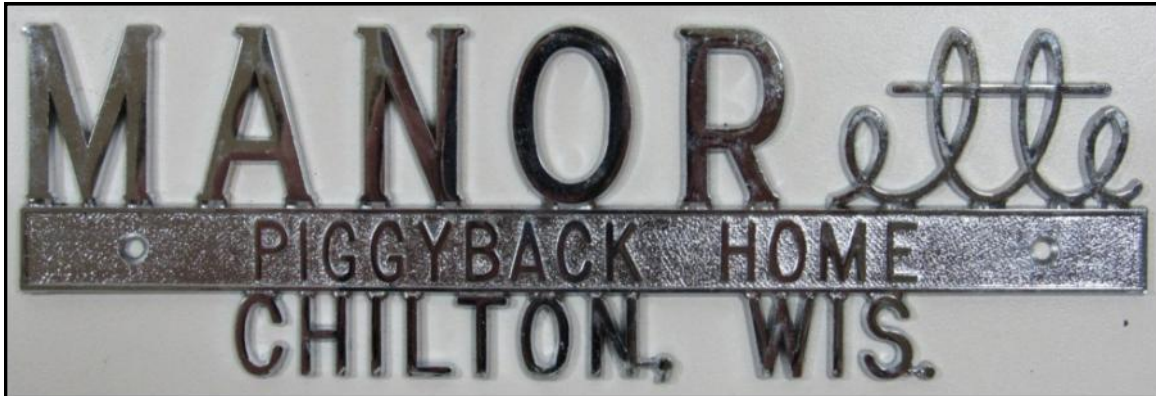


Chilton Trailer Co Inc.
311 E Main Street
Chilton WI 53014



People

By **RANDY BISHOP** Staff Writer

January 25, 2001

Pride runs deep in downtown Chilton

In 1955. John Meyer, of Hilbert, welcomed the St. Patrick's Day Parade much more than usual. He had just been discharged from the Navy after surviving an artillery attack off the coast of Korea. The USS Owen DD 536 was reported sunk or missing for several days.

"It was scary", said Meyer. "We got hit. I was glad to be home."

The next day, Jack saw a Help Wanted sign on the Chilton Manor Trailer Factory. The huge building was located at 311 E. Main Street, next to the Rollie Woelfel's Chilton Creamery on the west side and Schmidt Brothers' butcher, later Paul Weber, on the east side.

Norman Lunde, president of Manorette, was a short, frail man. His right arm was somewhat deformed, and he always kept his hand in his pants pocket.

"He was a gentleman; full of energy," Meyer said of Lunde. "When he talked, you listened. When you talked, he listened. I gave him my Navel history resume on accounting and bookkeeping. I was hired and my office was at his large, impressive, white brick house on Park Street. Later we built an office at the factory. At that time, the payroll was about 85 people. George Schroeder of Hilbert was a foreman as well as Harry Bancroft of Chilton. Lon Keuler was in charge of all plumbing."

Bill Rogahn was vice-president and general manager. He was known to work from 6 a.m. to 10 p.m. When the shift ended, he would go get lumber from Oshkosh

and have it ready so the crew would never run out of work.

"Both men were great to work for, but Lunde could get irritable," Meyer said. "Gene Schneider was a big man with a fist the size of a catchers mitt. Gene needed to choke up on his hammer because of his strength. Lunde said, "Give me that hammer", then he sawed three inches off the handle and gave it back to Gene and walked away."

But the team of Lunde and Rogahn was generous, and full of fun, too. When the company sold its 1,000th Manorette trailer, they threw a party at Hickory Hills

Country Club. "I remember it as a great time the whole evening," Meyer said. The firm invited Art Connell, president of the State Bank of Chilton. Art was a funny man, full of jokes and brought out the best of humor in everyone in attendance." (The trailer firm did most of their business with the State Bank.)

Lunde had four salesman and dealerships in 36 states. Each dealer had an Entertainment Bar Trailer, and each customer that bought a trailer got a courtesy case of Gettleman's Beer. It was a clever advertising gimmick.

