

**101 Fourth Street looking east**



*Fourth Street looking east      circa 1889-1893*

## 101 Fourth Street

### 101 Fourth Street

Located on the northeast corner of the intersection of Oak and Fourth Street  
Block 23, lot 7  
Sanborn map location 301 Fourth Street

#### Architectural Description



This two-story three-bay corner building has a bracketed pressed metal cornice and rounded windows with heavy stone hoods. Veneered walls are of concrete block and capstone. Three arched openings on the south elevation for the entrance and two windows are capped with voussoirs, producing an arcade effect. Semi-circular panels of stained glass above contemporary glass windows fill these first-floor arches. A second entrance at the southwest corner of the building fronting on Oak Street has been replaced with a window, which corresponds to those on Fourth Street. A third entrance on Oak Street has been similarly altered.

The date of the first sale of lots in Baraboo took place May 31, 1847, at the old Maxwell store; H. Canfield was the agent for the

county. The highest sum bid for any lot was **John B. Crawford**, who bought a 4-rod by 8-rod lot, north of the Western Hotel for \$16.25. The county price of lots on the square was \$10 for corner lots, \$7 for others.

The next purchaser of this corner was **Ezra Benton** who, sometime after 1848, paid \$42.50 for it, passing it on in 1853 to **James Arden** for \$250. In July of 1852, **F. K. Jenkins** was advertising his **Shoe Making Business** on the "northeast corner of the square" operating out of the home of **Mrs. Pressey. Arden**, the owner of the lot, sold it three months later for \$500.

In October of 1854, **Mrs. L. Vroom** was conducting a **Millinery Store** on the "corner east of the Sumner House" while a **Mr. Hartwick** opened a store "on the corner opposite the Sumner House" in January of 1855.

Mentioned in the March, 1856 issue of the *Sauk County Democrat*, "**Mr. Ransford** is erecting on the corner of Fourth and Oak Streets, a large block, which is intended to be ready for spring and summer operations. By May of 1856, **Charles Sanford** and **Gerriett P. Gillespy** felt the need for more elbowroom, so they rented the new building at this site, planning on moving from 103 Third Avenue as soon as time permitted. On June 19 of the same year the disallution of the partnership was announced.

Following Sanford and Gillespy was **Stephen Moore** who moved here from Chicago in August and opened a **Stove, Tin, Copper and Sheet Iron Store**.

In April of 1859, **N. K. Smith & Co.** who conducted a **Meat Market** here succeeded **Moore & Smith** who was located on this corner previously. By November of 1863, **Withington & Cooper** were operating a Meat Market on this corner. Records indicate that **Roseline Peck** also owned this site, selling it in April of 1867 for \$780, to **John Dever**.

**Dever** then conducted the **Shamrock Saloon** at this site, advertising a "Good stock of fresh oysters at 50c per can". Later the **Bender Saloon** was here. Bender eventually moved to the south side and constructed a brewery. By March of 1870, **J. W. Hawes** was conducting a **Shoe Making** business here while his **Mrs. S. B. Hawes**

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conducted a **Dress Making** business. In March of 1871, the Hawes' family moved their operation over Train & Longley's.

In November of 1870, Dever sold this lot, and supposedly the building, to **Levi Crouch** for \$850. In April of 1871, **A. C. Wood** and **Jo. Davis Jr.** opened a new **Tin Shop** in this building and by the end of August of the same year, Wood had moved to the former Maynard building at 125 Third Avenue. **C. R. Sears** opened the **City Meat Market** at this site in November of 1871 moving to 107 Fourth Street a short time later.

On November 26, 1872, a fire destroyed seven business blocks on the north side of Fourth Street. The fire evidently started at 107 Third Street, the third wood frame building east from this corner. The owner of this corner building at the time, **Levi Crouch**, sustained a loss of about \$500. The building was occupied by **Frank McGinnis** as a **Cigar Store**, loss...\$500. McGinnis promptly reestablished his factory in the basement of the Western Hotel.

In August of 1877, the **Gust Brothers** purchased this then, empty lot of Crouch, on which they would immediately build. It was planned that the building would be of Baraboo stone, two stories high, 22 feet front and 50 feet in depth. **Mr. Hire** would do the stonework. It was expected that the **Gust Brothers Meat Market** would occupy the building within 90 days.

An article in the December 5, 1877 issue of the *Baraboo Republic* stated "The Cap stone was put on the Gust Brothers' new building last Saturday. The frost of winter tried hard to stay its completion, but without avail. The carpenters and plasterers will make short work of their part of the job."

It is almost a sure thing that the sandstone used on the exterior of the building came from the **Levi Crouch Quarry** located on the southwest part of Baraboo, no doubt on Quarry Street. A more precise location was on the SW 1/4 of Sect. 2, T. 11 N., R. 6 E. The stone was of medium hardness and could be cut and dresses with comparative ease. The color of the stone was nearly white with a tinge of yellow. This particular quarry extended to land adjacent and owned by **Smith Jennings**. Stone from these quarries was used for many buildings and foundations in Baraboo.

The completion date is not known, nor are records of the meat market actually being here. It is interesting to note that in August of 1875, the Gust brothers had erected a neat and commodious building adjoining the lumber office of Langdon & Pratt, south of the river and occupied it as a Meat Market.

In any event, a new building was constructed and records indicate that the building was sold to **Samuel S. Grubb** in November of 1879 for \$3,000. It was possible that the Grubb Brothers owned this and S. S. Grubb purchased his brother's interest. By November of 1878, the business of the **Sumner House** located at 100 Fourth Avenue and directly opposite on Oak Street had increased so rapidly that Mr. Sumner fitted up rooms over **Gust's Meat Market** to be used as sleeping apartments for his guests.

In January of 1880, **Koons & Valliket Meat Market** was located at this site. In March of 1880 **J. J. Valliket** purchased the interest of **Peter Koons**. **Valliket** advertised "the choicest table meats, fresh or pickled, hams, sausages, etc., in their season. Summer meats served from our refrigerator." This meant on ice, cut from the Baraboo River. **Valliket** was out of the meat market business by June of 1885, as it was reported by the *Baraboo Republic* that he and his family departed for California during that month. In 1887 we find the **William Barker Meat Market** at this site. In February of 1888, E. Smith bought out William Barker and became the proprietor of the **Edward Smith Meat Market**.

Records indicate that in September of 1888, Grubb sold the stone building to Mr. **F. T. Brewster**. Brewster had not made public his plans for the building at that time but it is reported that Brewster sold the building to the new **Baraboo Savings Bank**, seeing a profit of \$750.

On October 5, 1888, Leonard Meyer, heretofore in the employ of butcher Gust, probably across the street at 619 Oak, succeeded Edward Smith as the proprietor of this market and opened the **Leonard Meyer Meat Market**. Robert Redel, who was working for Ed. Smith at that time, started in business for himself at August Gust's north side meat market across the street, which he had rented from Gust.

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Then in February of 1889, it was announced that F. T. Brewster would soon open a bank at this address. The building was to be remodeled and improved in appearance. Brewster would then build Meyer a building on Oak (probably 606 Oak Street) adjoining the bank building. This building was finished about the twenty-first of March 1889 at which time the remodeling of the bank building began.

The first story of the bank building was partitioned into three parts, one of which would be occupied by the bank, another by the abstract firm of **Selleck & Pitcher** and the third by **R. D. Evans' Law Office**.

In January of 1889, Frank T. Brewster disposed of his entire interest in the First National Bank to **Wm. A. Warren**. Brewster then became one of the original stock subscribers of the Minneapolis Loan Trust Co. At the same time, **The Baraboo Savings Bank** was organized and incorporated with Brewster as president, **Judge E. W. Young**, vice-president and **Charles F. P. Pullen**, cashier. In the 1895 city directory, **James Hill** was listed as president.

On Saturday, July 29 1893, at 11:00 in the morning the Baraboo Savings Bank closed its doors. The following notice was posted in the window:

*“Failure to receive money confidently expected and the stringency of the money market, and inability to realize on assets, renders suspension of payment necessary. A statement will be made and depositors called together for consultation at nine o’clock on Tuesday, the first day of August.”*

*Signed:*

*F. T. Brewster, President*

*Thos. Baker, Cashier*

Tuesday forenoon, pursuant to the call for the meeting of the depositors, there was a large gathering of interested persons at the bank building. Attorney R. D. Evans was authorized by the directors of the bank to make a statement of the financial condition at the present time. Attorney Evans said “the directors wished the depositors to know exactly how matters stood and the figures he was about to read had

been carefully gone over by the cashier and bookkeeper and he believed them to be correct.” The report was as follows.

### Liabilities

Commercial deposits.....	\$ 6,238.12
Savings.....	18,978.82
Certificate.....	<u>48,281.26</u>
Total	\$73,498.20

### Resources

Loans and discounts.....	\$80,093.71
Bonds.....	9,000.00
Due from Banks.....	453.10
Cash on Hand.....	<u>791.47</u>
Total	\$90,338.28

In addition to this, the bank building and the building to the rear were placed at a value of \$9,000. Since the doors were closed a few notes had been paid which made the total cash on hand \$1200. Evans advised that “before any action be taken by the depositors whereby the bank would be put to an expense, an opportunity be given to dispose the securities on hand. With the present stringency on the money market this might require a month or longer. It is the purpose of the directors of the bank to take such action as will allow them to dispose of the securities and pay the depositors dollar for dollar.”

In October, a grand jury handed down an indictment against F. T. Brewster, President of the bank. The grounds were not made public but it was believed that he was charged with receiving deposits after the bank was insolvent. His bond was fixed at \$5,000, which he secured. The trial would be in March of 1894 when the next court convened.

The bank re-opened January 29, 1894 with their financial statement showing assets \$33,000 more than their liabilities. **James Hill** or possibly **Hull** was the new president.

In July of 1894 Mr. F. T. Brewster disposed of his interest in the bank to **J. M. Jenks** of Minneapolis, a member of the firm of Nye,

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Jenks & Co., grain dealers of Minneapolis and Chicago. The bank was then able to pay all six and nine month claims to all that called. The management of the bank remained the same with James Hill, President, **J. W. Wright**, Vice-president and **H. E. Taylor**, Cashier.

In March of 1896, the Baraboo Savings Bank went into voluntary liquidation. Notice was given in the local papers requesting depositors to withdraw their funds during the month of March, as the bank doors would be closed on April 1, 1896. Due to financial problems, it was decided upon a motion of J. M. Jenks, the principle stockholder to close. The bank did a good business until 1893, when hard times hit. Jenks owned \$20,000 of stock secured from Brewster, then of Sand Beach, Michigan. Depositors received all of their funds including interest and all creditors were paid. In 1897 the building was sold.

During the early days of the bank's struggles, the **Baraboo Magnetic Infirmary**, conducted by **Prof. H. E. Bahr**, opened its doors at this corner site. They transferred here from 424-1/2 Oak in February of 1900.

In July of 1897, **R. D. Evans** purchased the Savings Bank building. He was immediately busy taking down the bank fixtures with plans to use the first room for his main law office and the second room for a private office. The room formerly occupied by him, which had an entrance on the west side, was fitted for the **Baraboo Gas and Electric Light Co.'s** office. The upper apartments were fitted up for offices. In May of 1903, Baraboo Gas & Electric moved their office to 400 Oak Street.

Obviously **Dan Ruggles** conducted business at this site as early as and maybe earlier than 1904. In April of 1908 Attorney Ruggles renewed his lease on the Evans building for a term of 15 years. His plans were to use the ground floor for his offices and the remainder of the building would be sublet. The building contained extensive fireproof vaults that would be helpful in storing valuable files.

In May of 1911, **Mrs. Anna Evans** of Madison sold this building to **Mr. Tschumpert**, the consideration being \$8,500. Tschumpert immediately made application for a saloon license,

however, the council turned down the request feeling there were enough saloons along that street.

In September of 1911, **Attorney Jesse W. Frenz** joined Ruggles and their law firm planned on occupying the whole first floor

In January of 1917, remodeling started on this building, which would eventually house the new **Farmers and Merchants Bank**. The bank opened on May 1, 1917. The officers were as follows, **George C. Astle** (President), **Wilbur Cahoon** (Vice President), **Nicholas H. Gerber**, (Cashier). Astle remained president until at least 1918, according to the 1917 city directory. The bank merged with the First National Bank in 1929, located on the northeast corner of the intersection of Oak and Third Street, and the two banks were organized into the First National Bank and Trust Company.

**John Zootis** and **Peter Stahs** of the **Olympia Candy Kitchen** then purchased this building, which was vacated in January of 1930. The new owners planned on taking possession on April 1, 1930. The vault doors were sold to the Union National Bank of Eau Claire.

**Helmer C. Amundson**, a civil engineer, established offices here in January of 1930 adjacent to those of **Atty. Robert H. Gollmar**. Mr. Amundson, who had been located in Baraboo since 1924, was prepared to do any kind of civil engineering. He was a graduate of the University of Wisconsin and had 10 years of experience. Prior to coming to Baraboo he was located in Ladysmith, Wis.

In November of 1930, **P .A. Youngbeck** purchased this building from Adolph Andro and opened the **Square Tavern** here. There was a ladies entrance at the rear of the building. The back bar was purchased from the then defunct **William F. Luther & Son Bowling Alley and Soft Drink Parlor** which was located at 126 Third Street. In May of 1936, **Dr. John F. Moon** purchased this building from Youngbeck.

Records indicate that **Charles Steinbrink** conducted a saloon at this site from 1936 to 1938. This saloon was moved to 124 Fourth Avenue in the early 1940's, where the 120 year old back bar still exists.

According to the May 12, 1938 issue of the Baraboo Weekly News, **Dr. J. F. Moon** applied for a building permit for this building.

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About July 6, 1944 a building permit was issued to remodel the interior for an office. By March of 1948, the sign on the door announced that **Dr. William Moon & Dr. J. F. Moon** were practicing medicine here as **Drs. Moon and Moon**. Dr. John William Moon Jr. was discharged from the Army in February.

In 1957, John Moon retired from business and **Dr. John T. Siebert Physician & Surgeon** assumed his practice. Dr. Siebert was here until 1964 when he moved to 703 Fourteenth Street. In 1966, **Dr. Robert Dewel** became the new owner, purchasing this building from Dr. Moon, and occupied the building until 1985 when **Dr. Robert Konen** acquired Dewel's practice.

In the fall of 1984, Dr. Konen came to Baraboo from Madison and joined Dr. Dewel. Dr. Dewel continued on with this partnership for six months, retiring in 1985. Dr. Konen conducted business here until 1990.

In 1990, **Dr. William Wenzel** conducted his chiropractic office here until 1993 when **Nancy Dillman** and **Fred Mohs** purchased the building, remodeled it and established the **Cornerstone Gallery**.

On June 1 2006, Baraboo resident, **Christine Kortbein** purchased the Cornerstone Gallery from Dillman. Dillman would maintain her ownership of the building.

## 105-107 Fourth Street

### 105-107 Fourth Street

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

Block 23, lot 7

Sanborn map location 302 Fourth Street

#### Architectural Description

A large projecting pediment with “1886” in relief is centered in the pressed metal cornice above 12 rows of corbelling. A narrow band or corbelling encompassing the lowest three rows stretches between pilasters of contrasting cream brick. Two two-bay storefronts comprise the building, with a stairwell at the western edge. Windows are segmentally arched and have stone hoods with unusual keystones in which a “floral” motif appears, highlighted by contrasting paint. The original storefronts have been removed and replaced with modern materials, including brick veneer and a protruding metal awning.

This building which was located at approximately 105 Fourth Street, second business location from Oak, was owned by **Joseph Udell** and occupied by **R. Kingsland** and others as a **Billiard Hall** on the first floor, and dwelling overhead.

By the middle of December, 1870, the frame for a new saloon was up at 107 Fourth Street.

At about 10:00 on the evening of November 26, 1872, flames were discovered issuing from the building at 107 Third Street owned by **T. B. Quiggly** and occupied by **Chas. Sears & Co.**, as a **Meat Market**. The Quiggly building was the third business location in a block of seven extending on Fourth Street east from Oak. Due to the furious gale that prevailed at the time, no hopes were entertained of saving any of the buildings composing the block. Loss on the building, furniture, etc. amounted to about \$3,000.

By February of 1873, Udell already had a large portion of material on his lot for his new building, which would be 22 By 60 feet, 10 feet longer than his previous building. The side and rear walls would be of stone with the front probably being brick.

In June of 1881, **John Newman** formed a partnership with **Frank Lux** in his harness making business. The firm of **Lux & Newman** was here as late as August of 1882, possibly joining both



107 Fourth Street (far left) circa 1903-1912

stores into one. An ad in the April, 1886 issue of the *Baraboo Republic* stated that Carl Kasiska succeeded John Newman in manufacturing “Light and Heavy Harness.” Obviously, Newman’s building was razed to make way for a new edifice constructed in the same year by Jasper Ewing. It is believed at that time Kasiska was located in the Spellan Building on Third Street.

The present building was constructed in 1886 by **Jasper Ewing**, whose livery had formerly occupied the building at 117-119 Fourth Street. At the time, the 44 X 108 redbrick building, built by Gollmar, Vanderveer and Co., was the largest and most costly building in the Second Ward.

In October of 1886, **D. Chamberlain**, formerly at 518 Oak Street, leased the handsome new block of Ewing’s for his **Billiard Parlor** and planned on moving his tables in at once. Chamberlain also had plans to establish a saloon here.

## 105-107 Fourth Street

Evidently this building was divided later with two storefronts. The "**Castle Hall**" which probably was upstairs became a meeting place for the **Knights of Pythias**. At that time the address was given as 413 Fourth Street. **Ewing's Livery Stable** was located here until about 1891.

In 1891 the livery was sold and became the **Hyland & Newman Livery**. Then the firm of Hyland & Newman was dissolved in August of 1892. Newman then sold his interest to Arthur Kellogg and the sign on the building read "**Hyland & Kellogg Livery**." Over the next three years, the livery had many owners, **Arthur Kellogg Livery Stable, Hughes & Hungerford Livery Stable, and Holsaph & Graves Livery Stable**. Maybe more!

From 1895 until 1898 the **Frank E. Shults Restaurant and Billiard Hall** was located at this site while in 1898 we find George Stidgeon conducting **George Stidgeon's Saloon** here. Later, in 1903, Ewing was back with the **J. Ewing Sample Room**; he conducted business here until 1906 when **G. L. Sweet** purchased his interests. Sweet was here as late as 1909 when **W. Vogler** took over this **saloon**. Vogler was here until at least 1910. In 1915 **Frank A. Feagans**, was manufacturing domestic cigars here and also selling Havanas sharing the space with the **Fred Junk Saloon**, which was here until 1916. The picture of 107 Fourth Street on the previous page was taken about 1903-1912. The structure appears to be vacant.

In August of 1916 Potterville leased part of this building, probably 107 Fourth Street, and established the **Henry Potterville Grocery Store**. In July of 1919, M. S. Marty and his son, **H. M. Marty**, formerly of Monticello, purchased the business. Marty & Son planned on an enlargement of the store to encompass the whole building.

Their intentions were to purchase the adjoining restaurant, **George Hickey's American Café**, from the then present owner to add to the grocery space. The American Café then moved to 113 Fourth Street.

In September of 1919, **Bernard Freigang** leased the building at 105 Fourth Street, formerly operated by Potterville, for a bakery

venture. The new business would be called the **Baraboo Systems Baking Co.**

In September of 1920, Freigang sold the bakery at 105 to **Mr. & Mrs. Felix Odehnal** of Chicago. Odehnals then opened the **Baraboo Bakery**. In February of 1922 Odehnals purchased the building at 113 Fourth Street from Sam Goldfarb of Chicago and formerly of this city. Odehnal's plans were to move the bakery to that site which happened in April of 1922.

It was reported in April of 1922 that **Harry Apostle** moved his **Shoe Shine Parlor** here after Odehnal moved. Apostle would also clean and remodel hats.

In September of 1924 Walter Kerndt purchased the grocery store and meat market business, formerly operated by **Mathias S. Marty & Son**, and it became the **Walter Kerndt Grocery Store**. Mathias Marty died in July of 1937 at his home at 522 Ash Street at the age of 66. Marty lived in New Glarus prior to coming to Baraboo in 1920.

In January of 1926, The **Fraternal Order of Eagles** secured a lease on the second floor over Kerndt's Grocery. Remodeling would take place, which would provide a 44 X 70 dance hall, a kitchen and other rooms.

Walter Kerndt purchased this building in January of 1930 from the Farmers and Merchants bank. This site was also known as 109 Fourth Street. Kerndt was the son-in-law of Mr. and Mrs. George Isenberg and formerly owned a grocery store in Chicago. It is believed that Walter Kerndt then divided the store.

It was in the same year that the **C. D. Price Shoe Repair** located in the western half of the store. Later in 1938 it was the **Keylock Corrective Shoe Shop** conducted by Robert A. Keylock. In February of 1945 **Ralph Bethke** returned from the service and re-opened the Keylock Shoe Repair Shop, formerly operated by the **Prices**. It was the called the **Modern Shoe Repair Shop**. 1948 found the **Hobby Shop** here, probably after Bethke had received a permit to add a partition to the building.

It was reported in a March 1951 issue of the Baraboo Weekly News that Kerndt was expanding into the other half of the building,

## 105-107 Fourth Street

formerly the Bethke Shoe Shop. The new addition would add 28 X 20 feet and the grand opening was expected about April 15, 1951.

Kerndt probably closed his store about 1962, which by that time was located in the east half of the building only. **Dorf's Men's Wear** then assumed center stage with Alvin D. and Lowell A. Follendorf acting as partners. Alvin was formerly of Waukesha and Lowell of Madison. Fallendorfs re-established one storefront. This store was later known as **Dorf's Men's Wear & Mr. Teen**. In May of 1964 the Follendorf brothers purchased the building from Kerndt. In 1965, the clothing store remodeled the building and expanded into the west half, 105 Fourth Street.

