

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Principle Investigator: Marla Miller

Project Director: Paul Lusignan
Historic Preservation Division
State Historical Society of Wisconsin

Project supervisor: Patricia Hamilton
Community Development Authority of the City of Baraboo

The project has been funded with the assistance of a grant-in-aid from the National Park Service, U.S. Department of the Interior, under provisions of the National Historic Preservation Act of 1966, as amended. Historic Preservation grants-in-aid are administered in Wisconsin in conjunction with the National Register of Historic Places program by the Historical Preservation Division of the State Historical Society of Wisconsin. However, the contents and opinions contained in this publication do not necessarily reflect the views or policies of the National Park Service or the State Historical Society of Wisconsin.

ABSTRACT

In 1977, a reconnaissance windshield survey of the City of Baraboo was conducted of approximately 700 properties as part of the continuing statewide reconnaissance survey program.

An intensive survey of the historical and architectural resources of the City of Baraboo was conducted from January 1989

through June, 1989. The purpose was to identify, research and evaluate the significance of commercial and religious properties which contribute to the city's heritage. It was conducted by the City of Baraboo, and assisted by a grant-in-aid from the National Park Service, U.S. Department of the Interior, which was administered by the Historic Preservation Division of the State Historical Society of Wisconsin.

The survey project was conducted in several phases. The first phase involved updating a 1977 reconnaissance survey of commercial buildings and structures of architectural and/or historical interest. Next, in-depth research and architectural analysis were conducted to evaluate the surveyed properties according to the architectural and historical development of the city. The research was incorporated into the final survey report. Certain properties that were thought to have exceptional historical or architectural significance were researched more intensively. The identification of historic districts, areas of the city that constitute a cohesive area of mostly intact historic buildings, was an important part of this project. Finally, National Register of Historic Places eligibility of individual properties and districts were determined using the information accumulated during the project. A National Register Nomination was prepared for submission to the Department of the Interior. Survey products are filed at the State Historical Society of Wisconsin in Madison, Baraboo Municipal Building, Baraboo Public Library and the Sauk County Historical Society Museum.

Page			
5.	INTRODUCTION	33.	TRADE SERVICES
6.	SURVEY METHODOLOGY	33.	HOTELS AND SALOONS
7.	HISTORICAL OVERVIEW	34.	Bender Hotel
7.	SAUK COUNTY	34.	Urban House
8.	BARABOO	34.	City Hotel
15.	COMMERCE	35.	The Wellington Hotel
15.	INTRODUCTION	35	LIVERY AND OMNIBUS SERVICES
18.	RETAIL TRADE	36	LAUNDRIES
18.	Dry Goods and Clothes	37	FINANCIAL INSTITUTIONS
20.	Clavadatscher and Co.	37.	Baraboo National Bank
22.	F.C. and S.H. Peck	38.	First National Bank and Trust
22.	The Stanley Company	39.	Baraboo Savings Bank
23.	Reinking's	39.	Baraboo Federal Savings and Loan
23.	Risley Brothers	40.	INFORMATION SERVICES
24.	Drugs, Groceries, and Bakeries	40.	Newspapers
25.	The Excelsior Drug Store	44.	WHOLESALE TRADE
25.	Lang, Camp and Co.	44.	UTILITIES
25.	J.B. Donovan and Co.	44.	Water Works
26.	Fisher Brothers	45.	Telephone.
26.	F.H. Dwinell and Co.	46.	Gas & Electric
27.	City Bakery	48.	SOCIAL MOVEMENTS
27.	Bunn	48.	FRATERNAL, SOCIAL AND SERVICE ORGANIZATIONS
28.	GENERAL MERCHANDISE	49.	Railroad Organizations
28.	Boots and Shoes.	50	Quindecum Club
29.	Books and Stationery.	51	Masons
30.	Photography	51	Independent Order of Odd Fellows
31.	Jewelry	52	Knights of Pythias
32.	Harness Shops	52	Elks Club
		52	Joe Hooker Post No. 9, Grand Army of the Republic

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

53	Baraboo Businessmen's Associations	70	METHODIST
54	INTELLECTUAL SOCIETIES	70	Emmanuel United Methodist Church
55	YOUTH ORGANIZATIONS	71	German Methodist Church*
56	WOMEN'S ORGANIZATIONS/WOMAN'S SUFFRAGE	72	First United Methodist Church*
57	TEMPERANCE MOVEMENT	72	PRESBYTERIAN
58	RECREATION AND ENTERTAINMENT	72	First United Presbyterian Church
60	Al. Ringling Theatre	74	Wesleyan Church
62	RELIGION	74	NOTABLE PEOPLE
63	ADVENTIST	74	Charles Bender
63	Advent Christian Church*	74	George and Anna Bender
63	Seventh Day Adventist Church*	74	George Capener
64	The Albrechts	75	Levi and Samuel Crouch
64	ASSEMBLY OF GOD	75	James Jacob Gattiker
64	Baraboo Assembly of God	75	Frank Herfort
65	BAPTIST	75	Julius Hoppe
65	First Baptist Church	75	Carl Isenberg
65	Bethel Memorial Baptist Church	76	E.P. Lueth
65	CATHOLIC	76	E.G. Marriott
65	St. Joseph's Catholic Church*	76	B. F. Mills
66	CHURCH OF CHRIST, SCIENTIST*	76	Simeon Mills
67	CONGREGATIONAL	76	Henry Moeller
67	First Congregational United Church of Christ*	76	D. K. Noyes
68	EPISCOPALIAN	77	F.C. Peck
68	Trinity Episcopal Church*	77	John and Sarah Powers
69	LUTHERAN	77	The Ringling Family
69	Our Savior Lutheran Church	78	William Stanley
69	St. John's Lutheran Church*	78	Charles Wild
70	St. Paul's Lutheran Church		

- 78 Elizabeth Steel Wright
- 79 ARCHITECTURE
- 79 COMMERCIAL
- 82 Italianate
- 82 Romanesque and Queen Anne
- 83 Art Deco
- 84 Neoclassical Style and other Early 20th Century Commercial Building Types
- 86 Historic Church Architecture

87-91 BUILDERS AND ARCHITECTS

C.R. Adams, Bowen & Kanazawa, George Capener, A.J. Carow Conover and Porter, R.B. Fleming, Henry Foeller, Forres Brothers, H. Gale, Gollmar, Vanderveer and Co., M. Hire, George Holah, Carl Isenberg, Brian Jackson, August Kamrath, F.N. Lang, J.W. Lohmuller, Joseph McVea, Rapp & Rapp, Schultz & Wern, Ed.Schrang, James Knox Taylor, Thomas Thompson, J.N. Vanderveer Fred Wolf, D.W. Worth

- 91 SURVEY RESULTS
- 91 THE NATIONAL REGISTER OF HISTORIC PLACES
- 93 BARABOO INTENSIVE STUDY RESULTS

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

INTRODUCTION

Shaped by complex historical forces, the rigor of geography and climate, and the demands of function, commercial buildings reflect one moment, yet many, in the flow of time. At any given point, the configuration of commercial and social space was a unique response to myriad stimuli, a singular expression of time and space. Baraboo's architectural record, when read hand in hand with the historical record, enriches our understanding of the town's growth. The dominant architectural style reveals the era in which the town enjoyed its most vigorous period of growth and prosperity. The streetscape affords us a glimpse of the late 19th century Victorian aesthetic as the residents of this Midwestern agricultural community interpreted it.

While the preservation of these historic buildings can be beneficial in retaining a sense of the history and individuality of a community, benefits can be concrete as well. The rehabilitation of historic buildings can revitalize entire downtown areas, while specific properties can benefit from certain tax benefits available for restoration of historic buildings. Buildings designated historic may also be considered under the Historic Building Code, which is considerably more flexible than the standard code and may reduce rehabilitation costs.

The Baraboo Intensive Survey Project lays a foundation for the pursuit of these benefits. Limited to the commercial properties in the City of Baraboo, the objective of the project was to identify and evaluate the buildings and properties that are physical representations of the commercial development in Baraboo.

Completed under the guidelines established by the Historic Preservation Division of the State Historical Society of Wisconsin and the National Park Service - U.S. Department of the Interior, the Baraboo Intensive Survey focused on determining commercial buildings and districts with sufficient historical and/or architectural significance for nomination to the National Register of Historic Places. The project area comprised all areas within the corporate boundaries of Baraboo, while the scope was confined to buildings originally commercial in nature, and ecclesiastical structures of historic or architectural importance.

The survey was conducted by private preservation consultant Marla Miller, and included three basic elements. A partial reconnaissance survey completed in 1977 was updated, while a thorough reconnaissance survey of all current commercial properties was conducted. Next, an intensive survey of all those properties identified in the reconnaissance survey coupled field and historic research to assess the eligibility of each property for inclusion on the National Register. Final determinations were made by the project consultant in conference with the staff of the Historic Preservation Division of the State Historical Society of Wisconsin. The results of the intensive survey are presented in this report, which further described the method employed, and includes a discussion of recommendations for its use.

SURVEY METHODOLOGY

The first phase of the Baraboo Intensive Survey involved updating a 1977 reconnaissance survey of the city. In the updated survey every commercial building and property of potential historical or architectural interest was photographed, described briefly, and plotted on a map. Previously surveyed buildings were re-photographed, and any changes were noted on the reconnaissance survey cards.

One hundred-twenty-eight properties were identified using this procedure. An official inventory card was prepared for entry in the Wisconsin Inventory of Historic Places using this information. This is a collection of the Historic Preservation Division of the State Historical Society of Wisconsin and consists of over 50,000 properties of historic and architectural interest that have been identified statewide. The cards contain an address, map code, brief building description, and a 3-1/2 x 5 1/4 black and white photographs. Each site was mapped with a code number on a large city map so that the location of all properties surveyed is apparent. The final mapping was done by personnel of the City of Baraboo.

Research on the history of the city and careful architectural analysis was conducted to place each property into a historical perspective. Each property was evaluated for National Register of Historic Places eligibility. The National Register is a nationwide inventory of sites, districts, structures and objects of state, local or national importance. Criteria for listing are based upon architectural, historical and archaeological significance, although this survey did not examine the city's archaeological resources. Historical criteria include, but are not limited to, association with significant persons or events. Architectural criteria pertain to properties that are representative of a style or method of

construction or engineering, or the work of a master. An intensive survey form was prepared with a detailed architectural description, historical background on the building or persons associated with it, and the evaluation of its significance on a state, local or national level.

In addition to researching individual properties, research on the city was conducted. Primary and secondary research was conducted on themes such as Commerce, Social and Political Movements, and Religion, suggested by the State Historical Society. The Baraboo Public Library contains issues of the Baraboo News, The Evening News and The Baraboo News-Republic on microfilm. Baraboo Business Directories were especially useful as a primary source of information. C.W. Butterfield's 1880 History of Sauk County and Cole's 1918 history were two other excellent sources. The collection of the Sauk County Historical Society was immensely useful in terms of photographs, account books and diaries, and clipping files, while the Library and Research Center of Circus World Museum also contributed photographs, clippings and correspondence containing helpful information. Area residents were contacted and a number of people provided additional information. The resources of the State Historical Society were also used, especially for Sanborn Perris Insurance maps, the iconographic collection and early census data.

More intensive site research was done for properties with possible architectural and/or historical significance when this site-specific information was coupled with background research that provided a wide frame of reference, each building could be placed into historical perspective. Two potential historic districts were delineated. One district covers approximately two blocks on Walnut/Ash streets, flanking the Baraboo River, up to and including

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Lynn Street to the south and Water Street to the north. A second is basically centered around the Courthouse Square, with the one-hundred blocks of Third and Fourth Streets included.

Early in the survey a public meeting was held with the principle investigator and a representative of the State Historical Society speaking on survey methodology and locally interesting architecture. A meeting discussing survey results and National Register criteria was held near the end of the survey.

The survey report is designed to provide the reader with an easy access toward specific and further information. A brief discussion of the general features, history of both the county and the city provides a sense of context for the more narrow topics to follow: Commerce, Social/Political Movements, Recreation, Entertainment, Religion, and Notable People in early Baraboo. A discussion of the several dominant architectural styles and builders in Baraboo can be found following the historical data. Each building cited specifically in these chapters is followed by a notation in parenthesis stating whether the building is extant or not extant, and, if extant, a code which locates the building on district maps located in Appendix A. These buildings are also cross-referenced at the end of each chapter in a list of relevant standing buildings associated with that theme, in the order in which they appear in the chapter. Cross-reference lists include the map code, the historic name, the present name or occupant, and the building's address. Survey Results and Recommendations include a list of those sites deemed eligible for listing in the National Register of Historic Places, as well as short and long-term recommendations for use of the survey products and

Promotion of preservation efforts.

HISTORICAL OVERVIEW SAUK COUNTY

Sauk County takes its name from the Sac or Sauk Indians who lived along the Wisconsin River (near present day Prairie du Sac) in the 1740's. After the Winnebago ceded all their lands east of the Mississippi River to the U.S. Government in 1837, Sauk County became part of Crawford County, which encompassed most of the area west of the Wisconsin River. Sauk County settlers petitioned the territorial legislature in 1839 and again in 1842 to create a new county and name it for the local Indian tribes. Considered briefly a part of Dane County for judicial purposes, the county obtained its present boundaries when the petition was at last approved May 10, 1844 (excluding the town of Woodland, which was added in 1849). At that time it was divided into two precincts, Prairie du Sac and Baraboo, the latter comprising all of the territory north of the bluffs.

Sauk County is part of a crescent-shaped lowland plain in south central Wisconsin. It contains some buttes and mesas, though the eastern section is unglaciated. The Baraboo River is the main interior stream in the 840 square mile county. The river is one of the largest warm water tributaries of The Wisconsin River and drains 3/4 of Sauk County and parts of Richland, Vernon, Monroe and Juneau Counties. It is 63 miles long from its headwaters in Monroe County to the point where it reaches The Wisconsin River, just below Portage. En route, it flows through the southwestern corner of Juneau County, entering Sauk at Wonewoc. Traveling southeast through LaValle, Reedsburg, Rock Springs, North Freedom and Baraboo, it enters the Wisconsin River in Columbia County.

About three miles below the river at Baraboo lay the Baraboo Bluffs. Hard red quartzite can be found in the Baraboo range while copper and iron ores are found in the northwestern part of the county. Running east to west through the center of the county are two parallel ridges, roughly three miles apart, with an elevation of 400-500 feet and with a base of 2-4 miles. Potsdam sandstone lies nearly horizontally throughout Sauk County, with a slight dip in the Southeast portion. The higher elevations, particularly towards the south, are capped with conformable layers of the lower magnesium limestone. Sauk County contains both forests and marshlands and is well drained by the Baraboo River and its tributaries. The average altitude is 300-400 feet (1600 feet in the Baraboo Range to 7141 at Lone Rock) with Baraboo at 890 feet.

In the 1840's Sauk County land consisted of 2/5 oak openings, 1/3 wood and forest, 1/5 marsh and swamp and a small amount of prairie (roughly 1/13). By 1860, after there had been some settlement and development, cropland covered about 11% of the county. Timber was considered inexhaustible. Forty years after agriculture was introduced to the county, many timber tracts had disappeared and most prairies were under cultivation. Nevertheless, 1870's account of the area listed a dozen types of trees and undergrowth identifiable in the area. As settlement continued, however, a resource became limited, and by 1912 timber was imported from the west coast, and the variety among the plant life greatly reduced. By the 1930's 3/5 of the land was under cultivation, 1/3 was forest, with 1/20 marsh and swamp. By the 1960's the amount of land used for agricultural purposes has increased to 56%. Another 11% was supporting urban life and.

BARABOO

In 1830, John Farmer, of Detroit, published a "Map of the Territories of Michigan and Wisconsin" on which the Baraboo River is noted as Bonibeaus Creek. Although several lengthy treatises exist on the possible origins of the word "Baraboo," the name most likely is derived from the surname of a French trapper by the name of Bari beau or Baribault, who appears to have operated a trading stand at the mouth of the river in the late 18th or early 19th century. A competing theory contests that the word Baraboo is derived from the French "Barbue," meaning "catfish." The original Winnebago name for the river, "Ocoochery," meant "plenty of fish," and in fact the Baraboo River was at one time rich in sturgeon and catfish. Thus, the Riviere a la Barbue, or Barbue River, signifying "Catfish River" could have become the Baraboo River over time. Contributing evidence can be found in maps of the period, on which can be found rivers bearing both the name "Catfish" and "Barbue," in Dane County and Michigan, respectively. Proponents of the Baribault theory assert that the river is named for a fur trader in the late 18th or early 19th century. Two schools formed here as well, one contending that the man was named Barbeau, and was of Sault St. Marie origin, while the other asserts that he was a native of Montreal Canada named Baribault who made his way from Wisconsin to St. Louis.

Although documentary evidence can be invoked to support both arguments, the written record contains some evidence which contradicts the Barbeau theory, and linguistics tends to support the theory which traces the name to Pierre Baribault of St. Louis. Because the P. Barbeau of Sault St. Marie would have traded first with the Chippewa, an Algonquin tribe, it is unlikely that he would extend his trade to include the Winnebago's, whose dissimilar

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

language would reflect their Sioux heritage. The Pierre Baribault of St. Louis could logically move among the western tribes along the Mississippi whose similar languages would reflect their common Sioux origins. In addition, the three-syllable Baribault would more logically be corrupted to become Baraboo than the two-syllable Barbeau. The same is true for the two-syllable "Barbue," meaning catfish. In either case, various corruptions of the name appear on a series of maps, with the first appearance of "Baraboo" on a "State Map of Wisconsin" of 1844.

The first European settlement at the Baraboo Rapids resulting in permanent location began in 1839 with the arrival of Eben Peck, Wallace Rowan, Abram Wood and James Van Slyke. These early settlers quickly recognized the potential for power of the two-mile stretch of rapids from the upper to the lower bend (or ox-bow) in the river, which drops a total of 36.5 feet from the site of the old Island Woolen Mill to Highway 113. When Wood and Rowan came to Sauk County in 1839 they made a claim of the land and water-site at the upper bend of the Baraboo River and erected a sawmill, the first of what would be many mills on the river. Wood with his Indian wife erected the first log home in Baraboo, while Rowan settled his large family near the upper ox-bow. Peck brought his wife Rosaline, reportedly the first white woman in the valley, and claimed a site on the lower ox-bow. The area between the ox-bows was claimed five years later by George Brown, who erected a second sawmill. Soon thereafter a gristmill was built on the opposite side of the river, followed by Hayes, Pratt and Hayes shingle and lath mill, and a chair factory. Eventually four dams were built on this stretch of the river, with a fifth added in the 1890's.

These mills became the foundation of Baraboo's economy in the first decades of settlement. By 1874 the Island Woolen Mill located on the upper ox-bow was producing 7000 yards/month, just under its 9000 yards/month capacity. 85,100 yards of cashmeres and flannels were produced each year, as well as doeskins and blankets. Wool for the mill came principally from northern and western Wisconsin, although a "considerable" amount came from Minnesota and Iowa as well. M.J. Drown's Baraboo Manufacturing Company consumed 1,000,000 square feet per year, chiefly of basswood and maple, as well as elm and red oak. Three fourths of this raw material was floated down the Baraboo, with the rest brought in on sleds.

As mills sprang up on the river, entrepreneurs arrived to provide goods and services to the surrounding settlement. Auguston Haraszthy erected a small frame house near the dam and opened a store there. As early as 1847 James Maxwell built on what is now the southeast side of the square the first frame building north of the river, which came to be known as the "corner store." (This structure was located near the alley on the 400 block of Oak Street, and was destroyed in a fire October 15, 1884). That same year the Western Hotel was erected by Colonel Edward Sumner, while Lyman Clark built the "Baraboo House." Baraboo at this time consisted of about 146 people, living in "a few plain houses on the hill.

In April, 1847 the county commissioners platted a village on the hill north of the river named Adams, after the Massachusetts' Adams, whom commissioner Prescott Brigham greatly admired. About the same time, George Brown had a survey done of his

property, which lay almost wholly south of the river. This plat he named Baraboo, after the river itself. In January of 1849, these two plats were renamed "Brooklyn" by the Board of County Commissioners,, although the villages continued to be separate. At the suggestion of postal authorities in Washington, the name of Adams was dropped in 1852. The post office was then known solely as Baraboo.

Baraboo finally secured the county seat in 1846, but it was not without a struggle. In 1843-1844 the citizens of Prairie du Sac petitioned the state legislature to fully organize Sauk County, causing the residents of the Baraboo Valley to vociferate the added expense of county government. Nevertheless, in 1844, the petition was successful, and shortly thereafter Prairie du Sac was named the county seat. In 1846, however, a popular vote required that the county seat be moved to Baraboo. Citizens erected only a temporary wood building, anticipating another fight over the location of the county government, and its possible removal.

This fear was realized just four years later, when in 1850 Reedsburg challenged Baraboo for the county seat. Tensions climaxed in the spring of 1851 when the residents of Reedsburg refused to allow rafts of logs to pass over their dam and continue to Baraboo. The issue was not resolved until a U.S. Deputy Marshall arrived and ordered the dam partially removed. The struggle passed into the legislature when Reedsburg petitioned successfully to attach a nine mile strip of land from Juneau County to Sauk County. Because this placed Reedsburg nearer the geographic center of the county, efforts to move the county seat were renewed. When the strip of land was returned to Juneau County in 1853, Reedsburg asked the legislature to put the issue to a referendum, and in the spring election the vote permanently placed the county government

in Baraboo.

At this time, Baraboo decided that a new and better structure was in order, and a two-story brick building was erected by P.A. Basset in the center of the public square. The 1846 frame Greek revival courthouse, built by Col. Edward Sumner on the north side of the square, burned July 4, 1857. The circa 1853 brick courthouse and its west addition burned in December of 1904, after which the current courthouse was erected.

By 1856, the population had reached about 2000. A "local correspondent" recorded the presence of four dams on the Baraboo Rapids, with prospects of another. There had been established a flouring mill, 4 sawmills, a gristmill, a lath, picket and shingle factory, and two cabinet factories with planing mills. The town could also boast of 2 financial institutions, eight dry goods stores, 3 hardware and stove stores, and 3 drug stores, as well as a jewelry store, bookstore, and 5 hotels. Six lawyers, 2 dentists and 6 physicians had established practices, and 5 painters, 5 shoemakers, 6 blacksmiths and 5 cabinet and wagon makers had set up businesses in the growing village. By the 1860's, the townspeople could also include bakers, butchers, photographers, milliners and musicians among their population.

In 1865 Baraboo was incorporated as a village. Section I of the incorporating act provided for boundaries of the village as follows: "The southeast quarter of the south half of the northeast quarter, and the east half of the southwest quarter of Section 35, and the west half of the southwest quarter of section 36, in township 12 north, range 6 east, and the northwest quarter of the northwest quarter of section 2 in township 11 north, range 6, east in Sauk County, shall hereafter be known and designated by the name of the Village of Baraboo." By this time, the lumber milling activity

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

along the river had tapered off, and Baraboo had become largely a trading center for the rich agricultural region surrounding the village. Prior to the Civil War, wheat was the dominant crop produced in the area, although hops and potatoes were among the major crops in the 1860's and 1870's. In fact, Sauk County witnessed a "hop craze" from 1865 to 1868 as numerous factors converged to artificially send hop prices soaring (fn details) unfortunately for local farmers, the market collapsed as larger eastern growers produced a surplus and glutted the market. Although the market eventually stabilized, hops ceased to be a major crop, and in the 1880's and 1890's wheat, corn and oats became the dominant agricultural products. In the early years of the twentieth century, oats, barley, corn and potatoes became the most profitable agricultural produce, while apples and small fruits were grown extensively. In fact, in 1913 Sauk County lead the state in apple production, ahead of Richland County Apiaries and honey production also became an important industry.

The timely arrival of the Chicago and Northwestern railroad in 1871 served to revive trade and renew interest in the town. Real estate transactions increased. Brick stores and several hotels were constructed both near the railroad and around the courthouse square. The selection of Baraboo as the grand distribution point for the Madison Division contributed to this trend, as workshops and roundhouses were erected, requiring material and labor from the town and townspeople. In his 1880 history of Sauk County, C.W. Butterfield estimated that the railroad brought about \$200,000 into Baraboo through various salaries, construction contracts, bridge repair, etc., and in 1918, Harry Ellsworth Cole called the railroad

Baraboo's leading industry from 1872-1883. Equally important was the increased access to Baraboo as not simply a business place, but as a summer resort as well. Baraboo's proximity to Devil's Lake, located three miles South of Baraboo, had been a boon to the village since the lake became a tourist destination as early as the 1850's. By 1868 small steamboats were placed on the lake to accommodate sightseers. Prior to this a Swiss style hotel called the Cliff House had been erected on the north shore, while at the south end of the lake N.C. Kirk had constructed a row of summer cottages, each of which could accommodate 6-8 of the "city folk" that came to visit the lake. After the introduction of the railroad, which ran along the east shore of Devil's Lake, the many visitors to the lake could find food and lodging just a few minutes away in Baraboo, thus buoying the hotel industry. Naturally this increased retail trade in the city as well.

The 1880's also saw the advent of the "Ringling Classic and Comic Concert Co.," the forerunner of the now famous Ringling Brothers, Barnum and Bailey Circus. Two years after the emergence of the Concert Co., the first real circus was given in 1884 by Al, Alf T. and Charles Ringling, sons of a local harness-maker, (Notable People). The Ringling brothers -- all seven of whom eventually joined the circus would later become proprietors of the now famous Ringling Brothers, Barnum & Bailey Circus.

Because of the large amount of performers and workers required to produce the circus, the Ringling presence was and remains pervasive in Baraboo. Wagon shops, animal barns, sewing rooms, wagon barns, rooming houses and offices all remain as evidence of the large effect circus-related enterprises had on the community. The circus dominated the railroad and the mills in

Baraboo's economy of the early 1900's, as the Ringling's not only employed hundreds of local citizens themselves, but gave business to carpenters, painters, blacksmiths, seamstresses and merchants. In fact, the dramatic decline in population between the census of 1910 and 1920, a decrease of almost 12.4%, can be traced to the departure of the Ringling Brothers circus in 1918. The population declined further during the decade of the 1920's, as Baraboo ceased to be a locomotive repair station with the removal of the railroad's shops and roundhouse to Madison.

In 1941 the opening of the Badger Ordnance Works seven miles south of the city helped to restore the growth rate. Two thousand buildings were built at a cost of almost \$65 million, providing employment for hundreds of local citizens and attracting many more to the area. During the 1940's Baraboo's population almost doubled due to the influx of workers. However, the shutdown of Badger Ordnance following the war was a severe blow to Baraboo's economy. About the same time the Island Woolen Mill, the backbone of the city's economy since the turn of the century, also closed, throwing another 700 people out of work.

The years following WWII saw the incorporation of the Baraboo Industrial Expansion Corporation, which sought to combat the boom and bust cycle that heretofore had characterized Baraboo's economy. Funds were raised to enable manufactures to purchase land and buildings over a period of years, thus helping to stimulate growth and stabilize the community's economy. The establishment of Circus World Museum in 1959 introduced a major tourist attraction to Baraboo which brings almost one quarter million visitors each year to the city. This year, with the opening of the new Visitors Center, Circus World plans to be open year-round,, thereby increasing the yearly total of visitors to the city. Since then,

the ongoing health of the economy has produced steady growth of both Baraboo and the village of West Baraboo. While the former has seen some additional commercial development along the northeast entrance to the city (Hwy 33), the latter is enjoying a burst of development along Hwy 12 with the arrival of several large wholesale and retail chains, to the detriment of the downtown Baraboo commercial districts.

COMMERCE INTRODUCTION

Despite the fact that Baraboo gave birth to what would eventually become the world-famous Ringling Brothers and Barnum & Bailey Circus, it would be grossly unfair and overly-simplistic to characterize the city as merely a "circus town." While the effect of the Ringling's on the community was certainly significant in their time, and contributed a great deal to the development of the city, the period of the city's greatest growth was well underway long before the "Classic and Comic Concert Company" became the "Greatest Show on Earth." Originally settled on the promising banks of the Baraboo river, the "Baraboo Mills" became a trade center for the farm area that surrounded the settlement. The village developed as a shipping center for agricultural products.

After settlement was made, residents found that they needed to extend their commercial ties. Settlers first used wagons, making the 120 mile trek to Milwaukee overland, but this was prohibitively expensive. About 1848 David Monroe, proprietor of a provisions store east of the courthouse square, paid 75 cents/100 lbs. to have goods hauled from Milwaukee. When the Milwaukee and St. Paul railroad reached Newport and Kilbourn (10 miles north of Baraboo, now called Lake Delton and Wisconsin Dells), Baraboo

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

merchants could haul products to this depot to ship goods, but this, too, was costly. Residents soon attempted water navigation, hoping to ship goods via the Fox River and then the Great Lakes to the East, or the Wisconsin River to the Mississippi for points west. In October of 1869 a surveying party examined the Baraboo River. From just below Manchester (as the community surrounding the lower ox-bow was known) to the mouth in order to determine its practicality as a steamboat route. The team found the river to be "extremely meandering" -what was just 15 miles "as the crow flies" was over 40 by the channel itself. Proponents argued that within three years the cost of improving the navigability of the river would be more than offset by the increase in exports within one year. Citing the cost to local industries (including the Baraboo Manufacturing Co. , then employing 25-40 hands, the flouring mills, Pratt' s Manufacturing Co., and Burnt's Stave works) of hauling products to Kilbournl businessmen concurred that "transportation by land destroys the cream of profits!" Steam navigation, however, proved too slow in realizing a return, and at this same time Baraboo residents were investigating the possibility of a rail line through the area.

As early as 1850, a group a businessmen in the Baraboo Valley obtained a charter for a railroad which would run through the valley. This was agreeable to railroad companies as well, for land surveys had shown deep valleys and high ridges at the head of the Kickapoo, rendering this route to the Mississippi Valley impractical. In the fall of 1857, the residents of Baraboo sent Col. James Maxwell and P.A. Bennet (Bassett?) to Washington D.C. to request that congress turn over some of the public domain for a rail line between Chicago and St. Paul via Baraboo. The proposition failed by

a single vote. Subsequent attempts include the formation of the Baraboo Valley Rail Road Association and the Portage City and Baraboo Valley Rail Road Company. Finally, in July of 1870, local citizens formed the Baraboo Air Line Railroad Association to work towards the establishment of a rail route through the valley. The association made offers to both the Michigan Central and the Chicago and Northwestern Railroad. Within two weeks of organization, the local corporation had reached a basis of agreement with the latter, and by September of that year the Chicago and Northwestern Railroad had surveyed the land from Madison to LaCrosse. The Madison Division of the C&NWRR broke ground September 1870 at Oregon, Wisconsin (42 miles south of Baraboo) and on September 8, 1871, the railroad was completed. The C&NWRR then made Baraboo the grand distribution center for their Madison Division, an area comprising 234 miles from Harvard, Illinois to Winona, Minnesota. Baraboo, situated 122 miles from Harvard, naturally marked the midpoint and was the logical choice for the distribution center, which required that roundhouses, workshops, and other related enterprises be erected in the village.

Baraboo originally was a mill-town dependent on the power of the river to sustain industry; however, it was the arrival of the Chicago and Northwestern railroad in 1871 that produced the first major building boom that Baraboo experienced. When J. Kartack arrived in Baraboo in early 1871, the only substantial brick building was the Bank of Baraboo at 101 Third Avenue, the remainder being a random assortment of one and two story frame structures. By the end of that decade, several brick business blocks had been erected on Oak, Third Avenue, and Third Street. While the railroad was still

only a proposal, editors noted that "our Railroad prospects are already exerting an influence upon demand for a piece of real estate." The years following witnessed the arrival of many and varied businesses, each requiring a structure from which to operate, causing the editor of the Sauk County Republican to remark: "Carpenters, masons, painters and workmen of almost every sort are on the jump and drove to death with business." With this link to the commercial world Baraboo businessmen could expand their markets, while at the same time more trade flowed through the city itself.

According to C.W. Butterfield in his History of Sauk County, published just eight years after the arrival of the railroad, "The effect upon business interests was immediately perceptible. There was a general revival in trade, and a noticeable activity in real estate. South Baraboo, especially, became the scene of renewed enterprise. Building lots were in demand at advanced prices; likewise brick, lumber and stone. Mechanics and laborers were less plentiful than formerly ... Handsome brick stores and hotels and neatly finished dwellings were the result." Thus, the last quarter of the century witnessed a boom of new construction. In May of 1873, the "good work begun on stores last season continued" as merchants were "filling in the center of Third Street," and undergoing a "sidewalk mania." In 1876, "the air is filled with rumors of projected building and improvements this season." In 1877, "piles of building stone and lumber all over indicate unusual activity in building this spring." And in 1883, "there has been no year in the history of the city where there has been more tasteful and well built [buildings] erected and there is no necessity for going away for plans to satisfy a critical taste or to secure comfort or economy."

