

Third Avenue Addendum (Photos)



Popcorn Wagon, 100 Third Avenue

101 Third Avenue

101 Third Avenue

Located on the southwest corner of the intersection of
Third Avenue and Oak Street
Block 34, lot 1
Sanborn map location 129 Third Street

In November of 1847 a parcel of land on the southwest corner of the intersection of Third Avenue and Oak Street, described as Lot 1, Block 34, was deeded to John C. Grapel by Sauk County, the consideration being \$56.00. The parcel fronted 66 Feet on Third Avenue and 132 Feet on Oak Street, extending south to the alley.

This corner location, 101 Third Avenue, was part of that parcel and fronted 22 feet on Third Avenue and 66 feet on Oak Street.

As early as June of 1850, **Noble C. Kirk & Co.**, consisting of **Timothy & N. C. Kirk** and **D. Updegraff**, was conducting the **Cheap Corner Store** on this spot. Kirk described his location as being directly east of **North's** celebrated "No. 5" commercial exchange row. In February of 1852 this partnership was dissolved with the Kirks staying.

Noble Kirk arrived in the spring of 1850, coming here from Mt. Pleasant Ohio. Kirk stated that he first beheld Devil's Lake from atop the west bluff. He told his wife: "that though alone, he wildly twirled his cap and gave out a loud hurrah." At that instant he resolved to possess a home on the lake and immediately sought out the lone occupant of a solitary shanty from whom, after three separate negotiations, with the offer increased at each succeeding interview, he purchased the bluff and valley thereafter known as **Kirkland**. When Mr. Kirk died in 1895, his holdings included about 250 acres.

In 1852 **Chapman's Land Agency** moved to the rear of Kirk's store after his office, on the southeast corner of the same intersection was destroyed by fire.

In September of 1854, **Wm. H. Rogers & Co.** purchased the stock of general goods of Kirk's and took the stand favorably known at that time as the "Cheap Corner." The corner would thereafter be known as "**Rogers' Corner**" and the store would be called the **City Store**. Roger's partner was **Mr. Amos O. Rowley**. In April of 1855, Rogers and Rowley announced the dissolution of their partnership.

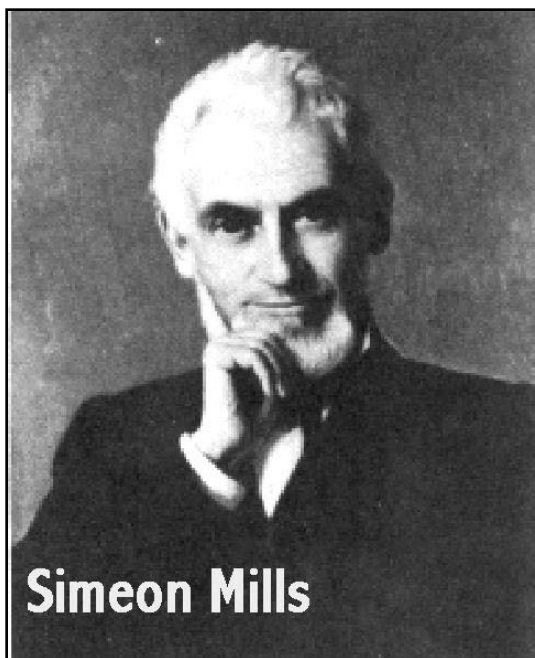


Sauk County Bank circa 1872

As early as April of 1860 and as late as May of 1861, **T. Southwart** was paying cash for rags at the **Cash Grocery** located here at what was still known as Rogers' Corner.

After going through a number of owners the Sauk County Bank purchased this property on January 27, 1859 from **W. H. Meyers** and his wife, **Mary S.** for \$750. In February of 1864, **Peck and Orvis** announced that they would remove their stock of groceries, drugs, wallpaper, schoolbooks Etc., to Rogers Corner on April 1st. However, on March 1, 1864, Peck & Orvis announced the dissolution of their partnership, Peck having transferred his interest to **T. D. Lang**. The next structure at this site was erected in 1867 to house the Sauk County Bank. The bank had intended to move to this location and was eventually forced to when the building the bank was located in at 135 Third Avenue was destroyed by fire in March of 1867.

101 Third Avenue



The architecture of the new bank was Italianate, with wide eaves supported by brackets, doubled at the corner. Stone hoods over arched windows connected by a belt course provided additional ornamentation on both the first and second stories. The bank measured 50 feet on Oak Street and 22 feet on Third Avenue.

Early in 1857 the banking company was organized under a state charter with capital of \$50,000 and opened at 135 Third Avenue in late July of the same year under the name of **The Sauk County Bank**. The bank was the fifteenth bank chartered in Wisconsin. **Simeon Mills**, a resident of Madison, became the first president.

Mills was an early settler of Dane County. He was born the son of the **Martin Mills**, February 14, 1810 in Norfolk, Connecticut. Young Mills came in 1837 or 1838 to what later became Madison and promptly began construction of the first store in that city. His new business grew so fast that soon he had to build a new larger store.

However, Mills had other interests and did not remain a merchant for long.

To name just a few of his other interests.... Justice of the Peace, clerk of the territorial Supreme Court, territorial treasurer, member of the first state senate, University of Wisconsin regent, Madison city street commissioner, publisher of the *Wisconsin Argus*, president of the Madison Mutual Insurance Company, real estate dealer and many more. He was a paymaster during the civil war with the title of Brigadier General, dispensing more than a million dollars the first year. He was one of the founders of the Forest Hill cemetery and the Wisconsin Historical society. For 15 years he served as one of the trustees of the Wisconsin State Hospital. He also served as the Paymaster General under Governor Randall.

Terrell T. Thomas was the first cashier. Mr. Thomas was a pioneer in Baraboo, coming here from Madison, where he had served several years as cashier of the State Bank. Thomas was born January 10, 1826, in Clairsville, Ohio. He learned the dry goods business in Baltimore and came to Wisconsin with his father's family in 1854. With this banking experience as a background, reinforced by a sterling character and rare ability, the Sauk County Bank, under his direction, was successful from its inception. Mr. Thomas was early elected President of the Baraboo Airline Railway, whose charter extended from Madison to the Mississippi river, and this he built, merging it into the C. & N.W. system. Through the years of its service to this growing community, the Sauk County bank was at all times sane, safe and sound. The *Baraboo Republic*, in its issue of June 6, 1861, printed; "In the statement of the condition of Wisconsin banks by the comptroller, we observe that The Sauk County Bank is one of the best in the state. While a majority of them are actually worth only 50 to 75 cents on the dollar, the bills of this institution are put down at par, and a little more. In 1861, Mr. Thomas purchased Mr. Mills' interest and conducted the bank until 1872.

In a copy of the "*Baraboo Republic*" dated February 17, 1864, it states that the Sauk County Bank of Baraboo had at that time capital of \$40,000 and T. Thomas was president and **T.C. Thomas** cashier; George Mertens, at that time, was a licensed claim agent of Baraboo;

101 Third Avenue

Charles E. Ryan was the "leading jeweler and watchmaker", L.C. Sly was a homoeopathist M.D.; and Peck & Orvis offered "nearly all the luxuries and necessities of life" constantly on hand.

In the meantime, **Col. David S. Vittum** and associates, including such men as, **Henry Rich**, **T.T. English**, and **George Mertens** organized the **First National Bank of Baraboo**, and received a national charter on Jan. 31, 1873. They then gained control of the Sauk County Bank. The "*Great Panic of 1873*" caused banks to go through an immense amount of disarrangement and closures of financial companies. The "*old*" Sauk County Bank was "*able to avert disaster through the actions of its principal officers and stockholders.*"

The group of men then associated in the First National Bank proved to be as safe and conservative as had been the Thomases. The depositors in the old bank found no inconvenience in transferring their accounts to The First National Bank and all was well. In fact, the new bank was organized to take over the Sauk County Bank. Its officers were D. S. Vittum, president, G. Mertens, vice president, and W.V. Rich, cashier. "Col.Vittum" served as president until his death in April of 1880.

It was a happy day for the village of Baraboo in the year 1873 when **Jacob Van Orden** and his mother, **Mrs. Jane Van Orden**, came from Waukesha County and cast their shares with this growing community. The mother was early widowed, the pioneer home at Neosha was broken; the son was made a student at Ripon college. But the responsibilities of head of the family and a commanding aspiration to exemplify in active life the ideals, to which he was born and reared, meant he could not sit idly before schoolbooks.

By 1872 the bank had expanded 15-1/2 feet to the south to include an additional two bays to the south. Engravings and woodcuts of the period also show a parapet with the words "**First National Bank**" on the east elevation and simply "Bank" on the north elevation.

On May 24, 1874, shortly after his arrival in Baraboo, Mr. Van Orden, at the early age of 17, was made bookkeeper of the First National Bank. By rapid stages of advancement, his unusual ability and

marked personality brought recognition, and he was made assistant cashier in 1874. On account of ill health, **Col. R. M. Strong**, who had been the cashier, resigned Feb. 6, 1878, and sold his interest in the bank to Van Orden who assumed the position of cashier. Remarkable it is that one so young--only 22 years old--should be so rapidly advanced on his merits alone. This association with Mr. Mertens proved of value to Mr. Van Orden for the former was by nature of habit a banker. They were often mentioned as a "good team" in the good old days. Mr. Mertens, who had been with the bank almost from the beginning, served as president until 1908, the longest presidency in the history of the bank.

Then came the re-organization of the local financial status. The First National Bank surrendered its charter in December of 1880, to be succeeded by the **Bank of Baraboo**. In June of 1882, **George Mertens** purchased the Vittum stock and became president of the bank with **J. Van Orden**, cashier. This association of president and cashier continued for many successful years.

From 1874, until his death, in the year 1927--a continuous service of almost 54 years-- the word and motive of **Jacob Van Orden** were never questioned. In April 1906 the interests of George Mertens, for many years president of the Bank of Baraboo, passed to Mr. Van Orden and a group of his friends. Late in his life, **Herman Grotophorst** was elected president of the bank.

Herman Grotophorst was born in the town of Honey Creek, Sauk County on August 26, 1856. He died July 18, 1931. He was the fifth child of **Henry and Gertrude Dahlen Grotophorst**, immigrants from Hoerstchen, Kreis Moers, Prussia, Germany, who settled in Honey Creek.

Herman Grotophorst attended school on the average of five months a year for ten years. About the first of November 1872, he came to Baraboo and for the following five months attended eighth grade in one of Baraboo's schools. The next fall he again came to Baraboo and attended the first year of high school for about the same period of time.

He taught his first five-month term of country school in the winter of 1874-75 in his home township. Subsequently for four years

101 Third Avenue

he taught country school five months a year and one spring term of two months. In the fall of 1879 he secured the position of principal of a two-room grade school in Wahmandee in Buffalo County. A year later he entered the University of Wisconsin on examination. He attended the law school for one year, and then transferred to the General Science course; he graduated in June of 1884 with second honors. The following fall, Grotophorst resumed his law studies; graduated from the University of Wisconsin Law School in the spring of 1885; and shortly became engaged in the general practice of law at Baraboo where he remained for three years.

In 1888 Mr. Grotophorst entered into a law partnership with his university classmate, J.A. Peterson, at Minneapolis, Minnesota. After two years he returned to Baraboo and practiced law under the firm name of **Grotophorst and Buckley**.

Mr. Grotophorst was married on July 16, 1890. From 1900 to 1916, he practiced law with the firm of **Grotophorst, Evans and Thomas**. Later years found him with the **Grotophorst, Quale and Langer** law firm. He continued in the general practice of law until the time of his death on July 18, 1931. For some years he served as president of the Wisconsin State Board of Control. During the latter years of his life he was also President of The Bank of Baraboo. Before the end of his presidency in 1915, the bank had reached almost \$2,000,000 in resources. The bank underwent remodeling in 1890.

In November of 1905, the Bank of Baraboo building was again undergoing some needed improvements due to a large increase in business. It was necessary for the bank to move their offices to 420 Oak Street. By the first of January of 1906, all of the old furniture and fixtures were gone and were replaced with mahogany. The floors were renewed, the woodwork changed and the walls were in harmony with all the other improvements. The outside door to the east was closed off, the counter room was increased in size, a fine office was provided near the entrance, stain windows added and in every way the interior was entirely changed. All of the above plus a new heating plant proved to be a great addition to the downtown portion of Baraboo.

On January 8, 1915, **Jacob "Jake" Van Orden** was made president and his son **L. Schuyler Van Orden** was elected cashier. On the death of the senior Van Orden in 1927, the son was advanced to the post of president, and continued to carry on the work so carefully laid out in his father's 54 years of service. Schuyler held the office of President until his death in 1936.

By 1912 the ornamental parapet had been removed from the outside of the structure and in 1923, work commenced on the two store buildings adjacent to the bank of Baraboo which were to be remodeled in order to give added space to the bank. The **Von Wald Jewelry Store**, immediately south of the bank on Oak Street, and the **Donovan Drug Store**, located at 103 Third Avenue, occupied these buildings for years, and changed their location sometime prior to when the buildings were purchased for the bank's enlargement. The Third Avenue building formerly occupied by Mr. Donovan and by 1922, occupied by the Jeffries' Electrical Shop, was to be used as offices for the bank, entrances being made between the two buildings.

The **Bretsch Shop** was moved temporarily to the Kasiska Harness Shop, as **Miss Bretsch** had not yet decided as to new permanent quarters. The changes, which were being made, would do much to alleviate the crowded conditions that had existed at

101 Third Avenue

the Bank of Baraboo during the late years and would also much improve the appearance of this corner, which was probably one of the most advantageously located and busiest in the city. Work was finished on the bank in August of 1924. The building was completely covered with Bedford stone, making the corner one of the finest appearing in the city.

On March 15, 1926, the bank leased a portion of the newly remodeled building at 423 Oak Street to the **Western Union Telegraph Company** for a period of ten years at a yearly rental of \$420. The space leased measured approximately 10'4" by 42'6".

Henry J. Steeps, eighth president, was installed in 1937 and held that position until his death in 1955. His presidency was the second longest in the history of the bank, and spanned not only the difficult years of the late thirties, but the World War II period, with its burgeoning of population as Badger Ordinance Works became established in 1942. The bank served as depository for the "powder plant" and the influence of the bank grew as the community's products expanded and became nationally known.

On January 3 of 1938 The "Bank of Baraboo" received a national charter and its name was changed to the **Baraboo National Bank**. Under the new national charter the bank automatically became a member of the Federal Reserve System and it continued under the FDIC as formerly. There was no change in the policy of the bank under the new charter, its officers stated. Officers of the Baraboo National Bank at that time were: H.J. Steeps, President; **T.F. Risley**, vice president; **George Weber**, cashier; **William French**, assistant cashier; and the board of directors was made up of **W.E. Barringer**, **E.P. McFetridge**, **Frank Morley** and **Norman Quale**, together with Mr. Risley and Mr. Steeps.

In December of 1939 the bank was issued a building permit for an addition and remodeling at the rear of the bank. The addition may have been at the rear of 103 Third Avenue.

On Wednesday, February 2, 1944 the bank became home owned with the purchase of all of the stock by individuals of the



As remodeled in 1923

community. The Wisconsin Bankshares Corporation formerly owned the bank. No one individual now owned more than 50 out of the total of 1250 shares.

An expansion took place about 1957 or 1958, which incorporated the **Henry Schmalz** building at 107 Third Avenue immediately to the west. The bank had purchased this property on May 7, 1956. The property fronted 22 feet on Third Avenue and extended south to the alley. The **Behnke Superette** grocery store occupied this building at the time.

This expansion may have also swallowed up the store directly to its south on Oak Street, occupied by the **Jeffries' Electrical Shop** in 1924.

In the year 1964 **George A. Weber** was president while by 1971, **Oscar F. Isenberg** was assuming the duties of Chairman Of The Board, **Robert W. Kent** conducted business as president until his

101 Third Avenue

untimely death in October of 1975. At this juncture, **Merlin Zitzner** took the reins of presidency of the institution and Chairman Of The Board.

Mr. Zitzner was born in Viroqua, Wisconsin on November 16, 1941. He was a graduate of UW Whitewater. Further education included a graduate degree from the UW Madison, as well as post-graduate work. Prior employment was in the Government Bond Department of the Continental Illinois National Bank & Trust of Chicago.

On April 10 of 1961 the bank purchased the former Ross Floral building that bordered the alley and on January 2, 1968, the bank purchased the property located at 421 Oak Street from **Amanda Ryan**.

In 1978 the bank again expanded. The existing stone and back up on the north elevation was removed, and the steel framing was installed. The stonework was replaced, and the height of the arch over the entryway was altered to match the height of the adjacent windows. To the south, a five-bay addition was constructed following the demolition of the two existing brick buildings on that site.

Under Zitzner's guidance, the **Baraboo Bancorporation** was formed as a holding company in 1983. By 1984 the holding company had assumed ownership of the Green Lake State Bank and the State Bank of Viroqua.

Due to the aggressive growth and success of the bank, expansion continued with a \$150,000 remodeling project in 1988, and the addition of a Drive-Up facility and 3 additional branches in Baraboo as well as branches in Rock Springs and Lake Delton.

Continuing with the values set by its heritage as the cornerstone of the financial development for the community and understanding the challenges of the future, Mr. Zitzner was the driving force to the success of the banks growth. As founder and president of the Sauk County Economic Development Corporation, he helped the

Baraboo community to reduce unemployment and increase business development to its highest level ever. In 1994 the bank was named Wisconsin's #1 Small Business Leader.

Branches were not the only direction of growth for the bank. In 1996, the decision was made to incorporate 109 Third Avenue into the current bank structure to house the new investment center for **Robert Thomas Securities Inc, NASD-SPIC** on the first floor as well as expand other departments. This later became **Raymond James Financial Services**. This expansion brought the main bank size to over 34,800 square feet. In 2002 the Baraboo National Bank purchased 115 Third Avenue, adding an additional 13,000 square feet for the future growth of the bank. The bank's rapid growth can be easily measured by its asset size, increasing from \$25 million in 1975 to \$555 million in 2003.

By 2004, branch offices were in operation in Reedsburg and Portage, both of them Wisconsin cities.

101 Third Avenue

101 Third Avenue/429 Oak Street

In 1931, **The Camera Shop**, of which the late **Roman Schroeder** was proprietor for several years, was purchased by **F.A. Pope** of Spring Green or more recently of Madison. Mr. Pope, who was assisted in the business by his wife, was a commercial photographer and had been employed at the Photo-Art House in Madison for the prior five years. His retail store was located on the east most wall of the bank and was entered off Oak Street. His laboratory was in the basement or lower level. In June of 1932, Baraboo fireman had to extinguished a smoky blaze in the Camera Shop. Mr. Pope was alone in the shop at the time of the fire and was upstairs waiting on a customer.

In August of 1932, **The Hirschinger Agency** moved into new quarters at this location, formerly occupied by the Pope Camera Shop. The agency was formerly located upstairs in the same building. **R.L. Hirschinger** had been district manager for the Aetna Life Insurance Co. here since 1922, and in 1930 his brother, **Phillip Hirschinger**, became associated with him.

1890 Grotophorst, Remington & Buckley Law Office
Herman Grotophorst, Arthur Remington, James A. Buckley

1895 Herman Grotophorst, Lawyer Over Bank of Baraboo,

1895 George Mertens, Abstract of Titles

1903-1910

Grotophorst, Evans & Thomas, Attorneys-At-Law

H. Grotophorst, E.A. Evans, H.H. Thomas

1927-1932

R.L. Hirschinger insurance agency, formerly located over the Olympia Candy Kitchen, moved to the Bank of Baraboo Building in May of 1927.

1932-1940

Quale & Langer Library Insured

1937-1938

Quale, Langer & Dana Library Insured

1940-1942

Langer & Dana Library

1950 Dithmar Abstract Co.

100 Third Avenue

H. R. Platt had a popcorn wagon at the NW corner of Third Avenue and Oak Street in 1936 & 1937. **John Zootis** conducted a popcorn franchise at the same location during the late 1940's under the name of **B & Z Popcorn Wagon**. **Lester Kent** conducted the same business as early as 1951 and as late as 1964. Actually, there had been a popcorn wagon at this location on and off since the 1890's.

101 Third Avenue

Chronology of the Baraboo National Bank

- 1857 John Taylor constructed a building at 135 Third Street for the newly formed Sauk County Bank.
- 1859 Terrell Thomas buys corner lot at the southwest corner of Oak Street and Third Avenue.
- 1867 On March 12 of 1867 a fire broke out at 133 Third Avenue and communicated to the bank building destroying it.
- 1867 The bank's operations were then moved to Avery & Green's Shoe Store at 113 Third Avenue.
- 1867 Consequently Terrell T. Thomas, the bank's first cashier, immediately had a frame building constructed at about 429 Oak Street to house the bank temporarily while a new cream-colored brick building could be built at the corner of Oak and Third Avenue just north and adjacent to this frame building. **The bank of 1867 would have 6 bays on Oak Street and 3 bays on Third Avenue.**
- 1867 A few days prior to Christmas, 1867, Thomas moved the bank into his new brick building.
- 1871 On December 3, 1871 a fire that started west of the bank on Third Avenue moved east to the bank communicating around the bank towards the frame building on Oak Street owned by Thomas. However, Thomas led a group of men, who tore the frame building down and removed it to prevent damage to the bank,
- 1872 In 1872, the bank expanded on Oak Street to the south and adjacent to the bank. The addition was built on the lot where the wood frame building had stood. Engravings and woodcuts of the period also show a parapet with the words "**First National Bank**" on the east elevation and simply "**Bank**" on the north elevation. **The new two-bay structure was constructed to the same specifications as the bank building, the building now having 8 bays on Oak Street**
- 1873 The newly formed **First National Bank of Baraboo** purchased the Sauk County Bank.
- 1880 In 1880, the bank changed its name to the **Bank of Baraboo.**
- 1923 In 1923 the **Baraboo National Bank** underwent an expansion and integrated the building at 423 Oak Street **adding 3 bays to the south for a total of 11 bays on Oak.**

101 Third Avenue

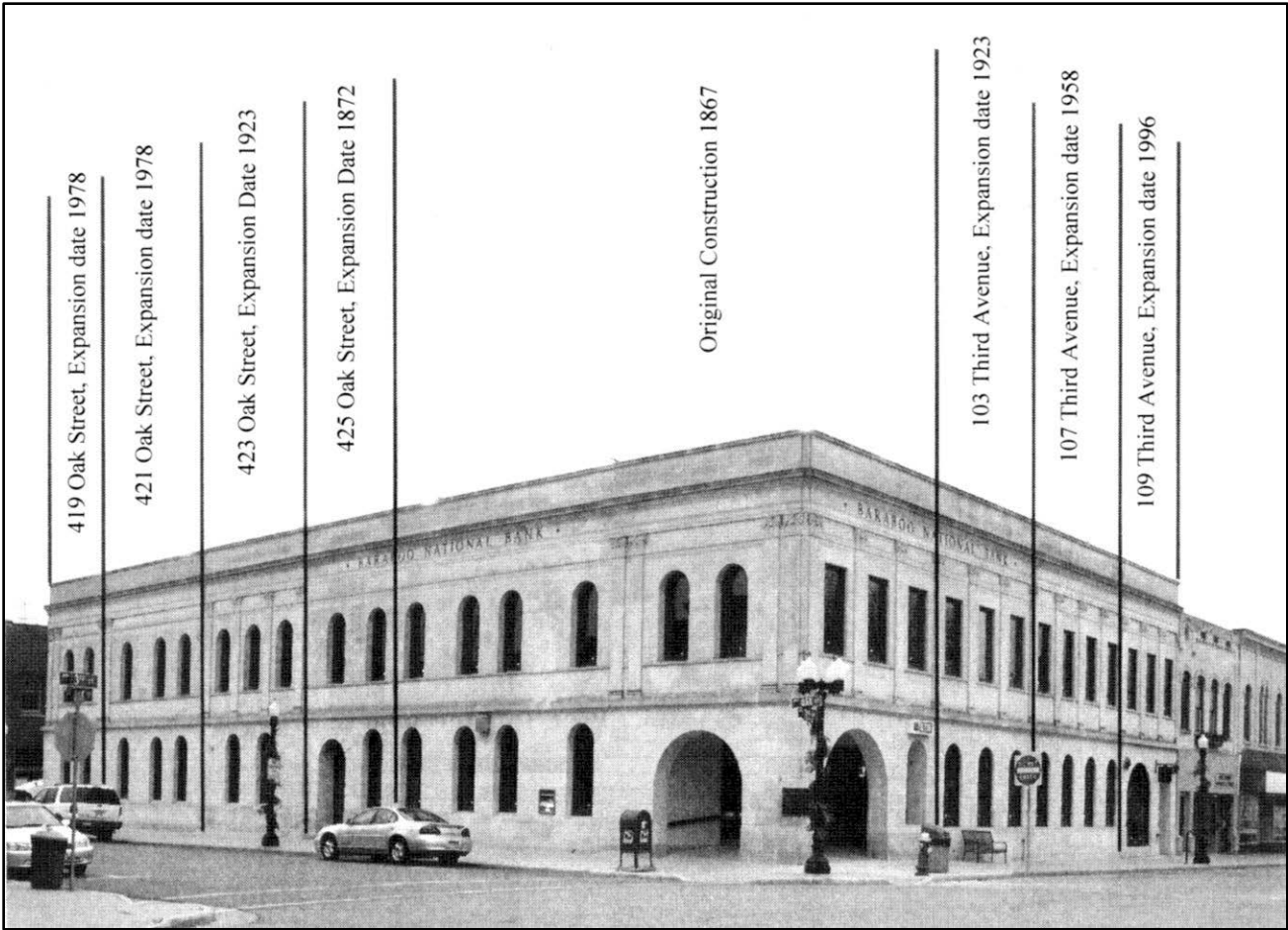
- 1923 In 1923 the bank also purchased the structure at 103 Third Avenue, expanding the bank and **adding 3 bays to the west for a total of 6 bays on Third Avenue.**
- 1968 **Amanda Ryan** sold the property at 421 Oak Street to The **Baraboo National Bank** on January 2, 1968. The building was later integrated into the bank by means of demolition and new construction.
- 1978 The building located at 419 Oak Street was purchased from the heirs of **E. T. Ross**. The **Baraboo National Bank** integrated this building and the one at 421 Oak, probably with its expansion of 1978. With the expansion the bank added **5 more bays to the south totaling 16 bays** on Oak Street.

101 Third Avenue looking east 1919 Arch denoting victory WW I



An arch spans the intersection of Oak and Third Streets denoting victory over the forces of evil and the end of WWI in 1919. Intersection of Oak & Third looking east.

101 Third Avenue Baraboo National Bank With Expansion Dates



Baraboo National Bank With Expansion Dates

103 Third Avenue

103 Third Avenue

Camp-Struthers Block

Located on the south side of Third Avenue between Oak Street and Broadway

Block 34, lot 1

Sanborn map location 128 Third Street

In November of 1847 a parcel of land on the southwest corner of the intersection of Third Avenue and Oak Street, described as Lot 1, Block 34, was deeded to **John C. Grapel** by Sauk County, the consideration being \$56.00. The parcel fronted 66 Feet on Third Avenue and fronted 132 Feet on Oak Street, extending south to the alley.

103 Third Avenue was part of that parcel and fronted on Third Avenue 22 feet by 88 feet deep being “L” shaped, fronting also 22 feet at 423 Oak Street after wrapping around the corner where the Sauk County Bank was later located. The building located at 103 Third Avenue had two stories and a basement. **Henry Peck** founded it in 1856.

It is believed that **Harvey North** was located close to this address as early as 1850-1851 in what was then described as **No. 5 Commercial Row**. North conducted a jewelry store and advertised as being located at the sign of the “big watch.”

