

PART SEVEN: VILLAGE AND BUSINESS GROWTH (1926-1951)

Gleanings from the MT. HOREB MAIL
compiled by Mrs. Harold Fosshage

1926

About 400 attended the annual school meeting at the high school and voted that band and music instruction be maintained.

Olaus Peterson, Leonard Peterson and Joe Brannan formed partnership as tanners and sheet iron company and rented the Stoner building.

In October, A. M. Hrubesky of Omro, Wis., bought the fixtures and stock of the Evans drug store from Nora Evans who recently purchased the business from her brother, C. M. Evans.

1927

The new Ford garage was opened to the public on January 19 by John and Roy Beat.

Walter Evans commenced the manufacture of butter in his new creamery on February 8.

Dr. J. E. Brager and son, Waldo, formed partnership in March. New dental equipment was installed.

The Mt. Horeb Golf Club was organized on November 21.

1928

Joseph Buechner purchased the unfinished Luder theatre building and completed it at a cost of \$50,000.

Veri-Best Hatchery opened for business, operated by W. H. Bilse.

Herman Helland bought the Mt. Horeb Bank Building.

Arthur G. Bloland went into business here as a contractor.

1929

The Mt. Horeb Advancement Association voted to change its name to the Mt. Horeb Chamber of Commerce.

The new Strand theatre opened March 8, operated by A. P. Desmormeaux, Madison, and Joseph Buechner. In May, Harold Rupp, Madison, leased Mr. Buechner's interest and formed partnership with Desmormeaux.

Haig & Haig bought the Ted Statz restaurant.

On June 6 the Mt. Horeb Golf Course was officially opened.

Dahle's Store sold out everything, with exception of grocery department, to A. Hoff Co.

1930

The Telephone Co. moved to its new fireproof building on Second Street.

L. M. Staub bought the J. M. Moe jewelry store.

Alton O. Lust established a trucking business.

Verne Herman constructed a bowling alley on South Second Street.

On October 20 the Mt. Horeb Bank was robbed of \$6,500 in cash and \$17,000 in negotiable bonds by four armed men.

Our population was 1425.

1931

Jacob Lingard purchased the Dahle grocery. P. J. Dunlap took over the Mt. Horeb Feed and Fuel Co., formerly owned by J. C. Fjelstad.

M. C. Rand, Milwaukee, opened a shoe repair shop in the J. S. Grinde building.

Joseph Wienberg opened the Public Fruit Market.

The State Bank installed a bullet-proof wire mesh above the partition between the lobby and other compartments.

Clarence Lunde went into the insurance business as an adjuster and independent agent.

1932

Mt. Horeb Auto Service is being operated by Mickelson and Soper who purchased auto repair business from Mt. Horeb Auto Co.

D. H. Blakeman started a blacksmith shop in the Snyder building.

W. O. Bergh opened a bakery and restaurant in the Dahle building.

Thoresen Produce Co., Chicago, established a branch here with Trygve Thoresen as manager.

1934

Gamble Store opened in the Dahle building by Mark Saunders.

Charles Hinsel purchased Lake Drive Dairy. Gonstead Radio Shop opened on East Main Street.

Moderne Beauty Shop began operations in Mt. Horeb Bank building.

Ben Mavis and C. A. Link bought the Mt. Horeb Lumber Co. from Collins Bros., Madison.

Ed Wittwer established a trucking business.

Grant Hustad bought the C. J. Lunde Fuel Co. Raphael Vasen opened bowling alleys on South Second.

Dr. R. A. Ogilvie went into veterinary practice here.



South Second Street 1961

1935

Village at two special elections voted to purchase local light plant.

A new well, drilled to a depth of 805 ft., was finished. A new electric turbine pump was installed and two booster pumps; a new fireproof pump house was constructed.

Joseph Weinberg opened a furniture store in the Fosshage building; A & P store opened in Grinde store building; Dr. J. E. Gaffney opened a dental office; Olaus Martinson sold his interest in Martinson Bros. to William Thousand and the business now operated as Farm Utility Co.; a new harness shop was opened in the National Hotel Building by H. C. Reinke; John Durtschi purchased the Hickory Hill Dairy; Walter Hopkins opened his barber shop over Olson's restaurant; Ted Spaanem and Rueben Thronson opened the Standard Oil station.

