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# RECOLLECTIONS

*Monticello Area Historical Society News*

Year 2020, No. 3

Inside

## 1918 H1N1 Influenza Epidemic

**Karlen's Theatre**

**Fred Rolph Home**

### MAHS Board of Directors

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Vice-Pres. - Nancy Rufener

Secretary - Sue Rieder

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Member - John Casey

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### 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](mailto:jules.cappelle@gmail.com)

### Presidential Pandemic Ponderings----

I miss all of you and the visitors discovering our museum and our collections. The lingering and re-occurring unknowns of this health crisis continue to make us cautious and reluctant to open the museum or hold any meetings. Fortunately our existence is not dependent on a busy summer season. For the time being, we will not have any meetings, open the building to the public, begin doing oral histories or re-arrange any of our current displays. The possibility of jeopardizing the health of any of our members/ volunteers is too risky.

In the meantime, we are witnessing and living through a historic period that will be highlighted in years to come. Generations of young people will have a lot of questions about this pandemic. And to further disrupt our complacency, a long overdue call for justice and equality for all citizens has erupted around the country and the world. It's difficult to determine how these two crises will impact each other and play out in our history. The health and civil impacts in Green County are not as dramatic as in other areas of the country; but they will impact us and we need to prepare for that. As I said, **History** is being made.

I wish all of you to stay healthy, safe and sane in this new life-style we are trying to accept. Wash your hands, wear a mask, stay home if you can, and don't despair, our museum and organization will be operational as soon as we can.

Be patient and be well,  
Mary Davis

**Due to Covid**

**Museum**

**Closed**

**For The Season**

**Our docent coordinators**

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

# Monticello Area Historical Society News

*The following history of Monticello was researched by Karen Brugger from : Wisconsin Magazine of History*

It was the "Virus" that shut down the state. A global pandemic spread across Wisconsin by means of ordinary coughs and sneezes, borne through communities along the channels of human contact. The disease's arrival disrupted the routine of daily life and extracted a heavy human toll. Schools closed. People were discouraged from gathering in large crowds and told to stay home. Medical supplies and hospital beds ran low. These words describe a disease that gripped Wisconsin communities over a century ago-the 1918 H1N1 influenza epidemic, commonly referred to at the time as the Spanish flu. The 1918 pandemic was one of the most severe in human history. No one knew the cause of this disease. Approximately 500 million people worldwide became infected, and an estimated 50 million people died, 675,000 in the U.S. In 1919 the U.S. Census Bureau recorded 8,459 deaths in Wisconsin over six months, more than Wisconsin casualties in World War 1, the Korean War and Vietnam conflict, combined. Even so, Wisconsin fared better than other states by

confronting the crisis aggressively. Nationally, the average rate of death was 4.39 per thousand but Wisconsin held its average to 2.91 per thousand. A relatively low population density was one factor in our state's success but Wisconsin's extensive health infrastructure and the efforts of residents, business leaders and local governments were major influences. Even before the epidemic reached Wisconsin, public health officials launched a statewide education campaign telling those with symptoms to stay home. Wisconsin was the only state to comprehensively close public institutions, and all citizens were asked to avoid theaters, mass meetings and other crowded spaces. Public wakes and kissing were discouraged. Sanctions were issued against public coughing and spitting. Local governments enforced quarantines and placed placards on the doors of those in isolation as a warning. Many communities saw large numbers of volunteers step up to care for the sick, help overburdened mothers, prepare meals, and offer their cars as ambulances. This was 1918, now 100 years later and much remains unchanged.

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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.

**OPENING DANCE NEXT WEEK**

**Karlen's Theatre and Dance Hall**

**Practically Completed**

The new Karlen theatre and dance hall is now undergoing the finishing touches. It is stated that the work will be completed by the end of the present week and this will allow ample time in which to prepare for the big opening dance which is scheduled for Tuesday evening, Nov. 23. It is but natural to assume that the opening event will be one of the most successful affairs of the kind ever held within the borders of the village. The new hall will accommodate a crowd at least twice as large as either of the other halls and present indications are that a "capacity" house will be in evidence.

