

## Trivia Section III

**1927**

### **New Garage at Eighth and Elizabeth**

In September of 1927, Tracy Bisch and Glen F. Bellows were opening a new garage at the intersection of Eighth and Elizabeth Streets.

The building would house the Baraboo Auto Sales & Service Company. The company had the agency for the Falcon-Knight automobile.

**1928**

### **New Ritz Filling Station**

In June of 1928, the **Ritzenthaler** brothers, **Otto and Edward**, opened the new Ritz Filling Station in conjunction with the opening of the new highway 12 by way of the new Broadway Bridge. The station was located at the "Y" at the junction of highway 12 and 123.

In June of 1930, a Peter Pan golf course was added to the Ritz station grounds. The 18 hole miniature golf course would be on the east side of the station on Warner Road. The Ritzenthaler's constructed tourist cabins on the east side of their station and in 1932 graveled an extension of the Warner Road extending it from Vine Street to highway 12 past the cabins.

In August of 1933, E. Ritzenthaler purchased the interest of his brother Otto in the Ritz Oil Company. By this time the company owned three stations and a bulk station distributing Shell Oil products. The company's stations were at the intersection of the Warner Road and highway 12, at the Lyons intersection of highway 12 and 33, and at the ferry corner in Merrimac. The bulk station was located at the viaduct of South Boulevard.

**1928**

### **Rialto Hotel**

In the spring of 1928, **Louis Roche**, purchased some land from Oriel Philbrick on the new highway 12 near Lynn Avenue and constructed the Rialto Hotel. In September of the same year, Roche purchased the Loop Resort, near the entrance of Devil's Lake. Fred Kellogg constructed the Loop several years ago, then sold to Louis Donald who in turn sold it to Roche. Roche planned on building a

new modern 40-room hotel and several more cottages. Also, a tennis court would be added. The new dining room and kitchen were then rented to a restaurant man from Madison. See *Baraboo Weekly News*, 11/29/1928 for more details. Roche decided to call the new hotel The Panoramic because of the view of the Baraboo Valley. A 136 ft. deep well was finished in February of 1929, furnishing the new hotel with 90 feet of water. In January of 1934, the 35-room Panoramic Hotel, which was in receivership, was destroyed by fire.

Roche was also the owner of the Chateau concession at Devil's Lake. In November of 1928, Roche was busy remodeling the Rialto. The changes were to be made at the south end of the building where a large addition would be added. This side would then be the entrance, facing the new highway rather than Lynn Avenue.

There was an article in the May 2, 1929 paper stating that Philbrick owned some land on the west side of South Boulevard between the road and the Rialto Hotel. The corner would be filled in and leveled within the next two months and planted with grass and shrubs.

The Rialto was still here in 1931. In June of 1933 a fire damaged the Rialto. In December, Louis Roche was busy making repairs. In 1937, the Rialto was razed and the land sold to O. F. Philbrick.

**1928**

### **Devil's Barbecue**

In November of 1928, **Robert Bruhns** of Madison purchased 4 acres of the Ed Rau property on South Blvd. Plans were to build several buildings there as an amusement center. The project was to cost about \$25,000. By the end of April of 1929, the Devils' Barbecue was preparing for its grand opening, which was planned for May 15. The building was constructed of sandstone from the Baraboo quarry of P. A. Wood.

In October of 1939, Bruhns started work on the construction of 6 bowling alleys. In the fall of 1945, Mr. & Mrs., **Fred Chase** purchased this establishment. The Chases had operated the Rotunda near Lake Delton for the prior two years.

## Baraboo Trivia, Section II

**1930**

### **Larson's Garage**

In February of 1930, **Hans Ditlev Larson & Son, Harvey R. Larson** of Packwaukee, purchased the garage of Glen Bellows on Eighth Street. The building, new and modern was constructed within the prior two years. Hans Larson was born near Copenhagen, Denmark, May 4, 1859. As a youth of 18 he came to America with his brother where they found employment on farms in the towns of Buffalo and Packwaukee. Three years after the death of his wife Hans moved to Baraboo with his son Harvey.