1936

Bert Pfister, town of Vermont, began auctioneering in Mt. Horeb area.

Sanitary Market opened in Wittwer building.

Otto and Irene Gilbertson bought the Gier hardware store.

The Toggery opened in the Dahle building under management of Trygve Thoresen.

Holum and Rude Feed Mill became Rude and Robinson when Morris Rude sold out to Lloyd Robinson.

1937

The major project of the village was the building of street sewers. A total of 4,800 ft. was laid or under construction.

Bubby's Bowling Alleys, operated by Raphael Vasen, moved to new location on West Main.

H. H. Thousand purchased and remodeled the A. J. Grinde building for use as a tavern.

Orville Aavang built the D-X station.

Owen Sharer established a funeral home in the former Torgerson home on East Main.

1938

The village voted to bond itself for an enlargement of its sewage plant. This issue was for

\$18,000. The sewage system was extended by another 6,000 ft.

Leonard Peterson bought the Mt. Horeb Auto Co. garage building.

Dr. C. Roy Strange joined Dr. F. W. Sutcliffe in veterinary practice.

Clarence E. Bultman was managing the Veri-Best Hatchery.

1939

Voters on August 29 voted better than three to one to acquire the Mt. Horeb Electric Utility Co., owned by the Wisconsin Power and Light Co. The plant, costing \$70,319.07, became municipally owned on September 30.

Grant Hustad opened a frozen foods locker plant.

Mr. and Mrs. Kenneth Whitson opened Mt. Horeb's first flower shop.

Otto Kahl bought the Gilbert Mickelson grocery store.

The dry cleaning plant operated by Millard Steyer was sold to Raymond Jenkins, Rewey.

The Gonstead Chiropractic Building was built.

1940

Our population this year was 1610.

The Hoffman Cheese Co. sold its plant to Kaestner-Henze Co.

Floyd C. Albert became manager of the Strand theatre.

Mt. Horeb Electric Shop was opened by Albert Zwald.

Dr. R. L. Guenveur, optometrist, opened offices in the Gonstead Building.

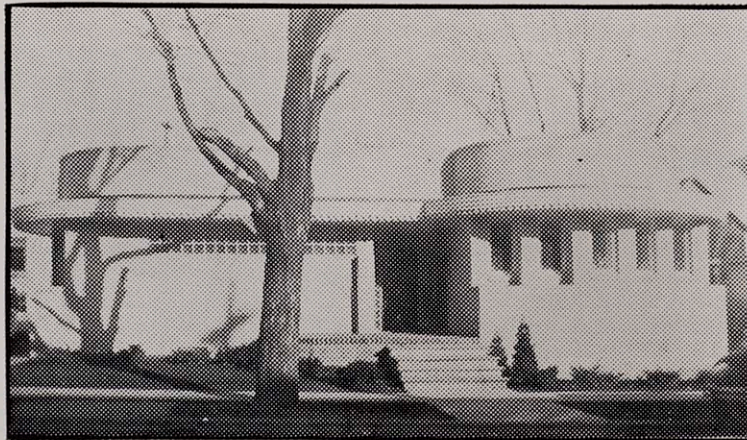
Ed Wittwer opened the Texaco station.

With 592 voters going to the polls April 2, 320 voted to grant continuance of liquor licenses. The question of a municipally owned liquor store was voted down by 412 votes.

1941

S. A. Sylvester was elected cashier of the State Bank of Mt. Horeb on February 1.

Townpeople were scouring cellars, attics and forgotten places for old aluminum items in war salvage drives.



Gonstead Chiropractic Building

Village completed new building for its electric utility.

Gay Gesme opened a furniture store in Dahle building.

Kahl-Nygaard purchased the Lingard grocery.

The village bought a pulmotor for use in this community. The purchase was made jointly by the village and the Chamber of Commerce. A new fire truck was also purchased.

Mrs. Mabel Evans bought the Parisey variety store.

