Estimates! 715-537-3990</p>	<p>SENECA FOODS CORPORATION “Compliments of Management and Employees” Cumberland, Wisconsin</p>	<p>CUMBERLAND TIRE 1060 Elm St • Cumberland, WI MOST TIRE SIZES, BRANDS & SERVICES OIL CHANGES • BRAKES • EXHAUST 715-822-4344</p>	<p>NILSSEN’S FOODS Groceries • Deli • ATM • Lottery Open 7:00 am - 10:00 p.m. 7 days/week 1170 2nd Avenue • Cumberland 715-822-4541</p>	<p>FARR INSURANCE AGENCY, LLC Farm - Homeowners - Fire & EC Liability - Auto - Commercial Recreation Vehicles Office: 715-822-8151 • Cell: 715-671-8411 Cumberland, Wisconsin</p>	<p>LOUIE’S FINER MEATS “Home of Award-Winning Sausage” Phone: 715-822-4728 Hwy. 63 North, Cumberland</p>
<p>HANDI-LIFT TRANSPORTATION 1-800-989-RIDE 1275 Elm St. • Cumberland Office: 715-822-5077 FAX: 715-822-5078 Serving NW WI since 1977</p>	<p>BOB & STEVE’S BP AMOCO SHOP BP FUELS • Pizza & Deli Phone 715-822-4202 1633 Superior Ave. Cumberland, Wisconsin</p>	<p>THRIVENT FINANCIAL Chris Janssen Financial Associate 1335 Elm St., Cumberland, WI. 715-822-4388</p>	<p>LAKELAND CO., INC Steel Fabricators Factory Direct Trailers Hwy. 63 North • Cumberland Phone 715-822-8748</p>	<p>CUMBERLAND BUS SERVICE John & Sandy Peichel Locally owned and operated 715-822-2348 1750 Industrial Blvd., Cumberland</p>	<p>HAACK ORTHODONTICS Working with you and your general dentist to create healthy, happy smiles. 715-234-9071</p>
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Cumberland Advocate

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AUTO INSURANCE after insurance cancellation, OWI, violations, accidents, loss of license. 234-3427 or 800-657-4782. Instant SR-22 filings.
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PERSONALS

AA-Mondays at 7 p.m., Augustana Church; Wednesdays at 7 p.m., Senior Citizen Center. Women's inspiration AA meeting: 6 pm Tuesdays at the Thomas St. Angelo Public Library Community Meeting Room 715-529-9592.
tfn

Weekly AI-Anon Meetings: Mondays, 6:30 p.m. at Cumberland Baptist Church, Hwy 48, Cumberland.
tfn

RENTALS

THOMPSON MINI STORAGE, Barronett. 715-822-4344. 4tfn



The first two children to earn their Thomas St. Angelo Public Library 2020 Summer Reading t-shirts were Donnie (age 5) and Alice (age 4) Lloyd. To earn a shirt, children must complete 20 books and turn in their reading logs at the library. Summer Reading is underway through curbside pickup, by phone and online.

FSA Expands Set-Aside Loan Provision for Customers Impacted by COVID-19

Set-Aside Delays Loan Payments for Borrowers

USDA's Farm Service Agency (FSA) will broaden the use of the Disaster Set-Aside (DSA) loan provision, normally used in the wake of natural disasters, to allow farmers with USDA farm loans who are affected by COVID-19, and are determined eligible, to have their next payment set aside. In some cases, FSA may also set aside a second payment for farmers who have already had one payment set aside because of a prior designated disaster. "This immediate change of the Set-Aside provision can provide some welcome financial relief to borrowers during this current crisis," said FSA Administrator Richard Fordyce. "FSA recognizes that some customers may need this option to improve their cash flow circumstances in response to the COVID-19 outbreak."

FSA direct loan borrowers will receive a letter with the details of the expanded Disaster Set-Aside authorities, which includes the possible set-aside of annual operating loans, as well as explanations of the additional loan servicing options that are available. To discuss or request a loan

payment Set-Aside, borrowers should call or email the farm loan staff at their local FSA county office.

The set-aside payment's due date is moved to the final maturity date of the loan or extended up to twelve months in the case of an annual operating loan. Any principal set-aside will continue to accrue interest until it is repaid. This aims to improve the borrower's cash flow in the current production cycle.

FSA previously announced it was relaxing the loan-making process and adding flexibilities for servicing direct and guaranteed loans to provide credit to producers in need. Direct loan applicants and borrowers are encouraged to contact their local FSA county office to discuss loan making and servicing flexibilities and other needs or concerns. Customers participating in FSA's guaranteed loan programs are encouraged to contact their lender. Information on these flexibilities, and office contact information, can be found on farmers.gov/coronavirus.

FSA will be accepting most forms and applications by facsimile or electronic signature. Some services

are also available online to customers with an eAuth account, which provides access to the farmers.gov portal where producers can view USDA farm loan information and certain program applications and payments. Customers can track payments, report completed practices, request conservation assistance and electronically sign documents. Customers who do not already have an eAuth account can enroll at farmers.gov/sign-in.

USDA Service Centers are open for business by phone appointment only, and field work will continue with appropriate social distancing. While program delivery staff will continue to come into the office, they will be working with producers by phone and using online tools whenever possible. All Service Center visitors wishing to conduct business with the FSA, Natural Resources Conservation Service or any other Service Center agency are required to call their Service Center to schedule a phone appointment. More information can be found at farmers.gov/coronavirus.

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WHAT'S GOING ON?

