

# HOWE'S COMIC HISTORY



## GREEN COUNTY





*"The Company That Service Built"*

**Wisconsin  
Automobile Insurance  
Company**

**HOME OFFICE  
MONROE, WISCONSIN**



Green County's first **AUTOMOBILE INSURANCE COMPANY**, organized in 1916 by **G. W. WILKINSON** and now the largest in Wisconsin.

**EVERY FORM OF AUTOMOBILE INSURANCE** written at attractive rates. Also **PLATE GLASS**, as well as **PERSONAL ACCIDENT INSURANCE** for Automobile Drivers.

**THERE IS AN AGENT IN EVERY  
COMMUNITY**

See Him Before Placing Your Insurance  
**YOU WILL BE PLEASED**



HOWE'S  
COMIC HISTORY  
OF  
GREEN COUNTY



COPYRIGHTED 1927  
— BY —  
R. ELSMERE HOWE  
MONROE, WIS.

## INTRODUCTION

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**O**WING to the fact that this is the hundredth anniversary of the founding of Green county, I hereby dedicate this book to the Centennial Celebration which is being held this year in honor of that occasion.

The historical facts used in this book were taken from the "History of Green County" by Helen M. Bingham.

Nearly every page finishes its own chapter, which by the way, come in small pieces and I am sure will be easily digested. My sketches will, I trust, help to make the reading less tedious, but should the two combined prove a source of annoyance to you I approve of destroying same at once. However, before doing so, kindly read it over and make sure that you are unable to forbear the tortures.



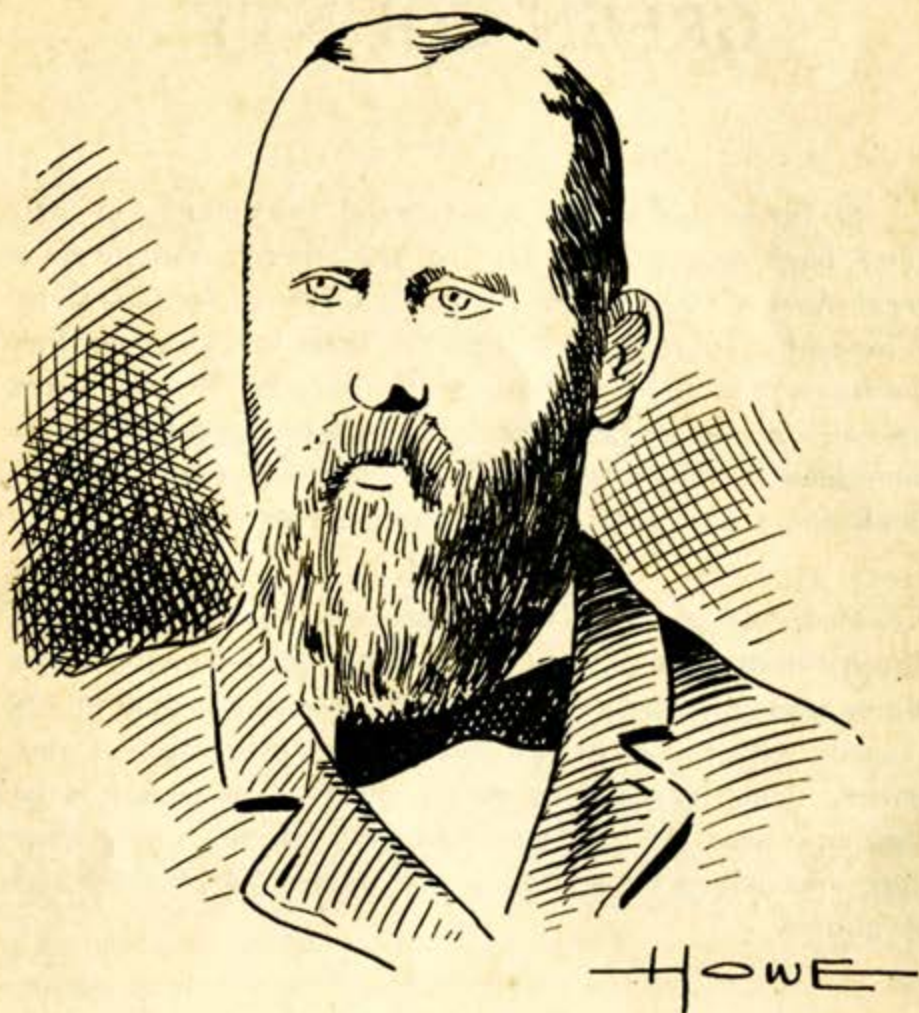
# GREEN COUNTY

So far as this county is concerned, the memory of man goeth back only to 1826-27. In 1826 there began to be a great deal of talk about the lead mines of southwestern Wisconsin. In 1827 the interest in them was as general as the interest in the California gold mines in '49, and there was such a rush to them from all parts of the country that sometimes the boats that came up the Mississippi from St. Louis could not carry half of those who wanted to come.

Probably the first white men who saw what is now Green County passed this way in 1826 on their way to the mines near the river. The first who remained came in '28 to trade with the Indians. Their names were McNut and Boner. They stopped at the old Indian, or Sugar river diggings, near the present village of Exeter, where they were soon joined by an interpreter named Van Sickles and by miners.







### GREEN COUNTY'S PIONEER CHEESEMAKER

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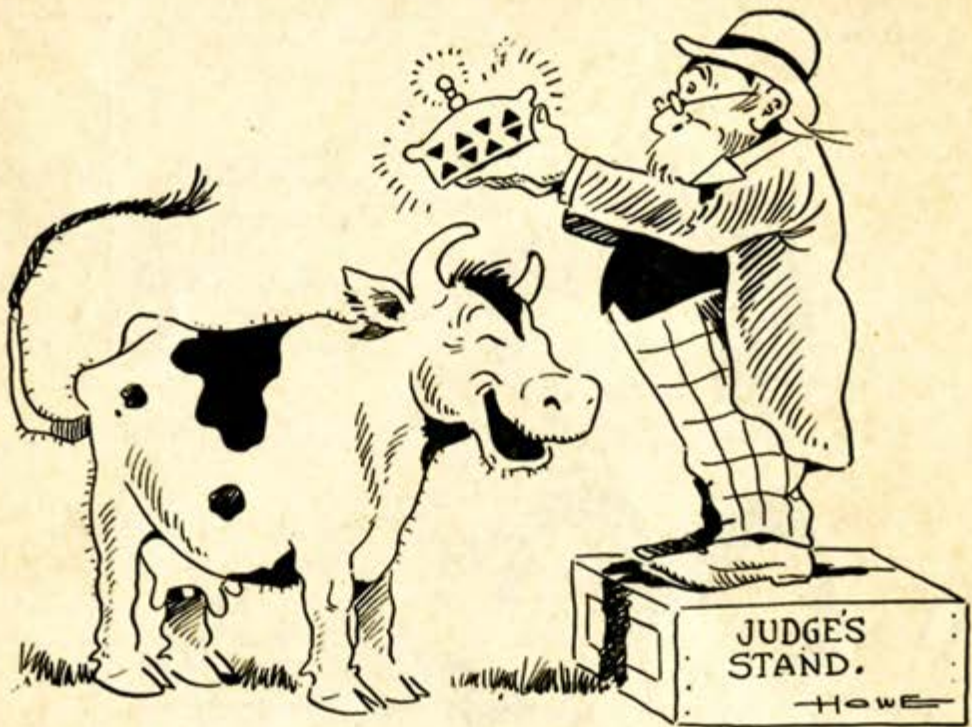
Nicholas Gerber was born in Switzerland in 1836, and came to America in 1851 and settled at New York. In 1868 he came to Green County and started the foreign cheese industry on the foundation laid by the old Swiss settlers.

Mr. Gerber built and operated the first factories and it was he who first opened a market for limburger and Swiss cheese in New York and Chicago.

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Green county, which consists of sixteen townships and 593 square miles, is the richest dairy region of like area in the United States. Ninety per cent of the total area is in farms.





## I CROWN THEE QUEEN OF GREEN COUNTY

The cow is the queen of all animals and her kingdom extends over all lands. Ever unfailing service is her motto, always giving more than she receives. Her milk is the one perfect food for the young and old. She works without complaint and was never known to strike for higher wages. All she wants in exchange for the many blessings she confers, is enough to eat and a place to lie down at night.

She is democratic in her habits and opinions. She gives to men, women and children of all races and creeds—is kind to all and favors none above the rest.

The cow is domestic. She loves home and is faithful to it. If she must wander away for food—when evening comes she will be standing at the gate asking for admission and the chance to yield her burden which she has stored throughout the day.

If all the cows in the world would become extinct, it would bring untold calamity upon mankind and finally the race would perish. May we honor her and praise her as she deserves.





Carl Marty of Monroe who knows his onions as far as the cheese industry is concerned is also gifted with the art of writing and painting.





## EARLY HISTORY OF THE VILLAGE OF MONROE

The first house in the vicinity of the village of Monroe was built by Hiram Rust and Leonard Ross in the summer of 1834. In the winter of 1834-5 these two bachelor house-keepers were the only white men in the township and they had a full taste of the pleasures of solitude. In the evening after having satisfied their hunger with a slab of venison and a hunk of corn bread, the probabilities are that the only recreation these sturdy pioneers would have, who had been wrestling with mother nature throughout the day, would be a lively game of checkers and a generous mouthful of sidehill navy chewing tobacco ere they retired and dozed off into slumberland.



VILLAGE OF NEW MEXICO—In 1835 Judge Andrick came from Indiana and entered land which he subsequently laid out as the village of New Mexico.—The first business place opened was on the site of New Mexico. It was the establishment of O. C. Smith and Mr. Binninger, and was run by O. C. Smith. This was started in 1837. They erected a little hewn log building, 18x20 feet in size, which stood just east and south of the railroad bridge of today. They kept a general assortment of goods, making the sale of whiskey a specialty.



# SCHMIDT'S

## *Smart Shoes*

South Side Square

MONROE, WIS.

—FOR—

**Brick, Cement,  
Boiler Work  
and  
All Kinds of  
Remodeling**



—SEE—

**MAX VOELKLI**

**Monroe, Wisconsin**

## **Green County Auto Company**

219 West Washington Street

### **Oldsmobile and Chandler Automobiles**

Dunlop and Kelly Tires, Empire Milking Machines and Supplies

Top Work, Expert Repairing and Welding

Phone No. 764

**MONROE, WISCONSIN**





## THE BLACK HAWK WAR

To the people of Green County, the brief contest between the Indians and the settlers in 1832, known from the name of the leader of the savages as "The Black Hawk War", is of interest for the reason that the present northern and southern limits of the county were in the region of the conflict and a few inhabitants here left their homes for safety, having had their houses burned by the savages. Some took an active part in the war.

The settlers in the various counties separated by long distance from each other, were in the wildest alarm. Finally they sought refuge in forts, the nearest one to Green county being Fort Gratiot. The forts were simply yards with close fences made of upright ten-foot slabs. There were houses in the yards to which the settlers went for safety.

None of the battles of the war were fought within the limits of Green county, the closest encounter being on the banks of the Pecatonica river in Lafayette county. The savages here numbered 17, and all were killed, the American loss under Dodge, was three killed. It was considered the most spirited and effective fighting during the war.

The war lasted three months and Black Hawk's forces were overpowered and he himself taken prisoner.



# Regez Cheese Company

OFFICE AND WAREHOUSE  
OPPOSITE C. M. & ST. PAUL DEPOT

**MONROE, WIS.**

---

We are dealers in all kinds of cheese and also specialize in cheese supplies, such as tin foil, Manila paper, parchment, rennet extract, boiler compound, cattle salt, cheese salt, table salt, washing powder, brushes, cheese boxes, Pabst's malt syrup, and all other supplies used in cheese factories.

**WHEN IN NEED OF ANY CHEESE  
OR CHEESE SUPPLIES WRITE OR  
CALL US BY PHONE**

Our prices are as low as any of the cheese supply dealers as our overhead expenses are not so great being located at the Milwaukee depot.

**OFFICE PHONE NO. 417**

---

**HERMAN REGEZ**

Residence Phone 133

**RUDI REGEZ**

Residence Phone 754





### PUTTING THE HOLES IN SWISS CHEESE

This is an art that can only be accomplished by one who is well versed in the manufacture of first class Swiss cheese. It is surprising the number of holes that can be placed in Swiss cheese in the course of twenty-four hours when one is equipped with good tools and four or five well trained mice at his disposal to be put on the night shift.



A suggestion to mothers to keep their children in good humor.



## **Times Have Changed**

Thirty-two years ago I had a soda fountain in the post-office lobby. The fountain was closed from October to April. We never sold ice cream in the winter.

Those days people slept on straw ticks and died young. Now we know that good mattresses and springs give healthful rest

### **We Live Longer Because We Have Better Beds**

I sell everything good in the mattress line — Sealy, Kapok, Inner-Spring, Wool, Box Spring, Felts, etc.

## **C. L. CHAMBERS**

*Furniture*

*Wall Paper*

*Paints*

MONROE, WISCONSIN

## **The First National Bank**

OF MONROE

**THE OLDEST BANK  
IN GREEN COUNTY**

UNDER DIRECT SUPERVISION OF THE UNITED  
STATES GOVERNMENT

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**Total Resources Over \$2,000,000.00**

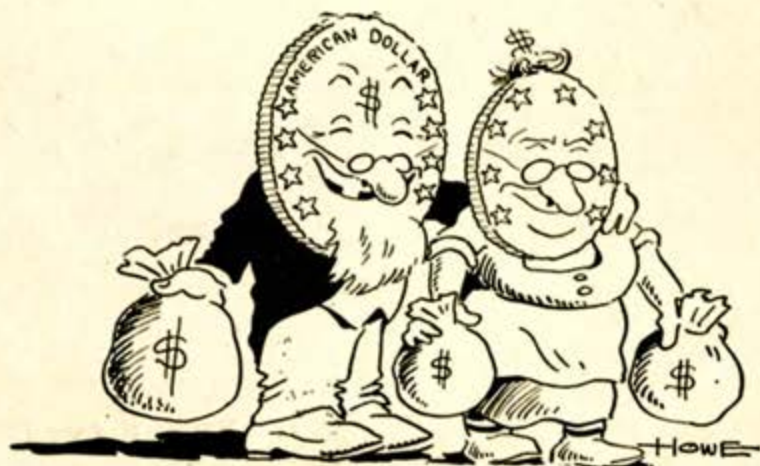




## GREEN COUNTY'S FIRST COURT HOUSE

In 1844 the brick court house was begun, the contractor, Mr. Wm. Dunton, burned his own brick, and it was not until April 1846 that the building was ready for use.

The first court held in Green County was the United States District Court, Hon. Chas. Dunn presiding. It was held in April 1838 at Mr. Andriek's house, now known as the Niles place in the south part of the city of Monroe.



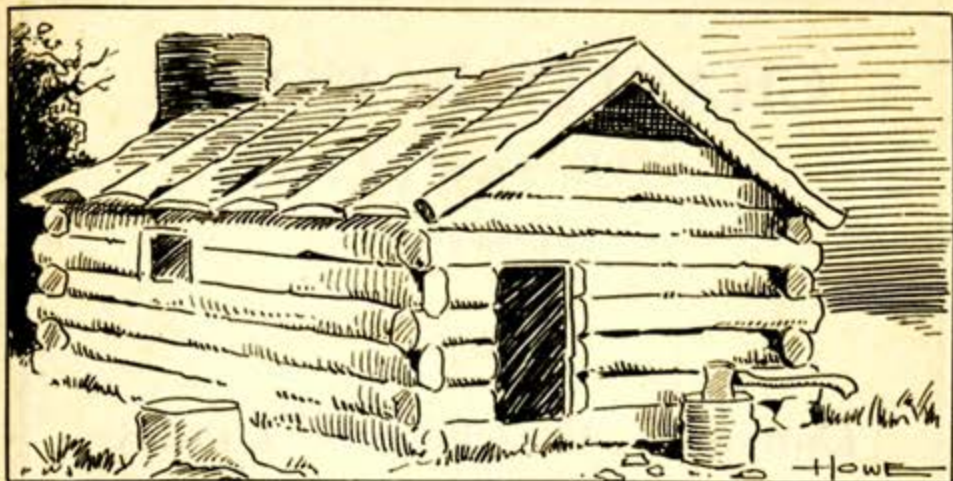
TWO OF GREEN COUNTY'S OLDEST RESIDENTS.





