

Water Street

When researching an address, name or business on Water Street, please check the "Water Street Addendum" page immediately following this page for late data posting.

Water Street Addendum

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

Misc.

I. Cohn, Junk Dealer (Location & Date unknown)

Baraboo Republic 6/30/1869

George Cooper repaired the old house “under the hill” by the race with plans on converting it to a Cooper Shop and general Warehouse

129 Water Street

November 20, 1947

The **Riverside Implement Company** operated here since 1946 by George McArthur & Sons has been sold to **Gordon Schuette** effective today (11/20/1947)

120 Water Street

On June 30th. of 2011, a ribbon cutting was held for **The Sewing Room** located at 120 Water Street. The owner, **Melissa**, has been sewing and quilting for over 30 years and has been conducting the Sewing Room for the past seven years.

126 Water Street

Sherry Towns-Greenwald succumbed to brain cancer on Sunday, July 8, 2012 at the age of 57. Sherry spent lots of her precious time (and money) in an effort to beautify Water Street, by purchasing hanging flower baskets and benches . She was the founder of a guest service directory publishing business, Towns & Associates which she conducted for 28 years

120-128 Water Street

On August 18 of 1886, the Mauston Coronet Band was in town to help welcome in the first light show, to be displayed by the **Edison Light Company**. Streetlights and some business lights were

to come alive; however, it was sad that no show happened. The Edison system had purchased the power from one of Hoyt & Company’s four water wheels at the flouring and gristmill. The company being in a great hurry to arrange the machinery of the mill-power found that the gate-stem proved too weak and gave away. This caused the wheel and pinion, which powered the dynamo, to break. Obviously some repair was in order.

The Wackler Iron Foundry was called on to manufacture a new shaft and by the following Friday and the company intended to have all subscribers electric lights by Saturday morning. However, no lights appeared until September 18 of 1886. There were almost 50 business' and government offices that had subscribed to receive electricity as well as maybe 6 private residences.

303 East Water Street

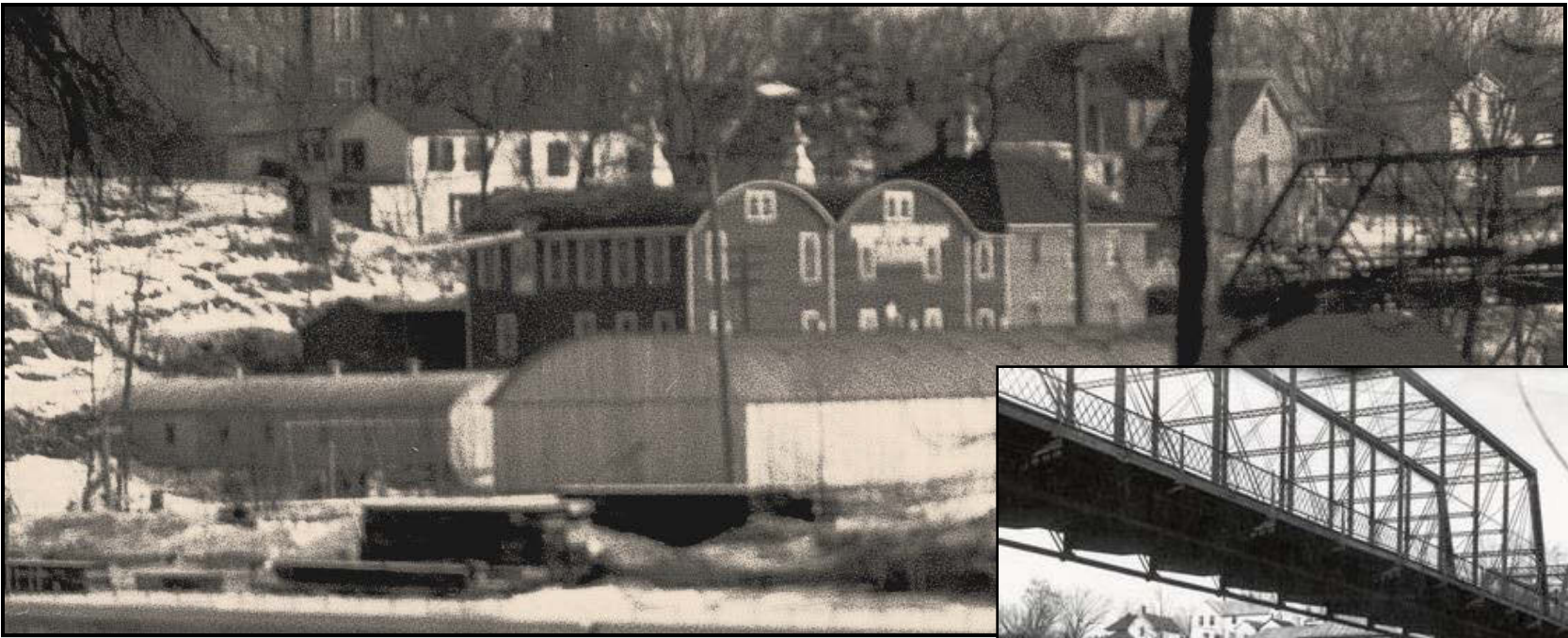
On November 29, 1875, **Mr. George Reul** purchased two lots on the north east corner of East and River Streets (303 Water Street). At the same time he purchased the boiler, engine and shafting then in **Bassett's Stave Factory** in town. Reul planned on constructing a planing mill on these lots within a week with hopes of having it ready to move into within five or six weeks.

Basset will replace the heavy equipment with lighter equipment from his stave mill a few miles out of town

840 Water Street

In March of 1887 a fire caused extensive damage to the roof area of the old **Creamery**. The building was being used as **Pottery Factory** and the fire was traced to a kiln that overheated.

100-111 West Water Street Humane Stanchion Works



Humane Stanchion Works' structures circa 1927



Humane Stanchion Works viewed under high bridge circa 1912

View lower end of Oak Street July 4, 1868



100-111 West Water Street

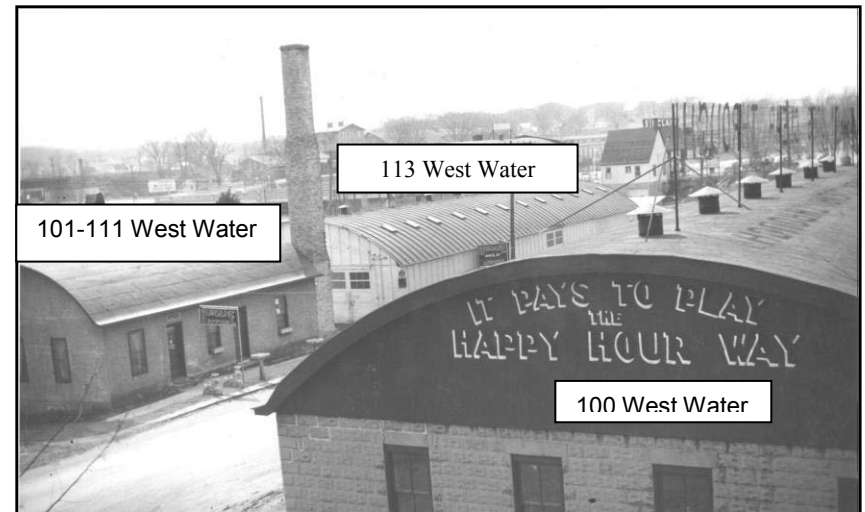
100-111 West Water Street

Located on the northwest corner of the intersection of Water and Oak Streets
Block 45, lots 1, 2, 3
Block 45A, lot N/A
Sanborn map location N/A

First of all.... it should be mentioned that in the late 1890's it was decided that all the east/west streets west of Oak Street would be considered Avenues and east of oak Street would be considered Streets. As you stood on Oak and looked west down the Avenues the business or house numbers on your right would all be even numbers and the numbers on your left would be odd. As you face east down the Streets the same applied, even on your right and odd on your left. Water Street west of Oak retained its Street appellation and was generally referred to as West Water Street. East of Oak, the street was just referred to as Water Street, sometimes East Water Street. In later years, numbers were sometimes started from Broadway and numbered east while some locations had been started at Oak and numbered west.... so to say the least this is very confusing.

In March of 1909, **F. J. Downie** moved his **shop** from Second Avenue to 120 West Water Street, just west of the Oak Street Bridge. In September of 1910, **Charles H. Grubb** purchased this stretch of property on both sides of the river from the **McFetridge family** with plans to construct a cement block building for the manufacture of humane cow stanchions. Grubb had been manufacturing stanchions at his farm south of Baraboo on the east Sauk road but decided he needed more adequate quarters. He sold the farm and moved his family to town.

By January 5 of 1911 the J. C. Royer cement block company had completed the new factory building and in March it was reported in the *Baraboo Republic*, that **Grubb's Humane Cow Stanchion Works** was a busy place. Ever since Grubb invented the most desirable article a cow ever knew, the owner



of the patent had desired a place where the stanchions could be turned out rapidly to meet the growing demands. Housed in a new three-story cement building and located near the Oak Street Bridge, the factory was running full blast. Grubb was having the stanchions built by the Drew Elevator Company of Watertown as early as February of 1908. Later in the year, Fred W. Catlin at his blacksmith shop was filling orders for the stanchions.

Lumber was received in car lots; iron directly from the rolling mills. Many of the assembly machines were devised and designed by Grubb. After the stanchions were assembled they were given a coat of paint, the iron parts black and the wood parts, red.

Indications were that the factory would grow and become one of the permanent and prosperous institutions of Baraboo.

In March of 1914, a frame-constructed addition was underway. The annex would be a three-story building and would be used for storerooms. In November of 1919, Grubb constructed a third structure, a 28 by 40 three-story warehouse. A blacksmith shop was also under construction.

100-111 West Water Street



By 1933 the stanchion manufacturer was located on both sides of West Water Street, occupying four or five buildings. At that time they also entered into the manufacture of playground equipment under the name of **Happy Hour Playground Equipment**. Humane Stanchion Works had also changed its name to **Humane Barn Equipment Company** by that time.

In 1936 the company razed the 3-story building located on this site and erected a more modern one-story structure. The new building would display a model barn in which the company's equipment could be shown. The model barn was located in the east end of the building with the display of playground equipment adjacent to it. The west end of the building would house the bending room, for the manufacture of products.

It is not clear as to when they razed the other two three-story buildings but in order to construct the new building those two had to go also.

The factory, office and pattern room would all continue to be located across the street in their present buildings, from which the displays would soon be removed.

In July of 1936, C. H. Grubb, founder of the company died at the age of 76. Also in 1936, the company purchased the Waupaca Playground Equipment Co.

The Humane Barn Equipment Company purchased a line of animal drinking fountains in September of 1938. The company also purchased stock, machinery and equipment of the Middle West Mfg. Co. of Beaver Dam.

In August of 1939 a building permit was issued to **Herbert H. Grubb** for an addition to his blacksmith shop.

By 1955 **Ruth Balsmeider, R.H. Hahn, Edmund Kroeger and Grant Burton** were partners in this operation. By 1964, **Charles W. Hawes** was president.

In June of 1967, the move to 805 Moore Street was complete with **Ed Sauey** as president. The company at this time still had two divisions, Happy Hour Playground and Humane Equipment.

In 1985 **Bill and Beverly Skinner** were conducting **Production Equipment Inc.** at this site dealing in produce equipment. They also operated **Water Street Tile**, the production of ceramic tile, in parallel with their other venture.

From 1988 to 1990 **partners Mark Jones and Ron Drinkwater** are conducting **R&M Auto Body** here. In 1993 they moved their operation to 109 West Water Street.

Then in 1994 **Mike Horkeimer** established **Riverside Auto Clinic** here, however, in 1998, Horkeimer moved the Clinic to Lynn Avenue. By 2002, Mike had to choose between his two full time jobs. Unfortunately for the heartbroken

100-111 West Water Street

customers of his auto repair shop, he decided to concentrate on his career as a police officer.

Towns & Associates purchased this building in August of 1995 from **Jim Isenberg**. They re-roofed and painted the building. In April of 2003, **Arlene Klaetsch** and **John Spencer** of Loganville opened a restoration and antique store at 100 West water Street. It was a branch outlet of their facility in Loganville.

It is not clear when the antique store closed, but..**Al Ward** and **Chris Spink** opened **Everyday Sales** here at 111 West Water in November of 2009. Everyday Sales accepted donated items and would sell them at negotiated prices. Closed shortly after.

101 West Water Street

101-111 West Water Street

Located south of and across the street from 100-111 West Water Street on the banks of the Baraboo River
Block 45A, lot N/A
Sanborn map location N/A



Humane Stanchion Company Offices 101 West Water Street

First of all... it should be mentioned that in the late 1890's it was decided that all the east/west streets west of Oak Street would be considered Avenues and east of Oak Street would be considered Streets. As you stood on Oak and looked west down the Avenues the business or house numbers on your right would all be even numbers and the numbers on your left would be odd. As you face east down the Streets the same applied, even numbers on your right and odd on your left.

Water Street west of Oak retained its Street appellation and was generally referred to as West Water Street. East of Oak, the street was just referred to as Water Street, sometimes East Water Street. In later years, numbers were sometimes started from Broadway and

numbered east while some locations had been started at Oak and numbered west... so to say the least this is very confusing.

In 1915 the **Humane Stanchion Works** was located here. In 1920, Grubb erected a heating plant and office just above the dam, probably at this site. Prior to this time the firm heated with a number of stoves, which was deemed to be dangerous. In January of 1921, Grubb reported on the success of the new plant. He commented: "with 10 pounds of steam I can heat all the buildings, I would never go back to the old way."

By 1933 the stanchion manufacturer was located on both sides of West Water Street, occupying four or five buildings. In 1936 the company razed one of their buildings located at 100 West Water Street and erected a modern one-story structure. At that time they also entered into the manufacture of playground equipment under the name of **Happy Hour Playground Equipment Co.**, which was still here in 1962. Humane Stanchion Works had also changed its name to **Humane Barn Equipment Company** by that time. In August of 1939 a building permit was issued to **Herbert H. Grubb** for an addition to his blacksmith shop.

By 1955 **Ruth Balsmeider, R.H. Hahn, Edmund Kroeger and Grant Burton** were partners in this operation. By 1964, **Charles W. Hawes** was president and by 1968 the company had moved into new quarters at 805 Moore Street.

103 -107 West Water Street

103-107 West Water Street

Located on the north side of West Water Street between Oak Street and Broadway
Block 45, lot N/A
Sanborn map location N/A

First of all....it should be mentioned that in the late 1890's it was decided that all the east/west streets west of Oak Street would be considered Avenues and east of Oak Street would be considered Streets. As you stood on Oak and looked west down the Avenues the business or house numbers on your right would all be even numbers and the numbers on your left would be odd. As you face east down the Streets the same applied, even on your right and odd on your left. Water Street west of Oak retained its Street appellation and was generally referred to as West Water Street. East of Oak, the street was just referred to as Water Street, sometimes East Water Street. In later years, numbers were sometimes started from Broadway and numbered east while some locations had been started at Oak and numbered west....so to say the least this is very confusing.

Where the address of 103 came from is certainly a mystery. It should be closer to 140.

From 1964 to 1968 this was the **U.S. Government-Reserve Center**. Then in 1971 **Higgin's Transportation Co.** had a truck terminal here. They later moved to 804 Lynn Avenue.

In 1973 **W. W. Deppe** was using the site for a **Warehouse**. The warehouse was located here until at least 1978. **Glacier Tool and Mold** shared this building from 1974 to 1982. The officers of Glacier were **Bill Busser, President** and **Gary Smith, Vice President**.

In 1985 we find **Chris Anderson** conducting **Sun Stone Company** here. Sun Stone manufactured solar energy equipment. By 1988 the business had changed its name to **Badger USA** still owned by Anderson. Anderson remained here until approximately 1997.

Later **David Deppe** conducted **Deppe Enterprises** here. In 2006 the building was for rent.



103 West Water Street circa 2005

In April of 2006 **Pate Enterprises**, conducted by **Mike Pate**, is located in the warehouse portion of this site. Possibly as early as 2008, **DMH Construction** occupied buildings shown.

On April 1 of 2010 a new taxi service started business in Baraboo. **Running Incorporated Transit Service** of Viroqua became the new operators and moved the taxi office from South Boulevard West Water Street. The office would temporarily be housed at 107 and later moved to Suite "B", 103 West Water Street. Manager **Jeff Burckhardt** and regional manager **Mike Mattke** were busy examining the present vehicles which were owned by the city. The taxi service would operate under the name of **Baraboo Transit** and would be dispatched from Viroqua instead of Baraboo. Baraboo City Clerk, Cheryl Giese reported that the city receives about \$320,000 of state and federal money annually to subsidize the service.

