

Third Street Addendum

The following data is in the system but may not be printed at the address in which it belongs. It is not practical to have to print up to two pages to inject a few lines.

100 Third Street

It was announced in December of 2011 that Recycled Sally's was moving from 100 Third Street to 119 Third Avenue on the 27th. of the same month.

On January 20, 2012, **Marcus Mitchell** and fiancée **Brittney Foster** opened the **Mitchell/Foster Allstate Insurance Agency** here.

110 Third Street

In April of 2012, it was announced that Baraboo native **Lauren Adamczyk** was taking charge of **Just Betty's Beauty Salon's** owner **Betty Bertram** announced her retirement after 30 years of operation. Bertram's first job as a hair-dresser was at this location and lasted for seven years until she took a job as manager of a salon in the former Spurgeon Department store which lasted for another seven years. She then returned to purchase Just Betty's in 1986.

112 Third Street

Tomah resident, **Joe Bower**, opened his new business, **Baraboo Ink & Toner**, at 112 Third Street on May 21, 2012.

115 Third Street

Bekah Kate's Kids is located here in June of 2012.

120 Third Street

In June of 2012, **All Wisconsin Mortgages** is located at this site.

122 Third Street

The Violet Sage Wellness & Gifts, formerly of Reedsburg and Wonewoc, relocated to 122 Third Street in April of 2012. They advertised a large and diverse gift shop, workshops and classes. Services included Aura Photos, Reiki, Readings, Vibroacoustic, Sound Therapy, Foot Detoxes & More. In June of 2012 **The Violet**

Sage Wellness Center & Gifts is located at the lower level of this address.

126 Third Street

Susan Kolb opened **Upscale Boutique** at this address in August of 2010. By November of 2011, this site is empty. This site is sitting empty as of June 2012.

132 Third Street

A sign on the door advised all that Beckman Promotions had closed the retail store at this address as of August 9, 1011 and had moved to 709 Sixth. Street
By November of 2011, a sign on the front reads, "**Fit Wit One Fitness**", women only. Also another sign reads "**Kick Boxing, Men & Women-Back Door**".

Impact Fitness is the sign on this address in June of 2012.

132 Third Street

A sign on the door advised all that Beckman Promotions had closed the retail store at this address as of August 9, 1011 and had moved to 709 Sixth Street.

By November of 2011, a sign on the front reads, "**Fit Wit One Fitness**", women only. **Angela McMurray** and **Laura Hulleman** were the owners of this weight loss clinic.

Also another sign reads "**Kick Boxing, Men & Women-Back Door**"

138 Third Street

In November of 2011, the sign on the front of the building reads "**Fat Man's Food & Spirits**".

Third Street Addendum Illustrations

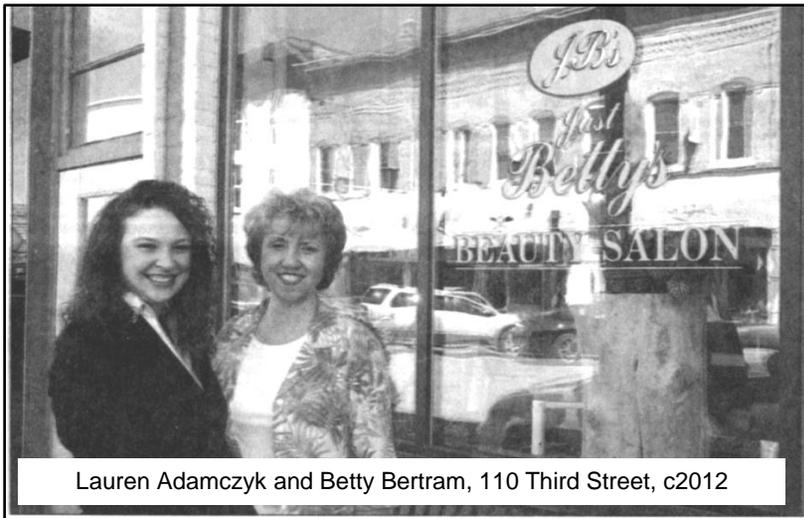


In May of 2012, Tomah resident, Joe Bower, secures a sign on his new business, Baraboo Ink & Toner at 112 Third Street

Third Street Addendum illustrations



Angela McMurray and Laura Hulleman, owners Fit Wit Me and KICKS, 132 Third Street c2011



Lauren Adamczyk and Betty Bertram, 110 Third Street, c2012



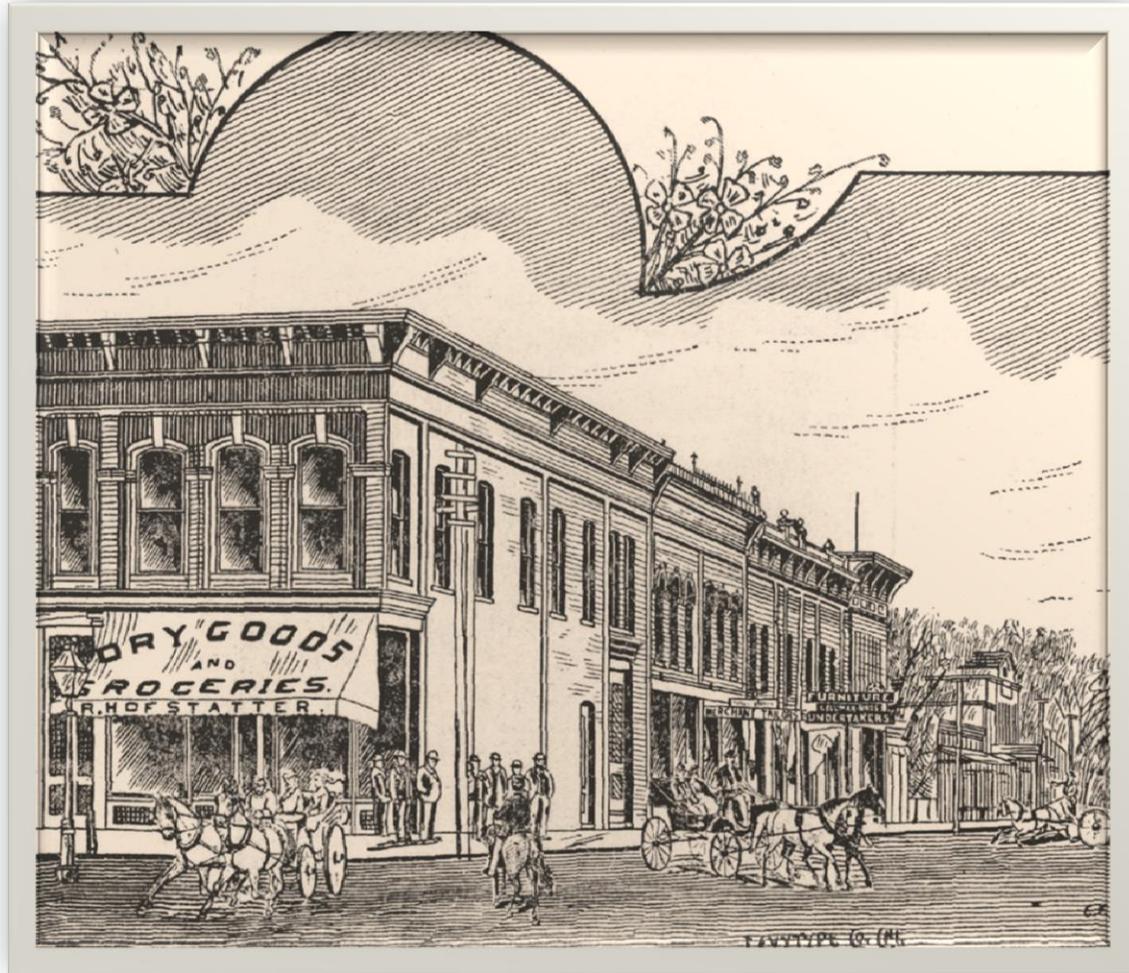
In April of 2012, the La Crosse Sign Co. of Onalaska installs a new sign at 129-133 Third Street

Third Street Parade circa 1900



Third Street parade circa 1900

Third Street facing east



North side of 100 block of Third Street facing east circa 1889

Third Street facing east



South side of 100 block of Third Street facing east circa 1889

100-102 Third Street

100-102 Third Street

Part of Mills/Robinson Block

Located on the southeast corner of the intersection of Oak and Third Street fronting on Third.

Block 35, lot 6

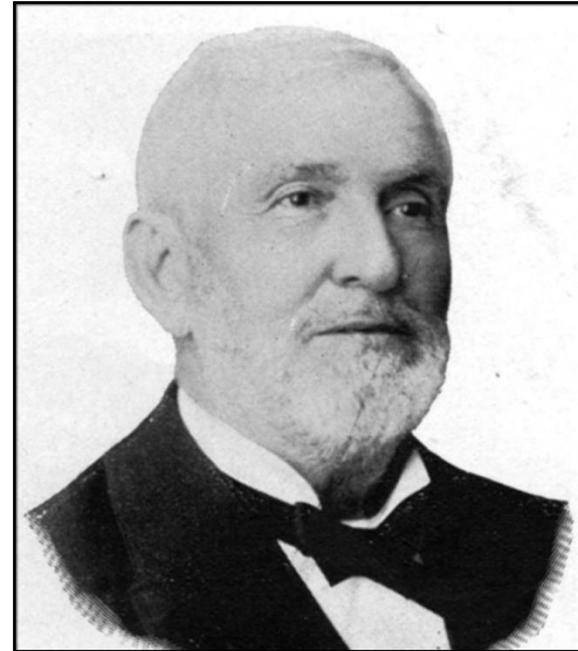
Sanborn map location 224 Third Street

Address given as 424 Oak circa 1895

Architectural Description

This large corner building has a corner entrance, emphasized by a triangular pediment. The entrance is canted to gain maximum exposure on both Third and Oak Streets with minimum loss of usable space. Windows on both the three-bay northern elevation and the six-bay western elevation are rounded, with a round stone window hood and prominent keystone. Bays are separated by brick pilasters, which are linked by a belt course. A bracketed cornice caps the building; the triangular peak over the door is echoed in the brickwork directly beneath the cornice. A pressed metal parapet has been removed. Modern materials have replaced the original on the storefront.

In March of 1852, **Henry Chapman** lost his home and the office of the **Chapman Land Agency**, which were situated on this corner site. Early in the month, the citizenry of this city was aroused to the cry of "fire". The fire started in the north wing of the house, which housed the office, and spread very quickly to the main portion. Soon the whole structure was ablaze and due to strong winds blowing at the time, all efforts rendered to save the building were useless. The attention of the citizens was soon directed to the adjoining buildings, which were, with much difficulty, kept from taking fire. It was supposed that fire originated from the chimney, loss about twelve hundred dollars. The building was insured in the Troy Fire Insurance Company of Walworth County, for eight hundred and fifty dollars. It was remarked by several who were first on the ground, that the main part of the building could have been saved with ease, had there been a hook and Ladder Company on hand to pull down the north wing and a bucket company to extinguish the flames. But as it were, there were too few buckets on the spot to do anything towards saving the building by means of water until it was too late. Chapman had just opened his



Dr. Benjamin F. Mills

land agency here in October of 1851. He had however been in business in Baraboo as early as August of 1850. In the spring of 1851, the **Misses Crawford, Dress Makers and Tayloresses**, announced that they "were now located in the Chapman Building".

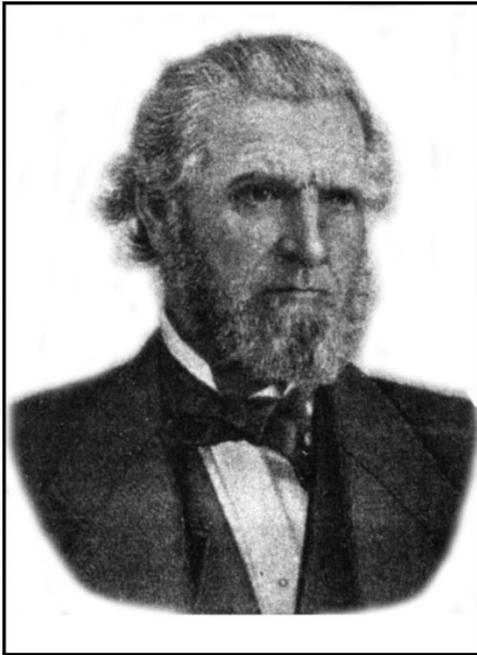
Two days prior to Chapman's fire the Andrew's Shoe Shop burned to the ground causing him a loss of \$150.00.

In the early years, this old framed building faced Oak Street and on the second floor, A. N. Kellogg published a newspaper.

Dr. Benjamin F. Mills and **Dr. J. C. Cowles** started business in Baraboo in the 1850's.

Mills had an office in the Adams House on Oak Street as early as 1850. It was in April of 1854 that the Sauk County Standard newspaper announced that Mills had started erecting, on the corner of Oak and Third Streets, a large wood frame building to be used by him

100-102 Third Street



Dr. J. Charles Cowles

as an Apothecary store. The building was to be finished off in "city style". The newspaper had plans to locate their printing operation on the second floor as soon as available.

Cowles was the first doctor to settle in Baraboo, followed by Dr. Seth Angle, Dr. Mills and Dr. Crandall.

Mills & Cowles moved their stock into the **Excelsior Drug Store** in June of 1855. At that time the second floor hall, called **Mill's Hall**, was probably the first **Opera House** in the village. The building stood until the fire of 1880.

R. Robinson then built the **Robinson Block**, a new 2-story, brick, 24 X 60 building on this site. Robinson's building was designed by **Thomas Thompson** and was erected at a cost of \$4,000. Brickwork was by **M. Hire**.

Dr. Benjamin F. Mills was born in Watertown, NY on December 19, 1821.

He was educated in Castleton, Vt., Willoughby University in Ohio and received his MD from the College of Physicians and Surgeons in New York. He located in Rock County, Wisconsin in 1846 and came to Baraboo in 1849.

Mills was married at Beloit, November 28, 1848, to **Cordelia E. Goddard**. Cordelia died in 1892. By 1899 only one of their five children was living, Nettie C., and then Mrs. D. F. Stickney of Baraboo. Dr. Mills was later united in marriage to **Mrs. Francis Heyer**

of Evansville, Indiana. Dr. Mills died on his 88th birthday, December 19, 1909.

In the late 1850's **Ryan & Hollenbeck**, who manufactured furniture at the upper mills, had a wareroom over Mill's Drug Store. Metcalf & Paddock owned the upper mills water power in 1855 and had rented their shop to Ryan & Hollenbeck who, it is said, turned out chairs by the thousands with several loads of furniture being shipped every week. The firm employed 12 to 20 men. Ryan & Hollenbeck were here until May of 1863 when they moved to 107 Third Avenue.

In 1855, the **Sauk County Standard** newspaper shared the second floor with Ryan & Hollenbeck. In May of 1860, **Dr. George W. Miles**, who was located over Mill's Drug Store, advertised that he would continue to practice dentistry in all its branches at "War Prices", or about 25% below usual prices. Then in March, **Mrs. J. Smiley** announced that she would open a **Millinery and Dress Making Shop** in the rooms formerly occupied by **Mrs. Hibberd** under Dr. Miles' Dental Office. However, it was announced in later in March of 1861 that **Mrs. Perkins**, the ex postmaster, had purchased the inventory of Mrs. Hibbard. It is thought that Mrs. Perkins moved the products to her home at 122 Second Street

In the same year, 1855, Dr. Mills was busy with his plans to extend his building east to the end of his lot and to present to the city the upper floor to use as a Town Hall.

Early in 1863 and as late as May 1864 a **Book & Variety Store** was being conducted at this site by **Mrs. Wheeler**. August of the same year found **Mrs. S. J. C. Perry** opening a **Millinery and Fancy Goods** store in that portion of the Mills' Block formerly occupied by Mrs. Smiley. The year 1864 & 1865 found the office of **Benj. L. Purday** conducting his **Undertaking Business** and **Insurance Agency**.

In January of 1867, **Charles Junge** moved his **Barber Shop** to the Mill's Block between the drug store and **Geib's Harness Shop** which is believed to have been on Third and not Oak Street.

100-102 Third Street

Junge had previously been located in Ryder's Building. In May of 1873, **T. H. Tolliff** opened a **Harness Shop** in Geib's old stand, which may have been at 102 Third Street.

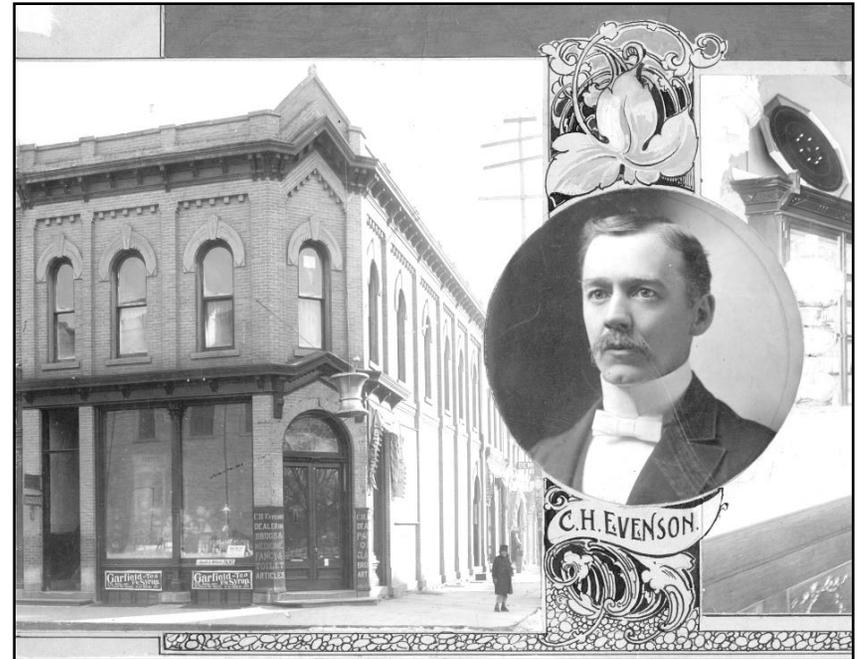
In December of 1870, we find **William Schroeder** opening a **Tonsorial Parlor** in the rear of the east wing of the Mills Block. At that time the Baraboo Republic made a statement to which read "A healthy competition is beneficial to trade, but in the present stage of the business growth of Baraboo there is as little need of a third barbershop (there being two here in the shop of Charlie Junge) as of another butcher, milliner, blacksmith or saloon." In May of 1873, Dr. Mills removed the partitions in the east end of his building, recently vacated by **Kartack the Barber**, and worked it over, putting in a new front to house the **Excelsior Boot & Shoe Store** conducted by **Mr. Gibson & J. A. Dibble**, the boot and shoe merchants, who moved from 111 Third Street in July of 1873.

As late as April of 1875, the Excelsior Boot & Shoe Store was being conducted here. After the Gibson-Dibble breakup, **Dibble** decided to stay in the Boot & Shoe business and moved to the second floor of Mill's Excelsior block in February of 1876. In April of 1877, the **Excelsior Boot & Shoe Company** was still located here. Gibson sold his stock to **E. G. Marriott** who set up business at 110 Third Street. In 1876, the **Marriott Shoe Company** moved to 116 Third Street.

In November of 1877, Messrs. **Stephens & Lyon**, two young men of Columbus opened a **confectionery store and restaurant** in the east room formerly occupied by the shoe store. By April of 1878, Stephens was alone in the operation of the **Stephen Lunch Room**.

On April 13, 1880, about eight o'clock in the evening, a fire broke out in the east end of the Mills wood frame block in apartments occupied by the family of **Joseph Udell**. Mrs. Udell discovered a spark on the carpet, and extinguished it, as she supposed. After this she had an occasion to leave the building, and on returning found the room in flames.

