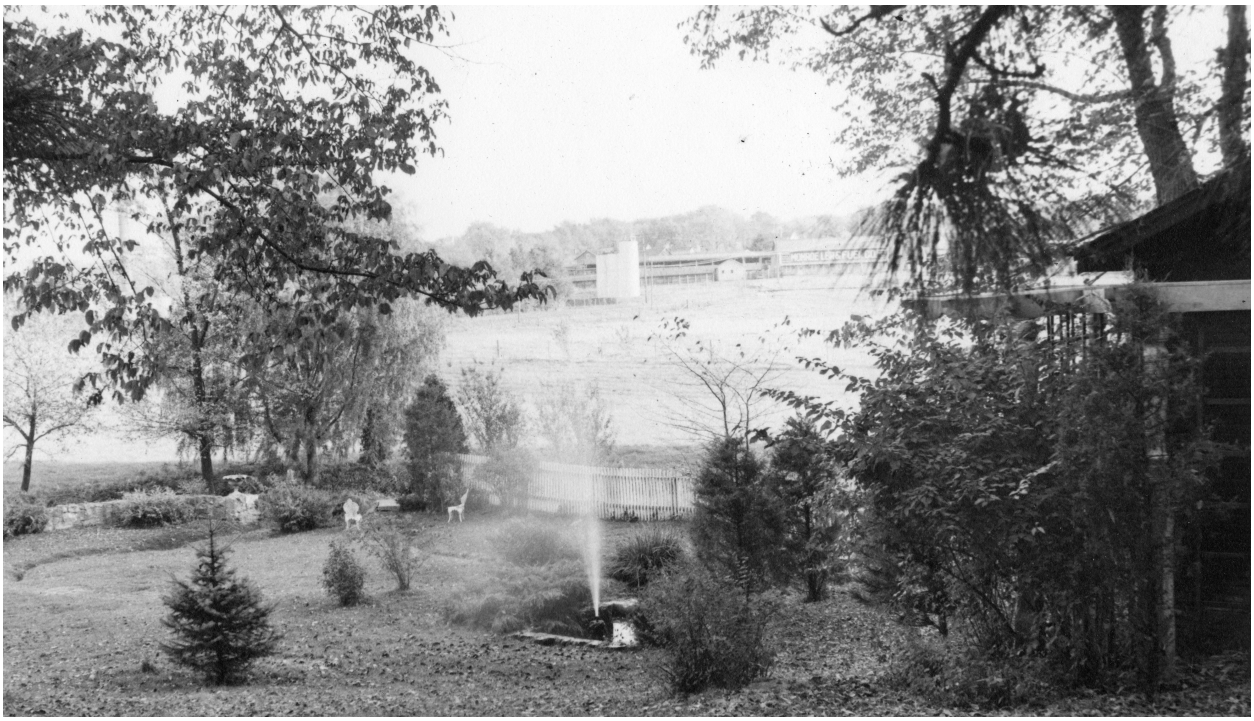
**Advertisements from Monroe Lumber & Fuel Co.**

This column is going to be a bit different than previous columns. Monroe Lumber & Fuel Co. started running advertisements in the Monroe Evening Times starting in 1926, always on Mondays and usually at the top of page 6, that were rather unusual. The business was owned by Howard W. Chadwick and Laroy Dodge at the time. As you will notice by the content here, they were like a little newsletter in the larger newspaper; they contained information about who was making improvements to their property, a little information about new products, and some humor. You will notice how humor has evolved during the last century. The advertisement was actually named, "North Side Splinters."



This photo, from the Marilyn Ludlow Gundermann collection, shows a view of the Monroe Lumber & Fuel Co. as seen from her grandmother Lottie Ludlow's south window. The Willis Ludlow home was located at what is now 1220 2nd Street. Another photo of the business can be seen on page 72 of the Monroe Area Pictorial History.

There seems to be much more newsy information in the May 3, 1926 ad; this might be because it was the first one printed,.