109 West Water Street

109 West Water Street

Located on the north side of West Water Street between Oak Street and
Broadway
Block 45, lot 5
Sanborn map location N/A



109 West Water Street circa 1903

First of all...it should be mentioned that in the late 1890's it was decided that all the east/west streets west of Oak Street would be considered Avenues and east of Oak Street would be considered Streets. As you stood on Oak and looked west down the Avenues the business or house numbers on your right would all be even numbers and the numbers on your left would be odd. As you face east down the Streets the same applied, even on your right and odd on your left. Water Street west of Oak retained its Street appellation and was generally referred to as West Water Street. The street east of Oak was just referred to as Water Street, sometimes East Water Street. In later years, numbers were sometimes started from Broadway and numbered east while some locations had been started at Oak and numbered west....so to say the least this is very confusing.

This appears to be the **Machine Shop** building of **Humane Barn Equipment Company**, which may date back to 1911. A new brick façade has evidently been added as can be seen by the picture.

The **Deppe Lumber Company** was issued a building permit in August of 1946 to build a new building at this location.

William A. Crossett announced the opening of a new **Culligan Soft Water Service** in Baraboo in September of 1946. The service at the beginning was located at 816 Ash Street but was soon moved to Deppe's new building at 109 Water Street.

In 1955 the city directory lists **Ted Stacy** as the owner of this business. By 1964 the management has been transferred to **William M. Mistelle**. Culligan occupies this site until approximately 1987.

Stretches Mild Too Wild (Auto Restoration & Customizing) is located here in 1990, owned and managed by **Kevin Stitch**. Kevin is here until 1993. At that time partners **Mark Jones** and **Ron Drinkwater** moved **R&M Auto Body** here from 111 Water St. By 1994 Drinkwater is conducting this business alone.

113 West Water Street

113 West Water Street

Located on the south side of Water Street between Broadway & Oak Street
Block 45A, lot N/A
Sanborn map location N/A

First of all....it should be mentioned that in the late 1890's it was decided that all the east/west streets west of Oak Street would be considered Avenues and east of oak Street would be considered Streets. As you stood on Oak and looked west down the Avenues the business or house numbers on your right would all be even numbers and the numbers on your left would be odd. As you face east down the Streets the same applied, even on your right and odd on your left. Water Street west of Oak retained its Street appellation and was generally referred to as West Water Street. East of Oak, the street was just referred to as Water Street, sometimes East Water Street. In later years, numbers were sometimes started from Broadway and numbered east while some locations had been started at Oak and numbered west....so to say the least this is very confusing.

In December of 1926, a large steel building, 40 X 80, was being planned for this address. The structure would be shipped here from Madison and would be used for the manufacture and storage of playground equipment then being produced by the stanchion company.

Humane Stanchion Works used this building as a finishing department in 1927 and earlier.

During the 1940s, **Norman Gaustad** of Baraboo, founded a small lure making business he called the **Gaustad Bait Company**. His lure making operation was supposedly located in a small building on the north bank of the Baraboo River, maybe at this address

His company produced at least one wood lure, a 3-inch **Pike-O-Lure**, and a metal bait called the **L. G. Wiggler**, that was produced in a fly-rod size of 1-3/4" and a larger 3-1/2 inch size. These were jointed, flat metal, fish-shaped spoons. The colors were solid nickel, brass and copper plate. Some were also painted black, red or green with a white wavy stripe. Gaustad

also manufactured a few fly-rod lures as well. They were the **Doll Fly, Buck tail Streamer and Bass & Pinfish Popper.**

By the end of the 1940's, Gaustad had sold his company. In the early 1950's he moved to Eau Claire and opened another company called the **Minnow Mite Bait Company**. This company primarily produced rubber baits from molds that Gaustad had obtained from the Herter Bait Company. In the late 1940's the Alpine Bait Company of Ohio manufactured a similar bait, the "Alpine Spoon".

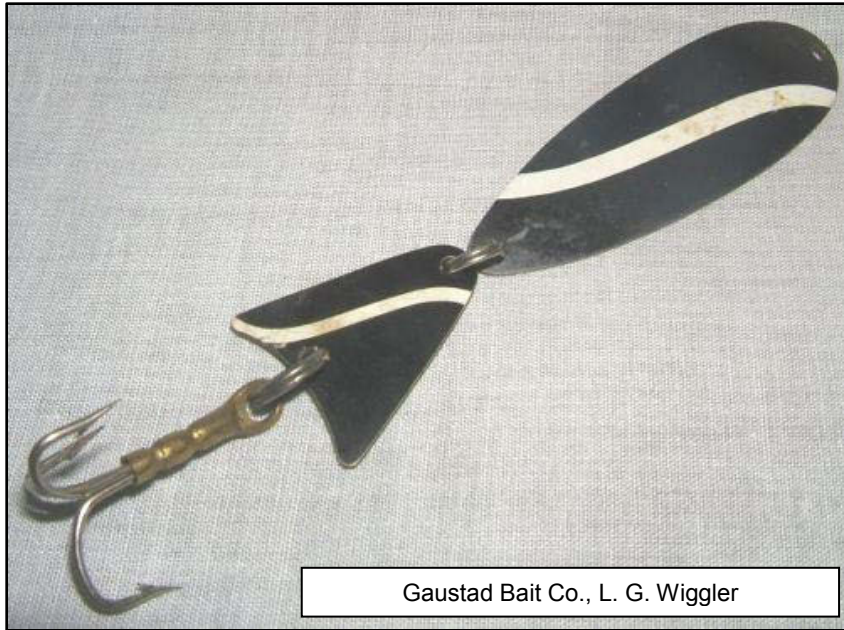
Gaustad's most common made fishing lure was a fish shaped two-piece lure produced by using two different size and shape metal copper spoons joined loosely with a snap ring -- with painted backs made in red, black or green colors with a wavy white stripe and the copper belly left unpainted.

When fished, Gaustad lures usually soon showed fishing use paint wear plus nicks and scratches to both sides of the metal. His 3-1/2" two-piece casting spoon lure was sold staple mounted on a 2" x 5-7/8" open display card printed " L. G. WIGGLER Gaustad Bait Co. Baraboo, Wis." in red letters across the top. It is thought that Norman Gaustad also made a small 1-1/2" fly rod size lure plus a wood minnow lure that is assumed to be quite rare.



GAUSTAD BAIT COMPANY Dare-Devil

113 West Water Street



By 1975, **Art's Bait Company** was being conducted here by **Arthur Schultz**. By 1993 and through at least 1997, **David Henschel** was the owner of this company.

This building was razed in the spring of 2006 and a green space was established. This removal also made way for the continuation of the River Walk which was a project initiated in 1946 by the Chamber of Commerce. **George Weber**, treasurer of the Chamber at that time, spearheaded the project. In later years the local **Kiwanis Club** picked up the project and continued it.



On Saturday, September 29 2007, **Sue & Tom Holmes** of **Glenville Timber wrights** donated material and labor for a gazebo, which they constructed on this site that day. The gazebo was constructed of recycled southern yellow pine timbers from a razed factory building in Joliet, Illinois. Funds from the city and the Kiwanis club helped support the project.

113 West Water Street

The following note came from a long time lure collector and dealer. It may be interesting to the reader.

The following may be valuable but might not be printed in the 2011 books. This attractive condition 100% original overall 2-1/2" length L.G. WIGGLER Spoon is either a scarce single spoon size lure made by Gaustad or someone created this lure by removing the small tail piece from a regular made 2-pc L. G. WIGGLER to use only the larger top piece of his regular 2-piece 3-1/2" lure for the lure body -- attached a treble hook and intended this lure be fished as a smaller single spoon variation or it might have been used as a testing sample lure.... This single piece lure body IS minus the 1-1/8" forked fish tail piece always found joined to his 3-1/2" two-piece lure.... No doubt about its age or origin -- but I remain in the dark if it was an actual production lure -- or a scarce variation test/sample single piece lure created by Gaustad.... It is 100% Gaustad original appearing in every way with the exception it is only one piece and the lure is reversed from how the lure body was positioned when assembled as his standard two-piece 3-1/2" production lure. His two-piece standard lure was made with the large end used as the line tie front end, the narrow end joined to the separate 1-1/4" forked metal tail by a snap ring to create his 2-pc jointed lure with a treble hook attached to the fork tail by a snap ring..... Within a few days I will be listing one of his 1940s full size 3-1/2" two-piece L. G. WIGGLER lures in mint condition -- mounted on the original store display card.... I have owned this single piece Gaustad lure for around 40 years in my personal collection and have never positively learned how it came to be created as a single piece Gaustad lure.... This pristine lure has never been cleaned or messed with in any manner.... It has acquired a very pleasing genuine patina over the passing decades.... Collector long-term box stored since I added it to my collection.

120-128 Water Street

120-128 Water Street

“Middle Water Power” (Including Glenville Water Power)

First group of buildings east of Oak Street on the south side of Water Street and on the banks of the Baraboo River.

Block 46A, lot 4, 5, 6, 7 & 8

Sanborn map location 215-216-217 Water Street

This power was surveyed out and claimed June 2, 1844, before the Townships were subdivided by Congress, by **George W. Brown** and his brother **William Brown** of Whitewater. His claim included land on the south side of the river also. The Browns immediately constructed a dam and a sawmill that started operations on December 1 of the same year. In 1845 he erected an improved sawmill, both mills were on the south side of the river.

In 1846 or 1847, George Brown erected a **Flouring Mill**, or **gristmill**, upon the north side of the river. This was the first gristmill of any magnitude upon the river. In December, he got one run of stone in operation. The next season he began building an addition to his gristmill. In December Brown had plans to go to Milwaukee after another run of stones. He was making an addition to the size of the mill building; after it was raised, he intended to start for Milwaukee. While raising a bent of the frame, it fell. He saw it coming and alarmed others, but did not clear himself. A timber struck his head, and he died in a few hours. It was said that although his skull was crushed he regained consciousness, blood running from his mouth, nose and ears. He lived several hours, sitting in a rocking chair obtained from a neighbor. Years after this rocker held sort of an enchanted place in memory as where George Brown breathed his life away.

This happened on the 15th of December, 1847. George Brown was an enterprising man, soft speaking with a gentle disposition and very highly respected. The land was preempted in William Brown's name, at the general land sale.

The following letter was written regarding Brown's death:

"Saturday, the 18th of December, 1848.

A funeral was held over the corpse of George W. Brown, a friend of the poor, a loved and respected member of society. He is lamented by a large circle of brothers and sisters, a father and mother. He was a single man but expected (reports say) to be married the night he was killed. His poor Maria is at most frantic with grief. He was owner of the sawmill and in putting up an addition, a bent fell, killing him almost instantly. He never spoke again although he breathed for almost two hours. He was very rich, some say worth two thousand dollars (\$2,000), but we do not know. The funeral was held at the new court house, the first that was ever held in it. The text was this: 'Truly as the Lord liveth and thy soul liveth, there is but a step between me and death.' He was followed to the grave by nearly two hundred people. His was the first interment in the village burying ground

Huldah Van Valken Burgh, 1848"

In November of 1897, William Brown died. W. Brown was born in Franklin County, New York July 27, 1823 and located in Walworth County, Wisconsin when he was 19 years of age. In 1844, he arrived in Sauk County and had lived here ever since except for a short period of two years. He had practiced law for the prior 40 years. Brown was married to Nancy A. Wyman in 1856. Nancy died two years later. Brown then married Mrs. Mary A. Merriam in 1877. Mary died several years prior to P. S. Brown's death. Brown left one brother, Frank of Baraboo, three sisters, Mrs. Marvin Blake of Baraboo; Mrs. Erastus Langdon of Baron County and Mrs. Solomon Bellows of Minnesota.

In October of 1852 the Brown gristmill was destroyed by fire. Arson was assumed, as there had been no fires in the building for several days.

P. S. Bassett and **Joseph F. Sanford**, in August of 1854, purchased the Brown Estate's interest in the middle water power and erected a fine large **flour mill addition**, four stories high with four

120-128 Water Street (Revised January 2011)



P. S. Bassett Flour Mill circa 1860

runs of stones, with a capacity of 20,000 barrels a year. Sanford soon withdrew and for many years Mr. Bassett did a large local and commercial business assisted by his son **William**.

About 1856, Bassett constructed a smaller mill with two runs of stone that was used for custom work only.

The next year Bassett built a large addition, the same size and height of the first mill, connecting the two mills.

Wheat was largely grown during those times and Mr. Bassett purchased large quantities, converted it into flour and drew it overland to Kilbourn, the nearest shipping point at that time. Bassett was said to have been a small man of quick movement with a swarthy complexion, with a black beard cropped rather close. His mill building was painted a sort of chocolate color with white trimmings.

The shipping of flour created a need for barrels, so Bassett added a **barrel factory** to his mill business and not only supplied all of the surrounding mills with barrels but shipped a great many to Minnesota and other areas of the northeast. Ponderous machines in his new mill sliced staves from the oak bolts while others trimmed

the edges. Scores of men were employed in Bassett's mills over the years and provided very satisfactory employment over the cold winters. The manufacturing of barrels became so efficient that he found it profitable to produce barrels for outside sale. It was not an uncommon site to see great and expansive loads of these barrels on a sort of tall skeletal frame, being hauled over the south bluffs to Madison & Mazomanie. In the wintertime this trip often proved to be perilous. Sometime during the descent, something would fail and then what a sight, defying description. The barrels, each sprinting down the smooth bluff road as if in a race to reach the bottom. More than one driver lost his life or was badly injured falling from the high load onto the frozen ground of the roadway. It was reported that so extensive was the production of barrels that the shore of the millpond was filled with slender trimmings of the staves.

The installation of machinery was under the direction of Mr. **W. McLong** and the outside of the building was under the superintendence of **Mr. Hoadley**.

It was announced in the January issue of the 1856 newspaper that the mill was grinding grain, although it was necessary to chop ice out of the water flow area to gain power.

Lester E. Hoyt and his brother **William H.** established the **Baraboo Roller Mills** in 1849. The firm, which milled flour, occupied a structure constructed in what was then called **Browntown**, and was located on 130 feet of the river between Oak and Ash Street. This structure was destroyed by fire prior to 1853 as it was between 1853 and 1855 that P. A. Bassett constructed a new building here for Hoyt.

By October of 1855, the Sanford-Bassett Flour Mill was being pushed forward at a rapid rate. About 30 hands were at work on it. The outside finish was said to be a sort of a Semi-Gothic style.

The six-month period ending March 31, 1861, saw 15,000 barrels of flour milled and shipped.

In November of 1860, the Baraboo Cooperage of Bassett's, burned to the ground, the loss of about 150 barrels in the shop amounted to about \$400. The 10 workmen lost tools amounting to about \$200. While waiting for the completed construction of a new

120-128 Water Street

building, barrels would be manufactured in a local building formerly occupied by a ball-alley.

By March of 1861, the cooperage was up and running full speed with the aid of new stave cutting and hoop machines. The production projected by the first of June was 100,000 barrels a year. These barrels wholesaled for \$0.32 each bringing in an estimated \$32,000 a year for the company.

In May of 1861 the Bassett-Pratt dam came close to destruction caused by the rising of the river after heavy spring rains.

In 1864, **R. H. Strong**, of Milwaukee, purchased the mills planning to follow Bassett's ambitions in their operation.

The workforce of the mill at that time was made up of thirty-five men, including millers, coopers and teamsters. From 10,000 to 25,000 barrels of flour were manufactured in the merchant mill annually requiring from 50,000 to 125,000 bushels of wheat and the large cooperage connected provides the containers for the flour. The custom mill ground all kinds of wheat, up to 50,000 bushels a year.

Eight water wheels provided the power, six of them, carry each a run of stones and the remaining wheels provide power for various purposes of elevating, bolting, smutting, packing, etc.

Strong, whose home was in Milwaukee, spent only a little time in Baraboo. He did however have a faithful and efficient representative here in the person of Mr. George Claus, who was the general superintendent. George Cooper was the head miller at that time and Mr. Hill was in charge of the custom milling.

Between 1844 and 1867, the dam was partially destroyed by floods 5 times. It was remarked that "a dam owner never slept when it rained." The dam in 1867 had a fall of 10 feet and its capacity is rated variously at between 1500 to 3000 inches. Probably 2000 inches was closer to the truth. For the benefit of some who may not understand the measurement; let's say that 144 inches passes through a space 1-foot square; the whole river, according to that estimate, would pass through an opening (under pressure of the head, of course) less than four feet square.

In those days the building of a dam was no easy matter. This time was before the days of caissons and cofferdams and the

workman had to wade to the neck in placing the framework of the dam and suffered extremely by exposure to the chilling waters.

