New Glarus Historical Society, Inc.
Swiss Historical Village Museum

Newsletter Issue 6 (107) **September 1, 2017**

August Board of Directors Meeting

We are pleased to note the conclusion of work to restore damaged and deteriorating logs on the original Settler's cabin. The restoration work came in under budget. We are now reviewing estimates for work to repair the chimney and some areas of the roof on the Community Building, the first building erected for the museum, as well as an estimate to stabilize the structure of the Log Church replica. We hope to move forward with the work before the end of the year.

The Board is reviewing and considering implementing a position description for Board of Directors members to aid in recruitment. In addition, discussion is in progress considering options to return to a nine person board. The Board has historically been a "working" Board with members serving in operational capacities on a volunteer basis. We are considering other options, including development of a paid, part-time coordinator position to manage operations in the future. These matters will be presented to the general membership through this newsletter in future editions and at the regular, annual meeting scheduled for March 2018.

Plans for Harvest Fest 2017 scheduled for October 8, are progressing with confirmation and recruitment of former and new demonstrators for the event. One newcomer to the event this year will be Scott Johnson, Ph.D., the founder and director of the Low Technology Institute (lowtechinstitute.org) located in historic, Cooksville, WI. Scott will demonstrate the art of making shake shingles, much like the ones that are present on the log buildings on the grounds of the museum.

We have initiated discussion for planning for the 175th anniversary of the founding of New Glarus in 2020. If you are interested in participating in the planning, please send an email to the Board via this page on our website: www.swisshistoricalvillage.org/contact/

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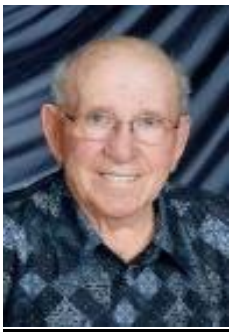
In Memory of John Marty



John Marty 1/13/1938-8/11/2017

We mourn the loss of tour guide, former Board member and Board of Directors past-President as the result of a tragic automobile accident on Friday, August 11, 2017. John spent many hours giving tours and ensuring that the museum was safe and secure on a daily basis. He also donated his time by performing tasks, too numerous to mention, in order to ensure effective museum operations. John's passion for his Swiss heritage was an inspiration to all who joined his tours. He also inspired and mentored our young guides. Former student guide and cashier Kira Elmer wrote:

"To my dear friends at the Historical Village. I am so deeply sorry to hear about John's passing. I will always remember the love John passed on to me for his town, the Historical Village, and of course his heritage. It was almost magical to watch John give tours to visitors; the dedication and love he felt for his job and Swiss roots seemed to be almost effortlessly delivered in his tours. John taught me not only how to give informative tours, but taught me how to put a bit of myself and my love into every tour I gave. I am making this donation in memory of one of the best teachers I've ever had. I know his spirit and love will forever be present in the museum and in my fond memories of him, and in the memories of the many lives he touched."

We extend our sympathy to John's family. John's complete obituary can be viewed at: www.bealfuneralhomes.com/memso.cgi?user_id=196777

Bird Notes

As autumn approaches, one might notice increased bird activity as they gather for their southern migration. Efforts to increase the bluebird population have been present in the New Glarus area for many years. One of the first was Vern Johnsrud who made bluebird houses from metal coffee cans and mounted them on country fence posts. Later, the bluebird conservation efforts became more formalized. Kim Tschudy, local historian, served as a bluebird coordinator in the area for a number of years and recently donated 4 new bluebird houses especially designed to attract and protect bluebirds. A house will be place on each corner of the museum grounds.

The New Glarus Post reported the sighting of an albino bird in May 1950. Henry W. Hefty reported the sighting, believing it to be a robin; "apparently a wayward male or an unmotherly female." The Naturalist's Notebook website posted a picture of an albino robin on its Facebook page and a video on its website in recent weeks. To recreate Henry's experience and get your own glimpse of an albino robin 70 years later, check out this website: www.thenaturalistnotebook.com/cool-science-videos/

Make a Lime Rickey

Typical summer weather includes high heat and humidity. In the era of Prohibition, the New Glarus Post routinely advertised "It's always cool in Furhman's Drug Store. Why not stop into the coolest place in town and refresh yourself with a cold lime rickey made from fresh limes. There's nothing so refreshing - - try one the next time you're down at Fuhrman's Rexall Drug Store."

