

Who's Who In Wisconsin Rapids

The Who's Who column will be run each Saturday in the Wisconsin Rapids Daily Tribune. It will include a brief sketch of the life of citizens who have helped make history for Wisconsin Rapids.

Joseph Wheir



We are presenting this week, Joseph Paul Wheir, Jr., prominent retailer grocer, who has long made Wisconsin Rapids his home and who is one of the large group of business men cooperating to make Wisconsin Rapids the important trading center that it is. In the life of a community, these business men form the backbone of progress and do much in making this city a hustling, prosperous livewire, interesting center. Mr. Wheir belongs prominently in that classification of one of those whose business interests make for a bigger and better community.

Born Near Here

Joseph Paul Wheir, Jr. was born Nov. 22, 1888 at Cranmoor, the son of Mr. and Mrs. Joseph P. Wheir. The father was manager of a large cranberry marsh located at Cranmoor for Dr. Solliday of Chicago, owner. When he was at the age of four years, the family moved to Wisconsin Rapids, where as a lad he attended the city and the SS. Peter & Paul's Parochial schools. At the age of fourteen, he finished his schooling and entered the employ of Corriveau & Garrison, as clerk in their grocery store, where he gained his first experience in the business in which he decided to follow permanently. He continued in the employ of the firm, which was located at the corner of Grand and Third avenues in the building now occupied by the Madison, until the firm disposed of their stock and business to the Johnson & Hill Co.

Entered New Employ

When the Corriveau & Garrison business was sold out, a new firm composed of William Gross and George W. Lyons opened for business in that stand and Mr. Wheir continued as an employee of the new firm as a clerk for four years, when that business was disposed of by the owners to the Johnson & Hill Co. With his services thus terminated after four years, with the new firm, Mr. Wheir entered in the livery business with Bert Palmer as partner, using a barn which stood on the present Palace Theater site. Six months after the partnership was formed, Mr. Wheir purchased Mr. Palmer's interests and continued to operate the business for seven years. Mr. Wheir then purchased a confectionery store, which was located in the MacKinnon building, where the Smith & Kaltenecker shoe store now is, and disposed of his livery business to George Waterman. After two years in the MacKinnon block stand, Mr. Wheir moved the store to the Hoskinson block at Grand and Third avenues. He continued in the business until 1919, when he sold out to James Wyse. That year he moved to Fond du Lac where he was manager of the Co-operative Store in that city for one year and then he returned to this city to purchase the Peoples Cash Grocery, which he now operates on Grand Ave. It is Mr. Wheir's intention to erect a new building on Third avenue south near the Palace theater building, operations to be started shortly, and he will move his business to the new location.

Former City Clerk

In 1916 Mr. Wheir was appointed city clerk by Mayor E. W. Ellis and he served in that office for two years. He was also a candidate for county treasurer in 1916 but was defeated by a small margin by Claus Johnson. Mr. Wheir was the Democratic candidate. Besides his business interests, Mr. Wheir devotes much time to sports. During the 1916-17 baseball seasons he was manager of the local baseball team. He is an enthusiastic hunter and fisherman and devotes considerable time to the out-of-doors life.

Prominent Lodgeman

Mr. Wheir is a member of several local lodges including the Catholic Order of Foresters, the Knights of Columbus, Elks and U. C. T. He is a devoted member of the SS. Peter & Paul's Catholic church.

On June 22, 1909, Mr. Wheir was united in marriage to Miss Lillian Moyer, daughter of Mr. and Mrs.

Henry Moyer of this city. They have one child, a son, James Wheir.

The people of Wisconsin Rapids know Mr. Wheir chiefly as "Joe," because of his democratic nature, his frank way and his congenial qualities. He is by nature strong of will, earnest in purpose and careful in judgment and considerate in manner. His return to business here two years ago was welcomed by his large following of friends who are glad to see his progress here.

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