Owing to the lack of any fire apparatus, and the presence of a high wind, the building was of course doomed, and the efforts of the assembled crowd were directed to saving the contents.



Evenson's Drua Store 100 Third Street circa 1890's

At times, the bank across the street, on the southwest corner of Oak and Third Streets, was endangered. The new Burrington Block, opposite on Third Street, had a narrow escape, the casings and sashes being burned, glass broken etc. Only by strenuous efforts was it saved. The brick building adjoining this one on the south, and occupied by Brewer's Billiard Hall, was slightly damaged by the burning of the window frames and sashes and the destruction of glass. The Train Block, two doors south of the Mills Block was also consumed. This fire took $\frac{1}{4}$ of the Third Street block, creating space for new structures at 100, 106, 108, 110 and 114 Third Street.

100-102 Third Street



Who was burned out?

Third Street

Dr. B. F. Mills, druggist, insured on building and stock \$8,000.

(Moved to Star Building)

Dr. Kezerta, insured \$250

(Kezerta and Gillett moved over Avery's store)

John Saare, barber, loss trifling.

(Moved over Tobler's Saloon)

Louis Platt, harness maker, loss \$150.

Fred Lang, express agent and confectioner, loss \$100.

(Moved to the Red Front, probably 151 Third)

J. Udell, household.

Oak Street

Mrs. Slade & Co., dressmakers.

(Moved to Butler's building)

J. G. Train, frame building, insured for \$1000, contents not insured \$500.

D. T. Desmond, \$200 loss.

J. G. Train, brick building, insured.

J. H. Brewer, Billiard hall, insured.

Claude Heron, barber, loss trifling

(Moved to Burrington Block)

In the latter part of April of 1880, Dr. Mills sold all of his drug stock that they managed to save from the fire two weeks earlier, to **R. Robinson** and thus was out of the pharmacy business for the first time in 25 years. It was twenty-five years ago, in 1855 that he went to New York to purchase his first stock of goods. While he was gone, C. A. Sumner arrived and opened his store, thus getting a month or two start on the Doctor.

After the 1880 fire, the Doctor moved over the store of Jones & Griggs, near the post office on Third Street. R. Robinson, in turn, sold the stock that was not damaged to J.B. Donovan who established a Drug store at the former site of Robinson's at 421 Oak Street.

It was also reported in the latter part of April, that R. Robinson purchased the corner lot from Dr. Mills and upon his return from England he would build upon it a store for his own occupancy.

R. Robinson's new 24 X 60 building was completed in late November of 1880 at a cost of \$4,000. It was faced with Milwaukee brick, trimmed with cut stone and had plate glass windows that presented an elegant appearance. Inside, the woodwork, shelving, counters, office, etc. was made of white pine, the chamfers and ornaments being slashed with red and black, with the remaining wood natural and brilliantly varnished. The style was Japanese and new to the place. Captain Thompson, the architect and builder, did a creditable job on the building and received much praise. Mr. Hire did the brick and masonry work and so was also entitled to his fair share of the honors. Robinson lined his shelves with an entirely new outfit of glass furniture, which helped to make the inside brilliant and attractive.

Then in June of 1881, Robinson retained this building but sold the **Robinson Drug Store** business, as well as his homestead and furniture on Fourth Street to **Mr. G. W. Phipps**, formerly of Neenah, but for a few years traveling salesman for a Chicago house.

100-102 Third Street

George Phipps Drug and Jewelry Store was located at this site as late as November 1882. In August of 1884 **Payne & Newcomb** succeeded George Phipps at this site.

Also sharing this site with the pharmacy was **Thomas Bruhy's Corner Jewelry Store**. In May of 1885, A. L. Slye, as assignee, sold the bankrupt stock of drugs, jewelry, notions, etc., of Payne & Newcomb, to **Messrs. C. W. Whitman & Co.**, of this city for 65 cents on the dollar. Monday morning (following the 20th) this firm opened its doors for business and would continue at the corner store. The Messrs. Whitman will also continue business on the south side as usual.

Born in Stettine, Germany, in 1858, **A.C. Koch** came to Baraboo with his parents in 1871. He was the son of Dr. Koch. About 1885 he formed a partnership with Charles Whitman and took over the operation of the drug store, which then became the **Koch & Whitman Corner Drug Store**. In September of 1889 Koch purchased Mr. Whitman's share in the business and it became **Koch's Corner Drug Store**. **Thomas Brewey** ran a **jewelry counter** here in about 1881.

In September of 1890 **Charles H. Evenson** of Janesville, purchased the store and so began operating the **Evenson Corner Drug Store** at this address. In July of 1900, **W. E. Evenson**, of Janesville, obtained an interest in this store. As an experienced druggist, he had plans to manufacture a line of proprietary items.

1895 found **Charles Coleman** located at this address working as a Notary Public and a U. S. Claim Agent.

In January of 1901, **W. H. Hopkins**, who inherited this property from **Felicia H. Hopkins**, sold this building to ex-alderman **Fred Baringer**. It is said that several concerns had their eye on that property. The purchase price was about \$8,000. It is believed that Evenson moved to 504 Oak Street in 1904.

An interesting note: Mr. Hopkins died on the last day of August in 1901 while in the Grace Hospital in Detroit. He was only 35 years of age and had a great deal to live for. Death was a result of contracting Malaria while in Texas. He had been married in the spring to Miss Jennie Crowley of Baraboo. He was the principle owner of the Baraboo Gas & Electric Light Company as well as other valuable



William E. Baringer

properties in Baraboo. His first wife died as a result of a runaway accident in front of the Warren House several years ago. Mr. Hopkins wealth was primarily a result of an inheritance from a wealthy uncle in California.

William E. Baringer, who was employed at this drug store in the summer of 1894 to take care of the soda fountain, and partner **Fred R. Hall**, started operating this store as **Baringer's Corner Drug Store**, on June 11, 1904. Baringer had also been employed for some time as manager of the Wisconsin Pharmacy at Madison and Hall was a registered druggist at Sexton's Pharmacy in the same city. About 1906 Hall left the business for greener pastures in Alabama and Iowa. However, in August of 1916, Baringer sold the store to **F. R. Hall**.

100-102 Third Street



Baringer Drug Store 100 Third Street

In November of 1917, Baringer was back in charge. Mr. Hall had moved to the southern states. In 1924 a new soda fountain was installed. William E. Baringer died in June of 1967 at the age of 92.

In 1940, the Corner Drug Store doubled as the **Greyhound Bus Station**.

Anthony Gruber of Milwaukee purchased the Corner Drug from William Baringer in September of 1944. Gruber had represented Henry W. Wampole Drug Co. for 21 years, calling on drug stores and physicians.

The **Gruber Corner Drug Store** operated until 1960 when **Sylvester S. Budig** became the owner and remained such for over thirty years. Budig was formerly with the Graham Drug Store of Portage.

The reign of **Budig's Corner Drug Store** came to an end in 1994 when **Paul and Janet Fritsch** took over the operation of the store and operated it as **Fritsch's Corner Drug Store** until December

28, 1997 when they moved the operation to the site of the old Woolworth store at 522 Oak Street. They continued to call their business the Corner Drug Store.

"Syl" Budig died Friday, June 13, 2008 at the age of 88. Shortly after leaving the service Budig married **Jeanette Margaret Heltemes** on November 22, 1945 in Wadena. The couple had eight children, **Dianne** (David) Kehoe, **Eileene** (Guy) Sommers, **Patricia** (Ed) Taylor, **Mary** (Bob) Trost, **Barbara** (Charlie) Sanders, **Annette** (Daniel) Halbach, **Timothy**, and **Stephen**.

In July of 1999, **Royce J. Raymond Financial Services** was opened at this address. This investment house moved during the summer of 2005 and on October 1, **Roberta "Boots" Barrix** was busy moving her **By Boots** gift store from over the Corner on Wisconsin located on Oak Street to this highly visible corner.

"Betsy" **Hansen**, a former American Girl customer service representative, opened **Recycled Sally's** here on July 21, 2010. Recycled Sally's is a consignment store offering clothes and accessories for children plus new items.

102 Third Street (Upstairs)

In July of 1854, the **Sauk County Standard Newspaper** moved their office to the new and commodious building of Dr. B. F. Mills.

E. N. Marsh was one of Baraboo's pioneer businessmen, having first located in this city in 1849. In 1852 he built a house at what was called the "Upper Mills", or Lyons, and in 1855 he built his homestead in the city. In the fall of 1865 he erected the Minnewauken House, known later as the "Cliff House", at Devil's Lake. This was the first hotel built there. About 1873, he left there and acquired the hotel near the old bridge on Bridge (Ash) Street, which he conducted until 1870, when he moved to Mauston. In 1885, and after much moving around the United States, he returned to Baraboo and engaged in the **E. N. Marsh Real Estate Business**. Offices were over the Corner Drug Store.

100-102 Third Street

Barbers, P. V. Bock and John Saare, joined forces and moved into the Excelsior Block in September of 1876. This was probably the site. By this partnership, the number of shops in town was reduced to two.

In April of 1881, Doctors **Kezerta & Gillett** took possession of their new and elegant rooms over the drug store.

In 1890, the “**Kohn & Schiff Clothing House**” was located at this address but may have actually been at 102 Third Street, which was on the second floor of the building.

Another business using 100 Third Street as an address was **Dr A. H. Gillett** who by 1892 had been in business for fifteen years although probably not at this address all that time. **Wilbur S. Halsted** and **Charles E. Andross** operated **W. S. Halsted & Co.**, which was a transfer company, here. In 1892, **Tosch & Weber Dray Line** had their offices in this building while in 1903-1905 the name had changed to **A. C. Weber Dray Line**. **Sherm Luce’s Express Transfer Line** office was also, located in the rear of the store. In 1892, Luce moved to 409 Oak Street.

In 1895, **Dr. Theodore Koch** was practicing medicine at this site. Also, sometime in 1895, **Gorman and Sarahan**, a **Dress Making Shop** was located here. This shop was also located in at least three other Third Street addresses in 1895.

430 Oak Street

Over Mills Block
Entrance on Oak Street

In September of 1863, the **Baraboo Republic** changed their base of operation and located over the Mills’ Block, probably here. This move coincided with the transfer of ownership from Stuart & Blake to J. W. Blake.

104 Third Street

104 Third Street

Mills Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, lot 6

Sanborn map location 225 Third Street

Architectural Description

The Mills Block, a two story brick block comprising two 24 X 50 stores, was erected by B. F. Mills in 1881 at a cost of \$5,500.

Charles de F. Stickney was the architect. In 1881, the Block was called “a novel structure, not of the ordinary pattern”. Although many of the original features have been removed, the building remains unique in Baraboo. A 10’ triangular pediment that dominated the streetscape capped the center three-bay section. This shape was echoed by a triangular pediment on the first story cornice (still extant). Elaborate brickwork at the roofline includes a row of stretchers, which arch across the center section, and extensive corbelling on the two-bay sections, which flank it, terminated by brick “brackets.” Rounded windows have brick surrounds and keystones. The storefronts have been modified, and the original recessed entries removed. Glass blocks, which correspond to those still extant above the second floor entrance, have also been removed to accommodate larger plate glass windows. Two iron columns flanking the center doorway remain.

Dr. Mills was born in Watertown, NY in 1821 and received his M.D. from the College of Physicians and Surgeons in New York. In 1850 he arrived in Baraboo and established a medical practice.

In April of 1856, **M. S. Fechheimer’s Great Western Emporium** was located 1 door east of the Excelsior Drug Store. There probably was an empty lot between it and 100 Third Street and was not at precisely this address. The Emporium handled ready-made clothes as well as tailoring.

In March of 1872, **Savage & Halsted** purchased from **Mr. Hall**, the lots next east of Mills’ corner on Third. The lots fronted 76 feet on Third Street by 132 deep. They then sold the west 22 feet to **Baldwin and Hirschinger** and also some frontage connecting to **Gattiker Bros.** keeping 22 feet for themselves. Hall had purchased this property for \$800 and sold it for \$2500.



104 Third Street facade

104 Third Street is the western half of the Mills block with 108 being the eastern half and 106 being upstairs. This building was insured by Marriott-Halsted between 1932 & 1938 according to an old insurance ledger. Also Jensen & Jones had office fixtures insured in 1933-1934 in the same ledger.

In November of 1886 **Fred Tobler** advertised his saloon being in the Mill’s Block. By the end of November he had moved to his new location on Fourth Avenue. In April of 1887, **J. G. Aton** moved his Sewing Machine business from a location opposite the *Democrat’s* office to the space recently occupied by Tobler’s saloon.

The building has continued to house two separate businesses, except possibly in the 1930’s when both halves seemed to have housed **Prine’s Variety Store**.

Henry Schoenfeld, who operated as **Henry Schoenfeld, Gun & Locksmith** was born in Germany; he came to this country in 1850 and settled in Sauk City. He farmed in Honey Creek for a while and then in 1867 joined the gold rush to California. In 1875 he returned and established himself in Winona, Minnesota as a gun and locksmith. In

104 Third Street

1877 he came to Baraboo and established his business, moving to this site in August of 1878. One year later, in August of 1879, he moved across the street to 129 Third Street.

G. Ramseyer, proprietor of **G. Ramseyer Jewelry** was born in Switzerland where he served an apprenticeship as a jeweler and watchmaker. He came to America in 1867 and settled in Sommerville, NJ, moving from there to Chicago. Along his way to Baraboo he worked for the following watch manufacturers, Waltham, Lancaster, Rockford, Elgin & Aurora. He came to Baraboo in 1885 and opened a repair shop in Bock's building, 103 South Bridge (Walnut) Street, on the South side. A year later, in 1886, he moved to the Mill's Block on Third St. and later moved to the Baraboo Bank building.

In February of 1882, **Moore & Burrington** moved their store from under the hill to this site. By 1889, the business was known as **William Moore Groceries & Dry Goods**. Moore was born in Medina, Dane County, WI. He was supposedly the first white born in that county. He moved from there to West Point and then came to Baraboo sometime between 1856 and 1858. He clerked for 5-1/2 years at Burrington brothers and then went into business about 1864. In 1901 he sold the business and good will to **J. R. Hofstatter**.

It is believed that **Huber's Shooting Gallery** was here prior to 1895 and then in April of 1895 the **American Express Company** moved here.

J. Hofstatter Dry Goods and Groceries moved to this location in 1901, after the First National Bank leased their site, on the northeast corner of Third and Oak, from the Burrington Brothers. Hofstatter remained in business at this location until at least 1917.

In November of 1917, this building was being remodeled to house the **Great Atlantic and Pacific Tea Company**, generally known as the A & P Store.

From 1913 to 1917, **Paul M. Oyan Dry Cleaning & Tailor** was located in the Mill's Block. It is not known which half of the block the business was located. He may have in fact been located upstairs at 106 Third Street. Oyan moved over the Hoppe store in July of 1928.

In February of 1928, **B. P. Steinbach**, manager of the Third Street A & P Store for several months, was transferred to Prairie du

Chein where he would also manage a store for the same company. **H. A. Moltzau**, former manager of one of the LaCrosse stores, replaced Steinbach.

In 1928, a transaction was completed whereby **W.T. Marriott** and **H. Halsted** of this city purchased the Mills Block, the double store building which at that time was occupied by the **Jensen and Jones Clothing Store** at 108 Third and the **Fourth Street A & P Store** which was located at this site. The A & P had moved here from Fourth but due to the fact there was a Third Avenue A & P, this one kept the appellation of the **Fourth Street A & P**. The building was purchased from the estate of the late Dr. B. F. Mills, whose heirs were **Mrs. Burganah Jennings** of this city and Mrs. Nettie Stickney of California. Remodeling was expected to start within two weeks of the purchase. A modern front was planned and the store level was to be lowered to the street.

In July of 1928, **Arthur Griebing** assumed the management of this store, called at that time "**the Red-Front store.**"

In November of 1928 it was announced that the Third Street A & P store would close at the end of the month due to remodeling by Marriott & Halsted. The store's lease expires then and it is thought that the store, one of two in Baraboo, would open in the spring in another location.

It is believed that the **Gerber Variety Store** moved here in 1928 or 1929 when Martiny-Weidenkopf Company purchased Gerber's old location at 123 Third Avenue.

In October of 1930 **Prine's Variety Store** was established when **Melvin C. Prine** of Baraboo purchased the Gerber Variety Store and took possession. Mr. Prine was well experienced in the variety store business, having at one time, operated a variety store for 5 years. For the prior 10 years Mr. Prine had lived in Baraboo and for the prior 5 years had been in sales with the Berkley Chevrolet Company. Mrs. Gerber will remain with Mr. Prine, taking charge of the millinery department of the store, one of its largest departments. Prine established a **Ben Franklin Store** at 114 Third Street in 1936.

Formerly located on Third Avenue, the **Atlantic & Pacific Tea Store** moved to 104 Third Street and opened about January 9,

104 Third Street

1936. It is possible that Prine and the A & P Store shared this double block building. **James L. Flemming** was listed as manager in the 1938 city directory. However, in November of that year he was transferred to a store at Platteville and **Ellis Fish**, an assistant manager of a LaCrosse store was made manager. In March of 1937, **Mac D. Miller**, who had been manager of the meat department for the prior year, leased the department from the company and that department would then be known as **Miller's Market**. The A & P store operated at this address until 1941.

In 1942, **M. H. Beck** established **Beck's Home Town Bakery** at this address. All baking was done at his 705 Park Street location. Beck gave up his outlet at 105 Walnut Street.

Beck's Bakery gave way to the **Radio Service Company**, also known as **Kieffer Radio and Electric Company** in 1943. **A. N. "Nick" Kieffer** was the owner. Kieffer was killed in an accident at Devil's Lake in May of 1960 when the motor scooter Kieffer was riding on the winding north shore entrance road collided with an automobile. Kieffer who was 54 years of age died within an hour of the accident. Kieffer was the son of the late Mr. & Mrs. Nickolas Kieffer of Baraboo and was survived by his wife, the former Ronnie Schulze of Reedsburg.

Mrs. Kieffer terminated this business in 1968 and established **The Boutique Shop**, operating at this address until 1971 when **Mrs. Vilas Hansen** purchased the business.

In 1972, the **Corner Drug Store** expanded into this building, where they remained until 1998.

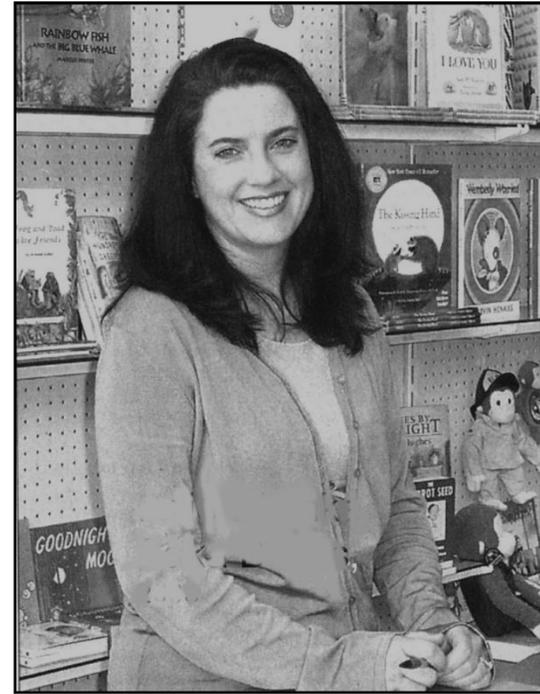
In March of 1998 **Beverly Simmonds** moved **Creative Energies** to this location from 127 Fourth Street. By 1901, the store building was vacant.

