



www.monticellohistoricalsociety.org

**MAHS**

**Board of Directors**

- President - Mary Davis
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- Secretary - Sue Rieder
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- Member - Dave Gietzel
- Member - Hans Sulzer

**Collection Archivist**

Jules Cappelle

**Coordinators**

- Docents - Kay & Bill Dickson
- Programs - Paul Rieder
- Window Display—May Burgy
- Membership - Carol Schultz
- Newsletter - Jules Cappelle

**Museum**

**Open**

Saturdays  
thru October  
from 10 am - 2 pm

**Our docent coordinators**

Bill & Kay Dickson welcome all

# RECOLLECTIONS

*Monticello Area Historical Society News*

Year 2018, No. 3

## Monticello Celebrated End of War

Dear Member & Friends,

Summer is winding down, though not the heat and rain! By now, schools have begun and our annual treasure sale is over. Thank you to all who helped with our sale. We made the decision to hold the sale at the museum for several reasons. The biggest pay-off was people discovering our historic facility.

We are welcoming more visitors than ever this summer. They are responding with positive comments and generous donations. "Monticello of Yesterday" is proving to be a successful, relatable exhibit. Be sure to stop in before we close at the end of October.

Several of our members are registered for the Wisconsin Historical

conference in late October. It's a very productive time to learn new ideas and network with other societies.

The elevator project is moving slowly; plans, permits, proposals—oh my! Hopefully it will be completed by early next year.

A big thank you to all of you who served as a docent this season, and to Bill and Kay Dickson for coordinating that calendar—great job everyone!

Finally, our sympathies to the families of Gene Lynn and Elmer Lemon, who recently passed away. Both were involved, generous life members of MAHS.

Gratefully,

Mary Davis, President

## What You Need to Know

**Wish List**

Your continued involvement and membership.

\$14,500 to put first 100 years of the Messenger online with the State Historical Society and linked to our website. (First \$500 raised.)

**Monticello Historical Society Website  
Check out new slideshows:**

[Bo Woelffer at Camp Leonard Wood, 1937](#)

[Monroe Cheese Corp. 1971-72](#)

[Laidlaw Corp. 1971-72](#)

**Next Meeting**

**Thursday  
September 27**

**In the North  
Room of  
Zwingli Church  
Annex**

The following history of Monticello was researched by Karen Brugger

**January 13, 1977**

**From Monticello Messenger**

**"Max Holds the Line as Coffee Prices Soar"**

One of the most talked-about items at the grocery store these days is coffee. The price of ground coffee and instant products has risen steadily over the past several months. Many restaurants have had to raise the prices. Max Schuett who began serving coffee for 5 cents when he first bought the M & M Midway Lunch in 1946 said he's holding the line on his 20 cents a cup price, one of the lowest in the county. He didn't say he was holding it indefinitely but felt he'd hold the line as long as he could. Max, who runs the M & M on Main Street with his son Ron has been hit by recent price increases but he is not one to jump quickly into raising the price. He's under pressure but said Tuesday he can still make a profit "not a big one" at 20 cents a cup, so the price stays. Drinking coffee at around 8:30 A.M. on a cold Tuesday morning were John Streiff, who said he did not intend to give up coffee even though prices have risen. Attorney Paul Voegeli who customarily has a coffee along with his Wall Street Journal each morning and Mary Zurbuchen was having morning coffee with Mrs. Harry Schuerch and Mrs. Anna Schweitzer. Mrs. Zurbuchen said she wasn't intending to give up coffee either, that a person has to spend their money on something. Earl Feldt was having orange juice but only because he felt like it, not because he was giving up coffee. Another customer was having hot chocolate. Max says the restaurant sells a lot of hot chocolate to people who want a change of pace or who don't like coffee. The biggest selling food item on the menu are the hamburgers which attract customers from near