**1932**

### **Marriott Filling Station & Lunch Room**

In August of 1932, **W. T. Marriott** purchased the small triangular piece of land at the entrance to Devil's Lake from **Bernard Meyer**. This was at the intersection of DL and 123. Plans were to beautify the parcel and add a service station. Marriott eventually sold this property to **A. W. Waterstreet** along with resort property at the lake. The property was then leased by **Franklin Marriott** and was being operated as a filling station and lunchroom when it burned to the ground in July of 1939. By the end of July, Waterstreet had a new building underway.

**1933**

### **Premo House**

In January of 1933, the old Premo House at 423 East Lynn Street, one time one of Baraboo's leading hotels, was damaged by fire, the blaze evidently starting around the chimney in the south-west corner. The roof, at one time covered with shingles, had been covered with tin making the blaze very difficult to fight. The former railroad hotel had several families occupying quarters there while some rooms were being used to store furniture.

**1933**

### **Zeitler Filling Station**

In March of 1933, **Herman Zeitler** who conducted a Phillips 66 station in Sauk City was busy erecting a station just south of the railroad underpass on lower Broadway. The cement building covered with rough plaster measured 14 X 18.

In early 1935, **Clifford Turner** purchased this station from Zeitler.

**1935**

### **New Ritz Restaurant and Filling Station**

In December of 1935 it was announced that the management of the Ritz, located at the Lyon's Corner was taken over by Baraboo brothers, **Al and Dusty Boyd**. The new management would inaugurate the Ritz with a New Year's Eve party. The Ritz was constructed the past summer by **Ed Ritzenthaler** and in addition to a large dance floor and dining room also has a filling station.

**1939**

### **Gunnison Manufacturing Company**

In October of 1939, Gunnison Manufacturing of Middleton, makers of road-oiling equipment was issued a building permit to erect a new building north of the swimming pool at 201 Lynn Avenue on property purchased from O. F. Philbrick. The Gunnison's were originally from North Freedom where they were in the road building business. Comprising the manufacturing firm were **John Gunnison** and his sons **Ivor E.** and **Harold**.

In October of 1946, Gunnison was issued a building permit for an addition to their existing building. By 1964 the company's name was **Seaman-Gunnison Corp.**

**1941**

### **Badger Ordinance Works**

In the October 30, 1941 issue of the Baraboo *Weekly News*, it was announced that the **Hercules Powder Company** of Wilmington Delaware would erect a \$65,000,000 powder plant near Merrimac.

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By December of 1943, there were three lines making powder and about 4,000 people were employed there. Buses carried approximately 1300 employees from as far away as 58 miles. In May of 1944 a call was issued for 2,000 more workers with the possibility of 3,000 more in the fall.

In July of 1944, the Badger Ordinance Works placed a call for 2000 laborers and 1100 carpenters to help complete the new \$24,000,000 addition. The rocket powder addition was scheduled to be complete by December 15.

In 1944 Jamaicans started arriving in the states to help alleviate the labor shortage. 262 arrived in Columbus to help in the pea-canning season while another 82 arrived at Portage. In September of the same year 110 Jamaicans were put to work at the powder plant and were housed at the CCC camp at Devil's lake. At the same time, hundreds of Jamaicans were entering the state to fill vacant positions as well as many Barbadians. By January of 1945 another 150 Jamaicans were at the plant. Also in 1945, soldiers were furloughed to work at the plant.

In August of 1945, all construction work was halted at the plant. The Rocket powder line was about 98% complete. About 1000 construction workers were affected. It was thought that complete production would cease in September of 1945. A crew of several hundred would be kept on to decontaminate the plant.

### 1942

#### Trailer Camps

In February of 1942, several trailer camps were being planned to house workers coming here to work at the Powder Plant. The **Island Trailer Camp Court** was expected to be complete about the end of February and would be on the north end of Island Court. Floyd Pope was the owner and it was expected that his investment would be in the area of \$10,000. It was expected that at some later time the camp would accommodate 175 trailers.