Steve and Beverley Cambronne opened **Uptown Arts Gallery** here in September of 2001. The Cambronne's, who created metal sculptures, formerly lived and worked in Florida. They moved to Baraboo because they felt that there was potential for growth here.

Records are not clear, but sometime after September of 2001, **Jennifer Opperman** opened **Busy Bear Crafts** at this location. Jennifer also held down a full time job at Herzing College in Madison.

In February of 2003 **Julie Weinke**, owner of **Baka Books** at 126 Third Street received devastating news, her building had been sold and she would have to move. A solution presented itself when she learned that her mother's co-worker, Busy Bear Crafts owner Jennifer Opperman was looking to get out of business just up the street. Opperman had just given birth to a baby boy and no longer had time to run the 104 Third Street store. So, Opperman and Weinke created a business operation plan. Julie would move into Opperman's building and claim one side of the store for her products, Opperman would use the other side for her products and Julie would manage the store. **Baka Books** was now located at 104 Third Street. In November of 2005, there was a closing out sale going on here.

By February of 2006, **Quintessential Quilts** was located here and by February of 2009 the building was vacant. About May of 2009, **By Boots** expanded into this building from the corner building at 100-102 Third Street.



Julie Weinke circa 2003

106 Third Street

106 Third Street

Mills Block

Upper floor, stairway located between 104 and 108 Third Street

Block 35, lot 6

Sanborn map location 225 Third Street

The Mills block, a two story block comprising two 24 X 50 stores, was erected in 1881 by **B. F. Mills** at a cost of \$5500. **Charles de F. Stickney** was the architect. Mills was born in Watertown, NY in 1821 and received his M.D. from the College of Physicians and Surgeons in New York. In 1850 he arrived in Baraboo and established a medical practice.

104 Third Street is the Western half of the Mills block with 108 being the Eastern half and 106 being upstairs. This building was insured by Marriott-Halsted between 1932 & 1938 according to an old insurance ledger. Also Jensen & Jones had office fixtures insured in 1933-1934 in the same ledger.

The building has continued to house two separate businesses, except possibly in the 1930's when both halves seemed to have housed Prine's Variety Store.

August Ringling moved his harness Shop here after the November 6, 1878 fire destroyed his **Harness Shop** on Oak Street. No doubt, Ringling lost all again in the 1880 fire that destroyed the Mills Block as well as about one-quarter of the 100 block of Third Street. The next place that we find the August Ringling family is in Rice lake Wisconsin.

In 1890 **Dr. George L. D. Cramer**, Physician & Surgeon as well as **Dr. Benjamin F. Mills**, were practicing their trade here. By 1895 **Dr. Daniel M. Kelly**, Physician & Surgeon was here followed in 1895 by **Dr. Alphonso Adelbert Roberts**, also a Physician & Surgeon.

In 1898 **Dr. A. E. Capener** is practicing his dental trade at this site with **O. Van Valkenburg**,



106 Third Street facade

Between 1900 and 1910 **R. H. Clark** was conducting a **Jewelry** business at the head of the stairway while between 1902 and 1917, **Dr. J. F. Sneathen**, Dentist was located at this site. Dr. Sneathen ran this ad in the Baraboo News on Jan. 8, 1902.

To My Old Patrons and New

Answering your urgent request, I am refitting my office in the mills block and will serve you with dental work at the following list of popular prices. All work fully guaranteed.

New teeth \$6.00 to \$8.00 per set--no higher.

Extracting 25c per tooth.

Gas free if four or more teeth are extracted at one sitting.

Silver and other soft fillings 50c. each when no treatment is required.

Gold crown \$5.00 and no more.

All crowns made of coin gold, Bridge work \$2 to \$5 per tooth.

Office hours 9 a. m. to 5 p. m. every day. I now have nothing but dentistry to look after, so will be right there. Call Mondays or Saturdays for appointments or advice. Trusting this move may prove satisfactory, I am,

J. F. Sneathen

106 Third Street

In June of 1915 **Theodore C. Kramer**, also a Drayman purchased the Drayage office of Earl J. Battles. In October of 1916, **Henry Schanke**, who had recently moved to Baraboo from Ableman, purchased half interest in Kramer's dray business.

In March of 1917, Kramer & Schanke sold their dray line to **Charles Pugh**. Pugh would retain the office at this site. In July of 1919, Pugh left the dray line business and assumed the office of the Singer Sewing Machine Company in Columbia County. Many drayage offices were located here for many years but very time consuming to track.

By 1917 **Dr. Patrick J. Kelly**, was a practicing dentist at this location.

By 1931 the **Chamber of Commerce's** office was located here and in September of that year, Hallam Weed of Baraboo opened the Weed Radio Shop here. The shop would be devoted to servicing and the engineering of radios. Weed was a graduate of the School of Engineering in Milwaukee where he specialized in radios. He also studied engineering at Lawrence College.

1934-1943
1944-1960

1943

1944-1948

1945

1951-1952

1951-1954

1951-1960

1951-1960

1958-1959

1953-1955

1957-1960

1967-1971

2002

2003

Vaughn S. Conway, Attorney
Conway & Conway Lawyers
Vaughn S. Conway, **Kenneth H. Conway**, Partners

Dr. L. J. Bentz

Waddell Refrigeration Sales & Service

Frank S. Tillman Office

Thorpe Finance Corp. (614 Oak in 1953)

Dr. W. Graham Porter, Chiropractor

Superior Insurance Co.

Marjorie K. Dwars, Secy.

Harvey G. Knapp Optometrist

Collection Service

Duttweiler Dental Lab.

Ray W. Duttweiler, Owner

Wisconsin Dental Lab.

Western Union Telegraph Co.

Gardner Agency (Moved to Cross Plains)

B-Complex LLC

CONWAY OPENS OFFICE HERE

(Baraboo Weekly News 5/31/34)

Attorney Vaughn S. Conway has opened a Baraboo law office for the general practice of law, with special attention to probate and commercial law and collections. Mr. Conway, who is a Baraboo resident, is located at 104 (106) Third Street, opposite the Chamber of Commerce offices.

After his graduation from Baraboo High School, Mr. Conway attended Marquette State Teacher's college and Marquette University, receiving his law degree at Marquette law school in June 1933. For four years, prior to and after his graduation, he was employed in the law office of Derson & Sapiro in Milwaukee and had general law experience in the courts of Milwaukee County.

Prior to his legal experience, the local attorney was associated with the Sapiro collections firm for three years.

107 & 109 Third Street

107 & 109 Third Street

Burrington Block

Located at the rear of 500 Oak Street opening onto the north side of Third Street between Oak and Ash Streets.

Block 26, lot 9

Sanborn map location 707 Oak Street

In the year 1851 the **Boot & Shoe Shop** of **Lewis Wardwell & Co.** was located next door to the Maxwell store. It may have been at this address. In February of 1852, their happened a dissolution of the partnership of Wardwell and **Bartholomew Molloy**. Wardwell would carry on the business.

In 1868, **R. & W. Lockwood** opened a **Meat Market** at this site, the former home of **Dibble's Shoe Shop**. By April of 1869, the Baraboo Republic announced that the market of **Mansfield & the Lockwood Boys** on Oak Street was nicely arranged and bright and neat.

This address, which fronted on Third Street, was originally in the rear of the **Burrington Block** that fronted on Oak Street. It was reported in June of 1874, that **Louis Platt**, who conducted a harness shop here, purchased **Mr. Elliott's Harness Shop**, which was located on Fourth Avenue. This acquisition may have failed or else Elliott went back into business, because in 1886, James Dickie also purchased James Elliott's Harness Shop on Fourth Avenue.

In 1869, **J. Worth** opened a new **Shoe Shop** at this site, described as being one door east of Burrington's.

E. G. Marriott was born in Wollaston, Northamptonshire, England in 1850. He moved to Baraboo in 1869 and went to work for Avery & Green where he remained until 1870. He then went to work for **Gibson & Dibble**, who were located at this address as early as 1872. In 1875, Gibson & Dibble moved across the street to the Mills Block. It was reported in January of 1876 that the firm had dissolved and Gibson would carry on. Gibson advertised a going out of business sale in August of 1876. Gibson sold his store to **E. G. Marriott** in September of 1876; at this point it is not sure where the store was located.

In November of 1876, the **Herfort Brothers**, successors to J. Hawes, moved their Boot & Shoe Shop to the rear of Kimball's, assuming the old site of E. G. Marriott. However, in February of 1877, a notice of the dissolution of the firm of the **Herfort Brothers** appeared in the Baraboo Republic. **Mr. Charles Herfort** would continue the business.

J. A. Dibble moved his **Boot & Shoe Business** to the back of the store in January of 1878, replacing the **Herfort Brothers**. This site fronted on Third Street.

In the year 1885, the Sanborn map indicates a Stationery store here.

Sanborn map indicates that in 1927 this address was upstairs in the First National Bank building with the stairway sandwiched between 109 and 113 Third Street.

W. L. Fuch's Chiropractic Office is here in 1961. In 2005 the **Wisconsin Public Defender's Office** is located at this site, which is over the bank, and given as 107 Third Street.

108 Third Street

108 Third Street

Mill's Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, lot 5

Sanborn map location 226 Third Street

Architectural Description

The Mills Block, a two story brick block comprising two 24 X 50 stores, was erected by **B. F. Mills** in 1881 at a cost of \$5,500.

Charles de F. Stickney was the architect. In 1881, the Block was called "a novel structure, not of the ordinary pattern." Although many of the original features have been removed, the building remains unique in Baraboo. The center three-bay section was capped by a 10' triangular pediment that dominated the streetscape. This shape was echoed by a triangular pediment on the first story cornice (still extant). Elaborate brickwork at the roofline includes a row of stretchers, which arch across the center section, and extensive corbelling on the two-bay sections, which flank it, terminated by brick "brackets". Rounded windows have brick surrounds and keystones. The storefronts have been modified, and the original recessed entries removed. Glass blocks, which correspond to those still extant above the second floor entrance, have also been removed to accommodate larger plate glass windows. Two iron columns flanking the center doorway remain.

Dr. Mills was born in Watertown, NY in 1821 and received his M.D. from the College of Physicians and Surgeons in New York. In 1850 he arrived in Baraboo and established a medical practice.

In March of 1872, **Savage & Halsted** purchased from **Mr. Hall**, the lots next east of Mills' corner on Third. The lots fronted 76 feet on Third Street by 132 deep. They then sold the west 22 feet to **Baldwin and Hirschinger** and also some frontage connecting to **Gattiker Bros.** keeping 22 feet for themselves. Hall had purchased this property for \$800 and sold it for \$2500.

James Cowles was doing **Horse Shoeing** at approximately this address as early as May 7, 1873 and was still here in April of 1874. Cowles was one of the pioneers of Baraboo, and for many years was the stage driver between here and Madison prior to the advent of the



108 Third Street facade

railroad. He was born in Geneva, Ohio in 1824 and came to Baraboo in 1845.

H. P. Jones was born in 1849 in Walworth. He came to Baraboo in 1873 and established a clothing store under the hill, in the red-brick building, no longer extant, located at 200 Ash Street. He later joined forces with **Richard B. Griggs**. In January of 1876 they moved to 108 Third Street.

In 1883 this partnership was dissolved and Richard Griggs moved next door to 110 Third Street while Jones remained at 108 Third Street and operated under the name of **H. P. Jones Clothing Store**.

In January of 1888, there was a large bankruptcy sale held here, disposing of \$22,000 worth of clothing. This probably was Jones' stock. In May of 1888 **Alec. Erickson** of Chicago took charge of H. P. Jones' tailor Shop.

This address, 104 Third Street, is the western half of the Mills block with 108 being the eastern half and 106 being upstairs. This building was insured by Marriott-Halsted between 1932 & 1938 according to an old insurance ledger. Also Jensen & Jones had office fixtures insured in 1933-1934 in the same ledger.

The 1885 Sanborn Insurance map shows a **saloon** here.

108 Third Street

The building has continued to house two separate businesses, except possibly in the 1930's when both halves seemed to have housed Prine's Variety Store.

Armbruster & Allen advertised the grand opening of their **Model Clothing House** at this address in April of 1895. The newspaper called the opening an "annual grand opening".

In January of 1896, the clothing firm of Armbruster & Allen was dissolved but was continued by Armbruster as **A. O. Armbruster Clothing**. W. T. Allen planned on going on the road as a salesman for a Chicago house. W. M. Allen, planned on temporarily conducting a clothing business in the south portion of Ulrich Brothers' Jewelry Store until his new building, under construction at 419 Oak Street, was ready for occupancy and the 1898 Sauk County Directory places him there.

In April of 1896, Armbruster took a **Mr. Kuebler** into partnership and **Armbruster & Kuebler Clothing** was established, operating at this location until September of 1898 when they sold their stock to **Julius Hoppe**. Hoppe then operated two stores, The Hub, being located on Oak Street and this store, which he decided to call **The Spoke**. The formal opening of The Spoke was to be held on September 10, 1898. **John Eiber** would be the new manager.

I. Fuhrman, a Kilbourn resident, was in Baraboo in March of 1903 and leased the building on Third Street of Dr. Mills, where he intended to locate after March 28th. This new, large general store was to be known as the **Boston Store**. It is not clear if he really entered into business at this address. In 1906 the building at 148-150 Third Street was undergoing remodeling for the Boston Store. The store opened at that address on March 6, 1906.

Staten & Filhauer applied for a saloon license for this site for the **Dizzy Saloon** in 1906. Dizzy's was here until 1908. Between 1908 and 1911 **H. F. Staten** was conducting a **saloon** here. The **Oscar Filhauer Saloon** was located here between 1911 and 1916.

July of 1916 found workman busy removing fixtures from this building, as it had been leased to the **John S. Griggs Clothing Company**. This building was next door to their present location and it was expected to be ready for occupancy in about a month. In September of 1916, the clothing store moved to this location from 110

Third Street. When Griggs died, his son, **Frank**, continued the business until his death in July of 1919. Frank Griggs failed to appear at home one night in July of 1919. After considerable worry, Frank's wife called R. B. Griggs, uncle of the merchant. They decided to check Frank's mothers home. When a key was obtained, Mrs. Griggs being out of town, the door was opened to the strong odor of gas. The body was found in the kitchen with a gas valve turned on. Besides his wife, the 38 year old merchant left his mother and two daughters.

The management then was in the hands of **Richard B. Griggs** until its sale.

On September 10 the Griggs Clothing Store became the **Jensen & Jones Clothing Store**, when it was sold to **Arthur Jensen** of Fort Atkinson and **Ben Jones** of West Salem. They had been in partnership for sometime with stores in their respective home cities. Mr. Jones then moved to Baraboo.

In 1928, a transaction was completed whereby W.T. Marriott and H. Halsted of this city purchased the Mills Block, the double store building which at that time was occupied by the **Jensen and Jones clothing Store** and the **Fourth Street A & P Store** which was located at 104. The A & P had moved here from Fourth but due to the fact there was a Third Avenue A & P, this one kept the appellation of the **Fourth Street A & P**. The building was purchased from the estate of the late Dr. B.F. Mills, whose heirs were **Mrs. Burganah Jennings** of this city and Mrs. Nettie Stickney of California. Remodeling was expected to start within two weeks of the purchase. A modern front was planned and the store level was to be lowered to the street.

In October of 1929, Jensen & Jones started closing out their Baraboo clothing store and closed in January of 1930.

In 1930, the east store building of the Halsted-Marriott building was leased to a fruit firm, which planned on opening a **Fruit Store** in July of that year. It is not clear if the fruit store ever opened but in 1931 **Mr. and Mrs. F.W. Perry** of Harlowtown, Montana, rented the former Jensen & Jones store building and planned on opening an exclusive ladie's ready-to-wear shop there about the first of June. The new location, which they leased from Messrs. Halsted & Marriott, owners of the building, was redecorated. **F. W. Perry's**

108 Third Street

Dress Shop only operated until 1932 when **Bernie Kay** opened **Kay's Smart Shop**. The Perry's then moved their stock to Montana where they planned on opening a store.

In December of 1930, Prine's Variety Store, adjacent building west, moved some Christmas stock into this empty building to aid shoppers.

Mr. Kay of Chicago and the twin cities leased the building on Third Street, formerly occupied by the dress shop of Mr. and Mrs. F. W. Perry, and he stated that he would hold his opening as soon as the building could be redecorated for his occupancy.

For several years, Mr. Kay had been connected with a nationally known ladies ready-to-wear concern and by his contact with the market he expected to be able to offer a selection of women's wear to suit the needs and purses of shoppers of Baraboo and vicinity. The Kay Smart Shop operated until 1936 when it became **Schweke's Ladies Wear Smart Shop**. Schweke's turned over the keys to **Mr. & Mrs. Fred Burlingame** in August of 1940 and the name reverted back to **The Smart Shop**. Later in September, Fred Burlingame died leaving all the responsibilities to Mrs. Burlingame.

In 1943 Mrs. Burlingame sold the Smart Shop to **Max Weiner** of Chicago according to the December 12, 1916 issue of the Baraboo Weekly News. Then in 1947, **Aloysius Welch** established **A. A. Welch Fine Furs** here and by 1950 **Ruth Welch** owned **Welch's Ready To Wear** at this location. The **Ray McGee Realty Office** shared this site with Welch until March of 1962 when a complete remodeling of the store and facade was undertaken. At that time Ruth Welch occupied the complete first floor while McGee moved his office upstairs.

This business closed in February of 1993. Mrs. Welch was born on February 16, 1908 in Baraboo and passed away Friday, September 8, 2000 at St. Clare Hospital.

In May of 1993, **Sandra and William Wenzel** established **Sandy's Floral** here and closed their doors in February of 2002.

Kristine (Howard) Pittman bought the former Sandy's Floral from Sandy Wenzel in March of 2002. She then began overhauling the store in preparation for **Sweet Annie's Floral & Garden's** May 6

opening. She and her husband Greg gave the interior a cottage garden feel by setting out potted flowers and installing decorative fences and a trellis.

On October 1, 2003, the **Raven House** re-opened at this address. The store, conducted by **Mary Hultman** and her husband **Todd**, previously had been located on Oak Street over The Corner on Wisconsin. Raven house specializes in antique and reproduced décor for historic homes, but also sold jazz and blues music, seasonal gifts, jewelry and other items evoking the early twentieth century. By November of 2004, the business was closed and the building was sitting empty.

On the last day of November of 2004, **An Siopa Eire**, a store situated at 114 Third Street was damaged by fire. **LaDonna Devine**, the owner, was quick to move her salvaged merchandise to this site, and remained in business for the hectic Christmas shopping period. During the first week in May of 2005, Devine moved her merchandise back into 114 Third Street.

In May of 2005, **Martin Miranda** moved their Mexican goods **Anahi Store** here from 115 Third Avenue. Miranda moved July 15, 2010.

Mary Hultman opened **Raven House Antiques and Art** at this site on October 1, 2010.

108-1/2 Third St. (Second Floor)

1881	Miss Minnie Chandler opened a dance school on Monday, October 3rd., 1881, at the hall over Jones & Griggs' store. Evening classes were from 8 till 10, children's classes from 4:15 to 6.
1910-1915	W.P. Simon, Realtor
1936	John H. Rouse, Attorney
1936-1946	R.J. Kasiska, Attorney Shown at 501 Oak in 1950
1936	Morris F. Fox & Co., Investors
1936-1939	Investor Mortgage Co.

108 Third Street

1936-1944	Baraboo Chamber of Commerce
1938-1955	Charles Stone Abstract Co.
1942	Badger Ordinance Works-Land Acquisition Office
1945-1946	Rex E. Waldo, Optometrist
1945-1947	L.E. Meyers Utility Construction
1952-1955	Cummings Realty Co. (Not listed in 1957 Telephone Directory) John M. Cummings listed as Owner in 1955
1947-1962	Dr. J.P. Lobaugh, Dentist
1962	Ray McGee Real Estate
1952-1954	W.T. Jenks, Attorney
1955-1957	Jenks & Jenks Richard Jenks, Walter T. Jenks
1955-1957	US Department of Agricultural Soil Conservation Service
1971	Sauk County Counseling Ctr.
1971-1973	Sauk County Abstract & Title Co.