and far. Morgan Phillips was having his customary morning coffee. The M & M Lunch was formerly owned by Jimmy Lobbs. Schuett, whose wife is from the Monticello area was a diesel locomotive machinist in Chicago looking for a reason to get out of that line of work which he described as dirty and hard. He and Mavis took over managing the luncheonette and within a short time purchased it. Mavis died last year but Max and Ron run the business as before. Schuett said one reason he can sell coffee for 20 cents is that the business is still family-run. The M & M is one of the few restaurants in the county with 20 cent plus tax coffee. The cheapest coffee the Messenger came up with is Bernie's Drive In at Monroe which charges 15 cents a cup plus tax.

**May 29, 1912**

**From Monticello Messenger**

James Hancock, rural mail carrier on Route 3 had quite an exciting time while making the rounds Saturday. He was driving down the hill near the Fred Zweifel farm, Washington township when the neck yoke broke, let the tongue down and the horses sped away. The horses freed themselves when the rig overturned and ran until they reached the Zweifel farm. Mr. Hancock was accompanied by his little niece Vera Hyde and fortunately neither was injured.

The framework for Jack Steinman's bungalow located at the south of Steinman's addition was raised the last of the week.

The brickwork on the new garage of the Monticello Auto Company will be completed this week. The new front of red pressed brick and

**MISSION STATEMENT**

The mission of the Monticello Area Historical Society is the acquisition, documentation, preservation and exhibition of artifacts relating to the history and culture of the Monticello area. This collection will be located in our museum, the former Woelffer Drug Store on Main Street in Monticello, Wisconsin.

**VISION STATEMENT**

The Monticello Area Historical Society strives to promote an interest in the uniqueness of the Monticello area by collecting and displaying artifacts that tell our community history. We further endeavor to enrich the community by connecting them to the past and saving the present to enhance the future.

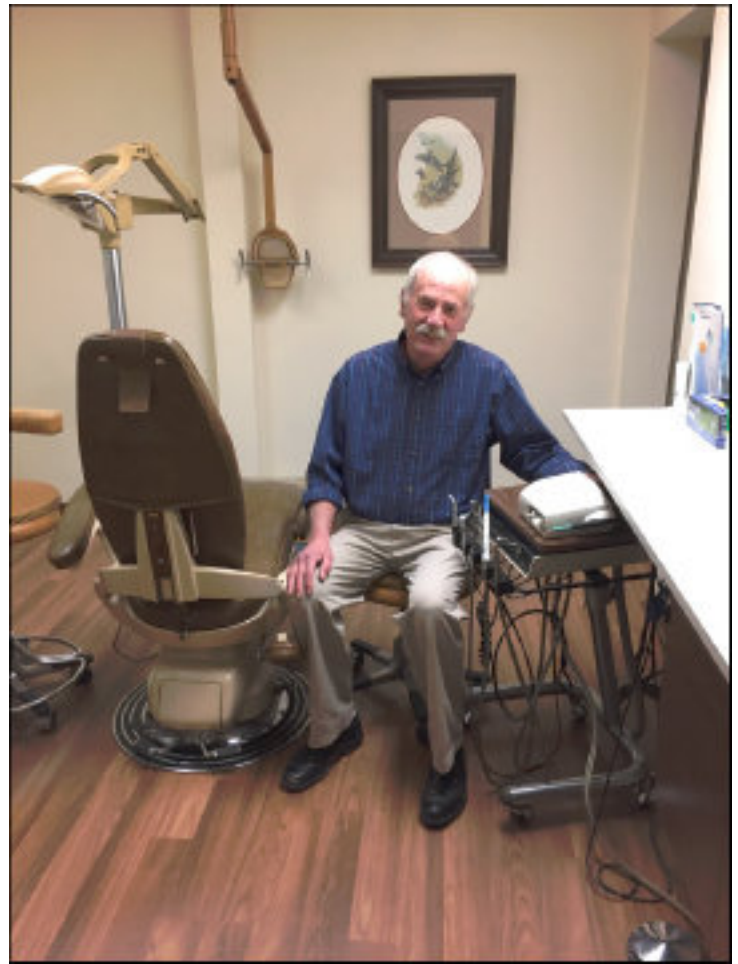
cut stone will add greatly to the appearance of Main Street.