In October of 1974 Al Fallendorf announced the purchase of his brother Lowell's interest in the Dorf's Men's Wear Stores in Baraboo and Mauston. The store then became **The Vogue**. The Vogue operated until at least 1992.

Kerndt passed away on February 18, 1991 at the Jefferson Meadows Care Center. He was the son of **Julia and Gustav Kerndt** of Almakee County in Iowa and was born on February 14, 1894. Kerndt served in the Army Field Artillery in France and thereafter belonged to several veterans' organizations. He married the former Elsie Isenberg on May 29, 1920. She preceded him in death in 1972. Mr. Kerndt was survived by one son, **Charles G. Kerndt** of Englewood, Fla., two daughters, **Miriam Kerndt** and **Caroline Kerndt Miller**, both of Madison.

**Land Title Service** located here from 1979 to 1980 (?). **Attic Correctional Services Center** located here about 1994.

## 110 Fourth Street

### 110 Fourth Street

Wright Block

Located on the south side of Fourth Street at the rear of the Wright Block  
Block 26, lot 5  
Sanborn map location 319 Fourth Street

In May of 1887 “**John Goodnough** opened the Goodnough **Grocery Store**” at this location.

Later, in December of 1892, it appears as though **Albert Hook** had moved the **Hook Music Store** from 150 Third Street to this address, which is the rear of the post office.

**Edwin Holden** conducted a **tonorial parlor** her in 1894. In July of that year he moved his operation to a room in a residence located at the intersection of Sixth Street and Broadway. However, in 1895 the **Edwin Holden Barber Shop** was back operating at the rear of the post office, which was at this site. **Earl Sanderson** joined Holden in his operation in March of 1895. In May of 1896, Holden announced that he was moving next to the First National Bank on Fourth Avenue as of June first.

In July of 1896, **C. W. Ibe** moved into this vacant room and opened a **tailor shop**.

### 110-1/2 Fourth Street

In 1886 **W. M. Hickman** conducted a **Barber Shop** on the second floor.

## 111 Fourth Street

### 111 Fourth Street

Located on the north side of Fourth Street between Oak and Ash Streets  
Block 23, lot 8  
Sanborn map location 303 Fourth Street

#### Architectural Description

This four-bay building's architecture is Italianate. Erected along with the three-bay structure to the east, the two buildings have almost identical detailing. Brick Corbels at the cornice line provide horizontal ornamentation. The brick arched windows and stone lug sills are of visual interest. The original arched windows of this building are still extant.

In October of 1854, **August Ringling** announced to the public that he had opened the **Ringling Saddle & Harness Shop**. It was described as being located opposite the "Sumner House barn" and also "nearly opposite the Sumner House." Later in January of 1855, Ringling expanded into a double store.

The store was located in a small wood frame building, east of Dan Ruggles' building, and was located approximately at this address. In June of 1855, Ringling called his business the **One Horse Harness Shop** and was operating a **Grocery Store** out of one half of this business block; in fact he built an addition to the rear of the building in that year. In late 1855, Ringling claimed he was no longer a One Horse Shop but a **Double Horse Shop**. This shop was here as late as 1859. It was in that year that August moved his family to McGregor, Iowa.

**Rungeling** was at one time the spelling of the Ringling's family name, but that was in the old country during the period in the nineteenth century when France controlled Alsace, the Ringling's native home. The change back to **Ringling** was made prior to immigration when a box of old records revealed the fact that Ringling was the original family name.

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August Ringling came to North America from Hanover, Germany at the age of 21 in approximately 1847. After a year in Canada, August moved to Milwaukee where he was joined by his



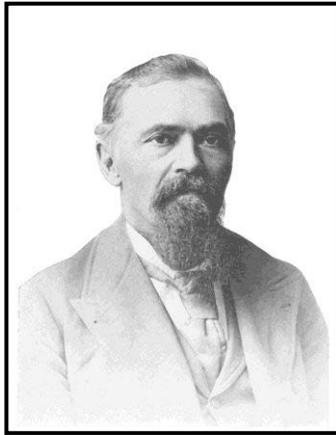
Wagenbreth Saloon (center building) circa 1903-1912

father, mother and sister. In 1850 he was living with his family in the First Ward of that city. August's father died between August 16 and October of that same year. August's invalid mother died shortly after. The 1851-1852 Milwaukee *City Directory* lists; "Ringling, August, Saddler, Market Street near Johnson".

August Ringling married Salome Juliar on February 16, 1852. The Juliar family were Alsations, immigrating here from the Alsace region of northeast France in 1845 and settling on a farm about nine miles from Milwaukee on the Kilbourn Road, later to be designated as Highway 41.

The Juliar family consisted of the father, mother and four daughters and a son. August and his new wife then moved to Chicago where their oldest son, Albert (Al), was born on December 13, 1852. The small family then returned to Milwaukee where they lived during 1854-1845 and where their second son August (Gus) was born on July 20, 1854. In the spring of 1854, the Ringling and Juliar families both moved to Baraboo where August opened a harness shop. Their home

## 111 Fourth Street



August Ringling

was on the same lot on which Al Ringling would later construct his palatial residence. It was here where their third son, Otto was born on June 20, 1858.

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At about 10:00 on the evening of November 26, 1872, flames were discovered issuing from the building located at 107 Fourth Street and owned by T. B. Quiggly and occupied by Chas. Sears & Co., as a meat market. The Quiggly building was the third business location of seven extending on Fourth Street east from Oak. Due to the furious gale that prevailed at the time, no hopes were entertained of saving any of the buildings composing the block.

The building at this site which was the fourth building to the east of Oak, was owned and occupied by **August Sperling**, as a **Billiard Hall** and dwelling; loss \$3,000.

George Holah then constructed **Sperling** a new building here. The new building had two stories with a basement, 23 by 60 feet and was a good substantial brick structure. The basement was plastered and was designed for a kitchen, washroom and cellar. The first story was designed for a restaurant and billiard room. The upper floor was divided into lodging rooms and parlors. **Stein & Sperling's "German Store"** opened here in December of 1873. The store handled the usual

dry goods, notions and groceries. In April of 1875, Stein & Sperling closed out their dry goods and groceries. As soon as the building was clear **Sperling** opened a **Billiard Hall and Restaurant** with billiard tables purchased from Mr. Junge. In March of 1879, Sperling, evidently despondent over business committed suicide by cutting the artery and vein on the inside of his elbow. Mrs. Sperling was left with four children, the eldest being about twelve years of age.

Stein then entered into a partnership with Wm. Hoxie in the general merchandising business, uniting their stocks in the store heretofore occupied by Mr. Hoxie.

In January of 1886, **Adolph Gust** sold his **saloon** business with all fixtures to W. J. Grady. In November of 1887, Grady moved his saloon to the south side.

On November 23 1887, the **Fenner Brothers** opened a **Shooting Gallery** here.

In 1895, D. Chamberlain discontinued **Chamberlain's Saloon** in the basement of the Warren House and opened here. **F. Effinger** had recently purchased the building from A. Gattiker for \$2,800. Mr. Effinger had several workmen improving the building and was expected to spend about \$600 upon it. Among the improvements was a plate glass front.

In 1896, **Frank Kelly** was operating a saloon here.

From 1898 to 1906 **G. Wagenbreth's** Saloon, known as the **Home Tavern**, which is the center building in the picture on page 306, was conducted at this site. The delivery wagon in the picture is an Effinger beer wagon. It was reported in July of 1906, that the city council had granted a saloon license to **F. H. Tschumpert** and he had purchased the Wagenbreth saloon at this site. Tschumpert, who had previously been in business with Platt on Third Street, was here as late as 1909, when **Wagenbreth** purchased the saloon back. Wagenbreth may have been here as late as 1913. It is probable that **F. C. E. Welk** conducted the saloon then and probably until 1917 when the city went dry.

## 111 Fourth Street

In December of 1920, James Karnes purchased this building from Effinger. Karnes planned on opening a restaurant here in the near future. Between the years 1936 and 1938 **Mrs. Edith Karnes** conducted the **Karnes Lunch Room** at this site. In April of 1941, **Mr. & Mrs. R. W. Delap** purchased the restaurant.

From 1942 to 1945 **Mac's Café** was here but in October of 1945 Mrs. **Olive MacDonald** announced that she would close her restaurant in about one week due to the sale of the building to Ed. W. Coughlin. She had operated the restaurant at this location for about 2 years. Mac's Cafe was listed at 147 Third Ave. in the 1943 Telephone directory.

**Robert Schultz** of Waukesha but as a lad growing up in Baraboo remembers Christmas Day, 1942 when he served as an emergency busboy. Schultz's mother was employed by Olive McDonald as a waitress at that time and since all the other restaurants in Baraboo were closed that day, the employees of Badger Ordinance Works that lived at the Warren Hotel and other rooming houses around the city would have no where to eat. So the families of two employees, the **Schultz's** and the **Lazier** kept Mac's open.

In 1945, **Edward W. Coughlin** formerly associated with Stortz & Coughlin Hardware purchased the building. After some remodeling a new business known as **Coughlin's GE Appliance Co.** opened. Ed Coughlin's son, **Jerry**, joined the firm in November of 1954. Jerry enlisted in the navy in 1950 and saw duty with the Seabees, including two tours of North Africa where he was engaged in the work of building air bases. In January of 1957, Coughlin gave up the business due to health problems. Isenberg Hardware would then become the G. E. Dealer in town. Edward Coughlin died in February of 1958 at the age of 61.

After Ed Coughlin died, Ralph and Veda Henderson established **Henderson's Restaurant** and operated it through 1986.

By 1986, we find **Teri's Restaurant** here being guided by Teri Zimmerman. Teri had worked for the previous owner for 19 years, starting as a waitress at the age of 16. On September 19, 2003, Teri sold the restaurant to **Mike and Rhonda "Birdie" Nauman**. The Nauman's renamed the restaurant **Birdies Café**. Mike had 17 years



Henderson's Restaurant

experience as a chef and Rhonda claimed 20 years experience as a waitress and bartender.

## 113 & 113-1/2 Fourth Street

### 113 Fourth Street

Located on the north side of Fourth Street between Oak and Ash Streets.  
Block 23, Lot 8  
Sanborn map location 304 Fourth Street

#### Architectural Description

This three-bay building is Italianate. Brick corbelling at the cornice line provide horizontal ornamentation. The brick slip sills and arched window hood add visual interest. The original arched windows have been replaced and the arch filled in with bricks. The building was brick, with a basement of stone. It was designed for a carriage and wagon factory. A gangway originally connected the paint shop and finishing room in the upper story with the storeroom below.

In October of 1855, **C. S. Weild** and **J. Stahle** purchased a lot at this location and constructed a **Cabinet Ware Room**. By December of the same year **Stahle & Weild** were up and running.

In 1869 **L. Wild** conducted **Weild's Furniture Store, Factory and Undertaking** business here. Actually it is possible that at an earlier time Weild was associated with a **Mr. Vansice**. In September of that year the partnership was dissolved and Wild took on **J. J. Gattiker** as a partner. However, on January 17 of 1870, Wild announced the dissolution of that partnership.

The 1872 fire created a loss on Wild's stock of \$3,000; on building \$4,000. Wild managed to save about \$1,000 worth of stock. The heaviest loss fell upon Mr. Wild who had incurred the same misfortune three times, once in Pennsylvania and twice in this village. After the fire Wild moved to the old Gattiker Block on Oak and then constructed a new brick block on Third Street.

After the fire **Henry Moeller**, who had been in Baraboo since 1856, and was operating **Moeller's Carriage & Wagon Works** in one-half of this building, and also suffered a loss from the fire, purchased this lot from Wild. Moeller's plans were to construct a two story 22 by 60 building to be used by the firm of Moeller & Thuerer as a carriage and wagon manufactory.

**Moeller and Thuerer** had contractor George Hola construct this building in 1873. The basement, nine feet in clear, was designed



for a blacksmith shop, and was well lighted on both ends and the east side. The first story, twelve feet in clear, was to be a showroom and office with the second story, nine feet in clear, being used for a finishing room and paint shop. Mr. Moeller was an experienced workman in carriage woodwork, and would have personal superintendence of that branch of the business; while Mr. Thuerer, who was a blacksmith, would “boss” the forges and bellows.

Plans were to have the building ready about the first of August of 1873. The building soon housed the **Thuerer Blacksmith Shop** and the **Baraboo Carriage and Wagon Works**.

By September of 1875, and after many years of absence, **August Ringling** returned to Baraboo from Stillwater, Minnesota. Mr. Ringling who was a first-class harness maker and carriage-trimmer intended to reestablish himself in business here and it is believed that he then conducted business on the second floor of this building. Upon arrival he busied himself trimming up several fine phaetons for Moeller and Thuerer. Ringling moved his business to Oak Street in 1876.

Moeller left this Fourth Street location in 1876 or 1877 and established his business on Third Avenue.

## 113 & 113-1/2 Fourth Street

In 1878 and after Moeller left, Charles Bender established the **Bender Wagon & Buggy** business here. Bender had been in business just to the east of this new edifice at 125 Fourth Street and was burned out in the 1872 fire. Here, the wagon shop was upstairs, which was reached by a ramp on the east side of the building, and the lower floor was for rent in May of 1878.

The **Baraboo Bakery**, conducted by **Charles Pfannstiehl** at 522 Oak Street, was destroyed in the 1878 fire. After the fire Pfannstiehl salvaged his oven and constructed a temporary structure on the same site on Oak Street and renewed his baking. However, his retail outlet was then moved to **113 Fourth Street**, taking tenancy in the first floor of the **Bender Building**. By November of 1879, Pfannstiehl had moved into his new quarters on Oak Street.

In October of 1881, Bender sold his wagon business to **Charles Kunzleman**, who continued the business. Bender retained his blacksmith shop.

In January of 1883 **John H. Newman** placed the following ad in the Baraboo Republic:

### ***ATTENTION!***

*All persons indebted to the late firm of **Lux & Newman, Harness Makers**, must settle the same with the undersigned on or before February 1, 1883, or the same will be left in the hands of an attorney for collection. I mean business.*

It is believed that Newman was at this site at the time he placed the ad. He may have been at 121 Fourth Street as he had advertised in March of 1883 as being in business at the Bender Block on Fourth Street. In any event, on June 18, 1885, Newman sold his complete stock in trade, shop tools and fixtures plus raw materials to Carl Kasiska for the price of Twelve hundred dollars.

One of the best bargains secured for sometime was the purchase in April of 1884, of the Henry Moeller property by A. P. Johnson for the sum of \$2,500. The property consisted of two lots, one on which is this two-story brick building. **Johnson Flour & Feed** had previously been located in the old Headquarters building on Third

Avenue and planned on moving as soon as some finishing touches were applied to his new building and a four-ton set of Franklin's scales were installed.

From 1884 to 1891 **Amos P. Johnson, Flour & Feed** was located here while in October of 1891, Monroe & Teel announced that they had dissolved their partnership, probably at 412 Oak street, which actually took effect November 1, 1891. Mr. Teel purchased Monroe's interest in the refrigerator storehouse and retained the lime business. Mr. Monroe acquired Teel's interest in the flour and feed store. It was then determined that a new firm, to be known as **Teel Brothers Flour and Feed**, would conduct a flour and feed business at this stand lately occupied by A. P. Johnson. However, it was reported on August 29 that **Nelson Teel** and **Robert Schneller** were preparing to take control of this business, which would be known as **Teel & Schneller Flour and Feed**. In the September 3, 1891 issue of the Sauk County Democrat, the company was advertising as **Schneller & Company, which** probably included Teel as a minor shareholder.

In March of 1892, the business firm of **Teel Brothers** was dissolved. Mr. George Hill and Mr. Frank Teel conducted **Hill & Teel Flour & Seed** and continued to deal in produce at the old stand. By 1896 and probably as late as 1898, **F. D. Teel Flour & Seed** was operating here. **Ward Munroe & Co.**, of which Frank Teel had an interest, also had a coal and feed business with an office here. Their coal storage was at 440 East Linn Street.

In February of 1900 Ed Barstow purchased the Munroe & Teel building including the feed business and established **Barstow Feed & Seed**. Munroe retained the coal business. In March of the same year, Barstow remodeled the store, adding a plate glass front and lowered the prevailing height to street level. In every respect it was brought up to date.

Barstow opened **Barstow Groceries, Feed & Seed** on October 19, 1901, with a new and fresh stock of groceries, which he offered for cash at the lowest of prices. He also continued to carry a full line of flour and feed. Edward Barstow, age 64, died in June of 1902 as a result of a paralytic stroke. He left a wife and six children.

## 113 & 113-1/2 Fourth Street

In 1903 **Alvin L. Young, Feeds, Seeds, Flour & Groceries** was being carried on at the old stand. The Young store is at the far right in the picture. Young, who had just purchased the business, had conducted a grocery store in Wonewoc and had brought his stock of merchandise to Baraboo, which added an extra department to the feed store. Then in 1915 Samuel Goldfarb purchased of the Edward Barstow estate, the Fourth Street building occupied by Young along with the building at 115 Fourth Street, occupied by R.L. Glazier. No change in occupancy was expected.

**H. Siggelkow** purchased the **City Dray Line** from **W. H. Smith** in January of 1912 and would maintain an office at this location.

In August of 1919, **George Hickey's American Café** moved here from 105/107 Fourth Street. Marty & Son Groceries to whom Young sold his stock would expand the old site. It is believed that the **Gottschall Electric Shop** was also here in 1915 with **Mrs. Gottschall** operating a Beauty Parlor, known as the **Comfort Shop**, on the upper floor.

In May of 1920, it was reported that the Gottschalls may move to Madison where it was said that Mrs. Gottschall would open a beauty parlor and Everett would possibly find employment in a grocery store .

In November of 1921 it was reported that **W. A. Toole** had opened an up-town office for his flower and plants in part of the building occupied by Gottschall. **Mrs. Lena Rich Holt** would be in charge of the **florist shop**.

Felix Odehnal, proprietor of the **Baraboo System Bakery** at 105 Fourth Street, purchased this building in February of 1922 and moved here on April 1 of the same year. In June, the Toole Florist Shop moved to 121 Third Street.

The **Gottschall Beauty Parlor** which occupied the upper apartments of the building would be moved as the apartments were to be remodeled and the Odehnals would live there themselves. **Gottschall Electric Shop**, located here would also have to find new quarters. The building was purchased from Sam Goldfarb of Chicago, formerly of Baraboo. The Gottshall beauty parlor shop may be moved to the present apartments of the Odehnal family over Connor's Battery



Alvin L. Young (far right) circa 1903-1912

shop and the electric shop may be moved to the present bakery location at 105 Fourth Street.

In July of 1927 **Alois Baier** purchased the Felix Odehnal bakery and renamed it the **Baraboo Bakery**. Baier operated here until 1945 when he sold to **Mr. & Mrs. Charles Coleman** who sold the Baraboo Bakery in April of 1954 to **Kenneth Hull** and **Nelson Knapp**. **Jerold Lamb** operated the bakery from 1968 to 1979.

Alois Baier died in July of 1964 at the age of 80. Baier was born in Austria and came to Baraboo from Lake Mills where he had also conducted a bakery.

Nancy Young, later to be Nancy Ystad, owned and operated this business as **Nancy's Hair Port** between 1981 and 1995.

The 1995 city directory lists Thomas A. Williams & Daniel P. Drain as architects conducting the **William's Design Studio** at this address while the 1997 city directory lists Mr. Williams only.

## 113 & 113-1/2 Fourth Street

### 113-1/2 Fourth St.

July of 1864 found **Booth & Ferris** occupying the upper level where they carried out their trade of carriage painting, gilding, glazing, decorating and paper hanging. One of their specialties was graining, by machine and by hand. They advertised having been in business for 40 years...could not have been in Baraboo. This location was described as over Wild's. This may have been another site.

In August of 1875, **W. W. Bullard**, who had been operating a **Carriage Painting Shop** on the second floor as early as April of 1874 and prior to his business at 100 Fourth Avenue, sold his homestead together with his paint-shop to **G. W. Langdon** of Orion, Richland County. It was said that Langdon was a first-class carriage painter. Bullard's health was failing from inside painting, so he planned on continuing as a house painter. **Langdon** conducted the **Langdon City Painting Shop**, a carriage painting business, here into the 1880's.

In 1875, **August Ringling** shared the upper floor with Langdon and performed all the **Leather Trim** work for Bender. Evidently Ringling moved his operation to Oak Street, in 1876 where the Oak Street fire of 1878 wiped out his business.

In June of 1876, **W. A. Bullard**, advertised as succeeding W. W. Bullard and had also space rented over 113 Fourth Street and was advertising as a **House, Sign and Carriage Painter**. It is not probable that this move actually happened.

113 Fourth Street, Henry Moeller's Wagon Works



Henry Moeller's Wagon Works first floor and G. W. Langdon's City paint Shop on second floor. Note ramp adjacent to flight of steps  
113 Fourth Street      circa 1876

## 114 Fourth Street

### 114 Fourth Street

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

Block 26, lot 4

Sanborn map location 321 Fourth Street

In October of 1853, the firm of **Hammond & Youmans** opened the **Baraboo Bakery** at a location described as one door east of the Adams House. This was the former site of **R. C. Gould** who conducted a **Grocery and Provisions Store** since August of 1850. The city directory places **Alvin I. Young Grocery Store** here in 1917.

The **Harry Apostle Shoe Shine Parlor** was located here in 1920 and 1921. In May of 1921, Apostle was preparing to travel to Los Angeles for a few weeks. It was planned that his building was to be razed sometime after May 1.

