

127 Lynn Avenue

127 West Lynn Street

Located on the northwest corner of the intersection of Lynn and Vine Streets
Southeast corner of block 8

Sanborn map location 101 Linn Street and 304 Vine Street

This site originally had an address on Vine Street. In March of 1873 it was reported that **P. Pratt's Boarding House**, just north of the depot, was open for the accommodations of the traveling public. This house was rebuilt in the summer of 1872 and embraced all the modern improvements.

In September of 1880, **Dr. Carleton** had taken quarters in the **Pratt House** with intentions to install Turkish Baths, while in June of 1883; **George A. Pabodie** leased the hotel.

In March of 1885, **J. E. Ostrom** and his brother, proprietors of the **Lavoo House** assumed operations here. In February of 1886, they had to close down due to many outstanding bills owed by customers.

In May of 1886, Mr. **J. P. Premore** of Peewaukee reopened the hotel while in September 1887, the establishment changed hands again. Mr. Premore retired to private life and **Mr. Older** of Delton assumed control. December 1887 found **Older & Fox** conducting the hotel.

In the same month, **G. H. Shepard** arrived here from the Bay State House at Tomah, and took charge of the Pratt House. It was reported in July of 1890, that the name of the Pratt House was changed to the **Bay State House** and a liquor license was issued to Shepard for a saloon there.

In October of 1893, the Pratt building changed hands. **G. W. & T. L. Adams** took possession and would thereafter conduct the hotel. In October of 1894, **Nippert & Son** of North Freedom assumed the conductorship of the hotel. It was reported that the Adams Brothers would relocate to northern Wisconsin.

In 1898 it had been called the **Kelly House**. **Mr. O. S. Horr**, a later operator, moved to the north side and contemplated running a boarding house there or moving on to Kilbourn with thoughts of operating a hotel there.

In 1904 & 1905, **Mrs. Mary Schlag** owned the **Baraboo House** located at this address. Evidently **Mrs. R. A. Goude** owned the



Commercial Hotel

Baraboo House in August of 1905, as it was during that month that it was reported that she sold the "old Pratt House" to **Charles Clark**. It was also reported that the house had been damaged by fire prior to Clark buying it. Clark expected to do a little "fixing" and conduct it as a hotel.

Clark evidently operated here until July of 1911 when the hotel was sold to **Mr. & Mrs. Daniel Whitney** of Tomah. **Mrs. Ida Whitney** promptly renamed the house the **Hotel Ida**. It is believed that Mr. Whitney died shortly after coming to Baraboo.

In September of 1911, Mrs. Whitney leased the Ida Hotel to **John Arndt** and **G. W. Martin** of Portage. These two gentlemen formerly operated the Tremont Hotel at Portage that was recently sold. The partners would take control of the Ida Hotel on November 1.

Sometimes, plans don't work out and the duo of Arndt & Martin did not assume the management of the hotel. Instead, **J. E. Hawley** purchased the hotel and reopened it in December of 1911. Hawley installed steam heat and electric lights prior to reopening the hotel.

By the year 1913 the **Steinfeld House** is located at this site. This is the last time it is shown on a Sanford map.

127 Lynn Avenue



Commercial Hotel circa 1929

In November of 1918 it was reported that Mrs. A. S. Hawley fell down the stairs at the **Commercial Hotel** at 127 Lynn Street.

Sometime prior to 1924, **Dan Trump** purchased this building and established a **grocery store** in the basement here. The Trump family lived in the east section. In February of 1924, the building caught fire and was badly damaged. The north wing and the east end were not damaged badly and the walls still stood. The hotel had ceased operating a few months prior.

In August of 1924 there were plans of removing the burned sections of the building and rotating the balance of the building and remodeling that portion into a store. There were thoughts of building a bungalow at the corner, which would be cleared by turning the building.

201 Lynn Street

201 Lynn Street

Located on the northeast corner of the intersection of Vine and Lynn Streets.

Block 7, lot 6

Sanborn map location 102 Linn Street

In September of 1897, **Ferdinand Effinger** was granted a permit to erect a two-story building at the corner of Lynn and Vine Streets, just south of Lindsay's Livery Barn. The building would be brick, 27 by 70 and would be used as a saloon and hotel. Effinger had purchased the homestead residence on this corner from the once famous character around Baraboo, **Shanghai Chandler** in April of the same year, the consideration being \$2,500. The Chandler home had stood on this corner as early as 1885 and earlier. In September of 1897, **John Adkinson** was given a permit to move a building from the corner.

In June of 1898, Landlord **E. A. Smith** of Galesville was making plans to occupy Effinger's new hotel building. July 12 saw Smith take over the hotel but the formal opening would not be held for a couple of weeks. In 1899, the Baraboo News reported that proprietor "**E. J. Schmidt**" was having the interior repapered.

In July of 1901, **A. N. Wallace** sold the Effinger Hotel business and saloon to night clerk **Wilbur W. Estes** of the Warren House and his brother **Willis**. By the middle of December, the Estes brothers decided to leave the hotel business. Willis left for Chicago where he would resume his old position. It was not clear what Wilbur did. Mr. **Adolph Karll** of Norwalk, Wisconsin then took charge of the hotel.

On Monday, December 30, Wilbur Estes, age 33, died shortly after 4 o'clock as a result of an injury incurred during a fight with Pete

Wood in Jasper Ewing's tavern. The coroner's jury rendered the following verdict: "Said Wilbur W. Estes came to his death caused from heart trouble and congestion of the lungs brought on by over-exertion in a fight caused by abusive language given at a card table by P. Wood, at Ewing's Saloon between 11:00 Saturday night and 6:00 A. M. Sunday morning."

On Thanksgiving morning, 1905, **John H. Taylor**, the proprietor of the Effinger Hotel died at his home near the Catholic Church. Taylor was born in Pennsylvania about 61 years prior and came to Baraboo in 1880. In 1902 he left his job with the railway, which he had held for 21 years, and took charge of the Effinger Hotel. His wife and one son survived him.



Effinger Hotel

circa 1899

Upon the death of John Taylor, **Adolph Karll** again assumed the conductorship of the hotel. The liquor license was transferred in April of 1906 to **James Karnes**. Karnes was here until 1909 and 1910 and maybe longer.

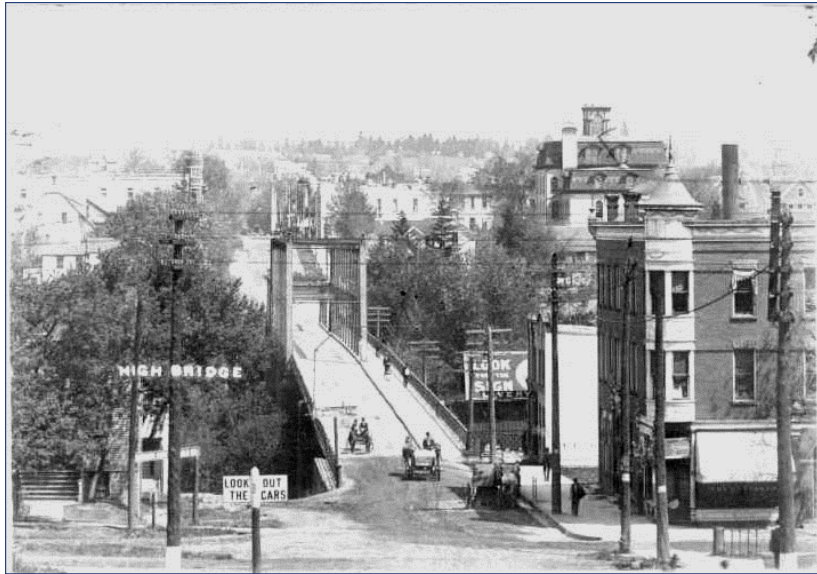
It is thought that **Nicholas Straus** conducted a Saloon here from 1910 to 1916. Straus was again granted a saloon license on June 23, 1916 so

he was probably here for a while after that.

Records also indicate that Straus was granted a saloon license at 325 Lynn in 1910, which was the address of the Effinger Brewery.

In May of 1922, **Frank Jaquish** purchased the Wilder building on Walnut Street. He planned on moving his restaurant from this site to his new building. **Mr. & Mrs. J. Kammers** took control of the hotel and lunchroom business at this address in November of 1923. The Kammers had conducted a restaurant in the Sauk City area prior to

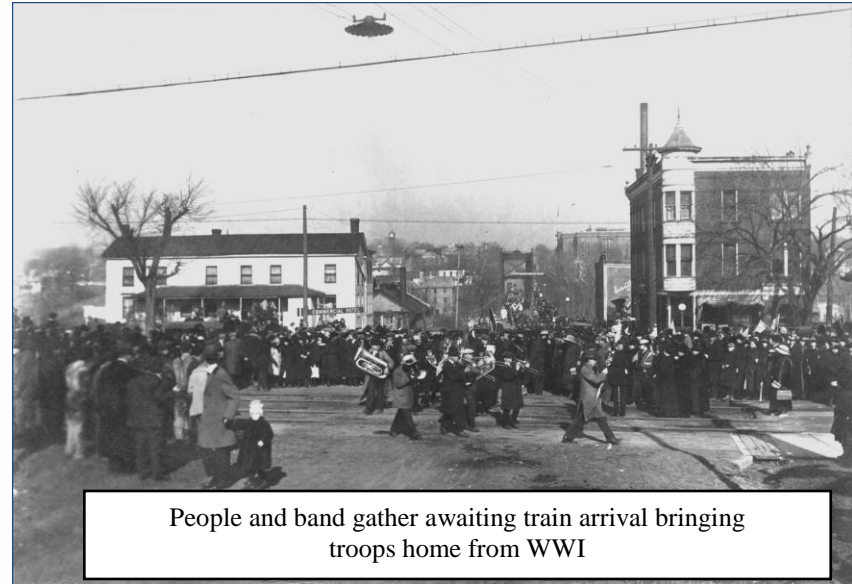
201 Lynn Street



High Bridge with Effinger Hotel on the right,
High school visible behind hotel circa prior to 1906

coming to Baraboo. In January of 1934, **Irene Roche** was issued a building permit to remodel this hotel, while in 1955 and as late as 1961, we find **Tom A. Platt** conducting **Bowser's Tavern** on this corner. It is not known when the hotel building was razed.