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5	2	9	7	9	1	4	3	8
3	8	1	4	9	5	7	9	2
7	4	6	3	8	2	6	1	5
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8	1	4	9	3	7	2	5	6
9	6	5	2	4	8	3	7	1
2	7	3	5	1	6	8	4	9

Sudoku Solution #4147-D

UW-Eau Claire, UW-River Falls, UW-Stout welcome students back to campus for fall semester

The University of Wisconsin-Eau Claire, UW-River Falls and UW-Stout announced they will welcome students to campus for the fall semester.

All three universities, which completed their respective spring semesters using alternative delivery methods due to the COVID-19 pandemic, are putting comprehensive safety plans in place to allow faculty, staff and students to return to campus.

The leadership teams from the universities collaborated and shared expertise to create plans that address the dynamic situation brought on by the global pandemic.

"In-person engagement is crucial to a transformative educational experience, and we are pleased our comprehensive planning efforts will enable us to welcome students back to campus this fall," UW-Eau Claire Chancellor James Schmidt said. "The safety of our faculty, staff and students at UW-Eau Claire is our No. 1 priority, and UW-Stout and UW-River Falls have the same goals for their campuses."

"Working together, with a common goal to support higher education and our communities in western Wisconsin, allowed us to focus and deliver strong safety plans for each campus in a short period of time."

All three campuses will implement health and safety measures that include physical distancing and the use of masks.

"As Wisconsin's polytechnic university, it is tremendously important to us that our students are able to be on campus this fall and to ensure applied learning opportunities continue regardless of instructional delivery method," said UW-Stout Chancellor Katherine Frank. "Much of our learning is hands-on, and includes the use of laboratories, studios, and related facilities. We have worked for months to plan for our fall opening to protect the health and safety of our students, faculty, staff and visitors while remaining true to our mission."

At UW-Stout, density studies have been completed for all classrooms,

laboratories and studio spaces to ensure students and instructors can maintain safe physical distancing. Plans are being put in place for additional equipment and technology in learning spaces to support effective and safe instruction. UW-Stout students will experience a combination of face to face, hybrid and online learning in the fall.

"UW-River Falls prides itself on student engagement and experiential learning, so we are prioritizing delivery of in-person instruction to the extent possible, while ensuring we mitigate risks to our students, employees and community," said UW-River Falls Chancellor Dean Van Galen. "We are grateful for our strong relationship with our Public Health directors and are closely following their guidance regarding all measures being taken."

UW-River Falls has a strong history of effective engagement of students in its academic programs and will continue this commitment in fall 2020. Classes will be delivered via a mix of in-person, alternative or online delivery, and blended modes. The method of instruction for each class will be determined based on instructor input on course content to ensure meaningful student experiences as well as factors of health risks and space availability. Students on campus can expect to see changes such as revised classroom occupancy limits; increased cleaning, sanitation and hygiene protocols; and communications regarding best practices and expectations.

All three campuses are consulting with local health officials to establish plans for testing symptomatic students and using long-established contact-tracing protocols in place for managing communicable diseases. Testing and tracing protocols will continue to be refined during the summer in consultation with health partners and the UW System.

University housing will be available to students at all three campuses. UW-Eau Claire and UW-River Falls begin classes Sept. 2 and UW-Stout's classes begin Sept. 9.

Fixing Unemployment...

response to the crisis, DWD officials testified that it may be months before they have addressed this agonizing backlog. In addition, DWD made Wisconsin one of the last states in our country to start payments for Pandemic Unemployment Assistance benefits, a new program that helps self-employed individuals get through this period of uncertainty.

On top of delaying payments to those who need these funds, DWD has delayed implementing part of the bipartisan Act 185 which protects business owners from increases in their unemployment insurance taxes. The provision ensures that employers who had to make the difficult decision to release employees because of COVID-19, would not see increases in their taxes. Because DWD has delayed implementation, businesses now face a possible huge tax increase at a time when they are trying to get back on their feet and many of them simply cannot afford it. Without small businesses, many more jobs would be lost, especially in our rural areas.

We continue to be disappointed at the slow response of this administration and their lack of success getting emergency financial assistance to people in need. We hope that these issues get addressed readily because every day DWD delays positive action is another day our constituents wait for vital financial assistance. In the meantime, we will continue to advocate on your behalf to get answers about your claims from DWD and keep this administration accountable for the hapless lack of urgency and action on this topic.

Rep. Romaine Quinn
(608) 237-9175

Rep. Warren Petryk
(608) 266-0660

Rep. Treig Pronschinske
(608) 266-7015

Rep. Jesse James (608)
266-9172

Rep. Rob Summerfield
(608) 266-1194

Rep. Shannon Zimmerman (608) 266-1526

Rep. James Edming
(608) 266-7506

Rep. Gae Magnafici
(608) 267-2365

Senator Kathy Bernier
(608) 266-7511



PUBLIC NOTICES

GRANTEE/UGLG NAME: City of Cumberland
DEHCR GRANT AGREEMENT #: CDBG PF 19-10

ADVERTISEMENT FOR BIDS

2020 Wastewater Infrastructure Improvements - CDBG Cumberland, Wisconsin

Bid Opening: 2:00 (p.m.) (CST), Thursday, June 18, 2020
The City of Cumberland hereinafter referred to as the Owner, will receive and accept bids ONLY through QuestCDN.com via the online electronic bid service for the construction of 2020 Wastewater Infrastructure Improvements until 2:00 (p.m.) (CST), Thursday, June 18, 2020. All bids will be downloaded and publicly read aloud at CBS Squared, Inc., 770 Technology Way, Suite 1A, Chippewa Falls, WI 54729, at that time.