The arrival of the railroad also increased interest in the

manufacturing facilities of Baraboo, as the cost of transporting goods from the manufacturer and the consumer was greatly reduced. Thus, the investment of capital in industrial enterprises was increased.

For most of its history, Baraboo has maintained two commercial districts, one being the streets surrounding the courthouse square, the other a second corridor which developed along Ash and Walnut on both sides of the Baraboo River. There seems to be evidence that the earliest commercial development began on Ash, Walnut and probably Water Streets, along the river. In debating where to build their new church edifice, a faction of the Catholic church in 1859 argued for a site on the south side, where "the schoolhouse and most of the business houses are located." A clipping in the collection of the Sauk County Historical Society describes the corner of Ash and Walnut about 1850-60 as having on its four corners the "largest store in Baraboo [of J.P. Sandford], the store building of Judge Hoxie, the American House, and the somewhat notorious saloon of Samuel Hire (Hile?), known as Hire's (Hile's?) Deadfall, in which "some very dark and crooked deals were enacted." This would seem to indicate that originally development was greater along the Baraboo. Nevertheless, the church decided to build "on top of the hill." Although this could be the result of several factors, it does suggest that development in this area was sufficient, or sufficiently promising, to warrant investing in its future by locating the church home here. In fact, an account of Baraboo in the 1850's lists several business stands around the square, including the Burrington Brothers' store, C.E. Ryan's jewelry shop and the "Grotto Building," a clothing store, on Oak Street. One account of early Baraboo asserts that the first store on what is now the courthouse square was that of A.G. Tuttle and David Murnon (Munson?),

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

located about 516 Oak Street, (not extant) with the only other mercantile being Wood and Rowan's stock near the Island Woolen Mill and Haraszthy and Grapel's small store at Manchester (Historic Overview). Also located on Oak Street were a tin shop, grocery store, and the drug store of Peck and Orvis. John Taylor had built "several" buildings here, including the "Headquarters," store occupied by P.A. Bassett -- which the author calls "one of the largest and best stores on the hill" (extant; SK 50/14) -and Taylor Hall, the first "opera house" in the village.

Thus, the two commercial areas developed almost simultaneously, and continued to do so as brick buildings and business blocks replaced the small one-story frame structures constructed in the 1840's, 50's and 60's. On Sept. 17, 1873 the editors of the newspaper concurred that: "Improvements ... are confined to no particular locality, but are spread out all over the village, just as they should be."

While some merchants hoped to take advantage of the nearby railroad by establishing a business on Walnut, Ash, or "under the hill" on Water Street, others hoped to profit by their while continuing to stress their "short distance" from the depot. Construction of hotels around the courthouse square was essential in helping this area to become the main commercial center of the village. While several hotels and boarding houses sprung up around Baraboo, the construction of the Western hotel on the northeast corner of the square helped to encourage settlement on top of the hill. This is corroborated by S.J. Poyton (Pointon) in a letter to the Baraboo News-Republic reprinted April 20, 1929. Poyton (Pointon), a resident of Baraboo since the 1860's, recalled that the corner of

Oak and Fourth Street/Avenue, including the 600 block of Oak Street, was the main business section on top of the hill, the stores then spreading from that block southward. In addition, W.W. Warner recalled that "the north side of the square was perhaps the most prominent business district [including] numerous law offices as well as several prominent business houses extending to the east corner of the block.

The covered bridge over Walnut street encouraged trade along this corridor. Built by Jerry Dodd in 1875, the bridge spanned 166 feet with no pier to support the center. A lattice bridge roofed with shingles and sided half-way up, the structure rested on the same abutments as its predecessor, although these were enlarged by widening the bridge seat.

From the 1860's to the 1870's the numbers of businesses present in Baraboo more than tripled, and the Wisconsin Business Directory of 1876 lists almost ninety commercial establishments. The effects of the C&NWRR rippling through the community can be seen here, commercial trade expanding as people came to utilize shipping, transportation and retail facilities in Baraboo. In fact, an article in the Baraboo Republic in the fall of 1872 stated: "up to the last two years there was no communication by rail to or from the village, making it almost isolated from the outside world. Since the appearance of the railroad business has received a fresh impetus and the prospects of Baraboo are far brighter now than ever... [If] the rise of Baraboo has been slow, it has been permanent."

Population by 1879 had reached over 3000, reflecting the presence of over 300 railroad men and their families. After another

decade, the number of residents had climbed to 5000, and by the turn of the century, 6000 people inhabited the county seat.

A series of fires in the decade from 1871 to 1880 provided an opportunity for businessmen to replace their frame buildings with more substantial brick structures. The December 3, 1871 blaze that broke out on Third Avenue in the general store of Bower, Obert and Co. in three hours destroyed seven buildings on the southwest corner of Oak and Third, resulting in a \$30,000 loss. The following season saw a burst of rebuilding activity in this area, resulting in the row of buildings extending from the bank at 101 Third Avenue (SK 50/24; see Financial Institutions), which escaped serious damage, to 119 Third Avenue (SK 50/19).

A second fire in November of the following year took seven structures along the north side of Fourth Street, again resulting in the construction of new brick edifices. The fire of November 6, 1878 on the east side of the square destroyed the Western Hotel as well as Pfannstiehl's bakery and the Gattiker Brothers' store. In addition, in order to stop the flames, C.E. Ryan's jewelry store and the Burrington Brothers store on the corner of Oak and Third were torn down. Following the fire, several debates over property boundaries arose among Oak St. businessmen. In May of 1879 the controversy was settled when Ryan and the Burrington Brothers exchanged lots. As part of the agreement, the Burringtons also agreed to remove their frame building on the corner and erect a brick structure in its place. The frame building was subsequently sawed into two stores, with half going to J.G. Train and half to a "Mrs. Elliot." J.J. Gattiker and J.H. Halsted assisted to effect the agreement between Ryan and the Burringtons and each contributed \$25 toward the settlement. All parties then agreed to build brick edifices on their respective lots; thus, brick business blocks arose extending from the corner to the

alley. These include the current Gattiker building (512-516 Oak, SK 49/11-13) and the Kiddie Kastle (506 Oak, SK 49/10) as well as the structures later replaced by the First National Bank. Charles Pfannstiehl also erected a new bakery at 522 Oak (SK 49/15) that season.

On April 13, 1880 a fire broke out on the 100 block of Third Street which took 1/4 of the block, creating space for the current structures at 100, 106-108 and 110-114 Third Street. With the construction of the Noyes and Dykins buildings at 150 and 148 Third Street (SK 51/23; 51/22) in 1875, editors of the Baraboo Republic had already speculated that "the erection of these and other blocks projected ... well doubtless make that the most prosperous business row in town." At the end of the 1880 building season, only three or four twenty-two foot lots remained undeveloped on the south side of Third Street, and editors of the Republic correctly anticipated that soon (by 1885) there would be an unbroken row from the Robinson business block (100 Third Street; SK 49/6) to the Post Office (150 Third Street; SK 51/25).

In a similar wave of construction, several of the buildings located on Fourth Avenue facing the square were constructed in 1886. In this year, George Ruhland contracted to build a saloon at 114 Fourth Avenue (SK 53/12), while John Powers was erecting a new edifice for the Baraboo Republic at 110 Fourth Ave (SK53/11). The First National Bank, too, had chosen the lot at 106 4th Avenue for the site of their new bank building (SK 53/10) At the same time, James Dickie and Jedediah Ashley decided to construct adjacent buildings to house Dickie's harness shop and Ashley's laundry (122 and 120 Fourth Avenue, SK 53/14-16). These improvements sparked an unusual incident. When Ruhland and Powers decided to build, and particularly after Dickie and Ashley announced their plans, a

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

general wish arose that William Schultz, who was situated between the lots of Ashley and Ruhland, would also replace his frame business house with a brick building. Citizens felt that this wooden "eyesore" would blemish the "modern" business row, and thus mar the image of the city. When Schultz, for whatever reason, failed to build, a group of angry citizens gathered in the middle of the night and used twelve foot timbers to swing the structure from its foundation, badly damaging the building. The attempt to force Schultz to build a corresponding two-story brick block failed, as a one-story wooden structure remained at this site until sometime between 1918 and 1920.

Business houses around the square were spared a second "opportunity" to renovate in 1904 thanks to the effects of winter. When the courthouse burned in December of 1904, a sheet of ice and heavy snow coated the buildings around the square and protected the structures from sparks and debris.

In the 1880's citizens witnessed the event that came to characterize Baraboo even to this day: the founding of the Ringling Brothers Circus. August Ringling, father of the Ringling Brothers, had located here from Germany, arriving in Milwaukee about 1847. He married Salome Juliar and soon thereafter moved to Baraboo, opening a harness shop. Ringling then moved his family to McGregor, Iowa and later Prairie du Chien before settling permanently in Baraboo. Al Ringling and his brothers had seen a circus in McGregor, and began practicing their "shows," which by their return to Baraboo had become largely a vaudeville-type program of juggling, slight-of-hand tricks, songs and musical numbers [each of the Ringlings having acquired an instrument]. In

1882, the "Ringling Classic and Comic Concert Co." performed in Mazomanie, Wisconsin, and in 1884, the first real circus was given, called the "Yankee Robinson and Ringling Brothers Great Double Shows, Circus and Caravan." At this time the circus comprised nine wagons, a big top and a side show. Each year, the Ringlings acquired more animals, acts, wagons, tents and equipment, and in 1890 the show began to travel by rail. Towards the turn of the century business was tremendous" and the Circus was known nationwide.

As the Ringling Brothers foray into the entertainment world gathered steam, their effect on Baraboo's commercial development spiraled. Perhaps surprisingly, the brothers left few visual imprints on the streetscape (the obvious exception being the Al Ringling Theatre, 136 Fourth Street: SK 53/19), preferring instead to occupy existing space to meet their special needs, and to patronize local businessmen who could supply more general demands, although they did erect several small utilitarian buildings along Water Street which came to be known as "Ringlingville" (listed as a National Historic Landmark in 8/4/1969).

A promotional article in the files of the Circus World Museum Library and Research Center details the effect that the circus had on the local economy:

"Among Baraboo's many industries that contribute to her wealth, none play so vast and varied a part as [the circus]...Everything used about their great establishment is made in Baraboo, and consequently brings many dollars ... to our people. [The] army of people needed to take care of [the] great menagerie of wild animals, etc., the skilled performers ... also spend their dollars here, besides agents and their families, and a complete contingent of people that

are needed for so varied an enterprise. There is scarcely a farmer in a radius of many miles who does not have something to sell to the Ringling Brothers: hay, grain, vegetables, meat for the animals, blooded horses, etc. There is not but a merchant who profits by the circus. Some of their bills run up to the thousands. Carriage makers, blacksmiths, and other mechanics have much work for the company... During the winter fully 30 seamstresses are employed in the rich and costly silk and velvet costumes."

The author continues to list the many trades supported by the circus, including the carving of wood sculptures for the wagons, chariots and tableaux, the gilding of these figures in gold and silver in the various paint shops, the repair and production of harness and saddle equipment, as well as a "force kept busy making new seats, pole and tent paraphernalia." Thus, "while the showmen are making active preparation for the coming season, the citizens of Baraboo are each month adding thousands to prosperity."

In addition to the Ringlings, the Gollmar Circus was also established in Baraboo. In 1891, Charles, Benjamin, Fred, Walter, Ed, Will and Jacob Gollmar organized the Gollmar Brothers Greatest of American Shows. The Gollmar brothers were the children of blacksmith Gottlieb Gollmar of Germany and Mary Magdalene Juliar of Alsace-Lorraine, the sister of Salome Juliar Ringling, mother of the Ringling brothers. The Gollmars had assembled 12 wagons for their first performance in June of 1891, having purchased equipment from the Ringlings, and the Moeller Wagon Shop (Henry Moeller had married another Juliar sister, Katherine) as well as a small failed circus. Walter's wife Jessie -- the daughter of circus-owner George "Popcorn" Hall of Janesville--became the snake charmer, and performed on the high wire and trapeze, while her son by a previous marriage, Walter Maccut, played in the band. Walter Gollmar was a

clown and acrobat, while Jacob's son-in-law G. V. Hocum trained horses. Charles managed the circus, Ben was treasurer and Fred the advance agent. After 1903 the show traveled by rail throughout the midwest, until 1916 when the Gollmars sold out. The circus retained the Gollmar name until 1925.

The departure of the Ringlings in 1918 and the sale of the Gollmar Circus marked the end of an era of sorts in Baraboo's development. The revival in trade sparked by the arrival of the railroad and buoyed by the circus industry leveled off. Businessmen sought other means by which to promote the city, capitalizing largely on their proximity to other long-standing tourist destinations such as Devils Lake and the Wisconsin Dells. In the 1920's "Booster Trips" became popular. Businessmen would organize a cavalcade of automobiles, occasionally adding some attention-getting novelty such as an Indian in full costume, and proceed to Illinois, Iowa and parts of Wisconsin to advertise the area to other regions. In the more recent past, businessmen, organizations, and efforts such as the Industrial Expansion Corporation have worked to promote Baraboo's Commercial, Industrial and Tourism interests.

RETAIL TRADE

Dry Goods and Clothes

According to the editor of the local paper, Baraboo had in 1857 eight dry goods stores, although the Wisconsin Business directory of 1863 lists three businesses dealing in dry goods and general merchandise: Hall and Savage (dry goods and groceries), Charles Sumner (general merchant) and Mrs. L.L. Wheeler and Co. (dry goods). No clothiers are listed, although Mrs. J. Kennedy, dressmaker, is noted.

When farmers were hauling grain to Milwaukee, merchants

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

would avail themselves of this means of transportation to receive their goods. Merchants of all kinds shipped goods in from Philadelphia, Boston and New York to Milwaukee, there being no wholesale houses in Chicago at this time. When merchants finally did begin to get goods from Chicago, residents suspected them of being out-dated.

By 1872, following the advent of the railroad, the State Business Directory lists twelve general stores, along with three milliners. The earlier partnership of Hall and Savage had been dissolved, Savage being replaced by Halstead, while C.A. Sumner continued in business. In fact, the Baraboo Republic of 1873 called Sumner's establishment the oldest in town. Additions noted in the Business Directory included the businesses of G.R. Hall, Simon Kolliner and A.A. Roberts, as well as the firms of Hoxie and Davis, Huntington and Stanley, Lange, Camp and Struthers, Stafford, Drown and Co., Train and Longley and the Burrington Brothers. Milliners were Susan Hall, Mrs. R.L. Parry and a Mrs. Harrison. (see subsequent discussion "Dry goods and Clothiers" and "Drugs, Groceries and Bakeries")

According to the editors of the Baraboo Republic of 1875, dry goods and clothing stores made up the bulk of Baraboo trade. A summary of Baraboo trade printed in the previous year confirms this, as Dry Goods (here categorized with groceries) eclipsed Hardware, Drugs, Boots and Shoes, Furniture, and Millinery enterprises combined. In fact, dry goods with grocers did \$264,722 in trade that year, almost double the approximately \$142,000 trade done by the trades named above. The dry goods trade did more than twice the business of the Baraboo Gristmill (\$127,000), four

times the trade of the Baraboo Manufacturing Company, (\$50,000) and \$160,000 more in trade than the local hops industry. If one includes the \$14,500 taken in by Baraboo clothiers, this category would surpass all the local manufacturers combined.

Feeling competition from larger cities such as Madison and Milwaukee, Baraboo businessmen sought to emulate the au courant selection of urban merchants. While the challenge of maintaining a large stock at low prices "reduce[d] the profitability of [the] merchants" at the same time it spurred local competition, provided employment to large numbers of residents, and "[kept] the money moving around town."

The majority of these business stands were located "on top of the hill," around the courthouse square. One of the most prominent general stores in Baraboo was the "Headquarters Store" operated by M.J. Drown near the southwest corner of Third Avenue and Broadway (137 Third Avenue, SK 50/14). Drown, who was born in New England and came to Baraboo about 1856, was among Baraboo's most enterprising citizens of this period. Drown purchased the first sawmill erected on the rapids, which had been established by Abe Wood in 1840 (Historic Overview). The mill had lain idle from about 1847 until 1859, when Drown along with J.H. Stewart of Beaver Dam acquired the property. In 1860, Drown formed a manufacturing company and erected a factory for the manufacture of woolen goods on the site; in 1867 the firm was reorganized into a stock company with capital of \$35,000. The highly successful Island Woolen Mill remained in operation until the 1940's. As early as 1876 the Headquarters Store was "revived," "notwithstanding its great age" and was a "model establishment;"

according to the American Sketch Book in 1875, Drown's Headquarters store did a \$30,000 to \$50,000 per year business--more than any other store listed.

Hoxie and Davis, located "opposite the post office" on the north side of Third Street, seem to have been related by marriage, as J.W. Davis married Eva Hoxie. Davis at one time had a partnership with C.W. Witwen, who later would become associated with Tobias Clavadatscher. (Notable People) After this partnership dissolved Davis joined forces with M.L. Patterson and then J.P. Sprecher. For several years Davis owned an interest in the shop of one-time postmaster Ransom Jackson, until he sold his interest here to Sprecher, and engaged in the coal business with C.F. Cooley of Madison. This constant and continual turnover of firms, partnerships and establishments was very typical of early commercial development. These small entrepreneurs were highly fluid, moving from partner to partner and location to location seeking the best return for their investments.

In 1879, almost a decade after the arrival of the Chicago and Northwestern, there were close to twenty dry goods firms, clothiers, tailors and milliners. The Burrington brothers operated a general store on Oak Street, on the east side of the square, as well as a "Burrington and Co." store on the corner of Oak and Third, and a general merchandise store, "Munroe and Burrington" on Ash near the bridge. The location of the Burrington & Co. store was probably near the current site of 100 Third Street (location of first and third shops unknown). R. Burrington came to Baraboo from Madison in 1855 and with W. Burrington opened a grocery store near the Ash-Walnut Street bridge (location unknown). They later erected a building adjoining the grocery and established a dry goods shop there. Subsequently they bought the Maxwell "Corner Store" site on

Oak Street and moved the new building there. This firm sold out in 1873, and in the spring of 1875 R. and C. Burrington went into business for themselves at the Oak Street site.

Clavadatscher and Hatz had located on Third Avenue (see below) as had Huntington, Stanley and Co. (see below). Lang, Camp and Co. had become Lang and Struthers, and occupied the two story brick block that the firm had erected in 1872 for \$1000 (now part of bank building at 100 Third Avenue). The firm of Lang and Struthers was in 1875 one of the largest general merchandise houses. H.A. Peck had established the original business in 1857, and later took in R.A. Orvis as a partner. In 1867 Peck was bought out by T.D. Lang, while Orvis later sold his interest to J.A. Struthers. When Camp entered the partnership is unknown. By the 1890's, Baraboo boasted of over fourteen dry goods and grocery stores, as well as nine milliners and dressmakers and four merchant tailors.

Clavadatscher and Co., Probably the most important dry goods merchant in Baraboo was Tobias Clavadatscher, who operated "The Fair," the city's best-known and longest-running establishment of this kind. Tobias Clavadatscher was born at sea in 1847, while his parents were en route from Germany to New Orleans. Shortly thereafter the Clavadatscher family moved to Sauk City, and subsequently Prairie du Sac and Troy. In 1864 Tobias Clavadatscher came to Baraboo, where he attended school. At the age of 20 he became employed at the mercantile store of Stafford,

Drown and Co.

(Clavadatscher & Co.) In 1870, Clavadatscher went into business for himself, purchasing an interest in the dry goods business of Bower, Obert and Co. On December 3, 1871, a fire broke out in the frame building of Bower, Obert and Co., which was located on Third

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Avenue, the fourth door west of the Baraboo National Bank building. Clavadatscher and Obert were both injured as they attempted to save their stock from the fire. Following the fire, Clavadatscher along with Obert rebuilt their business "three doors west of the bank," at 115 Third Avenue (SK 50/20), calling it the Deutscher Store, alluding to their German heritage and the growing German population in the city. W. Obert had come to Baraboo from Germany in 1868 and was employed by the Island Woolen Mill until he engaged in the partnership with George Bower about 1870. He and J.J. Gattiker later attempted to start a German Glee Club in Baraboo, for which a hall was contemplated. Later that year J. Hatz of Prairie du Sac bought out the interest of Obert and Bower, after which the firm adopted the name Clavadatscher, Hatz and Co.

In 1886 Clavadatscher with his current partner, John P. Witwen vacated 115 Third Avenue (subsequently occupied by Bower, Obert & Co.) and constructed the building at 127 Third Street (SK 52/7), which became known as "The Fair." Witwen was born in Hadenstein Switzerland in 1840 and arrived at a Swiss settlement near Honey Creek called Witwen. The store was hailed by the editors of the Baraboo Republic as "a landmark in our progress toward metropolitanism." The finishing and decoration excelled that of stores in larger cities, while the "interior arrangement [was] quite a revelation," the store being divided into a separate department for each branch of merchandise the firm carried. Advertisements directed shoppers to look for the "fancy cornice" to find the shop. Engravings of the original cornice show various household items depicted in relief between five large brackets.

For a short time Clavadatscher and Witwen operated a store

in Witwen, Wisconsin as well, which was sold in 1894.

Following several changes in partnerships, Clavadatscher became the store's sole owner. Clavadatscher sold this building to Marriott Brothers Hardware in April of 1888, after which he relocated at 125-129 Third Avenue (SK 50/17). Clavadatscher's new building, for which ground was broken in May of 1888, was built by George Capener. Clavadatscher's establishment at this location was, according to the Milwaukee Sunday Telegraph, "known all over this section of the country." With frontage of 50 feet and a depth of 110, The Fair occupied two stores, and was one of the largest enterprises of its kind. The store also dealt strictly in cash. Clavadatscher continued in the mercantile business until 1902, when the store was rented out for five years and the stock sold to Livingston Mercantile Co. of Wausau, Wisconsin. During these five years Clavadatscher along with S.H. Peck bought and sold forced sale and bankrupt stocks in a large number of areas.

In 1910 Clavadatscher opened up a strictly cash dry goods business on the second floor of 129 Third Street (SK 50/17), and eight years later he moved from the second to the first floor of the building. From this store, called "one of the largest in the county" Clavadatscher sold dry goods, millinery, shoes and related items. He continued in this business until June 15, 1928, when he sold out to his son-in-law E.D. Scales, who continued to operate the business for several years.

F.C. and S.H. Peck

The Peck name is associated with several businesses in early Baraboo, most notably "Peck and Cramer" and "Peck and Herfort" located in the south side business district. Fremont C. Peck was born in 1856 in Walworth County. He came to Baraboo in 1873 and took a position in the hotel operated by L.A. Peck with James Dykins. (location unknown; the Wisconsin Business Director of 1876-1877 lists the Peck House, E.T. Peck, proprietor, "near bridge"). In 1878 Peck formed a partnership with Frank Herfort, and opened a mercantile business on Walnut Street. According to Cole's biography of Herfort, Frank and Fremont were young men when the store opened, the former being just eighteen.

Peck had accumulated capital amounting to \$300, and with Herfort's savings the two started a grocery business, which later gave way to a dry goods establishment. They first located at the current site of 109 Walnut in a one story frame building. In 1885 they moved into a new building built by George Hill at 127-129 Walnut Street (SK 47/3). The 22 x 70 structure was erected by A.J. Carow for \$3250 adjacent to the barbershop erected at the same time by Phil Bock. Originally the store had a central recessed entryway, which was later moved to the south side of the west elevation. Peck and Herfort continued to operate a mercantile here until 1902, when Herfort sold out to Peck and engaged in a general merchandise business at 504 Ash (not extant) and later on Third Street (location unknown). In 1907 Herfort opened a canning factory. Peck continued to operate the store, now known as F.C. Peck South/side Department Store alone until his interest was purchased by Roy Peck, a nephew, and Peter Lauer. Between 1904 and 1913 the general store combined with what had become a billiard hall in the adjacent building to the north, forming a large

"double store." Roy Peck remained in the mercantile business as proprietor of the Peck Mercantile Company until he retired in 1936.

Samuel H. Peck, the father of Roy Peck and brother of F.C. Peck, was a member of the mercantile firm Peck and Cramer. In 1891 Peck and Cramer built a two-story brick building, 30 x 801, at 118 Ash Street (SK 47/10) for \$4000. Four years later the firm mortgaged the property for \$4000 to the Bank of Baraboo, and in 1904 signed a quit-claim deed for \$3000.

The Stanley Company

The Stanley name has been involved in the Baraboo mercantile trade throughout the history of the town. William Stanley settled in Baraboo in either 1853 or 1860, and became associated with his father-in-law H.N. Huntington in a general store. According to the American Sketch Book of 1875, this shop did a business of about \$40,000 annually. This store, which was located at about the current site of 123 Third Avenue, was destroyed in the December 6, 1871 fire that took seven buildings on this block. The general merchandise business was resurrected in a new building constructed shortly thereafter at 119-123 Third Avenue (SK 50/18, 19), which housed both a dry goods and grocery department (33 x 80 and 25 x 80, respectively). The firm was the first in Baraboo to stock goods from the Island Woolen Mill, receiving praise for patronizing a local manufacturer. In 1875 Edwin M. Hoag had purchased an interest in the store, which after the retirement of Huntington became known as Stanley and Hoag. Following the death of William Stanley in 1898, Herbert (H.H.) and Whiting Day Stanley continued to operate the business with Hoag, which was called "one of the area's largest department stores." After the death of his brother, William continued to oversee the grocery department

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

of the store. He retired from this position in the 1930's to become the city assessor. In the second decade of the 20th century, the business houses split, 119 remaining the Stanley and Co. Grocery, while 123 was occupied by miscellaneous retail businesses. Consequently, 119 became known as the "White Front" building, while 123 became "The Star" building. In 1958 the Coast-to-Coast chain purchased 123 Third Avenue from the Great Atlantic and Pacific (A & P) Tea Company and opened what at that time was the largest Coast-to-Coast store between Chicago and Minneapolis.

Reinking's

August Reinking was born in Germany in 1852 and arrived in Baraboo in November of 1879. He opened a store at 139 Third Street (SK 53/3) with Edward Hermann which came to be known as "The Chicago Store." In time the firm needed to expand, and in the fall of 1880 they moved across the street to 132-136 Third Street (SK 51/16), where the business became known as the "Double Store." The partnership dissolved in 1881, but Reinking stayed at this location for nine years. The east half of the double store was devoted to dry goods, while the west housed carpets, curtains, clocks, millinery and art goods. The second floor of this shop housed a dressmaker. In 1899 Reinking bought the Wright block (528-532 Oak Street, SK 49/19) from Elizabeth Wright of Prairie du Sac. The building was built in 1881 by Mrs. Wright, and originally housed four stores, three of which faced west, with the fourth fronting on Fourth Street. The 2-1/2 x 83/411 brick for the veneer, called the "finest ever used in Baraboo" is cream colored, and was made at Jefferson, Wisconsin. The first-story cornice for this latter storefront is still

extant on the north elevation, although the interior is now one sales room for Reinking's. In the 1880's, the corner store housed the post office, with Jackson grocery to the south and Hoppe clothing in the portion now occupied by Vethe Music (Hoppe later moved a few doors south to 518 Oak) A Milwaukee paper in May of 1899 called Reinking's purchase of the block the "largest real estate deal yet made." After Reinking bought the property, extensive remodeling was carried out in which the corner and center stores were combined for his dry goods business, while a jewelry store occupied the southern store. After 1901 Reinking's son Autie operated the business.

A fire in the building January 24, 1929 almost completely destroyed the interior. The rebuilt interior, including the wooden shelves and display cases, are still present in the current store. The interior retains a remarkable degree of integrity. The current owner, Dennis Thurow, is married to Mary Conway, a descendent of August Reinking. Thus, Reinking's has been operated by the same family for the 111 years to date, making it the oldest business continually operated by a single family in Baraboo.

Risley Brothers

The Risley Brothers, Charles Edward and T. Fred, were born in Philadelphia Pennsylvania in the early 1870's, and came to Baraboo in 1883. At the turn of the century, the brothers went into business together in the retail trade, opening the first Risley Brothers store at 522 Oak (SK 49-15). In 1910 the brothers built a new store at 129 Third Street (SK 52/6). The structure was among the most distinctive in the city. The original store was 40 x 1001

with four floors for sales, including the basement and mezzanine. Three tiers of display windows beneath an enameled terra cotta arch defined the storefront, while a band of cartouche stretched across the roofline, terminated by larger panels of vitrified mat-glazed terra cotta at each end. The Risleys imported the brick from Katanning, Pennsylvania. The site was also distinctive for its construction. The three upper floors of the building were entirely supported by rods hanging from steel trusses placed just under the roof, so that the main sales floor could be uninterrupted by columns. In order to overcome the lack of direct sunlight in the building which faces south in the center of the commercial block the Risleys used a large skylight and prismatic lights to illuminate the store.

C.E. Risley retired from the business in 1928. T.F. was elected director of the Baraboo National Bank in 1919, a position he held for 31 years. During this time he, too, retired from active participation in the business, although the store continued to operate as the Risley Company. The Risley Company occupied the site until 1933, after which P.R. Schweke of Reedsburg moved a store into the building. After about 1945, the building housed the Burr Department store, and from 1952 until 1957 Herberger's operated a store at this location. J.C. Penney moved into the site in 1962, and is at this time constructing a new and larger building in the Village of West Baraboo, at the intersection of Highways 12 and 33. The current owner of the building, A & L Partnership, is investigating the possibility of renovating the upper floors into apartments, and creating an antique mall on the ground floor

Drugs, Groceries, and Bakeries

According to the American Sketch Book of 1875, one of the

first grocery stores in Baraboo was that opened in 1848 by George Hiles "directly west of the Baraboo House" (location unknown). Soon thereafter William Hoxie came to Baraboo and brought with him a stock of goods, establishing a partnership with Hiles. R. Burrington came to Baraboo in 1855 and opened a grocery store near the Ash-Walnut bridge with W. Burrington (Dry Goods). G.H. Bacon came to Baraboo in 1859 and opened a dry goods store, which subsequently gave way to a drug and grocery business. By 1863, the Wisconsin Business Directory lists six establishments dealing in "groceries and provisions:" R. & W. Burrington groceries and liquors, J.R. Davis groceries and provisions, Hall and Savage dry goods and groceries, B.F. Mills drugs and groceries, Moore, Burrington & Bro., groceries, and Peck and Orvis, groceries and provisions.

By 1873, the drug business in Baraboo was a \$47,000 per year trade, far behind dry goods (which here included grocers) but over \$10,000 more in yearly trade than the Hardware business (\$35,000) and almost twice the business of the next largest trade, the Boots and Shoes establishments (\$26,000). By 1875, Bacon alone was doing business amounting to \$12,000 per year from his store on Third Street (location unknown). Baraboo now had about eight stores dealing in groceries and/or drugs, including dry goods merchants Bower, Obert and Co., Lang, Camp and Struthers, and Charles Pfannstiehl, who sold groceries from his Oak Street saloon. A.C. Camp and B.F. Mills are also listed in the American Sketch Book as the proprietors of "two large drug houses" each on Oak Street, while C. Bartsch was a dealer in groceries on Linn Street (location unknown).

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

The Excelsior Drug Store

Operated by B.F. Mills (Notable People), the frame Excelsior drug store stood at 100 Third Street (not extant). Mills was born in Watertown, New York, in 1821 and received his M.D. from the College of Physicians and Surgeons in New York. In 1850 he arrived in Baraboo and established a medical practice, which he operated for five years. In 1855 Mills engaged in the drug business, and in 1858 established the Excelsior Drug Store on the current site of 100 Third Street. This structure was destroyed by fire April 13, 1880, at which time Mills retired from the business. The present structure (SK 49/6) was erected shortly thereafter by R. Robinson, who had purchased the stock of A.K. Camp in 1876. The two-story, 24 x 60 brick store, was erected at a cost of \$4000, and originally had a pressed metal parapet along the north and west elevations. The structure has continued to house a drugstore. Charles H. Evenson replaced Robinson at this site, after which the firm of W.E. Barringer and Fred Hall occupied the building, Evenson having moved to 504 Oak Street (now part of the First National Bank). The Corner Drug Store is currently operated by Sylvester Budig. Budig still possesses and displays the stained-glass mortar and pestle which was suspended above the canted doorway; the metal parapet has since been removed.

Lang, Camp and Co.; J.B. Donovan and Co.