It is interesting to note that in 2007 there exists an engraved stone on this lot. It reads "RUHLAND 1893". The date is not real clear but judge for yourself. **George Ruhland** must have owned this frontage on Lynn Street extending for the full length of the block. It may have been purchased from Philharmon Pratt, as Pratt owned a lot of land in this particular block extending north to the river. Ruhland completed a house at 223 Lynn Street in this block in 1889. By 2007, Wisconsin Power & Light owned this empty lot and had for quite a few years.



People and band gather awaiting train arrival bringing
troops home from WWI



212 Lynn Street

212 Lynn Street*

(*Assumed street address)

Located on the south side of Lynn Street between Vine and Walnut Streets.

Block 10, lot 4 & 5

Sanborn map location 124 Lynn Street

This address is a little west of where the passenger station was located in 1905 and still standing in 1906. Early on, **Chauncey Brown** lived at this address and in November of 1844, Brown's daughter, Martha was married to Erastus Langdon. R. G. Cowles, a venerable pioneer of Greenfield remembered that the house was full of guests and that violin music and dancing followed the tying of the knot. The bride was the sister of George and Bill Brown and for many years the Langdon's made Baraboo their home.

It was remembered by some old timers that in 1846 **Lew Hayes** had a **carpenter shop** across the street from the Marvin Blake residence which would be at about this address. It was also remembered by some in 1927, that **Ed Alexander's** boyhood home was where the railroad baggage room++ would later be located, which happened to be at this site.

It is interesting to note that **Lyman Clark**, who constructed the Baraboo House at the northwest corner of the intersection of Lynn and Walnut Streets in 1847, also owned the forty acres that later took in the railway machine shop and depots. He sold the property for \$200.

In August of 1871, the **Hawks Building**, which had recently been occupied by **Harvey Niles** – the oldest frame building in Baraboo at that time – was being razed to clear the land where the new depot was going to be constructed.

Also in August of 1871, **Mr. Basset, Master Builder** of the **Northwestern Railroad**, was busy checking the quality of materials available, here which could possibly be used in the new depot and other railway buildings. He visited Secker's Brickyard and the quarries of Sumner and Crouch. It was said that he was pleased with the quality of the brick & stone. By September 6 1871, the foundation for the roundhouse was being laid.

At first it was decided that the depot should be located east of the Sauk road (Walnut Street) but, work having been started on the



General Offices

building west of the road, it was concluded to complete the structure, and that is where the depot remained. The original one was eventually supplanted by a new brick structure.

However, in mid-September of the same year, Northwestern's Chief Engineer arrived in Baraboo to check on various projects, which were underway. He decided that the location of the permanent Depot building or buildings should be located east of the Sauk Road, in accordance with the first plan of **Mr. Van Meenan**. This decision in turn necessitated relocating the roundhouse. The foundation of the roundhouse was lifted and moved to the far east portion of the railroad grounds. The roundhouse was to have eight stalls to which eight more could be added as required. It would have a radius of 163 feet from the center of the turntable; the depth of the building would be 61 feet with the height of the eaves 22 feet. The roof was of slate, cost which was about \$15 per square, and was probably the first slate roof in the county. It was projected that the cost of the building would be about \$16,000.

212 Lynn Street



The depot west of the Sauk road then under construction was to be completed and used only for an interim building, which would provide shelter through the 1871-72 winter. In the spring a new permanent depot would be constructed on the east side of the Sauk road. This building would house the depot offices as well as an eating house and possibly a hotel.

T. D. Lang was the first station agent, **Hamer Sutcliff** baggage master and **J. A. Struthers** express agent.

In December of 1873, a shock was sent through the community when it was learned that the men's waiting room at the depot was closed and sub-divided into offices. The men then would have to share the lady's waiting room, which was termed as an inconvenience, and there was hope that it was temporary.

By April 10, of 1878, a foundation was completed for the new depot, which was about the length of the depot to the west of the present depot. The freight depot was also going to be moved north and closer to the street so that teams would no longer have to cross any tracks, which had been necessary prior in the past. This was accomplished by April of 1879.

It is thought that the new depot was constructed in 1902 as in May of that year, the ticket office was moved to the new depot and the rooms were thrown open to the public. The excellent furnishings and finish of the spacious rooms reminded people of the Chicago Depot.

There was seating room for about 80 people. In the lady's room, besides the easy settees, there were a number of rockers. A long antique oak table was there for the benefit of those who cared to write letters, etc. The lunchroom was not only a place of beauty and convenience but also a place where the hungry traveler could be satisfied.

Fred Effinger purchased the old depot for \$60 and was thinking of moving it to some vacant lot in the vicinity and converting it to a bottling works, a division of his brewery. Julius Stommer purchased the engineer building for \$60 and would move it somewhere on Lynn Street.

In 1907 **Charles Bunker** was conducting the depot eating house. Bunker left in October of 1913. His destination was Montana where he would carry on the same type of business.

In March of 1914, the depot lunchroom changed hands again. The former proprietors, **Mr. & Mrs. Wm. Gary** left for Garrison, SD. and **Mrs. J. S. Holmes** came from Chicago to take charge.

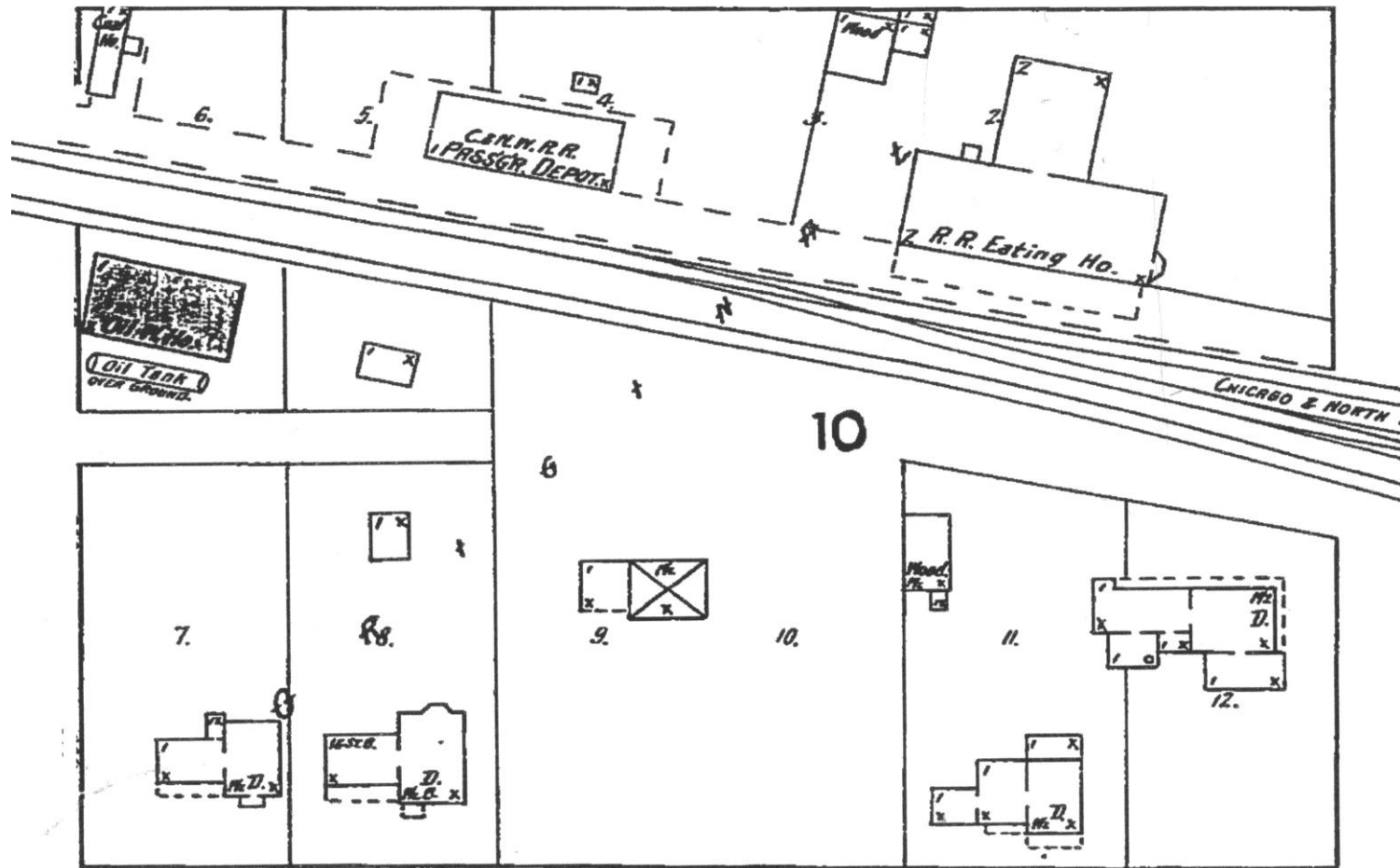
Some records indicate the eating house served its last meal in 1921. January of 1961 saw the last day the afternoon North Western 400 would carry mail. For some time a truck originating from Madison had carried mail between the villages and cities of Sauk City, Prairie du Sac, Merrimac, Baraboo, North Freedom and Rock Springs in the morning and afternoon.

In 1963, the Circus World Museum purchased the canopy, which had covered the passenger platform. The canopy would be used as a shelter for the circus wagons.