"We bought beer by the pallet load," Meyer said, "and often shipped on the railroad, which went behind the factory."

Lunde had stock in the Gettleman Brewing Company. Remember the commercial "Get...Get...Gettleman. The thousand dollar beer! On...Grand...Beer!" When



Lunde bought a round of drinks at a local business, if they didn't have Gettlemans, he wouldn't drink.

By the late 50's, business was so great that the firm could hardly meet schedules. Some of the workers were Cecil Arenz, Serve Darban, Andy Hopfensperger, John Herrick, and others, like Putz Lisowe and Zierer. It was great! Then the bad news came. The frame for the trailers were found to be defective. The trailers were no good and had to be rebuilt. Rogahn and Lunde were devastated.

Meyer recalls that Lunde was "not a quitter." "He made arrangements to keep going. He hated the thought of bankruptcy. He did real well for quite some time, but he finally was forced into bankruptcy. It nearly destroyed him. But that was only the beginning of his bad luck. His wife, Ruth, was also dying of cancer."

Bob Boll, of Hayton, started working for Bill Rogahn in 1959, after graduating from Chilton High School. By this time, Lunde was tying up loose ends, trying to make good on his products. Rogahn renamed the firm the Chilton Trailer Company. His trailers were the travel type, while Lunde's were exclusively the type that could be pulled by special vehicles to locations to be lived in.

Boll remembers that time. "We built travel trailers across the street in a building owned by Kaytee. We worked there for one year until the original factory was reorganized for our smaller trailers. Norman Lunde often came to visit and watch us work. By this time, only 20 of us worked there. I used to deliver trailers to Minnesota at night. Bill Rogahn got caught in a windstorm in Texas and lost that one. John Herrick used to deliver them also."

"About 1960," Boll continued. "I was asked by Norman to move his brother, Howard, to Chilton from Minnesota. I did, and Howard and Norman formed a partnership. They were about to start the 'Norseman Ice Machine' business." But that's another story.

Boll stayed on building trailers with Rogahn. Jim Bloomer bought the business in about 1975 and renamed it Manorette. It was about 1985 when Bloomer sold it to another company and they went bankrupt in 1987. An auction took place. Bloomer got his building back, but the trailer business-neither mobile home nor travel trailer-was never to be again.

But Lunde held his head up high. Pride runs deep in downtown Chilton. Everyone worked together and Norman Lunde knew he had one more chance.

PS) According to Bob Boll the frames for the Manor mobile homes (the big ones) were made by Bock Industries of Indiana. The wheels/axles were assembled to the frames on the outdoor lot that Seven Angels Restaurant is now located. (July 30, 2011)

The ideal travel home and coach for sports, vacation and family travel — designed and built for the utmost in convenience . . . comfort . . . safety . . . truly a mobile luxury home.

MANOR *ette*

TRAVEL HOMES • PIGGYBACK HOMES

MANOR *ette*

PIGGYBACK HOME

Here's a new way to travel . . . on vacations, for weekend jaunts . . . as a compact field office for business trips. The PIGGYBACK HOME offers new convenience . . . a home for the whole family to enjoy on your next trip.



MANOR *ette*

TRAVEL HOME

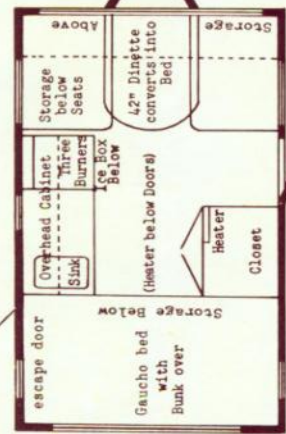
You'll have more carefree family fun camping, hunting, fishing or vacationing when you take the comforts of home right along with you in your MANORette travel home. Spacious and modern, it's a complete home on wheels.