In the autumn of 1866, Strong's Mill was expected to ship about 600 barrels of flour a week to Milwaukee. This product had to be conveyed 14 miles to Kilbourn by teams to reach the railroad. Baraboo was certainly looking forward to the rail coming.

In 1871, Strong had contracted with the Northwestern Railroad to construct a grain elevator at the site of the new depot on Lynn Street.

August of 1873 found R. H. Strong adding another run of stone, the total then being five on merchant work alone. This new run increased his manufacturing capability to 800 bushels of wheat per day.

On March 19, 1864, the lath and stave mill, constructed in 1847 by Delano Pratt on the south side of the river, and at this date owned by Philharmon Pratt and occupied by **P. A. Bassett** for manufacturing barrels, and **Mr. M. Hyleman** as a sash, blind and door manufactory burned to the ground. Bassett had a quantity of staves, hoops and heading machinery on which it was believed there was some insurance. Hyleman's machinery also was partly covered by insurance. Total loss was believed to be between \$2,500 and \$3,000.

The lath mill, or stave works, was immediately rebuilt, possibly on the north side of the river on Water Street, and occupied by Bassett in the Barrel business.

In 1876, Bassett, who was still conducting his steam operated stave mill, joined forces with an inventor from Beloit. Their plan was to produce cheese boxes of which the inventor held the patent. The boxes were constructed with ends of whitewood or basswood and sides of compressed laminated pasteboard. The laminated sides were not so liable to split as the older wood boxes.

In February of 1885 Mr. Bassett died at the age of 79. Bassett was born in Northfield, Conn. in 1806. In 1824 he moved to Virginia where he was married in 1851 and moved to Baraboo. From 1851 to about 1874 he was extensively engaged in the milling business. Business misfortune overtook him financially and he was never able

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to recover. Mr. Bassett left a wife, a daughter, Mrs. Bevie A. Clarke and a son, W. P. Bassett.

In November of 1879, The **Langdon Brothers** erected a 32 by 40, two-story building near Bassett's stave mill and moved their **Tub & Barrel Factory** there. The builders were Chamberlain & Burdick. The cost of the building was about \$500. The factory was previously located on the Lake Road near W. F. Langdon's home.

By May of 1880 the Langdon Brothers Tub & Barrel Factory was going full steam. In their factory, the brothers did all kinds of "tight work" as their trade is known. The manufacture of their goods is termed "cooperage" and their products are water tight casks, such as pork barrels, pails, tubs, butter firkins, butter pails and churns. They produced no "slack-work" such as flour barrels. By 1881, it appeared as though W. J. Langdon was the sole owner of this enterprise. One of his big sellers was the Common Sense Crank Churn.

In 1881, Langdon constructed a new boiler and dry house, 16 by 20, two-stories high at a cost of \$150.

In March of 1882 Strong sold his flouring mill to **Messrs. Hickock, McFetridge and Warren**. By June all of the old machinery was being removed in preparation for new. When complete, it was said that the mill's capacity would be 200 barrels a day.

By September, the **Northwestern Roller Mills**, as they were so named, owned by **Hickock, Warren and Company** was turning out flour that was giving excellent satisfaction.

The *Baraboo Republic* issue dated June 4, 1884, speaks of the Flouring Mill of Hoyt & Co. Did Hoyt take possession of this mill since 1882....must be? OR...has the Hoyt mill been here since 1849?? Little is written of it!

Somewhere on Water Street during 1885 and early 1886 there existed a dry goods and grocery store, operated by **Brown (Chauncey?) & McArthur**. In April of 1886, **Charles H. Weirich & Company** purchased the stock of B & M and planned on continuing the business at the old stand. Hofstatter & Welch had previously employed Weirich.

Later, **August Timme** was the head miller assisted by his son **Gus**. In 1885, **E. Ashley** conducted the exchange and delivery end of the business. Of interest is the fact that in May of 1894 the roller mills of Delton, formerly known as the Reynold's Mill, were sold to August Timme after he sold his Flour & Feed store here.

In 1887, **Mark Warren** was conducting the **Baraboo Heat, Light and Power Company**, Baraboo's first electric plant in the flourmill structure. Then, later in September ground was broken on the west side of Hoyt's Mill for another dynamo. It was the intention of the company to operate two dynamos to double the output of power. Also plans were afoot to start supplying power to private residences.

In September of 1892, the dam at the foot of Oak Street received some attention from owners, Messrs. Hoyt, McFetridge and Warren. The south 80 feet was being removed and replaced with entirely new timbers. This would make a completely new dam; the preceding year saw the north half similarly rebuilt. It was expected that the dam would last for 20 years. The outlay was said to exceed \$600.

May of 1893 found August Timme repairing a building on the corner of Water and Bridge Streets where he planned on opening a feed store in a few days. This location is unknown. In June, Gust. Timme loaded his household goods into a car and shipped them to Chippewa Falls.

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In October of 1887, **E. R. Hoyt** withdrew his partnership in the **E. R. Hoyt & Sons Roller Mills**. The operation would be continued by his sons, **Lester E. Hoyt**, the former junior partner and **William H. Hoyt**. The new roller mill firm will be called **L. E. Hoyt & Company** and its address is given as 123 East Water Street in 1895.

At one time, prior to 1888, a **Mr. J. C. Spencer** owned this flourmill. In 1888 Spencer lived in Washburn where he conducted a hotel.

In April of 1888, W. J. Langdon was advertising his Butter Tub factory for sale...cheap.

In March of 1890, the building known as the Old Langdon Butter and Tub Factory on River Street *near the Ringling Brothers winter quarters*, was destroyed by fire. The building was owned by Willis Langdon. C. A. Langdon had several mules in the building, which were saved. This factory had been for sale since April of 1888,

In December of 1889, the old frame building, adjoining **Altpeter's Cooper Shop** near the Pratt Bridge and belonging to the Hoyt Mill, collapsed due to the heavy weight of snow on its roof.

On March 22, 1897, shortly before 3:00 in the afternoon, the great mass of ice that had accumulated above the high bridge presented too great a load on the dam supplying Hoyte's Mill and Mark Warren's Light Plant, and carried away the dam in total. The dam, which was owned, by Hoyte, Warren and McFetridge was rebuilt as soon as the water level subsided. The cost probably ran between \$2,000 and \$3,000.

The then present electric plant, which was owned and operated by M. A. Warren and powered strictly by waterpower, had proved too small for the 1897 needs of the community.

Therefore, in May of 1897, W. H. Hopkins, B. H. Strong and J. W. Power purchased the Baraboo Light, Heat and Power Company's electric plant. These gentlemen were the same three that were erecting a new plant on the south side in Baraboo. They purchased all of the rights, stock and franchise of the company but would not make use of any of the machinery of the old plant. M. A. Warren would continue to operate the present plant until the new one



Water Street looking east E. S. Thomas Saw Mill circa 1913

was completed. The transfer was expected to take place about June 15.

The new electric company's office was located in the Evans' building and the plant was conveniently located at the south end of the Oak Street Bridge.

In March of 1902, it was reported that the **Sauk County Traction & Power Company** had purchased of L. E. Hoyt the dam, mill property and all the water rights under and around the Oak Street Bridge. A short time prior, Hoyt had purchased the interests of the McFetridge Estate here. The expectations were for the company to run an **electric line** to Devil's Lake within a few months and later to Kilbourn. Their desires then were to run trolley like cars to each place, powered off the line. The line to Devil's Lake was expected to cross the river, then go east on Lynn Street past the roundhouse, across the Potter property, past the water works plant and then to the lake on the east side of the railroad tracks. The end of the line would be near the Cliff House.

In early April of 1902, work had begun on the line. Excavating for ties and stringers had started on Lynn Street. City Engineer, Kirchoffer had received a telegram from the promoters in

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Chicago requesting him to hire men and teams. He promptly secured A. C. Langdon, an experienced railroad man, to direct the work. In September of 1902, the **Sauk County Traction & Power Company** applied to the city for a one-year's extension of the franchise due to the fact that the company had not obtained adequate financing for the project. This extension was granted.

The **Home Roller Mills**, as it was called at this time, and still the property of L. E. Hoyt, was completely destroyed by fire on July 5 of 1902. There was conjecture that the fire was a result of fireworks being set off on the high bridge next to the mill. Burning shingles were carried almost to the fairgrounds. The mill office and two barns across the street were destroyed. With the mill went about 200 barrels of flour, 1200 bushels of wheat and considerable corn, rye and oats. The loss was about \$20,000 to \$25,000 with \$10,000 insurance. The destruction was most complete, nothing being left but the dam and the timbers under water.

By December of the same year, Hoyt was busy having plans prepared for a new flouring and feed mill and electric light plant to be built on the old mill site. The mill was to be 28 feet by 36 and the electric light building would be about the same ground floor dimensions, but would only be one story. The material had been ordered and the work would begin when weather permitted.

In September of 1902, a twenty-year franchise for the operation of a gas and electric plant was granted to L. E. Hoyt. One of the conditions was that Hoyt would not consolidate with Strong's lighting plant and that the franchise be accepted within 60 days.

In June of 1903, Hoyt again applied for a franchise to provide the citizens of Baraboo with electricity for the next 25 years. This was according to an ordinance that was before the council at that time. The ordinance did not give Hoyt a monopoly however; the city was free to build their own plant as well as to grant permission to other private firms to do the same. The ordinance had not passed at the time of Hoyt's application.

In March of 1906, at a sheriff's execution sale, **Dithmar & Carrow** purchased the L. E. Hoyt dam and rights under the dam. However, in March of 1907, in front of the courthouse, the sheriff

sold the dam and waterpower including some land under the Oak Street Bridge to the First National Bank for the sum of \$5,000. This plant had been one of the leading waterpowers in Baraboo until the building was destroyed by fire. The Baraboo property was under the control of the Western Gas & Investment Company, a South Dakota Company.

George Oliver McArthur, whom shall be referred to hereafter as George McArthur, was born in Ireland in 1839 and married Mary Jane Harris of Belfast on October 15, 1874. Mary died about 1879 leaving George with three young children, George O. (B. November 14, 1875), Margaret Ellen (B. June 6, 1877) and Mary Jane (Minnie) (B. December 19, 1878). George soon realized the need for a mother for his children and approached Margaret Bouchet, a seamstress who had made shirts for him. She agreed to marry him and for propriety's sake she and her business partner, sister "Aunty", sold their store and moved to America and settled in New York where she had a sister who was married to a doctor. George came over later with his three small children and he and Margaret was married in Patterson, N. Y. about 1879.

Shortly after their marriage the family moved to Younkers, N. Y., where George found employment in a carpet factory. There the adults came down with a bad case of Malaria. Margaret also had a sister in Milwaukee who wrote that Wisconsin was a very healthy state. So, George decided to move his family here. After a visit to Appleton, George obtained employment and moved his family there in the summer of 1884. During the following winter the mill was closed and George found himself out of work with three children, his wife and her sister to support.

However, the seeds of the family business were sprouting... George made a hand loom to weave carpets and rugs and set it up in a small barn. It was a very simple facility; the chimney for the heating stove ran out the window. It wasn't long before the carpets and rugs were being sold from a small store in the barn. In time, the business had outgrown the little barn and George acquired a little place on the

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Fox River. With waterpower now available and with his considerable experience with power looms in Ireland, the company converted from handlooms to power looms and began weaving towels. By 1886, George's eleven-year-old son, George McArthur Jr., referred to as 'George O', was assisting his father at the mill after school and on weekends. Whenever there was extra money, it went into the business. New looms were purchased and the fledgling mill began to grow.

Two businessmen became interested in the mill and approached George to become partners. George would put in his experience and the machinery and they would furnish capital to enlarge the mill and expand sales of towels. After a good start, the venture collapsed due to poor management on the part of one of the partners. George McArthur was bankrupt through no fault of his own.

However, George McArthur's fine character did not go unnoticed in Appleton. Mr. Frank Harwood, owner of the Appleton Woolen Mill, knew George McArthur and his son, and lent them the capital to set up again in power looms, the loan to be repaid, as they were able. McArthur's location at Appleton was excellent and he had fine waterpower, but unfortunately was "froze out" by the syndicate owning the power system there and who refused to provide to him a rate that would make it possible to realize a profit from his efforts.

McArthur searched many other areas including DePere, Albany and Brodhead but none seemed to fill the bill. About this time there happened a YMCA meeting in Appleton. Frank Brewster, a leading banker from Baraboo, attended the meeting where the two met. Brewster suggested that McArthur come to Baraboo and check out the waterpower here. After a meeting with city officials it was reported that the city would build McArthur a building near the island woolen mill and woolen mill owners, Rich & McFetridge would give him free power for five years. In December of 1892, McArthur brought his family to Baraboo and they situated comfortably on Sixth Street.



The water lot immediately south of the woolen mills, belonging to the Avery estate was secured for the site of the new mill. The first building that was planned was to be 30 X 42 with more to follow. The mill building was slow in getting finished and before the roof was on the funds were withdrawn by the city.

One story goes "One day the mayor and an alderman came to the McArthur house at 638 Second Street to talk to George about the project. They asked to see the contract. Always fair, George gave it to them. The mayor pocketed it and walked out. There was no chance to sue the city for not living up to their agreement."

It was then that Mr. Johnston, owner of a lumber yard, offered all the material they needed to build a mill and that McArthur could pay as he was able. The mill was finished and the McArthur's (George and son, George O.) conducted a mill there until the five years of free power had expired and the Woolen Mill needed that power for their own expansion. He never forgot the kindness of Mr. Johnston, the lumberman, who extended credit for the lumber and materials.

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Prior to McArthur's contract with Rich and McFetridge expiring in 1896, they informed him that they wanted to expand their mill and would need to use all their waterpower. Yet another move for the mill was necessary. The Wackler property under the high bridge was for sale with waterpower, however the \$18,000 price for the old foundry was exorbitant.

So, the McArthur's took a walk down the river to Baker's Bridge, as the Glenville Bridge was then known. It was then measured to see if there was enough fall for a dam. 17 acres were purchased on the north side of the river and enough on the south side of the river to procure complete control of the dam. The purchase was made of Mrs. Slye (Harding) Withington's grandmother for \$1,100. The dam was constructed and a move was made. On June 29, the first weaving was started in the new Glenville factory.

In October of 1908, **George O. McArthur & Son**, who for the prior 12 years had conducted a **Turkish Towel and Rug Mill** east of the city at Glenville, purchased the dam under the Oak Street Bridge from the First National bank. A new building was planned for the spring of 1909 and the job of putting the dam in order was assigned to **R. W. McFarland**.

In April of 1911, **Frank R. Grover**, chairman of the bondholder's committee of the **Baraboo Lighting Company**, was in town and purchased McArthur's Oak Street dam. The lighting plant itself would be purchased on May 15. The waterpower would provide electricity to the city during the daytime.

On May 15, 1911, the plant and business of the Baraboo Lighting Co. was sold to the high bidder for \$60,000. The plant was sold by order of the court, the business being in the hands of a receiver for some time. The judgment against the plant was in the amount of \$122,000.

On August 11, 1887, the city granted a franchise to **J. D. Patton and C. D. Jones**, the firm then being known as the **Baraboo Gas & Electric Company**. The gas plant, which was constructed on the south side of the river and later sold to Will H. Hopkins who built

the electric plant in 1897. Hopkins died and the plant was sold to George Mayer and H. H. Brown. A new gashouse was then built in 1904. The city wished to buy the electric plant and had budgeted \$40,000 for that purpose, however the gas plant was included in the package by the judge. The city had not planned on this. So, a contest between the city and the bondholders was about to be waged.

(Author's Note: It seems as though Grover may have rented water power from the dam rather than purchasing the dam...it is unclear from the proceedings mentioned in the prior paragraphs.)

In 1913, the water power on the north side of the river, drove a line shaft which provided power to the **Carpet Weaving Plant** on the east side of the race and reached east as far as 134 Water Street, there providing power to **Henry Rich's Feed Mill**. The line shaft also provided power for a **Saw Mill** directly to the west of the race.

In August of 1913, Architect R. W. McFarland had completed plans for a fireproof building to be constructed where the sawmill then stood. The building would be 40 by 80 feet, two stories high and so constructed that another floor could be added. About eighty windows were planned so that plenty of natural light would be available. The sawmill was moved.

In the same year, the **Baraboo Linen Mills** were running at full capacity and found themselves short of room and help. At that time they were induced by the Baraboo Commercial Association to locate a new factory at their Water Power, near the high bridge rather than enlarging their old plant. This move would be with the understanding that the Commercial Association would erect for them a modern concrete and tile building, 40 X 80 feet, the contract cost of which would be \$6,600.

