

125-127 & 125-1/2 Third Street

125-127 Third Street

Wild/Clavadatscher-Witwen Block

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

Block 26, lot 9

Sanborn map location 206 Third Street

Architectural Description

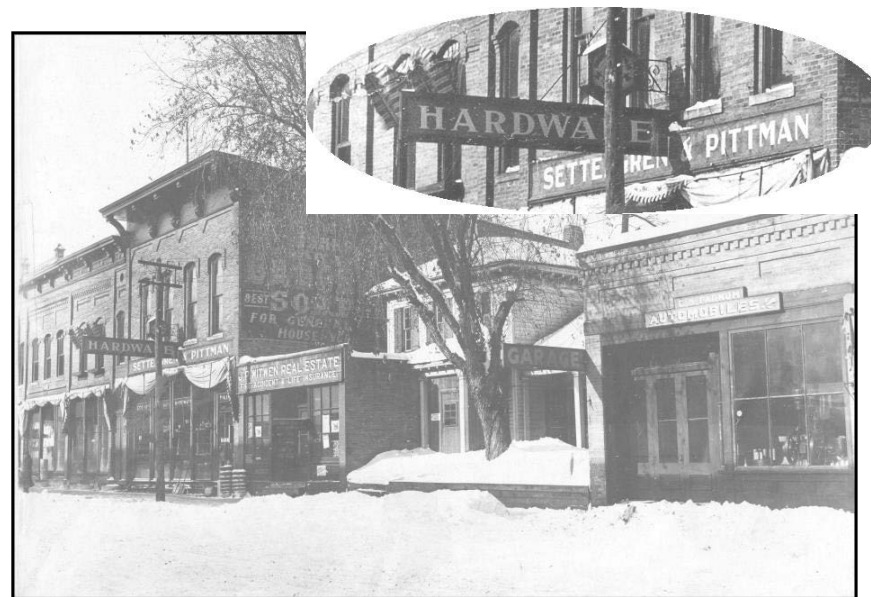
Unfortunately, this building has undergone a great deal of transformation. The pressed metal cornice, unique in Baraboo as it carried in relief images of household goods (i.e. lamps, kettles, pitchers, etc.), has been removed and replaced with sheets of metal. Four segmented-arched windows have been removed and the openings covered. Still extant as of this writing are four corresponding window hoods, as well as simple brickwork beneath the roofline. The original storefront has been removed and replaced with contemporary materials, the lines of which do not correspond to the original plan. Despite alterations, the building is considered a contributing element of an intact blockface.

In December of 1874, **J. B. Tinkelpaugh** had a **Restaurant** at approximately this address, advertising Oysters by the quart at fifty-cents. In January of 1875, Tinkelpaugh sold his restaurant to **Messrs. D. N. Nickerson** and **Samuel Steele**.

In March of 1886, the frame building located at this site and owned by **Louis Wild** was destroyed by fire. The **Millinery Store of Mrs. Charles Wild** and the **Confectionery Factory and Store of A. B. Willett** occupied the structure. There was insurance on the building of \$1,000 and \$1,250 on the goods, property and fixtures of Mrs. Wild's Store. Willett held an insurance of \$200 on his stock and his loss was adjusted to \$160. Willett re-opened his business across the street in the Bow building.

Tobias Clavadatscher and **John Witwen** evidently purchased the empty lot because they constructed a building here in 1886 to house their dry goods business known as "**The Fair**." George Capener did the carpentry, August Kamrath was the mason and D. W. Worth did the brickwork.

In 1886 T. Clavadatscher and John Witwen joined forces and had George Capener build a new building at this address, which would



L-R Settergren & Pittman Hardware, J. P. Witwen Real Estate & Insurance, C. H. Farnum Garage

house their new establishment known as **The Fair**. Prior to becoming associated with Clavadatscher, Witwen was Sauk County's efficient clerk. The company moved here from a building that was located at approximately 115 Third Avenue. An interesting amenity in their new store was what was referred to as a "level wire-shooting car for the transmission of cash from the clerks to the cashier". In May of 1888, Clavadatscher sold his interest in this building and "The Fair" moved to 125-129 Third Avenue where the business occupied two storefronts.

On September 1, 1886, the "**New Fair**" opened with the grand opening following on September 8. It was the largest and finest building of its kind in the city, with an entire plate glass front. The store was lighted by 45 gas jets and heated by a furnace. Eight shooting car lines were used to carry cash from various parts of the store to the cash desk.

This address was listed as 315-317 Third Street in the 1890 Sauk County Directory.

125-127 & 125-1/2 Third Street

In April of 1888, Henry and William Marriott purchased this building from T. Clavadatscher and John Witwen.

Henry and William Marriott started the **Marriott Brothers' Hardware Store** at 421 Oak Street in 1879, later moved to 130 Third Street and in 1888, moved to this site. In August of 1895, the Marriott Brothers were planning an expansion of their store on Third Street. These plans included installing an elevator which would run to the lodge hall upstairs and putting a second story over the tin shop which would give them a room 20 X 40 feet for storage. The plans also included taking out a portion of the rear wall of their present building and erecting a two-story addition 12 X 30 feet, the lower part of which would constitute an addition to their present storeroom. This would make their store, including the tin shop, 33 X 120 feet with a basement the same size, a storage room on the second floor 20 X 40 feet and a warehouse extending to the alley 12 X 20 feet. The completion date was expected to be about Sept. 1, 1895.

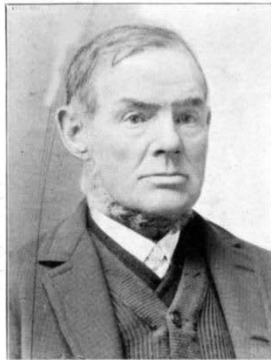
Henry was born in England in 1855 and came to Baraboo in 1870; by 1877 he was employed in the supply department of the Northwestern and then in 1881 he engaged in the hardware business, buying the interests of his uncle, **Isaac Green**. Henry was married in 1876 to **Martha J. Mould** of Baraboo. They had one daughter, **Hattie**.

Henry Marriott died in March of 1902 at the age of 47. At that time it was probable that no man in Baraboo would be more missed. He was popular in every way, and in no way in his life was there ever any zealous effort to gain his popularity. In business, he was all business, but when the business hours were over he gave himself over to his inclinations socially so fully that he was ever one of the foremost in a gathering, as his thoughts were in what he was participating in. He

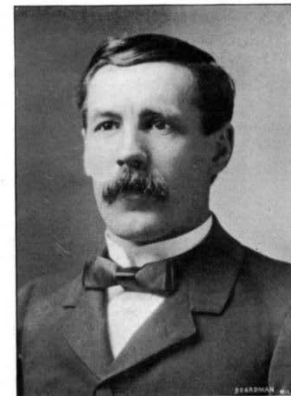
had become so thoroughly inoculated with the interests of Baraboo that he had a hand in almost everything that was for the good of the city and many of the industries and local improvements had the stamp of his push and the aid of his influence and capital.



William Marriott



Ebenezer Marriott



Henry Marriott

Besides his bereaved wife and daughter. Mr. Marriott was survived by his father, three brothers and four sisters **Ebenezer Marriott**, the father, was born in England on March 17, 1822 and was a horseshoer by trade. In 1844 he was married to **Miss Rebecca Green** of Wollaston, Northamptonshire. The Marriott's children were Mrs. Benjamin Clark, Mrs.

William Toole, Edward G., Mrs. R. Willby, Henry, William, Ezra H. and Mrs. C. F. Neitzel of Almond Wisconsin.

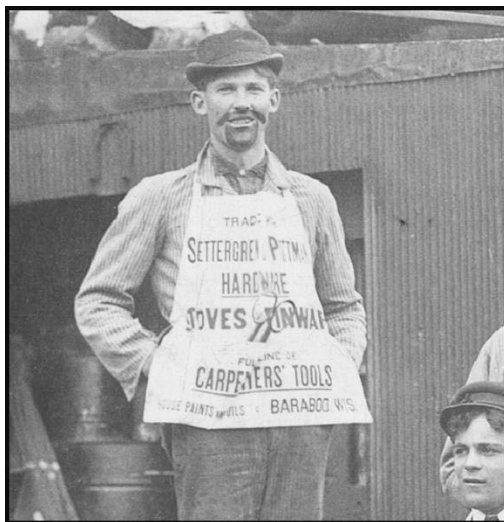
William Marriott, the second member of the firm of Marriott Brothers died two days after his brother's funeral at the age of 41. William was ill for about 10 days, and because of the deep attachment between the brothers, he was not told of his brother's death. William was also a native of old England and after coming to Baraboo he attended the public schools and then learned the Tinner's trade with Gattiker Brothers. In October of 1880, with his uncle, Isaac Green, he purchased the hardware business of Stallman & Wheeler, and the following April the firm of Marriott Brothers was formed. He was married in 1881 to **Miss Laura M. Sorenson** of Madison. They had two children, **Ada** and **Willie**.

F. E. Settergren & Co. of Baldwin, Wis., in conjunction with a Mr. Pittman purchased the Marriott Brothers' hardware stock and business.

125-127 & 125-1/2 Third Street

They took possession on Monday, April 14, 1902 under the appellation of **Settergren & Pittman Hardware**. The Settergren concern had been in business at Baldwin for 17 years and was touted as a successful institution. The store at Baldwin was continued but Mr. Settergren made his home in Baraboo.

It is interesting to note that in 1905, the firm opened a "Frogery." It was a wholesale business in the buying and selling of live frogs that were purchased in Minnesota. Already in the spring season they had sold over 14,000 frogs to various establishments in Wisconsin. Most of them would be used to attract Wisconsin's black bass.

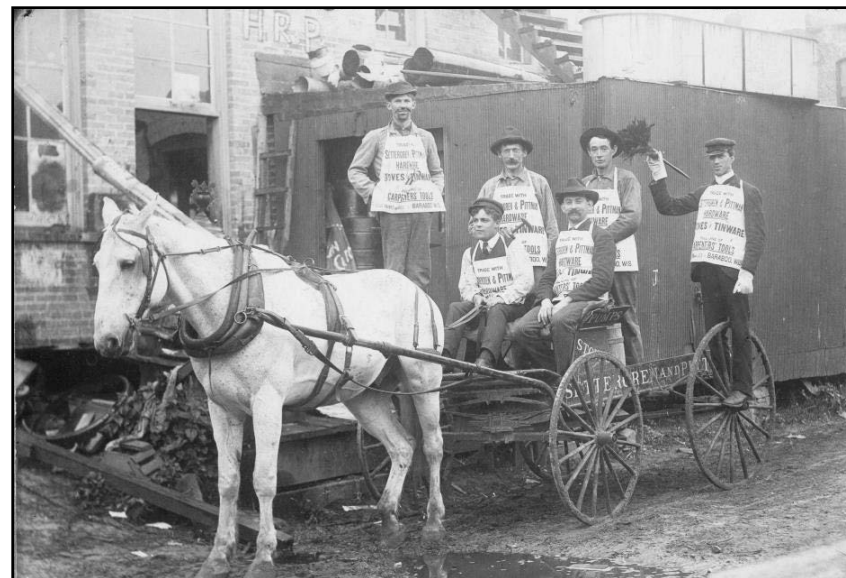


There were many parties interested in the business but due to the large stock in the store there were few that could raise the money necessary to make the purchase.

William J. Radtke, who had been an efficient clerk in the store for the three years past, continued with the new firm.

The firm of Settergren & Pittman dissolved in 1909, Mr. Settergren keeping full charge of the new **Settergren Hardware Co.**

It was reported in January of 1912, that Settergren had purchased the property then occupied by the Boston Store from I. Fuhrman on the corner of Third and Ash Streets. Possession would not be taken until March of 1913. Settergren's lease on the building he occupied at 125-127 Third Street expired at that time. When Settergren



Settergren & Pittman Hardware Employees circa 1902-1909

vacated the Marriott building, the Marriott Hardware Company would move there from their present location on Walnut Street.

In March of 1916, **Mrs. Martha J. (Mould) Marriott** sold her interest in this building to the hardware firm. Mrs. Laura Marriott owned the other half interest in the property.

Mrs. Mary A. Settergren was listed as President of the company in 1917. F. E. Settergren was unable to renew the lease after 1921, on the Marriott building located at this address so he had to make a change. The firm planned on having a closing out sale and whatever stock there was left would be taken by the Lee-Radtke hardware store of which Mr. Settergren had purchased an interest.

The **W. T. Marriott Hardware Company** was organized as a corporation with a capital stock of \$25,000.

125-127 & 125-1/2 Third Street

SPRING IS HERE.----MARRIOTT BROS.
Can be found at their
HARDWARE STORE
WITH A COMPLETE LINE OF
-SPRING || GOODS,-



**-1889-
Monarch Improved!
-1889-**
The Simplest and Best
==GASOLINE STOVE==
Ever Produced.

Their store is full of goods consist-
ing of Farmer's and Mechanic's
tools, Barb Wire, Building
Hardware, Nails,
Churns and

Tinware. Prices Lower than Ever.
Double Store,
315, 317, 3d St. MARRIOTT BROS.

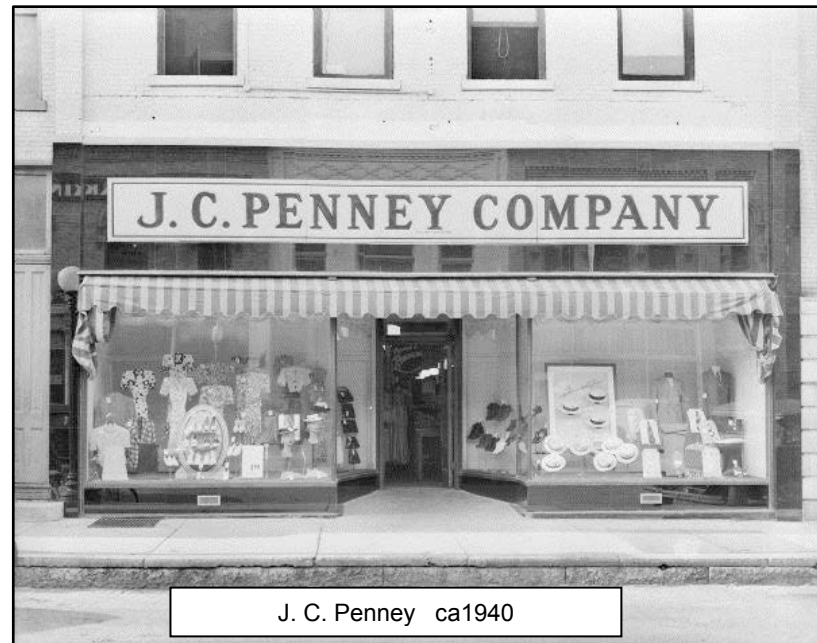
On March 1922, the new company would then take over the building at this address. A new copper front was installed, a new steel ceiling put on, the cellar was lowered by two feet and a concrete floor laid, a large office and restroom balcony was to be built in the rear of the building and the entire interior was refinished and repainted.

The new firm expected to be open for business about the first of April, and in fact had their grand opening on April 1, 1922 with all new stock and fixtures and expected to carry one of the largest and most complete stocks of hardware in Sauk County

However, in 1928, Marriott, for 28 years a local hardware

dealer, closed out his store's entire stock, valued at \$18,000. Considerable remodeling was done prior to J. C. Penney taking occupancy. Mr. Marriott was in business on the south side for 13 years. This location had been a hardware store for the prior 40 years, the first business being started here by William and Henry Marriott, father and uncle of W.T. Marriott. Mr. Marriott continued ownership of the building until at least 1942.

In March of 1929, the remodeling of the Marriott building on Third Street was practically complete and the store was ready for occupancy by the new **J. C. Penney Store**. **W. C. Miller** was the contractor on the job, which consisted of tearing out partitions at the rear, making the building one of the longest in the city, erecting a balcony for an office. Three new I-beams were put in to replace the brick partitions at the rear. Steam heat, new lighting and fresh buff paint throughout made the building attractive.



125-127 & 125-1/2 Third Street



The "Fair" Store

circa 1887

J. L. Chipman of Watertown became the local manager in March of 1929. In 1937, **Lawrence Berres** was manager. **Earl C. Saws** was listed the owner in the 1938 city directory while **Mauritz C. Nelson** was listed as owner in the 1955 directory. In November of 1959, manager Gordon C. Venema, announced that the J. C. Penney Company had leased the building next door at 129-133 Third Street. Plans were to take occupancy in the early part of 1960.

In April of 1961, **Thompson's Walgreen Drugs** moved to this location from 413 Oak Street.

Bruce A. Aderhold and **Fred O. Rafeld** purchased this pharmacy. The Snyder Drug Store in Green Bay had previously employed both men.

They were still listed as partners in the 1971 city directory. Bruce Aderhold was listed as the owner through 1995. **Judith**

Hoffman- Harms, owner of **The Grainary**, took over the ownership of the Granary in 1982 after a major health crisis.

It was located on Oak Street at the time but moved to this address in 1996. In July of 2000, the business celebrated 22 years in business. **John and Sandy Kessenich** purchased this business and the building in June of 2006.

125-1/2 Third Street

(Up Stairs)

1905 "Miss H. Glarner, Milliner"

1905-1917 "Baraboo Lodge No. 47, Knights of 1905 "Benevolent and Protective Order of Elks"

1917 "Baraboo Aerie No. 615 (F.O.E.)"

1917 "M.W. of A., Devils Camp No. 390"

1917 "Royal Neighbors of America Minnewaukan Camp No. 127"

1917 "Brotherhood of Railway Lodge No. 177"

126 Third Street

126 Third Street

Miles and Reuhland Block

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

Block 35, lot 3

Sanborn map location 232 Third Street



Luther Saloon Picture taken from rear of saloon buffet at right

Architectural Description

A broad triangular pediment stretches over the center three bays of this seven-bay two-story brick block. Corbelling provides ornamentation at the roofline and over the storefronts. Round-arched windows are extant on the eastern half, but have been bricked over on the west, and smaller modern windows inserted. Brick window hoods and a continuous stone sill provide additional detail, as do brick pilasters that flank the center bay, an entrance to the second floor. The eastern storefront is framed with Carrara glass. The storefront to the west has been altered and replaced with modern materials.

In August of 1877 a stifling smoke awakened Herman Saare, who lodged in the upper part of Longley's new building at 124 Third Street, adjacent and to the west of **James Cowles' Blacksmith Shop** which occupied this site at the time. The blacksmith shop, which had been located here as early as 1874, was crushed by the collapse of the east wall of Longley's building.

In March of 1880, Cowles sold this lot to **Jonathan Miles** and purchased one half of the wall to the east, the west wall of H. H. Webster's building.

Next **J. Miles** and **H. Reuhland** erected a building here as a double business block in 1881 to house a store (130 3rd.) and a saloon (126 3rd.). Each two-story, 24 X 70 store cost \$3,000 to erect.

The **John F. Luther Saloon** operated at this address between 1881 and 1900. On Tuesday, June 30 of 1896, an explosion of escaping gas caused some serious results. Just prior to the sad affair gas was detected in the saloon and the proprietor and his son, Otto, commenced to make an investigation. The son led the way to a rear room, mounted a stepladder and struck a match to determine where the leak might be. The gas was very dense near the ceiling and no sooner had he lit the march than the explosion took place. The young man's clothes took fire and all that was left of his shirt and vest were just a few fragments. He was severely burned from his head down as far as his waist and was in great agony. John Luther, the proprietor of the place, was also severely burned about the face, back and hands. When the flames accompanying the explosion burst forth, the visitors in the saloon rushed for the street and for a time the wildest excitement prevailed. **Otto Luther**, who was so badly burned by the explosion, passed away the next morning. He would have turned eighteen on the second day of July. Besides his father and mother, Mr. & Mrs. Fred Luther, he left one brother and one sister, William Luther of this city, and Mrs. Annie Graham of Spooner.

In 1900, John's son, **William F. Luther**, assumed proprietorship of the saloon, and it was renamed **William F. Luther, Sample Rooms**.

126 Third Street

In September of 1904, Luther installed a new tile floor and new mahogany fixtures, making the saloon, as reported, one of the finest saloons in central Wisconsin.

By 1918, Luther had added two bowling alleys and then about 1920 W. F. took in his son as a partner thus, **William F. Luther & Son Bowling Alley and Soft Drink Parlor** was established. It was wished that the bowling alley would somehow replace the income loss that the Volstead act had created.

Andrew Volstead, a leading Republican member of the House of Representatives, was the author of the National Prohibition Act (also known as the Volstead Act) that was passed by Congress in 1919. The law prohibited the manufacture, transportation and sale of beverages containing more than 0.5 per cent alcohol. The act was condemned by a large number of the American population who considered it a violation of their constitutional rights.

One of the consequences of the National Prohibition Act was the development of gangsterism and crime. Enforcement of prohibition was a difficult task and a growth in illegal drinking places took place. People, called moon shiners, distilled alcohol illegally. Bootleggers sold the alcohol and also imported it from abroad. The increase in criminal behavior caused public opinion to turn against prohibition. In 1933 prohibition was repealed by the adoption of the 21st Amendment.

Nevertheless, in December of 1927, **William F. Luther** offered his bowling alleys and soft drink parlor for sale. Luther stated that his plans were to vacate the building about the first of January and that no definite plans had been made for the future. The bowling alleys were removed in January of 1928 and evidently placed in storage.

William Luther, who as a child came to Baraboo with his parents from Chicago, died at the age of 64 in June of 1938.

The back bar was then moved to the Square Tavern which was located at 101 Fourth Street and owned by P. A. Youngbeck. Later the tavern and the back bar was relocated to 124 Fourth Avenue where it exists today, many many years after it was first put into use.

In August of 1928, **George G. Rosen** of Prairie du Chein leased this building and opened the **Rosene Style Shop**, a lady's ready to wear shop and a millinery. **Leo K. Brenner** would manage the new



Johannas "John" Luther on left circa 1890's

store. In February of 1929, **W. D. Crane** of the **Francine Apparel Shops** purchased this store. In September of 1929, **Mr. & Mrs. Al Fredman** purchased and took over the operation of this business. The Fredman's had operated a Francine Shop in Northfield MN. The Baraboo store had sat empty for several months prior to the Fredman's moving here. There is evidence of the **Francine Shop** operating in this building until at least 1940. In 1941 the shop was operating out of 114 Third Street.

In mid 1933, Dr. & Mrs. R.D. Walling of Madison moved to Baraboo to reside, making their home at 126 Third Street. Dr. Walling, who was an osteopathic physician and surgeon, then opened in Baraboo, the office of **Dr. Walling, Osteopathic Physician & Surgeon** and conducted his practice on Third street, using the same waiting room as Dr. F.E. Wood, dentist.

Dr. Walling was not a stranger here since he had maintained an office in Baraboo since April of 1933, spending two days a week here.

126 Third Street

He gave up his practice in Madison to devote his full time to his Baraboo office.

Dr. F. E. Wood, Dentist maintained his practice here until at least 1941.

As of this writing no other records have been located for the time between 1927 and 1941. In July of 1941, **Julia Ruhland** was issued a building permit to remodel this building.

On October 20, 1941, **Guy Armitage** of Milwaukee purchased the **Western Auto Associates Store** from **H .J. Kruse**. Kruse was planning on moving to Arizona due to health problems. He planned on opening another store there.

