their move, Mr. Stelling had the place again for a short time.

Then the Manitowoc Savings Bank bought the building followed by Mr. and Mrs. Harry Swerloff in the grocery and dry goods business.

Next the Rataicheks rented it and added notions, dry goods, school supplies, ready-to-wear and toys to their present auto supplies and hardware stock.

They were associated with the Gamble Company for 28 years. In May of 1966, they joined the Our Own Hardware Company of Minneapolis and have been affiliated with it ever since.

Dr. Clarence Bergmann had his dental offices in Rataichesk’s building for a time. There also was a beauty shop there.

Mr. and Mrs. Theodore Rataichek operated this business in Reedsville for 38 years until January 1, 1975 when they retired.

The business is now operated by their son Cletus and his wife Emily.

Reedsville Brillion Insurance Agency, Inc.

The Reedsville Brillion Insurance Agency, Inc. really had its birth about 23 years ago. It was organized by the late Robert Rolland and was then known as Bob Rolland Insurance. Prior to entry into the insurance business Bob was employed at Brillion Iron Works, as an assistant foreman and group leader.

Bob was born and raised in Menchalville and was the son of Mrs. Bessie Rolland and the late William Rolland. He married the former Jane Pollack on September 6, 1947, and they resided in the Pollack homestead.

From 1953 until 1958, Bob worked on a part-time basis selling life insurance only for Modern Woodmen of America. In July of 1958, Bob left the Brillion Iron Works and purchased a portion of the James P. Daley insurance business which required his full-time assistance and that of his wife, Jane, who did all the secretarial work. He later purchased the Otto Schley Agency of Forest Junction, The Brillion Insurance Agency, John Pinger Agency, Art Otteleien Agency, Paul D. Mangin Agency and a portion of the Harry Haese Agency.

Due to a lack of office space, the Rollands purchased the Fred Wells residence in August of 1960. Business progressed to such an extent that Bob needed to hire another agent. In May 1965, Ronald Schultz, son of Mr. and Mrs. Milton Schultz, joined Bob as a part-time representative. Rolland then purchased a portion of the Gilbert Wolfmeyer Agency of Brillion. Since Ron decided to make his home in Brillion, the business was changed to the Reedsville Brillion Insurance Agency, with its main office located at 430 Manitowoc Street in Reedsville.

In June of 1966, Ron Schultz left his job as production controller at Tecumseh, New Holstein, to go into the insurance field on a full-time basis, having his office in Brillion. Shortly thereafter, the men purchased the balance of the Gilbert Wolfmeyer agency. At that time the agency represented nineteen companies from town mutuals to stock companies carrying a complete line of insurance.

The business continued under these conditions until January 1973, when due to ill health and by order of his doctors, Bob was forced to retire. Bob’s son, Mark Rolland, then a senior at the University of Wisconsin-Oshkosh, was hired to take over his father’s share of the work.

Unfortunately, on January 6, 1973, Bob passed away, leaving his wife Jane, three sons, Michael, Mark and Rodger and one daughter Roxanne. Shortly thereafter, Mark purchased his father’s portion of the agency and began working out of his mother’s house in Reedsville.

On April 22, 1976, the agency purchased a portion of the Ronald Dhein Agency at Chilton. Now the agency is an independent agency representing twenty-two companies and carries a complete line of insurance.

Another agent, William Miller has joined the firm to handle the Chilton area.
Due to the great area covered, the Reedsville Brillion Agency has changed its name to Hometown Insurance, Inc. On June 1, 1976, the office in the Rolland home in Reedsville and the Brillion office in the Schultz home were combined in a new office at 111 South Main Street in Brillion. They now have a staff of five full-time employees able to serve all insurance needs.

Reedsville City Band

The Reedsville City Band was organized in 1938 under the direction of Carl Wolf. It was at first made up of about 34 members — all male. Later women musicians performed with the group. They played in concerts in front of Reedsville High School and later across the street in the Fireman’s Park. Churches alternated working at ice cream socials in conjunction with the concerts. The band also played at picnics. It disbanded in 1962 due to a shortage of band members.

Reedsville Cooperative

The Reedsville Cooperative was organized originally under the name Reedsville Equity in 1920, when a group of 25 farmers joined together for the purpose of marketing livestock. Orders were taken once a month and the livestock were placed directly into the railroad cars.

In April 1923, it was reorganized under the name of Reedsville Cooperative Association. John Mahnke was elected president, William Rusch vice president, and Herbert Krueger secretary-treasurer. Directors were William Dahlman, Reinhard Grimm, Joseph A. Vondrachek, Charles Burich, Otto Mahnke and Steve Foreyt. Henry Rusch was hired as manager. Coal and feed business was added and sold directly out of railroad cars.

Their first warehouse was built in 1924, which was also used to hold the annual meetings. In 1931 their first bulk gas plant was built. An interesting note was that gasoline sold for 11 cents a gallon, kerosene for eight cents a gallon and labor hired for thirty cents an hour.

Elvin Schultz who had been their livestock trucker purchased his own portable feed grinder and was grinding feed for Co-op members on his farm. In 1934 the Co-op purchased it from Schultz and installed it in their warehouse.

Arthur Berkholder was hired as manager in 1932. The present cement elevator was built in 1935 and they then started to buy barley and oats.

Henry G. Behnke was elected president in 1939 having already served several years as a director.

The present brick building on the corner was built in 1939 with the second floor being used as a funeral parlor. Joseph Will was hired as the first undertaker.

Steve Dvorachek was hired as manager in July 1943.

The E. J. Shimon funeral home and furniture store was purchased in 1944. Mr. Shimon was then hired as undertaker.

December 1947 Robert Humaizer was hired as manager followed by Clifford Behnke.

Steve Dvorachek was rehired as general manager in 1950.

The present funeral home was built in 1958, the fertilizer plant in 1967, followed by the new furniture store in 1969.

Walter Zimmermann was elected president in 1972 also having served several years prior as a director.

On the retirement of Steve Dvorachek, the board hired Clifton Gipp as general manager as of January 1, 1975, and who is presently serving in that position.

John Olson was hired as undertaker in 1975, on the death of E. J. Shimon.

At the present time a new bulk plant and service station are in the process of being built.

Each department has their own department head as follows: Furniture - Roman Kugle, Hardware and appliances - Gene Wagner, feed - Marvin Olp, fertilizer - Ken Schwanke, automotive - Wilbert Denor. Bookkeepers are Joy Hillman and Jennifer Janke.