110 & 110-1/2 Third Street

110 & 110-1/2 Third Street

Gattiker Brothers' Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, lot 5

Sanborn map location 227 Third Street

Architectural Description

A broad triangular pediment stretches over the center three bays of this seven-bay two-story brick block. Corbelling provides ornamentation at the roofline and over the first store storefronts. Segmentally arched windows are extant on the western half, but have been bricked over on the east. Brick window hoods and stone lug sills provide additional detail, as do brick pilasters, which separate bays. The eastern storefront is framed with black and white Carrara glass. Two brick pilasters with recessed panels remain which flank the western storefront, although, the storefront itself has been altered and replaced with modern materials.

In March of 1872, **Savage & Halsted** purchased from **Mr. Hall**, the lots next east of Mills' corner on Third. The lots fronted 76 feet on Third Street by 132 deep. They then sold the west 22 feet to **Baldwin and Hirschinger** and also some frontage connecting to **Gattiker Bros.** keeping 22 feet for themselves. Hall had purchased this property for \$800 and sold it for \$2500.

In 1875, after purchasing the stock of **M. S. Gibson, E. G. Marriott** established a boot and shoe business in Baraboo. He first located his shop at this address, moving very shortly to 116 Third Street. Marriott had worked for Gibson for the prior four years.

On April 13, 1880 a fire broke out on the 100 block of Third Street which took a quarter of the block, creating space for the current structures at 100, 106-108 and 110-114 Third Street. Shortly after the fire, in June of 1880, **J. J.** and **Alfred Gattiker** purchased these two lots from Mills, 24 feet each, on which they erected a double business block (110 & 114). The builders were **George Holah** and **A. J.**



Mayor Eugene Madalon removing snow circa 1973

Carrow. The two storefronts have been treated separately. The **R. F. McKey Clothing Store** promptly took up residency at this site.

Richard B. Griggs was born in Melbourne, IL. When he was 18 he moved from the farm to Waukegan, IL, going to work for a grocery store. He also was a bookkeeper for a large firm in that city for three years. In 1873 he moved to Chicago and opened a grocery store. One year later, in 1874, he moved to Baraboo and formed a partnership with H.P. Jones located at that time "under the hill" at 200 Ash, building not extant. In 1883 the firm dissolved and Mr. Griggs established **R. B. Griggs Clothing Store** and moved to 110 Third Street, the former site of **McKey's**, which had been here since 1880.

In January of 1890 Griggs became the cashier of the Baraboo Savings Bank. At that time his brother, John S. Griggs, became a

110 & 110-1/2 Third Street

partner in the store, the name of the firm becoming **J. S. Griggs & Co.** The store was known as the **Baraboo Cash Clothing House.** Later Richard Griggs again took an active interest in the store with his brother. In March of 1912, Richard Griggs sold his interest in the clothing store to his nephew, **Frank Griggs,** who then became a partner with his father, John S. Griggs. Prior to the death of John S. Briggs, Richard B. Griggs, again became a silent partner, taking an active interest in the store. Frank Griggs also took an active interest in the store. In September of 1916 the firm moved next door to 108 Third Street

In November of 1907, Mayor E. G. Marriott purchased the Gattiker Block on Third Street for \$16,500. The real estate included the buildings located at 110, 114 and 116 Third Street. Mrs. E. Pfannstiehl, Miss Gritli Gattiker and Miss Louise Gattiker owned the property.

In October of 1908, Marriott sold this building to Emil Platt for the consideration of \$7,400. Platt was preparing himself for the eventuality that a statute would be passed that a saloon could not be within 300 feet of a church.

In 1916, **Henry Noring,** of Reedsburg established the **Noring Billiard Parlor** here, also known as the **Brunswick Billiard Parlor.** He operated until February of 1921 when a deal was closed whereby **Earl V. Waterman** of Elroy purchased the Emil Platt building and also the Brunswick Billiard Parlor, which was sold to him by Noring. The consideration for the building was \$12,000. It was then operated as the **Waterman Billiard Parlor** until 1922 when **Robert Lowe** of Baraboo purchased an interest in the business and the two men continued the operation, theretofore known as **Waterman & Lowe Billiard Parlor.** Mr. Lowe had considerable experience in restaurant work and the partners expected to install a lunchroom in the pool hall in the near future.

However, in August of 1923, **Dewey Armbruster & Horace Weiglow** purchased the Brunswick Billiard Hall and it became the **Armbruster & Weiglow Billiard Hall.** They operated here until

March of 1929 when a deal was completed whereby **Robert Platt,** formerly of the Hattle Restaurant, purchased the billiard hall and it became the **Robert Platt Billiard Hall.** Possession was taken immediately.

In December of 1930, plumbers were excavating behind the office of Judge Adolph Andro, at 112 Third Street, which was given to be on the second floor, when they uncovered an old cistern, measuring 12 feet across. When the *News-Republic* ran the story, a reader came forward with information regarding it. He stated that the cistern was dug in 1883. The work was done single-handedly by one Henry Borders, a somewhat eccentric Englishman who was well known in Baraboo and North Freedom.

So long as he could throw the dirt out all was well but as the cistern went deeper, the industrious Englishman had to get more and more industrious, and towards the last he was using a ladder and carrying dirt out a pail at a time on his head. He was a tremendous worker, the informant recollected, and many people used to stand about, watching him at his task.

The cistern was considered of pretty good size back in 1883, although most people had sizable receptacles for water in those days. This particular one was on what was then the Gattiker property.

The largest cistern in town at that time stood in the courthouse park, about midway of the sidewalk which ran from the southeast corner to building. This needed to be large, supplying, as it did, many of the nearby business places. It will be remembered that the fire of 1878 destroyed almost the whole east side of the 500 block of Oak Street. At that time the big cistern in the park was an important factor, and a bucket brigade formed from it to the burning buildings across the street.

In May of 1931, the old front of this building was removed and a new modern front installed. The Emil Platt estate owned the building.

In June of 1933, after prohibition was lifted, a new beer and wine license was issued to **Robert A. Platt.**

110 & 110-1/2 Third Street

It is not known how long Platt operated here. In 1935 it was known as **Jack's Tavern**. In 1936 **Joseph Corcoran**, remodeled the former pool hall building by removing a balcony and making other changes in the interior and established **Corcoran's Tavern**. It seems Corcoran was here until 1945 when **Frank Wedel** moved **Wedel's Beauty Shop** here from 130 Third Street. Frank Wedel was listed as the owner through 1960 and **Dorothy Thayer** from 1962 through 1978.

1980 found **Janet Miller** and **Betty Herfort** in partnership, operating **JB's Sophisticut**, Inc. here, while by 1988, **Betty Bertram** was operating **Just Betty's** at this address.

110-1/2 Third Street AKA 112 Third Street Upstairs

In June of 1889, **Dan Buhmeyer** moved his cigar shop into the room over Grigg's clothing store. Then in October he left the business district and moved his operation into his home.

1894 Griese's Business College
Opened May 28, 1894. All interested in shorthand, penmanship and bookkeeping were encouraged to attend.

1915-1916 Adolph Andro, Justice of the peace

1917-1920 Merchants Auction Co.
Henry Noring and Charles H. Maderer, Auctioneers

1936-1939 Robert F. Holmes, Attorney

1940 Adolph Andro Insurance Agency
1940-1941 Greenhaulgh and Brynelson Law office. Robert L. Greenhaulgh opened an office here early in 1940.

1946-1952 Coughlin Agency

1947 Malone & Inman Inc., Utility Construction

1952 Fichter Oil Co.

1950-1985 Madalon Insurance Agency. Eugene A. Madalon, Pres. through 1980, Beverly A. Winkleman listed as president 1983 through 1985. Mayor, Eugene Madalon, 61, died at St. Clare hospital January 1982 of a heart attack suffered while operating a snow-blower.

1954-1955 Ray W. McGee Real Estate. Listed at 108 3rd. in the 1957 telephone directory

1958 Lee Academy of Music

1960-1970 Credit Bureau of Sauk County, Inc. Eugene A. Madalon, President

1962-1982 Burrough's Corp.
Ronald L. Pierce, Serviceman

1968-1982 IBM Corporation
Mike Steinhorst, engineer and later Lorraine Steinhorst, engineer

1970-1985 Badger Collection Service Inc.

1985-1986 Anderson Insurance

111 Third Street

111 Third Street

Thomas/Stutson Block

Located on the north side of Third Street between Oak and Ash Streets.

Block 26, lot 8

Sanborn map location 201 Third Street



W. M. Little



Virgil H. Cady

There is a possibility that early on this was referred to as the **T. C. Thomas** business block. **Philos Stutson** purchased the Thomas block in 1886, then occupied by **Little & Sons, Tailors**. Stutson had plans to add another story to this one-story building. It was reported that Little planned on moving to another store owned by Stutson. A second story was also going to be added to that building, it would then house a dentist's office. There is some evidence that the Stutson Block may have been at 113 Third Street.

William M. Little, Merchant Tailor was listed at this address between 1886 and 1895. Little was born in Fulton, Rock County, Wisconsin, in 1856. He learned his trade from his father, William Little, and was associated with him in Lodi and Portage before coming to Baraboo in 1877, locating over the Stanley & Hoag store at 119-123 Third Avenue. Little had been in business alone since the elder Mr. Little died in 1894. In October of 1896, this tailor shop moved to 116-1/2 Third Street. Little was still in business in 1899.

In May of 1890, it was reported that **A. G. Locke** had rented the Stutson building on Third Street for his **bakery** and would be opening within a week. In March of 1891, it was reported that Locke had moved to or opened a bakery at his old location of 619 Oak Street. There is some confusion here, as in July of 1889, the *Sauk County Democrat* reported that **Ezra Marriott** had purchased the **News Business** of Stutson and was conducting same at the old stand. It is believed that Stutson was also located at a different location but its site is unknown.

It was reported in the March 2, 1893 edition of the *Baraboo Republic*, that **John Inman** had opened a **Fruit & Confectionery Store** at the former site of Locke's Bakery on Third Street. In May of 1894, Inman sold his business to **F. W. Kimball** of Chicago.

In September of 1896, **Louis M. Jacob** moved here from 113 Third Street. Jacob then conducted the business as **The Palace Barber Shop & Bath**.

By May of 1897, this building was undergoing some remodeling. A major undertaking was lowering the floor to street level. In 1919, the **First National Bank** purchased this property along with the corner building in which it was at that time conducting business.

Louis Jacobs continued here with four chairs until November of 1935 when he sold the shop to **Paul F. Krueger** who re-named it **Krueger's Barber Shop**. Jacob had been in the barber shop business in Baraboo since 1883.

Krueger remained until about 1964 when the First National Bank absorbed this location into an expansion. Krueger then moved his barbershop to the eastern portion of 116 Third Street.

111 Third Street



Effinger beer wagon in front of Palace Barber Shop

111 1/2 Third Street (Over 111 Third Street)

1895 In 1895, Gorman & Sarahan Dressmaking Shop was located here. In June of the same year they moved to 151 Ash Street.

1898 D.W.K. Noyes, Justice of the Peace

1913-1920 Virgil H. Cady, Attorney-At-Law

1933-1940 Hill, Miller and Hill Law Offices

In 1933, Attorney James H. Hill, Jr., of this city became associated with the law firm of Hill & Miller of which his father, Judge James H. Hill, was a senior member and Miss Irma Miller a junior member. Attorney Miller passed her bar exam in 1927, being only 1 of 5 women to do so.

Attorney James H. Hill received his law degree at the University of Wisconsin on Monday June 19 and was soon after sworn in on his father's motion in the Supreme Court. Prior to his graduation, Hill had finished his six months of preparatory so he became a full-fledged lawyer upon his graduation. The young man had shown much promise in his work in the law school and would become an active member of the Hill & Miller firm, which enjoyed a large practice in Sauk County.

The senior member, Judge Hill, had been practicing law here for the prior 24 years and it was a happy circumstance that he could now have his son associated with him

In 1936, Attorney Miller purchased the building in which the suite of offices of this firm were located. The purchase was made from the trustees of the segregated trust of the First National Bank and Trust Company. The Krueger Barber Shop, formerly the Jacobs shop, occupied the lower floor of the building and the firm of Hill, Miller and Hill would occupy the entire second floor.

Erma Miller got her start working for Sauk County Judge James H. Hill, reading law in his office as his secretary. She passed the bar exam in 1927 and later became a full partner in the law firm of Hill, Miller and Quale. She was one of the first 150 women to practice law in Wisconsin.

In January of 1959, Miller & Hill announced the formation of a new partnership when Glenn R. Quale was admitted to the law partnership after being associated with the firm since 1952.

The senior member of the firm of Hill, Miller and Hill, Judge James H. Hill died in 1958. The firm would now be known as Hill, Miller & Quale.

1935 Dr. J. F. Moon

1962 Hill, Miller & Quale, Attorneys

113 & 113-1/2 Third Street

113 Third Street

Twist Block

Horstman Building

Located on the north side of Third Street between Oak and Ash Streets.

Block 26, lot 8

Sanborn map location 202 Third Street

Architectural Description

A projecting pressed metal cornice with a floral motif caps this three-bay, two-story building. Patterned brickwork separates the cornice from three segmental-arched window hoods with prominent keystones, each of which has a small flower in relief. Windows have been removed and replaced with smaller modern windows. The cornice over the first story is still extant, and has a sunburst motif terminated by brackets, a pattern very similar to 110-112 Fourth Street. Stone veneer has been applied to brick pilasters; signage does not obscure original detail. Although modern materials have replaced the original on the storefront, the recessed center entry has been maintained.

Of special interest is the interior of the restaurant, which has remained essentially, unchanged since the 1950's and possibly the 1940's.

This building was known as the **Twist Block**. It housed a hardware store in 1885 and a confectionery by 1891. At this time the address was 314 Third Street.

In September of 1894 the **Jacobs and Baumgaertner Tonsorial Parlor & Bath Room** had moved from 122 Third Street to this address. In October the parlor employed **O. A. Ruppenthal** as a barber. In February of 1895, the partnership was dissolved with Baumgaertner and family moving to Chicago. In September of 1896, Jacobs moved one door west to 111 Third Street.

In May of 1897, the Twist building, as this was known, was in the process of being remodeled by the Morgan Building and Lumber Company of Reedsburg. The floor was lowered and a new glass front and corner entrance installed. At this time no tenant had been secured. However, a new store did move in here later in May. It is not known who it was but it is known that the **Singer Sewing Machine Company** opened an office here in May of 1898, possibly on the second floor.



Woman's Exchange 113 Third Street circa 1899

Horstman & Alexander Meat Market was located here between 1903 and 1906 while Horstman operated alone as **Louis Horstman Meat Market** between 1910 and 1915.

In January of 1909, Horstman purchased this building from Mrs. Emma Twist of Nebraska and other members of the family who reside in Loganville. The consideration was \$4,080.

About 1915 Horstman sold an interest in the market to Emil Gust. The business was then known as **Horstman & Gust Meat Market**. In October of 1919, Horstman sold the balance of the business to Gust and the business became known as the **Emil R. Gust Meat Market**. Then in February of 1925 it became **Bauer Quality Market** when **John & Edward Bauer** purchased it.

In July of 1928, the Bauer Meat Market, by then one of the oldest established businesses in the city, changed hands. The new owners were **Jack Zentner** and **George B. Schneider**, both well-known young businessmen of the city. They took possession of the market the middle of July, and anticipated a number of changes and

113 & 113-1/2 Third Street



Chris Dovalis

improvements in their management of the store. Mr. Zentner had been a resident of Baraboo for the prior 9 years and was previously employed in this shop, later working at the H.E. Wickus market where he resigned to take up his own business. Schneider had considerable experience in the meat business although he had been a tire salesman for several years, moving to Baraboo about 1923. The new market operated under the name of **4X Meat Market**.

George Schneider died in 1931 at St. Mary's-Ringling hospital. He was taken to the hospital with pneumonia and complications, which led to his death. Mr. Schneider was 33 years old and had resided in this city for the past 8 years. He lived in Mineral

Point for two years prior to coming to Baraboo. Before that he was with the Plankington Packing Company at Milwaukee where he was employed up until 3 years ago when he and Zentner purchased the Bauer Meat Market. Schneider was born October 15, 1898 at Hartland, Wis. He graduated from Howe Military School at Howe, Ind. in 1915 and from the Kenyon College at Gambier, Ohio, in 1919. The deceased was survived by his wife and three sons, Homer James, 11; Warren George, 8; and Benjamin Myron, 5, of this city.

Obviously Zentner did not operate the market much longer because by 1936 the former market building which had been owned by Louis Horstman had been remodeled and redecorated and was soon to be occupied by **Dr. Harold J. Johnson, Optometrist**, whose office beginning Saturday, March 7, would be here.

Dr. Johnson stated that he was moving to this space in response to requests of his patrons for a ground floor location. Johnson stated that he would be pleased to see his friends in his new place of business. (It is possible that Johnson may have been at 135 Third Street West instead of here.)

By 1938 this location was housing a new restaurant, **The Chocolate Shop**, which was owned and operated by **Peter Dovalis**. Dovalis specialized in hand made candies. In 1952 **Chris** and **Kathy C. Papas** arrived in this country to assume the ownership of the Chocolate Shop. In early 1956, Chris Dovalis decided not to sell his business due to ill health but decided that with the help of his nephews he would continue the operation. However, in December of the same year, the sudden death of Dovalis shocked the community. Dovalis had been living with his niece in Minneapolis while his nephews were managing the Chocolate Shop. Survivors included his niece, Mrs. Katherine Poppas and nephews Constantine and Mike Dovalis, all of Baraboo. Chris Dovalis was about 75 years old.

The 1971 city directory lists **Din Dovalis** as the owner. **George Papas** took over the reigns of this popular eating establishment about 1985.

By 1990, **Kris Krueger** found herself in business at this location and the owner of **Kristina's Family Cafe**. In August of 2000

113 & 113-1/2 Third Street

Mike and Kristina Beciri moved their operation to highway 12, West Baraboo.

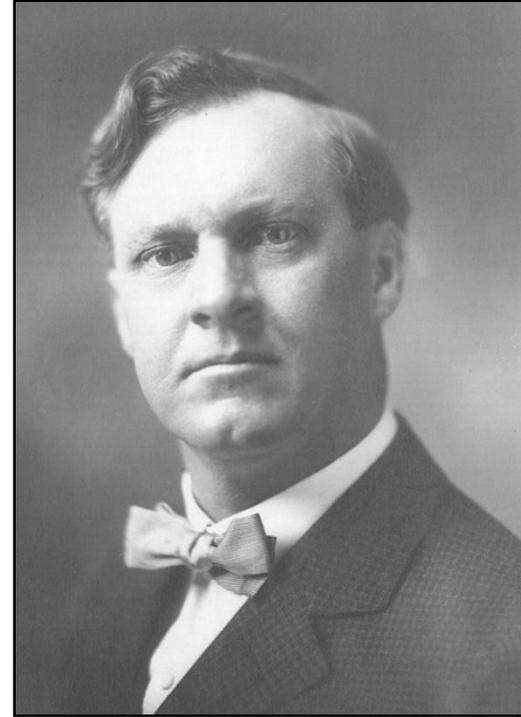
After Kristina's Cafe moved to West Baraboo, Janesville residents and Wisconsin transplants, **Carrie and Frank Ajrulski** leased this restaurant site and renamed it **The Baraboo Family Cafe**. The Ajrulski's had spent the past 10 years in the restaurant business.