In 1944, **Chester Teich** of St. Paul purchased the store. The former owner, **Ralph Wanger** had entered the service. **Chester J. Teich** was listed as owner in the 1950 city directory.

In December of 1962, **Mr. & Mrs. Emil Ploenske** purchased this building from **Mr. and Mrs. Robert M. Okern** of Milwaukee.

Clarence W. Born who was leasing this building at the time would continue the operation of the Western Auto store. Born was still listed as operating here in the 1968 city directory.

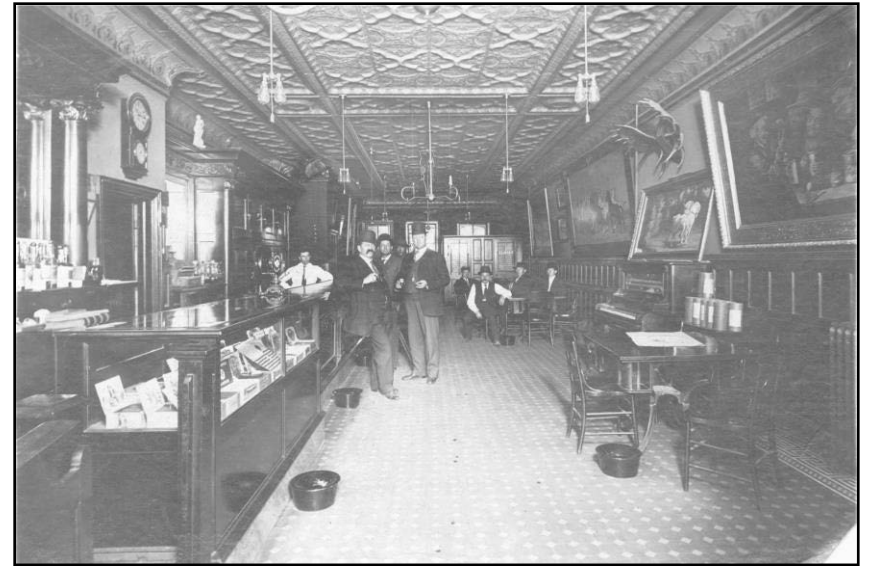
In 1969 the building was divided into two storefronts, 126 Third Street west and 126 Third Street east.

126 Third Street west

Between the years 1971 and 1995 the **Christian Science Reading Room** was located here. **Marjorie M. Getschman** was listed as librarian in the 1971-1976 city directory. **Laske Reiger** held the same position 1988-1993. In 1996, the Reading Room had moved to 602 East Street, the Christian Science Church location.

In 1995, **Carolyn Kennedy** established **World Beat**, which marketed gifts from around the world.

Later in 1997, **Jody Statz** moved her **Sweet Dreams Chocolate & Candy Shop** here from 840 Highway 12; The **Clothes Line**, also known as **Retakes**, was established here in 1999 by **Martha Bear and Mary Summers**. Mary Summers moved the operation to 129 Fourth Street in March of 2002.



Luther Saloon viewed from front

Then in 2002, **Tara Frame and Corey Luke**, owners of **T. C. Ink Screen Printing** located here to serve the community with custom screen-printing and embroidery. They also carried a line of tie-dye clothing, body jewelry, and candles.

126 Third St. East

About 1970, **John H. Fletcher, owner & GIA**, also a master watchmaker, established **Fletcher Jewelry** here. The business remained active until 1997.

On September 20, 1998, **Steve and Bob Parker** opened **Parker Brothers Used Appliances** and remained here until September of 1999 when they moved to 123 Walnut Street.

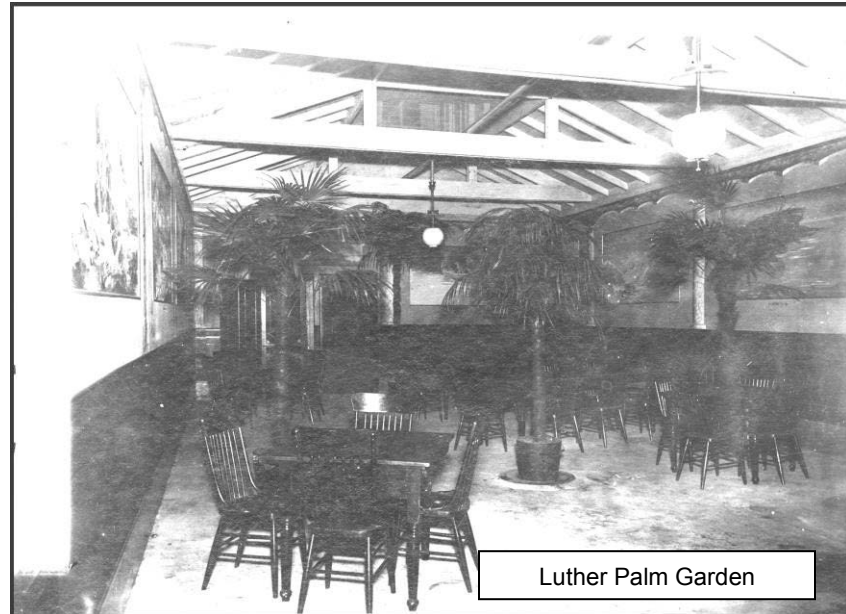
On November 12, 1999, **Kristi Oelke and Tiffany Opperman** opened the **Spin Shack Music Store** here buying and selling compact disks, tapes and records. Their grand opening was held on April 29, 2000. In October of 2002, a sign on the window directed customers to 136 Third Street, Spin Shack's new home.

126 Third Street

In November of 2002, **Julie Weinke** began renovating the former home of Spin Shack, repainting the walls, re-carpeting part of the floor and installing tile at the store's rear. Julie's would handle books that helped kids cope with losing a loved one or welcoming stepsiblings. At **Baka Book**, the name was an acronym for "buy a kid a book. Weinke learned the need for supportive literature after the April 1998 death of her husband Rich, a Sauk County Sheriff's deputy. Julie expected to use the eastern half of the store at first.

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

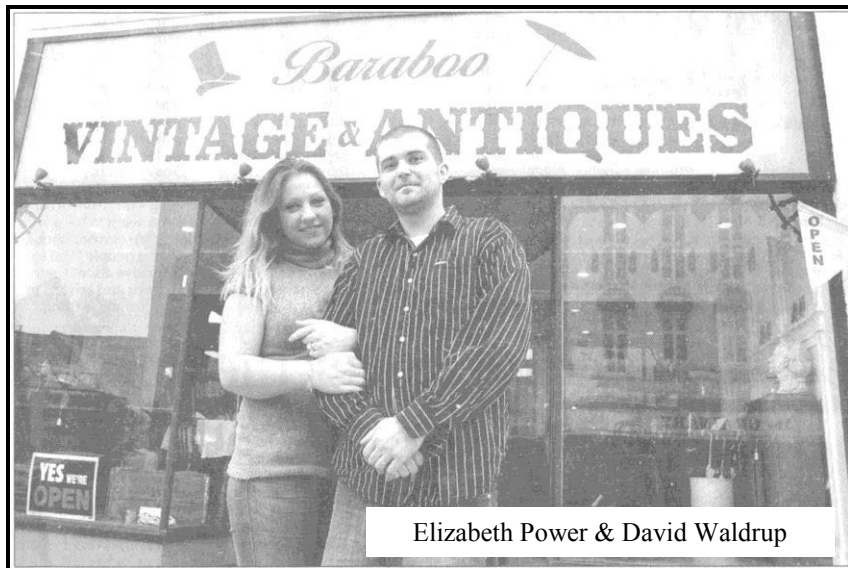
The new owners of this building were **Charleen Gray** and her



daughter, **Kymberlee Miller**. Gray and Miller were owners of the **Wedding Emporium** which was formerly located at 137 Third Street and which they purchased about 2000. The divider was removed and the whole building was to be utilized by the new business. In December of 2005, this site was vacant.

On March 13 of 2006, **Debbie Hanson** opened the **Cheese Chest** at this site, utilizing the complete first floor. The cheese, wine and sandwich shop boasted of offering 80 varieties of wine and cheese including hard to find imports. Hanson had been employed by the Sherwin Williams paint store for the prior 20 years. July of 2007 found this site empty and a "For Rent" sign in the window. **Elizabeth Power** and **David Waldrup** opened the **Baraboo Vintage and Antiques** store here in November of 2008. They planned on specializing in the sale of consigned vintage items, furniture and collectables. Formerly of Janesville, the couple relocated to Baraboo four years ago after visiting as tourists and falling in love with the community. By May of 2009 the building was sitting empty.

Susan Kolb opened **Upscale Boutique** at this address in August of 2010.



126-1/2 Third Street
1935 **Dr. F. E. Wood**

129-133 Third Street

129-133 Third Street

Gibson Homestead/ Schoenfeldt/Risley Block

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

Block 26, lot 11

Sanborn map location 207-208 Third Street



L-R Settergren & Pittman Hardware, J. P. Witwen Real Estate & Insurance, C. H. Farnum Garage

Architectural Description

The original store was 40 X 100' with four floors for sales, including the basement and mezzanine. Heavy cast iron surrounded three tiers of display windows beneath an enameled terra cotta arch. A band of cartouche stretches across the roofline. Terminated by larger terra cotta panels at each end. The cream brick is from Katanning, PA. All masonry trimmings on the façade, including pilasters, cartouches and cornice are of vitrified mat-glazed enameled terra cotta. The windows were covered up with metal sometime between 1952 and

1957, while the building was occupied by Herberger's Department Store.

George Gibbons was born in the county of Kent, England in 1826 and came to America when six years old. He fought in the civil war with Co. A, 19th. Regt. Wisconsin Volunteer. Gibbons was a lad of 15 when his family left Log City, later known as East Eaton, New York, for Wisconsin in the 1840's.

He and his brother-in-law, **W. D. Truax**, came to Baraboo with their families in May of 1850. The first night he and his wife stayed with a blacksmith by the name of Brill. The next day they found a little shanty just back of where the Unitarian Church stood in 1897 and moved in. Truax purchased the blacksmith shop from Brill. They then looked around for another shop for Gibbons and ended up purchasing a lot from Jim Maxwell somewhere in the middle of the north side of the 100 block of Third Street and putting up a shop there. That site is believed to have been at this location. Gibbons obtained, what he called, "a generous amount of lumber, from Captain Moore for \$8.00" and constructed his shop. However, in 1852 he disposed of the building by trading it back to Maxwell for a cow. The reason for ridding himself of the property was because the building was used too much at night for purposes "not mentionable" he claimed.

It is thought that Truax was then left holding the bag and still owned this lot. Truax probably then moved his **blacksmith shop** to this address.

In 1851, Mr. & Mrs. **Gotlieb G. Gollmar** arrived in Baraboo. Gollmar set about earning a living as a blacksmith by going into business with **Truax** at the site where J. P. Witwen would later establish a real estate business, no doubt at this location. The principal business of a blacksmith shop in those days was that of shoeing cattle. Few horses were used at that time. The smithy made both the nails and shoes. The price was \$3.00 per yoke for shoeing cattle. For horses, the price was three schillings or 37-1/2 cents per shoe, and one schilling for resetting. The fuel used in the forge was charcoal which cost from 5 to 15 cents per bushel.

Gollmar was born in Meinigen, Wittenburg, about two miles from Stuttgart, Germany, on December 13, 1823. While very young he

129-133 Third Street

came to America with his parents and along with nine other families settled in Cleveland, Ohio. At that time Germans were considered heathens as they did not speak our language, and their lot was a hard one. Eventually, with the aid of an interpreter, all the families found work. Gollmar's father purchased a farm of 80 acres in Liverpool Township, about 24 miles from Cleveland. Before purchasing the farm, Gollmar drove on the same canal that the future President Garfield drove on. In fact, they had many conversations together as they journeyed along in their work.

G. G. Gollmar, at the age of 14, hired out as a blacksmith apprentice to a man in Sandusky, Ohio. At that time 16 hours made a day and all lost time had to be made up. After serving his apprenticeship, 1839 to 1843, Gollmar went to Chicago to work for the firm of Weber & Gauch. This firm was the beginning of the Weber Wagon Company. Weber & Gauch conducted the business for a year or two, but were having problems getting the woodwork ironed. That is when they hired Gollmar.

It was in Chicago that Gollmar met and wed Mary Magdaline Juliar. Mary was born in Ostein, Alsace, then France but later Germany. She came to America at the age of 14 with her parents and settled on a farm nine miles from Milwaukee on the Kilbourn Road.

After living in Chicago for about 4 years they moved to Baraboo, arriving in the Gem City on May 8, 1851. Carrying the furniture and passengers required two teams. The Gollmars remembered well their first meal in Baraboo at the Clark House on the south side. The meal consisted of small potatoes, jacketed, sour salt pork, black coffee, hard-boiled eggs with bread and butter.

They were not here long before they traded their horse and buggy to James Maxwell for a little two-room, sixteen-foot square house, which stood near the city hall. The building, with the help of 10 Oxen, was moved to the northwest corner of Third Avenue and Birch Street.

By 1856, Gollmar had constructed a shop at about 127 Fourth Street and entered business there as a sole conductor.

Gollmar and his wife celebrated their 60th. wedding anniversary in 1907. Born to this union was Jacob, George, Mrs. Carrie

Knight (formerly Mrs. M. McFarland), Edward T., William H., Mrs. Lillie Foster, showmen Gollmar Brothers, Charles A., Benjamin F., Fred C. and Walter S., Mrs. Francis C. Brown of Baraboo and Dr. Arthur Gollmar of St. Anne, Il.

Born in Germany, **Henry Schoenfeld** came to this country in 1850 and settled in Sauk City. He farmed in Honey Creek for a while and then in 1867 joined the gold rush to California. In 1875 he returned and established himself in Winona, Minnesota as a gun and locksmith. In 1877 he came to Baraboo and established himself as **Henry Schoenfeld, Gun & Locksmith**, later moving to the Mill's Block.

In October of 1877 **J. Tuzzi**, opened a **confectionery & fruit stand** here. By April of 1882, **Mr. H. W. Abbott** had moved his **millinery and fancy goods** to this building. What happened to Mrs. Abbott?

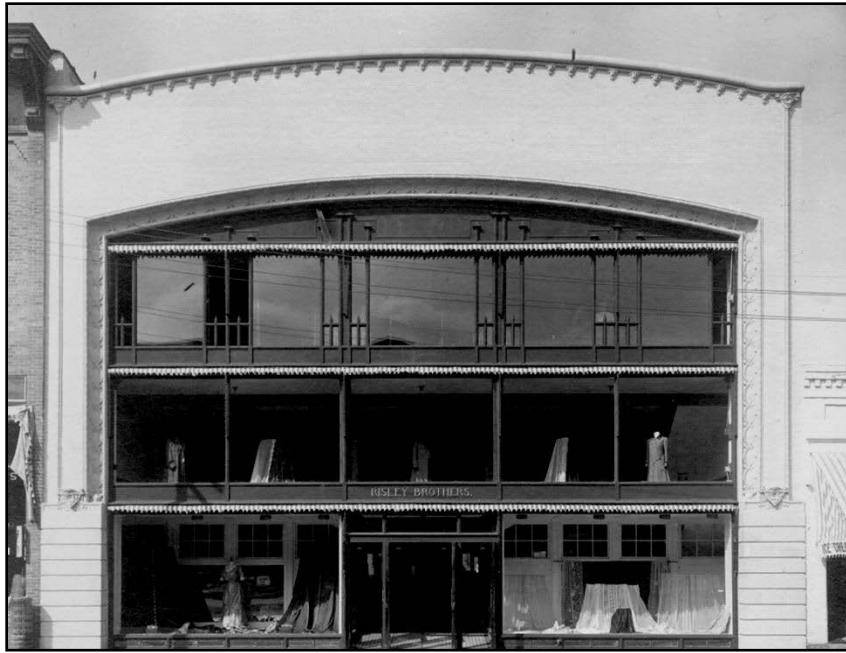
In August of 1879, Schoenfeld purchased the **Gibson Homestead** (house in the center of the picture on p.192) at this address and constructed a brick gun shop next door, which can be seen to the left of the Gibson house.

In 1886, Schoenfeld's building was seriously scorched when the Wild building to its west caught fire and was destroyed. Damage to this property was about \$50. In 1888, **A. W. Bock** moved into the house located here, reason being, it was close to his Barber Shop. In September of 1891, Schoenfeld and his wife returned to Dakota where Schoenfeld had obtained a position working with his father-in-law, **P. P. Palmer**, who was a U. S. Indian Agent there. It is not known how long they remained in Dakota but we do know they eventually returned to Baraboo where Henry took up gunsmithing once again.

In December of 1901 **W. F. Hagen's Gun Shop** advertised gun repair, electrical work and general repairing at Schoenfeldt's "old place." Hagen moved to 121 Third Street in 1903.

In November of 1902, **Charles W. Franklin** had decided to open a **photo gallery** in Baraboo and was busy fitting up the building formerly occupied by H. Schoenfeld. the only building available to him on Third Street was the small brick building located here. Franklin stated that "bricks were falling from the cornice and the inside was full of cobwebs, but by cleaning and decorating and covering the front with

129-133 Third Street



129-133 Third Street Risley Brothers circa 1910

attractive signs and using the residence for a reception room and a dark and finishing room, he managed to do a thriving business.” In August of 1903, Franklin had given up this site in favor of making a round of county fairs.

J. P. Witwen, Real Estate & Insurance promptly took residence in this building, staying here as long as 1909. Also in 1905, it was reported that **Mrs. Hoadley** of Chicago purchased the Schoenfeld property. This turned out to be an erroneous report.

The firm of **Risley Brothers, T.Frederich Risley** and **C.Edward Risley**, was established in 1901, the brothers first going into business for themselves in that year at 522 Oak street. The store was from the start a success and four years later the growing business called for more space so the adjoining building at 526 Oak, was also occupied.

For the past several years the brothers had been searching for larger quarters for their ever growing business but none had availed themselves until January of 1910, when they purchased the former Schoenfeldt property at this location from Charles Wild.

It was in the fall of 1910 that the present building on Third Street was erected. On October 19, Risley Brothers held the formal opening of the **New Risley Brothers' Store**, their new wondrous edifice at 129 Third Street. The store was hailed as one of the finest in this part of the state. The exterior gave little conception of what one would find on the interior. The store in size was 50 X 100, with four floors for sales rooms, including basement, first story, mezzanine story and upper floor. The front was of heavy cast iron for all display windows and operating parts secured in a skeleton construction of steel including masonry, of which the brick was the highest priced and best brick in the United States, made in Kattanning, Penn. All masonry trimmings on the front including pilasters, cartouches, ornaments and cornice were of vitrified mat glazed, enameled terra cotta of the highest grade.

The three upper floors of the building were entirely supported by rods hanging from steel trusses, placed just under the roof so that there were no columns throughout the entire first story, leaving the main sales room perfectly free and uninterrupted.

The site of the building was so located that it was not possible to obtain light from either side and yet Risleys had a daylight store, accomplished through the use of a large skylight wall, which together with prismatic lights in the front sidewalk provided ample light for the entire basement sales rooms.

All materials in the building were of the best of their respective kinds and no efforts were spared in accomplishing desired results in keeping with good building practices. The display windows were lined with hardwood and painted in cream-colored enamel. The entire interior woodwork of sales rooms, including trim and wood beams exposed on the ceiling, were made of birch, mahogany finished. The office, waiting room and ladies retiring room are on the mezzanine floor, located conveniently to the stairway reaching all other stairways and in this connection, it was said that the point which most impressed

129-133 Third Street

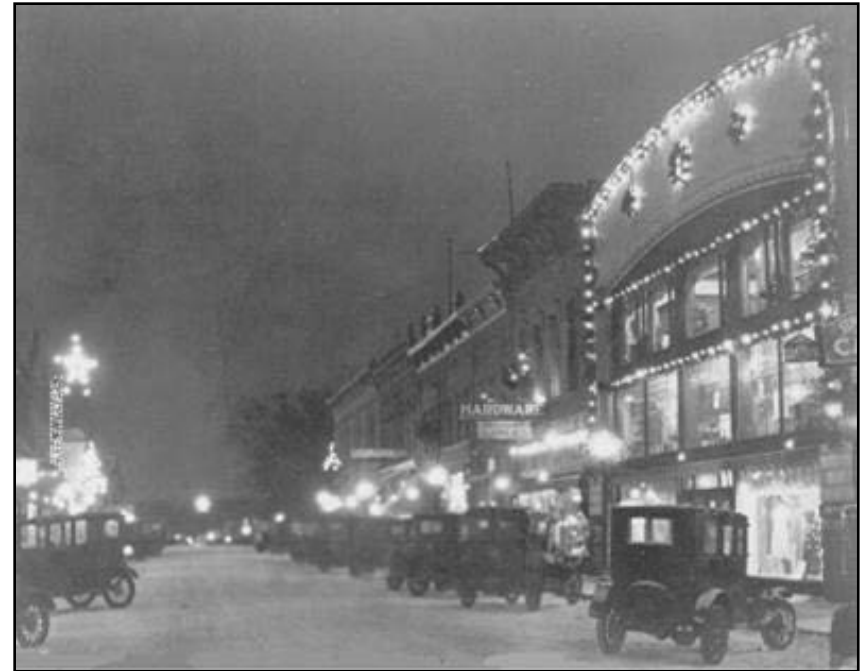
one was, that from the exterior of the store, the display of goods in each story could be readily seen and when standing on the first floor inside the building, that there was such a good view of all stories. It was evident that the management could readily see what was going on throughout the whole building and that the customers could find something of interest at every hand.

In January of 1928 a deal was concluded whereby the business of Risley Bros. heretofore conducted by T.F. Risley and C.E. Risley, was sold to a new corporation known as **Risley Bros. Company**. This company started business with a paid-up capital stock of \$50,000. The president of the company was **D.C. Cordry**, the vice president, **H.P. Dittmann** and the secretary-treasurer, **Miss Helen L. Case**, who had for a long time been connected with the old firm. Mr. Dittman, an experienced merchant, came from Sheboygan. Mr. Cordry, who was associated with the sales department of Marshall Field & Company in Chicago, would give only part of his time to the new business.

Risley Brothers' Company ceased operating and the store was vacated by April 15, 1933. The fixtures and inventory were sold to Schweke's Dry Goods Store and their lease cancelled. C.E. Risley died on March 1, 1944. He was born in Philadelphia on May 1, 1873. He came to Baraboo in 1883. In September of 1901 he started in business and retired in 1928.

In 1933, **P.R. Schweke** opened **Schweke's Dry Goods Store** at this location of which **R.G. Schweke** was president. Then, in January of 1945 **The Federated Store of Baraboo**, formerly Schwekes transferred its ownership to the **Burr Stores**, the department store group of Scott-Burr Store Corporation. In May of 1951, **Dr. M. A. Paschen** of West Allis purchased this building. This business operated until August of 1954 when **Herbergers Department Store** opened with **Landon B. Phillips** as manager. Herbergers operated until 1958 when **Knud Borglum**, the store manager, announced a going out of business sale.

In November of 1959, manager Gordon C. Venema, announced that the J. C. Penney Company had leased this building. Plans were to take occupancy in the early part of 1960.