Origin of Railroads

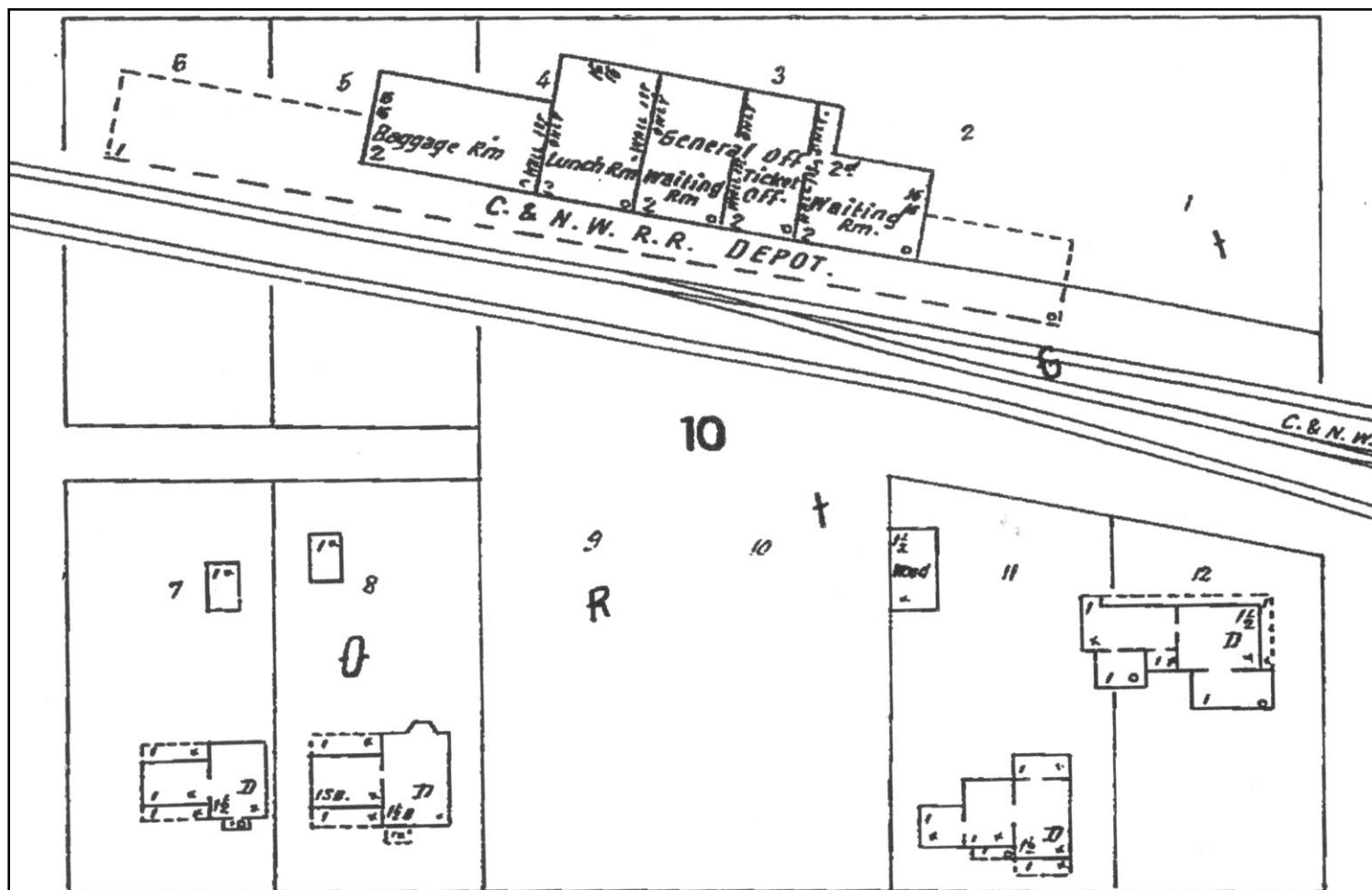
Railroads or roads laid with bars for the passage of coal wagons were used in England as early as 1650. The first rails, were of wood; in 1760 they were shod with iron. Cast iron rails were in 1765, and wrought iron rails in 1805. In 1894, the first engine to run upon a railroad was made by Richard Trenthick, of England. In 1811, Blenkinsop, of England, applied a rack rail along the track, and gearing into the rack.