In October of 2001 **Bill Abduli** opened the **County Seat Restaurant**. The restaurant was rented from Mike & Kristina Beciri. Visitors to the County Seat were said to have noticed some changes as Abduli installed upgraded lighting, tile, wallpaper and carpet before opening on Wednesday, October 3, 2001. The restaurant was scheduled to be open for breakfast and lunch only. Abduli, a native of Yugoslavia who left that country as a child, got his start in the industry as a chef in Switzerland. He had owned several restaurants over the years, and still owns eateries in Missouri and Iowa.

In September of 2003, a husband and wife team who was employed here had just been told that they were working their last day. This may not have set too well with them, because they got into an argument in the kitchen, which ended up with the man hitting his wife in the face with his fist followed by his wife stabbing him in the chest. Principles in the case were **Magbule Colaku**, 43 and her husband, **Idriz Colaku**. A for sale sign was then placed on the front window of the restaurant. Mrs. Colaku was freed on a \$5,000 cash bond on the condition that she have no contact with her husband, their Baraboo apartment or the restaurant's owner.

On February 26, 2004, **Mike Aliu** opened an Italian eatery at this address. The specialty of the **Venecia Restaurant** being pasta dishes. Aliu and manager **Ewa Kosma**, a Poland native, stated that all the food was made fresh daily and that they feel the city had a need for a good Italian restaurant.

March of 2006 found **Eagle's Nest Pizza** here conducted by lessee **Mefail Allia**. Later in December of 2007, Eagle's Nest Pizza owner **Nevruz "Joe" Cobraj** closed the restaurant for six weeks to allow time for repair and remodeling the eating-house. Cobraj had owned the building for two years.



Virgil H. Cady

Randi Dauti, his wife **Dije** and their son **Tony** opened the new **Mama Mia's Eagle's Nest** at this location on February 13, 2008 after they leased the restaurant from Cobraj. The family decided to lease the business after urging by a cousin and Albanian countryman, Isak Xheladini, the new owner of the Four Star Family Restaurant on Eighth Street.

On January 26, 2010, Musa Imeri, 41, received word that he was being deported to his native country. He was notified that he would be sent back to Macedonia on a Chicago flight departing January 28. He had lived in the United States for more than 7 years.

The deportation order came after Imeri, who was arrested in December 2007 in Buffalo, N.Y., for an expired visitor's visa, failed to

113 & 113-1/2 Third Street



L-R Dije, Randy, Tony Dauti and chef Musa "Mikey" Imeri

show up for court proceedings after posting bond. There generally is a 10 year wait before one can reapply for a visa.

113-1/2 Third St. (Over 113 Third Street)

In October of 1893, **Mrs. N. Owen & Son** advertised a new hair shop over the market.

"Ladies in need of any kind of hair work will do well to call upstairs over market. For sale switches, frizzes, waves and curls, or made to order. Orders taken for hair chains, hair cleaned and bangs trimmed."

According to the 1899 Souvenir Edition of the Baraboo Republic, Mrs. **S. A. A. Shanahan** conducted **the Women's Exchange** while **Mr. Judson D. Shanahan** handled sewing machines, pianos, organs and musical instruments here. By paying \$1.00, a membership certificate was issued which entitled the holder to the

privilege for one year, of placing on sale at the Exchange any article of fancy work, etc. for a fee of 10%.

1903-1913 **Virgil H. Cady, Attorney at Law**

Virgil H. Cady, 57, died on April 27, 1934. Cady was born on December 25, 1876, his parents being William Curtis Cady of Massachusetts, who immigrated to Wisconsin in 1848 and Emogene Huntington Cady, who was born in Herkimer County, New York and came to Baraboo with her parents in the early 1860's. He was admitted to the bar January 28, 1902 and immediately opened an office in Baraboo. He was married July 14, 1903 to Margaret Pilley, to whom one son, Alton Virgil Cady was born. Cady practiced law for 32 years, he was city attorney for 18 years and in 1926, he was a candidate for governor.

1911-1920 **H. L. Halsted Office**

1915-1917 **Joseph Hitchinson, Painter & Paperhanger**

1936 **Dr. Vander Kamp Medical Office** **New Physician Locates Here** (*Baraboo News Republic*)

Dr. Harry Vander Kamp opened offices here for the practice of medicine and surgery, locating in the Horstman building on Third Street. Dr. Vander Kamp is a graduate of the University of Wisconsin Medical School and after completing his work there was associated with the Jackson Clinic of Madison. For the past three years he has maintained a private practice in Tomah and while at that place he was appointed surgeon at the government Indian hospital located there. Dr. and Mrs. Vander Kamp early on resided in the Conway apartments on Second Street.

1938-1939 **Gillen's Photography**

114 & 114-1/2 (AKA 112 Third Street)

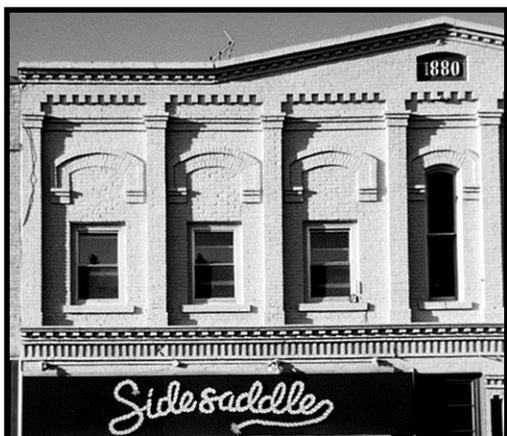
114 Third Street

Gattiker Brothers' Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, Lot 5

Sanborn map location 228 Third Street



114 Third Street facade

Architectural Description

A broad triangular pediment stretches over the center three bays of this seven-bay two-story brick block. Corbelling provides ornamentation at the roofline and over the first store storefronts. Segmented arched windows are extant on the western half, but have been bricked over on the east. Brick window hoods and stone lug sills provide additional detail, as do brick pilasters, which separate bays. The eastern storefront is framed with black and white Carrara glass. Two brick pilasters with recessed panels remain which flank the western storefront, although the storefront itself has been altered and replaced with modern materials.

On April 13, 1880 a fire broke out on the 100 block of Third Street which took a quarter of the block, creating space for the current structures at 100, 106-108 and 110-114 Third Street. Shortly after the

fire, **J. J. and Alfred Gattiker** purchased two lots from B. F. Mills, 24 feet each, on which they erected a double business block (110 & 114). The two storefronts have been treated separately. **Longley & Bloom** promptly moved into this building in 1880.

Frank E. Brewer entered business in 1885 by taking a partnership with **Isaac Green** in the **Green & Brewer Shoe Company**.

Green died on November 24, 1888, a victim of typhoid pneumonia. He was 68 years old and had lived in Baraboo for the prior 30 years. His wife but no children survived him. He also left a sister, **Mrs. Ebenezer Marriott**.

By 1890 the business was conducted by Brewer as the **F. E. Brewer Shoe Company**. This sole proprietorship lasted until 1912 when it became known as the **Brewer-Rowland Shoe Company**.

William E. Rowland was listed in the 1910 city directory as an insurance agent living at 522 Camp Street. In the 1915 city directory, Brewer is listed as president of the shoe company while in the 1917 city directory Rowland was listed as president.

In November of 1907, Mayor E. G. Marriott purchased the Gattiker Block on Third Street for \$16,500. The real estate included the buildings located at 110, 114 and 116 Third Street. Mrs. E. Pfannstiehl, Miss Gritli Gattiker and Miss Louise Gattiker owned the property.

In January of 1920, Rowland purchased the interests of Brewer in the shoe business. The deal made Rowland the sole owner of the **Rowland Shoe Company**. The two men had been in business for eight years.

In 1926, Rowland, who had been in Oklahoma City for the prior several weeks as a salesman for the Freedman-Shelby shoe company, returned to Baraboo to close out his business interests here. The Baraboo man had been given a new and better territory with the shoe firm so he did not expect to return to Oklahoma. His shoe store in Baraboo would be reorganized in 1927 under new proprietors and would continue at the same location.

In January of 1927, **Albert Dizon** of Madison established the **Dizon Shoe Company** after buying the Rowland Shoe Company stock and fixtures. Dizon was experienced in the clothing business, having

114 & 114-1/2 (AKA 112 Third Street)

been in business in Madison for several years. His son, **Oscar Dizon**, would be in charge of the Baraboo store and would continue the shoe sale, which was started by Rowland.

In November of 1927, Albert Dizon left for Waukegan, IL where he had purchased another shoe store. Mr. Dizon announced that he was going to sell out and set about conducting a successful sale. The **Bray-Stewart Shoe Company** then purchased the business. **William Haney**, who had been with Dizon since the store opened, remained as manager of the business.

In January of 1928 the Bray-Stewart shoe company discontinued its operation of the store.

The **Jerrold Co.** of Saginaw, Michigan then leased **Mrs. Elizabeth Marriott's** building, formerly occupied by Rowland's Shoe store and established **The Jerrold Store**, retailers of men's clothing. In February of 1930, Ivan Reuland was promoted to manager, having worked at the store since he graduated from High School. Jerrolds continued in business until 1933 when the announcement of the opening of the **D & A Supply Company** store in this city was made in the Baraboo News-Republic dated March 16, 1933. The proprietor of the business, located in the former Jerrold store building on Third Street, was **Harold Durr** of Waukegan, Illinois. The store specialized in automobile accessories and equipment.

In 1936, **Melvin C. Prine** established **Prine's Ben Franklin Variety Store** at this site. It was then announced in January of 1938 that **James O. Shepherd** of Evanston, Illinois had purchased the store and was conducting the business as **Shepard's Ben Franklin Store**. Assisting Mr. Shepherd in the store was his daughter and son-in-law, Mr. & Mrs. Howard J. Zibble, and they together with Mrs. Shepherd planned on moving to Baraboo to make their permanent home.

In 1941 **Jack Epstein** was conducting **Francines Ladies Apparel at this site**.

This business remained until October of 1975 when, the purchase and sale of Francine's was announced by Jack Epstein and Dick Spragg. **Dick and Patricia Hoppe Spragg** planned to continue the business as **Spragg-Francines Ladies Apparel**. The year of 1980

found **Patricia Spragg** conducting the **Colonial Yarn Shop** at this address.

In 1981 **Craig and Deborah Nelson**, formed a partnership and founded the **Sunshine Co., Retail Florist and Gift Store** here. This operated until 1985 when **Roberta Barrix** established **The Fabric Shoppe**. This lasted until 1990 at which time the **G & N Hobby Store** filled this location.

The Shadow Box Gallery, Inc. Prints & Picture Framing store came into existence in 1992. **Todd and Lisa Spencer** conducted this business through 1997. The **Side Saddle Western Store** was moved here from 115 Third Street in October of that year. The store closed in October of 1999.

The owner of **More Is Better**, which opened May 1, 2000, was **Barbara Allard-Bluske**. Barbara worked 11 years in the retail and florist industry in Waukesha before her husband's job brought them to Baraboo in 1995. In addition to collectables, the store carried vintage furniture, gourmet candy, plants, container gardens, and Bluske's own artificial dried floral arrangements.

By 2001 the building was sitting empty, then **Autumn Moon Gifts** opened May 1, 2002. The gift shop offered a vast range of items, including art prints, cork sculptures, frosted glass figurines, clocks and candleholders. **Andrea and Leo Schneider** owned the shop. The Reedsburg residents looked at storefronts in several area communities and finally decided to set up shop in Baraboo. September of 2002 found **LaDonna Devine** conducting the **An Siopa Eire** store here. This Irish store moved from over the Reinking block on the corner of Fourth and Oak.

On Tuesday, November 30, 2004, an electrical fire destroyed part of the storefront, ruined merchandise and caused much smoke damage to the apartments above the business. Due to the fact that it was Christmas shopping time it was necessary to get the store up and running as soon as possible. Two doors east, at 108 Third Street, sat an empty building vacated recently by the Raven House business. Devine was quick to take advantage of the empty business building and removed her stock to that address in time for the Christmas shopping rush. During the first week in May of 2005, Devine moved her

114 & 114-1/2 (AKA 112 Third Street)

merchandise back into 114 Third Street. In March of 2009, Devine announced she was closing the store. Due to the world economic chaos and plus the fact that she felt she needed some time for herself, she decided to have a close out sale. LaDonna and her store will be sadly missed. Her plans were to be closed by the first of June.

Todd Walther of Lyndon Station and **Jake Stolte** of Baraboo announced in September of 2009 that they were reopening **Thredz Fashion** at this location. The new store brought high end fashion such as men's and women's clothing, shoes, purses and jewelry, to the community at low prices.

By October 25, 2010, **Thredz Fashion** is locate here.

114-1/2 Third Street

AKA 112 Third Street

(Upstairs)

1890 Miss Ida Griffin, Dressmaker, address given as over Brewer's shoe store

1894-1898 The Baraboo News Publishing Co., The Daily News
The Weekly News Wednesdays

The Baraboo Evening News was established in 1884 and established itself at 310 Oak Street according to the 1890 Sauk County Directory (After the new street numbers were established this probably was in the 400 block). Sometime prior to 1894 the firm moved to 112-1/2 Third Street. Then in 1894 the entire upper floor of the F. E. Brewer shoe store was leased by the Baraboo News and fitted up with an office, storeroom, composing room and other conveniences necessary to a well-equipped printing establishment. This was over 110 and 114 Third Street.

???? Sauk County Democrat Office, Baraboo free Library

1894-1894 Evening News (Second Floor) A.D. Dorsett, H.E. Cole, Edward Luckow

1895 Badger Band, F.E. Morey Director

1898 Cole, Dorsett & Matchett, Publishers

1898 J.F. Kartack, Printer

1898 L.L. Ketchum, Real estate

1917 G.A.R. Hall

115 & 115-1/2 Third Street

115 Third Street

Tously Block

Located on the north side of Third Street between Oak and Ash Streets.

Block 26, lot 8

Sanborn map location 203 Third Street

In August of 1868 (1886?), **H. T. Savage** advertised for sale: House two doors east of Burrington's store. House is in complete repair with first-rate cellar and cistern. The lot is 50 feet wide on Third and 60 feet deep. The same month there was a report of the following real estate sales, Mr. Rickert's lot and dwelling near the Presbyterian Church and Mr. Savages house and lot, both to **Mr. Alfred Tously**, the latter for \$1,650.

Architectural Description

The **Tously Block** was erected in 1886; **D. W. Worth** did the masonry work. The building is comprised of three storefronts, two two-bay stores flanking a three-bay store in the center, with stairwells on the far eastern edge and between the west and center stores set off by pilasters. A string course links segmental-arched window hoods formed with brick. Windows have been replaced with modern rectangular forms in the center and eastern storefronts. Patterned brickwork separates fenestration from a bracketed pressed metal cornice with a garland motif; a triangular pediment caps the building between the western and center storefronts and carries "1886" in relief. The cornice on the eastern storefront differs from the rest, having a more geometric pattern. Only the doorway to the center stairway retains transom and glass; modern materials, including a metal awning over the latter, have replaced storefronts on both 115 and 117 Third Street. A circular window and transom on the far eastern edge have been bricked up.

The address of the two-bay section to the west was 115 with 119 adjacent and to the east while between the two was 117 Third Street, a stairway leading to the second floor. Most second floor addresses bore a 1/2 suffix. Others were given a full number as an address.... adding to confusion.

GOLLMAR BROS., DEALERS IN



Steel Wheels, only \$5.00 SPOT CASH.

The best carriages and the lowest prices in the world! We sell more than all other dealers in this city put together. We have sold our first consignment and have ordered another lot. Wait for them. Out of town dealers supplied at wholesale. Send for prices. Sole agency for Wisconsin. GOLLMAR BROS., Undertakers, and bargain furniture dealers, Baraboo, Wis. 13w2

115 & 115-1/2 Third Street

In 1887, brothers Ben F. & Fred Gollmar moved the **Gollmar Brothers Furniture Store** here from Oak Street. In December of 1890 they declared a closing out sale and relocated themselves at 311 Third Street. In 1891 they joined their older brothers and formed the Gollmar Brothers Circus.

It is believed that the next occupants were **Wallace, Porter & Gerks, Undertakers, Embalmers and Furniture**. They moved to 401 Oak Street in January of 1893 where it was said they would have more room.

In March of 1893, **Yagy Bros. and Egerer** opened a **crocery store** here. The firm would carry a full line of crockery and glassware. In late December the partnership was dissolved and **A. P. Egerer** would remain in charge. However, in January of 1895, the store was closed by the sheriff on three judgments, one for Wm. Egerer, \$556.34, one for **Benj. Simonds**, \$135 and one for **U. Von Wald**, \$267.35. In February the store went under the hammer and Clavadatscher & Co. purchased the stock for \$365, the fixtures went to P. H. Keyser for \$60.00 and Mr. Simonds got the horse and delivery wagon for \$34.00.

The **Dixon & Son Clothing Store** then moved here from 518 Oak Street. It is possible that Dixon moved to 117 Third Street, above 115. However, in June of 1895, the clothing firm of **J. T. Dixon & Son**, of which **A. C. Dixon** was the resident member, moved to Fort Atkinson. In 1895 **Albert Hook** opened the **Hook Music Store** here.



Adolf "Judge" Andro

It was reported in August of 1898 that Mesdames **Effie Walker** and **Myrtie Manney** rented this site with plans of opening a first class millinery and dress making shop, which will be known, as the **Bon Ton Millinery & Dressmaking Parlor**. Mrs. Manney comes here with eight years of experience at a large ladies suit house in Seattle. This establishment operated until 1902 when **J. H. Link** opened **Link Jewelry and Optician** here. Link was still at this address in 1915. In 1915 **Judge Andro** and **F. J. Effinger** purchased this building and owned it for the next 20 years. Link Jewelry then moved to 145-147 Third Street and Andro's sister, **Miss Ella J. Andro** opened **The Andro Specialty Store** here during that time. **Miss Martha A. Effinger** was associated with Ella during at least part of that time beginning in 1916.

In February of 1929, a blaze damaged this building and also caused smoke damage to the Elks Lodge and the Woolworth Store. The damage amounted to about \$20,000.

In 1936 Judge Andro sold this building to **Schultz Brothers Corp.** who in turn traded it to **Roy J. Lindgren** for his **Red Goose Shoe Store** building, which was located at 121 Third Street east and adjacent to the Woolworth Store.

In 1936, remodeling started on this building, by owner Roy Lindgren, of this city. The Andro Shop would temporarily be located on the second floor while the first floor would house the new Red Goose Shoe Store. Also in 1936 **Ezra Schaefer**, who had been managing a Monroe shoe store for the prior ten months, purchased the interests of **Irvin Beckman** in the store. Mr. Schaefer then joined in the active management of the Baraboo store in which he was employed for several years before going to Monroe.

Mr. Beckman, at this time, had taken over the management of a Fort Atkinson store and had been located there for several weeks. In June of 1936 Mrs. Beckman and her little son left Baraboo to join Mr. Beckman in their new home. A number of her Baraboo friends honored Mrs. Beckman at a farewell party given prior to her leaving. Roy Lindgren was still a partner in 1955 and maybe later, however in 1955 E. H. Schaefer, Joseph H. Gleue and John M. Sprecher were operating

115 & 115-1/2 Third Street

the Red Goose shoe store. In 1980 the city directory lists John Sprecher as owner.

In 1989, **The Fabric Shop** was opened by **Roberta Barrix** and operated here until 1994, when **Norma J. Spencer** opened the **Talar Gallery**.

Julie Gussel Keller opened **Side Saddle**, a western store at this address late in 1895. In October of 1997 Julie relocated her store to 112 Third Street, across the street, to larger quarters.

At that time, **Judy Spychalla** opened **Silver Arrow**, a Western/Mexican jewelry store at this location and conducted business here until November of 1998.