Risley Brothers at night circa 1920-1929

In February of 1960, **J C Penney Co. Inc.** opened a store here with the following people being managers over the years. **Gordon Venema**-1964, **David E. Westerman**-1968 through 1973, **Donald Hadrath**-1976 through 1989 and **Gene V. Nagel**-1990.

In 1994 **Club Tropics** opened here while the craze of antique malls gave rise to the **Risley Bros. Emporium Antique Mall**, which opened here later in 1996 with **Ann Krouse** as manager. It closed its doors in October of 1999.

On July 1, 2000 **S & S Interiors** furniture and flooring store moved here from their previous location at 115 Third Avenue. The store was owned and managed by **Scott** and **Sandy Rutter**. By August 1 of 2004, the business was closed and a "Building For Sale" sign was in the window. Rutter then accepted a position as flooring manager at the Wisconsin Dells Lumber Co.

129-133 Third Street

In November 2001, **Andy Johnson** of this city started **Baraboo Music** at 121 Walnut Street. In September of 2004 he moved his business to 129-133 Third Street. Four teachers provided music lessons for 100 students. Johnson, a Baraboo native, worked for Hal Leonard Publishing Corp., selling sheet music to music stores across the nation prior to going into business for himself. Johnson planned on opening a recording studio on the balcony above the main sales floor by January of 2005.

130 & 130-1/2 Third Street

130 Third Street

Miles & Reuhland Block

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

Block 35, lot 3

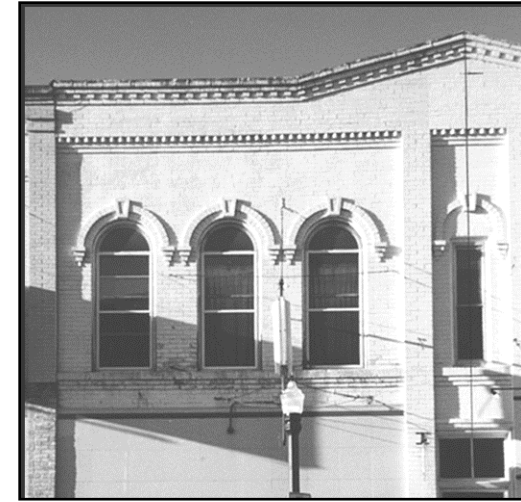
Sanborn map location 233 Third Street

Architectural Description

A broad triangular pediment stretches over the center three bays of this seven-bay two-story brick block. Corbelling provides ornamentation at the roofline and over the storefronts. Round-arched windows are extant on the eastern half, but have been bricked over on the west, and smaller modern windows inserted. Brick window hoods and a continuous stone sill provide additional detail, as do brick pilasters flank the center bay, an entrance to the second floor. The eastern storefront is framed with carrara glass. The storefront to the west has been altered and replaced with modern materials.

J. Miles and **H. Reuhland** erected this building as a double business block in 1881 to house a store (130 3rd.) and a saloon (126 3rd.). Each two-story, 24 X 70 store cost \$3,000 to erect. The salesroom was 22 X 70, with a basement and a wareroom in the rear. Sometime after 1879, the **Marriott Brothers Hardware** moved to this address from 419 Oak Street. They operated here until September of 1888 when they again moved, this time to 125-127 Third Street.

Harry M. Acott was born in London in 1881, later setting sail for America. After a few months in New York, he moved to Baraboo where he took a job as clerk in the store of Davis & Jackson. A year later he went to work representing the Boston Boot & Shoe Company. A year later, he found himself back at Davis & Jackson. In September of 1888 he opened his own clothing store, doing business at 130 Third Street as **Harry M. Acott, Clothier**. This address was given as 318 third in the 1890 Sauk County Directory. In 1902, Acott was proudly showing off a new large gasoline lamp that added much to the appearance of the store in the evening. James Farnsworth installed the lamp. In January of 1914, and after selling an interest to **Oscar L. Gust**, the business became known as **Acott-Gust Clothing Co.** Gust at one time clerked for Acott for about ten years then left and worked for



130 Third Street

a manufacturing firm in Milwaukee and also for the Ringling Brothers. This partnership lasted until about 1917 when the business was again being operated as **The Acott Clothing Co.**

In June of 1907, **G. G. Gollmar** purchased this building from the **Miles' Estate**.

In October of 1925, the Acott store closed its doors for the last time and the Peck Mercantile Co. purchased the remaining stock at a private sale. About \$4,000 was paid and Peck Mercantile held the final liquidation sale on the premises

Toole's Flower Shop was located at this address between 1927 and 1936.

In 1930, Joe Corcoran was issued a building permit to remodel the second floor and demolish a small brick building in the rear.

In September of 1937, its then owner, **L. J. Horstman**, was remodeling this building. It was expected that a candy kitchen would be occupying the site.

Sometime between 1936 and 1938 it became the **Schaefer Floral Co.**

130 & 130-1/2 Third Street

In July of 1939, **Wedel's Beauty Shop** moved here from across the street at 117 Third and this business flourished here until about 1945. The building at this site was divided in two parts, Wedels being in one half and barbers, **Yourell & Hyatt** taking up occupancy in the other half. The barbers had moved from the corner building on the same street.

Corcoran's Tavern was established here when Wedels left. **Joe Corcoran** evidently owned this building as early as 1942, when a building Permit was issued to him to "demolish a small brick building in rear of Wedel's Beauty shop." Wedel's then moved to 110 Third Street.

In June of 1947, Corcoran was issued a building permit to install a new floor and add partition(s) to this building.

Joe Corcoran was listed as owner of this saloon in the telephone directory as late as 1960. In 1962 and 1964 **Mrs. Helen Miller** was listed as President. An old matchbook cover has **Darrel & Helen** printed on it, probably **Miller** was their last name. Corcoran died in 1955 at the age of 71.

In 1968 and 1970 **Helen Miller, Josephine H. Phelps** and **James A. Phelps** were listed as partners. In 1970 through 1976, **Gustave G. Tessmer** was the owner. Between 1977 and 1980 **Bashful Bob's Bar** operated here with **Robert Parish** as the owner. 1984 found **Robert Young** operating **Young's Doo-dle Dan-dy Bar & Grill** at this address while in 1993, **John and Rhonda Banks** established the **Downtowner Bar & Grill** here.

130-1/2 Third St (Upstairs)

- 1884 "The Advertiser, "J. F. Kartack started printing The Advertiser on May 26, 1884.
- <1886 The **Baraboo News Office**, moved in April of 1887 to over Ahren's Grocery Store.
- 1887 "Marriott Bros. & Fetta Plumbing" In August of 1887, Marriott Brothers sold their interest in the above firm to Mr. A. H. Fetta. Mr. Fetta continued the business at the old stand over the Marriott Hardware store.
- 1933-1937 Harold J. Johnson, local optometrist and optician, moved his office from the Donovan building to 130-1/2 Third Street where he was prepared to give optical service. Dr. Johnson assumed the former practice of Drs. F.P Naffz and the late C.M. Hall.
- 1943-1946 "Dr. F.E. Wood, Dentist"
- 1947 "Wood & Swartz, Dentists"
- 1947 "Baraboo Soft Water Service"
- 1948 "Kinney's Barber Shop"
- 1950 "Maude A. Joyce, Insurance"
- 1950 "Willott M. Warren & Associates Real Estate"
- 1951-1954 "Maude A. Joyce, Justice of the Peace"
- 1951-1953 "Chamber of Commerce"
- 1952 "L.E. Gerald Insurance"
- 1953-1954 "Henry C. Hanusa, Real Estate"
- 1964 "Sauk County Federation of Labor AFL-CIO"
"Baraboo Federated Club"
"Modern Woodman Jr. Club"
- 1968 "Painters & Decorators Local No. 173", Harold A. Schubring, Pres.
- 1968 "Machinists Union"
George Heath, Pres.
- 1971 "Federation of Labor"

132 & 132-1/2 Third Street

132 Third Street

Keller Block
Western half of double store
Located on the south side of Third Street between Oak and Ash Streets.
Block 35, lot 3
Sanborn map location 234 Third Street

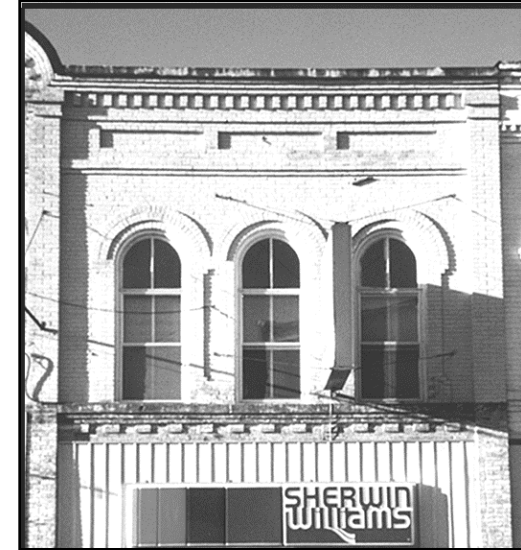
Architectural Description

This building, constructed by George Capener and George Holah, has a half-circle pediment over the center bay of the structure. Brickwork at the cornice, brick window surrounds and two pilasters flanking the center entrance to the second floor provide ornamentation. The three windows on the western half retain their rounded-arch shape, although modern sash windows have been inserted. Extensive alterations on the eastern half and center have removed windows and surrounds, and inserted modern windows. On both halves original storefronts have been replaced by contemporary designs, although both retain a central recessed entryway.

This building was erected in 1880 with a center stairway, between it and 136 Third, leading to an upper hall. The building, which is of brick with a plate glass front, has a frontage of about 24 feet by a depth of 75 feet. It had a common wall with 136 Third Street and there were originally two salesrooms with an archway connecting them. The owner may have been **H. H. Webster**, who probably conducted a **wagon shop** here.

132-136 Third Street

August Reinking, who had been a banker for the prior 10 years, became the new member of the Chicago Store by joining **Edward Hermann**, already in business, in November of 1879. The Reinking & Hermann partnership dissolved in 1881 but Reinking stayed at this location until 1899. It was not originally at this location, but in September of 1887 Reinking leased this building that was formerly occupied by **G. H. Bacon**. Reinking would then open a doorway between this building and the one he had occupied at 136 Third Street. The building at this site would then become the cloak and millinery department.



132 Third Street

The east half (136) of the building was devoted to dry goods and the west half (132) housed carpets, curtains, clocks, millinery and art goods. The upstairs of this building housed a dressmaker.

Reinking immediately remodeled the façade at 132 Third Street to match the one at his adjoining store.

132 Third Street

In 1896 **J. Schneller Boots Shoes & Rubbers** was located in the western half of the building, which was designated 132 Third Street. It is possible that he moved to the east side of the building in 1900, when the Grand Leader closed shop.

In any event, Schneller was in business somewhere until March of 1911 when the Chief of Police, **S. Aylmer Pelton**, purchased the business. Mr. Pelton remained on the force while his two sons; **Glen and George** conducted the **Pelton & Sons Shoe Store**. Mr. Schneller desired to move to Chicago where his son would have art

132 & 132-1/2 Third Street

advantages. In March of 1924, S.A. Pelton filed a voluntary petition in bankruptcy in the federal district court at Madison.

In April of the same year, **H.L. Halsted** as trustee, sold the S.A. Pelton shoe stock to the **Schey Shoe Company**, located on Walnut Street. **S. Aylmer Pelton** and **George E. Pelton** were partners at the time of the closing. The high bid was \$2,300. There were two other bidders, W.E. Rowland of Baraboo and Mr. Hanson of Cambria. The Schey Shoe Co. intended to conduct both stores. Then in May of 1924, the Schey Shoe Company announced plans to discontinue its store on Walnut Street and relocated to the old Pelton location. The former Pelton place was being completely remodeled and when complete, **Martin H. Schey** and partner, **James Bray** would have an up-to-date and attractive place of business, centrally located.

In January of 1927, after twenty five years in the shoe business, Schey announced his retirement and that the shoe store had gone into the hands of James F. Bray, who had been associated with Schey since 1915. Bray was president of the firm at the time of the change. Bray had started in the shoe business with the Marriott Shoe Co. in 1912.

P.L. Stewart then entered the picture as a partner of Bray's and the president of the new firm of Bray-Stewart Shoe Company while Bray assumed the responsibilities of secretary-treasurer. Stewart had been associated with the Brewer-Rowland Shoe company and later the Rowland Shoe Co. since 1913. Later in that same year, Schey joined Bray and Stewart in what would be then known as the Bray-Stewart-Schey Firm.

This tri-partnership was dissolved sometime between 1927 and 1933 with the original partners, Bray & Schey being back in charge. Then in 1933 Bray sold his interest in the shoe store back to Schey. Bray had been associated with the Schey firm since World War I, and he had been in the shoe business in Baraboo since 1911. Bray then turned to representing the National Guardian Life Insurance Company in this district.

The store then became known as the **Schey Shoe Store** once more. Schey, by this time, had become Baraboo's veteran shoe dealer, having been in business here since 1904. For 22 years he operated a

shoe store on the south side and since 1925 had been located in his present store building on Third Street.

Martin Schey died in November of 1963 at Wauwatosa. Schey moved to Baraboo as a lad of 12 years, graduated from the Baraboo high school, and then attended the Milwaukee Business School prior to returning to Baraboo and opening a shoe store. After retiring from the shoe business, Schey moved to Milwaukee where he held a position as auditor at the State Fair Park. He held that position for eighteen years until his retirement in 1958 at the age of seventy.

In August of 1939, the **Arenz Shoe Co.** applied for a sign permit and the following notice was placed in the Baraboo News Republic.

Local Business is purchased

By a Wisconsin Corporation

The Schey Shoe Store in this city has been purchased by the Arenz Shoe company, a Wisconsin corporation, the business transaction having been completed yesterday afternoon.

A.N. Arenz of La Crosse, president of the shoe store organization is in the city in connection with the business deal, having taken immediate possession of the store.

After 34 years of active work, M.H. Schey of Baraboo is retiring from the shoe business and, he stated this morning, he has made no further plans for the present. Mr. Schey wishes to thank the public for its patronage during the 21 years that his business was located on the south side and the 12 years that he has been at his present location on Third Street.

*The new store is to be managed by **Martin Schroeder** of Baraboo and a salesman, these two young men having been employees of Mr. Schey.*

Founded in LaCrosse by J.S. Arenz in 1902, the corporation has at present a group of 5 stores. The president, Mr. Arenz, states that these are conducted by local managers and follow, more or less, the policies of the store's former owner. This is partially accomplished by retaining lines, makes and types of footwear handled by their

132 & 132-1/2 Third Street

predecessors and which policy will also be followed here, Mr. Arenz states.

In August of 1951, the **Sauk County Federation of Labor** occupied the upper floor here after the **local painters union** purchased the building from Martin Schey.

The Arenz Shoe Company remained in business until 1953 when the **V. L. V. Shoe Company** of Fond du Lac purchased the store and established **Lord's Shoes** with co-owner, **Henry Vonderhaff**, as manager. In January of 1959 the **Sherwin-Williams Paint Co.** opened here and for the first time since 1896, there would be no more shoe sales made from this building. **Melvin G. Wilcox** was listed as manager in the 1962 through 1973 telephone directories, **Robert J. Michaelis**, 1976 through 1977, **Ron Carpenter** in 1978 and **Bruce Brooks** in 1980 **Dale Banbrough** 1982 through 1985, **Gary Harshbarger** 1986 through 1987 and **Don J. Dietsch** 1988 through 1994. In May of 1999, a sign in window of Sherwin-Williams said "We are moving to 614 US Highway 12."

About 1994, **Jim and Karen Sanner** purchased this building from **Steve Wilcox** and on January 2, 2001, Karen Sanner opened **Harmony Tours & Travel**, a travel and group tour operation at this location. Karen had previously conducted tours as an employee of the Baraboo National Bank. By June of 2007, a sign in the window indicates this building is for rent.

Patricia Beckman and partner, **Josh Stelzer** re-opened **Beckman Promotions** at this address after resuming control of the business. The business was moved to this location from 122 Third Street and re-opened on June 1, 2009.

		132-1/2 Third Street (Upstairs)
1890		Miss M.C. Ryan Dressmaker Over Reinkings
1895-1896		Mrs. A. Elizabeth Crysler, Dress Maker
1955		AF of L Labor Temple
1964		Sauk County Federation of Labor AFL-CIO, Baraboo Federated Club, Modern Woodman Jr. Club
1968		Painters & Decorators Local No. 173, Harold A. Schubring, Pres.
1968		Machinists Union, George Heath, Pres.
1973-1978		United Brotherhood of Carpenters & Joiners of America, Albert Rietman, Pres.
1971-1978		Painter's Union No. 802/8014, Marvin Gasner, Sec.
1982		Sauk County Federation of Lumber Baraboo Playroom

135 Third Street

135 Third Street

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

Block 26, lot 11

Sanborn map location 209 Third Street



L-R Settergren & Pittman Hardware, J. P. Witwen Real Estate & Insurance, C. H. Farnum Garage

Architectural Description

The contemporary façade has replaced the original. A false gable with decorative verge boards and false half timbering combined with shingles gives the building a “Swiss chalet” feel. A recessed entry sits west of two display windows. Vertical boards side the storefront. Due to extensive alterations, the site is considered a non-contributing element within the downtown commercial district.

The building located at this address was constructed prior to 1885, for it appears on the Sanborn-Perris map of that year. It may have been constructed about the same time as the building to its east, circa 1881.

In May of 1893, **David A. Hanks** was advertising Wanamaker & Brown’s “ready-made” and “made to order” clothing. They had a catalogue featuring over 400 different styles.

L. E. Hoyt, in May of 1894, moved his stock of **flour and feed** to this address from the Masonic Building. About this time, **Frank Avery** also moved a stock of shoes to this address for a closeout sale. The Ulrich Brothers had leased his old stand at the Masonic building.

In October of 1895, this building then owned by **W. H. Hatch**, was fitted up for **Sant H. Wood** who planned on putting in a stock of cigars and tobacco. A billiard hall, known as **S. H. Wood Billiards & Pool Hall**, would also be run in conjunction with the enterprise. This operated until at least 1898.

In January of 1899, Hatch sold this building to **C. H. Farnum** for use as a machine shop. It was not clear at the time where Wood would relocate. In January of 1899 Farnum boasted of selling three gasoline engines within a one-week period, one to S. M. Windus, Baraboo, one to B. Brown of Mauston and one to E. J. Rooney of Freedom. In November of 1900, Farnum was busy building an automobile in his shop. The frame was complete and a two-horsepower engine was mounted on it. It would be a phaeton capable of carrying two people.

In July of 1901, Farnum gave a second test drive to his new creation, this time on the streets of Baraboo. The automobile was propelled by two gasoline engines of Farnum's design and supposedly was able to reach speeds of about thirty miles per hour. Aside from some vibration and noise, which Farnum stated he could overcome, the machine was said to have given a fine showing.

By November of 1901, Farnum had the **Oldsmobile Agency**, the first sale going to Dr. J. E. English.

On April 16, 1902, **C. H. Farnum Machine Business** placed the following advertisement in the Baraboo News.

135 Third Street

For Sale!

I have the following articles for sale at my store

NO. 135 THIRD ST. BARABOO

Some have been used, but are practically good as new and will be sold at a bargain.

- 1 2-1/2 h. p. Steam Engine & Boiler*
- 1 2-1/2 h. p. Webster Gasoline Engine*
- 1 5 h. p. saw Machine (gasoline)*
- 1 No. 7 Diamond Feed grinder*
- 1 Barns' foot and hand power saw machine*
- 1 Barns' Band saw, foot or power*
- 1 Light Wagon or Buggy*
- 1 Road Wagon, new last year*
- 1 Phoeton Carriage*
- 1 Single harness*
- 1 Horse, seven years old*

C. H. FARNUM

In June of 1903, Farnum sold this place of business to **L. W. Vincent and F. E. Settergren**. In September of 1903 the following advertisement was placed in the newspaper by **L.W. Vincent & Co., Machine Shop**.

New Machine Shop

Having bought the machine business of C. H. Farnum, we are now ready to do all kinds of repair work. We handle a full line of brass goods, gasoline lamps, bicycle repairs, belting, hose and packing.

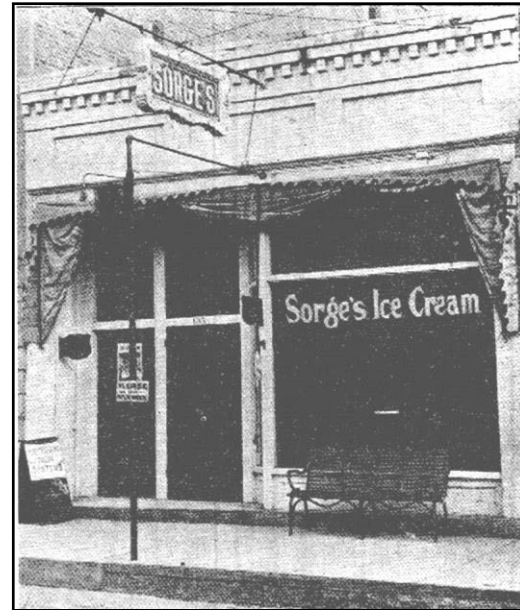
L. W. Vincent & Co.

135 Third Street

Phone 183

In September of 1904, **Farnum** purchased this shop back from Vincent, with plans on conducting the business in the future. In 1907 **C. H. Farnum Auto Garage & Machine Shop** had the agency for the Jackson automobiles.

In February of 1910, the Central **Wisconsin Creamery Company** was making plans to convert the garage into an ice cream



Sorge's Ice Cream and Candy Store circa 1910

parlor and dairy lunchroom. **Charles Bunker** who had great success at the Depot lunchroom would conduct the new establishment. The creamery company was owned by **Henry Sorge** of Reedsburg and his two sons, Albert & Harry.

It seemed, at the time, an impossibility to turn an automobile garage into a beautiful ice cream establishment, but such was the case with the **Sorge Ice Cream Parlor & Candy Store**. The parlor opened in May of 1910 in the building formerly occupied by C. H. Farnum as an auto garage. For several weeks the building had been in the hands of carpenters, tinnerns and decorators until finally it was a place of beauty.

The floor was covered with ingrained linoleum; the walls paneled two-thirds of the way up and the ceiling covered with pressed steel. The front was partitioned with scrollwork, where the fountain and candy department was located. The parlor had a seating capacity of eighty, small round tables being used, besides two booths seating half-

135 Third Street

a-dozen each. In the rear the kitchen was located, where the dairy lunch was prepared.

It was estimated that over three hundred patrons visited the formal opening to partake, and nearly all remarked to manager **Charles H. Bunker**, that they were well pleased. It was reported the refreshments were first-class and the service was especially good. It took ten assistants to serve the visitors.

The occasion was enlivened by the presence of the Terbilcox Harp Orchestra, which remained until 10:30. In 1911 **Sorge's Ice Cream** parlor was advertising dinners for 25 cents. In February of 1912, Bunker left Sorge's and took charge of the depot's lunchroom. He had this responsibility prior to going to the ice cream parlor. **Albert Sorge** from Reedsburg would manage the parlor until a new manager could be found. In August of 1912, it was deemed necessary to stop serving lunches as the new 8-hour labor law made it too expensive. The store would revert back to a confectionery and ice cream parlor exclusively, with plans to establish a candy manufacturing plant later.