212 Lynn Street, Depot & Eating House



Passenger depot on left...Railroad Eating house on right circa 1892

212 Lynn Street, New Depot

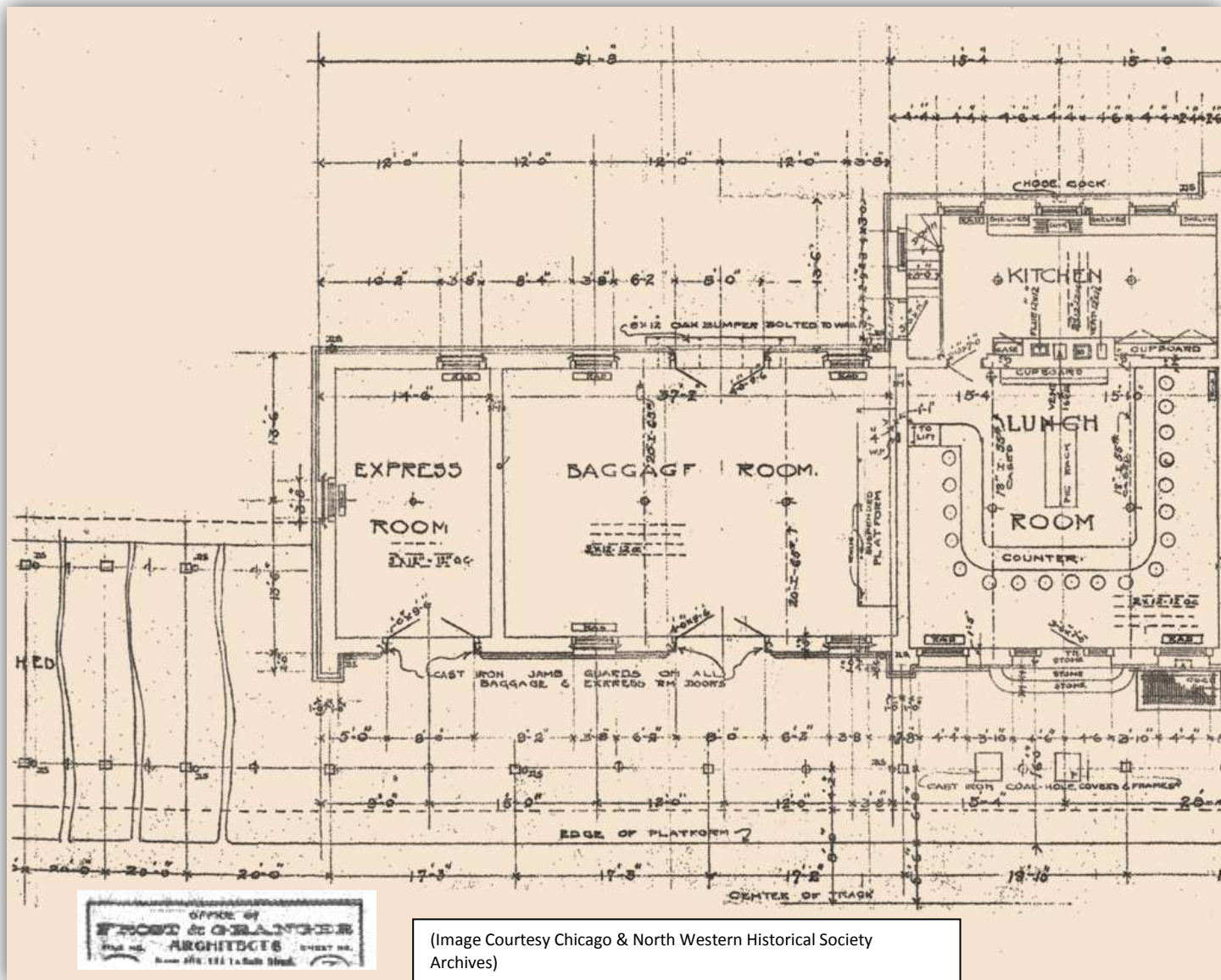


New Depot circa 1902

212 Lynn Street Old Railway Express Building

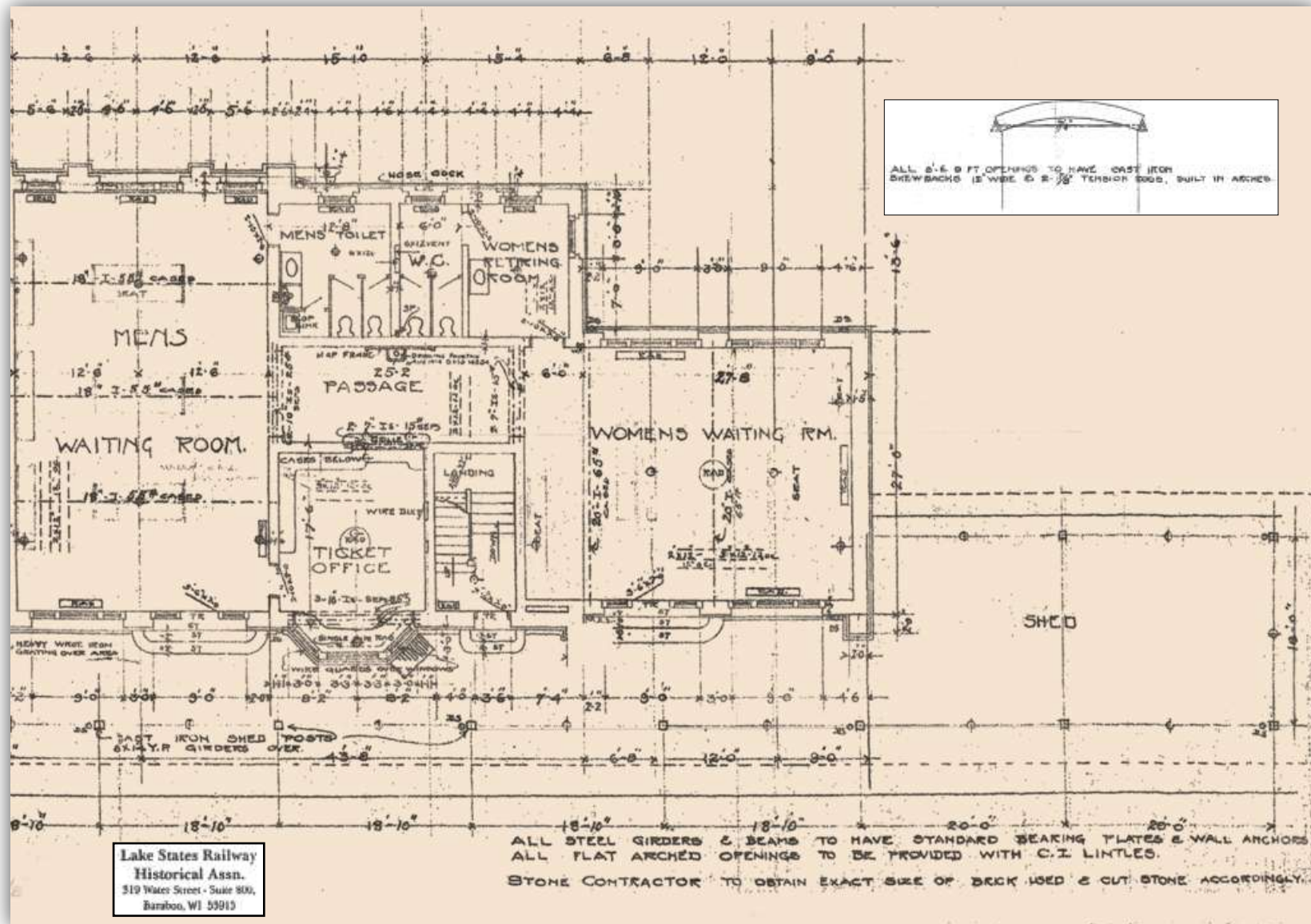


The 18 X 24 building shown is the old Railway Express building which was originally located just to the west of the passenger depot. The Altpeter family purchased the building and moved it to the rear of their home at 127 Maple Street, where it stands as of this writing. August Altpeter plied his cooperage business at this address in 1895-1896.



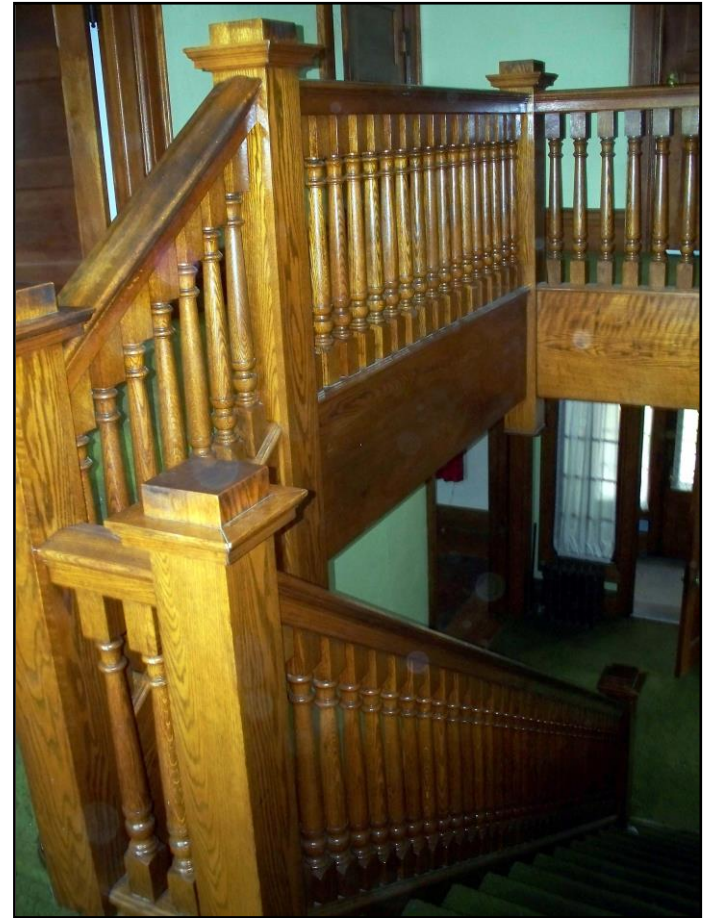
(Image Courtesy Chicago & North Western Historical Society Archives)

East end of Depot Floor Plan





Rear of Ruhland house, depot in background



To second floor

213 & 223 Lynn Street

213 Lynn Street

Located on the north side of Lynn Street between Vine and Walnut Streets.

Block 7, lot 4

Sanborn map location 105 Linn Street

In August of 1909, **Charles Ruhland** let a contract to the Isenberg Brothers to construct a new house opposite the Chicago & Northwestern Depot. Black mortar added much to the appearance of the new brick faced house. It is not known what eventually happened to the old house, which was moved to the side while the new one was under construction.

In June of 2011, the City Council, hoping that this building may have a future as a restaurant or other business, reversed its prior decision to demolish it.

223 Lynn Street

Located on the north side of Lynn Street between Vine and Walnut Streets.

Block 7, lot 3

Sanborn map location 107 Lynn Street

In 1847 the south side school was located on a vacant lot west and back of the old Baraboo House. It was a shanty of a building overlooking the river and the Brown & Pratt mills. This would have been located at approximately 223 Lynn Street.

In the early days, **Hoxie & Hiles** were in business together and had a **general store** just north of where the railway depot stood in 1911, which also would have been at about this location or maybe 213 Lynn Street. They later moved down under the hill.

George Ruhland's new house, being constructed on this site, was finished in October of 1889. In 1895 this address is still listed as the **George Ruhland Residence**.

In 1905, **Charles Ruhland**, George's son, who was listed as a brewer, was living at this site with his wife **Bell** and their son and daughter, **Lester** and **Bonieta**. Charles is still listed as living here in 1916.

In 1916, **F. J. Kalaher** and **Kathrine Ruhland** were occupants. Kathrine would later marry Kalaher.

Mrs. George Ruhland died in October of 1930 while living at this address. She was born in Baden, Germany, April 6, 1843 and came to America in 1866. She resided in Kilbourn early on, moving to Baraboo the following spring. She was united in marriage to George Ruhland on April 7, 1867. Her son, Charles Ruhland, two daughters, Mrs. Frank Kalaher and Miss Julia Ruhland, survived her.



213 Lynn Street, c2011



228-240 Lynn Street

228-240 Lynn Street*

(*Assumed street address)

Located on the south side of Lynn Street between Vine and Walnut Streets.

Block 10, lot 2

Sanborn map location 127 Linn Street

In May of 1873, **Joseph Gillem**, proprietor of the **Railroad House**, finding his accommodations insufficient for his patronage, was busy enlarging his facilities by adding a basement level. It is not evident where this restaurant was located.

It was decided, in March of 1878, by the C&NW Railway to proceed with an eating-house near the depot. By the last week in March, the excavation was nearly complete. The building was to be two stories in height, 32 X 80 with a 28 X 36 wing. The wing would extend back toward the street on the north side of the tracks and would have a good basement under it. The **Hoadley house**, north of the structure had been rented by **Captain Cowles** of the Cliff House and would be used as a temporary eating house. The first meal served in the new **Eating House** happened on May 20 to passengers of the evening express north. Cowles was busy fitting the house with the rooms being carpeted and furnished. It is unclear as to what role Cowles played in the operation of the hotel and the restaurant but in 1878 **B. K. Combs** was placed in charge of the **Northwestern Hotel** part of the building

In September of 1884, **Mr. E. C. Watson**, for a long time a popular landlord of the Warren House, purchased all the furniture of the railway-eating house. The eating-house was being thoroughly renovated and the plan was to put it in first class condition to reopen as an eating-house.

In June of 1889, the **Railroad Hotel** (Northwestern Hotel) had new guidance from **A. F. Taylor and Mr. Doty**. Taylor hailed from Beloit while Doty came from Brodhead. The plans were to completely overhaul the building making it more commodious. By the end of July, this partnership was dissolve with Taylor taking complete charge. It was expected that his family would arrive here soon from Beloit. One



Northwestern Eating House and Hotel

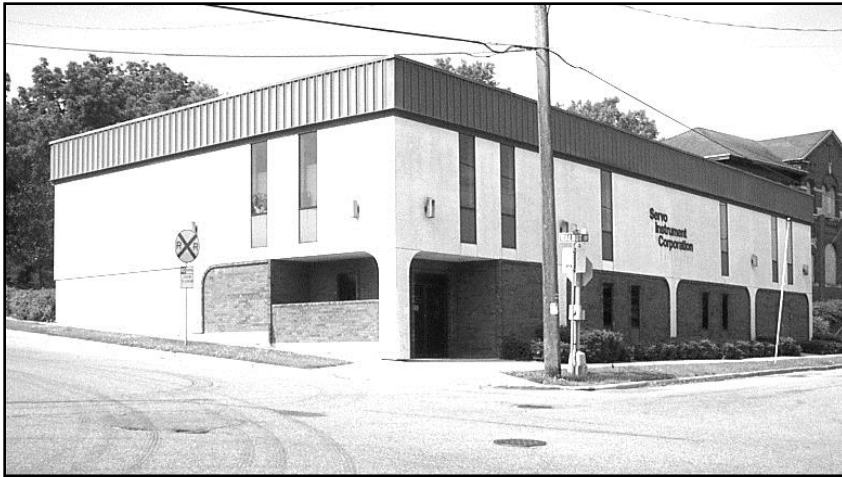
of the first things Taylor did to the building was to give the outside a new coat of red paint, no doubt purchased from the Venetian paint Company of North Freedom. It was expected that the depot and the railroad's general office would soon be given a fresh coat of paint to correspond with the hotel.

In 1890, **G. A. Brodie** (or possibly **Pabodie**) was conducting the **Railway Eating House and Hotel**.

By November of 1891, **N. B. Hackett** was conducting a **restaurant** at the hotel.