Lang, Camp and Co., was established as early as 1870 when Ebenezer Mariott (Marriott?), father of E.G. Mariott(Marriott?) (Notable People) arrived in Baraboo and secured a position in the grocery department of this firm's store on Third Avenue (not

extant). After a fire in 1871, the firm was established in a new brick building which fronted on both Third Avenue, and, continuing behind the bank building, on the west side of Oak Street. In 1873 the first cloth awning in Baraboo was erected in front of the store. In 1875 a cornice -- now missing -- was "tastefully colored and sanded." In 1876 Camp sold his drug stock to R. Robinson of Green Bay, and in 1880 the firm was replaced by J. B. Donovan and Company. Donovan was born in Weedsport, New York in 1863, and came to Baraboo soon thereafter. He bought the drug stock of R. Robinson and moved into the Camp property which fronted on both Third Avenue and Oak Street. Baraboo Republic, 3/10/1880 and 3/17/1880. Robinson purchased the stock of B.F. Mills that same year, at which time Mills returned to his medical practice.

In the early 1920's Baraboo National Bank undertook an expansion project in which this building was acquired by and integrated into the Baraboo National Bank. At this time Donovan and Co. erected the structure at 413 Oak Street (SK 50/2). The art deco building originally had four panels of glass blocks above plate glass windows, which have now been covered. After Donovan's retirement in 1925, druggist Edward Deno occupied the site. The firm of Marsh and Emery then ran a drugstore here, which in the 1940's was replaced by Thompson Walgreen Drugs. After 1957 Thompson moved to 127 Third Street (SK 52/7), where it is currently established. The Oak Street building housed medical offices before Baraboo Cablevision arrived in the early 1980's.

Fisher Brothers

August F. Fisher was born in Sauk County May 10, 1857, and came to Baraboo in 1875. In the fall of 1878, after clerking in the drugstore of G. Bacon, Fisher bought stock from his employer and opened his own store. On January 10, 1880 Fisher moved into the store at 516 Oak Street (SK 49/12). A prominent businessman, Fisher served as second ward alderman. In 1885 the store became known as "Fisher Brothers," when Ernest and Herman Fisher, August's younger brothers, joined the firm. The store at this time was noted by a Milwaukee paper as being a ""well-appointed, well-lighted drug store," while the Baraboo News called this the "largest drugstore in Sauk County."

Fisher brothers also manufactured several "preparations" in the basement of this building, including "Fisher's Health Restorer," "Fisher's Carbohc Salve," and "Fisher's Liniment," which were marketed in several states. Following an entanglement with state agencies, the firm was forced to change the name of the "Health Restorer," which did not restore health, to "Fisher's Tonic Laxative." In April of 1894, Edward Fisher, a clerk at the corner drug store, purchased the business of Dr. D. Flower in Montello. August Fisher remained active in the business for 47 years, after which the store was run by Clarence (Kelly) Albert and Herman (Andy) Anderson, both of whom had worked for Fisher Brothers. The name was then changed to the Fisher Drug Store. Albert and Anderson remained partners for 27 years, and in 1947 Cecil Rittenhouse purchased a third interest in the business. In 1977 they sold the business and the building, which subsequently housed "The Carousel" gift shop, and is currently occupied by Jerry's Hallmark Shop.

Wang's drugstore was established at 106 4th Avenue (SK 53/10) from the 1930's until about 1960, when Troyer Drugs was

established at the site. Troyer and Thompson's Walgreen Drugs, which has occupied 127 Third Street (SK 52/7) since 1968 along with Budig's Corner Drug are currently the only drug stores in town. Groceries were often carried in conjunction with over stocks, as opposed to a specialized store.

Baraboo grocers in 1890 include A.D. Goodnough, at 512 Oak Street (SK 49/13) J.R. Hofstatter, on the northwest corner of Oak and Third Street, P.H. Keyser at 143 Third Avenue (later 141, now part of Isenberg's building at 141 Third Street, SK 50/13), and W. Moore, on Third near Oak.

Goodnough, Hofstatter and Moore also sold dry goods from these shops. Five years later, Clavadatscher & Co., Stanley & Haag and Peck's were all carrying foodstuffs. The Palace Grocery had been established in the Ruhland block on Walnut (not extant), and long-time Baraboo grocers the Koppeke Brothers (Frederick and Henry) had established a business at 148 Third Street (SK 51/22).

F.H. Dwinell and Co.

In January of 1895, Frank H. Dwinell and Co. moved into Eugene A. Dwinell's building at 510 Oak Street (SK 49/11), and remodeled the store to accommodate his grocery business. Robert R. Grosinske also had an interest in the firm at this time. About 1900 the store was purchased by Wesley Nehs of Nehs and Co., Frank Dwinell becoming a postal clerk while Grosinske opened a dry goods establishment with Clarence Kindschi at 116-118 Ash Street (SK 47/10). Nehs was born in 1847 in Menomonee Falls, Wisconsin, where he first learned the trade of miller. After working as such in Lone Rock and Sextonville, Nehs arrived in Baraboo in 1895 and took an interest in The Fair store of Clavadatscher and Witwen (Dry Goods). Nehs retained his interest in "The Fair", but

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

operated this grocery store independently. The Nehs grocery continued to occupy this location until the second quarter of the century.

City Bakery

In 1887 F. C. Lueth bought the Tibbits bakery at 522 Oak Street (SK 49/15) and established himself in this business. The "East Side" bakery had been built in 1879 by C. Pfannstiehl. While operated by the Lueth family, the "City Bakery" consisted of an 18 x 18 store in the front of the building, a dining room capable of seating 35-40 people for lunch and dinner, and a large kitchen connected to the store by a long hallway on the south side of the building. A 121 square bake oven was located in the basement. In 1877 Pfannstiehl began running a delivery wagon and delivery service. In the rear of the lot stands a large barn with four stalls, in which the delivery wagon was housed. (Still extant; some modern materials have replaced original) F.M. Arndt was the baker, until he purchased the Tuzzi bakery on Walnut Street (105 Walnut Street SK 47/8). E.F. Lueth left the bakery in 1900 to erect the Wellington Hotel at 144 Fourth Avenue (SK 53/20) which he operated until 1925 (Hotels).

Bunn Bakery

Probably the most notable baker in Baraboo was John C. Bunn, whose shop was located at 114 Walnut Street (not extant). Bunn was born in Germany in 1865, and first located in Arlington, Wisconsin in 1883. In 1885 he moved to Madison, and in 1887-1888 he traveled, through Minnesota, Missouri and Kansas practicing his

trade, finally settling in Hartford, Wisconsin, where he established his first bakery. After 1-1/2 years he sold this shop opened the south side bakery. It was while he was established here that Bunn became a popular figure in the "Line O' Type" column of the Chicago Tribune. The alliteration in the phrase "Bunn the Baker of Baraboo" and the coincidence of a baker named "Bunn" made Bunn a natural source for and central figure in these short verses, and poems about Bunn appeared regularly in the Tribune after the turn of the century. For example, one such verse stated: "Bunn, the Baker of Baraboo was puzzled to know why his business grew. He had to double his baking crew, and the cause of the rush he never knew." A poem of several stanzas frequently appeared in the paper, and in 1912 Bunn was invited as a "special attraction" in the Chicago Land Show of that year, appearing from November 27 to December 8. Bunn was also a prominent Baraboo businessman, serving three years on the Board of County Commissioners, and also as alderman. The Bunn's are said to have owned the first automobile in Baraboo, purchased in 1906.

Other long-standing bakeries in Baraboo include the Amos G. Locke bakery, which was located on the north side of Third Street, near the present site of 129 Third Street. Locke established his bakery here in the 1880's and remained in business until about 1900. G.A. Kramer had a bakery on the east side of Bridge Street (now Ash Street) in the early 1890's, and by 1895 the Joseph Junk Bakery was established at 113 Walnut Street (SK 47/6). John Blass had a bakery at 413 Oak Street at this time (frame building not extant). By 1903 Fred Arndt had opened a bakery at 105 Walnut Street (SK 47/8), and the Arndt Brothers Bakery remained here through the 1930's. The J.B. Tuzzi bakery was established on Third

Street in 1881 and on the south side, probably at 105 Walnut Street (SK 47/8), by 1889. Tuzzi gained some local notoriety as a bandmaster, and reputedly taught the Ringling Brothers how to play musical instruments for their shows.

General Merchandise

Boots and Shoes

As in many Wisconsin towns, the manufacture of shoes was first carried out in small shops where footwear could be made to order. Shops were housed in small frame buildings or behind or above other commercial shops. A tannery was located on the Baraboo River by 1857 which could supply leather to local craftsmen. In the 1860's and 1870's, increasing mechanization and urbanization throughout Wisconsin and the U.S. helped to centralize shoe production, larger factories shipping to an enlarged market made possible by the growing network of railroads. Hand-production was replaced by manufacturing innovations like the McKay pegging machine and sewing machine. These and other mechanical devices helped to redirect shoe production efforts. As production centralized throughout the state, shoemakers became shoe-dealers, who purchased ready-made stock from factories in Wisconsin, the Midwest and the East Coast. In a pattern typical of many Wisconsin towns, Baraboo shoemakers outnumbered shoe dealers in the 1840's, 50's and 60's, while the numbers inverted in the following three decades in response to mechanization.

One of the earliest bootmakers in Baraboo was Edward Johnson. Johnson was attracted to Baraboo by the letters of Ebenezer Peck (Historic overview), and brought his family west from Cass County, Michigan in 1841, settling just east of Peck's claim on the lower ox-bow. Johnson began making boots purchased by Col.

James Maxwell for sale in his "Corner Store" on top of the hill (Commerce; Introduction).

Other early shoemakers include A. Andrews, who settled in 1849, and George Bloom, who came in 1855. In the fall of 1875 Bloom bought Andrews' business when the latter returned to Europe. Bloom was born in Bavaria in 1824 and came to America in 1851. In 1863 he arrived in Baraboo and started his shoe business, which was located somewhere on "Bridge Street," now known as Ash. By 1872 William Schultz had established a boots and shoes business here as well. His one story frame structure was severely damaged in 1886 when angry citizens swung the building from its foundation in an attempt to force Schultz to erect a brick structure on the site (Commerce; Introduction).

Both Frank Avery and Issac Green arrived in Baraboo between 1857 and 1866. Avery, who was born in Tenterdren, England, County of Kent, first engaged in the manufacture of footwear with his father, Thomas Avery. About 1866 the boot and shoe manufacture of Avery and Green was established on Third Avenue. After this building was destroyed by fire in 1871, the firm erected a 22 x 70 two-story brick building to house the business at 107 Third Avenue (now part of Baraboo National Bank). Avery continued to manufacture boots and shoes until the mid-1880's, but by 1890 is listed in the Baraboo Business Directory as a dealer only, William Schultz being the only remaining shoemaker at this time. Avery came to the U.S. in 1853 and to Baraboo in 1856. He served as president of the village from 1875-1876, and served as a trustee for a number of years as well. After Baraboo became a city, Avery served two terms as mayor. Avery is no longer listed as a dealer by 1895, as he later became involved in insurance and real estate ventures. The Third Street building then housed the hardware store

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

of Ira Humphrey.

E.G. Mariott (Marriott?), who established a boot and shoe dealership in Baraboo in 1875, was one of the city's best known businessmen (Notable People). Mariott (Marriott?) was born in England and arrived in Baraboo in 1869, purchasing the stock of M. S. Gibson. He first located his shop at 110 Third Street (SK 51/7) but moved after one year to the "Red Front" building at 116 Third Street (SK 51/10). The Mariott (Marriott?) shoe store remained at this location until 1926, after which the building was occupied by the Jones Shoe Company which remained here until about 1940. Like Avery, Mariott (Marriott?) ceased to manufacture footwear between 1881 and 1890, although prior to that time custom work and shoe repair were his specialties. Baraboo in the mid 1870's supported a shoe trade of about \$20,000/year. Several shoemakers as well as shoe dealers were established in the city. Mariott (Marriott?) and Avery & Green both produced and sold footwear, while Gibson & Dibble maintained a stock in the Excelsior block on Third Street before the building was destroyed by fire in 1880. Joseph Hawes on Third Street, Gottlieb Jenzen on Water Street and A.M. Worth on Oak joined Schultz in shoe production (buildings not extant). Yet in the next decade, locally produced shoes gave way to "store-bought." Two stores which opened in the early 1880's are those of F.E. Brewer and Joseph Herfort. Frank E. Brewer opened his shoe store at 114 Third Street (SK 51/8) about 1883. In March of 1887 Brewer dissolved his partnership, and continued the business alone. The Brewer Shoe Company remained at this location until 1922. About 1910 it became the Brewer-Rowland Shoe Company, when William E. Rowland purchased an interest in the store. By

1915 Rowland was president of the firm, while Jennie Rowland (relationship unknown) was vice president. Joseph Herfort began his boot and shoe business about 1883 on the east side of Walnut Street in the fourth one-story frame building north of the bridge owned by Philarmon Pratt. Herfort was burned out of this location in a fire in March, 1889, after which he located in the Ruhland building at 114 Walnut; (demolished ca. 1980). By 1905 the Herfort shoe store was no longer in business. Herbert P. Jones established a boot and shoe dealership at 109 Walnut (SK 47/7; 20/24) when the building was erected, about 1891. Prior to this time Jones had operated a clothing store at what was formerly 518 Oak Street (now 522 Oak: SK 49/14). Jones was born in Walworth County in 1849 and arrived in Baraboo in 1873. He first established a ready-made clothing shop with R.B. Griggs of Lake County, Illinois in a large brick building at the corner of Ash and Water Streets (200 Ash; original three story building shown on 1885 Sanborn-Perris map not extant), which later moved to Third Street, three doors west of the post office" (probably 144 or 148 Third Street, SK 51/21 or 51/22, respectively).

Books and Stationery

Several merchants in Baraboo engaged in the sale of books and stationery as one department of their business.

Tobias Clavadatscher (Dry Goods), J. B. Donovan (Drugs) and C. H. Evenson (Drugs) carried books, while Charles Whitman (Drugs) carried stationery in his store at 123 Walnut Street (not extant). Fisher Brothers also carried stationery in their drugstore at 516 Oak (Drugs). Only the bookstore of Matthew

H. (Henry) Mould carried books and stationery as its sole stock.

After a brief partnership with his father in a photography studio, Matthew H. Mould in 1872 opened a book, music and wallpaper store with J.E. Owen. The shop, listed in an 1875 business index under the name of Henry Mould, was located in a frame structure, probably about where 413 Oak now stands. The Mould bookstore appears to be the first and only shop of this kind in Baraboo; a rival dealer does not appear in state or local directories until 1905/06, when William Ellis sold books and stationery from his residence at 228 Fifth Avenue.

The Mould bookstore, then, probably handled a large portion of the \$8000 books and stationery trade done in Baraboo in 1873. Sometime between 1885 and 1890 the store moved north to 512 Oak Street (SK 49/11). Prior to that time Mould had purchased Owen's interest in the store, and on January 7, 1886 A.G. Buckley became Mould's partner. The Baraboo Business Directory of 1890 lists no other store of this kind in the city. About 1901 Mould became a cashier for the First National Bank, at which time Buckley bought Mould's interest in the bookstore. About 1896, Harry H. Taylor had purchased an interest in the store, which he operated with Buckley until Buckley's death in 1914. Buckley had also served three terms as second ward alderman, two terms as the mayor, and was a member of the police and fire commission. After this time the Taylor Bookstore was run by the Taylor family. When H.H. Taylor died in 1954, Olive and Thomas Taylor continued to run the business until about 1984, when it was purchased by Karen Evenson. Evenson now operates the "Oak Street Emporium" from the store, which retains an unusually high degree of architectural integrity for downtown Baraboo. The central recessed entryway flanked by large plate glass windows, transom and iron posts with a decorative

garland design remain unaltered beneath a cloth awning. Interior modifications have had a minimal effect on the integrity of the site, and many of the original fixtures, including the wooden ceiling and iron wall safe from Hall & Co., Cincinnati and Chicago, are still intact.

Photography

As early as 1857, the local paper lists "2 daguerreans" among Baraboo businessmen. One of these was John Shoards, whose gallery was located above J.R. Davis' "Ohio Store." One of the earliest photographers in Baraboo was Matthew Mould, who engaged in the business with his father, also named Matthew. It is unclear to whom the "Sim. Mould" listed in directories (and whose name appeared on the original pediment of the structure at 518 Oak Street) refers. An advertisement in the Baraboo Republic in January of 1869 for the Mould Studio boasts of the "Latest Improvement" in photography: the "Solar Camera." His gallery often showed photos taken by the Bennett Studio in Wisconsin Dells and the J.F. Barks of Janesville. In 1871 Mould enlarged his studio from a one-story to a two-story structure. After the fire of 1878, Mould rebuilt his studio at 518 Oak (SK 49/14). As is typical, the studio, which was located in the rear of the second story, above H.P. Jones Clothing, had a skylight on the northern elevation through which varying amounts of sunlight could be filtered. This building was probably erected shortly following the 1878 fire that destroyed the block east of the square. It originally carried an elaborate Queen Anne pediment with several finials and iron cresting. About the turn of the century F.W. Mould replaced Sim. Mould at the site. F.W. remained here until about 1915-1920. E. Burt Trimpey was born in Somerset County, Pennsylvania on April 7, 1878. After spending two years as a teacher in Mount Union, Pennsylvania, Trimpey moved to Fayette County,

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

where he took up the study of photography. After one year there Trimpey spent a year in Star Junction, two years in Rockford, Illinois, and then five years in Madison, South Carolina before he arrived in Baraboo in 1910. He first set up shop at 407 Oak (SK 50/4) but later purchased the Harigan property on Fourth Street and erected a frame building at 128 Fourth Avenue, (SK 53/17) ; where he remained until the 1940's. This building, completed in March, 1922, was designed in part by Frank Lloyd Wright, a personal friend of Trimpey's, and/or by Wright's chief architect, a Mr. Smith. According to a 1922 source, Wright had become so interested in the plans of the studio that he began working on designs of doors of a special pattern, as well as a ceiling of green tile, sold only to individuals using Wright's plans. A later source states that it was in fact Smith who worked on the Trimpey Studio, giving it the characteristic "Wright" look. The soft gray interior was accented by birch woodwork toned a few shades darker. A small shop was located on the second floor, opening on a balcony edged with a flower box across the full facade. The exterior was finished in cement with grey trim and Italian blue sash, while French doors connected all interior rooms, and opened to a rear garden. The building was purchased by Baraboo Federal Savings and Loan in 1948, and was remodeled in 1948 and 1962, when it resumed its present neoclassical facade.

Arthur T. Johnson had small frame studio on the corner of Oak and Second Streets, on the current site of the Public Schools Administration Building, formerly the post office (101 Second Avenue, SK 49/5). When the post office was erected in 1905, Johnson moved to 424 Fourth Street, and between 1915 and about

1920, he entered Mould's former studio on Oak Street. He remained here until 1939, when Irv Zarling arrived in Baraboo and opened a business at this location. Zarling recalls that when he first arrived in Baraboo, Johnson was still using only natural light, rather than artificial light that could be provided by carbon arcs or photo floodlights. Zarling remained in business here until 1957.

Another early Baraboo photographer was A. Baer, who erected a 22 x 35 photography studio and gallery on the corner of Oak and Second Street for \$700 in 1880. This is probably the studio into which Arthur Johnson later moved. E.R. McCallister, a landscape photographer, maintained a studio at 112 Eighth Street about 1895. In 1890 the Baraboo Business Directory lists the "Western Photographic Copying House," located on Ash Street (site unknown) operated by Peter Schadde, the "inventor of the Patent Repeating Camera;" the shop specialized in life-size photos. Schadde, a photographer from Sauk City, opened his gallery here in 1874 on the south side of the river over Bartschells grocery store. After the turn of the century L.W. Franklin and J.D. Heath opened studios at 129 Third Street (not extant) and 407 Oak (SK 50/4), respectively. By 1915 E.E. Palmer had engaged in a business at 315 Third Avenue, while Romeo Schroeder opened a business at 115 Third Avenue (SK 50/20).

Jewelry

C.E. Ryan was born in Ispwich, New Hampshire January 28, 1828. After a four-year apprenticeship, Ryan opened his own jewelry store there before he moved west in 1854. He located in Portage for one year before he arrived in Baraboo in 1855. For the

entire 60 year period of his career in Baraboo, Ryan operated his business from the same location, on the east side of the square. After the 1879 fire that swept the 500 block of Oak Street, Ryan built the "Ryan Building" at 506 Oak Street. (SK 49/ 10) In 1881 this building was divided into three storefronts, Ryan occupying the center shop with H.M. Mould's Books and Stationery store to the north and the Goodnough Grocery to the south. After 1890 the building was divided into two stores, Ryan remaining at 506 Oak, the south half of the building, while the Junge Bakery, the F.H. Dwinell and Company Grocery, and later the Nehs Grocery occupied the shop to the north. When Ryan retired about 1905 he was the oldest jeweler in the state of Wisconsin.

Ryan is the only Baraboo jeweler listed in both city and state business directories until 1879, when W. Scharnke is listed at "Oak, nr 3d" (location unknown). By 1890, only Clavadatscher and Co. are listed among dealers in jewelry, although, the 1895 directory lists in addition to Ryan, Mrs. E.E. Dame at 412 Oak Street (SK 48/21), J.H. Link at 124 Third Street (SK 51/12) and Gottfried Ramseyer in the Baraboo Bank block at 425 Oak Street (SK 51/3), with jewelry manufacturers Albert & William Ullrich at 401 Oak (not extant). By 1903, J.E. Von Wald had also established a jewelry business at 423 Oak Street. (Not extant) Only Von Wald and Link maintained long-standing businesses in Baraboo, which today continues to support just three jewelry firms: Thompson Jewelers, at 416 Oak Street (SK 54/7), Fletcher Jewelers at 126 Third Street (SK 51/13) and Crown Jewels at 136 Third Street (SK 51/17).

Harness Shops

Two early harness shops of some importance are those of James Dickie and Carl Kasiska. Although a J. Elliot had located in Baraboo

as early as 1863, according to the Wisconsin Business Directory, he had been replaced by the early 1870's by W. Slack, A.C. Gody and James Dickie. Dickie was born in Ochiltree Scotland October 23, 1849, and came to the U.S. as an infant. His parents settled for five years in Milwaukee before removing first to Freedom and then to Baraboo. Dickie learned his trade from James Newman, and then from Elliot. Dickie in fact formed a partnership with James Elliot, and thereafter purchased his entire business. In 1886 Dickie replaced his frame business stand with the structure at 124 Fourth Avenue, called the "Dickie Block" (SK 53/15). The elaborate brickwork of this building makes it among the most distinctive commercial buildings in Baraboo. Built in conjunction with the "Ashley Block," a laundry constructed by Jedediah Ashley at 120 Fourth Avenue (SK 53/14), the structure is of brick, which is deep red in color. The second floor consists of a repetitive arcade with tall round arched windows each capped by a projecting, corbelled arch brick hood. Engaged pilasters between the windows rise in a series of increasingly heavy corbels to projecting roof pediments. The central rectangular pediment features a blind arcade of small rounded arches. It is flanked by two smaller pediments with gabled tops which carry the names "Dickie" and "Ashley." The building continues to dominate the Fourth Avenue streetscape.

Carl Kasiska was born January 3, 1863 in Baldenburg, Germany. He came to the U.S. at the age of 20, and engaged in the harness and leather goods business until his retirement in 1924. William F. Kasiska purchased the Draper building at 113 Third Avenue (SK 50/21) in the spring of 1888 for \$3400. That summer the Kasiskas reconstructed the interior of the property and installed a plate glass window in the front of the store. The following year William sold the property to his son Carl, who continued to operate

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

from this building until his retirement in 1924, after which he sold the property to G.A. Briggs for \$9000.

TRADE SERVICES

Hotels & Saloons

As early as 1843, James Webster (father of H.H. Webster) erected a frame building to house travelers. In 1847, Col. Edward Sumner purchased from the county a lot on what is now the northeast corner of the courthouse square and constructed a one story frame building christened the "Adams House," after the name given to the plat of the area north of the Baraboo River. When the name "Adams" was dropped from the village, the hotel was renamed the "Western Hotel". This was the principal hotel in Baraboo at the time, although Lyman Clark had built the Baraboo House on the south side of the river in 1847 as well (at ca. 235 Lynn Street, where it was replaced by the Ruhland Brewery. Building currently occupied by Servo Instrument Corp. SK 47/2). The Western Hotel was the principal building lost in the November 1878 fire which swept the block east of the square. In the early 1850's, the Wisconsin House, a large two story frame hotel and dining hall with a combination gable and hip roof, was erected on the north side of the square (the current site of the Al Ringling Theatre) while the City Hotel was constructed "under the hill."

With the arrival of the Chicago and Northwestern Railroad in 1871, the demand for hotel accommodations greatly increased. Numerous passenger trains passed along this route each day when the railroad was at its height, and several hotels emerged near the

depot to accommodate the increased number of travelers. In 1873, Philarmon Pratt converted his residence at 304 Vine (now site of 201 Vine) into a sprawling two-story frame hotel with a shingle roof. A similar building was constructed at the northeast corner of Maple and Walnut, known as the "Commercial Hotel," the "American Hotel," and various names after 1900.

The Baraboo Business Directory of 1890 lists the Bay State House, G.H. Shepherd, proprietor, at the corner of Linn and Vine, as well as the Railway House and Hotel, G.A. Pabodie, proprietor. The latter was located at the C&NWRR depot between Vine and Walnut, and was popular among less discriminating travelers.

The need for a "modern" hotel to accommodate rail travelers was apparent to Baraboo citizens. In May of 1877, the editors of the Baraboo Republic wrote: "although we have several good landlords, we are sorry to say that we have not yet secured that modern hotel building that our town so much needs." A "visitor" to Baraboo in September of the same year concurred: "The want of good hotel is apparent to every stranger visiting Baraboo, and it is presumed that the citizens will soon take measures to erect one, and thereby remove the stigma attached to the town." By 1874, the Western Hotel had become an "eyesore," and although the building underwent remodeling in June of that year, adding five extra rooms to meet increased demand, editors stated that "nothing short of a commodious and well-appointed new hotel will meet the necessity of the great increase in travel to Baraboo, and of the largely augmented number among us who are dwellers in hotels.

The Baraboo Business Association formed in September of 1875 (social/political movement) and took this as their first crusade

in the following spring. Although no evidence survives as to whether the construction of the Sumner Hotel on the corner of Oak and Fourth was a direct result of their efforts, the hotel, built by Charles E. Sumner, opened in September 1878. The two story Sumner House was 60 x 66 feet in size, excluding the kitchen, with outer walls constructed of uniformly sized and edged sandstone blocks. According to C.W. Butterfield in his 1880 description of the town, "the architecture, in style, is rustic, of attractive design, augmented by an iron front and large French plate glass in the second story. This hotel and its 17 guest rooms survived until January 11, 1882, when it was badly damaged by fire.

Bender Hotel

The Bender Hotel was established at 135 Walnut (SK 47/1) on the northeast corner of Lynn and Walnut Streets, just one block east of the C&NWRR depot. The hotel was operated in conjunction with the sample room for the Bender brewery, also located on Lynn Street. The brewery, sample room and hotel were first founded by George and Anna Ohnosorg Bender, who in 1848 immigrated to Milwaukee, Wisconsin from Germany, where George had learned the trade of brewer. Ten years later the Benders moved west to Sauk City, and arrived in Baraboo in 1859, when they established a saloon in the village. They operated the saloon and hall until 1869, when Bender erected the Baraboo City Brewery on Lynn Street. George Bender continued to operate the brewery until his death in April of 1874. That summer, the Baraboo Republic announced the opening of the new Southside boarding house of Mrs. B---- (a flaw in microfilming renders the name illegible) which contained 20 rooms open to the public. This may have been the frame forerunner of the Bender Hotel, the extant two-story structure erected in 1879 at a

cost of \$4000. The stone for the foundation of the hotel, which also served as the Bender residence, came from the quarry of J. Pinneo while the masonry was done by locally prominent craftsman George Holah, who would build a majority of the downtown commercial structures. George and Anna's son Robert later took over management of the brewery and hotel, which ceased to be called the Bender Hotel about 1910, but continued as a rooming house. The saloon of Gust Reineke was located here in 1910, although Benders retained ownership into the 1930's. The building now houses only the tavern/restaurant of Jack Dombroski.

Urban House

The Urban House (123 Ash Street, SK 47/16) was erected in 1888 by George Urban on the site of the two-story wood frame and shingle roof City Hotel. Just two blocks from the passenger depot of the C&NWRR, Urban constructed his two story brick veneer building complete with a dining room, saloon and hotel to cater to travelers. The hotel remained under the proprietorship of George Urban until 1932, after which it housed various businesses, including a restaurant, a market and a shoe repair shop. Gradually the building came to be used solely for apartments, as it is today.

City Hotel

Sanborn-Perris Insurance maps confirm that the City Hotel at 200 Ash Street (SK 47/18) was built in the seven years between 1885 and 1892. While the 1885 map shows a three story building with a gable roof covered with shingle, (operated by Herfort & Oehler) this building appears to have been replaced by the two story brick building that stands today. Operated as the City Hotel until 1930, the building then became known as "Wilder's ' Big Top'

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Tavern" and subsequently the Baraboo Hotel and Rooming House, and the City Rooming House as late as 1975. Since that time the building has housed craft and gift shops on the first floor.

The Wellington Hotel

The three story Wellington Hotel (SK 53/20; 144 Fourth Avenue) was constructed in 1890 by E.F. Lueth. Lueth operated the hotel for 20 years. By 1905 and until at least 1910, E.F.'s brother F.C. joined him as proprietor of the hotel. Dick Lueth, son of E.F. Lueth, recalls that subsequent proprietors include "a Boronck, a Sloniker and the Schwartz Girls," distant relatives to the Lueth's who ran the hotel just prior to the closing of The Wellington.

It remained The Wellington until 1948, after which time it became "The Windsor," and then later, in the 1970's "The Musicale," alluding to the presence of the theatre next door. In the late 1970, it was remodeled to accommodate various offices, and it today houses the law offices of Screnock and Screnock, and Midwest Vision.

Attorney Joe Screnock recalls that the linoleum tiles reading "Wellington" embedded in the sidewalk were removed in a 1983 remodeling. The hotel retains a fair amount of integrity, including the stamped metal artificial tile roof above the second and third floor windows of the Queen Anne building. To maintain something of the feel of the old hotel, Screnock installed a light in the foyer which had been removed from the Warren Hotel at 102 Fourth Avenue (not extant).

Livery and Omnibus Services

One of the most important early establishments was the local livery, which supplied and maintained the major source of transportation in developing communities: horsepower.

Transportation of goods and people was essential in interior towns like Baraboo where not all settlers or transients could own or maintain their own animals. Thus several livery barns were established to service both the permanent and prospective residents of Baraboo. The omnibus services, which carried passengers from the Southside depot to the hotels and main business district "up on the hill" were especially important as Baraboo became known as a resort community near Devils Lake and the Wisconsin Dells, as this added convenience brought more travelers into the town, and into the economy. Local residents as well made use of the omnibus services as the first and last legs of weekend and evening "excursions" to Devils Lake, for which passenger trains departed regularly. These horse-drawn busses existed in almost every town which had train service, and flourished between 1890 and 1920. Several liveries were established throughout Baraboo as early as the 1860's and continued to thrive until they were made obsolete by the automobile.

One of the most prominent liveries in Baraboo was that of Samuel Crouch, who erected his business house at 610-612 Oak (SK 49/22) in the 1860's. An account by George M. Hill in 1925 records indicates that this business was standing in 1866 when he arrived in Baraboo and became employed there. The two-story brick building standing today was erected in 1878. About this time T. G. Crouch, brother of Fred Crouch, purchased the interest of Levi Crouch, after

which the firm became known as Crouch Brothers. In his 1880 history, C.W. Butterfield recorded that the livery had "stable room for twenty-five head or horses, (and] all the modern improvements for a first-class livery." Crouch's stallions were also "first-class" and included "three head of young Hambletonians, grandsons of Rysdiks Hambletonian.... the first importation of that breed to Sauk County." Samuel Crouch and his son Fred operated a bus line, meeting trains with a horse taxi. By the late 1890's the business had been purchased by Sherman Luce, who continued to operate the livery and bus line. In March of 1900 Luce sold his dray business to G.J. Paddock, and in 1925 the building became the "Gem Dairy." Jasper Ewing had established his livery at 117 Fourth Street (SK 52/22) between 1872 and 1875, and in 1886 built the "Castle Hall" of the Knights of Pythias and two store fronts at 107 Fourth Street (SK 53/7). Arthur Kellogg replaced Ewing at this site between 1892 and 1895; and he later operated a bus service with T. J. Vanderveer. This livery was later operated by Hughes and Hungerford, and then the firm of Holsaph and Graves.