CHILTON TRAILER CO., INC.
CHILTON, WISCONSIN

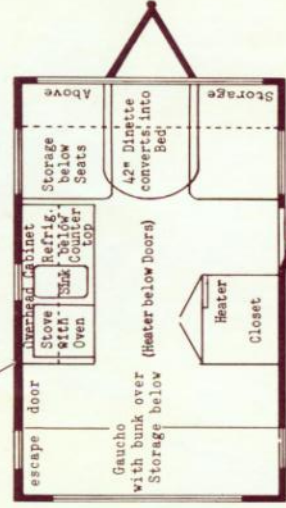
MANOR *ette* TRAVEL HOMES

THESE 5 FLOOR PLANS AND SIZES ARE BASIC DESIGNS... OTHER FLOOR PLAN A

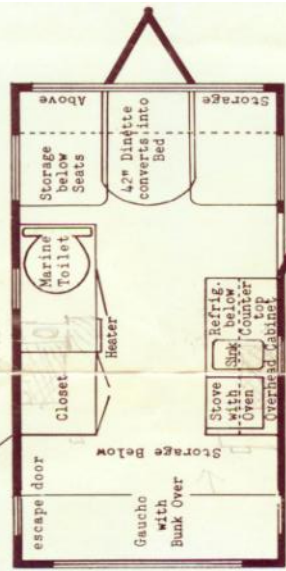
NOW!
5
SPACIOUS
FLOOR
PLANS



16' STANDARD



16' DELUXE



18' DELUXE WITH TOILET

MANOR *ette*

OVERCAB MODELS SLEEP 8



For true luxury travel, take your next trip in one of MANOR's deluxe travel homes. Finest features throughout including 2-tone, aluminum and paint exterior - step-awning rail - directional lights - clearance lights.

INSIDE SPECIFICATIONS

- Custom drapes
- Large kitchen cupboard with light over workspace
- Breadboard
- Heater with thermostat
- Vent and canopy over range
- Inlaid tile
- 110V and 12V lighting fixtures
- Dome light with battery
- Storage space under gauchio accessible from inside and outside
- Beautiful gloss finish on natural birch and harmonizing woods

Specifications Subject to Change Without Notice

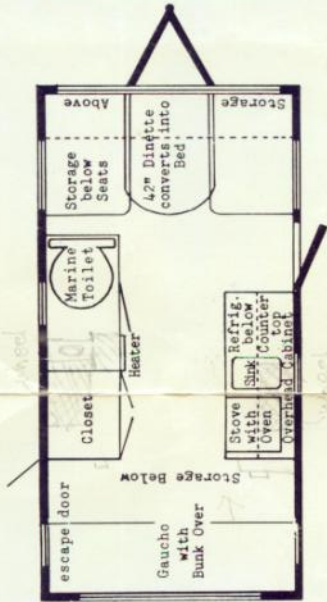
SPECIFICATIONS

- Width - 7' Length - 16' and 18' long
- Width - 7 1/2' Length - 20' and 22' long
- Height - 8' 6"
- Rock rigid box frame
- Hammer Blow torqueless axle
- Aluminum exterior, including bottom
- Kelsey Hayes electric brakes
- Heavy duty tires
- Insulated metal wheel housings
- Fiberglass insulation in floor, roof and walls
- 3" double floor
- Double roof
- Romex wiring with boxes, Fused circuit
- Copper water and gas lines, Brass fittings
- Frostban Torque Tie windows with screens
- Large spacious trunk
- Vent
- Skylight
- Bumper