Soda fountains gained popularity and reached their peak in the Prohibition timeframe when "mock-tails" were hoped to limit drinking. The lime rickey was a regular soda fountain treat, although made with varying ingredients depending on the region of the United States. In general, the drink always included a mix of lime juice, sweetened fruit syrup and seltzer. The origin of the drink goes back to the 1880s and was made popular by Washington, D.C. lobbyist, Colonel Joe Rickey. Colonel Rickey's original drink was a bit stronger using a mix of rye whiskey, fizzy Apollinaris water and lemon juice on the rocks. Lime juice to replace lemon juice came as a result of Missouri representative's William Henry Hatch's request for "that Joe Rickey Drink" with lime instead of lemon juice. Gin became the spirit of choice as time went on. However, as improvements in refrigeration and soda production for home consumption increased, the "rickey" was outsold by lemon-lime soda, ginger ale and cola.

So, if hot weather shows up in September and you need to cool off, turn on your fan or air conditioner and, try the following recipe for a lime rickey. In the words of author Derek Brown, "it's air conditioning in a glass."

Lime Rickey – 4 servings

Fill four tall glasses with ice.
Mix 8 ounces of lime juice (6-7 limes) with 4 ounces of simple syrup. (Make simple syrup by boiling equal amounts of sugar and water and letting it cool.) Pour 3 ounces of lime juice/syrup mixture into each glass.
Fill the rest of the glass with seltzer water.
Stir and garnish with a lime wedge.
For a little extra kick, add 2 ounces of gin.

Annual Church Service

The annual church service commemorating the arrival of the original settlers of New Glarus on Saturday, August 12 was attended by approximately 50 people. A collection to support the Green County food pantry netted over $130.00 this year. We extend a special thank you to the New Glarus Maennerchor and Shirley Lueschow for the music, and to Reverend Kim Moeller, Swiss United Church of Christ for her inspiring message honoring our ancestors.

Upcoming Event

Please join us on Monday, September 18. when the New Glarus Historical Society and New Glarus Public Library sponsor the visit of author Eric Schlehlein to New Glarus. Mr. Schlehlein will present "*Forged in Blood, How the Iron Brigade earned its metallic monikor"* based on his novel, *Black Iron Mercy*. Some early residents of New Glarus were members of the Iron Brigade. The event will take place at the New Glarus Home Campus Green Room, 600 2nd Avenue, beginning at 6:00 p.m. Refreshments will be served.

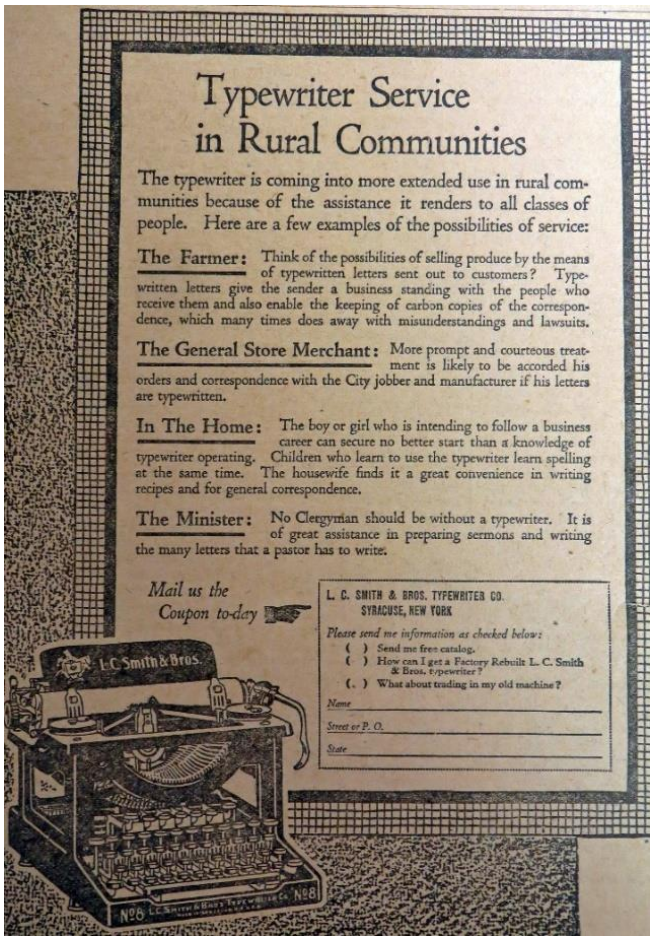
August Visitors

We welcomed visitors in August from a number of states and countries not previously recorded this season including: Delaware, North Carolina, Rhode Island and Wyoming, Turkey and Australia.

