

## Chapter Five - 1920 - 1929

# THE ROARING TWENTIES

1920. America was on an upswing emotionally and economically. The Great War had drawn to a successful close. Factories were in full operation. Everyone seemed to be on a spending spree.

An article carried in the Barnum Herald in 1920 reflected the spending free-for-all women had entered into:

Women's supreme desire is possession of everything that is beautiful and flattering, regardless of cost. This craze, as it were, for spending money is psychological. It is commodities that the world lacks now, and not money. Many of the reckless spenders are those, who before the war, did not have great fortunes. Money has come easily and it goes quickly. This 's is 's why a woman will pay as much today for some dainty toilette as she paid yesterday for a basic necessity. Apparently she does not care that her veil costs as much as her hat, her purse as much as her dress, her fan as much as her coat and her hair ornaments as much as she once spent for jewels.



An "Aeroplane" as this was hired by the Fair Board in 1920 to present an exhibition and give rides. There weren't many passengers.

Regardless of the scornful attitudes of some, men and women both are caught up in the wealth of a post-war period. Barnum's businesses were booming.

Cain and Dathe carried, "Modern shoes for the modern woman-shoes for comfort, for street and lounging. Shoes of today are, in our eyes, more stylish than they were hundreds of years ago." Emil Magnison ran a week's special on Cooper's underwear for men and boys. Felgen's Confectionery branched out and began selling Gennett Records which could be played on any phonograph, only 85 cents each. After a person studiously selected a record he could relax over a banana malted milk for a mere 20 cents more thanks to the new electric mixer Mr. Felgen had installed.

J.B. Geidl opened a Northwestern Sales and Development Co. in the Conner building with the belief that Barnum would recapture the "boom era of the lumbering days." By the close of 1920 his prophecy seemed close to reality; Geidl had sold 6,500 acres of land in under one year.

Geidl was not the only far-sighted person investing in Barnum's future. W.J. Haverkirn opened a tailor shop in the basement of the Bank building. Dry cleaning, repairing and pressing suits was offered for both ladies and gents. Mr. Miner sold his vested interests in the Past Time Billiard Parlor Confectionery Soft Drinks Tobacco and Cigars Establishment to his sons James and Roy. Felgen's Ice Cream Parlor and Confectionery also remained a family business when Charles purchased his father's interest in the shop. He immediately went to work and installed a lattice work partition. Barnum was blessed with a romantic ice-cream booth.

In 1920 Ed Blaha bought out the Weske brothers and operated the City Meat Market with his wife's assistance. At that time animals were brought from the surrounding farms and slaughtered at the Market's slaughter house. A small brick smoke house was used to smoke hams and bacon for the farmers. One popular item, the ring bologna, sold for 3 rings for 25 cents.

In October of 1920 G.T. Smith bought the Clifton House Hotel and began major renovations by adding baths, new furniture in the rental rooms, dining room and kitchen. Each bedroom boasted new linens and curtains.

Early in 1921 the Barnum Drug Company was granted the first Rexall Agency franchise for Barnum, thus connecting it with the largest drug company in the world. At the same time the agency for the Eastman Kodak Company was secured.

The State Bank of Barnum made major changes during 1920. After much deliberation President Barstow, who had been appointed the position when H.C. Hanson sold his interests to pursue farming and politics, and the Board of Directors moved to merge into the First National Bank System, believing this move would give the Bank a more secure position in the world of finance.

Emil Magnison was the only businessman in town who seemed to have a sour outlook on the spending boom. In one 1920 ad he forecast that the, "Wild spending will soon be over and people will begin to economize. "

Despite Magnison's prediction, Barnumites continued to enjoy the era. Ladies took to the new vogue in fashion short skirts which came only to the knees, long waists, short sleeves. This breaking away from traditional fashion was explained, "When they come to analyze the situation they discover that they have been refusing to accept the change because it was new and that they never really have given it a chance to prove whether it is becoming. "

The short skirt was a victim of criticism and satire. A standard joke went:

Policeman: "Lost your Mama, have you? Why didn't you keep hold of her skirt?"

Little Olfred: "I cou-cou-couldn't reach it."

While quite a few gents were eyeing up the new hemlines, they were equally as enchanted with the new,

What you want in an automobile is not the car itself, but the transportation it affords. You want the means to go where you want at your own convenience. You want to be able to travel with equal bodily ease in all kinds of weather. And, because you are human, you also want your personal conveyance to reflect your good taste. The Chevrolet 400 Touring Car leaves nothing to be desired in any of these aspects.

streamlined cars. The Chevrolet ads appealed to the independence and sense of adventure hidden in each mister:

These 1920 honeys could be admired, and hopefully purchased, at Anderson and Felgen's Dealership.

One of the more radical social changes whose impact was felt in the village was the Women's Suffrage Movement. Since women had gained the right to vote in Minnesota in 1919 it became apparent that this group needed to be taught the rudiments of citizenship prior to the November election in 1920. The League of Women Voters was organized in Carlton County in early 1920 and held educational meetings around the county to teach women how to be responsible voters. The State League of Women Voters held instructional meetings in Barnum. At one such gathering the keynote speaker, Mrs. Kimball of Minneapolis, addressed a group of women on, "How We Elect A President, Political Education For Women, Election Laws," and provided a practical demonstration of an election. That August the fight for women's right to vote was won on the national level. With the ratification of the Amendment by 36 states, years of struggle, started in 1875, for Equal Suffrage ended. During the election in 1920 Auditor Norman hadn't calculated that so many women would show up at the polls. He was forced to call to Carlton for more ballots long before the polls closed because of a "flood of females." That November Harding was swept into office by a landslide vote.

Another political was being raged in the village during that time. Even though the war had brought an unsettled peace to the world, antisocialist feelings ran high among the villagers. These feelings were only intensified when, on July 2, 1921, the declaration of a State of War between the United States and Germany was announced. The proclamation increased the villagers fear of communism and socialism. It was not until a peace treaty was signed on August 25, 1921 that the village could breath a sigh of relief.

When convict Eugene Debs was sentenced to years in a federal prison for giving utterance to certain sentiments not in keeping with the highest order of patriotism, villagers applauded. Debs had been the Socialist Candidate for the Presidency. His words, "As I enter these prison walls I am a flaming revolutionist," shocked and angered the populace. During 1920 a crime wave blanketed the United States. Barnum citizens blamed the rampant increase in crime not on bootlegging or organized crime, but on the doctrine of Karl Marx which offered naturalism as a basis for human conduct. One Barnum local wrote to the Herald in favor of organizing a third political party:

*It would give all the radicals a place to congregate. Instead of seeking to steal the organizations of other parties, it would give the Reds a party of their own. Under the wing of the Third Party could gather the Russian Unions, the Communists, Laborites, the I. W. W., the Socialist, Non-partisan League and all others of radical belief. This party could be forced to give an accounting under the Corrupt Practice Act and could be held responsible for the havoc which it wrought.*



Cream Days were "Busy Days" in Barnum, especially before the hitching posts were removed. C.H. Free's Drug Store, on left in foreground. Cain and Dothe's Hardware is pictured on the right.

The 1920 elections turned into an anti-socialism campaign "SMASH SOCIALISM" bannered the Herald, "TURN RED WAVE FROM MINNESOTA BACK TO NORTH DAKOTA."

Even the suffrage victory and anti-socialism feelings could not dampen the party atmosphere of 1920. Entertainment was a priority for citizens and entertained they were. The Trading Company theater presented a series of high quality shows including, "Rex Beach's creation from the Alaskan novel. Nine reels or 9,000 feet. William

Fornum and Kathlyn Williams star. The Barnum orchestra will furnish the music, "and The American" starring Douglas Fairbanks. The moving picture tells the story of a Yankee mining engineer who gets mixed up in a Central American revolution. Also featured will be the laughable comedy At The Beach starring Fatty Arbuckle." One of the more outstanding shows presented was, "The Younger Brothers and James Boys." The moving picture was accompanied to town by special attendants who displayed a large collection of curios and paraphernalia that the desperados had carried.