In September of 1894 **Edward Watson**, a well known and popular hotel man purchased the **Northwestern Hotel** from **G. A. Pabodie** (possibly Brodie) who has been the proprietor for the past five years. Watson had been with the Northwestern for four years sometime

228-240 Lynn Street



Servo Instruments

earlier and in May of 1894 left the Warren House after being connected with it for several years in connection with M. A. Warren.

In October of 1895, the *Merrimack Forum* reported that the old Northwestern Hotel was to be torn down and a new depot would be constructed upon that site. This was considered a scoop; however the *Evening News* of Baraboo said this wasn't true. The *Forum* claimed that work would commence in November. The hotel was closed during this period waiting for instructions from headquarters.

March of 1896, found the **Cummings Sisters** in charge. They were experienced, having conducted a successful restaurant on the south side earlier. In October of 1899, a fire broke through the roof of the hotel, the fire department arrived and promptly put down the blaze but not before a lot of water damage was done to the furnishings. The Cumming girls did have some insurance. The loss on the building would not be noticed by the Northwestern Company, as there were plans to replace the hotel/eating house and the depot with a new structure in the near future.

By the end of November the Cummings had enough and the management of the hotel was transferred to **Miss. Clara Lambert** of Boscobel. Lambert planned on taking possession on December fourth.

In October of 1901, **M. A. Warren** purchased the Northwestern Hotel when construction of the new depot began. It was reported that it would be moved across the tracks where once there was a dream of an electric light plant.

On January 10, 1902 at about 1:00 in the morning, fire was discovered in the old Northwestern eating house. In the space of a few hours only a few ashes and the foundation marked the location. Ed. Westenhaver and his family were the only occupants of the building. Warren estimated his loss at about \$4,000 to \$5,000, \$2,000 of which was covered by insurance. With the help of the fire department George Hoadley's house was saved after catching fire.

240 Lynn Street

Southwest corner of the intersection of Lynn and Walnut Streets.

Gordon Glorch purchased a division of Eagle Signal Corporation in 1971 and turned it into **Servo Instruments**. Servo started in a building across the street with two employees. Servo constructed this building and expanded into it in 1978.

229-235 Lynn Street

229, 231, 233, 235 Lynn Street

Lyman Clark Building

George Ruhland Building

Located on the northwest corner of the intersection of
Walnut and Lynn Streets.

Block 7, lot 1 & 2

Sanborn map location 109, 110, 111, 112 Linn Street.

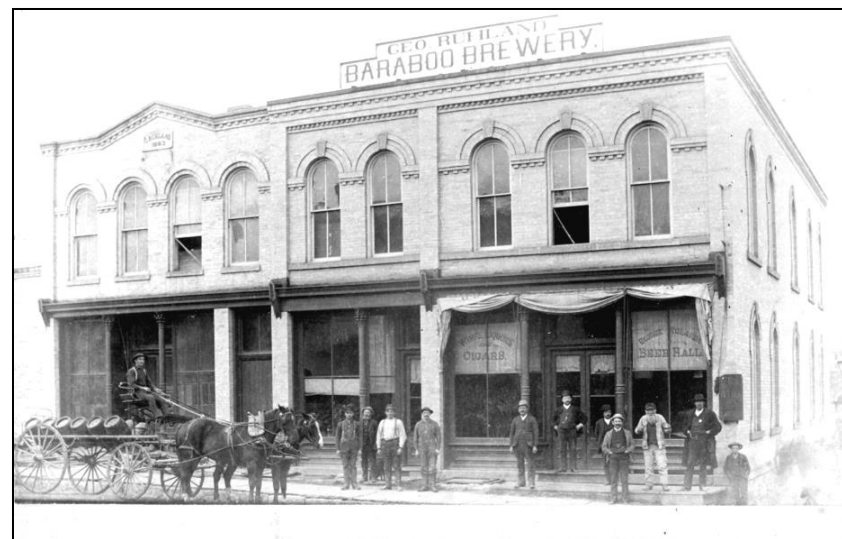
“The Baraboo House”

The following excerpt is from the writings “*Taverns By Cole*”

“It was **Lyman Clark**, an early Boniface in Baraboo, who had this tavern, known as the **Baraboo House**, constructed by **H. D. Evans**, on the northwest corner of Linn and Walnut streets, part way up the hill from a spot where the river was forded in early times and where a bridge later spanned the stream. When the deviations were removed from the old stage road leading to Prairie du Sac and Madison, Clark had the business acumen to perceive the advantage of bringing the highway past his door and so influenced those who had established the road in a permanent location, although the thoroughfare by the change ignored all property and sectional lines. Many of the thousands who roll over the beautiful Warner Memorial highway today are unconscious of the fact that a crude village tavern erected in 1847 was responsible for the angle in the road.”

Clark was born in the state of New York in 1813 and came to Baraboo about 1845. After his days at the Baraboo House, Clark went to Lynden in Juneau County where he conducted a general store. In 1852 he followed the gold rush into California and upon returning, settled in Windom, Minnesota. Clark died on April 6 in Des Moines, Iowa. He was survived by two sons and two daughters, one being Mrs. R. C. Douthit of Des Moines who attended his funeral here.

Some old timers remember that **A. S. Johnson** ran the Baraboo House in 1846 prior to Clark being there. **Henry B. Stains** conducted the hotel for a while, and later his son-in-law, **Mr. Tappan**, conducted it. The following ad ran in the Baraboo Republic probably in 1851.



Geo. Ruhland Baraboo Brewery

Baraboo Hotel

For Sale or Let

This eligible property will be sold or let and immediate possession given. The new part of the house, now in progress of erection, contains on the ground floor, entrance hall seven feet wide, barroom, 18 X 21 feet, front parlor, 18 X 11 feet, and front bedroom. The second flat contains ballroom 18 X 40 feet, three parlors each 13 X 18 feet, and three bedrooms, each 10-1/2 feet high from floor to ceiling. The old part of the house contains one sunken floor, a large laundry, pump room, cellar and kitchen, with large brick oven and fireplace. Ground floor contains parlor and three bedrooms, and the attic is finished for 6 beds, also dining room 12 x 25 feet.

There is also a good garden, and a frame barn 30 X 30 feet, containing a water-well, all attached to the premises.

*Apply to **HENRY B. STAINES***

229-235 Lynn Street

January 14, 1852

On January 14, 1852, it was announced that **Wm. H. Hubbard** was the new proprietor of the Baraboo House and had completely renovated all bedrooms and parlors. On April 28, 1853, **Daniel W. Wheeler** announced that he was “now conducting the Baraboo House.”

In 1867, **George Ruhland** started his brewing business at this site. Then, in May of 1868, it was reported, “Ruhland was putting in a new large beer vault connected with the **Ruhland Brewery**, 30 ft. long and 16 feet wide and ever so deep.”

In October of 1870 the frame for a new brewery was raised and then in April of 1872 Ruhland was busy fitting up the old Baraboo House occupied by him in part as a residence, etc., in connection with his brewery, for a hotel and eating house. In March of 1882, there was material on the ground earmarked for the construction of a new addition. The addition would be to the west and 30 by 50, two stories high.

In November of 1874, **Mr. C. Bartsch**, an enterprising young German from Prairie du Sac, opened a dry goods and grocery store in Ruhland's corner building.

In June 1875, it was planned that a new photographic studio would open in rooms over C. Bartsch's Store opposite the passenger depot. **Peter Joseph Schadde**, inventor of the “Patent Repeating Landscape Camera” would open the **Western Photographic Copying House**. He also had a studio in Sauk City. By May of 1876, Schadde was operating in Sauk City only, having closed shop in Baraboo. Schadde, who was the brother of Peter Theodore Schadde and uncle of Otto Schadde died in Minneapolis in 1896.

Early Sunday, October 15 1882, Baraboo's citizens were awakened by an unusually long locomotive whistle, which by its continuation indicated that something was dreadfully wrong. It took just a few moments to look out over the Baraboo river valley to see that the Ruhland Brewery was ablaze. A large crowd quickly gathered but the fire department being away on an excursion, the devouring element had its own way, and in the course of an hour everything

combustible was laid low. It had been the intention of Ruhland to construct a new building of brick to replace the one destroyed. He had completed part of the new structure, which though scorched, seem to stand up well. Very little of the contents were saved and those were not in very good condition.

A remarkable incident connected to the fire was the fact that **Mr. H. D. Evans** who with his own hands framed the building that was destroyed was in town over the weekend and witnessed the destruction. There were at the time, various estimates regarding the loss but it was generally thought to be about \$7,000. There was \$3,000 insurance on the building.

In 1885 it was reported that Ruhland had constructed a brick addition to his brewery, 20 X 60 ft., costing \$2,000 and in August of 1886, he was advertising his unsurpassed Lager Beer.

In June of 1888, Mr. Clark of Omaha, Neb., a pioneer resident of Baraboo, was in the city for a few days. Mr. Clark was at an early day in the history of Baraboo the proprietor of the hotel known as the “Baraboo House” located on the site that the Ruhland brewery later was situated on. Clark also owned forty acres that included the site of the railway machine shop and depots at one time. He sold this land to the railroad for \$200.

In September of 1888, **A. Carlow** advertised he “could be found in his meat market on Bridge (Walnut) Street while **Henry Block** had charge of his new market in Ruhland's new building”. In October Block had purchased the business.

In May of 1891, it was reported that Ruhland's new brick building was being pushed rapidly.

In July of 1891, a license was granted **Peter Theodore Schadde**, to open a **saloon** in Ruhland's new building. The brewery was at one time known as the **Baraboo Brewery**. Also the **Ruhland Brewing Saloon** was in this building. Schadde died in Minneapolis in September of 1896.

In September of 1894, Ruhland had the old barn behind his brewery removed to his farm. In the spring Ruhland was planning on putting up a new barn on his property near the river.