However, it was decided to lease the ice cream shop to **J. G. Patterson** who had for the prior two years conducted the Palace Restaurant.

In February of 1913, the **Emil E. Smith Ice Cream & Confectionery** store started operating at this address while in June of 1915 the parlor was sold to **Walter Beck** and **J. N. Gilbertson**.

In September of 1915, Gilbertson sold the ice cream parlor back to Emil Smith. In June of 1916, **A. M. Rodems** purchased this building from Farnum for the consideration of \$5,000.

In July of 1920, Smith sold his ice cream parlor business to **Seagrave & Seagrave**, father and son, who took charge of the business, naming it **Seagraves' Ice Cream & Confectionery**. The Seagraves came here from Michigan, but were formerly Reedsburg people where the older Mr. Seagrave was manager of the woolen mill sometime ago. ????

In August of 1920, **George Seagrave** purchased the building housing his ice cream parlor from Rodems. Mr. Rodems formerly operated the Baraboo Fruit store. The Seagraves went on to operate

here until March of 1936 when all the fixtures were removed and the doors closed.

By 1936, an attractive new front had been erected and the building divided with a partition so that it was adapted to two businesses instead of the former one business. This made two addresses, 135 Third Street West and 135 Third Street East.

135 Third Street West

In 1936, **Edwin J. Goggin** moved the **Goggin Jewelry Store** here and installed a new front. Mr. Goggin died at the age of 97 on Oct. 23, 1998. He owned Goggin Jewelry for over 43 years.

135 Third Street East

V.R. Gibbons who had the east side of the building opened **Gibb's Tog-Shop** on Saturday, March 7, 1936. He was formerly with Schweke Brothers Men's wear department and had much experience in the clothing business there. **Gibb's Tog Shop** gave way in 1937 to **Eleanor Pugh's Tip Top Dress Shop** while between the years 1955 and 1978, **Loretta P. Huntsinger, Ernest, Walter and Eugene Pries** were partners in **Pries Apparel Shop**.

135 Third Street

In 1985 the divider was gone and 135 Third Street was being operated as a single store block with **Bonnie Bubon** managing **Book World Inc** here. Future managers were **Mary Ellen Anderson**, Mgr. 1987-1989, **Karma O'Connor**, Mgr. 1990 and **Mary Lehman**, Mgr. 1993-1997.

136 & 136-1/2 Third Street

136 Third Street

Keller Block

Eastern half of double store

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

Block 35, lot 2

Sanborn map location 235 Third Street

Architectural Description

This building, constructed by George Capener and George Holah, has a half-circle pediment over the center bay of the structure. Brickwork at the cornice, brick window surrounds and two pilasters flanking the center entrance to the second floor provide ornamentation. The three windows on the western half retain their rounded-arch shape, although modern sash windows have been inserted. Extensive alterations on the eastern half and center have removed windows and surrounds, and inserted modern windows. On both halves original storefronts have been replaced by contemporary designs, although both retain a central recessed entryway.

Ferdinand Keller erected this two-story block in 1880 at a cost of \$3,000. The building, which was of brick with a plate glass front, had a frontage of 22 feet and a depth of 75 feet. It had a common wall with the building at 132 Third Street and had an archway cut through that wall, joining the two stores.

August Reinking, who had been a banker for the prior 10 years, joined **Edward Herman** in 1879. Their partnership dissolved in 1881 but Reinking stayed at this location until 1899.

In September of 1887 Reinking adjoined the building at 132 Third Street, which was formerly occupied by **G. H. Bacon**. Reinking would then open a doorway between his new quarters and the one he was occupying at 136 Third Street.

The east half (136) of the building was devoted to dry goods and the west half (132) housed carpets, curtains, clocks, millinery and art goods. The upstairs of this building housed a dressmaker. In June of 1891, Reinking installed a 2550-pound safe in his store. The new vault was purchased from Mosler Safe & Lock Co. Reinking stayed at this location until 1899 when he purchased the Wright Block and moved to 524-536 Oak Street.

In March of 1899, **Henry & Will Marriott** purchased this building from the heirs of the late **H. H. Webster** for the consideration of \$4,500. The Marriott's' purchase was strictly an investment.

The **Grand Leader Department Store** opened here on October 11, 1899. By February 7, 1900, **J. J. Friedman** had purchased the complete stock of the Grand Leader and planned on closing out the whole stock at forty-cents on a dollar. In July of 1900, **John Schneller** moved his **shoe shop** to the building recently vacated by the Grand Leader.

On September 1, 1901, **Mrs. C. T. Robinson** moved her **millinery store** here and remained here until at least 1906 when she died. On June 9, 1906, the people of Baraboo were shocked to learn of Mrs. Robinson's death about 11:30 the previous night. Mrs. Robinson and her daughter Viva had been at the greenhouse in the evening and had gone home somewhat fatigued. Shortly after they returned home, they were notified that some boys had broken a window in her storefront. They dressed and hurried to the store as quickly as possible. On the way, Mrs. Robinson had to stop and rest a couple of times, complaining of a shortness of breath. By the time they reached the store it was deemed necessary to call a physician. Drs. English and Cahoon responded and did all they could but Mrs. Robinson survived only a few minutes.

Mrs. Robinson was born Cynthia Tucker, daughter of Austin & Martha Tucker of Greenfield in 1853. In 1871 she was wedded to William P. Robinson and spent the next few years in Iowa and Kansas. Miss Viva Robinson was her only child and Mrs. Joseph Johnson of this city was her only sister. **Viva Robinson** operated the millinery until February of 1909 when **Miss Emma Larson** purchased the business. Miss Larson had been in charge of the millinery department at Berg's store. **Larson** closed her store in May of 1912.

It is believed that in 1905, the **White Elephant Saloon** was also located here.

Miss Grace Ellis and **Mrs. Lucille Cord** were listed at this location in the 1915 city directory. **Mrs. Daisy Long** joined them in 1917 to form the **Ellis, Long & Co., Millinery**, which lasted for 21 years, terminating in 1938.

136 & 136-1/2 Third Street

In 1936, the eastern half (136) of this building was purchased by **Charles Hintz** of this city from the estate of the late Ferdinand Keller, a Prairie du Sac resident.

The buildings obtained by the Baraboo man were located at 138 Third street occupied by the **Hintz's Tavern** of which Mr. Hintz was the proprietor and 136 Third street, the location of the **Ellis & Long Millinery Store**.

In 1938 **Jerry L. Cramer** opened **Cramer's Food Store** here, remaining until at least 1939.

136 Third St. West

By 1968 this site was divided into east and west portions. Between 1968 and 1970, the western portion housed the **Star Discount Store**, which was owned by **Pete and Brad Hintz**. Between 1970 and 1973 they had relocated to 506 Ash Street. In 1975 the **Brayer Drake Studio** owned by **Ronald J. Brayer** and **Darton E. Drake** had relocated to this address from 522 Oak Street. In 1977 they moved to 908 Eighth Avenue.

Crawford & Company Insurance Adjusters Inc. was here in 1979, while in 1983 **Baraboo Pets & Supplies** had taken over.

From 1982 through 1985 **The Stone Toad** was here merchandising smoker's supplies and conducted by **Terry Brooks**. **Jan's Gems** came next in 1985. Between 1988 and 1991 a business known as **Krown Jewels Inc.** operated at this address. Then came **Fantasy Castle**, conducting business between 1992 and 1993, followed in 1994 by **Culligan Water Conditioning**, managed by **Regie Licht**.

136 Third St. East

1941-1948 "National Farm Loan Assn's."

1940-1948 In August of 1940, Charles Hintz was busy remodeling his building just west of Hintz's Tavern for the occupation of the Baraboo **Production Credit Association**. This address was given as 124 Third Street in the 1940 newspaper. This is very confusing!!!!

1941-1945 "James Riley Stone Office"

1946-1948	"E.M. Doyle Office"
1947-1948	"Sauk County Breeders Coop Office"
1951-1952	"W.S. Noble Office"
1951-1962	"Production Credit Association of Baraboo"
1951-1959	"National Farm Loan Association. (Loans & Real Estate)" Edward H. Dorow, Pres.
1957-1970	"Julius L. Henke Office"
1960-1962	"Federal Land Bank Association."
1979-1982	"Farmer's Insurance Group"
1984	From Me to You , a whiteware & finishing supplies merchant operated at this location while
1986-1996	"State Farm Insurance" Donald J. Philip

136 Third Street

In 1996 **Nextwave Communications** was established with **John Labak, Daniel Scott and Carol Scott** as partners.

Spin Shack, music store moves and expands. In October of 2002 **Tiffany Opperman** and **Kristsi Oelke** took their act up the street—from 126 Third Street to 136 Third Street. They found they had twice as much room as before. The move was spurred by the sale of their prior building. Their present building formerly housed Next Wave Communications who also used the full building.

136 & 136-1/2 Third Street

	136-1/2 Third St. (Upstairs)	1958	“Dr. Frank A. Neisius”
1900	“H. P. Jones”	1962	“Peter Weickenant, Bookkeeper”
1917	“Henry L. Hale, Insurance”	1962-1964	“Joe Burke Agency” Listed at 614 Oak Street in the 1968 city directory.
1917-1918	“Brotherhood of Locomotive Engineers, Baraboo Lodge No. 176”		
1917-1918	“Alpha Lodge No. 26”		
1917-1918	“Brotherhood of Railway Conductors, Baraboo Lodge No. 68”		
1927	“Lodge Second Floor”		
1938	“Dr. Robert L. Fenton, Physician”		
1938	“K of C Hall”		
1939-1940	“Dr. Carl B. Pope”		
1940-1841	“Dr. John E, Rooney” Dr. John E. Rooney opened his dental office at this address in		
1940.			
1942-1950	“Dr. B.E. McGonigle, Physician”		
1946-1947	“Dr. K.D. Hannan”		
1951-1957	“Dr. Bartholomew F. McGonigle (Physician & Surgeon” Not listed at this address in the 1960 telephone directory.		

137 Third Street

137 Third Street

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

Block 26, lot 11

Sanborn map location 210 Third Street

Architectural Description

This one-story building has been completely altered. The façade is of contemporary materials, including five panels of pebbledash over the window area and brick veneer below the windows and along the side entrance. Due to extensive alterations, the building is considered a non-contributing element in the downtown commercial district.

In October of 1881 **T. Spellan** and **Jacob Hirschinger** purchased this lot and the lot directly east on which they erected two one-story 25 X 50 structures for \$1,000.

Spellan's Tailor Shop was established promptly but the business of **Kasiska, Merchant Tailor** was being conducted here in 1882 by **W. F. Kasiska**, who continued the business until 1888 when his brother Herman purchased his interests in the operation. As early as 1885, **Carl Kasiska's Harness Shop** was also located here. It was in that year he purchased the harness making business of John Newman who was in business on Fourth Street. Then in 1888, Carl moved to 113 Fourth Street.

Herman Kasiska had years of experience as a practical tailor and cutter. He learned his trade in Berlin, Germany, and coming to America, he learned the art of cutting from Robert Phillips of Chicago. After cutting in that city for sometime he entered his brother's employ as a cutter remaining with him until he purchased the business. By 1898 the operating name of **Herman Kasiska Merchant Tailor** was changed to **Imperial Dyers & Cleaners** and by 1905 **W. J. Power, Tailor**, was operating in conjunction with Kasiska, although Power may have operated out of 410 Oak. Herman Kasiska conducted this business until 1926 when his son **Raymond** assumed management of the operation.

In 1931, Herman Kasiska, 66, proprietor of the Imperial Dyers and Cleaners establishment for the past 34 years and a resident

of this city for 50 years died at his home at 707 Fifth Street. Kasiska was born in Germany and at the age of 16 came to America and settled in Baraboo. He established his dry cleaning business in 1898 and retired in 1926. His survivors included two sons, Raymond of Baraboo and Attorney Robert Kasiska of Reedsburg, two brothers, Carl of Baraboo and William of Pocatello, Idaho and one sister, Augustine.

Raymond operated the cleaners until 1952 when **Goldwin W. Norman** purchased his interests. Norman conducted the business until at least 1962. About 1966 **Marie L. Reul** began conducting **Reul's Liquor Store** at this location, having moved from 143 Third Street. By 1970, the name had been changed to **Baraboo Beer & Liquor Store**. This lasted until 1973.

In 1976, **Barb DeMars** and **Mary Snyder** co-managed the **Discount Mart**, also known as the "**Daily Discount**", while 1977 found **Harold S. Hawes** operating **H.S. Hawes Vending Inc.** At this time, **Judith Roelse** was also conducting the **Handicraft and Resale Shop** here.

In 1979, **Earl Beaver** moved his **Montgomery Ward Catalog and Appliance Center** here from 110 Fourth Avenue. Beaver also operated **Beaver's Repair Service** in conjunction with the mail order business. This operation lasted until 1985.

From 1987 to 1990, the **State Public Defender's Office** was conducted at this address. 1990 found **Elizabeth Hyser** moving her **Bridal Fashions by Elizabeth Ann** business here from 120 Third Street. In 2000 the name of the business was changed to **The Bridal Emporium** when **Kymerlee Miller** and her mother, **Charleen Gray**, purchased the business. In March Miller and Gray moved their business across the street after they purchased the building located at 126 Third Street.

On April 4, 2003, **Charlene Olson**, a lifelong resident of Baraboo, established **Char's Plus Sizes & More LLC** at this site.

What had once been only a notion became a reality for **Lorna Pitt** in late 2003. Lorna saw the potential for a resale shop in Baraboo and followed through on her dream. It took nearly 10 years of contemplating and planning, but in September her vision came to

137 Third Street

light when she opened **Once More**. Pitt admitted that in prior years her desire alone was not enough to proceed with her dream, “I just was not ready to commit myself before,” she said.

Approaching her golden years, Pitt decided she would take a chance on her dream. The resale shop shared residency with “Char’s Plus Sizes and More.” **Once More** specialized in gently used clothing.

By March, Charlene Olson had a “going out of business” sign on the front door and Lorna Pitt had moved to 413 Oak Street.

April of 2004 found the **Corner Stitch Shop** at this site. **Jamie Newgent** and her family moved the knitting and cross-stitching supply store from the “Shoppes at the Corner on Wisconsin” complex. Newgent’s prior location, where she had operated since October of 2002, had proved to be too small for her ever-growing business.

By March of 2006 the Corner Stitch Shop was gone and a sign on the window indicated that the **Spa Serenity** was coming.

On April 24, 2006, **Lacey (Welsh) Steffes** started accepting appointments for massages at her new spa. Welsh and her staff planned on offering manicures, pedicures and waxing in addition to massages and body treatments, such as peels and wraps. In December of 2010 Spa Serenity, owned by Lacy and **Steve Steffes** held a ribbon cutting celebrating the remodeling of their business.

138 Third Street

138 Third Street

Gattiker/Keller Block

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

Block 35, lot 2

Sanborn map location 236 Third Street

Architectural Description

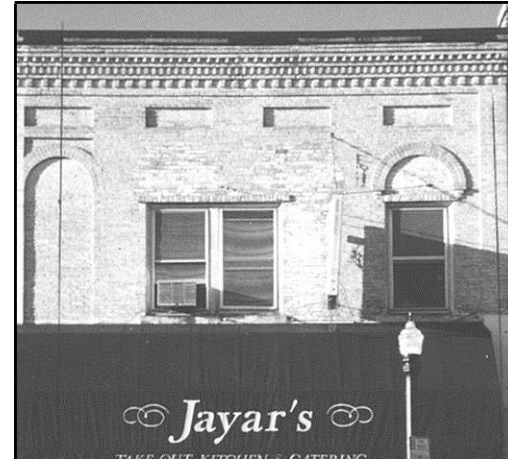
Rows of brickwork at the roofline provides the sole ornamentation on this vernacular building, which was constructed to form a double block with the I.O.O.F hall directly east. Arched windows have been removed, and either entirely bricked over or replaced with smaller modern windows. Over the entrance and the windows of the restaurant is a band of carrera glass. Contemporary materials have been used to reduce window area. Despite alterations, the building is considered contributing for its longstanding use as a tavern and as an element of an intact blockface.

J. J. Gattiker erected this building in 1878 and promptly sold it in October of the same year to **Fred Keller** of Honey Creek for \$3200. Keller then leased it to **Fred Tobler** who would then operate the **Fred Tobler Saloon**. Later in 1881, **Tobler & Haines, Liquor & Cigars** was located here, describing their location as Third Street, 4th. door west of the Post Office. In 1886, Tobler was advertising being located in the Mill's Block.

By 1895 the **Maher Brothers' Saloon** had taken possession of this store and was conducting a **wine, liquor and cigar store**. **Power's Sample Room** followed them in 1903. Sometime in 1903 or 1904, **J. A. Karnes** became a partner in this operation. In June of 1904, Powers and Karnes moved their saloon to 417 Oak Street.

By 1905, we find the **Emil Platt & Co. Sample Room** here. It is believed that **Samuel Platt** had an interest in this operation. In February of 1914 Fred Tobler sold a one-half interest in this building to the Platts for \$3,500.

This lasted until **Carl Zimmerly's Saloon** entered the picture. Sometime after 1917, **Charles A. Hintz** opened **Hintz's Tavern**.



138 Third Street Jayar's c1990's

In 1936, two business buildings on Third Street were purchased by Charles A. Hintz of this city from the estate of the late **Ferdinand Keller**, a Prairie du Sac resident. The buildings obtained by the Baraboo man were located at 138 Third street then occupied by the tavern of which Mr. Hintz was the proprietor and 136 Third street, the location of the **Ellis & Long Millinery Store**. **Rodney Hintz**, who was listed as owner in the 1964 & 1968 city directories, conducted Hintz's Tavern until 1970.

In 1970 **Parrish's Tavern** was established here with **Robert J.** and **Betty L. Parrish** listed as partners in the 1971 and 1976 city directories. **Richard Holmes** and **Russell LaMarche** were listed as partners in the 1977 and 1982 city directory. During this time the establishment carried the title of **Parish's Bar**. It is not clear as to how long the business known as Parrish's Bar was conducted.

In 1993 **Jayar's Take-Out Kitchen & Catering** was operating here. "**Jayar's Taste of Town**" was listed at 1010 Lake Street in the 1990 telephone directory. **John Rindfleisch** listed as the owner in the 1993 city directory while **Anne Rindfleisch** was listed as owner in the 1994 and 1995 city directory.

138 Third Street



Chris and Kurt Kujawa c2009

Kurt and Chris Kujawa opened **Middle Earth Pizza** at this location in November of 2008. The Kujawa's purchased the building a month earlier. The Kurt and Chris specialized in pizza but planned on expanding their menu to serve the downtown lunch crowd.

It was announced in 2005 that as of May 1 of that year, **Anne Hollinseed**, formerly Anne Rindfleisch, no longer would operate Jayar's Restaurant. She would, however, continue to operate the **Jayar's Catering** and **Northwoods Goods' Hot Beef** business. It was planned that the restaurant would close the first week or two in May. The new hosts of **Jayar's Mexican Flavor Restaurant** would be **Martin and Elvira Miranda**, who operated the Anahi Mexican grocery on Third Avenue. Hollinseed stated that "the success of selling Jayar's hot beef wholesale prompted her to discontinue operating the restaurant day-to-day.

It was not long after Mirandas took over that again management changed. It is believed that **Jodi Kuester** assumed the management of Jayar's a short time later in 2005 or 2006. The name was changed to **Jodi's**. **Rick and Pam Smothers** became the owners of **Jayar's Take-Out Kitchen & Catering** in March of 2007. By the middle of 2008, the restaurant had a notice on the door stating that they had closed temporarily due to the economic situation.

139 Third Street

139 Third Street

Known as the Hoxie Building

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

Block 26, lot 11

Sanborn map location 211 Third Street

Architectural Description

This one-story brick building is plainly detailed and accented only with a simple row of brickwork at the roofline with two rectangular recessions below. Although replaced with modern materials, the storefront retains its recessed entryway and plate glass display windows. A metal awning stretches across this and the building directly east. Alterations have somewhat compromised the architectural integrity of the structure. However, the lines of the original storefront are intact, and the building is considered a contributing element to the architectural character of the district as a rare example of a one story commercial building extant and relatively unaltered in downtown Baraboo

In October of 1881 **T. Spellan** and **Jacob Hirschinger** purchased this lot and the lot directly west on which they erected two one-story 25 X 50 structures for \$1,000. At that time the Baraboo Republic stated that these lots lay directly west of Hoxie's Store. It is believed that Hirschinger took title to this building and in 1882 traded it and his residence in Baraboo to **Mr. E. K. Hill** for the Howroyd Farm.

August Reinking was born in Bremin, Germany in 1852. After coming to America, he settled in Madison where the German-American Bank of Madison, which was founded by his cousins, the Suhrs, employed him. This bank later became the American Exchange Bank. He arrived in Baraboo in November of 1879. Shortly thereafter, he opened a store at 139 Third Street with **Edward Herman**. This establishment was known as **The Chicago Store**. However, this particular building proved to be too small so within a year, they moved across the street to the Ellis-Long building at 132-136 Third Street. That store then became known as the Double Store.

In 1885, according to the Sanborn map, this location housed a **Drug Store** and a **Jewelry Store**, followed in 1890 and 1891 by the

Millinery Store of **Miss May B. Harvie**. The jewelry store was probably **Davis & Link**, which opened across the street from Davis & Jackson in 1881.

James G. Aton immigrated to this country in 1865 and moved to Baraboo in 1868. About 1879 he started selling sewing machines in a modest way to residents living on the Sauk prairie. He later sold farm machinery in Prairie du Sac. In 1885 he established headquarters for the sale of Singer Sewing Machines on Fourth Street.

In 1890 Aton moved **Aton's Sewing Machine Store** to the Hoxie Building on Third Street, possibly this address, from his location on Fourth Street. In 1895 James' son, **William H.**, who was blessed with musical talent, joined forces with his father and the store became known as **J. G. Aton & Son Music Store and Sewing Machines**.

It is possible that **Sam Goldfarb** opened a **fruit store** here sometime after 1892, as it was reported that he was located in a Reinking building during that period. Goldfarb sold out in 1892 and moved to Milwaukee. It was said he was gone only a short time before returning to Baraboo. In 1896, he again sold out and moved to Janesville.

In April of 1896, **E. L. Ashcraft** associated himself with the Aton Music Store where he would take charge of the mandolins, guitars and other small instruments.

It appears that sometime during 1896, Ashcraft and **A. W. Young** became partners in the music business at this site. Obviously the partnership of Aton & Ashcraft had been dissolved. Then in January of 1897, the **Young & Ashcraft** partnership was dissolved with Ashcraft accepting a lucrative position with the music house of C. Wilkie of Platteville. Young would continue business at the old stand.

Some further notes on Aton: In January of 1910 it was announced that the partnership of W. H. Aton and Mr. C. H. Mandeville in the piano and phonograph business had been terminated. They had been in business since 1908 with their headquarters in Lodi. Mr. Aton continued his piano sales, maintaining his office at his home at 1118 Oak Street, along with branches in Reedsburg, Kilbourn and Marshfield. Shortly thereafter and by 1911, Aton was located at 124 Third Street.

139 Third Street

In August of 1898, **W. M. Little**, who was a **clothier and tailor** in Baraboo for many years and moved to Lodi some months ago was making plans to return to Baraboo within a month or so.

