

\$1.50

Cumberland ADVOCATE

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CUMBERLAND, WISCONSIN 54829

144th YEAR • NO.28

news@cumberland-advocate.com

WEDNESDAY, September 3, 2025



It's
Football Season!



Try your luck at the
Cumberland Advocate
Football Contest!
Win Football Bucks!
(same as cash)
Games & rules on
page 8.
Good Luck!



Top Honors!



Louie Muench proudly displays the top two awards from the American Cured Meat Championships held in late July in Kansas City, Missouri. Louies Finer Meats took home the Cured Meats Excellence Award for best overall performance and a pepperoni won the Clarence Knebel Memorial Best of Show Award for best overall product at the show. Congratulations Louies Finer Meats!

Louie's Finer Meats Wins Top Honors at APMC

Louie's Finer Meats, Cumberland, WI., won the top two awards at the 2025 American Cured Meat Championship (ACMC), held July 24-26, in Kansas City, MO. This event is held in conjunction with the annual convention of the American Association of Meat Processors (AAMP). The APMC draws participants from across the United States. This year, there were 873 entries in 30 product classes, making it the largest event since 2012. In total, 76 AAMP members participated in the competition. Meat processors enter their products for evaluation by judges who are meat scientists and specialists in the industry. All entries are judged on aroma, flavor, eye appeal, color and texture. The top four products in each class are given awards. Reserve Champion (fourth place), Champion (third), Reserve Grand Champion (second) and Grand Champion (first).

Louie's Finer Meats was awarded:

- Grand Champion, Braunschweiger
- Reserve Grand Cham-

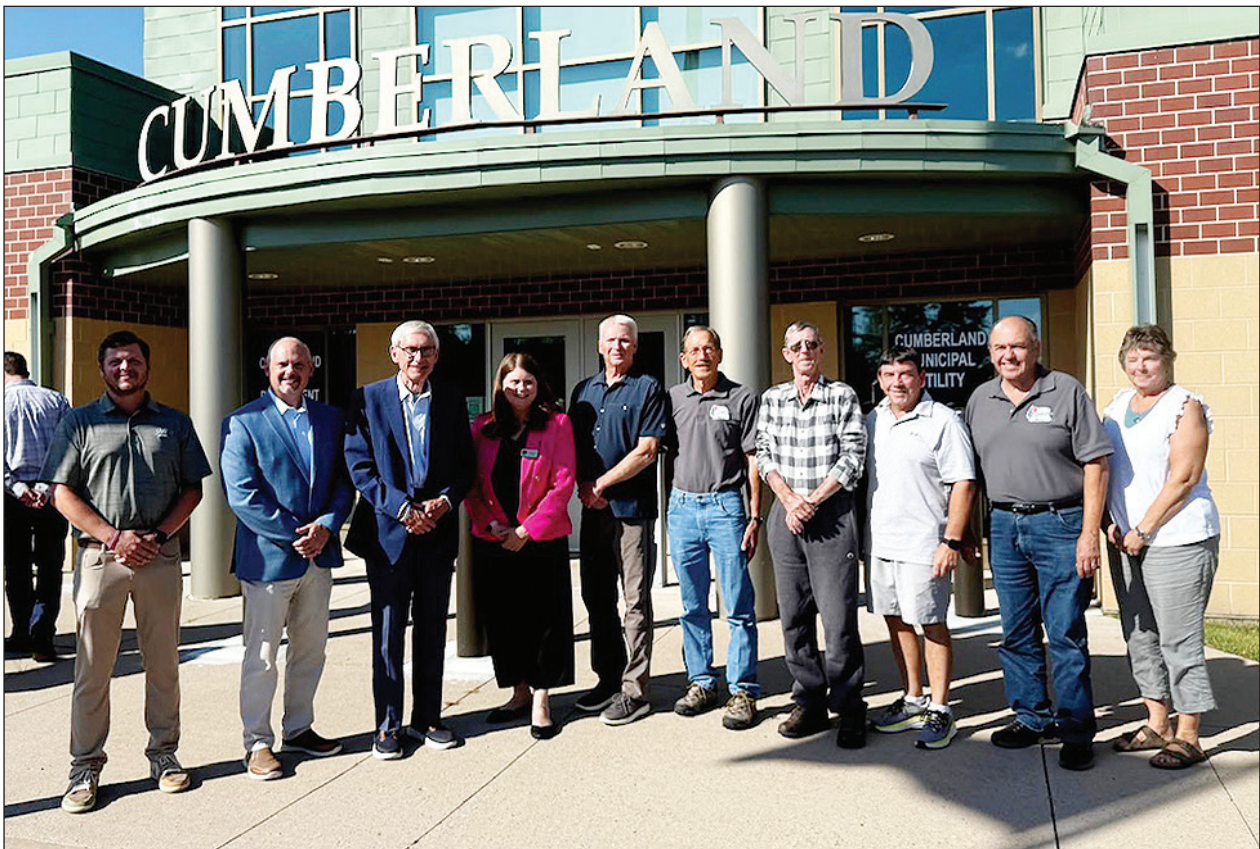
pion, Cured Specialty Meat Products

- Reserve Grand Champion, Frankfurters/Wieners-Emulsified
- Reserve Grand Champion, Ham-Bone-in (heavy-weight)
- Reserve Champion, Ham-Semi-Boneless
- Grand Champion, Old World Dried Fermented Sausage
- Grand Champion, Summer Sausage
- Champion, Smoked and Cooked Poultry Sausage

Additionally, Louie's won the Cured Meats Excellence Award, which is given to the company that has the best overall performance in the APMC. The company's 3 Grand Champions, 3 Reserve Grand Champions, 1 Champion, and 1 Reserve Champion awards, gave it more points than any other company in the competition. One of the Grand Champion products, a pepperoni submitted in the Old World Dried Fermented Sausage Class, won the Clarence Knebel Memorial Best of Show Award, for the best overall product in the

Cont'd on page 3

Governor Tony Evers Visits City Hall!



Wisconsin Governor Tony Evers was in town last Wednesday, August 29th to acknowledge a \$400,000 Community Development Block Grant which will be used to replace water lines in the new bridge project scheduled to begin next spring on Hwy 63. Governor Evers also stopped for a quick visit at the Tower House. Pictured from left to right are CBS Squared Inc. Engineer Tyler Hastings, Cumberland City Administrator Randy Reeg, Governor Tony Evers, Wisconsin Secretary of State Sarah Godlewski, Cumberland Mayor Dan Shoemaker, and Cumberland City Council members Jim Anderson, Steve Anderson, Bill Lussier, Jim Schullo and Doris Laursen

News From City Hall

by Mayor Dan Shoemaker

We are nearing the end of construction season, and completion of the Highway 63 project. 2nd Avenue will have new asphalt, plus reconstructed sidewalks, curbs, and gutters. New streetlights line the highway. Sidewalks downtown will be ADA compliant, and the striping at the four corners will be corrected to better accommodate truck traffic. Main Street looks good!

1st and Marshall received significant upgrades – paving, sidewalks and stormwater. Much of this was done to improve pedestrian and vehicle safety at the elementary school.

Hines Lakeview Drive, after extensive engineering studies, is receiving needed watermain upgrades and long-delayed pavement rehabilitation.

The Utility, in addition to the Highway 63 and street

projects, has worked on utility changes on the High School project, an unanticipated watermain project on Island Avenue, and a new well.

While managing 2025 projects, we have been planning for 2026 projects. The major event being the installation of the Highway 63 bridge. Also, in 2026 we will complete the three-year street rehabilitation project. Parks and Recreation has

contracted a study to examine upgrade options for Eagle Point and Tourist Park. The current view is that we do not want significant changes at Eagle Point. Most of the options involved altering the ambience of the campground. There is little support for that. Given space constraints, current thinking is to provide relief for vehicle and trailer parking, better

Cont'd on page 3

First Day of School!



These guys happily head into the Cumberland Elementary School on the first day of school, Tuesday, September 2nd. Pictured are from left Henry, Max and Niles.

Cumberland

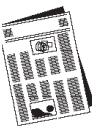


Hardware



2421 Superior Ave. • Cumberland, WI • 715-822-8459

OPEN 7 DAYS A WEEK
Monday - Friday 8 am - 5 pm
Saturday 8 am - 4 pm
Sunday 10 am - 2 pm
Curbside Pick-up Available!
Delivery Available*
*Some restrictions apply



Thank you for
reading
The Advocate





RANCHO TIERRA BRAVA
HOME-GROWN CHICKEN & TURKEY

COME SEE US AT TRACTOR SUPPLY IN SPOONER!
650 W. Beaverbook Avenue, Spooner, WI 54801

SATURDAY, SEPT. 13 • 9 AM - 2 PM

STILL ONLY \$3.49/ PER POUND
for both Chicken & Turkey

- BRING A COOLER WITH SOME ICE! -
Find us on Facebook or Instagram

The St. Anthony Council of Catholic Women Presents

Grateful Harvest

DINNER VARIETY SHOW

St Anthony Parish Center | 925 St Anthony St, Cumberland

Sunday, Sept 14th - Doors open at 4pm

- Silent Auction, Chance Games & Raffles! • Tickets \$30 •

Enjoy a served pork dinner with all the trimmings, dessert, live music & entertainment from area musicians & artists!

Tickets are Limited and will not be sold at the door.
Call the Church Office to reserve your tickets! 715-822-2948



Ruby's Pantry

Saturday, September 6

Distribution will be held at Cumberland Fire Hall as a drive through Pantry. Everyone Welcome!

Please do not arrive before 6:30 AM

NO Registration Required

Distribution from 8 to 9:30 AM

Donation is \$25 per share

Cash Preferred - No Checks Please

- ✓ Cumberland's Ruby's Pantry will remain a drive through Pantry at the Cumberland Fire Hall.
- ✓ The Fire Hall is located behind the Elementary School. You will be directed to line up in the 3M parking lot. Please follow our parking directors.
- ✓ Fast Track guests will line up on the far side of the 3M parking lot.

