



J. Burton "Jack" Pierce

September 17, 1926 - February 5, 2019

Obituary

J. Burton "Jack" Pierce passed away peacefully at Mercy Hospital, Janesville, WI on Tuesday, February 5, 2019. He was born in Green County Wisconsin on September 17, 1926 to Ralph and Vernis (Matzke) Pierce. He graduated from Brodhead HS in the class of 1944.

Jack served in the United States Navy during World War II. He was assigned to the USS Topeka and toured the South Pacific. After proudly serving his country, young Jack attended U W Madison earning a degree in Business Administration. A college highlight being his membership in Sigma Phi Epsilon Fraternity. Soon after graduation, Jack joined the sales staff at Monarch Range in Beaver Dam WI. While working there he met a cute young receptionist, Betty Priest. After a whirlwind romance and the twinkle in Jack's eye, he persuaded his future wife to follow him to Colorado. Jack and Betty were married on March 31, 1951 in Littleton, Colorado.

Jack and Betty moved back to Wisconsin to start a family and settled in his home town of Brodhead. Jack's Uncle Dwight Pierce partnered with him and started Pierce Furniture in 1952. Jack became sole owner a few years later. Betty and mother Vernis worked alongside him in the early years with oldest son John joining the family business in 1979. The business has thrived into its 67th year based on simple values of creating a great customer experience.

Jack retired at the youthful age of 80.

Jack was a proud UW Madison Alumni. As an avid sports fan he held season tickets for Football, Basketball and Hockey. Jack and Betty enjoyed attending Badger games, many times attending a Football game in the afternoon and a Hockey game the same evening.

Jack was passionate about the community of Brodhead. He was a charter member of the Brodhead Jaycee's and honored with its 'Young Man of the Year' award during his tenure. He was elected to serve on the Brodhead City Council. During this time, he was most proud of being part of the decision to build the North Side Park swimming pool, which still serves the city to this day. Jack actively served on the Board of Directors at the Bank of Brodhead for 45 years. He served on the National Home Furnishings Association Board. He was involved in many civic organizations including Masons, Elks and Lions Clubs.

Jack and Betty enjoyed traveling the world. They wintered together for over 30 years near Vero Beach Florida and spent many summer at the cottage on Lake Redstone near Lavallo WI. The couple loved spending time with family and friends from near and far.

Jack is survived by his wife, Betty, Janesville. His three sons, John (Julie) Janesville, James (Thanita) Thailand, and Jeffrey (Lori) New Freedom, PA. Three grandchildren, Jeffrey, Justin and Nicole. Two great grandchildren, Maddy and Jack. He is preceded by his parents, and sister Patricia Kinziger.

Funeral services will be held at 11 a.m. on Monday, February 11, 2019, at the Congregational United Church of Christ, Brodhead, WI, with Rev. Bill Wineke officiating. Burial will be in Greenwood Cemetery, Brodhead, WI. with military honors. Visitation will be held on Sunday, February 10, 2019, from 3

p.m. until 6 p.m. at the church. Memorials can be made to the
Congregational United Church of Christ, E201 23rd St., Brodhead, WI.

The family would like to thank Mercy Hospital Staff and Mercy Hospice Staff
along with all who provided loving care to Dad.

To send flowers to the family or plant a tree in memory of J. Burton "Jack"
Pierce, please visit our floral store.

Tribute Wall

- KM** “ *Thoughts and prayers!*
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- Katie May** - May 27, 2021 at 08:52 PM
- SG** “ *A candle was lit in remembrance*
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- Sharon Goecks** - February 18, 2019 at 08:23 PM
- JS** “ *So sorry for your loss, family and friends.*
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- Jaime S.** - February 12, 2019 at 07:36 PM
- MM** “ *My condolences to Jeff and the rest of the Pierce family. I never met you father but he sounds like a wonderful man. He may be gone in bodily form, but the sweet memories you have of your times together will live on with you forever.*
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- Martha Marden** - February 11, 2019 at 06:57 PM
- ES** “ *An AZALEA PLANT was sent on February 11, 2019We are thinking of you John and Julie...WMTV Channel 15!*
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- Expression of Sympathy** - February 11, 2019 at 09:19 AM
- MK** “ *What a Gentleman!!! He always greeted me with a kind smile. A man to be proud of for sure. My condolences to his lovely family.*
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- Mary Witte Kananian** - February 10, 2019 at 08:05 PM

SS

“ Great memories of a great family. Jack was truly a member of the greatest generation. Came home from WWII and with his best partner Betty, built a great store, business, and family. I have fond memories, growing up across the street from Pierce Furniture. Always action as the business grew. Jack you will be missed but never forgotten.

Steve Stair - February 10, 2019 at 11:31 AM

LF

“ Thinking of your family and sending our sincere condolences.

Linda Krupke and family - February 10, 2019 at 11:10 AM

MH

“ Mr. Pierce defined the type of man of his generation...genuine, authentic and a family man. I will always remember the holiday basement parties that I attended and his warm welcome.

Mark Hohlstein - February 10, 2019 at 09:38 AM

ES

“ A Schefflera Plant was ordered on February 9, 2019

Expression of Sympathy - February 09, 2019 at 10:22 PM

RG

“ Jack was the kindest man I've ever known. Will always remember the many golf outings we went on. Special thanks for all the support Jack gave me in my banking career. Rest In Peace Jack.

Rick Gretebeck - February 09, 2019 at 09:13 PM

JK

“ *Our sympathy to all the family of Jack Pierce.*

John and Irene Kinna - February 09, 2019 at 01:59 PM

DP

“ *We all feel the loss of this special person. We have lost a good friend. We have many fond memories of times with Jack and Betty. God Bless You,*

Dean Pawlisch - February 09, 2019 at 01:48 PM

JW

“ *Our condolences to the family.*

John and Betty Weitzel - February 09, 2019 at 09:50 AM

SC

“ *So sorry to hear of Jack's passing. He was a wonderful man. My thoughts and prayers are with Betty and family.*

Sue Coplien - February 08, 2019 at 07:55 PM

MB

“ *To the family of Mr. J. Burton "Jack" Pierce; Please accept my sympathy for the loss of your loved one. Sadly we all face this sort of pain at some point in life. On this exact date In 2011 I lost my firstborn son at the youthful age of 37 years. The Bible at Revelation 21:3,4 brought comfort to my broken heart. God assures us that death, and the pain it causes will be done away with. These blessings will be on earth because death never occurs in heaven. May they comfort you too.*

Mary Booker - February 08, 2019 at 05:16 PM

ES

“ *An A GARDEN PATH was ordered on February 8, 2019*

Expression of Sympathy - February 08, 2019 at 12:53 PM

BV

“ *My sympathy is with all of the Pierce family. Of the original 20 in the class of '44, there are still 5 of us left. Jack was always a great addition to our class reunions. Rest In Peace, Jack.*

Beverly Vogel - February 08, 2019 at 09:37 AM

ES

“ *A SENTIMENTAL THOUGHTS was ordered on February 8, 2019*

Expression of Sympathy - February 08, 2019 at 08:58 AM

TF

“ *The volunteers, flight team and board of Badger Honor Flight mourn the loss of their hero, J. Burton Pierce. We are thankful for his military service and proud to have served him on his trip to Washington, D.C. on September 8, 2012.*

Tammi Alexander, Badger Honor Flight - February 07, 2019 at 05:47 PM

LM

“ *Our sincere sympathy to Betty and all of Jack's family. Brodhead has lost one of their best. Jack was a kind man with a smile for everyone. He will be missed by many,*

Larry & Mary Malcook - February 07, 2019 at 05:25 PM