In June of 1851, **F. W. A. Crain** assumed ownership of this **Jewelry Store**. In June of 1853, Crain was conducting a **Daguerreian Gallery** in the building occupied by Mr. Powell at the end of Ash Street. **E. F. Crain** took over the operation of the jewelry store in March of 1854.

October of 1852 found **A. Wood** conducting a **Daguerreotype Studio** on the second floor. In August of 1853, **Jesse Bushnell** announced the opening of a new **Grocery and Confectionery Store** at No. 5 Commercial Row believed to be here.

In October of 1855, **Mr. Charles Sanford** and **Mr. Gerriett P. Gillespy** opened a store in Crain’s Rooms. By May of 1856, **Sanford and Gillespy** felt the need for more elbow room, so they rented the new building at 101 Fourth Street, planning on moving from here as soon as time permitted. It is not sure that they moved because on June 19 of the same year the dissolution of the partnership was



Donovan Drug Store 103 Third Avenue

announced. It is believed that the **Messrs. Browns**, after remodeling the building, moved their **Emporium Store** here in September of 1856. The store had been at 133 Third Avenue.

In February of 1864, **H. A. Peck** who had recently taken in **Mr. R. A. Orvis** as a partner announced that they would remove their stock of groceries, drugs, wallpaper, schoolbooks etc., to Rogers Corner on April first. They were probably speaking of this site even though it is not directly on the corner. However, on March 1, 1865, Peck & Orvis announced the dissolution of their partnership, Peck having transferred his interest to **T. D. Lang**. Customers were assured that the **Drug & Grocery** business would remain, only now under the name of **Orvis & Lang**.

In September of 1865, Orvis & Lang purchased this site as well as the connecting lot at 423 Oak Street.

Lang came to Wisconsin from Vermont in 1854, and located in Sauk Prairie. He engaged in farming until 1859, when he was elected county treasurer, which necessitated his removal to the county seat. He filled this position acceptably and satisfactorily for four terms in

103 Third Avenue



Donovan Drug Store

succession, until 1865, when he engaged in the drug and grocery trade with Orvis. During this co-partnership, **Arthur K. Camp** joined the firm.

Mr. Camp was born in Litchfield, Conn., in 1847, but his father, Judge Camp came to Wisconsin when Arthur was quite young. He received his education at the Baraboo Collegiate Institute and from private instructors. In 1865 he engaged as clerk in A. J. Cooper's hardware store; but remained there only about nine months, when, he began work for Orvis and Lang. In March 1870, **Lang & Camp** purchased Mr. Orvis' interest in the establishment and conducted the business alone until the succeeding July when **James A. Struthers** was admitted as a third partner.

Later, in December of 1870, the village was saddened to learn of the death of Orvis by drowning. The newspaper of that time stated

that Orvis had arrived in Baraboo thirteen years ago last April and was immediately employed by his uncle, Ransom Jones, later becoming a partner with H. A. Peck. This partnership lasted five years. Later he was a partner with Lang & Camp. After selling his shares in the business to his partners, he moved to South Bend, Indiana, becoming a partner in the firm of Bartlett & Orvis. After Mr. Orvis learned of the railroad coming to Baraboo, he immediately started making plans to return. His wife and two children, all of Baraboo, survived Mr. Orvis, who was forty-three years old.

It was later learned that Mr. Orvis was despondent, probably over business matters. Eyewitnesses state that he jumped off from the Peninsular railway bridge, which crosses the St. Joseph River.

James Struthers became the third partner in the firm of **Lang, Camp & Co.** in July of 1870. He was born in Pennsylvania to **James and Anna Struthers**. His father died when he was but three or four years of age. At twelve he was thrown upon his own resources; and whatever success he achieved in life was due to his regard for the rights and feelings of others and his determination to succeed in whatever he undertook. At the age of sixteen, he came to Wisconsin residing respectively in Waukesha and Neosho. In 1863, he attended a commercial college to fit himself for business, but in the same year his patriotic ardor led him to enlist for the war, which he did in Company A of the 39th. Regiment. On the conclusion of the war he commenced to learn the business of merchandising by clerking for John Dodge, afterwards for V. Fuller of Rubicon. He later became a traveling salesman, and from 1866 to 1870 represented the house of H. S. Manville, of Milwaukee. Later he rendered similar service to Messrs. Ball and Goodrich of the same city, continuing with them until he moved to Baraboo in 1871. His business frequently brought him through this section of the state; and struck with the beauty of this village, and having confidence in its future, especially its railroad projects, he resolved to make Baraboo his home. He consequently proposed to join the firm of Lang & Camp and was accepted.

The store was destroyed in the Dec 3, 1871 fire. Within three hours the following public places of business were destroyed, Camp's Drug Store, Avery & Green's boot and shoe store, Draper brothers

103 Third Avenue

Meat Market, Bower, Obert & Co., Mrs. Sharps Millinery Store, William Sharnke's Jewelry Store and **Lange, Camp & Co's. Dry Goods Store.**

On April 9, 1872, **Caroline A. Orvis**, widow of **Rufus Orvis** sold this parcel of land that was directly west and adjacent to the Baraboo National Bank property to **Arthur K. Camp** and **Jas. A. Struthers**. This parcel fronted 22 feet on Third Avenue, wrapped around behind the bank and fronted 22 feet on Oak Street.

By April of 1872 preparatory work for a new building here was well underway. Shipments of dressed stone for the water tables, belts, window sills, etc were received from Madison in late March.

By 1872 a new two-story brick building had been constructed. This building wrapped around behind the Baraboo National Bank building and fronted on 423 Oak Street. At that time the business located at this address was being conducted as the **Lang, Camp & Co. Merchandise House**. The value of this building at the time was placed at \$7,000. In March of 1873, the partnership of **Lang, Camp & Struthers** was dissolved and the **Lang & Struthers** partnership was established, leasing this building from Camp.

Then in December of 1876, **Camp** sold this drug store business at 423 Oak, to **R. Robinson** of Green bay, who immediately entered into possession. Camp then retired but retained ownership of the "L" shaped building.

James A, Struthers died on the eighteenth day of December of 1877, at the age of 34. As a member of a substantial and popular commercial firm, Lang & Struthers, and the agent of the **American Express Company**, he was a prominent man in the community. Survivors include his wife and one son.

By June of 1879 the **R. Robinson Pharmacy** was operating out of 103 Third Avenue. Lang had moved to the old stand of Robinson's at 423 Oak, in affect, they had exchanged stores. Robinson however, had very short-term plans for this location as he planned to move shortly and Lang advertised this site for rent, available July 1, 1879.

By 1880 we find a **J. Beach Donovan & Company, Pharmacy, Books, Stationery and Glassware** name on the front

door. There existed therein a small inventory of various sundries. Robinson had sold his drug stock to Donovan. Donovan was born in Wesport, New York, and came to Baraboo in 1857. Later he went to Milwaukee, where he learned his trade. He worked in Milwaukee as a pharmacist for nine years. As far as is known, Donovan was here until at least 1920.

In May of 1903, finishing touches were put on the new soda fountain at the store. Booths were placed down the center aisle of the store that added much to the appearance of the business place.

It was reported in the April 1922 paper that transferring of stock from this place to the new Oak Street building was underway, being finished the same month.

By 1887 **F. N. Lang** had purchased Struthers' interest in this property and then in 1888 sold it to **F. T. Brewster** who later passed it on to **Samuel S. Grubb**. The parcel eventually found it's way to **Jacob Van Orden** who sold it to the Bank of Baraboo in 1924.

In April of 1922, **R. W. Jeffries** was making plans to conduct a **radio receiving station** here. He had already installed antenna wires on top of the bank building and was attempting to obtain the rest of the equipment required. On account of the then popularity of the radio, there was a long line of customers with orders placed for wireless receiving equipment. The equipment would be installed in the newly vacated Donovan building. It would receive weather reports and daily market transmissions. The station would have earphones as well as a speaker for people to listen to.

In June, Jeffries stated he was able to receive messages from New York as well as weather and market reports from the University of Wisconsin. Jeffries had plans to install radiophone equipment in private homes.

In May of 1923, the **Baraboo National Bank** underwent an expansion and integrated this building into their structure. The rear of this building would be partitioned and become part of the old Von Wald building, located at 423 Oak Street, which the bank also owned. Jeffries would then occupy that building.

107 & 107-1/2 Third Avenue

107 Third Avenue

Green Block
Located on the south side of Third Avenue
between Oak Street and Broadway
Block 34, lot 1
Sanborn map location 127 Third Street

In November of 1847 a parcel of land on the southwest corner of the intersection of Third Avenue and Oak Street, described as Lot 1, Block 34, was deeded to **John C. Grapel** by Sauk County, the consideration being \$56.00. The parcel fronted 66 Feet on Third Avenue and fronted 132 Feet on Oak Street, extending south to the alley. Part of that parcel was 107 Third Avenue that originally measured 22 feet by 132 feet deep.

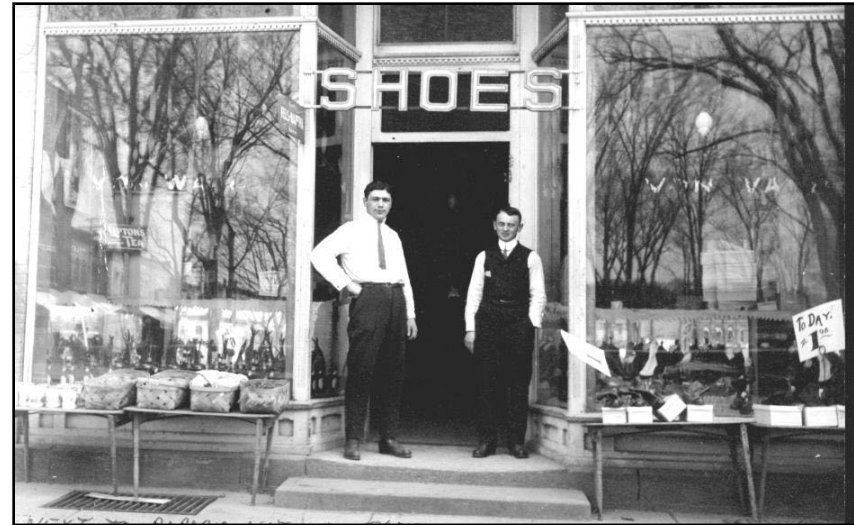
In the April 27 1864 issue of the Baraboo Republic, advertised as being 3 doors west of Oak on Third, probably here or very close.

In January of 1861, the duo of **H. R. Ryan & P. S. Hollenbeck** purchased this building for \$520. Ryan and Hollenbeck manufactured furniture for wholesale as well as operating a retail store at this address. From December of 1863 to at least April of 1865, their store was located at this site. Their factory was at the **Metcalf and Paddock Mill** where they produced cabinet ware, cane & wood seat chairs, bedsteads, looking glasses, mattresses etc. Also, ready-made coffins and metallic burial cases were always kept on hand.

For a brief period during May of 1863, **M. Wichern** conducted the **Baraboo Furniture Store** here. In March of 1866, **Ryan & Hollenbeck** dissolved their partnership. It is believed that **Hollenbeck** continued the business.

In April of 1865, **Ira Humphrey** respectfully advised the public that the "**Humphrey Hardware Store** would endeavor to supply them with every variety of porcelain ware, japanned ware, table cutlery knives, sheep shears, and all types of hardware at his new location 1 door west of Orvis and Lang's." Humphrey had formerly been in partnership with the Gattiker Brothers on Oak Street.

After going through several owners, **Frank Avery** and **Isaac Green** purchased this property in September of 1865. By 1868 Isaac Green was in ownership of a good portion of this site while the **Avery**



Von Wald's Cash Store

& Green partnership retained a small portion in the rear measuring 11 feet frontage on the alley by 53 feet deep. The firm had purchased Andrew's Boot and Shoe Establishment in April of 1864, which is believed to have been at 112 Ash Street.

The store located at this address was destroyed in the Dec 3, 1871 fire. Within three hours the following public places of business were destroyed, Lang, Camp & Company's Drug Store, Avery & Green's Boot and Shoe Store, Draper Brothers Meat Market, Bower, Obert & Co., Mrs. Sharps Millinery Store, William Shamke's Jewelry Store and Lange, Camp & Co. Dry Goods Store.

After the fire of 1871 and the loss of Avery & Green's Shoe & Boot store at 113 Third Avenue, the partners constructed a new store at this location.

By April of 1872 preparatory work for the new building was well underway. Shipments of dressed stone for the water tables; belts, windowsills, etc were received from Madison in late March.

107 & 107-1/2 Third Avenue



Ulrich Von Wald

In October of 1872 Avery & Green advertised that Phoenix-Like, they had risen from the ashes and were then in their new brick store with a fresh stock of shoes and boots. The new 22 by 70 building was valued at \$4,500.

In November of 1893, **Adin H. Pratt and Charles H. Lee** combined forces in a new **hardware** venture. Lee had previously been in business at 121 Fourth Street. It was reported that they planned on opening here about the first of January 1894. In January of 1895, an addition for a tin room was being added to the rear of the Lee & Pratt hardware, the dimensions of which would be 11 X 40. In February of 1895 the hardware store was planning on installing a new plate glass window and had offered the old store front for sale.

In April of 1895, **Lee, Pratt & English Hardware Store** became the new name of the hardware firm hitherto known as Lee & Pratt.



H. L. Von Wald

Arrangements were completed by which **T. W. English** became a partner of **C. H. Lee** and **A. H. Pratt**. Mr. English was backed by abundant experience, having been associated with Ira L. Humphrey in the store at the foot of the hill a number of years prior. It was expected that English would assume general charge of the store while Messrs. Lee and Pratt would look after their extensive jobbing and furnace department. In October 1898 the hardware began a remodeling project. Early one morning in January of 1903 **Harry English** drove out of the alley in the rear of the store and by the time he arrived at Oak Street the horse was under full headway. The sleigh struck a post and parted the bob sleigh, leaving Harry alone with part of the rig. A few rods up the street the front bob struck John Gillam's cutter, breaking the thills and doing other damage to his rig. The fleeing horse managed to break the thills and lose the front bob in front of Fisher's Drug Store.

107 & 107-1/2 Third Avenue

In January of 1899, this hardware store moved to 115 Third Avenue and the **W. H. Prentice Meat Market** moved from that address to this address. In June of 1907, part of the Prentice property including seven lots, safe, cash register, poultry and slaughter house sold on the courthouse steps for \$800.

In July of 1907, **Von Wald & Company**, owned by **Ulrich Von Wald**, obtained a lease on this building that was at the time owned by **George J. Gollmar**. This building adjoined the building, which was at that time occupied by Von Wald's Cash Store, Dry Goods & Shoes at 109 Third Avenue. The Von Wald firm opened an arch between the two buildings to enlarge the business area and operated **Von Wald Grocery** store at this address. Ulrich later went into business in Madison.

Ulrich Von Wald died in September of 1959 at the Adams Memorial Hospital. The three years prior to his death was spent in Wisconsin Dells. His wife Edith died in 1947.

In November of 1908, **Henry L. Von Wald** purchased the grocery business and changed the name to **Henry L. Von Wald Groceries**, and operated here until January of 1914 when **Arthur E. Jorg** became a partner and the firm's name became **Von Wald & Jorg Grocery Co.** In January of 1915 the name was changed to the **Jorg Grocery Co.** after Jorg purchased Von Wald's interest. Then in November of 1916 Jorg acquired **Edward M. Leiser** as a partner in the **Jorg & Leiser Grocery Co.** However, by 1919 Leiser had sold his interest in the store to **Howard Briscoe**, the change in partnership taking place in September of 1919. Jorg retained his interest in the **Jorg & Briscoe Grocery Co.**

In January of 1920, **William F. Schmalz** and **Samuel Schaefer** purchased the interests of Howard Briscoe & Jorg and the **Schmalz & Schaefer Grocery Co** was born. Schmalz had been in the grocery business in Blackhawk for the prior fourteen years while the Deppe lumber company had employed Mr. Schaefer.

In May of 1923, **John L. Cramer** purchased this business and planned on operating the grocery store with the aid of his son.

J. L. Cramer had resided in Baraboo for a number of years and was at one time the owner of what was later the Bonn Hardware

Co. Old articles in the newspaper describe the building as a "Gray, brick front building, lettered in faded red." After again passing through several owners Wm. F. Schmalz and J. L. Cramer purchased this site from the estate of **George Gollmar**.

By 1936 Cramer sold Schmalz his half of the property, retired and the business then became **Schmalz Grocery & Meats**. William F. Schmalz died at Rochester, Minnesota on February 1, 1937. The ownership of the property was willed to his brothers and sisters. In 1938 the property was deeded to **Henry Schmalz**.

By 1938, **David Wilson** was managing **Marachowsky's Grocery Store** here. In July of 1949, Marachowsky Stores' Company of Portage announced the consolidation of two local stores. The store on Third Street, known, as the **A. & M. Market**, would be incorporated into this location. This operation would then come under control of **Lawrence "Larry" Behnke**, who had for sometime been managing both.

This operation prevailed until 1952 when Behnke opened **Behnke's Superette** in May. On May 7, 1956, the **Baraboo National Bank** purchased this property from Henry Schmalz. In 1958 the bank expanded and incorporated into this building. Behnke would sell out his stock and then become an employee of the bank.

107-1/2 Third Avenue (Over 107 Third Avenue)

1874-1875 J. W. Hawes Shoes & Boots In September of 1876, Joseph & Charles purchased Hawes' stock.

1881 "S.P. Kezerta & Gillett, Dentists", "M.M. Davis, Physician & Surgeon"

1900-1903 "Dr. J. T. Higgins Dental Office"

1900 D. C. Hayes moved here from 606 Oak Street. Then in October of the same year he moved to 128 Fourth Avenue.

1903-1910 "M.C. Hacker Book Binder"

107 & 107-1/2 Third Avenue

1905	"Dr. H.G. Hilliard"	1943	"B.W. Handler Construction Co."
1905	"Walter Odell Real Estate & Insurance"	1944	"Orriel Philbrick Office"
1910-1917	"G.J. Shiels Dentist" Listed at 420 Oak in the 1903 city directory	1944	"Operating Engineers Local 139"
1927-1933	"Printing Upstairs" (Probably the Baraboo Book bindery) conducted by Michael C. Hacker. In January of 1911 Hacker moved his book binding business to 1507 East Street next door to his mother, Mrs. M. L. Hacker. (It is not known from where he moved.) Hacker died in February of 1955 at the age of 94.	1946	"Freedom Press"
	"Miss. Amanda Duncan Merchandise"	1946-1948	"John W. Lange Insurance"
1934-1936	"Dr. R. L. Fenton" In July of 1934, Dr. R.L. Fenton, M.D. announced the opening of offices here for the practice of medicine, surgery and obstetrics.) Dr. Fenton came from Des Moines, Iowa, where he had been practicing for the past five years. He was a graduate of the University of Iowa medical school and served his internship in the Lutheran hospitals in Des Moines and Yankton, S.D. His wife, who was a dietitian, assisted him in his office. Mrs. Fenton held a B. S. degree from the University of Iowa, and was also a business college graduate.	1947-1948	"Clark Wilkinson Insurance"
		1948-1952	"The Shopper's Guide"
		1955	"Baraboo Industrial Expansion Co.", T.A. Mandt, Pres.
		1951-1957	"Gem City Finance Co.", Clark Wilkinson, Pres.
		1951-1955	"Lange Wilkinson Agency" Clark Wilkinson & John W. Lange, Partners. Listed at 702 Oak in the 1957 telephone directory.
		1955	"Malone Electric Co." Charles F. Malone, Owner
		1955	"Robert Seymour Jewelry Repair"
1936-1952	"M.E. Gale Agency, Inc." Martin E. Gale, Pres. was Listed at 308 Broadway in the 1915 and 1917 city directory. In December of 1938 Gale observed the 25th. anniversary of his entry into the insurance business in Baraboo. He associated himself with Clark Wilkinson and John Lange. At that time the firm became active in real estate also.	1957	"Collection Service Inc."
1938	"Honolulu Conservatory of Music" Owned by Donald E. Neely		
1935-1948	"Gem City Financier Co., Inc." Henry J. Steeps, Pres.		

109 & 109-1/2 Third Avenue

109 Third Avenue

Located on the south side of Third Avenue between Oak Street and Broadway
Block 34, lot 2
Sanborn map location 126 Third Street

Architectural Description

The two-story building (not extant) was a three bay building, simply ornamented. Two rows of brick headers formed arched window hoods; windows were also arched shape. Additional ornamentation was provided by stone lug sills and corbelling at the roofline done in reddish brick which contrasted with the cream brick of the façade. This building related closely to the adjacent structure to the west (113 Third Avenue,) and was connected with a stairwell marked on the façade by a small circular window flanked by attached pendants in red brick. The window hood in the center section corresponded to 113 Third Avenue.

A frame building at this location was destroyed in the Dec 3, 1871 fire. Within three hours the following public places of business were destroyed, Lang, Camp & Company's Drug Store, Avery & Green's boot and Shoe Store, Draper Brothers Meat Market, Bower, Obert & Co., Mrs. Sharps Millinery Store, William Sharnke's Jewelry Store and Lange, Camp & Co's. Dry Goods Store.

In October of 1872, **Obert & Clavadatscher** opened for business in this new brick block described at that time as being three doors west of the bank, and constructed by **Stephen Hoffstatter**. The new 22 by 70 building was valued at \$4,500.

J. C. Gollmar & Company opened a general mercantile store at this site in February of 1888. Gollmar's partner was **Herman Matthews**.

Ulrich Von Wald came to Baraboo in 1883 and for seven years he gained experience as a clerk. When the proper time came, like all successful men do, he ventured forth for himself. On August 24 of 1891, in a modest way he opened **Von Wald & Company**, a boot, shoe and dry goods store at 109 Third avenue with a small stock of dry goods, notions, shoes, etc. In 1892 Von Wald took in **Mr. J. Tarnutzer** of Lodi as a partner and of that partnership there was born a



Ulrich Von Wald

second store in Lodi. Their partnership was dissolved in June of 1894, whereby Von Wald took full possession of the store on Third Ave. while Tarnutzer assumed all the responsibilities regarding the store in Lodi.

Von Wald was born in Sauk County in 1869 and educated in the Baraboo schools. He worked for T. Clavadatscher for eight years prior to opening this store. He was married in 1895 to **Miss Edith Flint** of Baraboo.

In April of 1901, there was a **millinery** opening at **Miss Christie's** at Von Wald and Company.

In January of 1903, this building passed from the hands of **Hofstatter estate** to **C. H. Evenson**, owner of the Corner Drug Store.

Later in July of 1907, Von Wald & Company obtained a lease on the building immediately east, owned by George J. Gollmar, which had

109 & 109-1/2 Third Avenue

been recently occupied by the Prentice Meat Market. The Von Wald firm constructed an arch between the two buildings and opened a grocery store at their new site.

The dry goods department of Von Wald & Company, located at this address, was sold in November of 1908 to **H. C. Berg** of Barron, who took charge immediately and opened **Berg's Dry Goods**. Von Wald, who had established the business about 1891, withdrew from the company after the sale. Mr. & Mrs. Von Wald, along with Mrs. Von Wald's mother, Mary A. Flint moved to Oklahoma City, OK. There, Mr. Von Wald leased a building at 114 North Robinson Street where he opened a dry goods store.

Mr. Berg was a member of the Berg Brothers firm of Barron. **Mrs. Helena C. Berg** conducted **The Berg Dry Goods Company** here between 1910 and 1926. **Peck & Lauer Mercantile Co.** handled Berg's going out of business sale.

The **Evenson building** was then leased to **R. J. Carey** who planned on opening a **variety store** on Sept. 4, 1926. The building underwent extensive improvements and installation of new fixtures. Mr. Carey came from Madison and for the prior 12 years had been employed as a salesman for Carson, Pirie Scott & Co. of Chicago. He was married and had two sons, boys of two and four years. The family would reside at 533 Third Avenue. In April of 1937, Carey moved his operation to Jefferson, Wisconsin.

In December of 1942, **Richard Graff** of Appleton was the new manager of the **Baraboo National Tea Store**, while 1943 found **George Allen** conducting the Tea Company here.

In November of 1944, Montgomery Ward announced a long-term lease on 109 Third Avenue for a new **Montgomery Ward & Co. Catalogue Office**. Montgomery Ward vacated this location in 1951.

A series of clothing stores followed, starting with **Hoppe Clothing** who moved here in 1951 when their store building on Oak was purchased by the Woolworth Company. The building on Third was leased from **Mrs. C. H. Evenson**. Then owners of the Hoppe store were the daughters of the late Julius Hoppe, **Mrs. Minnie Lind**, **Miss Julia Hoppe** and **Mrs. Emma Block**. **Earl S. Dieter** was the manager until November of 1967 when **Gordon Solie** of Wisconsin Rapids was appointed manager due to the retirement of Dieter.

In 1972, **James E. Cody** was in business here with the **Cody Clothing Store** while 1975 found **K. Ferries Clothing Inc. Store** here. Ferries prevailed until 1981 when **Lowell A. Follendorf** established **Follendorf's Clothes Post** at this site. By 1986 **Clothes Encounters Plus** was conducted here by **Debra Homan** and **Judy Evenson**. By 1990 **William Hicklin** had joined the two ladies.

In 1996 the **Baraboo National Bank** was busy expanding into this building.

109-1/2 Third Avenue

As the new building was coming to a completion in 1872, Messrs. **Junge and Modler** were making plans to establish a **Billiard Parlor** on the second floor. They did in fact open during the last week of November. They had three handsome carom tables and intended to run the hall on the temperance plan, in other words, no alcohol.

In January of 1903, **George Mertens Abstract Office** disposed of its set of abstract books to **E. F. Dithmar** who thereafter handled the abstracting business along with his law practice. Mr. Mertens' record in the abstract business was a most excellent one. He began the work in 1852 and since that time had continuously carried it on. During the 21 years prior to 1903 Mr. Mertens was associated with the Bank of Baraboo and his books proved to be of great value to the bank during that time. Mr. Dithmar served the county in the capacity of clerk of the circuit court for six years; and therefore, is familiar with all the county records and for that reason was well suited for his new undertaking.

By 1905, the name of the firm was **E. F. Dithmar & J. W. Carow, Abstracts, Insurance, Attorney at Law**, in 1910 it was **Dithmar & Malone Abstract Office**. This firm lasted until at least 1917 when the lone name on the door was **Edward F. Dithmar, Lawyer**. 1944 to 1960 found **W.G. Evenson, William A. Hayes, W.T. Jenks, Attorneys** conducting their law profession behind these doors while **Marion C. Barto** also operated his chiropractor office on this floor during the mid 1950's.

In January of 1931 **Mrs. Mae Krueger** moved the **Alta Coffee Shop** here from 141-1/2 Third Avenue. She was here until at least 1938. In August of 1931, Mrs. Krueger suffered a broken shoulder when she fell down the stairs leading to her restaurant.

113 & 113-1/2 Third Avenue

113 Third Avenue

Draper Block
Located on the south side of Third Avenue
between Oak Street and Broadway
Block 34, lot 2
Sanborn map location 125 Third Street

Architectural Description

This two-story three bay building was simply ornamented. Two rows of brick headers formed segmentally arched window hoods; the original openings have been covered and small modern windows inserted. Additional ornamentation was provided by stone lug sills and corbelling at the roofline done in a reddish brick which contrasted with the cream brick of the façade. This building related closely to the adjacent structure to the east (109 Third Avenue-not extant,) and was connected by a stairwell marked on the façade by a small circular window flanked by engaged pendants in red brick. The window hood in the center section corresponded to 109 Third Avenue

When **William Kasiska** acquired this building he reconstructed the interior of the store and put in a plate glass front. However, this storefront has been completely removed since and replaced with a contemporary design.