AUDITION NOTICE

THE SHOW

The Best Christmas Pageant Ever

By Barbara Robinson

Directed by Diane Thorp and Chris Hopkins Hile

WHEN & WHERE

September 6 & 13: 10AM-1PM

at the Cumberland ETC Ruppel Family Theatre

1595 2nd Ave. Cumberland, WI, 54829

WHO WE'RE LOOKING FOR

At minimum

Adults 6F, 2M, 2 Any

*Stage ages: 30s-60+ but playable by any

Children 8F, 8M, VARIOUS

Ages 7-13 for named; 6+ for various other roles

Go to cumberlandetc.com for more information!

REHEARSAL SCHEDULE

Rehearsals will begin in October

PERFORMANCE DATES

DEC. 11th-13th at 7:00 PM

DEC. 13th & 14th at 1:00 PM



The Cumberland High School Class of 1959 celebrated their 66th class reunion on August 1, at Hilltop Retreat. Pictured seated in the front row left to right are: Donna (Heppner) Newell, Susan (Curnow) Breedlove, Mary (Scribner) Emond, Geri (Cotone) Stroud, and Judy (Paffel) Greener. Back row left to right are: Judy (Goldsmith) Haupt, Lois (Paulson) Owens, LaVonne (Olson) Batalden, Ron Theese, Jim Poulter, and Ray Nelson. Missing is Richard Barrows.

Class of 1960!



The 65th class reunion was held August 21st at The County Line. The Class of 1960 set up a scholarship fund at our 35th class reunion and for 30 yrs have given out 2 scholarships each year to deserving senior's for further education. Seated L to R: Mary (Goldsmith) Olson, Judy (Cotone) Barrows, Marge (Odell) Bergmann, Dorothea (Bents) Jirsa, Sharon (Jones) Rogers, Annette (Sirianni) Eichen. Standing L to R: George Wanner, Sharon (Cook) Dietrich, Gilbert Clausen, Jim Vaughn, Bruce Madison, Bud Yri, Dorothy (Willman) Sorenson, Lee Jacobson, Barb (Adams) Burdick, Allan Hunt, Dianne (Jansen) Peterson, Claire Johnson, Dick Oslund, Bob Riebe, Nancy (Klinkhammer) Mariana, and Eugene Romsos.

Growing Wishes

Greenhouse

OPEN Friday-Monday!

9am-6pm
715-986-4441
1637 1-3/4th St.
Turtle Lake, WI 54889

Produce Days!
Fresh Produce Available:
Friday 12pm-6pm

Season Closer Coupon
Get 50% off all native perennials in your purchase
Coupon cannot be combined with other deals
Expires September 29th, 2025

MUMS! MUMS! MUMS!
8" Pots: \$11.99/each or 3/\$31.99
10" Pots: \$13.99/each or 3/\$38.99
Tricolor: \$15.99/each or 3/\$45.99
Hanger: \$17.99/each or 3/\$50.99

YOUR LOCAL REAL ESTATE EXPERTS!



Holly Jordan
612-239-0699



Meg Lepak
715-733-0196



Jessica Longtine
651-253-5651



Bill & Tina Wagner
612-756-3709
715-419-3422



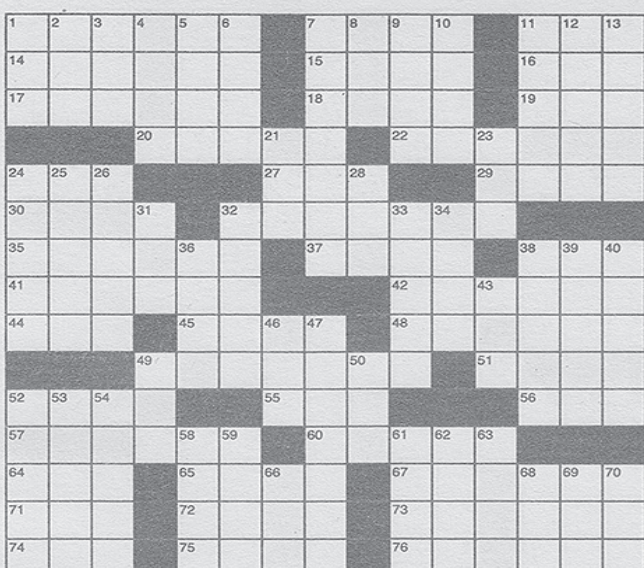
Jennifer Nitche
763-567-8737

Edina Realty Cumberland Office
a Berkshire Hathaway affiliate
1420 2nd Ave

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

PUZZLE



ACROSS

1 Ado

7 Beehive State

11 Environmental protection agency (abbr.)

14 Foray

15 Neck

16 Crony

17 Remove the bones

18 All-knowing

19 Unrefined metal

20 Matisse, painter

22 Tonic

24 Drink slowly

27 Business abbr.

29 Saclike structures filled with fluid or diseased matter

30 Russian ruler

32 Decorum

35 Change into bone

37 Bod

38 Advertisements

41 Yield

42 Vinegar's acid

44 Downwind

45 Popular stadium

48 Curler

49 Assail

51 Spouse

52 Prick

55 Chance

56 Compass point

57 Misters

60 Spooky

64 Inclined

65 As well as

67 Lazy people

71 Visit

72 Pope John ____

73 Cheifs

74 She

75 Use a keyboard

76 Part of a coat

DOWN

1 Concealed

2 Less than two

3 Bolus

4 Winnie the ____

5 Alley

6 A cozy room (2 wds.)

7 Relaxes

8 Thai

9 Recess

10 Bottom

11 Type of glue

12 Fashion capital

13 Notify

21 River (Spanish)

23 Slippery frigid

24 Chair

25 Supply

26 Glue

28 Corporate top dog

31 Tear

32 Legends

33 Wise

34 Mexican sandwich

36 Flurry

38 Book of facts

39 Special menus

40 Turn

43 Tree

46 Munch

47 Halo

49 Abdominal muscles (abbr.)

50 Caustic substance

52 Break

53 Wigwam

54 Spring flower

58 Engrossed

59 Kill

61 Chest bones

62 Movie star

63 Otherwise

66 Eat

68 Vane direction

69 Pastor (abbr.)

70 South southeast

**Support
your
friends
and
neighbors**

SHOP

CUMBERLAND

SCHOOL LUNCH

Thursday, Sept. 4
Pizza, broccoli, coleslaw, applesauce.
MS/HS: Hamburger/cheese-burger. ES: Uncrustables (2nd option)

Friday, Sept. 5
Hotdogs, chips, carrots, baked beans, watermelon.
MS/HS: Pizza (2nd option). ES: Uncrustables (2nd option)

Monday, Sept. 8
Chicken patty, fries, green beans. MS/HS: Pizza (2nd option). ES: Uncrustables (2nd option)

Tuesday, Sept. 9
Nachos, corn, peaches. MS/HS: Pizza (2nd option). ES: Uncrustables (2nd option)

Wednesday, Sept. 10
Penne pasta with meatballs, red or alfredo sauce, broccoli, wheat bread.
MS/HS: Pizza (2nd option). ES: Uncrustables (2nd option)

***All meals are served with a variety of 1/2 pint of milk, fresh, frozen and canned fruits and vegetables. MENU IS SUBJECT TO CHANGE DUE TO VENDOR AVAILABILITY. This institution is an Equal Opportunity Provider



CUMBERLAND SCHOOL DISTRICT NEWS

COMMUNITY EDUCATION OFFERINGS

THURSDAY, SEPT. 4: • 6 am-7 am CCE: TRX • 6:30-7:30 am CCE Pickleball • 4-8:30 pm Girls Golf Match @ Home • 4:30-7:30 pm HS Cross Country @ Spooner • 5-8:00 pm Boys Varsity Soccer Home vs Hayward • 5-8 pm HS Varsity Volleyball Quad @ Elk Mound •

FRIDAY, SEPT. 5: • 6:30-7:30 am CCE Pickleball - ES Gym • 4-5 pm CCE: Choose Fit • 7-8:30 pm Varsity Football Home vs Bloomer •

SATURDAY, SEPT. 6: • 8am-3 pm HS Varsity Volleyball Invite @ Chetek • 11am-1 pm CCE: Pickleball •

MONDAY, SEPT. 8: • 6:30-7:30 am CCE Pickleball - ES Gym • 4-5 pm CCE: Choose Fit • 6-7:30 pm JV Football Game @ Bloomer • 8-10 pm CCE: Adult Volleyball •

TUESDAY, SEPT. 9: • 6-7 am CCE: TRX • 6:30-7:30 am CCE Pickleball - ES Gym • 4-8:30 Girls Golf Match @ Grantburg • 4:30-7:30pm HS Cross Country @ Bloomer • 5-9 pm HS Volleyball Triangular @ Home • 7-9 pm Boys Varsity Soccer @ Regis •

WEDNESDAY, SEPT. 10: • 6:30-7:30 am & 6:30-8 pm CCE Pickleball •



FOOD PRESERVATION BASICS

PLAN ON JOINING US FOR AN INFORMATIVE SESSION WITH A MASTER FOOD PRESERVER. SHE WILL COVER THE BASIC METHODS OF FOOD PRESERVATION AND THE STRENGTHS AND CHALLENGES OF EACH. GET ANSWERS TO YOUR QUESTIONS ABOUT HOW TO SAFELY PRESERVE FOOD!