The local newspaper reported that he rented the Hoxie building on Third Street and the building at this time was being dressed up for him. However, it is believed that the Hoxie building was located at 143 Third Street.

In September of 1899, **J. C. Link** moved his jewelry store from 122-124 Third Street to this location where he would share the wareroom with Little.

In May of 1901, W. M. Little left Baraboo for Evansville, Wisconsin where he would set up business. His family would remain in Baraboo for the present.

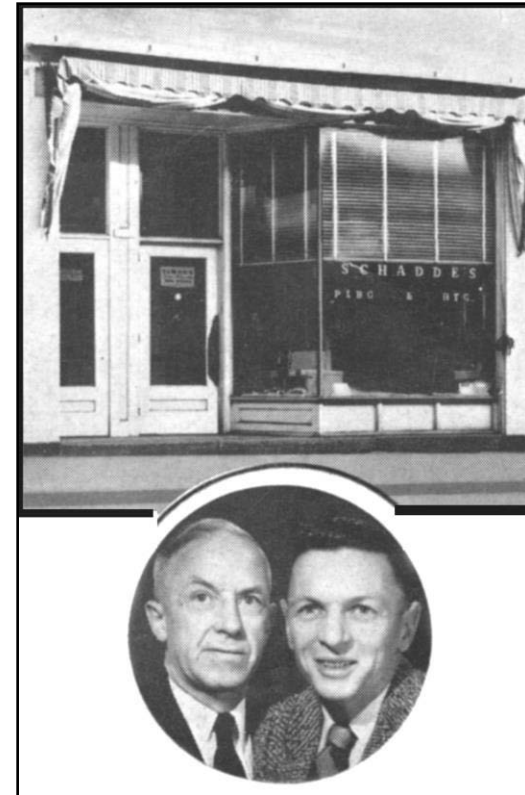
In 1899 Otto Schadde moved the **Otto Schadde Plumbing Co.** to this address from 143 Third Street.

In April of 1906, Schadde and **Frank Groskopf** joined forces, forming a partnership in the plumbing & heating business. Groskopf had been employed by Schadde a number of year's prior and since then had been with a firm in Ripon. In April of 1910, this partnership dissolved with Groskopf going to work for the state of Wisconsin.

Otto Schadde purchased the stock of the former **Harvey G. Welch Plumbing Company** in February of 1912. Welch had opened his plumbing business on Broadway about 1-1/2 years earlier. Welch was planning on making a move to Edmonton, Albert, Canada.

In June of 1912, Theodore Schadde died at the age of 71. Schadde was born in Crefiel, Germany and came to this country in 1868. He was employed by the railroad for 20 years and later worked with his son Otto. Besides his wife and son Otto, he left one brother, Fred Schadde of Chicago and four sisters residing in Germany.

In 1919 Otto's son Arthur joined the firm, becoming a partner in the firm of **Otto Schadde & Son Plumbing** in 1927. Arthur Schadde, as early as 1907, had taken a stenographer's course and was conducting a stenographer's service with an office in the Y.M.C.A. building prior to going into plumbing and heating.



Arthur and Martin Schadde

On May 1, 1944 the business celebrated 50 years in the plumbing trade. By 1948 the business was known as **Arthur Schadde's Plumbing and Heating**, Arthur Schadde, owner. Then in 1951 the business listed **M. Arthur Schadde and Martin O. Schadde-Partners**. In 1968 Martin was listed as being president of "**Schadde Plumbing and Heating**". The 1970 telephone directory was the last directory to list Schadde Plumbing & Heating at this address.

139 Third Street

Martin O. Schadde was born on December 22, 1922 in Baraboo and died on April 30, 2004 at the age of 81. Martin served the U. S. Army as a Sergeant in the Pacific Theater during World War II. He was aboard the U. S. S. Missouri and observed the surrender of Japan at the end of the war. His wife, Juanita of Baraboo, three children, Victoria Robinson, Brent Schadde and Kimberly Schoenoff, survived Martin.

Between 1972 and 1980, **Russell Behn** operated his **Val-U-Footwear** store at this address while **Denny's Music**, owned by **Dennis and Judy Uselmann**, located here next. The music store offered services for band students, sheet music, and music books, guitar repair and handled special orders. The store remained here until 1984.

Then the **Cooperative Appliance Store** replaced Denny's and was operated at this location until 1986. 1986 found **The Children's Hour Toy Store** here, which was owned and operated by **Richard and Sheila Roznos**. This business lasted until 1990, at which time; **H & R Block** operated a franchise at this site. H & R Block lasted one year and on February 11, 1991, **Impression Hair Designers** was established by **Inge Barnard**. By January 1 of 2010 this building was sitting empty.

Martin Miranda moved his **Mexican Square Market** store to this address on July 15, 2010. He was located on the south side of Third Street.

142 Third Street

142 Third Street

I.O.O.F. Lodge Block

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

Block 35, lot 2

Sanborn map location 237 Third Street

Architectural Description

Rows of brickwork at the roofline provides ornamentation on this vernacular building, which was constructed to form a double block with the Gattiker building directly west. The three arched windows have stone window hoods and lug sills. The initials of the Independent Order of Odd Fellows are still visible between windows on the second story. The original storefront has been removed and replaced with contemporary materials, and modern signage greatly compromises the integrity and appearance of the building. Yet, despite alterations, the building is considered contributive to the historic and architectural character of the downtown commercial district as the site of a locally important fraternal group's lodge rooms, an early movie theater, and as an element of an intact block face.

Ground was broken for this 22 X 70 building in March of 1878 and was completed the same year as a lodge for the **Odd Fellows** above and a store below. George Capener did the carpentry. In 1885 the lodge room was improved with the addition of a 40 X 22 banquet room to the rear. Forres Brothers did the work, with wood carving by R. B. Fleming of Baraboo. About 1885 A. J. Carrow added a new front to the store for \$2275.

Dedication of the new building was held on August 28, 1878. The building was of brick and two stories high. The first floor was designed for a store and had a full cellar under it.

The second floor of the building was devoted wholly to the uses of the lodge, having a main hall or lodge room proper, a spacious reception room, together with the necessary ante-room, closets, etc. The walls and ceilings were finished in the best plasterer's art, white, brilliant and hard, with turned centerpieces in the ceiling for the chandeliers. The painting was said to be of an unusually good quality. The doors were grained to imitate walnut with French walnut panels.



142 Third Street Possibly J. W. Davis circa 1890

The building as it stood, without the shelves for the store, cost the Lodge \$3,000.

In January of 1881, a very important change took place in Baraboo, in the sale of **J. R. Davis'** interest in the **Mercantile House** of **Davis & Son** to **Mr. R. Jackson**. The firm then became known as **Davis & Jackson**. In February of 1886 the partnership dissolved its relationship. This was supposedly done by mutual consent. The senior member would continue the business as **J. W. Davis & Co**. It was not immediately known what Jackson planned on doing.

Eventually **Mr. Charles W. Whitman** joined and represented the company. **Joel W. Davis** married **Eva Hoxie** somewhere in this period of time. In 1887, you were advised to look for the sign of the "Bee Hive."

J. W. Davis & Co., General Merchandise, was listed at 326 Third Street (an old address) in the 1890 Sauk County directory. Joseph W. Davis and C. W. Whitman were at that time partners. On January 21 of 1893, the partnership heretofore existing between Joel

142 Third Street

W. Davis and Charles W. Whitman under the firm name of J. W. Davis & Co. was dissolved. In February of 1894, Whitman bought the South Side drug store.

In November of 1893, it was announced by Joel W. Davis that he had associated himself in his business with a partner, **Mr. Mark L. Patterson**. Patterson, for a number of years, was engaged in the mercantile business in Prairie du Sac. The firm would then be known as **Davis & Patterson, Dry Goods, and Groceries & Crockery**. This business was active until at least 1898. In 1901, **Frank Herfort, Dry Goods** was listed here and remained until the end of 1905. In November of that year he was advertising a closeout sale of his store. In February of 1906, Herfort completed his closeout by selling the balance of his goods to I. Fuhrnam of the Boston Store.

In February of 1907, **G. L. Fosdick** opened the **New Theater** on Third Street. However, in March Fosdick purchased a new theater in Jamestown, North Dakota and left Baraboo. George Hoefler, Fosdick's cousin, left promptly for Jamestown to put things in order there while Fosdick closed out the season here.

In the first part of July of 1907, the owners moved the **Elite Theatre** fixtures from the S. H. Peck building to the I.O.O.F building at 142 Third Street.

In October of 1907, the **Aronson Brothers** firm leased the building at this address from the I.O.O.F., with plans to open a vaudeville and moving picture theatre. **Mr. Lew Aronson** supervised the remodeling of the building. Aronson, for the prior two years, had been connected with the Gollmar Brothers' circus as the sideshow manager. Prior to that he had worked for the Ringling Brothers for five or six years. He advertised for the opening bill, a Mr. Charles LaNoire, a musical artist that had played all the large houses in the country. The show house opened on Monday evening, November 4 1907 as the **Bijou Theatre**.

The plan was to use all the latest subjects in moving pictures, which were known as class "A" films. He also purchased the very latest Edison New Model machine with which to project the images. Beautiful dissolving effects for song slides were promised as well as the very latest songs as they are published. Patrons were assured that

the new Bijou would be attractive to ladies and children who would be able to attend without escorts.

In January of 1908 plans were in the works to improve the theater by installing two swinging doors where the plate glass windows were and replacing the present door with a box office window.

Plans followed, in April of 1908, for the firm of **W. D. Bartlett & C. A. Booth** to occupy these quarters upon the removal of the Bijou Theater. It was expected that the theater would no longer exist at this address after the end of May of 1908. Supposedly, Bartlett & Booth had taken a three-year lease on the lower floor. In December of 1908, the partnership of Bartlett & Booth dissolved with Booth remaining to conduct the business. Bartlett would stay at this address to perform cabinetwork as might be required. However, in January of 1909, Booth decided there was too much work involved in running this business so he sold out. Bartlett was looking for a new place to open a cabinet shop. Booth held an auction on February 20 to rid himself of his inventory.

In Early March, Booth was in Chicago looking at Moving Picture equipment. His plans were to reopen a theater at this address. The floor had been raised to a desirable height for viewing. He had recently traveled to Chicago and visited many small theaters in order to help him design an up to date showplace. He contemplated calling it the **Gem Theater** but was open to suggestions. In April Shadow Town Co. received a new Edison Kinetoscope machine for Booth's theater.

The Gem opened on April 8, 1909 or thereabout. Earl Morse sang the illustrated songs, Bert Feltes operated the machine and Mrs. O. G. Lee greeted the visitors at the ticket window.

In February of 1910, **Al Malloy** purchased the Gem from Booth. In June **Mr. Feltes**, who operated the projector, left the employ of the theater and it was then necessary for the theater to shut down until a new man could be found.

However, by September of 1910, Booth had joined Malloy in the ownership of this theater plus the Orpheum. 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,

142 Third Street

Mr. Feltes, would perform the installation. The dynamo would be located at the McArthur dam between Oak and Ash Streets and wires would be run to the theaters.

In February of 1912, Malloy sold his interest in the Gem and Orpheum to Booth. By August Booth had joined forces with **M. T. Garrison** and the rejuvenated theater opened in late August. A new fibre, gold-finished curtain was installed upon which the pictures would appear.

In January of 1913, Booth sold his interests in the Gem and Lyceum theaters to **C. C. Pratt**. Booth planned on relocating to Oshkosh where he would conduct a confectionery store.

Sometime between 1910 and 1913 **C. C. Pratt** took over the Gem Theatre. In 1913 **M. T. Garrison**, proprietor of the Lyceum theatre located at 145 Third Street, and Pratt joined forces in the operation of both theatres. This joining of forces was due to the building of the new Al. Ringling Theatre, then underway.

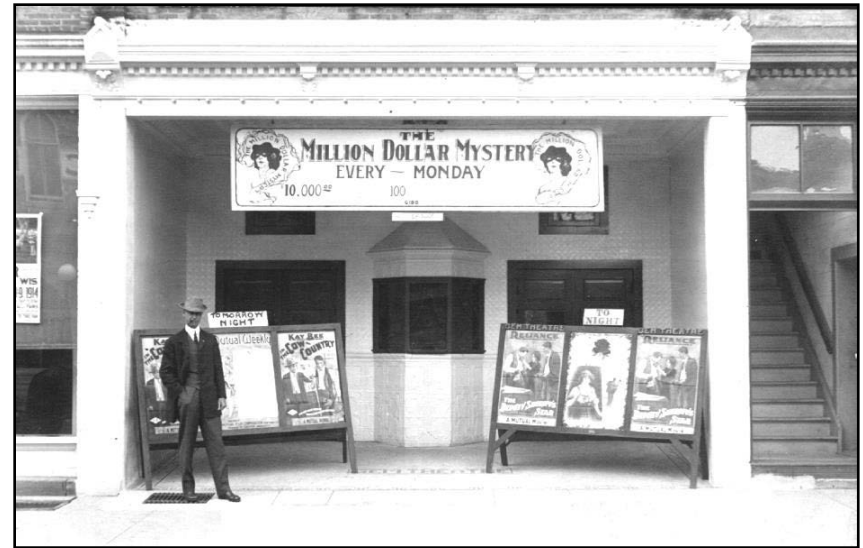
In August of 1915 Garrison acquired Pratt's interest in the theatres, closed the Lyceum theatre and concentrated on the operation of the Gem.

In May of 1920, **W. M. Franks** of Rockford, IL purchased the Gem theatre of Garrison. Mr. Franks planned to give a show every Saturday, Sunday and Wednesday evenings, with matinees Saturday and Sunday afternoons. The new owner was formerly a machinist in Rockford. Mr. Garrison had a number of billboards and would continue to conduct that business.

In October of 1921, **F. C. Keith** of Lyons purchased the furnishings and equipment of the Gem Theatre at a sheriff's sale. The sale price was \$325

W. M. Franks of Rockford, former proprietor of the theatre held an unpaid balance of \$800 on the theatre equipment, which was purchased of him by the **A. R. Amusement Company** in June of 1921. The Amusement Company planned on continuing the operation of the theater. The last named having agreed to pay \$1800 for the equipment, \$1000 of which was paid.

However, F. C. Keith and **C. Holloway** reopened the Gem Theatre on Saturday, October 29. 1921. The theatre, under new



142 Third Street Gem Theater circa 1914

management planned on showing moving pictures but later on would put on stage shows from time to time. Both men had been connected with public amusement enterprises for a number of years, Mr. Keith in Alva, Oklahoma and Mr. Holloway with a road show.

In April of 1922, **A. E. Rehberg** of Tomah, previously in the carnival business, assumed the operation of the theater. Keith & Holloway would probably go back on the road with their road show. In January of 1923, **Frank C. Keith** purchased the theater from **Rehberg & Rehberg**.

On July 29th. 1923, the Gem City Theatre business and building was leased by the Al. Ringling Theatre. This was to be the last change in the history of the little theatre. The building would be altered and put into shape by the Odd Fellows Lodge. Thus putting an end to the only theatre in existence in Baraboo at the time the Al. Ringling was built eight summers prior. This older type of theater was rapidly disappearing from the American scene. The citizens of Baraboo put it to a vote whether or not to keep the little theater open but due to the

142 Third Street

influence wielded by the *Baraboo Daily News* it was decided that the Gem had shown its last movie.

In September of 1927, there was a move afoot to bring back to life the Gem Theater. It was thought that a new theater could compete, selling admission at a lower cost than the Al. Ringling. A complete cleaning of the old theater was underway.

However, in November of 1928, the Ringling Theater's lease expired and the seats and other equipment were removed. The Odd Fellows' lodge now owned the building and had plans for its usage by a local firm after the first of the year.

By January of 1929, **The Richardson Paint Shop** was occupying the Odd Fellows' building, which had been vacant for several years after being occupied by the "Gem Theatre". The Richardson Firm did extensive remodeling on the building to put it in shape for occupancy. The basement was enlarged and a cement floor laid, while a new rear entrance made for greater convenience. An entire new front was constructed in the building, which was located across the street from the Richardson's prior location on Third Street. This store was known throughout later years as "**Richardson & Co., Inc.**", "**Richardson Paint Co.**", and "**Richardson House of Color**". **Herman Richardson** was listed as owner in the 1938 city directory; **Stanford R. Richardson** as President in the 1955 & 1964 city directories, **Clarence Schroeder** listed as president in the 1968 & 1971 city directory, **Blake Lawrence** as owner in the 1973 & 1988 city directory and **Dean Douglas** was as owner in the 1990 & 1995 city directory.

In April of 1960, **Clarence Schroeder** of Greendale, Wisconsin replaced **Leslie Gomon** as manager of the paint store. Gomon had been with the company for over 30 years.

In November of 1963, it was reported that this building was listed for sale and that the company was moving its finance, payroll, purchasing and stores departments to its southern headquarters in Austin, Texas.

The building was purchased by the city of Baraboo in November of 1987 and the upper story remodeled with funding from a block grant into apartments.

By 1995 the **Lifeline Christian Book & Gift Shop Inc.** had moved from 133 3rd. Ave. with **Tom Cafilisch**, as manager.

142 Third Street Gem Theater circa 1914



Gem Theater 142 Third Street circa 1914

143 Third Street

143 Third Street

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

Block 26, lot 11

Sanborn map location 212 Third Street

Architectural Description

This two-story three-bay building has rounded-arch windows beneath brick window hoods terminated by corbels. The cornice is no longer extant. Although replaced with modern materials, the recessed entryway and plate glass windows of the storefront have been preserved. A metal awning has been added. Despite alterations, the building is considered a contributing element to the character of the downtown commercial district as an element of an intact blockface.

It is believed that this was the site of the **Hoxie Building**, which was erected, in late 1872 at a cost of \$2,000. In January of 1873, the firm of **Hoxie & Davis** set up business here. Although, an article in the September 1875 newspaper stated that the new Savage & Halsted building was to be next to the Hoxie & Stein store? There is confusion here.

It is not clear what may have happened to the Hoxie building but it is thought that **H. T. Savage** constructed a two-story brick building on this lot in 1875 & 1876 to house his music house and named it the "**Star Building**." The first installment of Superior Organs from Worcester, Mass. arrived in November of that year.

In December of 1876, **C. A. Dano** transferred his **Merchant Tailoring** establishment and sewing machine and organ agencies into the new **Star building** on Third Street a few doors east of his old stand. By August of 1877, **Dano & Little Clothiers**, successors to C. A. Dano were conducting business in the Star building. Also, in November of 1877, **O. A. Dockham** opened a **Watch & Jewelry Store** here.

In October of 1877, **E. H. Ladd** established a **Carpet Shop** at this location and in April of 1878 **Mrs. S. B. Hawes and Mrs. F. T. Slade** was conducting the **Star Millinery Store** here.

In July of 1878, **Savage & Halsted** established a new music store at this address, handling George Wood & Co.'s Organs. On

November 12, 1878 **Savage & Halsted** advertised that due to the Oak Street fire, they were obliged to use the *Star* building for storage of the rest of their merchandise and were offering their complete line of organs at cost.

It was reported in the January 7, 1880 issue of the Baraboo Republic that Mr. Savage had leased the "**Star Building**" to an outside party for a term of years and that it would be operated as a meat market. Later, in January, **Mr. Hartley** evidently sub-leased the building and established **Hartley's Restaurant**. Hartley worked at the Woolen Mill and his wife, who was experienced in the restaurant business, was expected to open and operate the establishment early in February of that year.

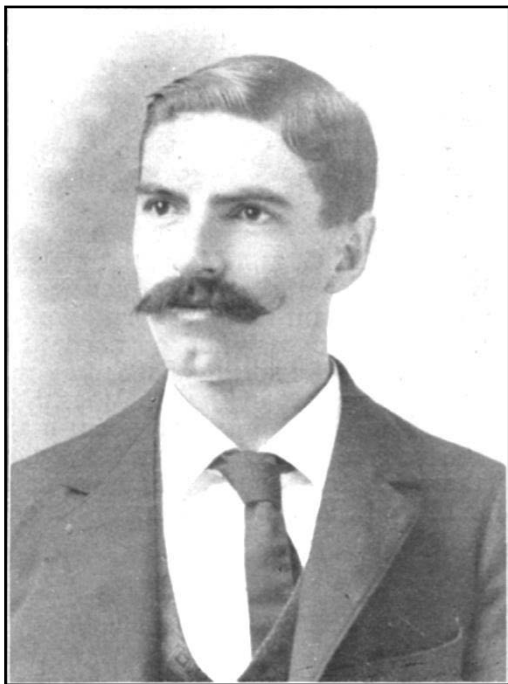
In May of 1881, **J. S. Worthman** set up a wholesale company in the basement of the **Star Building**. Here he purchased and distributed butter, eggs, grain, potatoes, in short all the products of the farm and garden. His refrigerated warehouse was directly east of the freight depot. About the same time **W. Holy & Co.** (Wenzel & Fanny) moved their grocery store to the first floor at this location over Worthman's. In December of 1881, W. Holy & Co. rented one side of their store to **Messrs. A. J. Roberts & Son**, agents for the **Wheeler & Wilson** sewing machine. In 1882, Savage was advertising the Star Building (across from Davis & Jackson) for rent.

J. C. Link rented the front part of this building in October of 1882 for his **jewelry business**.

In 1885 this business block housed a **Tailor Shop** and in early 1889, **A. W. Hawver** was conducting a **jewelry store** here. Hawver gave his address as in the Hoxie building but the number given was 325 Third Street, which due to the numbering system early on, could have been 141 Third Street. By June of the same year a **\$0.99 cent store** and auction house was being advertised here by **S. C. Sawyer**. In November of 1899, the newspaper reported "the fellow that sold goods at auction in the Hoxie building closed his doors and made a sneak with his cheap trash when the \$5 a day license was impose upon him".

In February of 1890 **W. G. McCoy & Company** located in the Hoxie Building to purify all kinds of bedding. It was said that the

143 Third Street



Otto Schadde

process was new, that feathers could be taken, cleaned, purified and returned the same day. The also advertised renovating hair, moss and wool mattresses.

In the early part of 1891, it is thought that **Mrs. Harvies** operated a **millinery** here.

Later, in April of 1891, **I. L. Humphrey** was making arrangements to move his hardware store from 150 Third Street into the second floor of the now vacant **Star Building**. A plate glass front was soon to be added. In May of 1894, Humphrey had to lay off Boyd Blachly, an employee of eight years. In August of 1894 Sheriff Doty closed the doors of Humphrey's store on an execution of the Bank of Baraboo to satisfy claims of \$741.15. Humphrey had been in business in this city for 40 years or more. The firm of **Lee & Pratt** purchased

all of the merchandise at the sheriff's sale. **F. R. Bentley** purchased the book accounts. **Lee & Pratt** moved the stock into the building at 413-1/2 Oak Street, formerly occupied by Blass the Baker. Humphrey then moved to Merrimack to a building on the corner of Church and Main Streets owned by G. A. Martin. There, he was preparing to set up a "first class hardware store".

Otto Schadde was born December 17, 1870 in the town of Sumpter, the only child of Peter Theodore and Catrina Henriette (Wagner) Schadde. After attending the old third ward school, he spent time in Milwaukee and Chicago learning the plumbers' trade eventually returning to Baraboo and becoming the head clerk for Marriott Brothers' Hardware Store in 1888.

