The Independent Telephone Companies of Southwestern Dane County

When local boy John Donald began his political career in 1902 he was enamored with what was the beginning of the golden era of Progressive Legislation and Bob La Follette's administration where he and his neighbors found a common thread.

It is no coincidence then that the first bill Donald introduced in the legislature dealt with telephone companies. The bill that passed prohibited the big monopoly telephone companies cutting rates to put small independent companies out of business. That would have impacted companies like the Mount Vernon Telephone Co. of which John Donald was then the secretary and which supplied service to his Springdale farm.

Independent telephone companies in Wisconsin and the United States were provided local service and were not part of the Bell System group of companies (known as "Ma Bell"), before the 1984 Bell System divestiture, or breakup of the Bell system. They usually operated in rural or less densely populated areas than those of the Bell operating companies.

The second fundamental Bell patent for telephones had expired on Jan. 30, 1894, and the way was now open for independent companies, although some had been established before then. This was most evident in Southwestern Dane County where four known companies formed at the beginning of the 20th century.

In 1903 Frank E. Bell sold his interest to five prominent Mt. Horeb businessmen and the Mount Horeb Telephone Company was born. By then the Bell system had 1,278,000 subscribers (in the U.S.) on 1,514 main exchanges; the independents (excluding non-profit rural cooperatives) claimed about 2 million subscribers on 6,150 exchanges. The following is what we presently know of the exchanges that operated in Southwestern Dane County.

Perry Mutual

The Museum holds a nice collection of objects associated with the Perry Mutual Telephone Company, including line testing equipment, repair manuals, pole climbing cleats, a telephone and a map of subscribers, yet little is known of this exchange. What is known is that the company operated out of the former O.B. Dahle home and later a building on Daleyville's main street. It consisted of a manual switchboard that gave service to the area. Switchboards were free-standing pieces of furniture where generated current produced by the magneto in a customer's phone dropped a number tab on the board indicating an incoming call. The operator on duty would then insert a wired plug below the tab and answer the call. The process was repeated for the connected party. The current on the customer's phone was created by rapidly turning a crank. Telephone numbers consisted of long and short crank turns, such as a long short and a long, or two shorts and a long.

The Perry exchange also participated in the rush at the beginning of the 20th century to quickly acquire territory as evidenced by the company connecting 26 customers to one party line. A party line consisted of a group of residents, usually

Magneto telephone used at the John Donald farm, c. 1914

neighbors, who shared the same line. When a call was sent out the others on the line would listen to see if it was their designated ring. Of course, even if it wasn't there was nothing that kept others from listening in. This is the manner in which most news was learned in those days.
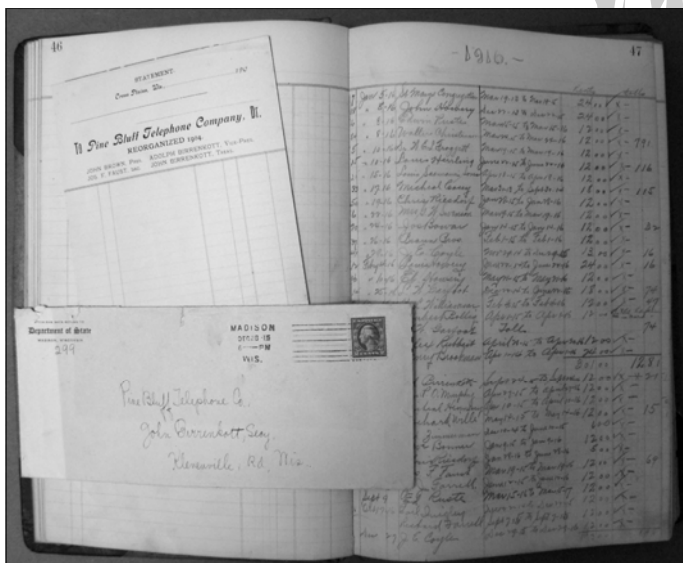
Perry Mutual also operated as the typical "Mom and Pop" operation where the wife would run the switchboard with the husband doing the outside lines work. The equipment in the Museum's holdings was used by the company's manager Albert Thorhaug around 1904.

Soon the company would be connected to surrounding independents that were in direct competition with each other to gain as many customers as possible. This opened up access for Southwestern Dane County residents to the greater world. A note in the Mount Horeb Mail on April 23, 1903 declared, "Hello Daleyville! This week the telephone line will be completed to Daleyville. The unfavorable weather has made it difficult to push the work as rapidly."