It is expected that many from neighboring towns will be present to participate in the first dance in the new hall. A large number from distant points have expressed a desire to be present and the opening date was set for Nov. 23rd in order not to interfere with the "home town events" which

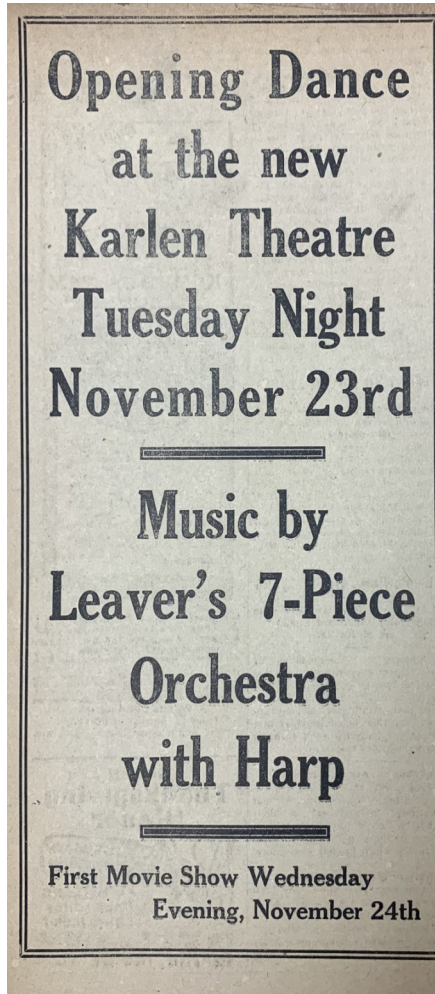
will be staged in most of the surrounding towns on Thanksgiving day.

Leaver's Orchestra, especially strengthened for the occasion—7 pieces, including harp—will furnish the inspiration. This superb orchestra, together with a desire to see the new hall, will prove a most tempting combination such as will attract the lovers of dancing for miles an' miles around.

This new combination dance hall and theatre is different. In fact, it is refreshingly different. It is unlike any other hall in southern Wisconsin and lovers of dancing will find a veritable dreamland.

In the main auditorium the arched ceiling is twenty-two feet above the floor at the highest point. Each of the massive arch supports is studded with incandescent electric lights, while a row of larger lights run lengthwise of the ceiling. Ventilators in the roof insure perfect ventilation.

Other features forming a part of the new hall include a reception room, checking room, ladies' parlor, smoking den, toilets, shower baths, bubbling fountains, orchestra balcony, etc. Every modern convenience is there—nothing has been slighted.



<p><b>TO BECOME A MAHS MEMBER</b></p> <p>Mail this form and payment to the museum address or give them to our membership chairperson.</p> <p>Membership year: May—April</p> <p><b>Individual dues - \$20/yr</b>  <b>Family dues - \$30/yr</b>  <b>Lifetime dues - \$500</b></p>	<input type="checkbox"/> CASH <input type="checkbox"/> CHECK PAYABLE TO MAHS
	NAME: _____
	ADDRESS: _____
	EMAIL: _____
	PHONE: _____