A decision to build the Water Street mill out of masonry block was made in part because fire protection would be better and less combustible than wood. The plan adopted financing with the issue of sixty-six \$100 notes due on or before 10 years from date, bearing interest of 4 percent annum and signed by George McArthur and Son, who also agreed to pay the taxes, insurance and repairs.

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W. C. Miller was awarded the contract for the new building in March of 1914 with an anticipated completion date of July.

The new McArthur Linen Mill, located between the two bridges on Water St., was scheduled to be in operation in October of 1914. The name of the operation was then changed to **McArthur Textile Mfg. Company**.

"In February of 1917, disaster struck the Glenville mill. A nighttime fire destroyed the plant. Efforts to fight the fire were futile since the building was made of wood and filled with flammable materials. When the fire was out only charred looms and smoldering heaps of cloth material was left. The factory and machinery were worth \$26,000, on which there was only \$10,000 in insurance coverage. The fire also destroyed an electric generator which had recently began supplying electrical power to the community of Glenville and returned the community to candle and lamp until a new powerhouse was constructed. The destruction of the imported Jacquard looms was a special loss because World War I in Europe made replacing them difficult. Eighty people were out of work, however shifts were added to the plant in the city to keep some workers employed and to meet orders for goods. The towel operation was moved to the city of Baraboo for better fire protection.

On December 18, 1917, George Sr, 78, died at his home in Glenville after being ill for about a year. At the time of the 1917 fire in February, he was at the Mayo Clinic in Rochester, Minnesota receiving treatments for his illness.

George O. McArthur was 42 when his father died. He had been a partner in the business for two decades and had been running the company for several years prior to his father's death. The Glenville mill was rebuilt and was soon at full capacity, and business of George McArthur & Son continued to thrive."

In June of 1922, McArthur was preparing to erect a new hydroelectric plant on this site. R. W. McFarland had prepared the plans and would supervise the construction. The small power plant there at the time could not utilize the waterpower to its full efficiency. McArthur planned on using a portion of the power to operate his mill and sell the balance to the Wisconsin River Power Company. The \$20,000 expansion would include an ornamental bridge across the race, which would be illuminated at night. The company recently formed was to be known as the **Merchant's Power & Light Company**. George O. McArthur was president, **D. H. Thompson**, Vice President and **Lee Westenhaver** secretary-treasurer. In June of 1922, George McArthur & Son were in the process of building an addition on the towel mill near the high bridge that would practically double their manufacturing space. The addition would be 40 X 60 feet and would be on the east side of the then present building. The \$20,000 project would be of concrete and tile, same as the existing building.

Along with the addition, the race was rebuilt, a coffer dam was constructed and the race was deepened and a concrete wall was placed on the riverside of the channel.

In October of 1924 temporary quarters for the McArthur Rug Mill were being prepared just below the high bridge in order that the fire that destroyed the mill in Glenville would not interfere with the filling of orders. The work of cleaning up the ruins of the Glenville mill was underway but Mr. McArthur did not contemplate any building during the immediate year.

"Another serious fire, set off by spontaneous combustion, destroyed the Glenville mill in 1925[1924?]. Firemen were able to remove a considerable stock of baled rugs ready for shipment. Some of the buildings destroyed were new, being built after the fire of 1917. The power plant, which now was made of cement block, was saved.

Both dams at this point were generating hydroelectric power for accounts throughout the Baraboo and Greenfield townships and

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all of Devils Lake. This division of George McArthur & Son, called Merchant's Electric Company, had trucks and linemen that maintained over 100 miles of electric power lines. In the late 1960's, Merchant's Electric was sold to Wisconsin Power and Light, but the dams continued supplying hydroelectric power to the local power grid until the 1990s.

George O. McArthur died at the age of 52 in September of 1928. Baraboo businesses closed for his funeral. He was honored for his dedication to the Baraboo YMCA and his service to the Presbyterian Church where he had served as superintendent of Sunday school for several decades.

George O's sons, George Mills McArthur, Robert Mills (Bob) McArthur and Andrew Mills (Andy) McArthur grew up working in the Water Street and Glenville plants with their father. The three were young men when their father passed away. George, the eldest, was only 24 years old and had graduated from the University of Wisconsin in Commerce (Business) 15 months before. Bob was 23 and had recently graduated from the UW in Engineering. Andy was 21 and would graduate from the UW in Commerce (Marketing) less than a year later.

Despite their young ages, the three brothers formed a strong business partnership. Each had different personalities and talents to contribute. George with his degree in Commerce (business) became President, Bob, the engineer, became Vice president and oversaw plant operations. Andy with his gregarious personality and degree in Commerce (marketing) became Secretary/Treasurer and head of sales. George McArthur and Sons continued to grow under the able leadership of George O's sons.

A flood in March of 1929 caused a great deal of damage to the McArthur's Oak Street Dam and Baraboo's High Bridge. The city decided to tear down the bridge, but the McArthur's rebuilt the dam in 1932. In the same year a third fire destroyed the Glenville plant. The Baraboo Fire Department was called but the wood frame structure filled with rugs and rug material was destroyed. After that fire, activity at Glenville would wind down for the next decade and

the George McArthur and Sons concentrated on the manufacture and sale of cotton towels.

*In 1968 Robert McArthur assumed the office of president of **George McArthur & Sons Inc., Cotton Textile Mfg.***

In 1945, the Glenville plant was activated as George McArthur and Sons began manufacturing "Swingtime Hammocks." A complex of new buildings sprung up in the Glenville complex which remains today. The Water Street mill began weaving material for the hammocks in addition to toweling. The Glenville plant soon became the largest hammock factory in the world. A tornado that struck the area in 1950 damaged the Glenville plant. In 1953 George McArthur and Sons employed 75 people.

Swingtime Hammocks were sold in all of America's major department stores and abroad. At Macy's Department Store, sales of Swingtime Hammocks tripled in eight years. Marshall Field and Co. of Chicago was their largest customer. In 1956, the Saturday Evening Post carried a story about Walt Disney, with a picture of Disney reclining in a McArthur hammock. Several months later, an issue of the magazine featured a picture of a heart attack patient wearing a McArthur terry cloth robe. And, for a time terry cloth robes were made for the Olympic weight lifting contenders.

In 1961, The McArthur Oak Street Dam underwent major repairs. A temporary dam was constructed upstream to allow workmen access to the upriver side of the dam. John McArthur recalled water pouring through openings in the temporary dam when several bags of material were thrown in the river upstream and the temporary dam was immediately sealed.

George Mills McArthur died at the age of 63 in 1967. His sons, George Foster and John Foster McArthur both had joined the business as salesmen in the late fifties. When George died in 1967, Bob McArthur assumed his late brother's position as President of George McArthur & Sons, and George's son, John McArthur became Vice President. John developed a commercial laundry sales division to compliment the towel and swim suit sales. He regularly used his personal airplane to reach accounts throughout the United States.

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John and George McArthur became the fourth generation owners of the business when in 1969 they purchased the towel sales portion of George McArthur & sons from their uncles Bob and Andy. With John as President, and George as Vice president, they called their company McArthur Towels Inc., and built a new building in the Baraboo Industrial Park to house the sales office and the towel distribution warehouse.

In 1970, Bob and Andy McArthur sold the Hammock Division of George McArthur & sons to Crawford Manufacturing Co. of Richmond, Virginia. Over 90 employees were laid off. The Glenville and Water Street plants remained empty for years until the Water Street facility was sold and used as office space. The Glenville facility was leased by several businesses. Bob passed away in 1987 and Andy in 1991.

John and George McArthur became the fourth generation owners of the business when in 1969 they purchased the towel sales portion of George McArthur & sons from their uncles Bob and Andy. With John as President, and George as Vice president, they called their company McArthur Towels Inc., and built a new building in the Baraboo Industrial Park to house the sales office and the towel distribution warehouse.

The economics of the business had changed and towels were no longer woven in Baraboo but were purchased from mills in the south and abroad and brought to Baraboo for customizing and packaging. McArthur Towels continued to specialize in supplying towels and products to schools and institutions, and in the seventies terry robes were provided to several of the U.S. Olympic Teams.

In 1980 Gregg Grabow McArthur, George's son joined McArthur Towels as salesman. In 1983, after serving as President of McArthur Towels during its 13 growth years, John sold his half of the business to his partner and brother George. John died in 1998 at the age of 64. After suffering several strokes, George died in 2007 at the age of 76.

Gregg McArthur became President of McArthur Towels in the early 1990's, and the direction of the company changed again. Long the company's principal product, school towel sales became a

lesser part of the business as Gregg negotiated licensing agreements with the major sports leagues to market various products for and with sports teams. The company enjoyed notoriety as fans at the Super Bowls, the Rose Bowl, waved their "Terrible" towels and at other high profile sports events.

In the late 1990's a movement began to remove all the dams that remained on the Baraboo River. Steve McArthur, Bob McArthur's son, owned both the McArthur Oak Street and Glenville dams. Due to strict Wisconsin Dept of Natural Resources regulations, the aging dams needed major repair at great expense. Although the dams were both supplying hydroelectric power to Alliant, rebuilding them was impractical so they followed the fate of looms that had disappeared several decades earlier. Steve sold the dams to the state for a nominal amount and they were removed – Oak Street Dam in 1999 and the Glenville Dam in 2001. The Glenville Dam was the last of many dams to be removed from the Baraboo River, which for at least a century and a half had been one of the hardest working small rivers in the country."

Several businesses have since been encompassed in one general building, which has been referred to as simply 124 Water Street. The following have all been located in that particular building but addresses at various times have been as follows:

120 Water Street

In April of 1977, **Drs. Peter and Rosanne Cleveland** opened their office here. Both physicians were formerly with Medical Associates of Baraboo, where they practiced about a year. By 1982 **Smith Oil Co.** had moved here from 410 Depot Street and was still here in 2004. On June 30th of 2011, a ribbon cutting was held for **The Sewing Room** located at 120 Water Street. The owner, Melissa, has been sewing and quilting for over 30 years and has been conducting the Sewing Room for the past seven years.

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122 East Water Street

The George McArthur estate constructed this 20 X 32 tile office building in January of 1937.

From 1937 to 2000 the **Merchants Power & Light Co.**, later known as **McArthur Hydro** and even later **Glacier Hydro Electric** was here and being managed at different times by **Robert McArthur** and/or **Steve McArthur**.

From 1973 to 1985 **Robert** and **Andrew McArthur** conducted a building rental business here under the name of **Roband & Company**.

From 1981 to 1985 **McArthur Industries** (Outdoor Furniture Distribution) was being conducted here by partners **Steven McArthur** and **David Powers**.

In 1987, **John W. Pitt** conducted **JWP Enterprises Ltd** that was an asbestos removal service here. At the same time **John and Lorna Pitt** was operating **Hub Chemical** here. These businesses were here until at least 1991.

Following in 1992 came **Mary Cardin** and **Season's Wreathings & Such**. Mary was here until 1995. **Smith Oil** was a tenant here from 1995 to May of 2004.

From 1994 to May of 2004, **Smith Oil** had an office here. It was leased from **Town & Associates**.

126 Water St.

In 1976 the **Roband Co.** had a **Warehouse** at this site and by 1980 **Robert Arnold** was conducting **Advanced Energy Systems** here. In 1981, Bill Stortz, owner of **Stortz Sheet Metal** sold his business to **Advanced Energy Systems** at 126 Water Street, probably this location.

Sometime in 1982 the **Sauk County Restitution Program** had an office here. In 1982 and 1983 **North American Heating, Air Conditioning & Refrigeration, Inc.** was operating at this site.

In June of 1993 **Sherry E. Towns-Greenwald** moved **Towns & Associates** here from 211 Ash Street. Towns remodeled the interior by taking out old steam pipes, removing asbestos,

painting and installing new carpeting. New windows were also installed. The building's floor was constructed approximately 10" thick due to the load of past machinery and heavy trucking required by forklifts etc.

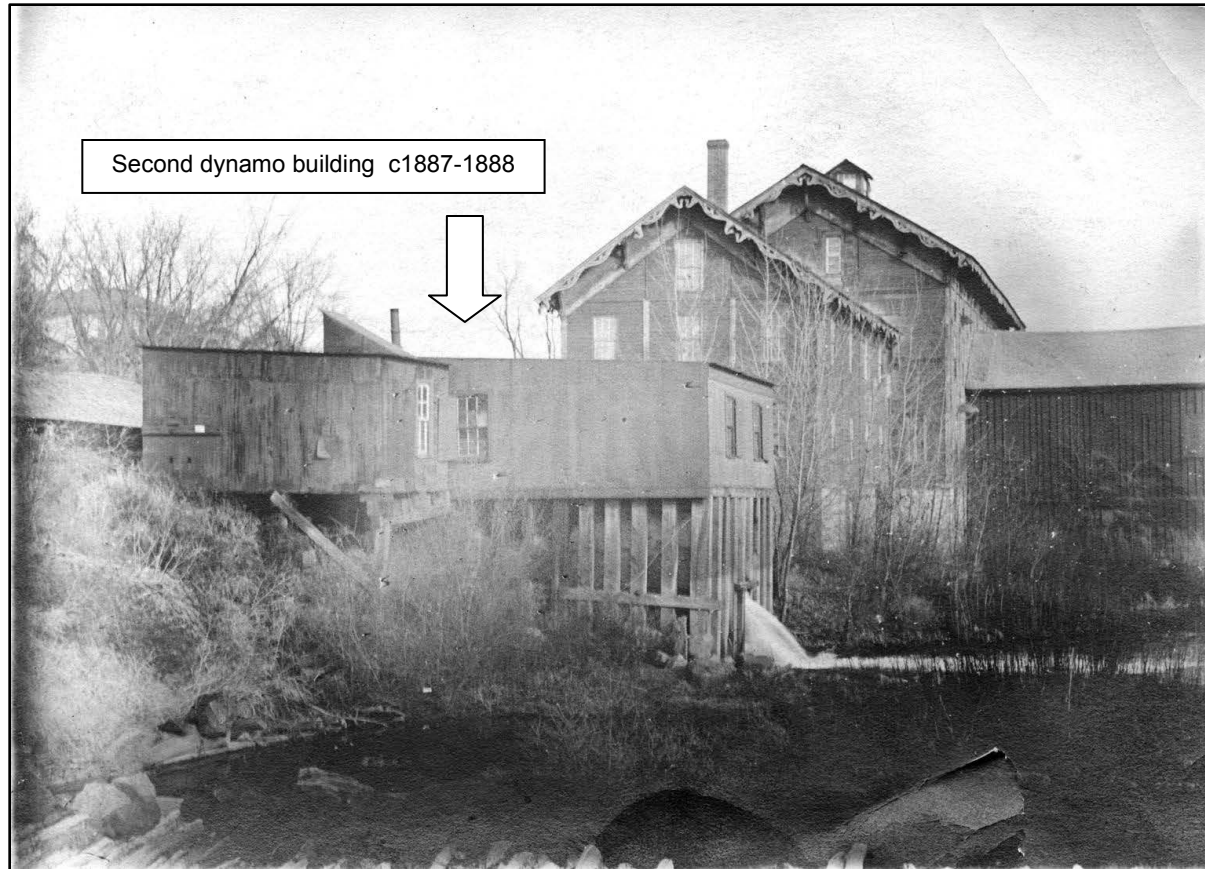
In 1999 **Heather Frank** and **The Body Shop** fitness center shared this address. Towns & Associates are still here at this writing.

The company has been a vocal and financial supporter of the waterfront clean-up movement. Sherry Towns-Greenwald, in fact, was vice-president of Citizens for Waterfront Revitalization. In 1998 Towns & Associates donated benches to be placed along Water Street for the use of the public.