Not everyone was impressed by moving pictures. One critical villager noted, "Jessie James was shot while hanging a picture. Too bad something did not happen before some pictures were shot." Other residents were dismayed at the over abundance of "sex" in modern films.

Revival meetings played an important role in Barnum's social life. Elder Joseph F. Swallow of Seavey, Minnesota, assisted by Miss Marvel Mantz, presented one of the more interesting instructional evangelistic efforts put forth in the community. His lecture, presented in the Trading Co. Hall, was entitled, "How To Live A Hundred Years." Another lecture given was considered both, "entertaining and instructive." It dealt with White Slavery.

Barnumites themselves provided home entertainment. Band concerts were held every Saturday evening at the Fairgrounds. They were presented by the community band known as The Leghorn Band. The city baseball team played, and won, several games each season. The villagers were not without a sense of humor and jokes could be overheard being exchanged anywhere in town. One popular joke which made its rounds was:

"Pa, what is an anarchist?"

"Why, one who thinks there should be no government and no authority, my son."

"Then, Pa, is Ma an anarchist?"

Jimmy Jerrads entertained the village in a rather daring manner. He attached a rotary war surplus airplane motor to the rear of his toboggan in order to make his trips downhill more thrilling. His "sled flight" went well until the sled piled up on a railroad crossing by the Fairgrounds, ending Jerrads' solo flights.

Serials, which had been dropped from the Herald during the war, were revived. Lady Larkspur, written by Meredith Nicholson, was the first to appear in the paper. For the gents a sports column was developed. Barnum gentlemen put pace with "Bill" Miske swapping punches with Jack Dempsey in Benton Harbor, Michigan for the heavy-weight championship. Dempsey was later honored with a full column in the Herald when he K.O.'d Bill Brennan in the 12th round. Another feature story that held the attention of the men folk was the scandal Cicatte of the White Sox created when he admitted to accepting a \$10,000 bribe to throw the 1919 World Championship to Cincinnati.

Live entertainment was a welcome diversion for the villagers. One of the more popular entertainers who visited was Olle 1. Skratthult, a foremost Swedish comedian, and his popular company. The Herald reported, "Back from their successful western tour where they played to packed houses and turned away business in greater cities." The nine member group presented solos, duets, quartettes, stories, comical songs, Swedish national folk dances and accordion music. The entire performance was done in Swedish.

The County Fair provided varied forms of entertainment for farmer and villager alike. In 1920 a contract was signed with the driver of an aeroplane to attend the fair and give an exhibition. The event was not as successful as the Fair Board had projected due to extremely high winds. George Falconer was the only person in the county with nerve enough to make an ascension to those dizzying heights. After several loop-the-loops and tail spins, George made contact with mother earth and was reported to be an interesting shade of green.

Family tickets for the fair were \$2.00. Single admission for one day was 50 cents for adults and 25 cents for children. For the admission price visitors were entertained by Cloquet's twenty piece band, the Savage Attraction Co.'s band of performers who engaged in acrobatic and trapeze stunts and "The Flying Squirrel," a well-known aero-performer.

While villagers were engaged in building up the local businesses and attending leisure time events, farmers were seriously tending to improving the agricultural trade. By 1920 Barnum Butter was gaining national recognition. Several private homes in St. Joseph, MO and others in Tennessee requested supplies of the butter to be sent to their residences on a weekly basis. Creamery checks were on the rise; an average cream check ranged between \$100 and \$230. One month Walter Lewis received the amazing amount of \$285.59. H.C. Hanson began a Truck Hauling



The girls High School Basketball Team was organized in 1928, five years after the boys.

Business. He maintained that, by eliminating the use of rail service and having the Creamery transport the butter and eggs to Duluth twice weekly, the expenses would be cut in half. Carl Hanson made the first successful creamery run. In 1922 the Creamery invested in new butter cartons whose labels cried, "The Best Butter On Earth," and was known as Barnum's Sweet Made Butter. The Creamery was drawing so much positive attention that in 1921 H.C. Hanson was invited to St. Paul to speak at the University Farm Agricultural Conference.

In the January 31, 1920 edition of *The Country Gentleman* an article, "Biddies Beat Banking," featured the egg production industry in Barnum. It stated:

*The remarkable thing about this community is the success of the cooperative-marketing idea without any formal cooperative organization. The latter has never been needed, because Hanson has always practiced the fundamentals of successful cooperation in all his business dealings. From the very first, he has followed the policy of paying the farmers every possible penny for their eggs and being content with a small but sure profit for himself.*

*The day I was in Barnum last fall, Hanson was paying 55 cents for eggs and selling them at 56 cents. This 3 cent margin represents the cost of the cartons, handling, packing and profits.*

*"How can you do it, Mr. Hanson?" I asked.*

*He smiled, "If I was buying nothing but eggs I would have to charge a little more. But you see, I have to keep a certain amount of help for the creamery and with the addition of one extra man this same force takes care of the eggs."*

President Coolidge summered at Brule, Wisconsin and sent his cooks to purchase Barnum Butter in Duluth markets. Shortly after, H.C. Hanson placed billboard ads in Duluth crying:

### CHIEF EXECUTIVE EATS BARNUM BUTTER

The local Guernsey herds were providing a high production of butterfat. To dispose of the excess, the Creamery gave the overabundance to poultry farmers to mix with their chicken food; however, production was so high that the unusable excess was dumped into the river until the Moose Horn ran white.

In 1921 Barnum's Livestock Association was formed and in 1922 the Cow Testing Association organized. Fifty five farmers owning 385 cows joined the Testing Association at membership rates of \$2.00 for each cow owned. The Creamery and the farms that supported it were inspected by Mr. Pesek, a Deputy Inspector for the State Dairy and Food Commission, during that same year. The farmers and Creamery were placed on the state accredited list. In late 1922 the Creamery earned the State Seal of Approval.

Livestock diseases were constantly a concern for the owners. Bong's Disease and T.B. were a constant threat. In 1924 petitions for the eradication of tuberculosis in cattle through the free testing of all herds were sent by area farmers to the State Farm Bureau. By 1923 the cases of Bovine T.B. in Carlton County were becoming fewer; H.C. Hanson's herd was proclaimed disease free by Dr. Dale Grange, Veterinary Surgeon with the U.S. Department of Agriculture. In the spring of 1920 Dr. Siemer was called to attend to the herds at the M. White and L. Aldren farms. Several head of cattle had suddenly expired without warning. Dr. Selmer pronounced the cause of death to be hemorrhage septicemia which was transmitted by a small fly. The outbreak plagued surrounding farms for two months.

The farmers' faithful vigil over their cattle did not go overlooked. The 1922 June issue of the Carlton County Farm Bureau report ran an article praising the high quality of cattle in the Barnum district. In 1923 H.C. Hanson became the President of the Carlton County Agricultural and Industry Association.

Barnum was also becoming famous for specializing in egg production and by tying itself to the White Leghorn chicken. From 1908 the business had grown through the efforts of many citizens including H.C. Hanson, C.H. Frees, R.W. Barstow, F.E. Bauer, and N.E. Chapman, Poultry Extension Specialist from the University of St. Paul.

The Maplewood Poultry Farm and its, "thousands of feathered citizens," were featured in a *New York Magazine*. After the article's publication Mr. Anderson was flooded with letters from out of state inquiring into the business of raising quality hens.

N.E. Chapman, poultry expert and booster of White Leghorns, began arranging poultry meetings and shows in Barnum. In 1922 the Poultry Association, whose goal was to furnish the country with everything from quality eggs to Leghorn hens, was organized. A new Barnum pennant was designed by Mr. Eckley. In the center resided the name of Barnum and a picture of an egg which were surrounded by the motto, "MINNESOTA EGG CENTER," set on a background of scarlet and maroon. In 1920 local chickens, under the leadership of Uncle Chappy, made the silver screen. A moving picture of the feathered bipeds was made showing their coups and incidentals of their daily lives. The film was shown at a State Agricultural meeting.

