New Glarus Historical Society

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2023 Board of Directors

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John Freitag, Treasurer

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John Eglsaer

Rebecca Forbes

Jackie Judd

Al Lienhardt

Tim Pauli

Dwight Truttmann

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New Glarus Historical Society
& Swiss Historical Village Museum

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Board of Directors Update

The annual meeting of the New Glarus Historical Society was held on Sunday, March 19th at the Chalet Landhaus.

The keynote speaker was Bekah Stauffacher. Bekah is the Executive Director of the New Glarus Chamber of Commerce. Born and raised in Monroe, she has lived in New Glarus with her family since 2012. She graduated from UW-Madison with a degree in Anthropology, and spent her twenties as a professional archaelogist, performing archaelogical excavations and surveys around the Midwest. She took on her current role at the Chamber of Commerce in 2019, and enjoys making New Glarus a better place to live, work, and visit. Bekah gave a very interesting talk on the importance of local history in tourism.

The Board of Directors made a proposal to amend Article IV of the By-Laws to increase the membership of the Board from 9 members to 11. This proposal was approved at the annual meeting.

Board member Jim Hoesly's term expired this year, and he has chosen to step down from his role. We would like to thank Jim for his many years of service!

John Freitag's term also expired this year, and he was re-elected to the Board. New Board members Carol Hassemer, Tim Pauli, and Dwight Truttmann were elected at the annual meeting.

Treasurer Freitag presented the 2022 financial report at the annual meeting. The organization's total income for the year, including museum admissions, gift shop sales, membership dues, gifts, and other contributions, was $53,758. Our total operating expenses for 2022 were $52,803, leaving us with a net profit of $955 for the year.

If you would like a copy of the entire 2022 financial report presented and accepted at the annual meeting, please email the Historical Society at admin@swisshistoricalvillage.org or call us at 608-527-2317. John will be happy to send you a copy.

Meet Tim Pauli

I was raised on a dairy farm west of Belleville and north of New Glarus. I graduated from Belleville High School and did one year of college at UW-Platteville. After working for my father on the home farm for three and a half years, I started dairy farming on my own, which I have done for 38 years. For the last six years I have been certified organic. My ties to New Glarus go back to when my first Swiss ancestors arrived in 1847, followed by more in the 1860s and 1890s. I have also been a Jodelklub member for the last 25 years.

Meet Carol Hassemer

I am honored to have been elected to be on the Society's Board. I believe that we need to move with the times, but to still embrace, honor, and educate on the past and heritage.

I have lived in New Glarus for a little over nine years although I've visited the Village over the years. I'm even a tiny bit Swiss!

I lived in Madison and the Town of Middleton for a long time since first going to the University for my bachelor's and master's degrees, and I retired three years ago as a Director of Clinic Operations at UW Health where I led multiple departments during my career. I have three daughters who grew up in the Town of Middleton and now I have four grandchildren who I adore.

My interest in history and preservation started during my childhood in Cedarburg, at which time the mills and historic buildings were boarded up and neglected. When the carriage inn along the old plank road near where I lived was torn down, I and Cedarburg committed to preserving and honoring the past.

I belong to multiple historic and genealogical societies. I was a docent for walking tours of historic neighborhoods in Madison. I have volunteered in multiple organizations and with municipalities, and was on the school board. For fun (besides family), I love golf, curling, travel, and cooking/baking.

Board News & 2022 Highlights

The museum welcomed 3,400 visitors from 46 states and 25 different countries in 2022! Attendance was down from 2021, and the Board is looking into ways to address that issue. This year the Board has increased their advertising budget, including print ads in Bus Tours magazine and radio ads on WEKZ-Monroe. They are also in discussions with the Board of the Chalet of the Golden Fleece about possible joint promotions.

2022 saw an expanded partnership between the museum and the New Glarus Public Library. The library & historical village jointly hosted a number of well-attended programs, including a folk-art workshop with artist Beth Blahut, a research workshop with genealogist Eleanor Brinsko, a talk on Swiss herbalism by master herbalist Lula Miller, and a visit from photographer Michael Cooney to talk about his newest book, *The Pioneer Churches of Wisconsin*. We hope to continue to partner with the library for more events in 2023!