Work on this contract is sanitary sewer lining, replacement, pipe insulation and manhole repair and replacement with earthwork and street repair consisting of approximately 7,190 LF 8-inch sanitary sewer pipe lining, 3,203 LF 8-inch PVC sanitary sewer replacement, 11,600 square feet 2.5 inch rigid insulation, 40 chimney seals, 20 4-foot manhole replacements, 64 vertical feet of 4-foot manhole rehabilitation, 51 LF concrete curb and gutter, 1,000 SF concrete sidewalk, 290 CY crushed aggregate base course, 243 tons hot mix asphalt paving, 5,100 SY turf establishment and lump sum for bypass pumping.

Bids will be received for a single prime Contract. Bids shall be on a unit price basis as indicated in the Bid Form.

Bids shall be on the forms provided for that purpose and per the Contract Documents prepared by CBS Squared Inc. identified as "2020 Wastewater Infrastructure Improvements - CDBG".

The Issuing Office for the Bidding Documents is: CBS Squared, Inc. located at 770 Technology Way, Chippewa Falls, WI 54729. Contact person is: Jon Strand, 715.861.7428, jstrand@cbssquaredinc.com.

Digital image copies of the Bidding Documents are available at <http://www.cbssquaredinc.com> for a fee of \$45. Documents may be downloaded by first selecting **BIDDING** from the menu tab, then selecting this project from the **CBS SQUARED CURRENT BID INFORMATION** link and by entering eBidDoc™ Number 7125277 on the **SEARCH PROJECTS** page. For assistance and free membership registration, contact QuestCDN at 952.233.1632 or info@questcdn.com.

No proposal will be accepted unless accompanied by a certified check or bid bond equal to at least 5% of the amount bid, payable to the Owner as a guarantee that, if the bid is accepted, the bidder will execute and file the proper contract and bond within 15 days after the award of the contract. Bidder is required to deliver the original certified check or bid bond within 72 hours of the bid opening to CBS Squared, Inc., ATTN: Jon Strand, 770 Technology Way, Suite 1A, Chippewa Falls, WI 54729. The certified check or bid bond will be returned to the bidder as soon as the contract is signed, and if after 15 days the bidder shall fail to do so, the certified check or bid bond shall be forfeited to the Owner as liquidated damages.

The City of Cumberland reserves the right to retain the deposits of the two (2) lowest bidders for a period not to exceed 30 days after the date and time set for the opening of bids. No bids may be withdrawn for a period of 30 days after the date and time set for the opening of bids.

Bidders must submit a Bidders Proof of Responsibility to Issuing Office in accordance with the Instructions to Bidders.

Bidders will be required to provide performance and payment bonds of 100 percent of bid amount.

This Contract is expected to be funded in part with funds provided by the United States Department of Agriculture, Rural Utilities Service (RUS) and the Wisconsin Department of Administration, Division of Energy, Housing and Community Resources, Community Development Block Grant-Public Facilities (CDBG-PF). Information on applicable federal requirements is contained in the Project Manual. Project is dependent upon review and receipt of approval of the CDBG-PF Environmental Review.

Section 746 of Title VII of the Consolidated Appropriations Act of 2017 (Division A - Agriculture, Rural Development, Food and Drug Administration, and Related Agencies Appropriations Act, 2017) and subsequent statutes mandating domestic preference applies an American Iron and Steel requirement to this project. All listed iron and steel products used in this project must be produced in the United States. The term "iron and steel products" means the following products made primarily of iron or steel: lined or unlined pipes and fittings, manhole covers and other municipal castings, hydrants, tanks, flanges, pipe clamps and restraints, valves, structural steel, reinforced precast concrete, and construction materials. The de minimis and minor components waiver {TBD} apply to this contract.

Contractors on the Project shall be required to comply with Section 66.0903 of the Wisconsin Statutes pertaining to municipal wage scales and the Federal Davis-Bacon wage rates.

Attention of bidders is particularly called to the requirements as conditions of employment to be observed and minimum wage rates to be paid under contract, Section 3 Segregated Facility, Section 109 and E.O. 11246. The Owner encourages DBEs, MBEs, WBEs, and SBAs to submit Bid proposals.

Equal Opportunity and Affirmative Action requirements apply to this Project.

The Offeror's or Bidder's attention is called to the "Equal Opportunity Clause" and the "Standard Federal Equal Employment Opportunity Construction Contract Specification" included in the specifications. The goals and timetables for minority and female participation, expressed in percentage terms for the Contractor's aggregate workforce in each trade on all construction work in the covered area, are as follows:

Goals for minority participation for each trade = 0.6% (Barron County)

Goals for female participation in each trade = 6.9 %

The City of Cumberland reserves the right to reject all bids, without cause, and accept the bid that is in the best interest of the City of Cumberland.

Julie Kessler, Clerk-Treasurer
City of Cumberland
950 1st Avenue, Cumberland, WI 54829

Published in the *Cumberland Advocate* on June 3 & 10, 2020 WNAXLP

NOTICE

There will be a meeting of the Cumberland City Planning Commission on Monday, June 22, 2020 at 4:00 pm at the Cumberland City Hall to consider the following agenda:

I. Consider preliminary subdivision certified survey map

II. Consider an application for a Tourist Rooming House for parcel 212-1332-45-000/212-1332-47-000 at 1775 Western Avenue.

Julie Kessler
Clerk-Treasurer
City of Cumberland

Published in the *Cumberland Advocate* on June 10, 2020 WNAXLP

ADVERTISEMENT FOR BIDS

14th Avenue and Carlone Street – Phase 1 Cumberland, Wisconsin

Bid Opening: 2:15 (p.m.) (CST), Wednesday, June 18, 2020

The City of Cumberland, hereinafter referred to as the Owner, will receive and accept bids ONLY through QuestCDN.com via the online electronic bid service for the construction of 14th Avenue and Carlone Street – Phase 1 until June 18, 2020, at 2:15 p.m. (CST). All bids will be downloaded and publicly read aloud at CBS Squared, Inc., 770 Technology Way, Chippewa Falls, WI 54729, at that time.

