

COVER STORIES

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NS PRIDE

- Help shape the future of the Northside by attending the Northside Neighborhood Plan Open House April 18 -- see front page story.
- Patronize neighborhood garage and plant sales -- see list on page 30.
- Participate in or organize a neighborhood cleanup.

- Volunteer or contribute financially to Northside community organizations
- Over two dozen community events and other ways to show your Northside Pride in April and May are listed on this page, and others are scattered throughout the paper.

Got Northside Pride? Let's Show It!

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BUY NORTHSIDE

and residents to promote Northside businesses and build pride in our Northside community.

The Northside has many great neighborhood businesses, and some have been an important part of our community for decades. But a recently-completed market study for the Northside showed that sixty-seven percent (67%) of Northside buying power is not being captured by Northside businesses and is "leaking" elsewhere.

Combined with the recent economic downturn, some Northside businesses are struggling, and more vacant storefronts and lost jobs may be the result.

If you want help keep our Northside businesses open and thriving, and maybe even attract some new businesses, then we encourage you to "Buy Northside" -- not just April 13-19, but every day.

If the first Buy Northside Week is a success for area businesses,

others will be organized. This promotion will only continue to grow and expand with your support -- is it time for a Northside "Maxwell Street Days" sales event during the next Buy Northside Week?

Northside Pride Website

Check out the new Northside Pride website at www.northside-pridemadison.com where you will find electronic copies of the Buy Northside Week coupon pages and Northside Pride logo, as well as updates on Northside Pride activities. Thank you to Northsiders Rylee Wedekind of 5Nines Data (for designing and hosting the website) and Jeff Affeldt of Arcus Communication Design (for designing the Northside Pride logo).

Want to be a part of the next Buy Northside Week?

Contact Lauri at 661-0060 or lauri@northside news.org



Twenty Ways to Show It in April and May

Volunteer!

Lake View Hill and Woods -- Annual Earth Day Clean-Up -- Apr. 18 -- see p. 12

Support Sherman Middle School at Culvers April 21 -- see p. 8

Organize a Slow Down Campaign for your neighborhood -- see p. 3

Join Timebank -- trade time with your neighbors -- see p. 5

Volunteer at River Food Pantry -- see p. 9

Volunteer at North/Eastside Senior Coalition -- see p. 29

Volunteer for Warner Park Youth Football -- see p. 31

Hartmeyer Ice Arena needs volunteers to help apply a fresh coat of paint this summer. Contact Kelly Olson at 220-0029

Enjoy & Celebrate

Easter Egg Hunt at Warner Park Saturday April 11 -- see p. 6

Lakeview Lutheran Church Easter Service and Breakfast

Three services April 12 - 7am, 9am and 10:30am. Youth-sponsored breakfast 7:30-10:15 - free will offering

Lakeview Cooperative Preschool Open House April 16 -- see p. 21

Tree Grafting Workshop at Troy Gardens Saturday April 18, 9am to 1pm. Contact Kate at seventhheaven@mailbag.com or call 608-213-2230 to register.

Troy Community Gardens Opening Day, Saturday April 18, 9am-noon, rain or shine.

Spring Ephemeral Walk at Troy Gardens Saturday, May 2, 10:30 am-noon: RSVP to Christie at 204.0409 or christie@troygardens.org

Northside Farmers Market Opening Day May 3 -- see p. 6

Tree Planting Workshop at Troy Gardens

Saturday, May 16, 10:30 am-noon: RSVP to Christie at 204.0409 or christie@troygardens.org

Do you know other ways to show Northside Pride?

Send brief announcements of June and July activities to editor@northsidenews.org or post an announcement to northsidediscuss@yahoo.com

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Roth Family

Carl and Paul each had milk routes, driven by horse and wagon, into the central city of Madison. He also had a gravel pit on the site of where NorthGate now stands.

In 1920, Carl and Paul started the C.E. & P.A. Roth Company with a coal and oil delivery business, a cement block plant and a ready mix concrete plant with a fleet of trucks. Their office was on Roth Street. Carl's sons, William and John, and Paul's sons, Phil and Tom, joined their fathers to run the company.

In 1960, the Roth's built NorthGate on Sherman Avenue. Original stores included Poole's Supper Club, Woolworth Dime Store, Druck's Apparel (later Borman's), Chocolate

Shophe Ice Cream, National Tea Grocery Store, Gerhardt Pharmacy, Borchers's Liquor Store, Harold's Shoe Store, Main Appliance, Northwest Fabrics Store, Dorn Hardware, Trigg's Bakery, First Central Beauty Salon and a 24-lane bowling center

NorthGate was managed by the Roth family, including Bill, Tom, Phil, all deceased and John. The immediate past board was Manager Blanche Roth, widow of Bill, John Roth, Bob Joha, husband of Mary Frances Roth Joha, Patty Roth Carroll, representing Phil's family, and Joan Roth, widow of Tom.

We want to thank all of our tenants over the years and all of the customers who have supported us. We wish The Alexander Company well with great ideas for NorthGate and hope the Northside will grow and prosper.

Sad to say "good bye".

~ The Roth Family



2009 TICKET PACKAGES:

MAYNARD'S DOZEN

One Box or Bleacher ticket to 13 different games of your choice. - \$85
(Games must be selected at the time of purchase)

RIVALRY PACK

One Box or Bleacher ticket to 5 pre-determined games against the Mallards foes from around the state of Wisconsin. - \$40

VICTORY PLAN

One Bleacher ticket to 4 pre-determined games and for each of those games the Mallards WIN, you receive a FREE ticket to a future game of your choice. - \$36

SEASON TICKETS

All season ticket packages include a ticket to all 37 Mallards events.
Season Ticket - \$225
Home Plate Club Season Ticket - \$420
Add a \$10 gift card for every home game (\$370 value) for only \$325

Mallardsbaseball.com - 608-316-3825



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With four generations of expertise, you can count on our team to have the education and experience essential to remodel your home.

Join us on June 7, 2009 for the NARI Remodeled Homes Tour. We will be featuring a home located on the Northside that shows examples of green remodeling.

Visit our website, www.tzofmadison.com for Tour hours and ticket information.

Larry Taff, CR GCP CAPS
(608) 241-2967



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