Technology Then and Now

The Historical Society is moving forward with plans to acquire a computer and printer in order to support efforts to create and maintain electronic records for the organization and a digital catalogue of our large accumulation of artifacts. Substitute the word "computer" wherever the word "typewriter" appears in the advertisement from the New Glarus Post.

How many of the examples do you think remain true today?



Typewriter Service in Rural Communities

The typewriter is coming into more extended use in rural communities because of the assistance it renders to all classes of people. Here are a few examples of the possibilities of service:

The Farmer: Think of the possibilities of selling produce by the means of typewritten letters sent out to customers? Typewritten letters give the sender a business standing with the people who receive them and also enable the keeping of carbon copies of the correspondence, which many times does away with misunderstandings and lawsuits.

The General Store Merchant: More prompt and courteous treatment is likely to be accorded his orders and correspondence with the City jobber and manufacturer if his letters are typewritten.

In The Home: The boy or girl who is intending to follow a business career can secure no better start than a knowledge of typewriter operating. Children who learn to use the typewriter learn spelling at the same time. The housewife finds it a great convenience in writing recipes and for general correspondence.

The Minister: No Clergyman should be without a typewriter. It is of great assistance in preparing sermons and writing the many letters that a pastor has to write.

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Facebook Milestone

In early August we reached the 300 "likes" mark on our Facebook page. Amanda Smith, a young person who moved to New Glarus in the past year, has taken a special interest in the Swiss Historical Village and volunteers her time and talents to keep the museum and Historical Society present in social media. If you are a Facebook user and have not yet followed us, please do so!

Fire Fest

August was the month for the New Glarus Fire Department's annual Fire Fest. Children and kids at heart enjoyed rides around the community in the Department's antique 1933 fire engine as well as a modern fire truck.

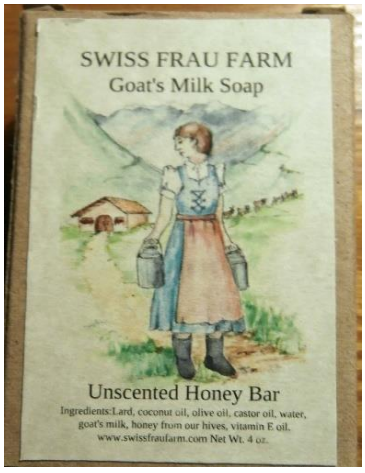
The 2017 event also included a live band in the evening. The New Glarus Fire Department has been holding community dances for more than 100 years. The Department's first dance took place in 1914.

The New Glarus Post reported: "The local fire department will give a dance in Gmur's hall Friday, November 28. Engler's full orchestra will furnish the music. The company lately received their new uniforms which they will wear for the first time that evening. As it is the custom in other places for the firemen to have a dance each year, the local company expects to make this their annual date."

Goat's Milk Soap

The latest addition to the inventory of the unique products in the gift shop of the Swiss Historical Village Museum is goat's milk soap from Swiss Frau Farm in Dodge County. Jenni, a third generation American Swiss dairy farmer, whose ancestors came from Ennenda, Canton Glarus makes her soap from pure, farm fresh goat's milk.

According to Jenni, goat's milk contains lactic acid which leaves skin younger looking. The vitamins in the milk help to repair damaged skin and increase moisture. Soap packaging is extra-special as it depicts Jenni's own artwork! Stop by and purchase some to support the Historical Society!



"Here They Come"

Fifty years ago a New Glarus resident clipped an article out of the paper and saved it. It was the beginning of the tourist season, and she wanted to be prepared: "Dozens and hundreds of tourists are in town each week – lots of them for the first time – and they're full of questions about New Glarus. So let's shape up that information service demanded of all natives and run through a list of some of those questions most frequently asked by visitors.