In 1857, a man by the name of **Jim Brown**, kept **Brown's Grocery Store** "west of Donovan's drug store." Here he also maintained a stock of pipes and tobacco. This was known as a place where men came to loaf and tell tall yarns and was probably at about this location.

In November of 1865, **B. L. Purdy** purchased of **W. H. Rogers**, the central one-third of Third Avenue south of the square. This property may have been included in that transaction.

The building on this site next housed the **Avery & Greene Shoe Store**, which was established in August of 1866. They moved from the **A. Andrews Building**. Andrew then stocked his store and went into the shoe business.

On March 12, 1867 the **Sauk County Bank** building located at 135 Third Avenue was destroyed by fire. Operations were immediately set up at this location.



G. A. Briggs 113 Third Avenue circa 1925

The present building was erected after the December 6, 1871 fire that took a number of buildings on the southwest corner of the intersection of Oak Street and Third Avenue. The fire burned its way down Third Avenue, taking the lives of seven buildings. The Bank building on the corner was spared. Avery & Green then erected a new building for their business at 107 Third Avenue.

In 1872 and after the fire, the **Draper brothers, John and James**, constructed a new 22 by 60 edifice on this site for the **Draper Brothers' Meat Market**. The value was set at \$4,000. They opened for business in their new block in early November of 1872. For this occasion they purchased of Major Williams one of his handsomest steers, four years old and weighing in at 1472 pounds. In 1886, the firm was known as **Draper Brothers & Draper**.

In December of 1887 the firm of Draper Brothers & Draper was dissolved by mutual consent. The store on the south side of the river was closed. John Draper would continue the store at 113 Third Avenue while James and H. J. Draper planned on opening a market in another city, possibly Oshkosh.

113 & 113-1/2 Third Avenue

The Draper firm remained in business here until 1888 when the building was sold to **William F. Kasiska**. The price was \$3,400. Mrs. John Draper died in October of 1918. Her husband and five sons survive. At the time of her death she was a resident of North Freedom and had been for probably 20 years. Of the Draper properties at that time, one building was a triangular shaped building at North Hamilton and East Mifflin in Madison. For a long period it was known as the Hoven Meat Market.

In May of that year Kasiska remodeled the interior for **Kasiska's Tailor Shop**. The following year, 1889, Kasiska sold the building to his son Carl and his wife, Mary and the **Carl A. Kasiska Harness Shop** gained residency. William Kasiska then moved his tailor shop into the building vacated by his son Carl. On November 27, 1906 a fire broke out in Kasiska's harness store and for a while it was thought that the complete stock would be destroyed. However, by the actions of the fire department, damage was kept to a minimum. Mr. Kasiska was in the basement heating oil for dressing a harness when his attention was diverted to the first floor of the store. While he was gone the oil ignited and that was when the trouble began. Ravages of the ensuing flames were confined to the basement, however, there was a lot of smoke and water damage to the stock on the first floor. Some damage was done to stock in the basements of the adjoining stores, Lee- Radke Hardware Co. and Von Wald's store. Carl was to operate his harness shop here until 1924.

In 1899, **J. E. Von Wald** rented space inside the front window for jewelry sales. J. J. Raggatz Jewelry in Prairie du Sac had previously employed Von Wald. In December of 1899, Von Wald advertised being located two doors west of the M. E. Church. It is believed that Von Wald then moved to 522 Oak Street.

In 1923 **Rooney's Fruit and Vegetables** advertised as being under Kasiska's Harness Shop.

Carl Kasiska and his wife **Mary** sold the property to G. A. Briggs in December of 1924 who then opened a clothing and fur store. They received \$9,000 for the property. After remodeling in 1925, the **G. A. Briggs Furrier** store began operations at this site. In March of 1927, Briggs was planning a new storefront. Plans called for a lobby,

which would measure seven feet wide by nine feet deep with two doors with an island between them.

By 1936 the name of the business had changed to **G.A. Briggs & Son Furriers**, son **Harry M.** had come aboard.

In May of 1941, Briggs razed the old garage in preparation for the construction of a new 18 X 36 block building. This building was probably at the rear of the store building.

Briggs died on July 3, 1944. He had been a furrier on Third Avenue for 48 years. By 1951, **Harry Briggs** had taken in a partner, **Bernard Dillon** and the firm's name was changed to the **Baraboo Fur House**. This endeavor was short lived and in August of 1953, **Silas A. Webb** of Baraboo opened **Webb's Men & Boy's Clothing** at this site. Then, about the first of September of 1958, **Curtiss M. Humphrey**, of Portage, opened the **Towne Shop** at this site. This business existed until at least 1971.

By 1976 the **Sauk County Abstract & Title Co., Inc** was being conducted here by John U. Dithmar. In the 1990's Dithmar's daughter, **Sharon Moberg** became manager of the company. **John Upham Dithmar** died April 23, 2000 at the age of 84. He was born in Baraboo on March 16, 1916. He was a graduate of The University of Wisconsin's Law School. Upon his father's death he took over the operation of the family business, Sauk County Abstract and Title Company, managing it for over 60 years. The business had been in the family since 1905.

113-1/2 Third Street

(Second Floor)

Kartack, the barber moved here in May of 1873, joining forces with **P. V. Bock**. In September of 1875, Bock disassociated himself with Kartack. In September of 1876, Mr. Bock moved into the Excelsior Block.

In 1876, **Miss Della Draper** was giving instructions in vocal and instrumental music upon the piano and the cabinet or pedal organ. Instructions also given in Thorough Base and Harmony. Terms were \$12 for 24 lessons.

Following the proprietorship of **William Hill** in 1872, **Joseph I. Weirich** acquired the Baraboo Republic newspaper, and moved the paper

113 & 113-1/2 Third Avenue

to second floor of the Draper building. **Edwin H. Woodman** joined as a partner in 1874.

In the October 30, 1872 issue of the *Baraboo Republic*, the paper announced: After several days' hard work on the part of our office force, we are enabled this week to issue the *Republic* from our new quarters, five doors west of the Sauk County Bank. This may have been four doors west....

The newspaper company decided to get into the **American Sewing Machine** business as early as December of 1876. However, in May of 1877, the *Baraboo Republic* decided to get out of the machine business, offering \$75.00 machines for \$35.00. Their reason was that the bottom had fallen out of the sewing machine trade and they wished to get out of the business.

On December twenty-first, 1877, Joseph I. Weirich died. Though he was an editor and publisher a mere six years, he was much longer a printer, having acquired a knowledge of that art at an early age and with an exception of about four years, devoted his life to it. Weirich was born in Mooresville, Harrison County, Ohio, April 14, 1837. He was the second son and third child of Rev. Christian E. and Maria Weirich. His father, a Methodist minister, was also at several periods in his life, a publisher and editor.

When but fifteen years old, young Weirich was accepted as an apprentice in the office of the Washington, Pennsylvania, *Examiner*, where he served three years. Upon completing his apprenticeship in 1856, he came to Wisconsin with his father and his family. Next he worked at the *State Journal*, next the *Patriot*. At a later date the Richland Democrat employed him. In 1860 he went to work at the *Baraboo Republic* as a printer. Mr. A. N. Kellogg was owner of the paper at that time and Joseph worked directly under him.

In January of 1861 he had an attack of lung fever that came near proving fatal. He enlisted as a private and spent three years in Company A of the 6th. Regiment, Iron Brigade, of whose original muster only about twenty-five men survived the war. He was wounded at the battle of South Mountain, September 14, 1862 and was honorably discharged as a Sergeant at the expiration of his enlistment.

Mr. Kellogg of the *Baraboo Republic* stated that after Weirich enlisted, the paper was so disorganized for a week that a full paper could not be issued on the usual plan. This is when Kellogg, under pressure, sent

to the *State Journal* for a half sheet printed on both sides with war news, to supplement a home printed half sheet containing local and editorial matter.

While mailing this edition, Kellogg conceived of the "patent" side. The next issue was on substantially the plan that was so common and in general use in 1878.

During the next four or five years he was employed on the Monroe papers, the *Sentinel*, *Republican* and the *Vindicator*. During this period he had the good fortune to be married to Miss. **Rebecca Ball**.

In 1869 he moved with his family and a number of kinsmen and friends, forming a colony, to Eden, in Dakota Territory. The severe winter caused the colony to disband and return to Wisconsin where he returned to his former job in Monroe. His next move was purchasing the *Baraboo Republic*. In May of 1878, **Woodman** assumed the proprietorship of the *Baraboo Republic*. **John W. Powers** purchased the paper in 1880 and in 1886 the paper moved to 110 Fourth Avenue.

Also, after their building was destroyed in the November 6, 1878 Oak Street fire, the barbers, **Junge and Kartack** moved across the hall from the paper from 516 Oak Street.

115 & 117 Third Avenue

115 & 117 Third Avenue

Gattiker Block
Located on the south side of Third Avenue between
Oak Street and Broadway.
Block 34, lot 3
Sanborn map location 124 Third Street

Architectural Description

This two-story four-bay structure of cream brick had at one time a metal cornice. Originally the storefront was centered beneath the “Center Bay” double windows, which are narrow, round arched windows with round stone hoods and a continuous stone sill. A corresponding window in the west bay marks the former stairwell. The remaining two windows and hoods are, surprisingly, segmentally arched, though hoods and sills correspond to the others. Bays are marked with brick pilasters; corbelling accents the roofline. The original storefront has been removed and replaced with modern materials.

In November of 1865, **B. L. Purdy** purchased of **W. H. Rogers** the central one-third of Third Avenue south of the square. This property may have been included in that transaction.

Later in June of 1872 the **Gattiker** brothers, **J. J. and Alfred**, purchased a building lot at this address, which was in the burned out district, from **Henry Rich** or possibly **Col. Malloy**. The lot measured 30 by 80 feet. A new \$6,500 brick building was then erected in late 1872 by the Gattikers to house the **Gattiker Brothers’ “Model” Hardware Store**. An article in the May 19, 1875 issue of the *Baraboo Republic* mentioned that the Gattiker Brothers’ Hardware was certainly a credit to Baraboo. The title of “Model” was very justly bestowed upon it. It was capacious, neatly finished and systematically arranged, and the stock included everything that the name of hardware implied. In stoves, the stock was always full and included the best patterns of cook stoves that the world had seen at that time. Agriculture and mechanic tools, merchant iron, nails, cutlery and shelf goods of all kinds on the first floor, with a tinner’s shop on the second, afforded them ample facilities to meet all of the demands of their target trade.



Lee, Pratt & English Hardware 115 Third Avenue circa 1900

In January of 1885, **Charles Gibbons** and **August Ockershauser** formed a partnership for the purpose of conducting the tinning business. They then leased the T. C. Thomas, one-story brick building on Third Street. However, in November of 1885, J. J. Gattiker sold his hardware business to the duo and the **Gibbons & Ockershauser Hardware Store** was founded. Mr. Gattiker had been in the business for 18 years and planned on opening an office in the building vacated by the two and owned by T. C. Thomas.

In any event, in November of 1886, it was reported that Chas. Gibbons sold his interest in the hardware store to **Herman Schlag** of Prairie du Sac, brother-in-law of Ockershauser. It is not sure that this happened because by December 24th. the business was called **Ockershauser, Fosgate & Lamberton**.

It is possible that the **Thomas-Prentice Meat Market** shared this site with **Gibbons & Ockershauser** during the years between

115 & 117 Third Avenue



Lee-Radtke Hardware Company circa 1906

1886 and 1891, maybe operating out of the front of the building while the hardware store took up the rear.

William H. Prentice had been engaged in the meat market business since 1871. In 1886 the market of **Thomas & Prentice** was established here and the firm continued until the fall of 1891 when the partnership was dissolved. Mr. Prentice continued the business as the **W. H. Prentice Meat Market**. In November of 1898, the front of this store building was removed and was replaced with a new glass front of a more modern design. When completed in Jan. of 1899 the store graced a 4' X 9' plate glass window, the largest in the city.

About this time the **hardware store** of **Lee, Pratt and English** moved here and Prentice moved to their site at 107 Third Avenue. This exchange was prompted by the fact that this building's interior was originally designed and had, for many year's accommodated a hardware store.

Mrs. John Smith had a **dressmaking shop** here in 1895.

In May of 1899, the hardware store underwent an expansion at the rear of the store. The timbers used were from the old Methodist church.

In April of 1900, Aden Pratt retired from the firm and Messrs. Chas. Lee and T. W. English purchased his interest. The firm, which would then be known as the **Lee and English Hardware Company** would remain in business. Mr. Pratt's plans for the future were unknown. The hardware store promptly obtained August Ockershauser as a salesman. Ockershauser had previously been in the tin and hardware business as well as being employed by the Gattiker Hardware.

In March of 1903, the Lee & English Hardware Co. was incorporated under the laws of Wisconsin, with a capital stock of \$20,000. The following officers were elected: C. H. Lee, President, T. W. English, Vice-president and A. Ockershauser, Secretary. The object of the incorporation was to give some of the help an interest in the business, thereby giving them more incentive to a laudable effort.

It was reported in December of 1905 that as of January 1906 the following changes would be made to the ownership of the firm. English would retire from the firm and **J. D. Two** and **Will J. Radtke** would assume his interest. Mr. Two lived in Minneapolis and was a salesman for a wholesale hardware firm. It was presumed that he would not play the role of an active partner. Radtke who had eight years of practical experience with the late Marriott Brothers' Hardware and their successors, Settergren & Pittman, would take charge of the inside management of the new firm while Lee, the president of the firm would continue to be in charge of the shop and outside work. The name of the new firm would be **The Lee-Radtke Hardware Company**.

It was on April 1, 1881, that Charles H. Lee, left his father's farm on Webster's Prairie and went to work for Gattiker Brothers to learn the sheet metal trade. The Gattikers were located in this very building where the Lee-Radtke hardware store later occupied. After working for others for 12 years Lee started in business for himself. In 1903 he started the North Freedom Hardware Company and in 1928 he became associated with James Seymour in the Lee-Seymour firm of

115 & 117 Third Avenue



The Big Show Is Coming Again. Will be Here All Week, Dec. 15--20

Come, listen to the Phonograph, eat hot biscuits and drink a cup of good coffee. Our fine line of Holiday Goods will also prove a great attraction.

Lee & English.

Ad Circa 1902

Madison. Lee retired in 1931. In the 1938 city directory, **Mary Esther Lee** is listed as the president of Lee-Radtke.

GATTIKER BROTHERS.
South Side Public Square, - Baraboo, Wis.
— DEALERS IN —
ALL KINDS OF HARDWARE,
— KEEPS —
Garden City Plows, Empire Wringers, Alaska Refrigerators, Garland Stoves.

SHOULD YOU BUY

A Stove or Range bearing the name "Garland," you will have the Best article of the kind that ingenuity can devise, or money can make. They are **TIME TRIED**

THE WORLD'S BEST. and **FIRE TESTED.**
THE RECOGNIZED STANDARDS OF THE WORLD.

Gattiker Brothers' Hardware circa 1885

In January of 1909, J. D. Two withdrew from the firm and Mr. Lee purchased his interest.

In February of 1911, **D. A. Lewis** of this city purchased an interest in the hardware store. He would however, be a silent partner, keeping his present position with the Rochester Stamping Works.

Lewis sold his interest in the hardware store to Charles Lee in July of 1913, making Lee the sole owner of the business.

In 1921, **F. E. Settergren** purchased an interest in this business. Settergren had lost his lease on his store and had to sell out his stock.

There was a tin shop in the rear of the building in 1933. This probably belonged to Lee-Radtke; however, the **Case & Rehbein Sheet Metal Shop** was located there in 1940. Rehbein's address is

115 & 117 Third Avenue

given as 118 Second Avenue in 1953, which was probably in the rear of 115 Third Avenue. . In 1948, Mark Case retired and sold his interest to Rehbein. Case started work in 1897 with the firm of Lee and Pratt. It is believed that W. J. Radtke was still active in the Lee-Radtke firm until 1940. Radtke died in November of 1951.

It is not clear where Rehbein was located later but in May 1956, **Ernest Rehbein** moved **Rehbein Heating Company** to 614 Eight Avenue, the former Pope & Clement Garage.

Sears Roebuck and Company opened in Baraboo in April of 1940. In June of 1941 they moved to this address after reaching an agreement with the building's owner, **W.A. Gattiker** of Detroit. The building with 29 ft. of frontage was leased along with an 18" X 36" rear adjacent building, which was their car service department.

Ray W. McGee was the store manager in 1941. In 1942 **Fred M. Malone** was the manager. Other managers: 1951 **Al C. Jensen**, 1962 **R.O. Bengry**, 1968 **David L. Shields**, 1970 **Herman H. Dorow** and later, **Patricia A. Birrenkott**. An **Allstate Insurance Office** was located here between 1962 and 1968. By 1983, Sears had moved to 135 Third Avenue.

The years 1985-1997 kept **William Schwahn** busy conducting business here as **B&B New & Used Furniture, Inc.** Schwahn moved to this location from 142 Fourth Avenue. It was on July 1 of 1997 that **S & S Interiors** began business here. **Scott Rutter** started working for Bill Schwahn in 1997 at B & B Furniture. When Schwahn decided to retire, **Scott and Sandy Rutter** decided to "Give it a shot" according to Scott. On July 1 of 2000 S & S Interiors moved to 129 Third Street.

On October 8 of 2001 the **ANAHI Clothing & Variety Store** opened here. Their unique selections include tortillas, Mexican cheese, tamales and Mexican cream. Co-owners **Martin Miranda**, his sister, **Luisa Miranda** and **Isidro Jimenez** were natives of Mexico and moved the store from Sauk City, where they had been in business for about six months. In addition to produce and other Mexican food, Anahi sold hats, boots, clothing and blankets.

In 2002 the **Baraboo National Bank** purchased this building for storage and future expansion of its departments.

In May of 2005, Miranda moved the Anahi store to 108 Third Street and this site stood vacant.

A free historical exhibit opened in the building on May 21, 2009 to mark the 125th anniversary of the Ringling Brothers launching their circus. Exhibit curator Ralph Pierce hoped to evoke echoes of the knocking of circus wagon wheels and the piping of the steam calliope. The goal was to keep the heritage alive. Saturday, May 23, was declared Circus Day in Baraboo. Similar activities were held 25 years ago.

117 Third Ave. (Upstairs)

<1913 M. E. Gale Picture Gallery. In September of 1913, Gale sold his gallery to R. Schroeder.
1915? "E.E. Palmer Photographer"
1913-1926 "Romeo Schroeder Photographer" moved from this site in April of 1926 to the bank of Baraboo building where his dark room would be located in the basement.

119 & 119-1/2 Third Avenue

119 Third Avenue

Located on the south side of Third Avenue

Between Oak Street and Broadway

Block 34, lot 3

Sanborn map location No. 123

Architectural Description

This two-story, three-bay structure is capped with a small triangular pediment, beneath which extensive corbelling ornaments the surface of the façade. Round-arched windows are accented with hoods formed with brick headers; windows in the center bay are, like those of 115 Third Avenue, narrow and joined by a continuous sill. Corbelling at the first story has been painted and somewhat obscured by modern signage. The lines of the original storefront have been preserved, but replaced with modern materials.

In November of 1865, **B. L. Purdy** purchased of **W. H. Rogers** the central one-third of Third Avenue south of the square. This property may have been included in that transaction.

W. Obert came to Baraboo from Germany in 1868 and found employment at the Island Woolen Mill. In 1870, he joined **George Bower** in the firm that would then be known as **Bower and Obert Dry Goods**. Their building was located approximately where 119 Third Avenue is now.

Tobias Clavadatscher was born in 1847 while his parents were enroute to New Orleans from Germany. Shortly after arriving in America the Clavadatscher family moved to Prairie du Sac and then to Troy. Tobias came to Baraboo about 1864 where he completed his schooling. At age 20 he was employed by the mercantile business of Stafford, Drown & Company. In 1870 Clavadatscher purchased an interest in the Dry Goods business of Bower & Obert, the same year Bower & Obert formed a partnership. The firm then became **Bower, Obert and Co.** In June of 1871, Bower, Obert & Company took possession of their newly constructed store, which may have been at 109 Third Avenue, and the new company had their grand opening the same month. Their stock of groceries, dry goods, notions and chinaware filled their shelves.

On December 3, 1871 the building was destroyed by fire. They then took temporary residency across from the old Post Office, at about 401 Oak Street until their new building was completed.

In February of 1872, the partnership of G. Bower, W. Obert and T. Clavadatscher was terminated. The firm thereafter was known as **Obert & Clavadatscher**. In the same year **Mr. Hofstatter** built a new store at 119 Third Avenue for the firm, which they called "**The Deutscher Store**." The lot, Clavadatscher built on, was formerly owned by **Obert and Burrington**.

J. Hatz from Prairie du Sac purchased Obert's interest In November of 1875 and the business became known as **Clavadatscher, Hatz & Co.**

In March of 1878, **John Hoffstatter** entered into a partnership with **Clavadatscher and Hatz**. Hoffstatter had theretofore been a popular salesman in the house.

It was also reported in 1878 that **John Accola** had withdrawn his partnership from the Clavadatscher Company.

In September of 1878, Clavadatscher advertised a going out of business sale. They advertised that they were leaving Baraboo and would sell their stock at below cost. Then in October it was announced that **W. N. Winston & Sons** of Evansville had leased the store and would do a general merchandise business. However, this appears to have never developed and Clavadatscher remained in business.

N. Clavadatscher purchased Hermann's half interest in December of 1879 in **Hermann & Clavadatscher**, as the establishment was then known. Clavadatscher then took in his son Tobias and the firm was conducted as **T. Clavadatscher & Co** with N. Clavadatscher acting as a silent partner. It may have also been referred to as **The Fair**. Then in 1886 he and **John Witwen** joined forces and built a new building at 127 Third Street St. that housed their new establishment known as "**The Fair**". In October of 1886 and after Clavadatscher & Witwen moved, **George Bower & Co.** opened a new business house, known as **The Star Bargain Store**, at this site.

Later **Stanley and Hoag**, who had a dry goods store immediately west at 123 Third Avenue, expanded into 119. They

119 & 119-1/2 Third Avenue

joined the two stores and it became the grocery department of **Stanley and Hoag Dry Goods & Grocery**

After the retirement of **H. N. Huntington** in 1874, **Edwin M. Hoag** purchased an interest in the store and it became known as **Stanley & Hoag**. In February of 1882, **Rufus A. Jenkins** gained an interest in the operation, however, on Thursday, the 20th. of May, 1886, Jenkins withdrew from the firm of **Stanley, Hoag & Jenkins** and purchased the interest of his brother, George, in the firm of Jenkins Brothers, Merchants, in Chippewa Falls. Rufus would become associated with his brother, Samuel. In 1898 **William Stanley** died. **Herbert H Stanley** and his brother, **Whiting D. Stanley**, continued to operate the business with Hoag under the name of the **Stanley Company**. The Grocery Department being at 119 3rd. Ave. and the dry Goods Department at 123 3rd.

Mr. **Herbert Huntington**, who had lain sick for several weeks with pleuro-pneumonia, died about the first of January 1878. He was seventy years old at the time and was the senior partner in the firm of **Huntington, Stanley & Co.**

Huntington was born in Connecticut, April 9, 1807. When he was four years of age his father moved to Mexico, Oswego County, New York. There, Mr. Huntington was trained and educated in the occupation of farming. On February 2, 1886, he married **Amanda M. Steele**, a daughter of a neighboring family, his schoolmate in youth, his companion in young manhood and his loving, faithful wife until death. Two children blessed this union, **Mrs. William Stanley** of this city, and a child who died in infancy.

There was also a **Stanley Hall** listed in the 1917/1918 City Directory. This was probably a general-purpose hall upstairs.

After the death of Herbert Stanley, **Roy E. Peck**, owner of the Peck Mercantile Co, operated the store. It was known as the "**White Front**" building. Its Grand Opening was held the week of June 5, 1924.

By 1925 or 1926, Whiting Stanley was operating the store again and eventually retired from the grocery business in November of 1934 to become the city assessor. The stock of the grocery store was

sold to Baraboo Wholesale and others. Whiting Stanley continued to hold an interest in the building into the 1940's.

In November of 1934, **Don McCoy**, manager of the local **Gamble Store**, announced that their store would move to a new location, 119 Third Avenue, in the Stanley building, which was next door to the A & P. The move would take place within a very short time. This new building, formerly occupied by the **Stanley Grocery Store** would be remodeled and altered to fit the needs of the Gamble store. Mr. **M.V. Hoven** of the leasing department of Gamble stores was in Baraboo a short time prior and completed the new lease. Gamble stores had been in operation here since June of 1929. Don McCoy was listed as manager in the 1938 City Directory. **Don Steffes** assumed the management of the store in April of 1955. Steffes hailed from Pomona, California where he managed a store and was here until 1964.

Finally, in 1984, the reign of the Gamble Store in Baraboo came to an end. As Don Steffes was removing his inventory, **Bob and Pat Wedekind** were busy moving their products, new and used appliances, as well as furniture and antiques, into the new **Quality Discount** store. Wedekind remained at this site until 1990.

In 1990 **B & B Furniture**, which was owned by **Bill & Barbara Schwahn** and located at 115 Third Avenue expanded into this location. They remained here until 1997.

On July 1, 1997 **Paul Lantz** opened **Area Wide Appliance** that remains there as of this writing. The general manager of the store in 1997 was **Pat Pawlick**. The *Baraboo News Republic* dated March 7, 2011 ran the following advertisement: "Going out of Business Sale, business needs new owner, call Paul for details."

119 & 119-1/2 Third Avenue

119-1/2 Third Avenue

274 Third Avenue
(Upstairs)

The hall above the store housed various organizations, including the **W.R.C.** and the **Masonic Lodge** in 1885.

In November of 1909, **Miss Ella Andro** moved her **millinery store** from 129 Third Avenue to the second floor of the Stanley Company building. It was planned that after the holidays, the Stanley Company would construct an interior stairway to the second floor and occupy that floor as well as the ground floor. Miss Andro would occupy the front section.

In 1919, a ladies' rest room was established here and it was equipped with a telephone, couches and chairs. There was also a kitchen and cooking utensils. The room would be under the supervision of the Y.W.C.A. By late 1921, the Y. W. C. A. was no longer in operation in Baraboo, so the city had to take over the rest room.

123 Third Avenue

123 Third Avenue

The Star Building
Located on the south side of Third Avenue
Between Oak Street and Broadway.
Block 34, lot 3
Sanborn map location 122 Third Street

Architectural Description

Extensive brickwork makes this among one of the most striking of local designs. Window hoods formed from brick headers are punctuated by keystones. Like 115 Third Avenue, a pair of narrow windows linked by a continuous sill mark the center bay. A triangular bracketed pediment rests on two brick “brackets” which extend over 10’ to the top of the window hoods, and terminates in two stone panels. Beneath the pediment is a circular window similar to that between 109 and 113 Third Avenue, which is capped with a circular hood, the shape of which is framed by the semicircular arc beneath the pediment. Corbelling is present on the 2-3’ parapet, and forms a miniature arcade motif at the roofline. A corbel table beneath forms a peak at the center, echoing the lines of the pediment. Unfortunately the first story storefront has been completely removed and replaced with modern materials.

In 1853, **Bacon and Huntington’s General Store** was located at approximately this address.

Later, in November of 1865, **B. L. Purdy** purchased of **W. H. Rogers** the central one-third of Third Avenue south of the square for which he paid \$400. This property *may* have been included in that transaction. This purchase probably only applied to lot 2.

In January of 1865, **Herbert Huntington** purchased from a gentleman in Ohio for \$1,000, the part of the lot with the building on which he at that time occupied as a store. In February of 1870, the announcement was made that the partnership heretofore of **Herbert Huntington** and **Girard H. Bacon** was dissolved.