Chicken houses created a polka-dot effect on the village's landscape. Barnum residents routinely had a chicken coop tucked away in their backyards. The Brockmans, Heckers and Bauers were just a few of the locals who invested in the feathered money makers.

Egg raising was not always a life of ease. Poultry farmers needed to be ever alert for egg thieves. In the

spring of 1920 large hen houses of leading breeders were being robbed of the eggs during noon hour. Neighbors reported seeing school boys quietly entering the coops while the caretakers were at dinner. These observers also claimed that the young thieves had taken to selling the stolen eggs door to door at prices cheaper than what the Creamery charged.

Mother Nature was constantly a source of devastation that farmers were forced to reckon with. In June of 1920 a heavy rain and electric storm accompanied by terrific winds struck the territory. W.H. Gilbert's 40x60 foot barn was completely destroyed with a large quantity of farm machinery. A. Youngren, J.A. Norberg, W.E. Hobeikorn all had new structures demolished. Only one casualty resulted from the tempest. AVOID Youngren, aged 18, was blown out of his father's barn and sustained a broken leg. After a search, he was found in a field several hundred feet from where the barn had stood.

Barnum's farming efforts were not alone in receiving recognition from outside sources. In 1921 the Barnum School System received a recommendation from the State Department of Education. The High School was given accreditation, giving Barnum graduates the privilege of entering the University of Minnesota and other state accredited colleges without prior examination. By 1923, the High School was promoted to the four year accredited High School list. This approval of the school system was sealed by \$600 more in State Aide. The additional funds were used to add Public Speaking, General Biology, Algebra, Geometry and Physics to the offered courses.

In 1921 the school organized a baseball and track team. The track team did exceptionally well at its first meet, walking away with four First Places. The High School orchestra presented a musical to raise money for music and instruments that same year. In 1922 the Orchestra and Glee Club was organized. The first school newspaper, "The Barnum Pioneer," was published in the Herald every two weeks.

In 1923 the High School Boys Basketball Team was organized. Its members that first year were Carl Anderson, Harold Lumby, Howard Ballou, Art Anderson, Gordon Harrison, Bob Koonce, Harold (Mosel) Dahlman and Russell (Skip) O'Neil. According to Howard Ballou:

*The old gym was brand new then and we thought it was the best. The Superintendent was Brown and the Ag. teacher and basketball coach was Carlyle Campbell. We played Moose Lake and Carlton and it seemed like Moose Lake always beat us. Once we went to McGregor after they had been here to play. That is a story all in itself. It was winter time and no cars on the road. Backstrom was a school bus driver with horses. The bus was built on a sleigh with long seats on either side facing each other. The top was white canvas stretched over a wooden frame. A door in the front and one in the back. Each door had a window in it. That was the only way you could see out. Backstrom took us to Moose Lake in that bus and we took the Soo Line Train*



H.C. Hanson expanded the Creamery's service and began transporting cream and eggs to Duluth via truck rather than rail in the 1920's. Pictured are Phil Ponson, Mr. Kempton, Mr. Nelson, and Mr. Mets.

*Adah Carlson was chairman of the committee to select a school color. I can still see her standing before the assembly room announcing that from now on that the Barnum School colors would be maroon and gold. "*

*to McGregor, played ball that night and came back the next day.*

There were concerns arising within the school system. The School Board published a statement in the Herald

*It is the earnest desire of school authorities that the community develop a higher degree of cooperation with the school in such matters as regular attendance, making sure the children attend at least a minimum number of days set by the State Authorities. Parents should eradicate the very poor custom of keeping children out of school for unnecessary reasons.*

in regard to poor student attendance:

1920 saw the first teachers' strike in Barnum. The teachers refused to work unless they were paid extra for their services. The problem was easily remedied. The School Board ordered the vacated positions to be filled by married village women. That same year it became apparent that the current school building was not adequate to house all the students. By a public vote of 83 to 12 the district bonded to build an addition onto the school.

The project seemed doomed from the outset. Early in the construction process one worker fell from a scaffold on the top floor. While he fell he caught objects that projected from the building with such success that he was

only slightly injured. Shortly after that incident a team of horses was driven too close to the site excavated for the basement. One horse fell into the trench and, because of its severe injuries, had to be killed. Finally in December of 1921 the project was completed.

On Sunday, January 1, 1922 at 9:30 a.m. Mr. Will, the custodian who lived two blocks from the school, sighted smoke rolling up from the building. He had replenished the fire in the boiler at 7 a.m. and returned home for breakfast. Will attempted to enter the school to retrieve fire-fighting equipment, but his entrance was blocked by dense smoke.

Postmaster Christensen, on his way to open the Post Office, and Hugo Anderson who lived a short distance away, caught sight of the billowing smoke and attempted to aide Will in dousing the flames by throwing snow on the enveloped building. Soon everyone in the village was on the scene to lend assistance, but even with the citizens' combined effort the blaze was not extinguished. Because there was no proper fire fighting equipment to be had, the villagers were forced to helplessly stand idly by in the bitter temperature and watch the flames destroy the new structure. Among the items lost were two pianos, a new gramophone and records and the entire library. Superintendent Brown lost books, papers and Liberty Bonds. Carpenters and mechanics who had been putting finishing touches on



Hans Solheim, proud new owner of the Barnum Hardware Store. in 1926.

the school lost tools and other equipment. The estimated loss was \$63,000.

On January 10th the school was reopened in various locations about town. Grades 6th-8th met in the Goodell Building, 3-5 in the Methodist Church and 1-2 in the Lutheran Church. The School Board had immediately set to work and ordered desks, books and other supplies to be on hand for the opening day.

On January 12th the School Board met at the Creamery office and unanimously voted to immediately begin rebuilding the school. A.C. Willcuts and Son were contracted to reconstruct the superstructure of the building. The company was to receive \$1,500 as a fixed fee plus the cost of material and labor. The new school had eight standard sized grade school rooms, a high school, assembly hall, library, kitchen, sewing room, agricultural room and three recitation rooms.

The P.T.A., which had been formed in early 1921 to promote intelligent cooperation between school and home, became instrumental in resupplying the school with needed equipment. Their first project was to replace one on the pianos. To do this, an Experience Society was formed. Each member would donate \$1.00 toward the piano and recite the experience which helped him or her to raise it. The next undertaking the organization set out to accomplish, and did by the end of 1922, was to raise money for new gym equipment.

G.G. Barnum, after learning of the village's misfortune, donated over 1,000 books of classical and popular fiction and \$1,000 to purchase reference books to resupply the library.

A moving picture machine was installed at the school, the Board having approved \$700 for its purchase. Mr. Campbell was put in charge of purchasing suitable films for viewing and for operating the machine. One of the first pictures shown was A Connecticut Yankee. That Christmas a special free showing of The Christmas Carol was run for 800 students and villagers. After the picture, Santa arrived R.F.D. and distributed candy, nuts, fruits and 400 one-half pound boxes of candy that Mr. Barnum had sent as Christmas gifts for the children.

The school disaster prompted a new conflict in the village when a water works proposal was brought before the Council. Some people felt that water works alone would not resolve the fire problem and argued that additional monies would be required for hose, carts, a building to house the equipment, totaling an additional \$5,000. Others who were backing the proposal cited the lowering of fire insurance and preservation of the town as reasons enough to install running water. Bitter arguments were taken up in the pool halls, groceries and eateries. John F. Druar, a St. Paul Civil Engineer, completed a cost estimate study of installing water and sewer in Barnum. Prior to the funding for the project the village budget was \$1,000 a year.; \$850 for the general fund and \$150 for the fund for the poor.

During a special election in May 1922, citizens passed the Water Works Bill by three votes, 69 for, 66 opposed. The election was considered one of the most bitter in the history of the village. The Editor of the Herald

We will be frank in saying this paper used every honest means that we could to get the people to see that they were going. to load a monstrous debt on the village and this debt we will now have to assume along with the debt of the school. We have been told that there are several properties here to be bought since the election; but whether there is any decline in the prices we have not been able to find out.

stated:

Soon after the election Thompson sold the Herald to George Sloan:

We sold out because we have been indoors too much and my health has given out. NOT because the village is about to install water and sewer service systems as some say.

