

BARABOO

1850-2010

CHRONOLOGY OF THE GROWTH OF THE
COMMERCIAL & RETAIL DISTRICTS

VOLUME V

Printing 2013

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BARABOO

1850-2010

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 or slower ox 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.

Author Unknown

by Joseph Wayne Ward - 2012

edited by Lou Ann Ward

142 Third Street Gem Theater circa 1914



INTRODUCTION

So much has been written regarding the history of Baraboo that to find certain information on any given subject might take longer than it took to write this book. It is my wish that this writing shall bring together most of these historical data.

The object of my research and writings is to put into print the history of the original business and commercial districts of Baraboo.

The goal of this narrative is to venture back into the early 1800's before settlers made the "Baraboo Rapids" their home, to identify and track businesses and their owners and those that followed in their footsteps. There has been a lot written over the years about those early times, but to sort through it all and to pick what I considered to be historically correct was a task.

I will confess, and you will no doubt agree as you read on, that I am not schooled in writing. My work life was spent as an engineer designing molds for molding plastic products as well as designing special tooling for secondary operations on manufactured products.

I have not produced a written bibliography of my sources but let it suffice to say, that my research required the scouring of more than 6,000 Baraboo weekly newspapers, which were printed between 1850 and 1967, many scrapbooks, city directories, phone books, etc.

This required time equivalent to 3 to 5 hours a day, 5 to 6 days a week for 10 years; also, many people have contacted me from near and far

with family histories and pictures. My major book sources were and continue to be the twenty-volume *Wisconsin Historical Collections*,

published from 1855 to 1915. I also have a large library of other historical books including many volumes of "*The Proceedings of the State Historical Society of Wisconsin*".

The index and index addendums consists of over 8000 names and businesses that have occupied this area since the 1840's. There may be duplications but I feel that is better than an omitted entity.

Historical writings are full of mistakes and the writings herein will prove no different. It is my hope that people will come forward and in a constructive manner suggest corrections and/or additions. So please make a good case, with documents and pictures if possible.

It is also my hopes that someone will step forward and volunteer to make additions and corrections to this live chronology and take some of the load off of the now author.

It has been an impossible job to give credit to the source for each and every photo due to the fact that many people donated the same image. I have however, endeavored to credit

everyone that provided data and pictures. If you were missed, please do not feel offended. Make it known to the author and the next printing will correct the matter.

Thank you and enjoy!

Joseph W. Ward

These Five Volumes represent the final printing regarding the chronology of the growth of the Baraboo business and commercial districts from 1850 to 2010.

- Volume I:** Includes indexes of Baraboo & West Baraboo followed by the "About Section".
- Volume II:** Includes a continuation of the "About Section", followed by the "Trivia Sections I, II, III & IV" and Ash Street and Broadway.
- Volume III:** Includes "Fifth Ave. & Street, First Ave. & Street, Fourth Ave. & Street, Lynn Ave. & Street and Oak Street (terminating at 508 Oak Street).
- Volume IV:** Includes Oak Street (beginning at 510 Oak Street), Second Ave. & Street, South Boulevard (north and south of the viaduct), Third Ave. and Street (terminating at 123 Third Street).
- Volume V:** Includes Third Street (beginning at 125-127 Third Street), Vine Street, Walnut Street, Water Street, West Baraboo (formerly Lyons), Highway 12 (aka BD) south of the Baraboo River, West Pine Street (Highway 12 aka BD, north of the Baraboo River) and a 93-page intensive study of Baraboo dated 1989.

Study the following "Contents Pages" to become familiar with the layout of these five volumes.

BARABOO

1850-2010

Please Read the Following

Volume I contains a "**Primary Index**" of over 8,000 Baraboo businesses and business people and in most cases will refer you to a specific address or section in volume I, II, III, IV or V of "**BARABOO 1850-2010**".