Jackie Judd is continuing to work on the Hall of History udpates. As you may know, last year the Canton of Glarus gave us a generous donation, which we are using to update the Hall of History display with a section on life in Old Glarus. She is currently working on five panels, with information on Glarus traditions such as the Glarner Landsgemeinde (election day), the Stadtkirche (city church), and the Nafelser Fahrt, which commemmorates the Battle of Nafels in 1388.

Dave Hustad shared notes on the accomplishments of the building & grounds committee over the past year. This includes power-washing and adding new shutters to the collectibles building, repairing the bell tower in the log church, and putting a new roof on the bee house. In the coming year, we will need to replace the roof of the cheese factory.

We'd also like to recognize student Abigail Biank, who in addition to working at the museum, will be contributing to the newsletter this year!

New Glarus Gardens
By Abigail Biank

The New Glarus 1933 gardening season hit the ground running in March when George Pierce headed to his local hardware store and asked for seeds. The hardware store announced in the March 1st *New Glarus Post* that “When George Pierce comes around and asks for garden seed we know its time to unpack it, and we did, and if anybody wants to beat George with early Tomatoes they have to go [get] some.” Judging by its newspapers, New Glarus townsfolk have always taken their gardens very seriously. It would take a whole new newspaper to collect all the articles throughout the years praising the benefits of gardens and generously dispensing advice on gardening techniques. One May 24, 1933 paper even gave planters advice for forecasting the weather. A tip submitted by Theodore Arighi, a CA rancher, claims that when the goldfish in a fish pond swim to the water's surface, it is about to rain.

In May 1933, there were plenty of opportunities to test this method. The May 24, 1933 *Post* ran an article “What to do with the wet spots” by Richard Egan, starting ominously with “The farmers of this section are doing their spring planting under the wettest conditions that they have encountered for many a year, and the planting is the latest for a good while, with very little corn in the ground as yet.” The article warns that if the rainy conditions continue into the summer, farmers will not be able to plant in wet spots, but if the rain lets up by June 1, the wet areas may become usable for late crops. The article encourages farmers to not “forget Sudan [grass] and soybeans in this emergency…”

In May 1931 the baby plants of New Glarus gardens lived in deadly fear as residents faced a four-legged challenge. The May 24 newspaper warned “There are still a few dogs at large about town that are doing their best to destroy the tender young vegetables just coming up in our gardens. We wonder why they aren’t at home and tied.” Evidently, the tender young vegetables continued to struggle so much that two years later the village board took action on their behalf in the May 3, 1933 *Post*. This paper contained a “Tie up your dog” request that all dog owners tie up their dogs for the summer to keep them out of gardens and flowerbeds.

The whole world faced food-related difficulties in the spring of 1918, as the Great War raged. The March 21, 1918 *New Glarus Post* called the community to gardening action with the rousing declaration, “There never was a time when the planting of a garden was so important.” The article, written by a worker for the Green County Council of Defense, challenged citizens “Will you do your part?” and encouraged locals to “Grow everyday vegetables.” It ended with a rallying cry that many New Glarus citizens continue to follow every spring: “Don’t quit. Do not put in your seed and then let your enthusiasm cool.”

Did you know that historic issues of the *New Glarus Post* have been digitized and are now available online?
Digitized papers are available through the Archive of Wisconsin Newspapers, and can be accessed through the New Glarus Public Library's website. For more information, or to get a library card, contact the library at 608-527-2003 or staff@ngpl.org.

(Years 1912-1933 are currently available online.)

Ancestry Corner

Many of you will no doubt recognize this handsome couple! In April of 1942, Miss Jean Adair Lynch, daughter of Mr. & Mrs. Burton Lynch of Monroe, married Quinton Ott, son of Mr. & Mrs. Alvin Ott of New Glarus.

The couple was married in Texas, where Private Ott was stationed at the time. According to the *El Paso Times*, the bride was gowned in a soldier blue wool crepe ensemble with accessories of navy blue. She carried a purse of orchids and gardenias, and the chapel was decorated with tamarix blossoms and was candle-lighted.

(Photo shared on Ancestry.com)

The Bank of New Glarus
Powering Growth in Our Community

We thank The Bank of New Glarus for their support in publishing the New Glarus Historical Society newsletter.

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