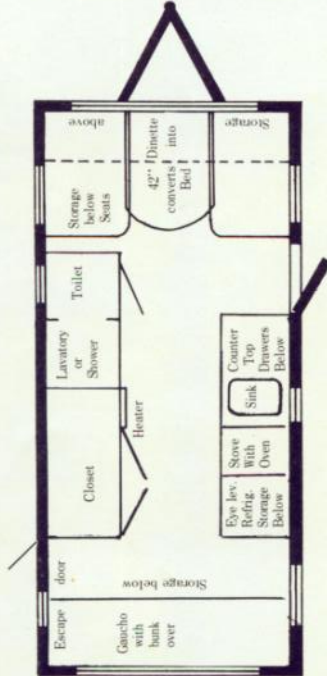
All Decorator Color: Commercial Match

HOMES

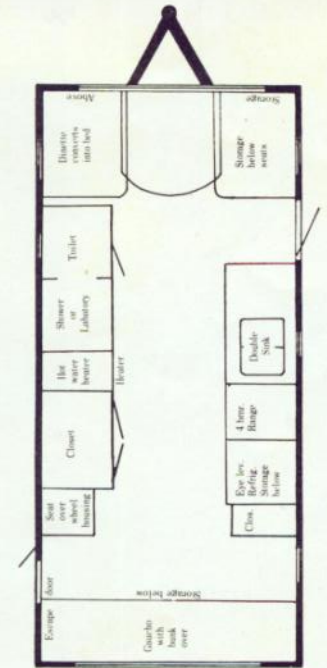
BASIC DESIGNS... OTHER FLOOR PLAN ARRANGEMENTS AVAILABLE AS DESIRED.



18' DELUXE WITH TOILET



20' DELUXE



22' DELUXE

SPECIFICATIONS

- Width - 7' Length - 16' and 18' long
- Width - 7 1/2' Length - 20' and 22' long
- Height - 8' 6"
- Bock rigid box frame
- Hammer Blow torqueless axle
- Aluminum exterior, including bottom
- Kelsey Hayes electric brakes
- Heavy duty tires
- Insulated metal wheel housings
- Fiberglass insulation in floor, roof and walls
- 3" double floor
- Double roof
- Romex wiring with boxes, Fused circuit
- Copper water and gas lines, Brass fittings
- Frostban Torque Tier windows with screens
- Large spacious trunk
- Vent
- Skylight
- Bumper

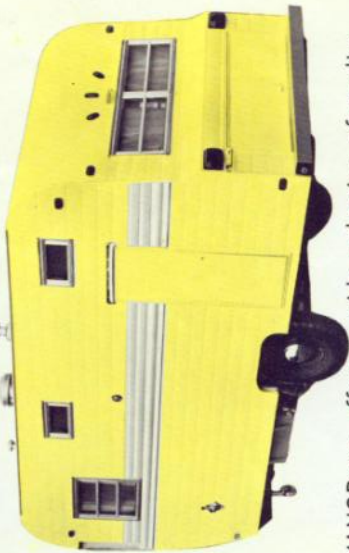
EQUIPMENT

- Gas Light
- Gas/electric refrigerator - vented outside
- Built-in rangette - with oven and control
- Gas bottles, rack and regulator
- Pressure water system
- Hot water heater (for 18', 20', and 22')
- Sink in bathroom (for 18', 20', and 22')
- Shower (for 20' and 22')
- Marine toilet and septic tank (for 18', 20' and 22')
- Monomatic - toilet (for 18', 20' and 22')
- Battery with power pack for Monomatic toilet
- Gauchos couch - 5" Polyfoam
- Bunk bed, single or double
- Polyfoam mattresses
- Front overhang
- Fiberglass awning for front protection

All Decorator Color: Commercial Match

MANOR

THERE'S A QUALITY BUILT MANORette HOME FOR EVERY TRAVEL NEED

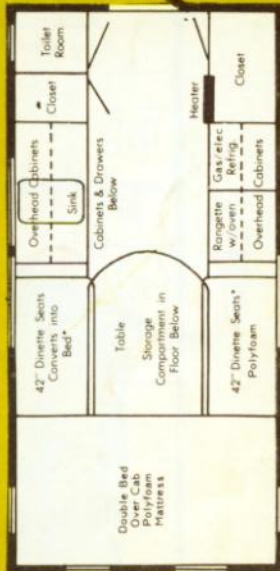


MANORette offers a wide selection of quality built homes from the 16' Standard that sleeps 4 people to the luxurious overcab Models 16, 18, 20 and 22 that sleep 8. All have emergency doors and large spacious trunks. MANORette homes can be equipped with all the comforts of a modern home.