Following the Primary Index is a "**Primary Index Appendix**" where you will find most recent additions. Following the Primary Index Appendix you will find the "**West Baraboo Index**"; at present most coverage of West Baraboo is limited to Highway 12 south of the Baraboo River and West Pine Street which is north of the Baraboo River.

Contents will be found in the order listed

"PRIMARY INDEX", "PRIMARY INDEX APPENDIX I" AND "WEST BARABOO INDEX" WILL BE FOUND IN VOLUME I

VOLUME "I"

Indexes

Primary Index, Primary Index Appendix I, West Baraboo Index.

The "About" Section (Includes Volume I & II)

AAUW, Baraboo Branch	Vol. II, Section U
Baraboo	Vol. I, Section C
Baraboo, How Named	Vol. I, Section D
Barn Restaurant	Vol. II, Section V
Baseball in Baraboo	Vol. II, Section W
Basketball in Baraboo	Vol. II, Section WW
Bridges of Baraboo	Vol. I, Section I
Catholic Church History	Vol. I, Section L
Church Bell, First	Vol. II, Section R
Devil's Lake Area	Vol. I, Section N
Devil's Lake, Legends Of	Vol. I, Section NN
Devil's Lake, "A Lake Where Spirits Live"	Vol. II, Section O
Farm Kitchen Restaurant	Vol. II, Section V
Girl Scout Camp, Devil's Lake	Vol. II, Section P
Haraszthy, Count Agoston	Vol. II, Section T
Highway 12, Evolution Of	Vol. I, Section BB
Ho-Chunk & Winnebago Explained	Vol. I, Section AA
Iron Horse & Orphan Trains	Vol. I, Section H
Kashawagos	Vol. II, Section Z
Newspapers, Local	Vol. I, Section J
Parks of Baraboo	Vol. II, Section S
Post Office History	Vol. I, Section M

Ringling Home, Yellow	Vol. I, Section F
Ringling-Potter Farm	Vol. II, Section Y
Sauk County	Vol. I, Section B
Sauk County Place names	Vol. I, Section BBB
Sauk County Fair	Vol. I, Section K
Schools of Baraboo	Vol. I, Section E
Street Names & House Numbers	Vol. I, Section G
Warner Memorial Road	Vol. II, Section Q
Whiskey Rebellion of 1854	Vol. II, Section X
Wisconsin, The Badger State	Vol. I, Section A

VOLUME "II"

A Continuation of the About Section

Section O through Section Z

"Trivia" Section I

In the following order

Island Water Power including, Island Woolen Mill, Abraham Wood, Wallace Rowan, Ryan Hollenbeck, Baraboo Manufacturing Company, McFetridge Home.

"Trivia" Section II

In the following order

Baraboo Fire Dept., Including Southside Hose Company, First Store in Baraboo, The Dead, Baraboo Auto Sales & Service Company 1932, Hulda's Grocery, National Guard Armory, Baraboo Cash Store, Art's bait Shop, Audrey's Bait Shop, Audrey's Hair Salon, Ron's Bait Shop

Contents Continued

"Trivia" Section III

In the following order

New Garage at Eighth & Elizabeth, New Ritz Filling Station, The Rialto Hotel, Devil's Barbecue, Larson's Garage, Marriott Filling Station, Premo House, Zeitler Filling Station, New Ritz Restaurant, Gunnison

Manufacturing Company, Badger Ordinance Works, Trailer camps, Madison to Badger Rail, Victory Heights, Baraboo Concrete Company.

Onikul Salvage Yard, Edward's Garage, Baraboo Brickcrete, Rosenthal Machine Shop, International Crane Foundation, V. C. Hunt Sawmill.

"Trivia" Section IV

In the following order

Lower Water Power, Col. James Maxwell, James Alexander Maxwell, Henry Howard Potter, Hops Raising, Count Haraszthy, Manchester and the Lower Water Power.