Pine Bluff

A recent archival gift of two of this company's ledgers and a few pieces of correspondence has brought the Pine Bluff Telephone Company to light. Little is known at this time about the exchange, but materials in the recent gift plus limited information in the archive do give us the following:

A letterhead states that the company was reorganized in 1904 with John Brown, proprietor of a creamery at Riley, as president, Adolph Birrenkott vice president, Jos F. Faust secretary and John Birrenkott treasurer. At times the company had a Klevenville address on its stationery and at other times Cross Plains. The company covered the territory from Riley to Mt. Horeb, Cross Plains, Middleton and Klevenville and had in one of the ledgers 204 customers listed between the years 1904 and 1917. The list of subscribers is a who's who of Pine Bluff-area

Pine Bluff Telephone Company ledger, 1916: within the pages were many additional items such as a receipt and envelopes

names, some of which are still common today. Along with the names are the telephone numbers for each and individual recordings of their billing payments.

In the rush for territory in the beginning years the Mount Horeb Telephone Company could never get control of the Pine Bluff Telephone Company and up through 1979 the lines were the shortest running in the two directions between the two communities.

In January 1917 the company manager did not file a report to the United States Independent Telephone Association, leaving it in the envelope and tucked inside one of the two ledgers. Many of the final entries in the ledgers are dated in 1917. The last entry of John Brown, the company president, is dated in March of that year. Adolph Birrenkott, the vice president, has an October 1917 date for the last entry under his name. This evidence leads us to believe that the company discontinued in 1917 at the height of World War I.

Mount Horeb

Although the first telephone in Mt. Horeb was connected between the Mt. Horeb Times office and the Academy five blocks away in 1895, there was not an actual exchange. The novelty of a phone proved enticing to the Academy's students who would take turns running uptown to the Times office to converse with their fellow classmates back at the school.

Frank E. Bell of Baraboo promoted the first local telephone exchange in 1902, when he was granted a franchise by the village. In only one year the original switchboard was found to be too small and was replaced.

In 1903 Bell sold his interest to five prominent business- and professional men of Mt. Horeb. The company has been owned and operated ever since by many people with local connections, except for the years 1917-1920, when the exchange was operated by the Commonwealth Telephone Company.

Banford Dahlen, son of the founder, J.N. Dahlen, served as a lineman, general manager and director over a span of 60 years. He retired in 1962. When Banford was a lineman he received 15 cents per hour and many times nothing. Steve Holum followed for 30 years until 1987, when current manager John Klarer took over.

In the early years the rush for territory was fierce. Banford Dahlen, in a 1979 taped interview in the Society's oral history collection, stated "that other companies tried to expand in their territory, they would take out the cross arms." Cross arms were the wooden beams that held insulators attached to the wires. Companies would put

Mount Horeb Independent Telephone Company was on the second floor of the printing office with a public phone booth to the left

The first switchboard of the Mount Horeb Independent Telephone Company; (L. to R.) Operators: Mrs. Oscar Christianson (Malena Ayen) and Mrs. Al Cunningham (Grace Berg); Maintenance men: Gilbert Hageseth and Oscar Qualle, 1906

up poles and cross arms to stake out territory and this was the case between the four local companies. "By law," said Banford, "they could have forced them to give the lines back again, but they never did. They wanted good feelings towards their neighbors."

It took time to gather phone subscribers in the beginning years, with farmers being an even harder sell. The Mount Horeb Telephone Company was so eager to get any rural subscriber that they promised Peter Nace, a prominent farmer who had a farm along Highway 78 on the border of Vermont Township, that if he would take a telephone the company would give him a private line from then on. Peter held the company to its promise; he did not get a party line until many years later. He paid the regular price of $1.

An office on the second floor of the Mt. Horeb Times printing office on North Second Street served as the home of the Mt. Horeb exchange until 1930, when a special telephone company building was erected across the street. This Art Deco building still remains at the back of the present company headquarters on Main Street.

An addition to the 1930 building was completed in 1959 to house the new Stromberg-Carlson dial equipment. All the village's old magneto phones were converted over to dial by Aug. 23, 1959 with rural areas following soon after. Even though the company produced a pamphlet on "How to Use Your Dial Telephone," many residents remember difficult times getting accustomed to the new system. Two more building additions followed with completions in 1974 and 1981. The company still had some party lines until 1983 when the last were converted to one-party lines.