Oswald Babler, ninety-two years old, is the only survivor of the sturdy pioneers that settled at New Glarus in 1845. For 72 years the Babler family lived at New Glarus, and ten years ago moved to their present home in Monticello. Mr. Babler served in the Civil War with Wisconsin volunteers.





## THE FOUNDING OF THE SWISS COLONY AT NEW GLARUS

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The year 1845 marks the date of a forceful and romantic story of twenty-six families who left their homes in the Canton of Glarus in Switzerland to find a favorable location for their colony in this country. An emigration made necessary because of over population, crop failures and extreme poverty. A location chosen among the roughest hills of Green county—this spot most resembling their beloved Switzerland. After months of weary travel from St. Louis through Missouri, Iowa, Indiana, and Illinois, brought the travelers on their last stretch to Wisconsin and their home. They called the settlement New Glarus, and there in one rude, long shelter they set up housekeeping on August 15, 1845.

The kitchen was the first factory and the mothers of the colony established an industry that has made Green County famous. Thus, the seed of Swiss cheese industry, matured in the Fatherland, and planted in the little valley of New Glarus on the arrival of this Swiss group of immigrants, was well developed. Later the making of cheese was shifted from home to factory.



**CHARLES R. KOHLI**  
**THE JEWELER**

Established 1910

---

*Diamonds, Watches and Jewelry*

Seventeen Years at the Same Location  
and Still Selling Jewelry

NORTH SIDE

MONROE, WIS.

**LUCHSINGERS'**  
**MONUMENT WORKS**

DESIGNERS AND BUILDERS OF

*Artistic Monuments*

---

QUALITY FIRST

MONROE,

WISCONSIN





In October, 1835, occurred the first wedding in the county, being that of J. R. Blackmore and Miss Nancy Wallace.

In the same month, Chas. Deniston, Green county's eldest son, was born. When he was but a few months old a squaw stole him from his cradle leaving her own baby in his place, but timely pursuit forced her to make another exchange of children.

John Thorp, the first naturalized citizen of Green county, took the oath April 14, 1841. The first divorce was granted in 1842, and there were eight divorce cases before 1850.





Benkert Bldg. — South Side Square

INSURANCE

SECURITIES



LOANS

REAL ESTATE

Phone 27 — Monroe, Wisconsin

## HOTEL MONROE

"A Home Away From Home"

*Special Sunday Dinners*

FRED ROTH, Proprietor

Phone No. 36

Monroe, Wisconsin

SULA WELLS

ANNETTE THOMPSON

## THE STYLE SHOP

"The Newest Things First"

*Everything in Ready-to-Wear*

PHONE 65

MONROE, WIS.





"STRIKE UP THE  
BAND, SCOTT!"

HOWE

Scott Darling has the distinction of being one of Monroe's oldest musicians. He was actively engaged in orchestra work here for 30 years, and has been playing in the band for 50 years. Scott is considered one of the best snare drummers in the middle west.



## Rottler's Variety Store

For the past 20 years we have served our patrons with dependable merchandise at popular prices. The steady growth of our business proves to us, that honest methods is an advantage in business life and an asset to the community.

**R. G. ROTTLER, Prop.**

MONROE, WISCONSIN

## *Blumer's*

**"The Cream of Them All"**

Also Cereal Beverages

**Blumer Products Co.**

Phone 96

Monroe, Wisconsin

E. J. NORTON

P. J. LOCHNER

"A BETTER PLACE TO EAT"

*The*  
**Waffle Shop**  
EAST SIDE SQUARE

Candies, Fountain Service, Cigars, Home Baking  
MONROE, WISCONSIN





Outside of a man being blown out of his cellar occasionally while making home brew or moonshine, Green county has some very respectable citizens. Yeast, as most any of the feminine sex will tell you, is a very useful article in baking bread, which is the staff of life. In fact Mr. Fleischmann even goes so far as to advocate people eating his yeast cakes who are in a run down condition. However in this case, the head of the house or brewmaster, as he is sometimes referred to, has become careless in regard to the use of this product and as a result came out of the cellar very unexpected.

NOTE—The above picture is valued very highly, owing to the fact that it was snapped just at the time of the explosion.

Green county cheese has the advantage of being the best known of all foreign lines in this country, but even with its extensive sale its identity is largely concealed as far as the average consumer is concerned under the general label either supplied or as ordered by the jobbers who buy the cheese in carload lots to be disposed of in distant markets.



# West Side Drug Store

The Store We Now Occupy Has Been the  
Leading Drug Store Since 1872

Drugs, Wall Paper, Paints, Glass,  
Fine Stationery and Cigars

Eastman Kodaks and Supplies — Developing and Finishing

## H. W. TUTTLE

"What You Buy We Stand By"

PHONE 83

MONROE, WIS.

Mrs. Solbraa

Miss Murphy

## MILADY'S

OUTFITTERS OF WOMEN AND CHILDREN

Where You Will Always Find:—

Wooltex Coats

Phoenix Hose

Peggy Paige Dresses

Bon Ton Corsets

Gage Hats

French Kid Gloves

Luxite Lingerie

Cinderella Kiddie Kloes

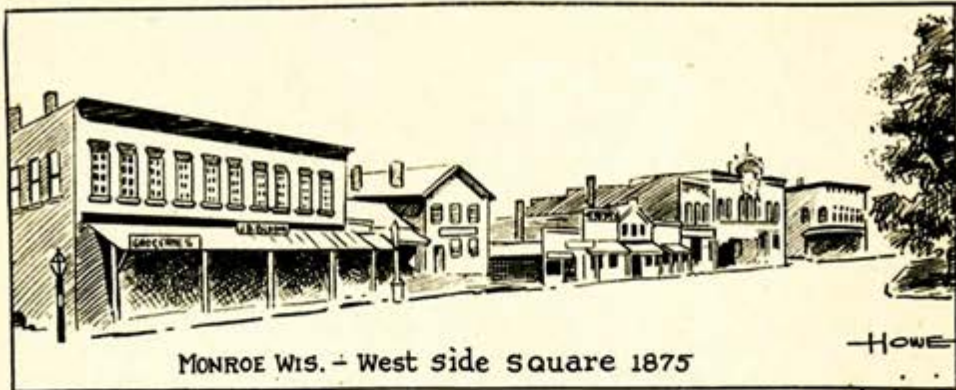
"Once Bought, Always Sought"

## MILADY'S

NEW EUGENE BLOCK

MONROE, WIS.





Monroe, the County Seat of Green County, is crossed by State Highways 20 and 69. It is a progressive city in a live community, with a population of 5500.

Monroe is lighted by both electricity and gas, and has the Holly System of water works, an excellent Fire Department with electric fire alarm system, sewage system, paved streets and beautiful homes.

The Wisconsin Automobile Insurance Company, the leading automobile insurance company of the State, is located in Monroe.



Roving Rover: "I soitenly have gone to th' dogs since I took to de road."





## JERRY BANTAS' POND

By Charles Young

I'd like to go down to Bantas' again,  
Just as we used to do,  
I know its been a long time since then,  
But I'd like to go, wouldn't you?

Let's fancy a hike to the good old spot,  
When the day was warm and the sun was hot,  
When cares and grief we did not know,  
In the summer time of long ago.

Oh wasn't it grand! And wasn't it fine,  
To take our lunch and hook and line,  
Barefooted and happy then we'd go,  
Past Nigger Dixon's, don't you know?

And then a place I've not forgot,  
Was Mr. Crow's barn yard lot,  
The woods, the creek and the pasture too,  
And the ugly cows that would bother you.

The pasture I remember well,  
For here we'd stop and listen a spell,  
And then we'd look all about,  
And wonder if the bull was out.



A kind old man was Mr. Crow,  
Just anywhere he'd let us go,  
And many times I've heard him state,  
"Be careful boys and shut the gate."

Remember the path through the bushes and trees,  
And the scratches we got on our legs and knees,  
But the pain we forgot as the pond came in view,  
And we heard the glad shouts of the boys that we knew.

There on the sloping bank so green,  
Happier lads you have never seen,  
Oh! T'was a sport that many were fond,  
Just fishing and swimming in Bantas' pond.

Remember the bets the boys would make,  
Bet two to one they could swim to the stake,  
And the one that could swim there and back  
Was looked upon as a "Cracker Jack."

Remember the race long the side of the hill,  
Where the water ran down to the weather worn mill,  
The bend in the stream right there by the flume,  
Where you and I sat more than one afternoon.

To that wonderful hole we'd go on the run,  
I can see it now all covered with scum,  
And the strings of chubs, I can see them still,  
That we used to catch right there by the mill.

I have fished in rivers, the ocean and lakes,  
I have bathed at the beaches where courage it takes,  
But there's nothing here, or there, or just beyond,  
That could equal a swim at Bantas' pond.



# **West Side Cheese Store**

**JOHN ZURKIRCHEN & CO.**

**MONROE, WISCONSIN**

**Phone 157**

**Residence 366—866**

.....  
**WE HAVE EVERYTHING IN IMPORTED  
AND DOMESTIC**

## **Cheesefactory Supplies**

**FOR SWISS, BRICK AND LIMBURGER  
FACTORIES**

**ALL SIZES SHARPLES AND WESTFALIA  
CREAM AND MILK SEPARATORS  
WITH CLARIFIERS**

**MORTON'S AND DIAMOND CRYSTAL  
CHEESE SALT**

.....  
***Quality and Service***





Yes indeed, stranger! Green county seems to be blessed with more retired farmers than any county on this side of the Rockies. Most of these birds are afflicted with a disease that some of our leading doctors diagnose as the Drops, that is they drop down every time they see an empty chair or bench, and as a general thing will remain in this position until the dinner bell rings. Some of these old guys who are on the retired list, and a great many of whom are still active members of this organization, take very readily to horseshoe pitching, and say, would you believe it, I have seen some of these old codgers become so excited in an interesting game of horseshoe pitching that they would actually drop their canes and jump around as spry as a sixteen year old boy, and after having indulged in a strenuous game of this kind for three or four hours they would gather up their canes and hobble off towards home, at the same time telling each other that when a man had rheumatiz as bad as they had it and couldn't move their joints without killin' themselves with pain, there warn't no use of people sayin' they could move their joints when they knew they couldn't. And as a general thing upon their arrival home, the good wife would give their western exposure the once over providing they were facing east, and if she decided their trousers were in need of a few patches, she would proceed to contribute a few stitches to the end in view.

The first man who came to Green county to farm was Andrew Clarno. He visited the county as early as 1827 and in 1829 he selected a part of section 30 of the township which bears his name for a farm and after spending the winter of 1829-30 at Skinner Diggings he began work on his claim.





## EXTERIOR VIEW OF OUR NEW FUNERAL HOME

Opened on February 5th, 1927

---

At the time when death enters the home it is most difficult to all and comes to all, with this in mind. We have arranged our home for the convenience of the general public and without any extra charge, we are now in a position to give the same service that one may receive in any of the new and best equipped funeral homes in the larger cities.

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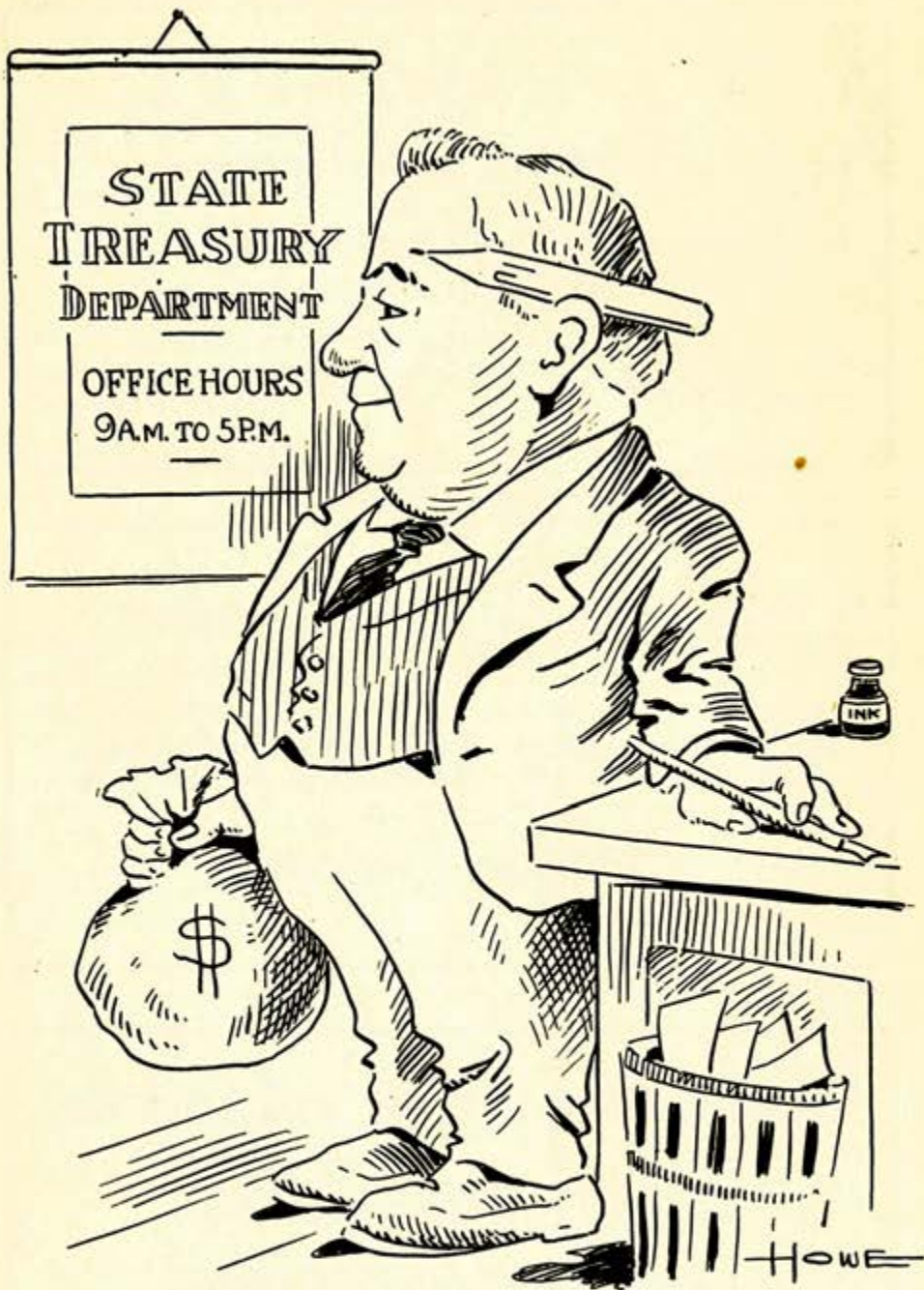
## KNIGHT & VOELKLI

Corner Russell and Madison Streets

Phone 336

MONROE, WISCONSIN





S. A. Schindler of New Glarus, who grew up in the land where limburger is king, is now serving the State as Assistant State Treasurer.

# J. J. HARTNETT

## *Plumbing and Heating*

Installation of Excello Oil Burners, Water Softeners  
and Electric Pumps

ESTIMATES CHEERFULLY FURNISHED

Telephone 303

Monroe, Wisconsin

Green County's Greatest Bargain Center

# Engler's Cash Store

NEW GLARUS, WISCONSIN

# Green County Lumber and Fuel Co.

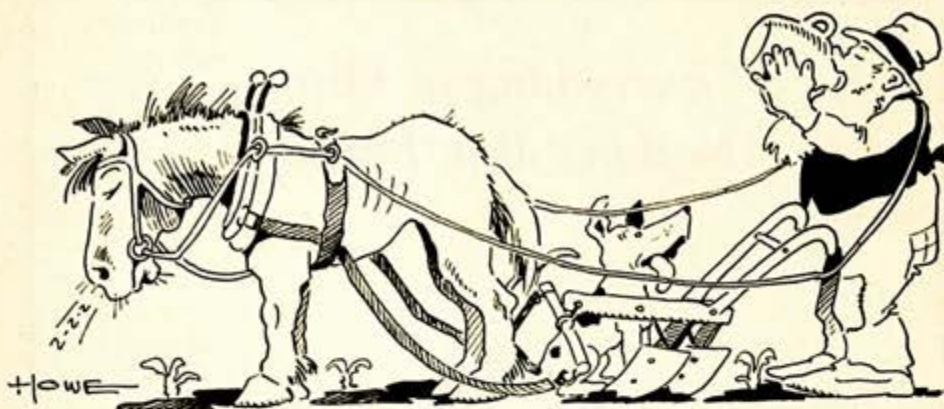
*Building Materials, Coal,  
Cement and Cheese Boxes*

PLANING MILL

Phone No. 91

Monroe, Wisconsin





### A MOMENT'S RESPITE FROM THE PRESSURE OF BUSINESS

According to historical facts the name Green was selected as indicative of the bright color of vegetation, another account has it that it was selected in honor of Gen. Greene, and when the act of legislature printed the final "E" was omitted by mistake. Be that as it may, for some years the name was usually written Greene.