At the same instance, **William Stanley**, who was Huntington’s son-in-law, became associated with the business and **Huntington-Stanley Dry Goods and Groceries** was born. William Stanley was a native of New York and came to Wisconsin in 1847 and settled on a



William Stanley

farm in Dane County. In 1853 he moved to Baraboo and commenced his career with his brother **Lemuel Stanley**. They were in the Drug Business for five years, most likely on Fourth Avenue. By 1890 L. Stanley was a wealthy resident of Chippewa Falls, Wisconsin. In 1858 William Stanley returned to his Dane County farm and then in 1860 he returned to Baraboo and purchased G. H. Bacon’s interest in the store. In 1871 a fire that destroyed six other buildings destroyed this building. Shortly after the fire, a new building was erected and Huntington and Stanley were back in business.

Stanley had their old store building remodeled and divided into two rooms. Mr. **B. B. Leo** resumed his old business of **Harness Making** in the east room.

123 Third Avenue



Stanley Dry Goods

In May of 1875, Huntington and Stanley broke ground for a new business block on the lot next to their old stand. By the end of 1875 the firm of Huntington-Stanley was gone and in its place was **Stanley and Hoag Dry Goods and Groceries**. **Edwin M. Hoag** came on board by purchasing the interests of Huntington. The firm was still listed in the 1881 Sauk County Directory as Huntington-Stanley Dry Goods and Groceries. It was reported in September of 1877 that the Huntington & Stanley store had been restored to its original form and **Mrs. Longley** occupied the east half with her millinery shop. About 1886, the firm expanded into 119 Third Avenue, the building to its immediate east, connecting internally the two stores and establishing their ever-expanding grocery department into the new addition. In 1898 William Stanley died. William's sons **Herbert H Stanley** and **Whiting Day Stanley** continued to operate the business with Hoag under the name of **Stanley Company**. Some records indicate that the Stanley's were in business 47 years. Somewhere along the way, the

building housing the grocery store at 119 Third Avenue was again separated from 123 Third Avenue by the closing of the partition. It is not clear when this happened but numerous businesses occupied this store during the teens. It was reported in January of 1899 that P. H. Keyser had purchased the Stanley stock of clothing and would close it out at one of his stores.

In February of 1914, the Stanley Company announced a closing out sale under the supervision of the Charles Norton Co. of Chicago. The address given was 121 (Second floor) and 123 Third Avenue. In early March of 1914, after the Norton sale, J. Bradford from Hamilton, Illinois arrived and had an auction on all the remaining goods. Bradford considered staying and opening a store in the then vacant building.

Frank L. Gerofski, Notions, also known as **The Baraboo Variety Store**, opened at this site in September of 1915. In March of 1917, Gerofski decided to utilize the second floor due to his increased inventory.

The Stanley Company was still advertising groceries in the newspaper in June of 1919.

In January of 1923 **N. E. Gerber** purchased Gerofski's business and assumed managership immediately. Gerofski moved to Orlando, Florida where he entered the bakery business with all new, Electric Maid Bake Shop equipment. All appliances were run by electricity, a rarity in those days. He also represented the Electric Maid Company of St. Paul selling their machines state wide.

In any event, W. D. Stanley retired in 1934 and his merchandise was wholesaled out to other companies.

Gerber was formerly associated with the Gerber Wholesale House of Baraboo. It is believed that the **Gerber Variety Store** moved to 104 Third Street in 1928 or 1929 when **Martiny-Weidenkopf Company** purchased Gerber's store building at this location.

In February of 1929, the **Great Atlantic & Pacific Tea Company** store opened here. They had previously occupied the store building at 119 Fourth Street. **James Flemming**, who had been with A & P for the past eight years as manager of the Fourth Street store would be the manager here.

123 Third Avenue

In January 1936 the Atlantic and Pacific Tea Company, which had been here since February of 1929, moved to 104 Third Street. Shortly after that, the **Kroger Grocery and Baking Company** busied themselves remodeling this building in order to move their store from Fourth Avenue. At that time, **Roy Sansum** was managing the Kroger store. By 1943 the **Atlantic & Pacific Tea Company** is back and they remain here until 1958.

In September of 1958, **Elroy E. and Geraldine Marten** became the owners of a new **Coast-To-Coast Total Hardware** here, having purchased the building from **Guy Weidenkopf**. It was reported at the time that it was the largest Coast-To-Coast store between Minneapolis and Chicago. The 1983 and 1990 City Directory lists **Warren and Julie Davis** as owners.

In 1989, **John & Donna Taapken** became the owners of **Glacier Ace Hardware Store** at this site. The November 17, 2000 issue of the *Baraboo News Republic* reported that the Glacier Hardware was moving. Baraboo's two Ace Hardware stores, located just a mile from each other, were merging to further enhance services and broaden product selection for area residents. Glacier Ace, a 3,500 square-foot store located at 123 Third Avenue, was to move its operations to the 9,000 square-foot Co-op Country Partners/Baraboo Ace store, located at 935 Eight Street, effective Monday, November 20, 2000.

On June 1, 2001, **Tina Hinz** moved her specialty party supply store, known as the **Celebrate Store**, from South Blvd. to this address. Going from 1400 square feet to 2700 would be a great advantage to her business was her claim. Tina purchased the 7-year-old business in February of 2000. By October 1, 2005, Tina was gone from this location to a new location on Eighth Avenue.

By January of 2006, **Treasures Big and Small** was located here. This building is found vacant in May of 2007 with a card in the window reading "**Ploetz Furniture Annex coming soon**".

Corey Carlson, having leased this property from **John D. Taapken**, opened "**The Labyrinth Games**" at this address on August 7 of 2011. It is not clear when Ploetz Furniture Annex left.

123-1/2 Third Ave.

1876 Drs. Charles Cowles and his son, L. C. Cowles opened an office upstairs over Huntington & Stanley's store in May of 1876. There they will continue their practice of medicine and surgery.

1879-1889 "Wm. Little & Son-Custom Tailoring" was located over 119-123 Third Avenue. Little had been in Baraboo since 1877, moving here from Portage. In 1884 his son entered the business.

1917 Gerofski Variety store decided to utilize this floor also for sale of his inventory.

1929 The Baraboo Moose Lodge leased these quarters in March of 1929. The lodge was established here in October of 1928. Karl Mould was the secretary of the order. Access to the lodge was up the stairway at the east side of the A & P Store. In 1931, the lodge moved over the Rexall Drug Store on Fourth Avenue.

1931 In August of 1931, the Knights of Columbus moved into these rooms.

1938 Vocal Studio of Earl Faber
1938 Knights of Pythias
1955 VFW Post
1986 Ev. Sonsalla Insurance
1999 Open Door Baptist Church

125-129 Third Avenue

125-129 Third Avenue

Clavadatscher-Witwen Block

Located on the south side of Third Avenue between Oak Street and Broadway

Block 34, lot 4

Sanborn map location 121 Third Street

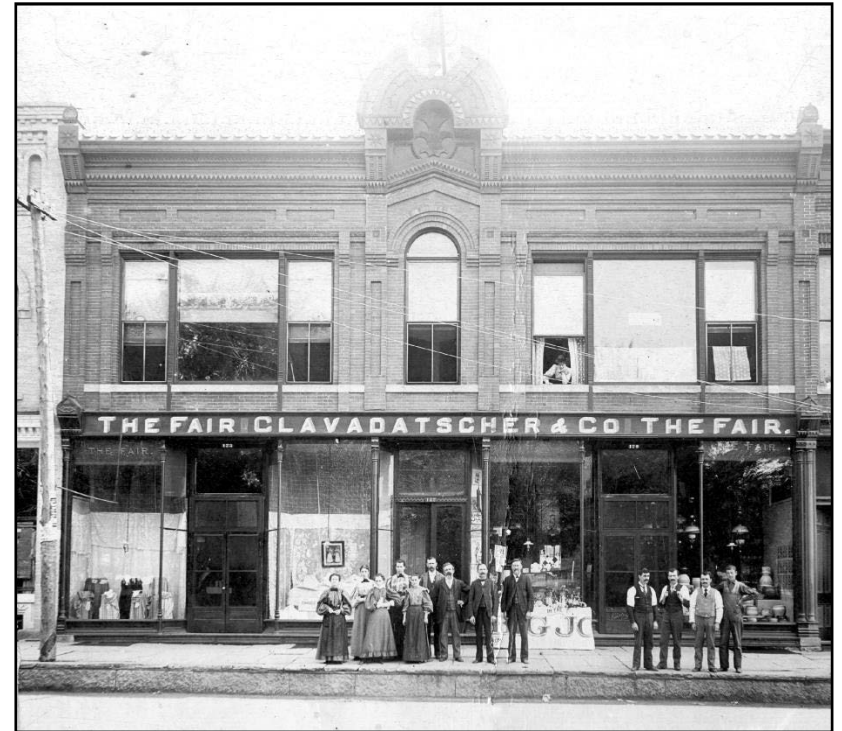
Architectural Description

This 52' X 134' building has a metal cornice, terminated by small finials, which stretch across the roofline, interrupted at the center by two brackets flanking a triangular recession. The peak is echoed in the brickwork beneath. The center window is rounded. Two piers flank the window, which separates it from two large, tripartite window openings on either side, in which two sash windows flank plate glass. The first story has been substantially altered using modern materials. Photographs and the Sanborn Perris map of 1892 suggest that the building at one time may have had an arcade formed with ironwork and iron columns across the front. If so, these stood where the plate glass display windows are now located.

R. & W. Burrington opened a **Grocery Store** at approximately this site in October of 1864. They advertised the location at the time as being "two doors east of the Sauk County Bank."

In November of 1865, **B. L. Purdy** purchased of **W. H. Rogers** the central one-third of Third Avenue south of the square. This property may have been included in that transaction.

In August of 1871, **Asa Wood** moved his **Hardware Store** from 101 Fourth Street, to this address in what then was known as the **Maynard Building** and was formerly occupied by Maynard next door west of Huntington & Stanley. In July of the same year, Wood had purchased the property for \$1,200 and had repainted the structure, inside and out. By August, Wood called it quits and turned the business over to **Messrs. Gray and Stephenson**, a pair of hardware men from Madison. In November of 1871 **F. H. McClellan** and **William Wallace** purchased Wood's store & stock and opened shop as the **McClellan & Wallace Hardware Store**. This operation lasted until at least October of 1873. In November of 1873, **Herman Matthews** was busy making plans to open a grocery store at this address.



In November of 1876, **Mrs. M. F. Sharp** moved into her new store, next west of Huntington & Stanley, which would have been at approximately 125 Third Avenue. Here, she had a much more commodious room than her old stand afforded her. This building is not shown on the 1885 Sanborn Insurance map so it must have been removed. In May of 1875, **Mrs. Sharp** and **Mrs. M. Davidson** ceased their partnership. It is not known where they were located. By December 1 of the same year, Mrs. Sharp offered all her goods at cost as she planned on moving to California.

Later, in 1888, **Tobias Clavadatscher** and **J. P. Witwen** constructed a building here. It was built of brick with a plate glass front, was two stories high and 50 X 110 feet in dimensions. A 1989 study reports that the building may be actually 52 X 134 feet. The cashier's desk was at the rear and commanded a view of every part of the com-

125-129 Third Avenue

modious salesroom, which was fitted up in a modern style and was provided with a carrier cash system railway, which lead from all parts of the store to the cashier.

While Messrs. Clavadatscher & Company were located at 125-127 Third Street (not Third Avenue.), they purchased the Schlag lot west of Stanley & Hoag's store and the Kasiska lot west of Mrs. Miller's saloon. Clavadatscher & Co. then made a contract to exchange lots with Mrs. Miller, thus giving them a frontage of approximately fifty feet. Miller's lot evidently lay east of Miller's building. On June 6, 1888, a contract for the new store buildings was let to **Vanderveer & McFarland. Marriott Brothers** would do the tin and galvanized work.

In 1888, the **Fair** moved to this address. Adjoining this structure was the new Arthur Miller saloon building to be occupied by Arthur Miller. The grand opening of the **Fair Grocery Department** was held on April 9, 1892.

The Sauk County Directory of 1890 lists **N. Clavadatscher** and **P. Kindschi** as the only individuals involved in this operation; however, it is believed that Witwen had been with Clavadatscher from the start. In August of 1895, Mr. W. Nehs, of Menomonee Falls, and son, F. Nehs, of Richland Center, moved to Baraboo and purchased Kindschi's interest in the firm. Due to the then present large amount of stock and trade, the change and transfer did not take place until January of 1896.

In March of 1900, W. Nehs, whose health was on a decline, sold his interest in the Fair to Clavadatscher & Co. This firm also owned an interest in the **W. Nehs and Co. Grocery Store** on Oak Street. Clavadatscher and Witwen would retain the Fair, and their interest in the store on Oak Street would pass to Nehs.

In May of 1902, **M. Schiff** and the **Livingstone Brothers** of Wausau and Merrill purchased the Fair store from Clavadatscher and Witwen. **The Livingstone Mercantile Company** had stores in the Wisconsin cities named above where they had carried on a most successful business for the many years.

The store would continue to use The Fair for a name but its firm name was **The Livingston-Schiff Company**.

H. L. Brethauer, who had been a partner in the Clavadatscher firm for some time would remain, but both Clavadatscher and Witwen would retire. Clavadatscher had been actively engaged in business in Baraboo for almost thirty years. Witwen became associated with him in 1886. The partners had been desirous of selling for sometime on account of ill health and other reasons. Clavadatscher and Witwen evidently retained ownership of the building with Clavadatscher ultimately gaining full ownership.

Clavadatscher moved to Portage where he and Peck opened a store on October 20, 1904, and opened another in Endeavor in 1907.

Following the closing of the fair, **J. A. Will** conducted a **Roller Skating Rink** here for a few months. In November of 1907, Will sold out to **G. H. Winchester**, the Dye Works man.

The **Baraboo Business College** opened on the second floor of the Fair building on May 4, 1908. There were sufficient instructors to teach bookkeeping, arithmetic, penmanship, stenography, typewriting, banking and commercial law. The college was connected with the Beloit and several other business colleges operated by the Williamson brothers of Beloit.

In May of 1908, **H. E. Robinson** was making arrangements to move the **Gem Restaurant**, also known as the **All Night Restaurant** to Witwen's side of this double block building. Possession would be taken on June 1. By this time the firm was known as **Robinson & Meyers Gem Restaurant**. In late May, Wallace Meyers sold his interest to Robinson. By the end of October 1908, Robinson's restaurant is closed and he reportedly is in Eau Claire.

125 Third Avenue

In December of 1906, The Fair inaugurated a going out of business sale. The Livingston Mercantile Co. stock was sold and the building was rented out for 5 years. It was probably at this time that the store divided and groceries were sold out of the east portion (125) of the building.

In March of 1909, **Miss Ella Andro** opened a **millinery** store in this building while in November of 1909, **Mrs. C. A. Leager** of Illinois leased a portion of the old Fair store from J. P. Witwen. Andro then moved to 119 Third Avenue.

125-129 Third Avenue

It was expected that a new **general merchandise store** would open there by November 20. One of the lines would be five and ten cent goods. Miss Andro was busy looking for a site for her millinery store. Finally Andro decided to move to 119-1/2 Third Avenue, over the Stanley Company store.

In August of 1912, **Mrs. C. A. Leager** moved her stock of goods to Fort Atkinson. Leager originally moved here from Illinois three years ago.

By June of 1912 the site was sitting empty. **C. J. Underkofler** and **Thomas Barker** then leased the property with plans to open a **grocery store**. Underkofler was with Nehs for many years and Barker had recently sold his farm to George Carpenter and was looking for an investment. It is not clear what part of the building Barker and Underkofler were in but in February of 1918 Blumenfeld and Feinberg purchased the stock from Barker & Underkofler.

The same month, **T. Clavadatscher** who had been in business on the second floor moved his stock to this address.

In 1955, the estate of the late **Ernest Sceales** had a "close-out" sale of all of the merchandise as well as the fixtures. The store building was then offered for rent.

In 1956, **Elwin Fels** opened the **Marshall- Wells Store** at this location, moving from 142 Fourth Avenue. In April of 1957, the Marshall Wells store announced a partnership sale, in which Fels welcomed **Earl Wichern** as a partner.

By 1959, Fels was operating the **Ace Hardware** store at this location. This operation lasted until November of 1964.

In August of 1965, the **Ploetz Furniture** purchased the building at 125 Third Avenue for the expansion of the furniture store located at 129 Third Avenue. The purchase was made from Mrs. Lena Sceales.

127 Third Avenue (Upstairs)

In December of 1902, the **Thuerer Brothers'** moved their dental offices from the Fair building to the Reinking Block on Fourth and Oak.

Then on October 15, 1910 **T. Clavadatscher** opened a **Cash-Only Dry Goods** store on the 50 X 100 double second floor of his building. When Clavadatscher sold out to the Livingston Mercantile Company in 1902 he entered into a contract stating that he would not conduct a business in Baraboo while they were here. The spring of 1910 found Clavadatscher and Peck closing their business in Portage so Clavadatscher decided to open a cash only business here on the second floor of his building. The **Orpheum theater** was located on the first floor. Clavadatscher's son-in-law, Ernest Sceales resigned his position with the Lee-Radtke Hardware, where he had been employed for the past 12 years, and joined Clavadatscher's new enterprise.

In February of 1918, Clavadatscher moved to the first floor recently vacated by Underkofler & Barker.

Then, in February 1918, when Clavadatscher vacated this site, which was on the second floor, the firm of **Erswell, Blackburn and Scheible** moved to this floor. They then had space covering two store-fronts.

On July 1, 1919, Erswell retired to California and sold his interest to Chris Dyrud. **Blackburn, Scheible & Dyrud** then assumed control of the business. By 1921 the furniture and undertaking firm, **Scheible & Dyrud**, was being conducted by only two partners, **John Scheible & Chris Dyrud**. In 1922 the firm purchased the building because it was necessary to make some improvements and these could be obtained only by making the purchase.

129 Third Ave.

In September of 1908, the walls of the **Electric Theater** were taking on a palatial appearance as Myron MacPherson and his men busied themselves adding coats of paint. Brilliant figures had been painted on either side with a landscape being added to the inner walls. A stage was being erected for vaudeville. The owners were **Bert Mahoney** and **John J. Ryan**.

In March of 1909, Ryan and Mahoney sold the Electric Theater business and equipment to **A. Burr Robbins** who moved

125-129 Third Avenue



to Baraboo in order to conduct the business, and **T. M. Buckley**. Robbins also had theaters at Lancaster and Winona. They planned on obtaining their films from Minneapolis and planned on having a change of films three times a week. The name of the theater was then changed to **The Orpheum Family Theater**. The theater closed in June of 1909, stating that it would reopen when the weather got cooler. However, by the end of July, the manager, A. B. Robbins was requested to appear in court to answer to his partner, **Thomas B. Buckley**, regarding the closing. Buckley claimed that Robbins absconded with the receipts as well as the company's books. Buckley, who was treasurer of the Ringling Brothers' Circus, had given authority to his brother **Arthur Buckley** to act as his agent during his absence.

It was alleged that the defendant did not devote his entire time to the business as was agreed when the partnership was formed on March 10, 1909 and that he refused to consult with the

plaintiff or his agent relative to the business. The defendant produced the books in court and in his answer expressed himself to render any account desired by the plaintiff. The case was scheduled for trial in the circuit court.

In any event, the theater re-opened in September of the same year. In August of 1910 Messrs **Booth and Malloy** purchased the Orpheum from **Robbins**. The playhouse was closed for a few days prior to opening to the public.

Also in September both theaters owned by Booth & Malloy went high-tech by purchasing electric lighting equipment for the Orpheum and Gem. It was expected that the new equipment would be installed in October. The manager, **Mr. Feltes**, would perform the installation. The dynamo would be located at the McArthur dam between Oak and Ash Streets and wires run to the theaters.

In February of 1912, Malloy sold his interest in the Gem and Orpheum Theaters to Booth.

In October of 1912, **Edward S. Erswell** opened the **Erswell, Furniture & Undertaker** store at this address.

In February of 1913, Erswell found a partner in **William F. Plummer**. They then reorganized the business into the **Erswell-Plummer Furniture House**. By then, Erswell had been in the furniture business in Baraboo for more than 20 years. Plummer, after having spent considerable time on the west coast, decided that Wisconsin was good enough for him, and that Baraboo, the old home, was best of all. By January of 1914 the firm was sporting a new six-passenger pall-bearer's coach.

This partnership failed to take seed and by June of 1915 Erswell was singularly conducting the business again.

In January of 1918, **J. H. Scheible**, who had been associated with Erswell for the prior 2-1/2 years, and **Leo Blackburn**, who had been associated with the Johnson-Kingsford store, joined Erswell. Erswell would retain his management duties.

One month later, the firm moved to the second floor, 127 Third Avenue, which gave them the space they required.

In January of 1922, Leo Blackburn had moved to Mayville, Michigan where he had purchased an undertaking business.

125-129 Third Avenue

In 1932, Mrs. S. P. Ellas of North Freedom, a cousin of Erswell, received word of his death. Mr. Erswell, who was living in Ontario, California at the time, had been in the furniture business as early as 1891 with his two brothers in a building located at 145-147 Third Street. Between 1900 and 1905, and after his brothers left the business, Mr. Erswell joined forces with Melzl and McGann at the same address. In 1906 they moved the store to Oak Street. Sometime between 1910 and 1913 Erswell sold his interest to Melzl and McGann and opened a store at 129 Third Avenue.

The partnership of **Scheible & Dyrud Furniture & Undertaking** lasted until at least 1946 when John Scheible died. John's son Bob soon assumed his father's role as a partner. By 1948 the firm was known as **Scheible Furniture Co.** In November of 1948, Scheible announced a "Going Out of Business." The sale was still going on in January of 1949. By April **Leonard H. Ploetz** had assumed operation of the store under the title of **Ploetz Furniture.**

In November of 1946 it was reported that Chris Dyrud, age 76 ended his life at his home on Fourth Avenue. As a young man he became a registered pharmacist and was employed in this capacity at Fisher Drugs for 17 years. He was a Baraboo city mail carrier for 31 years and later in the furniture business.

Ploetz was born in Prairie du Sac on April 16, 1911 to Elizabeth and Leonard Ploetz. He graduated from the University of Wisconsin, went on to law school and was admitted to the Wisconsin State Bar in 1937. He was employed by the FBI and the FDIC in Philadelphia, and graduated from Temple University with a Masters of Business Administration degree. He was united in marriage to Emily "Geri" Shimnock on November 9, 1946 in Mt. Carmel, Pennsylvania. In 1948 they moved to Baraboo. "Len" passed away on November 4, 2004 at the age of 93. Ploetz's daughter, **Joan Ploetz**, would continue the operation of the store.

133 Third Avenue

133 Third Avenue

Miller Block

Located on the south side of Third Avenue between Oak Street and Broadway
Block 34, lot 4
Sanborn map location No. 120 Third Street

Architectural Description

This four-bay, two-story structure has a large pressed metal cornice, terminated by two large projecting brackets topped with finials, and large dentils separated by brackets. Two heavy piers with recessed panels of brick flank four narrow rectangular windows. A string course created by corbelling connects the windows just beneath ornamental brick lintels. A corbel beneath the cornice is interrupted by three brick piers, which extend to the first story signage. The original storefront has been completely removed and replaced with modern materials. Nevertheless, the metal cornice and pronounced rectangular windows are of some interest, and the building remains contributive to the architectural character due to its high degree of integrity.

It is thought that John Taylor constructed a frame building at this site, completing it about October of 1853. Taylor had planned for this edifice to house a bank, which he felt there was a sorry need for in the small village of Baraboo. But, funds were running low and the building needed to be rented.

In October of 1853, **Miss Crain** opened a **Daguerreotype Studio** on the second floor. The **Baraboo Book Store** was advertised as being next to Wm. J. Warner's grocery store in the October 11, 1854 issue of the *Sauk County Standard*. Warner was also in Taylor's Row, probably at 139 Third Avenue. By October of 1855, **R. M. Brown** moved his **Emporium** to this site from the old Maxwell building.

As early as May of 1855, **Joseph F. Sanford** was conducting the **Peoples' Store** at this site. He moved to Reedsburg in 1860.

Sanford, age 90 years and 6 months, died on January 4 of 1902 at the home of his son, George P. Sanford, Council Bluffs, Iowa. Sanford was born at Prospect, New Haven County, Conn. and was married on January 28, 1838 at Dixon's Ferry, Ill. to Ruthanna Parker, now deceased. He moved to Council Bluffs in 1893, having formerly

lived in La Valle, Wis. He was survived by another son, Frank P. Sanford.

John Taylor designed and constructed a building at this location to house a bank that was sadly needed in Baraboo. The following article ran in the October 12, 1853 issue of the *Sauk County Standard* newspaper.

Bank Wanted – We frequently hear some of our business men say, “We need a bank here very much.” They have to send to Madison or Milwaukee often to buy drafts, etc., which is very inconvenient and accompanied with some travel. Then we have many men who frequently want to make deposits. A building erected for that purpose by John Taylor Esq., with a heavy safe, weighing 4000 lbs., counter and everything suitable and convenient for doing a banking business remains unoccupied, and we and many others would like to see it used as one. We presume Mr. Taylor would be glad to rent it for that purpose.

Unfortunately a bank did not appear so various merchants eventually occupied the building. In October of 1855, **Brown's Emporium** moved from Oak Street to this location, followed in September of 1856 by **Messrs. H. A. Peck & Co.'s Drug Store**. Brown's moved to 103 Third Avenue. In November of 1856 the **Baraboo Republic** announced: “Our second side is printed at our new quarters in Mr. Taylor's Bank Building, and over the rooms of Peck's Drug Store.” The rooms that the newspaper moved into contained “exceedingly heavy and awkward” benches that belonged to the county and were probably used during the prior election. The printing company was trying to figure a way of getting them removed to the hall over the old court house at about 120 Fourth Avenue which the newspaper company had just left.

H. A. Peck & Co. moved from this site to 510 Oak Street in 1857, but in January of 1861, **A. C. Churchill** opened a **Clothing Store** here with **W. H. Thompson** as the head salesman. In May of 1861, **W. H. Thompson** was advertising the **Thompson Clothing and Dry Goods Store**, located one door east of the Sauk County Bank;

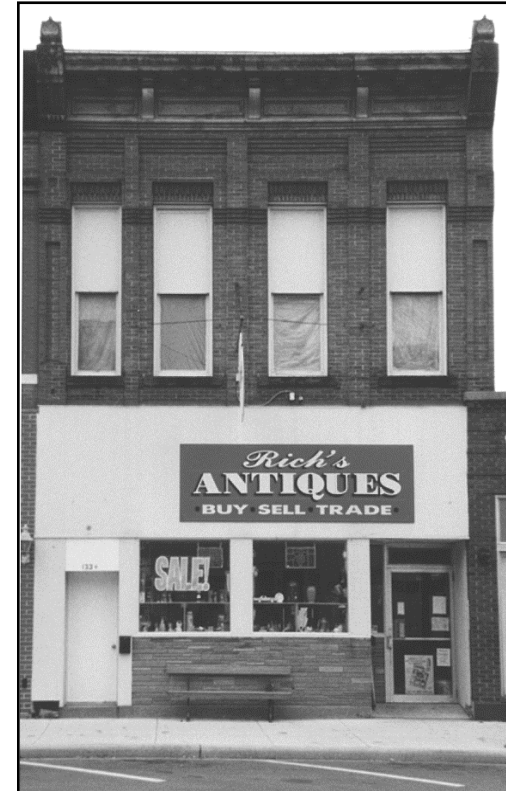
133 Third Avenue

while in December, **A. D. Churchill** was advertising **Churchill's Hardware Store** here. In November of 1863 Churchill closed his doors. **H. T. Savage** handled the closing out of Churchill's stock and may actually have been a partner in the latter months of operation.