Since its inception the company has kept pace with changing technology, including the advent of the digital, cable and computer age. It became an Internet provider in 1995 and today offers DSL and digital cable TV connections. It is one of two of the area's original companies that survived the rapid technological changes of the 20th century. It is the only company still retaining its name.

Mount Horeb Telephone Co. provided and installed phones for customers up until 2010. Examples of phones in the museum collections on exhibit at the Mt. Horeb Chamber of Commerce Welcome Center:
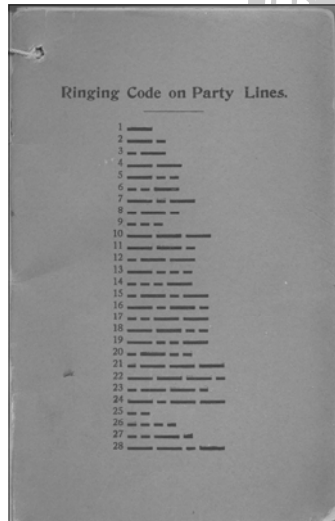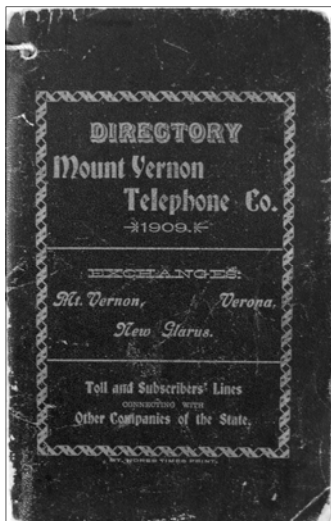(L. - R.) dial-up, 1970s; touch-tone intercom, 1983-1999; touch-tone, 2000

Mount Vernon / Verona

A year after the turn of the century, on March 9, 1901, the Mount Vernon Telephone Company was formed. William Moore and his brother, Frank, had already begun to install a few phones in the area and connected them by stringing the wires along the fence posts between the homes. A group of Mt. Vernon men made up the board of directors. Wires extending the phone service toward Verona and Mt. Horeb were soon strung. At this same time the company purchased the struggling New Glarus Telephone Company for about $1,500.

In the beginning the switchboard was located in the Koch Brothers General Merchandise Store. In 1902, a 25-line switchboard was installed in Mt. Vernon as well as in Verona and one of these boards is on display at the Mt. Horeb Area Museum. In 1904 the Mt. Vernon switchboard was moved to the home of Frank and Mary Moore. All of Frank and Mary's daughters learned to operate the switchboard, while Frank served as president and manager of the company. The company acquired capital stock of $10,000 in 1909 and constructed its own lines. The residential rate was $12 per year and the business rate was $18 per year.

In 1922 Ernest Gilden joined the company as a lineman and in 1943 he was elected president and general manager. The exchanges in Verona and Mount Vernon were converted to dial direct in 1959, with the New Glarus line converted in 1962. Conversion to one-party lines in New Glarus was completed in 1970, with Verona and Mt. Vernon in 1971. Along the way the company was moved to headquarters in Verona. In 1968, the Mt. Vernon Telephone Company was sold to Telephone and Data Systems Inc. (TDS), a Chicago-based company.

Telephone numbers consisted of long and short crank turns as indicated in the 1909 Mount Vernon Telephone Co. directory.

Fascinating Objects & Archival Materials on Local Communication

The Museum and Archive contain a wealth of materials related to the communication history of Southwestern Dane County. There is the 1904 switchboard used by the Mount Vernon Telephone Company and two of the company's phones, one used at the John S. Donald Farm and one at the Montrose Store. A copy of John Donald's original 1902 legislative bill calling for protection of independent telephone companies from monopoly takeover is part of his papers housed in the archive. A badge that Donald wore to the 1907 Wisconsin State Independent Telephone Companies Convention is in the Museum's holdings.

A chest containing items used by Perry Mutual telephone manager Albert Thorhaug around 1904 and a phone from the exchange are among the only evidence of this company's existence.