The **Apostle Brothers Shoe Repair** business was operated here by Harry & William Apostle from 1920 through most of 1927. Then in August of 1927 **Charles E. Price** purchased the shop. Mr. Price was formerly a shoe salesman and for 10 years prior to coming to Baraboo he operated a first class shop at Steven's Point. After coming to Baraboo, Mr. Price patented a successful gas atomizer of his own invention. He had some splendid offers for his new invention and planned to sell soon. He felt at the time that he was not yet ready to retire so he purchased the Apostle shop, going back to his old trade. One of the most interesting machines that he had installed was an automatic shoe nailer, which made it possible to nail 15 pairs of shoes in 6 minutes. Mr. Price thought that he would be able to handle the shop alone save for the assistance of a boy to do the shoe shining. The former owners had no definite plans. A few months afterward, the Apostles opened a pool hall and lunchroom at 616 Oak Street. After **Price Shoe Repair**, it is thought that Harry Apostle conducted a pool hall here.

Next came **Wisconsin Shoe Repair** conducted by George Apostle in 1935 through 1964. George Apostle divided the store in 1937 and the shoe shop took residency in the west half of the building while during the years 1937 and 1938, **Tasty Candy Shop** sweetened

up the eastern half of the building. George Apostle died in August of 1965.

### East 114 Fourth Street

In March of 1930, Harry Apostle started work on another store building on the lot adjacent and east of his pool hall on Fourth Street. The new structure would be 23 X 40 feet one story high, similar to his existing building. Plans are to rent the new structure.

Then in 1941 the **Ralph McElhatton Singer Sewing Machine** shop replaced the candy store. Sewing machines were the name of the game at this location until 1949. In 1950 we find **Norm's Ice Cream Depot** being conducted here. From 1954 through 1957, Penelope and Bessie Apostle partnered in the operation of the **Coney Island Lunch** establishment. Then in 1958, **Harvey's Café** is serving lunch here.

### East or West or Both??

By 1968, **General Construction** had assumed residency in part of the building. From 1968 to 1973, Joe Grady operated the **Circus City Credit Service** here. From 1969 through 1972 **Peter Weickgenant Accounting** shared space here. **H & R Block** was administered here by Jerry Jensen during the years 1975 to 1989.

Sometime after 1969 the **Bike Shop** conducted business at 114 Fourth Street...but no more information is available.

### West 114 Fourth Street

**Steven F. Emerson** conducted **IDS Financial Services Inc.** from 1984 to 1994 when the name of the business changed to **American Express Financial Advisors Inc.** Emerson died in May of 2006 at the age of 57. He was born July 17, 1948 at Eau Claire, Wisconsin. Steve and his family moved to Baraboo about 1979 where he had a position of school administrator until 1984 when he began his career as a financial advisor.

It was reported that **Ameriprise Financial**, located at this address and conducted by **Andrew L. Hager**, joined the Baraboo Chamber of Congress in 2009.

## 114 Fourth Street

### East 114 Fourth Street

During the 1992 to 1995 period, **Adia Personnel Service** worked out of the other half of the building. **Nursefinders of Madison** shared space with Adia from 1994 to 1995.



1969 or Later

## 115 Fourth Street

### 115 Fourth Street

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

Block 23, lot 8

Sanborn map location N/A

Approximately 10:00 on the evening of November 26 1872, flames were discovered issuing from the building located at 107 Fourth Street, owned by T. B. Quiggly and occupied by Chas. Sears & Co., as a meat market. The Quiggly building was the third building of a block of seven extending on Fourth Street east from Oak. Due to the furious gale that prevailed at the time, no hopes were entertained of saving any of the buildings composing the block.

**G. G. Gollmar** constructed this building in 1868 for use as a **Blacksmith Shop**. Gollmar's loss on his building and stock was about \$1,000. The walls of Gollmar's building were lined with brick, which undoubtedly prevented the spread of the fire to Bender's building (but a few feet distant), and to Captain Ellsworth's livery stables. Gollmar and his son then sold farm machinery for a year at a location of about 212 Third Avenue.

In February of 1896, **Munroe & Teel** began erecting a new 22 X 60 wareroom just east of their then present location of 113 Fourth Street. The building would be one story high with a fireproof exterior. It was to be used as a place to store salt, lime, feed and other goods in their line. From 1910 to 1915, and possibly later, **Ronald L. Glazier, Flour, Feed & Seeds** was administered at this site. In January of 1916 **Harley S. Porter** purchased the **Flour & Feed** business and sold it in March of 1917 to the **Johnston Fuel & Warehouse Company**. Plans were to remodel the building thus giving the Johnston Company an up town office plus a feed store.

In January of 1918, **N. H. Smith** purchased this business along with the warehouse on Lynn Street from Johnston. **F. H. Briggs**, who had conducted a store in the west part of town signed on to run the business for Smith. **Sam Goldfarb** owned this property at the time.

**J. R. Hofstatter**, who had recently sold out to the A & P store on Third Street, signed on in July of 1918 to replace Briggs. F. H.

Briggs went to work for the J. Briggs Flour & Feed Store on Third Avenue.

In June of 1920, the scale in front of Smith's store was ordered removed by the city. The scale interfered with the new pavement on Fourth Street. Shortly after, Attorney F. R. Bentley appeared before the city council on behalf of Sam Goldfarb and claimed damages in the amount of \$600 as a result of the removal of the weighing scales.

**N.H. Smith Flour and Feed Store** was conducted here from 1918 to 1927.

**August Schlender** purchased the flour and feed store from N. H. Smith in August of 1927 and the **August Schlender Flour and Feed Store** was established. He formerly owned a general store in Clark county so he was thoroughly familiar with the feed and grain business. For the prior 6 years Schlender had been with the Ott Hardware Store.

By 1943 the **Sealtite Insulation & Metal Weatherstrip Co.** was here sharing the building with **John R. Leatherman Real Estate**. Between 1944 and 1951 **John Danube** conducted **The Radio Shop** here. The 1952 telephone directory lists Danube at 110 Fourth Avenue. In 1952, **Albert C. Cornelius** operated the **Sno-White Launderette** here, selling it in March of 1956 to **Clair Dresden** of Edmund, Wisconsin. The launderette was still here in 1962, but by 1964, **Nesemann Jewelry** had moved here from Oak Street and was being directed by **Edwin H. Nesemann**. In December of the same year, fire destroyed this building. The one-story frame building, owned by the Goldfarb Estate, was completely destroyed including all the stock.

In August of 1965, Wilbur Deppe purchased what was left of the building from the Goldfarb estate with plans to build a new modern building. By November of 1967, **Helen Deppe** was controlling the destiny of **The Fashionette** here; **Carol A. Bassett** stepped in and operated the business from 1970 to 1978. **Williams and Associates, Division of Mid-State Associates** took up residency here from 1980 to 1983.

**Specially Hers**, which started as a lingerie store, opened its doors on August 1, 1983. In 1992 a lower level was added and in 1996 the operation moved into the building next door. **David Deppe** owned

## 115 Fourth Street

this business with his wife **Jan**. The 1995 city directory listed Jan as owner.

Jan stated, in an interview with the Wisconsin State Journal in May of 2003, “that she started the business when she was unable to find a nice set of pajamas for a hospital visit. She branched into mother’s dresses about 1988 after her two daughters got married and she searched Madison, Milwaukee and beyond for a decent dress without any luck.”

## 116 Fourth Street

### 116 Fourth Street

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

Block 26, lot 4

Sanborn map location 321 Fourth Street

#### Architectural Description

This small 14' building is one of the best art deco designs in Baraboo. Following a 1920's trend to make one-part commercial blocks more ornamental, small art deco buildings in particular used the façade as a prominent display unto itself, employed colored surfaces and bold patterns to achieve this effect. The building at 116 Fourth Street displays these traits in the frieze over the windows and door, which carries a series of convex circles, linked by two intersecting survilinear bands. These curved lines are balanced by the heavy cap of stepped parapet, the acute angles of which place even greater stress on the horizontality of the façade. Two wide pilasters terminated by large square "finials" flank the building to suggest verticality. The building retains a central recessed entry and a band across the top and bottom of each window is covered with a green material that corresponds in color to the frieze and coping.

In 1850-1852 **J. W. Hurlburt & Co.** was located a few rods east of the Adam's house and two blocks north of the post office. They may have been at about this location. Hurlburt handled hardware items including cooking ranges.

In January of 1852, there happened dissolution of the partnership of Hurlburt and R. **Jones**. Jones would collect all monies due. By April of 1853 Jones had moved to Oak Street a few rods north of the Adams house and almost directly across from Parish's Livery Stable.

Ground was broken in June of 1929 east of the Reinking store and adjacent to the storeroom of the Wisconsin Power & Light Co, for a new structure that was to house the **Harry Apostle Lunch Room**. The one story building would stand on the lot nearest the power company building, formerly the Elkington property.

**George Isenberg** was the contractor of the building that was to be 82 ft. deep by 22-1/2 ft. frontage. The building would include a

basement large enough for bowling alleys. Apostle operated a lunchroom and pool hall on Oak Street for some time. William Pierce purchased that building. In October of 1929 Apostle's new restaurant opened here.

In 1935 the **Majestic Lunch Counter** was serving customers at this site. In 1936 a class B liquor license was issued here. By 1938 **Harry Apostle** and **Nicholas Sarris** were operating **Harry's Coney Island** in this building. In 1946, this business gave way to **The Garden Inn** that was operated by **William and Alta Ederer**. The Ederer's operated this business until 1952. There are some records that indicate that **Lawrence Zimmerman** owned this building/business between 1946 and 1955. Wait, the liquor license was issued to **Sarah R. Zimmerman**, Lawrence's mother, in 1946 and again in June of 1947.

In April of 1952, **Mr. & Mrs. G. Apostle** purchased this building from **Mr. & Mrs. Harry Apostle**.

In May of 1952 **Joseph A. Grady** opened **Grady's Appliance store** here. From 1952 to 1971, Grady conducted **Grady's Sewing Center**, while from 1971 to 1982 Dennis J. Grady was conducting the business. **Don's Appliance** evidently shared some space here in 1964. Joseph Grady died at the age of 85 on Friday, May 9, 2003. He was born in Portage on June 8, 1917. In December of 1940 he married Kathleen McMahon. His wife and two children, Dennis of Pardeeville and JoAnn of Belleville, survived him.

Between 1983 and 1996, Ardyth Anderson managed **Grady's Sew and Vac** and in April of 1987, Anderson purchased the building from Chris Apostle. By September of 1996 Anderson was the owner and the name of the establishment had been changed to **Ardyth's Sew-N-Shop**.

## 117 Fourth Street

### 117 Fourth Street

Located on the north side of Fourth Street between Oak and Ash Streets.  
Block 23, lot 9  
Sanborn map location 305 Fourth Street

#### Architectural Description

A plain metal cornice caps the 44 X 109 three-bay building. Simply-patterned brickwork in the form of recessed rectangular panels, brick lintels above rectangular single and triple windows, and a row of projecting corners to add texture to the flat surface of the façade. Green carrera glass has been added to frame the display windows and an 11 X 10 recessed central entryway to the two storefronts was added in the 1920's. The upper floor was converted into six apartments.

**Charles Bender** manufactured **wagons** at approximately this site as early as 1875. The address then was described as being opposite the Western Hotel's barn. In 1878, Bender had constructed a new edifice for his business two doors to the west. Then in 1879 he put up a small brick building at this site to act as a show room for his products.

In 1888 **Jasper Ewing** constructed the present building for his livery. The building was a double building encompassing 119 Fourth Street also. In March of 1895 **Arthur Kellogg** purchased this building from Ewing for \$5,000 and until 1912 the **Kellogg Livery** was in residency here. In December of that year, **Henry Ketchum** purchased this building.

Then in June of 1913, **Fred R. Hungerford**, his son **Roy** and **H. Hughes** assumed the ownership of this livery and **Hungerford and Hughes Livery, Auto-Bus & Baggage Line** was born. This change in ownership of this business was probably due to the fact that Mrs. Ansel N. Kellogg had recently passed away and Kellogg was one of the heirs to her \$1,250,000 estate. Hungerford, from Kilbourn, did not decide on opening a livery here until part way through an auction that Kellogg was holding. Kellogg moved to Janesville where he would reside with his son-in-law and daughter, Mr. and Mrs. Bert Mahiney. Hungerford and family moved into the home formerly occupied by Mr. Kellogg.



Viola Erlandson and Annabelle Van Zile,  
Virgil Erlandson, age 13, facing camera circa 1950

It was reported in April of 1910, that H. Hughes had sold his dray line to H. Siggelkow of Delton, who would take charge as soon as he could have an auction and move to Baraboo. Where was Hughes' Livery at that time?

In July of 1914, a deal was closed in which **Charles Menigoz** became the owner of the Hungerford-Hughes Livery located at this address. The livery stable was taken in exchange for a two hundred acre farm in Belleville. F. R. Hungerford moved onto the farm at Belleville and the firm became known as the **Menigoz Livery Stable**.

Later in November of 1914, **George Graves** took possession of this barn, recently owned then by **Joseph Wolfenden**. Graves had recently severed his partnership with the real estate firm of Mead & Graves.

## 117 Fourth Street



A mule colt prepares to get its hooves trimmed at Holsapples Livery. c1922

By December of 1914 Hugh Hughes was back, along with partner **George Graves** conducting the **Graves & Hughes Livery**. To better serve their customers, an automobile was added to their inventory. This partnership lasted until June of 1915 when **Earl Graves** and **Marion Douglas** purchased the livery. At the same time, the new owners bought out the bus line of Sherm Luce. Their headquarters would be at the old livery barn at the corner of Oak and Fifth Streets and would be operated as the **Gem City Transfer Line**. In 1915, this livery had a contract with the city to haul the hook and ladder wagon to fires for \$5.00 per event.

In November of 1916, George Graves purchased the interest of Hughes and Earl Graves and became the sole owner of the livery. Graves operated the **George Graves Livery, Livery Sales & Boarding, and Auto Livery** here until 1918.

In January of 1918 the **L. L. Ketchum Livery** started operating here and by September of 1918, **Arthur Wilkinson and William Holsapple (Hoseapple?)** were conducting a **horse exchange** here. This livery as well as Sherm Luce's Livery at 610-612 Oak Street were both closed by 1925. In 1924 this site was being rented out for storage by **Doty & Meyer Warehouse**.

\*\*\*\*\*

A 1925 issue of the Capitol Times, Madison, contained an article on the passing of the livery by Mrs. Paul L. Miller, wife of Dr. Miller, Baraboo. Her former home was at Ironton and her name before her marriage was Miss Mary Byrne. The article is well written and reads as follows:

### **Demise of Livery Stables**

#### **EXIT LIVERY IN BARABOO**

#### **Luce and Holsapple Barns Sold For Store and Milk Depot**

*This week the curtain falls and the lights go out in the last remaining livery stables in this city and in Sauk County, with the exception of the Crouch barn at Reedsburg. There is certain pathos about "Sherm" Luce and "Bill" Holsapple, veteran expert horsemen, widely known throughout the state, which remained in the game to the finish. Arthur Wilkinson, who owned a large and splendidly equipped stable for many years saw with remarkable vision the handwriting on the wall and closed out while the going was good. He still smiles as he drives a pair of high stepping bays past the Buick garage where he held forth when the horse was king.*

*It would have been a bold prognosticator for indeed, who could have foretold, two decades ago, that a time would come when a garage, a second hand store and a milk depot would usurp the home of the horse. In those days spanking teams pranced in and out of their portals day and night. Dozens of hostlers fed, watered, curried and petted their charges, oiled and rubbed their harnesses, washed and greased carriages. A coach dog was an indispensable adjunct and no valuable robes were purloined while he was on duty.*

## 117 Fourth Street

*The office filled orders with the precision of a train dispatcher, seasoned teams and special drivers were apportioned to the long hard drives, grinds often 100 miles in length. Temperamental showy pairs were reserved for shorter trips and for men "who knew a good horse when they saw one". Small, wiry specimens could stand an almost unbelievable strain and come in good condition. There was invariably a sensitive tender mouthed nag who would "run at the drop of a hat." There were the hacks a woman could drive and they paid the penalty by being sent out nights because they were safe. The real aristocrats were the big blacks who hauled the majestic hearse with its waving plumes and the boarders that only went out to exercise and on Sundays.*

### **Pride of Liveryman**

*The liveryman was proud of his horses and their devotion to their home was without parallel in the animal world. No matter how distant or how jaded a team might be when their heads were turned toward the city, there was a joyous whinny and they seemed to call upon a reserve battery of speed that carried them to their own doors.*

*Hambletonians were the ideal livery horses and hundreds of that breed gave their best years to the service in this section. They were tractable and courageous with great powers of endurance. They waded the deep sand to Kilbourn, toiled through the heavy sticky clay to Merrimack and the Baraboo bluffs, and plunged through the spring breakups, through the treacherous sink-holes in the Sauk road, now highway No. 12.*

*But the liveryman's work was not always arduous. There were glorious summer and autumn mornings while holding the reins over a well matched, well-groomed, smooth-gated team, responsive to the slightest word, was a thrill indeed. He formed many true friendships, especially among the regular salesmen who were gilt-edge customers as well as pleasant companions with funds of stories and anecdotes, then there was a real kick in taking his best girl buggy riding when he had to control a pair "rarin to go" (steady boy, steady) with one hand, and help her to reach the step with the other.*

### **Could Judge Men**

*Experience, made him a rare judge of human nature. An indefinable sixth-sense warned him when a man brutal to horses, asked for a team. "You must take a driver" was the instant edict from which there was no appeal. He was equally quick to assist in distress or emergencies and a Doctor or pastor had but to say, "rush case boys", and the swiftest pair was deftly harnessed to the stoutest rig and the word given, "let em go".*

*All sorts and kinds of grist came to this mill. Young and old, rich and poor of the nations and creed at some period of those years "hiring a liv'ry". They were linked with countless details of life--business and pleasure, joy and sorrow, birth and death.*

### **"Hoof beats passing , in the night, Have ye far to go?"**

*The office was the "information bureau" of its time, and advice on all subjects was sought and given. They knew what farms had been sold and the price received. They knew who had bought a piano and traded in the organ. They could recommend the best windmill on the market and predict the price of wheat. And oh, how many things they knew that they did not tell. Confidences were sacredly guarded and hundreds of incidents that would have made sensational gossip never disclosed.*

### **First Autos Appears**

*One day a shadow fell across the livery stable. Two automobiles came to town and the rumor was afloat they would soon be cheaper. "Maybe they can run around town and out on the prairies but they can't run up hill and they can't run at night", was the office dictum. Then they traded a team and bought a surrey from a man who had the auto craze.*

*Slowly at first, the gasoline camel made inroads upon the horse business. Then Henry Ford, emancipator of the carriage horse, sent his blatant horned Lizzie down the country lanes. She did run up hill, and she knew neither hunger nor thirst, nor heat nor cold; she was tireless and unafraid. The horses snorted and shied in terror but they*

## 117 Fourth Street

could not shy always and there were soon so many Lizzies. "They can never run in the mud," the office argued desperately, "horses will be needed for bad roads."

Then the state, United States, county and town united to build good roads. That which would have been a priceless boon to our horseflesh, came too late to benefit them.

One by one the teams were sent out to pasture, a sort of limbo from which they never returned. Whence did they vanish? Who can tell? We who loved them can only hope that in the green pastures in a far off horse heaven, a lot with running water is reserved for them.

Once a horse lover, always a horse lover. Many a man leans over the wheel of his automobile and sees before him a comrade of other days. She was alive, intelligent, faithful. He often tells his children of the little mare with the white star in her forehead, he once owned. He feels a certain regret that they will probably never ride a horse to water or never know the joy of a breakneck gallop. Then he steps on the gas again.

The old livery stable seems to gaze across the shining complacent garages with one last despairing leer. "Just wait 20 years! They'll be selling you and your cars for junk and the hangars out near Lyons and out on the Portage road will have all the business taking care of the airplanes. What you are, I was; what I am; you will become."

\*\*\*\*\*

The following is an interesting tid-bit regarding the open lot across the street from this address, situated behind the Reinking Building. The article appeared in the March 10, 1927 issue of the Baraboo Weekly News.

### ***City Provides Entrance To Hitching Place***

*The location to the west of and adjacent to Reinking's Dry Goods store really never had a Street number because it was an open parking lot, but it has a story. Due to the proliferation of automobiles*

*in the 1920's it was getting difficult for farmers to park their teams downtown. There was an open lot behind Reinking's and for some years the farmers had used this space through the kindness of Mr. Reinking. Often, as many as 25 teams were "parked" on this lot. The parking space was entered from the alley and across a small strip of land adjoining the Elkington building and owned by Henry Potterville.*

*Potterville was a prolific land and building developer and investor and he saw a chance to increase his bank account here. So, he approached the city council requesting \$100 from the city to allow the farmers to drive their teams across his lot to reach the Reinking parking space. His request was rejected, and even though he had an agreement with the city for the exchange of use of that strip for taxes, he still set up barricades to prevent the farmers from trespassing on his land. This act made it necessary for a new entrance from Fourth Street to be arranged and the city decided to provide this along with a new driveway from the alley so that the teams could enter the lot by two ways, even more conveniently than before.*

\*\*\*\*\*

In 1925, **N. H. Smith**, proprietor of the **Smith Fuel & Warehouse Company** purchased the **Henry Ketchum** building on Fourth Street that was formerly occupied by Doty & Meyer for storage purposes. The building, 44 X 108 feet, was used for many years as a livery stable

Smith planned to convert the newly acquired property into a two story structure with a storeroom below and possibly as many as four flats of five rooms on the second floor. The work of tearing out the inside of the building would begin as soon as the coal rush was over for the winter and Mr. Smith was able to put his men to work on the building.

