



www.monticellohistoricalsociety.org

# RECOLLECTIONS

*Monticello Area Historical Society News*

Year 2020, No. 1

Inside

## KUBLY TIRE & SERVICE STATION & Historical Society a Reality

### MAHS Board of Directors

President - Mary Davis  
 Vice-Pres. - Nancy Rufener  
 Secretary - Sue Rieder  
 Treas. - Karen Brugger  
 Member - John Casey  
 Member - Don Kubly  
 Member - Hans Sulzer

### Coordinators

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

### Collection Archivist

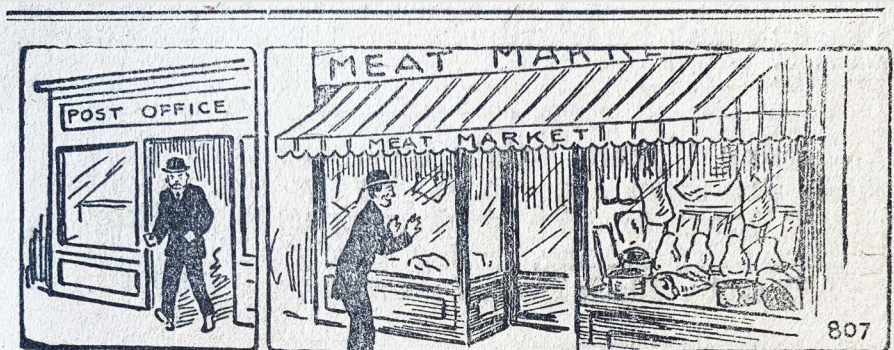
Jules Cappelle  
 jules.cappelle@gmail.com

Dear Friends,

The days are getting a little longer and the air a little warmer – and we have started our Spring cleaning at the Museum. A big "THANK YOU" to an industrious group who manned brooms and buckets of water to clean a corner of our lower level. It was a great start and reminder of how much there is to do get our building in shape.

The Monticello Area Historical Society is so much more than our Museum; its biggest assets are our members and volunteers. Without your interest, ideas, energy and support our existence and future would be in trouble. There will be several board positions available this May, do consider joining the team. Thanks!

Mary Davis, President



### Come Here For Your Roasts

Whether you prefer a Ribbed Roast rolled or standing, or a good tasty pot roast, you will find it here. Careful Buying, which brings only the choicest meats to our market, is one reason for this and the other is that we know how to cut meat properly.

**MONTICELLO MEAT MARKET**  
 ALFRED VOEGELI, Proprietor

## Museum

## Open

Saturdays  
 May thru October  
 from 10 am - 2 pm

### Our docent coordinators

Bill & Kay Dickson welcome all volunteers. Call them at 938-4315.

Monticello Meswenger Thursday, March 11, 1920

Monticello Area Historical Society is 25 years old.

See page 4

# Monticello Area Historical Society News

The following history of Monticello was researched by Karen Brugger .

## KUBLY TIRE & SERVICE STATION

The building was built in 1911-12 by A. W. Stout as an ice cream and candy shop. Later cigars made by Charles Jordon, who was a wholesale distributor of cigars and candy, throughout Green County were included. A. W. Stout died in 1939 and the building deed shows ownership to his widow Elizabeth and his step-daughter Vola



*Jerry Kubly working on yet another tire.*

Tone (wife of slain Marshall Fred Jordon) until the death of Elizabeth. In 1944 Emil G. Voegeli, formerly a farmer, purchased the building. He converted it to a tire and gas station known as Voegeli Tire Service. Emil operated until his retirement in 1948. During World War II business was mostly recapping as new tires were rationed with rubber going to military use. Herman Schlittler purchased the DX service station from Voegeli and operated until his sudden death from a heart attack October 3, 1965 at age 57. His step-son Jerry Kubly serving with the Air Force at Offitt AFB at Omaha, NE was called home to continue operating the business. Jerry recalls working from 7 A.M. to 8:30 P.M. six days a week and a half day on Sunday. This meant pumping gas, oil check and windshield cleaned before self service came on board. When asked the price of gas in 1965 Jerry said it was 33.9 cents and he made 18% or 6 cents a gallon. DX Sunray became Sunoco, then Standard and Mobil and Farm-land. Presently, Jerry operates as independent meaning he owns the tanks and pumps and must maintain them. Jerry purchased the business in 1970. The highest price per gallon was immediately following the 9-11 event at \$4.25. He was required to dig up the tanks in 1988 and install a monitoring system passing with no leaks. In 55 years of business there have been many changes such as self-service, credit card sales, tire changing equipment from manual to electric, more farm tires such as skid loaders. When asked about tires he commented most are made in the U. S. and are of much better quality made for many more miles and for faster speeds. It's pretty unique to still have an independent service station in our village in 2020 where we can receive personal attention when necessary. The century old "Stout" build-