The archives contain numerous phone directories, including one for Mount Vernon Telephone Company dating back to 1904 when dots and dashes were used for numbers. There is an information card created by Mount Horeb Telephone Company that describes how to use your dial telephone and another announcing voice mail. A calendar that fits nicely around the cone-shaped mouthpiece of an early phone is another unique item. There are a number of interior and exterior photographs of buildings and switchboard operators at both the Mt. Horeb and Mt. Vernon exchanges.

Telegraph sets used in teaching telegraphy and early and recent cellphones are part of the collections. One of the first wooden wall phones installed by the Mount Horeb Telephone Company is there along with the company's 1920s candlestick version and the very last wooden wall phone used by the company before conversion to dial.

The Museum also owns an early dial phone that came originally in basic black until colored versions arrived, such as a red one that was used to match Marlyn Grinde's kitchen colors in the 1970s. There are 1970s and 1980s answering machines and a cheap "throw away" phone of the type sold at discount stores. There is also the dress worn by a local operator.

If you have anything from the area's early communication days that you would like to contribute, especially telephone directories from all years, let Laurie know by phoning the Museum office at 437-6486.

Back to the Land

is Annual Meeting Subject

Mark your calendars now for the Historical Society's 38th annual meeting on Oct. 13, 2013 at 2 p.m. at the Mt. Horeb Senior Center 106 N. Grove Street as we examine through oral and written stories what makes the area unique.

Visitors to this part of Wisconsin are clear on one thing that the natural beauty here is second to none. The popularity of the new "Natural Wonders & Human Interaction" exhibit at the Museum attests to this shared feeling.

Historian and writer Susan Gilchrist spent many hours in 2004 orally recording these feelings as they were told by the residents of the area. She is now ready to share her interviews and new book detailing the Military Ridge Prairie Heritage area of Southwestern Dane County and beyond. There will even be free copies of her book available.

Susan's subjects stated overwhelmingly "that the view, the beauty of the area is very important to them" and she plans to have some of her interviewed participants on hand to share their stories.

Photo by Jane Burns

There will also be audience participation during her presentation that will allow others to share in how they would like to see the landscape in the future and what they value there. The author will also share what she learned about oral history and its impact on the community by increasing interest in conservation.

A short annual meeting will precede the program and treats and discussion will follow.

The Time is NOW to Meet the Challenge!

The Historical Society Board and the Fundraising Steering Committee are encouraging everyone in the membership and community to give now so that we will meet our fundraising challenge for the new **Southwestern Dane County Heritage Center**.

In early 2013 Steve and Marianne Schlecht offered a gift of $250,000 that must be matched by the end of 2013. We are grateful to the many who have contributed to date, but we still have $100,000 to go to meet the Schlecht's generous offer by the end of the year.

Members are also encouraged to tell family, friends, co-workers, and favorite businesses about this unique opportunity to give back to their community, the people of Dane County and Wisconsin.

Checks may be sent directly to the Historical Society at 138 East Main Street, Mt. Horeb, WI 53572. For gifts of stock, other contributions, or for more information contact Darlene Nowak at 608-437-4809.

Birrenkott History Added to Archive and Museum Collections

The Historical Society acquired part of a treasure trove of history with the recent sale of a downtown building.

Ralph Buechner sold his building at the corner of Front and South Grove streets in Mt. Horeb to Wisconsin Surplus Auction Company. With the sale Ralph was faced with dispersing a vast amount of objects and supplies, which were eventually sold off at the website operated by the auction company that purchased the building.

For decades the upper floor of the building held the remnants of various business places that were operated by the Birrenkott family, whose name is synonymous with the development years of Pine Bluff and Mt. Horeb. These businesses included a farm, hotels, liveries, car dealerships and a tavern. The family was also involved in the Pine Bluff Telephone Company. Ralph's wife, Beverly, was a Birrenkott.

The Mt. Horeb building first housed the Birrenkott Brothers International Harvester farm machinery agency in 1911. The National Buick Auto Sales Company also operated out of the same structure and lasted into the 1960s. The remnants of these businesses remained stored away, and included advertising signs and promotional materials, parts and parts manuals, sorting bins and drawers, motors and car parts, grain binder and tractor supplies. Even when the building's lower level was remodeled in 1978 for use as the Mt. Horeb MARC Center, the items in its upper-level time capsule remained in their dusty tomb.