Work on this contract consists of 2,500 LF 8-inch sanitary sewer, 2,700 LF 12-inch water main, 2,910 LF RCP, Polypropylene and HDPE storm sewer ranging from 12-24 inches, 10,000 CY common excavation, 3,000 CY base course, 2,600 Tons asphalt, 4,400 LF curb and gutter, and 12,400 SF of 4-inch concrete sidewalk.

Bids will be received for a single prime Contract. Bids shall be on a unit price basis as indicated in the Bid Form.

Bids shall be on the forms provided for that purpose and per the Contract Documents prepared by CBS Squared Inc. identified as "14th Avenue and Carlone Street – Phase 1".

Digital image copies of the Bidding Documents are available at <http://www.cbssquaredinc.com> for a fee of \$45. Documents may be downloaded by first selecting **BIDDING** from the menu tab, then selecting this project from the **CBS SQUARED CURRENT BID INFORMATION** link and by entering eBidDoc™ Number 7125416 on the **SEARCH PROJECTS** page. For assistance and free membership registration, contact QuestCDN at 952.233.1632 or info@questcdn.com.

No proposal will be accepted unless accompanied by a certified check or bid bond equal to at least 5% of the amount bid, payable to the Owner as a guarantee that, if the bid is accepted, the bidder will execute and file the proper contract and bond within 15 days after the award of the contract. Bidder is required to deliver the original certified check or bid bond within 72 hours of the bid opening to CBS Squared, Inc., ATTN: Jon Strand, 770 Technology Way, Suite 1A, Chippewa Falls, WI 54729. The certified check or bid bond will be returned to the bidder as soon as the contract is signed, and if after 15 days the bidder shall fail to do so, the certified check or bid bond shall be forfeited to the Owner as liquidated damages.

Bidders must submit a Bidders Proof of Responsibility in accordance with the Instructions to Bidders.

Bidders will be required to provide performance and payment bonds of 100 percent of bid amount.

The City of Cumberland reserves the right to retain the deposits of the two (2) lowest bidders for a period not to exceed 30 days after the date and time set for the opening of bids. No bids may be withdrawn for a period of 30 days after the date and time set for the opening of bids.

The City of Cumberland reserves the right to reject all bids, without cause, to waive irregularities and informalities therein and accept the bid that is in the best interest of the City of Cumberland.

Julie Kessler, Clerk-Treasurer
City of Cumberland
950 1st Avenue, Cumberland, WI 54829

Published in the *Cumberland Advocate* on June 3 & 10, 2020 WNAXLP

NOTICE OF PETITION FOR DISCONTINUANCE OF A PORTION OF 14TH AVENUE

Notice is hereby given that, pursuant to the provisions of Wisconsin Statutes 66.1003 (2), Wisconsin Statutes, the Common Council of the City of Cumberland at its regular meeting on July 7, 2020 at 7:00 P.M. at City Hall in the City of Cumberland, 950 First Avenue, will consider and may act on a petition the discontinuance of a portion of 14th Avenue in the City of Cumberland. The object of said petition is the discontinuance of the street described below, to wit:

That part of the Northeast Quarter of the Southwest Quarter of Section 12, Township 35 North, Range 14 West, described as follows:

Commencing at the South Quarter corner of Section 12, Township 35 North, Range 14 West;

Thence N 01°00'01" E 2401.63 feet along the East line of the Southwest Quarter of said Section 12;

Thence Westerly 106.19 feet along the arc of a 3764.72 foot radius curve concave Southerly whose chord bears S 70°46'21" W 106.19 feet, to the Easterly right-of-way of 14th Avenue and the point of beginning;

Thence Westerly 43.00 feet along the arc of a 3764.72 foot radius curve concave Southerly whose chord bears S 69°38'14" W 43.00 feet;

Thence S 190°48' W 155.52 feet;

Thence S 252°26' E 272.99 feet;

Thence Southeasterly 36.78 feet along the arc of a 633.00 foot radius curve concave Southwesterly whose chord bears S 234°6'38" E 36.77 feet to the Easterly right-of-way of 14th Avenue;

Thence Northwesterly and Northeasterly along the Easterly right-of-way of 14th Avenue to the point of beginning.

Dated June 5, 2020.

Julie Kessler
Clerk-Treasurer
City of Cumberland

Published in the *Cumberland Advocate* on June 10, 17 & 24, 2020 WNAXLP

NOTICE

The regular meeting of the Cumberland Municipal Utility Commission will be held on Monday, June 15, 2020, at 4:00 p.m. in the Utility Offices located at 1265 2nd Avenue, Cumberland, WI 54829.

The meeting agenda is as follows:

1. Roll call
2. Public comments
3. Review and approval of the 5/18/20 meeting minutes
4. Review and approval of payment vouchers
5. Presentation of the 2019 audit report by Baker-Tilly-Virchow-Krause CPA Senior Manager Amanda R. Mboga
6. Review and approval

of financial statements and reports

7. General Manager's Report

8. Adjourn.

Dean Bergstrom
General Manager

Some or All of the Commission Members may attend telephonically or by video conferencing. Persons attending the meeting at the Utility Offices may be able to view and listen to the meeting, unless the meeting is moved to Closed Session, per Wisconsin Statutes.

The Utility Commission reserves the right to convene to Closed Session, Wis. §§ 19.85 (C), and reconvene to Open Session, Wis. §§ 19.85 (2).

