

## 104, 110 & 202 Broadway

### 104 Broadway

Located on the east side of Broadway north of  
and adjacent to the Broadway Bridge  
Block 45A, lot N/A  
Sanborn map location N/A

In June of 1929, construction work started on the large garage building of **Max Feinberg's** located at the North end of the Broadway Bridge on Ed Theurer's property. The two story building was to be 60 by 70 ft., giving a total floor space of 140 by 120 ft. Due to the nature of the land on which the building was built, the second floor opened directly to Broadway, while the lower floor opened at the rear, on the river bank level. **W. C. Miller** was the contractor.

The upper floor was given over to an up-to-date show room and office quarters, with live storage, while the lower floor accommodated the repair shop, as well as space for dead storage.

In January of 1929, **William Doleshaw** of Madison leased the **Broadway Service Station**. **Fern Winkler** of Portage opened a **battery and radiator service** in the lower level at the same time.

In 1930, **Harry Feinberg** purchased two **indoor golf courses**, which he planned to install in Baraboo, so local fans could have a chance to pursue the sport in the winter. One was to be located at this site while one might be installed in the Park Restaurant. It was said that the courses were of the latest type using lots of rubber. The new course here was labeled the **Da-Nite golf course** and opened the first part of November of 1930.

In September of 1929, **Carlton & Wickus** moved their automobile sales company here, having recently obtained the **Chrysler Agency**. The partners were formerly located at 616 Oak Street.

Opening of the new **Broadway Pontiac Garage** was announced on March 12, 1931 by **Dan Edwards** of this city and **John Dickson**, formerly of Chicago and now of Baraboo. The garage was located in the modern and spacious building at the North end of the Broadway Bridge, former location of the **Chrysler** garage. It is thought that Edwards had been in business since 1927 as a Pontiac dealer but the location is not clear. In April of 1931, the proprietors of this



104 Broadway      circa 2005

business purchased of Otto Roehling, his garage building at the corner of Summit and Eighth Avenue, increasing their storage and sales area.

Evidently the partnership with John Dickson did not last long as in 1933 Max Feinberg sold his business interests in the Broadway garage to **Daniel Edwards**, his partner in the business for the past two years. Mr. Edwards was then the sole owner of the garage business, Mr. Feinberg, retaining possession of the building however.

By 1938 an **Oldsmobile Garage** at this site was being conducted by **Walter Koch** and **Emmitt Dwyer**. Later in 1943, **Edwards Motors Company** was selling **Pontiacs**. When Dan Edwards died during the summer of 1946 at the age of 56, he was recognized and held the distinction as being the longest established Pontiac dealer in the state. At the time, Seaman 2/C **Dan Edwards Jr.** was in China. By September of 1946, Dan Edwards Jr. was on his way to Flint, Michigan where he would begin his studies at the General Motors Institute.

In 1948, **Nash Dealer, Capener Auto Company**, was occupying this site and in November of 1952, **James Curkeet**, who had been associated with the company for the prior two or three months, purchased the business from Leroy Capener.

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110 Broadway      circa 2004

**Winston P. Leahy** of **Leahy Nash** of Portage purchased the local Nash agency here in March of 1954. Leahy had the grand opening during the second week of April, presenting the new Nash models, with roses for all visiting ladies and coffee and donuts for all. Leahy closed in May of 1957.

**Ramsey Sales & Service**, who took up residency at this location in the same year Leahy left, eventually changing the name to Hudson Automobile Sales & Service.

**Abraham Ramsey** and **Ralph Steuber** were listed as partners in the 1964 city directory while in 1968 Ralph Steuber was listed as president. The **Baraboo Ford Tractor Co.** was located here in 1969. Abe Ramsey's name shows up alone in the 1971 thru 1978 directories.

By 1978 **Baraboo Automotive Supply/NAPA Auto Supply** was being conducted by **Norman Chester & John Heath**. **Lon Chester** was listed as president in the 1990 and later city directories.

It was reported in the July 3, 2009 issue of the Baraboo News Republic that the owner of this building had gained approval from the city council for extensive remodeling of the NAPA building.

### 104-1/2 Broadway

| (Basement) |                                |
|------------|--------------------------------|
| 1981-1982  | "Re-Nu Battery"                |
| 1981-1982  | "Contemporary Welding Service" |
|            | Steve Daniels, owner           |
| 1984-1985  | "Kustom Machining "            |
| 1988-2002  | "Arms & Ammo"                  |
|            | Theodore S. Hegley, Owner      |
| 1984-2002  | "Dirt Ryder Cycle Service"     |
|            | Ted Hegley, Owner              |

### 110 Broadway

Second building north of the Broadway Bridge on the east side of Broadway  
Block 45A, lot N/A  
Sanborn map location N/A

In 1928 the **Broadway Service Station** was operating at this site. Then In April of 1929, **Dewey G. Ziemendorf** of this city took control of the station with intentions of selling **Shell gasoline** in addition to operating an automobile repair shop.

April of 1931 found the **Skelly Filling Station** here opening under the new management of **George Allen**. Dewey Ziemendorf managed the former Ziemendorf Service Station.

Early in 1932 the Broadway Garage was enlarged to include a **Super-Service Station**, the former Skelly station adjacent to the garage property having been added to the garage property. The service station was materially improved by adding a canopy over the driveway. A triple driveway with six pumps would make for convenience in serving the patrons with the Standard products that the new super station carried.

Also, in February of 1932, the **Inter County Oil Company of Ableman**, who was then the distributor for the **Barnsdall's Be Square** products assumed management of the new Broadway Super Station. **Arthur F. Schoenbeck** of this city was made manager of the station. In 1933, the then **Sinclair Filling Station**, owned by **Max Feinberg** and adjacent to the Broadway Garage, was sold to the Sinclair Oil Co.

## 104, 110 & 202 Broadway

The Sinclair station remained here for many years being operated under many names including **Raymond King's Sinclair** in 1938, **Elmer's Sinclair Service Station** in 1943, **S and A Sinclair and Broadway Body Shop** in 1948, **Otto's Sinclair Service Station** in 1953, **Henry Stoeckman's Service Station** in 1955, **Clement's Auto Sales & Service Station** in 1957 through at least 1960, **Hinz's Sinclair Service** in 1961, **Dale's Sinclair Service and Yellow Thunder Taxi** in 1962 and **Harold Hillman Sinclair Station** in 1964.

Also in 1964, **Donald Bilsten** conducted **A & R Leasing Sales** here. By 1973 **Charles Raschke** and a partner, was operating the **A-1 Cab Service** at this site. 1976 to 1985 finds **Walter Nelson** operating **Nelson's Towing Service** out of this building. By 1986 **Gordon B. Caflisch** was conducting an **Oil Burner Service** here and by 1987 had changed the title on the front of the building to **Gordon Caflisch Auto Repair**.

The year 2006 finds this service station building gone with a parking lot in its place.

## 202 Broadway

Located on the northeast corner of the intersection of Broadway and Water Street

In 1958, plans were to enlarge the building at this site, which was owned by W. Deppe and had already been leased by **Platt and Schulz**, local **consulting engineers** who planned on moving here about the first of June.

Platt & Schulz, were the forerunners of **Mid-State Engineering** and located at 131 First Avenue in 1958. In 1959 they carried everything out the back door and into their new quarters at 202 Broadway.

In October of 1962, Mid-State Engineering merged with the firm of Milton B. Monicken Architecture of Madison. The successor firm would then be known as **Mid-State Associates, Architects and**

**Engineers**. The firm would maintain its present address at this site plus an office at 5512 University Avenue in Madison.



Viewing Sinclair Station over Humane Buildings    circa 1960

The following is from a retirement speech given by Harold Platt, a member of MSA at a Christmas party.

\*\*\*\*\*

*"Where did MSA start? Engineers first came to Baraboo in 1886 to work for the city of Baraboo. The sixth one was [Mr.] French who ended up in charge of the Baraboo Water Department.*

*Helmut Amundson started working with Mr. French in the early 30's. In 1932, he [Amundson] became the city engineer. In addition he was city or village engineer for Reedsburg, Prairie du Sac, Lodi and Wisconsin Dells. He also did engineering for Black River Falls, Ladysmith and many other communities. He also did surveying and during the summer months he had "Red" Wagner, the professor of UW who taught surveying, working for him.*

*In 1941 I went to work for Mr. Amundson, but Uncle Sam wanted me worse. When I returned I went back to work with Mr. Amundson. After the Korean affair it became Amundson & Platt. When Verne Schultz returned from Germany in this same era he became Amundson Engineering. In 1956, Mr. Amundson succumbed to lung cancer so Verne and myself purchased Mr. Amundson's shares and called the firm Platt & Schultz.*

## 104, 110 & 202 Broadway

*At this time our office was on the second floor [Brittingham & Hixon Building], which was located where the Sauk County annex is now. B & H wanted to remove the second floor from their building so we rented a house on the southeast corner of the intersection of Second Street and Broadway from Mr. Deppe. While here another engineer joined us and we changed the name to Mid-State Engineering. Soon, Mr. Deppe wanted to remove the house so he built an office building on Water [Street] and Broadway.*

*It was then they incorporated with the main members being McConaghay, Schultz and Ken Carlson. Shortly thereafter, Carlson sold his shares and went to work for a developer. At this time Mr. Pinion returned purchasing Carlson's shares.*

*The space was getting cramped but instead of renting another place the principal members built a building on Eighth & Washington Street and a move was made.*

*Eventually this building became too small, so again they decided to build a new building. They purchased land north of Sauk Avenue where Perry Printing later settled. When the printing company was looking for land to develop the land was traded for the area that the present building is located [1997]. Since that time several additions have been made to the building.*

*The name was changed from Mid-State Engineering to MSA Engineering & Architectural. When Pinion retired the name was changed to MSA Professional Services."*

\*\*\*\*\*

By 1971 **Jeri Jahn** is conducting the **Style-Aire Salon & Boutique** here. The 1976 city directory lists **Kay and Charles Dyslin** as partners in this same named operation. However, by 1977 the name was changed to **The People Tree**.

From 1980 to 1993 **Harvey Knapp, Optometrist** presided here followed by **Agnes E. Woodbury** and her **Star Boutique**. **Woodbury** moved to 830 Highway 12 in 1995. This structure has always managed to sit empty for periods of time so the extension of emptiness reached this time to May of 2001 when **Bob Snyder** of Baraboo and a former realtor, opened **Second Hand Rose Antiques** at this location. By July of 2002 there was a "for lease" sign in the window and the building was empty again.

Brothers, **Steve and Ryan Jopp** opened the **Dragon's Den**, a **Gaming Store** at this site in February of 2003. The new concept



202 Broadway      circa 2007

allowed customers to play games, participate in group activities and tournaments. The center closed in July of 2005.

In September of 2006, **H & S Financial Services** moved from 116 Third Street to 202 Broadway.

## 206 Broadway

### 206 Broadway

Located on the southeast corner of the intersection of Broadway and First Avenue  
Block 45, lot 6  
Sanborn map location N/A

In January of 1862, about 30-minutes after twelve o'clock, flames were seen issuing from **Schuh's Brewery** southeast of the jail and in a short time it was totally consumed. The boy who slept here, and the owner, **Mr. Schuh** were both absent at the time. The cause of the fire was unknown. The premises were insured for \$1,000 and it was thought that the loss could not have exceeded that amount.

In 1958, plans were to enlarge the dwelling at this site, which was owned by **W. W. Deppe** and had already been leased by **Platt and Schulz**, local **consulting engineers** and forerunners of **Mid-State Engineering**, who planned on moving here about the first of June. In 1959 Mid-State Engineering carried everything out the back door and into their new quarters at 202 Broadway.

From 1964 to 1978 **Cashman's Used Car** lot was located on this site being conducted by **Robert L. Cashman**. Then in 1979 we find the **Harold Moore Chevrolet-Cadillac Inc.** car lot followed in 1980 by Cashman again piloting **Broadway Motors**.

In 1990 **Classic Car Care** is operating at this address; name is changed later to **Classic Auto Lube & Wash**. In the 1990 to 1994 period, **Eric Lewison** is conducting this business. From 1996 to 1997 we find **Dan McFadden** conducting **ZZip Lube** here.

