

What About La Crosse?

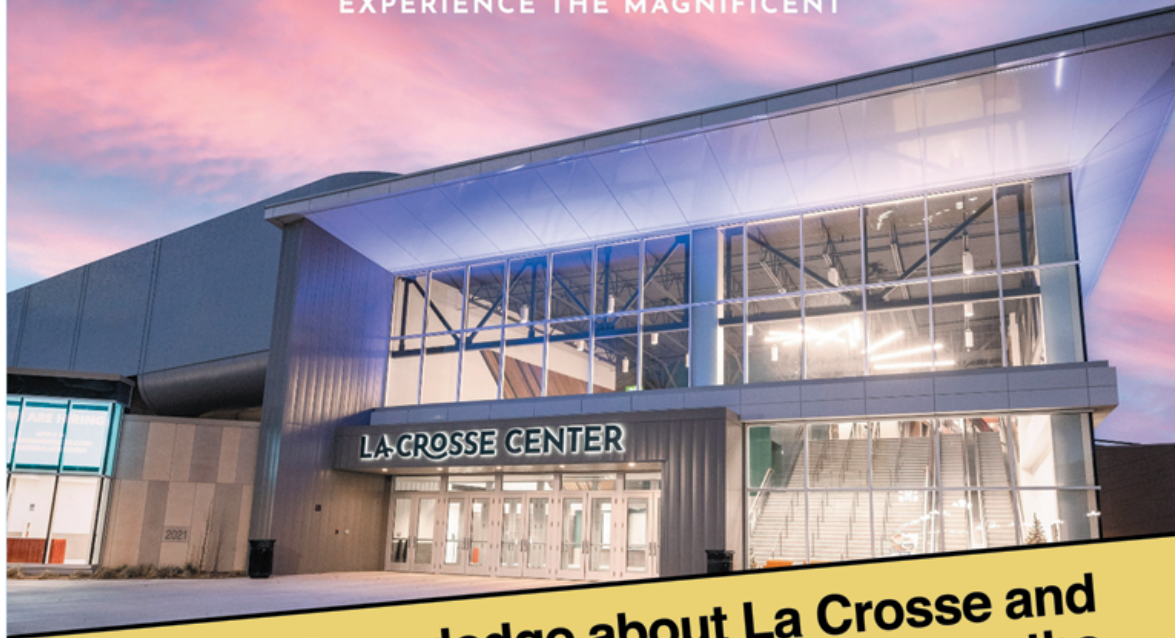
La Crosse & Coulee Region Trivia Magazine

Spring/Summer 2024

Fox Publishing Company

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the Coulee Region as you try to answer the
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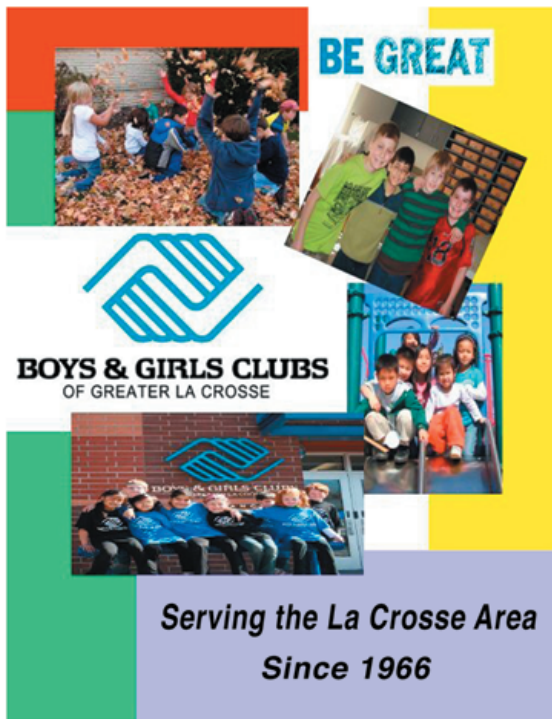
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Question
#1

The village of La Crosse was platted by US surveyor William Hood in what year?

A. 1851 B. 1876 C. 1776 D. 1901



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A. Johnson Controls B. Kwik Trip C. Amana



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Question
#3

Where do the UW-La Crosse football teams play their home games?