Published in the *Cumberland Advocate* on June 10, 2020 WNAXLP

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Emergency

911



Staying Informed: The *Beaver Booster* and *Beofor*

By Mark R. Fuller

From the beginnings, the Cumberland School District used various forms of publications to cover school, local and national news for our students as well as our community residents. Their chronology would record the highlights and commemorate the history of our school in the "Island City".

During the 1899-1900 school year, the students published a monthly paper called "The Island City Student," which covered school events from the establishment of the first football team by Principal Pease to the call for a bigger building to meet our continued education needs.

In 1905, a school annual called "The Islander," was first printed. It would later be called "The Tamakwa" for a short time and then finally change its name permanently to "The Beofor" in 1945. This year marks the 75th year of its existence.

In 1920, the "Beaver Booster," a school newspaper became a semi-monthly addition to the District. Printed by the Advocate, it sold subscriptions and advertisements within the community and became a major link to school coverage.

By the fall of 1923, the selling of these subscriptions became a class competition. Selling for 60 cents for the year, the students would sell 113 to their class members and 125 more to the Cumberland residents.

Inside the newspaper, one could find advertisements from local businesses like the Advocate, F.B. Peck Barbershop, Kellermann's Drug Store, Jacobson Jewelry, the Island City Restaurant, and Dr. F.S. Waite Dentistry. Alma Warland and Mary Cotone would be the top individual salespersons that fall with eight and seven subscriptions, respectively.

Among the coverage in the paper that school year included the work of the Cumberland Debate team. That included a March, 1924, home triangular against Superior Central and Ladysmith that the Beaver Booster said included, "The largest crowd ever to attend a Cumberland Debate."

The biggest story that school year, however, came the following month, when in the April 14, 1924, Beaver Booster, the paper ran an article on a school walk-out for a new school building.

Initial talks for a new building had begun several years earlier, but other city needs had temporarily pushed it off. By 1924, however, the need could no longer be ignored. Total enrollment had gone over 600 and the current American Legion building had been built to house grades 1, 2 and 3.

Describing the walkout, the Beaver Booster said in the article, "Thursday, the citizens of the town were amazed to see students pouring forth from the building. It was a general walkout planned by the faculty."

Each grade participated with slogans on posters including the Kindergarten's, "We need room to grow." The freshmen poster read, "Where do we graduate, here or Rice Lake?" while the seniors said, "We are the next taxpayers. We are willing." They would march from the school to north of town where Hocum's Meat Market stood and then back to the Company Store. Floats, made by the upperclassmen were included in the remonstrance.

The result of their efforts helped lead to the decision to go ahead with a new school which would stand next to the older building. The following February, 1925, the Cumberland students moved into their \$100,000 new school which

the Beaver Booster described by saying, "Every student has his own seat 100 percent of the time."

The article in the school newspaper went on to discuss the new gymnasium by saying, "No more will visitors say we play basketball in a chicken coop." Adding that the locker room had 75 lockers, it went on to say, "When we get rich, we will add more."

During the 1925-1926 school year, the Beaver Booster was able to cover the State Championship of the Debate Team. After watching the Cumberland gym host a College debate between Ripon College and Lawrence University that February, the Debate team took on the challenge of the spring 1926 topic, "Should Congress be given the power to regulate the employment of persons under 18 years of age?"

They would roar through the local competitions and go on to defeat Ft. Atkinson and Sturgeon Bay in the State Championships. Team members, Captain Earl Lindblom, William Hedback, Arthur Peterson, Grant Lampson, George Thomas, Lewis Troyer and Mary Cotone were given full-page coverage in the "Beaver Booster" that May.

By the fall of 1930, the High School students, which now numbered 271, had sold 144 community subscriptions, while 46 of the 48 seniors also purchased the "Beaver Booster" for themselves. The editors ran a special edition that winter, put together by the Freshmen Class, while the signs of an economic depression had become a regular part of the monthly coverage.

That depression would eventually cause a "Bank Holiday" in 1933 which tied up school funds. This would cause the teachers to work without getting paid for several months. That same year, Mrs. Fred Moser would write a new school song, "Hail to thee, Oh Cumberland."

Despite the depression the Cumberland School District continued to grow and add on to its offerings. This included an Agriculture class in 1934 and Home Economics in 1935.

There had been an attempt at an Agriculture class back in 1912, but it was dropped as things escalated into WWI. The new class in 1934 would be led by instructor I.O. Hombre. With an additional enrollment of 66, Hombre would continue to add numbers during the years as his activities included taking members to a Marquette vs. Wisconsin College Football game and by creating a FFA Basketball team that he would cut to 12 members following tryouts.

Angelo Ricci served as Captain of that team, while Edwin Bergstrom became the first President of the FFA. Miss Rhiel was hired to teach the Home Economics classes the following spring.

By 1937, another big project being a new football field had also become operational. Development had begun in 1933 and by 1937 lights had been added and football's new home was complete. That same year, meanwhile, busing was also first offered to the rural students for the first time. They would initially pay a small charge to ride the bus for the first two years, before the District began to subsidize the cost.

The Depression years also caused issues with the Prom, now a regular school activity. In the spring of 1938, the Junior Class would only raise \$69.00 from the annual magazine sale, while the sale of candy bars raised little more. At the Prom that spring, attendees would each be charged 75 cents to attend, while observers paid

15 cents to watch the event.

During the 1930s, community advertisements in the paper continued. Advertisers during the 1938-1939 school year, Ben Franklin, the Company Store, Isle Theatre, Band Box Cleaners and S.W. Hines Mercantile were among those supporting the Beaver Booster.

By the 1940s, the "Beaver Booster" would add significant coverage of WWII. In the first issue of the 1944-1945 school year, the paper offered the following advice to its students saying, "Many students are discontinuing their high school education because they think it is their duty to join the armed forces. Others are attracted by well paying jobs. If your real interest is in helping your country, the best way you can help is by staying in school and preparing for your military service."