The first election in the new county was held March 5th, 1838, at the house of Jacob Lybrand, in Monroe, or New Mexico.



A couple old residents discussing their daily health topic.

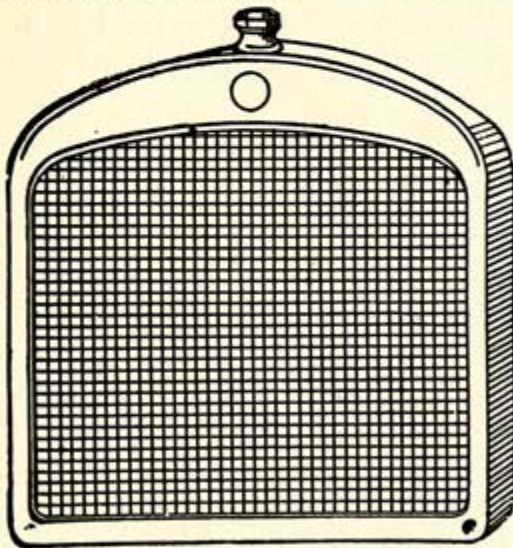
**"Everything in Music  
Nothing But Music"**



**M. EARL CLARK**

South Side Square

MONROE, WISCONSIN



**Expert Radiator  
Repairing**

**Sheet Metal  
Work**

**Rudy Furnaces**

**Monarch Ranges**

**Fred Lanz Hardware**

**"Established 1887—Busy Ever Since"**

MONROE, WISCONSIN





In 1842 Exeter had her first dance. People were in attendance from Beloit and Illinois. They ate supper in the kitchen and then took out the table and danced, two sets at a time, until morning.

The first newspaper was edited in 1850 and was called the Green County Union, subscriptions to which were paid in cash, grain, potatoes, butter, eggs, wood, lumber, saw-logs or labor. It was edited by J. W. Snow and published in Francis Emerson's store building on the South side of the square, Monroe.

---

The first settlers in Decatur township settled on Jordan Prairie near Little Jordan Creek. The first claim was made by John Moore of Ohio in 1839. The settlement was named Decatur.



*Foreign Type*  
**Cheese Dealers'**  
**Association**

Incorporated under the Wisconsin Laws

**MONROE, WISCONSIN**

.....  
**OFFICERS**

<b>JOSEPH ACHERMAN</b> President	<b>J. P. ZWEIFEL, JR.</b> Vice President
<b>JACOB GEMPELER, JR.</b> Secretary-Treasurer	

**DIRECTORS**

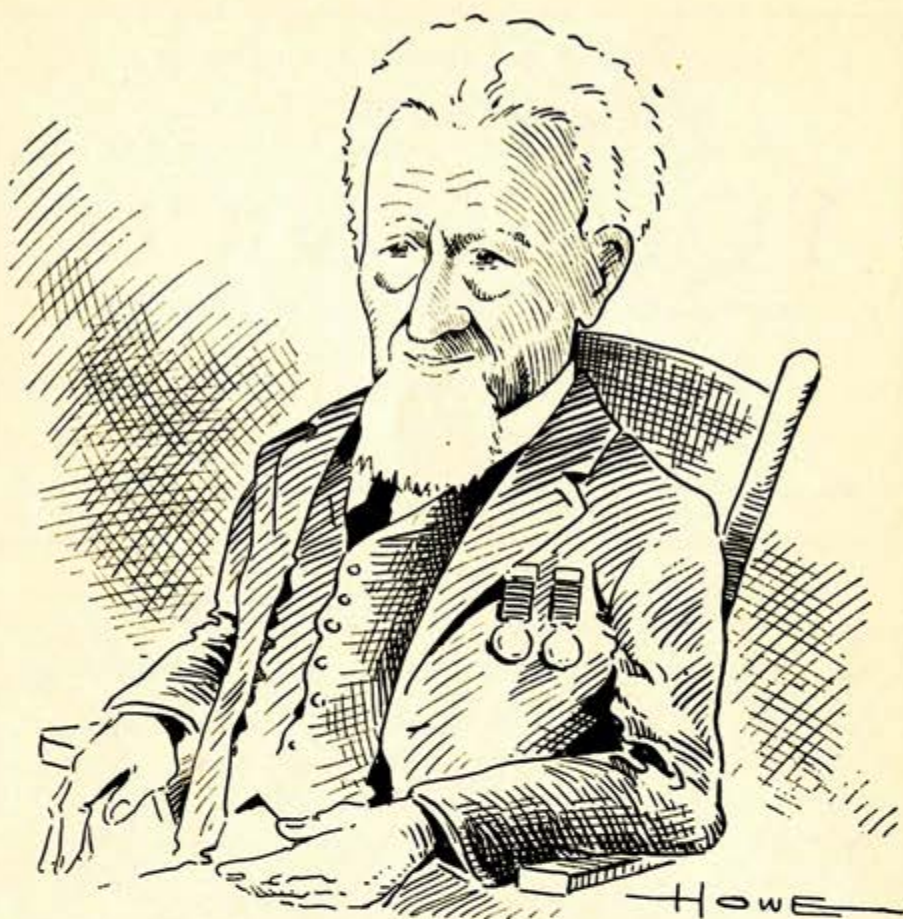
<b>JOSEPH ACHERMAN,</b> Monroe, Wisconsin	<b>J. P. ZWEIFEL, JR.,</b> Monticello, Wisconsin
<b>E. A. JANKE,</b> Mt. Horeb, Wisconsin	<b>FRED J. STAUFFACHER,</b> Monroe, Wisconsin
<b>K. A. HARRISON,</b> Monroe, Wisconsin	

.....  
***Types Represented Mainly Swiss, Block,  
Brick and Limburger***

**Production Territory: — Green County and Adjacent  
Counties of the Southwestern Wisconsin District**

**Membership Open to Dealers in Any Part of the  
United States**





### HERMAN LUDWIG GLOEGE

Born 1840, Schoenwerder, Pylitz, Germany, where his ancestors who were of the nobility, lived many generations. Received only common school education but ability as clerk and penman were early recognized. At only 14 became secretary to Burgomaster of Arnswalde. Seeking better advantages for future he came alone to America at 16 and reached Green county in 1857. With no railroad to Monroe, he walked here from Janesville. Holds record among Germans of longest residence in Green county—70 years. Cleared land and prepared home in Clarno and was followed by parents and many others. Early years filled with pioneer hardships. Work scarce and wages low, temporarily went South. By chance employed by Jeff Davis later Confederate president. Knowing evils of slavery, enlisted in Co. B. (Capt. N. B. Treat's) 31st Regt. Wis. Inf. Volunteers. Took part in many major engagements. Served 3 years to close of war. Was Company Clerk and Clerk of the General Court Martial of his Army Division. Married after war and engaged in various occupations—farmer, merchant, nurseryman, honey producer, and public official. School Clerk 6 years, County Clerk 6, Deputy Register of Deeds 6, Deputy Clerk of Court 4, Assessor 1.

Now living in retirement, 314 Greenwood Drive, Monroe, Wis.



OUR STORE IS THE OLDEST IN THE COUNTY

*SINCE 1862*

WE HAVE BEEN SELLING GOOD THINGS TO EAT

# YOUNG & CO.

Originators of Green County Cheese by Parcel Post

We Operate the Eugene Coffee Shop in Eugene Hotel  
MONROE, WISCONSIN

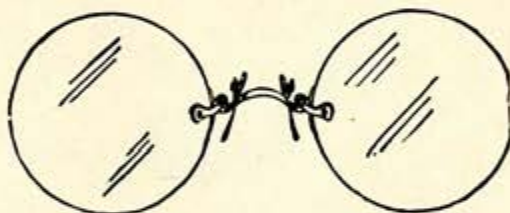
## DR. F. E. WILLIAMS

Late of Milwaukee

OPTOMETRIST

Successor of Dr. Wier

Eyes  
Tested  
Glasses  
Fitted



Quick  
Service  
Latest  
Styles

OFFICE AT KOHL'S JEWELRY STORE  
NORTH SIDE SQUARE MONROE, WISCONSIN

## B. G. TREAT & CO.

THE SERVICE AGENCY

General Insurance and Steamship Accomodations

"SERVICE" IS OUR MIDDLE NAME

B. G. TREAT — P. A. ROTH  
Monroe — Phone 150

J. H. HOESLY  
New Glarus — Phone 152





One outstanding feature of our county schools is the fact that they take the child in the rough, as it were, and turns him out to be a polished business man in one line or another. Some of them take readily to farming while a great many of them move to town and go into the insurance business. But laying all jokes aside the people of Green county do, and I believe they have a perfect right to boast of their healthy offspring, for it is no uncommon sight to see a youngster three or four years of age who is starting out on his worldly career, his eyes riveted on a little star called fame, holding in one hand a well filled bottle of milk, and in the other little hand he tenderly clasps one of those large, well cured, healthful "cheese sandwiches", the kind that made Green county famous.

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Brodhead was laid out in 1856 and named for Mr. Brodhead, one of the original owners. He promised to give a bell to the first church built. The bell went to the Methodist church.



SOLOMON LEVITAN  
AS HE APPEARED  
IN HIS EARLY  
CAREER—

## By SOLOMON LEVITAN

STATE TREASURER

**W**HEN I first came to Green County as a peddler in the early days, the people asked me, "was händ ihr feil?" Thinking it was files they wanted, I ordered a goodly supply, which, by the way, made by bundles very heavy. The next time I came through and showed them that I had the files they asked for, they laughed at me, and explained that they just wanted to know what I had to sell.

But I liked the good-natured Swiss people, and their hospitable ways. Many of them with their large families lived in log houses, and they were always so kind and accommodating to me. I was never refused lodging in a Swiss home.

One of the trials of my early days, was when I bought a horse. Her name was Rosalie. I was no judge of horses, and much to my dismay, discovered after my purchase that she was balky. However, I had not paid any too much for her and could not expect a pacer. Rosalie was so balky that many was the time we tried to move her by putting straw under her and lighting a match to it. But she was not to be moved. We tried shooting off revolvers to get her started, but this did not bother her in the least. We advised with those who were best informed on horses, but all



seemed of no effect. Finally I discovered a home remedy which produced results. I bought some ears of corn and as soon as my Rosalie started to balk, I walked ahead of her holding them out and calling "chum, Rosalie, chum!" And Rosalie came. I had that horse for a long time, until I finally traded her off for a bicycle.

One day I made a call on Jake Becker, who used to live in the town of Washington, but Jake got tired of peddlers because they took up so much of his time, and he found he could buy as cheaply in the stores. So he put up a sign in front of the house, "No Peddlers Allowed". When I got to his place I was very hungry and tired, and before entering the gate I took a piece of chalk and added to his sign "Except Sol". When I met him he said, "can't you read?" And I told him I could, that the sign invited me in. And when he went to see it, to be sure, it read "No Peddlers Allowed Except Sol".

Jake felt that he had to get even with me for this. He had been told that if a Jew eats pork he will go to hell. And when we met not long ago, at the state fair he said, "Sol, you thought you played a joke on me, but I certainly played one on you. I thought I would send you to hell anyway. Every time you used to come to my house for a meal I told you it was good mutton, when it was honest-to-goodness pork."

When I joined the Masons they had one objection to make, and that was that, being a peddler I had no home. The by-laws require that a member must have a home. The members who were designated to make investigation about me, rather liked me and told of the objection that was made. They asked me why I did not get married. I told them my chances were very slim, that although when I went to dances at the homes, they always danced with me, yet when they played "post office" there never was a letter for me. So what chance did a man have! And they agreed that it was not my fault, and accepted me. I still hold membership in the Smith Lodge No. 31 and Palestine Chapter No. 21, Royal Arch Masons, of Monroe.

I have always been glad that I came to Green County where so many opportunities were offered me. I brought up my family there and shall always cherish the kindly spirit of the people and what they did for me.



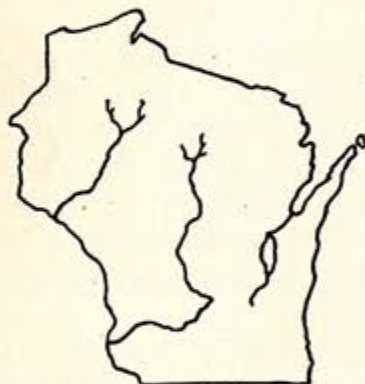
**Maytag Washers**  
**Stewart-Warner Radios**  
**Sunbeam Cabinet Heaters**

**Chrysler Automobiles**  
**Gillette Tires**  
**Socold Refrigerators**

(THESE GOODS ARE ALSO TESTED)

## ***Specialty Service Store***

MONROE, WISCONSIN



## **C. D. MADDEN CHEESE COMPANY**

Manufacturers and Jobbers of

**Foreign Type, American  
and Loaf Cheese**

MONROE, WISCONSIN

Green County—The Heart of  
Dairyland

## **Bank of Monticello**

MONTECELLO, WISCONSIN

***Capital and Surplus \$60,000.00***

J. C. FREITAG, President  
W. A. LOVELAND, Vice Pres.

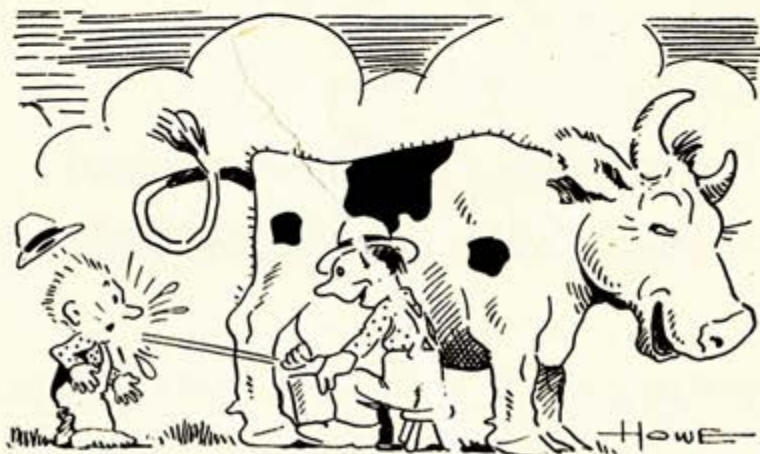
H. O. BABLER, Cashier  
J. W. BARLOW, Asst. Cashier





### ONE OF THE INSPECTORS ARRIVES IN TOWN

Americans have been slow to realize that Green county, in Southern Wisconsin, is the heart of the foreign cheese industry in the United States, and that within its twenty-four miles square a record has been made that rivals even the ancient land of Switzerland in the production of the peculiar varieties which have brought fame to the little mountainside republic in Europe.





## STEADY!

Steady Eyes, Steady Hands and Steady  
Nerves Depend Upon Correct Vision

Eyes Examined and Glasses Fitted by a  
Registered Optometrist

### A. MILLER JEWELRY CO.

South Side Square

OPTICAL DEPT.

Monroe, Wis.

## THE SPOT FOR SPOTS

If You Are Thinking of DYEING Don't Do It,  
Let Us DYE For You

CLEANING — PRESSING — DYEING

### Monroe Dry Cleaners

Our Delivery Service is Free of Charge

PHONE 220

MONROE, WIS.