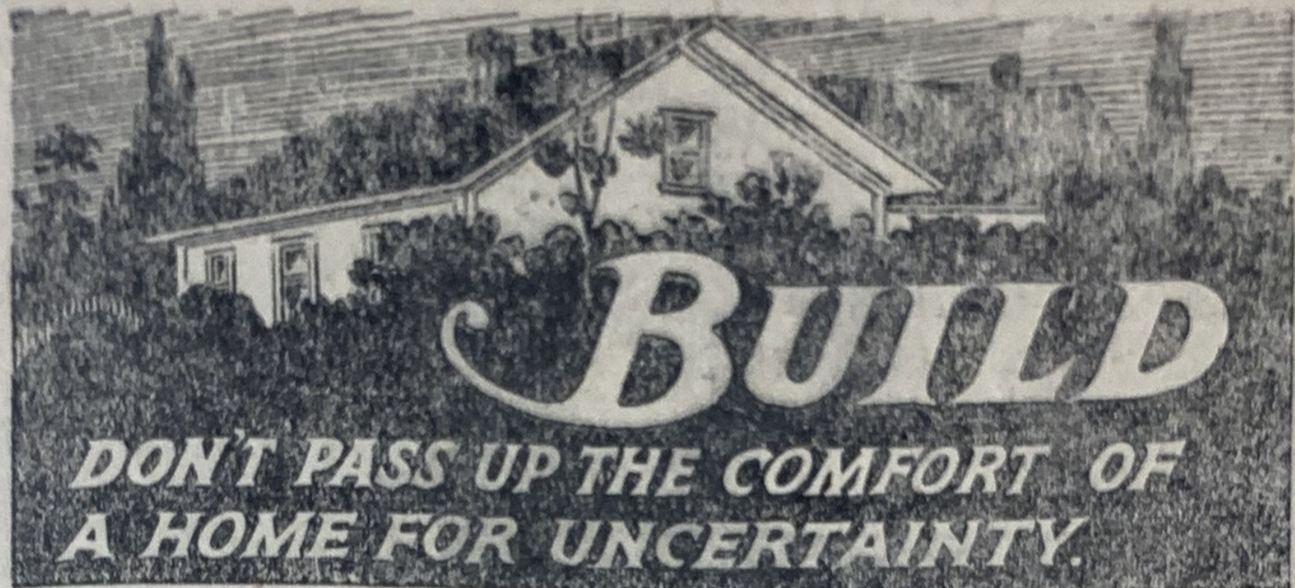


which ultimately resulted in his death,” (Fred’s obituary). Fred was one of the Rolph brothers who ran the Rolph Brothers Lumber. Karen Brugger informs us that the farmhouse closest to the road was built in 1906 and the farmhouse she and Rodger live in was built in 1915 by the Rolph Brothers. The final three barns built by the Rolph Brothers were the Voegeli barn on Hwy. 69, a second Voegeli barn just south the New Glarus hill also on 69, and the last structure built was the large barn at the Buehl farm. All three barns

**Built by Fred and Elizabeth Rolph about 1910** and now home to the Dooley’s. Compare photos to see changes made since the Rolphs built the home. Every home has a story, and the best story for this residence includes the horse barn which no longer exists. It is said that when it was cold, horses were unhitched from carriages and horses kept warm in the barn while the families went to church. The barn also included a two hole outhouse. “Having spent all of his life in the vicinity of Monticello Mr. Rolph enjoyed a wide acquaintanceship in this section of the county, and he had always been well spoken of by those whom he numbered among his friends or by those with whom he had business dealings. For a number of years after locating in Monticello he followed the trade of carpenter. Later he was engaged in the plumbing and dairy equipment business for a term of years. The past summer he was employed as check-up man by the county highway commission, and it was while engaged in this work that he met with the accident

were built in the Dutch Gambrel style. The Buehl barn was built in about 1921 for Simon Rothlisberger. In 1922 his barn burned from the gasoline engine on a threshing machine igniting straw and the entire structure was lost. Daughter Helen Haldiman wrote in her autobiography, “Father rebuilt, but built a barn much too large for the 160 acre farm.” He called his farm the “Bluff View Dairy Farm.” Rothlisberger was unable to pay for the barn which caused the end of Rolph Brothers Lumber.





If you wait and delay the only certainty you have is loss of the comfort of a home.

We can help you to lighten your building costs now.

At least make your plans, get our suggestions, then let us talk over costs and the building situation.

Don't delay longer.

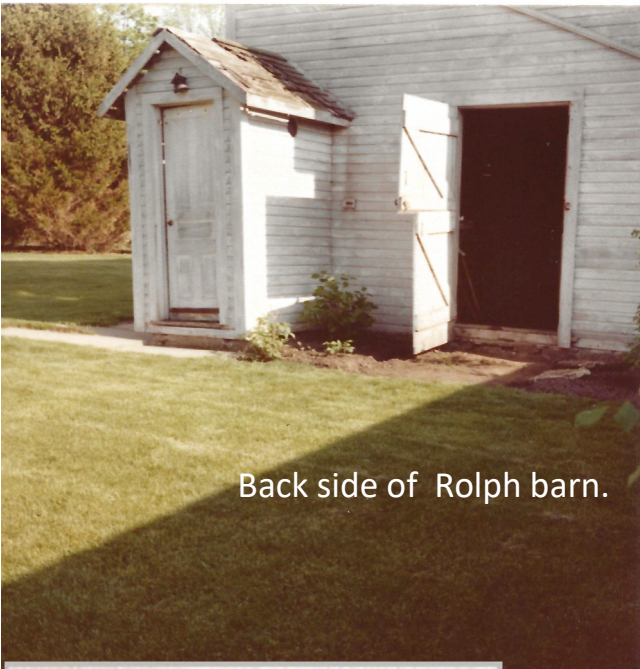
SERVICE FIRST                      QUALITY ALWAYS