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### MISSION STATEMENT

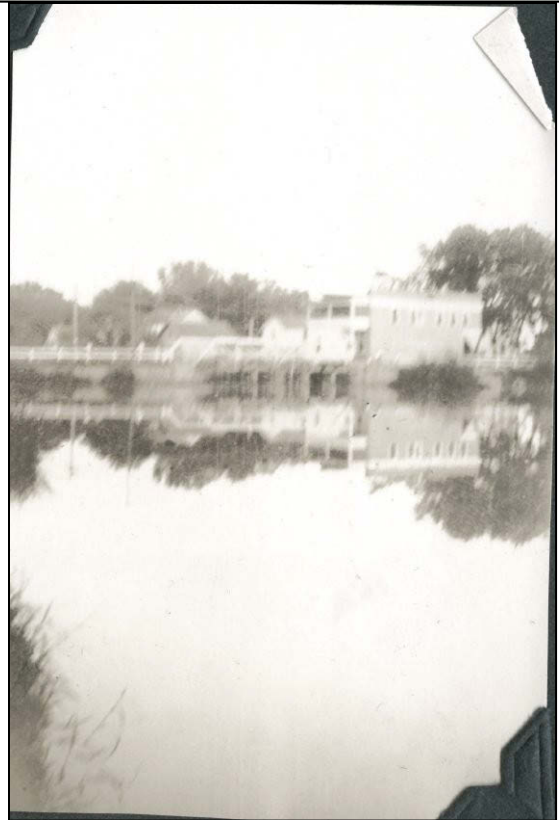
The mission of the Monticello Area Historical Society is the acquisition, documentation, preservation and exhibition of artifacts relating to the history and culture of the Monticello area. This collection will be located in our museum, the former Woelffer Drug Store on Main Street in Monticello, Wisconsin.

### 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.

ing is neatly painted and well maintained. The large original front windows were replaced several years ago, Located at the corner of HWY F (formerly 39) and HWY 69 it is not unusual to see a vehicle pull up and someone dash out to the pop machine on the west side of the building, grab a soda and continue on their way. There were two upstairs apartments. The Kubly's occupy one and Jerry's wife Jeanne operates Lake View Salon in the other with limited

hours since retiring from the State Department of Revenue.



**TO BECOME A MAHS MEMBER**

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

Membership year: May—April

- Individual dues - \$20/yr**
- Family dues - \$30/yr**
- Lifetime dues - \$500**

CASH

CHECK PAYABLE TO MAHS

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

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

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

PHONE: \_\_\_\_\_



*Times photo/SUSAN WETHERINGTON*

**HISTORY MAKERS** — Only just recently formed, the Monticello Area Historical Society now boasts about 50 members, including, from left, Mary Davis, the organization's secretary-treasurer; Marlene Schmalbeck, president; Lillian Hefty; Joy

Dickson, board of directors member; and Ralph Hammerly. Hefty and Hammerly were instrumental in creating an historical video, "Old Monticello."

*Monroe Evening Times, Wednesday, July 19, 1995*

## Historical Society a Reality

By Susan Wetherington

*Monroe Evening Times Correspondent*

**MONTICELLO** — A year ago, a historical society in Monticello was a mere thought.

Today, however, the Monticello Area Historical boasts approximately 50 members and will soon be incorporated.

Although Marlene Schmalbeck was instrumental in organizing the society, the "coming together of community effort" was amazing, she said.

"I am thrilled by the response, enthusiasm, cooperation and generosity of the people of the community," she said. "It is absolutely overwhelming."

Several of the new MAHS members began their sojourn by joining the Albany Historical

Society, which began in 1992.

"That group was extremely inspirational," Schmalbeck said.

Involvement with Albany from the beginning encouraged her and Ralph Hammerly.

Then, last year, a turning point came for Schmalbeck that provided the needed push to do something in Monticello.

"I attended an auction of a family outside of Monticello and on that farm, there was Memorabilia from the five generations that had lived in that house," she recalled. "All I could envision was Monticello's history driving away down Highway 69."

After the auction, Schmalbeck received information on the 1994 annual convention of the Wisconsin Council for Local History in October and decided to attend. That convention provided her with the working information to begin an

organization such as MAHS.

Schmalbeck had the idea and the knowledge she needed to begin some kind of history-preserving group, but she would need more than that to create a historical society.