# Monroe Bakery

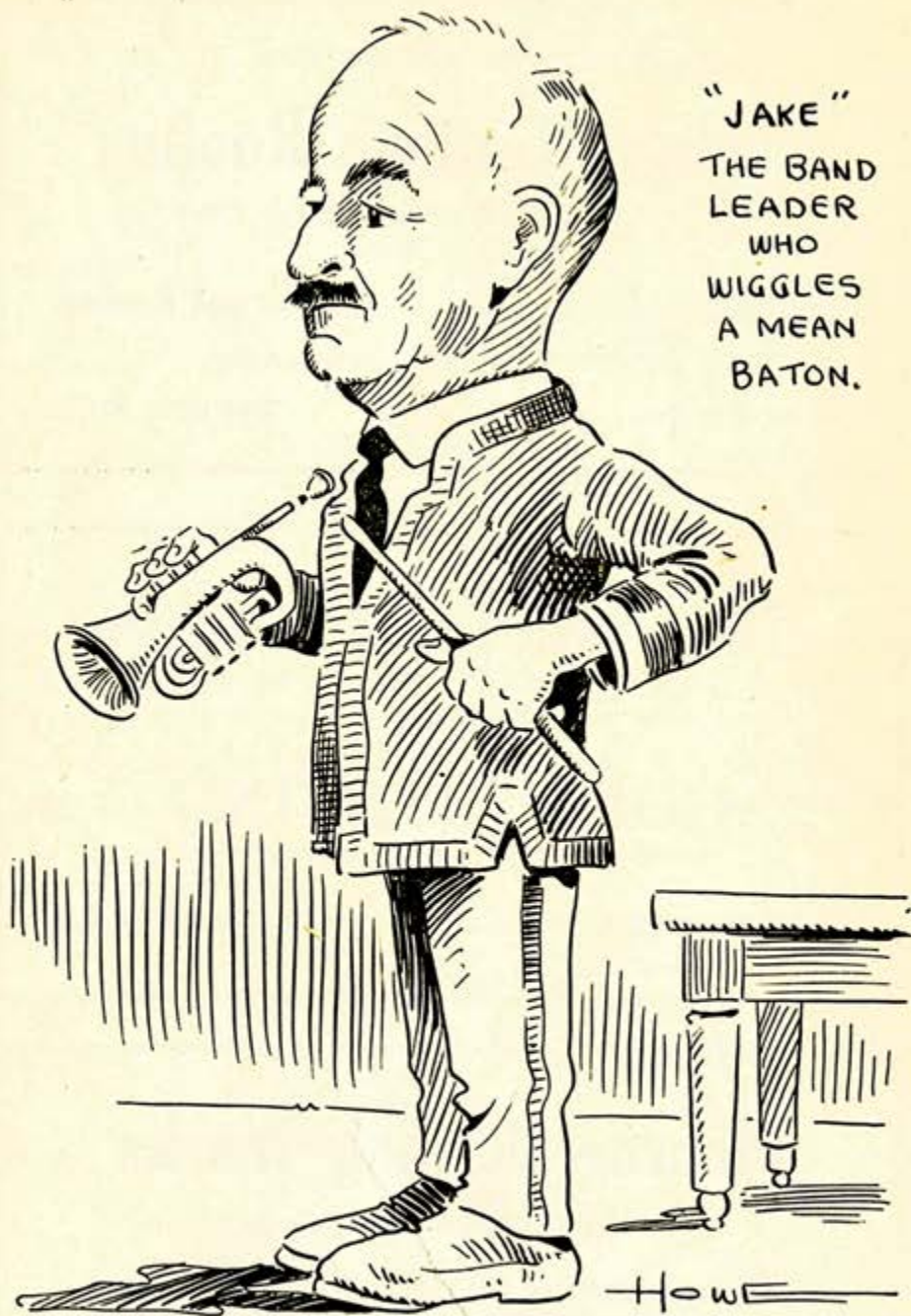
WM. A. MILLER, Prop.

The Home of Miller's Bread  
Pies, Cakes, Cookies and Rolls

PHONE 500

MONROE, WIS.





"JAKE"  
THE BAND  
LEADER  
WHO  
WIGGLES  
A MEAN  
BATON.

J. J. Figi, a native of New Glarus, has been in the banking business for 17 years and an active member in the Band for 27 years. Mr. Figi is always found in the front ranks when they have a skirmish with community work in that vicinity.

ROOF THE CARLSON WAY

## Carlson Brothers Roofing

Laid Over the Old Shingles, Saves Time,  
Muss and Money

**Built-Up Tar and Gravel      Shingles and Roofing**

SEE US FOR FREE ESTIMATE

Phone No. 430

MONROE, WIS.

## *The Service Printery*

HOME OF

### GOOD PRINTING

SAMUEL HOESLY, Prop.

119 S. JACKSON ST.

## Monroe Bottling Works

EINBECK BROS., Proprietors

*Manufacturers of Coca Cola, Famous  
Cascade Ginger Ale and Soft Drinks*

PHONE NO. 243

211 North Madison St.

MONROE, WIS.





### DRIVING THE LIMBURGER TO MARKET

Many a man who's intentions were good has purchased a hunk of the above mentioned cheese on his way home only to be met at the door by his better half with broom in hand and driven to the wood shed with strict orders to bury same as quickly as possible, and only after having been thoroughly fumigated has he been allowed to enter the portals of his humble home.



FAIR PRICES

GOOD SERVICE

# Center Market

LOUIS FELDER, Prop.

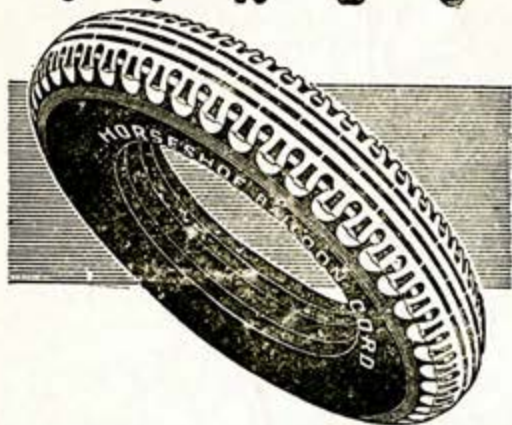
## Quality Meats

"The Place Where Good Meat Meets"

PHONE 348

MONROE, WISCONSIN

## HORSESHOE T I R E S



Expert  
Repair  
Service

This Book May Be a  
Joke But You'll  
Have Better Luck  
With Horseshoes

## HALL'S TIRE SHOP

PHONE NO. 106

MONROE, WISCONSIN





The State of Wisconsin produces 300,000,000 pounds or 75 per cent of the cheese in the United States, and Green county and vicinity produces 82 per cent of the total production of foreign type cheese in this country.

A large share of the Swiss and Limburger cheese produced here is strongly suggestive of the imported types. To keep this production to its highest point in Green county the farmers are compelled each year to select the off-spring from their most productive cows, which, as a matter of fact, entails a vast amount of patience and care each year in starting the younger generation out upon its worldly career.

Now, if there is anything that will cause a man who is inclined to be irritable to clamp his lips together and grit the only two remaining teeth in his mouth, it is a calf who braces himself on all fours and refuses to partake of his daily liquid diet.

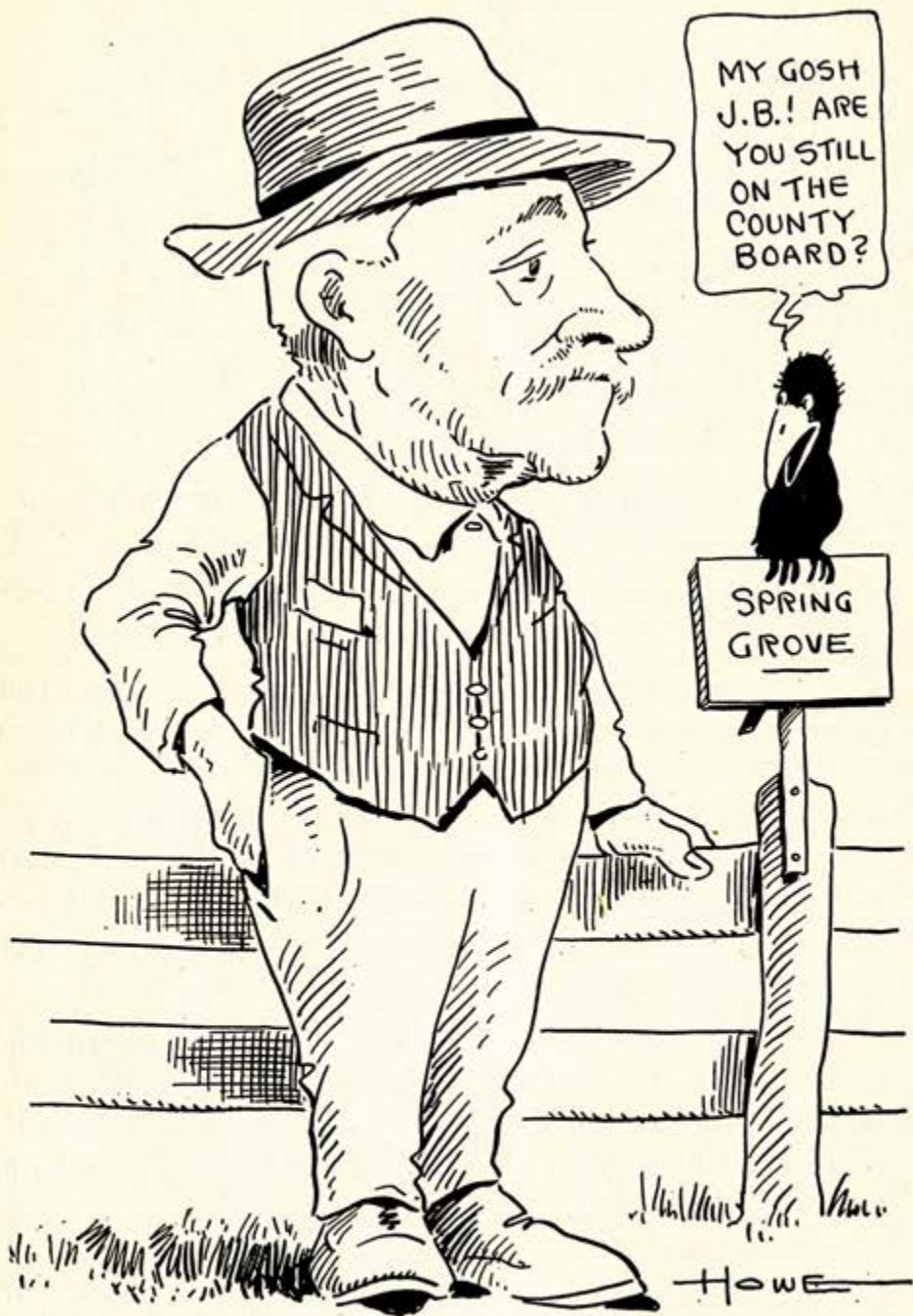
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The first settlement in Washington township was about 1837, by Josiah Pierce. His cabin was the stopping place for travellers from the eastern part of the state to Galena.

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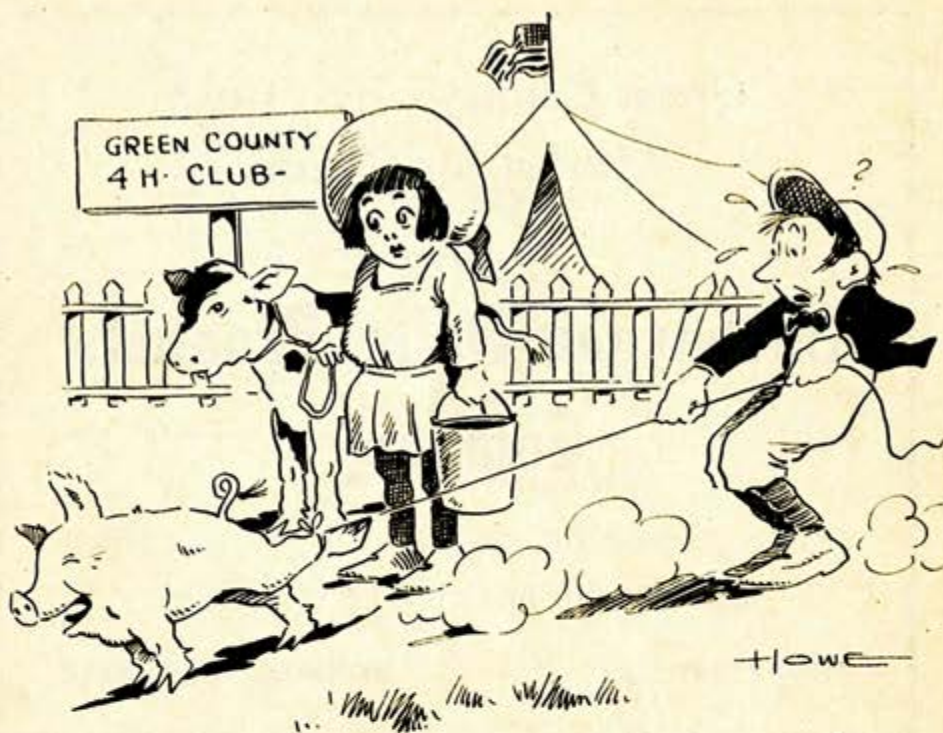
Brooklyn's first settlers came from Ohio. The first Buckeye in Brooklyn was J. W. Haseline, who bought land in 1839, later was joined by W. W. McLoughlin, who came with a flock of sheep.





J. B. Nolty, 74 years of age, has been a member of the County Board for 23 years and is still serving with that body. He has lived in Spring Grove since 1855, and has never been out of the town to exceed four weeks, only on one occasion.





### BOYS' AND GIRLS' 4-H CLUB WORK

This club work was first founded in 1924 by Veva M. Divan. The club, beginning with a membership of fifty-five, carrying on four projects, calves, pigs, sewing and canning. To a membership in 1927 of over 200 enrolled in eleven projects, is considered one of the best county clubs in the state. Many members each year are finishing with honors and winning state championships.

This club work is a nation-wide movement, called the "American Born System" of practical education, known to rural boys and girls as 4-H Club Work, which gives them an opportunity to develop themselves educationally, economically and socially.

The 4 H's stand for the four-fold development of head, heart, hands and health.

*Green County's Best Cash  
Market for Cream*

**Sheboygan Dairy Products  
Company**

OFFICE AND PLANT AT I. C. TRACKS

PHONE 160

MONROE, WISCONSIN

**P. J. NEWMAN**

JUDA, WISCONSIN

I SPECIALIZE IN THE FOLLOWING:

*The Albert Dickenson Seeds*

*The Pine Tree Milking Machine*

*Quaker Furnaces*

*Steel Posts, Nails, Barb Wire, Paint*

*The Adrian Wire Fence*





### A BUSY DAY AT THE SHERIFF'S OFFICE

Our sheriff seems to be a kindly disposed sort of a fellow who is ever on the job, and is always courteous and ready to cater to your tastes. He is good natured and easy to get along with so long as you do not step on his sore corns, and providing you pay strict attention to his rules and regulations. He has free access to our jail, whose rooms are large, airy and well ventilated. If you should happen to be in town for a day or so drop in and see him for I am sure he will bid thee welcome. His latch string is always out but as a general thing he keeps the doors well locked.



EVERYTHING IN  
**PHOTOGRAPHY**  
MATHILDA L. BURI

N. W. Corner Square

MONROE, WIS.

Office Phone 506

Residence Phone 1324

**DR. T. L. DURNER**  
**DENTIST**

—X-RAY NERVE BLOCK—

Citizens Bank Bldg.

MONROE, WIS.