The other camp would be north across the river from Island Court at 844 Eighth Avenue and would be conducted by **Harold**

**Fulmer** adjacent to his residence. Fulmer planned on locating his tavern, the Wander Inn next to his residence also.

Mr. Rice was busy constructing a camp for 25 trailers at **Rice's Riverview Trailer Camp** at 819 Second Avenue. There would be room for 25 trailers and the service building would be in the basement of the Rice building which would also include a laundry, a recreation room and shower facilities. Several other camps were in the planning stage.

### 1942 Madison to Badger rail

In April of 1942 the first train for workers employed at the Badger ordinance Works pulled out of Madison at 6:40 AM on the Chicago and North Western Line, and arrived at the badger ordinance at 7:40 AM. Tickets cost 1-cent per mile, which was the going rate at that time. The train made stops at Waunakee, Dane and Lodi.

### 1942

#### Victory Heights

In April of 1942, **George Martiny** requested the replatting of the section of the Case sub-division west of the swimming pool. Some of the houses would be prefabricated. The houses, when complete, would be held for defense workers for 30 days, and then would be made available to the general public. In February of 1944 it was reported that all 30 houses had been sold. The total cost of the houses was said to be approximately \$150,000. In November of 1944, 15 new homes were under construction in Victory Heights.

### 1942

#### Baraboo Concrete Company

In July of 1942, **A. L. Brown**, of Virginia, Minnesota, erected a building near the site of the old roundhouse for his new company, which would manufacture cement blocks and reinforced concrete culverts, the Baraboo Concrete Company. Mr. Brown had eleven years of experience in this business prior to coming to Baraboo. By 1964 and probably much earlier the company was located 1/4 mile west of highway 12 on highway 136 and exists there as of this writing in 2010.

## Baraboo Trivia, Section II



A new mobile crane was added to the inventory of equipment at the Onikul yard in April of 1953.

### **Onikul Salvage Yard 1956**

In 1956, **Zachary Onikul**, who founded a Scrap Iron business on May 1 of 1939 and was located on Depot Street, leased the C&NW railroad yard and purchased the roundhouse, the water tank structure and the engine house, into which he extended his scrap business.

In December of 1963, the roundhouse was destroyed by fire, which was the main storage and garage area for the Zachary Onikul Salvage Yard. The loss, partially covered by insurance, was estimated at \$30,000 to \$40,000. Two trucks were also destroyed.

Onikul's foreman, Elmer Cook, who lived close by, fought his way through the large crowd that had gathered and was able to move the crane to a safe area.

The fire also damaged the adjacent Floyd Carpenter grain elevator and store in the amount of \$10,000 as well as \$500 worth of damage to a Brittingham & Hixon building.

By March of 1965, Onikul was the proud owner of a new steel-fabricated storage building by Wick Building Systems, measuring 60 X120 feet. The building was located at the yards just off Depot Street and replaced the buildings destroyed by fire.

### **1945 Edwards' Garage 601 South Blvd.**

In November 1945, the Edwards Motor Company was busy erecting a new 60 X 100 garage at the corner of Lynn Avenue and South Boulevard. Next door west, the Gunnison Mfg. Company was adding an addition, 28 X 36. In June of 1946, **Dan Edwards**, 56 died. Edwards was born in Coreley, Shropshire, England on May 3, 1890 and came to this country as a lad of 17 years. In 1924 he moved to Baraboo where he was employed by the Ford and Hudson garages until 15 years prior to his death, when he entered the automobile business.

### **1946 Ritzenthaler Service Station**

In September of 1946, **Ed Ritzenthaler** was issued a building permit to construct a new service station at 401 South Blvd. opposite the swimming pool.

**Baraboo Brickrete Masonry Company**  
**The Baraboo Brickrete Masonry Company** was located on land previously owned by and operated as a farm by the **William Pierce** family. This barn was probably leased by **Fred Thalman**, the owner of the Brickrete Masonry Company. In 1950,

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the Brikcrete Company advertised a new type of brick (more like a thin concrete block), insulated and waterproof. Bricks for a 24 X 37, two-bedroom home could be purchased for \$475.00.

The location is best described as being on South Blvd. between the school-bus lot (across from Glacier Ford) and the Sysco parking lot to the east. The barn sat back a ways, towards the Seneca Food building which is about a block north.