Here's a sample of the questions people ask …[excerpted from original article]:
1 – What's there to see in New Glarus?
2 – Where's that lace factory?
3 – Do you sell Swiss cheese here?
4 – How come you aren't wearing a Swiss costume?
5 – Where's the historical village?
6 – Isn't there a museum in town?
7 – What language do you people speak?
8 – What's this Wilhelm Tell play about?
9 – When and where is the art show?
10 – Are there camping facilities here?
11 – I can't find the Tell amphitheater. Where is it?
12 – Where can we stay overnight?
13 – Does anybody yodel?
14 – What goes on here during the summer?"

That was 1967. Let's take a look at some of the answers given 50 years ago and how these questions might be answered today:

1 – *"Floral clock at the entrance to the village; Chalet of the Golden Fleece …. Historical Village …. Settlers Monument on the lawn of the Swiss United Church of Christ…"* All of those attractions still welcome tourists today, but today a number of others also draw people to New Glarus, such as the bike trails, the New Glarus Brewery, the Swiss Center of North America and a variety of shops. The "New Glarus Visitors Guide", a free publication available throughout New Glarus, can help visitors find just about anything.
2 – In 1967, people were directed to both the Upright Swiss Embroideries factory, which welcomed visitors, and the retail store, the Swiss Miss. Both ceased doing business in the late 1990s, but their fame lives on. The Swiss Historical Village Museum still gets calls and visitors who ask where to find the Swiss Miss store.
3 – *"Yes, at grocery stores and meat markets, and at Kehrli's, New Glarus Hotel, Swiss Maid Cheese and Sausage Shop."* Today Kehrli's and the Swiss Maid are gone, replaced by the Mapleleaf and Edelweiss cheese stores. And you can find a lot more than ***Swiss*** cheese.
4 - – *"Many residents of New Glarus wear authentic Swiss Costumes during festivals here, and at public appearances in concerts throughout the Midwest, but most of the costumes are impractical for everyday wear because they're elaborate and costly."* That answer is a bit mystifying even for 50 years ago. People didn't wear costumes every day because they were, in fact, ***costumes***.
5 – The Swiss Historical Village Museum hasn't moved, but has grown from 7 buildings to 14 buildings.
6 – *"Chalet of the Golden Fleece …. houses Swiss and antique items collected all over the world."* Today, we would recommend that locals also direct tourists asking about museums to the Swiss Historical Village Museum.
7 – *"Many local Swiss speak Glarnerdeutsch, a dialect of German that originated in Canton Glarus, Switzerland."* Today you probably won't hear the question often, but in case you do, the obvious answer is "English," although a few can speak *Glarnerdeutsch*.
8 – *"Schiller's "Wilhelm Tell" drama is the story of Switzerland's national hero, and that nation's struggle for independence from the Austrian Hapsburgs in the 13th century."* And that hasn't changed.
9 – The Tell Outdoor Art Show is still the Sunday of Labor Day weekend, in the village park.
10 – *"New Glarus Woods State Park, 1 mile south of New Glarus on Highway 69, offers excellent facilities."* And 50 years later, it still does.
11 - The amphitheater remains just outside New Glarus on County Highway W.
12 – *"New Glarus families open their homes to overnight guests during festival weekends. The village also has two motels, Swiss Aire and the Swiss motel, and the New Glarus Hotel."* Today, visitors are directed to the Chalet Landhaus and the Swiss Aire motel. In addition, a number of B&Bs and guesthouses are now operating in New Glarus.
13 - *"…. yodeling is featured at local supper clubs on weekends, and throughout the community during festivals."* Today yodeling is featured during the Swiss-based festivals, but evenings and weekends are more likely to feature "The Jimmys," an area blues group.
14 – *"This year: Heidi Festival .... Volksfest …. [and the] Wilhelm Tell drama."* 50 years later New Glarus still hosts the three Swiss-based festivals, but additional festivals throughout the year include the Music Festival, Polkafest, Good Neighbor Free Festival and Oktoberfest. And don't miss Harvest Fest on October 8th at the Swiss Historical Village Museum!

So if you don't feel highly confident in your abilities to respond to tourists, we recommend directing visitors to the Visitors Guide or www.swisstown.com because - *Here they come!*