- A. Copeland Park

C. Myrick Field

B. Veterans Memorial Field

D. The La Crosse Center

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**Question
#4**

The largest employer in La Crosse County is:

- A. Gundersen Health System
B. Kwik Trip C. Trane Company



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Question #5

A Riverside Park statue near the river levee is named:

A. Boys and their Dog B. Shout Huzzah! C. A Simpler Time

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Question #6

What is Midwest TV & Appliance's slogan?

- A. More For Your Money
- B. More of What you Want
- C. More Selection 4 You
- D. Why go anywhere else?

Question #7

The park across the river from Riverside Park is called:

- A. Ganddad's Park
- B. Baron Island Park
- C. Pettibone Park

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Question #8

In what year was Oktoberfest USA, La Crosse's famous fall festival, established?

- A. 1885
- B. 1961
- C. 1982





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Question #9 The La Crosse Loggers is a team in what sports league?

A. Northwoods League
B. West Central League
C. MWBA

Question #10 The newspaper for the University of Wisconsin - La Crosse is:

A. The Eagle
B. The Racquet
C. The New Campus Times
D. The Colbert Report



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Question #11 Mark Twain, in his book "Life on the Mississippi", mentioned this about La Crosse:

A. game of lacrosse B. Grandad Bluff C. Oktoberfest

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**Question
#12**

One of these steamboats makes a stop
at La Crosse: A. River Princess
B. La Crosse Queen C. St. Louis Steamer

**Question
#13**

Controversial statue removed from
Riverside Park after 60 years was of:
A. Richard Nixon B. Hiawatha C. Sacagawea



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Question #14 WKBH was the first radio call sign in La Crosse - in what year?
 A. 1926 B. 1937 C. 1941 D. 1952

Question #15 The carbonated drink created by G. Heileman Brewing Co. is:
 A. GingerAle B. La Croix Sparkling Water C. Sprite



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Question #16

The train that daily serves La Crosse area passengers is known as the:

A. *Spirit of Chicago* B. *Cannonball* C. *Empire Builder*

Question #17

River cargo is transported to and from the La Crosse Area to St. Louis and St. Paul on:

A. steamboats B. barges C. container ships D. rafts



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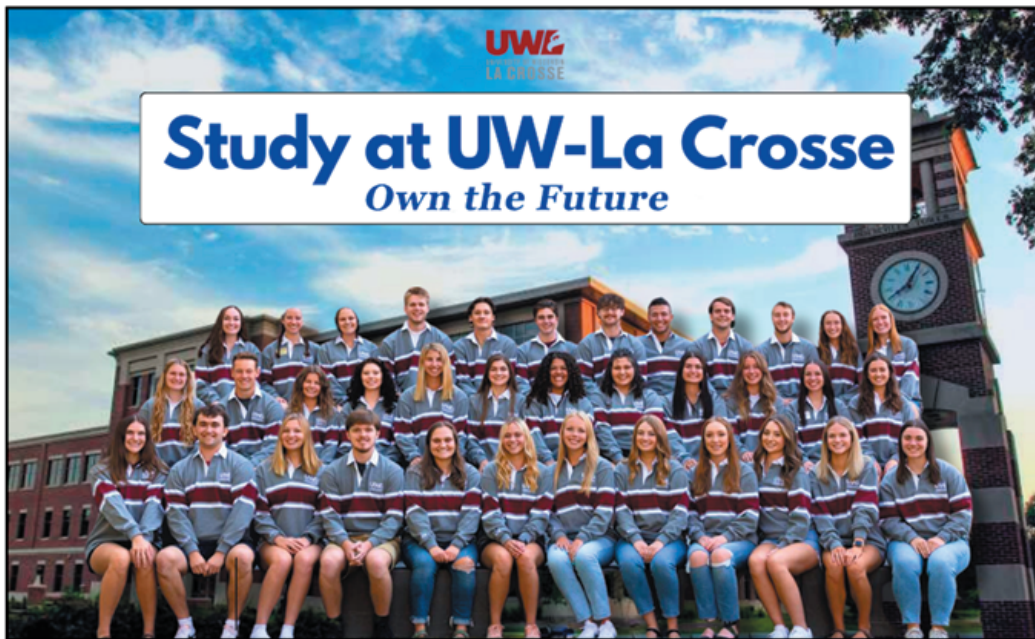
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**Question
#18**