Barbara and Gerald P. Traxler moved their **Christmas and Candles Specialty Store** to this address in September of 1999 after operating at 143 Third Street for the past 10 months.

By January of 2004, Traxlers had vacated this building, having moved their inventory to their new location south of the Broadway Bridge.

On May 6 of 2005, in conjunction with her adjoining business, Bekah Kates, **Rebekah Stelling** opened **Comfy and Chic Boutique** at this address. She offered specialty children's items, contemporary apparel and jewelry, bed linens and bath & spa accessories.

115-1/2 Third Street (Over 115 Third Street)

1888 In 1888, **W. W. Randall**, conductor of the **Baraboo Dye Shop**, had an office at this location.

1892 Mr. A. J. Carrow Office

Mr. Carrow, prior to 1892, was a builder for 32 years, commencing his trade in Canada. He commenced the study of architectural work under R. W. Fuller in 1866 in Onatona, Minn. remaining there for five years. He located in Baraboo in 1872.

The first Masonic Temple, which cost \$15,000, and was conceded to be one of the finest buildings of its kind in the state, was planned, designed and built by Carrow; the Burrington block which was the first block erected on the hill, was planned and built by him in 1876; the H. P. Jones store block on Oak; the Clavadatscher block on Third street; Dickie's and Ashley's business blocks on Fourth street; the Johnston block; the old jail on Second and Broadway, the old second and third ward schools and the Elkington block. He also designed and built over 20 houses in Baraboo alone.

116 & 116-1/2 Third Street

116 Third Street

Known Early as the Red Front or Red Brick Building
Located on the south side of Third Street between Oak and Ash Streets.
Block 35, lot 4 & 5
Sanborn Location 229 Third Street

Architectural Description



116 Third Street facade

The four-bay is of unusual design, having flattened gothic and ogee curves over windows and at the roofline, giving the structure an exotic flavor; the implied “onion” shape silhouetted in brick gives the design a Turkish feel. Modern rectangular windows have replaced the originals, and the storefront, while retaining the recessed entry, has been replaced by contemporary materials. Despite these alterations, the building is considered contributive to the architectural character of our district for its unusual design and as an element of an intact blockface.

The **Gattiker Brothers** erected this building in 1877. The architects were Thompson (probably **Thomas Thompson**) and **Lang**. It is believed that this business block was divided into two separate stores from early on. One half housed various shoe stores while the other half housed pharmacies owned by different parties.

The history of one half of the building is as follows:

In 1877, **Edward G. Marriott** leased the building and opened the **Marriott Shoe Store** at this site. Marriott was born in Wollaston, England on September 30, 1850 to **Mr. & Mrs. Ebenezer Marriott**. He served an apprenticeship as a shoemaker in England and in 1869 came to America and settled in Baraboo, going to work for Avery & Green where he remained until 1870. He then went to work for Gibson & Dibble, which was located in the old frame building at 502 Oak where the First National Bank later stood, purchasing that firm in 1875, moving it to this location.

He remained in the shoe business until about 1905 when he gave up his active interest. At that time the business was incorporated with his son, **William H. Marriott** and William’s son, **E. Dean Marriott**, as active partners. There is some question as to whether or not E. Dean Marriott was an active partner. In November of 1907, Mayor E. G. Marriott purchased the Gattiker Block on Third Street for \$16,500. The real estate included the buildings located at 110, 114 and 116 Third Street. Mrs. E. Pfannstiehl, Miss Gritli Gattiker and Miss Louise Gattiker owned the property.

In January of 1909, the firm was reorganized with the following election of officers; Pres. – W. H. Marriott; Vice Pres. – Mrs. E. G. Marriott; Secy. – E. D. Marriott and Treas. – E. G. Marriott.

In January of 1912, a deal was closed by which the E. G. Marriott shoe store was sold to **William Ode** and **Eric H. Groth**. The new owners were expected to take possession within 40 days of the closing. The Marriotts were expected to stay with the firm for at least a year. In January of 1913, Groth retired and E. G. Marriott returned as vice president with his son W. H. as president of the new **Marriott Shoe Store**. Ode would remain as secretary-treasurer.

By 1915 **W. H. Marriott**, along with **W.H. Ode**, conducted the business, E. Dean now residing in Chicago.

In June of 1921 W. H. Marriott purchased the interest of W. H. Ode in the Marriott Shoe Store. The two had been in business for the prior nine years. Mr. Ode gave no particular reason for leaving. Then in June of 1925, probably the oldest shoe store in the city and carrying the Marriott name for more than 50 years closed its doors.

116 & 116-1/2 Third Street

A voluntary petition in bankruptcy was filed. Mr. E. G. Marriott died in August of 1916 while on a motoring trip through the eastern part of the state.

In August of 1925, the stock of the bankrupt Marriott Shoe Co. was purchased by **Henry C. Jones** and **W. P. Koepp** and the business was conducted as **Jones & Koepp Shoe Company**. The stock was valued at approximately \$18,000. The Baraboo men who purchased the business were both veteran shoe men. Mr. Jones had been a traveling salesman for wholesale firms for the greater part of each year and during his spare time had clerked in local shoe houses. Mr. Koepp had conducted a repair shop for the past several years in which he kept a small stock of shoes. His shop would be kept open during the sale.

In June of 1926, Jones purchased the interests of his partner, Koepp, in the business and would thereafter operate the store under the name of **Jones Shoe Company**. Mr. Jones had been engaged in the shoe business for years, both as traveling salesman and retail merchant, and he was an experienced shoe merchant.

In January of 1932, **Paul L. Stewart**, for 20 years in the shoe business in Baraboo, became associated with Jones of the Jones Shoe Company of this city, the store to be henceforth known as the **Jones-Stewart Shoe Company**. Both of the members of the new partnership were experienced shoe men. These men remained as partners until 1939. In 1940 the firm reverted to the **Jones Shoe Company**. In 1942, Henry C. Jones announced that he was vacating this building after 25 years of business. The close out sale would start Feb 13, 1942.

Ernest A. Isenberg established the **Isenberg Music Co** in 1945 and operated at this address until 1965. The building was purchased by Paul Krueger and divided. Isenberg then moved his business into the east section of this building.

116 Third St. West

In April of 1965 **Ray McGee Realty** leased the newly remodeled section of this building from **Paul Krueger**. McGee operated here until 1977 when **Travgo Travel** started conducting business here. Travgo Travel prevailed until 1982. This portion of the building then sat empty until 1985 when the **Great Wisconsin Devils**



Edward G. Marriott

Lake Model Railroad Association moved in. It is not sure how long this operation was here but late in 1996 **Vethe Music** moved here from 528 Oak St. It was announced in October of 2001 that after 38 years Vethe Music would close their doors at the end of the year. **Don Vethe** stated, "We have decided that 38 years is enough, the time has come to lock the doors".

Don's mother, Loretta Vethe, passed away on November 15, 2001, at the age of 95. Loretta was the daughter of **Timothy P.** and **Parmelia M. Foley**. She was born on September 2, 1906 in Chicago, IL. She married **Rodger I. Vethe** on September 4, 1929.

She began her career in the music business with Holzum Music in Baraboo. During the 1930s, while living in Madison, Forbes Meagher Music Company employed her. In 1953 she began selling pianos and organs from her home, once again representing Forbes

116 & 116-1/2 Third Street



Boot and Shoe Store occupants unknown 116 Third Street

Meagher. Ten years later, in 1963, she and Rodger opened the Loretta P. Vethe Piano and Organ Studio in Baraboo at 528 Oak Street, which they operated until their sons took over in 1996. Her husband, Rodger, preceded her in death in 1993.

In the February 27, 2002 issue of the Baraboo News Republic, an ad appeared announcing the grand opening of the “**Busy Bear Crafts**” store. On March 2, 2002, **Jennifer Opperman** opened Busy Bear Crafts on Third Street in a storefront formerly occupied by the Vethe Music store. She used to teach rubber-stamping classes at Jane’s Stamp Escape and learned there that there was demand for a downtown craft store.

While she has enjoyed turning an avocation into a vocation, opening the store meant taking on a second full-time job. In addition to running the store, she served as a career development specialist at a Madison college. Opperman relied on her family to run the register in her absence.

October 1 of 2002 finds **H & S Financial Services** here, having moved from the Al. Ringling Theater building on Fourth

Street. In moving her financial services office from Fourth Avenue, **Teri Sonsalla** joined downtown Baraboo’s financial district. Baraboo National Bank, Wells Fargo, Royce Raymond Financial, Wisconsin Home Mortgage and now H & S Financial Services.

In September of 2006, H & S Financial Services moved from 116 Third Street to 202 Broadway. By June of 2007 **Cooper & Coleman Hometown Realty** is conducting business at this site but July of the same year the site is sitting empty.

In August of 2008, the local Chamber of Commerce welcomed **Banana Boat Advertising** conducted by **Mark Tully & Karen Sorkness** at this location. For the past 15 years Banana Boat Advertising had provided Baraboo with advertising, graphic design, photography, illustration, logos and publication and moved here in June of 2008.

116 Third St. East

Paul Krueger purchased this building in 1965 and divided. Isenberg then moved his business into the east section of this building.

In 1968, **Paul Krueger** moved **Krueger’s Barber Shop** to this location from across the street. In 1972 **Mike’s Barber Shop** was established when **Mike Przybyski** purchased the business. **Ann Sardeson**, Mike's daughter and a graduate of a cosmetology School in Madison purchased the barber shop in 2010 and renamed it **Ann's Barber Shop**. Ann had cut hair here for the past six years.

116-1/2 Third Street (Upstairs)

1881 "Buhmeyer Cigar Manufacturer"

In 1881 Daniel E. Buhmeyer was the proprietor of the oldest cigar factory in Baraboo, located on Third Street over Marriott's Shoe Store.

1881 "B.F. Mills, Physician & Surgeon"
Office over Marriott's Shoe Store

116 & 116-1/2 Third Street

1895 Prior to 1895, **C. W. Ibe** had a **Tailor Shop** at 116 Third Street. He may have been located here on the second floor. In June of 1895, Ibe was conducting the Tailor Department at the Hub on Oak Street. In August of 1896 he moved to 110 Fourth Street.

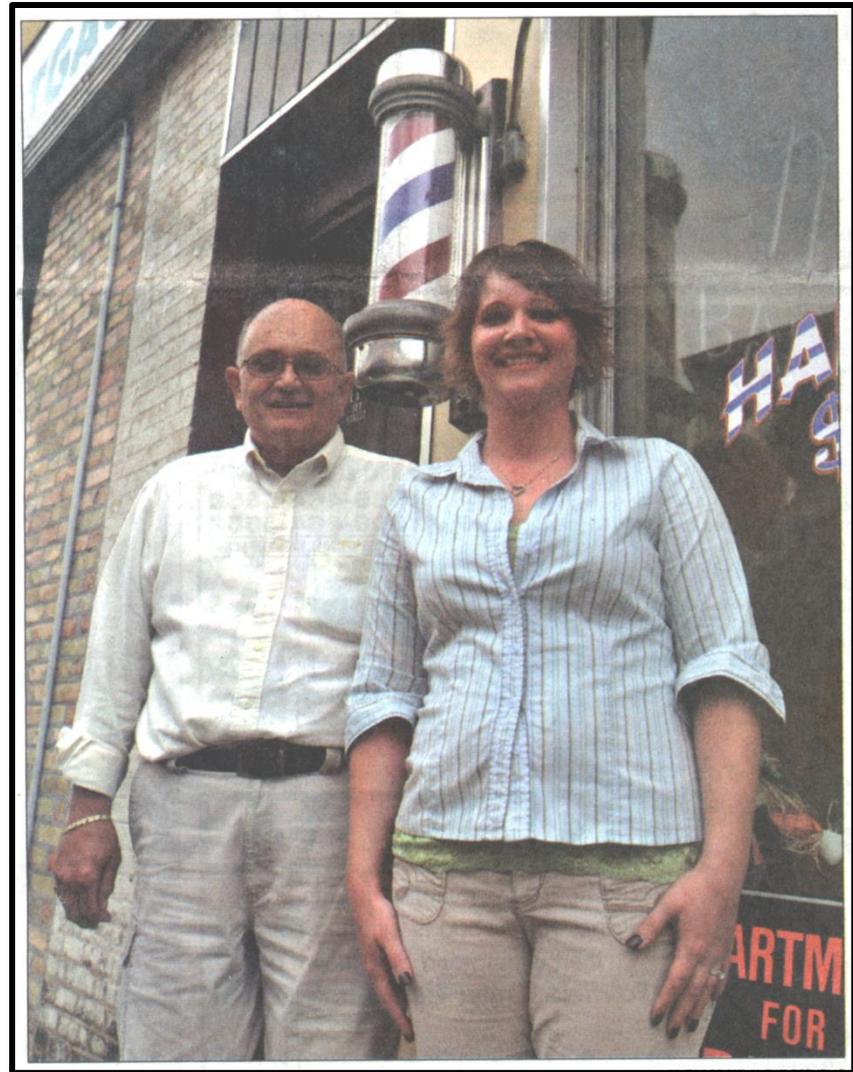
1896 In August of 1896, **Wm. Little** moved his **tailor shop** to this address. Then in August of 1897, Little closed his business and moved to Lodi.

1895-1917 "Arthur J. Hurd Dyer & Scourer"

1895-1898 "F. P. Ellis, Dentist"

In October of 1895, F. P. Ellis, son of William Ellis, 228 Fifth Avenue, opened a dental parlor over Marriott's shoe store. Dr. Ellis came from Prairie du Sac where he had an office.

1935 Pope Photography Studio



Mike Przybylski and daughter Ann Sardeson c2011

117 Third Street

117 Third Street

Located on upper floor with stairway between 115 and 119 Third Street
Block 26, lot 8
Sanborn Location between 203 and 204 Third Street

Architectural Description

The **Tousley block** was erected in 1886; D. W. Worth did the masonry work. The building is comprised of three storefronts, two two-bay stores flanking a three-bay store in the center, with stairwells on the far eastern edge and between the west and center stores set off by pilasters. A string course links segmental-arched window hoods formed with brick. Windows have been replaced with modern rectangular forms in the center and eastern storefronts. Patterned brickwork separates fenestration from a bracketed pressed metal cornice with a garland motif; a triangular pediment caps the building between the western and center storefronts and carries "1886" in relief. The cornice on the eastern storefront differs from the rest, having a more geometric pattern. Only the doorway to the center stairway retains a transom and glass; modern materials, including a metal awning over the latter, have replaced storefronts on both 115 and 117 Third Street. A circular window and transom on the far eastern edge have been bricked up.

The address of the two-bay section to the west is 115 Third Street with 119 adjacent and to the east while between the two was **117 Third Street**, a stairway leading to the second floor. Most second floor addresses bore a ½ suffix. Others were given a full number as an address.... adding to confusion.

In 1890, **Mrs. J. Fogle** and **Mrs. Fannie Ewing** conducted a dressmaking shop here while from 1890 to 1895 **Miss Clemmy Palmer** conducted the same type of business. **Mrs. Harry W. Abbott**, operated her **Millinery** here as early as 1886, in 1896 she moved her operation to her home at 319 Fourth Avenue.

In 1898 **Miss F. Stone** and **Miss L Stone** were **Dress Makers** at this location and **Charles Junge Insurance** was being conducted here.



Wedel's Beauty Shop 117 Third Street circa 1938

The years 1915 and 1916 found **Miss Jeanette Lewis, Public Stenographer** conducting business here while from 1917 to 1918 the **Knights of Columbus** met here.

During the years 1917 to 1920 **George W. Andrews** presided over the **Baraboo Business College** on this upper floor. **Walter S. Seyler** was the proprietor.

The Elk's Club observed the occupation of their new club rooms at this address by a formal opening on Thursday evening, January 19, 1922 and about 200 Elks and their lady friends were present to enjoy the occasion. The spacious rooms were prettily decorated with ferns, flowers and American flags, and in the dance hall ceiling, streamers of purple and white crepe paper were effectively arranged. The hall also contained many mirrors along the walls.

117 Third Street

Cards and dancing were the chief forms of entertainment during the evening and the Terbilcox orchestra furnished excellent music. Fruit punch was served to the guests between dances. A short program consisting of vocal selections by D. J. Roberts, C. A. Melzl and the Elks Quartet was much enjoyed and Mrs. Charles Lusby accompanied by piano.

At twelve o'clock those present were told to search for their places at the tables, which were indicated by cards, decorated with the Elks symbol. A dainty luncheon, consisting of sandwiches, olives, coffee, ice-cream, and cake was served.

The committee in charge of affairs included; Chairman, Adolph Andro, L.P. Gerou, E.E. Baringer, H.K. Page, Ben Jones and Exalted Ruler, V.R. Harding acting with the committee. The Misses Esther Brownell, Vida Peck, Irene Underkofler, Lucille Harris, Fern Hampton and Amelia Patterson kindly assisted Mr. & Mrs. Edward Ludwig with the serving.

All present report the event one of the jolliest of the season. (BDN, 1/27/22)

117-1/2 Third Street

On April 5, of 1938, **Wedel's Beauty Shop** opened above Schultz Brothers' Varsity Store. They moved to 130 Third Street in July of 1939.

1939 to 1948 found the **Sauk County Agricultural Conservation Association** here.

In 1962 **Mueller Photographic** Studio occupied some space on this floor while in 1997 **Buyer Broker Realty** was owned and operated by **Charles Spencer**.

Sand County Contracting, LLC., designers and builders of bathrooms and kitchens and owned by **Chris Shanks** was located at 117-1/2, Suite B in March of 2010.

119 Third Street

119 Third Street

Tousley Block

Located on the north side of Third Street between Oak and Ash Streets.

Block 26, lot 8

Sanborn map location 204 Third Street

Architectural Description

The Tousley block was erected in 1886; **D. W. Worth** did the masonry work. The building is comprised of three storefronts, two two-bay stores flanking a three-bay store in the center, with stairwells on the far eastern edge and between the west and center stores set off by pilasters. A string course links segmental-arched window hoods formed with brick. Windows have been replaced with modern rectangular forms in the center and eastern storefronts. Patterned brickwork separates fenestration from a bracketed pressed metal cornice with a garland motif; a triangular pediment caps the building between the western and center storefronts and carries "1886" in relief. The cornice on the eastern storefront differs from the rest, having a more geometric pattern. Only the doorway to the center stairway retains a transom and glass; modern materials, including a metal awning over the latter, have replaced storefronts on both 115 and 117 Third Street. A circular window and transom on the far eastern edge have been bricked up.

The address of the three-bay center section was 119 with 115 adjacent and to the west and 121 adjacent and to the east.

This was approximately the location of the **Tousley Residence**. In April of 1872, Mrs. A. Tousley moved the **Tousley Millinery business** from opposite the post office to a wing of her residence.

In August of 1886, **A. W. Bock** moved his **Barber Shop**, either to this location or next door at 121 Third Street from a site opposite on Third Street. In March of 1888, **Otto Spangenberg** of Sauk City rented a chair from Bock. However, in September of the same year Bock left the city and also several creditors. His brother, Phil, is considering taking charge of the barbershop. It was later reported that A. W. Bock had gone to *shave* the people in Eau Claire.



Schultz Bros. Company 119 Third Street circa 1937

It was reported in 1895 that **Gorman & Sarahan, Dress Makers** were located at this address. Little is known of them except they were also noted as being at 111 and 151 Third Street.

In October of 1895, **Charles Wild** found his quarters at 120-122 too small to accommodate his growing inventory of furniture so he decided to expand and established the **Charles Wild Furniture Store Annex** at this address.