**Acherman-Emmenegger Co.**

MONROE,

—Manufacturers of—

WISCONSIN

**Pasteurized Loaf Cheese in 5-lb. Styles**

Swiss, American, Pimento and Brick

Also in ½-lb. and ¼-lb. Sizes

Limburger in 6-oz. Glass Jars

Packed 12 Jars per Box

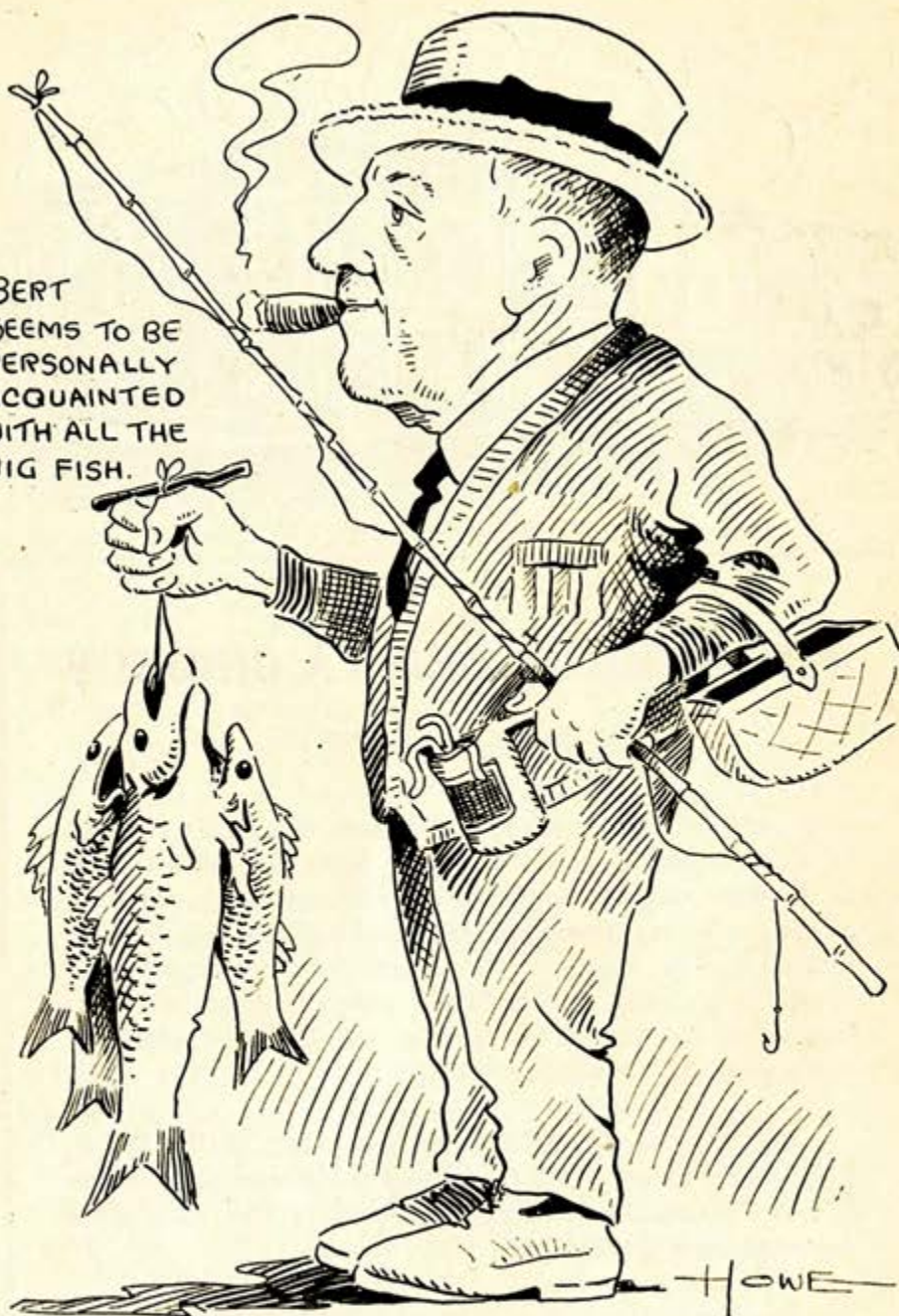


*"You Have Tried the Rest, Now  
Eat the Best"*

**Wholesale--Round Swiss, Block, Brick, Limburger, American**



BERT  
SEEMS TO BE  
PERSONALLY  
ACQUAINTED  
WITH ALL THE  
BIG FISH.



J. B. Pierce of Brodhead has been in the hardware business 22 years. He also served as postmaster while living in Monticello. Although many a fish has paid the penalty for becoming too intimate with him, he has never been too busy to take an active part in any affairs for the good of the community.





# The Monroe Sales Company

MONROE, WISCONSIN

outgrowth of the automobile business established by Dr. W. G. Bear and Roy Jaberg fifteen years ago, when a barn in the alley east of the square served them as a garage for cars on sale, has developed into the leading automobile establishment in Monroe. The building now occupied is a two-story building of reinforced concrete construction, is located at the corner of Jackson and Payne streets, one block north of the square.

The Monroe Sales Company, consisting of Dr. W. G. Bear, Roy Jaberg, J. H. Figi and Fred Faeser, is now one of the outstanding business successes in the automobile representation in Monroe.

The Ford franchise in Monroe is held by this company and they carry the Goodyear tire line.

A well equipped machine shop is operated and the force regularly employed is fifteen.





Talk about justice! There ain't no such a thing as justice in this modern age of jazz and corruption. Take our modern science for instance, it has brought forth this contrivance they call "incubator". It has snatched from me my maternal duties, and broken up my domestic life. There was a time when a hen of my character was allowed to bring forth her family in her own happy go-lucky way. But them days have gone forever. Now, to prove to you that justice has been hornswaggled I will tell you of an instance that took place right here in Green county in the year of our Lord nineteen hundred and twenty-seven.

I decided one morning that I would remain on my nest during the rest of the day, and just the minute those boneheads saw what I was up to, what do you suppose they done? They brought me out twelve of those little brats that had been hatched out by this wooden-legged monster and insisted that I should mother them. But says I, not on your life, you can't pull anything like that on me, for the chances are that ten out of the twelve of them are illegitimate, and anyway I want you to understand right now that I'm not that kind of a hen.

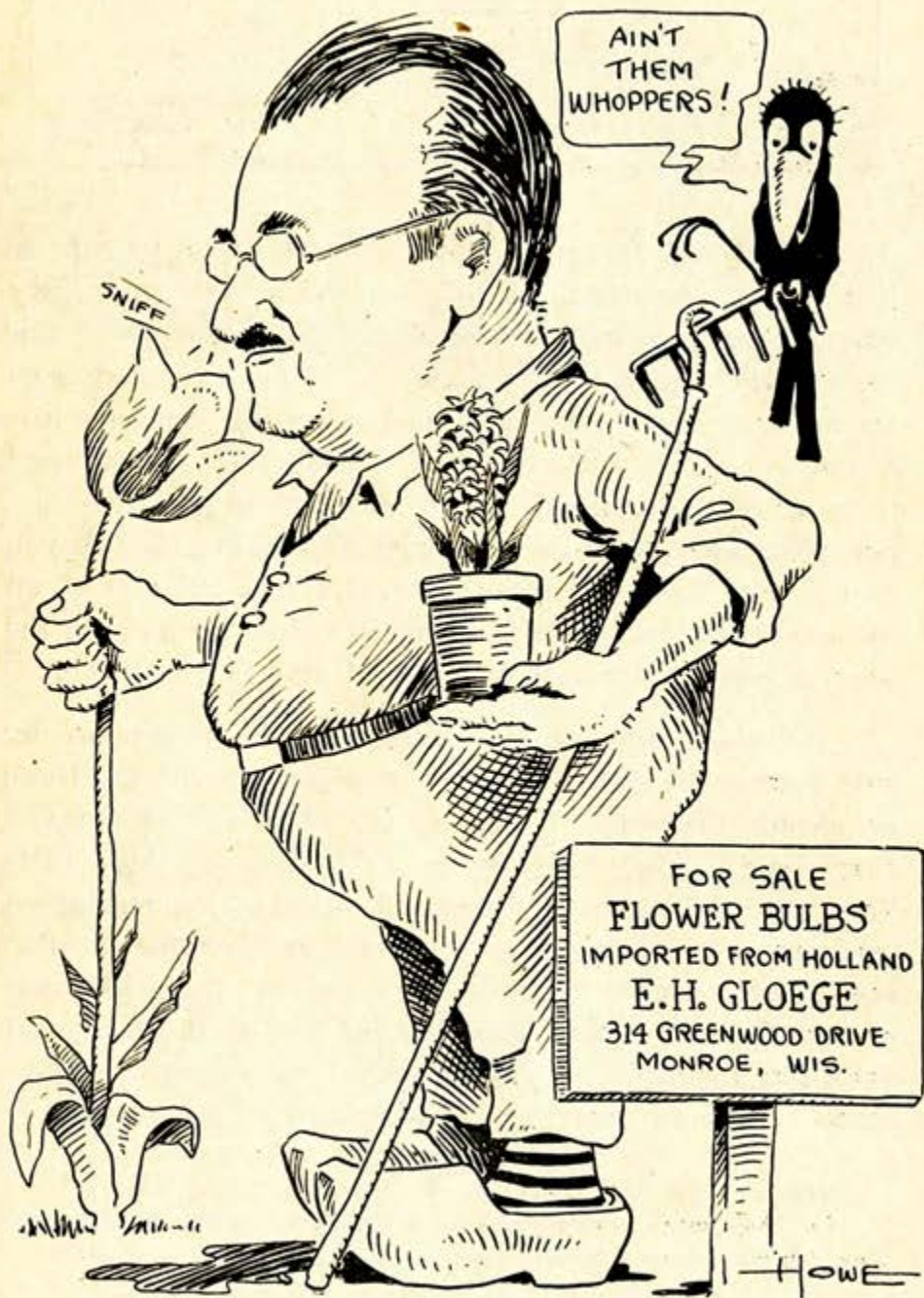
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In 1846 many Swiss came to Washington township from the New Glarus colony. Washington is distinguished for its cheese.

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John Stewart the first settler in the township of York in 1840 came from Ohio.









### THE FINISHED PRODUCT

Green County and vicinity is the home of the Swiss cheese and Limburger industry in America and it is a known fact among the trade that the Swiss cheese produced here has qualities equal to the imported types. The Domestic Green County Swiss Cheese is known and quoted in all principle markets of this country and the demand is greater than we are able to produce.

Farmers of all nationalities have been drawn into the dairy business, until now it is stated that ninety-five per cent of the farmers in Green County are engaged in one way or another in the manufacture of dairy products.



Yours For Real Service

# Monroe Laundry

JACOB STEFFEN, Prop.

*We Use Soft Water*

Cor. Jackson and Racine Sts.

Telephone No. 165

MONROE, WISCONSIN

REST ROOM

FREE AIR

# MAYER OIL CO.

*Service and Filling Station*

DISTRIBUTORS OF

## Shell Petroleum Products

HOURS 6 A. M. TO 10 P. M.

*Our Motto---"Quality and Service"*

Station Phone 380

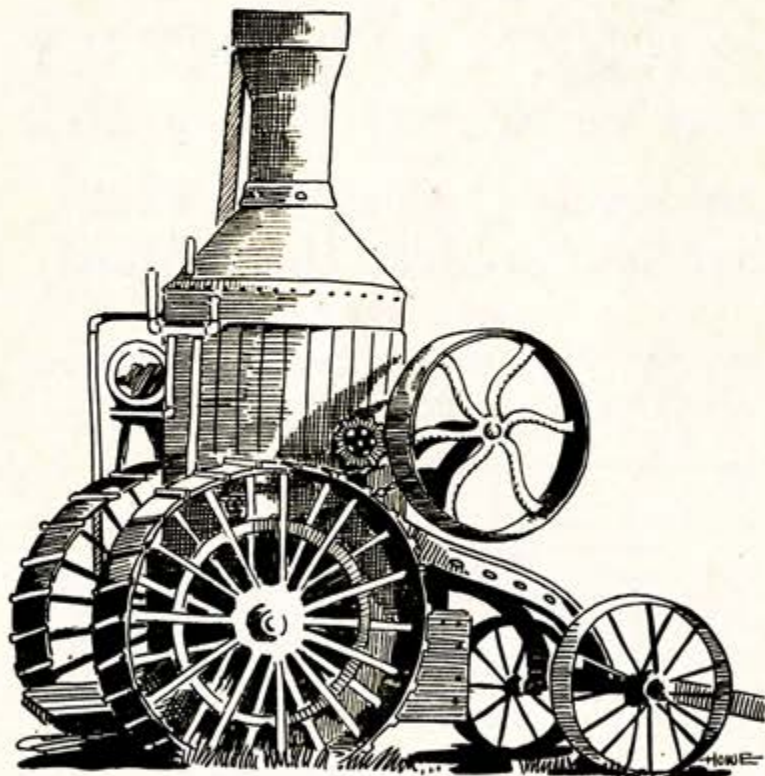
Residence Phone 329

MONROE, WISCONSIN





**A CHEESEMAKER DOING HIS DAILY DOZEN**



A sketch of one of Green County's first steam threshing engines in use forty-three years ago, owned by J. A. Stauffacher and Matt Geigel. Germ Stearns says the cylinder never stopped running from one farm job to the next.



**SAY !**  
**YOU SHOULD BE IN**  
**KUNDERT'S SHOES**

***Kundert's Shoe Shop***  
**MONROE, WISCONSIN**

**KARLEN'S BAKERY**

North Side Square    **MONROE, WIS.**    Telephone 57

***Our Bread, Cookies, Pies, Cakes***  
***and Rolls are Like Home-Made***

**24 HOURS SERVICE**

**CAKES AND PASTRIES FOR SPECIAL OCCASIONS**  
**ICE CREAM, CANDIES AND CIGARS**

**If You Need Tires, Tubes, Wheels, Fenders**  
**Or Any Kind of Auto Parts -- Call On Us**

**We Are Here For Service and Can Fill Your**  
**Needs in Short Order**

**WE CAN SAVE YOU MONEY !**

**25,000 Parts on Hand**

**Every Part Guaranteed**

**Henry Solomon Auto Parts Co.**

**Phone Eight Hundred**

**MONROE, WISCONSIN**





SOL TELLING ONE OF  
HIS FAMOUS GREEN  
COUNTY JOKES.

Solomon Levitan who many times in his earlier days traveled over Green county's rolling hills as a peddler has proven his honesty to the people of Wisconsin and they in return have honored him on two occasions by placing him at the head of the State Treasury.



## Monroe Cash Market

HEADQUARTERS FOR

Fresh Beef, Pork, Veal, Smoked Meats,  
Salt Meats, Sausages and Ham

*RUDY MAURER, Prop.*

ALL YOUR NEEDS IN

## GRAIN *and* FEEDS

ARE GIVEN BEST ATTENTION

We Have Excellent Facilities for Prompt Handling

Lowest Market Prices

Our Prompt Service Will Please You

T. R. EVENSON

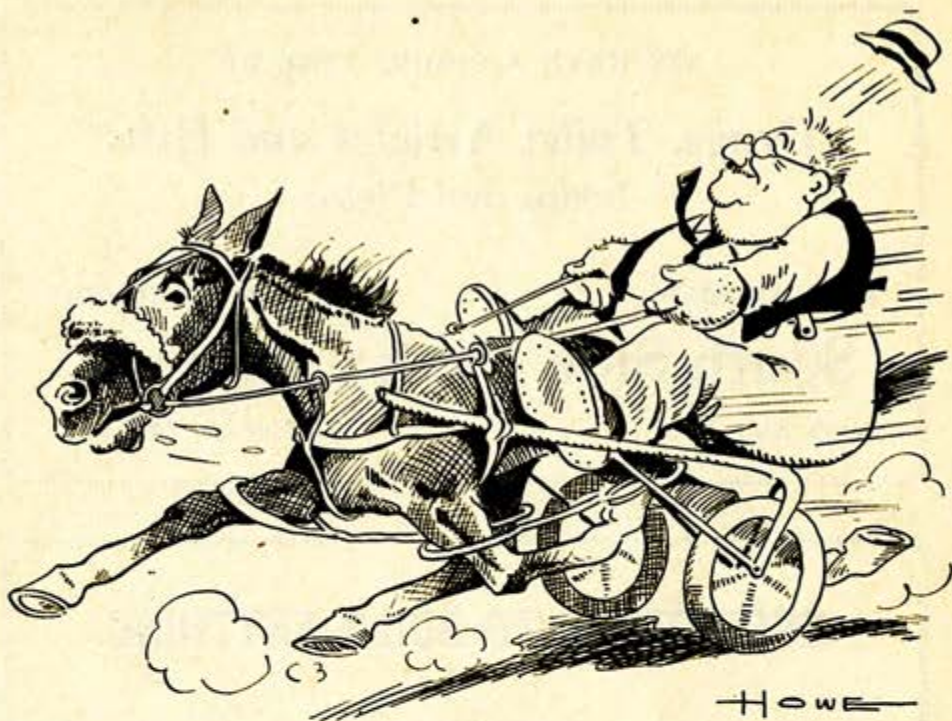
F. F. HARTWIG

## Monroe Roller Mills

Phone 495

Monroe, Wisconsin





## KNIGHT OF STRATHMORE

George Bleiler of Monroe was owner of Knight when this remarkable chestnut horse brought fame to the city and set a world's record here as a racer that still stands. That record is for one mile by a 4 year-old, 2:06-4, and was made in 1910 when Arlie Frost drove Knight to the mark.