La Crosse's asphalt stock car racetrack is:
 A. West Wisconsin Raceway
 B. La Crosse County Racetrack
 C. La Crosse Fairgrounds Speedway



This Issue's Answers

- | | |
|-------------------------------------|--------------------------------------|
| #1... G) 1851 | #11.. B) Grandad Bluff |
| #2... B) Kwik Trip | #12.. B) La Crosse Queen |
| #3... B) Veterans Memorial
Field | #13.. B) Hiawatha |
| #4... A) Gundersen Health | #14.. A) 1926 |
| #5... C) A Simpler Time | #15.. B) La Croix
Sparkling Water |
| #6... A) More For Your
Money | #16.. C) Empire Builder |
| #7... C) Pettibone Park | #17.. B) barges |
| #8... B) 1961 | #18.. C) LaX Fairgrounds
Speedway |
| #9... A) Northwoods League | #19.. C) the Eagles |
| #10. B) The Racquet | #20.. C) trading post |

ADVERTISE WITH US

What About La Crosse ?

Wherever people are waiting for an appointment, or for a table, or in a coffee shop, beauty shop, tourist center, bank lobby, dental office, throughout the Coulee Region they are invited to read our magazine and test their knowledge of "God's Country".



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#1

What is the official nickname of La Crosse?

- A. River City
- B. Coulee City
- C. Bluff City
- D. God's Country



#2

What historic park in La Crosse hosts various outdoor events & festivals?

- A. Riverside Park
- B. Central Park
- C. Eagle Park
- D. Nathan Park



#3

Which of these universities is located in La Crosse??

- A. Price University
- B. Beer & Ale University
- C. LaFollette University
- D. Viterbo University

#4

Famous brewery founded in La Crosse in 1846?

- A. Pabst Brewing Co.
- B. G. Heileman Brewing Co.
- C. City Brewing Co.
- D. Olde Style Brewing Co.

#5

Industry that contributed to La Crosse's first early economic development?

- A. Beverage Industry
- B. Logging Industry
- C. Quarrying
- D. Railroad Industry

#6

What bluff overlooks La Crosse & provides great panoramic views of the city?

- A. Eagle Bluff
- B. Central Bluff
- C. Mormon Bluff
- D. Grandad Bluff

#7

Official name of the festival held in La Crosse in October?



- A. Octoberfest
- B. October Festival
- C. Oktoberfest USA
- D. OktoberFunFest

#8

The approximate population of the city of La Crosse as of the 2020 census is...?

- A. 52,000
- B. 70,000
- C. 91,000
- D. 145,000

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#9

Which community is the county seat of La Crosse County?

- A. Onalaska
- B. La Crosse
- C. Holmen
- D. West Salem

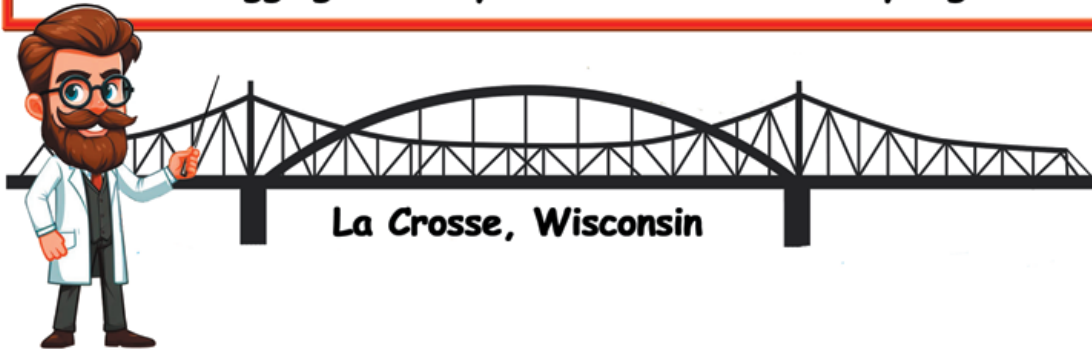
#10

What annual winter festival is celebrated in La Crosse County?