March of 1867, exact date unknown, fire broke out in the building at this site, then occupied by **Murray's Dry Goods Store** of **Messrs. J. T. Murray & Co.** Miss Boyd who occupied a room over Huntington & Bacon's store discovered it at about 3:30 o'clock. It had by then attained considerable headway within the store. It broke out almost simultaneously on the front and east side of the building. (must have been an empty lot to its east) which was enveloped in flames in a few minutes. The bell was rung, and a crowd was speedily on the ground, but before many had gathered, the fire communicated to the Bank Building, located to the west at 135 Third Avenue, and from there spread to the cornice of the old Headquarters building located west of the bank at 139 Third Avenue. It was at once evident that it would be impossible to save either of the two buildings first on fire, and the efforts were at once directed to saving Headquarters. By cutting holes in the exposed side of the building, near where the flames had caught, and through the roof, through which water was poured on the flames, and by vigorously snowballing, the fire was kept under control, though the danger was regarded as so eminent that all the goods were carried out. The goods were also carried out of the clothing store.

About the same time that the fire reached the Headquarters building, Mr. Maynard's new store on the east at about 125 Third Avenue caught fire. The siding and roof being of new lumber, but partly seasoned, the fire was easily kept down here, and did comparatively little damage.

An hour after the first alarm was given, the building occupied by Mr. Murray and the Bank Building was completely destroyed, and the further progress of the fire arrested. The bank was then moved to temporary quarters at 429 Oak Street, which Mr. Thomas had erected for that particular purpose. This particular address has been lost due to expansions of the now present Baraboo National Bank building.



George W. Bloom who estimated his loss at \$2,200 owned the building at this site. Bloom also suffered a loss in the total disarrangement of plans he had formed for going into business in the company with Mr. Asa Wood. Insurance on the building amounted to \$700.

No person slept in the building Mr. Murray occupied and he states that the fire in the stove had completely died before he left the store. Murray estimated his loss at \$5,000 to \$6,000. Nothing belonging to him was saved. His insurance would cover about \$4,000.

In April of 1867, **Mr. Crouch** was contemplating putting up an office building on the vacant lot between Huntington and Andrews stores south of the courthouse. Could have been here.

133 Third Avenue

On October 23, 1871, **M. Michelstetter & Son** opened a drug store at this address, formerly known as **Bloom's Store**, next door east of the Headquarters Store. This store was conducted until July of 1873, when **G. H. Bacon** purchased it. It then became the **Bacon Drug Store**.

Upon purchasing this business, Mr. Bacon began at once, to overhaul and enlarge the stock with new goods. Mr. Bacon continued the business until November 25, 1878, then sold the business to **A. F. Fisher**, who had been a trusted and efficient employee in his store, for four years previous. Fisher was born in Sauk County, May 10, 1857 and came to Baraboo in 1875. The **A. F. Fisher Drug Store** operated until May of 1879, when Fisher took **Mr. Whitman** in as a partner. The firm of **Fisher and Whitman** was short lived as the firm announced its dissolution on August 18, 1879. Mr. Whitman retired on January 10, 1880, and the store reverted back to the **A. F. Fisher Drug Store**. Fisher remained at this address until 1880 when he moved the business to 516 Oak Street.

In January of 1881, **Longley & Bloom Dry Goods and Groceries** moved to this location. In February of 1882, the partnership was dissolved, Longley remaining at the stand. By April, Longley was advertising a closing out sale.

Arthur Frank Miller, who had recently retired from the firm of Bender & Miller, purchased the empty lot at this address from **James Camp**, the consideration being \$850.00. Miller's plans were to construct a new saloon. It is believed his building was constructed in 1888. In 1951 there could still be read in the iron casting of one of the original steps, "**W. F. Wackler**, Baraboo, 1888." The Wackler Foundry was located on the north side of the river, under the high bridge. The **Miller Saloon** opened the evening of September 10, 1888.

On October 24, 1888, **Arthur F. Miller** and **Miss Bonnie Van Leshout** were married at the home of the bride in Madison. They then were domiciled over the groom's place of business. Miller evidently had an aversion to licenses as he failed to get one for the operation of his saloon, which at that time cost \$500.00, no small amount, considering that his building may not have cost more than twice that

amount. The city council took umbrage with his lack of respect and closed him down.

In August of 1889, Miller sold his saloon to **Ferd. Effinger. Adolph Lenz**, who had been in the employ of Mr. Effinger on the south side, became the new man behind the bar. Mr. Miller and his new bride left for Chicago where he was to attend to mercantile business of the same house where he had worked previously. **Fred Tobler** returned from out east in October of 1889, where he disposed of all of his horses, and brought one good one back. He then took charge of the saloon renaming it the **Fred Tobler Restaurant and Saloon**. There was also a report in 1904 that Tobler was remodeling the **Dewey Saloon**, which may have been the name of this establishment. This seemed to be much safer to Fred than the horse business. He had taken a load of horses to New York and while there, had a rib broken and was confined to the house for several weeks. Tobler conducted a saloon here until at least 1908, selling it then to **Herman Welk** who conducted the **Farmer's Home Saloon** until 1913. Welk had acted as bartender for Tobler for the prior ten years.

Tobler was born in the town of Wald, Canton of Zurich, Switzerland 78 years prior to 1908, coming to Sauk City in 1852. In 1853 he was married to Miss Ursula Smith, also from Switzerland. He came to Baraboo in 1856 and entered the saloon business and continued in that business except for a few years in the 1870's. Mr. Tobler passed away on August 4, 1908.

Samuel Platt's Saloon occupied this location from 1915 to 1916. In 1916, **Emil Platt** joined Samuel in the operation of the **Platt and Platt Saloon**. In 1934 the two Platts gave way to **William A. Platt**. "Bill" conducted **Platt's Tavern** until at least 1943. In 1943, **John W. Platt** owned Platt's Tavern also known for many years as "**The Farmer's Home**." In January of 1952, **Platt's Liquor Store** was moved here from its Third Street location. John's reign lasted until at least 1964.

In April of 1964, **Mr. & Mrs. Edwin A. Klingman** purchased this business and conducted **Klingman's Klink** here between 1964 and 1968. By 1968, **Lloyd G. and Marion Farr** partnered in "**Fuzzy's Bar**", **Norm & Pat's Tavern** is here in 1969 and in 1979 **Richard M.**

133 Third Avenue



At the annual Sauk County Historical Society's in 2006, the "Historic Preservation Award" was presented to John and Deb Moran for their restoration of the original facade.

Burgess was the owner of the **Town Pump**. By 1985, and until 1994, we find the **Life Line Christian Gift and Book Store** here, being conducted by **John McFarlene** and **James Wright**.

United States Cellular operated here for a short stint, from 1996 to 1997. Next came **Rich's Antiques**. In the May 2003 issue of the Chamber Review, a new member was announced. **John Moran** of **Baraboo Neon** conducted a business of "creating, selling, fixing and buying neon related items." Moran lists his potential customers as bars and restaurants as well as any business needing custom-made signs to light at night. John purchased the building in October of 2002 and initially operated a computer business there.

Moran removed the modern front on his building and found the original façade underneath including the old cast iron columns, no doubt manufactured by the Wackler Foundry of Baraboo. In September of 2006, **Cliff Nieuwenhuis** announced the relocation of **Foresite Software LLC** to this location. The software company was established

in 2002 and the new location would better help the firm demonstrate their products and services which included computer systems, custom software and VoIP phone systems

Meagan Voss was managing **The Service Companies** which outsourced cleaning services here in October of 2010. By November of 2011, **The Service Companies** had moved to 128-130 Second Avenue and this address is empty.

105 (aka 133-1/2) Third Avenue

Stairway between 103 and 107 Third Avenue

Sanborn location between 127 and 128

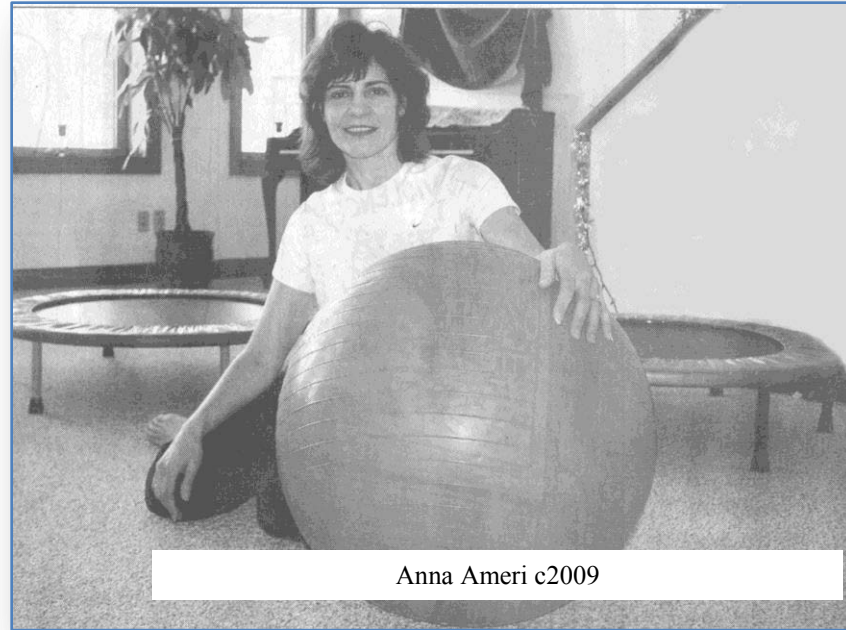
1910-1917	E. Shults, Realtor
1910-1918	W.M. Allen, Realtor
1936	E.F. Dithmar, Attorney
1938	E.F. Dithmar, 65, died Wednesday night, 9/28/38 at his home. Mr. Dithmar had passed the bar exam in 1899 and shortly afterwards opened his law office.
1938-1940	In October of 1938 Harlan H. Hill moved into the former E.F. Dithmar office and continued Attorney Dithmar's practice.
1939-1958	Dithmar Abstract Co.
1940-1945	In 1940, Harlan H. Hill and John U. Dithmar announced their association for the practice of law at this address in the former E.F. Dithmar law office

133 Third Avenue

1946-1958 Hill, Dithmar & Greenhaulgh Attorneys
John U. Dithmar, Robert L. Greenhaulgh,
Harlan H. Hill*, Attorneys

1954-1955 Robert T. Semrad, Attorn

In August of 2008, **Anna Ameri** introduced **Rejuvenations Fitness & Nutrition Studio** to the citizens of Baraboo. Ameri had been teaching fitness for the prior ten years as a sideline to her day job working with computers for Sauk County. She is certified in various disciplines, such as Pilates and kickboxing, nearing certification as a personal trainer She is also a certified nutritionist.



135 Third Avenue

135 Third Avenue

Located on the south side of Third Avenue between
Oak Street and Broadway.
Block 34, lot 5
Sanborn map location between 119 & 120 Third Street

Architectural Description

Currently, the one-story building has a subtle art-deco façade. Rows of headers, projecting stretchers and alternating projecting headers emphasize horizontality, as does coping at the roofline and a long rectangular panel inserted above the entrance. The storefront has been entirely replaced with modern materials, and contemporary signage obscures the details of the 1930's façade. Despite substantial alterations, the building is considered a contributing element to the architectural character of the downtown commercial district as an example of vernacular art deco design in Baraboo

To turn back the pages of local history is indeed an interesting feat. It takes us to a small village---a country town of plank sidewalks, or no walks, muddy or dusty streets, no public lighting, water drawn from the town pump and carried home in a wooden bucket, a family cow and the family pig pastured on the town commons, precious letters and papers brought in for weary miles by slow horse teams, often in lumber wagons, and other like primitive living conditions with which our ancestors were familiar. Not alone were these conditions common to the times, but they were so universal that our good people seldom complained or rebelled at the old fashion life these external circumstances imposed. Such was Baraboo when the **Sauk County Bank** opened for business on Monday, July 27, 1857. It was the fifteenth bank to open in the State of Wisconsin. It was a wood frame building located at 135 Third Avenue.

The necessities of commerce made the establishment of a bank imperative. This was not because the bank was more modern than other primitive incidents for the bank was among humanity's most ancient institutions. In the case of the establishment of the Sauk County Bank, the bank came to Baraboo 14 years before the railroad.

For 13 years the voluminous mail incident to the bank was brought to Baraboo by horse teams.

In 1853, **John Taylor** erected a building at 133 Third Avenue, which was to the east and adjacent to this site, for the expressed purpose of housing a bank. That building was located in what they then called **Taylor's Row**, which extended to the west corner of the block and included 147 Third Avenue.

In March of 1857 it was announced that a bank was going to settle in Baraboo and again Taylor stepped forward and constructed a building at this site. The safe was moved from his building directly to the east and in July it was announced that the building was available for occupancy. On July 27, 1857 the new bank opened for business.

On March 12 of 1867 a fire broke out in an adjoining building occupied by the dry goods store of Messrs. J. T. Murray & Co. at 133 Third Avenue. Miss Boyd who occupied a room over Huntington and Bacon's store discovered it at about 3:30 o'clock. It had by then attained considerable headway within the store. It broke out almost simultaneously on the front and east side of the building. The bell was rung, and a crowd was speedily on the ground, but before many had gathered, the fire communicated to the Sauk County Bank Building, located on this site, and from there spread to the cornice of the old Head Quarters building located west of the bank at 139 Third Avenue. It was at once evident that it would be impossible to save either of the two buildings first on fire, and the efforts were at once directed to saving the Head Quarters Store. By cutting holes in the exposed side of the building, near where the flames had caught, and through the roof, through which water was poured on the flames, and by vigorously snowballing, the fire was kept under control. The danger was regarded as so eminent that all the goods were carried out. The goods were also carried out of the clothing store.

About the same time that the fire reached the Head Quarters building, Mr. Maynard's new store on the east of Murray's caught fire. The siding and roof being of new lumber, but partly seasoned, the fire was easily kept down and did comparatively little damage.

An hour after the first alarm was given, the building occupied by Mr. Murray and the Bank Building were completely destroyed, and

135 Third Avenue



Schwartz Farm Implement Co. circa 1930

the further progress of the fire arrested. **Mr. William Thomas**, who slept in the Bank, was unaware of the fire until the door was burst open. His first impression was that burglars were attempting a break-in, though he states that he had been made sensible of the efforts of his little dog to awaken him. Thomas' loss, aside from the inconvenience it put him to, was trifling. The contents of both safes was preserved without injury. Thomas immediately set up plans to operate out of the Avery & Green Shoe Store at 113 Third Avenue.

Plans had already been drawn in February 13 of 1867 for Mr. Thomas' new bank building that was to be erected on the southeast corner of the square.

The destroyed Bank Building was owned by **Mr. Drown** who had but the day before made the purchase. He was fortunate in not letting a day lapse without having it insured, which for the most part covered the loss.

About 1895 a one-story frame structure to house an agricultural implement dealer was erected on this lot, the rear wall of which was iron clad. This building that was set back several yards from the street, was expanded to the rear about 1910. For over 40 years, the address of 135 Third Avenue was recognized as a home of farm implement businesses in Baraboo. It had been a Mecca, community center, news-exchange and package repository of the rural folk who came to town to "trade" for four decades.

In the year 1898 the **Robert Schneller, Flour & Feed Store** was located on this site. Then, came **J. P. Roser, Implement Dealer**, who conducted business here from 1898 to 1906. Roser handled the McCormick line. **E.E. Palmer Farm Implements and Produce Exchange** served a brief stint about 1903.

It is believed that **Kelly & Johnson** was the name of the **implement dealership** here in early 1907. This partnership was dissolved in November of 1908. It was reported that **William Sigglekow** purchased the business. It was said that Johnson was a lucky winner of the land drawing in Dallas and would leave for Texas immediately.

By 1908, the **Ambrose Kelly Farm Implement Co.** was conducting business at this location and alone or in conjunction with others was to control its destiny for 29 years. At that time the combine of the great harvester companies was in progress. The merger of the McCormick Deering, Champion, Plano and Milwaukee firms resulted in the International Harvester Company. New inventions along many lines followed. The advent of the tractor into agriculture pursuits revolutionized the industry.

Weidenkopf and Siggelkow successfully followed Kelly in 1909 and operated until 1910 when they sold out to **Theodore Kramer** and **Henry Netcher**. Kramer had been a Greenfield farmer until he sold out to **A. A. Cooper** who planned on returning from Indiana.

Many expert mechanics and officials visited the little office of the frame building. In 1913 the **Kelly & Sullivan Farm Implement Co.** was located here. Then from 1915 to 1917 it was **A.J. Kelly Farm Implements**. In 1917, **Tom Burke** entered into partnership with Mr.

135 Third Avenue

Kelly and the firm of **Kelly & Burke Farm Implements** became a vital factor in the development of the surrounding agricultural region.

In 1925 a deal was made whereby **Ambrose J. Kelly**, the veteran implement dealer, would retire from active business and **George A. Martiny** and **Guy O. Weidenkopf** would take over the business at the same place, forming the firm of **Martiny and Weidenkopf**.

Martiny had been a rural mail carrier for the prior ten years except for time he spent in the army. He had been associated with his father, J. A. Martiny in the sale of the Delaval separators and milkers and the Gehl line of silage cutters and manure spreaders.

Weidenkopf was a successful farmer for the prior 15 years living four miles out of Baraboo. He also sold fire and tornado insurance on farm property in this section for the Fidelity-Phoenix Ins. Co. The new firm would continue in the insurance business at this location. The duo took control on January 1, 1926. (The newspaper gave their address as 133 Third Avenue.)

In early 1928, **Robert L.** and **Lester L. Schwartz**, sons of William Schwartz of Loganville, opened the **Schwartz Farm Equipment Company** in the former Ringling Brothers' paint shop on Water Street with floor space of 65 by 110 feet. They represented the International Harvester Company, the franchise having been officially received by the Farm Equipment Company on March 15, 1928. Theodore Kessler and W. C. Fullmer purchased the first tractor and truck from the new firm. Kessler bought a 10-20 model tractor for \$875 and Fullmer acquired a six-speed, two-ton, special truck. Robert L. had worked for International Harvester in Winona for the prior three years. Brother L. L. Schwartz also brought much farm experience to the operation. In July of the same year the Schwartz Brothers leased the building at this site from Martiny & Weidenkopf, planning on moving their farm implement operation here. By January 3, 1929, the move had been made.

In 1937, the **Schwartz Farm Implement Co.** negotiated the purchase of this property. This was after several years of preliminary work by the Schwartz brothers at this site as well as at a warehouse location on Water Street. The brothers purchased the old horse barn in



Ringlingville in 1939 and having occupied the same site since 1933, would continue using the building for storage. During the depression of the 1930's, the brothers took anything in trade. This included stock, produce and wood. It was at this time that "Les" acquired the reputation as the "old horse-trader." At one time, the brothers had 32 work horses in inventory as a result of trades.

During the fall of 1937, the one story building, so long a landmark in Baraboo, was razed to make way for the new modern fireproof building planned by the **Schwartz Bothers Farm Implement and Motor Truck Company**. One of the outstanding improvements on Third Avenue, the new structure had one story and a basement, the building being 112 ft. long and 30 ft. wide.

The service station or workshop was in the rear and covered 1200 square feet; it was well lighted and ventilated. The basement, about 2900 square feet, was used for storage of tractors, trucks and new machinery. The Schwartz Brothers carried a complete line of

135 Third Avenue

McCormick-Deering farm machinery, International motor trucks and repairs.

The building was planned by **Law, Law, and Potter**, architects of Madison and the general contract and supervision was let to **George Isenberg**; the steam heating plant located in the rear, and the plumbing & fixtures was installed by **L.C. Welch**. **Lee-Radtke Hardware Company** installed the sheet metal work and ventilation and **Ed. Lassellette** of Reedsburg completed the electrical work. Schwartz implement prevailed at this location until September of 1981.

The new implement building was completed in January of 1938. Later, World War II brought about a whole new set of problems. A farmer needed a permit from the government to acquire new equipment. Repair parts, however, were easier to obtain during those years because of a parts house in Madison and the fine cooperation of the International Harvester Company.

In 1946, Schwartz Brothers purchased the old Huntington homestead east of the city. The farm, which was owned by Mrs. Hattie A. Huntington, consisted of some 100 acres and adjoined property already owned by the Schwartz Brothers' concern. The farm had been in the Huntington family for the past 90 years. After many years of operation, International Harvester began pressing the company to build a new larger modern building so when Robert Schwartz died in 1980 the business was closed shortly thereafter.

The **Barn Door Strip Shop** located here in the period from 1983 to 1985, with **Jimmy Cole** running an antique re-finishing shop. **Pat Birrenkott**, the **Sears Catalogue Merchant**, followed. By 1986 **Paul Lantz** sold appliances through **Sears & Roebuck Sales and Appliances**. Lantz's reign lasted until 1993. It was then that **Flavio Amorim** moved **International Photo/Graphics, Ltd.** here from its former site on the old lake road. At this time the store was divided and Amorim located in the west half of the building. **Massage for Wellness** located in the east half of the store in 1992. **Ley Guimaraes** gave Swedish massages here during that period. By July 1 of 2002 both halves of the building were empty. However, in September of the same year, the **South Central Education Association** was busy remodeling

See the New International "6 Speed special 1 1-2 ton truck



Come in and see this truck on display. Check its many features point by point. Note its increased power and smoother operation, improved steering, longer load space, more comfortable cab, semielliptic front and rear springs. Auxiliary rear springs, longer wheel base, 4 wheel brakes, increased operating efficiency, and complete equipment.

All for the New Low Price of
\$675.00
F. O. B. Factory

this structure in anticipation of moving their office here from 130 Fourth Avenue.

139 Third Avenue

139 Third Avenue

Located on the south side of Third Avenue between
Oak Street and Broadway
Block 34, lot 5
Sanborn map location 119 Third Street

Architectural Description

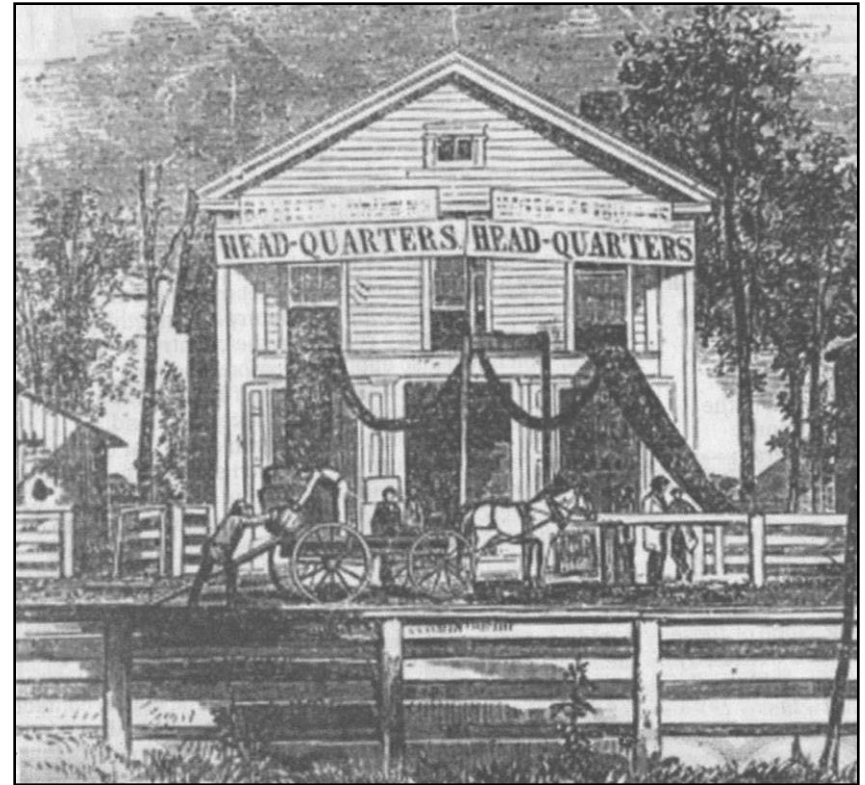
This two-story frame building has a gable roof covered with shingles and a false front, creating a “boomtown” design. A small triangular pediment marks the center of the three bays, each of which contains a small modern window. Wood siding has been added to the façade fairly recently. The modern storefront has a recessed entryway between two large plate glass display windows. This building is the last frame building extant in the Baraboo business district.

This frame building is one of several structures erected by **John Taylor**, one of Baraboo’s earliest settlers. It was built about 1850 and is probably one of the oldest structures on the square. It was one of the buildings in **Taylor’s Row** of buildings.

In October of 1853, **Taylor & Son** was operating the **Head-Quarters** store here. The store was a general store handling groceries, notions, dry goods, etc.

Later in the 1850's **P.A. Bassett** conducted the **Head-Quarter's Store** on this site. The store sold groceries, dry goods and general merchandise.

The October 11, 1854 issue of the *Sauk County Standard* ran an ad by **Wm. C. Warner** regarding his **Family Grocery & Provisions Store** located in Taylor’s Row next to the Baraboo Book Store. The Baraboo Book Store was probably located at 135 Third Avenue. In December of 1854, Warner established an **Oyster Saloon** over his store. Here he would serve oysters to one’s liking, fried, in a stew or whatever. By September of 1856, Warner had closed his business. It is believed that prior to the Warner Grocery Store, **Warner & Palmer (or Putman)** was conducting a **general store** here. In 1853, the law firm of **H. Tripp and G. Stevens** was located over Warner’s Store.



J. Briggs & Company 139 Third Avenue

On August 17 of 1863, there was a dissolution notice filed which stated that the partnership of **Bassett & Drown** was dissolved. **Drown & Childs** would thereafter conduct the business.

By January of 1864 **J. E. Dixon & Sons** were operating a **General Store** at this address in conjunction with their Delton Store. In June of 1866 Dixon decided to pull up stakes and move to Davenport, Iowa, finally making the move in July. October of 1866 found **S. D. Perkins & Co.** advertising dry goods and groceries here. In March of 1867, Messrs. Barstow and Doane, who had been in the dry goods business as early as August of 1866, associated themselves in business with M. J. Drown. The stock of Barstow & Doane was

139 Third Avenue



consolidated with that of the **Head-Quarter's** store. Mr. Drown purchased this building at the same time. Also involved in this business venture were John Barringer, Steve Perkins, J. B. Stafford and the bookkeeper, A. L. Slye.

Also in the early part of March of 1867 a fire approached the Head-Quarter's building from the **Sauk County Bank** building immediately to the east. Being evident that the bank building could not be saved, all attention turned to the building at this site. By cutting holes in the exposed side of the building, near where the fire had caught, and through the roof, through which water was poured on the flames, and by vigorous snowballing, the fire was kept under control. The danger was regarded so eminent that all of the goods were carried out. It was reported that Mr. Drown's loss of about \$1,600 was mostly if not all covered by insurance. **J. H. Barstow** was slightly hurt by the falling of the Bank chimney. Other than this, no accident occurred.

In April of 1869, Mr. J. H. Barstow and **Mr. John Baringer** withdrew from the firm of Stafford, Drown & Co. **J. B. Stafford, M. J. Drown** and **D. D. Doane** continued the business.

In 1876 M. J. Drown revived the **Head-Quarters Store**, and it became a model establishment doing \$30,000 to \$40,000 in business per year---much more than other stores.

Drown was born in New England and came to Baraboo about 1856 and supposedly was one of Baraboo's most enterprising citizens at that time. In 1859, Drown and J. H. Stewart of Beaver Dam, purchased the first sawmill erected on the Baraboo rapids, that which Abe Wood established about 1840 and which had been idle since 1847. Drown purchased a half interest in the middle-water power in 1858. Between 1860 and 1863, Drown formed a manufacturing company and erected a factory for the manufacture of woolen goods on the site. In 1867 the firm, later known as the Island Woolen Mill, was reorganized with capital of \$35,000. This building is of local interest as the site of an important early mercantile and for its association with an early industrialist.