This class is offered as a fundraiser for the Island City Food Coop

SAME CLASS WILL BE OFFERED "2" TIMES:
MONDAY, SEPTEMBER 8 AT 1:00 PM OR
SATURDAY, SEPTEMBER 13 AT 11:00 AM
AT THE ISLAND CITY FOOD COOP

To register or to ask questions please contact:
Island City Food Coop
715-822-8233
Email: icfoodcoop@gmail.com
Susan Bridger CCE Director
HS: 715-822-5121 ext. 403
sbridg@cscdmail.com

PUBLIC WELCOME & FREE OF COST!
DUE TO THE CUMBERLAND HIGH SCHOOL CONSTRUCTION... THE CUMBERLAND FITNESS CENTER IS NOW CLOSED FOR THE SUMMER.
HOWEVER, IF YOU ARE INTERESTED IN WORKING OUT WITH THE WEIGHT EQUIPMENT - IT WILL BE OPEN WITH AN ATTENDANT IN A TENT ON THE ENDEAVOR STADIUM SITE MONDAY TO FRIDAY 5:15 AM - 7:00 AM

News from City Hall...

delineate campsites and improve the shower facility. Otherwise, if it ain't broke don't fix it.

An assessment of Tourist Park began with a discussion about a stage/bandshell. The success of the summer music program in the park for the past two years demonstrates support for this project. This prompted Parks & Recreation to take a broader look at a better layout for the park amenities. While no final decisions have been

made, we are working on funding for first steps next year.

All this work is not inexpensive. The City has done extensive financial planning, with the guidance of Ehlers Public Finance Advisors. This guides debt management with the ongoing goal of keeping tax increases in line with cost-of-living increases. Disciplined management of our TIDs (Tax Increment Districts) continues to be a focus. Both TID 8 and 9 terminate

in approximately 15 years. Current projections show a large property tax infusion into the City at that time. While this seems like a long time, this is exactly how a TID is meant to work. That is, provide funding to subsidize development resulting in a larger tax base. A larger tax base is the key to controlling property tax increases.

So, construction season will end. City Hall will now shift to the budget and completion of plans for 2026.

Louie's Finer Meats...

ACMC. Louis E. Muench, President of the company, accepted the awards from AAMP President Scott Filbrandt.

"Louie is grateful to his dedicated employees for making this huge accomplishment possible," the company said. "He also thanks his customers, family and the community who insist on high-quality hams,

bacon and sausage and superior customer service."

AAMP Executive Director Chris Young said, "The 2025 ACMC was our largest competition in more than a dozen years, so finishing in the Top Four was even more difficult than usual. Winning eight awards, as well as the top two awards in the competition, is a testament to the talent and ded-

ication to quality at Louie's Finer Meats. We congratulate the Muench family and the team at Louie's Finer Meats for such an outstanding performance."

Louie's Finer Meats is a member of the American Association of Meat Processors, the nation's largest trade organization representing small businesses in the meat industry.

Support your friends and neighbors!
SHOP CUMBERLAND!

Steve Ranallo Memorial
Golf Benefit

"Try to continue the annual golf benefit
and donate proceeds to Spinal Cord Injury Research"

Saturday September 13
18 Hole Best Ball Scramble

Team Prizes

\$ 400 1st place
\$ 300 7th place
\$ 200 2nd to last

NOT A GOLFER? NO PROBLEM! GET RAFFLE TICKETS!!
ANYONE CAN ENTER!! PRIZES TO BE DRAWN AT 4PM!!

18 Individual Flag Prizes

✓ FOR ALL SKILL LEVELS!!
✓ LONGEST / SHORTEST DRIVES
✓ LONGEST PUTT MADE
✓ HIGHEST HOLE SCORE BY TEAM

4 Player Teams

(3 Player Teams OK)

\$70* per person

GETS YOU GREENS FEE, PWR CART,
FLAG EVENTS, & FREE BURGER

*\$40 Cumb golf club members



Half of all proceeds will go to
JACK JABLONSKI
FOUNDATION to help fund
medical research to advance
the treatment of paralysis recovery.
JablonskiFoundation.org

Tee Times 8am-11am

Call for reservations 715-822-4333

For earlier tee times, book your round
& register for the event after 9 holes.



Cumberland Golf Club
The "Island City" Golf Course
www.CumberlandGolfClub.com

Half of all proceeds will go to
Cumberland Community Cares
Established in 2009, CCC is a 501(c)(3) charity
that has donated over \$40,000 in scholarships
to local youth while also providing meals and
financial assistance to local families in need or
experiencing a serious accident, illness, or
catastrophic destruction of home.
CumberlandCares.org

St. Paul Lutheran Church

1 mile east of Cumberland on Hwy 48 • Phone: 715-822-8690



Our catholic (Lutheran confession is not a cage; it is a feast!

When Christ ascended, He didn't leave us with feelings. He left us with a promise: "Lo, I am with you always." That presence is not abstract. It's embodied in the Word rightly preached, in baptism's waters, in the bread and wine of the Lord's Supper, given and shed for you. He gave us doctrine, not as a fence, but as food. Not to puff up the proud but to anchor the weary.

Lutheranism is not a new brand. It is the beauty of a Church that names Christ clearly, delivers Him bodily, and forgives sinners with certainty. Lutheran liturgy echoes Scripture. Confessional Lutheranism is the gospel confessed with clarity. With this catholic faith, the Lutheran Church does not make Jesus a helper but proclaims Him as Savior. Lutheranism is not a reaction but a return! Lutheranism isn't just one option among many. It's a return to the apostolic faith. The goal of the Reformers wasn't to build a new church. They were calling the church back to her foundation: Christ alone, grace alone, Scripture alone, faith alone, to the glory of God alone. The Lutheran confession, found in the Book of Concord, is not an outdated book used as a museum piece. It is an active and vibrant testimony to Christ's mercy. It says what the church has always said and still must say: that Jesus died for sinners, rose in victory, reigns even now, and still gives His gifts through Word and Sacrament.

As sinners we need to hear absolution spoken clearly—out loud, for sinners like us. Too often, in other faiths, sin is addressed, but grace remains abstract. And grace that isn't spoken is grace that's hard to trust. Christians understand they need someone to look them in the eye and say, "As a called and ordained servant of Christ, and by His authority, I forgive you all your sins..." (John 20:21-23). Sinners do not need a motivational talk. Not a vague prayer. Not an altar call, but they do need Absolution. Said out loud, to them. That's not a ritual. That's a rescue.

Rooted Churches feed the hungry. Jesus doesn't leave us to invent the church. He gives it. With a font, a pulpit, and a table. With the words "for you." The church is not a platform. It's not a performance. It's a chosen people. It's a place of rootedness. If you're tired of cotton-candy Christianity, if you're weary of trying to find Jesus in foggy feelings, if you're hungry for a Savior who doesn't shift with culture, then come and eat at the Lamb's High Feast with us. Christ is truly and really present for you in the Lord's Supper. Find our church whose message isn't vague or new but rooted in Christ. Rooted in the Word. Rooted in the confession—not just profession—of the faith once delivered to the saints. Alive and well still after 125 years at St. Paul Lutheran Church in Cumberland Wisconsin.



LOUIE'S
FINER MEATS

2025 Superior Ave. (Hwy. 63 N) • Cumberland, WI 54829

715-822-4728 • www.louiesfinermeats.com

Open to serve you:

MONDAY-SATURDAY: 8 am - 6 pm • FRIDAY: 8 am - 7 pm • SUNDAY: 10 am - 4 pm

WURSTFEST SPECIALS GOOD SEPT. 2-15

LOUIE'S WURST - WHERE WURST IS KING!

Nearly 800 Awards for our Sausage - Ham - Bacon! Since 1975!

International Gold Medals, State, State Fair, National Champions!

LOUIE'S FAMOUS "WISCONSIN" SAUSAGE
W/ CHEDDAR, MAPLE, HONEY, CRANBERRIES

Wisconsin Summer \$6.99 lb
Wisconsin Fresh Bratwurst \$4.99 lb
Wisconsin Smoked Bratwurst \$4.99 lb
Wisconsin Snack Sticks \$7.99 lb

Louie's Fresh, Smoked or
Precooked Traditional Bratwurst \$7.99 lb
Louie's Fresh, Smoked or
Precooked Beer Bratwurst \$7.99 lb
Louie's Fresh Jalapeno & Cheddar
Bratwurst \$7.99 lb
Louie's Natural Casing Smoked Polish \$7.99 lb
Louie's German Fry Sausage \$7.99 lb
Louie's Fresh Bulk Pork Sausage \$2.99 lb

WISCONSIN CHEESE

Colby Longhorn \$7.99 lb
CoJack Longhorn \$7.99 lb
Mozzarella \$7.99 lb
Habanero \$7.99 lb
Muenster \$7.99 lb
Provolone \$7.99 lb
All North Country Cheese Curds 12 oz. \$4.99 EA

U.S. CHOICE BEEF - SELECT PORK -
GRADE A POULTRY - SEAFOOD!

Bone-In Ribeye Steak \$14.99 lb
Boneless Sirloin Steak \$9.99 lb
Boneless New York Strip Steak \$12.99 lb
Boneless Rump Roast \$5.99 lb
Ground Beef 1/4# Patties 85% Lean 10# box \$49.99
Bone-In Pork Shoulder Roast \$1.99 lb
Pork Steak \$2.99 lb
Louie's Boneless Pork Grillers-
REGULAR OR COUNTRY \$4.99 lb
Louie's Smoked Spareribs \$6.99 lb
Baby Back Ribs \$3.99 lb
Chicken Leg Quarters .99 lb
Jumbo Chicken Wings \$2.99 lb
18#Plus Grade A Turkeys .99 lb
Awesome Shrimp! Premium Wild Caught Red
RAW EZ Peel Deveined 2# bag \$29.99
HAM IT UP!
Smoked Pit Ham, Honey Ham, Black Forest Ham \$5.99 lb
Boiled Ham \$7.99 lb
Smoked Bone-In Ham, whole or half \$2.99 lb
CENTER-CUT HAM Steak \$7.99 lb

PRICES AND PRODUCT AVAILABILITY SUBJECT TO CHANGE

FULL SERVICE MEAT COUNTER!