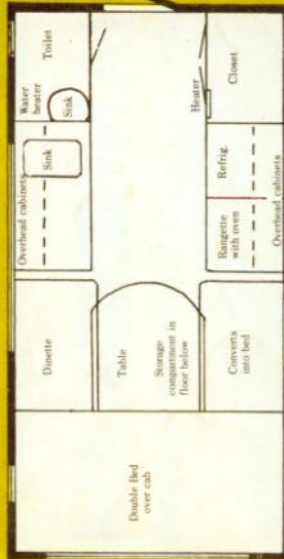
MANOR *ette*

PIGGYBACK HOMES

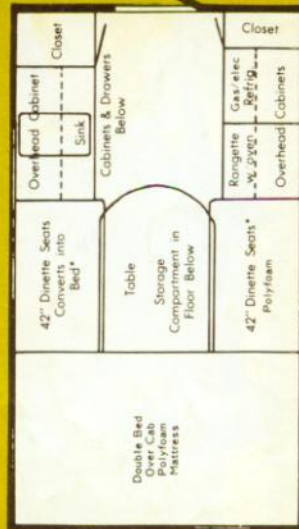
Here's the home that lets you go anywhere a pickup truck travels, in space-saving comfort and economy. Fits most 1/2 ton or 3/4 ton pickup trucks. Travel's great fun when you go PIGGYBACK.



14'6" MODEL (Fits 3/4 Ton Truck)

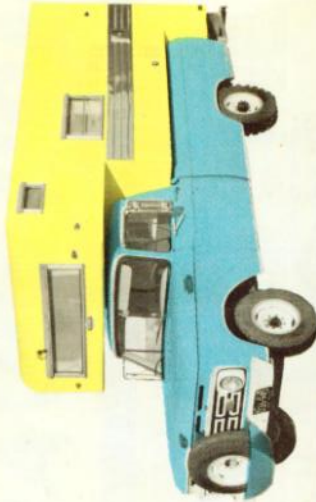
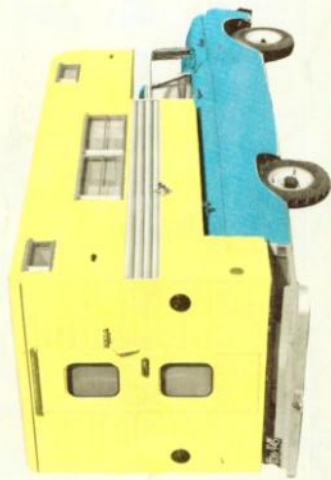


15' 7 1/2" MODEL



12" MODEL (Fits 1/2 Ton Truck)

PIGGYBACK HOMES are removable. So that your pickup truck is not tied up between trips, your home may be easily removed and stored.



SPECIFICATIONS

- Width 7' Length — 12' and 14' 6"
- Width 7 1/2' Length — 15'
- Inside Height — 6' 3"
- See-through rear door
- Stucco embossed aluminum, or painted aluminum exterior
- Thick fiberglass insulation in floor, roof and walls
- 3" double floor
- Romex wiring with boxes, fused circuit
- Copper water and gas lines, brass fittings
- Inlaid floor tile
- Torque Tier windows with screens
- 2 dome lights, hookup off truck battery
- 2 bullet lights
- 2 undercabinet lights
- Sky light

EQUIPMENT

- Gas Light
- Ice box
- Refrigerator
- 3 burner plate
- Rangette with oven and control
- Gas bottles, rack and regulator
- Heater with thermostat
- Pressure tank
- Roof vent
- Vent fan and motor
- Mattress for overcab
- Toilet - Monomatic or Sanimatic
- Adjustable bumper
- Jacks for unloading
- Fiberglass awning for front protection

INSIDE SPECIFICATIONS

Polyfoam booth, cushions reversible (booth converts to double bed) large table with decorative top — compartment in floor below for storage — custom drapes — large kitchen cupboard with light over work space — breadboard — decorative sink top and splash protector — double closet with lower storage — double bed over cab — beautiful gloss finish on natural birch and harmonizing woods.

Specifications Subject to Change Without Notice.