On the first of March 1873, **Mr. Knudson** retired leaving D. Doane and M. J. Drown as sole proprietors under the name of **M. J. Drown & Co.** In 1876 the Head-Quarters store was revived, probably by Brown, and was a model establishment doing \$30,00 to \$40,000 in business per year---much more than other stores.

On Saturday, November 23, 1878, Drown commenced a closeout sell off of all his goods, stating that the *Head-Quarters* building had been rented as of Jan 1, 1879.

In October of 1880, **Messrs. Amos P. Johnson and William Briscoe** removed their stock of flour, feed, grain, etc. from the stone building on Oak Street to the old Head-Quarters Building on Third Avenue where they felt they would have more room and be more conveniently situated.

In 1883, the **A. P. Johnson Flour & Feed** store was located at this site. In June of 1884 Johnson purchased the Moeller property on Fourth Street and a move was made.

Following Johnson in the tenancy of this site was **Herman Matthews** in October of "84." However, by the end of November, Matthews was having a going out of business sale guised under the pretenses that he wished to remove all present stock in order to take on a new partner and buy all new and better stock.

139 Third Avenue

The store remained a general merchandise store until December 8, 1887 when **Edward Barstow** purchased it. **Barstow Flour & Feed** operated until 1902 when **Ben S. Doty Seeds & Feed** located here from the building next west. In December of 1902, Doty placed a new Fairbanks scale in front of his store. It replaced the old scale that had been damaged beyond repair when a team ran into it. This scale was finally removed in November of 1919, about a year after it became useless. The hole it left was filled in.

Then in 1903, **P. H. Keyser**, who had recently sold his former place of business to Chris Thuerer, purchased the feed business. Mr. Keyser had contemplated moving to Colorado, but being unable to sell his residence property for what he felt it was worth, concluded to remain a citizen of Baraboo. He and his nephew, Charles E. Kachel formed a partnership and conducted **Keyser & Kachel Seeds & Feed**, a seed business in connection with their feed store. Mr. Doty had been in the feed business for most of the prior thirty years.

In January of 1904, Keyser found a way to fulfill his desires to move to Colorado where his son lived. He sold the business here to his nephew and partner, Chas. Kachel.

In October of 1904 **Jerome Briggs** and his wife, **Jesse** moved their **Briggs & Co., Grocer, Flour & Feed** business to this location from 312 Oak Street, having purchased this business from Kachel.

In November of 1907, Briggs remodeled his feed store and added a supply of groceries.

In April of 1919, Jerome Briggs purchased the building formerly occupied by the A.R. Jadike blacksmith shop located at 616 Oak Street. After remodeling was done, Briggs moved his feed store there.

This building was then purchased by **Frank Herfort**, who in 1919 lowered the building to sidewalk level and installed a new modern front.

In January of 1920, Welch Plumbing moved to this location and at the same time, **H. G. Welch** sold his interest in the firm to his brother, **Laurie C. Welch**.

Carpenter & Wakefield, opened an **office** at this location in January of 1924, possibly on the second floor. They also had an office



L. C. Welch Plumbing & Heating c1940

on Lynn Street. In July of 1924, the **Noles Water Filter Company** opened an office at this address with **E. J. Goodermote** of Mondovi in charge.

W. C. Fullmer Transfer, of North Freedom, purchased **H. L. Jones' Dray Line** business in January of 1935. Their offices were on the second floor.

Welch Plumbing and Heating occupied this building until 1950. **Henry W. Roser** purchased an interest in L. C. Welch's business in January of 1947. Roser had been with Welch since 1935 except for the years spent in the service during WWII. Roser planned on operating under the name of L. C. Welch for the near future.

On June 24 of 1952, L. C. **Welch**, 57, president of the state Elks Association, was reported missing on a flight from Spokane, Washington to his Baraboo home. Mr. Welch, an experienced pilot, had flown to the west in his maroon Stinson plane on a business trip.

139 Third Avenue



Welch Plumbing & Heating Fleet

Welch owned orchards in Washington and made frequent trips to inspect them.

A check at the airport indicated that he left on schedule. Forest service lookouts in northern Idaho remembered seeing a maroon plane fly over the area the morning the plane left. A student in Kalispell, MT reported seeing a Stinson flying under reduced power but was not sure of the color of the plane. Cloud covering was hindering the search. Welch's body and his plane were discovered in August of 1952, about 15 miles west of Butte, Montana.

The plane was totally demolished. No effort was made to salvage it. There was no sign of fire. It was ascertained that the pilot must have died instantly on impact. He was only a few miles off his course at the time and had he been 100 feet higher he probably would have cleared the mountaintop, however fog on the day of the crash was no doubt responsible for the crash.

Between 1972 and 1979, **William D. Bothel** directed the **Baraboo Plumbing & Heating** operation.

In 1985 we find the **Fabric Shop** here while the years 1986 to 1990, **Ed Steeb** administers to the **Three Ring Hobbies** store. 1991 to 1995 finds **Richard Lanz** conducting **Rich's Antiques** here, moving from 107 Walnut Street.

In 1995 the **Nordic Group** purchased this property along with the Isenberg building adjacent to it on the West. It was then remodeled to its original architecture. 1996 finds the **Viney & Viney Law Offices** here, directed by **Joseph L.** and **Gretchen Viney**. The Vineys had moved from 130 Fourth Street.

139 Third Avenue J. Briggs' Store



J. Briggs Store at 139 Third Street about 1911. Pictured in the photo are Jerome Briggs, his wife Jesse and Miss Edith Huntington. Huntington would later become Mrs. Harry Briggs. R. F. Trussel of Baraboo worked at this store when just a lad in 1910. After seeing this picture Trussel noted the potted plants in the window at the right, mostly geraniums, were grown in the Toole greenhouse southwest of town. Below the window is a sack of feed, the box near the sack holds cans of wagon grease. In the other window is a display of Big Joe, Occident and Medelias Best flour. The building belonged to Frank Herfort.

141 & 141-1/2 Third Avenue

141 Third Avenue

(143 Third Avenue Prior to 1913)

Located on the south side of Third Avenue between Oak Street and Broadway
Block 34, lot 6
Sanborn map location N/A

In October of 1895, **Phillip H. Keyser** and **Corwin Hirschinger** broke ground for a new brick building just east of Keyser's store at 147 Third Avenue. There would remain an empty lot between the two structures. The structure would be two stories high with a basement. Keyser, who had been a dealer in garden seed for a number of years, expected to increase the business and together with Corwin Hirschinger would put in an extensive stock of the same line. The **Baraboo Seed Company** was operating in 1896.

In October of 1896, Keyser & Hirschinger dissolved their partnership with Keyser remaining in charge.

The 1898 Sanborn Insurance map indicates that there was a grocery store here at that time.

However, it makes more sense that the **Schneller Feed Store** was here in 1897 because in January of 1898, it was reported that **Ben Doty** purchased Schneller's Feed Store and Schneller resumed his farming career. In October of 1899, **A. S. Cramer** arrived in Baraboo from Iowa City with plans to enter the **produce** business. Cramer, formerly of Baraboo, established his headquarters at this location with Ben Doty. By January of 1900, Doty and Cramer joined forces and formed a partnership to conduct the flour, feed and poultry business. In the early 1900's, **George Martiny's Farm Implement and Milking Equipment** was located at this address.

In 1902, Doty moved one door east to 139 Third Avenue. *However, in June of 1900 it was reported that the Briggs Brothers had rented Keyser's building next to Ben Doty's Feed Store and were expected to move in within a week.*

In January of 1902, **Grant Briggs** advertised as being the successor to the Briggs' Brothers and being located here, selling **mittens and gloves**.

From 1903 to 1910 **Grant Briggs** conducted the **G.A. Briggs, Groceries & Dry Goods**, on this site. Then in 1911 Briggs concluded that furs and pelts were the "in" thing, so the store became **Grant A. Briggs, Furrier**. Briggs was here until 1925 when he moved to the 113 Third Avenue location.

In July of 1912, Briggs opened a shoe department.

Charles Ott moved here in January of 1925 and opened a Tire and **Harness Shop** and was here until 1929.

In May of 1929, the Bohn-Isenberg Hardware purchased this building and was busy making plans to move their business that was then located at 143 Third Avenue. This was due to the fact that 143 Third Avenue had been purchased from the **Thuerer Estate** by **Martiny and Weidenkopf**.

The building at 141 Third Avenue would be extended through to the alley by putting a 67 ft. addition on the rear. There were three floors entirely given over to the firm's use, and giving a floor space of approximately 8000 square feet. They were planning on using the upper floor as a warehouse while the basement was to be utilized as a tin shop and storeroom. In August of 1929, the **Bohn-Isenberg Hardware Company** commenced moving their operation from 143 Third Avenue to this address.

In May of 1937, **G.L. Bohn** of this city had been in the hardware business for 50 years, not all in Baraboo, but he had been located in Baraboo more than 25 years. Mr. Bohn started business in Wonewoc, he then moved to Salem, Oregon and a few years later to Baraboo.

In 1940, the **Isenberg Hardware** was born when **Oscar F. Isenberg** bought out Bohn, business and building. Oscar Isenberg was president of this operation until at least 1964. In the 1962 to 1968 city directories, O.F. Isenberg and **James F. Isenberg** are listed as partners. "Jim" Isenberg was listed as president in the 1971 city directory. About 1969 J. Isenberg purchased 141 Third Avenue and all the property to the West corner of the block and built a new large store. Then in 1983, a new store was constructed on Eighth Street on the far east side of Baraboo.

141 & 141-1/2 Third Avenue



Oscar F. Isenberg

Sometime about 1990 "**The Nordic Group**" purchased this building from Isenberg for their headquarters. The **W.R. Sauey** family owned the Nordic Group of Companies.

In 1995, the **Flambeau Corporation Outlet Store** moved from 524 S. Blvd. and located in the basement level and the entrance was off Broadway. It was an outlet store for Flambeau Products. Flambeau is one of the companies owned by the Nordic Group and is located in Baraboo. By

2001, the outlet store had moved to the factory site on Lynn Avenue.

The **Shoe-Box Outlet** was established here in October 1995. Owner **Steve Schmidt**, Managers: **Paul and Amy Schlimgen**. Amy's grandfather, Bill Schmidt began as a shoe and sporting goods store in Black Earth, WI in the 1950's. Amy's father Steve Schmidt bought out his father, Bill, in mid 1970's and renamed the business The Shoe Box. Steve and his wife, Julie, operated the store on their own then. In 1992 Paul Schlimgen started work at the Shoe Box and ended up marrying Amy Schmitt. In January of 2007 the Shoe-Box Outlet moved to the southeast corner of highway 12 and 33 in West Baraboo. By 1995, **Nordic Travel Services** were located here. In 2002, the agency was purchased and became the **Burkhalter Travel and Cruise Shoppe**

141-1/2 Third Avenue

- 1929-1931 "Alta Coffee Shop"
In September of 1929, the Alta Coffee Shop, located above the Bohn-Isenberg hardware store, opened to the public. Operated by Miss Alta Mae Krueger. In January of 1931, the Kruegers moved to 109-1/2 Third Avenue.
- 1931 In July of 1931, C. H. Moy opened the New-China Restaurant here. However, in October of the same year Moy moved to 124 Second Avenue.
- 1939-1941 Dr. E. Tinkham, Dentist
- 1942 Hobart Welder Sales & Service
- 1942 Hunter Tractor & Machinery Co.
- 1942 X. R. Taylor Construction Machinery
- 1943-1950 George Isenberg & Son, Construction
Louis C. Isenberg, who was in business with his father George, later became the owner of the construction firm. He retired in 1959 and moved to Minot, N.D. Isenberg died there in March or April of 1962 following a heart attack.
- 1995 Nordic Group of Companies (second floor)

143 Third Avenue

143 Third Avenue

Located on the south side of Third Avenue
Between Oak Street and Broadway
Block 34, lot 6
Sanborn map location N/A

Phillip H. Keyser owned this lot as early as 1895, and before that, it was probably owned by **John Taylor**. **W. Boyd Blachly** conducted the **Blachly Hardware** on this site from March of 1899 to 1915. In August of 1916 Blachly sold his business to **Orton G. Wheeler**.

In 1887 and until 1899 the Keyser Clothing Store may have been here.

In 1920, **C. Coolidge Mgr. Singer Sewing Machines** took up a small area in the hardware store.

In May of 1921, **J. L. Cramer** purchased the hardware store of Wheeler and the name was changed to **Cramer Hardware Store**. The new owner had been a resident of Baraboo for about a year prior to the purchase. He moved here from Plain, Wisconsin where he had also been in the same type of business. In February of 1922 Cramer sold his interests to **Gilbert L. Bohn** and the **Bohn Hardware Store** was born. Bohn had been with Settergren Hardware for 10 years prior to locating here. Then in April of 1927 the **Bohn-Isenberg Hardware Company** was formed when **Oscar Isenberg** became a partner.

In August of 1929, the Bohn-Isenberg Hardware Company commenced moving their operation from this address to 141 Third Avenue. This is due to the fact that they had to vacate the site at 143, which had been purchased in December of 1928 from the **Christian Thuerer Estate** by Martiny and Weidenkopf.

After the Bohn-Isenberg Hardware store moved in 1929, it was expected that **Phil Abel** would remodel this building into a **restaurant**. It was reported that he was to open in August of 1929.

However, in September of 1930, **Frank Hull** of Madison announced the opening of **Frank's Restaurant**. Mr. Hull had been employed at a hotel in Madison for the prior 3 years but had worked at various restaurants in Baraboo for the 7 years prior to that. In 1931 the phone number 159 was issued to Frank's Restaurant at this location.

By October of 1931 **Bill and Ray's Restaurant** was being conducted here by **William L. McIntyre** and **R. E. Schneller**.

In January of 1933, **Mr. & Mrs. P. A. Wood** of the Broadway Café took possession of this restaurant.

In October of 1938, **John Platt** of this city purchased the **Canary Inn** from **Earl Graves** and took possession. The restaurant was closed for a week while it was repainted and remodeled; the improvements were to include a small dance floor, stated Platt. From 1939 to 1941 the business was known as the **Blue Bird Inn**. In January of 1941, **George Martiny** was issued a building permit to remodel the front of the building.

It was **Hampton's Restaurant** in 1941 and by 1942 **Mac's Café**.

From 1945 to 1948 the **Baraboo News Agency** may have been at this site, however there is some indication that the agency was at 147 Third Avenue until mid-1947. Also in 1950, **William Gukdemond** purchased the Brainerd Phillips 66 Service Station, located at 215 South Blvd. He planned to operate his glass business that was in the rear of 143 Third Avenue at the new location. Then between 1950 and 1960, **Robert A. and Dorothy Downie** owned the **Downie Tog Shop** at this site. Also in 1953 Downie operated his **Rockwool Home Insulation Co.** here. This business was listed at 400 Seventh Street in the 1952 telephone directory.

From 1962 to 1968 **Dr. Harvey G. Knapp, Optometrist** conducted business at this site.

About 1969 **James Isenberg** purchased all the property from 141 Third Avenue to the West corner of the block and built a new large store. Then in 1983, a new store was constructed on Eight Street on the far east side of Baraboo.

Please refer to 141 Third Avenue from this point on.

147 & 147-1/2 Third Avenue

147 Third Avenue

Located on the southeast corner of the intersection of
Third Avenue and Broadway
Block 34, lot 6
Sanborn map location No. 118 Third Street

This 28' X 70' building was constructed in late 1850 by **John Taylor** and conducted as **Taylor's General Store** handling dry goods and hardware items. The second floor was known as **Taylor's Hall**. This structure was part of what later was to be termed Taylor's Row. It was the first opera house in Baraboo. Local dramatic groups and traveling troupes used this hall to present musicals and plays. Taylor also built the "Head-Quarters" Store building located at 139 Third Avenue. Taylor's two sons would eventually join him in business, only to marry Col. Sumner's daughters and move to California.

Peter Richards of Lodi wrote a letter to the editor of a local newspaper in November of 1911. Within the article he speaks, not so kindly, of John Taylor in which he states: "There was then in Baraboo a man by the name of Taylor, proprietor at that time of what has always been known as Taylor's Hall. He was the moneyed man of the village, a man looked up to and trusted by all and in whose hands large sums of money had been placed for safe-keeping and that by almost everybody who had any money to be cared for. Such men are often found in new places and for a time hold up their heads and flourish like a green bay tree. Such appears to have been the position held by Mr. Taylor of Baraboo He received all the money that was offered and what he did with it, who knows?"

Mr. Taylor failed and all who had placed money in his hands simply lost it – never saw it again. This was a great disaster for Baraboo and was severely felt by all."

On October 16, 1855 the **Sauk County Agricultural Society** held the first **Sauk County Fair** at this address.

By 1857 the **T. T. English Hardware Store** was conducting business on this site. As early as May of 1860, **English & Drown Hardware Store** was located in Taylor's West building. It *may* have been at this site or possibly one of the near buildings to the east in what



Third Avenue circa 1919 Taylor's Hall far right

was called **Taylor's Row**. They advertised as being at the "sign of the big kettle". In May of 1861, the firm of **T. T. English** and **William Drown** was dissolved. English would continue the hardware business.

In August of 1863 it was reported that English had sold his business to partners **Walbridge & Powell**. Then later in September of the same year, it was reported that English had sold out to **Walbridge & Doane?** In any event, by April of 1864 **A. J. Cooper**, formerly in the lumber business in Milwaukee, had succeeded Walbridge & Doane.

It was announced in the February 27, 1866 issue of the Baraboo Republic that the store and dwelling then occupied by A. J. Cooper had been sold to Messrs. H. T. Savage and J. H. Halsted for the sum of \$4,000. Savage & Halsted proposed to use the store for the carrying of a general merchandise business. The store is in every respect one of the finest business properties in the village; the house is a most desirable one; and the price at which they sold extremely low. (Location unknown)

147 & 147-1/2 Third Avenue

March of 1866 found **Smith's Clothing Store**, conducted by **Jacob Smith**, on this corner. This store at that time was one door west of the Head-Quarter's store, there being two lots between them.

In September of 1866, **J. Smith and W. Butler Jr.** announced the opening of the **Old English Corner** here, with a stock of **Gentlemen's Furnishings**.

(Described by the Baraboo Republic as being located on the southeast corner of the public square, there is some confusion here)

Then, in January of 1867, **Messrs. Baldwin and Capener** purchased the stock of Wichern and continued this retail operation.

On July 29, 1868, an announcement appeared in the Baraboo Republic that the partnership of **George Capener and F. B. Baldwin** had been dissolved. Baldwin would continue the business at this site. In August the partnership of **Baldwin & Rhoads** was announced. The dissolution of this partnership was announced on November 11, 1868.

It is believed that **Clark & Petteys** had a general store at this site prior to **E. O. Holden** transferring his stock of groceries to this corner store in March of 1870. At the same time Holden took in **Geo. Bowers** as a partner.

By December of 1871, **Avery & Green**, shoe merchants had re-opened a store on the street level of Taylor's building after their building was destroyed by fire. They shared the first floor with **M. F. Baldwin** who had moved his **Furniture Store** here in April of 1871.

About June 1, 1871, **E. O. Holden** became associated with Baldwin. However, on October 1, 1871, Baldwin & Holden announced the dissolution of their partnership. Avery & Green were still here in April of 1872 but moved to their new store at 107 Third Avenue a short time later. This gave **Jacob Hirschinger & Baldwin** more elbowroom for their **Yankee Furniture Store**. Hirschinger had evidently purchased Holden's interests.

In April of 1873, **Carlos Bacon** of Lodi purchased the furniture establishment from **Baldwin & Hirschinger**. In November of

1873 **Henry R. Ryan** was Bacon's partner and they conducted the **People's Furniture Store** here.

The following obituary appeared in the October 21, 1874 issue of the Baraboo Republic newspaper:

BACON: In Baraboo, Saturday, October 17, 1874 of malignant scarlet fever, FRANK EUGENE BACON, only remaining child of Carlos and Clara Bacon, aged 6 years.

It is seldom the sad duty of the newspaper to chronicle such an overwhelming flood of grief as has come upon Mr. and Mrs. Bacon the present year. Death has swept their home of three children within the space of five months. First, their daughter, Miss Eva, died away from home, so suddenly that they could not reach her bedside. Last week we announced the death of their little son, Clarence and now Frank, the last of the children is gone.

These little boys were unusually bright with noticeable development of the brain. The predominance of the nervous system gave them a temperament liable to favor the tendency of a fever to the brain; and this is supposed to have rendered death from this ordinarily dangerous malady almost certain in their case.

It is a remarkable fact, also, that in a little boy that has just died recently talked a great deal about dying and Heaven, and often expressed a wish to join his sister, and within the last few days, his little brother, in that brighter world where he believed he would find them. The direction of his thoughts was most exceptional in a child. A little while before his brother died he was in his father's store with some little playmates, and picked out two coffins, remarking that one would do for Clarence and the other for him. This, alas! Was a prophecy.

Mr. and Mrs. Bacon have the warmest sympathy of our community in their great and manifold afflictions.

147 & 147-1/2 Third Avenue

In April of 1876, Bacon moved his Furniture and Undertaking business to 151 Third Street opposite the post office and on the north-west corner of the intersection of Ash and Third Street..

In October of 1878, **E. Doschades**, possibly the owner at that time, advertised Taylor's Hall for rent in the *Baraboo Republic*.

1854 "August Ringling Store"

August Ringling and family came to this town in 1854 and operated the first double store, which was a small wood frame building east of Dan Ruggles building on Fourth Street.

In the 1880's August Ringling was conducting the **Ringling Harness Shop** at this location. The family lived upstairs. August Ringling, father of the Ringling brothers, located here from Germany, arriving in Milwaukee about 1847. He married **Salome Juliar** and soon thereafter moved to Baraboo and opened his harness shop. Later the family moved to McGregor, Iowa, then to Prairie du Chein and finally back to Baraboo where they settled. It was noted in the January 9, 1890 issue of the *Sauk County Democrat* "Mr. & Mrs. August Ringling arrived here Monday from Rice Lake and would again make Baraboo their home." *Ringling had a harness shop on Main Street in Rice Lake. In front of the store was a large wooden horse, and he advertised his shop as the "Shop with the big wooden horse."*

It was later reported that they moved into Mr. William's house on Fourth Street.

In December of 1912, Sewell A. Peterson purchased the Ringling Corner, which was across the street from the Citizen's Bank, in Rice Lake for \$4,500. George Prock had purchased it in 1903 from the Ringling Brothers for \$3,500. This lot was part of the property of August Ringling when he conducted a harness shop there. The other part of Ringling's property to the south of this lot was sold earlier to Dan Hoag for \$2,500. This was reported in the Eau Claire Leader.

In 1891 the **Phillip Keyser Grocery & Seed Store** was located at this site. The 1895 city directory lists the P. H. Keyser Grocery Store at 137 Third Avenue. They may have meant 147?



Have just received a car load of Buggies, Carriages, light rubber tired Road Wagons, canopy and extension top Surreys, some light for one horse and some heavier for two. We also have a full line of Planet Jr. Garden Tools, Hand Seeders, Drills, Cultivators, Corn Planters, 1 and 2 horse Cultivators and everything in way of farm machinery. Prices right.

Thuerer & Woodruff Third avenue and Broadway.

In October of 1895, Keyser was busy constructing a new brick block at 141 Third Avenue east of this building. He placed this building up for rent and all the fixtures and stock was placed for sale.

In February of 1896, **C. M. Bird** of Wausaukee purchased the business from Keyser. Bird was expected to take control the first of March. In August of 1898 Bird traded his stock of groceries to **Ed. Barstow** for property owned by Barstow east of the second ward schoolhouse. Barstow would continue the grocery business. Peck & Cramer sold out Bird's clothing stock, liquidators, who obtained the clothing through a trade of Peck's cottage at Devil's Lake plus other consideration. In September of 1899, the firm of Peck & Cramer was back liquidating Barstow's stock.

147 & 147-1/2 Third Avenue

Mr. Philip H. Keyser purchased this building in June of 1900. He continued to sell seeds in season and operated **Keyser Storage & Auction Rooms** at this location.

In August of 1897, **Paul Lewis** opened a **shoe repair shop** here and shared the site with Bird.

In September of 1902, Keyser sold this store building to **Christ Thuerer** who planned to occupy it as the **Thuerer Carriage Making Shop** with a blacksmith shop in the rear. Keyser planned on selling his home and moving to Boulder, Colorado where his sons, Drs. Phil and Charles Keyser resides. At the time of purchase, Thuerer decided to continue Keyser's Seed & Feed business. However, he later decided to sell the stock to J. Briggs who would liquidate it at his store at 408 Oak Street. Between 1905 and 1908 this business was known as **Alexander-Thuerer Blacksmith & Carriage Maker**. At the time of this purchase Thuerer also purchased another building of Keyser, probably on Third Avenue also.

On August 22 of 1903, **Albert Hook** opened a **music store** here, possibly on the second floor, offering a large stock of new pianos and organs.

In December of 1904, **Jacob Alexander** and **C. Thuerer** formed a partnership for the sale of farm machinery, vehicles and repair work. By April of 1906, **Thuerer & Woodruff** were advertising **farm machinery** at this location. In May of the same year, the firm purchased 20,000 bricks from McFarland & Pugh who had finished razing the high school following the fire. The newly purchased construction material would be used to add an addition to their building.

Woodruff spent his boyhood days in Baraboo on his father's farm. He left here when he was twenty-one years of age and struck out for Chicago where he spent the next 32 years in the dry goods business and real estate. The last six years he spent on a stock farm in Adam's County.

In September of 1909, **Samuel J. Platt** purchased **Chris Thuerer's Machine & Buggy** business and **Sam Platt Farm Implements** was born. However, there was a period between 1911 and 1919 when Thuerer had his Carriage & Wagon sign hanging in front of the

store. Evidently he continued to own this building and use it, at least as an office, to sell his products.

A short time later the sign on the door said **Platt and Kramer Farm Implements**. From 1911 to 1912 **DuBois & Jones Dray Office** shared this site.

In January of 1913, **Platt** and **T. C. Kramer** sold their farm implement business on Third Avenue to **Jacob Alexander**. In the deal, Platt and Kramer were to have received a livery building on the south end of the Oak Street Bridge. However, Mr. Alexander decided to retain the livery business at that location, which he intended to dispose of later. Alexander had run a stage line from Baraboo through Prairie du Sac to Madison for many years but with the advent of Parcel Post in January of 1913 discontinued the business. The last driver to make the Baraboo-Madison-Baraboo trip was A. J. Nold. It is not clear where Alexander's livery barn was, but by the end of January of 1913, the stage line was sold to **Dennis J. Taylor** who would continue the route with Nold as the driver.

Sam Platt went into the Platt's Machine shop, on Fifth Street with his brother William A. Platt.

Jacob Alexander Farm Implements and Carriages was in business here until at least 1915 and possibly until 1917 when **Irving Griffin Agricultural Implements** was found operating here along with the **George Cafilisch, Drayman** office.

The 1917 city directory lists **Welch Plumbing & Heating** at this address. The principals were **Harvey G.** and **Laurie C. Welch**. Welches were probably here until 1920.

Hackett & Ott Farm Implements was also here as early as 1917 and as late as the autumn of 1920. In 1920, the **Dubois-Willis Dray Office** was located here.

Then in 1923 Samuel Platt left Platt's Machine Shop on Fifth Street. where he was employed with his brother Bill and purchased the farm implement business at this corner, which he had left about ten years prior. **Platt Implement Sales** was back. It appears as though the firm of Hackett and Ott had dissolved by 1925 and Ott had remained in business at a former "Fur Store", location unknown.