All our products are Cut, Trimmed & packaged to YOUR specifications!

COMSTOCK CHEESE & SAUSAGE
U.S. HWY 63-COMSTOCK WI 715-822-0698

• SANDWICH MEAL DEAL: PURCHASE SANDWICH, CHIPS, &
A DRINK & GET \$2 OFF! • ALL HUBER JAMS \$1 OFF!
• PURCHASE 2 PIZZAS GET \$2 OFF! • PURCHASE DOTS
PRETZELS & NORTH COUNTRY CHEESE SPREAD & GET \$1 OFF!
• BUY 4 FUDGE & GET 2 ADDITIONAL FREE!
• BUY 1 LOUIE'S SPICE , GET ONE 1/2 OFF!

Mixers • Soda • Cigars • Cigarettes
• Ice • Bait • Meats • Snacks



LOUIE'S LODGE SPECIALS!!

10% OFF ALL WINES SEPTEMBER 13 ONLY

-Keystone Light - 15 pk cans \$7.99

-Ultra Zero Busch NA- 12 pk SAVE \$2

BUY ANY 12 PAK LEINIES CRAFT BEER &
GET A FREE 1# PKG LOUIE'S BEER & CHEDDAR BRATS!

-Miller High Life 18 pks \$12.99!

BEER • WINE • LIQUOR • facebook.com/louieslodge • 715-822-8741

LODGE HOURS: Monday - Saturday: • 8 am - 8 pm Friday: 8 am - 9 pm • Sunday: 10 am - 6 pm

Louie's 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!



It's
WURSTFEST!

• FREE
SAMPLES
• Raffle
Prizes!

HUGE
RAFFLE
PRIZES

Saturday, Sept. 13
11:00 - 4:00

LIVE
MUSIC

\$1.00
• Brats
• Hot
Dogs
• Chips
• Pop

T-shirts
&
Hoodies

PRIZES!
Raffle to
benefit
Cumberland
Fire Dept.

Wurstfest

Est. 1970

LOUIE'S FINER MEATS

CRAFTS & FREE FOOD SAMPLES

KETTLE CORN • SCENTSY

WOOD CRAFT SIGNS • JEWELRY

JO-EM'S THINGIES & WHATNOTS

JAMS • TUPPERWARE • NORWEX

PASTRIES • FREEZE DRIED CANDY

TUPPERWARE • FRANK'S FRUIT TREES

• Beer
Garden

• Crafts

• Face
Painting

• Food
Samples

• Louie's
Lodge
Specials

• Kids
Games



10% OFF
ALL WINES

SAT. - SEPT. 13 ONLY

FREE
Sampling

12:00 - 4:00

Stop in for Door Prizes

Back by popular demand!

THE CHAD EDWARDS BAND

FUN FOR THE ENTIRE FAMILY

Get your raffle tickets now at Louie's
or from a Cumberland fireman.

MIKE BIGNER/WJMC LIVE FROM WURSTFEST.



Opinion



Out My Window

by Paul Bucher, Editor

Sometimes it gets to the point where you really don’t know what to say anymore. School is just getting started and we already had a school shooting. This time in a church in Minneapolis. Over 20 people hurt and two little kids were killed. For what? What in the world could posses a person to do such a thing, kindergarten through 8th grade kids. I seriously don’t know what to say anymore, its not if, its when will it happen again? Thank goodness the folks did everything they could to keep the kids safe, the doors were all locked, I don’t even want to think about how bad it would have been if not for that. Say a little prayer for the families who lost a child and those recovering.

-0-

Well, here we go, football season is here. How about the trade the Packers pulled off. It was so unpacker like. Two number 1 draft picks and a heck of a player in Kenny Clark for Micah Parsons from Dallas. As a Viking fan, I didn’t like it one bit. Parsons is one of the best defensive players in the NFL and he’s only 26. He can literally change the outcome of the game, he’s that good. He makes the Packers instantly better as the odds in Vegas pointed out. The Pack’s odds to win the Super Bowl jumped big time. If I was a Cowboy’s fan, I just shake my head. Sure two number one picks are great, but the Packers are a playoff team, which means the picks will most likely be in the mid to late 20’s. If Parsons stays healthy, I think it will be a home run for the Packers!

-0-

What an awesome stretch of weather we have had, although it looks like that will change this week. Basically, a whole week of beautiful sunny weather with light winds. It was either hot and muggy, rainy or smokey for 90% of the summer, so this was a welcome stretch of weather! I was able to get a couple of projects checked off my list. Won’t be long now and with it be wood season, so I’m especially happy to have gotten some stuff done.

-0-

Keep an eye out for the kids as school is back in session. Thank you to our crossing guards who show up every day to help the little ones across the street! Have a great week!

City of Cumberland Construction Update

Hines Lakeview Drive: Our new watermain passed its pressure testing last week, but our contractors are still awaiting test results from the lab certifying safe water in the new main. In the interim, driveway work will continue in preparation for the work on the driving surface of the street. Individual water service connections will follow safe water samples, and black-topping is right around the corner.

Highway 63: Scheduling problems last week, and Tuesday’s rain is delaying

the return of the concrete contractor. We should see more concrete installation beginning on Wednesday. They plan to start by the Elementary School and work their way back southward through downtown. The final asphalt patching is being planned for the end of next week. The week after that will see work to cut out and adjust utilities. If all the stars align properly and Mother Nature cooperates, they are hopeful all work can be done by the end of September.

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The editor also reserves the right to edit letters to meet space requirements, clarify, or to avoid obscenity, libel, or invasion of privacy. All letters must bear the handwritten signature of the writer and include the address and phone number(s) for verification purposes.

Poetry and thank you letters are not appropriate. There will be a charge for letters of thank you from individuals and they will be included with the paid notices, not with Letters to the Editor.

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



Inside Wisconsin

by Tom Still

“Curtiling mRNA research could derail 50-plus years of progress”

MADISON, Wis. – To listen to opponents of federal support for “messenger” RNA research, one might think this science arose out of nowhere during the Covid-19 pandemic and lacks time-tested guardrails for safety.

In fact, the roots of research into the relationship between ribonucleic acid (RNA) and deoxyribonucleic acid (DNA), both of which are found in most human cells, goes back more than 50 years – with one of the earliest breakthroughs being Nobel prize-winning efforts at the UW-Madison.

The work of the UW’s late Howard Temin is part of a solid foundation that deserves more exploration by scientists, as opposed to the decision by the U.S. Department of Health and Human Services to wind down 22 mRNA projects with a combined \$500 million worth of investment.

Temin and David Baltimore won the 1975 Nobel Prize for discovering a process challenging previous dogma that genetic information flowed only from DNA to RNA, not vice versa. This process was called “reverse transcription” and the type of RNA that carries the

load is “messenger” RNA, abbreviated as mRNA. That early work led to greater understanding over time of how viruses work and possible therapies to combat them.

While targeted mRNA research didn’t begin right away, the dawn of such work was still well before the Covid-19 epidemic – and it continues today.

“In 2020, when the first genetic sequence of the new coronavirus was posted online, scientists were ready,” wrote Rick Bright, former director of the Biomedical Advanced Research and Development Authority.

Bright noted that development of a Covid-19 vaccine began within hours and human safety trials began within weeks – all because mRNA research in general was launched decades earlier and accelerated in 2016 to combat the Zika virus.

Here’s why such research is important: Viruses mutate as they replicate within human cells, and vaccinations using mRNA therapies leverage the body’s cellular machinery to produce medicines directly with a patient’s own cells.

Temin’s legacy is alive today on the UW-Madison

campus through efforts to resolve the unstable nature of mRNA therapies, which must be stored at ultra-cold temperatures that limit their use to certain clinics.

William Murphy, a professor of biomedical engineering, and others are working on ways to store such vaccines at room temperatures and to be accessible in a pill form. Co-investigators are Suresh Marulasiddappa, Douglas McNeel and Jorge Osario, who each bring different scientific disciplines to the problem.

Some funding for that “shelf-stable” research project comes through the UW-Madison’s internal Research Forward initiative, which is also supported by the 100-year-old Wisconsin Alumni Research Foundation and other private sources.

If successful, the project could help fight other dangerous conditions, such as prostate cancer, osteoarthritis, spinal cord problems and the H5N1 influenza, better known as bird flu. Other cancer therapies are seen as possible by scientists elsewhere.

Under current DHSS

Secretary Robert F. Kennedy Jr., the government’s skepticism about mRNA therapies rests on a belief that current vaccines fail to protect effectively against upper respiratory infections; a perceived lack of public trust; and a desire to shift to other platforms, such as “whole-cell” vaccines.

That’s a shift from President Trump’s first term, which successfully launched “Operation Warp” in 2020 to accelerate Covid-19 development using mRNA.

It’s one thing to remain skeptical but quite another to cut off funding for all mRNA research projects when there are decades of scientific foundation upon which to build and learn more.

What’s the bigger risk: Spending money on mRNA refinements that don’t necessarily pan out, or a global pandemic that lacks an antidote and a head start on quickly producing one? The answer should be clear.

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

A Look Back

10 Years Ago September 9, 2015

The Cumberland Women’s Club held their annual Potluck Hors D’oeuvres and Scholarship Auction last week. The auction raised \$1,650.00 to support the club’s scholarship fund. Each year, two scholarships are awarded to graduating senior girls from Cumberland High School. Recipients for 2015 were awarded \$500 each. The two senior girls chosen were Kayla Johnson and Jakoda Hendren.

20 Years Ago September 7, 2005

U.S. Bank employee, Barbara Muench, has been honored with a U.S. Bank Five Star Volunteer Award for exceptional volunteer service. Project Santa will be a \$1,000 richer as a result. Barb, who works in Community Banking for U.S. Bank in Cumberland, has been involved with Project Santa for 17 years.