**Custom Auto Care & Lube**, which specializes in automotive lubrication and detailing, opened May 29, 2001. Owner **Todd A. Madland**, a Baraboo native, brought 9 years of experience from owning a body shop and stated that he hoped to offer the community unique services. His first priority was offering thorough, honest car maintenance. "What the area needs is a real good lube shop," he said, referring to his business as "a good place to go for your vehicle care, a place you can trust." At a cost of \$28.95, he offered a full service package that included vacuuming the vehicles interior; wiping clean



206 Broadway      circa 2007

the dash, windows, gauges and mirrors; washing drying and waxing the exterior; and changing the oil and filters.

In April of 2006, Madland closed shop, citing the competition from the big stores.

After much remodeling, **William Greenhalgh**, one of six sons of Robert L and Doris E. Greenhalgh, moved his **Law Office** and **Greenhalgh Investment Services** from 123-127 Second Street to this address. Greenhalgh marked 30 years of law practice in 2009. He first started his law practice in Los Angeles in 1979, relocating to Baraboo in 1984.

**Sage Point Financial Services** opened an office in this building in August of 2009. **Karl Kindschi**, the man in charge of Sage Point moved his office here from Portage in January of 2010. The duo can now offer retirement planning, college savings and emergency funds as well as insurance services and financial & estate planning.

**206 Broadway   Greenhalgh Investment Services & Sage Point Financial Services**



Bill Greenhalgh and Karl Kindschi c2010

## 215-217 Broadway

### 215 Broadway

Located north of and adjacent to the Baraboo River on the west side of Broadway.  
Block 44, lot 1  
Sanborn Location N/A

This land site is on the southwest corner of First Avenue and Broadway. It is just north of the park, which lies directly west of Broadway and north and adjacent to the Baraboo River. This parkland was purchased from **George Martiny** by the city of Baraboo in March of 1948, the consideration being \$3500. Martiny purchased part of this parcel from **H. L. Brethauer** many years prior. In 1945 he purchased the balance of this land from the **Thuerer estate**. The property and barn was obtained by the city through condemnation procedures.

### 217 Broadway

Located on the southwest corner of the intersection of Broadway and First Avenue  
Block 44, lot 1  
Sanborn Location N/A

- 1976     **“Central Life Assurance Co.”**  
**Denis F. Gruenewald**, Agent
- 1977     **“Massachusetts Mutual Life Insurance Co.”**  
Denis F. Gruenewald, Agent
- 1971-1983     **“Ott Realty”**  
**Bob Ott**, Broker
- 1979-1989     **“Fallendorf, Lowell & Associates, Century Investors of America”**
- 1990-1991     **“Towns & Associates”**  
**Towns & Associates, Sherry Towns**, President, was founded in 1983 in Ferdinand, Indiana and relocated to this address in 1990. The business then moved to 211 Ash Street in 1991.

## 303-305 & 304-308 Broadway

### 303-305 Broadway

Located on the northwest corner of the intersection of Broadway and First Avenue and fronting on Broadway  
Block 40, lot 11 & 12  
Sanborn Location N/A

In 1857 a hexagonal stone jail was constructed on the west side of Broadway between First and Second Avenue overlooking the river and the picturesque hills. **Col. Sumner** was the builder while **J. E. Donovan** was the first sheriff to occupy the new jail. In 1864, an addition, or, rather a new wooden jail was built, adjoining the stone hexagon building, the latter being considered too rickety and unsafe. **Jonas Tower** supervised the 30 by 30, two-story construction. Two thousand dollars had been appropriated for the addition.

Note: There is a picture of the old jail with a description in the 8/14/1930 issue of the *Baraboo Weekly News*, that identify the sheriff, John E Donovan, his wife and two children. One of the children is J. B. Donovan, later to be a pharmacist in Baraboo.

On January 15 of 1891, ex-alderman **Charles Bender** purchased the old jail building and residence with all its embellishments for the consideration of \$245. He then promptly sold the stone in the structure to Daniel W. Worth. The wood portion of the jail was moved to Mr. Bender's farm.

Later this address was listed in the 1905 city directory as the northwest corner of Broadway and Bench (First Street), probably at approximately 303 or 305 Broadway.

In 1994 a book was published giving the history of the Sauk County law enforcement. The book lists the following sheriff identification. 1844: J. Woodruff; 1846: H. F. Crossman; 1848: W. Dunlap; 1850: D. F. Baxter; 1852: D. W. Wheeler; 1854: E. Martin; 1856: J. E. Donovan; 1858: E. Martin; 1860: R. M. Strong; 1862: N. Stewart; 1864: S. M. Burdick; 1866: E. Jones; 1868: N. Stewart; 1870: B. G. Paddock; 1872: A. McGinnis; 1874: W. Hudson; 1876: R. A. Wheeler; 1878: J. Young; 1880: O. H. Perry; 1882: O. H. Perry; 1884:



J. B. Ashley; 1886: W. H. Harris; 1890: J. Miles; 1892: B. S. Doty; 1894: H. H. Hulbert; 1896: C. J. Meyer; 1898: E. E. Nichols; 1900: W. Stackhouse; 1902: S. Corbin; 1904: W. C. Hill; 1906: W. Stackhouse; 1908: J. Dryer; 1910: L. Meyer; 1912: W. Welk; 1914: H. L. Hale; 1916: W. Welk; 1918: W. Tarnutzer; 1920: H. C. Neitzel; 1922: W. H. Ode; 1924: H. C. Neitzel; 1926: W. H. Ode; 1928: E. C. Mueller; 1930: E. C. Mueller; 1932: F. M. Wheeler; 1934: G. E. Erickson; 1936: G. E. Erickson; 1938: C. Mattice; 1940: C. Mattice; 1942: C. H. Wilcox; 1944: C. H. Wilcox; 1946: R. J. Stone; 1948: J. W. Hayes; 1950: J. W. Hayes; 1952: J. W. Gavin; 1954: J. W. Gavin; 1956: M. A. Spencer; 1958: M. A. Spencer; 1960: D. M. Spencer; 1962: M. A. Spencer; 1964: M. A. Spencer; 1966: D. M. Spencer; 1968: R. J.

## 303-305 & 304-308 Broadway

Hearn; 1970: R. J. Hearn; 1972: R. J. Hearn; 1974: A. B. Shanks; 1976: A. B. Shanks; 1978: A. B. Shanks; 1980: A. B. Shanks; 1982: A. B. Shanks; 1984: A. B. Shanks; 1986: D. E. Hiller; 1988: V. H. Steinhorst; 1990: V. H. Steinhorst; 1992: V. H. Steinhorst. (One name not mentioned: 1890 Sheriff **Wm. O. Cannon** and it is thought that in 1898 **C.J. Meyer** may have been sheriff.)

Refer to Book I, "About Sauk County" for updates on Sheriffs.

### Post Office

In June of 1960, the Sauk county board of supervisors approved the sale of two lots south of the county jail, which theretofore had been used for public parking. A new post office would be constructed on these two lots. The consideration was \$12,000, which would be earmarked for a building fund for construction and erection of a new courthouse annex and county jail.

In July of 1960, Congressman Gardner R. Withrow announced that Postmaster General Arthur E. Summerfield had advised him that a new post office building had been authorized for Baraboo. It was to be placed on the northwest corner of Broadway and First Avenue. The new structure would comprise 26,136 sq. ft.

According to postmaster **Roy Bump**, bidding forms, specifications and other pertinent data would be available to prospective bidders "in the near future" at which time the post office department would advertise for bids.

"The site option," the postmaster noted, "will be transferred to the successful bidder, who will purchase the land and then will construct the building to department specifications and lease it to the department on a long-term basis."

In June of 1962, an architect employee of Siberz, Purcell & Cuthbert of Madison was busy preparing plans for adapting the old post office building on Second Avenue for use as a school administration office. The General Service Administration had placed the building in the surplus category when the post office moved to their new quarters on Broadway in November of 1961.

### 304-308 Broadway

Located on the northeast corner of the intersection of Broadway and First Avenue  
Block 39, lot 7  
Sanborn Location N/A

In May of 1957, the **Clark Oil & Refining Company** of Milwaukee purchased two properties located on Broadway and the corner of Broadway and First Avenue; the purchases were made from Mr. and Mrs. Harland Conrad and Mrs. Maude Weidenkopf. At the same time, Clark applied for a permit to move the two houses and to build a new Super filling station.

In June, Mr. & Mrs. Arthur E. Opperman purchased the Conrad home, located at 308 Broadway, from Clark Oil and moved it onto a large lot adjoining their home on Park Street.

By 1964 **Gerald L and Betty L. Collins** were the lessees of **Jerry's Clark Service** here. Up through the years the station had various names such as **Clark's Super 100, Jerry's Clark Station and Clark Oil & Refinery**.

In 2005 the station closed down due to road rebuilding and sat empty until March of 2006 when it appeared that a **convenience store** had opened at this site. The store was closed within a month. In June of 2009 it was announced that a **restored diner** was set to make its home on the empty lot at this site.

In June of 2009 it was announced that a restored diner was set to make its home on the empty lot at this site. In November, restaurant founders, **Jeff and Vinnie Castree** set out to fulfill a lifelong dream kicking off construction of the **Broadway Diner** at this site. They had just returned from Cleveland Ohio where they were having a 1954 diner restored by Steve Harwin of Diversified Diners. Harwin stated that "diners from the 1950's are uniquely American but attract attention from around the world".

The historic diner is of a variety called a "Silk City" diner. It was built in Patterson NJ. and served the people of Groton, Conn. as "Rosies Diner". The diner was delivered to Baraboo in April of 2012.

**304-308 Broadway    Clark Service Station**



304-308 Broadway

circa 2007

Former Clark's Super 100 Station

304-308 Broadway, Illustration #1

## 312-314 Broadway

### 314 Broadway

Located on the southeast corner of the intersection of Second Avenue and Broadway  
Block 39, lot 6  
Sanborn map location N/A

It is important to note that early on this corner site was addressed as 133 Second Avenue.

By March of 1923 the work of tearing down the exterior of the old **Evangelical Church** on the corner of Broadway and Second Avenue had begun. The steeple came down in short order. The building was being torn down to be replaced by a **Standard Oil Co. Filling Station**, which would probably be completed within the next several weeks.

The old church was built in **1879**; the contractor being **Peter Keller Sr.** The first minister to conduct services in the building was the **Rev. C.R. Reichard**. **Adam Thuerer** of this city and **Fred Blankenburg** helped get out the stone, which formed the foundation of the building.

When it was built, the church steeple bore a large cross and gold ball that was blown over in a severe windstorm some eighteen or twenty year's prior. Old members of the congregation recalled that the work of repairing the damage was entrusted to **Charles Rote** who erected a scaffold and straightened the then quite elaborate decoration, the entire charge for his services being only \$12.00. About 1913, the cross and ball were again blown over and the congregation decided to remove them and place a cap over the steeple, the work being done by **Ed Curry**.

For a number of years, the building had been unoccupied, the fine new church on the corner of Fifth and Ash Streets being completed in 1918.

By 1931 the **L.L. Weston's Service Station** occupied this corner site while in 1938 and 1939 the **James M. Brockley Service Station** assumed this location. 1941 found the **M.C. Smith Service**

**Station** here followed by **Lovey's Standard Service Station** in 1946. In 1950 and 1951 it is believed that **Lowell Eschenbach's Standard Station** was here.

In September of 1952 Mr. & Mrs. Young arranged to move their restaurant, **The Broadway Café**, to West Baraboo, just north of Berkley's used car lot on highway 12, in what then was called the Berkley subdivision. The Standard Oil Company then purchased the empty lot at 312-314 Broadway, across from the county jail. The oil company already owned the station at the southeast corner of Second Avenue and Broadway. They would then own half of the block fronting on Broadway.

In June of 1953 a building permit was issued to the Standard Oil Company to construct a new station here. The stations address would then change from 133 Second Avenue to 314 Broadway.

Between 1951 and 1963 a number of people operated the service station under several names including **Eschenbach's Standard Service** in 1951, in 1952, **Bob's Standard Service**; 1953, **Dick's Standard Service**, 1954, **Gierman's Standard Service** and 1957 to 1960 **Swanson's Standard Service**. In 1962 it was called the **Broadway Standard Station**, also known as **Kissack's Standard Station**.

In 1963 **Ray Christian** established **Christian's Standard Service** and **Christian Amoco & U-Haul Service**. Ray died in 1989 and his son **Chuck** assumed charge of the business. Chuck had the old station building razed and constructed a new building on this corner in the same year and changed the name to **Chuck's Tire & Express Lube**.

## 312-314 Broadway

### 312-314 Broadway

Located north of and adjacent to the alley between First and Second Avenues on the east side of Broadway.

