

Historical Society Of Pottawattamie County

Member Journal

Summer 2015

Fall Speakers Explore Healthcare History, General Dodge

History can always be counted on to provide fascinating tales, and the history of health care in southwest Iowa is no exception. There are Council Bluffs' firsts-- like inventing and mustering the first MASH unit as well as being home to the first nursing school west of the Mississippi. There's also the town's medical school that managed to misplace its cadavers and the Doc that provided emergency medical services at the "Squirrel Cage" jail that had once been an inmate himself... for murder, no less.

Join us for a fast-paced and fun look at the History of Healthcare in a program to be presented as part of the Society's fall speaker series. The talk will be presented by Dr. Robert Warner, senior partner of Heartland Oncology and Hematology and past Chief of Medical Staff at Jennie Edmondson Hospital, John Schreier, Managing Editor of the Daily Nonpareil, HSPC Museums Coordinator Carla Borgaila, and Dr. Richard Warner, general dentist and member of the Historical Society board of directors.

The program is set for Sunday, November 8, 2 pm, at The Center, 714 Main Street in Council Bluffs. Look for more information in the next *Member Journal*.

There's been much publicity about the lowering of the confederate flag in South Carolina.

This isn't the first time the flag over the South Carolina statehouse has come down. Last time it was the local men of the 4th Iowa Volunteer Infantry that were involved in making it happen, and raising the Stars and Stripes of the Union in its place.

Learn more about it in December as James Patrick Morgans presents *Major General Grenville Dodge, Union Spymaster, Railroad Builder and Organizer of the 4th Iowa Volunteer Infantry* at the Western Historic Trails Center. Mr. Morgans just completed a book on the subject which is set for release later this year. A date and time has not as yet been set for this program. Mr. Morgans lived in Shenandoah for thirty-one years before moving to the metro area; this is the fourth history book he has authored.



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The Women of the War

In 1942 the nation was at war, and “being in the military” for the most part meant “being male.” But not completely.

A war requires a lot of personnel; excluding half the population because of their gender severely limited those available to serve. The WAAC (Woman’s Army Auxiliary Corps) and WAVES (Women Accepted for Voluntary Emergency Service) were born to address this need.

Though the concept had been used in other countries and had been suggested by Army committees, the actual creation of the WAAC came from Congress without the blessing of the War Department. Representative Edith Rogers of Massachusetts introduced a bill to create the corps in 1941; it was approved in May, 1942, limited initially by executive order to 25,000 women. Within a few months the first 800 recruits were sent to Iowa to train at the Fort Des Moines Provisional Army Officer Training School.

Following the recommendation of Eleanor Roosevelt, Congress created the WAVES, a women’s auxiliary for the Navy. While the WACC were an auxiliary unit intended to serve *with* the Army, the WAVES were actually a part of the Navy, holding the same ranks and receiving the same pay as males. The WACC was merged into the Army as the WAC (Women’s Army Corps) before the war was over.

Though referred to as “lady soldiers” and “lady sailors” the intent was not use in combat, but rather to release able bodied enlisted male personnel from clerical tasks. Also unlike the men, the recruits weren’t promised to see the world; their intended assignments were only in the States.

The first group of WAVES was trained at Smith College in Northampton, Massachusetts. Council Bluffs had a native in that initial group. ALHS graduate Lt. Betty Evans was the second girl in

the country to report for training. The 129 recruits ranged in age from 23 to 44 and were to be taught military etiquette, including how to march.

The WAAC were initially assigned to one of three areas. The brightest were trained to be switchboard operators, those showing dexterity were to become mechanics, and those with least abilities assigned to be bakers. Many other duties were added as the War continued.

Newspaper stories suggest officers were a bit uneasy in how to deal with the women. Navy Captain Underwood was quoted as saying he hoped “this use of make-up business will solve itself.” Every gentleman of the 1940s knew to stand when a lady entered a room, but if what if the gentleman outranked the lady? WAVES were forbidden to date enlisted seamen and “will be court martialed if they do anything sufficiently naughty to merit it.” News reporters likewise showed departures from the norm, noting the class of WAVES at Smith College to be a mix of blonds, brunets, and red heads and that all were unmarried except one, not facts routinely reported in discussing military personnel.