Manufactured by
CHILTON TRAILER CO. INC.
 311 E. Main St. • Chilton, Wisconsin 53014
 Area Code 414-849-2713

YOUR AUTHORIZED DEALER IS:

* * * Campers & Canopies * * *



by
MANORETTE Inc.
Chilton, Wis. 53014



Pictured above. A basic camper model during construction. Shown is a good example of careful construction and generous insulation.

INTERIORS

Newly coordinated interiors add a touch of elegance with zippered reversible upholstery. Deluxe models have matching decor in living area to draw a golden glow from our prefinished wall paneling. Decorative feature panels highlight the galley area. Solid doors, positive catch cabinet hardware, high pressure lamination on all counter tops and tables, and wall to wall floor covering are practical and durable as well as beautiful.

EXTERIORS

All exterior aluminum is prefinished baked enamel. Feature stripping in harmonious colors enhance and balance our colonial white siding.

CONSTRUCTION

The main frame is constructed of pine lumber with glue, staples and screws. The entire assembly is without nails. High density fiberglass insulation is cut to fit between each stringer and stud for better insulation. All Manorette campers are engineered to comply with state and federal codes.

CEILING

Roof construction is of aluminum with high density fiberglass insulation. Lustrous vinyl-covered ceiling panel brightens the interior.

FLOOR

Floors are two inch boxed construction and fully insulated. Full width linoleum covers the sub floor.

MANORETTE CAMPER SPECIFICATIONS :

	Model B Half Cab STD.	Model B Half Cab Deluxe	Model B Full Cab STD.	Model B Full Cab Deluxe	Model B Front Kitchens	Model B Toilet Room	Model B Sink /Stove	Model B Front Kitchens /Toilet Room	Model B Front Kitchens /Toilet Room
X - Standard O - Optional N.A. - Not Available									
Function Catches	X	X	X	X	X	X	X	X	X
Exterior Flush Lights	O	O	O	X	X	X	X	X	X
Transparent Roof Vents	O	O	O	X	O	O	X	X	X
2 Burner Range Plans. W/Hood	O	X	NA	NA	NA	NA	NA	NA	NA
3 Burner Stove, Oven & Bro. Comb.	NA	NA	O	O	O	O	O	O	O
3 Burner Range Plans W/Hood	NA	NA	X	X	X	O	O	O	O
12 V Power Range Hood W/Light	NA	NA	O	O	O	O	X	X	X
4 Burner Oven Range W/Hood	NA	NA	O	O	O	X	X	X	X
4 Cu. Ft. Refriger. Gal./Elec.	NA	NA	O	O	O	O	O	O	O
3 Cu. Ft. Refriger. Gal./Elec.	NA	NA	O	O	O	O	X	X	X
3 Gal. Retainer Tank W/Reg.	NA	X	X	X	X	X	NA	NA	NA
Dual 3 Gal. Retainer Tank W/Reg.	NA	NA	NA	NA	NA	NA	X	X	X
12 Gal. Water Storage Tank	NA	X	X	X	X	NA	NA	NA	NA
20 Gal. Water Storage Tank	NA	NA	X	X	X	X	X	X	X
Overhead Sink Cabinet Comb.	NA	NA	O	X	O	O	O	O	O
12,000 BTU Furnace	NA	NA	O	O	O	O	O	O	O
Insulated Ice Box	NA	X	X	X	X	X	X	X	X
City Water Hook-up	NA	O	O	X	X	X	X	X	X
Entrance Door W/Screen	NA	X	X	X	X	X	X	X	X
12 Volt Lights	X	X	X	X	X	X	X	X	X
Single Shower Sink	NA	X	X	X	X	X	X	X	X
Double Shower Sink	NA	NA	NA	NA	NA	NA	O	O	O
Demand Water System	NA	O	O	X	X	X	X	X	X
34" Cab Over Bed	NA	NA	X	X	X	X	X	X	X
Power Converter	NA	O	O	O	O	X	X	X	X
110 V. Outlet	NA	O	O	O	O	X	X	X	X
Large Tarpaulin Safety Windows	X	X	X	X	X	X	X	X	X
Exit Hatch Above Cab	X	X	X	X	X	X	X	X	X
Water Tank Drain	NA	X	X	X	X	X	X	X	X
Screen Covers on Windows	X	X	X	X	X	X	X	X	X
Slide Windows to Cab	NA	O	X	X	X	X	X	X	X
Camper Jacks		O	O	O	O	O	O	O	O