First Sanborn Map 1904

Sanborn Location N/A



Broadway Café being moved to Highway 12

November 1952

As early as 1904 there was a building, most likely a residence, located at 314 Broadway. Sometime prior to 1930 a restaurant addition was attached to the south side of the aforementioned building, the complete unit then covering 312-314 Broadway.

One belief is that this building was originally built in 1903, on the west side of the three hundred block of Ash Street, and would eventually become the Broadway Café when moved to this site. It was believed that the house was moved to make way for the new High School, which was to be constructed on Ash Street. Jack Rindfleisch discovered the 1903 date while doing some remodeling after the Highway House was relocated to highway 12. There were

1903 newspapers in the walls that were used as insulation by the builder.

However, the Sanborn insurance map shows a building here on Broadway as early as 1904 and an addition to the same building sometime prior to 1930 and described as a restaurant. So, the building was probably constructed on Broadway at this site in 1903.

In May of 1930, **Mr. & Mrs. P. A. Wood** had closed the **Broadway Café** for remodeling. Stone, which was quarried from Mr. Wood's land southeast of the city, formed the southern end and the foundation for the building while a fireplace of the same material was the chief attraction of the dining room. In January of 1933, Wood's took possession of a restaurant at 143 Third Avenue.

By 1935, **Martha (Boettcher) Herfort**, who had been employed by the Warren Hotel working alongside **Jimmy Lung**, an Asian chef, was conducting the Broadway Café.

In September of 1939, **Gus Stites** of Baraboo purchased the Broadway Café from Mrs. P. A. Wood.

In November of 1941, **John Young**, former chef of the Warren Hotel, was issued a building permit to excavate a cellar and add a heating plant to this building.

In September of 1952 Mr. & Mrs. Young arranged to move their restaurant, **The Broadway Café**, to West Baraboo, just north of Berkley's used car lot on highway 12, in what then was called the Berkley subdivision. The Standard Oil Company then purchased the empty lot at 312-314 Broadway, across from the county jail. The oil company already owned the station at the southeast corner of Second Avenue and Broadway. They would then own half of the block fronting on Broadway.

After moving to highway 12 the restaurant was then and until this day known by various names such as Young's Fine Food Restaurant, Highway House, the Old Highway House and Captain Jack's.

# 312-314 Broadway

REGULAR MEALS  
STEAKS, CHOPS  
AND SANDWICHES  
SERVED TILL 2:00 A. M.

*New Broadway Cafe*

SPECIALIZING IN  
SUNDAY DINNERS  
AND PARTIES

314 BROADWAY  
JOHN M. YOUNG, PROP.

BARABOO, WIS.  
(For Banquets Only)

Choice Of  
Chilled Fruit Cocktail, Or Tomato Juice, Or Grapefruit Juice, Or Apple Juice,  
Or Half Grape Fruit, Or Soup.

Relish Tray

|  |        |
|--|--------|
| Roast Turkey & Dressing.....                   | \$1.25 |
| Roast Duckling & Dressing.....                 | 1.00   |
| Roast Goose & Dressing.....                    | 1.00   |
| Roast Or Fried Chicken & Country Gravy.....    | 1.00   |
| Grilled T-Bone Steak, Or Tenderloin Steak..... | 1.00   |
| Prim ribs of Beef - Au Jus.....                | .85    |
| Roast Beef - Brown Gravy.....                  | .85    |
| Roast Fresh Pork - Brown Gravy.....            | .85    |
| Baked Sugar Cured Ham.....                     | .85    |
| Stuffed Pork Chops - Apple Sauce.....          | .85    |
| Roast Leg Veal - Dressing.....                 | .85    |
| Baked Veal Birds and Sauce.....                | .85    |
| Breaded Veal Chops - Jelly.....                | .85    |
| Roast Leg Lamb - Jelly or Sauce.....           | .85    |
| Grilled Lamb Chops - Jelly or Sauce.....       | .85    |
| Fresh Great Lakes Fish, Or Ocean Fish.....     | .85    |

Choice Of:  
Potatoes, and Vegetables, and Salad, ~~etc.~~

Choice Of:  
Hot Rolls, Or Breads & Butter.

Choice Of:  
Pies, or Ice cream, or Cakes, or Jello, or Torts, or Sundaes.  
(Wedding Cake Exempt)

Choice Of Drinks: Tea, Coffee, or Milk.

The Prices of .85¢ or \$ signifys the Price for the Full Course Dinner.

*John M. Young  
Prop.*

RECEIVED  
NOV 5 1935  
Baraboo Business Office  
Wm. Pfeifer and Son



c1935, Broadway Cafe, left to right, Unknown, **Janet McGregor** married Bill Callahan, **Janice Flato** married Rodney Herfort and **Irene Herfort** who married Walter Denzer.

## 315 Broadway

### 315 Broadway

Also known as 201 Second Avenue

Located on the southwest corner of the intersection of Broadway and Second Avenue  
Block 40, Lot 1 & 2  
Sanborn Location N/A

In 1890 a new **Sauk County Jail** was constructed on this site. The cost is said to have been about \$20,000. The sheriff at that time was **William O. Cannon**.

In May of 1925, the old stables were removed from the red brick barn and the space was being remodeled to make way for storage of recovered stolen automobiles. However, a fire demolished the interior of the building during the remodeling.

Members of the County Board of Supervisors took the first step towards solving the problem of inadequate room in the courthouse and the need for a new county jail at their September, 1960 meeting. They authorized the building and planning committee to obtain preliminary plans for a building project, to be submitted to the board at some later date.

In November of 1962, the Sauk County Board of Supervisors approved the bid of the Production Credit Association and the Federal Land Bank of Baraboo for the purchase of the Sauk County jail property in the amount of \$13,600. A new jail, attached to the courthouse was underway at the time. In July of 1963, razing of the old jail started.

By January of 1964 all the bids had been let for the construction of the new \$75,000 building of the **Federal Land Bank Association of Baraboo** and the **Production Credit Association of Baraboo**. The office's held an open house in November of 1964 with **John F. Roche**, listed as president in the 1964 & 1968 city directories. **Maurice Madden** was listed as manager in the 1971 through 1983 directories. The same year **Production Credit Association of Baraboo** was established here with **R. J. Bridgeman** listed as president in the 1964 and 1971 directories, **Francis A. Hohl** listed as Chairman in the 1971 & 1983 directories, **Julius L. Henke** listed as



Sauk County jail, old jail behind and to the left      circa 1890

president in the 1976 & 1978 directories and **Eldon Johnson** listed as president in the 1980 & 1983 directories.

From 1986 to 1989 **Robert L. Greenhalgh**, **Richard S. Jenks** and **William F. Greenhalgh** located their law offices at this site. By 1990 the firm was composed of **Robert L. Greenhalgh**, **William F. Greenhalgh** and **Marc R. Soderbloom**, from 1991 to 1997 **William F. Greenhalgh**, **John C. Hoffman** and **Randall J. Shelp** were here. **Greenhalgh and Hoffman** moved their office to the First National Bank building (502 Oak) in 1997.

From 1990 to 1996 **Farm Credit Services of West Central Wisconsin** shared this site. Also the **State of Wisconsin Dept. of Corrections-Probation & Parole** was here in 1990 and 1991, moving

## 315 Broadway

to 1000 Log Lodge Court in 1992. **John C. Hoffman's Accounting Management & Tax Service** replaced them in 1993.

\*\*\*\*\*

Prior to the construction of a new jail, the Ringling Brothers held their first show in the then jail-yard in 1884. It is not the goal of this research to make a study of the Ringling Brothers but a few items may be mentioned as follows.

There are recollections and writings of Attorney R. T. Warner that tells of the Ringling Brothers holding a tent show in 1857 or 1858 as children. It was said that the show was held in the Peck addition, in a grove of scrub oaks. They had stakes driven and some sort of canvas walls. The schoolboys had a dog and a pony, which was part of their act. It was thought that some of the Gollmar boys were in the act also. Also, in 1878 or 1879, the boys gave a ten-cent show at the Sauk County Fair.

Mrs. Al Ringling, in a letter to the Baraboo Weekly News, dated May 6, 1915, rebuffed Warner's recollections as false. She stated that the older boy's early schooling was in McGregor, Iowa. They were small boys during the war learning harness making from their father. She did note that Al did perform in other shows prior to the Ringling's starting their own circus.

The "stage name" Al. Ringling used in 1877 was **A. B. Trimmer**. The troupe's name was "The Quintette Concert Company." The other members were Fred Bogardus who went by Fred Hart, Harry Wallace, Jay Prothero, Ed Warn and E. M. Kimball.

Kimball, many years later, recalled opening in Lodi in May of 1877 and then wandered in and out of Iowa. He also stated that many times they had to hoof it from one city to another for lack of train or livery fare. One time the party played in Gratiot, coming and going, and a boniface there generously "stood them off" both times and even toted them several miles on their weary way in his wagon. Many years later the Ringling Brothers' Circus played in Gratiot and Mr. Ringling looked up the good landlord and gave him a lifetime pass to the circus. Ringling paid many early debts in this manner.

One thing we know is that August Ringling had a harness shop in Baraboo from 1854 and at least as long as 1859, moving to McGregor, Iowa following that period.

The Ringling's cousins, the Gollmars may have had children in the same age group as the Ringling's. G. Gollmar was married to Mary Magdaline Julian in about 1847, coming to Baraboo in 1851. So all is possible. Also. Al Ringling, the eldest, was born in 1852 so it's possible that he would have joined a group of young boys in 1858 or 1859 in a dog show of sorts.

August Ringling and his family lived in McGregor Iowa in the 1860's and 1870's, where he conducted a harness shop. Four of the boys were born there, Alfred in 1861, Charles in 1864, John in 1866 and Henry in 1869. It was said that a group of McGregor boys would hold circuses on Saturday afternoons, charging an admission fee of ten pins. It was also said that the performances gained such popularity that at one time they charged a penny for a show. The Ringling boys were reported to be the best performers. Al even married Lou, a girl from McGregor.

It was also remembered that when the first militia company in Baraboo was organized, August Ringling was the First Lieutenant and would drill the men in the courthouse park. This of course, was some years prior to the war.

E. G. Marriott recalled that in the 1870's, the first hall show of the Ringling's was held in the old Unitarian Church, which stood where the Carnegie library now stands on Fourth Avenue. O. D. Brandenburg recalls it was about 1878. At this show, recollections indicate that Al. Ringling balanced a peacock feather on his nose or chin, followed with a long and narrow table, and also juggled three or four balls, and with a stick or pointer kept a white slouch hat spinning.

Actually, the first performance and concert by the "Ringling Classic & Comic Concert Company" was given in Mazomanie on Monday, November 27, 1882. By the 1883-84 season their show was being billed as the "Ringling Brothers Grand Carnival of Fun."

On May 19 1884, the first real circus was given. This was called the "Yankee Robinson and Ringling Bros. Great Double Shows, Circus and Caravan."

## 401 Broadway

### 401 Broadway

Also known as 200 or 204 Second Avenue  
Located on the northwest corner of the intersection of Broadway and Second Avenue  
Block 33, lot 11 & 12  
Sanborn map location N/A

In 1916, there stood a brick residence here, occupied by a McGann family. In November of 1924, workmen were busy removing trees from this corner lot in preparation for Orreil Philbrick's new filling station. The house, which was then known as the **Rev. Cochran house**, was to be moved to another lot. Cochran was the first pastor of the Congregational church.

The **Philbrick Standard Station** was opened in May of 1925. The building had been started 5 weeks prior and was completed 2 days ahead of schedule. Those in charge of the new station were **George O'Shay and Lester Weston**.

One of the biggest business deals to be transacted in Baraboo for sometime was the sale by **O. F. Philbrick** of his station to **Walter Koepp and H.G. Thompson** of Mondovi. Mr. Philbrick states that this station does the largest gasoline and oil business in the city of Baraboo. The new owners would take possession on March 1, 1927. They were to handle the Winona products and had taken as their slogan, "Service to the motoring public." Mr. Thompson was planning on moving his family to Baraboo in the near future.

In September of 1930, the **Winona Oil Company** purchased the **Koepp and Thompson Filling Station**. Horace Wieglow acted as the local manager of the new station that handled **City Service** products.

By 1931 **Virgil Prine** had taken over the **Cities Service Station**, formerly operated by **Charles Hintz**. Hintz had conducted the station since 1930.