128 Water Street

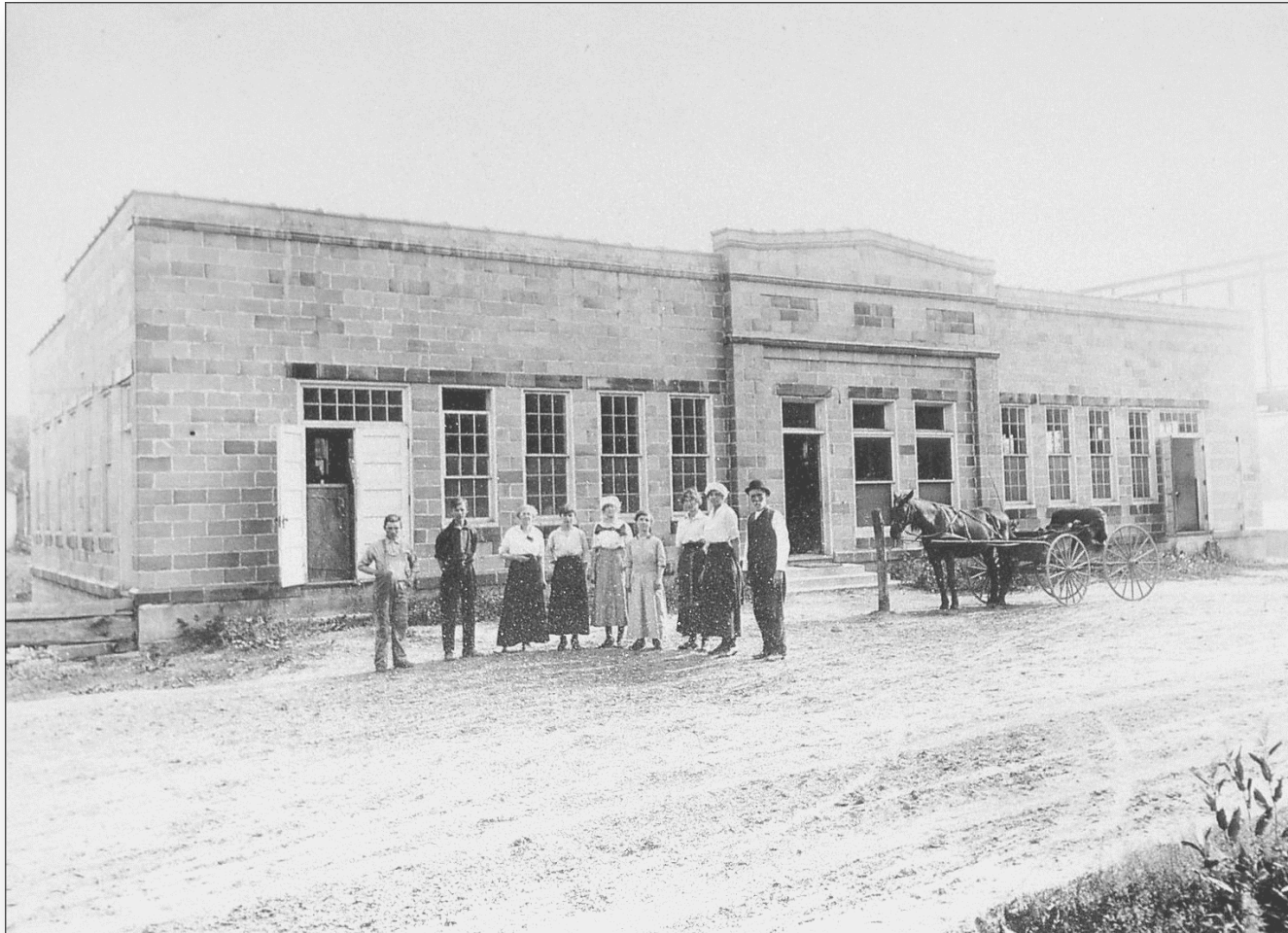
Towns & Associates purchased this old generator plant on 1999 from **Steve McArthur** in a further effort to revitalize the waterfront. In 2004 it was being used for storage. In the fall of 1998 or 1999, the water pipes broke in the building and created a flood, also flooding 126 Water Street.

120-128 East Water Street Baraboo Heat, Light & Power Company



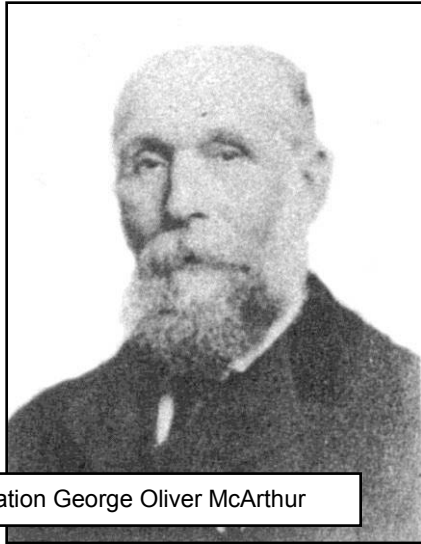
"IN 1887, MARK WARREN WAS CONDUCTING THE BARABOO HEAT, LIGHT AND POWER COMPANY, BARABOO'S FIRST ELECTRIC PLANT IN THE FLOURMILL STRUCTURE. THEN, LATER IN SEPTEMBER GROUND WAS BROKEN ON THE WEST SIDE OF HOYT'S MILL FOR ANOTHER DYNAMO. IT WAS THE INTENTION OF THE COMPANY TO OPERATE TWO DYNAMOS TO DOUBLE THE OUTPUT OF POWER. ALSO PLANS WERE AFOOT TO START SUPPLYING POWER TO PRIVATE RESIDENCES.

120-128 Water Street Early McArthur Mill

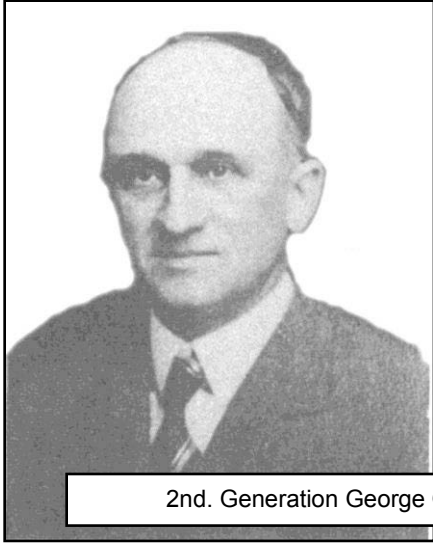


120-128 Water Street, Illustration #1

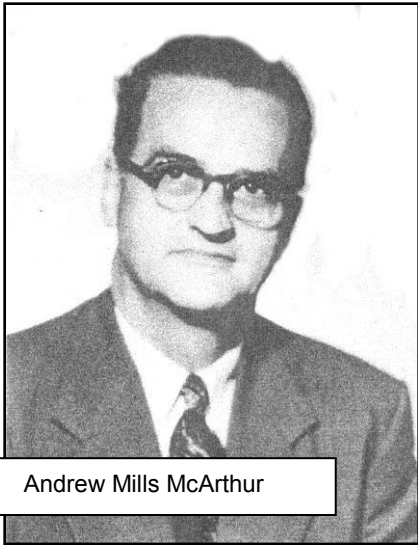
McArthur's Wisconsin Lineage



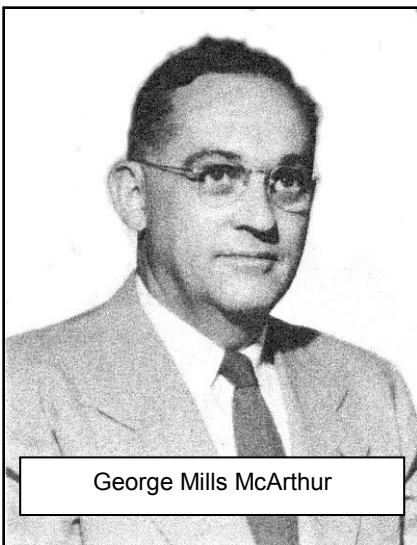
1st. Generation George Oliver McArthur



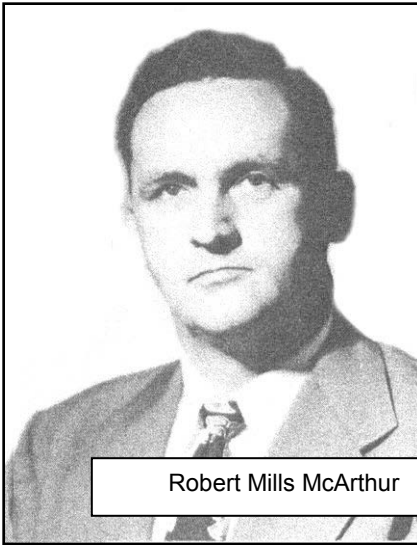
2nd. Generation George O. McArthur



Andrew Mills McArthur



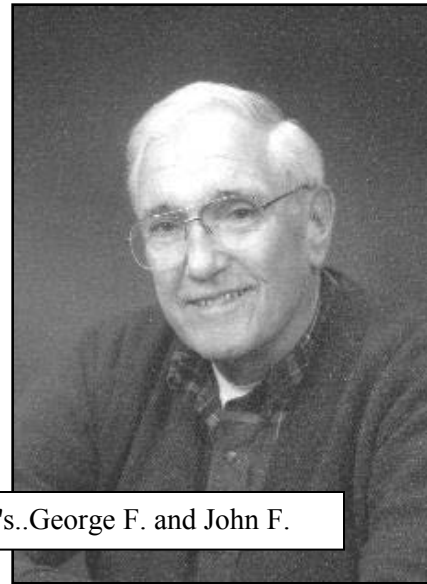
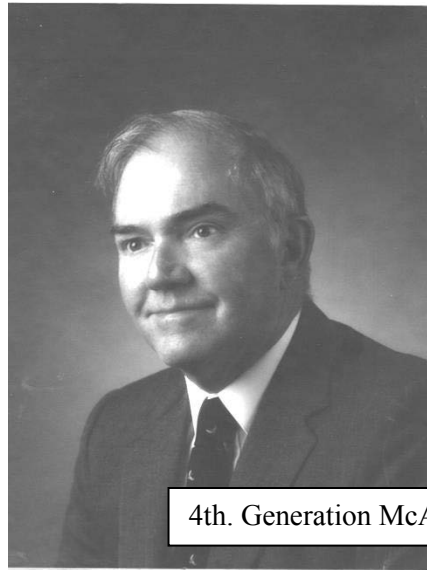
George Mills McArthur



Robert Mills McArthur

3rd. Generation McArthur's

McArthur's Wisconsin Lineage

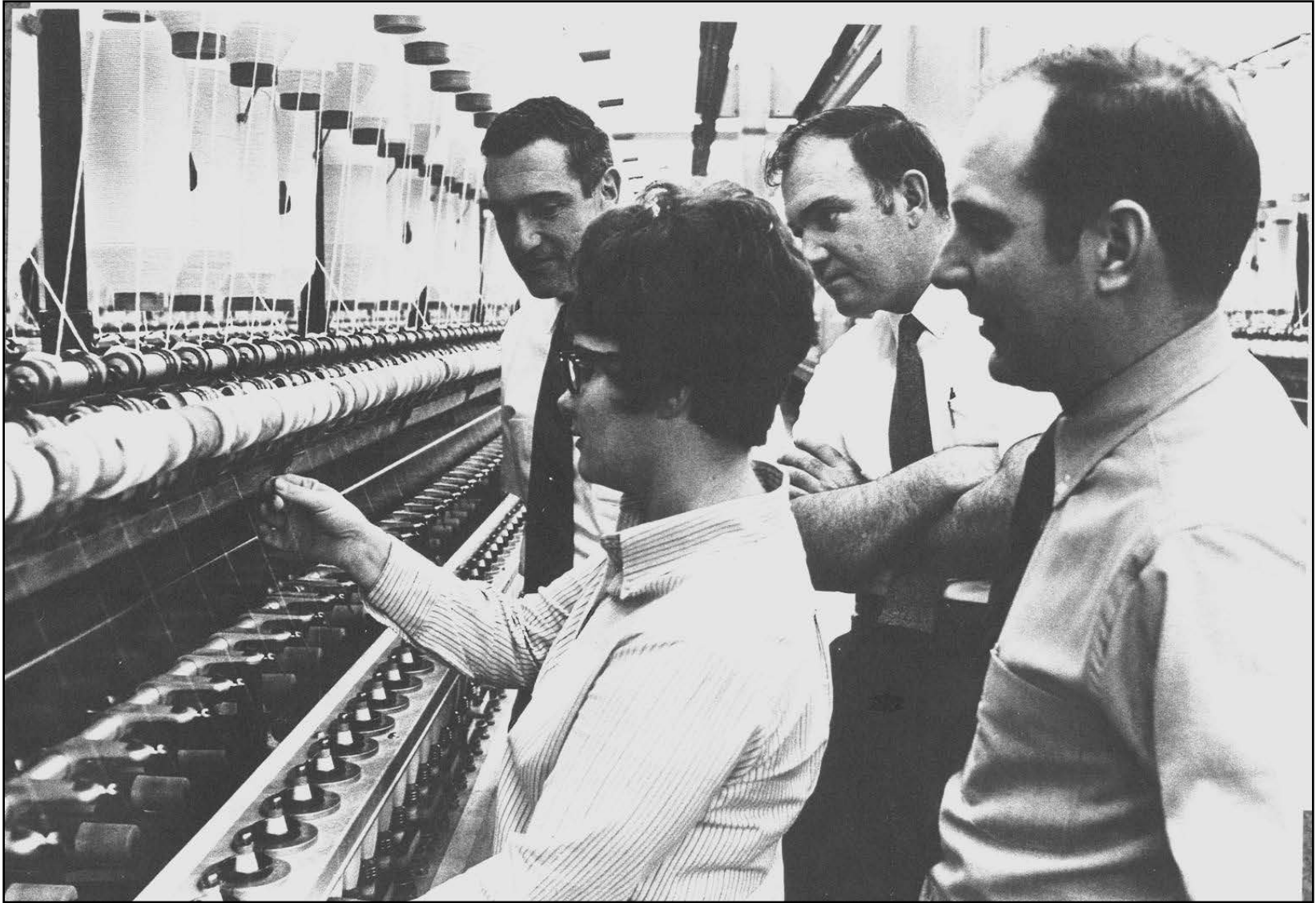


4th. Generation McArthur's..George F. and John F.

5th. & 6th. Generation McArthur's, Gregg F. and Daughter Lexie c2010



West Point Pepperell Mill Visit



John Foster McArthur, unknown, George Foster McArthur, unknown on a visit to West Point Pepperell Mill Circa 1955

McArthur Family Chronology

The following material was compiled from various sources and verified by Members of the McArthur family.

George McArthur immigrated to America from Belfast, Ireland in 1883 with his 3 small children. He was 35 years old and recently widowed. With two decades of experience in textile manufacturing, he left Ireland as a “power loom dresser” in a Belfast linen mill. At some point, probably earlier, he worked in the bleaching department of a linen mill and is recalled as having (as a result a very nice complexion with very rosy cheeks, black hair and eyes. George McArthur’s experience combined with an entrepreneurial spirit, a Scotch conservatism, a dedicated and able son, and the opportunities of America would be poured into the building of the company, George McArthur & son, that served as the foundation of the company that survives today.

In 1883, George McArthur Sr. and his family, which now included a new wife, Margaret, and her sister, settled in Patterson, New Jersey for a time and then moved to Younkers, New York where George was employed in a carpet mill. Younkers was full of malaria and soon, George, his sister-in-law and daughter Margaret were very ill. Margaret had family members in Milwaukee who wrote of Wisconsin being such a healthy state that the McArthur family followed them there in the summer of 1884.

George learned of a linen mill in Appleton, Wisconsin, owned by Andrew Fleming whom he had known in Belfast. He traveled to Appleton, met with Mr. Fleming and was promised work in the mill. The family packed up and moved to Appleton. Before the winter was over, the linen mill closed and George was out of work. However, the seeds of the family business were sprouting... George made a hand loom to weave carpets and rugs and set it up in a small barn. It was a very simple facility; the chimney for the heat stove ran out the window. It wasn’t long before the carpets and rugs were being sold from a small store in the barn. In time, the business had outgrown the little barn and George acquired a little place on the Fox River. With waterpower now available and with his considerable experience with power looms in Ireland, the company converted from handlooms to power looms and began weaving towels. By 1886, George’s eleven-year-old son, George McArthur Jr., referred to as ‘George O’, was assisting his father at the mill after

school and on weekends. Whenever there was extra money, it went into the business. New looms were purchased and the fledgling mill began to grow.

Two businessmen became interested in the mill and approached George to become partners. George would put in his experience and the machinery and they would furnish capital to enlarge the mill and expand sales of towels. After a good start, the venture collapsed due to poor management on the part of one of the partners. George McArthur was bankrupt through no fault of his own.

George McArthur’s fine character did not go unnoticed in Appleton. Mr. Frank Harwood, owner of the Appleton Woolen Mill, knew George McArthur and his son, and lent them the capital to set up again in power looms, the loan to be repaid, as they were able. Just as the business was reestablished, the large paper mills purchased all waterpower on the Fox River. George began to search for a place with waterpower to move the mill to.

George attended a YMCA convention in Appleton at about this time and met Mr. Frank Brewster, a Baraboo banker. Mr. Brewster suggested George come to Baraboo and meet with the City Council about moving the mill to the city. He and liked the city and its friendly people from the beginning. The City of Baraboo would erect a building on the Island Woolen Mill property and the mill’s owners, Rich and McFetridge, would furnish free waterpower for five years. Contracts were signed.