In 1923 water was pumped into the mains for a trial run. The first water and sewer connections contracted for were to: Hugo Anderson, J.S. Goodell, Peter Hanser, J.S. Cain, C.W.C. Carlson, The First National Bank, Axel Larson, Barnum Creamery, F.M. Zimmer, Dr. C.C. Blakely and Ed Blaha.

The villagers' minds were soon taken from the heated dispute by another, mystery shrouded, matter. Sala Buntila, a young man residing south of town, found the body of a man hanging in a tree near Kohring's farm. Roy Goodell, upon orders of the coroner, was summoned and brought the body to town. Deputy Corner Champine and several villagers attempted to identify the remains; but, due to the extreme state of decomposition, the task was impossible. It was believed that the cadaver had been Nather A. Nelson who had disappeared in January, leaving his wife and several small children. The family had been living in the Land Office in Barnum. The Herald reported that, "The father disappeared, the woman started upon a life of easy virtue and the children, after being deserted, were taken to a state Institution. " The reason for the supposed Mr. Nelson's disappearance and the circumstances surrounding his remains being found hanging in a tree several months later remained a mystery.

People were not the only things to disappear in the dark of night. By the hand work of the Mayor and a, "gang he collected, " the hitching posts were removed from Main Street under cover of the night's veil. Villagers felt that, while the removal was probably justified, notice should have been given informing supporters of the town where they would hence forth be hitching their teams. Farmers were outraged when they came to deliver their cream the next day and found no where to hitch their teams. In order to promote good will between out of town consumers and the village the Barnum Trading Co. had posts installed in the yard behind the store.

Barnum could boast of having had R.E. Hayes, an informal private detective, as a former resident, had they not been humiliated by his behavior. From all appearances, the townspeople were glad that Hayes' residency was not current. Mr. Hayes caused the arrest of an innocent woman in Duluth by proclaiming her guilty of murdering a Tennessee lady. Hayes had not a shred of evidence against the woman and soon found himself the resident of the Duluth jailhouse.

Organizations that Barnum was proud to claim as its own continued to grow during the decade. In 1920 the Y.W.C.A. opened the Girls' Camp at Big Hanging Horn Lake with 50 girls in attendance the first week. An Anti-Tobacco League was formed that same year and challenged the citizens who fought to have the saloons closed to, "Rise up in arms with your fellow men against the tobacco forces. " B.C. Hoyt, State Secretary of the National Anti-Tobacco League, came to Barnum to invite Roy Goodell and other abstainers of the weed to attend an anti-tobacco convention in Minneapolis.

On January 15, 1920 the Hjalmer Peterson American Legion Post #415 was chartered with the Ladies

Auxiliary being formed on June 20, 1922. In 1922 William Cain sold certified bonds in \$25 denominations to raise money for the construction of the Legion Hall. The building was completed July 22, 1923 and a Grand Opening held on that date. 300 turned out for the first dance, Cloquet's Seplias Orchestra supplied the music. The Legion continued to supply the town with dances on a routine basis. A few of the themes were "Let's Go To The Big Dance," music by Snowball and His Paris Band; "Community Dance," music by Felgen and His Five Piece Orchestra (Married Folk Especially Invited), "Hard Times Dance," music by the Cinco Orchestra, tickets 75 cents and "The Emersons," tickets 89 cents if you had the right change, otherwise an 11 cent fine was imposed. After one dance a villager noted, "It was a gorgeous time."

The Legion Hall also boasted a fine theater and entertained the villagers with classics as The Spirit Of The Lafayette. L. Charles Albro of Minneapolis, under the auspices of the local Legion Post, presented the, "Biggest and best collection of War Pictures." These show the German batteries that were gassed by the Allies, ruins \*of Belgium, the wounded boarding the U.S.S. Manchura at St. Nazaire. See the U.S. Railroad Batteries, the Monster Guns (60 feet long) throw a 14 inch shell weighing nearly a ton." In 1929 the Legion sponsored roller skating to music every Wednesday night, admission was 10 cents and 25 cents.

In 1922 an early morning fire nearly demolished the town. The cause of the blaze was unknown, but it was strongly felt that during a dance in the Trading Co. Hall a careless smoker had thrown a cigar or cigarette stub away without extinguishing it. John Thompson was in attendance at the ill-fated dance. "it was the last night of the fair," he reported, "and there was a dance that night. I was there and the older girls were dancing with me 'till my Dad came up the stairs and caught me. I remember running down the stairs — not hitting many of them. That night it burned to the ground."

Although the village had little in the way of fire-fighting equipment the meager supplies were rushed to the sight of the conflagration and the chemical pump discharged of its contents and recharged several times. Despite the heroic efforts of the villagers, The Trading Co., Post Office, Charles Almquist's Jewelry Store and M. Kiski's Barbershop were lost. The incident spurred the Anti-Tobacco League on and their outcry printed in the Herald read, "Will you sit idly by and let another disaster occur, or raise up and say, 'Tobacco Must Go!'"

Work on the State Highway continued on into the 1920's. In June of 1921 all work on the road was suspended until mid-July when a majority of the construction crew went home to harvest their crops. In 1922 the new highway was opened for traffic in Barnum and new autos began streaking through town. By 1927 the highway was entirely completed from Duluth to St. Paul.

With the new super-highway came new problems for the town. Reckless driving, speeders and drunken drivers were routinely apprehended. In 1922 a bill in front of the Minnesota Legislature which would force all drivers of automobiles to be licensed was strongly supported by the villagers. The proposal of a Gas Tax to be used to increase funds for road repair was felt by the local citizens to be sensible. By 1923 all vehicles were subject to a State Auto Tax and must be registered and have a general official plate displayed whenever on public highways. Auto license fees were established under the Good Roads Amendment #1. A Ford Passenger car was licensed for \$10, a Dodge Passenger for \$24, a Buick Passenger for \$45 and a Cadillac Passenger for \$84.

Alfried Will experienced a different type of auto trouble. While Will was in attendance at a moving picture show in Moose Lake his vehicle was stolen. Will finally located someone who had viewed two young men pushing a car meeting Will's description. The young bandits, both were 16, had merely desired to attend a dance in the country and neither of their fathers would loan out the family car, so they assumed Will to be good natured enough to put his at their disposal without first inquiring with the owner.

In 1922 the Coal Miners' Strike made a harsh impact on Barnum. That winter proved to be one of the most severe in several years. Blizzards raged through the town, blocking the main roads with 5-6 foot drifts. Motorists took to driving on the railroad tracks which were more passable than the highway. On February 24, 1922, the worst snow-storm in thirty years passed through the village. Trains and mail systems were shut down. The wind velocity played havoc with telephone lines, shutting down phone service for hours. By that time the coal shortage had hit a critical stage and villagers began petitioning the White House to take federal action against the strikers.

No sooner did the Coal Miners' Strike end than the National Railroad Workers' Strike begin. Because of the strike, limited train runs were pulled from the Barnum schedule.

The villagers were constantly fighting the ravages of disease. In February of 1920 a Scarlet Fever outbreak took hold and isolated the village for two weeks. During the school's closure, the rooms were treated with disinfectant and all school books burned. No public gatherings, including church services were allowed. A Diphtheria outbreak came immediately on the heels of the Scarlet Fever. This episode lasted two months during which time the school enrollment dropped to under half of what it normally ran. In 1924 Virulent, or Black, Smallpox cases were reported in areas surrounding Barnum. The Barnum Village Council passed a resolution to take steps in preventing the illness from spreading to the village. Their statement was carried in the Herald:

150 cases of Black Pox in St. Louis County, 50 cases in Carlton. There have been 7 deaths occurring within a few hours of people becoming ill. The only known prevention is vaccination; therefore, the Council urges all villagers to go AT ONCE to your doctor for vaccination to halt the spread of this scourge.