Ralph and Beverly were founding members of the Historical Society and naturally he offered several items of local importance to its collections. They include two signs that were both associated with the National Hotel, operated in Mt. Horeb by the Birrenkott family, and 66 ledgers dealing with the various farm and business ventures of the family that also include two ledgers of the Pine Bluff Telephone Company.
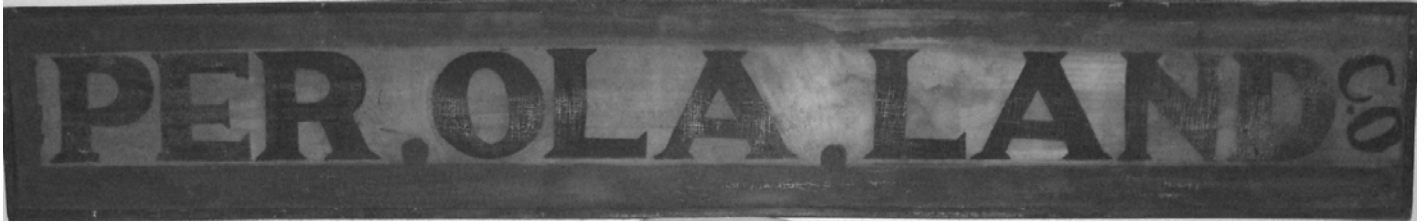
One of the signs is a directional arrow that reads "National Hotel," which most likely was used near the train station to direct newly arrived passengers to the stately brick hotel that stood on the corner of South First and Front Streets in downtown Mt. Horeb. The other sign is one of two shingles that hung under each end of the front portico of the hotel and simply reads "The National." This sign contained an additional attached shingle that reads "Per. Ola. Land Co." a business that was housed in the hotel (see story on page 7 for its history).

We thank Ralph for considering the Historical Society and saving these important pieces of Southwestern Dane County's history.

The National Hotel as it appeared around 1910. The wooden signs identifying the hotel hang under the front portico.

An Artifact with Double Meaning

Attached to the National Hotel sign that was recently gifted to the Historical Society by Ralph Buechner is an additional shingle that reads "Per. Ola. Land Co." The business was most likely located in the hotel building, which contained several office and business suites. With the proximity to the railroad depot and being housed in the largest hotel in town, the company had ready access to travelers through the area. Research shows that the company operated between approximately 1916 and 1922.

Upon investigation into the sign's background, Society curators were surprised to learn that the wooden shingle was connected to an important part of Wisconsin's history.

The Per Ola Land Company came about because of the massive clear cutting of virgin timber and trees used in the manufacture of furniture, paper and tanning, which occurred in the northern part of Wisconsin in the 19th century, specifically in Forest County and the Crandon area where the company concentrated its efforts. Basically what was left in this area was barren sandy soil dotted with thousands of stumps. These areas became known as the cut-over lands of the state and soon were offered up for sale by the state and federal governments. The company acquired tracts of land in this area and referred to them as the "Per Ola Settlement."

In the days of horse farming it was cost prohibitive to clear the massive amount of stumps and brush left behind by the logging companies. The Per Ola Company came up with a clearing plan whereby:

"Settlers on the lands of this Company, located in the Per Ola Settlements will be relieved of their hardest and most difficult work and a big part of the expense connected with preparing the land for the plow. The clearing plan adopted by the Company provides for the free use of machinery and co-operation in doing the work. In this way

clearing is made easy and cheap as compared with the cost connected with the old methods."

The "old methods" in this case were horse operated stump pullers and blasting. In 1916 the University of Wisconsin's Agriculture Engineering Department gave land clearing demonstrations in these areas of the state using in their terms the *"most practical way for Wisconsin settlers in a combination method of pullers, dynamite and pilers."* Of course all of this was labor intensive. The Engineering Department recommended that the Per Ola Company *"create a separate trust fund of $7,500 for each land clearing unit of 5,000 acres. This should be used exclusively for the purchase of land clearing materials…that if wisely used, will buy and maintain the necessary land clearing devices to clear the 5,000 acre unit."* These suggestions were adopted by the company.

The company went on to boast that *"if the Per Ola settlers will work together and co-operate with the county agricultural representative they can work up a reputation for all their products and receive a better price for them because of quality."* Additional publications produced by various sources touted the great production of crops that included photos of settlers showing off their vast garden bounty.

