

George Adolphe Jackoboice played college football under legendary Coach Knute Rockne and graduated from the University of Notre Dame.

George and his brother Edward William Jackoboice joined the family business and in 1931 renamed it the Monarch Road Machinery Company. The brothers' teamwork for the next five decades was *very* productive. In the book, *Grand Rapids, A City Renewed*, author Gordon Olson wrote, "By the 1930s, Monarch was building hydraulic systems to raise and lower the grading blades trucks used to smooth the gravel on dirt roads...." They installed many (reversible) grading blades, a.k.a. "Hydraulic road scrapers." George recalled, "For a few years Monarch scrapers patrolled the main highway system from Indianapolis to Sault Ste. Marie."

From 1941 to 1945 during World War II, Grand Rapids companies joined the war effort and made everything from ammo boxes to airplane propellers. Monarch built hydraulic systems - and fast brass torpedo propellers - towards victory over Nazi Germany and Imperial Japan. After the war, Monarch pumps powered snowplows on war surplus jeeps. "By the 1950s, almost every snowplow in the U.S. raised and lowered its blade with a Monarch hydraulic pump" (from article "Business All-Stars" in *The Grand Rapids Press*, 5/2/1993). In 1954, according to a business profile by George in the *Grand River Valley Review* (Fall-Winter 1981), the growing demand for hydraulic products led to construction of a new factory at 1363 Michigan Street. In the 1960s, first sons George Alan Jackoboice Sr. (1941-1999) and Edward James Jackoboice (1935-2012) led their generation of the family into the business.

Monarch grew to 125,000 square feet of factory and office space by 1981, with a Canadian subsidiary "and an assembly facility in the Netherlands to supply the European market." George reported that by 1981 Monarch had "slightly more than one-third of the international market for direct current (battery-operated) precision power hydraulic pumps, valves, cylinders and systems... for use on snowplows, ready-mix trucks, tailgate loaders, materials-handling devices, scissors lifts, elevating ladders, automobile transports, aerial ladders, pallet trucks, concrete saws, jib cranes and other mobile and industrial devices. Monarch pumps have been used on Tournament of Roses parade floats, on animation devices at Disneyland... and as part of the control system on drone planes used as targets by fighter pilots."

In 1983 the longtime hydraulics company changed its name to Monarch Hydraulics, Inc.

Author Gordon Olson noted, "Running a company side by side for over 40 years - most days eating lunch together - George and Edward teamed in symbiotic fashion that helped their business thrive. They listened carefully to their customers' changing needs, and then went back to the shop and built lifts to meet those precise needs." Enterprising men of integrity, the brothers were inducted into the Greater Grand Rapids Business Hall of Fame. George served as company president for over 50 years.

At home, at the northwest corner of Cascade Road and Park Hills Drive, he enjoyed an impressive personal library and his swimming pool. During the holidays, he and wife Helen enjoyed hosting big family gatherings.

To see George's complete profile with photos and more, one can go to the "Find A Grave" website ([here](#)) to see a two-page memorial, and links to other Jackoboice family members.