General Surgeon Hughes Cumming expressed the opinion that the country was on the verge of a national Smallpox epidemic due to citizen's indifference that was manifested concerning medical injunctions to be vaccinated. In June, 1924, 895 cases were reported in the country. Within six months there were 40 deaths in Minnesota from the Black Pox.

In 1925 Infantile Paralysis was on the rise in Minnesota. In one month 49 cases were reported in the state. Barnum citizens were ordered to report immediately to the State Board of Health all recognized or suspected cases. Villagers were advised to isolate the stricken person in a screened room for two or three weeks, to burn all bodily

*PRESIDENT IS DEAD — A message received here states that Warren G. Harding, President of the U.S., died at 7.30 last evening at San Francisco where he has been ill since returning from his visit to Alaska. Vice-President Coolidge to assume the Presidency.*

discharges and to observe other family members for two weeks.

August, 1923. An edition of the Herald read:

The village was subdued. School closed for a day and flags hung at half-mast in memory of the late President.

On a balmy Wednesday evening in October of 1924 Barnum citizens' attention was drawn to a bright glow immediately north of the village. Investigation showed the presence of a fiery cross such as was often attributed to the Klu Klux Klan. No one present appeared to know how the cross had gotten there and opinions were freely expressed. One resident claimed that the burning cross was a sign that Klan membership in the area had reached over 300. Another responded that, if such were the case, the Census Bureau had done a poor job as there were not that many residents in the village. A "traveling man" offered for the children's benefit the explanation that there were 5,000 Klansmen hidden in the woods behind the cross. A child could not be paid to go near the location for weeks afterward. Whatever the reason for the burning cross, the villagers were left unsettled, realizing that the Klan may well have invaded the area.

Shortly after the incident of the burning cross a vigilance committee was formed, "To assist in the enforcement of law and order. " The ten men forming the group vowed to protect the Barnum community against all forms of lawbreakers. Members all had prior military training and were accustomed to the type of service expected of them. The Herald noted, "It will be unwise for anyone to attempt to see what kind of stuff these men are made of, and, we might add, all criminals look alike to them. "

*As an entertainment and educational device the radio surpasses the motion picture theater, dance halls and any form of public amusement. A new horizon has been opened up by radio to millions of families across the country; town or big city. It is a new means of culture. The world, in its larger centers, is offering programs of good entertainment and instruction to people in their homes both day and night, the new marvel drawing families together. Young and old, instead of idly wandering in search of diversion can hear an orchestra, a band, a pipe organ, a religious service or a good play in their own homes. There are lectures for the serious minded, all the way from literature to electricity, and specialists give the latest ideas in dress, dancing, gardening or scientific progress. As broadcasting stations are enlarged to give better service over a wider area, radio will give still greater service to the nation.*

Radio was beginning to make an impression on Barnum's lifestyle. The Herald carried a column praising the evolution of the radio:

Evidence of radio's popularity was seen in the papers. Readers were advised to listen to a, "very fine Christmas program on air through stations WAEF, EFL, WJAR and WEAR " In 1925 a local broadcasting station, KLAK in Cloquet, began broadcasting and improved radio service to the area. Special events were occasion for a

"Radio Party." For the November 1924 election night everyone in town was invited to the Legion Hall, "ELECTION RETURNS VIA RADIO. Entertainment and refreshments. " Barnum citizens crowded into the hall to hear, "Coolidge was the choice of the nation for President " In 1925 his inauguration address was heard coast to coast. In 1922 A.T.&T. sponsored a broadcast of the Harvard/Yale football game. The game was hosted by an enthusiastic, but misinformed, sports announcer who routinely identified the wrong player making a touchdown.

*It is said that our present difficulties of making both ends meet in not so much the high cost of living as the cost of high living. There is some truth in that, but it is not complete or satisfactory. For the last ten years the problem of existence is more and more difficult. There is enough for all to live in comfort, but somehow the distribution has been unequal and unfair. Somebody has the advantage and meanness to squeeze us hard, and we are being squeezed until we sweat.*

While 1920 and early '21 were boom times across the nation, an economic slump, perhaps created by wild spending and inflation, threw the country into a depression lasting from 1921 through 1922. The Herald noted that:

During that time Barnum's business establishments appeared to make reasonable progress despite the unstable economy. A Community Auction, held in the fall of 1921 to promote business, was sponsored by the Commercial Club. The local merchants offered "Special-Specials" on that day. Felgen Confectionery offered a \$95 Starr Phonograph for \$75. The Drug Store held a 1 cent sale. Cain and Dathe sold Amon Coffee for 37 cents a pound and Grandma's White Naptha Soap 25 bars for \$1.62.

The Post Office was moved to Almquist's new brick building in 1921 and E.L. Barstow took the postmaster position when M. Christenson retired.

The telephone service was expanded to offer night service. In order to utilize the service, a person had to go to Felgen's Confectionery where the phone connected with the Moose Lake Central Office and awake Mr. Felgen who in turn placed the call. Felgen received a commission for leaving his warm bed to accommodate telephone customers. Northwestern Bell also began running special evening rates. Station to station services between 8:30 p.m. and 12 midnight were one-half the normal charge and one-quarter the usual rate between 12 midnight to 4:30 a.m.

Barnum had been without a resident physician for a time in the late 1910's. In the early '20's Dr. Blakely opened a local practice.

The battle between local business and mail-order service had been ongoing since the early 1900's. To the merchants' delight, the mail-order business had begun making some embarrassing mistakes. One young lady who had ordered a sweater received several suits of men's underwear in its place. A farmer who ordered shirts and other wearing apparel was sent three boxes containing women's hats. He was a bachelor.

During the depression the Barnum Bank not only remained stable, but continued to grow. The deposits had grown from \$68,000 in 1912 to \$246,000 in 1922. The bank had not had one foreclosure in its nineteen year history. The Bank advertised in the Herald, "Young Women. It's your duty. No young woman is prepared to go forth in life without the knowledge of the meaning of economy and the value of money. " In 1923 Barstow sold his interests in the Bank to R.W. Bauer.

The Herald was undergoing change as well as other establishments. In 1922 editor Sloan bid farewell to the old, hand cylinder press and installed a break, or drum, cylinder press. In 1923 the yearly subscription rate jumped

*Don't hold out on us Folks. If you have died, married, sold out, moved, eloped, been shot, been born, caught cold, been robbed, been gypped, gone bugs, bought a car, been visiting, had company, gone to church, cut a new tooth, been snake bitten, bobbed your hair, learned to smoke, been horse whipped, had a nice, new baby arrive at your home or done anything at all, call the Herald.*