Other liveryes around Baraboo include one run by Chan Brown on the south end of the no longer extant Oak Street Bridge. Other operators of this livery were B. Ellis and Danor Dennis Taylor. Taylor also had a livery on Second Street where now stands Baraboo Tent and Awning. Another livery was established on the north end of the Ash Street bridge. Art Wilkinson had a livery by the Presbyterian Church, and also on Broadway at the sites now occupied by the Juliar Theatre and Kruse Oldsmobile. The latter was operated by Wilkinson with a man named Greensleet (Greenslet?). A Massachusetts researcher interested in omnibus services identified the following omnibus lines in Baraboo, and known dates of service: Greensleet (Greenslet?) and Hill (1893-1894), Greensleet

(Greenslet?) and Vanderveer (1895-1896), W. Halsted (1894-1892), Arthur Kellogg (1896-1900), Sherman Luce (1897-1898) and Benjamin Kreck (1909-1910).

Laundries

On March 5, 1844, the editors of the Baraboo Republic declared that "one of the needs of the city is a good laundry. Many people.... are obliged to send it to Madison." Forty-two years later Jedediah Ashley fulfilled this need by opening the Gem Steam Laundry.

Jedediah Ashley was born in Cooperstown, New York in 1841, and established the Gem Steam Laundry in Baraboo after the Civil War. While a businessman in Baraboo, he also served as the Sheriff of Sauk County and mayor of Baraboo in 1895. He erected his laundry at 120 Fourth Avenue (SK 53/14) in 1886. The machinery in the laundry was from the "celebrated" Troy Laundry Machine House, and was driven by a 10 hp engine and a 15 hp boiler located in the basement, together with a large brick 12 x 201 water tank 81 deep. Clothes entered the building to the rear and were sorted in a 10 x 10 room. They then moved to a washroom, also in the rear of the building, to a drying room and finally to the ironing and pressing room. The office was located in the front of the building. The Gem Steam Laundry remained in operation until about 1916, after which it became the Pierce Laundry. From 1946 to the late 1970's the building was occupied by Baraboo Laundry and Dry Cleaners, after which it became Lageveen's Floral. The Baraboo Steam Laundry (111 Second Street, SK 48/15) was erected about 1901 by M.W. and John Degan. The Degan Brothers, and later John Degan, continued to operate the laundry through the first quarter of the century.

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Financial Institutions

The first banking concern in Baraboo was the Baraboo Valley Bank, the Articles of Incorporation of which were drawn up "in accordance with an act of the legislature of 1852." It was located "in one of the buildings on the north side of the courthouse." However, as the Sauk County Bank was being formed at approximately the same time, the Baraboo Valley Bank failed to find a sufficient amount of subscribers.

Baraboo National Bank

The Sauk County Bank was organized July 1, 1857 and was housed in an Italianate structure on the southwest corner of Oak and Third constructed by a "Mr. Taylor" adjoining "his store on the east." The bank was organized with a capital of \$50,000. In March of 1857, the Baraboo Republic announced that the "asking price for money is 6% per month, and thousands of dollars have been lent for 5%." On July 16, 1857 the paper reported that the "Sauk County Bank... is now fully completed and ready for occupancy." Thus, the bank became the 15th to be chartered in Wisconsin. Details of the original structure included a wide eave supported by brackets, doubled at the corners and stone hoods over arched windows connected by a string course. In the early 1870's Terrell Thomas contracted to add a \$4000 three-bay addition to the south, on the lot between the bank and the shop of Orvis and Lang on Oak Street. The addition was built of the same Milwaukee brick, with cut stone dressing, as the original structure. The bank was only superficially damaged in the fire that swept the northeast corner of block thirty-four in December of 1871. In 1873 the bank ceased to be called the

"Sauk County Bank", and became the "First National" as the result of a merger after which it received a national charter. By this time businesses were adjacent both to the west and to the south.

During the national currency panic of 1873, which originated with speculators who were dealing heavily in unproductive railroad stocks, a general "loss of confidence" snowballed into a panic as deposits were hastily withdrawn just as all funds were in use. To combat the panic, bankers throughout the country ceased paying out currency to deposits, hoping to check any "rush" on the bank. In Baraboo, the First National Bank was able to avert disaster through the action of its principal officers and stockholders. When a few of the bank's patrons began to panic, these officers, who were among the wealthiest citizens of the village, declared themselves independently and collectively responsible for the bank's liabilities. In so doing, they allayed the anxieties of all but a few, and remained stable.

From 1880 until 1938 the bank was referred to as the Bank of Baraboo, when the national charter was replaced with a state charter. Then, following the Banking Act of 1933 and the subsequent amendments of 1935, local officers decided to reorganize once again under a national charter. In 1938 it reorganized and adopted the current name of the Baraboo National Bank. The edifice remained essentially unchanged (excluding the removal of the parapet) from the 1870's expansion until the 1923 renovation during which the bank received its current neoclassical facade design. (SK 51/3) The supervising architect for both the 1923 remodeling and a 1957 expansion was Mr. Grassold of Johnson and Associates, architects from Milwaukee. The work of this firm was

already to known to Baraboo residents as they had designed the Elizabeth Reese Memorial Home (125 9th Street). In the intervening years, a restoration was carried out by the architects of the Continental Illinois National Bank and Trust. These 1947 alterations included Accoustone soundproofing for the ceilings and restoration of mahogany woodwork. In 1978 the bank again expanded. The existing stone and backup on the north elevation were removed, and steel framing was installed. The stonework was replaced with Indiana limestone to match the existing stone, and the height of the arch over the door was altered to match the height of adjacent windows. To the south, a five-bay addition which continued the pattern of arched windows interspersed with Corinthian pilasters was constructed following the demolition of the existing brick building on the site. The bank is currently 16 bays on the Oak Street side and 10 fronting on Third Avenue. In 1989 the bank undertook a \$150,000 expansion project to expand offices throughout the second floor of the building.

First National Bank and Trust

The First National Bank of Baraboo, incorporated December 4, 1886 stood at 106 4th Ave., (SK 53/15) (1895 Dir). According to the Baraboo Republic of December 8, 1886, the bank was backed by funds provided by "Boston capitalists." T.M. Warren acted as president. While in the process of organization, the bank began to look for a suitable site to construct its "first class building." In the summer of 1885, the edifice at 106 4th Street was constructed. The contract for interior counters and railings, executed in a style known as "Manhattan", was given to Brunswick, Bathe, and Collender of Chicago.

About 1900 the bank relocated to the Burrington Block on

the northeast corner of Oak and Third Street (not extant). The institution continued to occupy this site until 1926, when the current structure at 500 Oak Street (SK 49/9) was erected. A list of building materials that appeared in the Baraboo Republic of August 12, 1926 states that two tons of terra cotta, 1712 sacks of Portland Cement, 637 tons of sand and gravel, 72,000 common brick, 1000 feet of corner bead from Jamestown, New York, 26,000 pounds of reinforcing and structural steel and five tons of marble were used in the construction, not to mention lime, plaster, lath, flooring, millwork and a host of other materials. In addition to the bank offices, five suites of offices were available on the second floor, entered on Third Street. The design of the building is a temple front, derived from the temples of Greek and Roman antiquity. This type of building had been popular in the 1820's and 1830's, and was revived in the early twentieth century through the impetus of the academic movement almost exclusively for banks. Like most buildings of this style, allusions to the temple are decorative rather than structural; the engaged columns on the facade are not load bearing, but are simply ornamental. The portico is attached to the wall surface, and pilasters on the south elevation suggest columns. Typical of banks of this period, the bank is situated on a corner, with a side elevation that is subordinate yet closely related to the facade composition. This same building style is also seen on the Baraboo National Bank, directly opposite the First National Bank, which received this facade three years previous, in 1923.

About 1906 the bank reorganized, founding president and assistant cashier T. M. and W. A. Warren selling their interests to H. C. Merritt, of Minneapolis. Merritt then sold his interest to a new firm headed by T. W. English, M. H. and T. M. Mould.

In 1929 the First National Bank merged with the Farmers

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

and Merchants Bank, which had been located in the former Baraboo Savings Bank building at 101 Fourth Street (SK 53/8). B. E. Trimpey played a large role in organizing the F & M bank, having brought N. H. Gerber, an experienced banker, to Baraboo, and bringing the officers of the bank together. The bank then opened in May of 1917. Interior woodwork of the bank was quarter-sawed oak, the floor was tiled and the ceiling beamed. The directors' room, safety deposit booths, cloak room and telephone booth were located in the rear of the building. Following the merger, which was arranged in early October of 1929 and completed by the first of the following year, the institution then called the First National Bank and Trust commanded a capital of \$2-1/2 million, the largest capital of any bank in Sauk County at that time. The building on Fourth Street was then sold to John Zootis and Peter Stahes of the Olympia Candy Kitchen, and the vault doors sold to the Union National Bank of Eau Claire, Wisconsin.

In 1933 the bank underwent some changes. In January of that year two local businessmen (George Isenberg and E.E. Berkley) were elected chairman and president of the bank, while F.C. Messenger, formerly of the Federal Reserve Bank in Chicago and the State Bank of Wisconsin and First National Banks in Madison along with L. H. Eckhardt of the First National Bank in Viroqua were named the executive vice-president and cashier. A stabilization plan was presented to depositors which placed all assets into two trusts, the non-bankable assets to be separated and liquidated by a committee of depositors. In the fall of the year the bank reorganized under the Banking Act of 1933, the first step of which being the subscription of capital for the new institution amounting to \$50,000 with \$10,000

surplus, and \$5,000 in undivided surplus. Shares were offered at \$65, and by October the necessary funds had been over-subscribed. The bank has undergone several expansion projects since that time, and currently includes the building at 111 Third Street.

Baraboo Savings Bank

The Baraboo Savings Bank, located at 101 Fourth Street (SK 53/8), was incorporated in 1889 with Frank T. Brewster as president, the founding vice-president of the First National Bank in 1886. It stood at this site from 1889 to 1904, after which the building housed the Ruggles Law Office, and later the Farmers and Merchants Bank. No information could be found as to the dissolution of the bank and/or its assets. It may or may not have been joined with one of the other banking concerns present in Baraboo at this time.

Baraboo Federal Savings and Loan

Baraboo Federal Savings and Loan was chartered in October of 1934, when a group of Baraboo citizens and businessmen, under the leadership of local insurance agency owner, R.L. Hirschinger, acted to "promote thrift and home-ownership" by organizing a saving and loan. Several local businessmen, including attorney R.H. Gollmar, A.R. Dippel, D.D.S., and manufacturer George McArthur pledged contributions enabling Baraboo Federal to subscribe to shares in a mutual corporation. From an original local subscription of shares totaling less than \$3000, the United States Treasurer purchased shares equaling \$18,000 in 1934 and the Home Owners Loan Corporation invested \$10,000 in 1936 as provided by the Home Owners Loan Act of 1933. The institution operated out of the R.L.

Hirschinger office at 423 Oak Street (building no longer extant). Baraboo Federal was the first lender in the area to offer grant loans to veterans under the G.I. Bill starting in 1945. In 1948, the Bank purchased and remodeled the Trimpey Building at 128 4th Avenue (SK 53/17) to house its operation (it is believed locally that Frank Lloyd Wright, a personal friend of Trimpey, designed the original building, although this could not be documented.) Shortly thereafter the second floor of this building was made into three offices rented to their attorney, Gollmar, the Hirschinger Insurance Agency and the Retail Credit Company.

In 1962 the building once again underwent extensive remodeling as a colonial facade and brick sidewalk was added, greatly altering the appearance of the building. The contractor/designer for the work was Fred Wolf of St. Croix, MN, who may also have done some work on the Presbyterian Church (416 Ash Street; Religion). In June of 1972, the Baraboo Federal Saving and Loan constructed their new home office at 1159 8th Street, and four years later the building at 128 Ash Street was established as a satellite office. In 1983 the main office was expanded, and in 1987 with the help of a Milwaukee consulting firm the main office was tripled in size with a 5,400 square foot addition, while the existing 2,592 square feet were remodeled to house drive through tellers and the loan officers. Baraboo Federal also maintains branch offices in Portage and Sauk City.

INFORMATION SERVICES

Newspapers

The first newspaper organized in Baraboo was the "Sauk County Standard", a Whig publication established in June of 1850 by A. McFadden and C.H. McLaughlin. The following year, McFadden

retired and McLaughlin assumed the proprietorship. With the change in proprietorship, the politics changed as well, as the paper was renamed the "Sauk County Democrat." On March 6, 1856 the paper enlarged to become a seven-column sheet. The paper changed hands several times until it suspended publication in November of 1856.

The "Baraboo Republic" is the oldest paper of continuous publication in the community, as well as the oldest paper in Sauk County. The paper was established by David Knox (D.K.) Noyes along with his younger brother Silas Noyes (Notable People). D.K. and Silas had earlier served as the editors of the "Northern Republic" in Portage, and in January of 1855 they moved the equipment from their Portage office to Baraboo. The first issue of the seven-column republican journal, "devoted to Politics, Miscellany and News" was produced in January of 1855 from their office in the frame courthouse building. In October of that year, H.A. Perkins and John W. Blake of Reedsburg became the junior partners; D.K. Noyes retained the proprietorship and editorial authority. Blake was born in England in 1834 and came to the U.S. with his parents in 1848. He arrived in Reedsburg sometime after that and continued to remain there. When Noyes retired from the paper in 1856, H.A. Perkins and Ansel Kellogg became co-publishers of the paper, which was still located in the old courthouse building on the square. Perkins and Kellogg remained partners until June of 1862, when Kellogg withdrew. J.W. Blake then assumed control of the "Republic" along with C.E. Stewart. After Stewart left the paper in 1863, Blake sold the "Republic" to William F. Hill in 1865. Hill was born in Scotland October 18, 1831, and came to Ohio at the age of 12. After learning the mercantile trade, Hill became interested in the newspaper business, and during the war acted as editor of the

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

"Times-Democrat" in Memphis, TN. 1878 to 1893 J.W. Blake with his son published the "Reedsburg Free Press" until that paper was also sold to W.F. Hill. Hill later removed to Neodesha, KS, where he became cashier of the First National Bank.

During the proprietorship of D.K. Noyes, Ansel Nash Kellogg had begun to contribute articles to the paper. After September of 1856 Kellogg became one of the editors. Kellogg was born March 20, 1832 in Reading, PA. When Ansel was two years old, his family moved to New York City, where he later attended Columbia University, graduating second in his class in 1852.¹⁸³ Three years later he came to Wisconsin, where he worked at the "Northern Republic" paper in Portage. D.K. and Silas Noyes, then editors of the Portage paper, brought Kellogg to the "Baraboo Republic" of which Kellogg became a proprietor in 1865. The inspiration for Kellogg's "patent insides" for which he became famous came in 1861 when Joseph Weirich, the paper's only pressman, went to join the war effort. Unable to publish the paper single-handedly, Kellogg made arrangements with David Atwood of the Wisconsin State Journal to purchase a supply of half-sheets printed on both sides with war news. Kellogg then printed two pages of the four-sheet paper locally with news of Baraboo and the surrounding towns. On July 10, 1861 the first newspaper in America using ready print appeared.

Shortly thereafter four other Wisconsin weeklies (The Brodhead Reporter, the Mauston Star, the Columbus Journal and the Richland Observer) began to purchase "patent insides" from the Madison State Journal. The publishers of Milwaukee's "Evening Wisconsin" soon recognized a potential for profit and offered the same service. By 1864 they had acquired over 30 clients. In 1865

Kellogg left Baraboo for Chicago, where he began to supply ready-printed news sheets to other small rural papers. By the time of Kellogg's death in 1886, his newspaper service supplied this "auxiliary printing" to over 1400 papers. On September 29, 1973, Sigma Delta Chi, a society of professional journalists, unveiled a plaque at the Republic Office at 146 Fourth Street (occupied from 1895 - 1929) commemorating the event.

Following the proprietorship of William Hill, the paper was acquired by Joseph I. Weirich in 1872 and Edwin H. Woodman in 1874 before it was purchased by John H. Powers in 1880. Powers was born in Quebec Canada, and gained his early newspaper experience in Derby Line, Vermont. Following the Civil War, Powers came to Baraboo and found employment at the "Republic." In 1878 he became J.W. Blake's partner in the "Reedsburg Free Press," and he became a proprietor of the "Republic" in January 1880. In 1882 Woodman retired as a proprietor of the paper, and Nicholas Smith became editor and proprietor. In 1891 a joint stock company was formed to conduct the enterprise. At this time the Hood brothers, George H. and Sidney J., became associated with Powers, and in March of 1892 the "Daily Republic" was established. The Hoods were born in Spring Green in the 1860's. Sidney had also been involved in the paper at Beardstown, Illinois. Powers along with the Hoods continued to publish the paper into the second decade of the twentieth century.

Sometime between their office in the original courthouse and their move to the Fourth Avenue offices, Mrs. L.H. Palmer of the Sauk County Historical Society recalled them as having rooms "southeast of the square, probably at the corner of Third near Oak."

This is probably 113 Third Avenue (SK 50/21; 17/33) where the paper was located after 1872. In November of 1886 the Republic occupied its new offices at 110 Fourth Ave. (SK 53/11; 17/21) In 1895, the paper moved to its long-standing location at 146 Fourth Ave. (SK 53/21). At this time, the publishing house was also printing the "Wisconsin Horticulturist." Advertisements for the paper's book and job printing facilities in the early 1900's boast of four "first class" presses, late cut typefaces and "efficient workmen." The presses were then driven by water pressure furnished by the Baraboo Water Works. The Baraboo Republic, under the sole proprietorship of Sidney J. Hood, continued to operate from this building until the paper, then called the "Daily Republic," was combined to form the Baraboo News-Republic in 1929.

Several short-lived papers competed with the "Republic." In the spring of 1866, upon his return from the Civil War, D.K. Noyes tried unsuccessfully to purchase the "Republic." He did, however, purchase sufficient office equipment to begin publishing the "The Independent." After one year Noyes sold the equipment and rented the office to Peter Richards, W.H. Canfield, Drown and J.C. Chandler, who continued to publish this paper for about seven months. W.H. Canfield then bought the paper and changed its political orientation to Democratic. The paper suspended publication June 7, 1867. Three years later the "Sauk County Herald" was established by J.C. Chandler "from the ashes" of the "Independent." The republican journal saw its first issue January 6, 1870 and its demise just six months later.

George Conklin briefly ran a paper call "The Times" from his office on the corner of Walnut and Linn. This weekly independent journal was established in 1887. This paper may or may not have been related to the paper Conklin established in Prairie du Sac at the

same time. Conklin later moved to Bessemer (now called North Freedom) where he established The Bessemer Times. In 1889 he moved into Baraboo for about one year and later to Reedsburg, where he was publishing in 1890. In 1894 an eight page amateur paper called the "Monthly Star" was published by The Star Printing Company, edited by W.P. Sawyer. According to the Baraboo Business Directory, by 1895 the paper was defunct.

A second "Sauk County Democrat" was established January 31, 1879 by Joshua G. Ford. In 1884 the paper was reduced from a six column quarto to an 8 column folio. In 1886 Ford sold the weekly paper, published each Thursday, to Herman Grotophorst and E. August Runge. In 1890 Runge became the sole proprietor and general editor, while Edward Luckow became the local editor. The paper at this time was located in "Train's Block, Oak;" this is probably the same site as that listed in the 1895 directory: 418 Oak (SK 48/22; 18/31, currently numbered 420). Luckow became the sole proprietor between 1895 and 1898. At this time, Luckow was also printing "The Grand Program" (contents unknown). Luckow was born in Washington County, Wisconsin about 1860. In 1901 he was elected president of the Wisconsin Press Association, and for a number of years held office in the National Editorial Association. About 1915 the paper changed locations once again, this time setting up shop at 150 Third Street (SK 54/8). The Sauk County Publishing Company continued to occupy this site until the late 1950's or early 60's, when it was supplanted by the Goddard Printing Company. Today the site is occupied by Baraboo Printing, John and Joan Kalinauskas, proprietors.

The origin of the "Baraboo News" can be traced to a small paper established by L.H. Cook at Lake Delton. The "Mirror Lake Echo" failed after only a short time due to a lack of subscribers and

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

advertisers. The equipment then was passed on to J.T. Huntington of Delton, and then via D.E. Welch to J.F. Kartak, who did job printing from his office at 130 Third Street (SK 51/14). Kartak, who had become a resident of Baraboo in 1871, began issuing the three-column "Advertiser" from this office on Monday, May 26, 1884. Kartak was born in 1852 near Vienna Austria. At the age of 6 he came with his family to Watertown, where he was originally trained as a barber. After his arrival in Baraboo, he conducted a clothing store on the south side, which he later sold to Samuel Grubb. Kartak then entered the printing business. After about one year, Kartak's brother, G.A., purchased an interest in the paper, and the paper was enlarged. The Baraboo Weekly News plant was located over Marriott Brothers Hardware (130 Third Street; SK 51/15); they were listed in the 1890 Baraboo Business Directory at 1131011 Oak (location unknown, although an ad places the business "opposite the courthouse")

In April 1894 the newspaper was purchased by A.D. Dorsett and H.E. Cole, of LaCrosse, Wisconsin. Dorsett and Cole had been looking to start a paper in a Midwestern state, ideally in a Republican county with a population of 30,000 and a county seat with greater than 5000 inhabitants. They also had searched for a town in which no daily was already established. The Panic of 1894 gave Dorsett and Cole several locations to choose from, as weekly papers in financial difficulties were for sale throughout the region. Dorsett, Cole and Kartak published the first issue of the "Evening News," an "Independent Republican" publication, on June 4, 1894. A yearly subscription to the four page, six column paper could be had for \$4.50, while a year subscription to the weekly "Baraboo

News," published each Tuesday, cost just \$1.00 per year. Making use of Kellogg's now common "patent insides," the paper purchased two pages of material in Madison and printed two in Baraboo. The office was then located at 606 Oak Street (SK 49/21). The first issue of the "Evening News" was a four page, three column paper. Shortly thereafter the paper was expanded to seven columns, and about the turn of the century the "News" became an eight-page journal.

In October of 1894 the paper moved to rooms above the Brewer shoe store, then at 112 Third Street (SK 51/8; currently number 114). Both the daily and the weekly papers were issued from this building for five years. In October of 1899 the offices were moved to the second floor of the William Powers building at 408 Oak Street (SK 48/19). On January 1, 1907 Dorsett sold out and removed to Chicago, where he worked for the Chicago Book Company. He later became the proprietor of a paper at Eldorado Springs, Missouri. Cole became sole owner of the paper, which was both weekly and daily, and continued as such until January 1, 1910, when he sold an interest in the "News" to Harlan K. Page. In the 1920's the paper moved from the second to the first floor of the building. In order to accommodate the presses, the standing partitions had to be removed and a new concrete foundation to support the printing apparatus installed. Isenberg Brothers and James Heffel of Baraboo did the carpentry and cement work.

In 1929 the "Baraboo Republic" and the "Baraboo Daily News" combined to form the "Baraboo News-Republic." The offices continued to be located at 408 Oak, the former home of the Baraboo News. Page operated his business with the help of his sons Harlan J. and M. Curt Page. M.C. Page acquired full ownership of the

paper, which he retained until 1977 when he sold the majority interest. John M. Lavine became the publisher. At this time the paper moved to the former Baraboo Assembly of God at 219 First Street (SK 48/2), the first issue from this location being Tuesday, September 6, 1977. In November of 1988 Lavine sold his majority interest in the paper to a group of investors headed by his cousin, John Labovitz, who developed the "Maurice's" clothing chain.

WHOLESALE TRADE

Wholesaling has been a relatively minor industry in both Sauk County and Baraboo, as Madison has generated most of this activity. Within Sauk County, Baraboo has been a center for wholesale trade, although in decreasing amounts over time, by the 1960's doing only 30% of the county's wholesale business. In 1895, wholesale cigars could be purchased at Clavadatscher & Co., 125-129 Third Avenue (SK 50/17), and the business/residence of August Bartz at 314 Fifth and Frederick Schroeder at 304 Second Avenue. Samuel Goldfarb had a wholesale confectionery at 416 Oak Street (SK 54/7), while Theodore Goldsmith and Munroe Ward & Co. sold fruits and confectionery wholesale from their shops at 121 Fourth Street (now 119; SK 52/21) and 440 E. Linn, respectively.

Farmer's Union Co-op now occupies the potato warehouse of the H.M. Johnston Lumber Co. and Warehouse (SK 47/23, 24) at 235 Lynn Street. Built between 1898 and 1904, the two-story warehouse was iron clad. By 1913 Sanborn-Perris maps show the warehouse as no longer connected to the frame Johnston Lumber Co. building. At this time the building housed a potato, flour and feed warehouse.

The Baraboo Wholesale Co. was established at 232 Water Street, in the former Ringling Hotel (SK 47/21, 22), from about 1921

through the 1930's. No further information could be located regarding this business.

UTILITIES

Water Works

In 1886 a private organization issued bonds in the amount of \$100,000 to construct water works. In 1887 a city ordinance was passed requiring "good and wholesome water, suitable for domestic, sanitary and fire purposes," and construction of a dam, 1/2 mile race, brick pumping station, standpipe, seven miles of main and 98 hydrants was completed that spring at a cost of \$75,000. The water was drawn from several springs located about one mile northeast of the city near the Baraboo River, and a brick pumping station stood 700' from the springs. The original water works dam was made of timber with several timber booms to divert the trash from entering the wheel. The 52' high standpipe has a diameter of 30', and is located at the end of Birch Street on top of the hill which forms the northern edge of the city. It has a capacity of one million gallons per day. The machinery was originally operated by George Gray Sr., who was later joined by his son, also George Gray. The works at this time were the property of Hodgekins, Moffit and Clark. Although not in service since 1986, according to City Engineer Terry Kramer, the pumping station is still operational, and recently won an award from the Steel Plant Fabricators Association, Inc., for being the oldest steel water tank in service in the nation.

The waterworks company faced financial difficulties from its inception, compounded by the water shortage of 1903. At this time, the company pumped water directly from the Baraboo River, after which several cases of typhoid were discovered in the population. By 1904 public demand forced the city to purchase the system. In

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

the early 1930's the city began to dig wells; four of six altogether are currently active. In 1935 the water supply was chlorinated. The present system consists of over 50 miles of main, almost 500 fire hydrants, over 300 water services and meters, and has a capacity of 2 million gallons among five reservoirs. Daily consumption for the city ranges from 1 to 2 million gallons in winter and summer, respectively.

The 1887 pumping station is located at the corner of Mill Race Drive and Hill Street, below the lower ox-bow. By 1890 the water works had an office on the "north side of Fourth, between Oak and Ash," probably at 123 Fourth Street, where they are listed in the Baraboo Business Directory of 1895 (SK 52/20). After June 1, 1900 the water works moved to 406 Fourth Street. The Baraboo Water Co. was located at 606 Oak Street in 1903. (SK 49/21) Following the purchase to the utility by the City of Baraboo, the Baraboo City Water Commission, of which E. G. Mariott (Marriott?) was the president (Notable People), was located at city hall, on the northwest corner of Ash and Fourth Street (not extant).

Telephone

According to the Baraboo News Republic, the first telephone in Baraboo was a non-electrical telephone linking from Mrs. Davis' house on Fourth Street and Mrs. Clark's parlor. The 1878 telephone consisted of short wooden tubes with a piece of drumhead on one end, the other remaining open, with a thread connecting the two membranes. It was found "to the great curiosity of the large company [attending the Congregational social] that audible conversation and even music could thus be transmitted from one

house to another." More sophisticated technology was introduced in 1881 when Samuel Crouch offered to pay half the expense of constructing a telephone line between his stable at 610 Oak Street (SK 49/22) and the train depot, if the citizens of the city would bear half the cost. Six years later an announcement appeared in the Baraboo Republic requesting that "any parties...desiring telephones in their places of business or residence, notify [T. D. Strong, Agt. Tel. Co., Ripon, Wis.]". The line will reach Baraboo about the 15 of July." A new line from Baraboo to Reedsburg was installed in the summer of 1888. G.T. Theurer, elected mayor of Baraboo in 1916, helped to organize a local telephone company in 1895, of which August Fisher was the secretary (Notable People). The company grew to about 500 subscribers. The Wisconsin Telephone Company was located at 413 Oak in 1895 (not extant). By 1905 more than 1800 telephones were in use in Sauk County. In January of 1910 the Baraboo Telephone Company was sold to the Wisconsin Telephone Company, which had been founded July 7, 1887 by Charles Haskin of Milwaukee, the owner of the forerunner of the Wisconsin Telephone Company, the Milwaukee Telephone Exchange. In February of 1913 a new manual switchboard was placed in service in Baraboo with a capacity for 600 local, 60 rural and 20 long distance lines. In 1900 a two-story, four bay brick building was erected at 131 Fourth Street to house the phone company. This building seems to have been replaced about 1918 with the current structure on this site (SK 56/16). The building, which was purchased by the City of Baraboo in 1977 to house the city clerk, treasurer, assessor and engineer, and connected in 1980 to the city hall, still retains the bell logo in stone on the brick parapet, as well as the stone panel with

the company name above the pointed arch of the (now sealed) doorway. The front of the first floor was used for a commercial office, with the rear housing equipment. The main operating room, switchboard and chief operator's desk were located upstairs. In 1945 the Wisconsin Telephone Company moved to their new central office building at 130 Fourth Street where they remained until 1979; after which telephone service has been provided from Madison. (SK 52/12)

Gas & Electric

In 1873 Baraboo had two street lamps installed: one in front of the post office, and another "on the south side to light the way to the station." Eight years later banker Jacob Van Orden purchased a lamp for the corner of Oak and Third Street, while D. K. Noyes placed one on Ash and Third Street. The city then installed 11 more. By 1887 there were 48 lamps in the city. As early as February of 1884, the Baraboo Businessmen's Association began to investigate the possibility of electric light for city streets (Social/Political Movements). That spring, about \$15,000 of capital stock had been subscribed, and E.H. Jacobs of the Edison Electric Light Co. of Chicago was brought to Baraboo to consult with the 39 subscribers. The electric lights, it was felt, would "add to the attractiveness of the city and give [it] a good name abroad." In 1887, when J.D. Patton and Co. installed oil, gas and electric lights in the city, the city contracted for 60 gas street lamps and two arc lights to flank the Ash Street Bridge.

In 1887 the first electric plant was installed in the Hoyt flour mill, located at about 122 Water Street. A line was run from the 125-volt direct current Edison bi-polar generator to serve 60 arc lights. The firm, headed by Mark Warren, was called the Baraboo

Lighting Co. Shortly thereafter the firm was incorporated as the "Baraboo Light, Heat and Power Co., with a capital of \$10,000. The office was located at "393 Fourth" (location unknown).

The Baraboo Gas Works were also constructed in 1887. By May of that year, \$25,000 had already been pledged toward the works, which were constructed by the United Gas Improvement Co. of Philadelphia. To reduce expenses the gas works were operated jointly with the already existing electric plant. Controlling interest in the stock was held by a local company under the direction of the United States Company. The latter had become one of the most extensive gas companies in the country following the consolidation of six gas companies in Chicago, and the acquisition of St. Louis, Kansas City, Omaha and Des Moines companies. In 1887, the company controlled gas companies in 30 cities in the U.S. The gas plant was a naphthalene plant, the first of its kind in Wisconsin (naphthalene is a white, crystalline, aromatic hydrocarbon) Steam from the Walker foundry was used to generate the gas. The Baraboo Gas & Electric Company had limited patronage, serving an abbreviated light system and a number of stores and homes. The company, incorporated in 1887 with a capital of \$30,000, had offices on the "east side of Vine Street, south end of bridge" about 117 Vine Street.

Baraboo Gas and Electric and the Baraboo Light, Heat and Power Co. expanded in the subsequent seven years, and about 1894, both installed incandescent lighting. Baraboo Gas and Electric was the larger firm at this time, having installed a 425 horsepower engine to operate its plant, while the Light, Heat and Power Co. installed a 300 horsepower engine; both companies furnished direct current at 220 volts. Shortly after the Chicago World Fair of 1893, the Light, Heat and Power Co. installed a 3-phase alternating system.

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

The company had experienced financial difficulties from the start, and in June of the following year W.B. Strong sold it for \$800. In 1902 it was leased to the Baraboo Gas and Electric Company.

About 1904, a group of citizens gained control of both companies under receivership. They continued to operate separately until 1911, when they were consolidated to form the Baraboo Gas and Electric Company. Until that time Strong had acted as general manager, but in 1911 was replaced by George McFarland. McFarland implemented an extensive promotion program for both gas and electric services. Gas service expanded, and in these years several miles of main and many services were laid. To encourage the use of gas the company ran the service and connected the gas stove free of charge, if the customer would purchase a stove from the company. During this period the less-expensive and better quality Tungsten nitrogen-filled lamp came on the market. In 1913 "All-night" electric street lights replaced the seven "all-night" and 40-50 midnight arc lamps that Gas and Electric had installed in 1897. To promote a demand for power, the company from that time until relatively recently sold bulbs and appliances. Customers could also trade old lamps for new, while meter readers carried electric irons which they would distribute to patrons to encourage electrical service.