In September of 1933, **Lester "Dusty" Boyd** replaced Prine. Prine left for Michigan where he had acquired a job with General Motors. Boyd had formerly been employed by the Ritz Oil Co. "Dusty" was not here for long; in June of 1934 he was back with the Ritz Oil Company and **Ed. Reis** was managing the station.

Next in 1936 the name of the business was **Dick Fellow's Service Station** changing in 1950 to **Dwyer's City Service**.

In 1953, **Schwartz & O'Brien Cities Service** is listed at this location while from 1960 to 1962 **Kluge's Cities Service Station** is here.

By 1971 **Creative Outdoor Advertising** was being conducted here by **Dean H. Hesselberg**. In 1979 Hesselberg changed the name to **The Sign Shop**. In 2006 the Sign Shop moved to Hesselberg's building, known as the old hammock factory, by the Glenville dam.

About 2008 **DMH Construction** began the remodeling of the building on this corner to be used as a design center.

## 402-406 Broadway

### 402 Broadway

Also known as 132 Second Avenue

Located on the northeast corner of the intersection of Broadway and Second Avenue

Block 34, lot 7

Sanborn map location 208 Second Avenue

In November of 1873, **David Wolff** and **John Shale**, two worthy mechanics, who had been working in Chicago for the past several years began erecting a **Carriage & Wagon Factory** on Second & Broadway. The building would be 24 by 60 feet, two stories high and divided into five rooms, or departments; one each for wood work, blacksmithing, painting, finishing and sales.

On January 28, 1874, they announced their opening. In February of 1875, the firm was dissolved. **Mr. G. W. Smith** of Madison joined **Mr. D. Wolff** in the same business.

Early in 1927, J.F. Adams, special representative of the **Wadham's Oil Company**, purchased the property at the northeast corner of Broadway and Second Avenue with plans to open a new service station within about 90 days. The property was part of the **George O'Shay** estate, and the structure occupying the location was to be razed.

In June of 1928, Wadham's opened the new novel filling station here. The station was designed after a Japanese pagoda. **Arthur Schoenbeck** of Ableman and **Ivan Reuland** of Baraboo were selected as the station managers. **C. Hawkins** managed this station in 1930 and possibly earlier.

In May of 1932, **James Ryan** resigned as manager here and went to work for the Potratz barbershop. Hawkins was also here in 1938,

From 1943 to 1945 the operation was called the **C. Chappie Service Station** while in 1948 **Irving Thayer** was conducting **Thayer's Mobil Station** at this site.

In September of 1954 a building permit was issued to **Wadham's Oil Company** to construct a new station on this corner.

In November of 1956 the company was changed to **Hayes Mobil Service** after being purchased by **John Hayes. Hengstler &**



Wadham's Service Station Looking north circa 1930

**Harman Service Station** followed in 1960 through at least 1963. **Howard Hengstler** and the **Hengstler Service Station** was here in 1964. **Elwyn R. Harvey** and **Robert Parish** followed with **Al & Bob's Mobil Service Station**. Harvey operated the station alone from 1971 to 1973.

By 1976, the station is closed and **Isenberg Hardware** is using the site for storage and parking. By 1979 Isenberg has a **Service Center** here. From 1986 to 1988 **Joe Burke** has an **Insurance Agency** at this site followed in 1991 by **Parkway Collections, Inc.** The **Avon Lady** conducted an office here in 1994. **Paul Endres** followed in 1988 with **National Tax Service**.

In 1988 the **Johnsen Central Insurance Agency** located here, conducted by **William Johnsen**. The property was purchased from **Jim Isenberg**.

By autumn of 2005, **Premo Sports** and **Premo Motorsports** both were located in this building with Johnsen and were being conducted by **Peter W. Premo**.

## **402-406 Broadway**

### **406 Broadway**

Located on the east side of Broadway south of and adjacent to the alley between Second and Third Avenue.

Block 34, lot 7

Sanborn Location N/A

In April of 1930, the **Berkley Chevrolet Company** opened a **used car lot** at this site.

In 1947 there was still a used car lot and office located at this site. By 1953 there existed only a vacant lot.

It is believed that in 1959, **H. W. Roser** constructed the building at this site.

From 1964 to at least 1968 **Hugo J. Traub** owned and operated the **Five & Dime Laundromat** on this site. By 1977, **George Bohen** was the conductor of this business. **Tim Borota** was in charge here of **Edward Jones & Co.** as early as 1985 and possibly earlier. Borota started his business in 1983 at 524 South Boulevard.

**402 & 406 Broadway    Wadham's Mobil Station**



Hawkins Wadham's/Mobil Service Station

Looking East

Circa 1930's

## 409 & 414 Broadway

### 409 Broadway

Located on the west side of Broadway south of and adjacent to the alley between Second and Third Avenue.

Block 33, lot 12

Sanborn map location 302 Broadway

**Jane E. Andrews**, widow of William Andrews lived at this location in 1895 & 1896.

In April of 1931, **F.W. Terbilcox** announced the opening of **Milady's Beauty Shop** in the former **Jeffries' home** located at 409 Broadway. **Miss Maybelle Sandheck** of Chicago was going to manage the shop. The business opened its doors on April 8, 1931. Terbilcox was proud to announce that their telephone number was 375J.

**Mrs. F. H. Schacht** was the manager during the 1938 to 1948 period. **Bernice Schacht** was listed as the owner in 1955 and remained here until 1968.

In 1976 **Vacationland Employment Agency** was located here along with **Lametti & Sons, Inc.** They shared the building with **Boardwalk Realty** and **Boardwalk Construction Ltd** who had been here since 1973. The realty firm became associated with **Century 21** in 1979. **Bruce E. Duckworth**, an accountant was also here in 1978. 1990 to 1995 found **Lock-N-Key** at this location being conducted by **Gale Getschman**. In 2002 **Midwest Labor and Hospitality Staffing Co-op** was operating here.

### 414 Broadway

Located on the east side of Broadway north of the alley between Second and Third Avenue  
Block 34, lot 6  
Sanborn Location 302

**Charles Schenck** and **Grant Albert** purchased **Albert Zamzow's Blacksmith Shop** in February of 1915 and operated it until 1929. Then in March of 1929, **George Gall**, who for the prior eleven years was employed in the August Killian blacksmith shop, purchased

the interests of Schenck. In January of 1930, Schenck entered into a partnership with John Martin who operated a shop in Lyons. **Grant Albert** conducted the **Blacksmith Shop** alone from 1930 to 1942.

In 1927 and until at least 1933 this portion of the building was also used as a **hardware storage shed**. In 1948 and 1949 the **Baraboo Swap Shop**, operated by **L. Zimmerman**, shared this site with **M and W Wiring** operated by partners and brothers-in-law, **Virgil Markley** and **Henry Ward**. By 1950 the **Baraboo Second-Hand Store** was operated at this site by **Ed. Grosinski**. In 1955 **Arlie P. Perkins** and **Norris Clement** were partners here in the **Gem City Upholstering Shop**. **Robert A. Downie's Home Insulation & Roofing** followed them in 1957 until at least 1960.

**Isenberg's Hardware**, which was addressed as Third Avenue, used this area for storage for many years. In 1995, the **Flambeau Outlet Store** was established here on the basement level, with **Margaret Bochler** as manager. Also this was the entrance to **Nordic Enterprises**, which was on the upper floor of the building.

In 1997 **Bart and Char Olson** as a division of the **Shopper Stopper** Ltd. established a local newspaper, the **Baraboo Sun**. A couple of years later the Sun was sold to **Madison Newspapers** along with the **Shopper Stopper** and another local newspaper, the **Baraboo News Republic**.

A while later, the Flambeau Outlet store moved and this became the address of **The Shoe Box**.

### Suite 202

On Wednesday, July 13, 2011 the **Baraboo Range Preservation Organization** held a ribbon cutting. The B.R.P.A., which was formed in 1994 is a land trust that works to preserve and protect the qualities and culture of the Baraboo Range through promotion of ecologically responsible land use.

## 501 Broadway

### 501 Broadway

Located on the northwest corner of the intersection of Broadway and Third Avenue  
Block 28, lot 11 & 12  
Sanborn Location 107 & 108 Third Avenue & 305, 306 and 308 Broadway

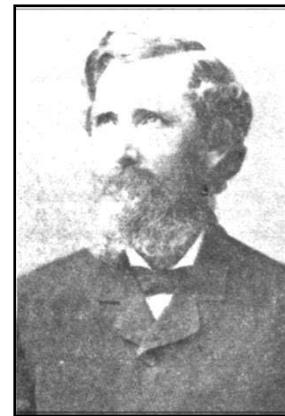
**James N. VanderVeer** was born in the town of Root, Montgomery County, New York on July 21, 1829. He founded the **VanderVeer Lumber Yard** when he was forced to take a stand of virgin timber near Delton in payment of a debt. VanderVeer cut the timber, bought this half-block except for the Gollmar Machine Shop and started to sell his lumber. He died in Baraboo on September 19, 1921.

There existed in 1883 a business known as **Vanderveer & McFarland, Builders and Contractors**. It is not clear where they were located but it may have been at this location.

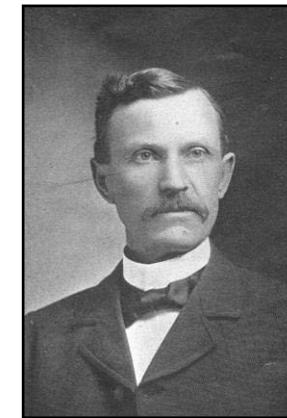
The 1885 Sanborn Parris map shows the **G. G. Gollmar, VanderVeer and Company Lumber Yard** at this site, which is the northwest corner of the intersection of Broadway and Third Avenue. In fact the lumberyard took up the whole 500 block of Broadway, reaching along the west side of Broadway from Third Avenue to Fourth Avenue. In 1886, the firm of Gollmar, VanderVeer & Co., builders and contractors dissolved their partnership. Both parties planned on remaining in Baraboo and attending to their private businesses.

In March of 1891, **H. M. Johnston** of LaValle purchased the VanderVeer Lumber Yard. Johnston expected to build a two-story office building on the corner of Third and Broadway immediately.

Mr. Johnston was born on October 30, 1853 and was raised in the town of Washington, Sauk County, and at an early age was left fatherless and penniless to make his own way in the world. He worked hard during his boyhood, educating himself in the Spring Green Academy, under Prof. J. H. Terry after which he taught district schools for five years, under Superintendent Lunn earning money sufficient to enable him to enter and graduate from the Normal School at Platteville. Johnston then assumed the position of principal of the grade school at



James N. VanderVeer



H. M. Johnston

Ironton. Two years later he became principal at Elroy High School, a position that he held for three years. In 1883 he went west and engaged in the lumber business, returning to Wisconsin after one year with the profits of the western boom. In 1884 he located at LaValle, engaging in the lumber warehouse and flouring mill business, remaining there until the fall of 1890. He then came to Baraboo and was so pleased with the city that he decided to locate here. Soon he purchased the Vanderveer lumberyard on Broadway and Third and also the Richards lumber yard, some records indicate it was the T. R. Young lumberyard, near the depot. He consolidated them in 1891, buying the premises on the corner of Broadway and Third Avenue, opposite the court house park. He at once went to work and cleared the lots of all the rubbish which had gathered and erected a commodious brick business office and storehouse and other buildings.

In October of 1894, Johnston purchased two more lots fronting on Broadway from J. Bloom for \$1,000. Johnston then owned the whole west side of Broadway between Third and Fourth with the exception of two lots located at 513 and 515 Broadway. The premises then occupied contained ten lots, a \$5,000 brick business building, 22 X 50 feet, two stories and a basement, wherein was located the office and ware-rooms for sash, doors, blinds, mouldings, building paper, cement, etc. Standing separate from this building was a shed 20 X 100

## 501 Broadway

feet in dimensions, containing two floors where lumber was stored. Three other sheds were being planned in 1892, one of which would be 20 X 82 feet, covered with iron.

Mr. Johnston was united in 1880 to Miss Martha R. Andrews, daughter of Samuel Andrews, a prominent merchant of Ironton. The Johnston's had a family of four, **Elmer S., Mable E., Lella M. and Rollin H.**

An April 1894 issue of the *Baraboo Daily Republic* stated that VanderVeer had sold his brick building and lot on the corner of Third Avenue and Broadway to a **Mr. Theo. Schelling?**

Some records indicate that in June of 1894 the **Wilbur Lumber Co.** of Milwaukee purchased the Johnston Lumber Co. and leased the ground for 3-1/2 years. Officers of the company were **R. W. Houghton**, President, **Jos. Kerwer**, Vice President and **Geo. H. Wilbur**, Sec. and treasurer. **G. W. Andrews** was the manager. The Wilbur Company owned several lumber companies throughout the state.