On Monday, the Cumberland Fire Department was called to a house fire on 27 1/2 Ave, just north of Cumberland. Upon arrival, the Ryan and Suzy Lehmann home was fully engulfed. Unfortunately, the home was a complete loss. According to Fire Chief Barry Kuenkel, a hose on a gas grill game loose causing the fire.

30 Years Ago September 6, 1995

National Merit Scholarship Corporation

(NMSC) announced the names of some 15,000 high school seniors who are Semifinalists in the first annual National Merit Scholarship Program. These academically talented young men and women have an opportunity to continue in the competition for approximately 6,900 Merit Scholarship awards. Included in this, from Cumberland, is Aaron Cordes.

40 Years Ago September 4, 1985

Mark Ruppel, plant manager at Ardisam Manufacturing, Cumberland, was named to the West Central Wisconsin Private Industry Council at the council’s August meeting. Ruppel was nominated by Paul Nelson, Cumberland Chamber of Commerce and will represent Barron County businesses in West Central Wisconsin.

50 Years Ago September 4, 1975

City Police reported a burglary of either late Sunday night or early Monday morning at Joe’s Sport Shop, at the west of the city. The thieves broke through the front door of the establishment and made off with five new pistols. Nothing else was taken and the burglary is still under investigation.

The 1975 Miss Cumberland Candidates who will be running this year are: Pat Schullo, Cathy

Sill, Diane Frisinger, Christine Hopkins, Sandy Gardner and Mary Jo Ranallo.

60 Years Ago September 9, 1965

Elmer Beran, who is affiliated with the George D. Holgate Agency, received an award last week for outstanding accomplishment in the insurance field. The presentation was made at Mutual Trust Life Insurance Company’s national educational conference, held in Quebec, Canada.

70 Years Ago September 8, 1955

John Gurtner, Jr., has been awarded a scholarship amounting to \$200 given by the Northwestern State Bank and will attend the University of Wisconsin Farm Short Course at Madison.

80 Years Ago September 6, 1945

Over three inches of rain fell Friday evening, adding another wet month to the year. The hard winds that came with it brought some damage. Some areas got hail, and those areas received some crop damage.

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2025
WEATHER

Date	Hi	Lo	Pre.
08/26	66	47	0.00
08/27	72	50	0.00
08/28	75	55	0.03
08/29	73	53	0.04
08/30	70	52	0.00
08/31	74	53	0.00
09/01	76	53	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.

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CUMBERLAND

By Judy Pieper

We just got back home from our family weekend at Treeland Resort in Hayward, and it was so much fun again this year. We have been spending Labor Day weekend at Treeland for over thirty years now – started before Savanna Marsh was born. The family keeps growing by leaps and bounds, and next year we will have one more in the family -- Sanara, and hubby, Alex, are going to have a little girl in November.

This year Savanna brought her boyfriend, Ryan, to spend time with us. We have all decided that he is great – hope he feels the same about us. Ryan said that he and Savanna will be back next July to spend some time in the tree-house and help in the garden.

Tru Lehmann’s friend, Caylin, joined us this year too. Tru said that they both enjoyed everything about the weekend, but the very best thing was a kayak outing with Aunt Linnie, Jamie Lombard, Jessica Holmen, Kane and Pierce Thon. They found an amazing tree swing near a sandbar, and Tru, Caylin and Kane spent a lot of time swinging over the lake and dropping in.

Miriah and Jeremy Olson spent a lot of time teaching Kane, Pierce, Tru, Caylin, and Tinille and Mark Bellefeuille how to rope a plastic model of a calf while Mark and Tinille’s adorable little daughter, Ivana, kept us all entertained with her antics.

Tina Anderson, Caylin, Tru and I spent some time walking through the shops in down-town Hayward on Sunday morning. I picked up a couple things at the Scandinavian shop for our smorgasbord in November.

Lynn Thon planned a whole family birthday party on Sunday. We can’t always get together for everyone’s birthdays, so she decided we should just celebrate them all on one day. In addition to the sticky rolls that Sue Meier makes every year, we had waffles and ice cream for breakfast. Lynn also had a huge birthday cake for later that evening. If anyone went home without gaining weight this weekend it was no one’s fault but their own.

Karen Hefty and her friend, Ingrid, came up to Treeland on Saturday to visit with us. We sat around the picnic table drinking coffee and having a great time gabbing about just about everything.

Jerry Marsh fried fish that evening that he, Duane, Suzy and Ryan Lehmann and Jill and Art Adams had caught during their trip to Canada in June. Alex was in charge of frying the potatoes, and Jodi Ladd, Savanna and Ryan made salads and stuff. Karen and Ingrid were invited to stay, but they had to get back to Rice Lake – They missed a great supper.

Jim, Jeff, Carmen and Austen Copus stopped by for a while on Sunday. They were up from southern Wisconsin for the weekend, camping at their place on Sand Creek. It was great that they took time out from having fun with their family to visit with us for a while.

We had a great weekend and are all looking forward to Treeland next year.

Olivia Marsh, who has been home from Boston for the summer, invited Lynn Thon, Suzy Lehmann and me to breakfast in Rice Lake last week. Olivia, who is working toward a master’s degree

in law, was interning at a law firm in Minneapolis for the summer. She had to head back to Boston the next day to start the fall semester, and wanted to visit with us one more time before she had to leave. She and her boyfriend, Hunter, met us at Maxine’s and had a great breakfast and wonderful visit. Hunter plays hockey with a farm team in South Carolina, and Suzy, who is a huge hockey fan and knows the stats of just about every player, was thrilled to hear everything about the team he plays on and the hockey players he has met. Oh, and I get to take credit for Hunter and Olivia meeting because I bought tickets for the Spooner Rodeo for the family, and they met at the Saturday night rodeo. (I’m patting myself on the back here.)

Jinny Grille and I drove to Tammi Wickersham’s home in Lino Lakes, MN on Thursday for a baby shower for Sanara, hosted by Savanna. It was a fantastic way to spend the afternoon. This will be Jinny’s first grandchild, by the way. Other family members attending were Lynn Thon, Miriah Olson, Tinille and Ivana Bellefeuille, Jensyn Hines, Summer Marsh and Tammi’s son and daughter, Kassim and Fatim. We met lots of Sanara’s friends from the area, and played Family Feud and The Price is Right. It was the most fun I have ever had at a baby shower. The father-to-be, Alex, and Savanna’s boyfriend, Ryan, were there for a short time, but escaped to have a “guy’s day out” with grandpa-to-be, Jerry Marsh.

I’m going to go. I hope you enjoyed your three-day weekend. See you next week.

OBITUARIES



Corrine M. Thoe
Corrine Mae Thoe, age 94, was welcomed into heaven on August 30, 2025.

Corrine was born on August 9, 1931, in Cumberland, WI to Clarence and Mabel (Erickson) Maxcy. She enjoyed a happy childhood, growing up with her older sister, Grace, in Cumberland, WI. She attended Cumberland schools and she and her family were members of First Lutheran Church.

When Corrine was 15 years old, she fell in love with Hubert Thoe and her love for him never wavered. Hubert and Corrine were married in

1952 and they built a wonderful life together, leaving a legacy of a happy, healthy, committed marriage for their children and grandchildren.

Corrine loved children and had a special connection with them, as was evidenced in the years she volunteered as a Sunday School teacher, Brownie Scout Leader and Cub Scout Den Mother and for all the years she worked as a paraprofessional at Cumberland Elementary School, a job she truly loved. Her children, grandchildren, and great grandchildren have all been especially blessed by how she poured her love and joy into their lives.

Corrine loved her Savior, Jesus Christ, and her life showed her commitment to him in the decisions she made, the way she treated people, and the easy way she shared her faith with others. What was most important to Corrine throughout her life was her relationships with Christ, her beloved husband, and her family.

An active member of Augustana Lutheran Church, she participated in Bible Studies, Women’s Circle, alter committee, and regular church attendance.

Corrine is survived by, and will be greatly missed by her family: Steve (Ruth) Thoe, Cumberland, WI, Carrie (Doug) Ficocello, Coon Rapids, MN, David (Paula) Thoe, Knoxville, TN, grandchildren, Chelsea, Heather, Mitchell, Heidi, Leah, Rachel, Katie, and Max; sixteen great grandchildren; and sister Grace Hawes of Portland, OR.

Funeral services will be held at 11 AM on Friday, September 5, 2025, at Augustana Lutheran Church with Pastor Todd Ahneman officiating. Burial will be at Lakeside Cemetery. Pallbearers will be her grandchildren. Visitation will begin at 10 AM.

Obituaries
cont’d on page 10

SENIOR DINING
Thursday, September 4
Mediterranean Salmon, boiled baby reds, steamed broccoli, dinner roll, pistachio pudding, dessert.
Friday, September 5
Baked chicken, mashed sweet potatoes, mixed vegetables, assorted bread, Cook’s choice cookie.
Monday, September 8
Entrée salad with hard boiled egg, black beans, veggies, cheese, blueberry muffin, vanilla pudding.
Tuesday, September 9
Creamy tarragon chicken, white rice , steamed carrots, assorted bread, banana.
Wednesday, September 10
Build your own burger: cheese, tomato, lettuce, bun, baked beans with bacon, pickled beets, Cook’s choice cookie.

Lunch is served at 11:45 am and includes milk and/or coffee. Suggested contribution is \$8.00 per meal for anyone 60 years or older and \$15.00 full cost for those under 60. Please reserve your meal 24 hours ahead of time by calling The Cumberland Senior Center at 715-822-8794. MENU IS SUBJECT TO CHANGE.
(No reservation needed for Soup & Salad Bar days on the 1st an 3rd Tuesday of the month served 11:30 am - 12:30 pm.) The Senior Center is located at 1255 Webb St.