In 1916, the Baraboo utilities were acquired by Wisconsin Power, Light and Heat Co., and in 1917, a 33,000-volt feeder line was built from Portage to Baraboo. After construction of the high line, the steam plant was closed. In 1920, another 33,000 volt line was constructed from Prairie du Sac. On February 19, 1926 the pole top resuscitation method, made necessary by the introduction of

the high wire, was invented in Baraboo when Carl Borck accidentally received a 23,000 volt jolt while atop a pole. Crewman Harley Cushman quickly moved behind Borck and administered pressure resuscitation methods, resulting in the first pole-top resuscitation in the history of the electric utility industry. This method, which eliminates having to lower the victim to the ground to restore heart rate and breathing, is now part of the training given all utility linemen. Borck is still living, and his grandson is an employee of Wisconsin Power and Light.

An independent electric power company called Merchants Powers and Light was established in 1916 by George McArthur. In 1898 McArthur had purchased the dam near Oak Street to run his towel mill. The dam was first made of timber with a timber fill, but was completely rebuilt in 1908. From 1908 until 1932 the mill was supplied with line shaft power and also electricity. In 1922 McArthur purchased a generator from the Electric Machinery Manufacturing Co. of Minneapolis, Minnesota. Five years later a second generator was installed near the Linen Mill (now Glenville) dam, about one mile southeast of Baraboo, near Hwy. 113 to Merrimac. The first dam here was built in 1898 to power a carpet factory; this was replaced in 1927 when a new dam and powerhouse were constructed to provide power for the Geo. McArthur & Sons Company. Excess electricity from the dam was sold to the Merchants Power and Light Co. MP & L serviced mostly rural areas, extending east to "Tower Hill," to the present site of the AT & T tower, north to Man Mound Road, west to Oak Street and south to Devil's Lake. Despite their presence near the business district, MP & L had few clients in the city. MP & L remained in business until

about 1976. At that time McArthur Towel, Inc. moved to 700 Moore Street, in the industrial park. The McArthurs sold power from these generators to Wisconsin Power and Light, and the utility continues to purchase power from these generators, now operated by Robert McArthur. Each of these generators, which have a remarkable record of almost uninterrupted service, produces about 70 kwh of electricity, enough to power 10-12 modern houses (the current total load in Baraboo is about 30,000 kwh).

About 1919, the Wisconsin Power & Light business office moved into the newly constructed two-story art deco building at 116 Fourth Avenue (SK 53/13). In 1959 they relocated to the one-story steel and masonry building constructed by Schultz and Weise of Baraboo on the site made vacant by the February 2, 1957 fire that destroyed the Masonic Temple. This building at 401 Oak Street (SK 50/5) continues to house the lodge in the western 60% of the structure, while the WP & L offices in the remaining portion front on Oak Street. The utility also has maintained an operating building on the south side. About the 1920's the office for this building was located in the Ruhland Building on Walnut (not extant). In 1981 the present operating building at 125 Vine Street was erected.

SOCIAL MOVEMENTS

FRATERNAL, SOCIAL AND SERVICE ORGANIZATIONS

According to C.W. Butterfield in his 1880 history of Sauk County, "social organizations in this county have developed along four lines, viz.: the farm clubs proper... the literary society or lyceum, usually composed of the young people of a community... the ladies society or circle, whose work is social, literary or benevolent, and purely social organizations of young people in the county who knew how to have a good time in the right way." To this

might be added the many fraternal organizations which evolved in the latter half of the nineteenth century to provide members of an increasingly mobile and heterogeneous population with cohesive and constant forms of social order. In particular, these organizations helped to create and maintain group identity, especially among ethnic and occupational lines, among immigrants and other new settlers. Fraternal groups also provided more tangible benefits in terms of indemnities provided to families of deceased brethren, as well as funds for scholarships, public works and other civic improvements.

Fraternal organizations generally fall into two categories: those groups whose primary purpose was originally social (including Masons, Odd Fellows, and Elks), and those which are more goal-oriented (such as the Good Templars, and those groups, like the Modern Woodmen of America, who provided life insurance to members). Both sorts were present in early Baraboo, and organized and erected meeting halls throughout town. The majority of meeting halls were located around the courthouse square, although one large hall was erected at 108 Walnut as part of the Ruhland block (not extant). A 54 x 40 meeting hall was erected above Crouch's livery at 610-614 Ash Street (SK 49/22), that may have included a stage addition. (11/13/78) This was the hall of several of the temperance organizations. The hall above "The Fair" at 127 Third Street (SK 52/7) housed several groups, including the Sauk County Agricultural Society, The Eagles Club, the Elks, the Royal Neighbors of America, the Knights of Pythias, and the G.A.R. The "Castle Hall" of the Knights of Pythias at 107 4th Street (SK 53/7) was also utilized by several groups.

The 1880 history of Baraboo lists only the Masonic and I.O.O.F. lodges in Baraboo (see below) yet by 1890 several other

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

fraternal organizations had obtained charters. In September of 1887 the Devil's Lake Camp No. 390, Modern Woodmen of America, organized a chapter that in 1895 met at "Fraternity Hall," 103 Third Street (probably 107 Fourth Street "the M.W.A. Hall" where they are listed from about 1903 to sometime between 1906 and 1915, SK 53/7). The "benevolent and beneficial fraternity" was organized to "afford relief to the living and to the devise of its deceased members." All persons aged 18-51 and in good health were welcome to join. In the early 1890's the group numbered about 56. After 1915 the group moved to 127 Third Street (SK 52/7) and in the 1950's to the "G.C." Hall. (location unknown) After the turn of the century, the Woodmen of the World, Woodmen Circle and Mystic Workers of the World formed chapters, the Woodmen meeting at 108 Walnut (not extant) while the Mystic Workers met above 121 Third Avenue (again, probably 123, SK50/18). The "well-established lodges of Royal Neighbors" and "Royal Arcanum" met at 127 and 121 Third Street (SK 52/7 and 50/18), respectively.

Catholic fraternal groups formed in Baraboo as well, these being the Catholic Knights of Wisconsin and Catholic order of Foresters. Both the Catholic Knights and The Knights of Columbus organized in 1903, as the present church edifice was being constructed, and each donated one window of the baptistery. The Knights met in St. Joseph's Hall, presumably on the grounds of St. Joseph's Church on East Street (SK 54/3) The Order of Foresters, which seems to have formed somewhat earlier than the Knights, about the turn of the century, met at the hall over 108 Walnut (not extant). The Knights of Columbus met at 217 Third Avenue (SK 50/8) about 1915, over 136 Third Street (SK 51/18) in the 1930's, and

currently meet at 105 Walnut Street (SK 47/8).

The Ancient Order of United Workmen, Baraboo Lodge No. 85 was organized in May of 1881 for insurance, social enjoyment and mutual assistance," and after 1886 rented the Ewing Hall on Fourth Street (107 Fourth St, SK 53/7) until about 1895, when the A.O.U.W. hall was moved to 121 Third Avenue (now 123 Third Avenue; SK 50/18). The group ceases to be listed in directories about 1915. The A.O.U.W. enjoyed a membership of about 150, and in 1889 organized a "Degree of Honor" similar to the Mabel Rebekah Lodge of the I.O.O.F. or The Mason's Eastern Star. The latter purely social club had 80 members in 1891 (Women's Clubs/Suffrage).

Baraboo also contained examples of the benefit societies that evolved in the post-bellum period and acted as "private insurance companies." The M.W.A., Select Knights of America and A.O.U.W. all organized primarily for insurance purposes, and the Switchman's Mutual Aid Association of North America established a chapter in Baraboo which had its headquarters on the "south side of Third Street, 3 W Ash," again probably what is now 148 Third Street.

Railroad Organizations

Unlike the A.O.U.W., which welcomed workers from all trades, other lodges organized to serve specific occupations. Most of these early organizations were centered on the C&NWRR, at that time the dominant force in Baraboo's economy. These included the Brotherhood of Locomotive Engineers, the Brotherhood of Locomotive Firemen, the Brotherhood of Railway Trainmen and the Order of Railway Conductors, organized in 1874, 1882, 1885 and

1880, respectively. Each of these groups probably held similar aims to that of the B. of L.F., who organized for the "purpose of uniting firemen and elevating their social, moral, and intellectual standing, for the protection of their interests and promotion of their general welfare. The group also sought to "cultivate a spirit of harmony between members of the Brotherhood and their employers." Finally, recognizing the "ceaseless peril" of their vocations, members felt it was their "duty [to] make suitable provision against those disasters which almost daily overtake [them] on the rail;" thus, members hoped to establish some security for themselves and their families through membership in the "brotherhood."

The Alpha Lodge No. 25 of the B. of L.F. organized in April of 1882, with a membership of 16, and in ten years had grown to 75 members. The official organ of the organization was a magazine published in Terre Haute, Indiana, which W.H. Canfield calls "one of the earliest labor organization journals published." The first B. of L.F. Lodge was organized in Port Jarvis, N.Y. in December of 1873, and by the early 1890's 20,000 firemen had established 425 Lodges in North America. The B. of L.E. was organized in Baraboo in December of 1874 with only five members, but by the 1890's the organization had grown to over 100 members, all of whom were engineers for the Chicago and Northwestern Railroad. At this time, there were 452 divisions of the B. of L.E. in the U.S. and Canada, with a total membership of 35,000.

About 1889 the Baraboo division established a local division of the Grand International Auxiliary to the Brotherhood of Locomotive Engineers called the Sunbeam Lodge No. 36, a social organization to accommodate women affiliated with the B. of L.E. Membership in this group hovered at about 30 in the 1890's. Both the B. of L.F. and the B. of L.E. met after 1877 in their "new hall" on

the "south side of Third Street, between Oak and Ash," listed in the 1895 directory as 146 Third Street (now 148 Third, SK 51/22). In 1884 the B. of L.E. undertook "the commendable enterprise of building an opera house," attempting to raise \$20,000 of capital stock through the sale of 200 shares. The outcome of the attempt is unknown, and may or may not be related to the construction of the Warren Opera House at 518 Oak Street (SK 49/14) in that year.

The largest of these railroad labor groups in Baraboo was the Brotherhood of Railway Trainmen, which was organized December 21, 1885 with 15 members. The principles of the group were Sobriety, Benevolence and Industry. The membership, which met in the A.O.U.W. hall at 121 Third Avenue, consisted of conductors, brakemen and switchmen, all of whom fell under the title "trainmen." However, a separate Order of Railway Conductors was established in 1880, and continued to meet into the 1890's on the "north side of Fourth 2 East Oak" (probably current site of 107 Fourth Street), but by 1895 was meeting in the YMCA hall at 403 Ash Street (not extant). In 1903, a Brotherhood of Conductors was meeting twice monthly at 146 Third Street (now 148 Third Street, SK 51/21), as were the B. of R.T., the B. of L.F. and the B. of L.E.

Quindecum Club

An example of a purely social organization was formed in February 1879, and called the Quindecum Club, composed of 15 members, as per the name. These gentlemen kept a club room in the post office block at 150 Third Street (SK 51/23), the floor of which was covered with double canvass, while the ceiling was hung with gilt and black chandeliers.

The room contained a piano and billiard table, as well as chess, checkers, and card tables (547B'd).

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Masons

The first Masonic lodge in Baraboo was Lodge No. 34, which was organized November 6, 1851 under a dispensation granted the previous month to James Maxwell as worthy master. The Sanborn Perris map of 1885 shows 121 Third Avenue, now 123 Third Ave., (SK 50/18) as the Masonic Hall, while according to the Baraboo Business Directory of 1890, the group was meeting at "their hall, Third between Oak and Ash" (location unknown). About 1891 the lodge purchased the "Old Folsom" property at the northwest corner of Oak and Second Streets and erected a Masonic temple (not extant). The group at the time had approximately 160 members. (9th SK p. 36) The two-story 65 x 114 building was constructed with terra cotta brick for \$15,000. Editors of the Republic called the temple the "finest building in town." Baraboo Chapter No. 49 was organized in July of 1875 by individuals living in the rural areas surrounding Baraboo and chartered in February of the following year. Many members of this chapter were drawn from Reedsburg, Ableman (now Rock Springs) and LaValle.

Baraboo Commandery No. 28, Knights Templar, dates from January 1896, at which time a dispensation was granted by the Grand Commander of Wisconsin to 40 Knights Templar in Baraboo. A charter was granted October 14, 1896. The original membership consisted of 32 Knights residing in Baraboo who were members of other Commanderies at the time. Most of these Knights were members of the Reedsburg Commandery, though some came from Janesville, Madison, Portage, LaCrosse and Woodstock, Illinois. Each of these organizations, including the Order of the Eastern Star which was established at a later date, met at the 1891 hall, the entrance to

which was on Second Street. This hall was destroyed by fire February 2, 1957. In 1959 the current hall was erected at 401 Oak Street (SK 50/5) which also houses Wisconsin Power and Light. The Masonic Lodge entrance remains on Second Avenue.

Independent Order of Odd Fellows

This lodge was first organized and chartered about 1850, but failed financially. Lodge No. 51 was chartered October 23, 1871. Early meetings of the group took place at "Taylor's Hall" on the southeast corner of Broadway and Third Avenue (not extant), although by 1869 the lodge announced meetings at their own hall. This may or may not be the "Noyes Hall" (location unknown) in which they celebrated the semi-centennial anniversary of the order in April of 1869. In 1872 the lodge met at their "new" hall over the shoe store of Avery and Green (location unknown). In 1878 the lodge purchased property at 142 Third Street from Jas. Dykens and decided to erect a lodge (SK 51/20). George Capener won the contract for the carpentry work. In 1885 the lodge was improved with the addition of a 40 x 22 banquet room to the rear. The Ferres Brothers of Baraboo did the work, with ornamental wood carving by R. B. Fleming of Baraboo. The shadow of the letters I.O.O.F. remain on the building's facade, but the metal castings that hung here have since been removed. The I.O.O.F. lantern which hung outside the building to guide prospective members has also been removed.

By 1880 the lodge had about 125 members. The Northwestern Encampment, No. 20 was instituted at Reedsburg January 15, 1868, but it, too, failed after two years. On November 15, 1875 it was revived in Baraboo. In August of 1882 the fraternity

instituted the Mabel Rebekah Lodge No. 70. In the early 1890's the group had about 100 members, with 50 also in the "Northwestern Encampment, No. 2011 and 40 in the "Lantern Reliance No. 3," the uniformed rank of the order composed of Royal Purple Degree members from Baraboo to Elroy. The I.O.O.F. continued to meet at 142 Third Street until the mid-20th century. Currently the organization gives its address as 1210 Ninth Street.

Knights of Pythias

The Knights of Pythias, named for the chivalrous knight immortalized in Schiller's *Burgschaft*, aimed to help "the unfortunate," aid their brothers in times of sickness and distress, and provide support and assistance to any widow or children that they may have left behind.

The movement in Wisconsin mushroomed in the late 1860's and early 1870's, when the number of members in the state jumped from only about one hundred to over 70,000. In 1871 alone over 400 new lodges were organized. In Baraboo, the Knights were chartered in May of 1886, and met in their "Castle Hall" over 103 Fourth Street, "north side fourth 2 east Oak" (probably the current site of 107 Fourth Street, SK 53/8) in the 1890's. In 1891 they had about 60 members. A military "Uniform Rank Knight of Pythias" was chartered May 7, 1890 with about 30 members.

By 1903 the club had relocated at 127 Third Street (SK 52/7, later the G.A.R. Hall) and by 1935 had moved again to 121 Third Avenue (SK 50/18).

Elks Club

The Baraboo Chapter of the Benevolent and Protective Order of Elks was established in about 1900. The club originally met

over 127 Third Street (SK 52/7) in the former G.A.R. hall. Between 1906 and 1915 the club relocated into club rooms over 106 Fourth Avenue (SK 53/10; 17/20). They continued to occupy this site until 1936, when the club purchased the home of circus showman Al Ringling at 623 Broadway (listed in the National Register of Historic Places May 17, 1976).

The 2-1/2 story late Richardsonian Romanesque mansion of rock-faced Lake Superior brownstone was built in 1906 for Al Ringling on the site of his parents', August and Salome Ringling, home. Al and Louise Ringling occupied the house until Al's death in 1916, after which it was owned by the Ringling family until the 1936 sale. A one story addition built of brownstone salvaged from the original carriage house was added to the west by the Elks club in 1948. At this time the original kitchen was removed. The second floor bedrooms were converted by the club into game rooms, and the ballroom in the basement has become a cocktail lounge. The Ringling's billiard room was converted into a small dining room; it has a beamed ceiling and a panoramic landscape scene painted above oak paneling. Across from this the oak-beamed Gothic dining room is also now a small cocktail lounge.

Joe Hooker Post No. 9, Grand Army of the Republic

Veterans of the Civil War organized March 3, 1880 to form the Joe Hooker G.A.R. Post. The first meetings of the organization were held in the "old" courthouse in the office of the Registrar of Deeds. The group later moved to a hall in the Gattiker building at 512-516 Oak Street (SK 49/11-13) and then to an "old red brick building later destroyed by fire" (location unknown). According to the Wisconsin Business Directory of 1881 the group met on "Third Street, 7 east of Oak," which is approximately 125 Third Street (SK

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

53/7). This is confirmed by Sanborn-Perris maps of 1892, which show the G.A.R. Hall at this location. The post numbered about 141 members in good standing in 1881. On December 28, 1888 the group chartered the Women's Relief Corps to "inculcate lessons of patriotism to children and community, and to render assistance to widows, orphans and army nurses of the soldiers, sailors and marines of the G.A.R." The group occupied this site until about 1910, when they moved to 114 Third Street (SK 51/8).

Baraboo Businessmen's Associations

As in many evolving communities, Baraboo citizens early on recognized the need for concentrated effort in the development, improvement, and promotion of their community. While town government might not yet have been able to provide amenities such as electric lights, improved roads, sidewalks, etc., associations of prosperous businessmen could gather funds and influence to bring progress to their community, for their mutual benefit. The Baraboo Republic of the last quarter of the 19th century reveals many instances in which associations formed in nearby localities (from Portage to Richland Center) to accomplish mutual goals; these associations serve to inspire and challenge one another. Although businessmen's associations often formed around various causes and disbanded following the success or failure of the project at hand, the Baraboo businessmen and associations brought necessary improvements to the city that a local government could or would not provide.

The first Baraboo Businessmen's Association formed in the spring of 1875, in hopes of better promoting Baraboo's commercial

district and making full use of local resources. This Association seems to have met largely in the office of Levi Crouch, at that time located in a frame building on Fourth Avenue. The first priority of the Association was to establish a hotel in the downtown commercial district to accommodate the increased number and quality of people traveling through the area. The editors of the Republic noted the general concurrence of views upon the necessity of this project, and, more unusually, the "willingness on the part of several property owners and business houses to be affected by the location of it to generously yield their preferences and harmonize for the general good. Although Sumner did erect a hotel on the northeast corner of the square, the site previously mentioned as optimum for this project, it is not clear whether this was the result of the Association's direct efforts. Other projects concerning this Businessmen's Association include the establishment of a police force, an improved method of extinguishing fires, and the promotion of Baraboo's advantages as a manufacturing center.

In 1884 the Republic once again announced the organization of a Baraboo Businessmen's Association to "bring about a closer business relation among our businessmen and...give us as a business place a better standing. Merchants had met in the office of postmaster D.E. Welch (532 Oak Street, SK 49/20) in 1883 to plan the organization which by March of the following year had "given the city a great impetus. The initial project of this group was to bring electric light service to the city. By February of 1884 capital stock amounting to \$15,000 had been subscribed by 39 Baraboo businessmen toward that purpose, and the Edison Electric Light Company of Chicago contacted (Utilities).

The January 21, 1891 edition of the Baraboo News also announced an organizational meeting of the Baraboo Businessmen's Association. This Association may or may not have evolved into the Baraboo Business Club, a social organization that met at 106 Fourth Ave (SK 53/10) and disbanded near the turn of the century. After the turn of the century, Edward Luckow founded the Ten Thousand Club, but this, too, was largely social and short-lived. It was succeeded September 15, 1913 by the Baraboo Commercial Association. This group championed commercial and industrial interests. The meeting place and longevity of this organization is unknown.

INTELLECTUAL SOCIETIES

Mentioned by Butterfield as one of the four basic types of social organizations, scholarly societies allowed citizens on the frontier to maintain "culture" in a sometimes intellectually barren atmosphere. In addition to the opportunity for socializing, intellectual stimulation and entertainment that these groups provided, members of the community "brought together under the leadership of a county teacher" were able to form and strength a network of fees among the local elite.

The first intellectual society established in Baraboo was the Old Hesperians, established in the late 1850's, which collected books and established a library. After a short while the club disbanded, with some of the books going into the collection of the public library. In 1876 a literary club was formed which maintained many of the same objectives of the Hesperians. The club opened a reading room containing books and periodicals, which was located in a commercial building (location unknown). According to C.W. Butterfield, few businessmen encouraged the endeavor, which

forced the reading room to close after one year. The Industrial Art Association was formed in 1880 to support, encourage and study the fine arts. L.J. Claude, father of prominent architect Louis Claude, was president of the club. The club had a "suitable room provided for their use" in which they held monthly meetings. The exact location is unknown, although Butterfield makes reference in his 1880 history to the Ladies Art Society meeting in the Gattiker Block at 512-516 Oak Street, (SK 49/11-13).

Several intellectual societies and reading circles met in the homes of members. Among these are the Goose and Women's Clubs (see Women's Organizations), the Twentieth Century Club (organized in 1897 and changed to the Federation Women's Club about 1968) and the Inter Se club (organized in 1898). Also among this type of organization is the Fortnightly Club, which in May of 1989 celebrated 100 years of continuous operation, an unusual accomplishment for these informal societies. The club was organized December 11, 1889 at the home of Lloyd Skinner, 215 Sixth Street, known as the "House of the Seven Gables" (This house was listed in the National Register of Historic Places December 4, 1978). Fifteen members were present at the first regular meeting January 8, 1890 at the home of Emma Gattiker. The club currently has 28 members.

Related to intellectual societies were the musical unions formed in Baraboo. The earliest of these was the Baraboo Musical Union, organized in the congregational church in July of 1872 (Religion). After short life this group failed, but was reorganized in 1878 under the name Baraboo Choral Union. Gattiker was then president, with J. Hawes acting as conductor (Notable People). The group later relocated to the Gattiker Block mentioned above. J.J. Gattiker also formed a "musical fraternity" which met at his home

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

after 1871, while in 1890 a Mannerchoir was held in the home of E. Effinger on Linn Street.

YOUTH ORGANIZATIONS

The Young Men's Christian Association was first founded in London England in 1844, and spread to the U.S. in the 1850's. YMCA's flourished in post-bellum America in an evangelical response to the rapid urbanization of the nation and perceived threat to morality that progress posed. The YMCA proposed a four-part plan of mental, physical, social and religious development to build character and personality in young men and boys who may not have learned these traits from purely vocational training. Their stated target audience was middle class urban youths, not farmers or laborers. After the missions to young men were established, attention of the YMCA turned to young boys, probably as a result of the new ideas on child development which emerged around 1900 and the need for "feeder groups" which would later provide a base of young men already introduced to the Association and its programs. Thus, it was something of a departure from standard practice when Baraboo's Association reorganized as the Railway YMCA to serve the needs of single railroad laborers.

The Baraboo Young Men's Christian Association was established in Baraboo in June of 1882 in a 10 x 12 room over 506 Oak Street (SK 49/10) with eight members. In 1887 the group was reorganized under the name of the Railway Young Men's Christian Association to focus more strongly on the single railroad workers. The brick structure that housed the organization, completed in October of 1890 at a total cost of \$10,000, was located on the

corner of Ash and Second Streets. The local contractor for the building was J.N. Vanderveer & Co., and the architect, although unknown, may well have been Conover and Porter of Madison, who designed several buildings in Baraboo during this period, including the city hall, of almost identical style. The firm opened an office in the Gattiker block on Oak Street (512-516 Oak, SK 48/20) in the spring of 1890.

By 1900, 77% of city YMCA's had gymnasiums, as even small associations could afford this feature. The YMCA in Baraboo was typical of the full-size YMCA buildings, as it also contained a meeting hall, library, game and classrooms. For a \$5.00 annual fee, youths could use the gym, bowling alleys, parlor, reading room, tub and shower ("also of much importance") game rooms and 550 volume library of the Baraboo association. Ernest F. Buettcher, the director and physical secretary of the association from 1899 to 1906, oversaw classes in stenography, bookkeeping, commercial arithmetic, spelling, English and air machinery. The Association also tried to encourage religion in young people, and toward this end held gospel meetings, bible studies and special evangelical services. Social programs included receptions and "entertainments," which could be held in the second floor hall capable of seating 350. Other departments included "Boys Work" and a Ladies Auxiliary. The Association Building was damaged by fire in May of 1905, and in July of 1935 the structure was razed.

Other youth activities were conducted by area churches. In 1890 the Baptist, Congregational and Presbyterian churches each conducted a "Young People's Society of Christian Endeavor" which met at their respective churches. St. Joseph's conducted a "Young

People's Literary Society" at this time as well.

WOMEN'S ORGANIZATIONS/WOMAN'S SUFFRAGE

The history of women's organizations in Wisconsin and Baraboo parallels their development on the national level. Women organized for specific reforms, around causes such as woman suffrage and temperance, and both of these movements were present in early Baraboo. However, more than temperance or suffrage organizations, Women's clubs were the most popular form of organizations for women. Literary clubs and reading circles often were in fact support groups in which women could share practical information on housewifery while discussing issues like child rearing, education and politics. Club women often agitated for kindergartens, public libraries, city beautification and sanitation, issues closely related to their accepted sphere of family health and welfare. Leadership skills accrued here could then be transferred to larger issues, such as woman suffrage. For example, women's involvement in the education of children gained them the right to vote in elections pertaining to educational matters, a step closer to suffrage. Membership in these various local, regional and state organizations tended to overlap, creating a large network of support and information on which women were able to draw.

The earliest women's organizations in Baraboo were largely social in nature. The first of many such informal groups was the "Goose Club," founded between 1861 and 1865. The group met at the home of M.M. Nethaway on the corner of 6th Street and Oak, in which Nethaway maintained a small private school. Nethaway is also listed among the public school teachers between 1855 and 1864, so perhaps the private school and "Goose Club" each were formed in 1865. The original purpose of the group was to read and discuss

works of literature, beginning with Shakespeare's plays, but later the group expanded its agenda to include discussions of recent articles and current events. The group had no formal organization, and dissolved in the early 1880's.

On April 23, 1880, the "Women's Club" was formed. The object of this group was to "strengthen the feeling of sympathy and fellowship among women, independently of social distinctions [and] personal friendships." The women met to "discuss ... theoretical and practical questions as relate to the well being of home and society; and also to extend our knowledge and broaden our culture by such reading and study as we shall deem best adapted to our needs." The Baraboo Republic called this organization "one of the first clubs of women organized in Wisconsin. An 1884 announcement of an upcoming meeting lists the "Women's Club Room" over Avery's Shoe Store (107 Third Avenue, now part of Baraboo National Bank). The club disbanded after several years. A second "Women's Club" was organized in September of 1896 at the home of Mrs. A.D. Dorsett (533 Second Avenue). The longevity and mission of this group are unknown. It may or may not be the same organization referred to in a biographical sketch of Sarah Power (Notable People) as the "Women's Republican Club," of which Powers was secretary in 1896.

A commercial manifestation of the women's organizations could be found in the "Women's Exchange," located at 113 Third Street in 1899. The purpose of the exchange was to teach and promote industry among women, and to provide a place for the sale of their work. For \$1.00 in yearly membership fees, women could place their "fancy work" for sale on consignment. In addition, the Exchange served baked goods and meals to its patrons. The Exchange was patronized by women from Baraboo as well as the

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

surrounding towns. A paragraph on the business in the Semi-Centennial edition of the Republic notes that the Women's Exchange in Baraboo is in fact similar to the Exchange conducted in Milwaukee, which may have served as a model for the local enterprise. The Milwaukee Women's Exchange emerged from the Women's Education and Industrial Associates. The goal of the Exchange was to encourage women's independence and emphasize the monetary and economic value of women's time and skills. In addition to reading circles and informal clubs, many women participated in the auxiliaries of their husbands' lodges and clubs. The I.O.O.F., Masonic Lodge, YMCA, Brotherhood of Locomotive Engineers and A.O.U.W. each had auxiliaries in which women could participate. Although these were largely social in nature, these groups also could undertake various projects. For example, the Women's Relief Corps of the Hooker G.A.R. post aided the post financially as well as socially, while the Degree of Honor Auxiliary to the A.O.U.W., Badger Lodge No. 2 took as their object the "equal protection [of] all classes, and kinds of labor, mental and physical ... aid to the needy [and] a true appreciation of the stern realities and responsibilities of life." Toward this end the association opened an industrial school for girls which were free to all.

While the majority of women's organizations in early Baraboo were largely social or literary in nature, a formal suffrage movement was present in this town as well. As early as the 1860's, lectures and editorials, largely in support of the suffrage movement, appeared as settlers hoped to resolve this "irrepressible conflict" in favor of women. A rare example of vocal opposition came in March of 1870 when a "F.M.Hll in the local paper urged the formation of a

chapter of the "Husband's Own Guard" dedicated to the "preservation of domestic peace ... and the protection of women against all temptation of political excitement...given in the Woman's Rights papers and lectures." One such "excitement" came seven years later when Elizabeth Cady Stanton spoke at the Free Congregational Hall (not extant) to a full house.

On August 30, 1882 the Sauk County Equal Suffrage Associated organized. The societies, a "chapter" of the Wisconsin organization by the same name, held as its sole object "the furthering and securing [of] political equality for women." The original membership roll lists 28 members, both men and women. The first meetings of the society were held at the Congregational church (not extant). Meetings were, also recorded in the rooms of the "Women's Exchange" at 113 Third Street. While the group sought to "awaken a more general interest in the matter among women," an immediate and concrete goal within the city was to secure municipal suffrage by means of a petition from the city council to the state legislature. The association gained a fair amount of support, as a later membership "Directory," undated, listed 115 members. Although this Association may not be a direct result of the Women's Club of 1880, there appears to be some tie, as the records of the Association contain references to the 1880 Club.

TEMPERANCE MOVEMENT

The history of the temperance movement in Baraboo begins almost commensurate with the settlement of the area. As early as 1843, the Washington Temperance Society organized a local chapter. In 1850 this was supplanted by the Sons of Temperance,

termed the "largest division of the Sons of Temperance in the State" by 1855 these were replaced by the Good Templars, who organized in the late 1870's. The 1890 Baraboo Business Directory records that "The Independent Order of Good Templars" met 112 north of Fourth Street on Oak," about 610 Oak Street. The Templars were organized August 16, 1881 in "Engineers Hall" (location unknown) by Mayor Die Vernon of Oshkosh, Deputy Grand Worthy Chief Templar for the state of Wisconsin. Active into the 1890's, the Templars later met at "their hall on Third Avenue." (location unknown). The Baraboo News of June 7, 1876 also contains an announcement that "a Council of Mendota, a new temperance fraternal order that is rapidly spreading throughout the state, as organized here."

Among early temperance movements in Sauk County, the "Whiskey War" of 1854 stands out as the most vehement effort to expel spirits from the Baraboo Valley. Following the death of a Baraboo woman, beaten and neglected by her alcoholic husband, the women of the community "sought to arouse the blighted sympathies of the rum-seller," but were unsuccessful. Consequently, "the dispensation of intoxication drink went on unmolested in all the ante-rooms of hell then flourishing." The cause was then taken up by the local clergy, as W.H. Thompson, pastor of the Methodist Church, denounced the sale of alcoholic beverages. Inspired, the women organized and stormed Connell's "Brick Tavern" (the "Wisconsin House," circa current 136 Fourth Avenue, not extant), disposing of all liquor. The women proceeded to relieve a nearby grocer of his offensive stock before marching to "French Petels," the saloon of Peter Van Wendel (Oak Street; location unknown). An alarmed observer assured the women that "within thirty days every rum-seller would be evicted" and the mob dispersed. Although the principle actors were arrested seven to ten

days later, they were released on their own recognizance, subject to the payment of \$150 in damages.

In addition to the above named organizations, the Women's Christian Temperance Union was organized in April of 1890 to "promote Temperance and better enforce laws relating to liquor traffic." Active in Baraboo into the early 1940's, the Union for most of its history met in the homes of its members, although the Baraboo Business Directory of 1890 lists meetings in the same location as the Good Templars mentioned above. Local churches also sponsored temperance activities such as the lecture advertised by the Methodist Evangelical church in April of 1877.