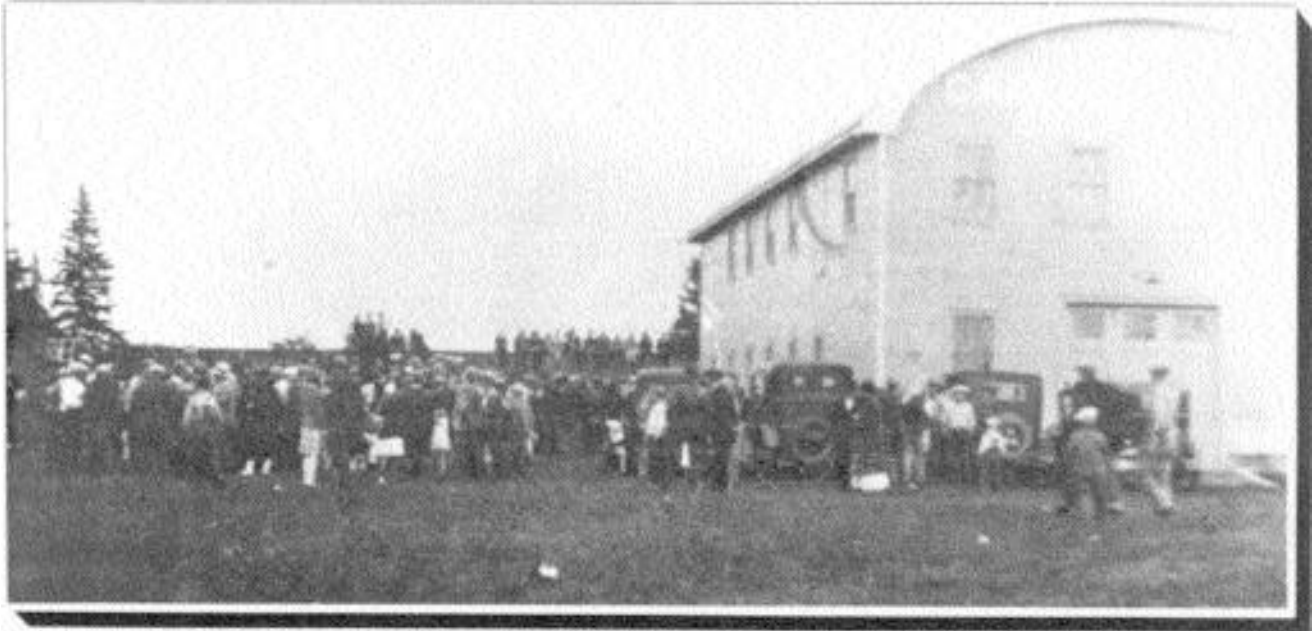
*We want news.*

to \$1.50. Sloan installed a linotype machine to replace the out-dated hand set that same year. Getting new equipment appeared to be less of a task than getting news. Sloan ran an article on that problem:

New businesses were moving into Barnum, old businesses were changing hands or expanding. In 1923 Carl Hanson opened the Standard Oil Company in Barnum and in '25 purchased the Gray Brother's Truck to use for delivery of oil. In 1924 a new telephone exchange central office was built, four rooms suitably arranged for the office quarters and residence, and a 24 hour service was started. M. Christenson sold the Barnum Hardware Store to Hans. J. Solheim in 1926. Cain's Arrowhead Garage promoted the purchase of the Atwater Kent Radio, "Its manufacture is backed by many years experience. You will have no regrets when you buy one of these outstanding outfits. " While the Barnum Hardware encouraged the purchase of a Colonial Radio Receiving Set, NO regeneration. NO radiation.

NO howling. " E. Erickson bought one-half interest in Emil Maginson's Store.

Business did not always run smoothly. The Miner's Pool Hall was robbed, a quantity of cigarettes and candy taken. The cash register was broken into and some money taken. Suspicion rested on a stranger who had spent the



The new Carlton County Calf Club was erected In 1928. The top floor was a dormitory funded by G.G. Barnum.

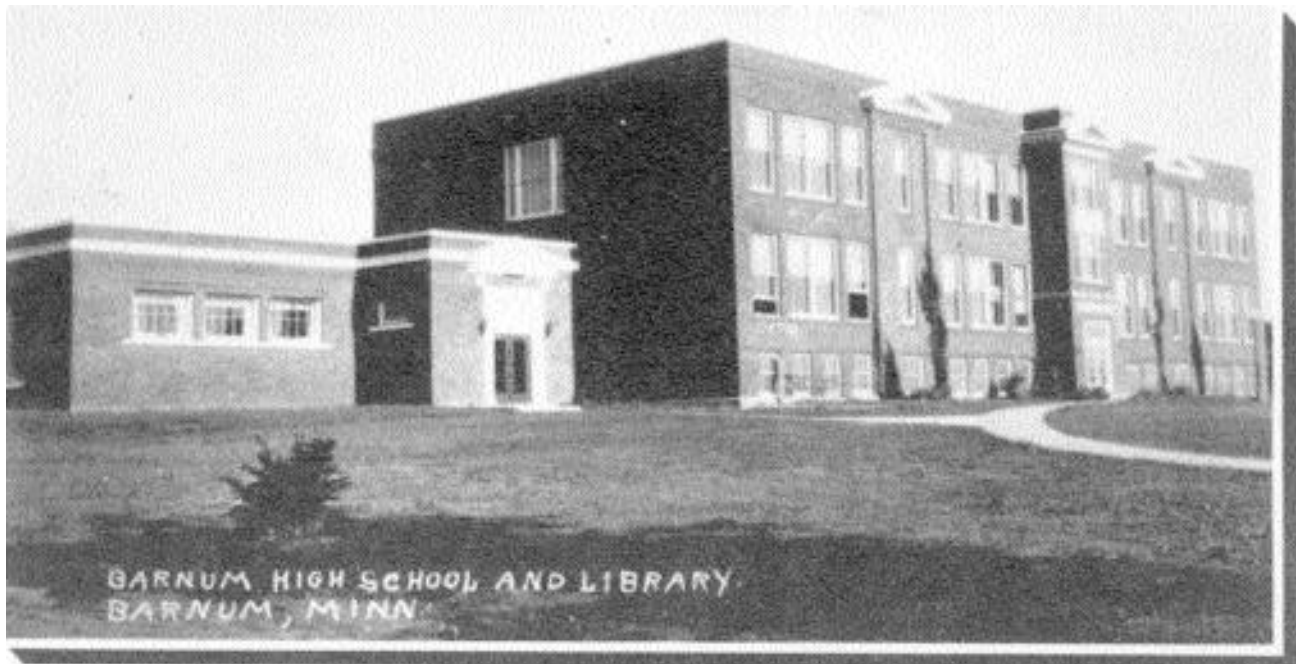
day in town, spending a majority of time in the Pool Hall. His presence was scarce after the burglary, but he was soon apprehended. Victor Christen was sentenced to one year in the State Reformatory by the District Court for the crime.

*This county is infested with door to door salesmen and peddlers. They try to sell everything from patent medicine to farm machinery. They come to your home and try to compare values when you have nothing to compare with. They push their goods on you when you are not buying or looking for your money's worth. We have never at any time before let out a squawk in this line, but when the personal tax list came out the other day we were interested to see just what part merchants or businessmen pay in local tax. Of the personal property tax paid, \$4,317. 08, the businessmen and their employees paid \$4,024. 06. The traveling salesmen and peddlers do not maintain a nickel's worth of stock in this town, nor pay a cent of tax in any small town. Just stop to think the next time a door to door peddler comes around and ask him what he has that the local merchants haven't got or can not get at the same price and ask him what he does for your town.*

Door to door peddlers were a constant irritation to local merchants. Tired of the intrusion in their territory, the businessmen placed a note to the public in the Herald:

Peddlers weren't the only strangers who made fleeting appearances. On one occasion two suspicious appearing characters drove into town in a Ford Roadster that was well ventilated with bullet holes and parked at the Northern Pacific Depot. Their appearance didn't set well with the citizens who immediately notified Sheriff Swanson. When he and his deputy came to investigate the situation, the strangers showed fight and were disarmed and handcuffed. Even with those precautions one of the prisoners succeeded in making his getaway. The other was taken to Carlton and lodged in the county jail, pending an investigation. The car was impounded. For a lengthy period of time the prisoner was uncommunicative and the only hope for information on the case was by tracing the ownership of the Roadster. Finally the prisoner confessed to being John D. Shepard, from Kentucky. He and his partner had commandeered the car in Duluth and made plans to rob the Northern Pacific Depot in Moose Lake before being disrupted in Barnum.

On another occasion J.C. Madison, salesman for the Aristocratic Hosiery Company of Chicago and Esther Marie Hagen, also of Chicago, were taken into custody at the Barnum Hotel where they had registered as Mr. and Mrs. G. Garter. The arrest was made by Sheriff Bert Duff and Sam Alterman of Duluth and assisted by Barnum Deputy J.W. Riles. Madison had cashed a check at the First National Bank in Duluth for \$35. The check was put in question and the matter placed in the hands of the authorities who traced Madison and his paramour to Cloquet,



The Barnum School was rebuilt in 1922 following the disastrous fire. In 1928 a new public library was added onto the North wing following G.G. Barnum's monetary gift for that purpose.