The cutover lands of Wisconsin basically drew the new immigrants, especially Poles and Finns who, although encouraged by agricultural agents to grow crops for the greater market preferred to produce just enough for their families. Most of these individuals were just happy with the security of owning their own property and the independence that it brought. Then there were the poor soils of the northern part of Wisconsin, which consisted of large areas of sand. By the time of the Great Depression, just shortly after the heyday of the Per Ola Land Company many of these areas became depressed and of low value.

The School Mapping Project

Wouldn't it be fun to pull up a map of Southwestern Dane County on the MHAHS website, click on a little schoolhouse icon and get a page of images and information on one of our schools? Well, that is the goal of the School Mapping Project.

Henderson/Springdale Center School

Following the 2012 MHAHS Annual Meeting, our archivist Shan Thomas received a call from Douglas Norgord, a cartographer living in Mt. Horeb. A few years ago, Doug founded a mapping firm called Geographic Techniques (www.geotechmap.org) to help nonprofits and others with mapping needs. Doug offered to donate his services to map the Southwest Dane County area schools and set up an interactive site.

The plan is to have a modern "Google Earth" aerial map of the five townships in the MHAHS area. On the map would be the exact location of a schoolhouse – rural and Mt. Horeb. By clicking on an icon, you will be able to bring up a page with a historic photo of the school matched with a new photo and a short history. This is a wonderful way to preserve our educational heritage and will be fun to use.

The work is being done by a core committee comprised of Doug Norgord for computer mapping, Brynn Bruijn for wonderful new photographs and John Pare for collecting the data on the schools and current owners.

Brynn and John drive around one of the townships one day a week to find and photograph existing schools. The Archives established files for each building, even if it is no longer exists. In the files are "Photograph Releases" from current owners, photocopies of historic photographs to be scanned at a later date and copies of local histories.

Brynn will produce a CD of her images and John will produce the details on each school to accompany the digitized photograph. The project is gathering accurate locations for Doug to use in the map. As often as possible, Brynn and John collect anecdotes to appear on the web, so there will be more than just a history.

We are very grateful to the modern day owners of the existing schools who have been 100 percent cooperative about having us take photographs. But to be really successful, this will take more than just these three outstanding volunteers. It needs the support of anyone with information about our schools.

After last year's MHAHS Annual Meeting we heard from a few folks and have added their information to the project files. Do you or anyone you know have information and/or photographs of a school in any of our five townships? The townships are: Blue Mounds, Perry, Primrose, Springdale and Vermont. We would really like to hear from you.

St. Mary's School, Pine Bluff

Committee Works on
Burial Database

A committee made up of Ruth Haglund, Teri Vierima and Shan Thomas has begun to collect information on all the burials in the 21 cemeteries located in the MHAHS's five township area. The goal is to come up with a centralized database of burials. The database would contain the first and last name of the deceased, birth date, death date, name of cemetery and township where the cemetery is located. Wherever possible it would also contain a woman's maiden name and anyone's veteran status. Then, the listing would provide the plot and grave number of the burials. Maps of cemeteries are also being collected.

The Cemetery and Burials Committee began by contacting current cemetery administrators to see what sort of records they had and how those records are being kept. We put together the initial list of administrators with the help of Diego Camacho, owner of Ellestad Camacho Funeral Home. Every administrator who has been contacted has been interested in the idea and has provided the committee with lists and maps for use in compiling the database.