RECREATION AND ENTERTAINMENT

The first public hall used for "entertainments" in Baraboo was Taylor Hall (not extant), built by John Taylor in the 1850's on the southeast corner of Broadway and Third Avenue. Local dramatic groups and traveling troupes used this hall to present plays and musical performances to residents of the village. This frame building, however, fell into disrepair, and in his 1880 History of Sauk County, C.W. Butterfield states that "for the last six or seven years the Unitarian church has been used for theatrical and other similar purposes -- in fact it is about the only hall in Baraboo that will accommodate entertainments of this character. As early as the late 1870's and early 1880's, Baraboo residents were anxious to build an opera house, but various efforts to plan and construct one never materialized, much to the consternation of the local elite. One can sense this frustration in the words of a local newspaper editor as he wrote in March of 1880:

"It is decided to build the new opera house on Third Street between Oak and Ash, or on the corner of Second and Oak, or on

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Third Street between Oak and Broadway, or perhaps it will be postponed another year. "

Finally in June of 1880, the Baraboo News announced that the opera house was in fact to be built that season. Although one source does state that George Capener built an opera house during the 1880-1881 season, the Baraboo Republic of June 8, 1887 describes the work Capener was undertaking to remodel the former roller rink at the corner of Oak and 5th Streets into an opera house. The roller rink had been built on two lots on the northwest corner of Oak and 5th Streets. The one-story rink had a truss supporting roof and 16' studding, wide side doors and stone piers built at 10' intervals. Built by "Mssrs Hull and Watsen" at a cost of \$5000, the rink had a floor of hard maple (provided by Reedsburg Lumber & Building Co.), two 12 or 16 foot offices and cloak rooms, and a 60 x 1001 floor for skating. The stage of the remodeled opera house was to be 32 x 60, with a level floor in front of 40 x 60. The remaining 34 x 601 would hold elevated seating. According to the June 1887 article, scenery and stage features had been purchased which were exact duplicates of the Palace Theatre in Milwaukee. According to W. H. Canfield, the scenery had been designed by Grossman and Landes, of Chicago.

George Capener was one of Baraboo's early settlers, and one of the chief architects and builders in Baraboo in the last quarter of the nineteenth century. According to W. H. Canfield, he built the Capener Opera House at his own expense, at an estimated cost of \$10,000. The 120 x 60 foot wooden structure had a seating capacity of about 1000, including the ground floor and gallery seating, and was lighted by gas and incandescent lights. In his

1890's Outline Sketches of Sauk County, W.H. Canfield records that "all of our larger assemblies are now held here," and an 1895 description of Baraboo refers to its "commodious opera house" as one of its assets. In addition to plays presented by traveling theatrical companies, the opera house housed minstrel shows, musicians and minstrel groups, and provided a platform for speakers such as Robert Ingersoll, Robert Lafollette and William Jennings Bryan. Located at 701 Oak Street (present site of the Schwartz Insurance Agency), the building burned down February 22, 1905, after which the lot was sold by the current owner, F.E. Shults, to Samuel Nixon, an employee of the Stewart Lumber Co. For the next several years, until the construction of the Al Ringling theatre (see below) the main hall was the small G.A.R. Hall at 112 Third Street (SK 51/6).

The Sanborn-Perris map of 1885 also labels the second floor of the building at 518 Oak an "opera hall." (SK 49/14, now part of Woolworth's). The two-story brick building, 25 x 1001, was erected in 1884 by local carpenter A. J. Carow, at an estimated cost of \$4,000. Called "Warren's Opera Hall," the opera house had seating space of 25 x 75 feet, with baggage and dressing rooms measuring 25 x 25'. The scenery for the hall was ordered from Chicago. According to Irv Zarling, who had a photography studio in the rear of the second floor of this building in the 1940's and 1950's, the floor joists in the building are only 12 inches from center to center, rather than the usual 16, in order that the floor might carry more weight. This allowed the hall to house not only theatre productions, but also a roller rink which came to "crowd out" other entertainment there.

Many commercial buildings contained halls on the upper

story which provided space to local and traveling entertainers. The hall above the post office erected in 1872 by D.K. Noyes (150 3rd St., SK 51/23) housed acts such as the Irish Comedy Co., while the Baraboo Dramatic club performed various plays at Taylor Hall (not extant).

It is not clear where "The Grande" (not extant) was located, although it may have been the opera hall at the northwest corner of Oak and Fifth Streets, since the first owner of The Grande was F.E. Schults, who later leased it to F.A. Philbrick. The Grande, which advertised a seating capacity of 600, held frequent plays that were well attended, according to newspaper reviews. Other acts included the "Cherry Sisters, the favorite daughters of Iowa" and Maharals Colored Minstrels. The first movie to be shown in Baraboo premiered here on November 12, 1897 at "The Grande," and one of the earliest films was the Corbett-Fitsimmons boxing fight.

In the early decades of the twentieth century, several small theatres sprang up in Baraboo. In 1907 the Elite theatre opened at 118 Ash street (SK 47/10, 11). This may have been the first motion picture theatre located above a commercial structure in Baraboo, as an announcement regarding the opening states that "such theatres are new to be found in nearly all cities of this size," implying that Baraboo had not yet acquired one. No record remains as to how long the Elite lasted, however. The Bijou opened at 112 Third Street (SK 51/8, now vacant) in 1908 and showed movies and three-act vaudevilles. After a year this moved to the I.O.O.F. hall at 142 Third Street (SK 51/20, Richardson's) and became The Gem, owned by Al Malony and later by Louis Aaronson, side show manager of the Ringling Brothers Circus. Some of the tile spelling out "Gem Theatre" on the floor in the entryway is still visible. The theatre continued to show short films, 2 act vaudevilles and an "illustrated song." To

heighten the realism of a film, Aaronson would use halves of coconut shells to simulate horses' hoofs in motion, and piano accompaniment helped to set the mood of the pictures.

Another early theatre was the Orpheum on Third Street (location unknown) which closed after the opening of the Lyceum in 1913 in the building at 145-147 Third Street (SK 51/24, currently Circus City Printing). Proprietor Burr Rohns then moved his equipment to the Sherm Luce Livery stable at 610-614 Oak (SK 49/22). The Lyceum, too, offered plays, movies and vaudeville acts. Operated by Monroe Garrison and Capron Pratt, the Lyceum later moved to 145 Third Avenue (no longer extant). In addition to those named above, there were at least two other theatres located above commercial buildings around the square, those being the Electric above 129 Third Ave (SK 50/17, Ploetz Furniture) and the Urodoram, located "near the Wellington."

Al. Ringling Theatre

Of course the most prominent theatre in Baraboo is the Al Ringling Theatre, located at 136 Fourth Ave. (SK 53/19) erected in 1915 by the eldest of the Ringling brothers. A one-third scale model of the opera hall of the Palace of Versailles in France, the Al Ringling was constructed at a cost of over \$100,000. It was designed by Rapp and Rapp, of Chicago, and the contractor was Walley Brothers, also of Chicago. For the basic plan of the theatre, Rapp & Rapp took a fairly simple plan they had designed in 1914 for the Orpheum Theatre of Champagne, Illinois, and added an elliptical ring of Corinthian columns after the Salle de Spectal, the Versailles opera house. The exterior curving balconies alludes to Milwaukee's Pabst Theatre. The theatre has a two-story Italian terra cotta facade with neoclassical detailing. The base of the exterior is polished marble,

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

while white marble was used elsewhere on the facade. The entryway to the right is accented by a triumphal arch motif. Three 16 x 16 stores with offices above originally occupied the front of the building to the west.

Equally elaborate is the entrance lobby and auditorium. The former boasts paired travertine columns supporting a replica in high relief of Luca della Robbia's Singing Gallery figures. The interior of the theatre was designed by G.A. Brand & Co. of Chicago. Inside the auditorium, boxes are separated by massive pillars covered with Dutch metal gold leaf in floral. Above the boxes are floral garlands tinted in majolica covering, and murals of angels and cherubs. Only the Ringling's private box at the rear of the auditorium is without murals, repeatedly due to Ringling's superstitions regarding dead children. Ceilings are in ivory, and interior woodwork is in gold leaf with an ivory finish, done by C.L. Klecker, a Baraboo painter.

Lighting throughout the theatre was designed by Victor S. Pearlman, of Chicago, and installed by Leslie C. Milner of Chicago. The center chandelier in the auditorium had 48 lights, trimmed in silk and verre de soie glass engraved panels. Each of the 17 boxes had a antique provost finished light with a silk tassel on the stem. Candelabra bracket lights trimmed with silk shades illuminated the foyer. In the lobby was installed a light in antique gold, with a calcite cut glass bowl, inverted top and three large lamps in the bottom. Around the lamp is a laurel band of cast bronze.

In the early days of the theatre, the bill of fare was largely stage plays. Appropriately enough, the comic opera "Lady Luxury" opened the theatre November 17, 1915. In the 1920's over 130 stage plays were performed in the theatre by traveling theatrical companies.

Because of the influence of the nationally-known Ringling name and the grandeur of the theatre itself, the city was able to attract such well-known performers as Warner Baxter, John, Lionel and Ethel Barrymore and Robert Armstrong. Bob LaFollette also spoke at the theatre in December 1915.

In addition to stage plays, vaudeville troupes also performed at the theatre, often as they were en route from coast to coast. These production received a mixed reception in Baraboo, as one reviewer found the acts "cheap, brainless and much bordering on the obscene." In 1928 Reverend Harlow H. Ferris gasped, "Imagine a group of living models winning applause in proportion to their nakedness!"

Early on, motion picture equipment was installed in the theatre, and stage productions gradually gave way to silent films. In fact, D.W. Griffith's "Birth of a Nation" reached the theatre March 8, 1916 and played twice daily for four days, causing much comment in the local press. However, silent films soon were replaced by sound, and about 1936 RCA installed a motion picture sound system in the theatre. In order to announce features, the original canopy of the building was dismantled was replaced by the current marquee. The marquee, "of special and latest design" and requiring 751 incandescent lamps, carries the theatre name in large letters on its three sides, while attractions are displayed in silhouette letters against opalescent glass on two sides. After this time the theatre was used primarily as a movie theatre, and continues as such to this day. Although local theatre groups make occasional use of the theatre for a musical, many live theatre or musical performances now take place in the auditorium of the University of Wisconsin

Center, which arrived in Baraboo in 1967.

A later movie theatre was also built by a member of the Ringling Family. The Juliar Theatre, located at 513 Broadway (SK 53/23) was built by Henry Ringling and named in honor of his mother, Salome Juliar, of Milwaukee. In fact, three Juliar sisters were a part of the circus heritage of Baraboo, as Mary was the wife of Gottlieb Gollmar and mother of the seven brothers who in 1881 formed the "Gollmar Bros. Circus: The Greatest of American Shows." Katherine married Henry Moeller Sr., who with his sons produced many of the wagons used by the circus. The theatre bearing the Juliar name was used only as a movie house, with a seating capacity of about 400. It closed about 1956, and is now used as a storage facility.

RELIGION

The earliest introduction of organized religion into the Baraboo Valley came via the American Home Missionary Society and the American Educational Association, and pre-dated the American revolution. Missionary activity resumed following the war, and the second Great Awakening renewed missionary zeal in New England in the 1830's, bringing Yankee-English settlers to the territories. After the crash of 1837, more easterners moved west to build homes here. In 1839, Reverend Samuel Hall guessed that 19 in 20 inhabitants were from New York or New England. The cultural fabric of the community contributed to its religious climate, as the first churches to organize were Methodist, Baptist, Presbyterian and Congregational.

Catholicism was introduced to the Baraboo valley in 1850 by Reverend Maximilian Gaerton of Sauk City. Until 1868, Baraboo and the surrounding area were included in the Milwaukee Diocese,

under the jurisdiction of Bishop John Martin Henni. In November of 1845 arrangements were made between the diocese and the Norbertine Order to establish a small priory and chapel on Madison Creek, near Sauk City. By 1859, there were about 60 Catholics around Baraboo.

In April of 1856 a local correspondent wrote that the "village and vicinity are rapidly increasing in population. In the village there are six church organizations; three of them have good houses built and started preaching." By the 1870's Baptists, Catholics, Congregationalists, Evangelicals, German Lutherans, German Methodists, Methodist Episcopalians and Presbyterians had all established congregations in Baraboo.

Lutheran and German Methodist congregations were established when German immigrants began to arrive in the latter part of the century. By 1870, 15% of the local population was of German origin, and the German Evangelical Gemeinschaft was organized to serve that population. In fact, the constitution of St. John's Lutheran Church, organized June 9, 1873 (see below) was written in German, and it was not until the turn of the century that confirmation classes in English were begun. Regular English services were not begun until the 1920's, and only since 1942 has the church converted entirely to English.

Early religious groups utilized public spaces such as the log schoolhouse (not extant) and the county courthouse (not extant) for their worship services. The first church edifice in Baraboo was a rough board building, 26 x 36, sheathed both inside and outside with unplanned boards filled in with sawdust. Erected in 1848 by the Sauk Mission, this Methodist church shared its facility with several fledgling congregations. It stood on the lot later occupied by the Methodist church building on Fifth Avenue. The Unitarian Church

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

erected in 1867 was torn down in 1903 to make way for the Free Public Library at 230 Fourth Avenue. The Unitarian church was utilized frequently as a lecture hall, where such notable people as Elizabeth Cady Stanton, Samuel Longfellow and Bronson Alcott spoke. The red brick Congregational church, erected in 1852 on the present site of the Public School Administration Building, served as church home to several congregations before its demise at the turn of the century. According to C.W. Butterfield, many of the churches erected in the last quarter of the 19th century were built by George Capener.

Below is a brief history of each church in present day Baraboo, arranged by denomination. Historic churches which have been surveyed are so denoted with an asterisk. An exception to this is St. John's Lutheran Church, which is not historic but has been surveyed due to its recognized architectural quality.

ADVENTIST

Advent Christian Church*

The first service in the Baraboo Valley held by this denomination was conducted in the home of Mason Prothero in the 1860's. Prothero, who had a home in the Greenfield bluffs, had also opened his home to the Baptists and Methodists. In the summer of 1862, the Adventist Conference of Iowa-Minnesota-Wisconsin was divided into two conferences. William Sheldon, newly elected president of the Wisconsin Conference, located first in Merrimac and then in Baraboo. During this decade Sauk County became the center of the movement in the State.

In June of 1885, the Wisconsin Advent Christian Conference

held a camp meeting in Baraboo, after which a group of local converts began to meet in the Congregational Church in Baraboo. Later they rented the hall in the Gattiker block at 115 3rd Ave. (SK 50/20, currently B & B Furniture). In 1887 and 1888, the Wisconsin Conference met at this site, and on February 23, 1889, the final service was held there.

When the congregation was no longer permitted to use this site they were forced to build, despite a lack of funds. Pledges were gathered, and in 1889 they purchased the lot at 409 Fourth Street from Louisa Capener for \$225. Dr. John Fowler, Levi Crouch and A.E. Watkins gave the building stone, while George Capener donated his services as carpenter. The church was dedicated August 21, 1889. After 1912 a basement was dug out underneath the structure and a hall was built for social meetings. About 1930 the Baraboo congregation and the Fairfield congregation decided to unite, and expand and remodel the Baraboo edifice as their church home. The church building (SK 54/14) was remodeled and enlarged in 1930 as designed by Hugo C. Hauser of Milwaukee, and Arthur Judevine was the contractor. The red Montello stone was the gift of A.P. Weike, the proprietor of Baraboo Monumental Work, while the copper box in the cornerstone was donated by Lee-Radtke Hardware Co. In the early 1940's six Sunday school rooms were added to the north, new floors were laid in the sanctuary and the entire church was redecorated.

Seventh Day Adventist Church*

The Baraboo congregation of this denomination was organized May 5, 1875. The wooden church building at 401 Fifth

Street, which was still in use into the 1970's, was built in 1894-1895 (SK 54/12). The lot was donated by Mrs. Rosaline Peck, one of Baraboo's first settlers and reputedly the first European woman in the area. The stones for the buildings were donated by a Mr. Mattke, while a local lumber yard donated the building materials. Much of the construction work was carried out on a volunteer basis by members of the church.

A church school was established in the basement of this structure in 1898, and classes were resumed there periodically until the construction of a new church school (west of Baraboo on Hwy. 136) in the late 1950's. This building was used in the 1970's as a Community Services Center where clothing, bedding and other supplies were distributed.

The Albrechts

The "Emmanuel Church of Baraboo of the Evangelical Association of North America" was commonly known as "the Albrechts" after Jacob Albrecht who in the 1790's established this quasi-Methodist sect in Pennsylvania. In Baraboo, the Albrechts were formed from an offshoot of the German Methodist Church. Services were held first in the hall above the Post Office (then at 150 Third Street, SK 52/23), and later in "David Wolf's wagon shop." (location unknown). In 1879 a brick veneered church building was erected on the corner of Second Street and Broadway (not extant) for approximately \$2300. In 1919 the New Emmanuel Church of the Evangelical Association erected a house of worship on the southwest corner of Ash and Fifth Street. This was demolished in the late 1960's with the development of the Baraboo Municipal buildings on this block.

ASSEMBLY OF GOD

Baraboo Assembly of God

The Baraboo Assembly of God began as the Baraboo Gospel Tabernacle, founded in 1929 by Rev. W.H. Sproule. Sproule had been pastor of the local Baptist church, but was asked to leave when his doctrine began to conform more closely to that of the Assembly movement. A faction of supporters withdrew at this time, and founded the Baraboo Gospel Tabernacle. Worship services were first held at various locations in downtown Baraboo, until a church home was erected at 219 First Street (SK 48/1), currently the Baraboo News-Republic). On June 1, 1940, the Baraboo Gospel Tabernacle joined the Wisconsin and Northern Michigan District Council of the Assemblies of God. In 1979 the congregation outgrew their building, and constructed the Baraboo Assembly of God church edifice at 1000 11th Street. The plans for the structure were provided by F.J. Vivian Engineering of Madison, and the finishing by Jim Ackley of Madison. Materials and skills to decorate the interior were largely furnished by members; the wood for the woodwork behind the altar came from the property of George Gregorson in the Wisconsin Dells area.

During the pastorate 1980-1981 of Reverend Martin Rust, the congregation split into three factions. About 100 members formed "Faith Assembly" and held worship services in the American Legion Hall at 115 Second Street (SK 48/14, formerly the German Methodist Episcopal Church) while 25 remained in the Baraboo Assembly. The remainder established the Pleasant Valley Praise Center, currently located on Hwy 12, about 3 miles north of Baraboo. When Rust was replaced by Reverend Terry Evenson in 1981, the Faith Assembly and the Baraboo Assembly were reunited at the 11th Street location.

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

BAPTIST

First Baptist Churches

The Baptist church in Baraboo was organized by the Reverend P. Conrad of Prairie du Sac on July 17, 1847. The congregation met in the log schoolhouse. Following an increase in membership meetings were held from 1848 to 1858 in the courthouse. In the fall of 1857 the congregation voted to erect a new edifice, and their 24 x 36 frame structure located on Fifth Street (not extant) was completed in January of 1858 at a cost of about \$500. The congregation suffered some lean years in the subsequent decade, as evidenced by a 1863 pamphlet printed by the Dodge Association of the Baptist church, which record five baptisms and four deaths for the 107-member congregation. A letter reprinted within states that "we are struggling in the hope that we may enjoy soon a refreshing from our Lord's presence. Growth did in fact come to the congregation, as the Baptist church was enlarged and improved in 1872 with an addition to the rear which doubled the capacity of the church. The congregation replaced this building in 1888 with a \$15,000 edifice on the southwest corner of Broadway and Third Avenue (current site of McGann's furniture.) The site was originally owned by William Andrews, a local blacksmith, who willed the land to the Baptist society providing they build a church there within a given amount of time. This structure was razed in 1957 to erect the building now occupying the site.

The Baptist church then constructed their present church home in "Hyer's Addition" in the northeast section of the city. This was completed in 1956. The contractor for the structure was

Leonard Herr of Baraboo. In 1979 an addition was erected to provide additional classrooms. The architect for the addition was Robert F. Stauber of Design-Planners, Inc. in Madison, Wisconsin and the contractor was again Leonard Herr. Shortly thereafter the parsonage at 329 Second Avenue was purchased.

Bethel Memorial Baptist Church

A second Baptist church is Bethel Memorial Baptist Church at 1015 Draper Street, founded in July of 1960. First Bible studies were held in the home of Mr. and Mrs. Carl Higgins, after which the group used the facilities of the Seventh Day Adventist Church on Sundays. Meetings then moved to the home of Reverend Clinton Housely at 303 13th Street. About 1968 the Draper Street edifice was built. The church is a member of the Wisconsin Associates of Independent Baptist Churches.

CATHOLIC

St. Joseph's Catholic Church*

The first Catholic services in Baraboo were held by Father Maximilian Gaetner in the Wisconsin House on Fourth Street (not extant), but were later transferred to the home of a Mrs. Gray, on the south side of the Baraboo River. (This house, at the corner of Walnut and Lake, was razed in 1906.) Gaetner, who had charge of Dellona, Sauk and Lyndon within the Milwaukee Diocese, came to Baraboo monthly to say mass; the congregation that formed was and remains the only Catholic church in Baraboo. In 1858 Gaetner returned to Austria, and in 1859 Fr. Joseph Schreiner became the first pastor of St. Joseph's Parish, a congregation of about 50. In

1858, they purchased the small brick church on the southwest corner of Oak Street and Second Avenue (currently the site of the Public Schools Administration Building). In 1868 the growing number of Wisconsin Catholics necessitated a new diocese, and Baraboo became part of the LaCrosse Diocese. About 1871 Fr. William J. Coughlan purchased the first part of the present parish property south of Second Street from William Grubb for \$1500. In the late 1870's the parish built a \$4500 85 x 35 frame church veneered with Milwaukee cream brick which stood at the present site of the school playground.

In 1887 Father John R. Durward (whose parents first occupied Durward's Glen, since occupied by the novitiate of the Order of Saint Camillus) arrived at the church. Under his direction the present edifice was built in 1904. Prior to construction Durward had studied church architecture extensively, both in the U.S. and abroad. The plans were drawn by Henry Foeller of Green Bay, from Durward's own designs. Owens and Hawley were the mason contractors, and E.F. Keller of Baraboo was the carpentry contractor. Plastering was done by P.H. Drea of Madison and the electric lighting was installed by Julius Andrae & Sons of Milwaukee. Furring, lathing and plastering, together with the stucco work, cost over \$2500. The slating and galvanized iron work was done by Lee and English of Baraboo. The original stained glass, which was replaced in the 1980's, was from Misch and Artmaier, and Flanagan and Biddenweg, both of Chicago, and also Milwaukee Mirror and Art Glass Works. The six windows of the nave installed in 1904 represent six scenes from church history involving St. Dennis, St. Patrick, St. Agnes, St. John de Matha, St. Rose of Limen and the Council of Nice. Those in the north transept represent the three-fold birth of Christ, and these in the transept the three-fold sacrifice.

The pews were from Superior Manufacturing Co., in Muskegon. The facade is of native faced rock from Baraboo quarries, while the trimming is of Ableman red and Bedford blue stone. The edifice was constructed at a cost of \$30,000.

In 1909 Durward opened the first parochial school in the old church building. In 1911 the new priest Father E.C. O'Reilly, founder of the Baraboo St. Vincent de Paul Society, received instructions from the bishop to build a new school and convent. To accomplish this, the 25' ravine behind the church known commonly as "Oklahoma Creek," had to be filled in. Both structures went up in 1912, the contractors being Brittingham and Hixon Lumber Company of Reedsburg. The parochial school included three stories and a basement, and was erected at a cost of \$30,000. The convent on Second Street was constructed for an additional \$15,500. The present school at 310 Second Street (SK 54/4) was erected in 1955-1958 at a cost of \$625,000. In the 1970's the south wall of the school, built on a landfill, was pulling away. Repair work on the sinking pilings was completed in 1984. Due to shrinking enrollments, the seventh and eighth grades were closed for the 1988-1989 school year.

On Memorial Day in 1956, St. Joseph's was badly damaged by fire. Along with the necessary repairs, other improvements and repairs were carried out at this time. In the early 1970's the interior of the church was completely remodeled. Plans were made at the time for a new rectory as well, and in 1980 the present structure, designed by Ed Schrang, was erected directly north of the church (SK 54/5).

CHURCH OF CHRIST, SCIENTIST*

The Church of Christ Scientist was first established by Mary Baker

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Eddy in 1879 in Boston, Massachusetts. Eleven years later, the federal census recorded 474 members of this denomination in sixteen organizations spread throughout Wisconsin. The first meetings of this organization in Baraboo were held about 1900 in the home of Kate Warnes, a member of the First Church of Christ, Scientist in Madison. Services were later moved to the home of Mary Flint until 1909. As the organization grew, services were held in the W.R.C. Hall (probably then 114 3rd Street) and the front rooms on the second floor of the Dickie building on Fourth Avenue (SK 53/15), which the congregation rented for \$14/month. It was here that the congregation incorporated May 5, 1913. The church then moved to the upper floor of the Y.M.C.A. Building (not extant) where they reorganized as the First Church of Christ, Scientists.

They occupied their current site, 602 East Street (SK 54/11) in the late 1920's. Members of the church believe that the residence was moved here from Kilbourn or Newport. No documentation as to this could be identified, though it is possible that the house was moved to Baraboo from Newport (which, unlike Kilbourn, is on this side of the Wisconsin River) in 1874, when several houses from that failed settlement were moved here via County Hwy A. The interior of the former Hood residence was remodeled in 1929, creating an assembly room on the second floor, with reading and Sunday school rooms below. The exterior was remodeled in 1931 to include a colonial facade with a pillorred portico. In the early 1980's the interior was again remodeled, a second restroom added to the first floor, and woodwork, including the second floor chair rail, added in keeping with the colonial "meetinghouse" feel of the interior.

The Christian Science Reading Room at 126 Third Street (SK 51/13) was established in 1969 in part of the former Western Auto Body building, next to Fletcher's new jewelry store. Since 1958 the reading room had been located in the church, before which it had been located in the westernmost storefront of the Al Ringling Theatre. The reading room is divided into two sections. Just inside the entrance is the sales room and free lending library. Behind this, and separated by a half wall, is a reading room for study and research.

CONGREGATIONAL

First Congregational United Church of Christ*

Congregationalism was introduced to the Baraboo valley by Elder Warren Cochrane. Minutes of the organizational meeting, in the collection of the Sauk County Historical Society, date this congregation to December 18, 1847. Reverend Warren Cochrane was the chairman of the congregation, while Dr. C. Cowles was named the secretary. The nine-member First Congregational Church met first in the log schoolhouse, which stood in the "northwest corner of village." It was while meeting at the schoolhouse that the church established itself as a progressive force in the community, by incorporating into church policy the right of women to vote on church business, and by placing on the record their support of the abolition of slavery as an unjust, inhumane and unscriptural institution. The congregation later moved to the courthouse, until 1852, when a church edifice was constructed for \$1200 on Second Street, on the site of the current Public Schools Administration Building. This small red brick building was sold to the Catholic

church in 1861, and the congregation began to meet in the old Baptist Church at 214 Fifth Avenue (not extant), and then the Collegiate Institute (not extant, formerly just west of the Al Ringling home at 623 Broadway).

After the Civil War, a larger frame structure built for \$4000 at what is now 220 and 224 Third Avenue. This land was sold in 1893, but elements of this frame church were incorporated into the structure which replaced it "because of the many sentiments associated with it. In April of 1869 a faction withdrew and attempted to organize a Second Presbyterian Church, but quickly united with the First Presbyterian Church. A question arose as to which group should continue to occupy the new building. This was resolved when the Congregationals bought out the Presbyterian's interest in the building, the latter returning to their former edifice. In January of 1876 the Congregational church was renamed the Free Congregational Hall. The building was frequently used for meetings, traveling speakers, and community groups. Members at the time contemplated removing the steeple at this time to mark the transition from house of worship to meeting hall.

In January of 1895 a new church was dedicated at 131 6th Avenue (SK 55/5). The church was veneered with 30,000 Menomonie brick, and in 1900 received a new dome-shaped ceiling and permanent seats. The church continued to support women's rights, and in 1918 members of the congregation sent cards and petitions to their senator and assemblyman urging support for the 18th amendment (Women's Groups/Suffrage). Temperance also continued to be an issue for the church, and Reverend L.A. Goddard became a leader of the local anti-saloon movement in the early 1900's. (Temperance)

More recently, the church has called as ministers Bill Lewis,

who was the only black minister to serve an all-white Congregational denomination at the time, and William Hart, a well-known member of the socialist party and candidate for office. The present United Church of Christ is a union of four denominations: The Congregational-Christian Churches, and the Evangelical and Reformed Churches. These churches combined in 1957. After 1974 the church began to share its facilities with the newly-organized Our Savior Lutheran Congregation, until the latter constructed their church edifice at 1120 Draper St.

EPISCOPALIAN

Trinity Episcopal Church*

The first Episcopalian services in Baraboo were conducted in 1853 by Reverend Hugh Miller Thompson, who was "priesting the gospel of Jesus Christ in Portage, Newport, Baraboo and Kilbourn." Services were held in a small upper room on Oak Street, and then used as the Good Templar Hall (location unknown, possibly above wooden Crouch livery at about 616 Oak, as the Templars later met in its brick replacement). The parish was organized in 1854 with the name of "St. Paul's," and held services in the second story of "Taylor's Hall" on the southwest corner of the square. The congregation disbanded in 1857, and remained inactive until 1867, when Rev. Alonzo Hudson arrived and resumed services in the same location. The name of the renewed congregation was now "Trinity Episcopal."

In 1869 the congregation purchased four lots from P.A. Basset for \$3700 and erected three frame buildings. These buildings were replaced in the 1880's and early 1890's with a new chapel (1885; not extant), a \$2000 rectory at 111 Sixth Street (1887; SK 55/7) and on November 12, 1890, the contract was let for

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

a new stone edifice. This building, designed by C.R. Adams of Chicago, was completed in 1892 (SK 54/16). The contractor was J.N. Vanderveer, of Baraboo. About 1910 a choir room was constructed which connected with the north transept. The organ was moved from the south to the north transept at this time as well. A new lighting system was installed in 1927, and in 1949, a new Guild Hall was erected from corresponding stone salvaged by Henry Ringling from a Wisconsin Power and Light gas house. In 1963 a new pipe organ replaced the original water-powered organ. In honor of the 100th anniversary of the parish, the choir room was remodeled into a Sacristy and Chapel, which were dedicated in 1964. In 1969 the church was completely remodeled and redecorated. Additions included new redos, a free-standing altar, and ceramic tile floor and thirteen stained glass windows designed and executed by Frederick Cole of Canterbury England.

LUTHERAN

Our Savior Lutheran Church

The Baraboo Lutheran Mission Church Missouri Synod held its first service here on October 21, 1973. The service was conducted by Pastor Oscar Klemp, of Portage, at the Congregational Church. In March of 1974 the name "Our Savior" was selected, and Pastor James Balke was officially installed on May 5 of that year. With a loan from the Lutheran Church Missouri Synod the congregation constructed their sanctuary, offices and classrooms at 1120 Draper St. in the Hoppe Subdivision.

St. John's Lutheran Church*

In 1872, traveling missionaries from the Iowa Synod visited Baraboo and began to hold periodic services. In June of 1873, nineteen Lutherans organized themselves into the Evangelical Lutheran St. John's Congregation. This congregation was organized to service the local German population, and church business was conducted almost entirely in German until the early 1900's. Only since 1942, perhaps as a result of World War II, has church business been conducted wholly in English. The first church home to the congregation was the "Institute Building" on Fifth Ave. (not extant). Between 1876 and 1880 the congregation erected their own building in Fourth Street. (not extant). In 1914, the churches erected a house of worship on the corner of Fifth and East Streets. The architect was Andrew Roth of LaCrosse, and the contractor was Isenberg Brothers. The church was of red brick, with white trim. Interior woodwork was red Oak, with pews in dark mission. The building was dedicated February 28, 1915. A scale model of this structure, which was demolished in the 1970's, is located in the Sauk County Historical Society Museum.

Within ten years the church purchased lots to the rear of the church on Fifth Street and erected a \$30,000 school building, dedicated August 8, 1926.

By 1956 the church again needed to expand. The site of the Second Ward School was purchased from the city in March of 1956 and the \$285,000 school building was erected in 1957-1958. About 1965 plans were discussed to remodel the existing church building, but at a special meeting November 8, 1970 the congregation decided to abandon remodeling plans and undertake the

construction of a new church edifice.