"More people than I ever expected attended that night and they all agreed that we should begin a group for the preservation of Monticello's history," she said.

A February meeting was scheduled with speaker Tom McKay, coordinator for the State Historical Society of Wisconsin's Office of Local History.



Second graders try to dial 911 with difficulty. The phone has now been placed on Messenger Desk at back of museum for the younger generation to try to dial.

*Newsletters can be viewed on our website in color.*

A refund of \$100 was voted to each of the seven local saloonists, to whom licenses were issued last year, and which were rendered void by the national prohibition act which became effective on Jan. 16th of this year. The refund amounts to just one-half of the license fee.

### Home Teams Take Win In Double Header Event

The Monticello Commercials and the Monticello Highs took the honors in a double header basketball event which was staged at New Glarus last evening, the Commercials winning by a score of 24 to 18 and the high school by a score of 16 to 8. The first half of the game between the highs ended in a tie—7-7. Both games were stubbornly contested and proved decidedly interesting to the large number of spectators who lined the outer edges of the "arena." A large number of "rooters" accompanied the home teams to the scene of battle.

### Business Picking Up

John J. Streiff, of the Monticello Sales company, distributors for the Moline Universal tractors in this territory, says that business is picking up over in his end of the city. During the past week three sales were made, Jacob Disch and Albert Schultz, of this vicinity, and Jacob Rhyner, Sr., of Albany, each becoming the owner of a Universal. A pretty good run of business for a single week.

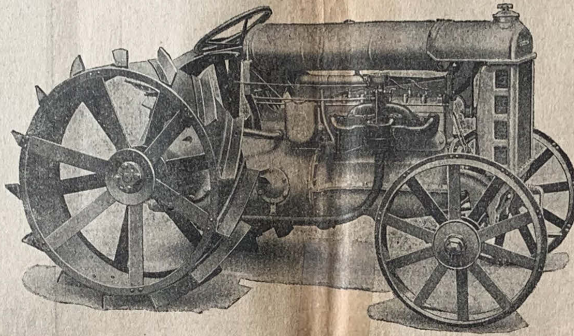


# An Event No Farmer Should Miss

## **BIG** **POWER FARMING MEET**

The subject of  
**Power  
Farming**

discussed from every  
angle by entertaining  
and able speakers.



A meeting of unusual  
interest to  
**Every  
Farmer**

because every pro-  
gressive farmer will  
eventually own a tractor.

# MONTICELLO - MAR. 19

## Meeting Opens at Grand Theater at 1:30

### PROGRAM

Lecture by Mr. Riley, of Fond du Lac, (a farmer),—A Heart to Heart  
Talk on Power Farming.

Moving Picture—How to Keep the Boy on the Farm.

Talk by Mr. Palmer, (of the Roderich Lean Co.), on Power Farming and  
implements to be had with the Fordson.

Talk by Mr. McClure, representing T. W. Meiklejohn Comyany, state  
distributors, on Service and Its Value to the Purchaser.

Summing up of the Whole Thing by Mr. Kiley, representing the T. W.  
Meiklejohn company.

Adjourn to Ford Garage.      Inspection of display.      Passing of Cigars.

We extend a cordial invitation to farmers in general to attend this Farm Power Meet-  
ing. Following the above program an open discussion will be held and all will be giv-  
ing an opportunity to ask any questions they want answered about power farming. Eeverything Free. Come!

# H. L. KARLEN & SONS

Monticello Meswenger Thursday, March 11, 1920

*90th Anniversary Commemoration*

# Village Marshall Fred Jordan Shot

**Presentation by:**

**Monticello Chief of Police Szvon D. Conway**

**Monticello Area Historical Society Museum**

**Saturday, March 7 at 10:00**



## **FRED JORDAN**

Marshal Jordan was shot and killed while searching a car he had stopped being driven by a 17-year-old boy. He had received a complaint from a local doctor that the suspect was driving up and down the street in front of his house blowing the horn and shining a spotlight into his windows. Marshal Jordan took a revolver from the youth but the suspect had retained a second gun and shot Marshal Jordan. The suspect was captured four hours later. It was later discovered that the car was stolen.

The suspect was convicted of second degree murder and sentenced to 15 to 20 years in prison.

The doctor who called in the complaint ran out of his house scantily clothed to aid Marshal Jordan when he saw him get shot. It was a very cold night. He contracted pneumonia and died 12 days later.

<https://www.odmp.org/officer/7281-marshall-fred-jordan>

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 AT 7:00 PM IN MONTICELLO,

### 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 4 until October 26, 2019  
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 with your  
membership.

Please consider including the  
Monticello 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