MANORETTE RECREATIONAL VEHICLE - LIMITED WARRANTY
Manorette, Inc., warrants to the original retail purchaser that each new Manorette Recreational Vehicle is free from defects in material and workmanship for a period of one year from the original purchase date, under normal use with necessary maintenance.
The obligation of Manorette, Inc. under this warranty being limited to repairing or replacing, at its option, any part or parts which the examination shall disclose to be defective. Should warranty repair be required, Manorette, Inc. is not obligated to furnish loans or transportation with replacement parts or items to outside repair shops for any transportation expenses said repair to be made at the Manorette, Inc. factory or at an authorized Manorette dealer at the option of Manorette, Inc.
Manorette, Inc. makes no warranty whatsoever in respect to tires, wheels, axles, spring assemblies, brake assemblies, hoses, ropes, refrigerators, water heaters, electrical fixtures, air conditioning, motor home chassis or any accessories manufactured by a Company other than Manorette, Inc., and installed as a unit in a Manorette Recreational Vehicle, inasmuch as these items are generally warranted by their respective trade manufacturers and repaired in their own authorized service centers.
Manorette, Inc., does not, under any circumstances, assume any responsibility for consequential damage arising as a result of a breach of warranty, expressed or implied, including but not limited to, expenses for transportation, labor, rental, towing, loss or damage to personal property, loss of use of the vehicle, loss of time, inconvenience or loss of profits.
This warranty being expressly in lieu of all other warranties, expressed or implied, written or verbal, and Manorette, Inc. neither assumes nor warrants any other person to assume for it any other liability in connection with the sale of its Recreational Vehicles.
Corporate Office: Manorette, Inc.
313 East Main St.
Chilton, WI 53014

Your Authorized Dealer

Specifications and dimensions subject to change without notice.

Manorette Inc. • Chilton, Wis. 53014 ..