**April 11, 1917**

**From Monticello Messenger**

Henry Elmer of the firm of Wittenwyler & Elmer is on a business trip to Portage, object of trip to select a motor bus for their livery business. Mr. Elmer closed contract for a 13 passenger bus. It will be the first motor bus of any description put into service in Green County. The new bus is said to be a most attractive bit of furniture electrically lighted with both a rear and front entrance. Ray Schoonover of Voegeli & Schoonover also went along.

*Monticello Messenger – November 13, 1918*



Dr. James H. Winn DDS has retired. Dr. Jim's office was located at 152 N. Main Street.

The structure has now been remodeled and Monticello will continue to have a dentist in the same location. Before the structure was a dentist office, it was Fernstaedt Hardware.

HE IS OUT FIGHTING FOR YOUR FLAG

DO SOMETHING FOR HIM!  
WHEN HE COMES HOME HAVE SOME MONEY IN THE BANK FOR HIM AND GIVE HIM A FRESH START

FOR YEARS THIS BANK HAS BEEN URGING UPON PEOPLE THE NECESSITY OF PRACTICING THRIFT AND ECONOMY. TODAY OUR GOVERNMENT IS ASKING YOU TO DO THE SAME AS YOUR PATRIOTIC DUTY. YOU CAN EASILY PUT IN OUR BANK A PORTION OF YOUR SURPLUS EARNINGS TO HELP YOUR COUNTRY. THAT MONEY YOU CAN SO EASILY SPARE WILL HELP WIN THIS WAR AND IT IS SAFE.

QUIT EXTRAVAGANCES AND BEGIN TODAY.  
WE ADD 4 PER CENT INTEREST ON TIME DEPOSITS.

COME TO OUR BANK

**BANK OF MONTICELLO**  
Capital and Surplus \$51,000.00

J. C. FREITAG, President.  
H. G. BABLER, Cashier.

JACOB WITTENWYLER, Vice-President  
J. W. BARLOW, Assistant Cashier.

**MONTICELLO BAKERY**

"The Home of Kissling's Bread"

**Made With Milk**

E. Kissling, Prop.

**Potato Rolls**—One quart milk, one cup sugar, one cup butter, one cup sieved potatoes, two teaspoons salt, two cakes compressed yeast, one teaspoon soda, two teaspoons baking powder, 14 cups flour. Scald milk, add sugar, shortening, potatoes, salt and cool to luke-warm. Crumble yeast, add to liquid. Also six cups of flour, baking powder and soda. Beat to smooth batter. Let rise, then add flour enough to make a soft dough. Knead lightly until smooth. Place in bowl and store in ice box until needed.

—Mrs. John Dick.

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PHONE 209

From recipe book to celebrate the Fiftieth Anniversary of the Woman's Missionary Society General Synod of the Reformed Church in the U.S. by the Members of the Woman's Missionary Society of Monticello, Wisconsin. Published in late 1930's.

**Steamed Brown Pudding**—2 cups flour, 1 cup sweet milk,  $\frac{1}{2}$  cup shortening, 1 egg,  $\frac{1}{4}$  teaspoon salt,  $\frac{1}{2}$  cup molasses, 1 teaspoon soda. Sift flour, soda and salt. Cut in shortening. Add beaten egg, molasses and milk and beat thoroughly. Put into steamer and steam 2 hours. Have water boiling to steam. Use half of recipe for 2 or 4 people. Serve with white sauce. White Sauce: 1 cup sugar, 2 tablespoons flour, about 1 tablespoon butter, 1 teaspoon vanilla. Mix with boiling water and cook until thick. —Mrs. Erma Prisk.