While the WAAC, WAC, and WAVES provided valuable services to the war effort, their role was not universally supported. General Douglas MacArthur prized the women, saying they worked harder and complained less than the men, but not all his military colleagues agreed. Since the primary purpose of the women was to free up men for assignment to combat duty, some male soldiers who would prefer to remain in less dangerous jobs saw them as a threat. Female civilian employees sometimes saw the military women as



“Women of the War,” continued...

competitors for jobs that would have otherwise gone to them. Some of the nation wasn't ready for women in uniform. Occasionally recruits came home to find slander rather than respect, encountering rumors they were lesbian. Some conservatives and some religions saw inclusion of women in the armed forces as upsetting the social order.

That wasn't the case in Council Bluffs. Clippings from the Daily Nonpareil and Omaha World Herald in the Historical Society archives show both newspapers followed the progress of local WAVES recruit Betty Evans closely, giving much attention to her promotions and progress.

Lt. Evans graduated from Abraham Lincoln high School in 1927 and Drake University in 1931 where she studied journalism. When the war broke out she left an advertising agency job to become the director of publicity of the woman's division of the war bond and stamp sales. When the WAVES opportunity came along she decided to enlist herself. When asked about this she told a reporter women in her family weren't scared of war. She explained when her great-grandfather was in the civil war her great-grandmother borrowed a friend's buggy and traveled to the battle zone to await the outcome. When her great-grandfather exclaimed, “Good God, Sadie, what are you doing here?” She replied, “If it's not too tough for you here I guess it isn't for me either!”

Lt. Evans was promoted to the bureau of aeronautics, motion picture division, in 1943 where she was given the task of writing scripts for training films. Following the war she became government affairs editor for the United States Chamber of Commerce in Washington.

The WAC and WAVES were intended for war time use only, but this changed with the Women's Armed Services Integration Act of 1948. The law allowed women to become regular, permanent members of the Army, Navy, Marines, and the newly formed Air Force but prohibited their service on aircraft or vessels that might become

engaged in combat. In 1949 the law was clarified to specifically exclude women with dependent children; any women already enrolled with children under the age of 18 were to be discharged. The WAF (Women in the Air Force) was created with the new act, but the WAVES officially ceased to exist after the 1948 law was enacted, though the term continued in use for many more years. The WAF existed until 1976, the WAC until 1978.

Council Bluffs was at the very forefront of opening doors for women in the military. The nurses of Mobile Hospital #1, mustered for duty in the First World War in Council Bluffs and composed of local nurses, were the first American women allowed at the front lines of a battle.

Though roles were expanding, the function of women remained primarily medical. 120,000 women served on active duty in the Korean War. The bulk of these were in health care, but some were placed in administrative positions with the same goal as in World War II-- to free men for combat.

(Story by Richard Warner. Dr. Warner is editor of the Society's "Member Journal.")

HSPC Plans Safe But Creepy Halloween Options

Join us for a slightly creepy history-filled evening tour of the “Squirrel Cage” jail October 24 and 30. Tours start at 6, 7, and 8 pm; admission is five dollars per person.

On Halloween bring your kids to the “Squirrel Cagle” jail for a different kind of trick-or-treat. Inmates will be handing out plenty of candy from the cells. Admission is two dollars per child.

If you want to kick “creepy” up a notch, consider the *Scream in the Dark Film Festival* October 16 and 17 at the Scottish Rite Theater in Omaha. Though this event is not associated with the Historical Society or its properties the group sponsoring the festival has been very helpful in donating their time for various HSPC fundraisers at the “Squirrel Cage” jail. The event will feature science fiction and suspense/thriller movies. For more information visit screaminthedarkomaha.com.

130 Years Ago: Council Bluffs On Track to Reach Beyond the Bounds of Speculation

In all of Council Bluffs' history to date it's hard to imagine the feeling of optimism regarding the city's future has ever been stronger than it was in the 1890s.

The prevailing sentiment in the waning years of the nineteenth century was that growth is good—and no town had the stars aligned for becoming a giant metropolis more than Council Bluffs. An article from 1889 projected the Bluffs would become to its portion of the Midwest what Chicago had become to its region twenty-five years earlier.

It was projected Council Bluffs would become to its portion of the Midwest what Chicago had become to its region twenty-five years earlier.

Much of this optimism was evidence based. It was railroads that made good things happen to a town, and we had them...lots of them, going every direction.

The extensive rail presence lead to development of a thriving manufacturing district in the south part of town. A roster from

1890 lists almost two million dollars of goods produced with products ranging from carriages to confectionery. That decade saw the establishment of Monarch Manufacturing, Peru Implement, Woodward Candy, and the Grape Growers Association, to name just a few. Business was good, and according to historian Ryan Roenfeld, made many local businessmen quite wealthy.