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Sudoku Puzzle #4149-D

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

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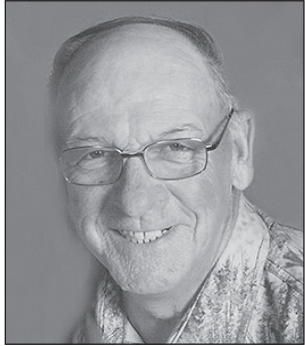
Dale A. Heinecke
Dale Arthur Heinecke went to be with his Lord and Savior Jesus Christ at Cumberland Care and Rehab on August 26, 2025, the 69th anniversary of his first date with his beloved wife Marge. He was born to Arthur and Opal (Clouse) Heinecke on September 18, 1940. Dale graduated from Cumberland High School in 1958, where he played football and was active in the FFA. Dale was married to Margaret Holmstrom in 1960 and they had two children, son Tim and daughter Mary.
Dale continued in his love of farming by raising beef cat-

tle and horses while working at 3M for a short while. But, his entrepreneurial spirit led him to pursue his own business as a logger, in which he later enjoyed working alongside his son, Tim. Dale and Marge along with Tim started Heinecke Wood Products, producing carving wood until his retirement.
Throughout his life, Dale served on multiple church boards and gave generously to missions. He would always tell his kids “You can never out give the Lord.” Dale left a legacy of faith and raised his children to understand that the ultimate purpose of this life is to live out your faith and one day be able to go home to heaven and be with Jesus. Dale, also, understood the need to be a good citizen and to serve your community. He demonstrated his dedication to public service by enjoying 54 years serving on the Maple Plain Township Board, 15 years on the Barron County Board, and numerous years on the Cumberland Fire District Board. Dale touched

many lives through his various interests and service to God and community, and he and Marge enjoyed a wide array of friendships for which they are thankful.
Dale enjoyed working with wood and created many treasured pieces of furniture for his family, as well as trying his hand at woodcarving. He also enjoyed buying and selling antiques and collectibles, as well as attending countless concerts of bluegrass at area venues. Dale loved to hunt, especially deer hunting, and loved to share tales of the hunt.
He traveled and experienced many adventures together with his wife Marge, but he would always say there was nowhere he would rather live than where they had built their life together for 65 years. He loved watching his children and grandchildren grow, and was fortunate enough to enjoy time with his great-grandchildren. He rarely missed a game, match or dance recital, and was so proud of his family. He was faithful. He was a faithful servant, husband, father, grandfather, great-grandfather and follower of Jesus.
He is survived by his wife Marge; son Tim (Robyn) Hei-

necke, Mary (Paul) Green; grandchildren Patrick (Hope) Green, Benjamin (Abby) Heinecke, Rebecca (Austin) FollansbeeDelong, and Alexandra (Kevin) Nyara; great-grandchildren Jackson and Tenley Green, Adaline and Dawson Heinecke, Amelia, Gavin, and Elena FollansbeeDelong, Braden, Mariah and Ava Nyara; Brother-in-law John Greisen; Brother-in-law Matthew Holmstrom and sister-in-law Wendy Holmstrom; many nieces and nephews, cousins and dear cousin Dave (Joanne) Heinecke.
He is preceded in death by his parents Arthur and Opal Heinecke, sister JoAnn Germond, brother-in-law Robert Germond and sister-in-law Mary Greisen.
Funeral Services will be held at 11AM Saturday, September 6, 2025 at Hope Community Church in Cumberland, WI. Rev. Paul Green officiating, with interment in the Swede Cemetery in Rice Lake, WI. Visitation will be held from 4-7PM Friday, September 5 at Hope Community Church in Cumberland and for one hour prior to the Funeral Service. Appleyard’s Home for Funerals in Rice Lake, WI

is assisting and serving the family with the arrangements.
The family would like to thank Cumberland Healthcare, Cumberland Care & Rehab and Adoray Hospice for all their wonderful compassionate care, and love given to Dale and his family.



John D. Holst
John D Holst, 78, of Cumberland, passed away on August 29, 2025, at Regions Hospital due to advanced ALS. John was born August 28, 1947, in Cumberland, WI to Alfred and Deloris Holst.
John resided most of his life in the Township of McKinley. He was a hardworking, dependable, thoughtful, fun-loving, and caring man. He was meticulous at any job he tackled. His work history included time at 3M, Rice Lake Glass & Door, commercial fishing

in Alaska, and nearly 20 years as the McKinley Township Patrolman. Sometimes, putting in 15-hour days if severe weather demanded his attention.
John was equally passionate about his playtime. An avid hunter, fisherman, Chevy Nova and Bud Light guy. Many adventurous stories can be related by close friends that accompanied him on numerous trips.
He is survived and missed by his partner, Brenda Davidson; daughters: Heidi Holst and Misti (David Cotts) Holst; his son, Shane Holst; siblings: Cathy Sandstrom, Shari Holst, Dawn Fredrickson, and Gregory (Connie) Holst; grandsons: Calvin and Emerson Fischer; and many nieces and nephews. John was preceded in death by his grandparents; parents; wife, Gayle; and brother-in-law, Dave Fredrickson.
Funeral services will be held at 12 Noon, Friday, September 12, 2025, at Skinner Funeral Home, Cumberland, WI, with Pastor Adelbert Frejas officiating. Visitation will be from 11-12. Skinner Funeral Home of Cumberland is serving the family.



Church Directory



“Life Together”
by Pastor Todd Ahneman
Barronett Lutheran Church
I hope you enjoyed the Labor Day Weekend. For some it is about the transition from summer to fall, and the last big cookout before school starts. For others, watching races, or looking to the kickoff of the NFL football season.
We should remember the roots of Labor Day were from harder times, when after the Civil War agriculture took a hit, and the age of industry was on the rise. Men often worked 10- or 12-hour days, six or seven days a week. No health insurance, no safety regulations. Children as young as five or six were put to work to make enough to help put food on the table. It took a long time to change, and I hope the changes in the future keep on improving.
Certainly, working for a living was always a given, but there was wisdom in the Ten Commandments to take a day off from work, a Sabbath, to give regular rest to people and animals alike. There was time for people to gather to hear the Word of God, and seek his guidance and help. There would be time for family, and time to spurge a bit on food, and enjoy the day as a taste of heaven, of the promised life to come.
In my teenage years, I treasured a topical book of Bible verses (yes, I still keep it handy), and one entry was from Ecclesiastes, chapter 5, where it reads:
This is what I have seen to be good: it is fitting to eat and drink and find enjoyment in all the toil with which one toils under the sun the few days of the life God gives us; for this is our lot. Likewise, all to whom God gives wealth and possessions and whom he enables to enjoy them, and to accept their lot and find enjoyment in their toil—this is the gift of God.
Centuries ago, Martin Luther spoke of the way God brings good and change into the world through the everyday work of common people. Mothers and fathers raising children to be strong and to be all they can be can be a work of (and for) God. Common laborers who are honest, and strive for quality in their work provide valuable help in their own time and place.
In my own working life, a factory manager told me I needed to keep the machines running so other workers could pay their rent and buy food, and gas for their cars. Simple, but it did give me some important insight and direction. It was not really about me. It is about life together, quality life, if possible.
Peace be with you. Enjoy your work. Enjoy your time off, your family, and time with God.

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Phone: 715-822-5511, cell:715-671-3197
Minister: Todd Ahneman
Sunday: Worship 9 a.m.; Holy Communion 1st & 3rd Sundays.

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Bishop Jay Jevne
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Home: 402 677-0574
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Jared Andrea, Pastor
1225 Hwy. 48
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Bible Study: 8:30 a.m.; Worship Service: 10:00 a.m.
www.cumberlandbaptistchurch.com

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Elm and Eighth Avenue
Timothy Schmidt, Pastor
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Matthew Earls, Pastor
Phone: 715-822-5502
Sunday Morning Service 10:00 am for sermons from the Bible and Contemporary Worship. Children’s Church and nursery during service; Wednesday 5:30 pm AWANA for Children and Youth Impact (returning in Sept.); Online services and calendar of events available at www.northernlakeschurch.com

SACRED HEART CATHOLIC CHURCH
Soo Ave., Almena,
Father Jayanna Kanna
Weekend Mass: Sun., 8:30 am

ST. ANN CATHOLIC CHURCH
320 Pine St., Turtle Lake,
Father Jayanna Kanna
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 Jayanna Kanna
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
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Almena, WI.
Vacancy Pastor: Isaac Nicholson
Sunday: Sunday School: 9:00 a.m. Divine Service: 10:30 a.m.; Wednesday’s 6:00 pm-Vesper Service
ST. PAUL LUTHERAN
Missouri Synod
1 mile East on Hwy. 48
John Miels, Pastor
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Sunday morning traditional worship: 9:00 a.m.; Wed.evening contemporary worship: 6 p.m..

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Phone: 715-434-7798
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Missouri Synod (LCMS)
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Divine Service: Sunday 9 am; Holy Communion: 1st and 3rd Sunday of each month

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Pastor John Bergson
Phone: 262-354-4537
Sunday Service: 8:30 a.m. & 10:30 a.m.; Coffee & bible Study

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Another High School Football Season...

pick in 1937. By 1933, the talk of another new field was first mentioned. The December 21, 1933, Advocate announced the School Board had laid plans for a civil works project adjoining the Heberlein addition, which had been secured for a price of \$1200. A motion was made by W.N. Fuller of the School Board to name the new project, "Moser Field." In July of 1934, a FERA representative met with the School Board to say it would take 43,000 yards of dirt to properly fill the new site. The representative said that men at work would receive 45 cents per hour of which the city would be required to contribute approximately eight cents. He also proposed that local farmers be permitted to work off seed loans by using their teams of horses to help plow the new field. Sixty-seven men would eventually complete the project. No home games were played in 1935 as the field construction was completed. The first year of play would be 1936, when the Beavers played under the new lights with new uniforms.

