

Waupaca 1963

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Wonderful Wisconsin Series
Waupaca Looks On To Happy "Tomorrow"
Famed Chain O' Lakes Offer Sports Appeal
By Robert Harrison, Editor Waupaca County Post

PHOTO CAPTION: HELPFUL INFORMATION – Waupaca's "Chain O' Lakes" are shown here in bold outlines at left with lively community depicted at right where Hwys. 10, 54, 22 and 49 converge.

PHOTO CAPTION: SCENIC SPOT FOR SPORT – Sixth tee at Waupaca Country Club poses this picturesque challenge for golfers.

PHOTO CAPTION: NEW CHURCH SITE – The new First Methodist Church shown here is one of the many pretty sites awaiting visitors in Waupaca area.

PHOTO CAPTION: TRADITIONAL PRODUCTS – Among popular products found at Waupaca are cheese selections at Woody's Cheese Company, shown above.

Waupaca – it is a blend of the generosity of nature with agriculture, industry and business into a harmonious, aggressive, expanding city.

Fusion of these assets has made this Wisconsin city a standout in a state heavily endowed with many of the same features.

Although for years considered primarily agricultural for its year-round economy, the "Killarneys of America," Waupaca's fabulous Chain O' Lakes – only three miles from downtown – have given the city acclaim as one of the important vacation spots in the nation.

"In All The World, No Lakes Like These" has become a phrase familiar to all seeking the vacationer's "paradise". These 22 connecting spring-fed lakes with their sparkling clear blue waters abound with pan fish, bass, northern pike and the fabled northland favorite – the muskie.

In addition to the lakes, crystal clear trout streams line the surrounding landscape, offering the sportsman an ever-changing scene for his explorations.

An example of the popularity of this vacationer's "haven" is the population explosion each summer season. Year-round residents of the Chain O' Lakes number about 350. However, when the warm months bring out the boaters, swimmers and fishermen, the population on a given weekend most often exceeds 2,500. This jump is a constantly changing population – most visitors staying either one or two weeks.

The boost to Waupaca's economy cannot be measured in strictly dollars and cents. Though this adds several millions each year to area business, the enjoyment realized by city-confined residents cannot be totaled in cash register receipts. The constant promotion of these famous lakes and their continued reception from an appreciative public is a concrete assurance of bigger and better seasons as each year approaches.

Nestled on the banks of the winding river from which both the city and county derive their names. Waupaca, the county seat, has grown from a settlement of five in 1848 to over 4,000 today. There is still some controversy over the name Waupaca. In Portage county the river is called the Tomorrow River.

The Menominee Indians called the river Waupakaw Sepiew or Waubuck Sega, meaning "Clear, or Pale swift Running Waters". However, at one time someone remarked that the "river was as beautiful as the 'dawning' or the 'morning'". Either word meant as "beautiful as the morrow" to the Indians, so it was often referred to as To-morrow.

Whatever name you favor, the Waupaca River as it winds its way through the city adds its beauty to an already beautiful natural landscape. It is also considered one of the better fishing streams in the area.

Perhaps here, as in few other areas, the sportsman really finds his "home".

Two lakes are located inside the city limits of Waupaca. One of these features an excellent bathing beach, visited by thousands of bathers each year. It is located in a 20-acre wooded park, equipped with all facilities for family outings.

Industry plays its vital role in Waupaca, too, with several diversified industries. Zwicker Knitting Mills and Waupaca Foundry are the two leading employers.

In addition, one of the state's better-known cheese processors, Woody's Cheese Company, has placed on the market a variation of cheese products that has become famous for flavor and texture. As much of the state, Waupaca is also very dependent on dairying and its by-products. Eighty-five per cent of local agricultural land is devoted to dairying.

Two of the other major industrial employers of the city are Filter Materials, Inc., and Berwin Fuel Company. There are also machine shops, potato chip manufacturing, various types of paper processing, novelties and fishing lures, building brick, concrete products, and the manufacturers of such things as oil furnaces, electric garage doors and feed-mill machinery.

Notable for its growth among local firms is the Harold Dushek Trucking Company. This line was started in 1945 with one truck. Now it owns and operates 20 tractors and 26 trailers that tie the city into the vehicular network that connects nearly all the nation's businesses and it employs 25 people. The Dushek line operates primarily within a 50-mile radius of Waupaca, but this encompasses much of the midwest's major markets.

Three miles southwest of Waupaca on the banks of the Chain O' Lakes is the largest single employer and bulwark in the economy – the Grand Army Home for Veterans, King. The 1962-63 budget for the home was set at \$1,104,818, compared to \$842,630 in 1959.

The home employs 240 full-time employees to care for the needs of the 463 residents. In 1961, the last major construction was completed, a \$1,500,000 building. Plans are being made for two more new buildings, one to cost approximately \$2,000,000 and the other about \$900,000.

In the city proper, several new buildings have either been recently completed or plans for construction are in the mill. This year has seen the completion of a new First Methodist Church building and the Trinity Lutheran Church is planning an addition.

Further evidence of local growth is the planned \$200,000 addition to Riverside Community Memorial Hospital. Two ground floor additions will add over 20 beds to the already modern medical facility. The present hospital was completed in 1955 and in this short span, area needs have already overtaxed the resources.

A completely rebuilt country club will be open this summer, too. Less than 20 hours after fire had virtually destroyed the existing club house last February, plans were being made for the re-construction. Here once again, the Waupaca River enters the picture – it splits the 50 picturesque acres of rolling land on which the course is located.

Waupaca area residents have made every effort to provide adequate education for their children. A central plant houses the high school, junior high, a grade school and gymnasium. Two separate elementary schools have been constructed in the past few years.

An active Association of Commerce and Industrial Development Corporation have contributed to the progress and work steadily toward further gains for the city.

It is through the coordinated efforts of its leaders and the various organizations that Waupaca is the alert city on the banks of the Waupaca – or Tomorrow River – where natural blessings enhance the way-of-life and citizens enjoy it, and apply their enthusiasm and vigor for an even brighter "tomorrow".