Beginning "Streets and Avenues"

Ash Street

Broadway

VOLUME "III"

Fifth Avenue & Street

First Avenue & Street

Fourth Avenue

Fourth Street

Lynn Street

Oak Street (Terminates at 506-508 Oak Street)

VOLUME "IV"

Oak Street (Beginning at 510 Oak Street)

Second Avenue & Street

South Blvd. (North of the Viaduct)

South Blvd. (South of the Viaduct)

Third Avenue

Third Street (Terminating at 123 Third Street)

VOLUME "V"

Third Street (Beginning at 125-127 Third Street)

Vine Street

Walnut Street

Water Street

West Baraboo Village (Lyons)

West Baraboo Highway 12 (BD) South of the Baraboo River

West Baraboo Highway 12 (BD) North of the Baraboo River

AKA West Pine Street

Baraboo Intensive Study

Credits

The Sauk County Historical Museum, as well as the staff, has been relied upon heavily in gathering data on the commercial district bordered by the Lynn St, Walnut St, Ash St, Fifth St and Ave, Broadway and S. Boulevard. The staff's help has been invaluable and this history could not have been compiled without their assistance.

In 1989 the Historical Preservation Division of the State Historical Society of Wisconsin completed an Intensive Survey of Baraboo. Paul Lusignan was the Project Director while the Principal Investigator was Marla Miller. The purpose of the survey was to identify, research and evaluate the significance of commercial and religious properties, which contribute to the city's heritage. I have relied heavily upon Marla Miller's "Description of the Architecture" of downtown buildings and assign full recognition to her and the Historical Preservation Division for the architecture description herein.

The photos have come from a plethora of sources including but not limited to donors, magazines, newspapers, scrapbooks, and posters. If they were of poor quality when I found them, they probably still are. I have used different photo editors in my efforts to clean them up. But, rest assured, that in research, a poor quality photo is infinitely better than no photograph at all. Many times, more than one individual would donate a similar photo. Therefore, no credits are given at the photo sites.

Many others, too numerous to mention, have provided materials as an aid to my research. Future researchers will say "thanks." to the entirety of those above plus those listed below.

Paul Wolters, Tom Osborne, Fred Dahlinger, Baraboo National Bank, "Rube" & "Reg" Arndt, Circus World Museum, M. C. Page Jr., Darlene (Wedel) Parsons, Mary Hein, Bud & Ardyth Cady, Jeanne & Chuck Marking, Mrs. Geraldine Larson, Fred Kruse, Jim Isenberg, Sonja Stauffacher, Martin & Juanita Schadde, Robert & Sharon Madland, Betty Krueger, Sherry Towns-Greenwald, Kathy Waddell, Lou Ann Ward, "Heavy" Burdick, Ellen (Mauer) Blevens, Don Pierce, Carol Sorg, John McNabb, Viola Erlandson, Dr. Robert Dewel, Mary Farrell-Steve, John Geoghegan, Robert Hirschinger, Jewel Madalon, Peter Shrake, Ralph & Joan Pierce, Jeff Hill, Jane Chatelain, William Cash, Matthew "Bud" Mandt, Kay Pilger, Cathy Sperl, Robert Ott, Marlene Cleveland, Lenora Bochler, Sandy Edwards, Allen Paschen, William Schuette, Judy Garski, Tanya Frenzel of Humane Manufacturing Co., Maggie Youngquest, Mrs. Harold (Esther) Platt, Al Dippel Jr., John Dippel, Debbie McNicol, Gary Wegner, Rob Byxbe, Paul Young, Merlin Zitzner, Jan (Effinger) Kosek, Sharon McArthur, Eugene Zehnpfennig, Aleen Behrman Steinberg, Ron Marquardt, Gertrude Sadoff, Robert Young, William "Mick" and Carol McIntyre, Dan Lewison, Craig Schlender, Bud Gussel, Sandra Perry, Dr. Tom Ritzenthaler, Wm. "Mick" McIntyre, Lyle Opperman & all my friends on FaceBook.

If..your name is missing please let the author know...it will be added to the list, it is not intentional.