By July, the Wilbur Company was busy having the roofs on their lumber sheds raised and a platform constructed at the second floor the full length of the building.

On December 1, 1897, Johnston again assumed control of the lumberyard at this address. Shortly after taking back the lumberyard, Johnston purchased the flour business of J. I. Wheeler of Lyons with plans to conduct the business at his lumberyard. By 1913, the lumberyard existed only on the south side of the alley between Third and Fourth Avenues. **Kramer Mfg.** had leased over the southwest corner of Broadway and Fourth Avenue.

Johnston continued to operate the yard until 1916 when it was purchased by the firm of **Stewart and Alexander**. The yards at North Freedom and Ableman were included in the transaction. **Brittingham and Hixon** operated the yard from 1934 to 1994 when that block was taken over by the county for a new addition to the **Sauk County Courthouse** and B & H moved to Eighth Street. The courthouse addition was assigned a street number of 505 Broadway.



Brittingham & Hixon Lumber Co. circa 1961-1962

**D. L. Van Aukin** was the manager of the lumberyard from 1934 to 1960. **Lloyd Drescher** then assumed that responsibility and maintained it until 1992 when **Gerald Becroft** took over.

In February of 1962, Brittingham & Hixon held a grand opening to let the populace view their new building. The grand opening marked completion of an extensive rebuilding of the office and yard. The office portion was of red Streator brick while the yard facing was of a cream colored insulated siding and the Third Avenue side was painted a harmonizing brown.

Sauk County and Baraboo Officials broke ground on Tuesday, November 15 1994, for the new \$7 million West Square building that would house the County Resource Center and county offices. The new addition covered the south three quarters of the block.

### 200-1/2 Third Avenue (Second Floor)

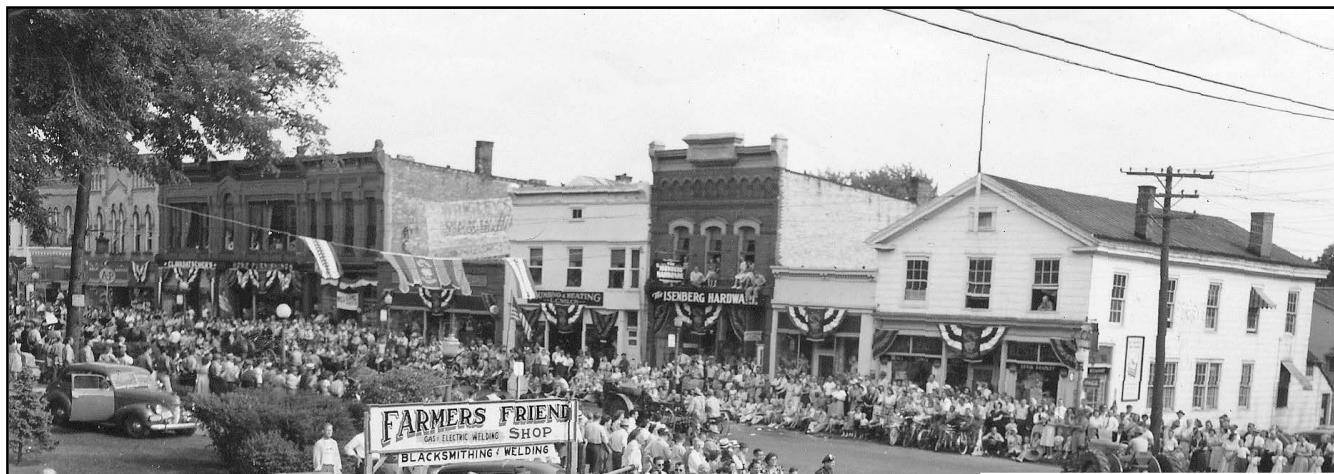
|           |  |
|-----------|--|
| 1939-1955 | Helmer C. Amundson, civil Engineer                     |
| 1942      | Remington-Rand Inc.                                    |
| 1945      | Sauk County Agricultural Society                       |
| 1957      | Harold Platt & Vern Schultz Consulting Engineering Co. |

**501 Broadway H. M. Johnston Lumber Yard**



Office and lumber shed of H. M. Johnston      circa 1899

**501 Broadway 1948 Centennial Parade Virgil Markley at the Anvil**



1948 centennial parade      Virgil Markley at the  
anvil and son Ronald at the bellows



## 505 Broadway

### 505 Broadway

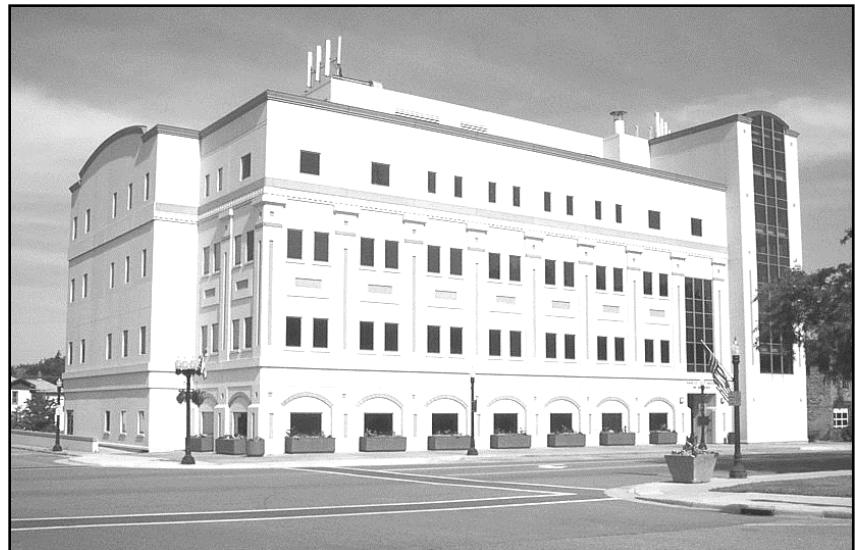
Located on the west side of the 500 block of Broadway  
Block 28, lots 1, 2, 3, 10, 11 & 12  
Sanborn map location N/A

Sauk County and Baraboo Officials broke ground on Tuesday, November 15 1994, on the new \$7 million West Square building that would house the County Resource Center and county offices.

In a 19-11 vote in April, the county committed funds to the \$11 million project, which included the erection of the **West Square Building**, as well as the remodeling of the existing Courthouse and Human Services building on Sixth Street in Reedsburg.

The new 94,000 square foot building was scheduled to be completed in December of 1995. The contractor, **Market and Johnson** of Eau Claire, had 45 years of prior experience as a general contractor and construction manager. The building would have a steel frame, a precast concrete exterior and would include a basement and a mechanical penthouse.

In December of 1995 most of the administrative offices of the county moved into the new four-story, West Square Building on Broadway. Dedication was held on Saturday, April 26, 1997.



New West Square Building      circa 2007

**511-513-515 Broadway    Prothero & McGinnis Garage**



Prothero and McGinnis Company      circa 1915

## 511-513-515 Broadway

### 511 Broadway

Located on the west side of Broadway between Third and Fourth Avenue  
Block 28, lot 1 & 2  
Sanborn map location between 306 & 307 Broadway

In April of 1874 and as late as May of 1875, the **W. W. Andrew Plow Manufacturing Company** was located at approximately this address. In May of 1913, **E. B. Winslow** opened a **harness shop** here. Winslow hailed from Illinois a few months earlier.

The **Baraboo Motor Car Co.** was advertising Studebakers at 511-513 Broadway in the fall of 1915.

**Fred Ohl** purchased Winslow's **Harness Shop** in October of 1916 and was here until September of 1935 when he moved to 124 Ash Street. He moved due to the extensive remodeling being done by **Stewart & Alexander**, from whom he rented. In 1938, **Mr. Fledmo** conducted a **Harness Shop** here also.

### 513 Broadway

Located on the west side of Broadway north of and adjacent to the alley between Third and Fourth Avenue.  
Block 29, lot 1 & 2  
Sanborn map location 307 Broadway

In October of 1895, **H. M. Johnston** was in the process of constructing a livery and feed barn west of the courthouse square. It was expected to be complete in 60 days and would be rented to **C. Greenslet**, formerly of the firm of Greenslet & Vanderveer. The barn would be 33 X 80, two stories high and brick veneered. Farmers coming into town could put up their team for 10 or 15 cents. Greenslet opened on December 16, 1895. Greenslet traded his livery business to **Edward H. Roberts** for Robert's Fairfield farm sometime prior to October of 1899. In May of 1901, Roberts transferred his livery business back to Cassius Greenslet who would move the stock to his barn on Broadway. In the 1890's **Art Wilkinson** also had a **Livery** at approximately this location. This building was probably located on lot 2 as pictured on the Sanborn maps.



Prothero and McGinnis Company      circa 1915

In July of 1902, **N. H. Smith** was granted a permit to construct a two-story brick veneered building on lot 1, block 28. It would appear that this building would join the existing Johnston building to its immediate south making a double business block. It's probable that Smith purchased Johnston's building.

Later, in November of 1902, Cassius Greenslet joined forces with Arthur Wilkinson to form a livery partnership, which would become effective as soon as the new building was completed. They would continue to use the barn that Greenslet had been using and would probably also occupy the new building being constructed by Smith.

In August of 1914 and after 29 years, Wilkinson retired from the livery business. Wilkinson had been at this location for 10 years. He came to Baraboo in 1885 with his father, Peter Wilkinson and the two of them established a livery between Second and Third Streets, off Ash.

On September 19, 1914, the **Prothero-McGinnis Co.** of which the major principals were **Rollo W. Prothero** and **James F. McGinnis** purchased the three story brick building on Broadway from N. H. Smith

## 511-513-515 Broadway



Artist's Rendition      circa 1930

In October of 1914, a workforce was busy remodeling the building to make it suitable for an automobile agency. On January 1 of 1915, **Glen Simonds** who had been in the employ of the business for several years became a member of the firm. On October 1 of 1914, **Oriel Philbrick** also became associated with the firm. The formal opening of the **Prothero-McGinnis Garage** took place in March of 1915. The newly remodeled quarters added 23,000 feet of floor space and upon completion of the basement it was said, "there would be storage space for 150 automobiles." In August of 1916, O. Philbrick regained the Ford agency and worked out of this garage. In September, lights were burning bright in the middle of the night here. Philbrick and his crew were busy assembling their first carload of new Fords they had just received. Another carload was expected within a week.

There were others who shared this site between 1915 and 1918. They were the **James E. Wilson, Auto Livery** as well as **P. L. Sutherland, Automobile Painter & Paperhanger**"

In October of 1926, **Emmett Dwyer**, well known auto salesman purchased the interest in the Prothero-McGinnis business, which was formerly owned by **Glen Simonds**. Mr. Dwyer had long

been associated with the firm in various capacities and planned to continue as a salesman. Mr. Simonds has announced no plans.

Prothero & McGinnis eventually built a new brick garage structure at this location. In November of 1929, work had begun. The new north wall of the building was to be constructed 11 feet north of the then existing north wall. The formal opening of the new building was held on August 1, 1930. This opening would coincide with the presentation of the new Buick Eight model. Buick's new home made a splendid improvement to Broadway, being of a rough texture face brick construction with ornamental entrance and green shutters, the style of architecture being colonial. All woodwork was of a light buff setting off the red brick and the green shutters. Flad & Moulton of Madison designed the structure.

Soon the firm of Prothero-McGinnis was located in the north half of this building, the south section of the building having been designated as 513 Broadway and sold to **Clyde Stewart** and **Otto Arndt** of this city for a **Bowling Alley**.

The building Arndt and Stewart purchased was 122 by 33 feet in size, with ample room for four bowling alleys. Stewart & Arndt expected to open their business within a short time and the provements on their building were well under way by November of 1929.

The **Broadway Bowling Alleys** opened late in December 1929. All four alleys were placed into operation and a soda fountain was installed. The fountain was the latest type, being equipped with a Kelvinator ice machine.

In the spring of 1930, Stewart and Arndt equipped their business place as a lunchroom and ice cream parlor for the summer months.

Arndt became the sole proprietor of the Broadway Bowling Alleys in April of 1931, having purchased Clyde Stewart's interest in the former partnership. Arndt was planning on adding shuffleboard to one of the alleys. The alleys operated here until at least 1933.