The school newspaper during these years kept students and the community advised of those in the military as well as ways to get involved. Even after the war ended, a 1946 "Beaver Booster" article covered the students efforts in collecting 8,000 garments for a Victory Clothing Collection Drive.

For the project, Sophomore Keith Ott brought in over 200 pieces himself. Shipped to the needy, an advertisement for the drive said, "Remember, although WWII is over, people of war torn countries must still fight a war against disease, famine and cold weather."

The 1944 newspaper editor was Lenore Okerson, whose work that year helped the "Beaver Booster" receive a "National Scholastic Press Association Award." Among other stories that school year was an article on bus driver Elmer Stevens, of whom the paper said, "He starts every day with a smile."

Nineteen forty-four also saw the newspaper hold a school Presidential election, won by FDR and cover the sale of War Stamps and Bonds to support the war effort. The sale would eventually total \$2,751.65, enough to "Sponsor two jeeps."

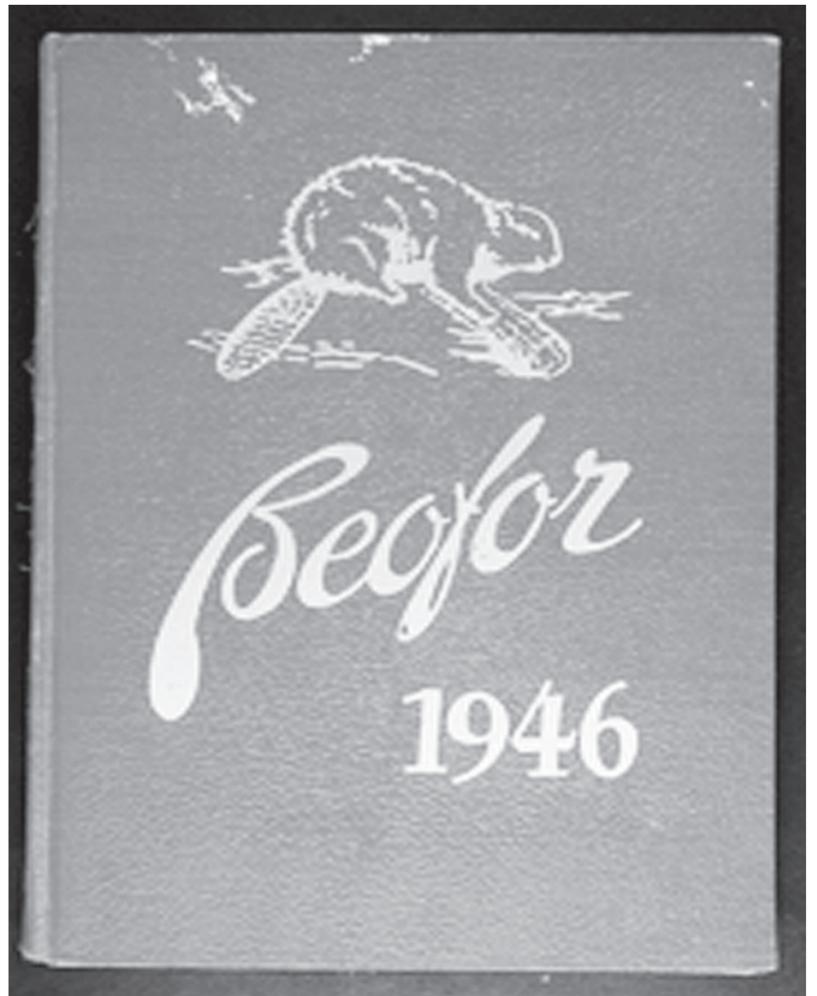
The end of the war allowed the "Beaver Booster" to focus on other issues, including fashion advice. Now in its 25th year, the 1946 Beaver Booster included an article called, "Spring Fashions Swing into Review."

In the article, the "Beaver Booster" discussed the recent dress of an educator saying, "Mr. Kamnetz has a new green tweed suit. It's really uh-huh, Mr. Kamnetz," and added, "Several girls have come to school on warm days dressed in in spring cottons. Among them are Betty Sundvall with a dress of blue and white striped seersucker and Murial Peterson with a blue and white checkered cardigan outfit."

These post war years also saw the beginnings of the new "Beofor" yearbook. The school would say of the first 1945 addition that it was, "Dedicated to all the CHS students in the service and especially those who have given their lives for their country." Costing \$2.00, it included 64 pages and was co-edited by Virginia Lundquist and Corinne Jenniston.

In 1946, it was distributed at a "Beofor Ball" dance. With the gym decorated in Red and White, the admission was 60 cents, the last payment for the book. The newspaper said, "It's a great time to get your autographs."

In 1947, the "Beaver Booster" covered the schools, "National Brotherhood Week." Schools were urged by President Truman to plan programs and discussions of various kinds to illustrate the need for broth-



The Beofor Yearbook was dedicated to all CHS students in the service, and especially those who have given their lives for their country.

erhood in a united world. The topic was to be taught and discussed to "Stamp out prejudice and intolerance so future wars can be avoided."

Another common Beaver Booster topic was a variety of student surveys on various subjects. A December, 1949, article asked the question, "What would you do with a superfluous gift?" Among the answers given by the students included, Ralph Chiodo, "Bury it," Ken Barrows, "Set it up some place and look at it," and Bucky DiSalvo, "Save it for my kids."