The news article reported the 24 1500-watt lights were completed only one hour before the start of the game against Chipewewa Falls, won 20-0 by Cumberland. The game was played in front of "A fair sized crowd." The School expected a much larger crowd for the Conference opener against Bloomer the following week. They were right as the Advocate reported that "Nearly 500 fans crowded the sidelines at new Moser Field against Bloomer to make up the largest crowd in Cumberland Athletic history." The two teams tied 7-7. A touchdown pass and an Emil Sirianni extra point kick gave the Red and White the tie. The paper also said, "Director Hoyt T. Johnson's pep band made a fine showing between halves despite performing on short notice." Many memorable performances would take place at Moser Field over the next 76 years. They included Conference Championship teams in 1945, 1958, 1978, 1998, and 2012. Crowds of up to 2,000 would witness a prolonged era of success and outstanding individual performances, from Scott Nelson, to Adam

Skinner, Buss Moen, Rich Capuzzi, Brady Rose, and many others. The deterioration of Moser Field, however, would once again cause the need to look into the future. That led to the building of Endeavor Stadium, which opened up on September 6, 2013, in front of a large crowd who were entertained with fireworks after the team's victory over Chetek-Weyerhaeuser. Again, like F.W. Miller before them, Claire and Marjorie Johnson's generous donations along with the efforts of numerous others were instrumental in giving the players a new and better place to call home. This fall, twelve years later, another Cumberland Football Team will look to create memories from their football season. These memories will be made a long way from the first city football field whose playing surface was fortified by pallets from the cannery, which lay underneath. New names will join the many great players who have worn the Red and White colors of Cumberland High School. They will make their memories on one of the best fields in our state. Memories that began for the first Cumberland players 125 years ago.

Don't Miss your Chance to Win the 50/50 Raffle

Cumberland Area Trails Alliance (CATA) is holding a 50/50 raffle fundraiser to raise money for our portion of a new pedestrian crosswalk which will cross Hwy 48/Hwy63 at 5th Avenue. This crosswalk is a collaborative effort between the City of Cumberland, the State of WI and CATA. Due to the collaborative effort of these entities this project will come to fruition this fall instead of at least 2-3 years down the line. The Beaver Dam Lake Management District will be extending their walking path to meet up with the ADA ramp on the south side of Library Lake. This project is especially important because of its close proximity to our schools. CATA is pleased to collaborate with all the involved organizations to enhance the safety of this crossing

for everyone. To fulfill our financial commitment, we need to raise \$10,945.40. Public participation is vital to the success of this project. We encourage support through our 50/50 raffle. The tickets are priced at \$20 each or to capitalize on a great deal get 6 tickets for \$100. Supporters can purchase raffle tickets with cash or by scanning the QR code provided to pay via credit card or PayPal. The winner will receive half the total funds raised!! The drawing will be on October 11th at Louie's on the Lake following our autumn "Loop around the Lake" group biking event. Please note that your presence is welcomed but not required to claim your prize. Tickets are available for purchase at Louie's Lodge, Comstock Cheese and Sausage, from our members as

well as by scanning the QR code on our promotional flyers posted throughout the community, on Facebook pages and through our website (www.Cumberland-AreaTrailsAlliance.org). Thank you for supporting our project. We will be selling raffle tickets at Louie's Wurstfest on 9/13 from 11AM - 4PM. We look forward to seeing you there..... until then we hope to See you Outside! Scan this QR code to get your chance to win thousands of dollars!



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Barron Electric Cooperative's 2025 Right-of-Way Clearing Will be Completed in Cumberland Township



Contractors for Barron Electric Cooperative will be clearing and trimming trees around power lines in Cumberland Township in Barron County. Every Barron Electric member in that township received a postcard with their November 2024 Barron Electric bill providing notification of the 2025 Right-of-Way Clearing. Please contact the Operations Department at operations@barronelectric.com if you have questions. Thank you for your cooperation.

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Thank you to Cumberland Federal Bank for donating the banners that are hanging on our new light poles on Main Street. These sure make our Main Street look sharp.

Thank You

The Cumberland Chamber of Commerce would like to thank **CUMBERLAND FEDERAL BANK** for donating the beautiful banners on the new street lights. The Island City logo looks awesome!!

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Sports

Turnovers Doom Beavers at Ladysmith

The Cumberland Beavers saw their record fall to 0 and 2 on the year following a 14-7 loss to the Ladysmith Lumberjacks in a game played last Friday in Ladysmith. The Beavers are back at home this Friday with a contest against the Bloomer Blackhawks beginning at 7:00 pm.

“We battled all night long, but six turnovers made it difficult to win. We didn’t quit, but need to make more plays and have to get better on both sides of the ball,” said Coach Jordan Potvin.

Cumberland moved the ball at times rolling up 266 yards of offense on the night. Quarterback Troy Majewski completed six of 12 passes for 101 yards, while rushing for 23 yards on 14 carries. Logan Peter-

son added 61 yards rushing and Brody Gilbertson 42 more, as the Beavers had 165 yards on the ground in 44 attempts. Max Odden, meanwhile, caught four balls for 39 yards and Alex LaBlanc two more for 62 yards.

Defensively, Logan Peterson’s seven tackles led the Beavers, while Max Odden added six more and Majewski and Gilbertson five each. Majewski also had a Cumberland interception.

Unfortunately, a winnable game was marred by the turnovers, leaving the Beavers a touchdown short on the scoreboard.

Bloomer will also be looking for their first win of the season after having been outscored 90 to 6 in their first two losses.

Girl’s Golf Team Plays in Superior and Spooner

The Cumberland Girl’s Golf Team had two meets last week, first traveling to Superior on Wednesday to take on Spooner and Superior, before heading north to Spooner last Thursday, where they took on Northwestern and the host Rails. Cumberland is back in action this Thursday, when they take on multiple schools in a home match beginning at 4:00 pm and are then off until Tuesday, September 9, when they head to Grantsburg.

A strong Spooner team breezed to victories in both matches last week.

On Wednesday in Superior, Spooner led the way with a team score of 170 to defeat a Superior team who shot 183 and Cumberland, who came in with a 237. Senior Layla Thompson led the Rails with a 39, which was good for Medal-

ist honors. Cumberland Junior Bella Neitzel was the Beavers top golfer with a 47, good for 7th best score of the afternoon. Makenzie Tahtinen came in next with a 55,

Thompson was just as good on her home course last Thursday, when she shot a 39 to lead Spooner to another victory with a team score of 169. Northwestern was second with a 195 and Cumberland was third with a 223.

Tahtinen led Jess Olson’s golfers with a 53, while Neitzel was a stroke behind with a 54. Brook Colburn added a 58 for the Beavers.

Cumberland is an inexperienced team after the first three golfers, but Coach Olson credited those golfers with showing, “A lot of improvement and working hard to improve.”

Cumberland Soccer Team Drops First Two Contests: Host Hayward on Thursday

The Cumberland Boy’s Soccer Team dropped their first two contest of the season last week, losing to St. Croix Central 5-1 and Amery 4-1. The team was back in action on Tuesday, with a contest against Spooner and then resumes action this Thursday night with a 5:00 contest in Endeavor Stadium against the Hayward Hurricanes.

“It was the first game of the season and we are still working out some kinks,” said Coach Brent Sellent about the St. Croix Central loss. He added, “Goalkeep-

er John Richter had some great saves throughout the contest, while our lone score came on a corner kick from Ryan Sonora to Alvin Cunningham, who headed the ball into the net.”

Amery was the Beavers opponent two nights later and showed good team speed in their victory. Ian Sellent scored the Beavers goal from 36 yards out to tie the score at 1-1, but a small Cumberland bench ran out of steam in the second half as the Warriors pulled out the three-goal victory.

Volleyball Team has Busy Start to the Season; Play this Thursday and Saturday

The Cumberland Volleyball Team was busy at all levels last week, with the Varsity traveling to Onalaska for their yearly Tournament and the JV participating in a Quad at Eau Claire Memorial on Thursday. This week, the Varsity will play twice, first traveling to a Quad in Elk Mound on Thursday and Saturday, traveling to Chetek for their yearly Invitational starting at 9:00 am.

In Onakaska, Cumberland played three teams from Southern Wisconsin, getting a look at an inexperi-

enced team that only returns four varsity players. “It was a was a great opportunity to get lots of games in and try a variety of lineups,” said Head Coach Erin Miller.

Among the players showing well were Raegan Beecroft, who led the team with 35 kills, Sara Roff, who had a team-high 46 digs, and Alexis Peterson, who led Cumberland with six service aces. Peterson added 14 kills, Natalie Anderson 22 digs, and Hailey Paulson and Kaylee Jackson four service aces each.

Tough Loss!



Beaver running back #20 Logan Peterson looks for a hole Friday night at Ladysmith. The Beavers came up on the short end of a close 14-7 ballgame. Photo by Greta Weaver



Cumberland defenders played solid ball but turnovers ultimatley doomed the Beavers last Fridy night in Ladysmith. Photo by Greta Weaver



Beaver goalkeeper John Richter was excellent making several big saves in the clubs home loss to St. Croix Central.



Cumberland Captain Shae Longtine tries to work around St. Croix Central defender last Thursday night at Endeavor Stadium.



Attention Sports Fans!

All Cumberland athletic events are free this year!

Come out and support the Beavers!



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An Outdoorsman's Journal

By Mark Walters

Last Minute Musky

Hello friends,
I guess that you could say that I am a tradition based person. This will be my 54th year in a row at deer camp as a Red Brush Hunter and this last weekend I enjoyed the company of some of my good friends from my days as a weapons loader at the 115th Fighter Wing in Madison at Truax Field. This would be the 26th year in a row that I have been a part of what we call Operation Musky.
We stay at a first rate, very friendly motel called The Hiawatha in Eagle River. Besides my good friends and now their children and grandchildren from Truax, many of the guys from The Red Brush Gang and some of their friends have joined in for a weekend of laughter and musky fishing where in our very low key outing, each boat is a team and the competition is based on inches of fish caught.
To highlight the reality of my reality, I am considered a bit of a joke but a very fun one as I have never caught a measurable musky during Operation Musky and to be perfectly honest, do not care.