In November of 1892, George packed and moved his family and mill machinery to Baraboo. George Sr. was 53 and George O. was 15. The mill building was slow in getting finished and before the roof was on the City Council said they did not have funds to finish it. One day the mayor and an alderman came to the McArthur house at 638 Second Street to talk to George about the project. They asked to see the contract. Always fair, George gave it to them. The mayor pocketed it and walked out. There was no chance to sue the city for not living up to their agreement. George finished building the mill himself. He never forgot the kindness of Mr. Johnston, the lumberman, who extended credit for the lumber and materials.

As George McArthur's contract with Rich and McFetridge was expiring in 1896, they informed him that they wanted to expand their mill and would need to use all their waterpower. Yet another move for the mill was necessary. The Wackler property under the high bridge was for sale with waterpower; however the \$18,000 price for the old foundry was exorbitant.

George went for a walk down the Baraboo River. He walked east out of town to Siebecker's Corner and cut diagonally across the field to a bridge. There he saw some rapids in the water and thought it could support a dam. The County surveyor agreed that there was adequate fall in the river. George bought 17 acre of land on the south side of the river and enough land on the north side to have control over the dam. He paid Mrs. Slye \$1100 for the property.

Getting employee's to come out to the mill from the city was a problem. One solution was to make it easier for employees to make the daily commute from town. Ice cream socials with bands were held at Siebecker's Corner, the McArthur home and at a place south of the mill. These events raised enough money to construct a cinder path from the city limits to the bridge. Employees walked to and from work on the path. There were no paved roads, no graded roads and no snow removal. Eighty five percent of the employees lived in Baraboo.

Another solution to the employee problem was to provide homes for the employees on the mill property. Cottages were built. George also bought old homes in Baraboo and hired Charles Catlin to move them out to the mill on rollers where they would be fixed up as living quarters. The Unincorporated village of Glenville developed around the mill and soon had a population of nearly 100 people. The small homes on the property would become homes for Robert and Andy McArthur and their families in the thirties, and George and John McArthur's families in the late fifties and early sixties. Descendants of George McArthur continue to live in the two larger homes. Steve McArthur lived in the original home built by George McArthur Sr., and Wendee Wickus Follendorf, granddaughter of Louese McArthur Wickus, lived in the next door home built by George O. McArthur.

The Glenville mill produced linen and cotton towels and washcloths, and various types of rugs. Bathrobe material was woven on looms that allowed it to be 30 inches wide with 10 stripes of different colors. Skeins of cotton and linen were spooled and warped. A two horse dray hauled raw materials in and finished product out to the railroad freight office daily.

Rugs were recycled using 25% old material incorporated with 75% new material. Several types of rugs were manufactured. Axminster rugs in Oriental designs as large as 9x12 feet were popular. Lightweight cotton Chenille rugs were made for bathrooms and use as scatter rugs. Heavy duty Fluff rugs were made of 25% recycled and 75% new wool. They were thick and reversible with a worn ingrain and body brussels.

McArthur products were sold to Marshall Fields, Carson Pirie Scott, Sears and Roebuck, Montgomery Ward, and many smaller companies.

The factory was powered by a gate-type water wheel that turned as flowing river water was diverted by the dam through the powerhouse, over the wheel and out the other side of the powerhouse. The water wheel was started and stopped by a large hand brake that was the same as that used on railroad cars. The turning water wheel turned overhead pulleys in the plant, which were belted to machines below. A story is told of a worker caught by her hair in a belt and hoisted screaming to the ceiling as frantic co-workers cut her hair to get her down. A shaken George Sr. came and said to her in his Irish accent, "Hoot man! Larn to be hondy!" Several times a year a belt would be run through the powerhouse window to run a threshing machine in the yard.

Large wood stoves heated the mill building where the looms and manufacturing occurred in the winter months. Lee Westover had to be at work by 4:30 a.m. to have the building warm enough for work when the shift of workers arrived.

Prior to 1905, the First National Bank held the old Hoyt Flour Mill property under the high bridge on Water Street. They persuaded McArthur & Son to purchase the mill and the waterpower, suggesting it would solve the problem of getting workers from town

out to the Glenville plant. The debt was a heavy load but a new masonry block building was constructed with capital raised by selling bonds to citizens in Baraboo. Later, money was borrowed at the bank to pay the bondholders off. The water Street mill shared waterpower with the Wackler interests, which limited the amount of power available to the new mill. When a rumor started that an outside concern was going to buy the Wackler property, which had deteriorated beyond redemption, McArthur & Son purchased that property to get complete control of the dam. The Water Street mill was filled with looms and some of the textile weaving was moved from Glenville to the plant in Baraboo.

Cole in his Standard History of Sauk County described the McArthur dams at the time. *“The water power farthest down the Baraboo River (at Glenville) was the last one constructed on the river, the dam built by George McArthur & Son in 1897. This power has about 6 ½ foot head, develops about 100 horsepower and is used to operate a linen mill, towels being made. McArthur & Son also own the dam at the foot of Oak Street, having purchased the property from the L.E.Hoyt interests and Mr. Henry W. Wackler. This dam develops 125 horsepower, a linen mill and feed mill being operated.”*

George McArthur Sr. would often work until midnight. In pictures, he is always dressed formally in black pants, black vest and a long-sleeved white shirt. He is immediately recognizable with his white hair and long white beard. He had a heavy scotch Irish accent throughout his life. Several times a day George would walk into Baraboo accompanied by six Scottish Terriers, three ahead and three behind.

For several years after the Water Street facility was constructed, the Ringling Brother’s Circus had their winter quarters a few blocks east, before it moved to the east coast. In those days, a mill worker looking out the window could have seen camels and elephants being taught to walk in the circus street parade by being driven up and down the street. Margaret McArthur Hall recalled her father giving a compliment to one of the Ringling brothers on their success. Mr. Ringling returned the compliment by saying, “Well, it

isn’t everyone that can look at a river and see \$10,000 worth of water power in it.”

In February of 1917, disaster struck the Glenville mill. A nighttime fire destroyed the plant. Efforts to fight the fire were futile since the building was made of wood and filled with flammable materials. When the fire was out only charred looms and smoldering heaps of cloth material was left. The factory and machinery were worth \$26,000, on which there was only \$10,000 in insurance coverage. The fire also destroyed an electric generator which had recently began supplying electrical power to the community of Glenville and returned the community to candle and lamp until a new powerhouse was constructed. The destruction of the imported Jacquard looms was a special loss because World War I in Europe made replacing them difficult. Eighty people were out of work; however shifts were added to the plant in the city to keep some workers employed and to meet orders for goods. The towel operation was moved to the city of Baraboo for better fire protection.

On December 18, 1917, George Sir, 78, died at his home in Glenville after being ill for about a year. At the time of the 1917 fire in February, he was at the Mayo Clinic in Rochester, Minnesota receiving treatments for his illness.

George O. McArthur was 42 when his father died. He had been a partner in the business for two decades and had been running the company for several years prior to his father’s death. The Glenville mill was rebuilt and was soon at full capacity, and George McArthur & son continued to thrive.

In the 1920s, the Glenville mill manufactured rugs and the Water Street mill manufactured towels. The towel portion of the business changed when the company began supplying cotton toweling and products to institutions like hospitals, universities and schools. The company became the largest cotton toweling mill east of the Mississippi River.

Another serious fire, set off by spontaneous combustion, destroyed the Glenville mill in 1925. Firemen were able to remove a considerable stock of baled rugs ready for shipment. Some of the

buildings destroyed were new, being built after the fire of 1917. The power plant, which now was made of cement block, was saved.

Both dams at this pint were generating hydroelectric power for accounts throughout the Baraboo and Greenfield townships and all of Devils Lake. This division of George McArthur & Son, called Merchant's Electric Company, had trucks and linemen that maintained over 100 miles of electric power lines. In the late 1960's, Merchant's Electric was sold to Wisconsin Power and Light, but the dams continued supplying hydroelectric power to the local power grid until the 1990s.

George O. McArthur died at the age of 52 in September of 1928. Baraboo businesses closed for his funeral. He was honored for his dedication to the Baraboo YMCA and his service to the Presbyterian Church where he had served as superintendent of Sunday school for several decades.

After George O. died, the name of the company was changed to George McArthur & Sons to reflect a new generation of McArthur's joining the family business.

The mill offices always had the latest in office equipment. In the days of George McArthur Sr., letters were copied by placing the original next to a blank sheet and a moist cloth in a hand press overnight. In George Mill's time, a secretary would type a letter that would be stored on a themoroll, like that used on a player piano. The letter would then be reproduced in large numbers on a pneumatic typewriter that read the roll and reproduced each keystroke with little bellows like on a player piano. John McArthur recalled still using this system in the 1960s.

George O's sons, George Mills McArthur, Robert Mills (Bob) McArthur and Andrew Mills (Andy) McArthur grew up working in the Water Street and Glenville plants with their father. The three were young men when their father passed away. George, the eldest, was only 24 years old and had graduated from the University of Wisconsin in Commerce (Business) 15 months before. Bob was 23 and had recently graduated from the UW in Engineering. Andy was 21 and would graduate from the UW in Commerce

(Marketing) less than a year later. George and Bob had raised pigs to help finance their way through school.

Despite their young ages, the three brothers formed a strong business partnership. Each had different personalities and talents to contribute. George with his degree in Commerce (business) became President, Bob, the engineer, became Vice president and oversaw plant operations. Andy with his gregarious personality and degree in Commerce (marketing) became Secretary/Treasurer and head of sales. George McArthur and Sons continued to grow under the able leadership of George O's sons.

In 1929, a flood in March caused a great deal of damage to the McArthur's Oak Street Dam and Baraboo's High Bridge. The city decided to tear down the bridge, but the McArthur's rebuilt the dam in 1932. A third fire destroyed the Glenville plant. The Baraboo Fire Department was called but the wood frame structure filled with rugs and rug material was destroyed. The decision to build the Water Street mill out of masonry block was made in part because fire protection would be better and less combustible than wood. After the fire of 1932, activity at Glenville would wind down for the next decade and the George McArthur and Sons concentrated on the manufacture and sale of cotton towels.

At least one McArthur towel has a place in history. The pilot of the *Enola Gay*, the plane that dropped the atomic bomb on Hiroshima, sat on a University of Wisconsin gym towel for luck during his fateful mission, as he did on all his missions.

In 1945, the Glenville plant was activated as George McArthur and Sons began manufacturing "Swingtime Hammocks." A complex of new building sprung up in the Glenville complex which remain today. The Water Street mill began weaving material for the hammocks in addition to toweling. The Glenville plant soon became the largest hammock factory in the world. A tornado that struck the area in 1950 damaged the Glenville plant. In 1953 George McArthur and Sons employed 75 people.

Swing Time Hammocks were sold in all of America's major department stores and abroad. At Macy's Department Store, sales of Swingtime Hammocks tripled in eight years. Marshall Field and Co.

of Chicago was their largest customer. In 1956, the Saturday Evening Post carried a story about Walt Disney, with a picture of Disney reclining in a McArthur hammock. Several months later, an issue of the magazine featured a picture of a heart attack patient wearing a McArthur terry cloth robe. And, for a time terry cloth robes were made for the Olympic weight lifting contenders.

For a period in the 1940s and 50s, George McArthur and Sons also operated a Ford Ferguson Tractor and Implement dealership.

In 1961, The McArthur Oak Street Dam underwent major repairs. A temporary dam was constructed upstream to allow workmen access to the upriver side of the dam. John McArthur recalled water pouring through openings in the temporary dam when several bags of material were thrown in the river upstream and the temporary dam was immediately sealed.

Over the years, George Mills McArthur lent his business expertise to a number of Baraboo businesses. He was a partner in the Baraboo Ice and Locker Co. with Henry Ringling and Harold Langer, atty. He lent capital to and was on the Board of the Industrial Division of Richardson Paint Co., a contracting firm that paints large bridges to this day. He was also a principal investor and charter board member of the Baraboo Federal Savings and Loan Association, which would later become Baraboo Federal Bank, an affiliate of Amcore Bank and now the Harris Bank. George was also a member of the Baraboo Board of Education; the Baraboo Manufacturer's Association and was on the Board of the Baraboo Kiwanis.

Bob McArthur was constantly improving the mechanization of the manufacturing facilities. In 1956, he invented a folding machine that would fold cardboard to be made into boxes so that they would not need to be made by hand

Andy McArthur's sales and marketing efforts were largely responsible for the success of Swingtime Hammocks. One old timer fondly recalled Andy's sense of humor and kindness, as he would walk through the factory.

George Mills McArthur died at the age of 63 in 1967. His sons, George Foster and John Foster McArthur both had joined the

business as salesmen in the late fifties. When George died in 1967, Bob McArthur assumed his late brother's position as President of George McArthur & Sons, and George's son, John McArthur became Vice President.

John developed a commercial laundry sales division to compliment the towel and swim suit sales. He regularly used his personal airplane to reach accounts throughout the United States.

In 1970, Bob and Andy McArthur sold the hammock division of George McArthur & sons to Crawford Manufacturing Co. of Richmond, Virginia. Over 90 employees were laid off. The Glenville and Water Street plants remained empty for years until the Water Street facility was sold and used as office space. The Glenville facility was leased by several businesses. Bob passed away in 1987 and Andy in 1991.

John and George McArthur became the fourth generation owners of the business when in 1969 they purchased the towel sales portion of George McArthur & sons from their uncles Bob and Andy. With John as President, and George as Vice president, they called their company McArthur Towels Inc., and built a new building in the Baraboo Industrial Park to house the sales office and the towel distribution warehouse.

The economics of the business had changed and towels were no longer woven in Baraboo but were purchased from mills in the south and abroad and brought to Baraboo for customizing and packaging. McArthur Towels continued to specialize in supplying towels and products to schools and institutions, and in the seventies terry robes were provided to several of the U.S. Olympic Teams.

In 1983, after serving as President of McArthur Towels during its 13 growth years, John sold his half of the business to his partner and brother George.

John died in 1998 at the age of 64. After suffering several strokes, George died in 2007 at the age of 76.

In 1980 Gregg Grabow McArthur, George's son joined McArthur Towels as salesman. George Grabow McArthur, the elder

son of George F. worked for years at McArthur Towels in operations until his death in 2008.

Gregg McArthur became President of McArthur Towels in the early 1990's, and the direction of the company changed again. Long the company's principal product, school towel sales became a lesser part of the business as Gregg negotiated licensing agreements with the major sports leagues to market various products for and with sports teams. The company enjoyed notoriety as fans at the Super Bowls, the Rose Bowl, waved their "Terrible" towels and at other high profile sports events.

In the late 1990's a movement began to remove all the dams that remained on the Baraboo River. Steve McArthur, Bob McArthur's son, owned both the McArthur Oak Street and Glenville dams. Due to strict Wisconsin Dept of Natural Resources regulations, the aging dams needed major repair at great expense. Although the dams were both supplying hydroelectric power to Alliant, rebuilding them was impractical so they followed the fate of looms that had disappeared several decades earlier. Steve sold the dams to the state for a nominal amount and they were removed – Oak Street Dam in 1999 and the Glenville Dam in 2001. The Glenville Dam was the last of many dams to be removed from the Baraboo River, which for at least a century and a half had been one of the hardest working small rivers in the country.

This then is the history of the company that George McArthur Sr. started in a barn in Appleton in 1883. It became George McArthur & son, then George McArthur & Sons, evolving to McArthur Towels Inc., followed by McArthur Towel and Sports.

The story is a family heirloom more valuable than a deep pedigree of names or a famous ancestor.

125 & 127 Water Street

125 & 127 Water Street

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

Block 46, lot 4 & 5

Sanborn Location 202 Water Street

A **junk storage** building was located here in 1927 while in October of 1942, **B. J. Kramer**, 223 Water Street was issued a building permit to remodel a carpenter shop possibly located at this site.

In 1946 **Frosted Food Products** was located here and was conducted by **Harold E. Wickus**. Wickus remained here until 1953. In July of 1953, **Al. Jahn**, whose office was at this address, purchased the ice division of the **Baraboo Ice & Locker Co.** The Locker Plant, which was located across the street, would continue to be operated by Keith Kindschi. The **Crystal Clear Ice Company** remained here until at least 1959. Kindschi started the ice business in 1939 featuring artesian well water in its product.

In 1962 and 1964 the **Paul A. Hanson Implement Co. Storage** was here. There was no occupant listed in the 1968 City Directory.

By 1985 the team of **William Olsen** and son **Mark** were plying their trade at the **Olsen Tool Co.** here followed by the **Dura-Built Die Company** in 1991 and 1992.

In January of 2010, these two buildings were demolished as part of Baraboo's plan for re-development of the Baraboo River corridor.



127 Water Street circa 2003



125 Water Street circa 2003

129- 133 Water Street

129-133 Water St.