Carlton and finally Barnum where they had put up for the night. A quantity of moonshine was found in their possession. The two were charged with issuing a bogus check and transporting moonshine, a violation of the Mann and Volstead Acts.

On the other hand, some Barnumites made news in other towns. Allen Thompson, aged 23, was arrested for turning in a fire alarm from a box on the corner of Church St. and Dodge Ave. in Chicago. While at the precinct, Thompson innocently explained that he was only attempting to mail a letter home. He was freed without a fine after being instructed in the difference between a fire alarm and a mail box.

The County Fairgrounds saw growth and expansion during the decade. Buildings were remodeled and rebuilt, a new poultry building was constructed on the grounds. In 1923 a combination grandstand and agricultural exhibit building was put up and city water piped into the ground's buildings. A Calf Club building was constructed in 1928. G.G. Barnum donated \$500 to build a dormitory above the 4-H building to house 4-H members during fair times. The Main Street on the grounds had been widened in 1927 and the old grandstand moved to the east end of the new stand and utilized as bleachers.

The shows put on during fair time seemed to become bigger and better each year. In 1924 the Grand Stand performances included Foley and Storm, a head to head and hand to hand balancing act; the Four Reeds and Billie Willard. That same year Johnson Brothers Clothing Store from Cloquet staged the first style show in the county at the Fairgrounds. By 1928 the Grand Stand show had expanded to include John Riggs, aerial artist exhibiting his talents on the slack wire and trapeze; the clown act of Vinton and Vulmer; and the Gould Family, a father, mother, and nine children who comprised their own band, sang and danced.

More than 6,000 boys and girls took part in the 4-H activities at the 1929 Fair. Every girl who participated in a 4-H project attended recreation day at Camp Wanakiwan on Little Hanging Horn Lake. The boys slept in the comfortable dormers above the Calf Club building. J.T. Paulson, County Agent, was assigned the task of supervising meals at the 4-H Club Dining Hall for Jr. Dairyman. Two one-half dollar gold pieces were awarded to the Club boy and girl who best followed instructions, set the best example and displayed good fellowship and cooperation.

The farming community also enjoyed well attended gatherings. The Guernsey Breeders Convention was held in Barnum; the two day event entertained and educated over 200 breeders from Northern Minnesota. In 1927, the Carlton Calf Show, held at the Fairgrounds, was termed, "gigantic, the greatest ever crowd to see a record exhibition of young dairy stock." The grand event was kicked off by a parade led by Louis Schiedermayer with the Duluth Firemen's Saxophone Band following. Behind the band were 161 calves led by proud owners. The four-block long parade marched through the main avenues of the village and ended at the Fairgrounds where the Calf Club building was dedicated. In 1929, 1,500 people were drawn to a Guernsey Sale held at the Fairgrounds. The total receipt for cattle in the one-day event was \$10,000.

Barnum area farmers were placed on the National Honor Roll for having herds averaging more than 300 pounds of butter fat for 1926. The High Honor went to the Arvensen Brothers of Barnum with 421 pounds of butter-

fat received from 98 purebred Guernseys. Charles Point, Carl Peterson, H.C. Hanson and Son, Newman and Son,

*Dairying means permanency, the permanent nature of dairying not only means permanent class of farmers in the owner class; but through them, it will build up a class of businessmen. "Permanent" is the twin sister of success. Without success no business can be permanent. Fortunate indeed is the community served by a Creamery as it is the guarantee of permanent and satisfactory markets for your products.*

Vaughen and Youngren, A. Dahlman, F.M. Duesler, F.C. Thieling and Swan Larson also placed on the honor roll. The Creamery staff explained the positive nature of dairy farming in the Herald:

Barnum dairy products and eggs continued to gain national prominence. In a 1923 edition of The Farmer, a paper published in St. Paul, Barnum was cited as an example of excellence to other communities for the village's poultry and egg production. In another edition, The Farmer lavished written praise on Mr. Beck, Barnum poultry raiser. Loren Beck received a Blue Ribbon from the Farm, Stock and Home and the Northwest Farmstead in 1923 Guernsey, Imperial Dimple.

"Barnum's Success-An Example To The Northwest," was a 1924 article published in a bulletin printed by the Minnesota Bankers' Association. The article explained how the, "three cornered cooperative, " the farmers, County Extension Agent and banker worked together in Barnum to produce a stable economy.

The Creamery continued to expand its services and upgrade the building. One improvement proved fatal to one employee. While attempting to erect a new sign on the building's front, a portion of the wall collapsed onto the street. A.C. Engelhart, Head Buttermaker, was instantly killed. J.S. Goodell, also employed at the Creamery, was seriously injured.

On February 19, 1926, the Carlton County Agent, leading a group of 60 Guernsey breeders and dairyman convened at the Barnum High School and reorganized the disbanded Carlton County Breeders Association. Their goal was to sell surplus cattle and place more purebreds in the County. The Guernsey Breeders Association remained active as did the Barnum Cow Testing Agency, although the Agency had contemplated disbanding in early 1929.

In 1924 P.E. Bowen became Barnum's Superintendent at a salary of \$2,400 a year. The school system continued to undergo changes the remainder of the decade. 1924 saw a bill passed by legislature to stop dancing and teaching of the same in the schools; teachers were required to teach pupils honesty, kindness, justice and moral courage. In 1927 the Compulsory Education Law was passed. Children aged 8-16 must attend during regular scheduled school hours. The law recognized only four reasons for excusing a pupil:

- 1) Mental or bodily sickness
- 2) Completion of studies required for the 8th grade
- 3) No public school within a reasonable distance or conditions of weather making it impossible to attend
- 4) Between April 1 and November 1 farm children could be excused if it could be proven they were needed on the farm and they were 14 years of age or older

G.G. Barnum donated \$15,000 to the school in 1928 to construct a library; the addition was a 26x53 foot one story brick structure. The money covered the cost of construction, library furniture and fixtures.

William Jennings Bryan stirred up controversy over the issue of evolution when he addressed a group of ministers in St. Paul. The theory of evolution was, according to Bryan, a, "program of infidelity masquerading under the name of science. " The Herald carried his address in part, and the debate was taken up in Barnum as well as the rest of the state. In 1924 the Minnesota Legislature strongly considered banning the teaching of Darwinism in schools, a measure Barnum villagers strongly supported. Prominent citizens in the town upheld a Minneapolis pastor's view on the issue.

"*Evolutionists* are entitled to their ancestral tree, but have no right to impose it on the children of those unwilling to accept it. " In effect, the schools should have no part in the blasphemous teachings of Darwin.

As early as 1925 warnings were being given to the local populace to avoid unwise investments in the stock market. One local journalist noted that, while investing seemed like "easy money," it would more than likely be lost. While Barnumites were considering investing in the stock market that seemed to do no wrong, disloyalty groups were randomly springing up and undercurrents against prohibition were being loudly voiced.

The Herald began running a finance column in 1927 titled "Straight Talks With Aunt Emmy. " "Aunt Emmy" gave down to earth advice on avoiding bogus bonds, especially 15% interest bonds, that were being circulated. "A bond is as safe as a church if the company that issues it is financially sound, has a high credit rating and is making money. " That year there was a cut in the discount rate. Mr. Reed, a well known journalist of the era, declared in his Herald column that a crisis had developed in the Federal Reserve System as a result of the action of the Federal Reserve Board forcing the Chicago Bank to reduce its discount rate from 4 to 3.5%.