There was plenty of room for two storefronts in the building. With the remodeling of the building, the last evidence of a livery stable in the city disappeared. A short time earlier, the former Luce livery quarters on Oak Street caved under the hammer.

## 117 Fourth Street

This building was eventually divided into two business fronts, one being 117 and the other 119 Fourth Street.

### The rest of this narrative deals only with 117 Fourth Street

**Alfred Behrman Sr.** of Portage opened **Behrman's Alpine Ice Cream Parlor & Lunch Room** on June 23, 1930. Behrman was born in Germany and had spent a good deal of his life in the west prior to coming to Baraboo. He had a deep, dedicated love of the natural world, of trees and forests. Also, the scenery of the alpine foreland region is characterized by rolling hills. Maybe the bluffs of Sauk County reminded him of his homeland, thus the Alpine Restaurant.

Behrman's wife was the former **Ella Danbeck**, daughter of **Charles and Alvina Danbeck**. She grew up on Webster's Prairie. According to Al and Ella's daughter, **Aleen (Behrman) Steinberg**, their home was located on highway 12 by the intersection of 33. The house is no longer there as of this writing.

In April of 1935 Robert Bruhns commenced operating **Bruhns' Alpine Restaurant** here. In 1936. **Mr. and Mrs. Leslie Herried** of Viroqua purchased the Alpine restaurant property of **Robert Bruhns**, taking over the possession and management of the restaurant on Saturday, May 29. Mrs. Herried will be remembered as **Miss Betty Gibson** who taught in the ward schools in Baraboo about six years prior, which was previous to her marriage. With their little daughter, **Mr. and Mrs. Herried** were expected to take up their residence in Baraboo soon.

Mr. Herried had operated a dairy and restaurant at Viroqua for the prior five or six years and was familiar with the operation of this type of business. Mr. Bruhns had conducted the Alpine together with the Devil's Barbecue on South Boulevard to which he would now devote his entire attention.

In 1943, **Mr. & Mrs. Francis Sanchez**, who operated restaurants on State St. and University Avenue in Madison, purchased the Alpine Restaurant. **Herried's Alpine Restaurant** now became the **Sanchez Alpine Restaurant**.

In September of 1945 Mr. & Mrs. **Kenneth Stepanske** purchased the restaurant from Sanchez and conducted business here until 1949 when **Viola Erlandson** found herself the new owner of **Erlandson's Alpine Cafe**. She had worked there, as a waitress for the preceding 4 years so was very familiar with the operation. The Alpine had been a very popular hangout for high school students during that period, with the soda fountain serving cokes, sundaes and malts. The presence of a juke box and of pin ball machines were major attractions; also, the restaurant remained open until midnight. Saturday nights it was open until 1:00 AM. When the Eagles Club, which was located across the street held dances, intermission found the hoofers streaming across the street to the café.

Viola remembers, a restaurant permit was \$3.00, rent was \$65.00 a month, coffee 5 cents, pie 10 cents a slice, business lunch 55 cents, a hamburger was 25 cents and a fried egg or cheese sandwich was 20 cents.

After "Vi" assumed ownership, the doors were closed at 8:00 each night, and the jukebox and pinball machines found their way out the door. However, for a while students still continued to patronize their favorite haunt after school. Vi at once put her foot down when it came to students smoking. She never put up a sign but she enforced this rule verbally.

In 1977, a Hammond organ was installed so luncheons could be enjoyed with music. The organists were **Bob Vethe, Ethel Romelfinger** and **Leona Kohlmeir**. Sundays always found local families as well as tourists enjoying a delicious Sunday dinner at the eatery.

In January of 1949, the **Barnhart Badger Paint** store purchased this building from the **Goldfarb** heirs. The Badger Paint store building at 119 Fourth Street, adjoining the restaurant, was also included in the transaction.

The 1950 city directory listed **Alex Erlandson & Viola Erlandson** as managers, in the 1955 directory Viola Erlandson is listed as the owner. From 1968 to 1971, Viola and Oliver A. Erlandson are listed as owners, while in 1976, Viola Erlandson is listed as the lone owner again.

## 117 Fourth Street



Lunchtime at the Alpine Restaurant, Leona Kohlmeir at the organ  
circa 1977

In 1980, **Mikkel Anderson** is listed in the city directory as owner, having purchased the restaurant 1978. Viola Erlandson would continue working at the restaurant until 1995.

The 1997 city directory indicates that Mick Anderson is still the owner while **Tammie Stebbins** purchased the restaurant Jan. 1, 1999. The 1990 city directory lists **John & Linda Buck** as co-owners.

In June of 2001, **Jennifer Rindfleisch** purchased the Cafe from **Jim & Tammy Jerzyk**. Jennifer came to Baraboo when she was 17 years old. Her father, Bob Rindfleisch moved here from Eau Claire to go into business at the Hiway House with his brother Jack. Jennifer went to the university for two years. Then she went to work at the Country Kitchen in Wisconsin Dells, first as cook, then manager. When Bob took over the full operation of the Hiway House, she went to work for him as cook and assistant manager. When it was sold to cousin John Rindfleisch and his wife, she stayed on for 3-1/2 years as their chef. When news got around that the Alpine was once more for

sale, she jumped at the chance to own her own business. After some refurbishing she opened **Jen's Alpine Café and Soup Kitchen** on June 11, 2001.

\*\*\*\*\*

On April 10, 2011 Viola (Van Zile) Erlandson passed away at her home in Hagerstown, MD. Viola was born in Erie, ND, on April 29, 1913. She was the daughter of Milo Frank Van Zile and Iva Belle (Capener) Van Zile Radies. She was the wife of 63 years to Oliver Alexander Erlandson who died in 1999. The couple moved to Galena IL. where Alex worked as a sawyer clearing timber for many government projects until a falling tree crushed is leg. Viola then opened the Pine Grove Tea Room in Galena which she operated until gasoline rationing for WWII brought tourism to a halt.

The couple with their two children moved to Baraboo in 1942 where Alex worked until the end of the war.

Vi moved to Maryland with her son and family in 2005.

\*\*\*\*\*

## 117 Fourth Street, Alpine Restaurant 1931



Alpine Restaurant c1931, L-R Chef Charlie Mills, youngster Aleen Behrman with mother, Alfred Behrman at far right.

## 119 Fourth Street

### 119 Fourth Street

Located on the north side of Fourth Street between Oak and Ash Streets.  
Block 23, lot 9  
Sanborn map location 305

#### Architectural Description

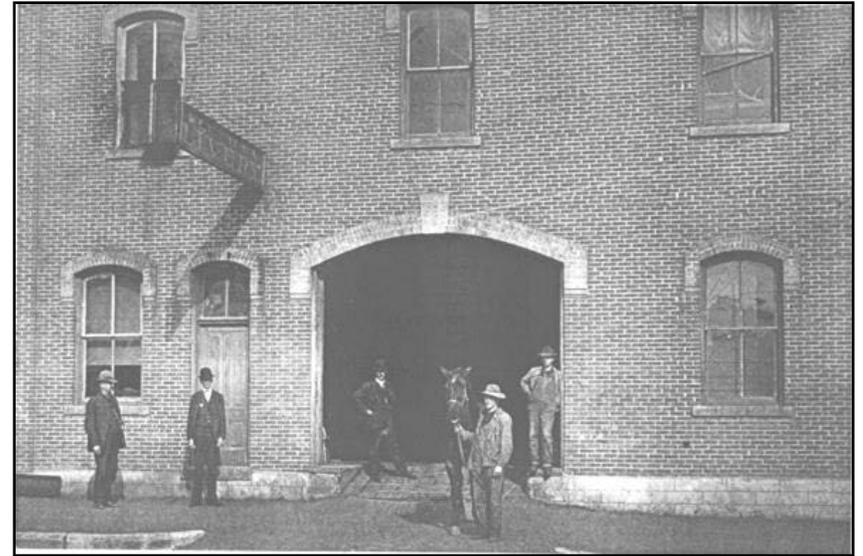
A plain metal cornice caps the 44 X 109 three-bay building. Simply-patterned brickwork in the form of recessed rectangular panels, brick lintels above rectangular single and triple windows, and a row of projecting corners to add texture to the flat surface of the façade. Green carrera glass has been added to frame the display windows and 11 X 10 recessed central entryway to the two storefronts added in the 1920's. The upper floor was converted into six apartments.

**Jasper Ewing Livery** was located approximately at this address as early as 1875 and maybe sooner. In 1888 Ewing constructed the present building. The building was a double building encompassing 117 and 119 Fourth Street. Between 1895 and 1912 the **Arthur Kellogg Livery** was in residency here. In December of 1912, **Henry Ketchum** purchased this building.

Then in June of 1913, F. R. Hungerford, Roy Hungerford and H. Hughes assumed the ownership of this livery and **Hungerford and Hughes Livery, Auto-Bus & Baggage Line** was born.

In July of 1914, a deal was closed in which **Charles Menigoz** became the owner of the Hungerford-Hughes livery located at this address. The livery stable was taken in exchange for a two hundred acre farm in Belleville. F. R. Hungerford moved onto the farm at Belleville and the livery firm became known as the **Menigoz Livery Stable**. By 1915 Hugh Hughes was back, along with partner George Graves conducting the **Graves & Hughes Livery**. This partnership lasted only until 1917 when Graves was operating the **George Graves Livery, Livery Sales & Boarding, and Auto Livery**. By 1924 this site was rented to the **Doty & Meyer Bargain Store** as a warehouse.

In 1925, N.H. Smith, proprietor of the **Smith Fuel & Warehouse Company** purchased the **Henry Ketchum** building on Fourth Street for storage purposes. The building was 44 X 108 feet and



Arthur Kellogg Livery 117-119 Fourth Street  
circa 1895-1912

for many years was used as a livery stable, tenants including **William Holsapple**.

Smith planned to convert the newly acquired property into a two story structure with a storeroom below and possibly as many as four flats of five rooms on the second floor. The work of tearing out the inside of the building would begin as soon as the coal rush was over for the winter and Mr. Smith was able to put his men to work on the building.

There was plenty of room for two storefronts in the building. With the remodeling of the building, the last evidence of a livery stable in the city disappeared. Shortly before this remodeling project, the walls of the former Luce livery quarters on Oak Street caved under the hammer.

This building was divided into two business fronts, one being 117 and the other 119 Fourth Street.

## 119 Fourth Street

### The rest of this narrative deals only with 119 Fourth Street.

In June of 1927, the **Atlantic and Pacific Company** rented the Smith building on Fourth Street. The A & P Store on Walnut Street closed in December of the same year and **James L. Fleming** would transfer to this store as **manager**. **N. G. A. Norris**, who had been managing the store, would transfer to a store in Winona.

The other side of the building was going to be leased for a beauty parlor. Then a new A & P store opened in February of 1929 in the Martiny & Weidenkopf building at 123 Third Avenue. James Fleming of the Fourth street store moved to the Third Avenue store while Robert Farley of LaCrosse was transferred here to run the Fourth street store.

In May of 1929, J. R. Krafthefer of **Gamble Stores, Inc.**, was in the city to complete arrangements for the opening of its 98th. store. The store was one of forty-five stores to be opened in 1929. The Smith building on Fourth Street, recently vacated by the Fourth Street Atlantic & Pacific Tea Co., has been leased and the Gamble store was planned to open soon.

As early as 1927 it is believed that a **Beauty Parlor** was located here while in 1935 the building was empty. However, in 1936 the **Kirkpatrick Agency** was in residence at this site. In 1937 the **Sam Goldfarb Estate** applied for a building permit for this address and also a sign permit was issued to **Badger Paint**. From 1938 to 1945, **E. G. Scheurman** conducted **Scheurman's Badger Paint Store** here, while from 1945 to 1950 **Lynn. A. Barnhart, Aubrey G. Barnhart and Dale Smith** partnered in **Barnhart's Badger Paint Store, Kelvinator Dealer**.

In November of 1947, Barnhart's Badger Paint Store purchased the Badger Paint Store in Waupun. Mr. and Mrs. Dale Smith, son-in-law and daughter of L. A. Barnhart, would then run that store. Then in January of 1949, the Barnhart Badger Paint store purchased this building from the Goldfarb heirs. The restaurant building at 117 Fourth Street, adjoining the paint store, was also included in the transaction.

By 1951 the business was referred to as the **Badger Paint Store** and **John Barnhart** had joined the firm. When Lynn Barnhart died, he left the building and business to sons, Aubry & John. John died and Aubry G. and his wife, **Marcella** assumed ownership of the store. Aubry Barnhart died unexpectedly on Friday, August 13, 1999. The last day the store was open was Saturday, August 20, 1999 although closeout sales were held the next week.

In November of 1999 **Sandra L. Miller** moved her "**Country Accents**" store from 123 Fourth Street to this address. In July 2002 Miller sent a letter to local residents notifying them of a going-out-of-business sale. The first day of the sale would be July 25.

**Andy & Lori Mistele** opened **Glacier Paint and Decorating**, at this site in February 2003. Mistele moved to this location after having been in business since April of 1999 on Hiway 12.

## 121 & 121-1/2 Fourth Street

### 121 Fourth street

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

Block 23, lot 9

Sanborn map location 306 Fourth Street

#### Architectural Description

Patterned brickwork and a small cornice provide the sole ornamentation on this simple Italianate building. Brick hoods top segmentally arched window openings, although modern rectangular windows have been inserted. Modern materials have replaced the original on the storefront. The upper story retains a fair amount of integrity, and the building is considered a contributing element to the architectural character of the district as an element of an intact blockface.

**Charles Bender** erected this two-story three-bay brick building in 1885 at a cost of \$2,200 to house the **Bender Carriage Shop**. The builder was **Jacob Ott**. From 1887 to 1894 the office and store of the **Baraboo Waterworks Co.** was located at this site. **J. W. Reade**, superintendent, moved his family here from Menomonie in October of 1887. In 1894, the business was sold to John Arnott but, there appears some confusion as to Arnott's location. It was reported in June of 1900 that The Baraboo Water Works' office was moving to 406 Fourth Street and John Arnott, the plumber, would occupy the vacated premises. 406 represented an old numbering system.

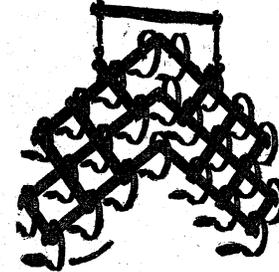
On July 5, 1894, The **Chicago Fruit Company** began business at 121 Fourth Street. The firm was independent of all other firms and did a wholesale business. The firm expected to use four or five wagons to collect fruit locally and to deliver to other towns. They had a two-year lease on the building. **T. J. Goldsmith** was the proprietor and **M. J. Swartz** was the manager. They had been in business in Ohio but after they heard of the great fruit county of Sauk, decided to move their operation here. In December of 1894, **E. C. Haines** became a partner of Goldsmith's. There is no record of their existence after 1895.

In November of 1890, **August Ockershauser** opened the **Ockershauser Tin Shop** in the Bender block on Fourth Street.

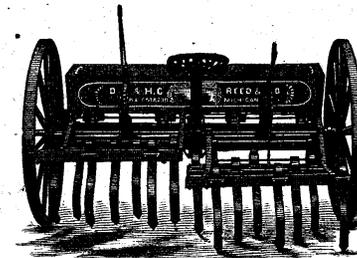
### ATTENTION, FARMERS!

If you wish to expedite your farm work, save money and time, buy the original

### KALAMAZOO SPRING-TOOTH HARROW,



### CULTIVATOR, —AND— SPRING-TOOTH SEEDER AND SULKY HARROW



FOR SALE BY

CHAS. BENDER, 4th St., Baraboo, Wis.

However, in February of 1893, **Charles Lee**, foreman of the Marriott brothers' tin shop for the prior eight years, bought the tools and stock of Ockershauser with plans to go into the tin jobbing business himself. He would conduct the **City Tin Shop** at this location. In November of 1891, **Adin Pratt** joined forces with Lee in a new partnership.

## 121 & 121-1/2 Fourth Street



Hill Electric Max Hill Sr., Ervin Giese and Calvin Hill circa 1949

In early June of 1894, **H. C. Noyes' Second-Hand Store** opened here. In late June, the store was moved to the rear of W. W. Morse's grocery store at 150 Third Street. The reason for Noyes's short stay was the fact that the building had been rented to the **Wisconsin Salvage Fire Insurance Company** for a large sale. Later in 1894, it was reported that the firm of **Goldsmith & Haines** was conducting business here.

In March of 1895, **Sherm Luce** advertised storage facilities at this address.

In July of 1896, **C. H. Farnum** journeyed to Chicago to purchase a full line of bicycle sundries with plans to manufacture bicycles. Farnum along with his partner, **A. S. Lanich**, had plans to manufacture and repair bicycles, lawn mowers and steam engines.

They planned on opening their machine shop at this address with a gasoline engine providing power for their lathe and other machines. In May of 1897, Farnum acquired Lanich's interest in the business. Farnum remained here until January of 1899 when he moved to 135 Third Street.

In March of 1899, **William A. Briggs & Co.** moved his **Gentleman's Clothing** business from 151 Third Street to this building. In January of 1900, W. A. Briggs & Company sold out to the **Briggs Brothers, Grant A. & M. J.** Then, in January of 1902, Grant Briggs became sole proprietor of the clothing business when M. J. Briggs purchased J. R. Lawsha's Flour & Feed store at 412 Oak Street. Grant then moved the store to 141 Third Avenue.

In 1902 the **Woo Len Laundry** was here and in 1903 **Charles W. Ibe Tailor Works** was sharing space at this site. In 1905 **Bert Cramer** opened a new **Dye House** here. Then in February of 1907, **William Allen** purchased the dye works from Cramer, naming it the **Baraboo Steam Dye Works**. William Millard would be in charge of the dye works for Allen. In December of 1908, **William Millard** found himself the new owner of the business, having purchased it from Cramer.

Allen planned on adding a carpet and rug-cleaning machine, hoping to draw business from Prairie du Sac, Merrimack, Elroy, Sparta and other distant villages.

However, later in the spring of 1907 Allen sold part interest in the business to **G. H. Winchester**. Then in October of the same year, Winchester purchased Allen's remaining interest in the Steam Dye Works. Winchester had formerly lived in Reedsburg where he was an operator in the general telegraph offices of the railway.

In March of 1907, the **Pearl Light Company** was formed by **G. B. Dash and W. C. Blaska**. The owners of the new company had invented a new and better gasoline lighting system, which they claimed was far superior to anything on the market. Blaska had an office in the city and Dash was spending his time on the road setting up sales representatives. At that time the item was being manufactured in Chicago by a specialty factory.

## 121 & 121-1/2 Fourth Street

It's possible that Allen's sale to Winchester fell through as in September of 1908 it was reported that Allen had again sold his Steam Dye Works to **Bert Gollmar**. Gollmar had been a substitute on a rural mail route.

From July of 1910 and until 1912, **Walter U. Odell** conducted the **Baraboo Steam Dye Works** in the rear of the building while he ran the **W. U. Odell Realty** business in the front of the building.

By 1915, the **Baraboo Vulcanizing Co.** was being conducted here by **Benjamin E. Doty**. By 1917, **Hugh Hughes** was Doty's partner. The 1917 city directory also lists **Hugh Hughes** as operating the **Baraboo Vulcanizing Co.** at this address. It is thought that Doty moved to Milwaukee either leaving Hughes in charge or selling out to Hughes. Hughes was here until at least 1918. By 1919, Doty was back in Baraboo, having purchased the shop back from Hughes and moving it to 616 Oak Street.

In March of 1916, the **Welch Plumbing & Heating Co.** was being conducted at this address. In 1917 the plumbing company was located at 147 Third Avenue. It is possible that Welch shared this building with Doty & Hughes.

**John Arnott Plumbing** moved to this site in 1917 from next door, 123 Fourth Street, and remained here until April of 1929 after 42 years in the trade.

**Arnott** died in March of 1933 at Denver CO. He was about seventy years old.

### When was the store divided??

After John Arnott vacated the **Charles Goette** building in April of 1929, it was completely remodeled and leased to **Hansch & Hill Electric** and the **Ryan Radio Shop**. The main floor was lowered, the basement deepened and a new front put on. The radio shop and the electrical shop shared the first floor, Hansch & Hill Electric on the east side and the Ryan Radio Shop on the west side of the building, while the apartment on the second floor was to be rented. The firms hoped to be up and running by the first of September. Robert O. Hansch had been in business with Hill since 1920. They had been located in West Baraboo, then called Lyons. Matthew "Max" F. Hill had been in the



Hansch & Hill Electric Store c1930

electrical business since 1916, having purchased half interest in the **West Baraboo Machine Supply Co.** from **O. R. Rich** in January of 1916, the consideration being \$650.00. Their firm, provided plumbing, heating and electrical installation for rural areas.

Mr. Ryan had 10 years of experience in the radio business. For the prior year he operated a service shop at the Melzl & McGann furniture store and was at this address until at least 1935.

In 1937, the partnership of Hansch and Hill was dissolved and Hansch retired. His interest was sold to Max Hill Jr. The change became effective June 1, 1937 and thereafter the firm was known as Hill Electric.

"**Mrs. Nellie Goette Estate** owned this building until at least 1940. According to the 1938 city directory **Max F. Hill** and **Robert C. Hill** were partners in this business while in 1940 **A. M. DeKoyer** had replaced Robert Hill. During WWII Max's three sons, Max jr., Cal and Bill entered service.

## 121 & 121-1/2 Fourth Street

**Doug Hill**, grandson of the founder, tells that after the brothers returned from WWII there seemed to be an overload of bosses, so...they split up the business, Max Jr. conducting **Hill's Wiring and Woodworking**.