Located on the north side of Water Street between Oak and Ash
Block 46, lot 3
Sanborn map location N/A

In November of 1947, the **Riverside Implement Company**, located at 129 Water Street and operated by **Geo. McArthur & Son** since 1946, was sold to **Gordon Schuette** of this city. This business location was across the street from the McArthur Towel Mill. It may have been located where 133 Water Street is now, numbers do change. It is also possible that there was a building directly west and adjacent to 133 Water Street, no longer extant.



Riverside Implement Matchbook
Cover

In 1950 **Schuette Implement Company** was located at 465 S. Blvd.



Old timers remembered the first post office being located on the north side of Water Street between Daniel Kelsey's Blacksmith Shop, which was located at 139 Water Street, and the corner of Ash and Water Streets. The date we are speaking of is 1847. The **Kelsey residence** was located at 133 Water Street next to his blacksmith shop.

In 1953, **Merrill R. Pfaff** was conducting **P&B Auto Parts** at this address. This business had moved from 123 Ash Street in the same year. By 1970 **Robert A. Lee** owned this business and conducted it until 1992 when **Steve Schulte** purchased and changed the name of this operation to **Professional Auto Parts**. Schulte was here until about 2000.

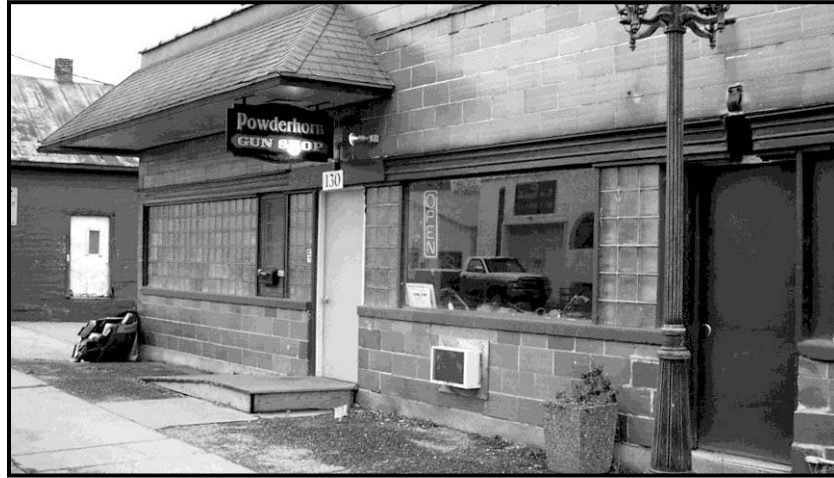
About 2001, **Mark Lange** opened **Lange's Auto Body** here. In November of 2003, the building was emptied, sold and was unoccupied.

Parker Brothers' Used Appliances moved from 123 Walnut Street to this location in the autumn of 2008.

130 Water Street

130 Water Street

Located in the east end of the building generally referred to as being at 124 Water Street



130 Water Street circa 2003

In May of 1939 Henry E. Ringling, George M. McArthur, Harold M. Langer and William Benzies Jr., filed articles of incorporation for the Baraboo Ice & Locker Company. Martin Schey would later be elected as the secretary-treasurer of the new corporation. A new 50 X 42 building would be constructed adjacent to McArthur's mill, in fact, incorporating a common wall. The building would be heavily insulated with 6 inches of cork in the walls and ceiling. The plant would have about 600 lockers with large ones capable of holding 350 pounds of meat and the smaller ones holding about 250 pounds. Cost of the building was estimated at \$6,000.

Baraboo Ice & Locker Co., Ice Dept. & Dock was located on the east end of this building in 1944 and 1945. It was in December of 1945, that **Kieth Kindschi** returned from the service, where he worked in the department of meat inspection, and assumed active

management of this operation. Kindschi added 100 new lockers as well as large storage bins for those who use large amounts of meats. He also placed a full time slaughterer and truck on the road, to assist farmers in handling their meats.

The ice business of **August Platt & Son**, one of the city's oldest concerns was sold by **Harold J. Platt** to Kindschi in February of 1946. Since **August Platt** started the business in 1897 the Platts had served the citizens of Baraboo except for a short period when **Paul Gust** conducted the operation. Harold became a partner in 1921 and since 1939 had operated the business as a sole proprietor.

In July of 1953, **Al. Jahn**, whose office was located at 123-125 Water Street, purchased the **Ice Division** of the **Baraboo Ice & Locker Co.** The Locker Plant, which was located here, would continue to be operated by Keith Kindschi. The **Crystal Clear Ice Company** remained here until at least 1959.

In November of 1958, Kindschi sold the Baraboo Ice & Locker Plant, which he had operated for the past 18 years, to the **Kropp Brothers**. Kindschi then purchased the 880-acre Mazo Farm from the MGC Corporation of Lodi.

Baraboo Locker Company was here in 1973. In August of 1995, **Towns & Associates** purchased this section of the building from **Jean & Marcella Kropp**. It had previously been used as a locker plant for butchering by **Kropp's Market**. After cleaning up and painting the interior, Towns sold the building in May of 2001 to **Milton & Helen Christison**.

In the summer of 2005, the **Powder Horn Gun Shop**, which had been at this location for a few years, closed.

134 & 137 Water Street

134 Water Street

Located on the south side of Water Street between Ash and Oak Streets.
Block 46A, lot 2 & 3
Sanborn map location N/A



134 Water Street circa 2003

137 Water Street

Located on the north side of Water Street between Ash and Oak Streets
Block 46, lot 2

In 1985 and possibly as late as 1990 **Water Street Small Engine** was being operated here by **David Tausig**. In 1990 **Baraboo Window Cleaning** had been established here by **Tony Bumbar**. It was still at this location in 1996.

Henry Roick conducted the **Baraboo Feed Mill** at this site as early as 1905 and as late as 1913. In 1908 he switched from a gasoline powered engine drive to power obtained through a line shaft from the race to his west and operated a sheller, crusher and mill. In 1915 and 1916 the **Martin Yagy Feedmill** was located at this site. In 1917 and 1918 **Gill W.** and **Roy Henry** were conducting the **Henry Brothers Feed Mill** here. This firm was here until at least 1942 or at least owned the building and may have covered an area including 126 to 136 water Street.

139 Water Street

139 Water Street

Sometimes referred to as 141 Water Street
Located on the north side of Water Street between Oak and Ash Streets.
Block 46, lot 1 & 2
Sanborn map location 205/206 Water Street

Old timers remembered the first post office being located on the north side of Water Street between **Daniel Kelsey's Blacksmith Shop**, which was located at this address, and the corner of Ash and Water Streets. The date referred to is 1847. The Kelsey home was located at 133 Water Street next to his blacksmith shop.

It was said that Kelsey was a good blacksmith and also notable in other ways. He was a large man of generous impulses. A sad incident was related; a young Seeley boy, whose parents lived in a shanty on the edge of the pond, was passing the doorway of the Kelsey shop, while Kelsey was heating the butt end of a gun barrel to draw the breach pin. Kelsey did not know it was loaded and it exploded and killed the little boy.

In the early days of under-the-hill Baraboo, Daniel Kelsey, Abe Wood and George Hiles were said to keep things lively in the young town in those days. Hiles had a store on the northwest corner of Ash and Water Streets. Much has been written elsewhere about the deeds and misdeeds of Abe Wood.

Kelsey would often end an evening of fine dining by jumping up on the table and doing his little jig, thereby scattering broken china in all directions. However, the next morning would find him back, paying all damages.

In September of 1860, **D. L. Kane** opened a **blacksmith shop** in Kelsey's building. In October of 1870 Dan Kelsey sold the blacksmith shop to a **Mr. Chuere** of Baraboo. Kelsey retained all of his equipment except for an anvil and bellows that no doubt were too heavy to move. The cost to Mr. Chuerer was \$675.00.

In the 1890 to 1898 city and county directories, **Mathias Reuland's Wagon Shop** was listed as being located at the north side of Water Street, two doors west of Bridge (Ash) Street. He continued plying his trade here until 1918. Reuland advertised as being on Water Street as early as January of 1879. There was an attached warehouse on the east side of this building. M. Reuland was a native of Germany, coming to this country in about 1854. He settled in Baraboo about 1872.



139 Water Street circa 2003

In October of 1919 **Emil O. Rehbein** opened the **Rehbein Blacksmith Shop** in the old Reuland shop here, described then as 135 Water Street. By 1940 Rehbein had joined forces with **Case** and established **the Case & Rehbein Sheet Metal Shop** at 118 Second Avenue. Rehbein died in 1946.

By 1947 the **Charles Northrop Welding & Machine Shop** was operating at this address while by 1949 **Lauren Friday** was operating **Friday's Machine & Welding** here. Lauren A. Friday died in April of 1956. This operation was still active in 1958 when a fire was reported at the **Elsner Machine Shop**. Damage was reported to be in the area of \$2,500.00.

In 2002 **Premo & Premo** was located at this site. The start of the year 2005, found this building vacant. By November of 2007 and possibly earlier, **This-That and Everything** is being conducted here.

147 Water Street

147 Water Street

Located on the northwest corner of the intersection of Ash and Water Streets
Block 46, lot 1
Sanborn map location 208 Water Street



147 Water Street circa 2003

Old timers remembered the first **post office** being located on the north side of Water Street between Daniel Kelsey's Blacksmith Shop, which was located at 139 Water Street, and Ash Street. The date we are speaking of is 1847. It is assumed the location would have been very close to this address.

Dr. Angle soon constructed a house at 304 East Street, which later became the parochial residence of the Catholic Church, and moved the post office there. This dwelling was destroyed by fire in 1895.

It is believed that **George Hiles** had a **general store** on this corner in the 1850's. He moved his store to this corner from 124 Ash

Street. It was said that he did a good business trading with the Indians and a few whites. Prior to coming to Baraboo, Hiles farmed in the county in the 1840's and then ran a saloon in Newport. In the early days of under-the-hill, Daniel Kelsey, Abe Wood and George Hiles were said to keep things lively in the young town in those days. Much has been written about the deeds and misdeeds of Abe Wood. It is said that Hiles had an up to date **bowling alley** in those early days but the exact location is unknown.

Hiles died in Milwaukee in 1896, leaving an estate valued at over \$3,000,000, which he amassed in the lumber business.

William Hoxie advertised in November 1850 opening a general store, nearly opposite the Brooklyn House, maybe here.

These were very primitive times and danger could lurk at any corner. Claim jumping and acts of acquiring property any way possible were very common.

In 1891, J. Q. Severns penned a brief biography of his life for the *Wood County Reporter*. An interesting excerpt follows of Severns journeying north with a friend to find their fortune after several failures:

"In September of 1849, myself and B. Langdon, now of Kilbourn City, went forward to explore the then unexplored and unmarked region of the Yellow River Valley in what is now western Wood County. We went as far north as Little Bull Falls about two miles north of the present site of the city of Pittsville, but although we were struck with the beauty and value of the country at the time, our partner, B. Langdon, refused to come with us, and there was no white settlers nearer than Grand Rapids or Necedah. We concluded to let the matter rest another year but went to Baraboo and Newport and represented the thing to parties as I saw it.

Joseph Bailey, John Marshall and William A. Shutes marked out a claim, and built a shanty on Sec. 3, in September of 1850, but dissolved partnership and offered their shanty and supplies for sale, and your correspondent purchased the same and moved up with his family, consisting of wife and one child, where we arrived on the 14th.

147 Water Street

day of October 1850. We cut logs and made shingles until the next spring when on the 16th. day of April 1851, C. D. Newberry of Janesville came to our shanty in the hunt for a location whereon to build a sawmill. We went with him, showed him the site where the city of Pittsville now stands. About ten o'clock the next morning, the 17th. of April, 1851, we cut the first bush that was ever cut with the intention of making an improvement on the present site of the city of Pittsville. We proceeded with the work of improving the place by building shanties and putting up a saw mill until Newberry through some disappointments failed to be able to supply his crew and provide the means necessary to complete the mill, and went (in the language of Dr. Franklin), forming an alliance with some more fortunate individual and first struck upon William Hoxie, of Baraboo, who sent up some supplies such as were necessary to sustain life and promised to furnish as fast as they were needed, but failed to come to (in) time.

In the meantime, Mr. Hoxie sent his brother Walter into the woods north of Pittsville with a crew to cut and draw logs to the river with the avowed purpose of furnishing work for the mill to do when it was ready to run, who instead of furnishing the mill crew with the means necessary to carry on the work drew continually from us until we were out and then failed altogether to come to our aid (this was the forepart of the winter of 1851-2) when C. D. Newberry went to Baraboo to ascertain why the supplies were not forthcoming as per contract and found Mr. Hoxie either not willing or not able to proceed any farther with the business of supplying the mill. Newberry started for Janesville in hopes of finding other assistance and met Bunker and Barnes at Lodi who promised the needed assistance but were unfortunately hard up just then. But Bunker would go with Newberry to Janesville and try to raise the needful there.

Newberry held a note for the sum of (as I remember it now) \$180 or \$200, which was then nearly due against a well to do businessman in or near Janesville. He went to the giver of the note, made not his necessities but stated that the note was mislaid or lost but he would give the debtor a receipt against the note if he would pay it, that would protect him in case the note should ever turn up, and drew his pay, but before he left the neighborhood, he found the note and

showed it to Bunker. Now says Bunker we need more money in order that we may be able to purchase the amount of supplies necessary to push our work when we get back, and the giver of the note is perfectly good therefore you had better sell that note, as you can get its face or very near it, and we will use the money, and I will raise the money as soon as I get home and straighten the matter up, which I can do within a week after I get home. In the meantime you can take the goods and money, go to the mill and be pushing the business and I will go home to Lodi and raise the money and settle up this matter and then go up to the mill.

But...in the meantime there was other trouble brewing. The party that bought the note presented it for payment and followed Bunker to Lodi and found him, but it was no business of his as the note was not his nor had he sold it but he was awfully surprised and very indignant to think Mr. Newberry would do such a thing but he said Mr. Newberry is a comparative stranger to me and represented that he had begun the construction of a saw mill in the Yellow River pinery and had got about to the end of his purse and I have undertaken to assist him in completing the thing for a share in the property and have got an assignment of certain rights. But if that is the kind of a man Mr. Newberry is I think I had better look out for my interest.

But, says Bunker, I see no way out of this for you but to go back to Janesville and commence a criminal action against Newberry for fraud and bring him right to time before the thing slips away, so the purchaser of the note started for Janesville, to commence his action against Newberry for fraud and Bunker started post haste to the mill (now Pittsville) to notify Newberry what turns things had taken and to advise him to leave the country or he would surely be arrested for fraud and he (Bunker) was not able to help him to the money as he had expected he would be, he had better leave the country; and (Bunker & Barnes) will take the mill and get it running and pay off the hands and when we can sell we will do the fair thing by you. Newberry left through the woods to Black River Falls since which time I have never heard from him although he was owing me at the time about \$900 for labor and supplies which I have failed as yet to get one cent of. Immediately after Newberry left Baraboo, Mr. William Hoxie raised a

147 Water Street

crew of seven men, including himself, and started for the mill armed with whiskey and revolvers, with the avowed intention of driving Newberry's crew off from the bank and taking possession of the mill.

On their way to the mill, Hoxie and his crew stopped at D. L. Ward's mill near the south line of Wood County for supper and being pretty well filled with the fiery liquid for which they had provided themselves for the occasion, they boasted of their errand at the supper table in the hearing of John Price, a brother-in-law of C. D. Newberry, who was there doing some blacksmithing for Mr. Ward. Price made an excuse to Ward and started immediately for Newberry's mill on foot ahead of the team, which was in Ward's barn. But Price was a man then about 50 years old and although an active man for one of his age, he was passed by the team with its hilarious load before they reached Hiles' Mill, which is now Dexterville.