John Indergand, northwest of Monroe, was building an addition to his home.

A Monroe homeowner last week bought the material from us and had his house roof covered with shingle-stamped roofing over the old wooden shingles. It cost him about $5.00 per square, including labor.

"The best way to be contented with your lot is to build a home on it."

Over fifty houses in Monroe are roofed with Flintkote asphalt shingles, the brand we carry exclusively. "They make a durable and beautiful roof and besides are guaranteed."

The Burkhalter cheese company is adding a new boiler room to the factory, northeast of town, Albert J Buri having charge of this work.

A nice grate fire with cannel coal would not go bad this evening, would it? Better order a little in the morning.

Wood is the handiest, most adaptable and cheapest of all building materials.

Mrs. Ida Grahler, of East Merchant [14th] street, has been having some remodeling work done on her home.

The addition of a new porch or an extra wing, the removal of a partition or a little roof alteration will make a big difference in the value of your home, not to mention the added comfort and enjoyment it will give you and your family. We'll be glad to help with your alteration plans.

The Clark Drug Co. have added to the attractiveness of their store front by installing new oak floors and panel backgrounds in their display windows.

Robert Kundert has put a new oak floor in part of his home on East Washington [11th] street.

I found it interesting how much information was shared about people's projects, which might have prompted others to do similar projects. The following came from the May 17 ad., from which there will be something fun.

Many farmers have been building new fences the past two weeks.

John Eley, on South Green street [20th Avenue], is adding a new porch to his home. It will be screened in and glazed.

Don't forget that a combination door eliminates the bother of taking off the storm or screen door in spring and fall. You simply change the sash or screen panels in the door according to the season.

A chain store is a place where you buy a marriage license.

We are now handling cement in five-ply paper sacks, which are rainproof.

H. N. Darling has completed a garage at his home on North Jefferson street [17th Avenue].

John A. Hasse, who lives just northwest of town, is building a chicken house.

R. M. Austin is doing some repair work on the old Austin farm home at the west edge of the city.

Peter Gerber, of New Glarus, had a garage built at the residence he owns on North Monroe [15th Avenue] street here.

Fred Schindler of Jordan has finished building a brooder house.

A tee-totaler is a fellow on a golf course who, at each tee, records the player's score on the previous hole.

The following week, May 24, was an actual advertisement about building a garage. The following tidbits are from the June 1 issue.

Calvin Griffith has had some remodeling work done on his home on North Adams street [22nd Avenue].

Charles Krueger, northwest of town, expected to start today on building a combined machine shed and corn crib. Ed Rider will have charge of the work.

The radio - and the padlock - are converting us into a home-loving people.

John A. Hasse, who lives a mile and a half northwest of Monroe on 61 [now Highway 81], has just completed building a hog house. He recently built a new chicken house, which he lined with plaster board to make it warmer and more sanitary.

Some drivers seem to think the "Stop, look and listen" sign at the I. C. Crossing near our office was put there to warn the engineer. [The business was located at what is now 500 14th Avenue - nearly across from the entrance to Twining Park.]

Let us know if your roof leaked Saturday night.

R. B. Gifford is enlarging his garage to make room for two cars.

We repair old screens and make new ones to fit openings of any size.

The following are from the June 7 ad.

Henry E. Babler, who lives northeast of town, is building a brooder house.

Rudy Maurer has built a garage adjacent to his house on East Payne [9th] street.

This is the season of the year when you never know whether to wear a palm beach suit, an overcoat or an umbrella.

Henry Aebli, living northwest of town, is shingling his horse barn.

Richard McGrath is doing some repair work on his farm buildings in Jordan.

There are many old homes in Monroe that could be wonderfully improved. Some slight modern addition might make a much more salable house. We'd be glad to talk the matter over with you.

Otto Lanz has built an addition onto his home on East Payne [9th] street.

I hope you have enjoyed reading these items from a century ago. I always enjoy finding small tidbits about my ancestors; I hope someone finds something interesting about their family from what was included here.