In 1890, Otto worked for Baraboo Gas & Electric. However, it's evident that Schadde left Baraboo for a while because in November of 1891, The *Sauk County Democrat*, a leading newspaper of the time, received a letter from Otto, postmarked Perris, San Diego County, California. Otto stated that he had been there for some time now with his folks and that the climate was agreeable and they liked it well. He stated that the area they were in was new yet and that land was cheap. One could get land that was suitable for raising fruit or vegetables for \$50 to \$100 an acre and that a man with 10 or 20 acres could do better than a man in Wisconsin with 160 acres. He also mentioned that labor was paid well...to a man that works, \$2.00 to \$2.50 a day, with skilled tradesmen receiving up to \$4.00 a day.

Then in or about 1892, Otto was back in Baraboo going into business for himself, or possibly with a partner, locating immediately south of the river on the west side of South Bridge Street, now known as Walnut Street. **George I. Kelley** and **Otto Schadde** were in partnership as **Kelley & Schadde, Plumbing & Heating** at 143 Third Street in February of 1895 and at least late into the same year. By 1898 the firm was known as **Otto Schadde, Plumber**. In 1899 Schadde moved to 139 Third Street. The 1905 city directory still places Schadde at this address, which is conflict of addresses. This happened a lot with early directories. The same directory lists **J. P. Sprecher, Auctioneer**, as operating his office here.

143 Third Street

Schadde was born in Sumpter in Sauk County in 1870. He was married on November 25, 1896 to **Caroline Erickson**. They had one son, Arthur.

Otto's father was **Peter Theodore Schadde** who worked for the railroad for 20 years, leaving that job in 1891. Peter was born in Creffield, Prussia, Germany in 1840, coming to the United States in 1868, settling in Sumpter. Two years later he moved to Baraboo. He was one of the first brakemen for the C & NW Railway. The last 18 years he worked for his son, Otto Schadde as a plumber. Peter was survived by his wife, Henrietta and his son, Otto, both of Baraboo. Also a brother Fred of Chicago and four sisters living in Germany.

In early 1901, **A. R. Ableman** conducted a **second hand furniture shop** here. He also did all kinds of furniture and mattress repair. By November of 1901, Ableman had joined forces with **Mr. Tohal** and moved to the corner of Oak and Second Streets. It is not clear which corner.

It is believed that **Keller & Rose, Electricians** were located in half of this divided building in 1894.

In 1891, **A. R. Ableman** conducted a **second hand furniture shop** here. He also did all kinds of furniture and mattress repair.

In January of 1917, the **Marriott Hardware and Grocery Company** purchased the **J.P. Sprecher Dry Goods** store that had been here since 1915. After closing the deal Marriott stated that the merchandise would be closed out and the building remodeled. The partition would be removed and a large room created. Mr. Sprecher began his business career as a clerk for M.J. Drown in the old "Headquarters" store where the firm of J. Briggs & Company was later located. Afterwards Mr. Sprecher was in business at the Warren House location, on the site of the Reinking building, and two locations on Third Street. A number of years ago he purchased the interest of J.W. Davis and conducted the business alone after that.

In February of 1919, **C. Coolidge** opened a **Singer Sewing Machine Store** here. His family moved from the farm to the flat above the store.

By 1921 **The Hat Shop Millinery** and the **Singer Sewing Machine Office** were located here. It is not sure how long after 1922 these two firms remained.

In April of 1932, **H.C. Kinzler** of Baraboo became a partner of **Bruce Kirkpatrick** in the **Kirkpatrick Real Estate Agency** and the firm would then come to be known as the **Kirkpatrick-Kinzler Agency**. The local men had their office rooms on the first floor at 143 Third Street.

On April 16, 1931, Edwin Goggin, formerly employed at the Hamermister Jewelry Store of this city, announced the opening of his own repair shop in the building formerly occupied by the Singer Sewing Machine Company. Mr. Goggin attended Bradley Polytechnic Institute at Peoria Ill, and completed a course at the Elgin Watch College at Elgin Ill. Then in 1933 he purchased the fixtures of Emil Hahn Jewelry Store of Reedsburg. The fixtures included a 23-foot interior lighted wall showcase and 20 feet of showcases and door wings.

As early as 1936 and lasting until 1966 **Mr. & Mrs. Julius F. Reul**, owners, conducted the **Baraboo Retail Liquor Store** on this site. **Dr. Rex E. Waldo, Optometrist** worked out of this business block from 1966 to 1971 when a partner, **Dr. James B. Hasler**, joined the firm, which then became known, as the **Baraboo Vision Care Center**. Shortly after the partnership was formed, still during the year of 1971, the Vision Center left this address, moving across the street to 144 Third Street, and the **Army Recruiting Station** was established here. By early 1998 the military had left this post. **Jerry & Barb Traxler** opened their **Christmas & Candles Store** on November 9, 1998. In September of 1999 the Traxlers moved from this location to 115 Third Street.

The **Tangles Hair Salon** was opened January 4, 2000 by new business and building owner, **Lisa Ann Hohl**. Lisa was born in Fond du Lac and grew up in Sauk City. She was a 1983 graduate of The Madison Academy of Beauty Culture. Her prior position was at Total Design Salon on Fourth Avenue where she rented a station. In August of 2001 and at the age of 36, Lisa drowned in a boating accident on the Baraboo River. Lisa loved to play volleyball and enjoyed country

143 Third Street

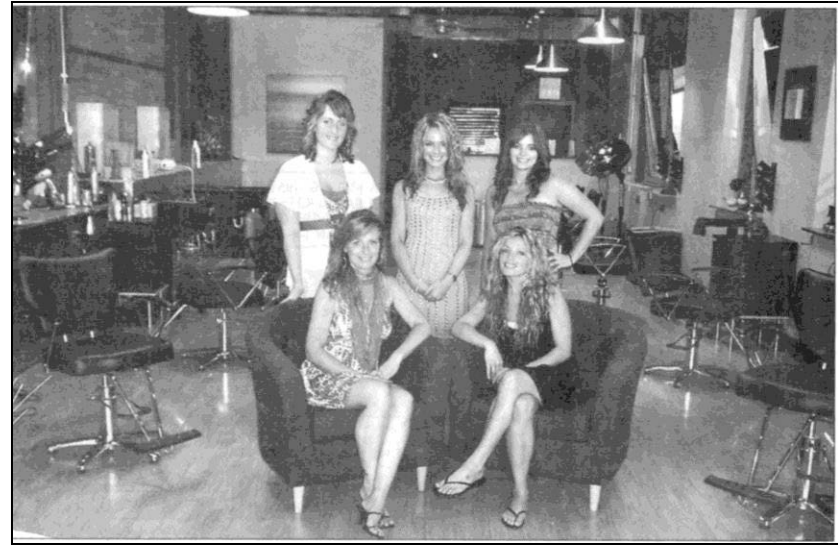


143 Third Street Lisa Turner circa 2004

music, traveling, camping and movies. Her husband Myron of Portage as well as many relatives survived her.

Tangles stylist **Beverly Kittoe** ran the salon for about a year after Hohl died. Then on April 1, 2003, **Lisa Turner** re-opened Tangles as **Lisa Turner's Salon**. This site had stood empty for several months and when Turner saw an ad for the site, she jumped at the chance. Turner had spent the last 12 years at Hairazors in West Baraboo. Joining Lisa was **Terry Ballard** who brought her **Hair & Nail Spa Plus** business to Tangles. In 2004 Turner purchased the building from **Myron Hohl**.

In July of 2010, the name was changed to **Tangles And Company**. The interior of the building was renovated to give it a warehouse look. The suspended ceiling and cabinets was removed as well as the plaster and lathe to expose brick walls. By removing the cabinets it was possible to add three chairs for growth.



Tangles and Company, c 2010, Clockwise from bottom left, owner Lisa Turner, Sarah McGann, Melanie Spencer, Shannon Franke and Holly Roll.

144 & 144-1/2 Third Street

144 Third Street

Dykins Block

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

Block 35, lot 1

Sanborn map location 238 Third Street

Architectural Description

The brickwork at the roofline of this three-bay brick building corresponds to the building directly east constructed at the same time, but other surface details do not correspond. Arched windows have been removed and smaller modern windows inserted. Arched hoods are formed of brick and terminated with corbel pendants. Modern tiles have been used to frame the window of the optometry office, which has moved the entrance to the side. Despite these alterations, the brickwork and window hoods are of some interest, and the building is considered a contributing element to the downtown commercial district as an element of an intact blockface.

In 1875 **Jas. Dykins** built this building, which adjoined D. K. Noyes' edifice directly east to form a double business block. The ground for this building was broken in April of 1875 and by the first part of June the second floor joists had arrived and George Hola started the brickwork.

In July of 1875, **Messrs. Edwin R. Bow** and **Louis M. Wrenn** entered into co partnership under the firm name of **Bow & Wrenn**, and planned on serving the public as hatters and dealers in gentlemen's furnishing goods, and would keep on hand a choice stock of tobaccos and cigars. Hatting would be their specialty as Mr. Bow was a practical hatter of large experience. They would carry a full and elegant stock of imported headwear for manufacturing fine hats as may be desired. They could also iron, block and redress silk and Beaver hats to order.

They planned on doing business out of Mr. Wing's building on Fourth Street until the completion of Dykin's new building. By August 1875, the firm had moved into this site. In September of 1875, **Mr. Hawes**, a fine **Boot and Shoemaker** moved his headquarters into this site with Bow and Wrenn. Hawes was still here as late as June of 1876. In November of 1875 Bow and Wrenn announced the dissolution of

their partnership. Bow would continue to conduct the business as the **Mad Hatter**. In July of 1886, Bow, had a closing out sale, offering to the buyer of his business, the secrets of the trade of making hats. He sold his stock of hats and caps, furnishing goods, trunks and valises to the **Conger Brothers** of Prairie du Sac. Bow was making plans to return to his boyhood home of Portland, Oregon. In 1908, it was reported by a Baraboo traveler that Bow was in charge of the hat department of the Steinbloch Store in Portland, Oregon.

Mr. A. V. Chapman opened a **Grocery Store** in the same building with Bow in May of 1877. He had been in business in Ableman the past 2-1/2 years.

During the November 6, 1878 fire, which destroyed most of the buildings on Oak Street across from the park, **C. E. Ryan**, the **Jeweler** had his building razed to prevent the spread of the fire. After the fire, Ryan moved two doors west of the post office, to 144 Third Street. There he brightened up the west side of Bow's "Mad Hatter" store with his merchandise.

In 1881, **J.C. Link, Jeweler & Watch-Maker** was located here, obviously filling the slot vacated by Ryan. Ryan moved back to Oak Street after having a new building constructed.

In March of 1886, **A. B. Willet** re-opened a **confectionery store** here after his place across the street was destroyed by fire.

In June of 1887, **James Dykins** opened a **Candy & Cigar Store** here.

Beginning in 1886, **William Thomas Jr.** and **William H. Prentice** were partners in the **Thomas & Prentice Meat Market** located at this site. In October of 1891, this firm was dissolved. Mr. Thomas conducted the **Thomas Meat Market** business alone until about April of 1892.

August Kamrath was raised in Sauk County. For many years he followed the trade of a mason and then accepted a clerkship with the meat firm of Thomas & Prentice. When Thomas & Prentice dissolved their partnership and Thomas had run the business alone for a while, Kamrath purchased the business and took over about April 15, 1892 operating the business as the **August Kamrath Meat Market**. Sometime later the market became known as **Kamrath &**

144 & 144-1/2 Third Street

Hirschinger, Butchers, when **Corwin Hirschinger** purchased an interest in the business and held it for about three years, before selling his interest to **C. A. Schmidt** in the fall of 1895. **Kamrath & Schmidt, Meat Market** remained in business until at least 1898.

In August of 1898, the law firm of Bentley & Bentley, executor of the will of **William Howroyd**, announced that they would auction this property on August 15 and sell for cash to the highest bidder according to the terms of the will. After lively bidding, **Frank Herfort** was the winner at \$3,500.

In 1902 the **Schmidt & Schneller, Meat Market** was located at this site. In mid 1903, **E. T. and George A. Riedel** purchased the market. However, in October of 1904, according to the October 12 issue of the *Baraboo Republic*, **William Schneller** and **E. J. Battles** purchased the **Reidel Meat Market** back. At the time, Battles held the office of county treasurer. At the end of his term, Battles planned on taking his position at the meat market permanently.

In 1905, the **William Schneller Meat Market** was located here while in 1911 it was called **Hillebrandt Bros. Meat Market**.

However, in October of 1907, **Harry Stees** purchased half-interest in the market, the name of the firm being changed to **Schneller & Stees**.

In July of 1911 Schneller sold his market to **Joseph & Albion Hildebrandt**. The Hildebrandts were natives of Baraboo and had last been employed by the railroad.

By 1912, Schneller was back but relinquished the site to the **Gust Brother's Meat Market** in March of 1913. **Edward and Paul Gust** had conducted a meat market on the south side for about thirty years and were familiar with the Baraboo trade. Schneller was planning a well-deserved vacation trip to Hot Springs, Ark. to visit his brother Robert.

In January of 1915 **Lucius H. Bump** and **Frank Parrish** purchased the meat market from the Gust brothers. The Gust brothers would be found at their old stand on Walnut Street thereafter.

In April of 1916, Bump purchased Parrish's interest in the market and immediately took in **Harland E. Wickus** as a partner.

Harland Eugene Wickus was born in the town of Kirkwood just west of Baraboo on August 9, 1889. He was the eldest of seven children born to Frank and Blanche (Wilcox) Wickus. At the age of 13, Harley went to work for the Roser and Koch firm, early pioneers in the meat business. He later served as an apprentice with Louis J. Horstman and the Weirich Brothers.

In 1927, Wickus purchased the interest of Lucius Bump in the meat market, which they had been operating on Third Street, and became the sole proprietor on Monday, August 1, of that year.

In December of 1930, the Wickus store became affiliated with IGA stores carrying the regulation blue and white color scheme. Prior to this time the store was in alliance with the Independent Grocers' Association.

In 1931, a cube steak machine, the first of its kind to be installed in this area, was added to the equipment of the Wickus market. The cube machine takes the place of pounding steak, breaking the toughest fibers up into regular cubes, but permitting the meat to retain all of its juices. Customers could then have their own steaks cubed if they wish as part of the Wickus services. Mr. Wickus's son, **Harold**, also became associated with the market in 1931, taking the place of **Bert Butterfield**. Also, in May of 1931, Wickus installed a new front on his store. Instead of the former steps at the entrance a wide sloping approach was constructed similar to the entrance at the Kunzelman Ice Cream parlor. In February of 1960 it was announced that Harland G. Wickus had taken in **Don Dunnington** as a partner. Dunnington was the former manager of the A & P store in Baraboo.

The **Wickus Meat Market** was located here until 1964. Harland E. Wickus died on June 8, 1957.

In 1972, **Dr. James B. Hasler & Dr. Rex E. Waldo** had moved the Baraboo **Vision Care Center SC** here from 143 Third Street. By 1976, Waldo was operating here alone. **Dr. Ricki Anderson** announced the opening of his office for the practice of optometry with Dr. Waldo in October of 1977. By 1983 **Chad A. Johnson, Optometrist** was established at this site, lasting until 1997 when he moved his office to 703 Fourteenth Street. The next business to move here was the **Community Home Medical Equipment** store. Co-

144 & 144-1/2 Third Street

owners **Greg Krivanek, Gloria McAdams, Douglas Buit & Mike Weyh** opened on October 1, 1998. By September 1, 2002 they had



144 Third Street Diane Shaw circa 2004

moved their business across the street to 145-147 Third Street.

Total Design Hair and Nail Salon moved to this location in November of 2002. Prior to this date they were located at 112 Fourth Avenue. **Diane Shaw**, owner and operator, purchased the building in July of 2002 and began the renovation in September. Dianne had styled hair for 16 years, working at other salons. She eventually found her way to Total Design and ended up owning the business. Her many loyal clients marveled at her career development.

144-1/2 Third Street (Upstairs)

1903-1905	J.P. Sprecher, Auctioneer & Dry Goods
1905	Baraboo Lodge Brotherhood of Railroad Conductors
1905	Baraboo Lodger No. 177, Brotherhood of Railroad Trainmen
1905	Baraboo Lodge No. 176, Brotherhood of Locomotive Engineers
1905	Sunbeam Lodge No. 36, Brotherhood of Locomotive Engineers
1905	Alpha Lodge No. 26, Brotherhood of Locomotive Firemen
1940	“Dr. R.W. Gold, Veterinarian”
1943-1945	“Harold E. Wickus Office”
1985	“Mormon Missionaries”

145-147 Third Street

145-147 Third Street

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

Block 26, lot 12

Sanborn map location 213-214 Third Street

Architectural Description

This two-story six-bay structure has rounded window hoods formed of brick and terminated with corbels, which link together the windows, and pilasters, which flank the storefronts. Rounded windows have been removed and modern windows inserted. A triangular pediment with "Bacon" in relief has since been removed. Despite alterations, the building is considered a contributing element to the architectural character of the downtown commercial district as an element of an intact blockface.

In April of 1875, it was announced in the *Baraboo Republic* that **Carlos Bacon** had pretty nearly demolished the building opposite the post office, to the north. It was his determination to put it in suitable condition for his fine stock of furniture.

Bacon, who died April 15, 1891, constructed the double storefront building located at this address in 1881. He left all his estate including personal items to his wife, **Clara Bacon**, to hold during her natural life. At her death, the residuals of the estate were given to Baraboo lodge No. 51, I.O.O.F. and Northwestern Encampment No. 20, I.O.O.F., a branch of the same lodge, equally with stipulations that the rents and interest of the personal estate were to be used for the benefit of all worthy brothers and their families, widows or orphans who might be ill or old and infirmed, Bacon provided for the management of the fund by the financial committee of three members

appointed by the lodge and given full power to control. He stipulated that the lodge also appoint a committee of three to see that the Bacon burial lot in Lodi cemetery be properly cared for. The property was placed in the hands of the lodge in 1925, following the death of Mrs. Bacon.

Mr. Bacon, a native of the Green Mountain State, moved to Lodi from Michigan and then on to Baraboo in 1872, and established the **Carlos Bacon Furniture and Undertaking** business. He started laying the foundation for his present business at that time. In the spring of 1882, Mr. Bacon let a contract to George Capener to construct a two-story brick, 40-1/2' by 70' building on the vacant lot directly west of **Mr. Slades** lot, which was on the northwest corner of the Ash and Third Street intersection. George Holah did the mason work. The new building was comprised of 3000 square feet on each floor. In August of the same year Bacon moved his stock into his new building.

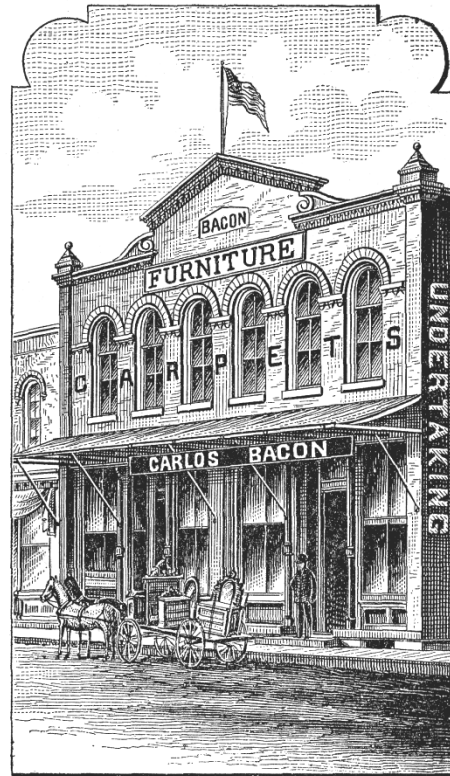
In 1886, **Mrs. O. J. Greatsinger** was conducting her piano and organ sales out of this building.

Bacon was a charter member and director of the First National Bank, organized in 1886. In January of 1889 he was elected Vice President of the same Bank.

In January of 1891, Bacon announced that he had sold out his furniture, carpet and undertaking business to a firm in Ohio, composed of two young men of ample means, highly recommended and with

thorough business qualifications as furniture dealers, undertakers and embalmers. They planned on taking possession sometime in February of 1891.

In the February 25, 1891 edition of the *Baraboo Republic*, it was announced that **Oscar H. Welch & E. S. Erswell, Furniture**



145-147 Third Street



The picture on this page was taken in front of E. S. Erswell's furniture store during a Fourth of July parade about 1900. The automobile was one of the first in Baraboo arriving here about 1898. Speculation has it that during the parade it was carrying the Columbia quartet, one of Baraboo's musical groups at that time, possibly consisting of Mr. Higgins, Mr. Crump, Henry Koeppke and Jim Bonham.

Dealers, Undertakers and Embalmers---successors to Carlos Bacon, at the old Stand--would be ready for business March first.”

The new owners promptly divided the second floor into two rooms, each one 75 X 20. The new rooms would also be used as a showroom.

In January of 1893, the co-partnership heretofore existing between Welch and Erswell was dissolved by mutual consent. The new firm was then organized under the name of **E. S. Erswell & Co.**

By 1895 the name of the establishment had been changed to **Erswell & Co., Furniture & Undertaking**. In 1896, the sign on the door read “**E.S. Erswell Furniture & Undertaking**”, this was due to

the fact that in September of that year, **Edward Erswell** purchased the interest of **Henry W. Erswell** of North Freedom and **Justice H. Erswell** of this city and assumed full charge of the store. Justice Erswell was listed as a drayman in the 1898 Sauk county directory and there was no listing for Henry Erswell.

In 1902, **John P. Witwen** had an **Insurance & Real Estate office** at 147 Third Street.

The 1905 Sauk County Directory listed Edward Erswell, **Charles Melzl** and **John McGann** as partners in the firm of **Erswell, Melzl & McGann Furniture & Undertaking**. In 1906 the trio moved their operation to the corner of Oak and Second streets.

In January of 1908 the stockholders of the **C.P. Larson Shoe Company of Baraboo** organized at the city hall. The stockholders elected the following directors, **C.P. Larson, M.H. Mould, C.H. Evenson, E.G. Marriott** and **Charles Wild**. Officers were C.P. Larson, President; E.G. Marriott, Vice President; Charles Wild, Secretary and M.H. Mould, Treasurer. The goal at first would be to produce about 100 pairs of shoes a day. The company was moved from Eau Claire in February of 1908. Those who moved from Eau Claire were C. P. Larson, Manager, Martin S. Berg, foreman, August Block, shipping clerk and Fred Larson, cutter. Berg and C. P. Larson moved their families here also.

At the time of the shoe factory moving here, the double business block building underwent major remodeling. The partition upstairs was removed and replaced with seven posts. Four windows, three lights wide were placed upstairs on the east side of the building. The power supply, an eight horsepower engine, was on the first floor driving the line shaft on the east side of the second story.

In January of 1911, the directors of the shoe factory decided to place the factory on the market. The shoe inventory was shipped to Duluth where a sale would be held.

It is not clear whether the lower floor was divided from the beginning or not. In any event, by 1910 the **J.P. Sprecher Store** was located in the western half of the building. This would have been at 145 Third Street. Sprecher was here until late in 1912. In September of 1911 **M. T. Garrison** leased this building with plans of opening an up-

145-147 Third Street

to-date vaudeville theater. He and **C. A. Booth** went on to establish the **Lyceum Theater and Vaudeville Opera Hall**. The theater opened in September of 1911. A three-act vaudeville performance and two moving pictures were given.