- A. Winterfest
- B. Vinterfolkenfest
- C. Rotary Christmas
- D. Rotary Lights

Last Issue's Answers

- | | |
|---------------------------|------------------------|
| #1. A. River City | #6. D. Grandad Bluff |
| #2. A. Riverside Park | #7. C. Oktoberfest USA |
| #3. D. Viterbo | #8. B. 70,000 |
| #4. B. G Heileman Brewing | #9. B. La Crosse |
| #5. B. Logging industry | #10. D. Rotary Lights |




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The Coulee Region's Trivia Magazine Presents

WINNING RECIPES

Please share your recipes with us! If your recipe is selected, it'll be featured in an upcoming issue, and you will receive either a La Crosse Trivia Game or a Christmas Trivia Game from us!

Send recipes to Dorothy at: 2dacolbert@gmail.com



SMOKED PAPRIKA STEAK with TOMATO & CUCUMBER SALAD

submitted by Joyce Grogan

INGREDIENTS

Smoked Paprika Steak

2 tablespoons lime juice
1 tablespoon Smoked Paprika
1 teaspoon Garlic Powder
1/2 teaspoon Sea Salt
1 1/2 pounds skirt steak

Tomato & Cucumber Salad

1 cup chopped seeded cucumber
1/2 cup quartered cherry tomatoes
1/4 cup thinly sliced red onion
1 teaspoon grated lime peel
1 tablespoon chopped fresh cilantro

INSTRUCTIONS

- 1 For the Smoked Paprika Steak, mix lime juice, smoked paprika, garlic powder & sea salt in a small bowl. Rub steak with seasoning mixture. Refrigerate 30 minutes.
- 2 Meanwhile for the Tomato & Cucumber Salad, toss all ingredients in a medium sized bowl. Cover and refrigerate until ready to serve.
- 3 Grill the steak over medium-high heat, 3 to 4 minutes per side or until desired doneness. Let stand 5 min before slicing. Serve with Tomato & Cucumber Salad



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What About La Crosse?

The La Crosse Area's Trivia Magazine

This Issue's FEATURED BUSINESS

Rocky Rococo's



Rocky Rococo Pizza and Pasta is a chain of North American restaurants that specializes in pan-style pizza sold by the slice. It was founded in Madison, Wisconsin, in 1974 by Wayne Mosley and Roger Brown, who took the name from a character invented in 1969 by the Firesign Theatre. The chain grew as large as 120 stores in 1986, and the owners sold the franchise rights to another partner and group of investors in 1988. Today there are still 40 locations in the Midwest.

Wayne Mosley and Roger Brown opened their first store in Madison, Wisconsin, in 1974. The name "Rocky Rococo" was invented in 1969 by the Firesign Theatre for a villain in the "Further Adventures of Nick Danger" sketch on their second comedy album, *How Can You Be in Two Places at Once When You're Not Anywhere at All*. The character was based on Dashiell Hammett's Joel Cairo as portrayed by Peter Lorre in the 1941 film *The Maltese Falcon*. The name is a parody of a character invented by the Beatles for their song "Rocky Raccoon". The Firesign character is described as a dwarf and depicted as bald and wearing a fez. The company's web site does not mention either the Firesign Theatre or the Beatles character as inspiration for the name.

To design their restaurant's logo, Mosley and Brown hired a Madison artist to sketch a character based on the White Spy character from *Mad Magazine*, and hired comic actor Jim Pederson to portray their "Rocky Rococo" mascot as a moustachioed Italian wearing a white suit, wide-brimmed hat, and sunglasses. Pederson died at age 68 on February 4, 2016.

The Firesign Theatre visited the first Rocky Rococo Pizza when on tour in Madison in 1975, and reacted with good humor, joking around with the owners and giving them pictures that said, "To Rocky, from Rocky" which were hung on the wall. But in 1985, when the chain had grown to 62 restaurants, the Firesign Theatre sent the owners a letter claiming ownership of the name. Their lawyers found a similar case where an Austin, Texas, pizzeria named Conan's ran afoul of the copyright owners, producers of the 1982 film *Conan the Barbarian*. Since the creator of the Conan the Barbarian comic had similarly endorsed the restaurant by drawing Conan on its walls, the suit lost in the United States Court of Appeals for the Fifth Circuit. The Firesigns thus settled out of court.

By 1986, the chain had grown to 120 stores, according to the company. Mosley and Brown sold the franchise rights to Tom Hester and a group of investors in 1988. Mosley died at his home in Madison on November 28, 2017, aged 70. *from Wikipedia, https://en.wikipedia.org/wiki/Rocky_Rococo*

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