Another lucky charm for the city was its location, right in the middle of the farm belt which embraces 200,000 square miles. "800,000 farms pour their product to Council Bluffs." Four million people purchase goods every year Council Bluffs can furnish, with a prediction of bringing 3.36 billion dollars into the city.

Though much of the logic is easy to follow, some of the civic promotion of the period appears a bit less objective. The assumption Council Bluffs has one of the healthiest climates in the world because "only 217 burial permits were issued" the prior year, or that Council Bluffs enjoys a "perfect climate", may be difficult to validate.

Though the assertion "no city in the West" has shaded streets and drives as beautiful as those found locally may well reflect a certain measure of personal opinion, it is fact the 1890s was a time of concentration on development of the park system. Graham and Cochran Parks were created, the streetcar line extended to provide access to Fairmount, and Bayliss Park got its fountain.

Whether the prophesy of Council Bluffs' inevitable supremacy unfolding during the course of the decade is open to debate, there was growth. Population expanded markedly by the turn of the century. In 1888 alone 1169 new buildings were erected. Five new schools (Oak, Second Avenue, Madison, Harrison, and Franklin) came on the scene as well as an expansive new street car barn, the New Dohaney (later Strand) Theater, Grand Hotel, a brick Broadway Methodist Church, medical college, natural history museum, and the longest single span drawbridge in the world. If one savored the action and progress that typified the optimism of the 1890s there was one special place to be...and that was Council Bluffs.



Photo shows the northeast corner of Main Street and West Broadway as it appeared in the 1890s.

The Hunt For the Towers

Buildings come and go. Even 165 foot radio towers can be moved, but what about “concrete piers fourteen feet into the ground” that supported the towers?

KOIL’s building still stands on Huntington Avenue and during its annual cleanup weekend members of the Fairmount Park Neighborhood Association thought it would be interesting to locate those concrete pads that once supported the radio station’s twin towers. Sharon Babbitt, editor of the group’s newsletter, reports a study of the photos indicates four concrete pads would have been built. They have conclusively found one, in the side yard of a property just opposite the radio station building. Historian and HSPC member Mary Lou McGinn notes that the towers might have been located where the winding road to the point is today, in which case the concrete would have been removed during road construction.



Fairmount Park’s Bear Fair Game After Zoo’s Closure

Once upon a time Fairmount Park had a zoo. Though prior to the memory of most of our readers, old timers frequently talked of the swan pond and animal cages.

The "Boy With a Boot" statue in the pond was moved to a new home, but what about the bear? He wound up on a dinner table.

According to one of our readers, who asked not to be named, when the city decided to close the zoo they put the animals up for sale. As the asking price for the bear was less than what a cow was going for at the time his grandfather bought the bear, butchered it, and ate it.

Was it a delicacy? Not so much, according to family lore. Though appreciative of the bargain our reader says according to his grandfather bear meat really doesn't taste all that good!

Past HSPC Board Member Honored for Volunteer Work

Volunteers do a lot in Council Bluffs, and their efforts are greatly appreciated by the organizations they serve and those they help.

Some volunteers go even above and beyond with their commitment. Historical Society member Dick Miller is one of those, and he was honored for his activities this summer at the Governor’s Volunteer Awards. Mr. Miller has served on the Society’s board of directors and is a tireless supporter of the arts in Council Bluffs. He has almost single handedly brought the Lincoln Marker project to reality, which commemorates Abraham Lincoln’s historic 1859 visit to Council Bluffs with plaques making places the future president visited and the land he had an interest in here.

For more information about the awards visit www.VolunteerCB.com.

(Top) Lt. Governor Kim Reynolds and Governor Terry Branstad present volunteer award to Dick Miller. (Right)

Brooke and Karen DeForest used material from the HSPC archives to set up a display highlighting the history of volunteer work and community service throughout the years in Council Bluffs at the GVA ceremony.



As It Was...



(Above) Lane's Cafe on East Broadway and Benton Street with adjacent DX service station as they appeared in 1953. This is the site of the Kanesville Tabernacle today.



(Left) Hanusa Hardware relocated to McPherson Avenue when North First Street was rerouted slightly to curve east before intersecting the new Kanesville Blvd. (Above) shows the site in recent years. (Lower left) The buildings of the northeast corner of 8th Street and West Broadway as pictured in the late 1970s have given way to a green space today (below).