When Hoxie and his crew of Brigands, which they truly were, arrived at Dexterville, they saw lights and heard music and they concluded to put out their team and stay and take part in that little social entertainment that was being enjoyed by a few of us backwoods neighbors. Some of Hoxie's party indulged in numerous taunting and insulting remarks to your correspondent in regard to Newberry and his crew, which we treated as nearly with a silent contempt as the circumstances would permit. About half an hour after the arrival of Hoxie's crew, Judge Price, as our blacksmith was familiarly called, he being the oldest man in our crew, stepped into the door and asked us to come out as he had some communications to make that might be of importance to us. After a short consultation with Mr. Price, I stepped back into the room and told my better half that Judge Price wanted me to go home with him and that she had better stay there until morning when John Shutes would drive the team home. I then accompanied Price home and together we awoke the five men that were there and made known to them Hoxie's intentions and prepared to defend our position. It will be remembered that Hoxie had seven men in his crown armed with whiskey and revolvers with which they expected to take the position and drive our crew out; and after Price and myself arrived on the ground there were seven of us all armed with rifles; except one and he had a double-barreled shotgun. Our guns were cleaned and

made ready, bullets molded and Price was chosen Captain, then we went to bed to get a little sleep while we waited for the appearance of the enemy who did not come until 7 or 8 o'clock in the morning. When they came they found us waiting, but with no disposition to begin a row. After waiting some time for demonstrations of violence to us or our rights, and hearing many insulting remarks intended to irritate a certain individual and one already thrown on his guard by pervious ill-treatment, we, at a sign from our Captain, quietly withdrew to the cook shanty and prepared for the fracas by capping our guns and putting in a charge of powder. Taking the gun in the left hand, with the rammer drawn and a bullet in the right, we marched out single file and formed in line about ten paces in front of the shanty then occupied by Hoxie and his gang. With the butts of our guns between our feet, muzzle and rammer in our left hand, bullet in the right hand in position to show to the opposite party there was no mistaking about the guns being loaded with balls, Price stepped to the door of the room occupied by Hoxie and his men and opened it and gave the command "Load with ball" when everyone of our crew put the ball on the muzzle of his gun and shoved it home.

Mr. Price, addressing Hoxie, then told him that he understood from their own words at the supper table at Ward's the night before that they were coming to drive out Newberry's crew off the bank and take possession, and said he, "Now gentlemen, if you are prepared to eat your way through hell begin it as we are ready now; otherwise quietly pick up what things there are in the shanty belonging to you and leave within 15 minutes or we will open the ball, and if we have to open the ball, it will be to your sorrow." They picked up their goods and got away and when they were about 20 rods away we gave them three hearty cheers and we were not bothered them any more. Thus ended a bloodless war."

In December of 1854, **Stephen McIntyre** was operating a general store opposite the American house. The store may have been here or on one of the other two corners of Water and Ash Streets. In any event the store was still operating in January of 1855

147 Water Street

Hoxie and **S. R. Apker** were in business somewhere prior to February of 1861, as it was then that their partnership was dissolved. They also may have been at this corner.

Another business, **J. Whitman & Company** opened a **drug store** on the corner of Ash & River Street in July of 1877.

In March of 1887, the firm of **Pinneo & Wilby**, contractors for mason work and stone cutting was located on River Street across from the City Hotel.

In 1890 the **Lewis Steady Saloon** was listed in the Sauk County Directory at the northwest corner of Bridge and Water Streets. This could have been about 201 Ash.

It is believed that in 1905, the business of **Thatcher & Briscoe** was located on this corner; they may have been **blacksmiths**. **Theurer** and **Alexander** were building wagons and carriages at the same location in 1905.

In the fall of 1907, the building of Thatcher & Briscoe on the corner of Ash and Water Streets was remodeled. The building was three stories with a blacksmith shop in the lower level. The third story was removed, as it had not been used for a long while. The second floor would be used as wagon building shop.

In 1910 the second floor was occupied as a residence and wood working and wagon making shop of **John Dykins**. Originally there were three stories but the third floor had long been removed by this time. Dykins was born in Freeport, Illinois in 1851 and spent most of his life in Baraboo as a wheelwright. Dykins died as a result of choking on a piece of meat in 1914 at Boyd's restaurant in Baraboo. In December of 1910, while Dykins was lighting a gasoline stove, the tarpaper on the wall next to the stove caught fire and the fire department was called out. Owing to the fact that the floor was covered by wood shavings the fire spread rapidly and all water sources was frozen so the blaze was not put out until the firemen arrived. There was little damage to the 50 year old building which was owned by **Mrs. Hiram Brown**. Unfortunately, the damage was not covered by insurance.

In August of 1911, **Arthur Briscoe** passed away at his home about two miles south of town. Briscoe was 33 years of age and was

born on Ash Street. He was the only child of Mr. & Mrs. W. E. Briscoe. His wife and two sons survived him. All of his stock and equipment was purchased by the local blacksmith's association and sold at an auction.

In 1924 **B. J. Kramer** erected a single-story cement block building here. Kramer moved here from the southwest corner of Broadway and Fourth Avenue. His business was that of a **Sash and Door Manufacturer** and he remained here until at least 1933 and maybe much later. It is known that B. J. Kramer was issued a building permit in October of 1942 to remodel a carpenter shop at 123, later known as 127 Water Street, which would have been just a few doors west of this corner.

The construction of Kramer's building at this site, renewed memories of Charles Hirschinger. He recounted as a youth, while waking buy a previous structure at this site, he heard several weird cries emanating from inside the building. Peering through the window he saw what appeared to be a man struggling in his last few moments of life, his throat being cut. When Hirschinger went around to the Water Street door to discover the cause of the disaster he was met at the door by someone unknown to him. He was told to go on about his business and to keep to himself what he had witnessed under fear of pain of death. Hirschinger stated he never heard any more of the incident.

Harold Wickus of **Baraboo Frosted Food Products** purchased and remodeled this building in June of 1946.

In April of 1955, a huge excavation was taking place on "Horseshoe Bend"; adjacent to and north of this building, as plans by Harold Wickus were taking shape to construct a new building 80 X 65 to add to the capacity of the **Baraboo Frozen Foods Company**. The building was expected to be placed in use by June first.

Baraboo Frosted Foods operated here until at least 1964 when it was known as **Baraboo Food Products, Inc.** About the same time, Wickus took on a line of refrigeration products to help his customers take advantage of his line of frozen products.

In 1972 and 1973 **I & M Distributing** was located at this site. In 1976 **Don Kestel** followed conducting the **Helena Chemical**

147 Water Street

Company. In 1979 the **Dell's Cheese Co.** who was here followed in turn by **Renewal Unlimited** in 1980. Renewal Unlimited was here until 1982.

In 2003 the entrance was located off Ash Street and the address was referred to as 201 As Street.

Archery Unlimited was located here in 2003. Building was empty in April of 2004.

In June of 2004, **Jeff and Sonya Bruch** opened **JNS Cycle** offering parts and service for motorcycles. **Amy Hills**, a cousin of Sonya, helped at the store. By June of 2005, Jeff & Sonja had closed their shop and a **Factory Return Outlet** was being conducted here. The outlet was gone by September of 2005.

In December of 2005 we find the **Light Of The World Ministries** located here.

232 Water Street

232 Water Street

Located on the southwest corner of the intersection of East and Water Streets.
Sanborn Location No. 226/228 Water Street

Volney Moore and **A. J. Moore** purchased the new hotel on Water Street, known as the **Exchange House**, in June of 1856. The Moore's came to Baraboo from Wauwatosa as soon as it was assured that the "Gem City" would have a place upon the map. The Moores had originally emigrated from Dumfries, in the upper part of Canada, to Milwaukee where they remained for sometime prior to moving to Sun Prairie, near Madison. Mr. Moore erected this hotel and many were the prairie schooners, which paused in front of the sign above the door that the weary animals might be fed, and the occupants of the vehicle find entertainment.

In March of 1869, **W. C. Greaves** was offering the **Exchange Hotel** for sale. In October of the same year, **Volney Moore** returned and took control. He was still in possession of the hotel in May of 1873.

In April of 1877, Mr. William Moore, of the firm of Moore & Burrington has purchased of Russell Case the property on Oak Street, so long occupied by Dr. Des Anges, giving therefore the **Exchange Hotel**, under the hill and \$800. Moore will occupy his new acquisition as a residence.

The Moore's daughter, **Mrs. Washington Burrington** and her husband, had a store in Baraboo for many years that in 1901 was operated by their son Frank and was on the Northeast corner of Third and Oak Streets.

The following article is from "Taverns By Cole"

"Nigger Dick" who was a character about Baraboo prior to the Civil War, once performed a daring trick at the **Exchange House** on Water Street, a place of entertainment, which was conducted for a number of years by **Volney Moore** and others. The central figure in this episode was on his way to Sauk City to attend a June picnic, the journey to be made over the bluff astride his horse. The day was hot and the Senegambrian decided to have a cooling draught before



The Exchange House circa 1856

departing on his long gallop. When Dick thrust his countenance into the room and made his desires known he was refused. Wheeling about he strode to his horse tied to the post on the outside, untied the strap, and swung himself into the saddle, and rode daringly into the office, to the serious detriment of the frail furniture. With this bold act he apparently had the individual in charge of the bar completely "buffaloed" for the desired potation was immediately forthcoming. One whose memory projects into the ante-bellum days relates the poor "darkey" became so inebriated that he never reached the Sauk village to attend the picnic.

After the Exchange House was vacated as a hotel, it stood untenanted for a number of years. Later it became the abode, during the winter seasons; of nondescript specimens of humanity who drifted into Baraboo each autumn with the returned circus housed hard-by. Still later the framed hotel was replaced with a more substantial brick

232 Water Street



Kingsford Furniture Co. c1945

structure in which were provided modern comforts for the Ringling circus men.”

In February of 1880, **T. G. Lavoo** bought the old “Moore Hotel” of **A. R. Case**, paying \$1,800 for the same. The house would be leased to **Mr. Ross** who would fit it up for a boarding house.

In November of 1890, **Ringling Brothers** leased the **Union Hotel** near their circus headquarters and fitted it up for a boarding house for their large force of employees. They also had a general office there in 1895. The old structure was eventually sold to the Ringling Brothers for their men when the show was in winter quarters. This structure was known as the **Ringling Hotel** until at least 1918.

In that particular year of 1918, **Julius Nold** established the **Baraboo Wholesale Company**. Nold was the son of William and Ernestine Nold. He was born November 26 1875 at Blackhawk where

he spent his youth and attended the Black Hawk schools. He married Caroline Gasser of Prairie du Sac. They moved to Baraboo in 1917.

Nold died in April of 1934 at the age of 58, at the Lucy Lee Hospital in Poplar Bluffs, MO., where he was taken after being stricken on the train in route to Hot Springs, Arkansas. The Baraboo man had been president and manager of the company since it was established. The Baraboo Company also included **Nold Wholesale of Portage**, a branch office, and at one time included the **Watertown Wholesale Company**, another branch, which ceased operations about 1932. **F. R. Synner** then assumed control of the wholesale business and operated it until 1940.

Obviously the team of **Andro-Effinger** purchased this building as in October of 1940 a building permit was issued to the duo to build an addition on the south side of the building.

In 1943 and 1944 **Meyers Coin Machines** was being conducted here and in 1945 **Kingsford Furniture Company** purchased the building for a warehouse and show room. In 1945 there was an auto repair shop here, obviously in the basement level. The shop was known as **Walluks Body Shop** and **Meyer's Motor Co.** By 1946 **Rye's Auto Body Shop** was being conducted on this site by **Charles Rye**. **Harold Kingsford** eventually opened a **Budget Store** here in 1974. In 1975 the warehouse was sold to **Marvin Kriesman** of Columbia, MO., who claimed to have the world's largest collection of cameras. His plans were to open a camera museum. In July of 1976 Marvin and Katrinka Kreisman opened the **American Photography Museum**. In April of 1978, the directors of the museum announced the museum would be leaving Baraboo at the end of the coming season. Admission charges were only covering a minimum of expenses incurred throughout each year. Also there was a dispute with the City of Baraboo over the museum's tax-exempt status.

In 1981, **Lea Wolcott & Pam Krainik** established the **Bird Cage Antique store** at this site. By 1982 **Park Place Realty** conducted by **Ralph Krainik** shared space at this site also. These two businesses operated until about 1993. **Riverwalk Development** operated here in 1995 and 1996 being followed by **Qualitemps** in 1997.

300 Water Street

300 Water Street

Located on the southeast corner of Water and East Streets

In May of 1883, **James L. & Frank M. Stewart** announced the opening of a new lumberyard at this site, which was then described as being just east of the Union Hotel. In January of 1888, the dissolution of this partnership was announced with J. L. Stewart continuing the business.

From 1888 until 1911, the **James L. Stewart Lumber Yard** was listed as being at the southeast corner of East and Water Streets. In December of 1907, Stewart died. Stewart was born at old Newport in 1855. In 1873 he entered the service of the Chicago & Northwestern and became one of the efficient conductors of the line. In 1882 he left the line and became engaged in the lumber business with his brother, **F. M. Stewart**, at this address. In 1888 he purchased his brother's interest and became sole owner of the yard. After J. L. Stewart became ill, F. M. Stewart conducted the lumber company until its sale in March of 1912 to **George Carpenter**.

It was announced in May of 1912 that **Theodore R. Deppe**, from Reedsburg, had formed a partnership with **George Carpenter** known as the **Deppe-Carpenter Lumber & Produce Company**. Carpenter was listed as president in the 1915 city directory. Deppe had charge of the Baraboo lumberyards for several prior years and was planning on moving to Baraboo. Carpenter stated that his time was spread to thin and that he had a desire to spend more time on his farm.

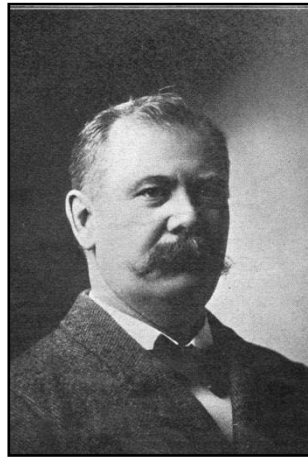
It was also reported that Theodore and Emma Deppe moved to Baraboo in 1913 from Marshall and started a lumber business on Moore Street.

In 1919 T. R. Deppe's son **Morris Deppe** purchased the interest of George Carpenter in the company and thereafter the business was conducted by father & son as the **Deppe Lumber Company**. Sometime later, another son, **Wilbur W. Deppe** joined the

firm. Theodore R. Deppe was president of the firm as late as 1938. When Morris died Wilbur continued on with the business.

From 1939 until at least 1942, **The Yellow Truck Line** shared this site with Deppe.

By 1950 and until at least 1968, W. W. Deppe and his wife **Helen F.** were partners. In June of 1951, loss was established at \$100,000 in a fire at the Deppe Lumber Company. The fire burned so rapidly that within an hour and half, half of the big 75 X 400 building was down. Water was pumped into the fire at a rate of 1500 gallons per minute, a total of 200,000 gallons being used to bring the fire under control. Pieces of tarpaper carried away as far as a mile due to the large draft created by the fire,



J. L. Stewart

In 1971 the **Deppe Fuel & Oil Co.** was headquartered here and by 1976, **David Deppe** held the offices of President and Treasurer in the Deppe Lumber Company and Deppe Fuel & Oil Company. W.W. Deppe held the offices of Vice President and Secretary. From 1985 to 1994, **Over The Road Trucking** was conducted by David Deppe. In 1991 there was also an operation known as **Deppe Transportation Services, Inc.** By 1995 David's son **Tim Deppe** was vice president.

D & D Disposal Co. moved here in 1980 from 456 Lynn. This company was here until at least 1998. By 2000 the disposal business was owned by **Superior**

Services-Baraboo.

An announcement in the *Baraboo News Republic* stated on December 31st, 1999, that "Deppe Lumber would close its retail yard, established in 1914.

Several disposal services were located at this address after Superior Services-Baraboo, the last one being the office and scales of **Veolia Environmental Services**. In early February of 2010 the office building was removed as part of the Baraboo Riverfront development. Veolia would continue to use the scale and compactor but were required to vacate both by April of 2010.

300 Water Street



The above picture was taken in the mid 1920s when Deppe Lumber Company was located on Moore Street. Theodore Depe is at the far right while his son Morris is at the far left. Another son Wilbur is shown in white shirt at lower left.

In August of 2009, plans to replace the garbage transfer station at this address and also bordering on Ash Street adjacent to the river, took a step when the Baraboo Planning Commission unanimously agreed to divide this property and approved the city selling half for Wegner LLP's new two-story office building. It was reported that the city was considering a payment to Veolia of \$1.3 million for this property.

The property would be divided into two smaller lots. Wegner would take a lot of about 1.2 acres, Lot 1 that fronts on Water Street and extends south just less than 300 feet to the Baraboo River.

No other use has been decided on regarding the lot of just over 1 acre that fronts on Ash Street and extends 317 feet east along the



Veolia vacated office, the former Deppe Lumber Co. office and Veolia's temporary trailer-office which would be used until April of 2010.

river. The efforts by the city to move Veolia had been in process since the fall of 2007.

On April 30, 2010, the *Baraboo News Republic* reported that the city was looking at the former land fill site on county trunk "A" for a new small-scale transfer station building. The station would consist of metal building with a semi-trailer next to it. Waste would be stored in the building and loaded into the trailer until it could be hauled away.

It was also reported that Veolia Environmental Services, who was scheduled to have their transfer station building removed by April 30, 2010 had requested a month's delay in that action.