229-235 Lynn Street

In February of 1898, **Oscar Altpeter**, for several years a foreman for the Schulkamp Pop Factory at Madison, opened a similar institution in the Ruhland Block on the south side where he bottled all kinds of temperance drinks. Oscar was the son of August Altpeter who died on July 8 of 1915. August lived at 127 Maple Street at the time of his death. He was born in Germany on August 17, 1835. He left Germany on March 1 1852 and arrived in Milwaukee of the same year. He came to Baraboo in 1858 and remained here the rest of his life. He was a cooper by trade and married Catherine Holzinger on October 8, 1859. They had 7 children; Emma, Ida, Fred W., Mary E., George and Alvine S. Choate. He was married a second time and had two more children, Daisy E. and August C. The deceased was in business at 124 Water Street and at 217-219 Maple Street during his lifetime.

An interesting item in a February issue of a 1930's *Baraboo Weekly News* speaks of having to dynamite an ice jam in the river at the rear of what was then known as the old Ruhland place, about 1/2 mile south-east of the pumping station. It was probably more than a rumor that Ruhland had a speakeasy at this site during prohibition. A **speakeasy** was an establishment that was used for selling and drinking alcoholic beverages during the period of United States history known as prohibition (1920-1933, longer in some states), when selling or buying alcohol was illegal. The term comes from a patron's manner of ordering alcohol without raising suspicion — a bartender would tell a patron to be quiet and "speak easy".

In June of 1903, George Ruhland died at the age of 60. Ruhland was born in Germany and came to Fredonia, Wisconsin when he was 2-1/2 years of age. He started the brewing business in Baraboo in 1867. His wife and four children, Charles, Julia, Mrs. Hans Okern and Mrs. Ida Kalaher, survived him. George was a very popular brewer and there were over 100 teams in his funeral procession.

In 1908 and 1909 **F. J. Kalaher**, a son-in-law of Ruhland, was conducting a **saloon** here. In June of 1910, a saloon license was granted for this address to **H. E. Moog**. Latest note of Ruhland's was in the 1915 city directory.

In March of 1918, United States Marshal, Will Touton served an order on the Ruhland Brewing Co. to show cause why it should not



Oscar Altpeter ad, circa 1927

be declared bankrupt. For some time the business had been hard pressed to pay their bills and it was said that Charles Ruhland, the manager of the business, had invested heavily in western investments and had lost heavily. The dry movement and the war certainly contributed to the problem. The property was also involved. In the following month of April, the brewery declared bankruptcy.

The glass-lined tanks from the brewery were sold to a photography company for the holding of chemicals. The kegs and bar fixtures were a drag on the market at that time as most of the country

229-235 Lynn Street

was dry, so those in charge were puzzled as to how to dispose of these once valuable pieces.

In July of 1919, there was work going on in an effort to remodel the old brewery building to transform it into a wholesale grocery firm by the name of **Gerber Wholesale**. The wholesale firm took hold and in May of 1920, the property was knocked down to **H. H. Halstead** for \$9,000. The property included this address plus land along the river.

By December of 1920, local people formed a new firm that manufactured refrigerators and they adopted the name of the **Baraboo Manufacturing Company**. There was a move afoot to lease this building from the Baraboo National Bank. In August of 1922, the Baraboo Mfg. Co. temporarily closed due to lack of orders. In 1924 bankruptcy was declared.

In June of 1922, Gerber left the wholesale firm but retained his stock in the operation.

In July of 1923, **Louis Leno** of Escanaba, Michigan opened the **Baraboo Auto Wrecking Company** in the Ruhland building. It was reported that he had a long term lease on the entire building. Leon had opened a few weeks prior in the Effinger brewery building.

In January 1926, **Max Feinberg** purchased this building, then occupied by **R. A. Keylock's Auto Wrecking Co.** Shortly after Feinberg purchased this site, **Walter H. Voiles** opened an **electric shop** here.

In August of 1928, **Henry Potterville** purchased this building from Max Feinberg. The building was setting vacant at the time. In December of the same year, Potterville sold the building to **Theodore R. Deppe**. In turn, Deppe leased the eastern part of the building, located at 124 Walnut, to **E. Freisleiben** and **Merle Neixner** of Madison, in which to conduct an **automobile paint shop**. The partners were also adept at painting signs.

Theodore R. Deppe was born July 28, 1868 in the town of Portland, Jefferson County, Wisconsin and died February 10, 1946 at the age of 77 years. Deppe had been in the lumber business since 1895 when the Wilbur Lumber Company at Waterloo, Wisconsin first employed him. Deppe managed lumber yards in Reedsburg and

Marshall prior to coming to Baraboo in 1912 at which time he established the Deppe Lumber Company.

In February of 1929, **William McKay** of Madison opened the **Baraboo Auto Body Shop** there in conjunction with the paint shop. Later, in March of the same year, Deppe razed a good size portion of this building.

In July of 1929 T. R. Deppe started work on a new garage building, which he was building on the former Ruhland property on Walnut Street. Deppe, who purchased the property some time ago, removed sections of the building on the west and north sides leaving the corner building, which housed the Auto Body Shop and the Baraboo Auto Spraying Service.

His new garage would be 60 by 80 feet and would occupy the site facing Walnut. The one story building would be brick while the front would be a fancy type of brick.

Prior to Deppe's work, the building had 80 ft. of frontage on Lynn, while on Walnut; there was 116 feet of frontage extending back 160 feet. The section directly on the corner fronting on Lynn would be left standing with the west and north ends being removed. The building left would comprise enough room for three stores.

In September of 1929, McKay moved his business to 124 Walnut Street.

In January of 1930, the **Twin City Produce and Transportation Company** of Sauk city opened a produce shop in the quarters vacated by the Baraboo Auto Body Shop. John Kramer of Sauk City owned the new company.

In November of 1930, **Hardy Reible** of Sauk City purchased the produce from Kramer. The name was changed to the **Southside Produce**.

By March of 1932, **Fred G. Sorg** was the new owner of the **produce business**, having purchased the business from Reible. It is believed that Sorg was in business here until 1947

March of 1947 found **Ganser Brothers' Produce** applying for a building permit to replace a floor at this address.

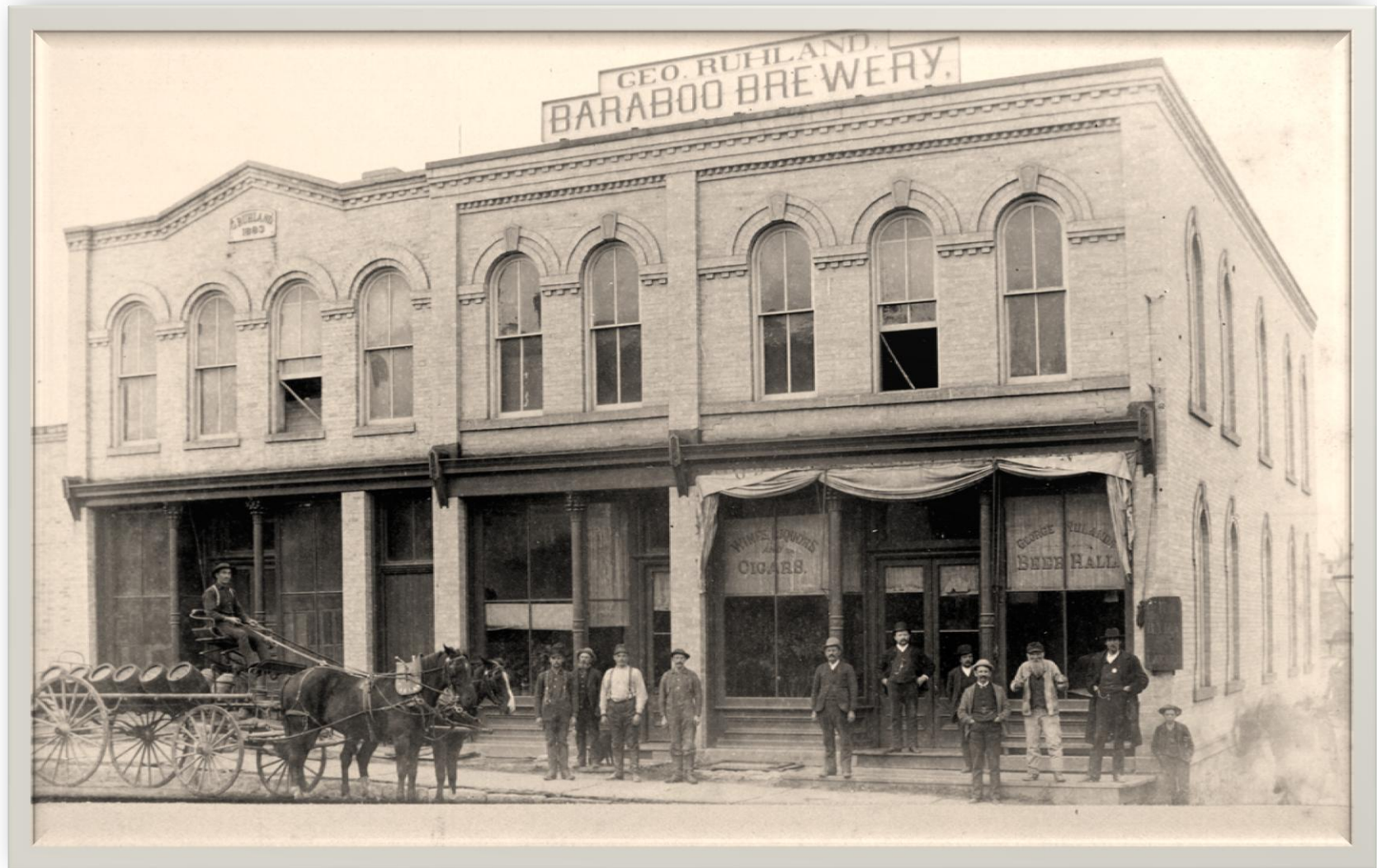
229-235 Lynn Street

In February of 1955, **Dayle F. Sorg** and **Lyle Wilcox** left their jobs with the Wisconsin Power & light Company, leased this building and entered the **dressed poultry business** at this site.