(Top left) Conventional wisdom in the mid 19th century was “the idea of thus spanning so treacherous a stream as the Missouri River was almost regarded as absurd.” The Union Pacific started work on the first permanent bridge in 1869. The bridge pictured at left was built by the Omaha and Council bluffs Railway and Bridge Company in 1887, connecting Douglas Street in Omaha to West Broadway in Council Bluffs.

(Left) The whole length of Broadway outside of the downtown area was populated with many homes as recently as the 1970s. The photo at left shows two houses on East Broadway. The picture is undated but likely was taken in the early 1960s. Oak Street School, later St. Patrick’s School, can be seen in the background. The photo below right shows the same area as it appears today. The space occupied by the houses and filling station is now a parking lot for Methodist Jennie Edmundson Hospital; the school and Safeway store were razed to make way for the rerouting of U.S. Highway 6.



(Lower left) The Labor Day parade passes through the 100 block of West Broadway in 1969.



The Truman Troopers

A Historical Society Member's Personal Recollections of "The Forgotten War"

"The Inactive Reservist cannot be called up unless there is a declared war." That's what the recruiter told me as I was to be discharged from the Regular Army in December of 1948. I had enlisted for an 18 month tour of duty shortly after my 17th birthday in June of 1947, a month after graduation from high school.

After basic training and one cycle as cadre at Fort Knox, I was assigned to the Second Infantry Division at Fort Lewis, WA, and trained as a section leader for a 105 mm howitzer battery. While on mountain maneuvers on Mount Rainier, I celebrated my 17th birthday in 15 feet of snow and met an old high school buddy who was chief of chaplains assistant. He told me of an opening on the Fort Lewis Flame/Spearhead paper, which I applied for and got. This probably saved my life.

Due to be out on January 6th, 1948, at the Separation Center on December 15th, we were told that the Center would close from December 20th until January 5th for Christmas. Due to the large number of men to be processed, only about half could be discharged by December 20th, and the way to guarantee separation was to join the inactive reserves. You can't be activated unless there is a war declared – and you'll probably be drafted in that case, anyway – and you'll be able to save your rank. Yep, most of us joined for three years, but all were processed out by the 20th. It was just a sales talk.

Fast forward to August 1950. Enrolled for the fall semester at college, I received orders to report to Fort Sheridan, IL for processing, then to Camp Atterbury, Indiana, for permanent duty with the 28th Inf Div, Pennsylvania National Guard. The draft was on, but student deferments left my buddies off the hook. Not true for reservists. At Fort Sheridan, we were issued Class A uniforms and

given passes to enjoy the lights of Chicago. About the forth day, we were called out at three AM, read the 28th Article of War, "Shirking Hazardous Duty in Wartime," and had to turn in our Class A uniforms and low quarter shoes. Two days later we were on the end of a train going to an undisclosed location. Some men had families near Sheridan and many had autos parked there. We were given no opportunity to solve these problems: we were Truman Troopers, called up, even though it officially was a "Police Action" and not a war.

The train's dining car was placed after the Pullman sections, and we were on the tail end, with MP's preventing us from any contact with other passengers. We received two meals a day and didn't know our destination until we arrived at Fort Lewis for a refresher course. The first day I pulled KP – knives and forks. The next tub was manned by Master Sergeant Wong, who had pots and pans. During WW II, Wong ran a consolidated mess in England, serving 5,000 meals daily and his family owned a Chinese restaurant in Minneapolis. Three weeks previous, our mess sergeant had been driving a truck

After five weeks of retraining, we were all given 5506 as our MOS –rifleman, no matter what our previous service. We were sent to Fort Lawton, near Seattle, to await transport to Korea. While there, Anna Rosenberg, Secretary of Defense, issued the order, "No reservist will go overseas." We were given a \$20.00 fast pay, and a pass that allowed us to go off base in our fatigues. We turned in our overseas issue, including the M1s we had qualified with. Two days later – oops. Point system. One half point for each month of stateside service and one point for each month overseas. If you had more than 15 points, you would not be shipped. I had nine – Sgt. Wong had over a hundred. He waved "Good bye" to us at Pier 91

“Truman Troopers,” continued...

while our rust bucket troop ship left the slip. It had just come out of mothballs: the last time it was used was to return German POWs to their homeland. “Rachen Sie Nicht” and “Verboten” signs prevailed.

We landed an Yokohama and entrained to Camp Drake, previous home of the First Cav. Div, arriving at 3 AM. Coffee was served in the mess hall for us – by Sgt Wong, they’d flown him over. So much for the point system. Remember, Wong had been in charge of a consolidated mess, his family owned a Chinese restaurant and besides that, spoke two Chinese dialects. I saw him in April in Korea. His assignment? In charge of a motor pool, refurbishing units for X Corps.