An April 6, 1950, paper asked the question, "What would you do with \$2,000?" Among the answers offered included Joyce Peterson, who said, "I'd buy some new clothes and take a trip around the world. That is, after I found a handsome man." Ken Goldsmith said, "I'd buy a cow, a bull. I guess I'd buy a whole barnyard," while Tom Hammang added, "If anyone was foolish enough to give that kind of money away, I'd turn into a miser and count it every morning, noon, and night."

There would eventually be the coverage of another new High School

in 1959, as the 1960s and early 1970s saw the "Beaver Booster" continue to cover some great athletic accomplishments as well as the Vietnam War. In 1973, however, the front page was filled with the implications of the Energy Crisis.

As gas prices jumped from \$34.9 to \$44.9 a gallon and oil jumped from \$3 a barrel all the way up to \$12 a barrel, the school responded to rising prices by keeping the school at 68 degrees during the day and 58 degrees at night. Some truckers were even refusing to run their rigs at these unreasonable prices as Mayor Skinner announced, "The city will try to preserve energy by turning off as many lights as possible and leaving every other street light turned off." Superintendent Frank Peichel urged teachers to, "Make sure you turn off the lights when you leave the room."

In 1976, the "Beaver Booster" covered the controversy of women athletics and the decision that girls would need to make between cheerleading and playing WIAA-offered sports. Athletic Director Bill Mestelle would say, "The simple fact is that a person can't be in two plac-

es at the same time."

By now, however, the community advertising was gone and the news was limited largely to dances, school sports, senior privilege and other school activities. An occasional school survey included topics such as, "What do you think about the conflict in the Middle East? Does the U.S belong there?" and "What are your thoughts about 'Guilty by Association for underage drinking charges?'"

Eventually, the "Beaver Booster" would become part of an occasional *Advocate* article as its time had come to an end. With technology seemingly changing on a daily basis and the vast majority of it centered around the ability of humans to communicate more quickly and effectively, the slow, plodding school newspaper seemed to be an irrelevant and largely unneeded entity.

Those days when the "Beaver Booster" was ready for sale and you'd rush down to the lobby with your five cents may be gone. Thankfully, however, we still have the "Beofor" to store the memories of our High School years.

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Celebrating a Cumberland Landmark - Louie's Finer Meats turns 50 years old!

Humble Beginnings!

A leap of faith 50 years ago that helped put Cumberland on the map!

It is August in 1963. Cumberland is just starting to emerge from a drought which had been plaguing the area, the State had just passed a law prohibiting anyone under 21 from drinking, and Cumberland had three grocery stores - Donatelle's IGA, Ericksons Super Value, and the Company Store.

It just so happened that one of those stores, the Company Store, was advertising for a meat cutter when a young butcher from Chicago was looking to make a change, the rest, as they say, is history.

Louie Muench, Sr. had grown up in the meat cutting trade. His father and uncles had their own shop in Chicago while Louis was growing up. He received his training and Journeyman status in Chicago. He then perfected his craft while working in the family butcher shop. After his father's death, relations with the uncles soured a bit and Louie was looking for a change. He knew he wanted to be in Wisconsin, and had been searching in lots of places when the ad

1976 saw Louie's attend their first sausage making competition. They were shut out. Louie, Sr. swore right then and there that it "was never going to happen again!" And it didn't.

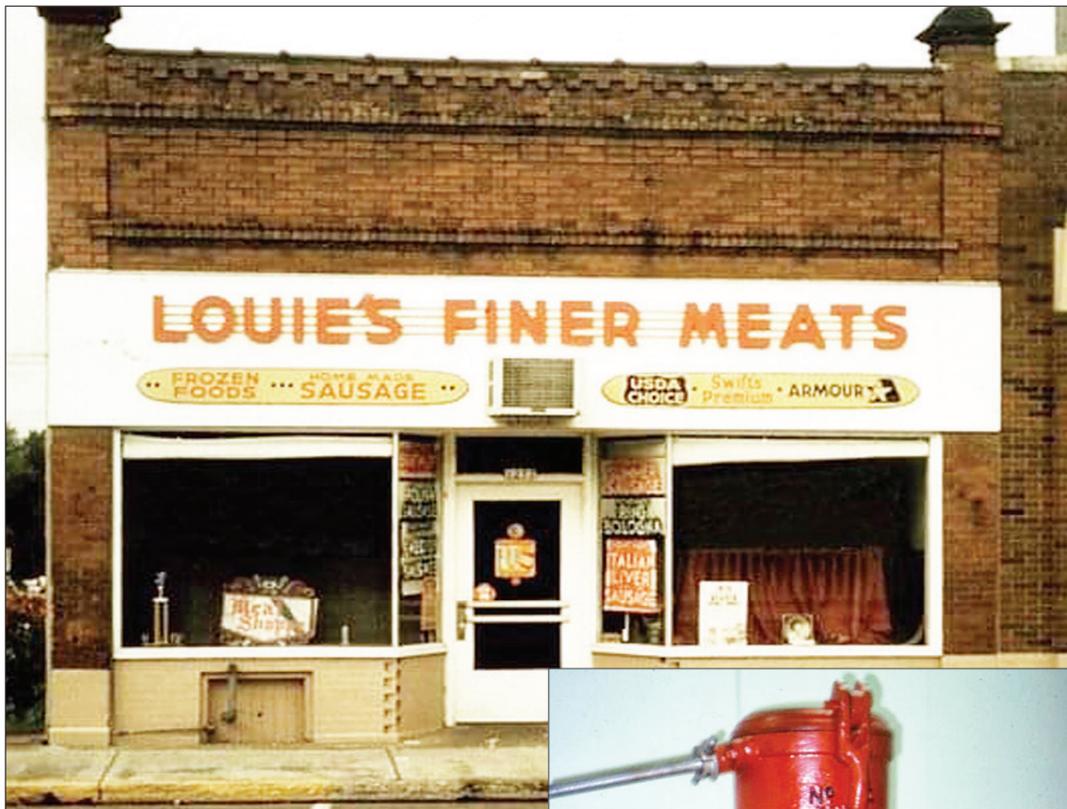
Louie remembers "Dad was a genius at coming up with spice combos to please everyone!" So they went back to the drawing board.