In 1973-1975 a new church was constructed at 624 East Street. The architectural firm was Bowen and Kanazawa of Madison (now Bowen, Williamson and Zimmerman). The design was awarded the Wisconsin Society of Architects, American Institute of Architecture citation for distinguished accomplishment in architecture in 1976. The entire building was constructed to conform with and symbolize church philosophy and doctrine. The contemporary style was considered the only appropriate choice for the structure, since "Classic, Gothic, Renaissance and Georgian architecture represented a way of life of a particular time. They do not represent the way of life today." The simple exterior is intended to represent strength, ruggedness and permanence. The upward slope of the roof, culminating in the seventy-five foot light tower, communicate to the visitor the interior location of the altar. Trumpeting Angels flanking the main entrance symbolize the call to worship. A large bronze cross above the altar, accented with light from the tower, provides a focus for the worship service. The octagonal design used for the sanctuary is a traditional symbol for rebirth. Six faceted glass windows introduce light and color while softening the lines of the interior.

Several elements of the design are incorporated to promote a sense of closeness, or "oneness" among communicants. The unicameral sanctuary, uninterrupted by nave and chancel areas, emphasizes the "priesthood of believers," by bringing the congregation into the altar area. A corridor surrounding the worship area links offices and work areas to the sanctuary to symbolize the equivalent sanctity of church service. The linear placement of the baptismal font, pulpit/lectern and altar demonstrates architecturally the Means of Grace: baptism, instruction and communion.

Other features of the structure include a balcony which encircles the worship area and provides an additional 150 seats, a audio-visual room, and a lower level accessible from ground level to the rear which houses the church library, fellowship hall, kitchen and storage areas. The general contractor for the structure was the Anthony Grigano Co., Madison. The tower bells were provided by the Lee Manufacturing Co. of Oak Creek, Wisconsin. Other contractors include Schadde Plumbing, Peterson Electric and Baraboo Concrete Co. each of Baraboo, Osborne Brick Company of Middleton, Wisconsin and the Kupfr Iron Works, also of Madison, Wisconsin.

St. Paul's Lutheran Church

The first meeting of people interested in forming a United Lutheran Church in Baraboo was held in the Seventh Day Adventist Church at 401 Fifth Street (SK 54/15) in February of 1953. May 17, 1953, 90 confirmed members officially organized under Reverend Rodney Hanson, and began to hold regular services at this location. In August of 1953 arrangements were made to purchase a home at 720 Sixth Street to serve as the church parsonage, and land was purchased at 727 Eighth Street on which the present edifice was erected. The building was first occupied in November of 1956. In 1959 and 1960 a new parsonage at 624 14th Street was acquired. In 1974, a new parish education and fellowship building was dedicated.

METHODIST

Emmanuel United Methodist Church

On October 24, 1875 the first church meeting was held in the hall above the post office, then located at 150 Third Street (SK

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

51/23). The service was conducted by Rev. C.F. Finger from the congregation established at Blackhawk (about 12 miles west of Prairie du Sac). In 1876 the Evangelical Church established its Baraboo Mission, which met in homes, and later in a wagon shop (location unknown). In 1879 the first of three church buildings was erected on the corner of Broadway and Second Avenue (not extant). A parsonage was constructed to the south in 1880. About 1918 the congregation had grown enough to require a new church building, and in 1918 a new church and parsonage were erected on the corner of Fifth and Ash Streets. In 1946 the church was renamed the Evangelical United Brethren Church, when the Evangelical and the United Brethren in Christ Churches united. As early as 1950 plans were being made to enlarge and remodel the existing structure, but by 1961 these plans were replaced with the idea of a new structure in a different location. Construction of the building at 101 14th Street began June 2, 1964, and on October 17, 1965 the church was dedicated. The stained glass windows from the 1918 building are displayed in the present building, and the original bell is housed in the free-standing bell tower. In 1968 the church combined with the Methodist denominations and was renamed Emmanuel United Methodist.

German Methodist Church*

The beginning of German involvement in the Methodist Episcopal church can be traced back to D. Wm Nast in the 1830's. Seven years later, in 1842, German Methodists traveled from St. Louis to Galena, Illinois, and to Dubuque, Iowa. They also arrived in Wisconsin at about this time. The first congregations to be

established in Sauk County were organized by Jacob Young in the town of Freedom in 1850. In 1852 congregations were established in Caledonia and Westfield as well. About 1865 informal meetings of this society in Baraboo were held in the basement of the First Methodist Evangelical Church in Baraboo at the corner of 5th Avenue and Broadway (not extant). Occasionally services were held in the Baptist church.

The church was organized formally in February of 1873, at which time they bought the 25 x 40 frame church erected on Second Street by the Presbyterians (not extant). In May of 1873 the church had erected the frame for their parsonage located one block east of the church on Second Street (location unknown). The 16 x 24' house was 1-1/2 stories with a 16 x 22' wing, and was built at a cost of approximately \$1200. In 1896 the old Presbyterian church was torn down and a new brick church (SK 48/14) and parsonage (SK 54/16) were built at 115 and 117 Second Street. Mrs. A. (Salome) Ringling, Mrs. G.G. (Mary) Gollmar and Mrs. H. (Katherine) Moeller presented the windows and reflector to the church in memory of their mother, Mrs. Juliar, of Milwaukee. About the turn of the century all services were conducted in English, while adult bible classes and prayer meetings were conducted in German. In 1874, a faction split to form the Emmanuel Church, which conformed to the doctrines of Jacob Albrecht (see below).

The church merged with the First Methodist Church in August of 1933 at the instruction of the Chicago Northwest Conference which required all German churches not self-supporting to combine with English Methodist churches. The building ceased to be a church in 1934, when it was sold to the American Legion to

become their meeting hall.

First United Methodist Church*

In June of 1841 a circuit rider from the Methodist Church stopped in the home of a Mr. Teel near Sauk City and formed the first Methodist class in the Baraboo area. In October of 1841 Reverend T.M. Fullerton of the Rock River Methodist Episcopal Conference established regular meetings in Baraboo, which were held in a log cabin. Services then moved to the homes of members, and as the group expanded, services were moved into the courthouse building on the square. In the 1850's the first church building was erected at 133 Fifth Avenue (not extant). In 1866 this building was enlarged by adding 25' to the south and a tower. In 1895, new church and parsonage grounds were purchased from Levi Crouch, and the present structure at 615 Broadway was constructed for \$17,000 (SK 54/20). The parsonage (SK 54/2) at Fourth Avenue was erected the following year for \$2400, and the first services were held in the new church January 8, 1899. A sketch of the church reprinted in the Baraboo News suggests the architect was a "Palmer.,⁴⁸ The first organ was installed by Wangerin-Weickhardt of Milwaukee in 1912 for \$2600.

In 1912 the South Side Methodist Church, which had formed in 1885 and erected a small church building in 1885 and its replacement in 1890 (not extant), merged with the north side congregation. This formed the First Methodist Church. On September 8, 1934, the German Methodist Church also joined the First Methodist Church. Thus the congregation became known as the First United Methodist Church. In 1960 the Sunday School rooms were remodeled. In 1972 the new parsonage was constructed at 405 14th Avenue, while the old parsonage was used

for classes and intern housing.

PRESBYTERIAN

First United Presbyterian Church*

The Presbyterian Church in Baraboo dates from about February of 1851, when former members of the Congregational Church met in the Methodist meeting house to organize the First Presbyterian Church of Baraboo. Reverend Dexter Clarey of the American Home Missionary Society preached the first sermon. During the winter of 1851/1852, a 25 x 40 frame church building was erected on Second Street, which served the congregation until the 1870's, when it was sold to the German Methodist Church (not extant). In 1870, an unsuccessful attempt was made to unite the Presbyterian and Congregational churches. However, after about one year, the united portion, who had been occupying the Congregational church, returned to the Presbyterian church.

In 1873, a new church edifice was erected on "Barringer Corner," opposite the post office (416 Ash, SK 54/9). The plans were drawn by J.W. Lohmuller, an architect from Fort Atkinson, while the local contractor was H. Gale, who had also built the Wild block on Third Street (SK 51/11, 120 Third Street) that year. A newspaper article of the period describes the building as "modern, similar to that adopted by city churches." The original plans called for a 70 x 40' brick veneer building, with a 16 x 16' corner tower to support a broach spire 60' high. When the plans were executed, the brick veneer walls were changed to all brick. The walls for the basement are of Potsdam stone from the quarry of Levi Crouch, and the blocks are finished in chisel draft, known popularly at the time as "rustic." The exterior cream colored brick came from "McDonald's kiln," in Merrimac. The basement was divided into a Sunday school room,

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

parlor, kitchen and furnace room, while the audience room sat 400. To give the structure "conspicuity," the whole building has an elevation of about five feet above ground.

The original interior contained a crimson carpet woven expressly for this structure. The pews were finished in oak and trimmed with black walnut. Ten massive stained glass windows lighted the sides. Suspended from the ceiling over the center aisle were two large chandeliers of eight lamps each. The recess spanning the pulpit was adorned with the inscription "Holiness becometh thy house, O Lord, forever." The ten commandments were frescoed on a scroll to the right of the recess, while on the left was the Lord's Prayer. The ceiling is an ornamented gable, and was paneled. A recess for the organ was to the left of the pulpit, where also stood raised platforms for the chair.

In 1909 a pipe organ was added to the church, which later became water-powered, and finally electrified in 1951. In 1951, the entire building underwent extensive remodeling, and a new chancel was constructed to accommodate the new organ. New floors were added in both the auditorium and basement as well. In 1963 the entrance was moved from the steeple to the center of the facade, and a large stained glass window and wooden cross was added to the facade. In 1969 the walls of the 1873 structure had to be repaired following the collapse of a beam in the roof. The roof was raised, and metal plates were attached to the beams for reinforcement.

The present church is planning major additions and alterations to this structure, some of which is necessitated by the deteriorating condition of the original scissor trusses of the 1873

structure and the effects of the contracting and expanding frost line, only two feet beneath the structure, while some are necessitated by the increasing space needs of the congregation. Although the possibility of erecting an entirely new structure at the edge of town was raised, the congregation hoped to retain their identity as a church for the entire community by retaining their downtown location. In order to gain more space, the existing porch on the west elevation (the present facade) will be enclosed with brick. The current Presbyterian House directly south (SK 54/10); purchased in the 1940's) will be razed to make room for a fellowship hall, and the auditorium will be reoriented north-south instead of the present east-west. This addition will act as a "flying buttress" for the entire original structure. A balcony will be added to increase seating capacity. A larger dining room and wheelchair-accessible restrooms will also be added, as well as office and classroom space. The center section of the north elevation will be removed and replaced with a bay that will house the altar area. Stained glass windows removed from the south and north elevations will be utilized as much as possible on the new west elevation, and the stained glass window inserted in the original steeple-entry of the structure will remain undisturbed. The 1873 spire, a landmark for surveyors, will be preserved, although this, too, has undergone some deterioration and requires conservation efforts due to an oil-based paint applied in the 1960's that removed the face of the red brick beneath. The paint was later removed, and the bricks sandblasted; as a result, the bricks continue to deteriorate, and resist repainting. Current plans involve placing a screen over the brick and covering them with stucco. The architect for the additions is Eugene Prine of Madison, a

former member of the congregation.

The congregation continues to use the manse located at 1120 Ash Street. The manse was erected shortly after the opening of the Warren Addition in August of 1890.

Wesleyan Church

This congregation was established about 1880 when Elder Van Dreissen held a revival meeting in the school house at "Peck's Corners" (6 miles north of Baraboo in Fairfield Township). In the early 1880's a lot was donated and a church edifice constructed. This remained the church home until 1916 when the Free Methodists disbanded. The Wesleyans rented the church and opened a mission in the city. A parsonage at 445 Maxwell was purchased at the same time. In late 1922 the congregation moved to the South Side Methodist Episcopal church at the corner of Blake and Walnut (not extant) The congregation continued to occupy this site until the 1960's, when plans were made for a new building under the pastorate of Thomas Baile. The land at 330 S. Parkway (Hwy. 123) was donated, and plans for the building were drawn by George Halsted. Members of the congregation donated their labor, and the building was dedicated September 22, 1961. In 1973, a parsonage was constructed on adjoining property on Ellis Avenue.

NOTABLE PEOPLE

The following information is taken largely from death notices and obituaries indexed in the clipping file of the Sauk County Historical Society Museum. Other sources are noted where they occur.

Charles Bender

Charles Bender was born in Germany in 1842, and arrived in Baraboo in 1857 with his parents. Following the Civil War, in which Bender served, Bender operated one of the largest blacksmith and wagon shops in Baraboo, and owned several buildings around town. Bender also served many terms as second ward alderman, and was active in the A.O.U.W. and the Joe Hooker Post.

George and Anna Bender

George Bender was born in Nassau Germany on May 31, 1819. In 1848 he married Anna Ohnosorg and came to Milwaukee, Wisconsin. In 1858 the Benders arrived in Sauk City, and the following year they established a saloon in Baraboo. They operated the saloon and hall until 1869, when Bender built the Baraboo City Brewery, which he ran until his death April 1, 1874. Following the death of her husband, Anna built a two-story brick hotel, the Bender House, at 135 Walnut (SK 47/1). The oldest son, Robert Bender, later took over management of the hotel and brewery.

George Capener

George Capener came to the U.S. at the age of seven from London England, where he was born July 29, 1829. He arrived in Milwaukee in 1848, after which he removed to Mayville, where he constructed the buildings for the Mayville Iron Works. In 1850 he came to Baraboo, where he worked as a contractor and builder for 40 years, "during which time he erected many of the prominent buildings in Baraboo," including many of the churches. Capener provided Baraboo with its first opera house, which he operated himself for nearly a decade (Recreation and Entertainment).

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Levi and Samuel Crouch

The Crouch brothers were originally from Steuben County, New York, and arrived in Baraboo in the late 1850's. Levi opened a law office, and also dealt heavily in real estate. He also owned two of the most prominent stone quarries, which Butterfield called in his 1880 history the "only ones of consequence here. Samuel Crouch had a large livery business established in the 600 block of Oak Street, opposite the Sumner House. With room for 25 horses, among them some "first class stallions," the Crouch Livery was among the finest in Baraboo at the time.

James Jacob Gattiker

J.J. Gattiker was born in Zurich, Switzerland, April 18, 1826. At the age of 20 he graduated from college there and for some years taught French, Italian and Mathematics in Zurich. After a short period during which he worked as a tutor for a family in Chamberi, Italy, Gattiker arrived in Wisconsin about 1855, taking up a residence at Honey Creek, a predominately Swiss settlement. In 1858 Gattiker with his brother Alfred opened a hardware business. The Gattiker brothers were involved in the construction of many of the buildings around the courthouse square, providing both materials and financing. Gattiker was also a leading member of the community, organizing and presiding over groups such as the 1870's German glee Club, for which he contemplated erecting a hall. Gattiker retired from business in 1886. A clock was later installed in the county courthouse as a tribute to Gattiker's leadership and community service. The high percentage of German immigrants in the population had been attributed to Gattiker's leadership and

generosity, as he convinced many German emigrants to settle in the Baraboo Valley, and, once they arrived gave social and financial assistance to assure their permanent residence in the area.

Frank Herfort

Of German origin, Herfort came to Baraboo in 1867 with his family. After clerking in a general store, Herfort established his own business with F.C. Peck. Herfort was active in the Knights of Pythias, as well as the local fire department, in which he served for 17 years.

Julius Hoppe

Born in Germany in 1851, Hoppe came to the U.S. in 1873, and opened a clothing manufacturing business in Chicago. In 1884 he moved to Baraboo and established his clothing store. Hoppe also continued to produce clothing, having established himself as a merchant tailor as well.

Carl Isenberg

A leading contractor and builder in Baraboo, Isenberg was born in Germany, where he learned his trade. He came to the U.S. in 1881 and arrived in Baraboo in 1884 after spending three years in Sauk City. According to the Baraboo Republic of April 12, 1899, Isenberg owned "considerable property in the city and (did a)large real estate business." He also erected "many of the finest residences of the city." Isenberg also served as an alderman for the second ward. The Isenberg residence was 518 Fourth Street.

E.P. Lueth

Lueth arrived in Baraboo about 1882, and opened a confectionery called "one of the most complete and best equipped in Sauk County" in 1887. In 1900 Lueth constructed the Wellington Hotel at 144 Fourth Street (SK 53/20) which he operated for about 20 years.

E.G. Marriott

Born in England, E.G. Marriott came to the U.S. in 1850 and to Baraboo in 1869. Originally a shoemaker, Marriott opened his Boots and Shoes store in 1876. Located almost continuously at the Red Front Building, Marriott was one of Baraboo's most established and successful businessmen. Active in city government, Marriott served as Second Ward Alderman, as well as a prominent member of the Masonic Lodge, The I.O.O.F., the Knights of Pythias and the Modern Woodman. The Marriott residence was 221 Third Street.

B.F. Mills

Benjamin (B.F.) Mills was born in Watertown, N.Y. December 19, 1821. He was educated at Castleton, VT, Willoughby University in Ohio and the College of Physicians and Surgeons in New York. He moved to Rock County, Wisconsin in 1846 and arrived in Baraboo in 1849. In 1855 he established his drug store at 100 Third Street, which he continued to operate for 25 years. In 1869 he opened a second drug store in Yankton, Dakota, which was in 1899 the oldest drug store in either North or South Dakota. Mills lost his business in the fire of 1880, at which time he was the longest-established merchant in town. Mills was an active member of the Masons, and was among the incorporators of the Fort Winnebago and Baraboo Valley Air Line Railway Company.

Simeon Mills

Founder of the Sauk County Bank, Mills was born in Norfolk Connecticut. He was a pioneer settler of Dane County, arriving in the yet-unnamed Madison area in 1838. In the following two decades, Mills established mail routes, served as a Dane County Justice of the Peace, Territorial Treasurer, first state Senator from Dane County, and as one of the original regents of the University of Wisconsin. Mills arrived in Baraboo in 1857 and initiated the establishment of the Sauk County bank, later the Bank of Baraboo.

Henry Moeller

Henry Moeller was born in Prussia February 17, 1828. He came to America in 1852 and located in Milwaukee in 1856. Moeller established himself as a manufacturer of wagons, buggies and carriages in Baraboo about 1856, opening his shop on Fourth Street. After losing his business in the fire of 1872, Moeller rebuilt at 113 Fourth Street; he later sold out here and relocated on the 200 block of Third Avenue in 1880. It was here that he began to produce wagons for the now famous Ringling Circus. Moeller, and later his sons Henry C. and Corwin G., also produced wagons for the Gollmar, Sparks and Dode Fisk circuses, as well as coaches for Wild West shows.

D. K. Noyes

Born in Tunbridge Vermont October 8, 1820, David Knox Noyes came to Wisconsin in 1844, prospecting for lead in the southern portion of the state before entering the law office of Noggle and Spaulding Beloit. In 1847 he arrived in Baraboo and opened a law and real estate office. In 1855 he brought the Republic newspaper to Baraboo, which he operated with his

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

younger brother S. Noyes. In 1857 Noyes sold his share of the paper and enlisted; Captain Noyes later lost his foot at Antietam. After the War he returned to Baraboo and started the Independent, which he operated for one year. In 1867 he became the postmaster, and erected a new post office and hall at 150 Third Street (SK 51/23). Noyes also represented Sauk and Adams counties in the Assembly of 1856, and served as the first State Treasury Agent appointed in Wisconsin. Noyes also acted as the Town Clerk of Baraboo and the Chairman of the Town Board of Supervisors. A prominent businessman and landowner, Noyes was also active in the Masonic Lodge, the I.O.O.F. and the G.A.R.

F. C. Peck

The senior member of Peck and Herfort, F.C. Peck was born in 1856 and educated in the local public schools. He opened his dry goods and grocery store with Frank Herfort in 1881. Peck also served as alderman for the Third Ward, where his Walnut Street business was located for several years.

John and Sarah Powers

John H. Powers was born in Ascot, Quebec July 28, 1844. He came to the U.S. in 1859 and entered the printing office of Derby Line, Vermont in order to learn the trade. Following the Civil War, in which Powers was wounded, he came to Wisconsin, and after one year in the state arrived in Baraboo February 22, 1866. Originally an employee of the Baraboo Republic, Powers became a proprietor in 1879 and the sole owner in 1881. He also was involved in several papers in southern Wisconsin, including the Elroy Union, the Durand

Times, the Trempeleau County Journal and a part-ownership in the Reedsburg Free Press. Powers was assisted in his work by his wife, Sarah Capener, the daughter of George Capener, whom he married in December of 1868. Sarah was born in Caledonia (Columbia County) and educated in the Baraboo public schools and Collegiate Institute. After 1867 she began writing, proof-reading, and performing various duties at the Republic. Sarah was also involved in Women's activities in Baraboo, acting as president of the Woman's Club in 1884 and Secretary of the Woman's Republican Club in 1896.

The Ringling Family

August Ringling (1826-1898) emigrated from Hanover, Germany about 1847, landing in Milwaukee, Wisconsin. There he married Salome Juliar (1832-1907), with whom he had seven sons. The Ringlings moved to Baraboo soon thereafter, and August opened a harness shop, continuing in the trade in which he had been trained in Germany. The business, however, failed, and the family relocated to McGregor, Iowa, where August had been offered a position in a harness-carriage shop. A few years later he moved his family again across the Wisconsin River to Prairie du Chien, and eventually back to Baraboo. It was here that the Ringling Brothers first performed, as the "Classic and Comic Concert Company." Of the seven Ringling Brothers, the principal partners and operators of the circus were Albert C. (1852-1916), Otto (1858-1911), Alfred T. (1861-1919), Charles (1863-1926) and John (1866-1936), although Henry (1868-1918) joined the circus after the death of Otto; August G. (1854-1907) was never a member of the firm. The Ringling Brothers by 1884 launched their circus career, combining forces with a former

circus owner, Yankee Robinson. Robinson died before the first season ended, making the Ringlings the sole owners and operators of the circus. In 1888 they acquired their first elephant, and in 1890 they began moving the show by rail. By 1900 they had become one of the largest shows in the nation. In the first decade of the new century, they were able to begin buying out their major competitors, including the circus owned by Phineus T. Barnum and James Bailey, inventors of the three-ring circus. Now proprietors of the biggest circus in history, the Ringling's continued to tour the U.S. After 1927, the winter headquarters were moved to Sarasota, Florida (they had been removed from Baraboo to the former Barnum and Bailey headquarters in Connecticut a decade earlier), the circus continuing to be operated by John Ringling. The circus continued to be the largest in the nation. Members of the Ringling family yet reside in Baraboo.

William Stanley

William Stanley was born in Canadaiga, New York on February 18, 1831. He came to Wisconsin in 1847 with his family. In 1853 William and his brother Lemuel arrived in Baraboo and established a drug store. In 1858 he returned to his family's farm, where in 1859 he married Louisa Huntington. Stanley then returned and entered into business with his father in law, and established the Huntington and Stanley mercantile. After Huntington's death in 1875, Stanley took his former assistant E.M. Hoag as a partner. Stanley died March 30, 1898, after which he sons H.H. and W.D. continued to operate the business under the name "The Stanley Company."

Charles Wild

Wild was born in Baraboo April 21, 1859. After receiving his education in the public schools, Charles joined his father Louis in the furniture business that the elder Wild had established here in 1855. A 1899 edition of the Republic calls their store "one of the largest in the section." In 1892 and 1893 Wild acted as mayor of the city. A man of progressive ideals, Wild's administration saw the erection of the Ash Street and Island Woolen Mill bridges, as well as the first paved street (Oak Street). Wild also helped to plan Loch Mirror Park, a summer resort on Mirror Lake.

Elizabeth Steel Wright

Elizabeth Anne Steel was born in Livingston, New Jersey on May 5, 1825. At the age of nine she moved with her family to Laurenceville, New York where she remained until the age of 17. In 1842 she returned to Livingstone, where she met and married John E. Wright. The Wrights came to Wisconsin in 1851, and purchased the estate of Count Haraszthy at Prairie du Sac, as well as considerable property throughout Wisconsin. While living at Prairie du Sac John Wright erected a large and successful lumber mill. After John Wright was killed in a hunting accident in 1862, Elizabeth became a businesswoman, investing in various enterprises. She built the Wright Block at 532 Oak Street (SK 49/20), which contained four stores on the ground floor and rooms above for offices" in 1881 for \$5500. In 1885 she sold the Prairie du Sac home, spending winters with her children in Washington D.C. and Ohio and summers in Baraboo.

ARCHITECTURE

COMMERCIAL

Baraboo's courthouse square is distinctive for its imposing

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

array of similar commercial blocks chiefly constructed in the 1870's and 1880's. Following a series of severe fires in these decades, brick and masonry replaced frame, and, though varied in detail, the local architecture acquired a generally uniform style. Typically, a series of double blocks and smaller stores alternate. At street level, storefronts vary little from the 12-14 foot norm, whether they are single structures or part of a larger block. Originally, a cornice line of varying strength would separate the display windows from upper story fenestration (many of these cornices have been removed, and corbel tables covered by modern signage). Decorative surrounds add interest, but seldom violate the essential flatness of the wall surface. Brick is nearly ubiquitous, only occasionally relieved by the use of stone veneer or another modern surface material.

In Baraboo, the courthouse square was a magnet for activity, although the corridor of Walnut/Ash street benefited from the proximity of the railroad and its depot, and developed concurrently. The commercial buildings that were constructed in each area were multi-functional, as religious, recreational, civic and fraternal groups made use of these structures as well. In general, the character of the groups utilizing these buildings reflected their location, as those nearest the railroad were more likely to house labor groups, while those downtown catered to the interests of the local businessmen. Labor groups did, however, make extensive use of downtown halls as well.

Like most developing communities, the narrow and deep building lot -- typically 22-30' wide by 125-140' deep -- found favor with residents. This shape demonstrated a distinct advantage for commercial use, as small entrepreneurs could construct a building

rapidly and economically, while the densely built commercial district offered the townspeople considerable convenience. At the same time, double blocks that were divided into several shops at street level efficiently used the upper floors as a single unit. Here were located the clubrooms, meeting halls and theatres of groups such as the Masons, I.O.O.F., Baraboo Musical Union, Ladies Art Society, etc. (Social/Political Movements).

The most common building type in Baraboo is the two-part commercial block: buildings which consists of a single story lower zone designated for public use, such as retail stores, banking rooms or a hotel lobby, and an upper zone for more private space, such as offices, residences or meeting halls. Buildings composed in this manner can accommodate a large range of functions as they are needed.

Unlike public or residential structures, generally set off by grassy areas, commercial structures abut the sidewalks and the other buildings adjacent, creating a dense urban fabric which contrasts residential or industrial districts. Excluding corner structures, the vast majority of commercial buildings were designed to be seen from the front. Thus it is the facade that gives a building its distinctive qualities. Rear elevations, or those which front service walks, are almost always treated in a purely utilitarian manner, while creative energies and resources are reserved for the facade that will be viewed by the public, and therefore the clientele. Thus, in choosing a cornice for his new store, Tobias Clavadatscher picked one that showed in relief various household items, to remind pedestrians of his stock (127 Third Street, SK 52/7, cornice no longer extant). Likewise the high pediment and distinctive brickwork of

106-108 Third Street (SK 51/4-6) dominated the streetscape and drew the eye of passersby to these storefronts.

Cornices served to accentuate and provide an elaborate terminus to a whole building. Windows were frequently embellished with decorative surrounds or caps (see in particular the former 526, now 522 Oak Street, SK 49/16,17; 106 Fourth Ave., SK 53/10; and 135 Walnut, SK 47/1 for metal, stone and brick examples), while a belt or string course, or cornice between the ground and second floors, provided ornamental framing. An example of the former can be found at, among other sites, 200 Ash Street (SK 47/18,19; 20/27) 146 Fourth Avenue (SK 53/21) and 100 Third Street (SK 49/6), while good examples of the latter are still extant on the north elevation of Reinking's, 532 Oak (SK 49/20) and at 106 Fourth Avenue (SK 53/10; 17/20). Patterned brickwork beneath the cornice provides a restrained embellishment to the facade, and is probably the most common vernacular device in Baraboo; good examples of this detailing can be found at 146 Fourth Avenue (SK 53/21), 127-129 Walnut (SK 47/3) and 132-136 Third Street (SK 51/16-18). Rows of brick corbels constitute a major wall treatment in Baraboo vernacular design, having enough visual impact to serve as the vertical terminus of a facade and the last horizontal element. In some cases, extensive brickwork provides the sole, or nearly sole, ornamentation, as in the case of the Dickie/Ashley block, 120-124 Fourth Avenue (SK 53/14-16), 123 Third Avenue (SK 50/18) and the Gattiker Block at 512-516 Oak Street (SK 49/11-13).

The decreasing price of plate glass in the mid-nineteenth century made this a common treatment for the first-story facade, often framed by slender cast-iron columns or pilasters such as those still extant on the Oak Street Emporium, 512 Oak Street (SK 49/11).

Occasionally, during the High Victorian Era, oriel windows were added to second floor windows to generate picturesque effect. Oriels are still extant on the former Wellington Hotel (144 Fourth Avenue, Sk 53/20; 17/26) and 532 Oak Street (SK 19-21), and have been removed from 111 Second Street (SK 48/15), 400 Oak (SK 48/17) and 410 Oak (SK 48/20; 18/13). The majority of structures, however, are relatively simple, with only a few surface details to suggest their period.

Cloth awnings were ubiquitous, having first appeared in 1873, when the Baraboo Republic announced: "The handsomest awning in town has just been erected in front of Camp's drug store. It is of cloth, scalloped and striped, and is a great improvement over wooden awnings, for when not in use it can be folded up." Only a few buildings retain this decorative element, including 410 Oak Street (SK 48/20) and 512 Oak Street (SK 49/11).

Although Baraboo celebrated the railroad as a boon to export trade, the city prided itself on its self-sufficiency. As the editors of the Republic stated: "Flour for bread and cloth for clothes are made at home." Another example cited here was the "Baraboo Iron Works" of W.F. Wachler, where the cast iron pillars for several of the new business blocks in the process of erection in 1875 were made. The style of these columns is labeled "Renaissance," of "good taste" in the design of modern storefronts. Although there is no record as to precisely which buildings received work from the Baraboo Iron Works, notable buildings going up that season include those of Huntington & Stanley, Col. D.K. Noyes and James Dykins,(Sk 50/18, SK 51/22 & SK 51/21, respectively) while other sources state that 116 Third Street (SK 51/10) and 133 Third Avenue (SK 50/16) received ironwork from this establishment. The Baraboo Foundry and Iron Works is listed in the 1905 directory as "near W. Linn St."

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

The iron step of the Platt Tavern bore the name of W.F. Wackler, Baraboo, and was cast in 1888. The Wackler foundry was located along the Baraboo River, at the foot of Oak Street.

Building materials were supplied by local quarries and kilns, although occasionally these were imported. In 1880 C. W. Butterfield recorded that Levi Crouch (Notable People) owned extensive quarries, his two being the "only ones of consequence." J. Pinneo had established a quarry in 1879 on the "Taylor Smith farm" (location unknown). Pinneo supplied the stone for the foundation of the Bender House, 135 Walnut (SK 47/1). Other quarries include that of William Eikey, who owned a quarry of magnesium stone that furnished lime for masonry.

An 1876 announcement of a new quarry, operated by I.D. Gano on the east bluff of Devil's Lake, provides a summary of the advantages and disadvantages of the local stones, quartzite and granite being too hard to use economically, while sandstone and limestone possess a low coefficient of strength, and are readily susceptible to dilapidation. Gano's freestone "works easily under stone-wetter's tools -- a quality highly advantageous in view of the present method of economizing ornamental stone by veneering." This freestone -- the color of which varied from buff to red-- had "the interest of some of the leading architects of the west."

Several brickyards were located in the vicinity. In the 1870's Levi Moore had a large brickyard north of the river just below the Island Woolen Mills, while other brickyards included Charles Secker's, established in 1855 by his father John about 3 miles from Baraboo, and the Weirich, Griswold and Paddock yards (locations unknown). L. Griswold is noted in the Baraboo Republic as having

acquired a new Martin brick making machine in 1878 that would increase his capacity to 20,000 per day. According to C.W. Butterfield in 1880, the brickyard operated by English and Basset "not far from [the] McFetridge Factory" was among the county's most important industries. Other Baraboo kilns include those of L. Messenger, N. Schultz, George Glover and Alex Crawford.

Despite what seems to be a plethora of brick makers, shortages of brick often held up construction. In 1877 the Gattiker building (116 Third Street, SK 51/10) was "in status quo for a long time awaiting brick." Almost every building constructed in 1880 underwent similar frustrations as they waited for brick to arrive. Thus there is some question as to the size and success of those brickyards listed in various accounts and directories.