The word *lyceum* is synonymous with a general meeting place or a group meeting for discussions of various subjects. The term comes from a place in Greece near the river Ilissus, where Aristotle taught philosophy. In January of 1913 **C. C. Pratt** purchased Booth's interest in the Lyceum.

In May of 1915 Garrison acquired Pratt's interest in the theaters, closed the Lyceum Theater and concentrated on the operation of the Gem.

After the Lyceum Theater closed the building went through a repair schedule with plans for the **Frank Link Jewelry Store** to move here. Miss Ella Andro and her millinery would fill the site that Link was leaving.

The 1917 city directory lists **Welch Plumbing & Heating** at this address. This may have been in error, meaning 147 Third Avenue?

It is believed that **N. Hopkins** was a partner in a **grocery store** here in 1920-1921.

The Bacon building was severely damaged by fire on December 28, 1921. The east half of the structure, 147 Third Street, was occupied by the **Yellow Front store**, which was opened in 1920, and the Link Jewelry store at 145 Third Street, were both heavily damaged by the blaze.

Shortly after midnight the siren sounded and when the firefighters arrived soon after, the blaze had gotten such a start that any attempt to rescue any of the property in either portion of the building would have been a hazardous undertaking. The fire was believed to have originated in the basement of the part occupied by the fruit store. The Yellow Front store received the most damage.

Insurance

Bacon Building-----\$2,500.00
Link Fixtures----- 350.00
Yellow Front stock----- 3,000.00

No damage was done to the Helbig Storage Battery place to the east, nor to the Singer Sewing machine office, located on the west side of the damaged property.

In 1922, **N. Hopkins**, proprietor of the "**Yellow Front**" store, which suffered damages, leased the entire building, then owned by **Mrs. Clara S. Bacon** of Lodi. Plans were that the premises on Third Street where the fire occurred would be entirely remodeled and Mr. Tomkin would occupy the whole building and conduct a general store, which he stated would include an up to date line of shoes, dry-goods, etc., besides a stock of fruits and groceries. The new store was expected to be open about March 15, 1922. Frank Link who conducted a jewelry store in the west half of the building would not re-open his shop.

In March of 1922, **Henry G. Gropp** of Baraboo, for many years a railroad man making his home in this city, entered as a partner in the Yellow Front Store. Mr. Tomkin stated that he felt much gratified in taking Mr. Gropp into the business.

Later, in July of 1922, Gropp became the sole proprietor of the store. In September of 1923, the exterior of the **Gropp Grocery** was given a coat of light gray paint, which added much to the appearance of the store. Gropp obviously closed the dry goods portion of the store, which had been located in the west half of the building. Gropp remained in business here until at least 1929.

In 1923, **Benjamin Gaetzke** was making preparations to open a new tire shop in the old Lyceum building at 145 Third Street. The new adventure would be known as the **Yellow Front Tire shop**.

In February 1924, **H.R. Richardson** and son **Sanford** opened **Richardson Service**, at the site of the former Yellow Front Tire Shop. They manufacture all types of chipped glass and electric signs. They were also authorized distributors of oils, paint, enamels, varnishes and stains.

In October of 1925, Mrs. Bacon died and the **Odd Fellows' Lodge No. 51** and the **Northwestern Encampment No. 20** decided to accept the Bacon building under the conditions of the will.

In 1928 the **Richardson Paint shop** was busy making plans to occupy the Odd Fellows' building at 142 Third Street, which had been

145-147 Third Street

vacant for several years and was formerly occupied by the Gem Theatre. The Richardson Firm was doing extensive remodeling on the building to put it in condition for occupancy. The basement was being enlarged and a cement floor laid, while a new rear entrance would make for convenience. An entire new front was to be constructed in the building. The paint shop was expected to move around the middle of January 1929.

In 1927, the **Stortz and Coughlin Company** was located at 112 Walnut Street. Their store was divided between grocery and hardware sales. In 1927 they decided to get out of the grocery business and to expand their hardware business. On March 17, 1927, a large sale was started to rid themselves of all their groceries. Ray Clark, who had been in charge of the grocery department, remained with the firm.

Both **William J. Stortz** and **Edward W. Coughlin** had been in the hardware business for some time. Mr. Stortz was with the original firm back in 1910, while Mr. Coughlin joined in 1913. It was in 1921 that the present partnership was formed, the two then buying out the company that formerly operated the store.

In June of 1929 **Stortz & Coughlin** moved their hardware business to their new location at 145-147 Third Street. The building was extensively remodeled; the two stores being made into one large floor space by removing the center partition. The remodeled storefront would have a single entrance and two attractive show windows. The exterior was repainted in yellow and black. A new tin shop would be constructed at the rear of the building.

In 1931, the erection of a fine, brick two-story building at 145 Third Street was being contemplated by the Baraboo Odd Fellow lodge. The building had suffered much damage from a fire on December 8, 1931, which was believed to have started in the **Ott Tire and Harness Shop** that occupied the rear of this building. The damage estimate was about \$7,000, which was partially covered by insurance and included stock of the tire shop valued at over \$4,000.

It was planned that the building would be erected sometime in the spring of 1932, the work of tearing it down to be started April 1. The structure, then being planned, would have the first floor for a store

building and the second would probably be devoted to a residence apartment. It would probably be about 26 by 60 feet in size.

In 1942 **Oscar Isenberg** purchased the hardware stock of Stortz & Coughlin Hardware Store. For the time being Isenberg would operate both stores. Stortz would continue operating his metal shop at 145 Third Street with access being from Ash Street. By March 6, 1943, Isenberg had removed all the hardware stock.

William J. Stortz operated this store until at least 1973 with his son, **William E. Stortz Jr.**, acting as manager until the mid 1970's. The 1976 through 1980 city directories list William E. Stortz jr. as owner of the store.

In 1945, **Osborne Printing Co.** located at 147 Third; in 1955 **Vilas F. Flatow** and **John P. Osborne** were in partnership and operated the business as **Circus City Printing & Office Supplies**. Flatow was listed as president of the operation in the 1971 & 1977 city directory; **Mary Carol Flatow-Solum** listed as president in 1978 and 1980. **Earl Beaver** assumed ownership of the operation in 1981.

Between 1981 and 1989 the **Express Press** operated here in conjunction with **Beavers Office Supply** business. **Arthur J. (Or Anthony J.) Dunn & Mary Cobb Dunn** were listed as owners in the 1986 through 1988 city directories.

In 1986, **Beaver's Repair Service** was established in the western half of this double building by Beaver. The name was changed in 1988 to **Early Bird Appliance Repair**.

Arlene A. Kurtz purchased the double building and business from Earl Beaver in 1993. The store at that time was divided, with a stationery store on one side and a commercial print shop on the other. When Kurtz bought the building and business, she combined the two stores behind a single storefront, operating as **Circus City Printing & Office Supplies**. In 2002, Arlene decided to close out the business. She planned on maintaining ownership of the buildings. **Community Home Medical Equipment**, a business that was located at 144 Third Street, opened here on September 1, 2002.

In December of 2004, Dr. Robert Konen purchased this building and in August of 2005 the property was sitting empty.

145-147 Third Street

During the fall of 2005 and the spring of 2006 the new owner made a complete renovation of this building. In doing so, he also added on to the building, encompassing the empty corner lot at the east, 151 Third Street. The new façade leaves little indication of the former facade and another part of history caved in to modernism.

On May 1, 2006 Dr. Konen moved his dentistry office into this building from 314 Ash Street. The new establishment was then called the **Downtown Family Dental of Baraboo.**

Thereafter the address of 145/147/151 Third Street would be known as 147 Third Street.

148 Third Street

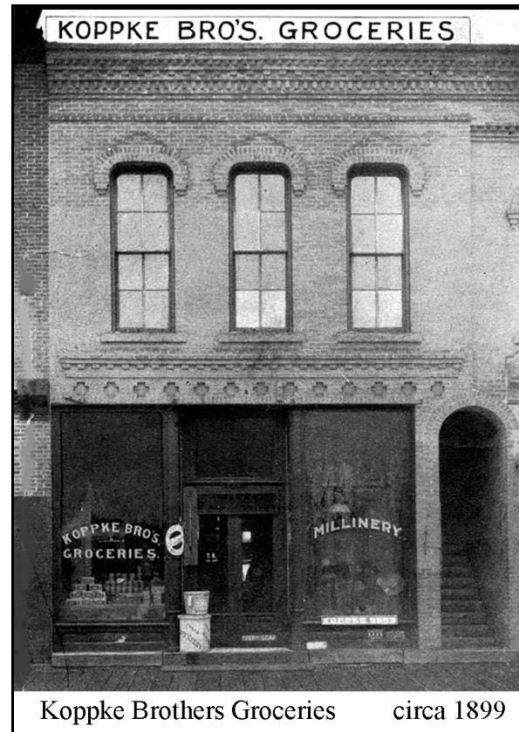
148 Third Street

Noyes Block

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

Block 35, Lot 1

Sanborn map location 239 Third Street



Architectural Description

The brickwork at the roofline of this three-bay brick building corresponds to the building directly west that was constructed at the same time, but other surface details do not correspond. Segmented-arched hoods, formed of brick, have been removed and smaller modern windows inserted. Modern materials, including carrera glass, have been used on the current storefront, which retains a center recessed

entry and corbel table over the first story. Despite these alterations, the brickwork and window hoods are of some interest, and the building is considered a contributing element to the downtown commercial district as an element of an intact blockface.

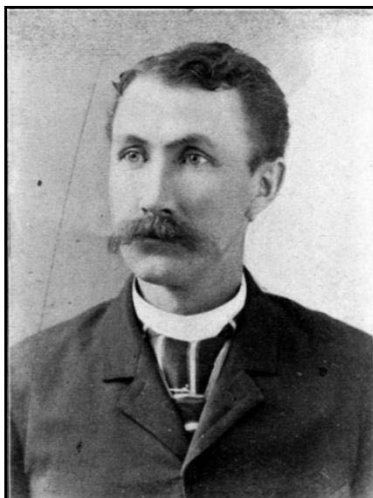
In April of 1875, the *Baraboo Republic* reported that the excavation was progressing rapidly on the sites of the buildings to be erected on Third Street by Messrs. **Longley, Dykins and Col. David Knox Noyes**. The earth removed was being put to good uses elsewhere. Mr. Wm. S. Grubb, had greatly improved the surroundings of his dwelling with part of the same, and another part was being applied to improving the grade of Walnut, between Lynn Street and the bridge. Noyes had this building constructed, which adjoined the post office to the east, and Jas. Dykins constructed the one directly west to form a double business block. The ground for this building was broken in April of 1875 and by the first of June the joists for the second floor had arrived and George Hola was busy with the brickwork. By the middle of July the painters were attacking the interior. The lower room and basement of Noyes' new building was about complete in August of 1875 and plans were underway for the **Silber Brothers** to occupy both floors. The Silbers were from Ripon and DePere and they would conduct a Dry Goods and Clothing Store here, called the **New York Clothing and Dry Goods Store**. The second floor had yet to be rented. By the end of August, Mr. **B. Silber** had arrived in town with a large stock of goods that he personally purchased in New York. Silbers closed this shop in January of 1877.

Arthur D. Goodnough was born at Oneida, Wisconsin on an Indian reservation. He worked in Green Bay and then came to Baraboo in 1882 and commenced his career as a merchant. In June of 1888, Goodnough rented the Noyes store on Third Street for the **Goodnough Grocery Store**. He moved his stock of groceries here about the first of July of that year. Records indicate that Goodnough operated at this site until September of 1890. Goodnough stated then that about a year prior he had fallen heir to a great deal of money left by a relative who had died in St. Joseph, Mo. He was preparing to go there soon to take control of his estate.

148 Third Street



Mrs. Henry Koppke



Fred W. Koppke



Henry P. Koppke

Goodnough sold his business to **Geo. Adkinson** and **Mich. Coughlin** who would continue the business. Mr. Adkinson was a clerk for Peck & Herfort. Coughlin planned on retaining his job with the railroad with his partner operating this business.

However, in September of 1891 it was reported that the deal with Adkinson and Coughlin fell through and Goodnough sold to **Fred E. Moore** who would then cater to the public at the old stand. Moore's son **Fred Jr.** would move here from Portage and take control of the operation.

It was reported in September of 1896 that Goodnough had died at Tomah at the age of about 41 years. He had conducted a store for the Goodyear Lumber Company the prior year.

In March of 1892 **Fred W.** and **Henry P. Koppke**, who for several years had run a general store in Delton, rented Goodnough's old stand and moved **Koppke Brothers' Groceries** to Baraboo. They were in business here as late as 1903 with **Mrs. H. P. Koppke** sharing the building as a **Milliner**.

Fred W. was born in Christiana, Norway but was of German descent. He came with his parents, to this country in 1862. They settled in Black Earth and shortly after moved to Baraboo. He was married in 1893 to **Miss. Josephine Luke** of the town of Delton, and to them was born two children, **Pirie** and **Ruth**. Henry Koppke was born in Baraboo on March 12, 1864; was educated in the public schools and then clerked in a store until going into the mercantile business with his brother, in North Freedom, which they conducted for three years. They then moved to Delton, where they were in business for 2-1/2 years, coming to Baraboo in the spring of 1892. Henry was married on August 28, 1890 to **Miss Maude S. Swetland** of North Freedom.

In November of 1895, **L. C. Sharpe**, who had been conducting a job **printing office** in conjunction with the Koppke Brothers here deserted his "printer's heaven" and established himself in the parcel delivery business. After the above was printed in the Evening News, Sharpe reported that it was not him that had left the printing partnership, it was the grocery man, Koppke.

148 Third Street

In February of 1906, the building at this address and the building on the corner, 150 Third Street, destined to become the **Boston Store**, underwent some general repairs and remodeling. The two buildings were converted into one by the addition of a large arch in the center. One of the departments would be used exclusively for clothing, shoes and gents furnishing goods and was known as the **Boston Clothing and Shoe Store**. The entire corner was displayed with a choice stock of dry goods and women's apparel. There was also a department exclusively for groceries. The owner, **I. Fuhrman**, opened the store on March 10, 1906. The store had been located at 108 Third Street.

In November of 1907, Fuhrman withdrew his stock in the company of Silverman & Krueger in the stores in Kilbourn and Mauston. His intentions were to use this capital to improve the Baraboo store. Intentions were to remodel the upper floor for clothing and men's furnishings. The lower floor would be used for the sale of dry goods and groceries.

The 1910 city directory lists **R. Sherman Realtor** being at this location...may have been located on the second floor.

In October of 1912, **Dave Robinson** rented this site with plans to establish a restaurant here. It is not clear how long Robinson was here but he went on to conduct a **Lunch Wagon** which was located at various points about the park as late as 1916.

The 1913 telephone directory lists the **Peoples Restaurant** and **E.J. Battles' Real Estate Office** being located at this location. Battles may have been located on the second floor.

In June of 1916 **Victor Gustafson**, proprietor of the Peoples Restaurant sold his interest to **Mr. & Mrs. Phillip Abel and their son, Harry**. It was reported that Gustafson had been here for two years. It is thought that Abel left here in 1917, relocating to 404 Oak Street.

Anton Wolkowski, Tailor was located at this address in 1917 also, probably upstairs.

In August of 1917 **Ron L. Glazier's Feed Store** was advertising "We are now ready for your orders at our new location at 148 Third Street." In 1929 **Henry Potterville** purchased this property along with the building at 150 Third from **Mrs. F. E. Settergren**. He



Koppke Brothers circa 1899

remodeled the interior in 1942, eliminated the arched opening between this building and the one at 150 Third Street, and on December 1, 1943 purchased Ronald Glazier's feed store. **Duane Peck** then purchased the business and would run the new business in conjunction with Peck's hatchery. The Glazier Feed store had operated for 40 years, maybe not at this location. Prior to the opening of the Feed store, Glazier was in the drayage business for 7 years. Mr. Glazier died in January of 1952 at the age of 86.

In 1945, **A.I. Mueller, Chiropractor** was located in this building, probably upstairs.

In March of 1946, **Harold E. Wickus** purchased this building from Henry Potterville. He intended to rent the building to **Verge Douglas**, who promptly opened the **Douglas Drapery Shop** at this site. Douglas conducted this business until September of 1956 when the business was sold to **Roger C. and Ann R. Prahl** who then became partners in **The Drapery Shop**. They remained in business until 1977

148 Third Street

when **Bruce Brooks** owned this business. **Don Harding** joined Brooks in 1978 and the operation became the **Decorating World**.

Lloyd Bixby is listed as owner of **Sales Motivators Inc.** in the city directories during the 1982-1989 period, **Karen** and Lloyd Bixby 1990-1994 and **Rob Bixby** joined them as a partner in the 1995-1996 period. The 1997 directory listed Karen Bixby as president with Lloyd T. Bixby as vice-president. In 2002 the business was listed as **Carobyx Inc.** In 1984 **SMI Travel** also operated at this address also.

148-1/2 Third Street (Second Floor)

1880 Dr. Mills moved his stock here after the 1880 fire wiped out the Mills Block.

1897 In 1897, Miss Fairbrother was busy conducting a dress making shop over Koppke's and in fact was advertising for two apprentice girls.

1915 In January of 1915, **W. H. Kline and Son** (Harry) opened a candy & popcorn shop here.

150 & 150-1/2 Third Street

150 Third Street

Noyes Block

Located on the southwest corner of the intersection of Third and Ash Streets.

Block 35, lot 1

Sanborn map location 240 Third Street

Architectural Description

This two-story three-bay building had round arched windows beneath arched window hoods formed with brick. Some additional detail is provided by simple brickwork near the roofline, but it appears as though a cornice has been removed and replaced with plain common bond bricks. A contemporary storefront has replaced the original, further compromising the integrity of the building. Nevertheless, it is considered a contributing element to the commercial district as an element of an intact blockface.

January of 1867 found a new **Blacksmith Shop** on this corner being conducted by **Cooper & White**. In April of 1868, **A. B. Case and C. T. White** was manufacturing carriages, buggies, wagons and plows at this site.

In March of 1872, **James Dykins** transferred this corner lot to **Col. D. K. Noyes**, Postmaster with a stipulation that the Colonel would build thereon a brick building to be occupied and used as a post office. Here as elsewhere the location of the post office had a tendency to draw businesses in that direction. It just so happened that Dykins owned the building immediately to the west.

By May of 1872, **Andrews and Thatcher** were conducting the **Blacksmith Shop and Plow Manufactory** on this corner. They would soon move their operation down Ash Street to make room for the new Post Office building, which Noyes was constructing. John Thatcher came here from Illinois. He died in October of 1902, leaving his wife, one son, William and his sister Mrs. Ella Dykins of this city. It is not clear where the plow factory moved to but in 1877, **W. W. Andrews & Co.**, manufacturer of the Van Gordon plow sulky and dealer in farm machinery, sold out to Senator D. E. Welch.

In October of 1872, it was announced that Col. Noyes was finishing off the upper story of his **Post Office Block** for a public hall to

be used for concerts, lectures, etc. Although not so large – being only 24 by 70 feet – as the town demands, yet it would go a long way to supply a want that had existed here for many years. It was claimed the hall would seat 300 to 400 people. The 24 by 25 Post Office on the lower floor was being arranged in the most convenient manner possible. Two anterooms were partitioned off the rear end, one for a private office and the other for the clerk's sleeping room. It was expected that the building that was valued at \$6,000, would be open in about six weeks.

A considerable hill was cut down to facilitate this new building being at street level and many residents enjoyed receiving the fill. In mid-January of 1873, in the snow and ice, Noyes transferred his post office headquarters from the old frame building at Second and Oak to his new quarters at 150 Third Street.

In November of 1874, **W. H. Woodward** and **Mr. Willet** opened a **Candy Factory** sales outlet in the front room of the Post Office building. He also leased the basement where he produced the candy and baked goods. Then in July of 1875, **Mr. J. E. Owen**, formerly of the firm Owen & Mould, leased part of the post-office room and was busy fitting it up for a **Book & Periodical Store**. In November of 1876, **Messrs. J. Buhmeyer & Co.** of New York City opened a cigar factory here. In November of 1878, it was announced that **D. Buhmeyer** had joined the firm forming a partnership as the **Buhmeyer Brothers** that would conduct the business of the **Tobacco Factory No. 143**.

In March of 1877, a new establishment in the Post-Office Block was name appropriately "**China Hall**." The stock of glassware and crockery, vases, table ornaments, etc. was large and elegant, and surpassed anything ever before brought to the interior of the state. In his advertisement **Mr. Sumner** invited all to call and examine the goods. In February of 1878, Sumner moved to his elegant new quarters at 100 Fourth Avenue. At the same time, **John Stallman** who may have shared this building moved his **Tin Shop** to the building formerly occupied by Henry Gray. In December of 1878, Col. Noyes made some fine improvements in his buildings at the post office corner. There would be four fine offices over the post office, and a hallway was opened into the next building west so the entrance to the new of-

150 & 150-1/2 Third Street



W. W. Morse 150 Third Street circa 1890's

fices could be gained from either Third or Ash Street. The Post Office was here until 1884 when it was moved to the Wright Block on Oak Street.

In July of 1879, **Wilfred J. Dorward** opened rooms in this building for the practice of **taxidermy**. He had quite a large collection on display. Dorward meant to make a business of this art and local people were encouraged to patronize his shop. Next in June of 1880, **J. P. Owen** purchased a soda fountain and set it up on the west side of the post office lobby, to which side he moved his confectionery business.

In April of 1884, plans were underway to move the post office from 150 Third Street, to the northern most room in the Wright Block. The authorities in Washington had approved the move and it would take place as soon as the room was fitted up with a new set of patent wire-bottom boxes.

It was reported in February of 1886 that **Ira L. Humphrey**, the **hardware merchant** from under the hill, would be occupying the building within a few days. It is believed that Humphrey moved to this address in March or early April of 1886 from 103 Ash Street.

Humphrey came from New York State more than 30 years prior, starting in business with a small tin shop. In the year 1889 Humphrey was serving a third term as alderman for the Second Ward. **Boyd Blachly** was the head salesman during 1886-1889 at the Humphrey firm.

In September of 1886, a new addition was added to the rear of the present structure. The addition would measure 18 X 24 ft., one story and would front on Ash Street. It would be used for a shop for Humphrey.

By the end of April in 1891, Humphrey was making plans to move across the street to the vacant building next adjoining the Welch & Erswell furniture Store.

In November of 1891, **Wallace W. Morse**, formerly of Madison but as of late from Huron, South Dakota, had become a resident of Baraboo. His plans were to open a grocery store in the Noyes building. Morse was the nephew of D. K and Henry C. Noyes of Baraboo.

In November of 1892, **A. L. Hook** moved his music store into the rear part of Morse's store. However, this did not appear to be a proper location to draw customers so in May of 1893 he moved his operation across the street to Mrs. Slade's building.