Manager Ray Rawson was busy remodeling the bowling alleys into a dance hall in June of 1933. The new floor, which would be laid over the alleys, would measure about 24 X 60 feet. Harry and Max Feinberg leased the building. The new establishment would be known

## 511-513-515 Broadway



Ryan, Hickethier & Co. and Edward's Motor Company  
circa 1938

as the **Broadway Gardens**. Late in June, the new establishment opened with flair. It was reported that between 300 and 400 people joined the merriment. Al Smith and his 5-piece orchestra from Milwaukee played dancing music while a group of 5 show girls and a singing waiter put on two floorshows. The three Vindik Sisters appeared as a dance team as well as solo numbers. The Leith Fellows' German band members made a short parade around the business district.

**Martha Herfort** conducted a lunch room sometime during this period. In May of 1936 the building was owned by the Bank of Baraboo and was leased by **Howard R. Ryan, J. Victor Johnson** and **Merle H. Hickethier** of Portage, who planned on operating a local **Sears Federated Agency** store of home appliances here. In addition to the appliances, the local store planned on having a mail order desk for the full **Sears, Roebuck & Company** line. The opening was to take

place the latter part of the May of 1936; the definite date was to be announced later.

Eventually the proprietors applied for articles of incorporation at the office of the secretary of state, the firm was to be known as **Ryan, Hickethier & Company**. **Howard Ryan** assumed the post of president and **Merle H. Hickethier** as vice-president of the store.

Two new buildings were being planned for the courthouse square in September of 1938. The Sears store planned on moving from its present location on Broadway to a part of the **Wellington Hotel** building in anticipation of construction of a new theatre on the Broadway site by **Henry Ringling**, who had purchased this site in May.

Application for a theatre license had already been made and demolition of the old building would be commenced within a day or two. Plans for a modern fireproof theatre had been prepared for several months.

It was then planned that the Sears store would be housed in a new building to be erected especially for it on a vacant lot immediately east and adjacent to the Al. Ringling Theatre.



## 511-513-515 Broadway

### NEW THEATRE NAMED JULIAR *Baraboo Playhouse Will Honor Mother of Ringling Brothers* (Article in December of 1938 issue of the Baraboo Weekly News)

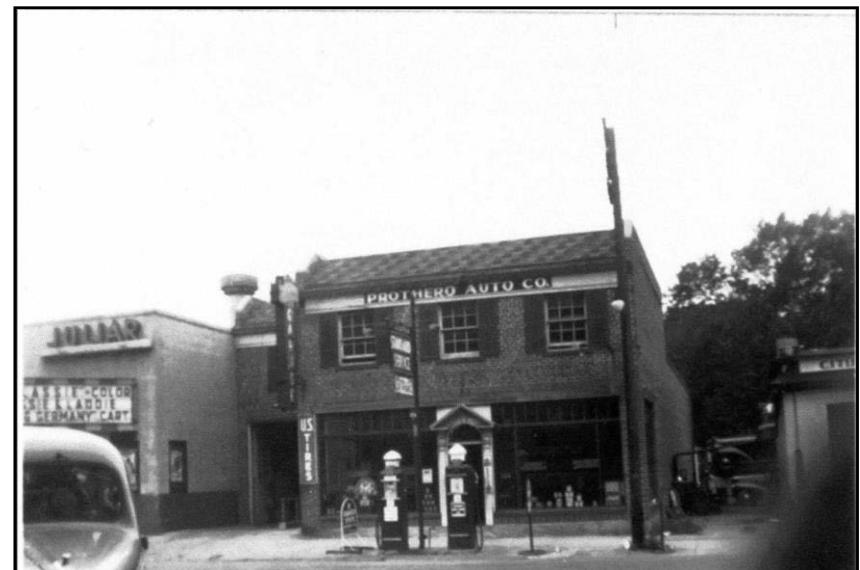
*"With the erection of the decorative sign on the front of Baraboo's new theatre building on Broadway, there has been much speculation as to the meaning of the name selected for the new theatre, The "Juliar". The playhouse has fittingly been named by its owner, Henry Ringling, in honor of his grandmother, Salome Julian Ringling, mother of the Ringling Brothers of circus fame and it is fitting that the mother of the men who have meant so much to Baraboo should be so honored. The name is French, the Julian family having originally come from Kolmar in Alsace 'Lorraine.*

*Baraboo's new theatre is nearing completion and with the installation of the "bright 'lights" on its attractive front, local people have had an opportunity to see how much the new building adds to the appearance of the courthouse square, particularly at night. Blue and golden-yellow predominate in the color scheme effects and they have been chosen with an eye to harmony in juxtaposition with Mr. Ringling's other theatre, located nearby, where red is the predominant color in the canopy.*

*Two weeks work will finish the building proper but the seats, which are to be used, are of such new design that there will be some delay in getting them and this will hold up the opening of the Juliar, date for the opening still being indefinite. The chairs to be used are the latest word in seating comfort, in fact, this is the first installation of this type in the state of Wisconsin and there have only been two or three experimental installations in the United States. The company manufacturing them now has orders for the chairs in 14 different states, so superior have they proved to be.*

*The Juliar will seat 420 people, the original plan having called for 450 seats but the new type chair has cut this number slightly and has also made necessary a number of changes in the floor as originally built. The new theatre does not have a stage for stage productions, being designed primarily as a movie house, but it has a platform that makes it suitable for lectures and other public meetings."*

The theater opened on February 10, 1939 with the feature film



Prothero Auto Company      circa 1945

being "*The Great Man Votes*" staring John Barrymore.

The theater was closed and offered for sale in 1957. In January of 1958, **Erv Clumb**, the prospective new owner of the Ringling and Juliar Theater arrived in Baraboo. Clumb planned on opening both theaters on Easter.

In October of 1958, Clumb closed the deal on the two Baraboo theaters and leased, with an option to buy, the two Reedsburg theaters, the Badger and "33" Outdoor. The Reedsburg theaters had been shut down but now, for the first time in history, the Reedsburg and the Baraboo theaters would be operated together rather than in competition. In October of 1959 **Ed Burrington**, the then manager, announced the closing of the theater. However, in February of 1960, Burrington decided to re-open the theater and had booked three class "A" pictures for a test.

However, by October of the same year, **L. H. Ploetz** had purchased the building from Jacob Eskin, the owner of the two theaters in town. The interior was then gutted and used as an annex for **Ploetz Furniture**.

## 511-513-515 Broadway



Juliar Theater

In October of 1965, the **Baraboo Amusement Corporation**, owned by **Leon Mudd** of Milwaukee, purchased the Juliar Theater from Ploetz. Mudd also owned the Al. Ringling at that time.

According to Baraboo historian, Bob Dewel, **Dick Melcher** purchased this theater and the Al. Ringling in 1986 with intentions of reopening the Juliar in the near future. This never happened, and it sat there naked along with the Al. Ringling until 1989, when the ART Friends purchased both of the theaters for a total of \$225,000. The Juliar never opened, as the county to make room for the new courthouse annex, purchased it.

### 515 Broadway

The new home for the **Prothero and McGinnis Buick Garage** was practically a new building since it became necessary to tear down all four of the old walls. A one-story building with show room in front and all modern features was planned, with the floor space being 44 by 132 feet.

The formal opening of the garage took place in the summer of 1930. **Buick's** new home made a splendid improvement to Broadway, being of rough-textured face brick construction with an ornamental entrance and green shutters, the style of architecture being colonial. All the woodwork was of a light buff, setting off the red brick and the red shutters effectively. The main floor of the building was 44 X 132 feet,

while the basement extended under the whole building. The upstairs was 44 X 36 feet.

In March of 1933 it was announced that the partnership of J.F. McGinnis, R.W. Prothero and E.W. Dwyer of the Prothero-McGinnis garage had been dissolved. Mr. McGinnis and Mayor Prothero had acquired the interests of Mr. Dwyer who had been a member of the firm since 1926. The business planned on moving to Water Street. They would occupy the west end of the former Ringling wagon shop across from the Deppe Lumber Co. The building on Broadway would be rented according to Mr. Prothero.

In April of 1933 **H.H. Mueller**, proprietor of **Mueller's Garage** located at 114 Fifth Avenue was busy moving to the then vacant building and former home of Prothero McGinnis Buick Garage at 515 Broadway.

By July of 1933, **Rollo Curry** of this city had purchased the **Mueller Sales and Service** of this city and was then the proprietor of the garage, which moved not long ago from its Fifth avenue location to the former Buick building on Broadway.

Mr. Curry would continue to sell the **Hudson** and **Essex Terraplane**, and had recently made a trip to Milwaukee to obtain one of the latter cars. A Terraplane Six Sedan in an attractive shade of green was placed on the showroom floor.

Mr. Curry would continue the repair shop, servicing the Hudson and Essex especially. H. H. Mueller remained at the garage in the sales department of the business.

In March of 1938, **J. E. Prothero** purchased this building from the Baraboo National Bank. **Daniel Edwards** was conducting the **Edwards' Motor Clinic** here at the time and was expected to continue at this address.

From 1943 to 1948 **Prothero Auto Co., Oldsmobile Sales**, formerly of 211 Third Avenue, was located here. In April of 1949, **Fred C. Kruse** of Merrill had purchased this dealership from Prothero and established **Kruse Oldsmobile Motor Sales** at this location. Kruse had been with the Oldsmobile Division of General Motors for the prior 18 years, the last seven of which were spent in Wisconsin.

## 517 Broadway

### 517 Broadway

Located at the southwest corner of the intersection of Broadway and  
Fourth Avenue  
Block 28, lot 1  
Sanborn map location 308 and 308A Broadway

In the early years of Baraboo, this was an empty lot where the boys of the town would gather to exercise their abilities and show their prowess at the game then called "base ball." The batter faced east, and was stationed well down the block, almost across from where the public library would later be constructed. It was a rare hit that would send the ball east across Broadway to the park.

James N. Vanderveer owned this lot early on, selling it to selling it to H. M. Johnston in March of 1891. Later, in 1916 the firm of Stuart and Alexander purchased this land from Johnston.

In April of 1899, **R. W. and James B. McFarland** leased this lot from H. M. Johnston. Their plans were to immediately construct a building and install machinery adapted to the production of sashes, doors, stairways, etc. The business would be conducted under the name of **McFarland Brothers**. This business operated here until 1905. In August of 1905, **Fred L. Schacht** purchased this **carpenter shop** from the McFarlands. James McFarland expected to go to Virginia to reside and R. W. expected to maintain an architect office as in the past.

As early as 1907 and possibly 1906, the firm of **Schacht & Kramer** was operating at this address. However, In November of that year the partnership was dissolved. Schacht who had charge of the carpentering and contracting would stay in that line, and Kramer who had charge of the shop would continue here.

By 1913 and probably earlier, the **Bert J. Kramer, Incubator Mfg. Company** and **Planing Mill** was located at this address. Owners of this business were **Bert J. Kramer, Harvey H. Blackman and Mrs. Emma A. Blackman**.

In November of 1924, the **Winona Oil Co.** purchased this tract of land from the Stewart & Alexander Lumber Company, then occupied by the **B. J. Kramer Carpenter Shop**. The existing

building was torn down. The land extended to the Ella Masten property on Fourth Avenue and south to the Prothero and McGinnis garage on Broadway. **H. C. Steckenbauer** of the Green Cab Co. took over the management of the station. Kramer erected a single story cement block building at the northwest corner of Ash & Water Streets and moved there in November of 1924.

In June of 1928, **Tracy R. Battles** took over the management of this station.

March of 1932 finds **Arnold Peterson** conducting the station. Battles had recently departed for South Dakota to live.

By 1938 **John N. Niles** was listed as the owner of **Niles City Service Station** on this corner while from 1943 to 1945 it was listed in city directories as the **Cities Service Station**.

**Rummy's Service Station** was located here in 1948. In November of 1949 a building permit was issued to the Cities Service Oil Company to construct a new filling station at 517 Broadway. This must be the site.

In 1953 and until 1957, **Boehmer & Mekkelson City Service** was occupying this corner. **Herbert M. Boehmer** and **Wayne C. Mekkelson** were listed as partners in the 1955 city directory.

The **Mekkelson Cities Service Station** was here in 1957; **Stein's Cities Service** in 1961 while from 1962 to 1964 **Howard G. Snyder** was conducting **Howard's City Service**. From 1968 to the present it has been known variously as the **Kruse Citgo Service Station, Kruse Citgo Service Center** and **Kruse Oldsmobile Service Center**.