In July of 1957, preparations were underway here to house a new firm of **Max Klein Industries**. Dayle Sorg would continue his produce business in part of the structure. W. W. Deppe who was making the renovations purchased the building from Fred Sorg.

In October of 1959, Klein Industries moved from this location to the old Flambeau building on Seventh Street, which they leased from the Baraboo Expansion Corporation. Later **Servo Company** would locate here in 1973.

Geo. Ruhland's Baraboo Brewery



Geo. Ruhland's Baraboo Brewery Corner of Walnut and Lynn Streets circa 1891

Ruhland & Effinger Advertising at LaRue Wisconsin



Effinger and Ruhland Breweries
Advertising in the major business district of LaRue, Wisconsin

300-324 Lynn Street

300-324 Lynn Street

Located on the southeast corner of the intersection of Lynn and Walnut Streets.

Block 11, lot 3, 4, 5 and 6

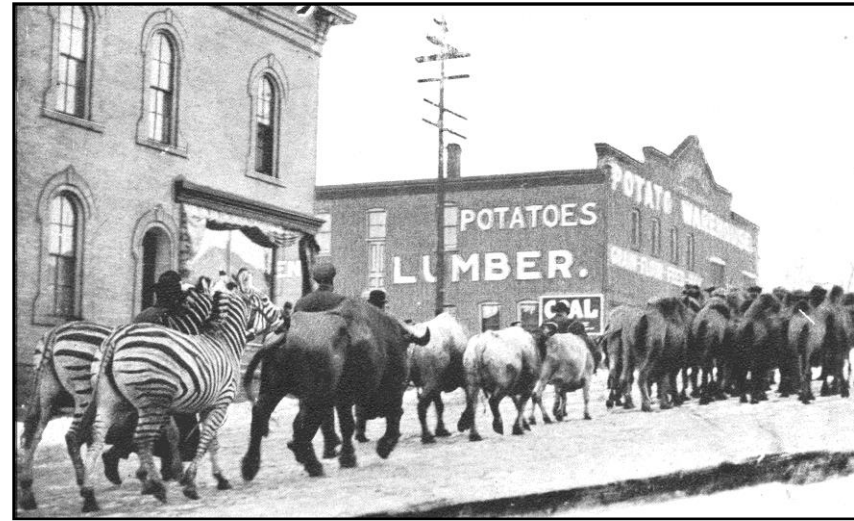
Sanborn map location 129, 130, 131, 132 Linn Street

In August of 1872, a switch was installed opposite Benders Hotel to provide railroad access for Sauk City's **Christian Obrecht's** promised **Baraboo Lumberyard**. By the first of October Obrecht had 500,000 feet of pine lumber ready to be shipped here as soon as the rails were in. He also had about 500,000 feet coming down the Wisconsin. Some was destined for Merrimack and the rest for Sauk City. By the end of 1872, Obrecht had an office erected at the Baraboo Lumber yard and by 1877 **Norman Stewart** was busy managing the yard.

In October of 1879 the firm of **J. R. Richards & Son** of Oregon purchased Obrecht's business. They had a yard in Oregon so were well versed in that type of operation and would continue Obrecht's yard at its present location. Christian Obrecht retired to Sauk City where he died in May of 1895. Obrecht was considered to be a very wealthy man and had assets at the time of his death in the approximation of \$200,000. Shortly after he died someone attempted to open his safe with the use of dynamite but failed. After searching for a week no one had been able to find a will. In any event, there was a considerable amount of anxiety being manifested in the parties involved. Mrs. Obrecht, wife of the deceased, and Christian Obrecht, a legally adopted son, were the apparent heirs. There was also a young lady in the family but she was never legally adopted.

About a year prior to Mr. Obrecht's death, the young Obrecht was married and had a happy home in "upper town." However, he lost his wife and took to drinking. He had been managing a branch of his father's lumberyard. Finally his conduct reached the point where his father had to remove the management of the yard from his hands. After that the estrangement between father and son grew until they hardly spoke. It was reported that Christian wanted the safe opened the same day that Obrecht died but his desires were not met. He seemed very anxious to find the out the disposition of his father's property.

In September of 1889, it was reported that **Chase & Eck**, new lumber dealers, were increasing their stock. It was said that they had



Johnston Potato & Lumber warehouse

purchased this business from J. Richards & Son several months prior. It is thought that their yard was somewhere other than at this location.

However, in November of 1889, Chase & Eck sold their lumberyard to **Geo. Kuhns**. Kuhns, it was said, was a very popular conductor of the St. Paul vestibule train and would continue his job there but move back to this city so as to be able to conduct the lumber business also. The former owners had purchased two lumberyards in Chikesaw, Iowa.

There is some question as to whether or not the Richards business sale to the duo was actually consummated. Read on.

Henry M. Johnston came to Baraboo in 1890 and was so pleased with the city that he decided to locate here. He purchased the Vanderveer Lumber Yard on Broadway and Third Avenue and also the **J. R. Richards & Son Lumber Yard** which was located at this address, consolidating them at the Broadway location. In July of 1903, the city council granted Johnston a permit to construct an \$8,000 warehouse on this corner.

In 1904 and as late as 1913 Johnson had a potato warehouse on the corner of Lynn and Walnut in this building.

On May 26 1905, fire was discovered in the **south side engine house**, also known as the "**hose house**," owned by the city of Baraboo.

300-324 Lynn Street

The hose house was located next to the east end of the Johnston warehouse at 324 Lynn Street and in a short time the flames had almost enveloped all of the lumber shed as well as the upper portion of the Johnston warehouse. Streams of water by the fire department prevented the warehouse from burning with the exception of the roof but the contents were destroyed. The two Johnston structures contained about twenty cars of lumber, two cars of shingles, about five cars of cement, about five cars of feed, two cars of hay, flour and other types of merchandise. It was estimated that the loss was between \$15,000 and \$20,000. The fire consumed one freight car in the building. The fire department's building was also known in 1895-1896 as the **Alert Hose Company**.

The loss to the city was about 1000 feet of fire hose valued at \$800, one fire wagon valued at \$400 and the building, which was worth about \$200.

The building across the street, owned by F. A. Manor, and occupied by P. McDonald's Saloon had the plate glass window broken by the heat. The contents were undamaged.

At the next council meeting, a resolution was passed authorizing the purchase of a new hose cart from Moeller & Sons at a cost of \$325.00. At the same time, the city building and fire committee was authorized to request bids for a new south side firehouse. By the end of October the new firehouse was almost complete. There remained the doors to be installed that would open automatically when an alarm was activated. In mid November the hose house was completed and accepted by the city council

Sometime prior to November of 1917, **N. H. Smith** purchased this building and in January of 1918, negotiated a purchase of the warehouse business. The name was changed to **N. H. Smith and Warehouse Company**. The company did a large business; in 1917 the company handled over 300 carloads of fuel, flour, feed, etc. As of January 1, 1918, Johnston assumed his duties as Vice-President of the First National Bank. . H. M. Johnson died in December of 1938 at the age of 85 years. Two sons, Elmer and Rollin of Baraboo and a daughter, Lella Hasse of California, survived Johnston.

In May of 1929, the **Marling Lumber Co.** of Baraboo purchased the **N. H. Smith Fuel & Warehouse Company** business and warehouse. The new firm planned on taking possession July 1.

In January of 1932 and as late as 1966, the **Fuel & Warehouse** business here was being conducted as **Benzies** and **(Mark) Montanye**. It is interesting to note that **William Benzie** was believed to have been Marling's son-in-law.

In 1939 the **Peck Hatchery** was granted a sign permit at 306 Lynn. In May of 1945 a fire caused severe damage to Duane Peck's feed storage in the same building, which was rented from Benzies and Montayne. About 2-1/2 carloads of grain were stored here at the time of the fire.

Later in 1945, the **Doughboy Farm and Feed Store** of **Duane Peck's** held an open house. Peck was still in business in 1962 advertising as being at 306 Lynn in the fair book of that year.

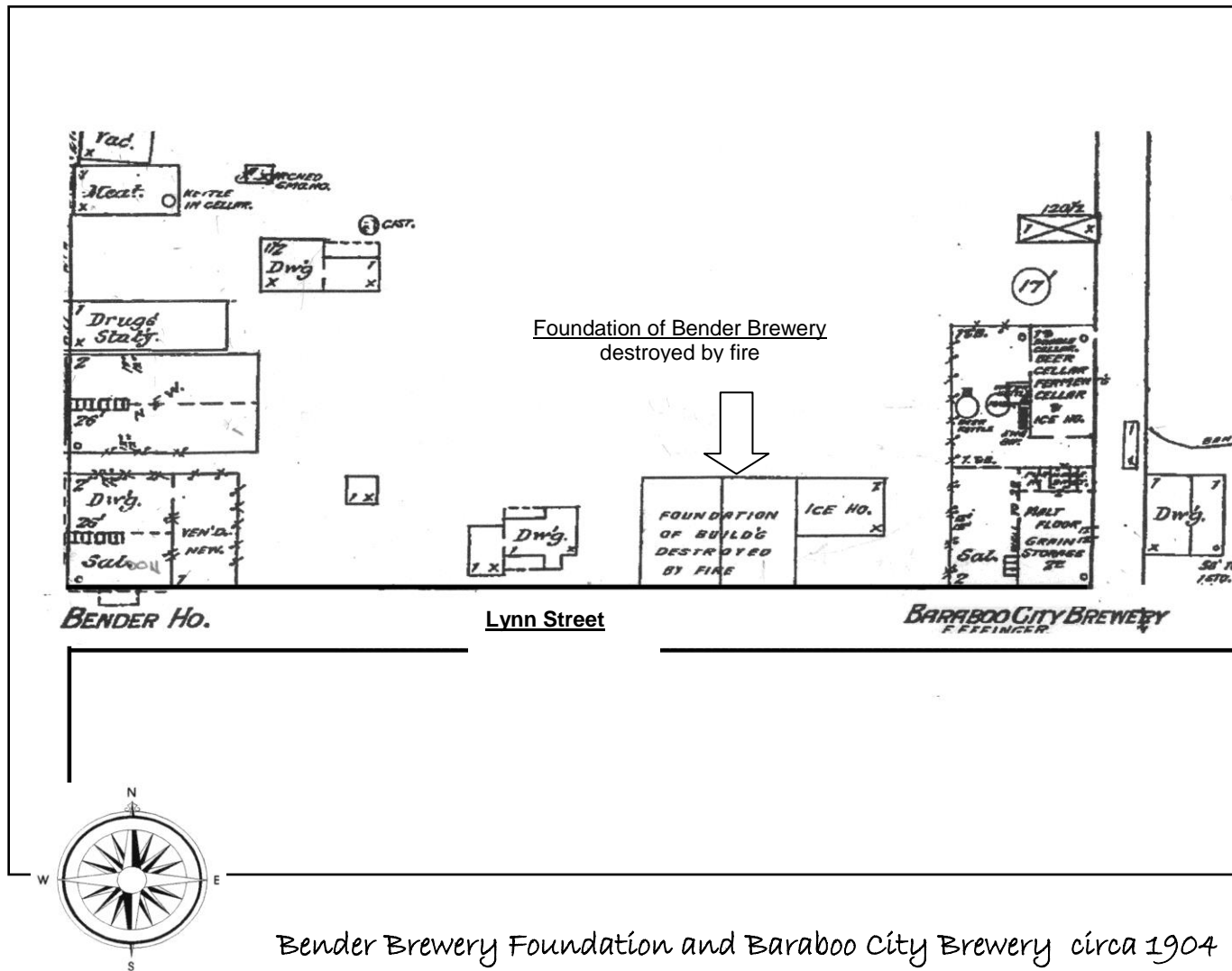
In January of 1963, **Kenneth Holt** purchased the feed store. Peck's son-in-law, **Bernard St. John** had been conducting the business.