In the 1955 city directory the following were listed as partners in **Hill Electric Co., Westinghouse Washers & Dryers; Max Hill, Max J. Hill Jr., Arthur D. DeKoyer, William R. Hill, Calvin E. Hill and Herman O. Peterson**.

Peterson was born March 1, 1916 in White Earth, North Dakota. Attended high school in Onalaska, Wisconsin, where he was a member of the 1935 State Championship basketball team. He married Mildred Newcomb on April 13, 1943.

By January of 1962, **H. O. Peterson** was conducting **Peterson Electric** here, having purchased the interest of his partner, **William Hill**.

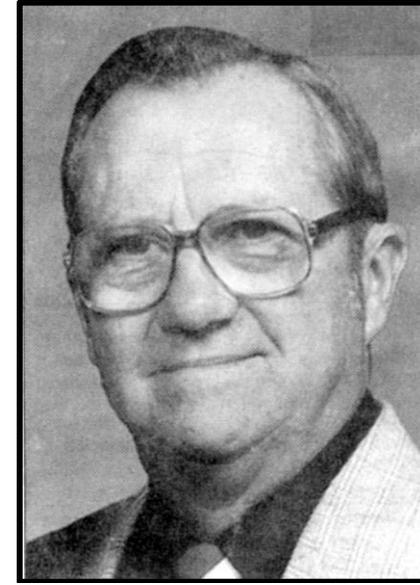
Doug Hill joined his father in the business in 1964 after serving in the U. S. Navy. Later, **Larry Hill** acquired the woodworking division and "Woodworking" was dropped from the original title of the business. By that time Hill's Wiring was probably located at its present location, 615 West Hill Street in West Baraboo.

Doug Hill bought into the company in 1979 and in 1980 they incorporated, adopting the company's current name, **Hill's Wiring, Inc. "Max" Jr.** retired in 1985 and Doug took full control of the business.

In 1999, the company employed 17 and had a fleet of 12 vehicles, including a digger-derrick, aerial-bucket truck, a bobcat with backhoe and trencher, along with construction trucks and several vans.

Max Jr. was born June 30, 1920 and died April 17, 2005.

By 1967, Calvin Hill was operating **Hill Electric Sales** at this location, 121 Fourth Street. By 1988, Calvin, **Jeffrey G.** and **Diane Hill** were co-owners. This lasted until 1989 when Jeffrey and Diane became sole owners, purchasing Calvin's interest in the operation and changing the name to **Hill's Gallery & Gifts**.



**Matthew "Max" Hill Jr.**

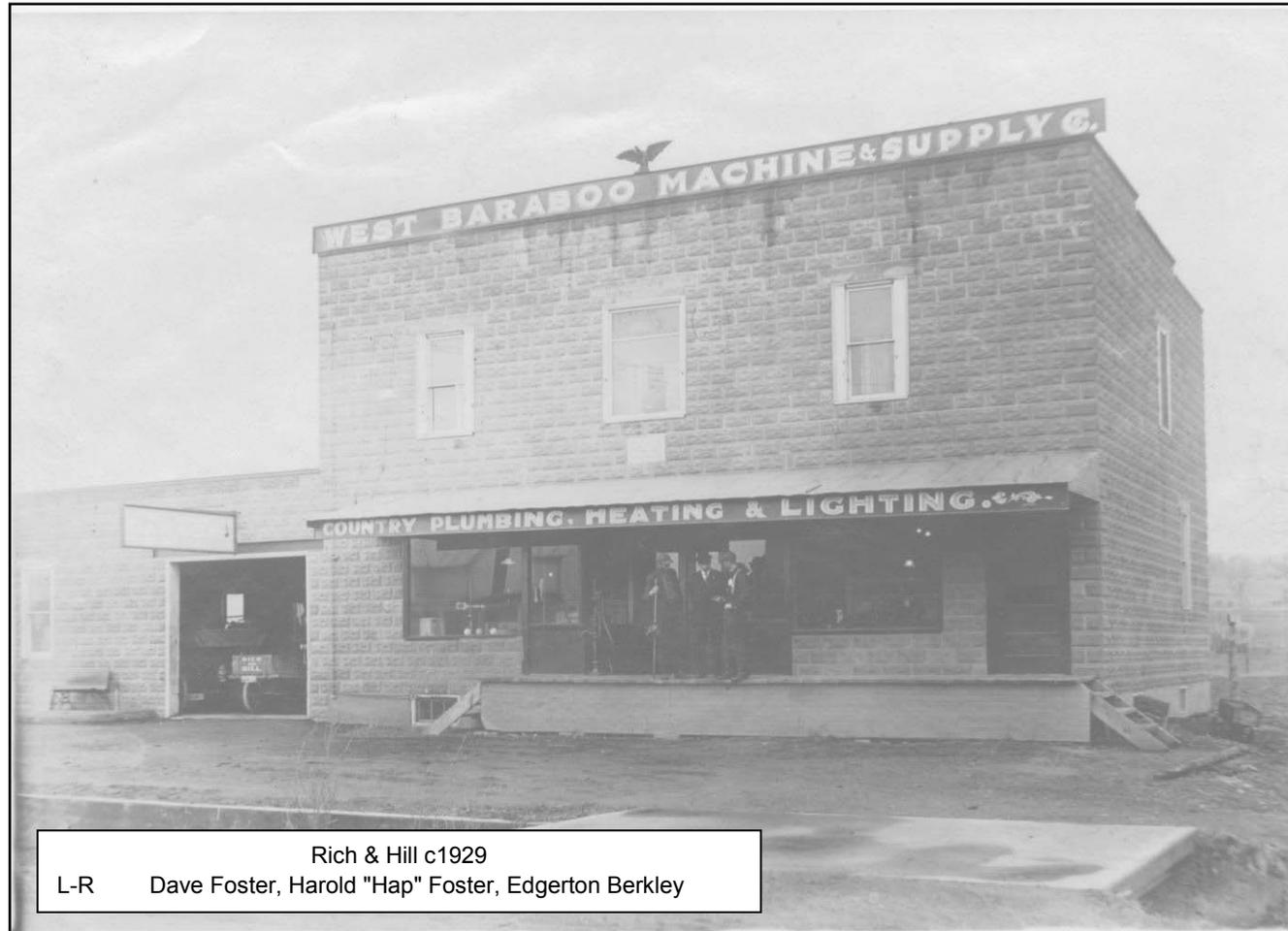
Matthew "Max" Hill, age 84 died April 17, 2005. Max was united in marriage to Arlene A. Henke on August 9, 1941. Three sons were born to the couple, Douglas, Larry and Daniel.

### 121-1/2 Fourth St. (Up Stairs)

1889	The Baraboo Knitting Factory
1936-1938	Gotschall Beauty Shop
1939-1940	Zobel Beauty Shop
1940-1942	Charles W. Goette Building insured

121 Fourth Street

Hill's Wiring

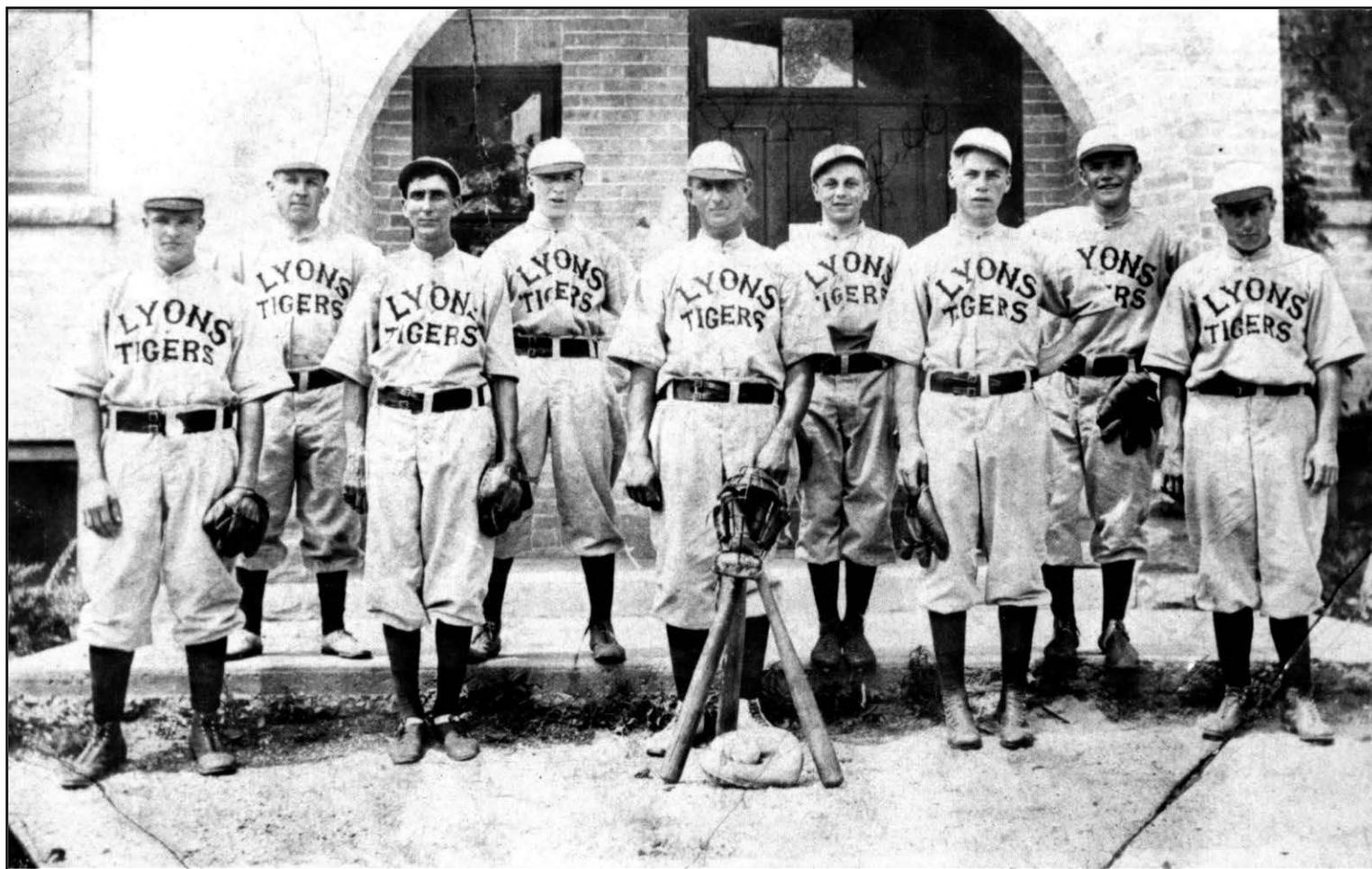


Rich & Hill c1929  
L-R Dave Foster, Harold "Hap" Foster, Edgerton Berkley

West Baraboo Machine Supply  
Country Plumbing, Heating & Lighting

121 Fourth Street

Lyons' Tigers Ball Team



L-R: Hank Smith, (Robert Hansch or Pat Newsom), Newt Moorehead, Eddie Fitzgerald, (Jay or Guy) Ferrell or Farwell, Bill Berkley, Max Hill Sr., Bill Hattle, John Howard

## 122-126 Fourth Street

### 122-126 Fourth Street

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

Block 26, lot 3

Sanborn map location 322 Fourth Street

#### Architectural Description

This seven-bay building is framed by a small cornice and two pilasters, which have recessed panels to add interest. The center is marked on the second floor with an arch between two brick pilasters; a window once was located in this. Bays are marked with narrow columns of brick painted in a contrasting color; the exterior bays and those flanking the center arch have small modern windows inserted. The lower story has a center opening beneath a large transom; both storefronts have been greatly altered and replaced with modern materials, including brick and stone veneer. The transom above the entrance to the second floor is extant. Despite these alterations, sufficient detail remains to reveal the building's once-elaborate appearance. It is considered contributive to the architectural character of the historic district as a good example of simple yet striking vernacular design on a large commercial building.

**John Elkington** erected this two-story double business block to house a wagon and blacksmith shop, at a cost of \$7,500. At that time it was the first building east of the post office, which was located on the southeast corner of the Fourth and Oak Street intersection.

In September of 1890, **John Elkington's Blacksmith Shop** was nearly completed. John was busy getting his tools and materials together for opening up business about the first of October. The 1890 Sauk County Directory lists Elkington as living on Mound Street.

Elkington initially used only half of the building for his business; the other half housed a **saloon**, which was opened in February of 1891 by **G. H. Shepherd**. However, in December of 1891, the entire double store of Elkington's was required to accommodate his business. Half of the building was used for display of finished work. For the winter of 1891-92 there was an exhibit of a fine line of cutters to which attention was especially invited. The show room was lighted and open until 9:00 in the evening to accommodate those who could



Elkington Building circa 1905

not call during the day. It was now **John E. Elkington, Wagons, Carriages & Blacksmith**.

In October of 1893, **Jacob Ott** moved his stock of hardware from across the street to this building.

In August of 1895, Elkington disposed of his blacksmith and wagon making business to **Messrs. Lusby and Lovrenz** who would continue the business.

In 1898, we find **James Lusby, Blacksmith and Herman Rau, Wagon Maker** conducting business and sharing this site. Also, **A. J. Kelly & Company** opened here in March of 1898.

In 1904, the Sanborn Insurance map depicts a **Marble Shop** in the western half of the building. Also in 1904, Elkington was busy constructing a warehouse south of his shop. It was to finish 18 by 30 feet. It was to house a machine for setting rubber tires on buggies and probably would be the only machine of its type in the area. Also, in November of 1904, **T. J. Thompson** opened a general **repair shop**

## 122-126 Fourth Street

here where he would repair bicycles, electric appliances, furniture and many other items.

In 1905 and 1906, **H. P. Reinshagen** was rolling cigars in this building, while motion pictures were being shown in the second floor hall, then known as the **Elkington Theatre**, admission 10 cents. The second floor's address was given as 124 Fourth Street.

Also in 1906, the **Stotzer Granite & Marble Works** located in this building after purchasing E. O. Holden's Monument Works from his estate. **Frank Mueller** moved to this city from Portage and assumed management of this new firm. Later in the year, Mueller was transferred back to Portage.

The building also housed the **J. Kartack Printing** shop here in 1907. Kartack moved here when Arthur Lanich leased his site on Fifth Street. In 1910, the **Sherman and Sandberg Garage** was also sharing this location. It was reported in January of 1911 that Elkington had sold his blacksmith shop to **Albert Goetteke**, planning on retiring to his farm on Walnut Hill. In May of 1912, Elkington took back his old business and actively pursued his occupation of smithing here until at least 1917.

In July of 1920 the **Allan-Diffenbaugh Wrench & Tool Company** leased part of the Elkington Building at this location. **A. C. Allan**, president of the company and inventor of the wrench stated at the time that he had 35,000 wrenches forgings underway and hoped to start manufacturing by September. Allan, who was from Chicago, planned on moving here and managing the plant. By the first of December the plant was up and running. His partner was **Roy Diffenbaugh**. Also, **Dr. William Diffenbaugh** of Chicago held a large interest in the company.

In September of 1922, a stockholder's meeting was held in which A. C. Allan spoke of weathering two difficult years in the experimental stage of manufacturing and spoke of the need for more machinery due to the increase in orders. He pressed for more stock to be issued.

In September of 1926, Judge Andro was appointed receiver of the Allan-Diffenbaugh Wrench & Tool Company which ceased operations a while prior.

In December of 1921, J. F. Kartack moved his printing shop to the site on Ash Street formerly occupied by the Spangenberg Barber Shop, which had moved across the street recently. It was understood that a restaurant was going to occupy the building vacated by Kartack.

Then in November of 1924, **Benjamin Doty**, formerly in the tire vulcanizing business, opened a **Bargain Store** on the second floor which was designated 124 Fourth Street. The former **Scoville Restaurant** was put up for auction, with Doty being high bidder. In February of 1925, Doty took in **J. W. Meyers** as a partner and leased the Henry Ketchum building across the street to use for a warehouse. However, by September of the same year, Doty was back in charge, Meyers having left the partnership. But wait, within a couple of weeks, Meyers bought out Doty and became the sole proprietor of the Bargain Store. However, this did not work out and Doty was soon conducting the store again. In January of 1927, Doty moved the store to his residence at 1503 East Street.

It appears that in March of 1927, **Elbert Searles** moved his **merchandise** from his residence, located at 522 South Center Street, to the western portion of this building.

Then, in October of 1927, the **Wisconsin Power & Light Company** purchased this building. The company's location on Fourth Avenue was getting quite crowded, having the stock room in the damp, undesirable basement. Searles would move his stock back to his home at South Center Street.

**Dr. Walter W. Wareham** conducted his **Veterinarian Office** here between 1920 and 1938.

In December of 1939 the **WPA Recreational Hall** opened on the second floor of this building with 35 boys attending. Girls were also welcome although none attended the opening day.

On Feb 5, 1942, the new **Fraternal Order of Eagles and the Eagles Bar** opened in the old storeroom of the **WP&L Company** at 126 Fourth Street, the east portion of the building. The Eagle's Club purchased this building in November of 1941.

The double building, measuring 45 X 66, would house their dance floor on the second level with the stairway being moved to the west side of the building. The east side entrance would open into the

## 122-126 Fourth Street

Eagles's Tavern run by **George Schaetel**. The power company had moved to Walnut Street.

In February of 1942, the lower club rooms in the west side of this building were leased to the Personnel Department of the **Mason-Hanger Company** and the office of the architect-engineer-manager of the Badger Ordinance works. In April the office moved to the Badger Ordinance site.



Allan-Diffenbaugh Wrench & Tool Company c1920's

In April of 1952, Eagles were issued a building permit to install a new bar and remodel the saloon.

By 1993, **Gene Christina** was conducting the **J. J. Sports Inn** here. This would last until 1995 when **Pete Marty** and **Janice Padley**

at 412 Oak Street. Ziegler purchased this building from **Lenny and Jane Graves** in August. Zach's brother, Russ, led a six week renovation project that included installing a dance floor and moving the bar from the center of the main room to the west wall.

established **Scooter's Bar and Grille**. At some point the **Eagle's Nest** was located here. The year 1999 finds the **4th. Street Club & Stingray's Dance Club** operating at this site and then on September 17, 1999 **Jeff Brescia** and his wife **Jamie** opened the **Sports Zone Bar and Grill** here.

**Zach Ziegler** moved **Zach's Bar** here in November of 2006. Prior to that date Zach's had been located

## 123-125 Fourth Street

### 123 - 125 Fourth Street

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

Block 23, lot 10

Sanborn map location 307 & 308 Fourth Street

#### Architectural Description

Patterned brick work at the roofline caps this six-bay building. Segmentally-arched windows, replaced on the eastern half with modern windows, have stone sills and brick lintels. Shallow recessions, which echo the shape of the window openings, surround each window. The double storefront retains a central recessed entryway flanked by iron posts. Some contemporary materials have replaced the originals, although the building has retained a fair amount of simple vernacular Italianate design and an element of an intact blockface, the building is considered contributive to the architectural character of the downtown historic district.

Charles Bender may have erected this building in two steps. In 1876 he erected one building "east of his wagon shop," while in 1878 he moved into a building "just west of his old stand" at 113 Fourth Street. He may, then, have constructed the western half of the building.

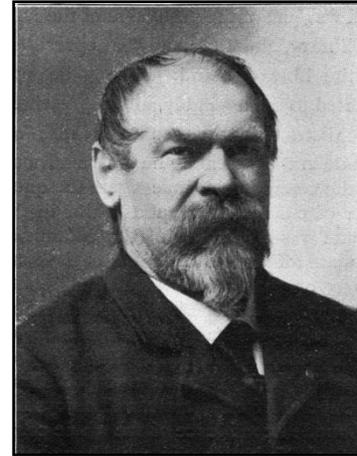
Bender was born in Germany in 1842; came to Baraboo in 1857 with his parents. On August 11, 1862, he enlisted in Co. K, 23<sup>rd</sup> Wis. Infantry, and served three years, being wounded at the battles of Arkansas Post, Ark. and Red River, La.

#### 123 Fourth Street

**James H. Welch** was operating the **Baraboo Knitting Works** here in 1889 and as late as 1892. In February of 1892 **J. H. Powers** purchased the plant.

In September of 1894, it was reported, "John Arnott had purchased the plumbing establishment, located at 121 Fourth Street, from the **Baraboo Water Works Company** through their agent, **Mr. J. H. Pouley.**" Arnott was located here until at least 1911.

Arnott had moved to Baraboo from Minneapolis and had worked for the department for the past five years. In 1896, Pouley was handling a new bicycle, the "Diana" in competition with the Iver



Charles Bender

Johnson bicycle, which was being sold by the Marriott Hardware Store. Fisher Drugs was also selling bicycles for \$50.00 guaranteed for one year. (It was reported in June of 1900 that The Baraboo Water Works' office was moving to 406 Fourth Street and John Arnott, the plumber, would occupy the vacated premises.)

**John Arnott, Plumbing & Gas Fittings** operated at this site until March of 1917 when Mr. & Mrs. Charles Goette sold this building to Mr. and Mrs. George Isenberg. Plans were to remodel the store and Will Ott would then expand into the new site giving him a double store.

#### 125 Fourth St. (407 Fourth St.)

Born in Milwaukee, **Jacob Ott** came to Sauk County in 1864 and located on a farm in the town of Franklin. He learned his trade with Bohnsock of Sauk City, worked for a while in Spring Green before contracting in Franklin. He moved to Chicago in 1872 working as a contractor. He then moved to Kansas, New Mexico and then to Iowa. He moved back to Baraboo in Jan. of 1882. The Sauk county directory of 1890 lists Jacob Ott as being an Implement dealer, contractor & builder. He may not have been at this address in the

## 123-125 Fourth Street

1890's. There is some evidence that he was located on Oak Street and also in partnership with Blachly elsewhere on Oak Street in the 1800's.