147 & 147-1/2 Third Avenue



Martiny Implement Co. 1940

By 1928 the **Charles Hackett Implement Dealer** business was back, Platt giving up the business due to bad health. Platt died on or about March 19, 1933. Surviving the deceased are his wife, two children, Mary, 14 and Joseph, 12. Five sisters and brothers also survived Mr. Platt.

In 1928, Martiny & Weidenkopf, proprietors of **Martiny & Weidenkopf Farm Equipment**, located at 135 Third Avenue, purchased considerable property at the corner of Broadway and Third Avenue and expect to move to this location the first of the following year. The purchase was made from the estate of the late **Christian Thuerer Sr.**, including the building occupied by Charles Hackett, implement dealer and the **DuBois Dray Line Office**, the brick building in which the **Schenk & Alberts Blacksmith Shop** was located, and the building that housed the Bohn & Isenberg hardware store.

Martiny & Weidenkopf's plans were to move into that part of the building now occupied by Hackett and DuBois and which had 44 feet of frontage facing the courthouse.

In January of 1929 it was announced that **Charles Hackett** would become a member of the Martiny & Weidenkopf firm. The **Martiny & Weidenkopf Farm Equipment** was in business until at least 1936. 1936 to 1938 found the **Bisch Trucking Service** operating here. Also, between 1938 and 1942 the firm was known as the **Martiny Implement Co.** In 1939, **Baraboo Co-op Shipping** shared the location with Martiny.

Davis Auto Repair was located in the rear of this building in 1935.

Guy Orin Weidenkopf was born in Badger, South Dakota on December 17, 1883 and died on November 23, 1958. On March 6, 1907 he married Alice Lena Martiny. Since his retirement in 1936, Weidenkopf had conducted an orchard of South Boulevard.

In March of 1942 **George Martiny** moved **Martiny's Implement** to the upper rear of this building. **Grant Albert's Blacksmith Shop** would remain at the lower rear. The front was remodeled to be used as a restaurant. This would be the first time in 50 years that an implement shop was not be located here.

In late May, **Mrs. Roy Mackay**, from Chicago, opened the **Badger Cafe** at this location. She had a three-year lease from G. Martiny with an option for another three years. She hired **Mr. Gorlin** from New Jersey to aid in operating the restaurant. By 1944 the restaurant was called the **Mattison Restaurant**. Sometime in the 1940's the **Bluebird Café** existed on this site.

On May 17 of 1947, **Patrick Grimes** of Chicago purchased the then **Badger Restaurant** and the building, which was owned by George Martiny.

After purchasing the building, Grimes undertook extensive remodeling and decoration in preparation for the opening. **Pat's Cafe and Bakery** opened in 1950 and remained here until May of 1958 when they sold their restaurant to **William Larthrop** of Mayville. The Grimes family purchased from the same Mr. Larthrop, the Downtown Bowling Alleys and tavern at Mayville and were scheduled to take over that business on July 15.

In August of 1958, **Robert Krue**, formerly the manager of the Kroger Store, opened **Bob's Cafe & Restaurant** here. However, in

147 & 147-1/2 Third Avenue

February of 1959, it was reported that the State Board of Health closed the restaurant

In July of 1960, **Charles E. Henry** of Wonewoc opened **Henry's Cafe** on this corner.

From January of 1963 to 1969 **Alvin K. Emery** and **Lester J. Emery** were partners in the **A & L Co., Automotive & Tractor Supply Company**. The home office was at Mauston. A store was opened in Spring Green a short time prior to the opening of the one in Baraboo.

In October of 1966, the **Caputo building** located at this site, was sold to the **Isenberg Hardware Company** who planned to build a new store encompassing this site.

Jim Isenberg purchased all the property from 143 Third Avenue to the West corner of the block. Then in 1983, a new store was constructed on Eight Street on the far east side of Baraboo.

Refer to 141 Third Avenue for more information on this site.

147-1/2 Third Avenue (Upstairs)

1854 "St. Paul's Episcopalian Church"
St. Paul's Episcopalian church held services on the second floor.

1871 "I.O.O.F. lodge No. 51"
The Independent Order of Odd Fellows was chartered and held their meetings at Taylor's Hall.

1898 "Dr. Sarah M. Wayman, Physician"

1898 "Junge & Keyser Real Estate"

147 Third Avenue, Rear

1880 **John Thatcher Blacksmith Shop**
(Located between 2nd & 3rd in the alley, may have been here)

1912 "**Platt & Kramer Machinists**"

Albert Zamzow's blacksmith shop was located at this address from 1909 to 1914. An addition to Albert Zamzow's blacksmith shop was constructed in October of 1910 to be used as a **carpenter shop**. L. D. Stillson would manage and operate the shop.

In 1915 **Charles Schenck** and **Grant Albert** have purchased Albert Zamzow's **blacksmith shop** that is located in the rear of 147 Third Avenue.

In March of 1929, **George Gall**, for the past eleven years employed in the August Killian blacksmith shop, purchased the interests of Charles Schenck in the firm of Schenck & Albert. In January of 1930, Charles Schenck entered into a partnership with John Martin who operated a shop in Lyons (West Baraboo).

1930-1942 **Grant Albert's Blacksmith Shop**

Chronology of Taylor's Buildings

September 25, 1850	Four buildings are being constructed by Taylor, one of which, that of a reading room and Exchange Office, is almost complete and is a fine appearing and a well finished building. Two others on south side of street are progressing rapidly. (Note: Only three are underway. It is not clear that there were 4 buildings! No mention in 1867 of this building burning.)		into houses some exceedingly heavy and awkward benches which belong to the county and are used only at election times. What to do with them is a problem? This building may have been the eastern building located at about 133 Third Avenue.
December 12, 1850	The new Taylor building, designed for a Dry Goods and Hardware Store is now completed and will soon be filled with merchandise. (147 Third)	March 28, 1857	A banking company is about to establish a bank. Mr. Taylor is to erect a building for their accommodation on the lot adjoining his store on the east. (135 Third Avenue)
October 12, 1853	Bank wanted...building available for that purpose by John Taylor with safe and counter. May have been the building located at about 133 Third Avenue buildings.	April 23, 1857	Materials for the new bank building are partly on the ground. Within five or six weeks of being finished.
November 8, 1856	Re: Baraboo Republic announcement: "Our second side is printed at our new quarters in Mr. Taylor's bank building, and over Messrs. H. A. Peck & Co.'s new Drug Store (133 Third Street). Note: They speak of just leaving the old courthouse building whose venerable old hall "we have just left". Also...the hall they have just moved	May 21, 1857	Bank building rapidly approaching completion and Taylor's large safe has been moved into the building.
		May 28, 1857	Regarding Baraboo Republic Newspaper building: The stairs are now situated between the Drug Store and the new Bank building. Stairs must be very narrow as it was

Chronology of Taylor's Buildings

	said that an umbrella could not be used on the stairs incase of rain. Also Pecks store on the lower level has been remodeled so as make their large stock of goods more accessible.	east of the bank. (The buildings she speaks of were probably at 135, 139, 143 and 147)
July 16, 1857	New Sauk County Bank building is now complete and ready for occupancy.	
March 13, 1867	Fire breaks out in building occupied by Mr. Murray (133 Third Avenue) and communicated to the bank Building (west at 135 Third Avenue) and from there to the cornice of the Head-Quarters store (west at 139 Third Avenue). Bank & Head Quarters building owned by Drown)	
May 9, 1906	Letter from Mrs. Clara Taylor, daughter-in-law of John Taylor and wife of Robert L. Taylor. Talks of Taylor buildings, one on the corner where Thuerer & Woodruff are located (147 Third) and one where J. Briggs has his feed store (139 Third) and two were supposedly where the fair building is situated now (May have been at 125-133 Third Avenue). (NOTE: In 1906 the Fair was at 125-129 Third Avenue) The Fair at 129 Third Avenue was advertised in 1864 as being 2 doors	

200 Third Avenue

200 Third Avenue

Located on the second floor on the northwest corner of the intersection of
Third Avenue and Broadway.

Block 28, lot 11

Sanborn map location 107 & 108 Third Avenue & 305, 306 and 308
Broadway

1942 Remington-Rand Inc.
1945 Sauk County Agricultural Society

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

After the Korean affair it became **Amundson & Platt Engineering**. When Verne Schultz returned from Germany in this same era it became Amundson Engineering. In 1956, Mr. Amundson succumbed to lung cancer so **Verne Schultz** and **Harold Platt** purchased Mr. Amundson's shares and called the firm **Platt & Schultz Engineering**.

B & H wanted to remove the second floor from their building so in 1958 the engineering firm rented a house at 131 First Avenue, on the southeast corner of the intersection of Second Street and Broadway, from Mr. Deppe.



Moeller Brothers' wagons in front of Johnston's lumber sheds on the north side of Third Avenue



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

201 Third Avenue

201 Third Avenue

Located on the southwest corner of the intersection of
Broadway and Third Avenue

Block 33, lot 1

Sanborn map location 117 Third Avenue & 303/304 Broadway

The **Reverend P. Conrad** of Prairie du Sac organized the **Baptist Church** in Baraboo on July 17, 1847. The congregation's first meeting was held in the log schoolhouse near Wood and Rowan's mill, the Rev. C. Conrad acting as pastor. Meetings were held from 1848 to 1858 in the courthouse. In the fall of 1857 the congregation agreed to erect a new church building and their new 24 X 36 frame structure was completed in January of 1858 somewhere on Fifth Street, The cost was about \$500. An addition was completed in 1872.

The congregation replaced this building in 1888 with a new edifice on the southwest corner of the intersection of Broadway and Third Avenue. **William Andrews**, a local blacksmith, owned the lot and willed the land to the society providing they build a church there within a given amount of time. Andrews also owned two houses on Broadway adjacent to the church

In April of 1888, **S. F. Amy** signed a contract to do the ceiling work on the new church on the corner of Third and Broadway. It was expected that the south room would be in service shortly. **Mr. Pineo** was at work putting up the chimneys. The complete cost was under \$8,000.

There seems to be some disagreement on the pastors of the church. Some records indicate that **Rev. Frank Sprague** was the pastor here between 1888 and 1901 while other records indicate that **Rev. S.F. Holt** was the Pastor in 1890, while in 1895 and 1898, **George S. Martin** held that responsibility.

Next it is said that **Rev. W. Steckel** reigned here from 1901 to 1903. From 1903 to 1905 the **Rev. J. C. Williams** conducted services with **Rev. E. B. Earl** occupying the pulpit between 1905 and 1907. **Rev. F. D. Brown** served from 1907 to 1908 while in 1909 it was the **Rev. C. S. Knight** took charge until 1911.



First Baptist Church Broadway and Third Avenue circa 1915

Rev. Mayhew served from 1911 until 1915 when **Rev. James Johnson** took over and reigned until 1919. Next appeared **Rev. C. H. Skinner** during the years 1919 and 1920. **Rev. H. H. Sauage** conducted services from 1920 to 1923. **William Rix** was the pastor in 1924 and until 1925, turning control over to **Rev. William Spraul** who stayed on until 1929. Next **Rev. Vreeland** was in charge from 1931 until 1942. The next pastor was **C. Alex. Jones**, 1942 to 1943. **Rev. J. G. Hein** served until 1947 when he left for Burlington, Iowa. **Rev. L. H. Cox**, his wife and two daughters from Topeka, set up housekeeping in the parsonage next. 1949 found the **Rev. Anton Trillet** conducting services, starting June 12.

The records are meek until 1955 when we find the **Rev. Arthur E. Killian** here. It was in 1955 that the sale of the church properties was announced. **Jack McGann** purchased the site for a future furniture store.

The Baptist church then constructed a church in "Hyer's Addition" in the northeast section of the city, being completed in 1956. In January of 1957, razing of the old church began.

201 Third Avenue



McGann Furniture circa 2007

On February 2, 1957, the building housing **McGann Furniture** on Oak Street was destroyed by fire. 16-year-old Gloria Bethke discovered the fire as she entered Mel's Dairy Bar to the north about 11:20 that Saturday night. The old **Curtiss Garage** at 112 Fifth Ave. was rented immediately and within 3 days McGann Furniture was back in business. McGann Furniture was there for 9 months, moving to this Third Avenue location in October of 1957. McGann Furniture replaced the Old Baptist Church and Parsonage that was purchased by **Jack McGann** prior to the fire. The Grand Opening of the new store was held on November 21, 1957.

The **Kroger Grocery** store, located adjacent to McGann's to the west, went out of business in 1958. McGann cut openings in the Kroger building and occupied that building in 1959. Within 3 years McGann furniture occupied more connecting buildings on Fourth Avenue.

Ed Kurtz became an active partner about 1951. In 1964, **James L. McGann** joined the firm and it was re-incorporated. In June of 1967 the name of the business was changed to **McGann & Kurtz Furniture Company**.

About 1975 **Richard Kurtz** joined the firm. **Ed Kurtz** retired from the firm about January 1, of 1981 while **Richard Kurtz** left in

1982.. About 1981 **Jeff Piery** joined the firm and acted as vice-president until he left the firm in the late 1980's. James McGann also left the firm in the late 1980's. In 1983 **Casey McGann** joined the firm and later in 1990 **Brian Baxter** went to work for McGann Furniture. Later, in 1991, Casey and Brian would purchase **Pat McGann's** interest in the business.

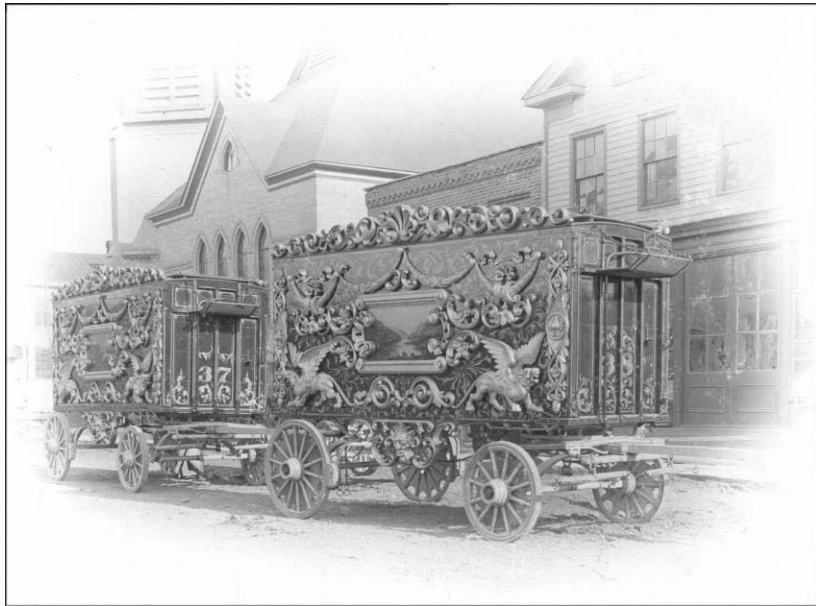
In 2000, the city of Baraboo mourned John H. (Jack) McGann's death.

207-209 Third Avenue

207-209 Third Avenue

Located on the south side of Third Avenue
Between Broadway and Birch Street
Block 33, lot 2
Sanborn map location 115 & 116 Third Street

Henry Moeller, Katherine Juliar's husband, came to Baraboo in 1856 and opened a wagon-making shop in connection with the late G. G. Gollmar, their place of business being on Fourth Street. By 1876 **Moeller & Thuerer, Mfg. of Wagons, Carriages, Buggies and Sleighs** was located on the south side of Third Avenue west of the corner of Broadway and Third Avenue, probably at this site. Moeller had previously been at 113 Fourth Street. Katherine died on June 25, 1879.



207-209 Third Avenue circa 1895-1906

On November 1, 1891, **Henry Moeller** went into business by himself at 207-209 Third Avenue in a new building with 52' of frontage, later adding 104 feet. Here he conducted the **Baraboo**



207-209 Third Avenue Replaced with new building in 1906

Carriage & Wagon Works. By 1895 Henry had taken his sons into the business and it became known as **H. Moeller & Sons Baraboo Carriage & Wagon Works.** Moeller and his sons, **Henry C.** and **Corwin G. Moeller** operated the firm.

For many years, all of the fine wagons for the Ringling Brothers, who happened to be first cousins of the Moeller family, were made in this shop. Some of the firm's wagons cost as much as \$800.00 each, not including the painting, which was done by the show firm. The firm also made domestic wagons and carried on other lines of work. Another customer of the Moeller's was the Gollmars, also cousins and circus owners. In 1906, the firm's 50th. anniversary was celebrated by constructing a new building here. McFarland & Pugh, who finished demolishing the high school following the fire, sold 60,000 bricks to H. Moeller & Sons for the new building.

By 1915 the business was being conducted by sons Henry and Corwin as the **Moeller Brothers.** The Moellers were here until 1919.

In December of 1907, **Rollo W. Prothero** established the **Prothero Buick Co.** and on February 1, 1908 moved to the rear of the Moeller Wagon Works building. Prothero also conducted a general

207-209 Third Avenue



207-209 Third Avenue circa 1908

machine shop in connection with the automobile dealership. Prothero's address at the time was given as 211 Third Avenue even though it was behind Moellers.

Prothero advertised his new 25 X 72 building at 215 Third Avenue would be complete by May 1, 1908. By September Prothero was conducting business in his new building.

F. A. Philbrick moved from Chicago to Baraboo the end of May 1895 after sub-leasing the Manchester Mills from A. C. Johnson & Son for a term of five years. Philbrick felt as though an "electric light" plant would fit in nicely with the milling business. He went on to produce what he called Philbrick's Fancy Patent flour.

On December 1 Philbrick gave up the mill to the owner Jas. Hull because he felt Hull had not put the mill in the condition he promised. The original lease was for five years. Hull then brought suit to secure the sum of \$161.33, which he stated was still owed by Philbrick for rent. The jury allowed Hull the amount of \$43.70, which Philbrick refused to pay, stating that he would take it to a higher court. Philbrick also stated that he had lost \$500 on the mill since June due to

its condition that was promised to be remedied by Hull. Philbrick promptly entered the real estate and insurance business, soon joining forces with Tom Buckley.

There are reports that **F. A. Philbrick** opened a **Ford-Fordson Dealership** in Baraboo in 1906, possibly in a barn behind Philbrick's home at **214 Fifth Avenue**.

In 1911 **Orriel Philbrick** bought the business from his father. The first move in 1911 was to 131 Fourth Street, where the old **Baraboo Telephone Building** would later locate. Philbrick soon moved to **Oak & Fifth Street**.

In October of 1919 Orriel bought the Moeller building at 207-209 Third Ave. The building purchased by Philbrick was 55 X 130 feet. The present garage on Oak Street would still be retained and would be used for repair work and to feature the Fordson tractors. Philbrick spared no expense in arranging the building for every convenience. The office, the storeroom for accessories and surplus cars, occupied the main floor.

207-209 Third Avenue



Twenty-Millionth Ford

Philbrick, Mather & Co. was the name of the new firm that leased the **new Philbrick building** on Third Avenue. **Roy Osborne** of Harvard, Ill, was a member of the company and would have management of the new firm. The old firm of Philbrick & Mather continued their place of business on Oak & Fifth where they handled the Fordson product.

The floor above was the repair shop and storage for cars. Here there was a steam heated paint room. The firm carried an exceptionally large stock of accessories besides plenty of new cars and Fordson tractors. In 1919 and 1920 **S. M. Greve** was a partner of Philbrick. He formerly had charge of the car distribution of the Ford Motor Co. at Milwaukee.

In September of 1920, Philbrick moved his Ford agency to this newly remodeled building. In September of 1921, Orriel Philbrick purchased the interests of Greve in the partnership that had existed between them.

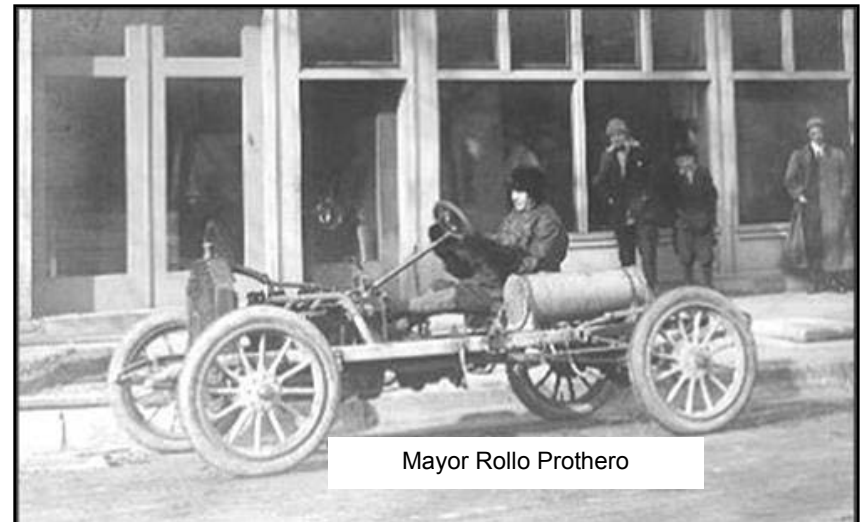
In March of 1923, Philbrick was given permission to install a gas pump in front of his garage.

Moeller Brothers, Henry C. and Corwin G. thought that they might open another shop soon. They own the vacant lot at 211 Third Avenue, next to the "Old Stand" and thought they might erect a shop there shortly. Since they were not making circus wagons any longer and with the amount of blacksmithing greatly reduced as a result of the automobile, a smaller shop would fill their needs.

It's interesting to note that in January of 1926, Edsel B. Ford wrote Philbrick requesting his aid into commercial aviation of which the Ford Motor Company had entered. He asked if the name **BARABOO** could be painted on the roof of the Ford garage. His plans were to have dealers in all cities do this in order to guide planes.

In 1927 Philbrick and Berkley had a gas war, the gas price dropping to 7-cents a gallon as cars lined up on both sides of the street.

A new **Studebaker Garage** was planned to open in March of 1929 in the west end of the Philbrick building. **J. T. Williams** of Chicago, for three years service manager for the Studebaker Company, would be in charge of the business here.



Mayor Rollo Prothero

207-209 Third Avenue



Philbrick-Berkley Gas War

In April of 1931 The **Baraboo Auburn Co.** opened in the west end of the building. Several models of the Auburn automobile were shown in the showroom.

Also in July of 1931, it was announced that the twenty-millionth Ford had been produced and had left Dearborn on April 14, on a nationwide tour. The car that was assembled in the presence of Henry and Edsel Ford, would visit Baraboo on Friday, July 31 of that year. Philbrick would also celebrate his twenty-fifth year in business.

In 1936 Philbrick was handling the **Lincoln Zephyr** and in 1939 he received the **Mercury** dealership. About 1942 it is believed that Philbrick moved his Ford dealership to the west end of the building that was then known as 215-217 Third Avenue. He may have purchased the rest of the Moeller Brothers' building, extending to and including 215-217 Third Avenue.

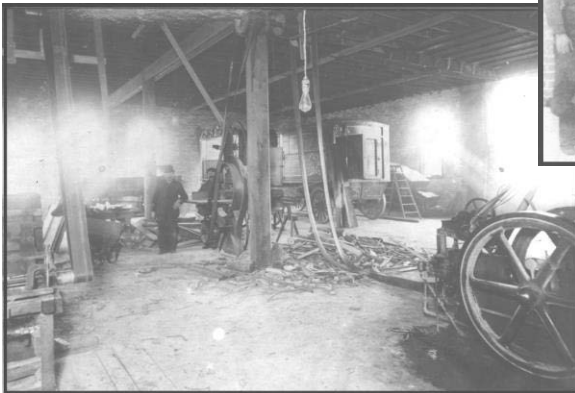
It was reported in April of 1963 "the **Baraboo Kroger store**, which has been in operation in Baraboo since August of 1942, would close on April 27." It is believed that the store was in operation here as early as 1953 and maybe earlier. It is also thought that the Kroger Store was conducted in Baraboo as early as 1934.

In December of 1963 it was reported that the **McGann Furniture Company** had leased this building from Oriel Philbrick to again increase its display area.

In August of 1966, Oriel Philbrick sold this building to McGann Furniture.



207-209 Third Avenue Moeller's Wagon Shop



Moeller's Wagon Shop 207-209 Third Avenue

207-209 Third Avenue Philbrick Ford Gas War



Philbrick-Berkley gas war

circa 1921

211 & 212 Third Avenue

211 Third Avenue

Located on the south side on Third Avenue
Between Broadway and Birch Street
Block 33, lot 3
Sanborn map location 114 Third Street

In November of 1919 Messers. **Henry and Corwin Moeller** commenced the erection of a new building on Third Avenue between the new Philbrick garage and the Mueller garage. The building would be of brick, similar to the ones adjoining on each side and would be 30 X 72 feet in size and two stories high. This manufacturing firm was here until at least 1933.

In May of 1921, an early morning fire wrecked the garage owned by Herman H. Mueller. The adjoining building to the east, owned by Moeller Brothers, was badly damaged, windows and doors being largely destroyed. The floor partly caved in and the interior was blackened. The dancing hall over Muellers was relatively undamaged except for the water damage and broken windows.

It would appear that Philbrick purchased this building sometime between 1919 and 1928.

In March of 1928, Philbrick leased the back room of this building to **Wisconsin Hatchery Inc.** for a **broodery**. **Stanley Sand**, of Madison, was the district manager and **Walter C. Rodewald** of Baraboo was the brooder operator. The broodery was nothing more or less than a large room, perfectly ventilated and kept at a temperature of 90 degrees, filled with trays of small pens, one above the other. There were 200 of these pens; each designed to hold 60 chicks, giving the brooder a capacity of 12,000 chicks. In addition to the brooder, the new business included a store in which were carried brooders, waterers, feeders, chick feeds and tonics, and all sorts of articles to supply the needs of those raising chickens. The entrance to this business was probably off of Broadway.

In January of 1933, **H. C. Roser** announced the opening of a new **egg market** at the former site of the Rodewald hatchery. In April, **Arlin Sorg** purchased the egg business from Roser.

In April of 1933, **Joy, Reuben and Owen Prothero**, former mechanics at the Prothero & McGinnis Company opened an



211 Third Avenue

automobile service shop at the rear of this building. They remained here until approximately 1943 when they relocated to 515 Broadway. Note: There is a chance that Prothero's repair shop could have been in the rear of Moeller's building at 215 Third Avenue.

Some records indicate that in 1954 **Baraboo Motors Inc.** was using this site and in 1957 the **Elmer Motor Company Body Shop** was here.

In August of 1966, Orriel Philbrick sold this building to McGann Furniture.

211 & 212 Third Avenue

212 Third Avenue

Located on the north side on Third Avenue between Broadway and Birch
Street
Block 28, lot 11
Sanborn map location 106 Third Street

The local newspaper of 1873 announced that **W. W. Andrews** was constructing a new building to house his operation of **manufacturing plows and agricultural implements** for “*stirring the soil*”. His new building was said to lie just east of the Congregational Church on Third Street (remember, there were no Avenues then). The main building was to be 24 by 50 feet, a story and one-half high with 16 ft. posts. This building was still here into the 1950’s.

The **Gottlieb G. Gollmar and Son Blacksmith Shop** was located here in 1879 and the **Wagon and Carriage Building Shop** of **E. T. and J. C. Gollmar** was here in 1890. Gollmar moved here after his shop at 115 Fourth Street was destroyed by fire in 1872.

July of 1886 found the **G. W. Bryant Paint Shop** on the second floor.

By 1895 the **Gollmar Brothers Machine Company** was located at this address being conducted by brothers **JC, ET, CA, BF, FC and WS Gollmar**. The city directory of 1898 states that the business was being run by **Edward T. Gollmar** and operating as a **Blacksmith and Carriage Maker Shop**.

The Carriage Making business is here until at least 1905. In 1913 and possibly earlier, E. T. Gollmar is conducting a farm implement business here.