## 608, 614 & Broadway

Located in the rear of 146 Fourth Avenue and upstairs of the Wellington Building, entrance off Broadway.

In June of 1932, construction was started on a small bungalow-type refreshment stand at the rear of the Hood printing shop. **H. R. Petrosik** who planned to serve refreshments at that place featuring curb service would conduct the business.

In May of 1936, the **Broadway Root Beer Stand** located on Broadway at the rear of the Wellington Hotel found itself under new management. **John and William Platt** made the purchase from **R. H. Childers**, former Baraboo man but as of that time living in Antioch, Illinois, and leased the site. John was still here in the summer of 1938.

In 2005 and possibly earlier, **Ad Lib Music Tutoring** is being conducted by **Elizabeth Ann Newman** at this location

## 614 Broadway

Entrance off Broadway into the rear of the building located at 144 Fourth Avenue.

**Hatz Financial Services** conducted by **Dave Hatz** located here in 2008. Hatz advertised full service financial, retirement and tax planning.

## 620 Broadway

Located on the southeast corner of the intersection of Broadway and Fifth Avenue Block 22, lot 6  
Sanborn map location N/A

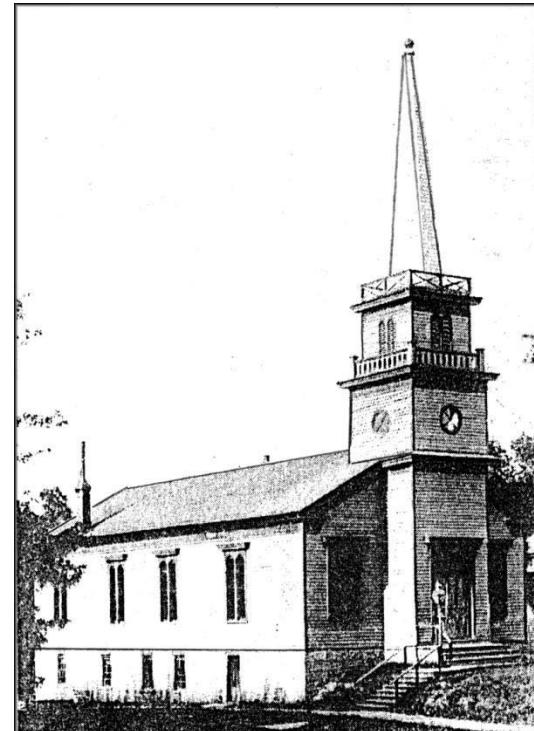
In pioneer times, **Levi Crouch** lived at this location. Regular meetings of the Methodist Society began in 1842 with six members and belonged to the Sauk Mission. In 1849 it became a separate society and took the name of the Adams Mission

In 1848 James A. Maxwell, Peter Losey and Alexander Crawford were elected as board trustees. Late in 1849 it was decided to build a chapel. Mr. Crawford donated this corner lot for the church

location. A building committee made up of Asa Wood and C. A. Clark was appointed. Clearing the snow away from the ground, a rough wooden building, 34 by 36 feet, was constructed in January of 1850. The edifice was boarded horizontally, inside and out, with 1-inch rough sawn boards over 2 by 6 inch studs. The space between the boards was filled with sawdust for insulation. This was reportedly the first church building in Baraboo. In January of 1851 steps were taken to build a new church on the ground where the first chapel stood.

During the summer a 36 by 50 feet building was raised on the basement walls and the basement finished off so that it could be used for services during the fall and winter of 1851-52. Also during the summer, a term of the circuit court was held in the same basement. The building was completed during the summer of 1853.

An addition was built in 1866. The entrance to the church was on the south facing the alley. An entrance to the basement was made from Fifth Avenue. The area between Fifth and Fourth Avenues was quite hilly at the time as can be seen from the illustration. In May of 1898, a contract was let for a new church building at the northwest corner of the intersection of Broadway and Fourth Avenue. In July of



Methodist Episcopal Church  
circa 1853-1898



Remains of church after fire

1898 the church building at this location was sold to L. F. Halsted, the consideration being \$1,810.00. Halstead planned on removing the steeple and using the building for a meeting hall. He then rented the building to the **Church of God**.

Mr. A. C. Kingsford gave another description of the church in 1914. Kingsford was commissioned by the Historical Society to present a memorial on their behalf to the City of Baraboo represented by Mayor Thuerer. Part of his presentation is as follows.

"As might be supposed, the first church was not a significant structure. In fact it was frequently referred to as the "shanty church." I glean the following facts from the church records. It was 24 X 36 feet and 10 or 12 feet high. The walls were boarded horizontally inside and out and filled with sawdust between. The floor and roof were plain rough boards. The seats were of two-inch plank with a back four inches high. The door was in the east and a plain pulpit in the west. The

building was finished and dried out ready for use in two weeks, from the first clearing of the ground. The cost was approximately \$200.00."

The old church building was destroyed by fire in February of 1899. Halsted had a \$500 insurance policy on the building. Al. Ringling then purchased the land so that no one would build across from his newly planned residence. The lot then sat empty until 1928. In July of 1928, the **Pennsylvania Oil Company** purchased this location from the **Al. Ringling estate**; the site was a desirable one, having been kept vacant so long as the Ringling family occupied the home that stood on the opposite side of the street. The corner had long served as a baseball diamond for the boys of the neighborhood.

Work on the **Pennco Service Station** started in November of 1928. The contract for the job was given to **George and L. C. Isenberg**, local contractors.

In March of 1929 the new station opened. The building was of cream-colored brick with an odd little turret above the main structure, and an entrance with protruding V-shaped windows on either side. Garage space at the south end of the station was designed to take care of several cars; the doors being that of a roll-up design and the latest word in convenience.

"Stop at the Pennco Orange-Colored Pumps" was the motto of the new station. **M. E. Goodrich** was the first manager of the station.

In January of 1933, the Pennco stations changed their pump globes to a diamond shape and their company color from orange to cream and red. The trade name was changed to **Diamond "76."**

From 1938 to 1968 the **Pure Oil Station (Premo's Service Store)(Premo Service Station)** was owned and operated by **Stanley H. Premo**. Also **Premo Sporting Goods** was being conducted here in 1969. 1973 found **A-1 Motors** at this site and in 1976 we find **Richard A. Christian** conducting **Dick Christian's Union 76 Service (Ryder Truck Rental-One-Way, Inc.)(Dicks Car Care)**.

**608, 614 & 620 Broadway**



Pennsylvania Oil Company    circa 1930    608-620 Broadway

608-620 Broadway, Illustration #1

**608 - 620 Broadway   Premo's Pure Oil Station**



Premo Pure Oil Station, circa 1957

608-620 Broadway, Illustration #2

**617 Broadway Al. Ringling home under construction**



*Al and Lou Ringling home under construction in 1906*

## 617-701 Broadway

### 617 Broadway

Located on the southwest corner of the intersection of  
Broadway and Fifth Avenue  
First Sanborn Map 1913  
Sanborn Location 307 Broadway

In April of 1899, **Al Ringling** purchased the corner lot at 625 Broadway from **Mrs. Julia Crouch** with intentions of constructing a fine home there. However...life being good to Mr. Ringling, he decided in 1904, to purchase of Mrs. Crouch the residence then occupied by Arthur Wilkinson. This property was located west of the First M. E. Parsonage (214 Fourth Avenue) and south of his present residence, which was located at 615 Broadway. He would then move the Wilkinson house and would move his present residence to that lot. Then on the site of his present residence and the lot north and on the corner, which he also owned, he would build a fine new residence that would be more to his taste than the one he then occupied. Mr. Ringling was granted a permit to move a dwelling house from lot 1, block 21 (615 Broadway) to lot 10 (214 Fourth Avenue) in March of 1905. A short time later it was reported that Arthur Wilkinson and his mother moved from their home on Fourth Avenue to the Charles Polson residence on Oak Street, recently vacated by Dr. Greiner. Cassius M. Greesnlet would then occupy his residence recently vacated by the Wilkinsons.

In May of 1905 it was reported that the residence of Al Ringling was gradually being moved from Broadway to Fourth Avenue. It is not clear at this writing what happened to the house that was located on the corner at 625 Broadway. It is also believed that August Ringling, father of the Ringling brothers, also lived at 615 Broadway at one time.

By December of 1906 the new palatial residence of Al. Ringling was completed. Mr. Ringling died on January 1, 1916.

According to the terms of Mr. Ringling's will, Mrs. Ringling was to have the use of the brownstone house and the furniture until she married or as long as she lived, after which the property was to go to Mr. Ringling's sister, Mrs. Harry North. Also, she was to have the



Al. Ringling's home

income from the theater as long as she lived, after which the property was to pass to Mr. Ringling's four brothers.

By January of 1917, Mrs. Ringling had issued a quitclaim deed transferring her interest in the brownstone mansion and the Al. Ringling Theater to the four Ringling brothers, Alfred T., Charles, John and Henry. Mrs. Ringling then moved to their house on Fourth Avenue. In December of 1920, Mrs. Ringling sold her home on Fourth Avenue to F. W. Fuller of Wonewoc.

\*\*\*\*\*

### Ringling Home Is Reported To Be On The Market

(September article taken from The Baraboo Weekly News in 1927)

The palatial home of **Al. Ringling**, famous circus man costing \$100,000 two decades ago and easily twice that to duplicate today, is on the market, according to the Wisconsin State Journal. **Mrs. Ida Ringling North**, last of her generation of Ringling's except her brother John, owns the property, of superior red sandstone, centrally

## 617-701 Broadway

located at the corner of Broadway and Fifth avenue and is about to spend a year abroad with her daughter, **Miss Mary Salome**. Upon returning home she would establish a permanent home on one of the picturesque keys near Sarasota, Florida.

*Mrs. North's husband was Harry W. North. Mr. North died in February of 1921. He was born in Onalaska in 1858 and married Miss Ida Ringling in 1902 and three children were born as a result of this union; John, Salome and Harry. Mr. North was an engineer for the Chicago & North western Railroad. Mrs. North and her family moved here in the spring of 1919 from her former residence at 812 Oak Street.*

Masons, legionnaires, Elks, educators--these and many others have studied the stately place with reference to its conversion to their varied purposes, but thus far no one has ventured. It has been suggested as a home even for the new Sauk County Historical society, whose precious collection, now located in the courthouse, are pressing heavily for enlarged quarters, but means are not available. It would have made a wonderful old-folks home, but that need is satisfied now by the bounty of the Gattiker heirs, who have bequeathed their own roomy home and extensive grounds, together with an endowment of \$100,000, for such an institution. This choice benefaction, funds all ready, is to be a welcome realization of the early future.

When Al. Ringling died in 1916, the great homestead descended to his widow, who not liking its immensity relinquished it to Al.'s brothers, who immediately bestowed it upon their sister. There she has resided for most of the years since Al.'s death, the widow buying a smaller home several blocks away, once owned by a Mrs. Savage and naturally christened it The Wigwam. Mrs. North's husband, dying a few years ago, was buried from Al's mansion, as Al. himself had been, and Otto, another of the famous brothers, had his bier there. Mrs. North has reared her three children there, but now they all are gone, one son, John, following his distinguished uncles as showman, another, Harry Jr., off to school, the third, a daughter, out of an American finishing school temporarily only to continue her studies in

France. So the great historic house, serving handsomely two generations, and its beautiful condition, promises soon to become tenantless--at least to pass out of the Ringling family into the possession of will it be Legionnaires, some other fraternal order, or who? Undeniably it is altogether the costliest residence in all Sauk County, and yet, it is said, may be acquired for not more than one-quarter of what the famed circus man so lavishly put into it.

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In October of 1927, Mrs. Al. Ringling, widow of the builder of the brown stone house stated that the home site was selected by Mr. Ringling and herself on account of its proximity to the business section of the city. Mr. Ringling felt that he was not able at that time to walk any great distance or to climb hills to what some people might have felt a more desirable location for a home of this sort. Mrs. Ringling says that the grounds for the residence was purchased from **Levi Crouch**, well known Baraboo resident.

\*\*\*\*\*

### TO DISMANTLE AL. RINGLING HOUSE AT ONCE

(October article taken from The *Baraboo Weekly News* in 1927)

That the Al. Ringling home, Baraboo's most pretentious residence, is to be torn down has become a certainty with the announcement of **J.H. Findorf & Son**, building contractors of Madison, that all materials and fixtures will be sold. Mr. Findorf states that the home is to be dismantled and all materials, equipment and fixtures will be sold.