The Spring of 1977 saw them at the Wis. Association of Meat Processors Championships in Madison. They took home an 1st place award for their Hunters Sausage.

As their fame grew, their business quickly outgrew their shop on Main Street. So in 1978, when Louie, Jr. had graduated College and decided to come into the business, they knew a bigger shop was needed and they bought their current location on Superior Ave.

Business kept booming. 1983 saw them win a first place National Award for their Summer Sausage. As the years went on, there were more awards, more people coming to Cumberland just for Louie's Meats!

Finally, they were bursting at the seams and constructed a large addition to the south side of the building in 1992.



Above: The first store front on Main St. for Louie's Finer Meats opened in November of 1970. The building is now occupied by the Cumberland Chamber of Commerce. Right: The first sausage stuffer! Purchased in 1975, this machine laid the groundwork for the sausage empire to come!



Left: Louie, Jr. and Louie, Sr. proudly display their first State Championship Award in 1977.

Below: Since that first award, Louie's has gone on to win over 500 Awards in State, National and International competitions.



from the Company Store caught his attention. Taking a chance, Louis packed up his wife Doris and their five young children - Louie, Jr, Barb, Joe, Jim and John (Bill would not be born until 1973 and Louis K in 1983) - and moved up to Cumberland to become the Meat Manager at the Company Store.

Louie stayed working for the Hines until sold the business. The Company Store became The Village Square, but Louie stayed on as Meat manager under the new owners. After a while, Louie thought he'd like to explore some other options.

The option he chose would not only change the lives of his family, but would ultimately affect the lives of everyone in Cumberland. In 1970, Louie and Doris decided to open their own shop. They took over the building which now houses the Chamber of Commerce office. They started with nothing. Louie would purchase equipment from other meat stores that were going out of business or selling older equipment. They were able to get some cuts of meat in the cases but there was nothing yet on the shelves.

Finally, Louie's Finer Meats was opened for business on November 16, 1970. Louie Jr. remembers his father saying on opening day "Is anyone going to come?" Well, they did.

Greeting them was a business built on the foundation of "Customer service and product quality" Louie and Doris sunk everything they made right back into the business. Vic Ostrum worked alongside the Muenches for many years helping with the meat cutting. Bill's oldest memories were of "falling asleep on piles of cardboard boxes at the store. Mom would be stocking shelves for the next day, dad would be cutting meat, and Louie would be mixing the spices."

Finally, in 1975, Louie's was able to purchase their first smokehouse and get a commercial sausage stuffer.

Then in 1995 Louie's rose to international recognition by taking Gold Medals in Frankfurt Germany for Cot-to Salami and Summer Sausage. Since that "shut out" in 1976, Louie's has won over 500 awards in State, National, and International competitions.

One aspect to Louie's that has a huge impact on the fundraising abilities of many local churches, charities and organizations isn't even part of the actual structure. I'm speaking of the famous Louie's Brat Shack. No one is sure exactly when it started, but Louie's credits the Cumberland Hockey Association to be the founding group. Louis K. told me that "Before we had an actual trailer, groups would set up tables in front of the store and sell brats. The Cumberland Hockey Association would set up the tables on Memorial Day and Labor Day weekends years before other groups did it."

The original red Brat Haus was donated to the Barronett Civic Club. They made improvements to it and use it for their food stands and also rent it out.

In 2011, Louie's purchased the adjacent "North Country Liquor" and renamed it Louie's Lodge. An expanded building for the Louie's Lodge liquor store was completed in 2016.

Through the years, three of the six Muench children have followed in their father's footsteps. Louis Muench, Jr. (and sons Louis K. and Eric), James Muench (and wife Teresa), and William Muench have all dedicated their careers to Louie's. You can always count on seeing one or more of the Muenches behind the meat counter.

Though Louis Sr. has passed on the day-to-day management to the next generation, he and Doris have never actually "quit." "Sr.," as he is lovingly called, makes it a point to stop in "every day," and Doris comes in, still stocking shelves, to help out wher-

ever she can.

This interaction between the generations is important to the Muenches. It is the best way to pass on the knowledge from one generation to the next in order to ensure the legacy of quality continues. They are very proud to be a third generation family business.

They believe strongly that continuing education, and competitions help to keep them on top of industry trends and regulations.

Speaking of regulations, Louie, Jr. shook his head and said flatly that "we could never have opened the business today like we did back then. All the handling, safety, and processing regulations, and equipment required to enforce them, makes starting a small business like ours almost impossible today."

Louie, Jr also told me that he feels diversification is one key to their success. If one area of the business was slow, usually there were other parts doing well. "It all balances."

Another key point to their success, I was told, is relationships. Relationships with the customers, community, other retailers and meat producers. The community is extended family to the Muenches. They also view other processors, not as competitors, but partners. These relationships have allowed them to cope in these trying times. They all expressed gratitude to the American Association of Meat Processors for really stepping up to support the industry during this crisis.

Over and over, Louie expressed how grateful they all were for the support they receive from the community. I pointed out how grateful the community is for everything Louie's does for it! From their long-term involvement in Scouting in Cumberland, through the many donations to every conceivable cause in town, to Louie's Brat Shack, there isn't a person, charity or worthy cause that hasn't been touched by their



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Behind the Meat Counter - Then & Now!



Louie Muench, Sr. in the early days



Some of the counter crew at Louie's today