The Mt. Horeb championship basketball team, coached by Cletus Piquette, was honored at a banquet attended by 100 men. It was the first Mt. Horeb team to win a state tournament game.

Mr. and Mrs. Trygve Thoresen opened the Norway House, tourist home and cabins.

1942

Rationing, Red Cross drives, civil defense, "scraps for victory" drives were underway here.

C. P. Brechler resigned from the State Bank after 25 years as assistant cashier, and G. C. Osmundson filled the post.

Blanche Losinski received appointment as superintendent of schools of Western Dane County to fill unexpired term of T. S. Thompson.

Wadhams branch office opened with Ike Myrland as manager.

S. C. Syverud opened his chiropractic office on November 2.

Gas rationing started December 1.

In the primary election balloting, 315 voted for and 82 against the purchase of the Mt. Horeb Bank Building for \$12,000.

Ray Bakken went into the real estate business.

Ralph Dahle opened insurance offices in the Municipal Building.

1943

Village offices were installed in the Municipal Building and many improvements made.

Dr. Morrison took over the practice of the late Dr. A. S. Thompson.

Kahl and Nygaard purchased the two story part of the Dahle building.

1944

Dr. A. R. Kjervik opened offices in the former Buckner Hospital building.

Harold Hugo opened the Mt. Horeb Welding Shop.

1945

William Thousand bought the Mt. Horeb House.

Temby Feed and Seed store opened in the old Mithus building (corner Gonstead lot).

Arlen Wilcox (Finke) bought Milady's Beauty Shop from Mrs. Paul Kundert.

Mt. Horeb Creamery & Cheese Co. was sold to Ryser Bros.

Dr. A. R. Kjervik purchased the Buckner Hospital building.

The Mt. Horeb Farmer's Co-op was established here.

1946

Second deep well drilled on south side.

F. H. Hanneman resigned as instructor of music in our schools. Everett Goli was engaged to replace him.

At a special school board meeting it was voted to authorize the school board to proceed with installation of flood lighting equipment for high school field.

Eric Furuheim became partner of John Hanley in Hanley Auto Co.

Walter Durtschi became partner of John Durtschi in Hickory Hill Dairy.

Curtis Witte bought the Bakken barber shop.

Walter Wirth opened Club 18 two miles west of Mt. Horeb.

Lawrence A. Anderson began distributing dairy equipment under firm name, Anderson Supply.

1947

Tax rate reduced \$1.63 per \$1,000 valuation. New rate is \$5.22 compared with \$6.85 for 1946.

Leonard Bruflat leased the D-X station from Laverne Aavang.

Mrs. Milford Thousand bought Milady's Beauty Shop.

Ed and Fred Roth opened Blue Mounds Cheese Co.

1948

The Village Inn motel and restaurant opened.

The village purchased the Sylvan Zwickey (Vilberg) building for \$6,250 for use as garage for school buses.

Mr. and Mrs. Roy Lienau took over the Gamble Store.

The first Folklore Village Festival was held here.

S. C. Syverud built the Syverud Chiropractic Building.

1949

Alton Knudtson and Bill Thousand purchased the stock and fixtures of the Farmer Store operated by L. M. Kittleson for 27 years.

William McSherry began dealing in real estate.

The Oregon Milk Co. began operations in the new building erected on the west side of town.

At a special election in October residents approved a union free high school for this area.

1950

Our population was 1,709.

Chester and Tenny Midthun purchased the Mt. Horeb Feed and Fuel from George Lukken and changed name to Home Town Feed and Fuel.

Miss Luella Ruste was appointed village clerk.

Miss Hazel Paulson was appointed village treasurer.

Jorgen Greve purchased the Mt. Horeb Produce Co. from Joe Nelson.

Electric and telephone poles and wires along Main Street from Fourth Street west to Washington Street were removed after being there for 40 years. The two utilities constructed lines

WISCONSIN'S NEWEST NATURAL WONDER

CAVE of the MOUNDS

BLUE MOUNDS, WISCONSIN

100,000 VISITORS A YEAR

COME TO SEE WISCONSIN'S NEWEST NATURAL WONDER

More than two million people have visited the Cave of the Mounds in the few years since its discovery, proof that it is one of the outstanding tourist attractions of the midwest.