Jacob ran a woodworking shop at this address where he did sash work and built boats. Many of his boat customers had homes, cottages or resorts on Devils Lake. In any event the **Jacob Ott Hardware** was located on Fourth Street in 1892 as in February of that year the *Baraboo Republic* reported a fire at Ott's on Fourth Street.

In October of 1893, Ott moved his stock across the street to the Elkington building.

In April of 1894, **Myron E. MacPhearson** opened a **Sign Shop** here, while in September of 1895, **W. A. Small** was advertising **carriage painting** at this address.

**William M. Ott Sr.** took over the operation of this business in 1904 from his father Jacob. At that time the store was located only at 125 Fourth St.

On April 16, 1904, Jacob Ott died. Jacob was born in Milwaukee on January 23, 1845. He then moved with his parents to Franklin. He left home at the age of 18 and learned the art of wagon-making and carpenter trades. He conducted a wagon-making shop at Franklin for a short time and then went west. He was married at Bull's City, Kansas March 14, 1880 to Miss Louisa M. Brewer. To this union, four children were born. In 1881, they moved to Baraboo. His wife died August 23, 1890.

He was married again on July 14, 1892 to Miss Laura A. Barstow. To them, one child was born. Besides his wife and five children, Mr. Ott left one sister in the town of Franklin and his aged parents.

In July of 1907, **Charles P. Ott** purchased one-half interest in the hardware store and carpenter shop of Will Ott. Due to the anticipation of greater business, Charles Bender was granted a permit to construct an addition to this building. The addition was to the rear of the building and would be for the carpenter shop. A gasoline engine would power the equipment in the shop.

About 1920 the Ott Hardware store expanded into 123 Fourth Street. According to an old insurance ledger **Geo. Isenberg** owned this

building between 1931 and 1942. He no doubt owned this earlier and later than the years shown.

### 123-125 Fourth St.

In 1925, the Ott Hardware Company of Baraboo purchased the **PJR Post Hardware Store** of Sauk City and possession was promptly taken. The Sauk City store would be operated as a branch.

In the late 1930's and early 1940's **James Bernardis** conducted the **Bernardis Electric Shop** located in the rear of 123/125 Fourth Street. Bernardis died at the age of 67 in April of 1965. Bernardis was born in Greece and came at the age of 12 to this country.

When **Robert Ott** returned from the service in February of 1946 he had already obtained ownership of the Hardware by virtue of a transfer of ownership while he was still overseas.

In August of 1946, William Ott died at the age of 63. His health had been failing for several weeks but death was preceded by only about a week of serious illness.

In 1947 Robert Ott's brother, **William Jr.** joined the operation as a partner and this partnership lasted until 1959 when William married, sold his stock to Robert and moved to Florida. William Ott died shortly after that. Robert Ott continued operating the store until 1969.

**David J. Kamla** assumed the operation of the store in 1970 and renamed it "**The New Ott Hardware**", also known in that period as "**Ott's V & S Discount Center**".

David Kamla and **Terry Cejka** partners in **Leisure World Electronics** opened in August of 1976. Their new store on Fourth street stocked a variety of electronic equipment, including stereos, speakers, digital watches, radios, television sets, clocks, adding machines, tape recorders, albums and tapes. Open house was scheduled for September. Future plans were not a concern for Kamla. "Basically, this is the future," he said. Sometime between 1980 & 1985 **Gerrold E. Lamb** became a partner with Cejka. 1982 found **Record Event Autosound & Service** operating at this site while in 1983 to 1985 **Crossroads Car Stereo** was here. Between 1986 and 1987 **Debra Allen** ran **Adventure Video**.

## 123-125 Fourth Street

From 1983 to 1985 **Ed Steeb** and **Dave Grant** conducted **Three Ring Hobbies** under Leisure World. The store featured a wide range of hobby needs, including plastic, balsa and wood whip models, many different types of games including science fiction, fantasy and war games, model railroading, dollhouse miniatures, rockets as well as all the necessary supplies, books and magazines for hobby enthusiasts.

In December of 1985 **Adventure Land Video**, of which there are over 600 sister stores nationwide and 18 in Wisconsin, opened at this site. Local owners were **Larry Hill** of Baraboo, **Sharon Eastman** and **John Scheurman**, both from Delevan. **Dave SaLoutos** of Baraboo would manage the new business.

**Baraboo Screenprint, Inc.**, directed by **Paul Cady**, sustained a stint between 1988 and 1994 when **Jean Sandmire** purchased the double front building. Sandmire purchased the building from the Dipples and immediately divided the store again into two separate business houses.

### 123 Fourth Street.

**Sandra Miller**, owner of **Country Accents**, moved the business from Highway 12 on Nov. 17, 1995. In November 1999 Country Accents moved to 119 Fourth Street. St. leaving this address vacant.

Then **Home Equity of Baraboo**, located downstairs and opened in January of 2000. **Greg Glaser**, president of Home Equity announced that the company's name would soon be changed to **Wisconsin Home Mortgage Co.**

**Butterfly Kisses Children's Boutique** opened at this location on July 1, 2000. The owner was **Michelle Tirrel**, wife of Greg Glaser. Michelle, who had been in the restaurant business for 15 years in Florida with her husband, recently moved back to their family homestead in LaValle. Michelle stated, "I chose to locate in downtown Baraboo because I felt it was a good fit to the mix of specialty stores already existing downtown".

On March 1, 2002, **Mary Summers** moved her consignment store from the 126 Third street location to 129 Fourth Street. Summers then negotiated the purchase of the inventory of "Butterfly Kisses", a

children's apparel store, located at 123 Fourth Street and moved that stock here. The inventory of "Butterfly Kisses" was located in the front part of the new location while the back of the store held the consignment items. By August of 2003, **Rosalie's Too** was being conducted here.

By June of 1905, this site was sitting vacant. In September of 2005, the **Baraboo Coffee Company** located here from a prior address on Highway 12 in West Baraboo.

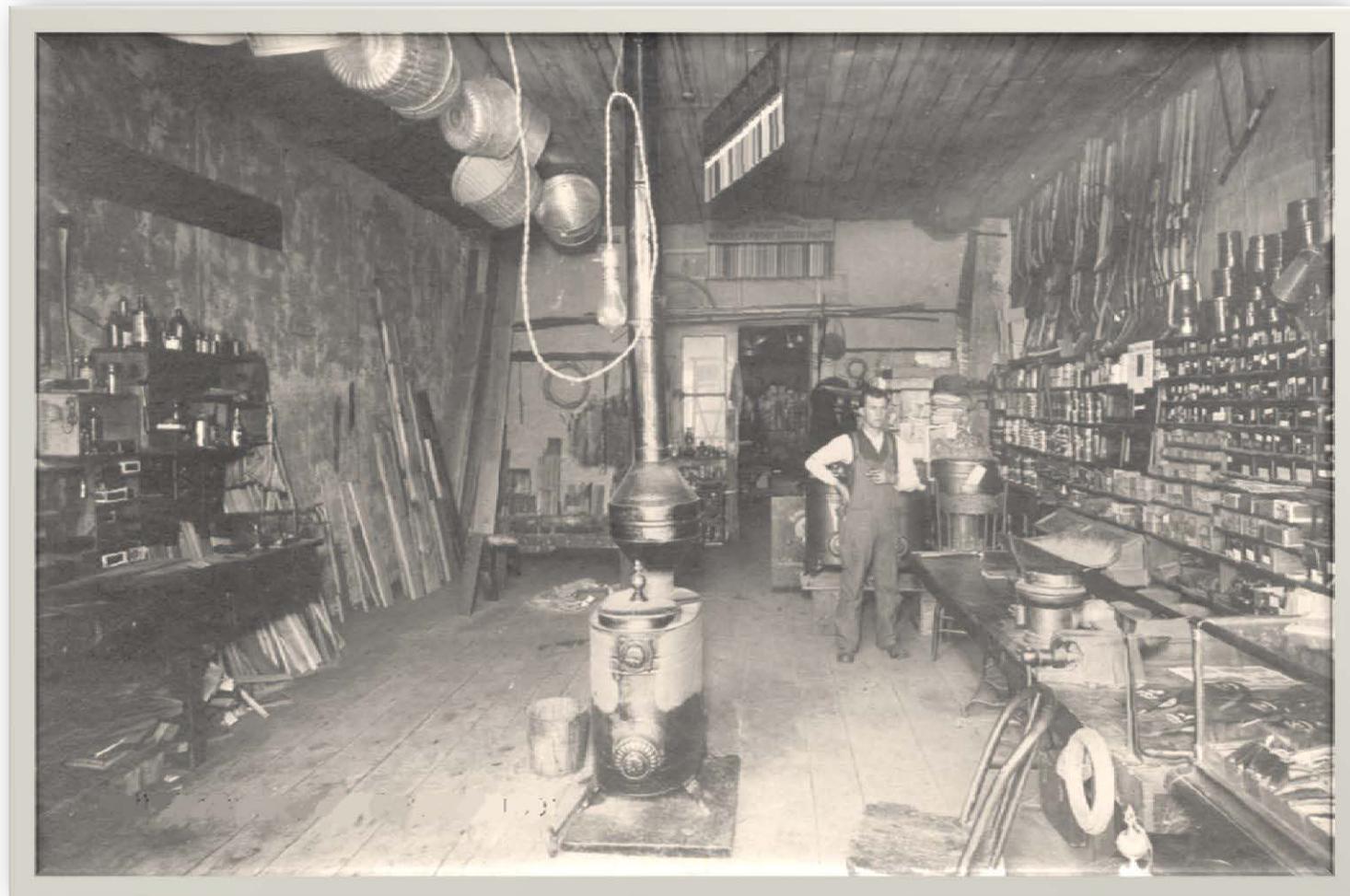
In October of 2006, **Richard Manthe** and **Steve Ramsey** purchased this building and assumed the ownership of the business, changing the name to the **Coffee Bean Connection**. This operation continued until November of 2011 when a move was made to the newly remodeled building at 701 Oak Street.

**Bunbury and Associates Realtors** located here in January of 2012.

### 125 Fourth Street

In 1994 and after dividing the building into two storefronts, Jean Sandmire promptly opened **Supreme Awards** in the eastern half of the building, also known as 125 Fourth Street.

**123-125 Fourth Street, William Ott Hardware**



William M. Ott Hardware      125 Fourth Street      circa 1905

**123-125 Fourth Street, William Ott Hardware**



Ott Hardware      125 Fourth Street      date unknown

## 127 & 127-1/2 Fourth Street

### 127 Fourth Street

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

Block 23, lot 10

Sanborn map location 309 Fourth Street

#### Architectural Description

This five-bay building has simple brickwork at the cornice, above a series of low-relief arches terminated by corbel pendants which produces an arcade effect above the five segmentally-arched window openings linked by a string course. Modern windows have replaced the originals, and contemporary materials have replaced the originals on the storefronts. The building is considered contributive as an example of commercial vernacular Italianate design, and as an element of intact blockface,

In 1856 **G. G. Gollmar** was conducting a **Blacksmith Shop** at this address.

In June of 1856, **Henry Moeller** moved to Baraboo and opened **Moeller's Wagon Making Shop** in conjunction with Gollmar's blacksmith shop. Moeller was born in Saxony, and in 1852 moved to this country and settled in Milwaukee.

Chris Thuerer came to Baraboo to find his fortune in 1868. First he found work at the blacksmith shop of Cooper & White on Third Street. At that time Bender was employed at G. G. Gollmar at this location

Before the hop crash in 1869, Gollmar sold out to **Chas. Bender** and **Chris Thuerer**. The duo would work late into the night hoping to satisfy their always paying hop growing customers who promised to pay when their hop crop was sold. At that time, hop growers had more credit than banks did. However, at the end of the season when the hops crash came, the partners found themselves with non-receivables of \$600.00.

Blacksmiths, **Thuerer & Bender**, furnished the heavy iron work for the roof support of the Wisconsin House on Fourth Avenue. When the wood structure was first constructed the second floor was a large hall with an arched ceiling. In later years the great room was partitioned into sleeping compartments.



Connors' Goodyear Building

By 1884 it was the **Bender's Blacksmith Shop** and in 1885 **August Killian** purchased Mayor Bender's interests and the establishment became **August Killian, Blacksmith and Wagon Maker**. Killian had worked for Bender for the prior seven years. By 1890 it was **Charles Kunzelman & August Killian, Blacksmiths, Wagon & Carriage Mfgs.** However, in October of 1890, Kunzelman left the partnership and went to work for John Elkington across the street.

Killian erected a new double store; brick building here in 1899 and **Dr. Cousin** rented it immediately to house his **Turkish Bath Rooms**. The rooms were expected to be open by October 15, 1899. In January of 1902, Dr. Cousins decided to move his Turkish bath fixtures to Chicago where he hoped that he would receive better patronage.

In April of 1906, the city council granted Killian permission to construct a single story brick building, 24 X 32, at the rear of his blacksmith shop.

On August 1, 1910, Killian turned over his blacksmith business to **Albert J. and Herman Koeppe**, along with the buggy and

## 127 & 127-1/2 Fourth Street

wagon sales office. **A. Koepp** started shoeing horses and laboring as a **Blacksmith** in 1903. Thereafter it was known as the **Albert J. Koepp, Blacksmith Shop**, although it is believed that Killian still held the reigns. During this period Koepp also conducted a shop at 623 Oak Street. The 1927 Sanborn map still shows a blacksmith shop at this site; however, by this time Koepp had moved to 132 Fifth Avenue.

In March of 1929, **Joe Connors**, proprietor of the **Connors' Battery & Electrical Service** at 129 Fourth Street, purchased the Killian building, adjacent to his present location. The building at 129 Fourth Street would be used as a salesroom while the newly acquired building would be used for his battery and electrical shop. Killian had operated a blacksmith shop at this location for the past 44 years and had been in the trade for 53 years. Killian was born April 20, 1859 and died January 20, 1940. At the age of 16, Killian came to Baraboo to learn the ironworkers trade at William Wackler's foundry.

In 1940 Connors remodeled the west half of his building, which had housed his Battery & Electric Service for several years. Connors operated here until 1943.

Between 1944 and 1946 **Allen Electric Service and Doty's Tire & Battery Shop** conducted business at this site. By 1947 we find the **Canepa Tire and Battery Company** here. **John M. Canepa** was the original owner of this Goodyear Service store, later taking in his brother, **Anthony C.**, as a partner. The last few years, Anthony "Tony" was the sole owner of the business. This tire business was here until at least 1973.

In April of 1953, the Canepa Tire & Battery Company removed a portion of the partition between the tire and accessories department and the appliance department.

In December of 1955, Canepa suffered a fire which did approximately \$10,000 damage to the Canepa Tire & Appliance store. Sauk City and the Badger Ordinance fire crews helped battle the fire, which at times threatened the Ott Hardware and Wisconsin Telephone Company buildings. Both adjoining businesses were vacated. The most serious blaze was confined to the basement and western section of the building, which was still owned by Connors. By 3:00 in the afternoon

the flame was extinguished, but not before the floor caved in carrying with it refrigerators and other appliances.

From 1961 to 1964 **A. W. Mayer** shared space and conducted the **Mayer Radio and Television Shop** here. By 1968 he had moved to 709 Oak Street. **Canepa Real Estate Rental Agency** share this site in 1961.

In 1973, **William Hill** established the **William Hill Electric Company** at this site and his stint lasted until at least 1983. **J & J Orthopedics & Custom Shoes**, operated by **Jacob Dickson** came next and prevailed from 1984 until 1989. Then **Royce Boyles' Badgerland Windows** took up residency here until 1991. **Badgerland Cards** operated here for a short period during 1991 and then **Al and Linda Herr** conducted the **Baraboo Appliance Mart** from 1992 until 1995.

**Beverly Simmonds** established **Creative Energies** at this location next, prevailing until March of 1998 when she moved to 104 Third Street. Next came **Ronny (Rone) Riek** with the **Shear Delight Salon**. Ronny opened her doors on August 18, 1998. In March of 2010, a sign on the window indicated that Shear Delight was closing the end of the month. Shear Delight moved to 721 Broadway.

**Tammy Griebel's** new business, **Hair on the Square** opened in April of 2010 featuring stylists **Diana Verwey** and **Kimm Seidel**.

### 127-1/2 Fourth Street

#### Upstairs

1917-1929 "Walter W. Wareham Veterinarian Surgeon"

**127 Fourth Street, Hair on the Square**



Stylist Kimm Seidel and Owner Tammy Griebel welcome clients to the newly opened Hair on the Square.

## 129 & 129-1/2 Fourth Street

### 129 Fourth Street

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

Block 23, lot 11

Sanborn map location 300 Fourth Street

#### Architectural Description

This five-bay building has simple brickwork at the cornice, above a series of low-relief arches terminated by corbel pendants which produces an arcade effect above the five segmentally-arched window openings linked by a string course. Modern windows have replaced the originals, and contemporary materials have replaced the originals on the storefronts. The building is considered contributive as an example of commercial vernacular Italianate design, and as an element of intact blockface.

In 1856 and before, the **Gollmar Blacksmith Shop** was located at approximately this address. In June of 1856, **Henry Moeller**, moved to Baraboo and opened **Moeller's Wagon Making Shop** in conjunction with **G. G. Gollmar's** blacksmith shop. Mr. Moeller was born in Saxony, Germany and in 1852 moved to this country and settled in Milwaukee. By 1884 it was the **Bender's Blacksmith Shop** and in 1885 **August Killian** purchased Mayor Bender's interests and the establishment became **August Killian, Blacksmith and Wagon Maker**. Killian had worked for Bender for the prior seven years. By 1890 it was **Charles Kunzelman & August Killian, Blacksmiths, Wagon & Carriage Mfgs.** August Killian erected a new double store, brick building here in 1900 after razing his old building.

Between 1903 and 1917 **Arthur M. Wells, Painter & Paperhanger** was located at this location, although some records place him at 127 Fourth Street. In 1916 **Michael Debray** moved the **Mid-Western Electric & Mfg. Co.** here from Third Street. Wells sold out all of his stock of wallpaper and paints to make room. Wells continued to work out of this address. In the summer of 1919, Debray was busy building a lighting plant for L. D. Prader to be used at the pavilion at the north end of Devil's lake. The generator would have a capacity for 200 lights and would consist of a six-cylinder forty-horse automobile



Connors' Goodyear Building

engine powering a 125-volt generator. Sometime during the summer of 1919, a large explosion took place here shattering the window glass as well as the glass next door at Ott's hardware. It is believed that Debray then went out of business.

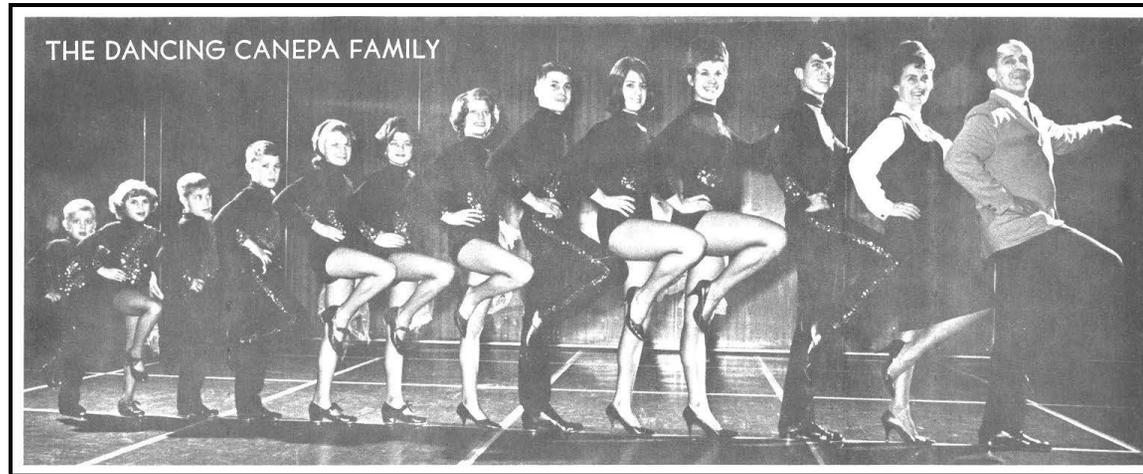
In November of 1919, Joe Connors was back in business here selling the Apex Electric Cleaner and other electrical items. The business was known as **Connors' Battery & Electric Shop**.

In October of 1923, Connors constructed an addition to this building. The shop was extended 54 feet to the alley. It was one story high and 22-1/2 feet wide.

In January of 1925, **C. F. Rich** started a **machine shop** in the same building with Connors.

Then in June of 1927, **Rich** and **H. E. Gasner** secured the local agency for the Nash automobile and established the **Baraboo Nash Company Headquarters**. They shared space with the **Connors Battery & Electrical Shop**. Connors also sold automobiles here until at least 1933. In 1929 Connors purchased the rest of the double front

## 129 & 129-1/2 Fourth Street



Tom Diane Joe Tony Jr. Claire Bertie Jane Jim Antoinette Mary Chris Alberta Tony

building to his west and moved his electrical company there. **Setzer's Garage** shared one of Connor's buildings in 1935.

**Kieffer Radio Service** reigned at this location from 1936 to 1940 while between 1940 and 1947 **C. H. Halperin Co., Auto Supplies** was directed at this site. Halperin later moved to 122 Ash Street.

**Westbrook & Meyers Photo Shop** was located in this building or at 127 Fourth Street in 1945.

In April of 1953, the Canepa Tire & Battery Company removed a portion of the partition between the tire and accessories department and the appliance department.