In the course of this initial step, the committee saw modern cemetery management software at work in two of the three Catholic cemeteries in our area, St. Ignatius Calvary and Holy Redeemer in Perry Town-
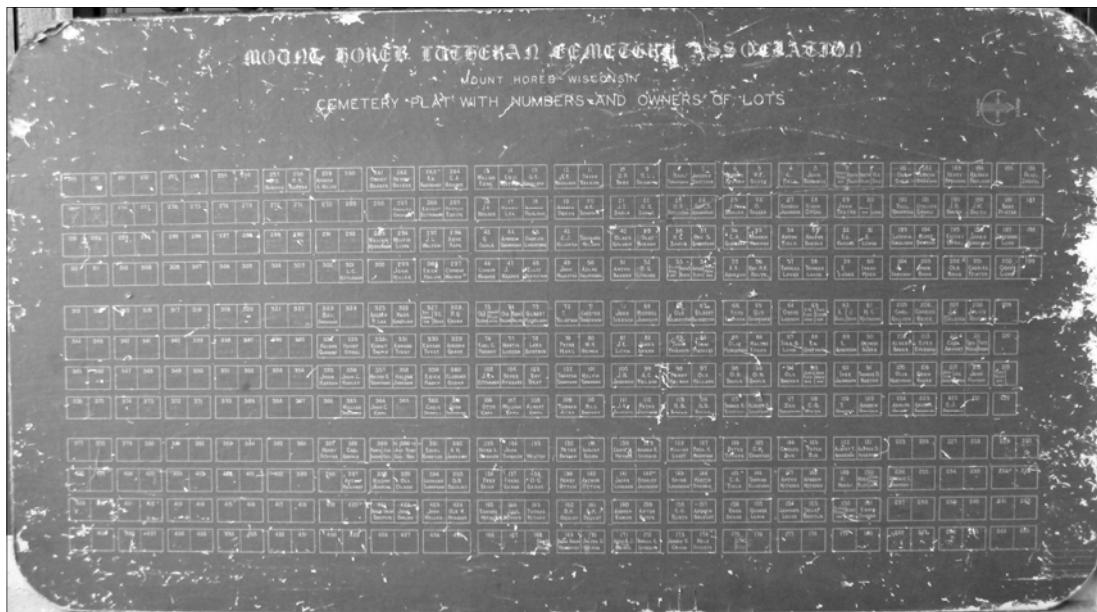
ship. The possibility of buying the software package and additional licenses for the remaining 19 cemeteries is now being discussed.

The software is both a database of burials and a mapping program that would give us the ability to have an interactive website. The website would have an alphabetical list of burials and when you clicked on the name, you would be taken to the cemetery where the burial is located. There you could click on a camera icon and be taken to a page with biographical data on the person and a photograph of their headstone. Clicking on the other map icon takes you to a map of the cemetery with an arrow pointing out the grave location.

If we are able to buy the software, we need volunteers who could input the data -- name, dates, etc. If we don't buy the software, we need volunteers to input the data into an Excel spreadsheet. We would also like to have a centralized collection of tombstone photographs to make available to people looking for ancestors. So, if you have photographs or would like to stroll around a cemetery near you, please give us a call.

Lastly, we would like to generate a hard copy collection of obituaries. This will be something for the near future, so if you are interested in contributing to this effort, please let us know.
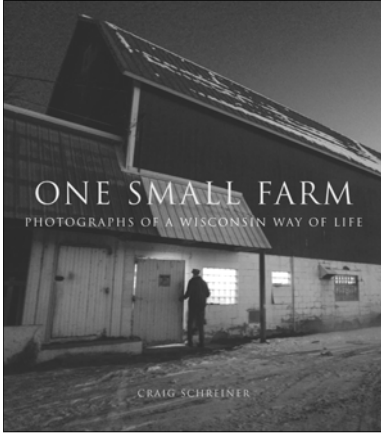
Email mthorebarchives@mhtc.net or call the Archives at 437-6486. If we aren't available, please leave a message.

This will be a very valuable resource to the many folks coming into the Archives looking for family history. It will also be an important resource telling the story of Southwestern Dane County.

Plat Map of grave sites for Mt. Horeb Lutheran Cemetery, now known as Union Cemetery, c. 1940

SAVE THE DATE

The "One Small Farm" event is at 1 p.m. on Sunday, Sept. 8 at Kalscheur Park in Pine Bluff.

For more information about the event, contact Jane Burns janeburns@mhtc.net or 437-0731.

The book will be available at the Mount Horeb Area Museum after its September release.

"One Small Farm"
Book Launch Sept. 8

At the Mount Horeb Area Historical Society, we have a firm belief that our history isn't in boxes and vaults but is in the daily life of our community.

That's why we have teamed up with the Wisconsin Historical Society Press to introduce a beautiful book that details and illustrates the life of a local farm family. "One Small Farm," written and photographed by Craig Schreiner about life on the Lamberty farm near Pine Bluff, will be featured at a free public event Sept. 8 at Kalscheur Park in Pine Bluff.

Schreiner, a former Wisconsin State Journal photographer, spent more than a year with the Lamberty family – brothers Jim and Gordy and their mother, Marie. It was a notable time for the Lambertys; in the time Schreiner spent with them, they endured the elements of the seasons and one of the brothers became a newlywed. It's a way of life familiar to so many, yet fading away as the years go by.