**Lester and Dorothy Steinhorst** purchased the house on this property adjacent to South Blvd. from **Ralph and Lila Pierce** in 1953. After Lester died the property was sold to son **Pat Steinhorst** in 1979. Pat in turn sold it to Sysco...or...maybe to the Baraboo Industrial Expansion Corporation?

### **Rosenthal Machine Shop....circa 1950**

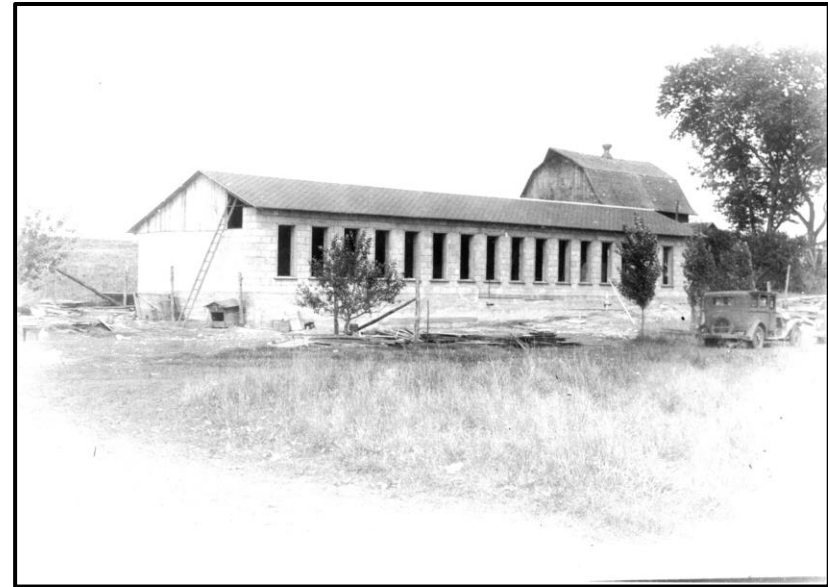
There was later a machine shop operated by **Fred Rosenthal** and located in the **chicken coop**. Driveways to those two businesses were shared by the Steinhorst's.

All of the Pierce property eventually ended up in the hands of the Baraboo Industrial Expansion Corporation.

**1956**

### **Devils Barbecue**

**Frank & Mary Herman** and **Fred Leible**, all of Mayville, purchased the bar and bowling alleys of Fred Chase in the early part of 1956. After going through another owner in the mid 1970's, who removed the bowling alleys, **Ralph and Joan Pierce** purchased the business in December of 1978, opening in March, 1979, under the name of **Pierces Supper Club**. Within two months the large room that once held the bowling alleys was converted into a banquet hall. In 1995 the property was sold to **Don Pierce**. Don razed the original building and replaced it with a convenience store/gas station. Don



had been operating the gas station immediately north but it is thought that due to contamination it

Eventual Rosenthal Machine Shop

**1960**

### **International Crane Foundation**

In the early 1960's, **Norman Sauey** asked local builder, **Henry Ward**, to build an aviary to house pheasants, which his son Ron was raising. That aviary still sits on City View Road north of Baraboo. **Ron Sauey** later teamed with **George Archibald** to form the **International Crane Foundation**.

### Trivia Section III, Larson's Garage



**Larson's Garage circa 1930**

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**Trivia Section III, Harvey Larson with Studebaker**



*Harvey Larson with 1934 Studebaker*



### Trivia Section III, Premo House



Premo House at 423 East Lynn Street north of the freight depot, rates \$1.50 per week. Identification...1-Mrs. Jennie Whitcomb, 2-Orris Whitcomb, 3-Banty Wright, 4-Albert Premo, 5-Dora Premo, 6-Mrs. Uderkirk, 7-Charlie Premo, 8-Dan Duncan, 9-Harry Slye, 10-Joe Premo, 11, Mr. & Mrs. Premo.

In January of 1933, the old Premo Hotel, one time one of Baraboo's leading hotels, was damaged by fire, the blaze evidently starting around the chimney in the south-west corner. The roof, at one time covered with shingles, had been covered with tin making the blaze very difficult to fight. The former railroad hotel had several families occupying quarters there while some rooms were being used to store furniture.