8' Deluxe Model with toilet room



8 1/2' Model with toilet room



9 1/2' Deluxe Model with toilet room



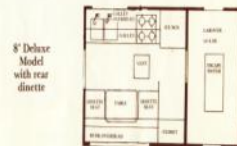
9' Model with front kitchen



8' Deluxe Model with front kitchen

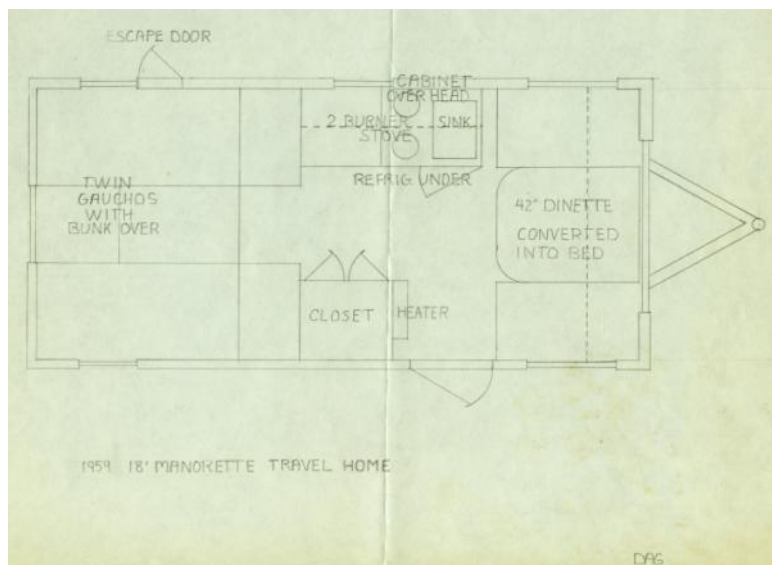
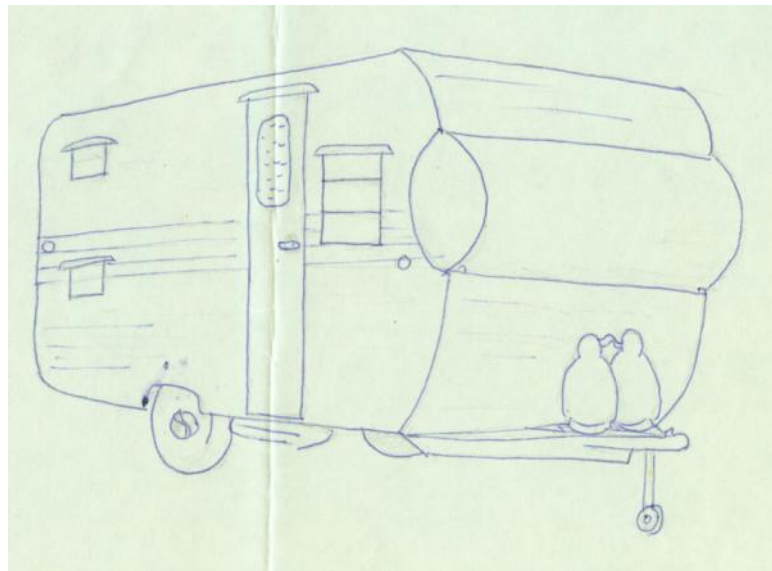


8' Half Cab



8' Deluxe Model with rear dinette

CANOPIES
We build three different sizes, 24", 30" and 36" heights, with half and full doors. All fully insulated with fiber glass, reinforced for snow. For further information on prices and specifications, contact your nearest Manorette dealer.



MANORETTE 35' Park Model Trailer

SPECIFICATIONS

Exterior Length	34' 9"	Sleeping capacity	- 4
Exterior Height	118"	Living & Bedroom	carpet
Exterior Width	96"	Kitchen & Bathroom	carpet
Interior Headroom	84"	Home type	toilet
Approx. dry weight	5600 lbs.	Medicine cabinet	w/mirror
Approx. dry hitch weight	700 lbs.	Bathtub & Shower	
2-5/16" Hitch ball coupler w/safety chain		Lavatory	
8" steel frame		20 Gal. Electric hot water heater	
Metal underbelly		Heat tape receptacle	
Tandem axle w/electric brakes		3 roof vents - power in bath	
700x15 Whitewall tires		Roof wired & reinforced for air conditioner	
Patio Light		110 volt exterior receptacle	
Entrance door w/screen & assist handle		City water hook-up	
Rear exit door		25' power cord w/adaptor	
Large black radius windows		Aluminum wheel wells	
4 burner range w/eye level oven		Double insulation (fiberglass & foamcore) ceiling	
Range hood w/power vent & light		3½" fiberglass insulation floor	
Double stainless steel sink		2" fiberglass insulation walls	
Drain hose carrier bumper		Fire extinguisher	
		40,000 BTU furnace w/thermostat	

OPTIONS

14 cu. ft. refrigerator	—	Patio door	—	Furniture package
Holding tanks	—	Tip Outs-front & rear	—	Dual 30 lb. LP gas bottles

Due to engineering improvements and availability of components, specifications are subject to change without notice.

MANORETTE, INC.
 311 E. Main Street
 Chilton, Wis. 53014
 414-849-2713







Footnotes

- Trailer model, brochure and family pictures were submitted by Dave Volunteer
- Sketches and Model by Dave Glenn of a 1959 model
- Years of trailers in photos 1959 and (approx) 1973
- Article on Manorette by Randy Bishop submitted by Herb Buhl
- 1980 Brochure from Bob Boll
- Photo of 311 E Main submitted by Herb Buhl
- The Calumet County Historical Society has no original documents– all submitted by digital file
- Compiled by Mike Pichee on 2-21-2016

Calumet County Historical Society Catalog # is 1108