The Lambertys' story is a Wisconsin story through and through, but it's also one that speaks to the character of the people who live in our area and the beauty that surrounds us.

We invite our members and friends to meet the author, meet the family and hear about the life of "One Small Farm."

Marie Lamberty comes from the milking parlor with a jar of milk to serve for breakfast as Gordy plows snow and Jim finishes morning chores. The photo by Craig Schreiner is one of many that tell the story of the Lambertys' farm life in the soon-to-be published book "One Small Farm."

Special Communications Exhibit

COMMUNICATION IN
SOUTHWESTERN DANE COUNTY
THE BEGINNING:
**INDEPENDENT
TELEPHONE COMPANIES**

Museum Director Laurie Boyden has installed a special exhibit on communication in Southwestern Dane County at the Mt. Horeb Chamber Welcome Center on Main Street. The exhibit contains samples of communication artifacts and archival materials from the Museum and Archive holdings.

On display are early telephone directories, a wooden wall phone used in the early years of the Mount Horeb Telephone Company, telephone line equipment, one of the first dial telephones used in Mt. Horeb, pamphlets announcing voice mail, an answering machine, a push button phone used by the Village of Mt. Horeb in 1983, and photos of telephone offices and local switchboard operators at work.

The exhibit is open during regular hours of the Welcome Center. Go to Trollway.com

July 2013 newsletter contributors: Brian Bigler, Laurie Boyden, Jane Burns and Shan Thomas; edited by Jane Burns with current photography by Laurie Boyden and Jane Burns; historic photos and archival materials from the collections of the Mt. Horeb Area Historical Society

Museum Gets Energy Efficient Improvements

focus on energy partners with Wisconsin utility companies to bring energy efficiencies to small businesses with an average peak monthly electric demand under 100 kW. The Museum qualified and for a reasonable fee for the Gold Energy Savings Package, Ever Ready Electric Inc. came to assess the needs and install the LED bulbs and equipment.

The museum will see significant savings from this program throughout the building, especially from almost 100 spotlights used to light the exhibits.

Annual Membership in the Mt. Horeb Area Historical Society

☐ New Member   ☐ Renewal

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone (____) _____ E-mail _____

Membership Levels *(Renewal to be paid annually in January)*

☐ $20 Individual   ☐ $35 Household   ☐ $75 Contributing   ☐ $150 Sustaining   ☐ $500 Patron
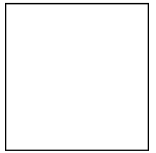
These levels will be acknowledged annually in the year end newsletter

Additional Donations To:
Museum/Society Operations $_____   Contingency Fund $_____   Building Fund $_____

Mail to: Mt. Horeb Area Historical Society, 138 East Main St., Mt. Horeb, WI 53572 *All contributions are tax deductible.*

We Depend On You! Thank you for your support.

Estate Remnant SALE Planned !

The Mt. Horeb Area Historical Society is holding one of its popular estate remnant sales on **Saturday, Oct. 5th** during Mt. Horeb's annual Fall Festival.

The Historical Society is asking area residents to scour attics, basements, closets, sheds and barns to add to a collection of goods already donated over the past three years. Sought are quality household items, jewelry, small pieces of furniture, antiques, collectibles, old dolls and toys, vintage clothing, canning supplies, lamps, old cameras, vintage and contemporary books, old postcards, unusual paper items, crocks, primitives, antique radios, vintage magazines, rugs and runners, glass items, artwork, framed items and more.

Because of past experiences the Society cannot accept the following items for the sale: mattresses, computers and other electronics, televisions, newer children's toys, strollers, cribs, car seats, skis, contemporary clothing, shoes, large pieces of furniture, appliances, lawnmowers, snow blowers, etc.

To donate call Donna Read at 437-3180, or the Historical Society office at 437-6486. Small items may be dropped off at the Museum on regular open days on Fridays, Saturdays, and Sundays. Inform the volunteers that the items are intended for the sale.

F. Y. I. FOR CURRENT MEMBERS:

Your membership expiration date is printed on the mailing label of this newsletter. Please check to see if you are up to date through Jan. 2014 or beyond. If not, your membership is due. Please fill out the form on page 11 and send it with your payment. We appreciate your renewal and don't want you to miss a single issue of our newsletter or any important information about Historical Society events.