Phone 37

**ROLPH BROTHERS**  
LUMBER DEALERS & CONTRACTORS  
MONTICELLO, WIS.

IT PAYS - SEE US FIRST - IT PAYS

The advertisement for Rolph Brothers is contained within a dark rectangular box with a decorative border. At the top, the words "SERVICE FIRST" and "QUALITY ALWAYS" are written in a bold, sans-serif font. Below this, the name "ROLPH BROTHERS" is prominently displayed in large, bold, serif letters. Underneath the name, the text "LUMBER DEALERS & CONTRACTORS" and "MONTICELLO, WIS." is written in a smaller, bold, sans-serif font. To the left of the main text, there is a circular graphic containing the phone number "37". At the bottom of the box, the phrase "IT PAYS - SEE US FIRST - IT PAYS" is written in a bold, sans-serif font. The background of the box features a stylized illustration of a log with a saw blade cutting through it.



Back side of Rolph barn.



Rolph home now Dooley home.

**Electrical Goods**

Everything in electrical supplies, including motors, washing machines, fixtures, wire, etc.—for farm or city use—at lowest possible prices. Special deal on galvanized pipe, all sizes. Agency also for James' barn equipment and Perfection milking machine.  
Fred Rolph.

**Monticello Livery**

**Boarding and  
Sale Stable**



Wittenwyler & Zentner, Proprietors

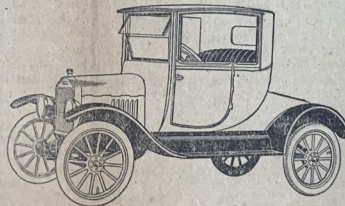
Special accommodations for Commercial Travelers. Stylish Turnouts for Any Occasion.

BUS AND DRAY LINE IN CONNECTION.

**Ford**

**THE UNIVERSAL CAR**

Probably there is no other car that every day in the year meets the demand of the demand of the physician as does the Ford Coupe, with its permanent top, its broad seat and deep upholstery, its sliding plate glass windows by which in a minute the car is changed from a closed car to an open car. Equipped with an electric lighting and starting system, demountable rims with 3 1-2 inch tires all around and embodying all the merits and economies of the Ford car. Let us look after your Ford car and you will get genuine Ford parts and skilled workmanship.



**H. L. KARLEN  
& SONS**



**M.A.H.S.**  
**is 25!**

Patty Holiday sends this picture of Stanley Holiday inside Monticello Motors. Stanley married Emma in 1915 while she worked at the telephone company. We used her photo looking out window of phone company for our phone display.





# BUICK



Emblem of Satisfaction

**T**o be bought by business men for business use is as good a recommendation as a car can have. The affairs of executives, engineers, salesmen, contractors are vitally important. They rely upon Buick because of its capacity for swift, dependable transportation.

Among the Nineteen Twenty One Models, the Five Passenger Open Car, combining Buick power with beauty and riding comfort, makes it an ideal choice for the family, too, for the hours of rest and recreation.

An authorized nation-wide Buick service doubly insures Buick dependability.

**Prices of the New Nineteen Twenty One Buick Series**

Model Twenty One-Forty Four,	three passenger car	- \$1795
Model Twenty One-Forty Five,	five passenger car	- 1795
Model Twenty One-Forty Six,	four passenger coupe	- 2385
Model Twenty One-Forty Seven,	five passenger sedan	- 2895
Model Twenty One-Forty Eight,	four passenger coupe	- 2985
Model Twenty One-Forty Nine,	seven passenger car	- 2065
Model Twenty One-Fifty,	seven passenger sedan	- 3295

F. O. E. Fawcett, Flint, Michigan



MONTICELLO AUTO CO.

Monticello Messenger November 18, 1920

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  
2019  
but  
be  
ap-  
anyone  
by.

Museum closed for tours during Covid.  
Call Mary Davis (608) 558-7387

26,  
can  
open by  
pointment for  
or a group wishing to stop

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