When I got to Inchon, I was assigned to the 25th Inf Div. When the Chinese came in, the 25th Public Information Office, PIO, lost two combat correspondents and I got the job on 28 November 1950. We entrained to Sariwon, arriving on 8 December. We were ordered to take our personal possessions out of the duffel bags and place them in a pile beside the train. Great, we thought – transport will take them to our outfits. Wrong. Two men in a Jeep arrived, poured gasoline on the pile and set it on fire. The bulk of the reservists had to return to Kaesong by foot; that after a long ship transport to Japan, then to Korea, then a five day train ride in freight cars. Forty men to a car. Put your duffel bags on the floor, ten men on guard and 30 men could lie down. After this, then an 80 mile (est) road march. I was lucky. PIO picked me up and I rode on top of a six by.

I was embedded with task forces of company size and larger. Observed and reported, but was not a combatant. For the next five months, I watched the action and reported on the operations, including the recrossing of the Han River. I was lucky to be a reporter and not on the point.

The reservists who joined Infantry units were “spare parts” and got all the choice assignments:

Point, bazooka, etc. The 25th had been hit hard at the Mason, Pusan perimeter and had a long trek North. Before being deployed to Korea, they were garrison soldiers, trained in crowd control. Their ranks were supplemented with ROK soldiers and other fillers. Under strength, equipment overused and worn out, exhausted by constant combat and poor supply, the troops didn’t take kindly to the new replacements until they had time to be incorporated. By the way, I celebrated my 21st birthday in Korea in 15 inches of mud.

Among the first to be activated and among the first to be relieved, by the middle of July, 1951, most of the “Truman Troopers” were headed back to the states.

(Story by Bill Christensen. Mr. Christensen is a member of the Historical Society of Pottawattamie County.)

Society Kicks Off Fundraiser To Restore Dining Car

The 1949 Chicago & Northwestern dining car #7801 was donated to the Society’s RailsWest Railroad Museum in 2013. It took two years to raise the \$10,000 needed to move the car onto the property. Since then HSPC has removed the trash from the interior, removed the broken windows, and prepped the inside for the restoration phase. The car will be restored as close as we can to the way she looked when she came off the line in 1949.

We need your help!

Donations are now being sought to move on to the next step, which is repainting the car’s exterior, and beyond. Ten gallons of primer has been acquired through a Keep Iowa Beautiful Grant; an additional fifteen gallons will be needed. If you can make a cash donation please contact us or follow the link to this project at gofundme.com on the *Council Bluffs, IA Railroads* Facebook page.

Forty Years Ago the Pepsi Challenge Arrived at Midlands Mall

Coke was the first cola, a creation of Atlanta pharmacist Dr. John S. Pemberton in 1886. It's unique taste led to rapid growth, and a host of competitors. North Carolina drug store owner Caleb Bradham formulated Pepsi-Cola (then called "Brad's Drink") in 1898; the Hatcher family of Columbus, Georgia, first brewed RC Cola ("Chero-Cola") in 1910. Dozens of other colas popped up at pharmacies and local bottlers across the country.

Being first doesn't guarantee long term success, and in the 1970s Coca-Cola found its once-dominant market share slipping behind Pepsi. Each beverage had its fans, but the loyalty of a significant number of people seemed up for grabs; many folks in surveys came across as neutral, believing the two drinks were essentially the same.

In 1975 Pepsi embarked on a nationwide campaign to win over those who had no expressed preference. The Pepsi Challenge was simple. The crew would set up a table in a high traffic public place and ask passerby's to sample the colas in two unmarked paper cups. The person was asked which of the two drinks they preferred.

Locally the Pepsi Challenge was kicked off at the Omaha Press Club, at a reception in which area media were invited. Over the next few years the challenge popped up at various places across the metro, including Council Bluffs' Midlands Mall in the courtyard near Brandeis.



S o m e t i m e s
people chose the
cup that held

Coke; but most people chose Pepsi. Not only did this impress those previously neutral, Pepsi advertised that "half of the people who said they preferred Coke actually chose Pepsi" as having the better taste.

This did not go unnoticed in Atlanta. In an attempt to re-energize the brand and reverse the slipping market share

the president of Coke announced to the company "there are no sacred cows" and for the first time in 99 years the recipe for making Coke was changed.