Saturday, August 23rd
High 64, low 47
Last night the majority of this group that are between the age of 13 and 76 simply had a blast together as we had a bit of a picnic at The Hiawatha and laughed a lot. Today, my partner Jeff Moll, who did 23 years at Truax, and I would be giving her our best shot. I told Jeff that the day before I had a vision that this was our year. Jeff and I would be in Jeff's Lund "Alaskan", and we fish each day until the hours are over which today would be 8:00 pm.
I had not caught a fish in years as in not even a bass or northern pike in this outing and was pleasantly surprised when I caught a 17-inch smallie early in the day on a blaze orange bucktail. After about 2 hours of casting and very little sleep the night before

we decided to try trolling, and I put on a red and white Creek Chub Pikie 3000. As is the norm Moll and I never stop giving each other verbal abuse and had a blast.
Holy Moly was I ever surprised when my pole started bending and it was fish on. My musky was not large and since we never catch any, we did not know the exact rules on the size minimum. We measured it on a bump board and it was exactly 30-inches, then released it. I sent the pic and numbers to Tommy Gilbertson who was my boss back in the day and was told that 30-inches was the size they have to be to count.
After that we fished for what would be a total of 12 hours casting and trolling and mostly just bullcraping with each other. When we got back to The Hiawatha my fish was the only one registered and so at least for a night, I was king. In our northern pike side bet my bear hunting partner Doug Cibulka was leading with a 28-inch fish and Andrew Gilbertson was in 2nd with a 27.5.
I might add that this outing is even more fun because we have several groups of 3 generations and quite a few father and son teams. Also Gary Jensen, who is one of the old timers has his son Brian and 13-year-old grandson Kenneth and young Kenneth was a big part of creating this year's trophies.

Sunday, August 24th
High 62, low 43
The weather this weekend was chilly and I liked that. My buddy Moll made me stay up late again last night and I guess you could say that we have been doing that for well over 50 years. This morning, I was confident the big 30 would get beat and really had no cares. Fishing ends at 11:00 on Sunday and even though I was not aware of it, my stepson Joey Dushek landed a 33-inch musky at 10:30 thus putting



Jeff Moll and Mark Walters took 1st place in this years Operation Musky outing on the Eagle River chain of lakes.



Second place winners in this years Operation Musky fishing outing held on the Eagle River chain of lakes were Trent Schuster and Joey Dushek alongside Tommy Gilbertson who spearheads this very fun outing.

Jeff and I in second.
Jeff and I always do everything to the bitter end and at 10:54 I had a good hit on the Creek Chub and at 10:56 we landed a 34-inch musky that naturally was released.
We had bought 2 cans of beer just in case and we drank them on the long ride back to The Hiawatha after sending the verification pic to Tommy at exactly 11:00.
I always enjoyed really sucking in this outing over the last 26 years, but it was really fun to win!
Sunset

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Cumberland Cross Country Team Opens Season in Grantsburg

The Cumberland Cross Country Team traveled to Grantsburg last Thursday, August 28, where they participated in the Sherstad Memorial Invitational. Six Varsity teams took part in the run, with the Cumberland Girl's squad finishing fifth, while the Boy's Team did not have enough runners to compete in the Team competition. Spooner took first in the girl's race, while Frederic/Luck was boy's champion.

Cumberland Freshman Jovina Skinner was the story for the girl's team as she finished 10th in her first varsity race. Skinner ran a 25:11, while Junior Violet Small ran a 25:52 to finish 13th. Junior Greta Weaver had the next best run for Coach Wilbur Rosenow with a run of 29:08. Frederic/Luck Freshman Lola Morley won the race with a time of 21:29.
For the boy's Team. Tommy Dettinger picked up

where he left off last year by finishing third overall with a time of 17:14. Brother Ben Dettinger added a 14th place finish with a run of 19:13, while Tyler Genatempo added a 40th place finish with a time of 23:17. The first place medal was won by Unity Junior Oliver Gariepy, with a time of 16:55.
Cumberland's Cross Country team is back in action on September 4, when they head to Spooner.



Tommy Dettinger and Jovina Skinner had excellent runs at Grantsburg. Dettinger finished with an excellent 3rd place finish while freshman Jovina Skinner placed an impressive 10th in her first varsity meet.

Purchasing Tickets for the October 18, Hall of Fame Banquet

On Saturday, October 18, at the Post 98 American Legion Building, the Cumberland school District will be holding their 12th annual Athletic Hall of Fame Banquet. The induction Class for 2025 includes athletes and alumni Kyle Narges, Amy Nelson Gustom, Abby Nelson Volbrecht, Tyler Odden, Ken Barrows, Doug Gibson and contributor Mark Maurer.
Tickets may be arranged for the event by contacting Mark Fuller at 715-790-0109 or by email at mfull@csdmail.com. Once arranged, the cost of \$25 per attendee will be collected the night of the Induction.
The night will begin with a Social at 6:00 pm, followed by a meal catered-in by Dusty Anderson at 7:00 pm. The Induction will follow the meal at approximately 8:00 pm. "It is a great evening of celebrating over 100-years of Cumberland Athletics and anyone who comes will enjoy the special evening," said Fuller, one of a five-person Hall of Fame committee.
Anyone with questions should contact Fuller. "We are looking forward to another great night of celebration and thank Superintendent Dr. Barry Rose and the School Board for their support of this recognition of our District's athletic history.
Anyone wishing to see the history of past Inductees should go to https://csd.touchpros.com/Home2 and click Hall of Fame.



Ian Sellent battles for possession of the ball Thursday night vs St. Croix Central. St. Croix beat the Beavers 5-1.

Sports Calendar

Thursday, Sept. 4

Golf quad home 4:00

Volleyball @ Elk Mound 5:00

Soccer home vs Hayward 5:00

Friday, Sept. 5

Football home vs Bloomer 7:00

Saturday, Sept. 6

Volleyball @ Chetek 9:00

Tuesday, Sept. 9

CC @ Bloomer 4:30

Volleyball triangular home 5:00

Soccer @ Regis 7:00

Thursday, Sept. 11

Golf @ N.Western 9:00

CC @ Cameron 4:00

Soccer home vs Unity 5:00

Another High School Football Season in the Island City

by Mark R. Fuller

As the Cumberland Beavers prepare this week for their home contest against the Bloomer Blackhawks this Friday, one can't help but think back to the early days of Cumberland Football over 100 years ago. The history of the sport goes back to the late 1800's when the first Cumberland High School Team was formed. An attempt to start a program began in 1898, but was postponed when no coach could be found. When Principal Pease volunteered his services in 1899, the first Cumberland Team took the field. The Beavers would go 4 and 1 that first season, los-

ing only to the Barron Athletic Club, 21-0. The story in the Advocate said the game was "A clean one but with several unfortunate disputes due to the ignorance of the rules by Barron officials." Cumberland player names included among others, Jacobson, Frissell, Doar, Sam-pair, and Corbett. Among their victories that fall was a come from behind 6-5 win over New Richmond when P.I. Pease recorded a 35-yard touch-down run in the second half and James Doar added the winning extra point kick. Touchdowns were only worth five points until 1913. In 1900, among the Bea-

vers contests were a 11-6 victory over Eau Claire and a 41-6 loss to Superior. The only consolation in the loss was a touchdown against the Spartans, the first score they had allowed in two years. The program went through some lean times for a couple years but rebounded with the hiring of Emil Scow in 1903. Scow had played for the University of Wisconsin. His assistant, was former Cumberland player, James Doar. The most lopsided game in Cumberland history came in 1924, when the Beavers defeated Grantsburg on their home field, 73-0. The

Advocate credited Grantsburg with being good sports by saying, "They went through playing on sheer nerve, but their football tactics did not amount to much." Beavers Captain Hank Cotone was nearly unstoppable with hard charges into the line. The football program would be blessed just a year later, when 1887 graduate F.W. Miller donated money to build a new field. The Beaver Booster would say of the project, "Our high school has recently been presented with a much-needed gift. Our football teams have been forced to

play on a very rough and dangerous piece of ground, which visiting coaches have always criticized." The Advocate would add about the project, "It was a very short time before the old football field was alive with men, team, and scrapers. Soon, we will have within four blocks of the school, one of the finest places for a grid-iron in the State of Wisconsin." The first game on the new football field took place on September 2, 1926, against Barron. Cumberland would defeat their opponent 20-0 as the Beaver Booster would add, "The main reasons for Cumberland's scoring were

Ben Strickland's line plunging and Clarence Alfonse passing." Later that fall, the Cumberland seventh and eighth graders defeated the freshmen team 26-0, led by Julie Alfonse and Cecil Christensen. Good times were coming quickly for Cumberland Football. Alfonse and Christiansen were just a few of the excellent players who would play on the field over the next few years. Alphonse, would go on to play for two NCAA National Championship teams at the University of Minnesota and play two years in the NFL after being drafted as the 20th overall

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2025 Cumberland Advocate Football Contest

WEEK
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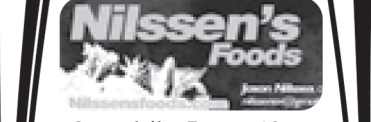


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*Awarded to anyone who selects all correct winners in a week.

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MUST BE USED BY MARCH 1, 2026

ENTRY FORM

CLIP THIS OFFICIAL ENTRY BLANK
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TIE-BREAKER (Please indicate game score)

Buffalo _____ vs _____ Baltimore _____

Entries Must be postmarked, dropped off at the Advocate
or emailed to: news@cumberland-advocate.com
(please mark "Football" in the subject line) by Friday of each week,
ONE ENTRY PER PERSON! TWO ENTRIES PER SUBSCRIPTION!

GOOD LUCK TO ALL!

*TIE BREAKER