When imported, cream colored brick often came from Waterloo, Jefferson and Milwaukee. Bedford limestone was frequently used for building trim. The brick factory of J.W. Brownrigg on the banks of the Wisconsin river opposite Merrimac also courted local builders. The brickyard was established in 1891 by John B. Brownrigg and sold in 1893 to W.W. Wilson. J.W. Brownrigg then leased the factory until February of 1893 when he purchased the kiln, which produced 6,000 cream brick per day.

A common roof treatment was a metal roof, which could be obtained at several of the area hardware firms, including the Mariott Brothers and Gattiker Brothers.

Italianate

In the evolution of commercial architecture, Italianate detailing was one of the first successful national styles built from

manufactured materials. It could be accomplished through brick, iron front, or wood construction, the material chosen affecting the use of detail. Wood and metal offered the best opportunity for ornament, although brick and occasionally stone could be used successfully as well. In Baraboo, the vast majority of commercial structures are Italianate in style or detailing. This building style was first used in Baraboo in the construction of the 1857 Sauk County Bank, and was the preferred choice of builders from 1870 to 1890. From simple, vernacular Italianate designs like that executed at 111 and 113 Fourth Street (SK 53/4 & SK 53/5) to elaborate facades and elements like that employed at 106 Fourth Avenue (SK 53/10), builders adopted this style to varying degrees. Other local examples include 107 Fourth Street (SK 53/7), 522 (formerly 526) Oak Street (SK 49/16) and 100 Third Street (SK 49/6). The projecting cornices of these buildings are supported by large eave brackets which show remarkable variety in shapes and spacings. They are usually arranged either singly or in pairs, and are commonly placed on a deep trim band that is itself frequently elaborated with panels or moldings, as on 110 and 114 Fourth Avenue (SK 53/11 and 12) or 113 Third Avenue (SK 52/10). Italianate window treatments include arched and segmentally arched windows, along with the traditional rectangular type. Almost 40% of Baraboo's 19th century buildings have segmentally arched windows, followed by 35% round arched and 24% rectangular in shape. In some cases, such as 115 Third Street (SK 50/20) arched and segmental arch windows are combined in one design. While generally a window cap was considered sufficient ornamentation, occasionally a full surround was applied, as around the round-arch windows of 135 Walnut (SK 47/1) and 235 Lynn Street (SK 47/2). Paired windows are also common, and can be found on several buildings along Third Avenue.

Romanesque and Queen Anne

Less widespread than the Italianate, the Romanesque and Queen Anne commercial style often contributed elements, rather than an overall design, and were used in combination with other building styles. Neither of these styles gained great local popularity among builders, but Queen Anne and Romanesque detailing can be found on buildings constructed after 1879, with special emphasis on the last decade of the century, during which several Pine Romanesque structures such as the Y.M.C.A. and the City Hall (not extant) were erected, as well as the Wellington Hotel. Classic Romanesque designs utilized coursed, rock-faced blocks with round arched windows and a low, wide, arched entrance, with the emphasis on surface texture. Other elements included corner towers and columns from which arches arose. When brick reduced surface texture, Queen Anne elements such as corbelled cornices or brick arches were used to produce the desired effect. Queen Anne detailing also promoted active surfaces, and utilized corner towers, upper story oriel windows and elaborate pediments with multiple finials to this end.

Examples of both styles were erected and can be found in Baraboo. A good example of Romanesque detailing on a commercial building can be found at 101 Fourth Avenue (SK 53/8). Romanesque was a popular style for banks and corner business blocks, as the heavy feel of the building implied stability and security. The Romanesque detailing of the corner building, which housed both the Baraboo Savings Bank and the Farmers and Merchants Bank, as well as several businesses, law and medical offices, allows the building to anchor the business row. Romanesque elements include the single columns from which two arches once sprung to flank the corner entrance, the row of arched

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

windows on the facade producing an arcade effect, and the stone facades. Windows are tied together by arches, and, in keeping with the Romanesque style, colored glass is used in the round arches of the first-floor windows. The retail building at 118 Ash Street (SK 47/10) also displays some Romanesque characteristics in the large second-story arch trimming with brick.

Easily the most prominent Queen Anne building is located at 144 Fourth Avenue, the formerly Wellington Hotel (SK 53/20). Two two-story oriel windows ornament the facade, which read as two-story turrets topped with a vent roof covered with metal fish scale shingles. These shingles also ornament the semi-hexagonal area between the third and second story windows. Both "turrets" are intended mainly as picturesque, almost whimsical relief against the mass of the main building, as neither are large enough to serve as special interior space on the upper levels.

The pediment formerly over 518 Oak Street (now part of the Woolworth building at 522 Oak Street) was also a good example of Queen Anne detailing as it utilized multiple finials, false "shingles" and a center gable metal cornice to produce the contrived picturesque look that the Queen Anne style promoted. Oriel and double oriel windows were present on several Baraboo buildings to gain variety in wall treatments (see above).

Art Deco

Although Baraboo buildings of the 1920's and early 1930's are somewhat restrained versions of textbook art deco designs, they do reflect many of the features common to the art deco movement as a whole. The initial phase of the art deco design, popular during

the late 1920's and the 1930's, is characterized by a sculptural use of rectilinear geometric forms. Verticality is emphasized by regularly-spaced piers which extend the full length of the facade, or a stepped parapet which creates a jagged silhouette. Sometimes small piers further divide the upper zone. Striations and abstract relief may ornament the wall surface. The second phase of art deco design, which appeared in the 1930's and continued into the 1940's, emphasizes horizontality with decorative banding, rows of windows, smooth wall surfaces and rounded corners. Baraboo art deco designs often included an upper story projection, such as the semi-circular porch of 116 Fourth Avenue (SK 52/13), the rounded "awning" at 411 Oak Street (SK 50/3) and the bay of five Queen Anne windows at 413 Oak Street (SK 50/2). Other common elements include stone coping at the roofline over a stepped parapet and a pair or trio of recessed panels below the roofline which emphasize geometricity and horizontality. The Wisconsin Telephone building introduces an elaborate string course punctuated by square blocks with a floral pattern in relief to interrupt the wall surface.

A restrained example of the later art deco or art modern style is the Juliar Theatre (non extant) on Broadway (SK 53/23). Typical of Art Modern design, continues curved blocks round the corner of the recessed entryway. Coping marks the flat roofline, and a decorative geometric motif is present in the cement blocks of the facade.

Carrera glass and Vitrolite were introduced, often in bold color combinations. Several Baraboo buildings received carrera facades in the early part of the century, including 117-119 Fourth

Street (SK 52/23), 112 Third Street (SK 51/9), and Badger Cleaners, 616 Oak Street (not surveyed). The Hoppe clothing store at 518 Oak Street (SK 49/14) had a striking art deco facade on the first-floor storefront that included contrasting carrera glass and metal geometric forms applied above doors and windows, but this has since been removed.

With small buildings in particular, the facade is often designed as a prominent display unto itself, with colored surfaces, graphics, and intricate arrangements of recessed windows. Art deco examples of the enframed window wall, popular from the turn of the century into the 1940's, often emphasize simplicity. Often the surround is treated as an abstract form to give the facade a sense of massiveness in contrast to the large central window area; in other cases the surround may be composed as a sign. Two small businesses located around the courthouse square illustrate these qualities. Grady's Sewing Center at 116 Fourth Street (SK 52/14) is an excellent example of an elaborate facade in a small art deco structure. A frieze over the windows and doorway carries a series of convex circles linked by two intersecting curvilinear bands. The curves are balanced by the heavy cap of the stepped parapet, the acute angles of which place even greater stress on the horizontality of the facade. Two wide pilasters terminated by large square "finials" flank the building, suggesting verticality as well. Colored bands above and below the window area match the green of the frieze and coping. At the same time, the Sears building at 135 Third Street (SK 50/15) contains an abstract surround which enframes a large central window area. The Sears name is present over a rectangular panel above the windows and entryway.

Related to these are the modern "broad-front" buildings that began to appear in the first quarter of the century. Made

possible by innovations in materials and design, the "broadfront" was composed of steel beams and columns which allowed designers to erect one double-width store beneath one span. Often located on the fringes of a business district, the broadfront was a step away from the multi-purpose 19th-century store. The facade design reinforced the openness of the building's face. Thick piers anchored the edges and held a brick panel that was usually subdivided. Ornamentation was simple, with brickwork panels or edges, terra cotta panels, or coping around the edges. It is this linear quality that relates these structures with concurrent art deco designs. Both the buildings at 103 Ash Street and 120 Walnut - one block apart, flanking the Baraboo River -- possess these features (SK 47/15 and 47/5, respectively).

Neoclassical Style and other Early 20th Century Commercial Building Types

The Neoclassical "temple-front" building type, demonstrated in the First National Bank building at 502 Oak Street (SK 49/9) became popular during to "Greek Revival" of the 1820's and 1830's. In this period, Designer sought to reject traditional ties to England for inspiration, looking instead to ancient Greece for architectural models, as these forms -- evocative of Greek democracy -- were felt to be especially appropriate for the new republic. Thus, buildings ornamented with classical entablatures, porches and porticos supported by prominent square or rounded columns, and elaborate door surrounds incorporating sidelights and transom lights became popular. These classical forms were revived almost a century later. The Eclectic movement, which began in the last decades of the nineteenth century, stressed relatively pure copies of previous architectural traditions. The movement gained

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

momentum following the Columbia Exposition of 1893, which stressed correct historical interpretations of European styles. The formal grouping of classical buildings erected for the Exposition, created by some of the nation's most prominent architects and viewed by millions of citizens, revived a belief in the classical ideal, and influenced the construction of thousands of private and public structures, financial institutions in particular, erected in the first decades of the twentieth century. The First National Bank building, erected in 1926-1927, possesses many of the hallmarks of the type, including engaged Corinthian columns and pilasters, a portico attached to the wall surface, and placement on a corner site to reveal a side elevation that is subordinate, yet closely related to the facade composition. Subsequent additions and renovations have retained the feel and flavor of the style, making this an especially fine example of Neoclassical design in the city.

A second Neoclassical building type closely related to the "temple front" is the "arcaded block", also used extensively for corner and bank buildings. Both types lend themselves to building styles that make decorative (not structural) allusions to antiquity. The "arcaded block" is characterized by a series of tall, evenly spaced, round arched openings across a wide facade. In the Neoclassical, 10 x 16 bay Baraboo National Bank building erected in 1923 at 101 Third Avenue (SK 50/24), two round arches which spring from a heavy column set in motion a rhythm sustained by upper and lower story penetration. Subtle rustication and pilasters are among the historical references to classical buildings of the Italian Renaissance. A smaller Neoclassical, "arcaded block" can be found at 101 Second Avenue, in the present Public Schools Administration

Building (SK 49/3). Here, rigid symmetry determined the placement of round arched entrances flanked by arched windows with Gibson surrounds. Each surround of the 1905 building has a keystone, while quoins, a belt course and low balustrade provide additional ornamentation in contrast to the Menomonee brick. The compact former post office greatly contrasts the expansive feel of the bank building while also participating in the neoclassical tradition.

Finally, the present Sauk County Courthouse, erected in 1906, retains its original Neoclassical form, despite the replacement of the original lantern-like cupola in 1915. The open terrace on the facade is enclosed by a low limestone wall, spanning the recessed center portion of the building. Two-story Ionic pilasters topped by cut-stone consoles face the terrace and divide the center double-door entry from paired rectangular openings on each side. Other Neoclassical elements include a pedimented door frame with sculpted crest on its face, a plain entablature denticulation, a projecting cornice, and a low parapet which crowns the two-story cut limestone walls. Contributing features on the side elevation include broad pediment over single doors and transoms in the center of the basement story. The Sauk County Courthouse is Baraboo's largest and most prominent public building, and is also an excellent example of Neoclassical design in Baraboo.

A later building type, executed beautifully in the 1910 Risley building at 129 Third Street (SK 52/6), is the enframed window wall. This design type, which gained popularity at the turn of the century and remained so into the 1940's, reflects an effort to give greater order to facade composition of small and moderate sized

commercial buildings. Like most buildings of this type, the Risley building is visually unified by enframing the large center section with a wide, continuous border -- in this case, terra cotta -- which is treated as a single compositional unit. Examples of the enframed window wall are found more often in urban centers than small towns. Multi-story versions of the early 20th century tend to demarcate each level with spandrels; however, the emphasis given to the enframed section make it read as though it were an insert. Here, levels were denoted with wrought-iron, heightening the effect of the three tiers of glass.

The building also employed construction innovations unique in Baraboo. The three upper floors of this building are entirely supported by rods hanging from steel trusses, placed just under the roof, so that the main sales floor is uninterrupted by columns. Also, in order to overcome the lack of direct sunlight, Risley's used a large skylight and prismatic lights in the front to illuminate the store.

Historic Church Architecture

Historic church architecture in Baraboo is limited to a few building types: steepled ell, side-steeple and gable-end forms predominate, although examples of twin-tower and temple-front designs can be found as well. In terms of style, Romanesque and Gothic details were most favored, although the influence of more vernacular traditions can be felt as well. The diminutive Trinity Episcopal Church (111 Sixth Street, SK 54/16), erected in 1890-1891, with its rusticated stone, broad gables and low yet heavy tower, is a fine example of Romanesque design on an almost residential scale. Thirteen stained-glass windows, executed by Frederick Cole of Canterbury, England, lie beneath pointed arch openings, while a trefoil motif ornaments the four-sided roof of the entrance tower,

revealing a mixture of style elements. The large and striking St. Joseph's church at 314 East Street (SK 54/3) is an excellent example of Gothic design. The main entrance is flanked by six polished columns of Bedford blue stone and sheltered by a Gothic arch with a gable above, which holds in its peak a small quatrefoil that echoes the trefoil pattern in the stained glass of the north tower and the cinquefoil of the belfry. The large stained-glass window above the entrance contains a rose pattern. Windows in both the north and south towers, as well as on the side elevations, are the traditional pointed Gothic arch and tracery.

On the opposite end of the continuum is the Seventh Day Adventist Church at 401 Fifth Street (SK 54/15). This simple wooden, gable-end structure uses only a triangular pediment over the doorway, which echoes the rooflines of the vestibule and the audience room, for ornamentation. Windows are placed for utility on the west and east elevations, and above the doorway. The Baraboo Assembly of God Church erected in the 1920's at 219 First Street (SK 48/2) is also of the gable-end building type, and is equally plain in its ornamentation, again a vestibule providing the only interruption in wall surface, with purely functional windows. The Church of Christ, Scientist, at 602 East Street (SK 54/11) was remodeled from a private residence to approximate in its interior the simple, clean lines of the New England meeting house.

Other churches in Baraboo borrow from several traditions to varying degrees. The First Presbyterian Church at 416 Ash Street (SK 54/9) is a fine example of a simple vernacular gothic design in a side-steeple format. Both the First Methodist Church (615 Broadway, SK 54/20) and the First Congregational Church (131 Sixth Avenue, SK 55/5) are side-steeple/steepled ell buildings that make use of Romanesque elements in the rounded arches and tracery of

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

windows and doorways, as well as heavy stone foundations, open belfry's, four-sided flared tent roofs on tripartite towers, and multiple gables. The New Life Community Advent Christian Church at 409 Fourth Street (SK 54/14) utilizes an eclectic mixture of vergeboards, decorative half-timbering, and a short, heavy corner tower to produce a unique "cottage" flavor to the structure. The small tabs of cut stone projecting into surrounding brickwork, producing a quoin-like effect, is a hallmark of Tudor design as are the overlapping gables of varying height, while the narrow stained glass windows culminating in trefoils are of the more formal Gothic tradition. Thus, while several elements suggest an overall Tudor design, the scale of the structure and the variety of detail reveals the ability of the builders to borrow from several architectural styles.

BUILDERS AND ARCHITECTS

The first builders in Baraboo were the pioneering settlers, whose simple frame, vernacular storefronts, public and ecclesiastical structures did not reflect architectural styles, but were practical forms built using traditional methods. As the community grew, more skilled, professional carpenters, builders and masons were responsible for constructing the city's buildings. Research into the history of local architects yielded relatively few trained architects. Churches and other large public structures (such as the courthouse, the YMCA building, City Hall and the schoolhouses) were often designed by architects from Madison, LaCrosse or Green Bay. The majority of the commercial buildings from the historic period of the city, however, can be attributed to local contractors and builders. Although Thomas Thompson became known as a local architect

after about 1880, he began his career as a local carpenter. Some of the most prominent builders of commercial buildings include carpenters

George Capener and A.J. Carow, and George Holah, mason. These three men, particularly Capener and Holah, were responsible for the vast majority of commercial construction in the last quarter of the nineteenth century, relying on pattern books, existing structures in other cities, and accepted tradition for their inspiration and training in design.

Little information regarding these principal builders could be found.

A. J. Carow was born in Canada, January 25, 1843, came to the United States in 1866, and arrived in Baraboo in 1872 at the age of 29. Listed in Baraboo Business directories as a carpenter and builder, his office was located on the 600 block of Oak Street.

Thomas Thompson was born in England, April 16, 1840, and came to Philadelphia with his parents in 1855. The family moved to Sauk County in 1857 and located near Devil's Lake in 1862. Shortly thereafter Thompson moved into Baraboo and established an "office and shop" on Oak Street (location unknown). Thompson became well-known as the proprietor of the Minniwaukan, a small steamboat which carried tourists around Devil's Lake.

George Holah was born in Huntingtonshire, England, July 10, 1819. In 1844 he married Hannah Finnegan, and in 1849 the family immigrated to Cleveland, Ohio. In 1851 they moved to Milwaukee, and shortly thereafter, to Baraboo. He lived in the city for ten years, and then to a nearby farm. Holah was a contractor, mason, and carpenter, as well as the architect of the 1852 brick courthouse and

the 1870 high school.

According to his 1906 obituary, Holah built "all the brick business houses, with one exception," making him the most prolific and influential craftsman in Baraboo.

George Capener was born in London, England, July 29, 1829. He came to America with his parents in 1836, and arrived in Baraboo after 1850. According to his biographical entry in Butterfield, he "has built most of the churches and a large number of the principal buildings in the town. Capener and Holah were often paired together, especially in the late 1870's and 1880's, and collaborated on the construction of 100, 114-116, 124, 142-136, and 147 Third Street, as well as 135 Walnut Street.

Given the pervasiveness of these builders' work, "trademarks" are difficult to identify. However, although undocumented, the almost identical design of 110-114 Third Street and 126-130 Third Street are almost certainly the work of the same hands, and there is a consistency of scale and design, and even in the patterned brickwork throughout Baraboo, that lends a firm sense of coherence to the business rows. This could also account for the preponderance of buildings in Italianate style in Baraboo, as these prominent craftsmen may have been comfortable with this style and skilled in applying the devices particular to it. In addition, having what seems to have been a tacit monopoly in Baraboo construction, these builders may have seen no need for experimentation in new and untried designs, unless specifically requested by individual clients.

It should be noted that one building in early Baraboo is linked to Frank Lloyd Wright, either directly or via his chief architect, a Mr. Smith. Accounts of the construction of the Trimpey building at 128 Fourth Avenue suggest that the 1922 frame studio received

design elements from the hand of Wright himself, who took on interest in his friend's photography studio and designed an unusual door pattern and green tile ceiling from the structure. A 1987 Baraboo News Republic article discussing Wright's local influence, however, asserts that it was actually Smith who made these contributions. Decisive evidence as to the actual designer of the building could not be located.

The following list contains the names of builders, firms, craftsmen and architects and the buildings they are known to have built. Additional information is given where appropriate. The list does not contain every builder and designer in Baraboo, but only those known to be connected with extant structures. For a complete listing, consult local business directors. C. R. Adams designed the Trinity Episcopal Church. (SK 54/16-18) Bowen & Kanazawa of Madison designed St. John's Lutheran Church. (SK 34/12)

George Capener built many structures in Baraboo, including 100 Third Street (SK 49/6), 110-114 Third Street (SK 51/9), 124 Third Street (SK 51/12), 127 Third Street (SK 52/8), 132-136 Third Street (SK 51/18), 142 Third Street (SK 51/20), 147 Third Street (SK 51/24), 150 Third Street (SK 51/23), two foundries on bridge (now Ash) Street, 410 Oak (SK 48/20), 506 Oak Street (SK 49/10), 135 Walnut Street (SK 48/20).

A.J. Carow came to Baraboo in August, 1872, and worked as architect and builder. He built the Warren Opera House, 518 Oak Street (SK 49/14), a new front for the "Chicago Store," (location unknown), 127-129 Walnut Street (SK 47/3), Burrington block (502 Oak, not extant), 520 Oak Street (SK 49/15), 522 Oak Street (SK 49/16), and 120 Third Street (SK 51/11). Carow removed to Beloit,

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Wisconsin in the early 20th century, though there is no record of structures erected by him there.

Conover and Porter was a firm from Madison which designed several buildings in Baraboo in the 1890's, including the YMCA building (not extant), the City Hall (not extant), the jailhouse (not extant) and the second ward public school (not extant). The firm established an office in the Gattiker Block at 506-510 Oak Street. Mr. Conover, a professor and former student at the University of Wisconsin, formed a partnership with his student Lewis Porter about 1885. Extant designs by this firm include the Science Hall and Red Gym on the UW campus. All of Conover & Porter's known local efforts were in the Richardsonian Romanesque style, a favorite of the firm. Local and prominent architect Louis Claude worked for the firm ca 1887 to 1891, and Frank Lloyd Wright worked for Conover on Science Hall.

R.B. Fleming did the woodwork and carving for I.O.O.F. interior (SK 51/20).

Henry Foeller designed St. Joseph's Catholic Church (SK 54/3).

Forres Brothers did the interior improvements to I.O.O.F. interior (SK 51/20).

H. Gale was the builder of 120 Third Street (SK 51/11).

Gollmar, Vanderveer and Co. constructed the first ward schoolhouse, the "largest and most costly building" of 1886, as well as the "largest and most costly" building in the second ward, the Ewing Block at 107 Fourth Street (SK 53/7). The firm also did the

finishing for Carow's building at 125-127 Walnut (SK 47/3).

M. Hire was a mason, builder and stonecutter who emigrated from Iowa to Baraboo in 1873, he was the stone mason for the Warren House (not extant), as well as 532 Oak Street (SK 49/20).

George Holah was the builder of a majority of the buildings in Baraboo. By 1881 he had erected 34 commercial buildings, 14 of which were constructed between 1879 and 1881. According to one source, Holah built "all the brick business houses in Baraboo, with one exception." This 1880 quote suggests that he probably constructed 107-123 Third Ave (SK 50/18-21), all erected in the 1870's, as well as the structures at 506-510 Oak, 512-514 Oak, and 520 Oak (SK 49/10, 13, 15, respectively). Documented commercial buildings he erected since establishing a business in 1869 include 100 Third Street (SK 49/6), 110-114 Third Street (SK 51/9), 120 Third Street (SK 51/11), 124 Third Street (SK 51/12), 132-136 Third Street (SK 51/18), 147 Third Street (SK 51/24), the Baraboo National Bank at 101 Third Avenue (SK 50/24), 522 Oak Street (SK 49/16), 135 Walnut Street (SK 47/1), a school building (not extant) and several brick residences.

Carl Isenberg built "many of the finest residences of the city" as the "leading contractor," including the Jacob Van Orden house at 531-.Fourth Avenue, now the Sauk County Historical Society Museum. Born in Germany, Isenberg came to the U.S. in 1881, and arrived in Baraboo after three years in Sauk City.

Brian Jackson of Waukesha, Wisconsin designed the First National Bank building at 502 Oak Street (SK 49/9).

August Kamrath did the masonry for 127 Third Street (SK 52/7).

Andrew LaMoreaux was the first contractor to establish a business in Baraboo.

F.N. Lang, a builder/architect, he worked with Thomas Thompson on 116 Third Street (SK 51/10).

J.W. Lohmuller designed The First Presbyterian Church at 416 Ash Street (SK 54/9, 10)

Joseph McVea, of the firm Richards and McVea, was born in Toronto, Canada, and worked in Detroit and Nashville before arriving in Wisconsin in 1866. The firm built the 1885 Warren House (not extant), the Mariott brothers' warehouse on Third Street (location unknown) and a lime house on Linn Street for Ward Monroe (location unknown).

J. Ott built a Fourth Street store of Charles Bender (location unknown).

Rapp & Rapp: Cornelius Ward Rapp (1861-1927) and George Leslie Rapp (1878-1942) were sons of a carpenter/architect in Carbondale, IL. C.W. assisted his father before opening his Chicago practice in 1891. George graduated from the University of Illinois school of architecture in 1899, and in 1906 formed a partnership with C.W. In addition to Baraboo's Al Ringling Theatre at 136 Fourth Avenue (SK 53/19), the Rapps created some of the county's early movie palaces (including the Tivoli and Chicago Theatres, both 1921) which served as paradigms for the type, They designed over 400 theatres, the majority of them in the 1920's. Major works include the Majestic (Dubuque, 1910), the Corn Palace (Mitchell, S.D., 1921) the Uptown, Bismark and Oriental (Chicago, 1925-1926), and the Paramount on Times Square, NY (1926). Rapp & Rapp drew on 18th and 19th-century French Classical sources for their lavish designs;

they were among the most important and influential theatre architects of the period. The firm diversified in the 1930's doing commercial and industrial structures, and continued operations until 1965.

Schultz & Wern were the builders of 401 Oak Street (SK 50/5).

Ed.Schrang, retired architect from Madison, designed the 1980 Rectory for St. Joseph's parish at 314 East Street (SK 54/5)

Charles De F. Stickney was the architect of 106-108 Third Street (SK 51 ' /4-6), called "a novel structure, not of the ordinary pattern."

James Knox Taylor, architect of 101 Second Avenue (SK 49/3), was born in 1857 in Illinois and was educated at MIT. He practiced in St. Paul and Philadelphia before moving to Washington, becoming the supervising architect of the U.S. Treasury Department. He designed a number of government buildings between 1897 and 1912, including post offices at Annapolis and Carrollton, MN, Asburg Park, NJ, and Norwich, CT. Local designs include the Janesville Post Office, the 1892 Federal Building in Milwaukee and the Beloit Post Office, constructed in 1910-1912 at 409 Pleasant Street. One of Taylor's last designs, the structure currently houses the Beloit Public Library."

Thomas Thompson "a competent builder and architect," Thompson designed many residences and several commercial structures in Baraboo, as well as the Unitarian Church (not extant). His designs include 100 Third Street (SK 49/6), 116 Third Street (SK 51/10) and 532 Oak Street (SK 49/20). He is probably the Thompson of the first Thompson and McVeigh which was active about 1883. Prior to that time Thompson had an office and shop on Oak Street (location unknown). He was born in England in 1840, immigrated to

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

Pennsylvania in 1855 and arrived in Baraboo in 1862. He is listed among "carpenters and joiners" in early directories.

J.N. Vanderveer built the extension to Peck and Herfort store at 125-127 Walnut, and installed windows in the Crouch building on Fourth Street (not extant).

Fred Wolf designed the 128 Fourth Avenue renovation and some work on the Presbyterian Church.

D.W. Worth was the builder of 127 Third Street (SK 52/7) and 117 Third Street (SK 52/8).

SURVEY RESULTS

THE NATIONAL REGISTER OF HISTORIC PLACES

During the course of the Baraboo Intensive Survey, approximately 125 buildings or sites were evaluated against the criteria for eligibility on the National Register of Historic Places. From that comparison, a total of 14 individual buildings and two groupings of buildings called Historic Districts are recommended as being eligible for inclusion in the Register as a result of this Survey.

Before reviewing these individual properties and districts, a brief discussion of the criteria used in determining eligibility for the Register is in order. The National Register of Historic Places was created by an Act of Congress to record those buildings, sites, objects, structures and districts of historic, architectural, or archaeological significance throughout the United States. National Register designation or eligibility has become, through regulation and practice, the litmus test for participation in federal, state, local and private sector grant or loan programs. It is a basis for eligibility for federal preservation tax credits as well as state tax credit and/or

abatement programs in some states. National Register status also ensures varying degrees of protection from governmental and private sector actions through the federal Section 106 mitigation process (federal actions), similar State environmental regulations (State actions), and local historic preservation ordinances (local and private sector actions).

To be listed in the National Register of Historic Places, an individual resource or a historic district must go through a nomination process in which it is demonstrated that one or more of the formal Criteria of Eligibility are met. These criteria have been developed to assist those preparing nominations and the various State Historic Preservation Officers" federal agencies and the Secretary of the Interior in evaluating potential entries.

The four primary criteria apply to resources, defined as buildings, structures, objects, sites or districts, and which are considered significant to America history, architectural history or archaeology. The resources identified in the Baraboo survey were buildings, either individually or as part of larger historic districts. A district is a spatial concentration of two or more cultural resources. In an intensive survey, this usually refers to a group of related buildings.

As stated in the State Historical Society of Wisconsin's "Manual for Conducting Architectural and Historical Intensive Surveys in Wisconsin," the criteria of eligibility against which these resources are judged are as follows:

- A. Resources that are associated with events that have made a significant contribution to the broad patterns of our history;

- or
- B. Resources that are associated with the lives of persons significant in our past;
- or
- C. Resources that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant or distinguishable entity whose components may lack individual distinction;
- or
- D. Resources that have yielded, or may be likely to yield, information important to history or prehistory. The first two criteria refer to historic resources, the third to architectural resources and the fourth to archaeological resources.

Historic, architectural and archaeological resources are also evaluated for their level of significance. The greatest number of resources are considered to be locally significant, or primarily important to the community in which they are located. A much smaller number of resources are considered significant to the history, architecture or archaeology of the entire State. The smallest number, reflecting only a fraction of cases nationwide, are considered of significance to the entire nation. None of the resources identified as part of the Baraboo Intensive Resource Survey are considered to be of either state or national significance.

There are also several types of resources specifically prohibited from eligibility for the National Register. These include cemeteries, birthplaces, or graves of historic figures; properties owned by religious institutions or used for religious purposes; structures moved from their original sites; reconstructed buildings,

commemorative properties; and properties less than fifty years of age. It should be noted, however, that each of these prohibitions has exceptions. The State Historical Society's previously mentioned "Manual" defines these as follows:

- A. A religious property deriving primary significance from architectural or artistic distinction or historical importance;
- or
- B. A building or structure removed from its original location but which is significant primarily for architectural value, or which is the surviving structure most importantly associated with a historic person or event;
- or
- C. A birthplace or grave of a historical figure of outstanding importance if there is no other appropriate site or building directly associated with his or her productive life;
- or
- D. A cemetery which derives its primary significance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events;
- or
- E. A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as a part of a restoration master plan, and when no other building or structure with the same association has survived;
- or
- F. A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own historical significance;

BARABOO INTENSIVE SURVEY

Baraboo, Wisconsin

1989

or

- G. A property achieving significance within the past fifty years if it is of exceptional importance.

Operating under these criteria, two historic districts and individually eligible properties within these district were recommended for inclusion in the National Register. The two districts are discussed below, followed by a list of individually eligible properties both within and outside district boundaries.

BARABOO INTENSIVE SURVEY RESULTS

Although Baraboo was first settled in the 1830's and 40's, there are few signs of this early settlement remaining in the commercial districts, the exceptions being 105 Walnut (SK 47/8) on the south side and 137 Third Avenue (SK 50/14) on the square. Most of the architectural and historical resources of the city date from the period between 1870 and 1930. About 120 commercial and religious properties were identified during the survey as being significant parts of the city's historic and cultural heritage. Many of these individual buildings have undergone alteration, but two historic districts and 14 individual buildings stand out as excellent representations of the city's past.

Only two buildings in Baraboo are currently listed in the National Register of Historic Places: the Al Ringling Theatre at 136 Fourth Street and the Sauk County Courthouse, on the courthouse square. Six other non-commercial properties have also been listed in the National Register. This survey, in addition to providing historical information on commercial buildings, also sought to evaluate

additional buildings for the National Register program. In particular, clusters of commercial architecture were investigated as potential historic districts in keeping with the National Register eligibility criteria. Below is a brief discussion of the findings of the survey, which reflect the opinion of the consultant at the time the survey was conducted; the findings do not necessarily reflect the views or policies of the Natio Programs, University of Wisconsin Extension - Sauk County; and the City of Reedsburg.

Thatcher, George. "Lines in the Sky" I-V. In Wisconsin Power and Light "Employee News," ca. 1950.

Warner, W.W. "Reminiscences of my Boyhood." Unpublished manuscript in the collection of the Sauk County Historical Society Museum.

Weidman, Samuel. The Baraboo Iron-Bearing District of Wisconsin. (Madison, State of Wisconsin, 1904.

Wisconsin Business Directories (1863, 1872, 1876, 1879, 1891) at the State Historical Society of Wisconsin.