JUST 25 MILES FROM MADISON

And 4 Miles West of Mt. Horeb

New extensions have been made to the Cavern in 1957, opening four new rooms of unbelievable beauty, Dream River Room, Pendulum Stalactite Room, Big Whisker Room, and Surprise Room.

The temperature of the cave is always 46 degrees.

Cave of the Mounds is electrically lighted and equipped with concrete walks. Cameras encouraged.

Courteous guides will escort you on the 40 minute tour any day from April 15th to October 15th.

so that service wires could be run to the rear of the buildings.

LaVerne Johnson went into the insurance business here.

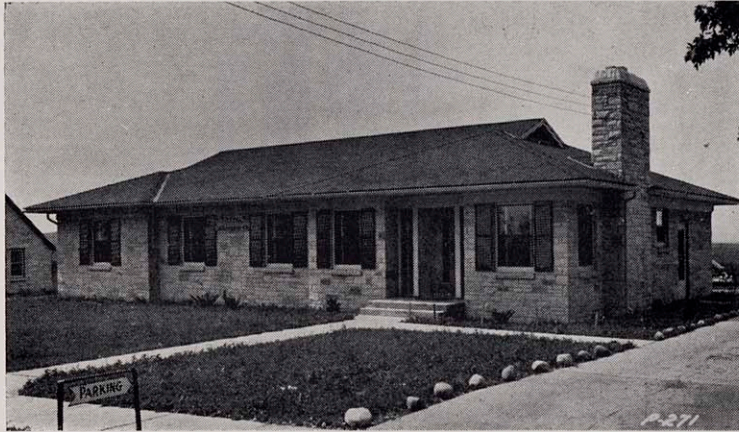
Mr. and Mrs. Floyd Westberg opened the West Side grocery.

Wayne Yapp opened the Yapp tailor shop in the National Hotel Building. (Moved to East Main in 1951).

Robert Gerber established his trucking business here.

Harold Churchill bought the Farmers' Market. Edward and Harold Post bought the Haig & Haig restaurant and tavern.

Stauffer & Sons began manufacture of pasteurized process Swiss cheese.



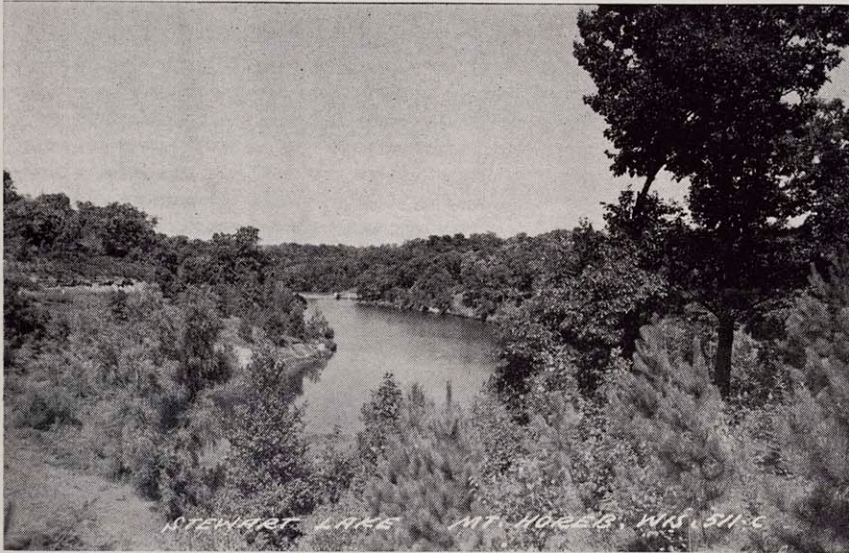
S. C. Syverud Chiropractic Building



Hall of Statues — Cave of the Mounds



Blue Mounds State Park
(courtesy Obma Studio)



Stewart Park (courtesy of
L. L. Cook Photo Co.)



Brigham Memorial Park
(courtesy of L. L. Cook Co.)