**Alberta J.** and **Anthony C. Canepa** partnered in the **Canepa School of Dance** here from 1964 to 1973. Actually the dancing school was in existence starting in 1955 and lasting for 35 years.

Next came **Frank** and **Jean Scherschel** with the **Scherschel Camera Shop** that they operated until Frank's death in 1982. **James F. Hempfing** stepped up and continued the operation until 1997 when the **Baraboo Water Utility** moved into the building.

By 2002 there was a "For Rent" sign in the window; the water department had moved their offices to the new city building at "Roundhouse Court".

On March 1, 2002, **Mary Summers** moved her consignment store, **Retakes**, from 126 Third street location to 129 Fourth Street. Summers had recently negotiated the purchase of the inventory of "Butterfly Kisses", a children's apparel store, located at 123 Fourth Street. The inventory of "**Butterfly Kisses**" was located in the front part of the new location while the back of the store held the consignment items.

Summers operated the local Retakes store for three years and another Retakes store in downtown Portage for five years.

In December of 2003, it was announced that "**Rosalie's Too**" was moving and joining Butterfly Kisses. Rosalies Too, a bath and body store, owned by **Jennifer Otto** located in downtown Baraboo six months earlier. Otto said she felt there was a need for a bath and body shop in town. "You can't really get bath and body products unless you go to a mall," she said. Otto operated the shop part time, but was able to keep it running full-time with the help of her two employees,

## 129 & 129-1/2 Fourth Street

Jennifer and Sharon Jensen. “They’re great, and I would not be able to do this without them,” she said.

By March of 2004, **Acupuncture Center of Baraboo** was being conducted at this site.

On June 8 of 2011, a ribbon cutting was held to celebrate **Fairway Independent Mortgage Corporation's** purchase of this building. The Fairway team consisted of **Jeff Schlender-Branch Manager, Joe Cabaj and Karen Wampler-Licensed Mortgage Bankers** and **Kim Kieck-Loan Processor/Closer and Marketing Manager.**

### 129-1/2 Third Street Upstairs

1942-1943 International Assn. of Machinists Local 1021  
1964 Belltone Hearing Aid Center  
W.H. Atkins\* Owner

### 129 Third Street Rear of Building

1945-1946 Clark & Meyers Inc. Amusements (Rear of Building)  
1947-1948 Baraboo Coin Machine Co.  
1985-1986 William Hill Electric Co. (Alley Entrance)



Butterfly Kisses' owner Mary Summers, Rosalie's Too employee Sharon Jensen and Butterfly Kisses' employee Dawn Schroeder

## 130 Fourth Street

### 130 Fourth Street

Located on the south side of Fourth Street between Oak and Ash Streets,  
Block 26, lot 2  
Sanborn map location 323 Fourth Street

**J. Scott** and **Mr. Palmer** opened a new livery stable at this address in March of 1866.

By 1910 the **A. M. Acott Store** was being conducted on this site. Next came **Jacob J. Veling, Cigar Mfg.** in 1916.

**Joseph Connors** purchased this residence in June of 1926, then occupied by **Mr. & Mrs. Victor Seagraves** and owned by the estate of **F. E. Settergren**. Connors' plans included the possibility of constructing a garage on the property, which was directly across from his electrical shop.

In October of 1931, **Mr. & Mrs. E. A. Ruehl** of St. Joseph, Michigan moved to Baraboo and opened the **Chicken Shack** at this address. The building was the former site of the **Arthur Wadell** family residence. The chicken shack specialized in chicken sandwiches.

Insurance records indicate that **Joe Connors** lived in the dwelling located on this knoll between 1933 and 1939.

In June of 1933, a beer & wine license was issued to **Julius Thurler** at 128 Fourth Street. May have been at this address or maybe it was at 128 Fourth *Avenue*? It was reported in July of 1936, **George Schaitel** was granted a liquor license at 128(?) Fourth Street. It probably was at this location.

From 1939 to 1942 **Joe Connors' Tavern** was being conducted here.....probably in conjunction with his dwelling.

Note:1942-1945 Joe Connors' Tavern Building insured, also a building permit was issued in April of 1942 to Joe Connors to demolish building at this address.

In July of 1943, **Nicholas G. Sarris** purchased and remodeled Connors' building and began serving delicious hamburgers at **The Coney Island Lunch Room**, also known as "Nick's."

In September of 1952, Sarris died, leaving his only relatives, a sister and brother in Greece. The **Wisconsin Telephone Co.** then purchased this site.

In November of 1953 the Wisconsin Telephone Company purchased the building and land here, the lot measuring 66 by 132 Feet. The two-story brick building would be dismantled

During the summer of 1956, they removed the dwelling, lowered the site to street level and constructed a beautiful 66 X 77 brick building. In June of 1957, the office was moved from 131 Third Street to this location.

The switchboard was closed in 1974 and 34 operators and 2 supervisors were expected to be laid off at that time unless other jobs in the system could be found for them. The remaining operation was closed in 1979. **Edward H. McCollow** was manager between 1970 and 1979. The **Telephone Pioneers of America** was also located in this building during this period.

From 1983 to 1985 we find **James W. Karch, Attorney at Law** conducting business here while **Joseph L. Viney, Attorney at Law** operates here from 1984 to 1986. Attorney Gretchen Viney joined her husband Joseph's law firm in June of 1986. Sharing this site with Viney, was the **Everest Sonsalla Insurance Office**. In 1987, the **Viney & Viney, Attorneys at Law Office** was being conducted here. **Joseph L & Gretchen Viney** moved from this location to 137 Third Avenue in 1995. By 1999 **CenturyTel's** office is here.

In July of 2008, CenturyTel held a ribbon-cutting for their new **Experience Center**, which would provide an interactive environment for the Baraboo community to try various features that the company offers.

## 131 Fourth Street

### 131 Fourth Street

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

Block 23, lot 11

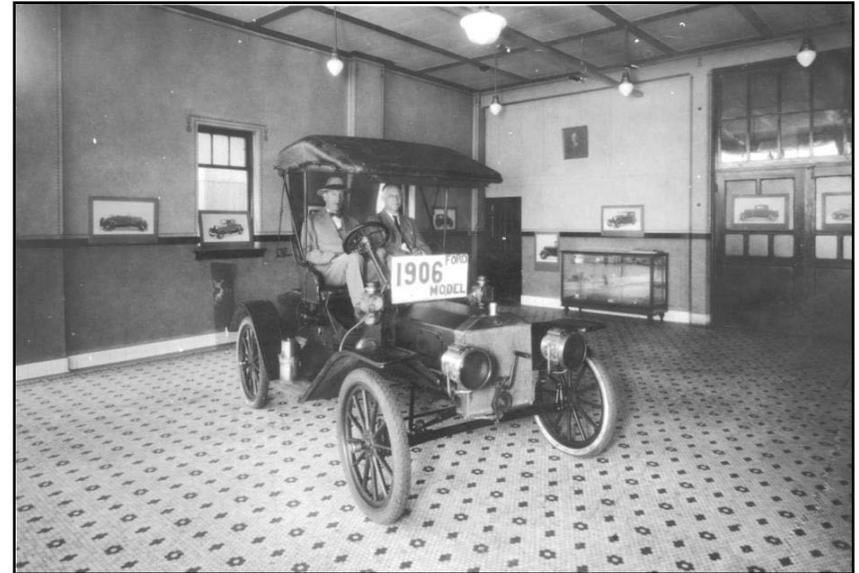
Sanborn map location 310 Fourth Street

This four-bay, two-story building existed as early as 1899. It was owned and probably constructed by **August Killian**. In 1900 **Henry Marriott** purchased the building from Killian. It lay next to city hall and he paid \$3,000 for it. Marriott planned to lease the building to the **Baraboo Telephone Exchange** headquarters and give the company the option of buying. Instead of running so many wires out of the new exchange, the use of cables was planned. The original structure was replaced about 1918 with the present three bay building. In January of 1910 it was announced that the Baraboo Telephone System had sold its system, including the North Freedom Exchange to the **Wisconsin Telephone Company** for about \$40,000. The **American Telegraph and Telephone Company** own about 90% of the stock of the Wisconsin Telephone Co. The Baraboo Telephone Company was organized in 1895.

In January of 1902, the **Bell Telephone Company** opened in the basement of the Telephone Exchange building. **W. J. Bell** of this city and **F. E. Bell** of Chicago were the main figures in the business. It was the purpose of the company to manufacture telephones, sell telephones, construct telephone exchanges, etc. A branch company was established in Chicago. The company planned on producing two types of telephones, one would be called the Bell of Baraboo and the other one the Baraboo Bell.

In February of 1902, the Bell Telephone Manufacturing Company was also granted a franchise and a contract to establish and equip a telephone exchange in Decatur, Alabama.

In July of 1902, Bell sold half interest in his electrical supply business to **W. H. Whistler** of Chicago. Then in August of the same year, Bell resigned as manager of the telephone exchange and **Frank Horstman** was chosen to succeed him. Bell would then devote all his time to the Bell Telephone Manufacturing Company. About the same time, J. P. Witwen sold his interest to Whistler.



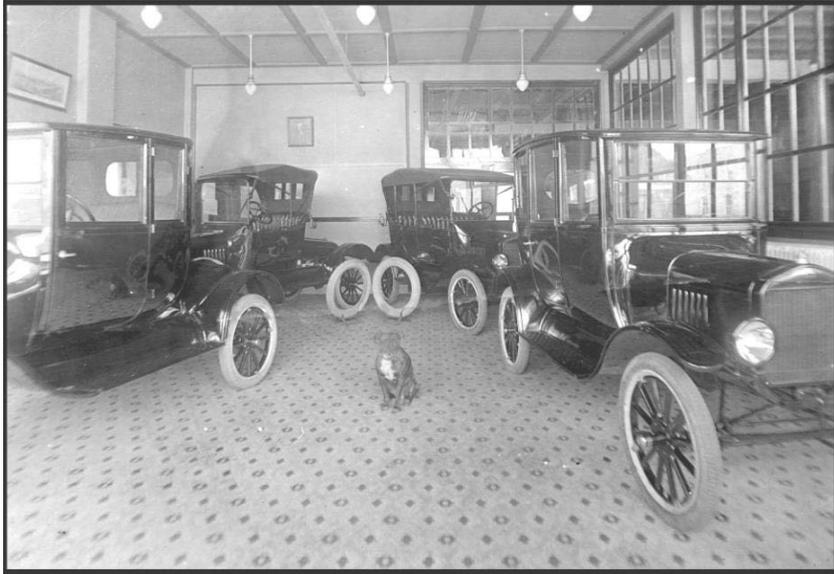
Orriel Philbrick and Fred Krueger, possibly at this location

In February of 1907, **A. S. Lanich** opened an automobile garage here with a machine shop in the basement. In addition to a well-stocked supply of small hand tools, Lanich installed a 16-inch lathe with a 7-foot bed. Lanich had obtained the agency for the **Gale** automobile plus two different brands of small gasoline engines, one of which was air-cooled and one water-cooled. In November of the same year, Lanich moved to Hartford, Wisconsin along with Earl Schilling to work for the Kissel Auto Works. See page 347.1 for more on the KisselKar.

Lanich reported back "there is not a vacant house to be found in Hartford". The factory had back orders of four hundred autos. The company employed 225 men and the autos sold for \$2,000 each." By March of 1908, Lanich was located at 108 Fifth Street.

January of 1908 found **W. D. Bartlett** here conducting his **New & Second Hand Store**, also doing custom cabinet making and upholstering. He moved from 614 Oak Street. By April of the same

## 131 Fourth Street



O. Philbrick's Dog, Nig

year, Bartlett had evidently found a partner by the name of **Booth**. By the end of May the partners had made a move to 142 Third Street.

Also, it is known that F. A. Philbrick who had an office at 420 or 421 Oak Street had two Fords delivered in September of 1907. One of the 4-cylinder "runabouts" was for Harry Hampton. Philbrick planned on keeping the other one for him. However, he sold the other one in the same month to C. F. Eder of La Valle.

In the spring of 1909, **Philbrick & Son** had their garage located here and had hired **W. F. Hagen** as their master mechanic. By April of 1910 there were several Fords in the showroom for inspection. In July of 1911, **Orriel Philbrick** purchased the interest of his father in the Ford agency of Baraboo. In January of 1912, Philbrick took in **Clinton Mather** as a partner and in May of the same year they moved the garage to their new building at the northwest corner of Oak and Fifth Avenue. It was expected that the **Wisconsin Telephone Company** would soon occupy this building.

In September of 1912, remodeling of this building was underway immediately by the telephone company. A crew from the Western Electric Company of Chicago arrived with the new switchboard with plans to install it. The board was a No. 10 type, framed in mahogany.

The second floor of the building was to be used by operators with the switchboard being placed in the front of the building. The terminal, testing apparatus, power machinery and the general office, occupied the first floor. The public office was provided with a lobby in which soundproof booths were located for long distance calls. Western Union was also located in this office. The plant was serving about 700 subscribers at the time with plans for another 400.

The Telephone Company was located at this site until 1957 when it moved across the street to 130 Fourth Street. The **Western Union Telegraph Co.** shared this building for many years, having moved here from the Reinking block in 1912 and moving to 150 Third in October of 1917.

In February of 1964, James Hill Jr. and Glenn Quale purchased the building at this site and from August of 1964 to 1977 we find the **Hill, Miller & Quale Law Offices**. In January of 1967 **Ralph B. Krainik**, who had been with the firm since June of 1965 became a partner, the firm then being known as **Cross, Langer and Krainik**.

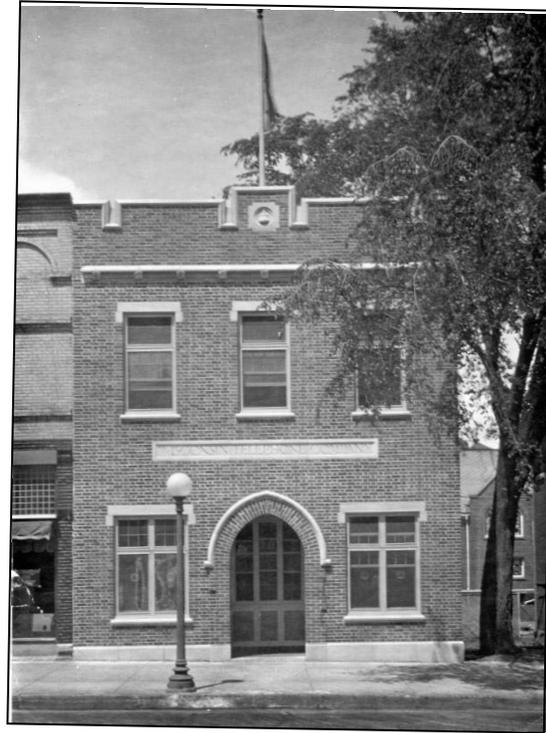
Later the **Hill, Quale & Hartmann Law Offices** and finally the **Hill, Quale, Hartmann, Bohl & Evenson Law Offices** would take up residency at this site.

Eventually, in 1979, it was purchased by the city and became a **City Hall Annex**, and was then occupied by the City Clerk, Treasurer, Assessor and Engineer. In 1980 the two buildings were connected and an elevator installed. The city engineer, H. A. Platt, did the designs for the work. In 1980 the fire station was erected behind the annex; Platt again did the design.

## 131 Fourth Street



Original Telephone Building

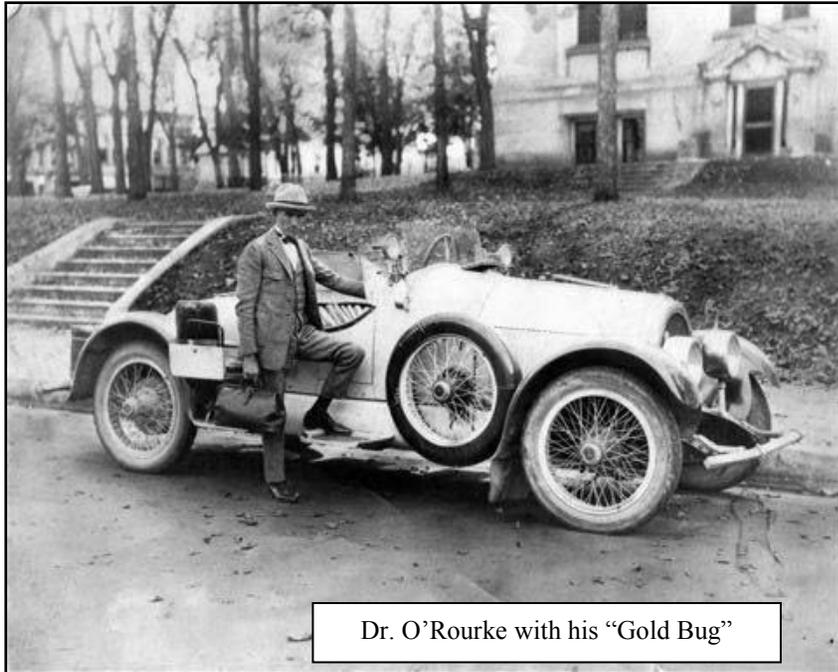


New Telephone Building

### 131-1/2 Fourth St. Upstairs

- |           |                                                                |
|-----------|----------------------------------------------------------------|
| 1909-1910 | The winter of 1909-1910 saw this floor occupied by show people |
| 1968      | “Charles H. Stone Abstract Company”                            |
| 1968-1972 | Sauk County Selective Service Board No. 65                     |
| 1971-1973 | Prudential Life Insurance Co.                                  |

## 131 Fourth Street



### Kissel Kar

We have the following people to thank for the above picture of a Kissel Kar “Gold Bug”. John Geoghegan received the picture from 102-year-old Anita Carey and passed it on to Dr. Robert Dewel. Anita received it from Mrs. Huth many years ago after Mrs. Huth cleaned out some old files. The picture is of Dr. O’Rourke; an Osteopathic Physician who reportedly was from Portage and maintained an office on the second floor of the Reinking Building where Anita, who worked for Dr. All Dippel, also took phone calls for O’Rourke. Dr. Huth, who also had an office in this building, found himself the owner of this picture.

As stated earlier in this article, it was in November of 1907 that **A. S. Lanich** moved to Hartford, Wisconsin along with

**Earl Schilling** to work for the Kissel Auto Works. There were reports of another 20 to 25 men who traveled to Hartford in an attempt to earn city wages, some living in a makeshift tent city.

Lanich reported back “there is not a vacant house to be found in Hartford”. The factory had back orders of four hundred autos. The company employed 225 men and the autos sold for \$2,000 each.” By March of 1908, Lanich had returned to Baraboo and was located at 108 Fifth Street.

At this point it might be interesting to write a synopsis of the early operation of the Hartford manufacturer. In 1910 Harvey Herrick won the Los Angeles to Phoenix race. He set a new record of 15 hours and 44 minutes, beating the second place car by 46 minutes and bettering the last best time by 3 hours. The automobile was a Kissel Kar, manufactured by the Kissel brothers, George and Will. The automobile had been in production since 1906 and was making a huge splash on the market.

By 1908 the Kissel was one of the top seven selling automobiles in the United States. By 1911 the company had added a drop forge plant and an aluminum & brass foundry. It had also added a large body building operation and was on their way to adding a ferrous metal foundry, which would enable the company to cast their own engine blocks.

Kissel produced many different models of automobiles but it should be mentioned that they also produced trucks as early as 1908. By 1912 they were producing four models, some using Wisconsin and Waukesha engines.

During World War I, Kissel was awarded a contract to produce 2000 trucks. The employment figures show the company employed up to 1400 workers during this period.

The “Kar” design did not exactly excite the populace, but that was to change when Conover T. Silver, an automobile distributor in New York, started handling the Kissel line in 1917. He started prodding Kissel in an effort to get them to manufacture a line of “Kissel-Silver Specials”.

Kissel decided to go along with his suggestion and introduced three new models at the 1918 automobile show in New York. The product

## 131 Fourth Street

that caught all eyes happened to be Kissel's sporty "Speedster" model, later to be called the "Gold Bug".

Kissel loaned a Speedster to W. W. "Brownie" Rowland who was an automotive editor for the *Milwaukee Journal*. Rowland left for a tour of Wisconsin highways in the yellow vehicle and through his column offered a prize for the best name for this sporty car. After receiving more than 500 entries, "Gold Bug" was chosen.

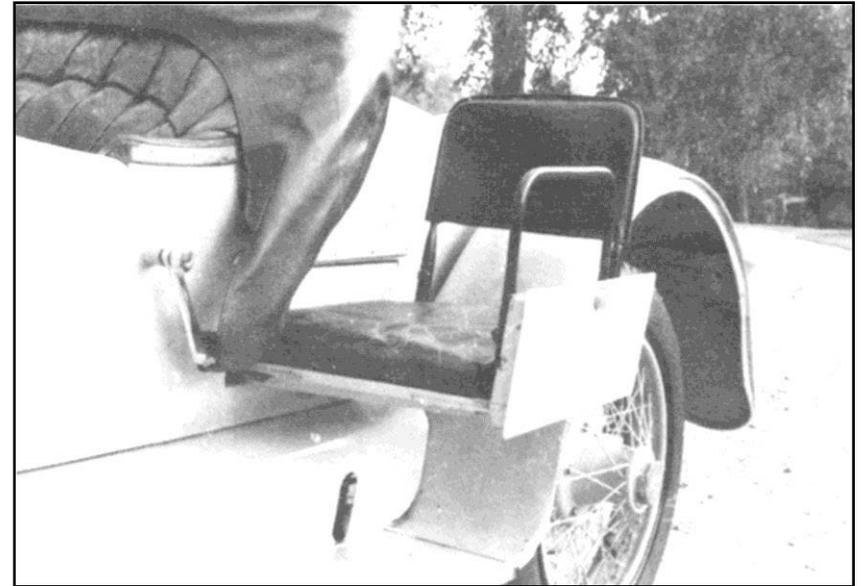
By this time Conover Silver of New York had dropped out of the automobile business, probably due to the shortage of autos during WWI and the Kissel Company took over the dealership.