Knight of Strathmore died at the age of 20 late in December in 1926 at Zurich, Ont., Canada, where he had been shipped by Mrs. Ella B. Dora, Mattoon, Ill., widow of the late Robert S. Dora, who owned the horse five years. While owned by Mr. Bleiler, Knight was trained at different times by Arlie Frost, Sam Hawley, Sac City, Ia., Homer Anderson and Bert Chandler. Mr. Bleiler bought the horse at a sale in Chicago in 1908 and in 1917 sold him at another sale in that city. While a Monroe horse, Knight was raced in Wisconsin, Illinois, Iowa and in 1924 never lost a heat on a half mile track.

All told Knight of Strathmore started in no less than 99 contested races of which he won 39 and was placed in but a scattering few. His money winnings being in round figures about \$20,000.

All of which goes to prove that Green county is capable of raising race horses as well as Holstein cattle.



WE HAVE A CHOICE LINE OF  
*Drugs, Toilet Articles and Gifts*  
*Sodas and Cigars*

H. A. BLUMER

C. F. KEMPFERT

**South Side Drug Company**

South Side Square

Monroe, Wisconsin

**EVERYTHING TO BUILD ANYTHING**

**Monroe Lumber and Fuel Co.**

LAROY DODGE

HOWARD W. CHADWICK

TIRES **FIRESTONE** TUBES

MOST MILES PER DOLLAR

**THE FRITZ GARAGE**

MONROE, WISCONSIN

STUDEBAKER CARS

REPAIR WORK A SPECIALTY





**SOME CHOICE BROWN SWISS CALVES**



**A MODERN FARMER WITH FULL EQUIPMENT**

# Carl Marty & Co.

MONROE, WISCONSIN

## WISCONSIN'S FINEST SWISS CHEESE

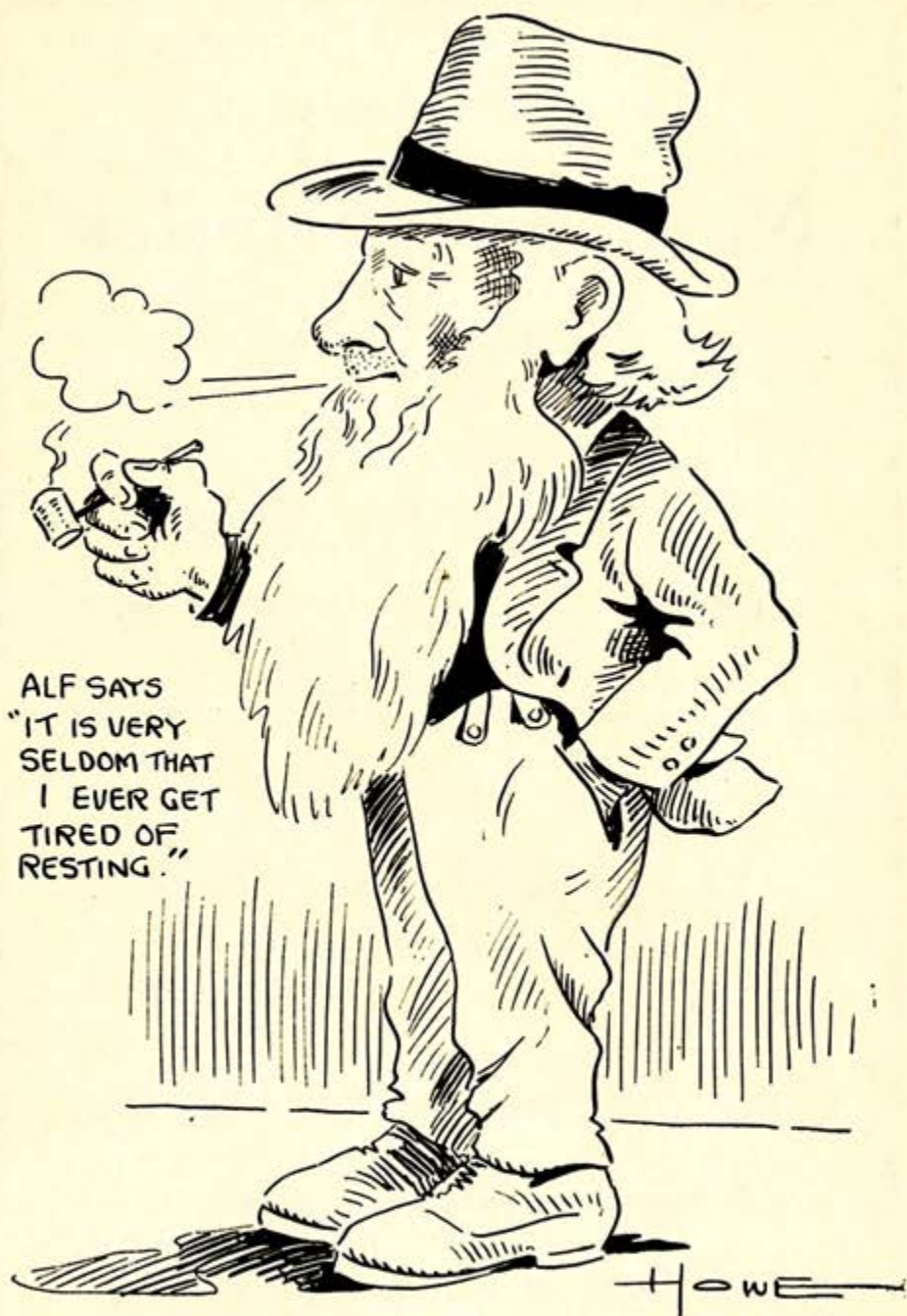
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DEALING EXCLUSIVELY IN

**Round Swiss, Block Swiss, Brick  
and Limburger Cheese**





Alfred Kelley, 77 years old, was born and grew up on the farm where he lives at the present time. Mr. Kelley's pet hobby is pipes, of which he has many varieties. He has so many pipes (one might say without too much exaggeration) that he uses a different one each day in the month.

SALES *and* SERVICE

# *Nash Automobiles*

*International Trucks*

---

**C. H. Buehler & Co.**

PHONE 21

MONROE, WIS.

**E. F. BURKHARD**

MONROE, WISCONSIN

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*Case Threshers and Tractors*

*Universal Natural Milkers*

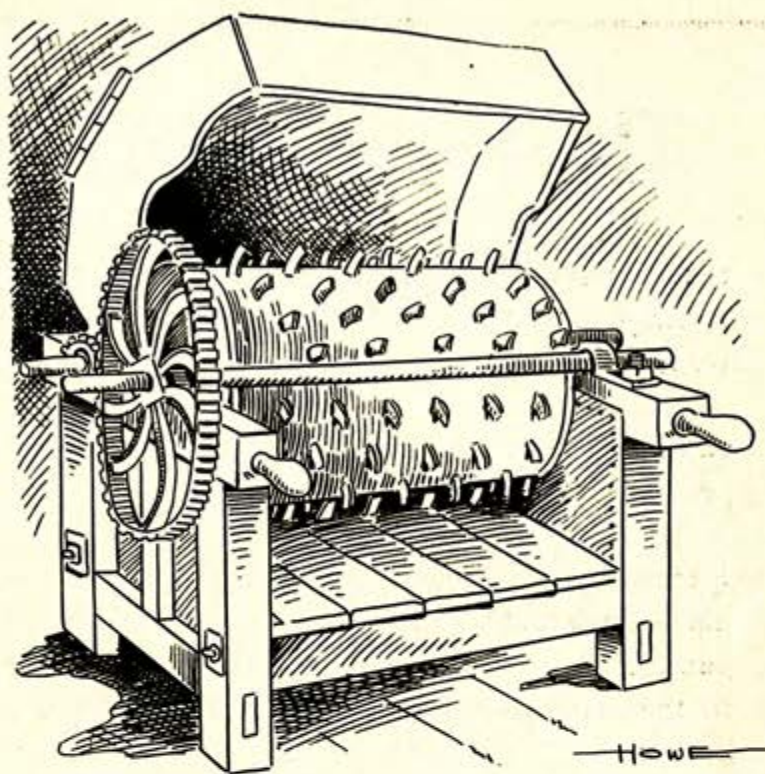
*Full Line of Farm Implements*

---

PHONE 1108

115 N. MADISON ST.





### ALPHELS CHAFF PILER, THRESHING MACHINE

Made in Cleveland, Ohio, purchased by Emanuel Divan in 1843, shipped up the Mississippi river by boat then transported with ox team to Green county. This is the first and only machine of its kind ever brought to Green county, and is now the oldest machine of its kind in the State of Wisconsin.

This old relic will occupy a place in the State Historical building, 816 State St., Madison, Wisconsin after June 15th, 1927.

The large herds of Holsteins and Brown Swiss cattle, mammoth modern barns, numerous silos, and fine farm homes attract the wonder of the tourist and are the marks denoting the general prosperity of the people.

# The Farm Bureau

is the largest and strongest State and National organization in the country. In the future as in the past, it will protect the farm interests.

Industrial and professional groups have made progress because they are organized.

Farmers and dairymen never can or never will make satisfactory progress unless they also organize, if they do not organize, they will lose out to the organized groups in the great struggle for existence.

Non-Members will you join us this coming year and receive your share of local service and in addition get the benefits that the powerful State and National Farm Bureau organizations can bring you along the lines of tariff protection, freight rates, taxation, immigration and dozens of other matters of importance to the farmer?

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## Green County Farm Bureau

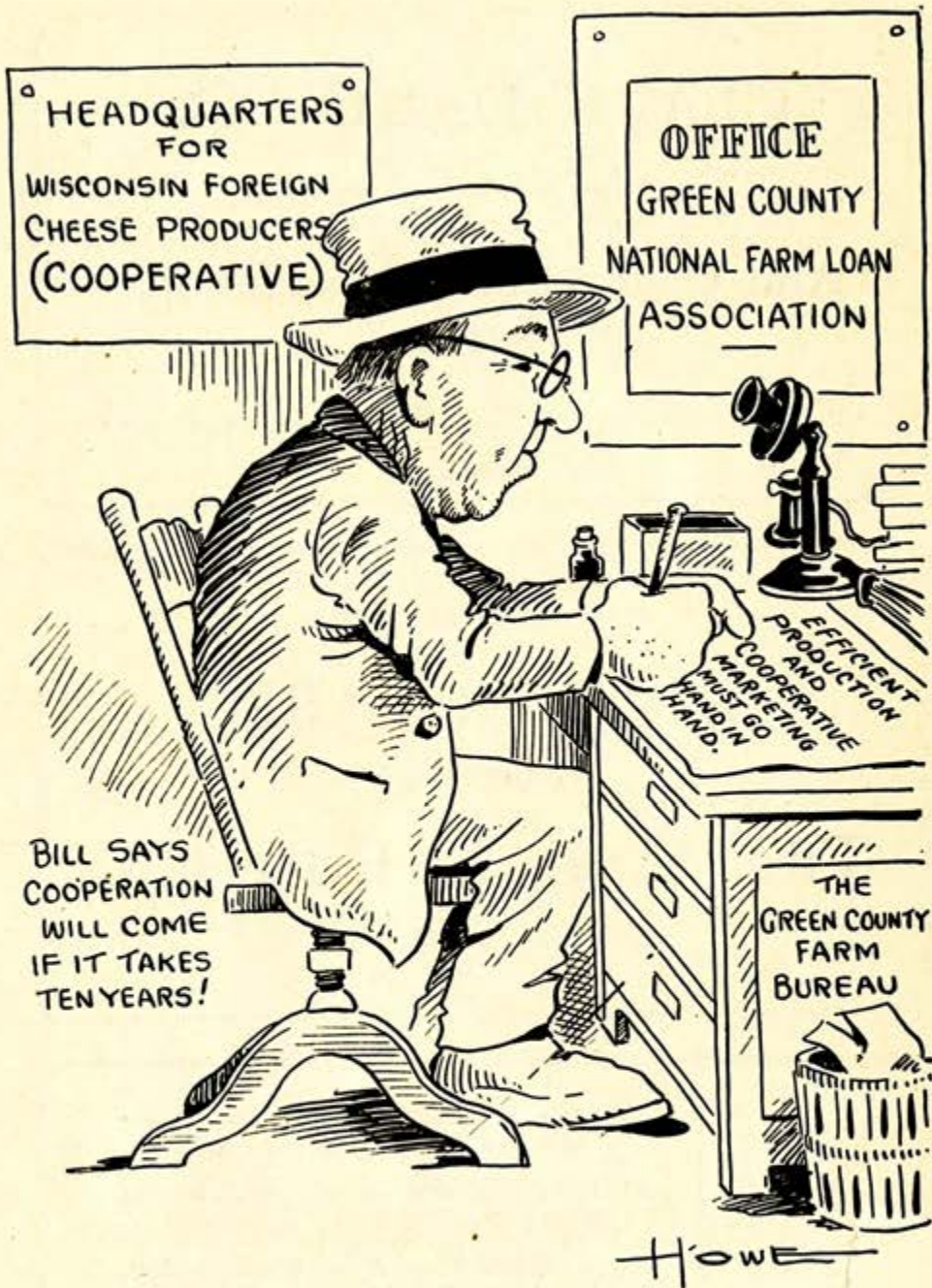
Office in the Court House

MONROE,

--

WISCONSIN





Patient "Bill" is at his desk  
Solving farmers' problems,  
Even though a thankless task  
There is reward in service emblems.

# CLARK DRUG CO.

TWENTY YEARS IN MONROE

And Over 72,000 Prescriptions  
Filled

DR. R. B. CLARK

H. H. CLARK

"THE OLD RELIABLE"

## LUMBER YARD

PHONE 300

The Alvin F. Rote Co.

MONROE, WISCONSIN

SEE  
US  
FOR

LOANS—Money to Loan on Real Estate  
and Real Estate Loans for Sale

INSURANCE—In all it's Branches in  
Strong Reliable Stock Companies

REAL ESTATE—If you Want to Buy,  
Sell or Rent Town or Farm Property

### J. B. Heeren & Son

Room 3, Com. & Sav. Bank Bldg.

MONROE, WIS.





Young Rabbit: "I'll bet that's one of those hard-shelled Baptists that Billy Groundhog was telling me about the other day!"

In 1840, five years after he came to the county, James Campbell built the first house in the town of Albany. It was near Sugar River, about a mile farther south than the present village of Albany, and was known as Campbell's Ford.



A Green County farmer testing his stock.