The taste change was anything but haphazard. Under the code name "Project Kansas" the top secret operation was conducted with all the precision of a military operation. Indeed the memo outlining the project as a "bold-stroke attempt for total victory" compared the plan to the Allied invasion of Europe in 1944. New formulas were tested and retested on hundreds of subjects for four years and no detail left to chance.

New Coke hit the stores April 23, 1985. The company expected a big reaction, and they got it--but it wasn't the type of response they anticipated. Pepsi jumped on the event as a complete victory for them, buying full page ads in major metropolitan newspapers exclaiming simply, "The Pepsi Challenge is over. Pepsi won." That was predictable. What wasn't expected was the response of the public. The corporate switchboard lit up with over 1500 complaints a day. Angry letters poured in, including one addressed to the CEO requesting his autograph, explaining that "the signature of one of the dumbest executives in American history should be worth a fortune someday." Groups with names like "Society For the Preservation of the Real Thing" and Old Cola Drinkers of America" sprang up.

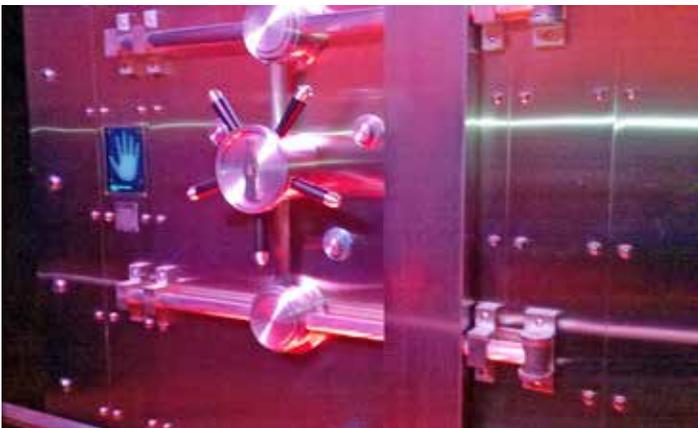
For the first time in 99 years the recipe for making Coke was changed.

“Pepsi Challenge,” continued...

The company was in a bind, having to either ignore the pleas of their most loyal customers or do an about face and admit their “improved” Coke wasn’t really improved at all.

After 79 days the company decided to try and do both. New Coke remained on store shelves as “Coca Cola” and old Coke was returned to the market as Classic Coke. The new Coke proved unpopular and was quietly removed from the market place without fanfare in 2002. The font size of “Classic” on Coke cans was continuously shrunk and dropped from the label entirely in 2010.

(Story by Richard Warner, who took the Pepsi Challenge in 1985, see sidebar at right. The picture below is the front of the safe in Atlanta, Georgia where the secret formula for Coca Cola is supposedly under careful guard. Photo by Barb Warner.)



The Pepsi Challenge arrived in Council Bluffs at Midlands Mall outside the Brandeis store.

Editors note:

For the consumer the Pepsi Challenge was whimsical and perhaps even enlightening. If there was money at stake, however, it could be stressful.

I was assigned to cover the Pepsi Challenge for Council Bluffs radio station KRCB when the promotion was introduced to the metro area at a media reception at the Omaha Press Club. I was truly neutral going in, with the feeling both colas were essentially the same, but anxious to take the test. Not so for the KRCB salesman who had the Pepsi advertising account. The poor fellow tried everything he could think of to avoid taking the blind test out of fear he would chose Coke and offend the sponsor. They wouldn’t let him out of it... so he drank.

Both the salesman and I chose Pepsi.

Richard Warner, Editor

Has Forty Years Changed Taste Preferences?

It’s been four decades since the Pepsi Challenge was introduced. If it were repeated today would Pepsi still win?

Apparently so. We bought a bottle of Coke and one of Pepsi, rounded up forty paper cups, and tried the test with twenty people, ranging in age from 23 to 95. Eighty percent chose Pepsi as the better taking beverage.

**Historical Society of
Pottawattamie County**

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Inside...

It's easy to feel good about Council Bluffs today, but positively euphoric? That would have been the 1890s. Read how "the mantle of the past has been thrown off" and CB was on track to rival Chicago with the story on page 4.

Local hunters take pride in the deer, ducks, or pheasants they've brought to the dinner table. Bagging a bear in Council Bluffs is a bit more rare, but it has happened. Catch the details on page 5.

Every manufacturer thinks their product is superior, but to put it up against the competition in public takes some nerve. Forty years ago a company starting doing just that, with an impact so dramatic it sent their 100-year-old competitor reeling for 79 days. Remember when the Pepsi Challenge came to Midlands Mall with the story on page 10.