In 1892, Morse and his family moved to Baraboo. Once here he engaged in the grocery business as **Baraboo Cash Grocery**. This venture lasted until approximately 1896. Morse was born in Verona, Wisconsin on April 6, 1856. By 1904 he was delivering mail to rural route 2. He was retired and pensioned in 1920. Morse died in April of 1924 leaving his wife and two children, **William David Knox Morse** of Baraboo and **Mrs. E. D. Thomas** of Rockford.

As of April 1, 1894, the name of the store located here was changed to **Morse & Gattwinkle**.

In April of 1894, **John Schneller** opened a **Shoe Maker's Shop** in the rear of Morse's store facing Ash Street.

In December of the same year Schneller sold his shoe making equipment to **M. Coughlin**, promising to stay on and help Coughlin learn the business.

150 & 150-1/2 Third Street

In June of 1894, **H. C. Noyse** moved his **Second Hand Store** to the rear of this building. He had been located at 121 Fourth Street.

In November of 1895, the **Ringling Brothers** leased the lower floor of this building for the winter.

In June of 1896, **Erswell and Co.** rented the Noyes building and opened it as **Erswell's Second Hand Furniture Store**. Their purpose was to accommodate people who wished to trade in used furniture as part payment for new. In June of 1897, the whole front of the store-room was to be removed and replaced with plate glass and modern architecture.

In May of 1898, **Llewellyn Treloar Osborne** and his brother **W. H. Osborne** of Mineral Point leased this building for a term of 2-1/2 years. Both of the Osbornes were traveling salesmen for the tobacco firm of Daniel Scotten & Co. of Detroit for many years. The partners were to establish a grocery store here. In January of 1900, the Osborne brothers decided to close their place of business. They immediately placed their complete stock, as well as fixtures, up for sale. L. T. promptly acquired a position with the Jewet & Sherman Coffee House as a drummer. W. T. Osborne decided to return to his hometown of Mineral Point, and open a grocery store there. However, it was reported in February of 1901 that he gave up his business there and went back on the road for the firm he worked for a few years ago.

On June 4, 1909, about 9:30 pm, the gas launch, Sans Souci, owned and operated by Chas. Sladdeck of Sauk City was traveling down the Fox River near Berlin, having on board the owner and Mr. L. T. Osborne of Baraboo and Frank P. Neu of Prairie du Sac. They were not familiar with the river and did not know of a fast approaching Berlin dam. Before they realized the situation they found themselves quite near to the dam. The boat struck the slash board on top of the dam and the boat went over the dam sideways.

Bennie Vetchke, who was in the vicinity with his fishing launch, heard the men's cries. He went to the rescue as quickly as possible and succeeded in saving the launch owner who hung onto his boat until rescued. Osborne and Neu, after a struggle, sank to a watery grave. The men were supposedly on their way to Oshkosh.



Llewellyn T. Osborne, Wm. Osborne Jr., Wm. Osborne Sr.

Vetchke purchased the damaged boat from Sladdeck and immediately sold it to John Drova of Berlin. Drova planned on repairing the boat and placing it back into service with a new name.

Mr. Osborne was born in England in 1867. Solomon T. of Dodgeville, William H., Mrs. James Spensley and Mrs. Mary Vivian of Mineral Point survived Osborne.

In Mid-June of 1897, Workmen commenced to remodel the Noyes store building. In 1901 **Kehl's Bowling Alley was operating** at this location. In May of 1901, **Professor Kehl** traveled from Madison to formally open his new bowling alley. Mayor McFeteridge had the honor of rolling out the first ball. This location was Kehl's second choice as he had been negotiating for the purchase of the Schoendfeld property on the north side of Third Street with no success. Unfortunately, the business was not profitable, so in December, Kehl removed the alley to Reedsburg.

In August of 1902, **J. R. Lawsha** announced to the public that he had opened a **Flour and Feed Business** in the Noyes' building. Lawsha said that he would keep on hand the very best in flour made in

150 & 150-1/2 Third Street

the northwest, such as Seal of Minnesota and Winnebago Chief. Also, graham, corn meal, bran, middlings, screenings, oil meal, salt by the barrel or by the pound.

The city directories of 1903 and 1905 list **W.H. Cline, Painter** at this address. It is believed that Cline had a **shooting gallery** here in 1902, which probably took the place of Kehl's bowling alley but could possibly have been on the second floor.

Curry & Burt Clothing opened for business on September 17, 1904 in the Noyes building, at this address, next to Koppke Brothers. They planned on operating at this address until their new building on Oak Street was ready. The firm consisted of **Walter Curry**, who had seven years experience in selling clothing in Baraboo and **L. N. Burt**, who had turned over his dye house to Mr. Johnson in order to enter into this business. In February of 1906, the building at this address and the building next to it located at 148 Third Street, destined to become the **Boston Store**, underwent some general repairs and remodeling. The two buildings were converted into one by the addition of a large arch in the center. One of the departments would be exclusively for clothing, shoes and gents furnishing goods and was known as the **Boston Clothing and Shoe Store**. The entire corner was displayed with a choice stock of dry goods and women's apparel. There was also a department exclusively for groceries. The owner, **I. Fuhrman**, opened the store on March 10, 1906. He had been located at 108 Third Street.

In November of 1907, Fuhrman withdrew his stock in the company of Silverman & Krueger in the stores in Kilbourn and Mauston. His intentions were to use this capital to improve the Baraboo store. Intentions were to remodel the upper floor clothing and men's furnishings. The lower floor would be used for the sale of dry goods and groceries.

In 1912, the Boston Store closed and by January of 1913, the **Wilcox Cleaning Company** opened here under the guidance of **Walter Wilcox**. By August of 1913, Wilcox had joined forces with the Imperial Cleaners of LaCrosse. **Mr. Behrenson** of the gateway City has been in Baraboo making arrangements to move his machinery here, making this one of the best equipped cleaning establishments in the

state. Behrenson would have charge of the cleaning and the firm would be known as the **Imperial Dye Works**. The new firm's plans included adding a new delivery wagon and a No. 3A Hoffman pressing machine.

On April 3 of 1915 **Miss M. A. McAuley** opened a **millinery store** here filling the space formerly occupied by the Imperial Dye Works.

In May of 1915, H. B. Quimby, of Reedsburg, sold the *Democrat Newspaper* to a new corporation. The last issue by Quimby was in April and the first issue by the new owners would be in May. Plans were to move the operation from the Luckow building to this site.

By 1915, the **Sauk County Publishing Co.** was conducting business at this site and **Roland J. Osborne** seems to be the principle player in the operation. The office of the *Sauk County Democrat* also moved here in 1915. In 1929, prolific real estate buyer, **Henry Potterville**, purchased this property along with its neighboring building to the west, 148 Third Street, from **Mrs. F. E. Settergren**. Osborn remains in charge of this printing establishment until January of 1937, when **Mr. & Mrs. J. Lewis White** purchased the business. Mr. White was the manager and editor of the Pardeeville-Wyocene Times of Pardeeville at the time of the purchase. Mr. Osborne had been appointed postmaster in July of 1934 and since that time the business had been operated by employees **John F. Osborne, Harold Thoerig** and **Ernest P. Zimmerly** with **Mrs. Osborne** as bookkeeper.

In March of 1929, the **Harmel Dray Line Office** moved here from 618 Sixth Street.

Also, **Miss Barbara Cameron** managed the **Western Union Telegraph Co.** at this location from 1917 to at least 1920.

It was announced in the May 24th, 1945 issue of the Baraboo Weekly News that the Whites had sold the publishing company to **William B. Goddard** and **Leslie Fink** of Madison.

Goddard and Fink were long time employees of the Capital Times Newspaper. In March of 1946, **Harold E. Wickus** purchased this building as well as the one directly west from Potterville. At this time "**Woody**" **Million's Woodworking** shop was operating in the rear of Sauk County Publishing. By 1964 the printing operation was

150 & 150-1/2 Third Street

being conducted as **Goddard Printing**.

H & D Graphics Division of Cantwell Printing Co. was the name on the window during the period of 1967 to 1976. **E. Hendrickson** was president of this operation through 1970 with **Peter Langley** assuming that duty from 1971 through 1976. In 1976 the name has changed to **Baraboo Printing** with **Larry K. Ritchie** being listed as the owner in the 1976 city directory and as manager in the 1977 through 1983 directories. The 1985 city directory lists **Russell Akey** as manager while **Beverly Winkelman** is listed as being in charge in the 1986 directory. In 1987, **John & Joan Kalinauskas** became co-owners of this business. Then, in late summer of 2004, the building was vacated.

By December of the same year **J. R. Block** had taken up residency in the newly remodeled building.

150-1/2 Third Street (Upstairs)

- 1878 From 1878 until at least 1898, **Eliza S. Chapman, Hair Goods**, was conducting business here. There are some records, which indicate that Chapman may have been at **146 Third Street**.
- 1881 A.H. Noyes & R.E. Noyes, Attorneys, Office over Post Office
- 1881 W.A. Boyd, Physician & Surgeon, Post Office Building, Ash Street
- 1887 In October of 1887, **Wilfred J. Dorward** was advertising the **City Music Store** here. Dorward was giving music lessons as before but now he had the assistance of **Miss Belle Sears**.
- 1948 Horse World Co.

151 Third Street

151 Third Street

Located on the northwest corner of the intersection of Third and Ash Streets.
Block 35, lot 1
Sanborn map location 215 Third Street

In February of 1875, **Carlos Bacon**, proprietor of the furniture store in Taylor's Building, purchased of **J. K. Mansfield** the building and lots on the corner of Third and Ash Streets, opposite the post office, for \$2,700. Mr. Mansfield took property in Lodi in part payment. Bacon planned on transferring his stock about the first of April.

In January of 1882, **Mr. William Slade** purchased Carlos Bacon's property on this corner where Bacon had conducted a Furniture Store as early as 1876. Possession was to be taken the first of August. Bacon had plans to build the coming season, on the lots west of the one sold. The plans were for a double store 40-1/2 X 75 feet and two stories high.

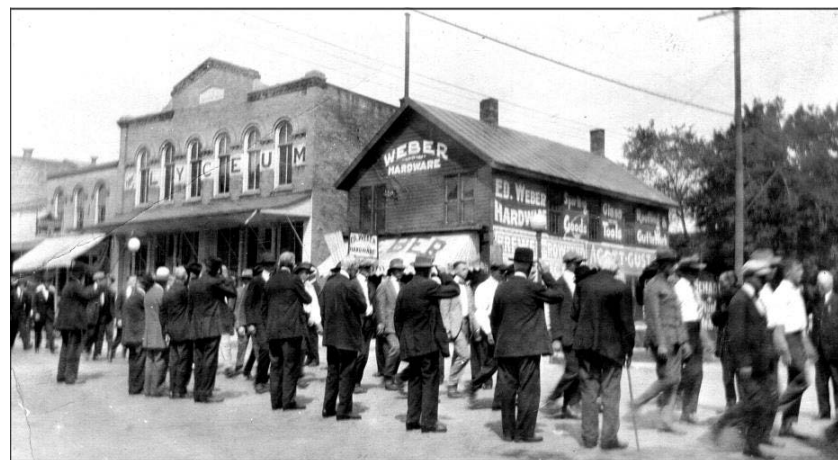
In November of 1888, **R. W. Baldwin** opened the **R. W. Baldwin Glove and Mitten Factory** on the corner of Ash and Third, next to Bacon's furniture store. By 1890 and as late as 1896, the **George Cordes' Furniture Manufacture & Store** was being conducted here.

In March of 1889, **Sam Goldfarb** came from Chicago, took possession of this store building, and opened a **fruit store**. In July of 1889, it was reported that **Ed. Rooney** opened a **Fruit & Confectionery Store** here, calling it the **Fairy Queen Fruit Store**.

Also in July of 1890, it was reported that Goldfarb sold his fruit store to **John Spivac**, a wholesale dealer from Chicago. After selling to Spivac, Goldfarb moved to Neenah, but it was reported that by the middle of August 1890, he was back in Baraboo in business.

Goldfarb may have reacquired his old business here as by August 6, 1891, Goldfarb had again sold his business, this time to **Bernhard Hof** of Chicago. Goldfarb stated that he was off to Milwaukee to enter a new field of endeavor.

In 1890, **Mrs. F.T. Slade, Dressmaker** was operating at this site. It was reported in the August 1890 issue of the Baraboo Republic



Edward H. Weber Hardware Store 151 Third Street circa 1918

that **Simon and Nathan Ladon** were operating the **Chicago Cheap Store** in the "old frame building" on the corner of Ash and Third Streets. In February of 1891, the **Ladon Brothers** informed the News Republic that they had received a telegram from a brother residing in Monroe, stating that an uncle named Mr. Morris, of Russia had recently died and left an estate valued at 100,000 rubles (or \$50,000) to be divided between five Ladon brothers and their mother. However, in the June 30, 1892 issue of the Baraboo Republic, Sam

Ladon wrote:

*The great "Bard of Avon,"
Must have a "trade on,"
With an "uncle" of Sam Ladon,
When he made this raid on
The ways of thrifty men.*

Obviously the rubles never left Russia... shortly thereafter, in November of "91", Nathan Ladon left Baraboo and went into business at Rockford, IL. Sam remained to serve all customers just the same; the business being changed to **S. Ladon Dry Goods**. In June of 1892, Sam Ladon moved his business to 124 Third Street, the prior location of Ben Brewer. Ladon's tenure at his new location was short lived as in December of 1892, Sam Goldfarb acquired by virtue of a sheriff's sale,

151 Third Street

the bankrupt stock, and for three days slaughtered the stock at the old stand on Third Street. Nathon Ladon was in charge of the sale.

In September of 1892, **Mrs. F. T. Slade** advertised her home furnishings at her residence located at 151 Third Street.

Later in December of 1892, **John Blass**, who for a number of years had been doing business on the south side, opened a **bakery** here.

Then in May of 1893, **Albert Hook** moved his **music store** here from 150 Third Street. He had been located across the street since November of 1892. In January of 1895, Hook moved his establishment to the **Cordes' building** which is believed to have been on the northeast corner of the intersection of Ash & Third Street.

In March of 1895, **Aton's Music Store** moved here while **Gorman & Sarahan Dress Makers**, moved to the second floor in June of the same year.

Also in November of 1895, Messrs. **Briggs & Cushman** established a **Glove & Mitten Factory** here. They also were prepared to repair coats, robes and furs of all kinds. However, in December the partnership was dissolved and the firm would continue under **William Briggs' Gentleman's Clothing**. Cushman would go back to blacksmithing. In 1897, Briggs decided to install a tannery here in connection with the glove business. In March of 1899, Briggs moved his business to a building at 121 Fourth Street, recently vacated by C. H. Farnum. **F. C. Damman, Merchant Tailor** was also working out of this building in 1895.

In 1903, **F. N. Gaskell** had an office at this address to take orders for **chimney and furnace cleaning**. He was still here in 1912 sharpening and repairing lawn mowers along with other general repair jobs.

By 1905, **J. L. Best, Cigar Mfg.** was operating at this location. While there are few records available for the next few years, it appears that **Edward H. Weber** was conducting the **Weber Hardware Co.** while **Arthur Clark, Upholsterer** was also located here in 1917.

In January of 1918, H. L. Halsted was appointed receiver for the Weber Hardware. The stock was sold to F. J. Baumgarten of

Columbus. The amount of the sale was small and after expenses there was not more than five-cents on the dollar for the creditors.

In June of 1919, **Hugo Helbig** of Racine took ownership of this building and after some remodeling the **Helbig Storage Battery Company** started business here. Helbig was in business until July of 1924 handling new radiators and the Willard storage battery. At that time F. T. Madsen and Theodore Ricksher of Chicago purchased the business. Both of these gentlemen were electrical engineers with 18 years of experience. Helbig expected to stay with the firm for a few months. The business then became known as the **M & R Battery Shop**. M & R Battery Shop continued in business for several years, employing **Louis Bethke** as manager. In June of 1928, **Harry Voiles** replaced Bethke as manager.

Joe Connors eventually purchased the business, selling it in 1929 to **Charles Ott** who would conducted the **Ott Tire and Harness Shop** in the rear of the building.

On December 8, 1931, \$7,000 worth of damages was caused when an explosion in the garage of Ott's Harness Shop took place. The fire spread rapidly from the garage into the adjacent store building where a stock of automobile accessories and harnesses belonging to Charles Ott and valued at over \$4,000 was almost totally destroyed.

Firemen kept the fire from spreading upstairs where **C. W. Gerk's cabinet shop** was located.

The I. O. O. F. Lodge evidently purchased this building shortly after or shortly prior to the fire. In April of 1932, Ott moved his operation to 111 Second Street.

On April 1 of 1932, the **Baraboo Lodge of Odd Fellows** began the razing of what was left of this building. While their future plans were not yet announced, the corner was said to have been materially improved by the removal of the old frame building. The lodge members felt that it would have been useless to attempt to repair the building. The estimated damage, which was partially covered by insurance, included stock of the tire shop valued at over \$4,000. There were no immediate plans to build.

151 Third Street

Obviously, sometime after the old building was removed a new small metal **Trachte** building was constructed here, and though new, was not a great improvement to the corner.

The Trachte Story

When George and Arthur Trachte left the family's Watertown, Wisconsin farm in 1901, they set up a small furnace and tin shop in Madison, WI. Within a few years, the brothers had patented a steel-rolling machine to help manufacture what had become their primary product line -- water tanks. The rolling machine corrugated steel into various forms and ultimately produced tanks able to withstand tremendous water pressure. This machine was the forerunner of Trachte's present-day roll formers.

The 20s roared for Trachte. And so did the 30s. The popular Trachte catalogs; along with word-of-mouth helped develop a national market for Trachte products. Many inquiries came from the southern United States, where steel Trachte buildings that could withstand the threats of weather and fire damage soon replaced the fire-prone wooden structures housing cotton gins. With that, the product line began to take on new shapes (and sizes) with structures for warehousing, gas stations, restaurants, airplane hangers, automobile dealerships, storefronts and even summer cottages. History was made when Charles Lindbergh used a Trachte hangar to house his Spirit of St. Louis while visiting Madison.

In 1936, the **D & A Supply Co.** was located here while a string of barbers practiced their tonsorial prowess's here in years to come. From 1937 to 1939 **Robert W. Yourell & G. J. Hyatt Barber Shop** was at this site moving to 130 Third Street in June of 1939.

William V. Gavinski's Barber Shop followed in 1955. 1964 finds **Werner R. Rabe** conducting the **Tin Barber Shop** here while **Robert W. Kahler** was busy in Bob's Barber Shop by 1968. In 1971 we find **Gerald Dunn** operating **Jerry's Barber Shop** on this corner. Next comes the **John McNabb Barber Shop**, also known as the **Kut Hut**. This operated between 1973 and 1981 when the operation was moved to 606 Oak Street, another long time haven for tonsorial artists.



151 Third Street Tin Building circa 2005

The barbershop building next housed **Gerald Belter Realty** in 1982 while the **Winding Rivers Gift Gallery** had a store here in 1987. During the years 1988 and 1989 **Supreme Awards** conducted a business here while next came **Bear's Shoe Repair** in 1990, **Butch's Shoe Repair** in 1992 and finally **Keneth J. Wankerl** conducted **Doctor's Shoe Repair** from 1993 through 1996. Finally **Jill Luce** opened the **Body Shop Tattoo Parlor** here in January of 1997.

In 2004, Dr. Robert Konen purchased this building and in June of 2005 the property was sitting empty. A sign on the door, regarding the tattoo shop, read, moved across the street from Subway. This must have been in West Baraboo.

In July of 2005 the little tin building was gone and an empty corner lot was found there instead.

Sometime after December of 2004, Dr. Konen purchased this site to go along with the property at 145-147 Third Street, which he had recently purchased. After the removal of the building an addition was made to 147 Third which encroached onto this corner lot. Thereafter, the property at 145/147/151 Third Street would be known as 147 Third Street.

151 Third Street

Remembrances

Odd Fellows Consider Remodeling Former Bacon Property
(Baraboo Weekly News 2/4/1932)

The erection of a fine, brick two-story building at the present location of the Ott Tire and Harness shop at 115(145?) Third Street is being contemplated by the Baraboo Odd Fellow lodge, to which the property was bequeathed by the late Carlos Bacon in 1891

The building would be erected sometime in the spring, the work of tearing it down to be started April 1. Damage estimated at \$7,000 resulted from an explosion in the garage of the harness shop, located at the rear, December 8, 1931, and the lodge members feel that it would be useless to attempt to repair the building. The estimated damage, which was partially covered by insurance included stock of the tire shop valued at over \$4,000.

The structure, now being planned, would have the first floor for a store building and the second would probably be devoted to a residence apartment. It would probably be about 26 by 60 feet in size.

The late Carlos Bacon who died April 15, 1891, leaving all his estate including personal items to his wife, Clara Bacon, to hold during her natural life, owned the present frame building. At her death, the residuals of the estate was given to Baraboo lodge No. 51, I.O.O.F. and Northwestern Encampment No. 20, I.O.O.F. (a branch of the same lodge) equally with, stipulations that the rents and interest of the personal estate were to be used for the benefit of all worthy brothers and their families, widows or orphans who might be ill or old and infirm, Mr. Bacon provided for the management of the fund by the financial committee of three members appointed by the lodge and given full power to control. He stipulated that the lodge also appoint a committee of three to see that the Bacon burial lot in Lodi cemetery be properly cared for. The property was placed in the hands of the lodge in 1925, following the death of Mrs. Bacon.

Pioneer Business Place

The history of this old landmark of the city is an interesting one and questions to a few of the pioneer merchants of the city reveals that one of the first industries conducted here was a glove factory which was open during the winter season. About 1889, Samuel Goldfarb occupied the building and had his fruit store business there for about a year, later

removing to various present sites of Taylor's Bookstore, part of Reinking's store, and two years later to the present location. One of the businesses, which later occupied the store, according to the recollection of Mr. Goldfarb, was the Edward Weber hardware store, which was more than 15 years ago. For many years since then it has been a battery shop. A Mr. Helbig(?) conducted it for a time after which it became known as the M. and R. Battery shop, then Joe Connors purchased the business and three years ago Charles Ott bought it from him.

If the building is constructed, the improvements on Third Street will be greatly increased. During the past few years the Stortz and Coughlin hardware store has been remodeled, the Richardson paint shop moved into its new quarters across from the former location and present site of the hardware store, both buildings also included in the Bacon estate, and several new fronts have been made on other business firms in this block giving it an up-to-date, neat appearance.

201 Third Street

201 Third Street

As far as can be determined, the following businesses were located on the northeast corner of Ash and Third Streets. This building was the former J. B. Southard house.

In June of 1885, **Sewing Machine Dealer, J. G. Aton**, moved his office from Spellan's Tailor Shop to the store of **Mrs. Greatsinger** opposite D. K. Noyes Post Office block. Aton shared space with **Corbin & Doty's Millinery Store**. **George Cordes' Furniture and Undertaking** also shared this building from 1885 and possibly earlier and until at least 1895. According to the Sanborn Insurance map of 1885, there also existed a **Music Store** here.

In May of 1928, the **L. H. Clark Funeral Home** was holding the formal opening of his parlor on the corner of Ash and Third Streets. In addition to a chapel capable of seating 100 people, the home had a room for a large display of coffins where a large line was shown together with a line of garments for the dead, an office, a private room or morgue and a completely equipped mortuary. In October, Clark moved his operation to Prairie du Sac where he became associated with L. E. Schultz in the Gruber Bros. store.