# B. H. LYNCH

MONROE, WISCONSIN

## *Buick Automobiles*

*U. S. and G. J. Tires*

"When Better Automobiles Are Built,  
Buick Will Build Them"

## Arthur J. Schindler

DENTIST

OFFICE HOURS

9 to 11:30

1 to 5:00

Monroe, Wisconsin

Albany, Belleville, Browntown, Gratiot, Juda, Monroe,  
Monticello, New Glarus, South Wayne

**Bishop Poster Service**

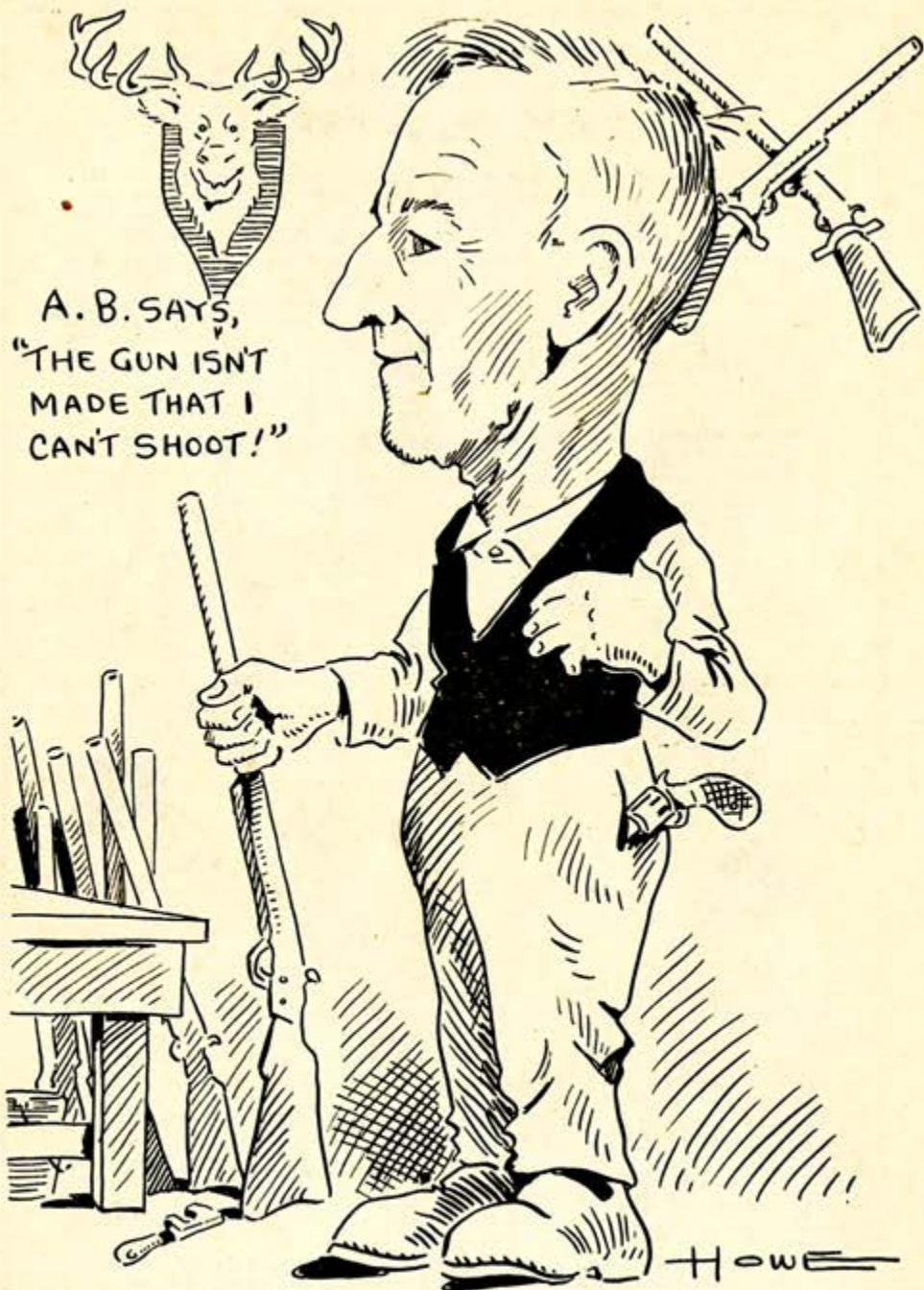
"When You've Seen Outdoor Advertising You've Read It"

**SIGNS**

**MONROE, WIS.**

**POSTERS**



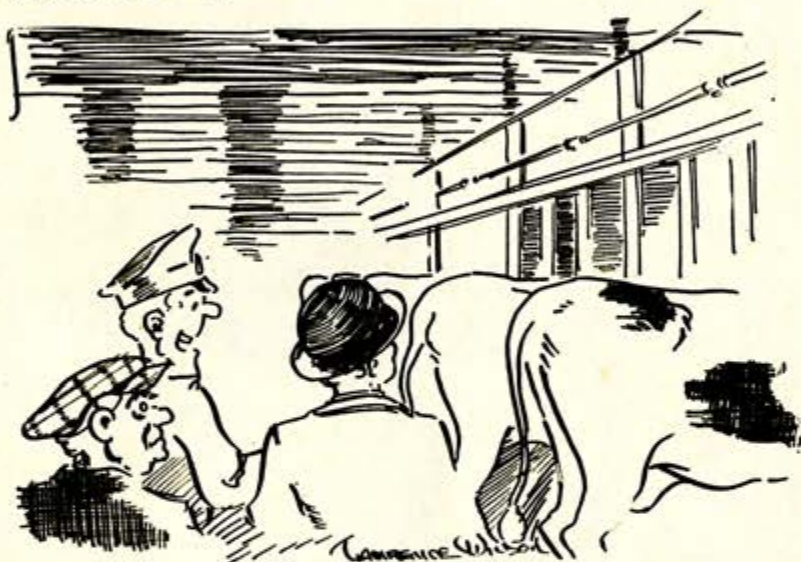


A. B. Comstock is one of the remaining pioneers of Albany. He is a gunsmith by trade and has guns of all calibre and description. His hobby is fancy target shooting in which he has won many metals. He has lived in Albany 70 years.



## MIKE THE MILKMAN SHOWING A BARN

The other day I had a chance, by accident, I grant, to give a customer a glance at our new modern plant. That fellow opened up his eyes as wide as oven doors; his face was stricken with surprise, he glowed about the pores! "All this!" he cried. "Is this the way that milk is handled now? I thought the stuff was lugged away directly from the cow! Machinery! Upon my word, all working smooth and true! My, what a journey from the herd to custard pie and stew! It's what? It's pasteurized, you say, and all the germs are killed? And this, you tell me, is the way the bottled stuff is filled? You wash the bottles here? By jove, why listen to me, man! I thought you rinsed them on a stove



and dried them in a pan! THIS caps the bottle? Land of plums, great lavender and lace! I thought you use your handy thumbs to push the caps in place! I've seen enough! How things advance! How wholesome, fresh and clean! Say, everyone should take a glance at plants like this, I ween! Yes, everyone who uses milk, who uses milk and cream, should view this plant, as fine as silk from under joist to beam! I'll never be afraid again to buy your milk, I vow, with these machines, some nine or ten, between me and the cow! And for my tots I'll not be scared, no never in my life, for now I see how milk's prepared! Next time I'll bring my wife! Tomorrow leave an extra quart, there's room upon the shelf, and then to show you I'm a sport I'll drink more milk myself!"—J. Edw. Tufft, Grand Forks, N. D.

## BROWN SWISS DAIRY

ERNEST C. WAEFFLER, Prop.

TELEPHONE 895

North Jefferson Street

MONROE, WIS.





Golf is a little pill chased by a big one.

The Monroe Country Club, located at the southeast edge of Monroe, is spoken of by professionals and amateurs as the sportiest course in Wisconsin. The nine hole course has fine fairways and attractive greens. The Club has a membership of 150 members.



"What advice would you give the youth of today that he too may attain your great age?"

"Eat cheese, young man! Eat cheese!"

SALES

SERVICE

# Babler & Bloom

"THE BUSY BOYS"

*Oakland, Pontiac and Star  
Automobiles*

CALL FOR DEMONSTRATION

Phone 293

Monroe, Wisconsin

ESTABLISHED 1892

# Trukenbrod's Pharmacy

OWNED AND OPERATED BY

# W. F. Trukenbrod & Son

The Family With Over 100 Years  
Drug Store Experience

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*"When we sell it, it's right"*





W. F. Trukenbrod, who has been in the drug business 54 years, started his career in 1873 and has been actively and extensively engaged in this business since that time. He has been Chairman of the County Board since 1905.

**WILLYS-KNIGHT**

(Sixes)

**WHIPPET**

(Fours and Sixes)

**FISK TIRES**



***Monroe Auto Co.***

***EVERETT KEEL, Prop.***

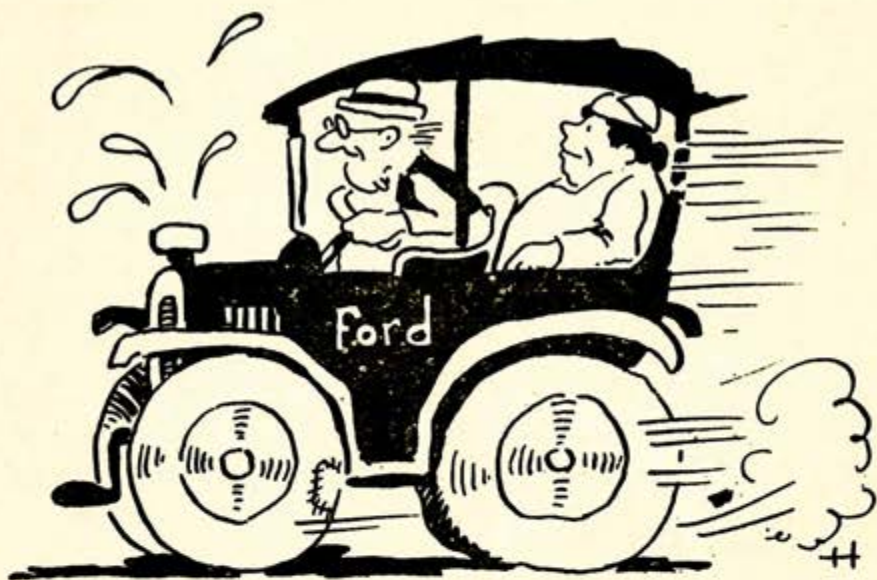


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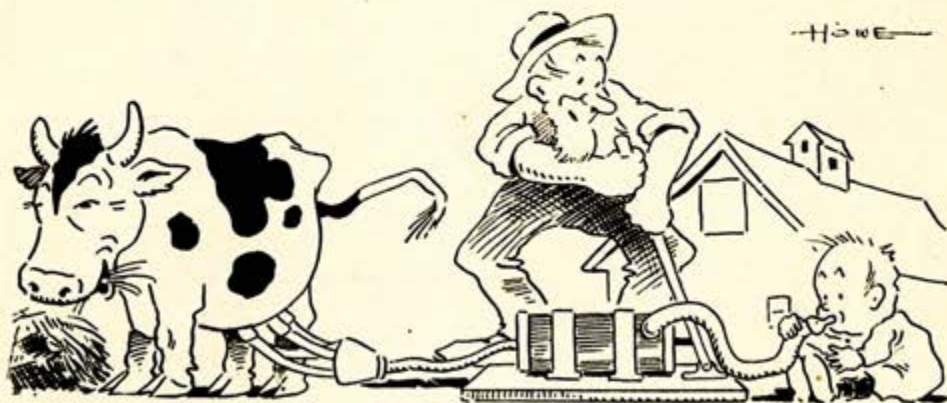
**MONROE,**

**WISCONSIN**





How times have changed—the early settlers of the county had to dodge the arrows of lurking Indians behind trees, but now they have to watch the oncoming autos when traveling on our highways.



The foster mother of the human race.

# JOHN T. ETTER

## DRY GOODS

RUGS — When looking for Rugs stop in to see the many splendid new values in our large stock of every description.

LINOLEUMS are more popular than ever.—We carry the Famous Armstrong Linoleums and invite you to see the largest and best line in Green County.

We can install your Linoleums no matter where you live, lay it by most improved methods and give you real Linoleum Laying Service.

NORTH SIDE SQUARE

MONROE, WIS.

# DR. H. B. CARADINE

## DENTIST

WEST SIDE SQUARE

MONROE, WIS.

WATCHES

DIAMONDS

Expert Repairing

**MAGDALO**  
**THE JEWELER**

Eugene Block — West Side Square

CLOCKS

SILVERWARE





Green county's first Fair was held in November, 1853, at the court house in Monroe. In 1854, seven acres of land just north of Monroe were purchased from A. Ludlow by the Agricultural Society for the first Fair Grounds.

April 14th, 1866, this land was sold and in the same year the present Fair Grounds were purchased. Sixty-one Fairs have been held at the present location, the year 1927 being the Seventy-third Annual Fair.

Green county has always had the distinction of having one of the best County Fairs in Southern Wisconsin.



"Say, Hank! How old are you this year?"

"Huh?"

"I say, how old are you now?"

"I'm ninety-six past!"

"Oh! Is that all?"

# TRIANGLE CHEESE COMPANY

JACOB GEMPELER, JR.,  
GEORGE E. CHRISTIANI

We are in the Market at All Times for  
All Grades and Kinds of Cheese

OPPOSITE ST. PAUL DEPOT

TELEPHONE 637

MONROE, WISCONSIN

## COOK WITH ELECTRICITY

# WISCONSIN POWER AND LIGHT COMPANY

THE BANK OF PERSONAL SERVICE

This is a Home Bank—Loyal to the Community and to You

## Citizens Bank of New Glarus

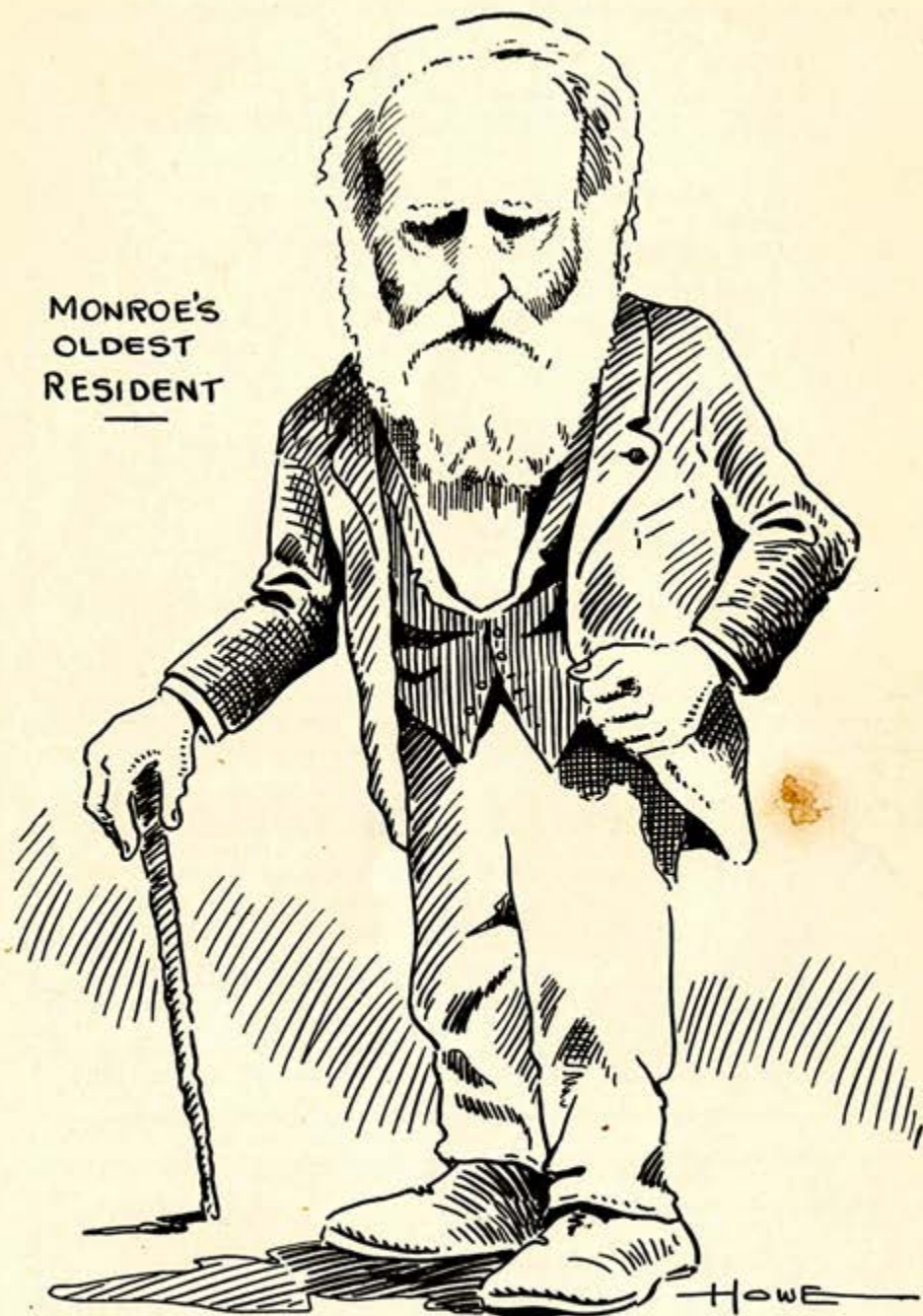
ESTABLISHED 1910

**S**ERVICE  
SATISFACTION  
STRENGTH

OUR CHIEF AIM IS THE COMMUNITY GOOD



MONROE'S  
OLDEST  
RESIDENT



Jacob Dietz, Civil War veteran and oldest resident of Monroe, has attended 69 Green County Fairs. Mr. Dietz, who was 96 years old June 4, 1927, came to Wisconsin in 1857. He enlisted August 30, 1864 in Battery D, First Wisconsin Heavy Artillery and served 10 months in the Civil War.

## After Twenty-Five Years Experience

we feel that our adherence to  
high standards of merchandise  
has proved the best policy

# Discher & Schneider

*The Quality Store*

Northeast Corner Square

MONROE, WIS.



## Ferd. Ingold Import Co.

— IMPORTERS OF —

Swiss Scythes, Cow Bells, Records,  
Pretzel Irons, Medicines and  
Maggi's Soups

Commercial and Savings Bank Bldg.