In 1914 Gottlieb G. Gollmar died at the age of ninety years. Gollmar was born in Meinen, Germany, December 13, 1823 and came to America with his parents as a young child. The family located in Cleveland where they conducted a small farm. Eventually Gottlieb learned the blacksmith trade and married Miss Mary Magdalene Juliar in Chicago in 1847, the pair arriving in Baraboo in 1851.

In 1917 **Albert Gollmar** was here as a **Blacksmith**. In August of 1921, Gollmar sold his business to **Alvin G. Alexander**. Then in January of 1924, Alexander was searching for new quarters when **Louis B. Bethke** and **John Arnott Jr.** leased this site for a **Radiator**

and Storage Battery Company. Helbig Storage battery Company, located at 151 Third Street, had employed Bethke for the past 4-1/2 years. In August of 1926, Bethke alone was in charge of the **Bethke Radiator and Battery Station**. In January of 1927, Bethke moved his operation from this site to his home at 514 Eighth Avenue.

By 1927, city directories list this business as an **Auto Repair Shop** also. By 1933 **Stewart & Alexander** had taken possession of a “small wood frame building” on this site.

207-221 Third Avenue Chronology of Construction Dates



207-221 Third Avenue with construction dates

215-217-221 Third Avenue

215-217-221 Third Avenue

Located on the south side of Third Avenue
Between Broadway and Birch Street
Block 33, lot 3 & 4
Sanborn map location 113 Third Street

Mr. Curry, father of **James Curry Sr.** came to Baraboo in the fall of 1849 and lived in a board shanty constructed of green lumber on this site.

In March of 1887, **Mrs. S. Mathews** opened a **Bakery** on Third across from the First Congregational Church. This would have been close to this site.

In December of 1907, **Rollo W. Prothero** established the **Prothero Buick Co.** and on February 1, 1908 moved to the rear of the Moeller Wagon Works building. Prothero also conducted a general machine shop in connection with the automobile dealership. Prothero's address at the time was given as 211 Third Avenue even though it was behind Moellers.

Prothero advertised his new 25 X 72 building, which he planned on leasing from Henry Moeller, would be complete by May 1, 1908. In September Prothero was advertising his new address as 215 Third Avenue.

In February of 1909, the Buick Motor Car Company of Clinton, Michigan acquired the Olds Motor Car Company of Detroit for \$75,000 and Prothero had another automobile to sell. It is interesting to note that in May of 1909, Prothero took the Pierce Great Arrow automobile owned by Charles E. Ringling to Chicago so that it could be prepared for shipment to Naples, Italy. The trip took 10-1/2 hours, which was considered to be quite respectable.

On August 1, 1909, **J. F. McGinnis** entered the business as a partner. The business then became known as the **Prothero and McGinnis Co.**

In January of 1910, three new Buicks arrived, including 1 Model 17, 30 horsepower touring car; 1 Model 10, 20 horsepower four passenger car; 1 Model 10, 18 horsepower runabout. A cordial welcome was extended to everyone to call and look over the line. 125 Demonstrations were supposedly freely given to interested parties.



The new model 19 at \$1400, and the \$600 runabout were promised to be in stock about February 15. Later in 1910, Prothero & McGinnis moved to 215 Third Avenue into a building constructed by the Henry Moeller & Sons.

In April of 1910, Moeller's constructed a new addition, 44 by 90 feet to the west of 215 Third Avenue to accommodate Prothero & McGinnis's growing business. The dwelling located here and owned by the Moeller brothers, was built by **Isaac Morehead** in the 1850's. The house was moved to Fourth Avenue and the embankment lowered to accommodate the addition. Isaac's brother, **Thomas Morehead** erected a house across the street at the same time Isaac built his.

In September of 1910, the new section, which was attached to the west side of the original single-story building, was completed.

215-217-221 Third Avenue



215-221 Third Avenue Prothero & McGinnis Garage Circa 1910

It was planned that the roof of the old part would then be removed and a second story added to it. Plans were for the rooms over the old section to be used as lodge rooms for the Knights of Columbus while the rooms over the new part would be used as a dance hall.

Moeller's Hall was located on the second floor of this new Brick building and the ground floor was divided into two sections. One side was a machine shop and repair area while the other side was storage for automobiles and a show room.

In 1910, Prothero & McGinnis had the agency for the Buick, Oldsmobile, White and Oakland automobiles, both gasoline and steam.

By 1911 the Prothero-McGinnis dealership was handling the Buick, Oldsmobile, Marion, De Tamble and the Rio. In 1913 they added the Chalmers auto to their line. By February of 1914 they also had the Ford agency and gave their address as 215-217 Third Avenue. On Sept. 19, 1914, they purchased the 3-story brick building

of N. H. Smith's on Broadway. The Ford agency happened when **O. Philbrick** obtained an interest in the Prothero-McGinnis business.

Henry Moeller, the senior member of the firm of Moeller & Sons died November 2, 1908. He was born in Prussia, February 17, 1828 and came to America in 1852. For a while he lived in Milwaukee, coming to Baraboo in June of 1856. Henry left two sons, Henry and Corwin and one daughter, Mrs. Frank Lux of Milwaukee.

In April of 1915, this building was leased to **Herman H. Mueller** (and possibly **William Hurter**) to be used as a machine shop and possibly later, an automobile agency. In 1919 the **Mueller Garage Hudson & Essex Auto Sales** was being conducted here. Also in 1919, more floor space was added to the garage. In September of 1920, Mueller obtained the Maxwell automobile agency.

In May of 1921, an early morning fire wrecked the garage leased by Mueller. The adjoining building to the east, owned by Moeller Brothers, was badly damaged, windows and doors being largely destroyed. The floor partly caved in and the interior was blackened. The dancing hall over Muellers was not damaged except for the water damage and broken windows.

William Hurter was among the first to arrive on the scene and drove several cars out of the building with the tops aflame, while others assisted in pushing other autos out, about 30 in all. Car after car was run out and by morning light they presented a sorry sight as they extended along the street for a block or more. On many of them the tops are gone, the upholstery ruined and the paint scorched. The lower parts of the cars suffered little damage. Moeller Brothers continued to insure this building into 1940.

In November of 1921, Orriel Philbrick rented this building, after repair was made, and planned on expanding his garage into it. He would then have storage for 180 automobiles.

In February of 1925, Philbrick leased part of this building to **Elbert Searles** who would display **merchandise** here. Searles planned on moving his head quarters here after April 1. It is thought that Searles had been operating out of his home prior to this time. At least, Searles was not operating in the business district. It is not

215-217-221 Third Avenue

known what followed but in March of 1927 it was reported that Searles was moving his merchandise from his home, located at 522 South Center Street, to the Elkington building on Fourth Street. Searles move was probably a result of Philbrick leasing the whole Moeller building with the exception of 211 Third Avenue, where Moellers were still building and repairing wagons. The lease was strong enough that Philbrick installed a new heating plant and refinished the dance floor on the upper floor. The lease also included the lodge rooms.

In February of 1929, **J. T. Williams** of Chicago leased the west end of the Philbrick building. Williams, who had been a service man with Studebaker for the prior three years, planned on opening a **Studebaker Agency** here. Julius Reul would be in charge of the service department.

Prothero Auto Service may have been operating in the rear of this building in 1933-1945. They may have been at 211 Third Avenue.

In February of 1944 **Orriel Philbrick** announced that he had sold the **Philbrick Garage** to **W. L. Schultz** and **P.B. Thomsen** of Madison. Schultz and Thomsen, who were owners of the Schoep's Ice Cream Company in Madison, planned on having the business continue in the same manner. They would operate their new business under the name of **Baraboo Motors** and would continue as a Ford agency. This agency had been in the Philbrick family since F.A. Philbrick founded it in 1906.

The sale of the dealership to Schultz and Thomsen may not have worked out as in June of 1944 it was announced that Philbrick again sold the dealership to **Prentice R. Brannan** who later sold to **Roger & Donald Bilsten** in 1954. In February of 1956, Roger Bilsten purchased the interests of Donald Bilsten.

Oriel Philbrick purchased this building in June of 1958 making him the owner of 154 feet of frontage that included the adjoining building that housed the Kroger Grocery Co.

In 1964 we find **L. M. Hamlet** conducting **Baraboo Motors** as president of the firm. In May of 1965 this business was sold to

Lyle Roets and in October of the same year the agency was moved to South Boulevard.

In February of 1967, Roets, age 48, was found dead near his automobile on Anacher Road in Columbia County. Cause of death was ruled self-inflicted by a gunshot wound.

In August of 1966, Orriel Philbrick sold this building to **McGann Furniture**.

221 Third Avenue

Zimmerman Body Shop, operated by Willard Zimmerman was at this address from 1959-1964.

Eventually, McGann sold the western portion to law firm of **Cross, Jenks, Mercer and Maffei** located at 221 Third Avenue.

Richard S. Jenks joined Clyde Cross, Karen and Jerome Mercer and Wayne Maffei in 1988, practicing law with them for 22 years prior to retiring in June of 2010.

In July of 2011, it was announced that **Attorney Nicole Bacher** was named a partner in the law firm of **Cross, Jenks, Mercer and Maffei**. Bacher has an associate attorney with the firm since 2008. Prior to that she worked as a law clerk for the firm. She received her bachelor's degree from the U of W.

215-217-221 Third Avenue

217 Third Avenue (Second Floor)

In June of 1910, Henry Moeller was in Chicago in an attempt to speed up the iron required for the addition of a second floor, which he had decided to add to the new garage, which was under construction. The second floor would house a rental hall.

In fact, by June 23, the Knights of Columbus had signed a contract for the hall. The upper floors would be completed especially for lodge purposes under the supervision of the building committee of the local Knights.

The hall was finished in January of 1911 and an article written in the Baraboo News stated *“Adjoining the reception room is a paraphernalia room for the use of other lodges or persons who may wish to use the hall at any time. There is also a storeroom where already 200 collapsible chairs are stored awaiting use in the dance or banquet hall. There is also a commodious kitchen where a ten-burner gas stove with warming ovens will be installed.*

A particular unusual feature about the hall is the fact here a dancer may step to the phone in his dancing pumps to order an auto and then without leaving the building and exposing himself [to the weather] enter same as there is an inside entrance to the Prothero-McGinnis garage below. The latter firm is even now making arrangements to secure an 8-passenger taxicab to accommodate their patrons.”

1942-1948 Construction & General Laborer's Union Local 1200

1943-1948 Sauk County Federation of labor

1944 Operating Engineers Local No. 139

1949 In July of 1949, P. R. Brannan announced that the Wisconsin National Guard had leased the upper floor of his building. George Isenberg & Son had contracted to install lockers, offices, supply room and make improvements to the drill hall.



1948-1953 Truck Engineering Co.

1949-1953 National Guards

1957-1958 Masonic Temple

218-220-222 Third Avenue

218-222 Third Avenue

Located on the north side of Third Avenue between Broadway and Birch Street
Block 28, lot 9
Sanborn map location 104 Third Street

Elder Warren Cochrane introduced Congregationalism to the Baraboo valley on December 18, 1847. The nine-member **First Congregational Church** first met in the log schoolhouse, which stood in the northwest corner of the village. Later they moved to the courthouse. In 1852, a small redbrick church edifice was constructed at the southwest corner of the intersection of Second Avenue and Oak Street at a cost of \$1200.

After the civil war, a larger frame structure, referred to as the White meeting house, was built at approximately this location at a cost of approximately \$4000. Mr. Lewis Cowles gave four of tallest trees on his farm to the congregation with which to construct the spire and Mrs. (Martha) Cowles made a quilt, which was auctioned off and the proceeds were used to buy shingles for the new church. The building was dedicated on December 10, 1867.

This land and building were sold in 1893. It is said that elements of the old church were incorporated into the new structure, located at Broadway and Sixth Avenue, for sentimental reasons. Records also indicate that the church was removed completely and only a barren lot was here in 1898.

Thomas Morehead, brother of Isaac Morehead, also had a dwelling at about this location in the early 1850's

In July of 1896, **L. W. Vincent** moved his **machine shop** from 106 Walnut Street on the south side to this site. He planned on making bicycle repair a specialty. By January of 1900, Vincent had moved his shop to Sixth Street.

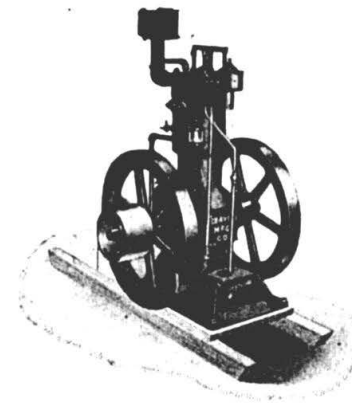
From 1900 to 1905 the **George J. Gollmar Machine Shop** was operating at 218 Third Avenue. By 1910, a new addition had been added to the west side of the machine shop and that business was operating as the **G. J. Gollmar Garage**. Gollmar sold the E.M.F. and the Flander automobiles. In October of 1909 Gollmar also acquired the Studebaker line of automobiles.

Gollmar's Machine Shop

220 THIRD AVE., BARABOO, WIS.

The Largest and Best Equipped
Machine Shop in the County.

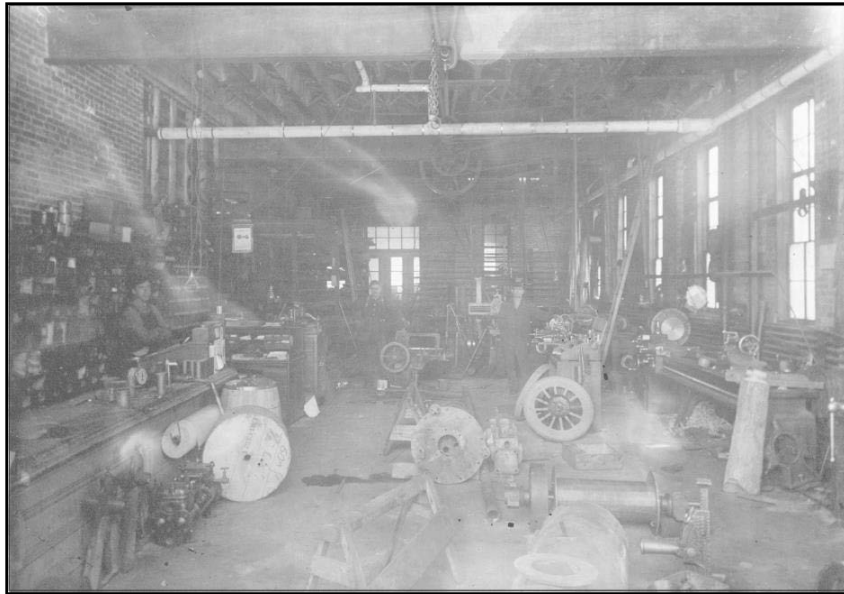
Special attention given to repairing. Manufacturers' agent for GAS and GASOLINE ENGINES, Steam Engines and



Boilers, AUTOMOBILES and AUTOMOBILE SUPPLIES. Engine and Boiler Trimmings, Brass and Iron Grease Cups, Plain and Automatic Oil Cups, Steam and Gasoline Engine Lubricators, Steam and Water Gauges, Gaugecocks, Aircocks, Draincocks, Steam Whistles, Safety Valves, Water Glasses, Globe and Angle Valves, Vertical, Horizontal and Swinging Check Valves, Apple Igniters for Gasoline Engines, DRY

BATTERIES, Jump and Tuck Spark Coils, Jump Spark Plugs, Automobile Wrenches, LEATHER, RUBBER and GAUDY BELTING, Belt Dressing, Engine and Machine Oils, Cup Grease, Graphite, Abestos and Sheet Rubber Packing, Piston Packing, Rubber Hose, Hose Clamps, Strainers, etc., Saw Gumming, Emery Wheels, Pipe, Pipe Fittings, Machine Bolts, Cap Screws, Set Screws, Drop Forged Wrenches, Alligator Wrenches, Pipe Wrenches, Spring Cotton, Babbet Metal, Cold Rolled Shafting :: :: GEO. J. GOLLMAR, Prop.

218-220-222 Third Avenue



Platt's Machine Shop 218 Third Avenue

In February of 1911, Gollmar sold his automobile business to his son **G. J. Gollmar Jr.** In partnership with **Roy Messenger**, the firm then read **Gollmar-Messenger Automobile Company**. The company would continue handling E.M.F. and Flander automobiles.

The Gollmar Machine Shop located next door at 218 Third Avenue would continue operating in connection with the garage, however, would be under the management of Mr. Gollmar Sr. In September of 1911, a second story was added and the building was extended to the rear.

In August of 1912, it was announced that the **Baraboo Business College** would move their quarters from the YMCA building to the new flat over the Gollmar building.

In 1913, G. J. Gollmar Jr. disposed of his automobile business and moved to Milwaukee.

Later in September of 1913, **Philbrick, Mather & Co.** was the name of the new firm that leased the **Gollmar Garage** at 222 Third Avenue. **Roy Osborne** of Harvard, Ill, was a member of the company

and would have management of the new firm. They would have the privilege of drawing upon the G. J. Gollmar machine shop that was in the same building, which was considered a great advantage. The old firm of **Philbrick & Mather** continued their place of business on Oak & Fifth where they handled the Ford product.

Early in 1914, **Roy A. Osborne** and **Charles Lawsing** took charge of this operation but closed their business career rather unexpectedly about the first of the September. It is said that Mr. Osborne left one night for parts unknown without disclosing any of his plans to his partner. Nothing had been heard or seen of Mr. Osborne since his departure. Mr. Lawsing, who was unable to carry on the business alone, decided to sell out after the disappearance of Mr. Osborne.

The garage then went back to George Gollmar Jr. Gollmar then took in **Charles McAleavy** of Chicago as a partner. In 1917 and 1918 **Edward T. Gollmar** sold farm implements out of this address.

Frank Terbilcox operated an **Automobile Livery** here from 1915 to 1917. By 1913 **Gollmar's Machine Shop & Garage** was being conducted by **William A. Platt** while in July of 1914 Platt purchased the machine shop business. In November of 1920, Platt moved to the former Lanich garage on Fifth Street that he had purchased recently and had rebuilt.

By 1919, **Earl Schilling** was operating the Gollmar Garage here. Earlier in his life, Earl had worked at the Gale Motor Company in Hartford, Wisconsin. After that he acted as a chauffeur at various locations. At that time, in order to be a chauffeur one also had to be a fine automobile mechanic. In June of 1909, Schilling, of Milwaukee at the time, was arrested for speeding in Baraboo. The cause was somewhere about 18 miles per hour. Officer Butterfield timed him with a stopwatch and found it took Schilling 56 seconds to go around a block, this figured to be a violation. The fine was \$10.00 plus \$3.37 in Halsted's court.

Also in 1919, **Fred Kunzleman** had an agency here for the **G & J tire**.

However, late in 1920, **Edgerton E. Berkley** of the **Berkley Automobile and Machine Co.** of Lyons purchased this building. At

218-220-222 Third Avenue

that time, Earl Schilling moved to the former Ford Garage on the corner of Fifth and Oak. The Berkley Co. would continue business in Lyons and Berkley would be prepared about December 1 to also carry on business at this location. Mr. Berkley had handled the sale of Nash cars the prior year and had been very successful, having sold 38 autos the past years.

The home of the Nash automobiles in Baraboo changed hands to a certain extent in June of 1921. After **Randall Herfort**, who sold part interest in the business to Berkley, turned around and sold an interest in his business to **Aaron Friedman**, formerly of Los Angeles. Friedman had 12 years in the industry and knew much concerning the welfare of the automobile.

Friedman was expected to take charge of the machine shop and accessory business while Berkley would remain in the company and have charge of the Nash agency.

Then in May of 1922, Berkley, former proprietor of the Nash and Oakland garage, who had charge of the sales department for the past year, resumed possession of the garage property. A. Friedman, who had purchased the service department from Berkley about one year prior, sold back his interests to the former proprietor.

In January of 1923, Berkley purchased the house and property to the west of his building at 224 Third Avenue from J.W. Lindsey of Dellona. Max Feinberg and family occupied the house. Berkley's intent was to move the house and with the addition of this property, he would then have frontage of 132 feet and would then use the newly acquired ground to expand his garage.

On April 1, 1931 Berkley announced that **George O. Barnes**, formerly parts and service manager of the Chevrolet Motor Company of Wisconsin had become associated with him in the Chevrolet dealership of Baraboo. The name of the company now becomes **Berkley Chevrolet Incorporated**.

In February of 1933, Berkley sold his Chevrolet business to Barnes, a partner for the past two years. Prior to his partnership with Mr. Berkley, Mr. Barnes spent 15 years with the Chevrolet Motor Co. in the Sales & Service department. Mr. Berkley intended to spend his time at his new duties as President of the First National Bank and Trust



Berkley Chevrolet

Co. Then in November of the same year, Berkley purchased back Barne's stock in Berkley Chevrolet. Barnes entered the service of General Motors in the western part of the United States where he handled promotional work.

Berkley Chevrolet Company was here until 1963 when **Robert L. Cashman** purchased the business and established **Cashman Chevrolet-Cadillac Inc.** Also in 1971 Cashman was conducting **Chevway Leasing & Renting System** here. Cashman remains until 1979 when **Harold Moore Chevrolet-Cadillac Inc.** was established. Moore had been Vice President of Cashman Chevrolet.

William D. Bothell established **Baraboo Plumbing and Heating** here in 1980. He was here until at least 1983.

From 1986 to 1988 **Marten's Floor Covering Inc.** was being conducted at this site by **Curt Marten**. 1989 found the **Drake Studio** here. **Darton and Teresa Drake** moved their studio to 102 Fourth Avenue in 1995. **Walter D. Smith, CPA** was also here between 1990 and 1995, moving to 102 Fourth Avenue at the same time as the Drakes.

218-220-222 Third Avenue

January 6, 1938
Baraboo Weekly News Announcement

*Johnston Now
Associated In
Berkley Firm*

*Edgerton E. Berkley has sold a substantial interest in his Berkley Chevrolet, Inc. to **Elmer S. Johnston** of this city, the sale becoming effective Dec. 31, 1937.*

Mr. Berkley has been the authorized Chevrolet dealer in Baraboo for over 20 years. Mr. Johnston has had the advantage of 36 years of successful business experience in Baraboo and vicinity and for the last 20 years was engaged in the field of banking and investment banking, Combining of the experience of these business men should assure the success of the new firm.

*Officers of Berkley Chevrolet are; E.F. Berkley, President; **F.A. Pope**, vice president; and E.S. Johnston, secretary-treasurer.*

Williams' Design studio, owned by **Thomas A. Williams** and **Daniel P. Drain**, shared this site with Smith and the Drakes in the same period, moving to 113 Fourth Street in 1995. **Backstage Video** operated at this site from 1992 to 1995.

1995 found this location giving way to the new west annex to the County Courthouse.

**220 Third Avenue
Second Floor**

1912-1915 Baraboo Business College

In August of 1912, W. S. Seyler moved his Baraboo Business College from the YMCA building to a flat in the new Gollmar building.

In June of 1916, the **Janesville Clothing Company** of Janesville, manufacturers of overalls and work clothing, decided to move to Baraboo. They took a lease on this location and planned on being in operation within a couple of weeks.

In October of 1942, the USO Club was dedicated. This club was intended for the use of the several thousand defense workers employed on the Badger Ordinance project south of Baraboo. Included on the second floor of the Chevrolet garage, is a large recreation and dance floor, a comfortable lounge, reading and writing rooms, a clubroom, offices for the staff and a kitchen.

Facilities were not for recreation alone, needs were also met for specific needs of the large number of defense workers living in rooming houses, trailer camps and similar cramped living quarters. For instance, there were sewing machines, ironing boards and other facilities one would find in a typical home.

By 1947 the USO was no longer an entity but this site was still active as a community center and housing for the Club Bara-Teen, which was founded in 1942. The boys and girls attendance in the year of 1947 was almost 28,000 while over 17,000 adults availed themselves of the centers activities. There were almost 500 group meetings during the year with January being the busiest with 67 gatherings.

It is interesting to note that Club Bara-Teen was active in the 1942-1943 school year in the Knights of Pythias Hall. The name was derived from the words Baraboo and teenagers. The name was chosen as best in a contest, and the winner was student Ann Bresnahan. The club was sponsored by the local Lion's Club and was available to teenagers on Friday nights for the admission cost of 5 cents.

In August of 1948, the recreation board of the city engaged Miss Nancy O'Meara of Madison to assume the duties of the new director of the city recreation program. O'Meara would replace Arthur Gilbert and he will return to the high school as a full time teacher.

218-220-222 Third Avenue

After the First-Ward school burned in 1950, this upstairs site was used as classrooms.

1917-1918	Janesville Clothing Co., Overall Mfg. Clarence H. Bradley, Mgr.
1927-1933	Armory, 2nd. Floor
1939-1940	National Guards, Co. H.
1942	Baraboo Range Transportation Co.
1942-1945	USO Club
1945-1953	Baraboo Community Center
1954-1960	Wisconsin National Guard, Co. H, 128th. Infantry
1948	Fred J. Kunst Distributing

223 Third Avenue

223 Third Avenue

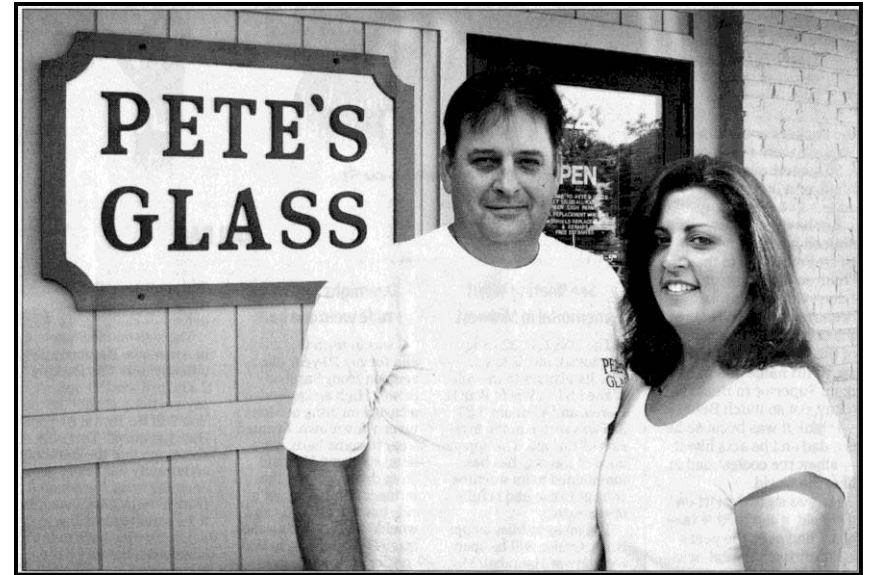
Located on the south side of Third Avenue between
Broadway and Birch Street
Block 33, lot 4
Sanborn map location 112 Third Street

In 1902, **August Altpeter** was advertising a fine line of pork barrels as well as tight work. He would also do repairing. He was available southwest of the passenger depot or **227 Third Avenue**, which probably was his residence. The address southwest of the depot no doubt was his shop on **Maple Street**. Note: I have used this address to mention Altpeter so as not to have to create a page for this lone article.

In April 1947 a building permit was issued to **Berkley Chevrolet Inc.** regarding a shop building at this site.

In August of 1948 **Berkley's Lubrication & Washing** opened at this address. **Berkley's Body Shop** was located here from 1951 to 1955.

Cashman Chevrolet-Cadillac Garage Inc. is located here from 1964 to 1979. From 1982 to 1988 **Fred Karg** conducts **Karg's Service Center** here. By 1993 **Pete** and **Karen Filus** are operating **Pete's Glass, Inc.** here. Pete's parents, **Gene and Karen Filus**, purchased the building at the business startup, later Pete and Karen bought it from them. Pete's Glass would later grow to employ five employees.



Pete and Darcy Filus celebrating their 15th. birthday at Pete's Glass
In May of 2008