



## Betty Pierce

March 28, 1927 - May 29, 2023

Brodhead, WI - Betty Pierce passed away peacefully at Collinwood Memory Care, Brodhead, WI on Memorial Day 2023.

Betty was born in Beaver Dam Wisconsin on March 28, 1927, to Orvin and Henrietta (Schultz) Priest. She graduated from Beaver Dam High School in the class of 1945. Betty was the oldest of 3 children, with two younger brothers Ryan and Nyles.

Betty worked at Monarch Range company as a receptionist which is where she met Jack, a new salesman who was hired to 'tame the western USA' for the company. After a whirlwind romance the two were married on March 31, 1951, in Littleton, Colorado. Jack and Betty moved back to Wisconsin to start a family and settled in Jack's home town of Brodhead. Betty joined Jack and Mother Vernis Pierce in founding Pierce Furniture in 1952. Betty was active in community affairs serving as President of the local chapter of Jaycettes in 1954.

After the business was established, Betty focused on being a wonderful mother for her three sons John, Jim, and Jeff. In her leisure time Betty loved to play bridge and had a weekly girl's night for decades. Betty and Jack enjoyed golfing and played together often. They traveled the world. The Pierces wintered together for over 30 years near Vero Beach Florida and

spent many summers at the cottage on Lake Redstone near La Valle WI. Betty and Jack were avid fans of Wisconsin Badger football, basketball and hockey, where they were season ticket holders for all three.

The couple loved spending time with family and friends from near and far. Later in life Betty became quite the songbird. She had an uncanny ability to remember the lyrics to love songs from the 1950s and could light up a room and bring a smile to all around. Such a blessing.

Betty and Jack were long standing members of United Church of Christ in Brodhead WI.

Betty was preceded in death by her mother, father, brother Ryan and husband, Jack.

She is survived by her brother Nyles in Fond Du Lac WI, her three sons, John (Julie) Janesville, James (Thanita) Thailand, and Jeffrey (Lori) New Freedom, PA. Three grandchildren, Jeffrey, Justin, and Nicole. Three great grandchildren, Maddy, Jack, and Parker.

The family would like to thank the dedicated staff at Collinwood Memory Care and Promedica Hospice. Many thanks to all those who visited Mom, especially Jeni Sorg, a special friend who facilitated wonderful weekly video calls to loved ones who were not local.

Private family services will be held at the DL Newcomer Funeral Home in Brodhead on Sunday, June 4, 2023 with burial concluding at the Greenwood Cemetery in Brodhead.

The family plans to host a celebration of life event for Betty later in the year, please watch for future times and dates.

In lieu of flowers, please direct any memorial donations to the Alzheimer's Association, which is working hard to battle this disease which affects so many.

[www.dlnewcomerfuneralhome.com](http://www.dlnewcomerfuneralhome.com) 608-897-2484

# Previous Events

## Service

JUN 4 (CT)

D. L. Newcomer Funeral Home  
1105 E 9th Ave  
Brodhead, WI 53520  
(608) 897-2484  
morguemanager@yahoo.com  
<https://www.dlnewcomerfuneralhome.com/>

# Tribute Wall



“ *Mouthwatering Meat and Cheese Gift Tower was purchased for the family of Betty Pierce.*



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June 04, 2023 at 05:49 PM



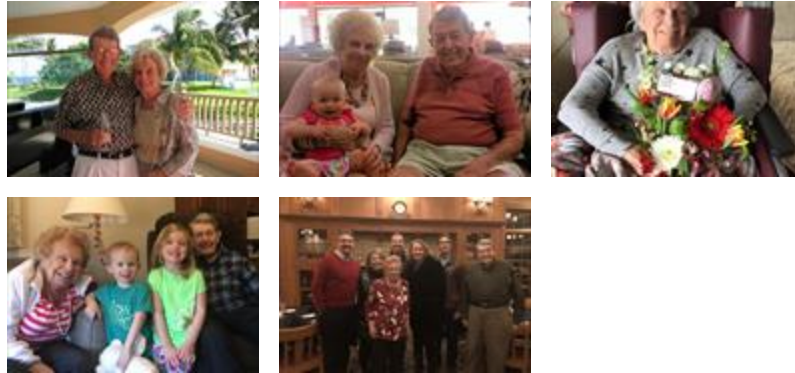
“ *I had the pleasure of being with Betty until her last days. The last few years I spent with we had many conversations, many cry's, tons of laughs, we shared hugs and we held hands every time I was with her. She always lit up a room with the smile she had and the love she have. She always made me feel welcomed. Betty was my shoulder as I was hers. The story's she told about life was always so warming and touching! She always has a way to get to a persons heart and from day one she stoled mine. I came very close with family in the years I was with her and I am so grateful for that. Betty never complained about life or anything she was always so happy. The songs she sang were beautiful because she has the voice of an angle. The last few weeks she has been ready to reunite with Jack and her wish has been granted! I will forever have a special place in my heart for you. Fly high Betty! I love you so very much and you will be missed by many.*

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**Jeni** - June 04, 2023 at 09:38 AM

JO

“ 6 files added to the tribute wall



**John** - June 03, 2023 at 09:58 PM

JK

“ 1 file added to the tribute wall



**Janice Knight** - June 02, 2023 at 05:11 PM

DK

“ *Doug And Janice Knight lit a candle in memory of Betty Pierce*



**Doug and Janice Knight** - June 01, 2023 at 10:37 PM

MK

“ Reunited with your love , Jack and all your beautiful memories. Rest in eternal peace, Betty.



Mary Kiser - June 01, 2023 at 09:23 PM

NP

“ Betty was a wonderful sister thru all 96 years. Betty was 11 years older than me so she baby sat me when the folks were not home. She was like a second mother to me. Jack & Betty were wonderful in sharing their yearly vacation at Little Bear Lake in Haugan, Wi. I can still smell the cooking of bacon, pancakes, eggs, sausage, toast and all the fixings at the daily feast at Little Bear Lake cottage. Betty was a wonderful sister and Jack was more like a brother than a brother-in-law. We will not forget how nicely we were treated weather at their home in Brodhead or their cottages. All of Betty's memories seem to still be in her brain but not accessible 100% of the time. She remembered things about Beaver Dam that were hard for me to remember. We will miss Sister Betty greatly!

Love

Brother Nyles

Nyles Priest - June 01, 2023 at 04:42 PM

LH

“ A very Beautiful Tribute for a very beautiful soul. All of us at Collinwood will deeply miss her smiles, laughter and songs. She brought happiness and chuckles to all who cared for her with her cheerful and fun spirited singing. Our Deepest condolences to her entire family. She will certainly be missed. God Bless you all..

LouAnn Harmel - June 01, 2023 at 04:33 PM

DM

“ *Deb Meyer lit a candle in memory of Betty Pierce*



Deb Meyer - June 01, 2023 at 01:21 PM

JM

“ *So sorry to hear of your Mom's passing Jim. Our thoughts and prayers are with you and your family.*

Jeff and Wanda McLain - June 01, 2023 at 08:42 AM

BW

“ *Brenda Wahl lit a candle in memory of Betty Pierce*



Brenda Wahl - June 01, 2023 at 08:19 AM

BW

*Sincere sympathy for this wonderful woman's family, Golfed with Betty for years and knew her even longer than our golfing day's. A most friendly, classy woman, loved her, and will remember her always!!*

Brenda Wahl - June 01, 2023 at 08:23 AM

DW

“ *Dean And Nancy Walters lit a candle in memory of Betty Pierce*



Dean and Nancy Walters - June 01, 2023 at 08:18 AM