Highway safety continued to be a major concern for the villagers. A war on speeders was demanded by residents in order to reduce the number of highway accidents. Safety slogans were seen everywhere. "Safety First, " "Let The Spark Plugs Do The Sparking, " "Don't Hurry, Start Early, " "There's No Romance In Courting Disaster, " and "Avoid Arrest, It's Always Best, " became the sentiments expressed by the town folk. Citizens advocated for the Legislature to authorize the organization of a Highway Traffic Police Force, stating that the highways would be safer

*The appearance of smart looking uniformed Traffic Patrol on our trunk highways this past week was a welcome sight to a vast majority of motorists who feel that they are placed in peril of their lives whenever they venture onto highways because of reckless and brainless driving of a very few.*

and, "a tremendous moral effect would be had on drivers who are in the habit of filling themselves up with bad booze before starting a trip. " In 1927 the law for approval of the Highway Patrol passed. The Herald noted:

The Commercial Club began a new tradition in 1927 by sponsoring Santa's visit to Barnum. A wireless message from the North Pole was received:

President of the Commercial Club:

Will arrive in Barnum on bus about two o'clock Saturday afternoon, December 17th. I plan to spend the afternoon and evening in your town. Tell all the kiddies I want to see them.

Santa Claus

That Saturday the village's streets were teeming with the young and old alike, all anxiously awaiting a visit from the magical elf.

Churches continued to play an important role in the community's lifestyle. In 1926 the Holy Trinity Catholic Church was constructed. On June 7th of that year the parishes of the Holy Family Church in Moose Lake and the Holy Trinity in Barnum legally incorporated.

One of the major church sponsored events of 1928 was the appearance of Rev. Roy L. Smith of Minneapolis. A competition between Moose Lake and Barnum was held. Whichever town sold the most tickets would secure Rev. Smith as a guest speaker for one evening. An article in the Herald stated:

Loyalty to our town calls for immediate purchase of tickets to see this widely known preacher, lecturer, humorist, philosopher, singer. Midnight, Friday, March 23rd, is the fatal hour that decides whether his lecture will be given in Barnum or Moose Lake. The town that shows the largest sales at that hour will secure the lecture.

The contest was a tie for both towns sold 300 tickets. Rev. Smith, in view of the spirit displayed in both towns, graciously agreed to speak in both areas.

Beginning late 1927 and throughout 1928, the Presidential campaign began heating up. Initially the Republican forces in the village were alone in their support of Hoover. Soon many

Democrats were swinging over on the grounds, "He (Hoover) will

be elected President because he stands for the things a majority of the people are in favor of. Even Thomas Edison supports Hoover. " In early 1928 a Hoover Club was organized in Barnum. Citizens were so enthusiastic about the upcoming election that the local merchants made arrangements for a Radio Program Evening to be held at the



City Baseball teams, as this one, were popular since the town began. In 1929 the City Team went to Ontario to play.

*HOOVER WINS PRESIDENCY. The most strenuously fought campaign since the days preceding the Civil War came to a close Tuesday with the triumphant election of Herbert C. Hoover of California as President of the United States to succeed Calvin Coolidge.*

Legion Hall the evening of election day, November 6th, beginning at 9 p.m.

The week after elections, headlines in the Herald read:

Hoover was the fair-haired child in villagers' eyes and the stability of Barnum's economy in 1928 reflected their faith in the President-elect. Merchants continued to bring in modern appliances and to upgrade their businesses. Barnum Hardware began selling a new line of washing machines, the Automatic Copper Electric Washer, cost

\$499.50. \$1.00 down and agreement to \$5.00 a month payments would deliver it to a home. The Northern Pacific Depot was so over loaded with customers and freight that two ticket salesmen were required to be on duty. In order to accommodate the public, the waiting room was enlarged and newly furnished. G.H. Hayward took possession of C.H. Free's Drugstore following the untimely death of Mr. Frees. E. Maginson and Son became members of the Independent Grocers Alliance, an organization of merchants whose purpose was the utilization of their combined buying power to purchase quality goods and give customers the advantages gained from the store buying larger quantities than an independent dealer was able to do.

Barnumites began taking advantage of additional medical services provided by a traveling optometrist, Dr. J.S. Schwartz, who made periodic visits to the Barnum Hotel. Dr. Schwartz was, "An expert in the drugless fitting of glasses to remedy eyestrain and its dangerous consequences which affect the nervous system, eye sight and general health. "

The First National Bank of Barnum informed the populace that, "Statistics show that the country as a whole has enjoyed greater prosperity for the past two years than at any corresponding period in our history. One reason for this excellent showing is our sound credit structure at the base of which is the Federal Reserve System. "

Consumers were enjoying strong purchasing power. Chevy's sold for \$595 for the Coach to \$715 for a Sport Cabriale. Washing machines averaged \$100. Radios were more common sights in private residences and could be purchased at the starting price of \$25. Transportation to areas outside of Barnum was made more convenient with the opening of The Northland Transportation Company bus service, the bus stop was located at Felgens.

On home radios people were laughing at Amos and Andy, the popular radio show made its debut in 1928. Families crowded around the wireless set to hear Jack Dempsey loose his title to James Joseph "Gene" Tunney in the tenth round and listened to a reporter's "birds eye view" of Charles Lindberg's Paris landing. The songs, "Yes, We Have No Bananas, " "Barney Google, " "Sonny Boy" all dominated the airwaves.

*The modern dance music is very fascinating. It is called jazz and is produced as follows. Five guys who cannot read music are given five different pieces to play at once. They are equipped with a razzo, a bazoo, a blam-blam, a wehco and a wheezer. They are also filled with Jamaica ginger, barbed wire, rough on rats, rock salt and TN. T. and then they are turned loose. The noise that results is JAZZ.*

While the Charleston swept the nation, jazz was increasing in popularity. A definition of the new sound was carried in the Herald:



The graduating class of 1929, looking forward to a new decade, had their picture taken in the new G.G. Barnum Library. Among those pictured are Ardell Solheim, the Landon twins, Mike Seller and Mildred Liski, principal.

1929 began as had the past three years, secure and peaceful. Several residents traveled to Cloquet to see

*It was a gala event for picture show fans in Barnum. This great vita-phone show is an all singing, all talking picture of road show caliber and is being presented in Cloquet following its first runs in the larger cities of the country. If comments of the patrons are any indication, the Leb will be taxed to capacity on the five nights of its showing. Already Barnum movie fans have heard vita-phone shows in Cloquet in large numbers and a continued increase of patronage from this village is sure to be seen.*

and HEAR a Metro Goldwyn Mayer picture Our Dancing Daughters, starring Joan Crawford. "It's ALL in SOUND and TALK. " Al Jolson's Singing Fool played at Cloquet's Leb Theater. The Herald reported:

Barnum citizens became radio stars when the Community Program on WEBC which was sent from the Spalding Hotel in Duluth, featured Barnum's Community Choir and short talks and vocal numbers by other villagers.

Young boys' imaginations were sparked when the Herald reported that U.S. scientists proclaimed themselves duty bound to discover the secret of Mars. The scientists and astronomers were skeptical of the Theory of Marconi that Martians were signaling the U.S. by wireless. It had been reported for twenty years that Mars had been attempting to signal the U.S. via wireless rays, flashes of light and by writing sign messages of planet wide size over the latitudes by way of Mars' canal system.

During 1929 the Barnum City Basketball team traveled to Ft. William, Ontario. They played against the Ft. William Grain Exchange. LaBrosseur, Barnum's pitcher, established a new record on the Canadian diamond by striking out 18 men in the first game.

The Barnum Farmers' Co-op Co. Grocery and Hardware Store opened in the spring of '29. They featured 25 pounds of Cane Sugar for \$1.45, 49 pounds of Pillsbury Flour for \$2.05 and 10 bars of Fels Naptha Soap for 69 cents during the first week. The Barnum Feed Company installed electric lights in the office and warehouse. The Barnum Hotel expanded and added a cafe. Life in the village was, if quiet, secure.

On October 29, 1929, the Stock Market crashed. The day became known in the chronicles of history as Black Tuesday.

The economic impact was not immediately felt in Barnum due to the area being based chiefly on its agriculture rather than corporations and stock investments. Emotionally, the impact hit hard.

1929 ended with a full page ad in the Herald reading:

The BIG question is

Is Barnum going UPWARD due to the loyalty of its citizens

OR

Is Barnum LOOSING OUT due to the indifference of its citizens?

Barnum would not become upwardly mobile for another ten years.