In January of 1896, **G. J. Wearham & Co., Clothing** opened here. Partners were **Patrick H. Madden** and **George J. Wareham**. Wareham had been located on the south side prior to his moving here. In December of 1899 the partnership was dissolved and the firm of **Madden Clothing** was established by Madden who assumed all liabilities as of December 23, 1899. Madden was an old railroad engineer who had his headquarters in Glen Ferry, Idaho for nearly 20 years. In April of 1900, Julius Hoppe purchased the complete stock of clothes from Madden with plans on liquidating the merchandise at this site.

The **J. R. Lawsha Flour and Feed Store** was located here in 1902. Lawsha ran the following ad in the Jan. 22, 1902 issue of the *Baraboo News*:

119 Third Street

I wish to say to the public that I am still in business for a short time. In the sale with Mr. Briggs, he only took part of my stock. Also I had a car bought that he could not use. This car I have just received, containing flour, bran, middling, wheat and screening for chickens. This is to be closed out with the flour that I had on hand, such as Ceresota, Golden Rod, Jersey Lily and Hard-to-Beat. Come and be supplied while this stock lasts. I am now located in Mrs. Tousley's store building on 3rd. St. next door to Link's jewelry store.

By 1903 **W. F. Hagen's Gun & Locksmith Shop** was being conducted at this site. Advertised was the sale of and repair of guns, fishing tackle, bicycles, sewing machines, etc. In November of 1905, Hagen gave up this site to a new coffee and tea store. He rented the Mould building at 413 Oak Street.

December of 1905 found the **Hemingway Tea Store** operating at this address. The store, which advertised the stocking of teas, coffees and spices opened on the seventh of the month. The store also handled what they called a fine line of china in French, Bavarian and Austrian hand painted, Japanese in the Oriental, Nippon and Royal Moriage. Also, a large and most complete line of high-grade chocolates and bonbons made by H. D. Foss of Boston would be offered. There is some evidence that Hagen and the Tea Store may have been upstairs at 117 Third Street, but intuition leads one to think they were at this address.

In March of 1906, **J. P. Moran** of Kenosha was in town prior to the opening of his new ten-cent store, one of a chain of more than a dozen. **Moran Notions** reigned here until at least 1916.

In 1915 **Judge Andro** and **F. J. Effinger** purchased this building and owned it for the next 20 years. **F. W. Woolworth** would occupy this site in 1921.

119 and 121 Third Street become one as 119 Third Street

In 1921 the **F. W. Woolworth Variety Store** was established at this address and remained here until 1936 when in August of that

year, one of the biggest real estate transactions to take place in Baraboo in years was consummated with the sale of two Third Street buildings by **Judge Adolph Andro** and **F. J. Effinger** to the **Schultz Bros. Corporation** of Chicago, who operated variety stores. The buildings sold were those occupied by the **Andro Specialty Shop** located at 115 Third Street and of which **Miss. Ella Andro** was proprietor and the **Woolworth Store**, located at 119 Third Street. The 1917 city directory also lists the **Baraboo Business College** at 119 Third Street.

The **Schultz Company** then in turn traded the building occupied by Miss Andro for the **Red Goose Shoe** store building, 121 Third Street, which was then owned by **Roy Lindgren**. Mr. Lindgren planned to move his shoe store to the Specialty Shop building, while the Schultz Company would occupy the two store sites to the east. The existing Red Goose building was to be extended to the alley at the rear, making it correspond in length with the Woolworth building. The addition would be two-story and the **Elks Lodge** would then obtain additional lodge room, occupying the space above the Schultz store after September of 1921.

Judge Andro and Mr. Effinger had owned the two buildings for the prior 20 years and during most of that time the Andro shop, Woolworth store, and the Elks lodge had occupied them. Due to the existing leases which were not to expire until the following May, it was assumed that probably no business changes would be made until that time, all of the existing businesses continuing at their present locations. Miss Andro would continue in business, having leased another location. The Woolworth Company was busy negotiating for larger quarters for their local store, according to **Manager G. H. Hawkins**.

Friday of the week of July 29, 1937 marked the opening of the **Schultz Brothers' Variety Store**. The buildings had been remodeled throughout and with the removal of the wall between the buildings they then had an interior, which permitted the display of merchandise in a most attractive manner

The fixtures were all of the latest type and designed to accentuate the attractive features of the goods displayed. The modern, sanitary candy department and ice cream bar were particularly attractive and designed for efficient service..

119 Third Street

The store had one of those fronts which added distinction to the business street of the city, being of black Carrara with an attractive engraved sign, enameled in ivory. The investment by the Schultz company of a large sum in Baraboo real estate reflected the confidence which the firm had in the future of Baraboo after its extensive investigation of the business possibilities of this city. This belief was shared by many other merchants of the city as emphasized in the many new fronts and new buildings, which had gone up here in late years.

Local contractors and local labor did all construction work throughout the building. The finished store reflected credit to their capabilities. The manager of the new store was **C. N. Potter**, recently transferred from the Sparta store. Some thirty local sales ladies were employed in arranging the merchandise on the counters for the opening event on Friday.

H. V. Schultz, secretary-treasurer and buyer for the company, personally supervised the installation of the fixtures and opening of the store. Mr. Schultz stated, "The officials of the company are sincere in their belief that this city is in the midst of a well founded development and that it's importance as a trading center will continue to increase."

Those assisting Mr. Schultz in the opening of the store, besides Mr. Potter, were I. W. Olson, superintendent of stores in this district, R. B. Mayhew, superintendent of eastern Wisconsin stores, Mr. Miller of Shawano, Mr. Kasuloski of Clintonville, Mr. Maynard, manager of the Reedsburg store, Mr. Mittelstadt of Hartford and Mr. Wilke of Ripon.

The first Schultz Bros. store was opened in Wisconsin 35 year's prior. Since that time the network had spread to four states, Wisconsin, Illinois, Iowa and Indiana. The company had 29 stores operating in Wisconsin in 1937.

E. P. Kuwitzky managed this store between 1950 and 1970; **Fred W. Waelchli** 1970 to 1973; **Larry Dessner**, 1973 to 1976; and **Lorna Brecka**, 1976 to 1979.

In September of 1977, **Alvin D. Follendorf**, owner of Dorf's Men's and Boy's Wear on Fourth Street, and H. W. Schomberg, representative for Schultz Bros. shook on the purchase of the Schultz Store on Third Street. Follendorf planned on moving to this address by



Mike and Bekah Stelling 119 Third Street circa 2004

April of 1978. Follendorf opened as **Dorf's Men's & Women's Fashions, Inc.** here, after the closing of the Schultz store. The name of the business was changed about 1994 to **Dorf's Vogue**.

In 1995 we find **Nautical Notions** here being operated by **Gerald and Barbara Traxler**. They occupied principally the whole store while **Travel Where Travel Agency** occupied a section in the rear of the building. In January of 2004, Seymour moved her travel agency to the site of Burkhalter Travel Agency on Third Avenue. The Traxlers at the same time were planning to move and establish a new business at 101 South Boulevard, just south of and adjacent to the Broadway Bridge.

In March of 2004, former Baraboo resident **Mark & Rebekah (Dresen) Stelling** of Sauk City announced the opening of **Bekah Kate's Kitchen, Kids, Home & Boutique**. The store would feature cookware, special foods, children's accessories and home products. Stelling was a graduate of the Baraboo High School and the University of Wisconsin. Plans included cooking classes featuring local chefs and bakers. Stelling was a former buyer for Douglass China of Madison. Plans were for the store to open on May 7, 2004.

120 Third Street

120 Third Street

Louis Wild Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, lot 4

Sanborn map location 230 Third Street

Architectural description

This 26 X 70 foot building was constructed “similar to Gattiker’s block” (on Third Avenue) with cream-colored brick and large plate-glass windows. Three rounded window openings are simply ornamented with a narrow arch of bricks terminated by corbel pendants. Brick pilasters frame the fenestration. A cornice appears to have been removed and replaced with brick. The original storefront has been removed and replaced with contemporary materials. Despite these alterations, and obtrusive modern signage, this building is considered contributive as an element of an intact block face.

The present building, fronting 26 feet on Third, was constructed in 1873 to house the furniture store of **Louis Wild**. Wild was burned out on Fourth Street by the November 26, 1872 fire. The lumber for the new edifice was furnished by Baraboo lumberyards, the brick from the **Secker Brickyard** and the roofing by Gattiker Brothers’ Hardware. **H. Gale** was the builder. In 1882 **A. J. Carrow** and **George Holah** added a 40’ addition to the rear of the store. The first floor had a 12-foot ceiling; the second floor was 10 foot. The lower front windows were arched, each containing 4 lights of plated glass 30” by 36”. **Charles Wing** came to Baraboo in 1855 and rented a house at about 120 Third Street (the address could have been 120 Fourth Avenue.) He conducted business as **Charles Wing, Tailor** in the front portion of the house. There was a great deal of rain that summer and the street in front of the house was a mud hole with hogs wallowing in it. Women had to gather their skirts close to keep from rubbing on the dirty hogs. A plank or two would serve as a sidewalk. Each store had its own style of sidewalk outside the store. The eastern half of the block at that time was covered with young oaks.



Charles Wild Furniture Store 120 Third Street circa

Louis Wild Furniture & Coffins, conducted by **Louis Wild** opened in Baraboo in 1854. He moved to this location about July of 1873, after operating out of the Gattiker Block on Oak Street for a short time.

In August of 1877 a stifling smoke awakened **Herman Saare**, who lodged in the upper part of **Longley’s** new building adjoining Wild’s store on the east.

The flames communicated to Wild’s Furniture Store and the large stock of furniture on the first floor was removed as carefully as possible. A shed attached to the rear of the building gave the flames a foothold, whence they entered the upper story by the windows. After the shed was destroyed, men formed bucket-lines and passed water to others who had ascended by ladder to the windows, and who made a gallant and untimely victorious fight with the flames, saving this fine building.

120 Third Street

Wild was insured on building and stock in the Underwriters for \$2,000 and in the Aetna for \$1500 and was thus amply protected. His east wall was badly cracked and would probably have to be taken down.

In 1880 **Charles Wild**, at the age of 21, joined his father, Louis, in conducting the furniture business at this location. At this time the business became known as **Louis Wild & Son Furniture**. In 1885, Charles purchased the senior Mr. Wild's interest in the operation and the L. Wild and Son Furniture business became **Charles Wild Furniture and Undertaking**.

Charles was born in Baraboo on March 21, 1859 and received his education in the Baraboo public schools. Wild was married in 1894 to **Miss Rose P. Dunsmoor** of Oswego, NY. They had one daughter, Kietha.

Louis Wild died on June 2, 1895. Wild found his way to America about 1837. He spent several years in New York, Philadelphia and Allegheny City and came to Baraboo in 1854 or 1855. He at once started in the furniture business and also had an interest in a furniture manufacturing plant at the foot of the hill conducted by Savage, Seaborn & Company. Surviving L. Wild were four daughters, Mrs. Carrie Johnson of Altoona, Wis., Mrs. Hannah Cary of Los Angeles, Mrs. Mamie Andrews and Mrs. Sophia Shelper of Baraboo. Also he left his son, Charles and his wife.

It became known on January 24 of 1911 that Charles Wild and **W. B. Smith**, who for 3 years had been Mr. Wild's manager, had purchased a controlling interest in the Hansen Undertaking Company of Kenosha, Wisconsin. Mr. Wild continued to conduct his business here while Mr. Smith, or "Billie", as he was known, became actively associated with the Hansen people whose business was one of the largest in the state. In November of 1911, after 38 years at the same location, Charles Wild, conducted a large sale and sold his furniture business. The Wilds had been in business in Baraboo since 1855.

In November of 1911, **Elmer S. Johnston** of Baraboo purchased the Wild store, changing the name to **Elmer S. Johnston Furniture & Funeral Home**. Mr. Johnston was formerly active in the family business of H. M. Johnston Lumber Co. which had branches in

North Freedom, Ableman and Rock Springs. Then in the summer 1916 Johnston sold an interest in his store to **Mr. A. S. Kingsford** of Aurora, Illinois. Johnston would retain the undertaking and music business and would give his attention to that as well as his warehouse business. Kingsford, who was a brother to the school superintendent A. C. Kingsford, would manage the furniture business.

In November of 1916, Johnston sold his inventory of piano and sheet music stock to Frank E. Shults and his Edison phonographs and records to Melzl and McGann.

Upon Mr. Kingsford's death in July of 1941, the furniture company was taken over by **Harold A. and Emma Kingsford**, becoming the **Kingsford Furniture Company**. In 1946, Kingsford purchased the building from Mrs. Elmer Johnston.

The city directories, of 1970 through 1973, lists Harold A. Kingsford as owner while the 1976 directory lists **Joy Kingsford** as owner.

In October of 1975, owners, **Tom Quinlan** and Joy Kingsford, announced the sale of the Kingsford Furniture building. Tom and **Dick Quinlan**, majority owners of the Big Store Retail of Reedsburg announced that the Baraboo location would be used as a department store with the opening slated for March or April of 1976. In April of 1976 Dick & Tom Quinlan welcomed customers during their grand opening of **Quinlans**. Richard and Thomas Quinlan are listed as Managers in the 1977 and 1978 city directory. The Quinlans conducted business here until at least 1979.

In 1980, **Dan Brostowicz** and **Steve Kiefer** opened **American Footware, Inc.**, while in 1983 the **Country Craft Center** was in business here. **Lynn Bretsch** had **Lynn's Sew and Save** here between 1983 and 1984. **Roberta Barrix** also operated **Days Gone By**, featuring vintage and replica clothing here during the same 1983-84 period.

Later in 1984 found the **Co-op Appliance Store** at this site followed by **Sport-About of Baraboo**, which was a screen-printing, business owned and operated by **Paul Cade**. In 1987, Cade moved his business to a much larger quarters located at 123-125 Fourth street.

120 Third Street

In 1988, **Elizabeth Hyser** operated **Bridal Fashions by Elizabeth Ann** here and in 1990 moved her store to 137 Third Street.

The **State of Wis. Public Defender's Office** was located here between 1991 and 2002 while **Wisconsin Home Mortgage Div., All Wisconsin Mortgage** moved here in May of 2002. This local lender was cramming 10 staff members into about 1000 feet at their old address. They were located in the basement of 123 Fourth Street. Now 30 staffers share about 6,000 feet. Partners in this operation are **Mike Krysa, Greg Glaser** and **Michelle Tirrel**.

121 Third Street

121 Third Street

Harrison/Tousely Block

Located on the north side of Third Street between Oak and Ash Streets.

Block 26, lot 9

Sanborn map location 205 Third Street

Architectural Description

The Tousley block was erected in 1886; D. W. Worth did the masonry work. The building was comprised of three storefronts, two two-bay stores flanking a three-bay store in the center, with stairwells on the far eastern edge and between the west and center stores set off by pilasters. A string course links segmental-arched window hoods formed with brick. Windows have been replaced with modern rectangular forms in the center and eastern storefronts. Patterned brickwork separates fenestration from a bracketed pressed metal cornice with a garland motif; a triangular pediment caps the building between the western and center storefronts and carries "1886" in relief. The cornice on the eastern storefront differs from the rest, having a more geometric pattern. Only the doorway to the center stairway retains a transom and glass; modern materials, including a metal awning over the latter, have replaced storefronts on both 115 and 117 Third Street. A circular window and transom on the far eastern edge have been bricked up.

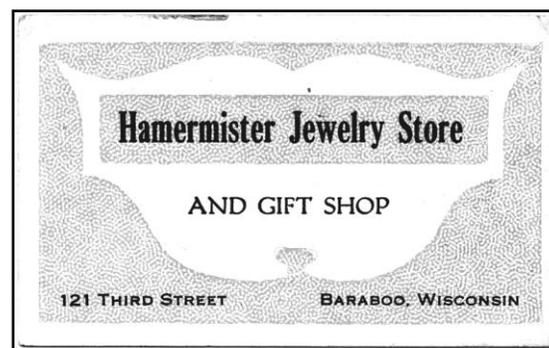
The three-bay center section had an address of 119 with 115 adjacent and to the west and 121 adjacent and to the east.

In March of 1867, **Mrs. C. Harrison** moved her **Millinery Shop** to the building next east of A. J. Cooper's residence on Third Street, near the square. It is described as being the third door east of Burringtons and also next door to the Tousley residence. In July of 1873, **Mr. F. Baldwin** leased a room here for the **Baldwin Marble Shop**.

In 1875, **C. A. Dano** moved his stock of **Gent's Furnishing Goods** into the Harrison building on Third Street. In December of 1876, Dano transferred his merchant tailoring establishment and sewing machine and organ agencies into the new Star building on Third Street a few doors east of his old stand.

In March of 1886, the **A. Tousley** frame building, located at 119 Third, was destroyed when the Charles Wild building, located a few feet to the east and at this address, caught fire and rapidly spread, destroying both structures. The Tousley building was occupied by **Mr. and Mrs. A. Tousley** and served as a **dwelling** and a **Millinery Store**. The property had insurance of \$1,300 including \$800 on the building, \$300 on the household goods and supplies, and \$200 on the millinery goods.

The Tousleys wasted no time and by the end of the year had constructed a new building on this site known as the **Tousely Block**



with an address known at that time as 309 Third Street. They may have purchased the Harrison burned out vacant lot. In January of 1893, **Amos G. Locke** leased the **Storeroom** formerly occupied by **Mrs. Marsh** on Third Street and planned on moving the **Locke Bakery** and stock of goods here shortly from 619 Oak Street.

In March of 1898, a deal was completed in which **Mrs. M. A. Green** became the new owner of the bakery business that had been conducted by Locke. Mrs. Green's son-in-law, **Ben LeBaron** of Manitowoc would do the baking at the new **Green Bakery**. Mrs. Green has been looking for a business opening in Baraboo for some time and at this time acquired one that was well established. The Lockes expected to move to Freeport, Ill in the spring where they would again enter the bakery business.

In October of 1898, Ben LeBaron purchased the bakery business from his mother-in-law.

121 Third Street

In October of 1899, **R. H. Clark** opened a **jewelry store** in connection with his **optical room** at this site.

By February of 1900 **C. Lessler's Bakery and Candy Kitchen** was operating at this address, advertised as "Locke's Old Stand."

Mrs. H. P. Jones' Bon Ton Millinery was located here in February of 1902 and as late as 1905.

In January of 1905, Mrs. Jones sold her operation to **Miss Amy Langdon** of Neenah. In March of 1907, **Miss Ganz** moved **Bon Ton Millinery Store** from this address to Fourth Avenue.

From 1910 until June of 1922 **Miss Henrieta Glarner** conducted a **Millinery Shop** at this address. At that time **W. E. Rowland** purchased this building and leased it to the **Toole Florist Shop**.

In July of 1926, this **Rowland building** was being redecorated for the new **Ewald Hamermister Jewelry Store**. Hamermister had been located in the First National Bank building. February of 1927 found **Mrs. Elizabeth Kimball** moving her **Hat Shop** here. The room was divided with Kimball using one half and Hamermister utilizing the other. However, in late March of 1929, it was decided that Hamermister needed more room for his increasing inventory. It was decided that Mrs. Kimball would discontinue her operation.

On May 16, 1931, a new shoe store opened here. It was located in the **C.D. Price** building at 121 3rd. St. The **Lindgren Shoe Store** was opened by **Roy Lindgren** and would be managed by **Irwin Beckman** of Baraboo. Mr. Lindgren had been with the Friedman-Shelby shoe company for several years and planned on continuing at that position. In 1933, **Beckman** purchased part interest in the business and the Red Goose Shoe Store was born.

119 and 121 Third Street become one as 119 Third Street

It was in 1936, that one of the biggest real estate transactions to take place in Baraboo in years was consummated with the sale of two Third street buildings by Judge Adolph Andro and F.J. Effinger to the Schultz Bros. Corporation of Chicago, who operated variety stores.