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Monticello, Wis.

100 Years ago this November the “Great War” (World War I) ended.



*Monticello Messenger – November 13, 1918*

## **MONTICELLO WILD WITH JOY OVER PEACE NEWS**

When the news of the great victory reached Monticello on Thursday last, prematurely, of course, there was some awful demonstration. No little town throughout our Uncle Sam’s domain, did a better job of celebrating than did the folks right here at home. Elderly people who had not jubilated for many years were among the most jubilant, and joy reigned supreme from every angle. It was easily the biggest joy fest Monticello has ever known and it was put on in decidedly short notice.

Did the girls do anything? Did they? Well, The Messenger will say they did. It was principally the girls, working in shifts, that kept the old fire bell ringing for hours. There was no end to the enthusiasm.

The big parade which continued all the afternoon was immense. It was more than that, but yours truly

has not the time to consult Webster and define it in the proper terms. Three of the big logging trucks of the Snyder Logging and Transportation company figured in the proceedings. Each truck carried from forty to fifty passengers and all who gazed in open-eyed wonder at the spectacle will admit that the passengers were all entitled to a top-notch position in the leather-lunged class. But that wasn’t all. Dick Zentner, who was doing a job of shredding on the Jacob Elmer farm, thought there wasn’t noise enough. He quit the job for the time being and joined the procession of merry-makers. The whistle of that old tractor of Dick’s was as deafening as it was joyous. And then there was that little Fordson tractor, driven by Johnny J. Streiff, of the Karlen garage. With the muffler wide open you couldn’t beat it for real downright and unadulterated noise. The little tractor was sure some factor in the day’s proceeding.

And, in addition to all of the other noise, there was that old, hoarse whistle down at the condensery in action, throwing its gladsome chime fully ten miles out

*Monticello Area Historical Society News*

into the country, the whistle over at the electric light plant never performed in better shape and the chimes of the church bells of the village were not by any means lacking.

The above performance was again repeated on Monday of this week when the official peace news was received. The doings lacked some of the features of Thursday's celebration for the reason that many of the villagers migrated to larger towns to celebrate the event. However, there was a parade by the school children and a number of other features that fitted in very nicely with the nature of the occasion. The youngsters took special delight in dragging an effigy of the Kaiser through the

streets, and the "old scout" came in for some mighty rough handling. In the evening a truck load of forty or fifty invaded New Glarus and added to the festivities there for a space of two or three hours.

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**TO BECOME A MAHS MEMBER**

Mail this form and payment to the museum address or give to our membership chairperson.

Membership year: May—April

**Individual dues - \$20/yr**

**Family dues - \$30/yr**

▶  CASH     CHECK PAYABLE TO MAHS

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

YOU ARE INVITED TO JOIN

## THE MONTICELLO AREA HISTORICAL SOCIETY

MEETINGS ARE HELD THE 4TH THURSDAY OF EVERY MONTH, **EXCEPT** JULY, NOVEMBER AND DECEMBER, IN THE NORTH ROOM OF ZWINGLI CHURCH ANNEX IN MONTICELLO, WIS.

### MAHS Museum

P.O. Box 463  
204 N. Main St.  
Monticello, WI 53570  
Phone: (608) 938-4216  
Email: mahs@tds.net

### Hours of Operation

The museum will be open  
May 5 until October 27, 2018  
but can be open by appointment for anyone or a  
group wishing to stop by.

For special group or individual tours,  
call the museum at (608) 938-4216 or send your request to  
mahs@tds.net.

Admission to the museum is free and  
a quarterly newsletter from your home  
town is included.

Please consider including the Monti-  
cello Area Historical Society in your will.

A guided tour of the museum can be  
arranged for all groups anytime.

MAHS Museum  
P.O. Box 463  
204 N. Main St.  
Monticello, WI 53570