Albert Taubert, representative of the Findorff Company, arrived this morning to take active charge of the work, which started today. Workmen are already busy tearing down the interior of the barn. There is sufficient stone in the barn to construct a good size and handsome residence.

Mr. Taubert denied reports that the house was to be reconstructed as a fraternity house in Madison and the fact that the

## 617-701 Broadway

materials have been offered for sale here corroborates his statement.

### Loss to City

The tearing down of this home will be a loss to Baraboo and there is general regret that it has not been taken over by some organization. Aside from its property value to the city, many citizens feel that it stood as a memorial to its builders as well as the members of the family. It occupies the site of the old home of the Ringling brother's parents and was erected on this location because of the sentiment which Al. Ringling had for the old home which stood there.

According to the will of Al. Ringling, made in 1915, his widow received the use of the brownstone mansion during her widowhood, also all the furniture and personal property connected with said mansion. Eventually the house was to go to Mrs. Ida Ringling North, the only sister of the builder, who has occupied it for some years.

### Doubled in Value

The brownstone residence cost \$100,000 two decades ago and to build it today would easily cost double that amount. At the time of the completion of the home, Mr. and Mrs. Ringling held an open house at which all of their Baraboo friends were made welcome, as well as show people and visitors from all parts of the country. Mr. Ringling's love for Baraboo and his determination that this city should always be his home were evident in the happiness and pride with which he showed his friends through the new home, with a hearty welcome to "come again."

Mayor Adolph Andro, L.H. Hill of the Warren Hotel and George Isenberg, all of this city, offered Mrs. North \$15,000 for the property a week ago but this offer was not accepted.

\*\*\*\*\*

### Chamber Of Commerce Has Secured Temporary Suspension Of Razing Ringling Home

(November article taken from The *Baraboo Weekly News* in 1927)

Through the efforts of the Baraboo Chamber of commerce, work of tearing down the Al. Ringling home has been temporarily postponed. A.S. Kingsford, president of the chamber, has secured from Mrs. Ida Ringling North, the owner, assurance that the destruction of the building will be delayed to give the people of Baraboo an opportunity to take over the home, if they see fit, for civic purposes.

Not only has this assurance been given but also Mrs. North informed Mr. Kingsford that she had been authorized to state that in case Baraboo decides to take over the home, the Ringling family would donate \$10,000 towards its purchase price. It is understood that if taken over for civic reasons, the property can be purchased for \$30,000.

In the contract given J.H. Findorff and Sons, Madison contractors, it is provided that Baraboo be given ample time for consideration of a proposal to buy the property before the building is razed and if at the expiration of this time the city does not care to accept the offer which has been made, the property goes to the Findorff firm.

Mrs. North and daughter, Miss Mary Salome, left on Wednesday for Madison, where they expected to spend the night before leaving for Chicago and Sarasota, Florida, to make their home.

### Proposals Made

A number of proposals have been made as to the use of the house should the city accept the offer which has been made. Many believe that it would make a very desirable joint home for the American Legion and Sauk county Historical Society, standing as a memorial to world war veterans and to its builder, Al. Ringling. Other suggestions are that an attempt could be made to sell it to some outside resident as a palatial summer home or that it might be taken over by some lodge or charitable organization. Because of the sentiment which has been evidenced for the house, as the home of Al. Ringling and because of the belief of many residents that the tearing down of the building would be a real loss to Baraboo, the Chamber of Commerce committee has been urged to do everything possible to retain it here.

## 617-701 Broadway



1st Floor Hallway, Baraboo Ringling Elk's Club #168  
Baraboo - Wis.

First floor hallway      circa 1940



Ladies Lounge, Baraboo Ringling Elk's Club #168, Baraboo, Wis.

Lady's lounge      circa 1940

The committee feels that Mrs. North and the other members of the Ringling family have been generous in their consideration of Baraboo in the matter.

Mr. Kingsford states that the Chamber of commerce will hold a meeting within the next few days to formulate steps for some definite action on the matter. Members of the Kiwanis in session on Wednesday took up the subject and the following committee was appointed to co-operate in whatever might be done; Chairman F.E. Shults, H. Grotophorst, Judge James H. Hill, W.T. Marriott and mayor Adolph Andro.

\*\*\*\*\*

### Local Buyer Makes Offer; North House

(November article taken from The *Baraboo Weekly News* in 1927)

The fate of the Al. Ringling residence remains indefinite although it is understood that a local buyer has made an offer on the building. Felix Odenahl, former proprietor of a bakery here, is reported

to be negotiating for the house, which would be used as a banquet hall and hotel.

Up to today no definite word has been received from Mrs. Ida Ringling North, owner of the house, but according to her agreement before leaving Baraboo, there is considerable doubt as to whether the offer of a private individual would be accepted. The offer as made at that time was stipulated as being in case the house was taken over for civic purposes.

No definite steps have been taken to insure the maintenance of the home here as a civic center and those who are anxious that the house shall not be lost to Baraboo are hoping that Mrs. North will accept the Odenahl offer.

## 617-701 Broadway



Second Floor Hallway      circa 1940



Men's Lounge      circa 1940

### Odenahls Move to Madison

(December article taken from The *Baraboo Weekly News* in 1927)

In December of 1927, Mr. & Mrs. Felix Odenahl, former proprietor of the Fourth Street bakery purchased a home in Madison. They expect to move in a couple of months. The Odenahls state that in the spring they will build two store buildings in Madison, both on University Avenue. They intend to operate one as a bakery and rent out the other. Their new home is located at 715 University Avenue. Their offer to obtain the Al. Ringling residence was not accepted by Mrs. Ida Ringling North.

\*\*\*\*\*

### (Reported by the *Baraboo Weekly News* in 1936)

Baraboo Elks Vote To Purchase Al. Ringling Home As Clubhouse  
Mansion Is One Of Historic Show Places of Baraboo; Build By Circus  
Magnate in 1906

The Baraboo lodge of Elks voted last night to accept an offer of Mrs. Ida Ringling North and purchase the Al. Ringling house. One of the show places of Baraboo and always of interest to tourists is the home of the eldest of the brothers of circus fame, the Elks may well be proud to acquire this property which is so ideally suited to their needs and which should become more or less of a community center. With the acquisition of this beautiful clubhouse, the membership of the local lodge, to be enlarged, many already having indicated their desire to become members of the organization.

Built in 1906, the house has been vacant since 1927 and since that time there have been many rumors of its purchase and several other organizations have considered purchasing the property, which is so well adapted to the uses of a large group. The purchase price and contemplated improvements, which the Elks will make, amount to approximately \$15,000.

The substantial nature of the house makes it highly desirable property for into it went nothing but the best and it was a year and a

## 617-701 Broadway



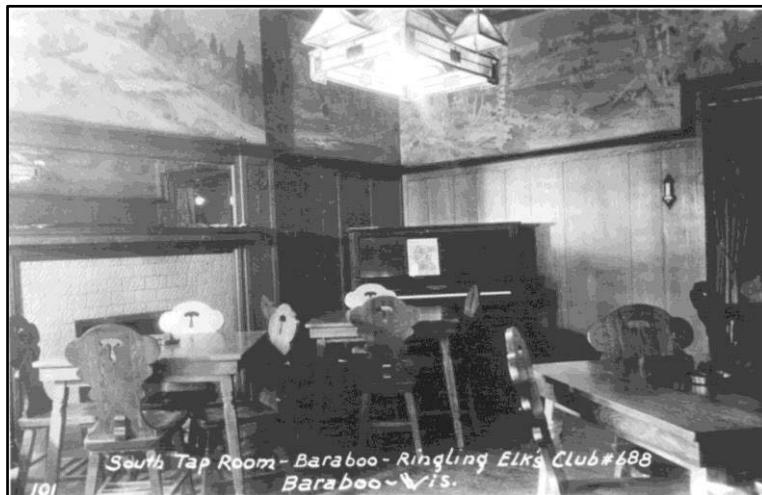
North Tap Room Circa 1940

half in building. The exterior is of Superior red sandstone and it combines several forms of architecture, a tower and broken lines being outstanding. In the size the structure is 71 by 60 feet, and at the time of its building it represented an investment of \$100,000. **Carl and George Isenberg**, well known Baraboo contractors, supervised the construction.

The house represents something in Baraboo history. The first important social event held there was a housewarming given by Mr. and Mrs. Ringling when it was completed, to which hundreds of people were invited and at which time people were given an opportunity to view the house into which Mr. Ringling had put so much planning as well as money. Both Otto and Al. were buried from this house, Otto in 1911 and Al. in 1916.

At his death the widow received the home but finding it much too large for her needs, she turned it over to the brothers and they in turn to their sister, Ida Ringling North.

In October 1927, negotiations were made to raze the house and it was expected that a firm of Madison contractors would start the work within a few days, but the plans never materialized. The last residences



South Tap Room Circa 1940

of the houses were Mrs. Ida Ringling North and her family, who left to make their home in Sarasota, Fla., in the fall of 1927.

### Many Features

The house combines architecture, which is English, French, Gothic, and Dutch. The vestibule into which one enters is in the English style with paneled wainscoting on a marble base, and with tiled floor. The English style is continued in the great hall, with its massive oak staircase and oaken pillars.

The reception room is in French style, with a fireplace of Mexican marble. The library is finished in solid mahogany, with the doors of tinted leaded glass and a fireplace of Swanson Verde marble.

The dining room is Gothic, with heavy beams, and its fireplace is graced on either side by unique carved heads of lions. Indicative of the substantial nature of the house is the fact that the pantry sink is lined with German silver, while the sink in the kitchen is of soapstone.

The billiard room carries out an old Dutch plan of decoration, views of old Dutch days encircling the walls of the room and the heavy beams used here are of white oak, quarter-sawed and weathered.

A conservatory is located off the stair landing. The bedrooms originally featured the Red Room, the Yellow Room and two Green

## 617-701 Broadway



B.P.O.E. Bar Room

Rooms, all have been finished in white enamel and having bathrooms. The floors throughout the house are of quartersawn white oak, varnished, while the walls bear three coats of adament, a covering of canvas on which painting was done. The attic is immense, while the ballroom in the basement is 50 by 30 feet in size. The Elks plan to use the later as their lodge room.

The barn, located in the rear, is as large as an ordinary house and of the same substantial construction as the house.

In March of 1948, the Elks decided to add an addition, which would house bowling alleys and a new lodge room. The new addition, which would connect to the present lodge building, would have an entrance from Fifth Avenue. In order to do this the lodge would have to raze the existing barn behind the lodge building which the boy scouts had been using as a meeting place.

The old lodge room would be converted to a lounge. It was expected that this renovation and addition would cost in the area of \$150,000.

The new cocktail lounge was opened in January of 1949. The bar was of a modern serpentine design topped with formica. The acoustical



B.P.O.E. Lodge Room

tiled ceiling contained concealed lighting with a terrazzo floor made up of a mixture of marble chips and Portland cement. An actual photograph of an Elk was taken at the Marshfield zoo, enlarged and posted on the back bar.

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The **Elks** have been residents of this site since its acquisition. In March of 1923, Howard Potter sent a large Elks head to the organization from Whitefish, Montana. It was eventually hung in the main lodge hall. Later, it was removed, probably in the 1980's, and possession was given to Potter' nephew, James Alden Potter, from Janesville, formerly of Baraboo.

## **617-701 Broadway**

### **701 Broadway**

Also known as 703 Broadway and 202 Fifth Avenue

Located on the northwest corner of the intersection  
of Fifth Avenue and Broadway.

Block 16, lot 12

Sanborn map location 109 Fifth and 318 Broadway

It is believed that realtor **F. A. Philbrick**, who lived at 214 Fifth Avenue, opened a **Ford Agency** in 1906 in a barn at this corner. Though autos were quite small in those days, it was said that there were only room for 6 machines. It is not clear when Philbrick moved to Baraboo but he was not in the 1895 city directory.

In the 1915-16 city directory, **Samuel Welch** is listed on this corner, possibly operating the **Gem City Garage** here.

There is not much information regarding this corner. **Melvin C. Smith** conducted **Smith Oil Service** here as early as 1962 doing general auto repair as well as pumping gas and delivering fuel oil.

In July of 2007 **A. J. Reppen** opened **A. J.'s Brake and Repair**, a general auto repair shop in a portion of the station.