It was also this time that the Kissel brothers dropped the double-K's name, Kissel Kar, which was determined to be too German. The vehicles were then sold as Kissel's. Some thought the demise of Kissel came about due to the fact that the engine manufacture took a back seat to the body design. However, the 6-55 engine was a very good engine according to an Australian owner by the name of Henry Berthold. Berthold claimed to have driven his 1928 Kissel 6-55 Speedster 300,000 miles before the engine head cracked.

In 1929 the end of the Kissel Company was in view, the production employees were kept busy producing taxis, funeral coaches and commercial vehicles. By 1930 the banks refused more loans to the company.

However, George Kissel, one of the brothers, would not give up easily. The company, due to its quality reputation re-organized as Kissel Industries and became a job shop producing industrial engines, furniture, oil-burners and even outboard motors. In 1942, a World War II contract lifted the company's spirits but all came to an end when George Kissel died in 1942 and his brother Will declined to operate the business alone and sold the assets.

The story of the "Gold Bug" is given on the previous page and was defined as a four-passenger auto. How so? Look directly behind Dr. O'Rourke...a drawer pulls out and a backrest folds up. There was one of these drawer-seats on each side of the vehicle.



Detail of the four-passenger "Gold-Bug" drawer seat

How would you like to be on one of these seats hanging over the centerline of the highway?

Kissel made many models and at the end had what appeared to be a super body-design department. The All-Year auto shown on the next page was Kissel's reply to GM and other large manufacturers who were constructing unified bodies.

Through its exclusive features, the Sedanlete was literally three cars in one – in cold weather it is entirely closed; in moderate weather the windows may be lowered or raised; in summer the ALL-YEAR Top is easily removed giving a wide-open car with the new Kissel Semi-Victoria Style Summer Top.

## **131 Fourth Street**

The fact that many men went to work for the Kissel Auto Works in Hartford, Wisconsin is noteworthy. The Kissel Company started in 1906 producing what they called the Kissel-Kar. There were a lot of wannabe's around, all having dreams of producing their own automobile. A few individuals did but never got into mass production.

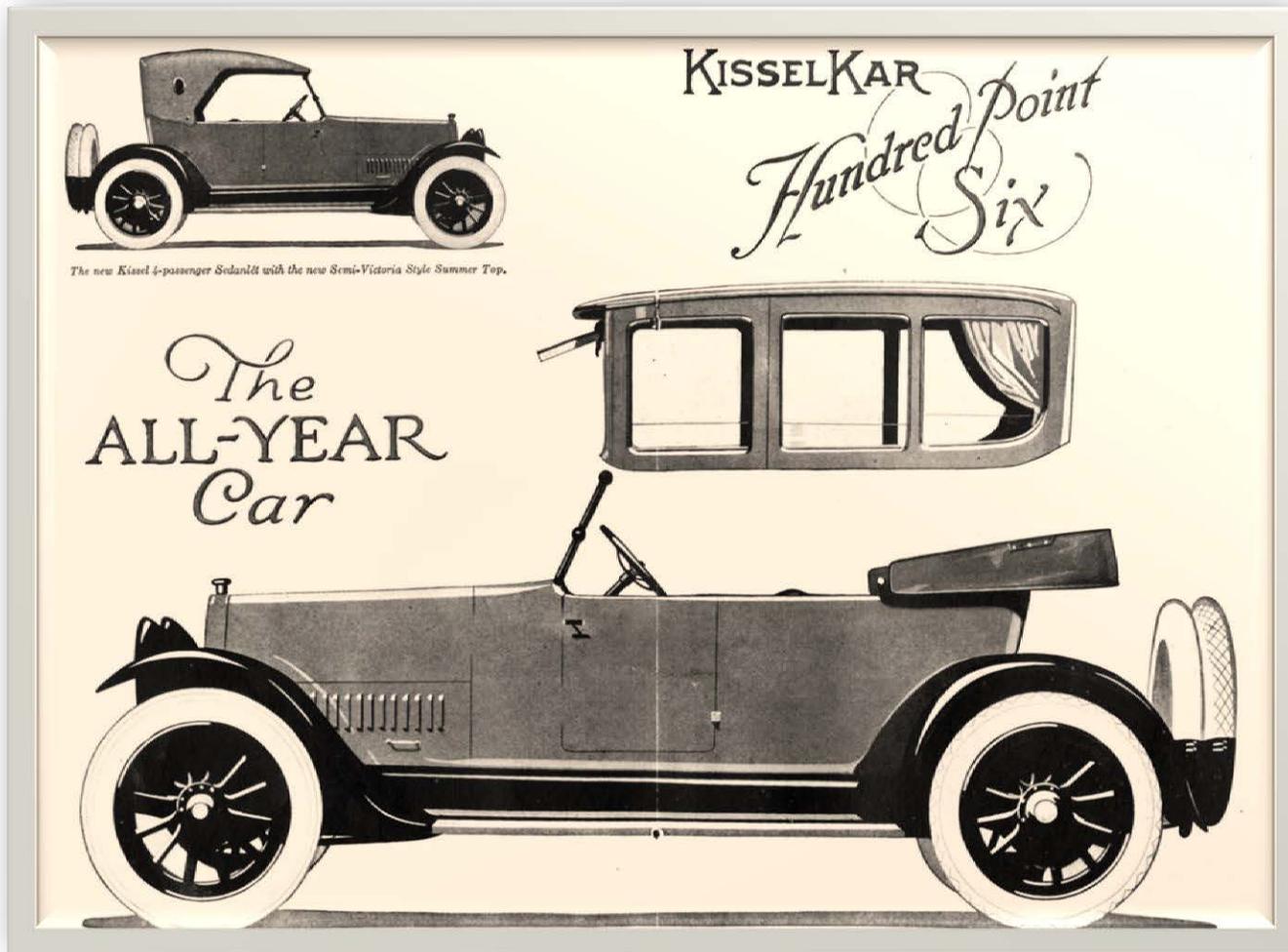
In 1910 Harvey Herrick and his KisselKar Semi-Racer, won the Los Angeles to Phoenix race, setting a new record of 15 hours and 44 minutes for the 483 mile run, clipping 3 hours off the old record set in 1909. He finished 46 minutes ahead of his nearest competitor.

In 1911, President Theodore Roosevelt made a trip out west and was photographed in a big sturdy touring; the car, a Kissel Kar.

These two events, seemingly unrelated gave evidence that the Kissel Kar had arrived with a bang! By 1908 the Kissel was ranked in the top seven of the major auto manufacturers in the United States.

In 1911 the company announced that they had added a drop forge and an aluminum & brass foundry department plus a large body building plant. On its way was a ferrous metal foundry, which would allow the company to produce their own engine blocks.

131 Fourth Street, Kissel Kar All-Year Car



Year-Round Kissel Kar

## 134 Fourth Street

### 134 Fourth Street

Located on the southwest corner of the intersection of Fourth and Ash Streets.  
Block 26, lot 1  
Sanborn map location 324 Fourth Street

In the early 1860's **J. & D. C. Scott** conducted the **Baraboo Livery Stable** at this address, which included a wagon shop and a blacksmith shop. By March of 1864, Scott was planning an auction after no success in selling this corner business. The auction, which was scheduled for April 7, may or may not have happened but in any event **Captain F. D. Stone** took charge of this property in May of 1864. On September 1 of 1864, **Fred Tobler** announced he had assumed all responsibilities of operating the stable located at this site. By March of 1866, the stable was being conducted under **Houghton & Tobler**.

Then in August of 1866 the **Emery & Tobler Livery Stable** was operating at this site. This livery firm also contracted for the Baraboo-Portage stage line during this period with **James Curry** as their driver. A November 1866 issue of the *Baraboo Republic* stated that the stage left Baraboo for Portage at 7:00 AM and left Portage immediately after the arrival of the train from the east, fare \$1.25.

A short time later, Curry purchased this route, later selling it to **William Wallace**, owner of the Western Hotel. With the advent of the Chicago and North Western railroad line into Baraboo on September 12, 1871, this route was discontinued. The coaches used on this line were of the Concord pattern, leather straps on the side, carrying eight passengers. The fare was \$1.50, and express packages entrusted to the drivers were delivered at hotels.

There occurred dissolution of the Emery-Tobler partnership prior to February of 1867 when **Steve W. Emery** disposed of his livery at this site to **Captain S. K. Ellsworth**. Tobler then contracted to operate the Kilbourn-Portage line. An advertisement in the July 16, 1867 issue of the *Baraboo Independent* stated that the stage left for Portage at 7:00 AM and for Kilbourn at 2:00 PM.

#### **The Concord Stagecoaches were described as follows.**

The wheels were made of seasoned white oak, well dried to withstand the heat and the cold, and were masterpieces themselves.



E.E. Berkley's Filling Station circa 1928

Other coach wheels would shrink or warp in the changing weather conditions out west, but not the Concord wheels. The spokes were all hand made and fitted to the rim and the hub so carefully that one could not see where they joined. The body of the coaches were solidly built, strengthened with iron bands and rested on robust three-inch thick oxen-leather through-braces. The purpose of the through-braces, was not, as is often reported, to ease the ride of the passengers. They were installed to prevent injury to the horses, which were much more valuable to the stage line than any passenger. Even though the through-braces did act like a hammock to support the coach, many a passenger, after the long ride, described their travels as "cruel and unusual punishment, forget first class."

The three bench-like seats that divided the interior, each to carry three passengers, were only about four feet long--barely 15 inches per passenger! The passengers, some small, some huge, were wedged into place like so many sardines in a tin, knee-to-knee. The mail had first priority on the Overland Express, and if there was a large

## 134 Fourth Street



Standard Oil Service Station      circa 1955

shipment of mail, the sacks oftentimes were put inside the coach on the floorboards. This meant that the passengers rode across country awkwardly with their chins up on their knees.

In April of 1871, we find the **G. H. Meyers Livery**, successor to **Capt. Ellsworth**, on this southwest corner of the intersection of Ash and Fourth Streets. Meyers' establishment was called the **Baraboo Livery**. However by January of 1875, the **Jasper Ewing Stable & Livery** is conducting business on this site. In March of 1878, **Chas. Davis** and **Ewing** formed a partnership in the livery business and would for the present occupy Ewing's old stand on the corner. In September of 1878, Davis & Ewing exchanged stables with the **Crouch Brothers**. The former would occupy the **Oak Street Stable** permanently and the latter the other temporarily until their new stone structure was completed.

In 1888, Ewing constructed a new livery building at 117-119 Fourth Street .

In June of 1913, **Garrison & Pratt** obtained a permit to show movies on the Tobler Lot near the city hall; may have been the site.

In 1926, the **E.E. Berkley's Filling Station** was completed at this corner. The design of the building was a bit unusual, the red brick structure being surrounded by a cupola that added height to the structure. Shrubbery was planted to further beautify the grounds. Mr. Berkley was at that time ready to supply the motoring public with **Energiee and Pure Oil** products.

In April of 1927, Berkley had the entire corner covered with concrete so that entirely around the decorative building would be a continuous drive way. In addition a concrete retaining wall was erected on the west and south side of the lot. In January of 1929, the **Standard Oil Co.** took possession of the E. E. Berkley filling station on the corner of Ash and Fourth Street. **Melvin Prine**, who had charge of the business under Mr. Berkley, would no longer be connected with the business. **James M. Brockley** was hired as the operator of the station and in 1938, **L.L. Weston** was conducting the **Standard Service Station**. Weston was here until at least 1948. By 1951, it was **Briscoe's Standard Service** conducted by **Lawrence Briscoe** until at least 1964. In December of 1956, a building permit was issued to the Standard Oil Company to construct a new filling station on this corner site. L. C. Isenberg held the contract for the new \$15,000 project ,which was to include a new building, drive and tanks.

The night picture of Briscoe's station was taken about 1955 from the bell tower of the city municipal building.

**Robert Davis** also ran his **Yellow Cab Co.** out of this building in 1968. From 1969 to 1973 **Raymond D. Christian** was conducting **Ray Christian's Standard Service** here.

In 1978 and later, **Donald R. Berk**, Owner, was running **Don's Automotive & Towing** at this location. Berk who owned Don's Automotive and Towing for 30 years passed away in the autumn of 2011.

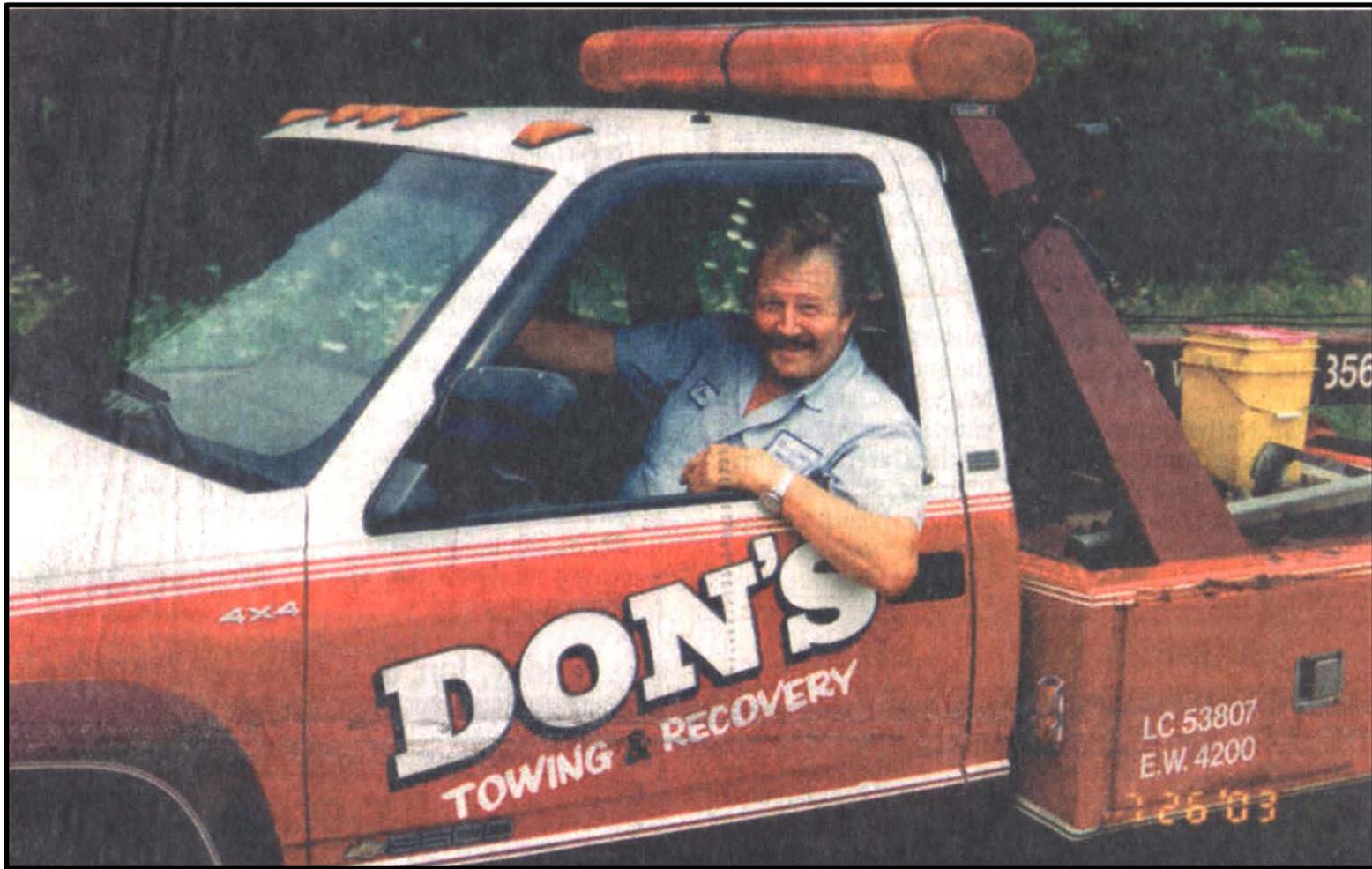
In December of 2005 it was reported that the city was negotiating with Berk to purchase his lot and to establish more green space in downtown Baraboo. This purchase finally came to pass in 2009, the consideration being \$200,000. Berk agreed to move his business by early March.

134 Fourth Street



134 Fourth Street, Illustration #1

134 Fourth Street



*Donald R. Berk, owner of Don's Automotive and Towing for 30 year passed away in the autumn of 2011.*

## 135 Fourth Street

### 135 Fourth Street

Located on the northwest corner of the intersection of Fourth and Ash Streets.  
Block 23, lot  
Sanborn map location 311 Fourth Street

In November of 1870, the old vacant schoolhouse, previously located on the northeast corner of Oak and First Streets, graduated and moved up Oak and down Fourth Street, coming to a rest on the northwest corner of the intersection of Ash and Fourth Streets. Its removal added greatly to the appearance of the school grounds and permitted a fine view of the new school building from the south side.

Having for some years been ranked as a barn, it would serve as a livery stable for **Capt. S. K. Ellsworth**, bought for \$225. It later was used as a blacksmith shop and a city hall

On January 22 1892, **Mayor Charles Wild** presiding, the Fire and City Building Committee, comprised of H. Marriott, H. Hulbert and L. Holmes, recommended to the City Council that steps be taken towards erecting a new city building.

The Committee then received plans and specifications from several architects. The City Council next approved a bond issue of \$12,000 to cover the cost of erection of the new City Hall. The new building would be located on the site of the old City Hall building, which was moved to the backside of the lot. From among several architects, **Conover and Porter of Madison, Wis.**, were chosen on May 3, 1892, to present plans for a new building. On June 30, 1892, the bid of **J. N. Vanderveer** for the construction of the new building in the amount of \$12,000, including heating apparatus, was accepted by the City Council.

The building was completed and accepted by the Council on June 14, 1893. In August of that year, city Marshal Delap had a lodger in one of the new cells at the city hall.

The old school building was sold to **Ferdinand Effinger** for \$76 with the city retaining the bell and gas fixtures. Effinger moved the building to what would later be known as the **John Alexander** farm east of Baraboo.

In September of 1916, the basin of the old fountain in front of the hall was removed and sent to the scrap yard. It should be noted that



Watering the streets in front of the old city hall

the top was removed a short time earlier and was taken to the courthouse park. The fountain was a gift to the city by F. T. Brewster but was deemed unusable after the base was damaged.

Records indicate that in 1919 the city rented the Jasper Ewing barn at the rear the city hall for storage. They paid \$200 per year rent.

In August of 1930, the council decided to erect a garage and storeroom on city property in the rear and to the west of the city hall. The building would be of brick with a tin roof. **Fire Station No. 1** was also located here in 1935, no doubt earlier and later.

In 1955, with the aid of a \$1,000 appropriation by the city council, the bell tower was remodeled and a stairway constructed for the use of the Ground Observer Corps. The observers watched the skies for airplanes and reported them by telephone to an air control office possibly in Chicago. The bell was also removed at the time.

## 135 Fourth Street

In olden times, someone had to climb a ladder to ring the bell in case of a fire. The bell also had its signals, one clang for the First Ward, two for the Second Ward and three for the Third Ward.

In July of 1956, the city council let and awarded contracts to construct a new 84 X 61 fire station adjoining the city hall on Ash Street. In January of 1957, fire trucks were being housed in the new \$45,000 station just north of the old garage. The former garage was to be used to park the squad car, motorcycle and other police equipment.

In November of 1962, the Fire and City buildings committee recommended that \$10,000 per year be set up in the budget for a building fund and that this be continued in year's hereafter. The budget was adopted and a building fund was set up.

On June 9, 1964, the City Property Committee recommended that an architect be engaged to formulate plans for a new Municipal Building. **Samuel Balen and Associates** of Madison, Wis., was engaged to prepare preliminary plans and estimates for a new building to replace the old City Hall building.

On October 27, 1964, a report from the Wisconsin Industrial Commission was read in regard to several areas and features of the old City Hall which they recommended be remodeled and corrected.

The City Property Committee was authorized to instruct Balen and Associates to proceed with final drawings and specifications on December 22, 1964. It was further approved that the proposed construction be advertised for bids.

Bids were accepted on April 20, 1965, for construction of the building. The total of General Construction, Electrical, Heating and Plumbing came to \$224,278. After considerable debating it was recommended by the City Property Committee to reject all bids on the proposed project. Bids were again received on February 24, 1966, for a total of \$223,950, which on March 8, 1966, was accepted by the Common Council and authorized the construction to proceed.

Also, In February of 1966 the Industrial Commission of the State of Wisconsin gave the city until May 1 to comply with orders, which called for considerable changes to be made to the existing municipal building. The problems were many and would required almost a complete rebuilding of the building.

The new Municipal Building was air conditioned and ventilated throughout, with each office and each general area individually zoned. Approximately 13,165 square feet of area was provided in the building.

Future expansion of the building could be attained over the Police Garage area as the concrete support on the floor area was already provided in this area.

By April of 1966, **Finger Brothers** of Mauston, who had the contract for the new building, were busy razing the old building. The open house was held May 20, 1967.

In the interim all of the city offices were relocated in the adjoining old church of the Evangelical United Brethren congregation, which the city had recently agreed to purchase at a cost of \$30,000. The auditorium made a fine temporary courtroom, all equipped with more spectator seats than the old council chambers. The church furnishings were included in the purchase price.

The city then owned all the property, which faced Ash Street in this block.

**135 Fourth Street**



Chief of Police Craig Olsen with his model of the former  
Baraboo Municipal Building