MONROE, WISCONSIN

FRANK M. HAREN

D. H. HAREN

## D. H. HAREN REALTY CO.

*ALL KINDS OF INSURANCE*

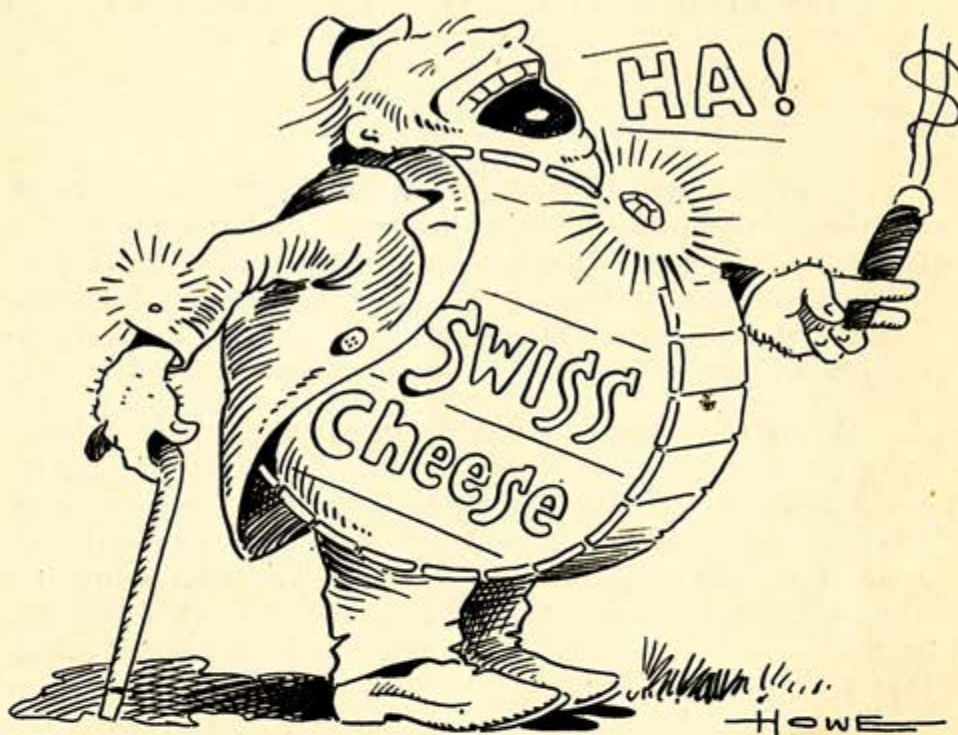
*Real Estate and Loans*

YOUNG BLOCK

Phone 814

MONROE, WIS.





## THE GUY THAT MADE GREEN COUNTY FAMOUS

Cheese is a food product which is rapidly making a place for itself. The per capita consumption of cheese in the United States is gradually increasing due to the educational work that is being carried on regarding its nutritive value.

There is a continued progress in the production of high quality cheese due to standardization and modern methods in the manufacture of cheese so that the consumer can now be certain of its quality.

Good cheese makes a diet wholesome, nourishing and comparatively cheap considering the price paid for other food stuffs on the market today.



## FOOLISH HISTORY OF GREEN COUNTY

By RAY R. SNYDER

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Green county, located in a hilly and rolling part of Southern Wisconsin, is world famous. It has come to the front because its people are workers and pushers, able to meet their own problems. It makes money—and spends money. Its people work and they live. Green county is enough to make the average county green with envy.

When the early settlers thought about giving their county a name they called it Green, because of the pretty green grass all around, not because of green cheese or the Irish, the Irish never made cheese, they made confetti and raised cane. These settlers found the verdant county so fertile that they could throw a handful of tooth picks out at night and in the morning they had telephone poles, that's how rich it was.

So, for twenty years or so they raised wheat and drove all the way to Milwaukee to sell it, 'cause the people there had to eat and they couldn't raise wheat in the lake. Of course there were fish to eat but there is only one Friday in the week. However, the wheat sort of got tired of growing and as fast as it would grow the cinchbugs would eat it, so what was the use of raising it. Well, sir, they quit raising wheat as a traveling man from Ohio came thru with some good bargains in cows at \$12 a piece, and some of the settlers bought them as they knew darned well that the bugs that eat the wheat couldn't eat the cows. This was the start of the dairy business in Green county and also the Swiss cheese industry.

Now there is some argument as to how the Swiss cheese came to be chuck full of holes. Some say that when they first made Swiss cheese it was no bigger than a saucer and when they put it out on the window ledge the Indians thought it was some sort of an evil omen and proceeded to shoot it full of holes with their arrows. This didn't worry the settlers as they said it made it look kind of nice. So they just let the Indians have their fun. Other people



say that the mice were responsible for the holes as they were always found playing hide and seek in the Green county gold. But be that as it may, they are there. And now they make the cheese in big round disks like cart wheels so it can be rolled to town on dry days and save the expense of hauling.

Now, getting down to business and figgers and by the way, I forgot to say that Monroe, the county seat of Green county, is the Swiss cheese capital of the U. S. A. They say that for every person in Green county there is \$2,000. That sure is a lot of money to have to pack around with you but I guess maybe they put it in the bank. For every five acres there is a cow. That looks like a large territory for one cow. There is one automobile for every four people in the county. Now if they all owned coupes wouldn't they have a time getting to town, especially if they were all fat. There is \$7,000,000 deposited in the banks of the county, that must account for the bulge in the walls of the First National Bank. There is over 12,000,000 pounds of cheese produced each year. That sure would make a lot of sandwiches. And speaking of cheese, there is some wonderful cattle in Green county responsible for this cheese. The Holstein breed and the Brown Swiss. In speaking of Brown Swiss, they have some of the prettiest calves a feller ever did see. Now we are speaking of cattle, gentlemen, so just keep your hats on and your specks in your pocket. Oh, yes, the girls wear short skirts here in Green county but we were speaking of cattle.

Now, down to all seriousness, the original settlers have passed on but they have left a hardy, sturdy business, behind them which knows no slack seasons because people will eat, and Swiss cheese and Limburger makes good eating, especially when served with— — oh well, why mention beverages, because that too has passed like the early settlers but still the memory lingers. They tell me that this year the people of Monroe are going to build a capitol building made of Swiss cheese with a dome of Limburger and a flag on top which will read "Green County's Gold"—so all hail the Swiss Cheese Capitol of the United States.

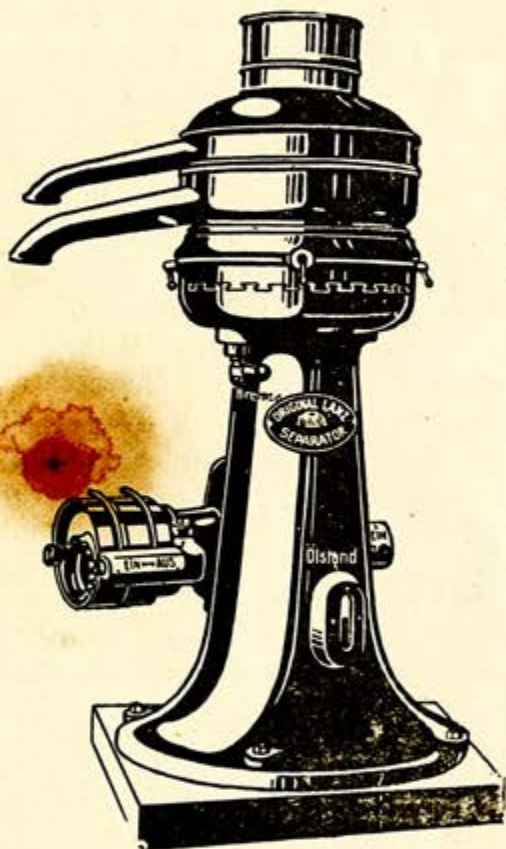


BEATS IT ALL !

# Lanz Power Separator

ALL BALLBEARING

CLARIFYING ATTACHMENTS



## 5 Special Features

- The Most Preferred
- The Most Efficient
- The Cheapest
- The Most Modern
- The Most Convenient

## A. ANGLIKER

Manufacturer and Importer of

All Kinds of Cheese Tools and Supplies

259 E. Greenwood Drive

Telephone 533

MONROE, WISCONSIN





WE DON'T SELL GARLIC OR BEETS

== BUT ==

WE DO SELL CUT FLOWERS, SPRAYS AND  
FUNERAL DESIGNS

## Rosa's Green House

Corner Hill and Van Buren Streets

TELEPHONE 93

MONROE, WISCONSIN

We Specialize in Peonies, Iris, Gladioli, Phlox, Delphiniums,  
Tulips, Bedding Stock, Etc.

Visit Our New Green House

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**\$ERVICE**  
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**\$ERVICE**  
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**\$ERVICE To Our Community Is Our First Consideration**

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## **THE CITIZENS BANK**

**MONROE, WISCONSIN**

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## **W. J. STAUFFACHER CO.**

*Meats, Groceries, Fruits, Vegetables and  
Green County Cheese*

**EAST SIDE SQUARE**

**MONROE, WIS.**

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## **Herman L. Schindler**

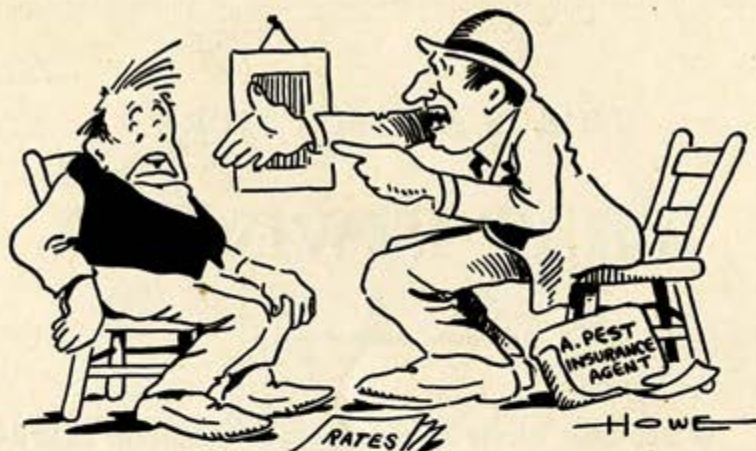
**GENERAL AGENT**

*The Old Line Life Insurance  
Company of America*

**PHONE 1213**

**MONROE, WIS.**





Speaking of insurance agents, I believe Green County has more of these pests to the square foot than any other county in the middle west. I am positive that if some of our agents had the opportunity they could convince a brass monkey that he was actually alive, and could prove to him beyond the question of a doubt that he was greatly in need of a life insurance policy. We have been informed through a very reliable source that some of our county officials are actually alarmed over the situation, and rumor has it that they have even gone so far as to advocate spraying the county with paris green in order to eradicate it of the insurance men and potato bugs.



The Mosquito—No one can honestly accuse me of advocating anything that would be detrimental to preparedness.

THIS IS A WISCO STORE

## WHAT IS WISCO ?

.....

Wisco is a name taken from Wisconsin Hardware Company, a corporation in Wisconsin, which represents a wholesale house owned and operated by one hundred of the best hardware and implement dealers in the state.

Wisco also represents extreme quality, because it is the result of an exchange of ideas and a final decision of quality in merchandise chosen by the majority of these successful established hardware and implement merchants.

Wisco represents 100 store buying power. By purchasing in car load rather than L C L, quality merchandise can be bought for less money.

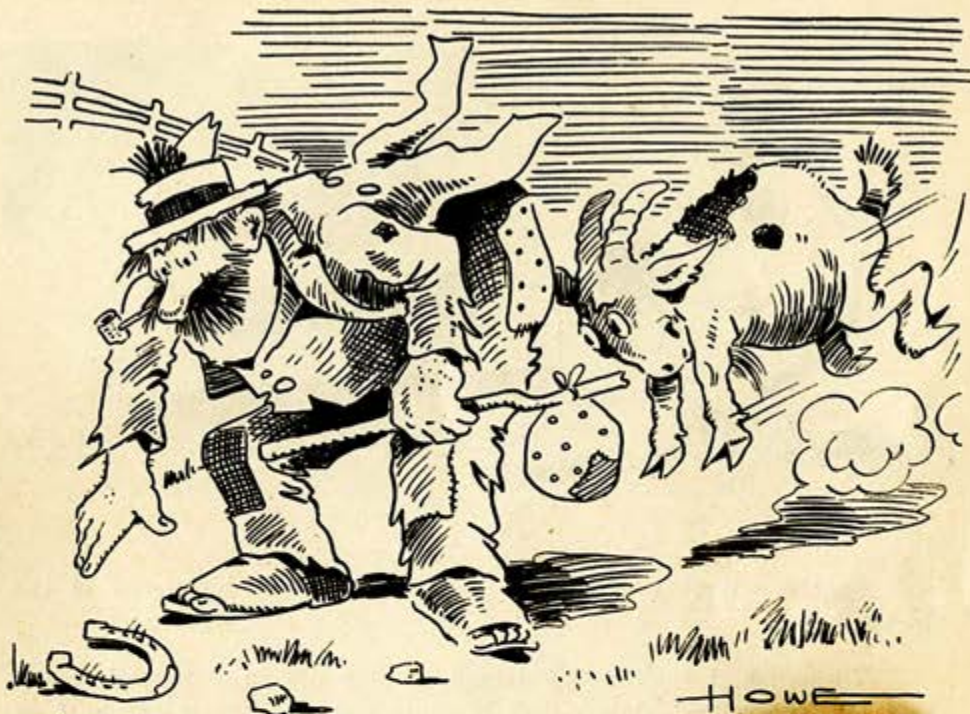
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BUY HERE AND SAVE MONEY

# Geigel Hardware Company

MONROE, WISCONSIN



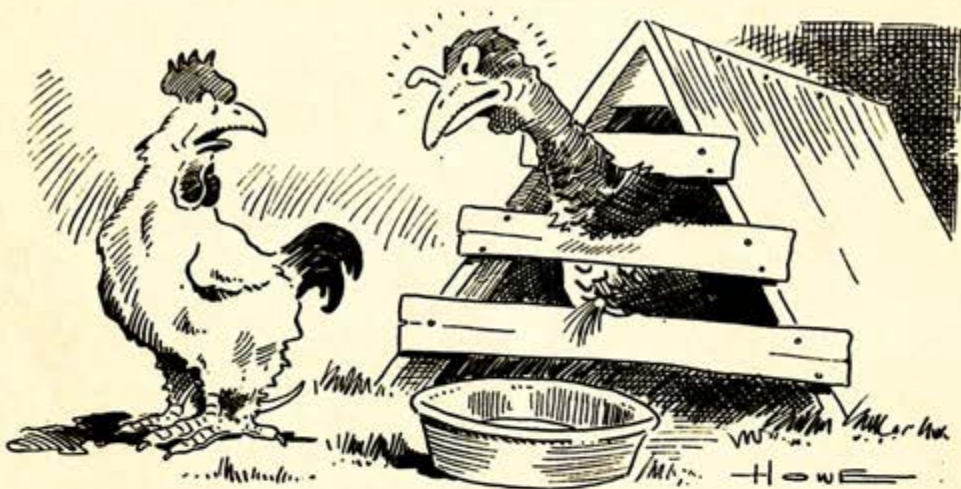


Weary Willie—Can ya' beats dat? De minute youse hit Green County ya' starts havin' good luck!



First Bird—"I wonder how in heck they get the milk from this cow?"

Second Bird—"It must be they pump it out; there's a handle back here!"



Rooster—Well, how does it happen that they have you in the lockup?

Turk—Oh, I took a few drinks of that silo juice the other day and old Judge Owl claims that it contained more than one half of one per cent alcohol.



A Green County Secret Service Man



# *Sinclair Is Here*

**Sinclair Gasoline and Kerosene at Low Test Prices  
Pennzoil and Opaline Oils**

**Cleaner    Quicker Starting    More Powerful    More Miles**

## *United Consumers Oil Company*

**WHOLESALE PLANT**

**BROWNTOWN, WIS.**

**PAUL RUFENACHT, Manager**

**FILLING STATIONS AT**

**MONROE, WIS.**

**BROWNTOWN, WIS.**

**Clinton and Railroad Sts.**

**On State Highway No. 20**

**Earl Dockhorn, Mgr.**

**I. Illingson, Mgr.**

**GASOLINE PUMPS AT**

**Wiota**

**Winslow**

**Juda**

**Browntown**

**Jordan Center**



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