The buildings sold were those occupied by the **Andro Specialty Shop** at 115 Third Street, of which Miss. Ella Andro was proprietor and the **Woolworth Store Building** located at 119 Third Street. The two properties sold for a total sum of \$28,000.

The Schultz Company in turn traded the building occupied by Miss Andro for the Red Goose Shoe store building of Roy Lindgren located at 121 Third Street. Mr. Lindgren then moved his shoe store to the specialty shop building, while the Schultz Company planned on occupying the two store sites to the East. The present Red goose building was to be extended to the alley at the rear, making it correspond in length to the present Woolworth building. The addition was two-story and the Elks Lodge would also obtain additional lodge room, occupying the space above the Schultz store.

Judge Andro and Mr. Effinger had owned the two buildings for the past 20 years and during all of this time the Andro shop, Woolworth store, and the Elks lodge had occupied them. Due to the existing leases, which did not expire, until May of 1937, there was no business changes made until then, all of the present businesses continuing at their present locations. Miss Andro continued in business, having leased another location. The Woolworth Company was negotiating for larger quarters for their local store, according to Manager G.H. Hawkins.

Friday, July 30 of 1937 marked the opening of **Schultz Brothers Variety Store**. The buildings had been remodeled throughout and with the removal of the wall between the buildings they now had an interior, which permitted the display of merchandise in a most attractive manner.

The fixtures were all of the latest type and designed to accentuate the attractive features of the goods displayed. The modern, sanitary candy department and ice cream bar were particularly attractive and designed for efficient service.

The building had one of those fronts which added distinction to the business street of the city, being of black Carrara with an attractive engraved sign, enameled in ivory.

The investment by the Schultz company of a large sum in Baraboo real estate reflected the confidence which the firm had in the

121 Third Street

future of Baraboo after its extensive investigation of the business possibilities of this city. Many other merchants of the city shared this belief. As emphasized in the many new fronts and new buildings which had gone up here in late years.

Local contractors and local labor did all construction work throughout the building. The finished store reflected credit to their capabilities. The manager of the new store was C.N. Potter, who had recently transferred from the Sparta, Wis. store. Some thirty local salesladies were employed in arranging the merchandise on the counters for the opening event on Friday.

H.V. Schultz, secretary-treasurer and buyer for the company, personally supervised the installation of the fixtures and opening of the store. Mr. Schultz states, "The officials of the company are sincere in their belief that this city is in the midst of a well founded development and that it's important as a trading center will continue to increase."

Those assisting Mr. Schultz in the opening of the store, besides Mr. Potter, were I.W. Olson, superintendent of stores in this district, R.B. Mayhew, superintendent of eastern Wisconsin stores; Mr. Miller of Shawano; Mr. Kasuloski of Clintonville; Mr. Maynard, manager of the Reedsburg store; Mr. Mittelstadt of Hartford; and Mr. Wilke of Ripon.

The first Schultz Bros. store was opened in Wisconsin 35 years prior. Since that time the network had spread to four states, Wisconsin, Illinois, Iowa and Indiana. The company at that time had 29 stores operating in Wisconsin.

From this point on, the store's address was considered 119 Third Street from where this narrative will be continued.

122-124 & 124-1/2 Third Street

122-124 Third Street

Keith/Lang Block

Located on the south side of Third Street between Oak and Ash Streets.

Block 35, lot 4

Sanborn map location 231 Third Street

Architectural Description



122-124 Third Street

Elaborate brickwork forms a band of diamonds, which stretches between pilasters at the roofline. Metal hoods with a garland motif cap rectangular windows with stone lug sills. The storefront has been completely altered and replaced with modern materials. Nevertheless, the brickwork and window treatment are of some interest, and the building is considered a contributive element of an intact block face.

In February of 1872, **Savage & Halsted** were contemplating constructing a 25 by 70 two story building on the third lot east of Mill's Block. This may have been the site. By the First of June of

1875, **Longley's** brick and stone building, being constructed at this site, was receiving a roof.

By August of the same year, **William Schroeder** had leased **Longley's** new brick block and had it finished off for a **Restaurant, Confectionary and Bakery**. The basement was fitted up for the bakery, by the construction of a large and substantial brick oven and other necessary apparatus. The restaurant, confectionery and dining room was on the first floor with high and well ventilated space to accommodate a party of twenty-five or thirty persons. The front room, which is designed for the confectionery, was handsomely ornamented with walnut moldings and brackets. Schroeder engaged the services of **Mr. Fred Recke**, a first class baker and chef, who had been employed at Pfannstiehl's Bakery. Opening was planned for about September first.

In August of 1877 a stifling smoke awakened **Herman Saare**, who lodged in the upper part of **Longley's** new building on Third Street. Finding the building on fire, he hastily aroused its other occupants; **Mrs. Schroeder**, her **daughter** and **Louis Bohn**, and all proceeded to escape. Ringing the bell on the Presbyterian Church near by sounded the alarm, but nothing like a general fire alarm was given, and accordingly only a small part of the citizens came to the scene. The building and contents were destroyed.

The flames communicated to Wild's Furniture Store adjoining on the west, and the large stock of furniture on the first floor was removed as carefully as possible.

The origin of the fire was unknown. Louis Bohn says there had been no fire in the baker's oven since 10 o'clock in the forenoon and none in the cooking oven after the usual supper hour. He put out the lights at eleven p.m. and everything was in order both above and below the store.

The building was of stone and cost about \$1,000. It was uninsured. The east wall was half-owned by **James Cowles**, whose adjoining **blacksmith shop** was crushed by its fall. Schroeder was insured for \$2,000 in the Continental, and fixed his loss at \$1,000 over the insurance. Schroeder was absent at Ableman during the fire.

122-124 & 124-1/2 Third Street

After Bohn had alerted all the occupants, they all proceeded to flee the burning structures, fire licking at their heels as they descended the stairway. Bohn, hearing cries from the little daughter of Mrs. Schroeder, ran back to search for her. When he found she was not in the apartment he returned to the stairs, only to find that that they could no longer be descended. He then went to the front, exited through a window, crossed over to the sign post and slid to the ground

The adjusting agent of the insurance company turned out to be a very effective investigator. He spent a day or two with Schroeder making a schedule of the articles destroyed, their value, etc. Finally the two agreed upon \$1,650 as the damage that Schroeder had sustained by the fire. Later, under oath, the agent pressed Schroeder on his whereabouts on the night of the fire.

In response to the question, Schroeder said, "I stayed all night in Ableman's with Schulte, the keeper of the hotel there." The agent then responded, "You did not stay at Schulte's." Schroeder stated "That was true, I went from Schulte's over to John Stanford's" but the agent replied, "No, you did not stay there either." Schroeder then said "That is true, I got lost in the woods during my trip to Ableman."

The agent then pressed Schroeder to come clean and that he, the agent, would tell him exactly what had transpired. "He (Schroeder) had taken a train to Ableman, remained there until about 8 p.m., then hired a horse and buggy of Schulte to go a few miles into the country to stay over night; drove down to the Narrows, and there, instead of taking the road to Sanford's took the road to Baraboo; came slowly on to Baraboo leaving the team in the west part of town; proceeded afoot to his bakery; poured kerosene over the floor and fired it. He then waited outside until certain of the success of his plan, went back to his buggy, drove to Sanford's, reaching there fifteen minutes prior to sunrise, and thence to Schulte's, arriving about 8 a.m."

On hearing the graphic description of his course, Schroeder threw up his hands and exclaimed, "My God, who was on my track! He then begged for mercy, and the agent, who was simply looking

out for the interest of his company, proposed that the company would pay a dollar for the loss if Schroeder would sign a release.

Schroeder stated that he would have to think about it. It was about supertime so the agent agreed to let him go and they would meet at 7:30 to conclude the settlement. This all took place on Friday, August 24, 1877. It was later found that Schroeder purchased a ticket for Chicago by the night train of that date.

Nothing further was heard Wm. Schroeder, *alias* William Smith, until December when he was arrested by Detective Cowles. He was returned to Baraboo where he was held over until March of 1880 when he would appear in the circuit court. Within a week, Schroeder was out on \$1,000 bail.

At a hearing, in October of 1880, Schroeder asked for a change of venue on account of local prejudice. The judge refused this. Schroeder then took a change by swearing that the judge himself was prejudice. The judge evidently took exception to this and raised the bond to \$2500 and moved the case to Monroe County. Schroeder was remanded to jail there in lieu of his default in providing bail.

Chas. Keith, of Ironton purchased this lot of Longley in May of 1878. His intentions were to build upon it at once. The old foundation, and perhaps part of the remaining walls, could be used again.

However, **Fred Lang** purchased the lot and skeletal remains from **Charles Keith** in August of 1880 and erected the present building at an expense of \$1500 to house his **Express Office**. The new edifice was only a single story building at the time. The second story may have been added in 1887, when it was reported, "two buildings on the street received a second story". By December, this 25 by 70 brick structure housed **Fred Lang** and **Charles Junge**.

It is believed that **S. Ladon** moved his store here from 151 Third Street in May of 1892 and it was also thought that **Ben Brewer** was located here before Ladon. Ladon's tenure at his new location was short lived as in December of 1892 **Sam Goldfarb** acquired by virtue of a sheriff's sale, the bankrupt stock, and for three days slaughtered the stock at the old stand on Third Street. Nathon Ladon was in charge of the sale. It is not clear whether or not Goldfarb

122-124 & 124-1/2 Third Street

stayed in business here, but it is known that Goldfarb sold out to **W. R. Schultz** of Honey Creek in December of 1893.

The **Junge Barber Shop** was located in the western portion of the building prior to 1888 when he purchased the building at 510 Oak and moved his business there. The **Lang Confectionery** occupied the eastern half of the building.

By 1894, the **Jacobs and Baumgaertner Tonsorial Parlor** had replaced the Junge Shop and shared the building with **John C. Link Jewelry**. Some records indicate that it was John H. Link and not John C. It is known that John C. Link was born in Prussia and came to New York in 1854. In 1856 he moved to Milwaukee. From there he moved to Prairie du Sac. He enlisted in the Army with Captain Frost in 1862. Then in 1879 came to Baraboo. In 1890, he and **John L. Link** had a jewelry store which was located on Oak St., two doors south of the Bank of Baraboo. By 1894 they had moved to 124 Third Street. Jacobs and Baumgaertner moved to 113 Third Street in September of 1894.

In early October of 1894, an important real estate deal was consummated, by which **Charles Wild** came into possession of this building, which was just east of his existing furniture store and an open 25 X 132 lot adjacent and further to the east. This property was owned by the Bank of Baraboo and was transferred to Mr. Wild for the sum of \$2,850. As soon as the barbers could move to another place Mr. Wild planned on cutting a large archway between his store and the shop and place therein a large stock of carpets, sewing machines and fine art goods. Mr. Link would not be disturbed and would continue in his present place of business.

In April of 1895, **Chas. F. Lewis, Optician** located in Baraboo with an office in the Link Store.

This was not the only change Mr. Wild contemplated. In the spring, he expected to put a third story on his present building.

In September of 1899, J. C. Link moved his jewelry store to 139 Third Street. Nothing further at this point is known regarding John L. Link.

1905 found the **J. H. Link Jewelry Store** here. This may have been a typographical error in records or John C. may have been

Mr. J. C. Link's son? In any event at this time the elder Mr. Link was associated with his son, **Frank**.

In January of 1910 it was announced that the partnership of W. H. Aton and Mr. C. H. Mandeville in the piano and phonograph business had been terminated. They had been in business since 1908 with their headquarters in Lodi. Mr. Aton continued his piano sales, maintaining his office at his home at 1118 Oak Street, along with branches in Reedsburg, Kilbourn and Marshfield. Then in March of 1911, Aton purchased the **Wild Music** business of **Charles Wild** and established the **W.H Aton Piano Company** at this address.

In October of 1916, W. H. Aton sold part of his music business to former postmaster, F. E. Shults, who would conduct business as **Frank E. Shults Music House, Pianos, Records, and Sewing Machines**. Mr. Aton would continue to display pianos at his home and sell from there as he did prior to opening his store. The city directory of 1917 listed Frank E. Shults and **William M. Allen** as owners of this business.

In 1919 the Shults Music House purchased this (Charles Wild) property. Shults' plans were to build an addition of two stories extending to the alley, which with a modern basement would give him 10,000 square feet of floor space. The Music House would occupy both floors of the building for the present and when the new addition was completed with elevators, would add another line of goods. *Obviously this was a single story building, some confusion here!*

In April of 1920, the **Wiley Music Store** was founded when **Richard Wiley** and **R. F. Wiley** purchased the interests of F.E. Shults in the Shults Music House, including the building. Mr. Wiley and son came here from Shelby, Iowa, where the parent had been in the music business for 28 years. Mr. Shults would continue in the insurance business.

In March of 1925, R. F. Wiley left for Council Bluffs, Iowa, where he had purchased a manufacturing plant. Richard would continue to conduct the music store. Then in November of 1926, Wiley sold the

122-124 & 124-1/2 Third Street

music store to **Ted. J. Holzem**. Holzem was formerly with the Gulbrandsen Piano Company.

In April of 1928, **Floyd Hook**, formerly of Baraboo, purchased the Holzem store. Hook left this city about 1913 and conducted a music store in Madison thereafter. Holzem purchased a store in Green Bay, which he planned on tending.

In June of 1929, **E. A. Isenberg** purchased the **Hook Brothers' Piano Co.**, which had been in the hands of Atty. R. F. Holmes, receiver, since May 8 of that year. Mr. Isenberg was formerly with the Ott Hardware Co. The **Isenberg Piano Company** continued to carry a full line of musical-merchandise, including the Victor Orthophonic line and Gulbranson Pianos. In addition to the musical line, Mr. Isenberg assumed the agency for the Kelvinator electric refrigerator. The Isenberg Piano Co. was still located here in 1936.

In November of 1937 the **Economy Brothers' Store** opened here, being conducted by **Joseph C. Kische**. In May of 1938, Kische closed shop and went back to work for the forestry service.

The 1939 telephone directory listed the tenant as **City Food Mart**. In February of 1940 the Food Mart filed bankruptcy. Between 1940 and 1949 the **A & M Market** was located at this address. In July of 1949, Marachowsky Stores Company of Portage announced the consolidation of two local stores. There store on Third Street, known as the **A. & M. Market** would be incorporated into the store at 107 Third which would then come under control of **Lawrence "Larry" Behnke**, who had for sometime been managing both.

In September of 1949 **C&H Poll Parrot Shoe Store** had their grand opening at this address. **Lloyd G. Cottrill** and **Glenn Hyatt** were partners, thus the C & H. In February of 1955, **John U. Dithmar** purchased this building, which was offered at a sheriff's sale. Cottrill, a partner in Poll Parrot, died in May of 1965.

Mr. & Mrs. Martin Fiebke purchased this shoe business in October of 1965 from Mrs. Glen Hyatt and Mrs. Ella Cottrill. The Fiebke's had conducted a shoe business for the past 25 years, the last five years in Wonewoc. Prior to that time they had a store in Athens, Wisconsin.

In March of 1966 the **Baraboo Bootery** had its grand opening here. The owners of the store were **Mr. & Mrs. Marvin Schmitt** and **Mr. and Mrs. Otto Schmitt**, all of Reedsburg. **Fred W.** and **Phyllis M.**



Rikki McNabb c2009

Martin of Richland Center would manage the store. The Baraboo Bootery closed its doors in 1995.

Late in 1995 **Turtle Island Beads**, operated by **Dick & Diane Steffensen** relocated to this location from S3715 Fairfield Road. **Patricia Beckman** who moved **Beckman Promotions** to this address in 1998 followed them. In February of 2003, **Kelly Sankovich**, who had been a sales representative for Beckman for 4-1/2 years assumed control of the company. On June 1, 2009, **Patty Beckman** once more took control of this operation and moved the business to 132 Third Street leaving 124 vacant.

The Baraboo Chamber of Commerce held a ribbon cutting ceremony **John** and **Rikki McNabb's** building at this address on December 10, 2009 recognizing **Rikki McNabb's** new business, **Back Door Antiques**, which opened on November 20, 2009. Holiday ornaments, nostalgic toys, furniture, pictures, vintage quilts, dishes and

122-124 & 124-1/2 Third Street

silverware are just some of the things you will find at Rikki's. Rikki's associate in this business was **Kathy LaCombe** who specialized in reproducing historic clothing and leatherwork in her business named **Sew into History**.

122 Third Street (Lower Level)

Al Fallendorf opened a large and tall clothing store at this address in 1988. He expected a grand opening for **Fashions Plus** sometime prior to Father's Day although the store was opened around May 1. Fashions Plus would cater to both men and women.

Starting in 2009, **Tech Monkeys** has grown to service Sauk, Columbia and Dane counties One year later. Their mission provided professional effective competitively priced support for home computer users and small businesses. Partners in this operation are **Mike Krysa, Greg Glaser and Michelle Tirrel**.

In December of 2010 **Comte Family Ventures** opened **Whatever Hobbies** at this location. The business handled everything from Unique Toys to the common everyday toys. The family boasted of over 24 years of avid hobbyist experience.

124-1/2 Third St. (Upstairs)

1935	Dr. J. R. Schilstra
1957-1960	"Knights of Columbus"
1962-1968	"Knights of Columbus, 4th. Degree"
	"Knights of Columbus, 3rd. Degree"
	"Baraboo Temple #74 Pithian Sisters"
1968	"Royal Neighbors of America"
1971	"Hiller's Hobby Shop"
	Daniel E. Hiller, Owner
1971-1972	"Granny's Attic"
	Carey W. Otis, Owner

122-124 Third Street City Food Mart



City Food Mart c1939

123 Third Street

123 Third Street

Harrison/Tousely Block
Upper floor, stairway eastside of 121 Third Street
Block 26, lot 9
Sanborn map location 205 Third Street

Architectural Description

The Tousley block was erected in 1886; D. W. Worth did the masonry work. The building is comprised of three storefronts, two two-bay stores flanking a three-bay store in the center, with stairwells on the far eastern edge and between the west and center stores set off by pilasters. A string course links segmental-arched window hoods formed with brick. Windows have been replaced with modern rectangular forms in the center and eastern storefronts. Patterned brickwork separates fenestration from a bracketed pressed metal cornice with a garland motif; a triangular pediment caps the building between the western and center storefronts and carries "1886" in relief. The cornice on the eastern storefront differs from the rest, having a more geometric pattern. Only the doorway to the center stairway retains a transom and glass; modern materials, including a metal awning over the latter, have replaced storefronts on both 115 and 117 Third Street. A circular window and transom on the far eastern edge have been bricked up.

The Tousley block in whole or in part changed hands occasionally, as did the addresses. Because this building had two stairways many businesses were located upstairs, Addresses in this building were 115, 117, 119, 121 and 123. To further confuse matters, the location for these addresses changed from street level to upstairs and back down to street level almost at will.

The location number 123 was assigned to those businesses on the second floor and reached by the stairway adjacent to and east of 121 Third Street.

1889	Mrs. Charles Wild Millinery
1894	In June of 1894, Guy T. Dutcher and A. D. Brewster were busy fitting up the rooms at this address for bachelor's quarters.
<1901	In December of 1901, Mrs. H. P. Jones. Millinery was adjudicated bankrupt by H. M. Lewis at a hearing in Madison, her assets being \$800 and liabilities \$1,500.
1905	Miss Langdon, Milliner
1913	G.F. Post, Residence
1938	Yellow Cab Co.
1942-1943	Shoppers' Guide
1942-1945	Pioneer Collection Service
1946-1948	Baraboo Credit Rating Bureau
1950	Murphy Real Estate Co. Ray Cummings & Jack Cummings, Agents
1951	Cummings Realty & Insurance Co.
1952-1953	International Chemical Workers Union Local 83 AFL