In October of 1966, Benzies sold the Fuel and Warehouse business to the **Mobile Oil Company**. Benzies had operated the fuel and warehouse building for 38 years, having purchased it from N. H. Smith Company.

About a week later the **Farmer's Co-op of Baraboo** purchased the land, buildings and fuel oil storage tanks from Mobile Oil.

In 2004, **Jenny Lee** owned this building as well as the ones at 121 and 123 Walnut. The building was in bad disrepair and was asked by the city administrator, Ed Geick, to clean up the weeds and repair the damaged roof. In July the building was razed and the lot was seeded.

300 Block, Lynn Street, Bender Brewery Foundation and Baraboo City Brewery circa 1904



Bender Brewery Foundation and Baraboo City Brewery circa 1904

325 Lynn Street

325 Lynn Street

This brewery was located on the north side of Lynn Street, about 160 feet east of the northeast corner of the intersection of Lynn and Walnut Streets.

Block 6, lot 2 & 3

Sanborn map location 116, 117, 118 Lynn Street

In September of 1868, it was reported that **Messrs. Miller and George Bender** had purchased the vacant lot east of Mr. Loy's house, on the south side, with a view of erecting a brewery thereon. In the early part of September they commenced work on the construction of the building, which they intended to have completed that fall. Bender planned on moving here from 101 Fourth Avenue where he conducted a saloon.

On October 28, 1868, the *Baraboo Republic* reported that construction of the **Miller & Bender Brewery** was under way. It was said that the super structure of the building was in keeping with the massive foundation. Its dimensions were 40 X 60 and its massive foundation's height stood at least 15 feet. Two vast large vaults at the east end, imbedded in the earth clear to the top, suggested an ocean of cool clear lager. A large force of some of the best mechanics in town was busy under the supervision of **Ned & Pete Calhoun**. The huge timbers were brought from Sauk and all were grown next to the "Wisconse" or "Yellow River." It was said that "Goot Lager" was going to be available to the local beer-drinking populace within about two months.

Sauk County at that time was among the top hop-producing counties in the state, and in 1874 the hops trade was second only to that done by the Baraboo Grist Mill, doing 25% more business than the Island Woolen Mill. After George Bender's death, his wife Anna continued to operate the brewery, which at that time was producing over 500 barrels per year.

The first large group of German immigrants to come to Wisconsin – 800 of them – arrived in Milwaukee in 1839, forming the vanguard of Wisconsin's largest immigrant group. By 1850, the number of Germans was 38,000 and it reached 184,000 by 1880.

According to the 2000 census, 42.6 percent of Wisconsin residents claimed German ancestry.

Ferdinand Effinger, one of the most energetic, enterprising and prosperous business men of Baraboo was born in Rottweil, Dotternhausen, Wurtemberg, Germany, Aug. 3 1848, a son of Joseph and Veronika Effinger, lifelong residents of that country, where the father successfully engaged in the brewery and cooperage business.

Leaving home at the age of 18 years, our subject went to Milhausen, Alsace, where he worked in a brewery for a time. In Nov 1869 he entered the German army and remained in the service for three years, during which time he participated in the Franco-Prussian war. Although he took part in nine hard-fought battles, he fortunately escaped uninjured. Later he was employed in a brewery in Donau, Eschingen, Baden, on the headwaters of the river Danube.

Bidding goodbye to his native land, Effinger went to London, England, in 1873, and was there employed in a brewery for about a year. In April 1874 he sailed for the U. S. and landed in New York City. As a cooper he worked in a sugar house at Hastings-on-the-Hudson, Westchester County, for one year and nine months, and on January 1, 1876, returned to New York City, and found employment as a brewer and cooper until October 1879, when he came to Wisconsin, locating at Baraboo in November of 1879.

Effinger's first employment here was in the capacity of superintendent of the brewery owned by Mrs. Bender, and a few months later, in company with Mrs. Bender's son **Adolph Bender**, rented the establishment and embarked in business on their own account. This relation continued for one year, when Effinger purchased the interest of his partner and carried on the business alone with marked success.

On July 9 of 1884, the large brewery of **Mrs. Anna Bender**, which was being leased by Ferdinand Effinger, was destroyed by fire. The alarm was sounded about 1:00 pm by the roundhouse whistle. By the time the hook and ladder company arrived the fire had broken through the roof of the icehouse. This is where the sawdust caught fire

325 Lynn Street

from a spark from the malt kiln. The loss was said to be about \$6,000 with \$2,500 insurance.

The two houses on the east, owned by L. Halsted, were also destroyed. Mr. Effinger, the lessee of the brewery, occupied the first house east. Mrs. Premo, Mrs. Butterfield and Mrs. R. Barrett occupied the second house, which was referred to as the **Premo House**.

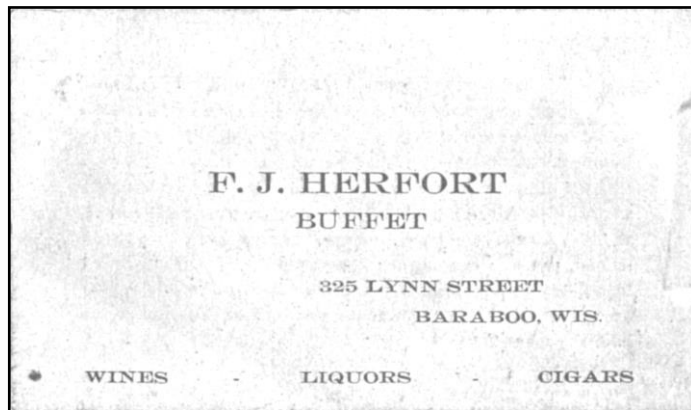
A third house, owned by William Hoxie and occupied by Mr. Watson, who was employed by the railroad, was partially destroyed.

Ferdinand Effinger's loss in the brewery was about \$3000 with \$1500 insurance. It was announced in December 1884 that Effinger would construct a new brewery in the spring of 1885 on lots purchased from L. F. Halsted east of the old Bender Brewery.

Between 1895 and 1906 there existed a **Saloon and Restaurant**, which had risen from the ashes of the old Bender Brewery. **F. A. Manor**, who in April of 1904 disposed of it to Peter McDonald, conducted the establishment.

Frank J. Herfort conducted a buffet here during this period of time also.

On May 26, 1905, the building at this site had the plate glass



window broken by the heat of a fire at the H. M. Johnston lumberyard and warehouse across the street. The contents were undamaged.

McDonald conducted a saloon here until 1906, when he moved to 124 Ash Street. **Nick Strauss** took the rudder of this business at that time and guided the operation until at least 1916.

The brewery was closed between 1920 and 1933 due to the prohibition act.

In November of 1930, the Effinger Company incorporated with plans for making ice cream and dairy products. They were busy rebuilding one of their buildings adjacent to their present ice cream factory with plans to install modern machinery the following month of December. Plans were for the company to be in their new location, 325 Lynn Street by January 1, 1931.

Chronology of Baraboo Breweries

G. Ruhland's Baraboo Brewery	1867-1918
George Bender	1870-1875
Anna Bender	1875-1880
Bender & Effinger	1880-1884
Effinger's Baraboo City Brewery	1885-1911
F. Effinger Brewing Co.	1911-1920
The Effinger Co.	1933-1949
Effinger Brewing Co.	1949-1966

Effinger Products

The following information compliments of the *Tavern Trove* web site.

Effinger Beer	1933-1966
Effinger Bock	1934-1937
Effinger Holiday Beer	1934-1937
Kulmbacher Beer	1934-1938
Effy Shorty Beer	1937-1942
Brite Beer	1938-1944

331-409 Lynn Street

331-409 Lynn Street

Located on the north side of Lynn Street, about 240 feet east of Walnut Street and 15 feet east of the old Bender Brewery foundation.

Block 6, lot 1

Sanborn map location 119-120 Linn Street

Effinger Brewery

Ferdinand Effinger, one of the most energetic, enterprising and prosperous business men of Baraboo was born in Rottweil, Dotternhausen, Wurtemberg, Germany, Aug. 3 1848, a son of **Joseph and Veronika Effinger**, lifelong residents of that country, where the father successfully engaged in the brewery and cooperage business.

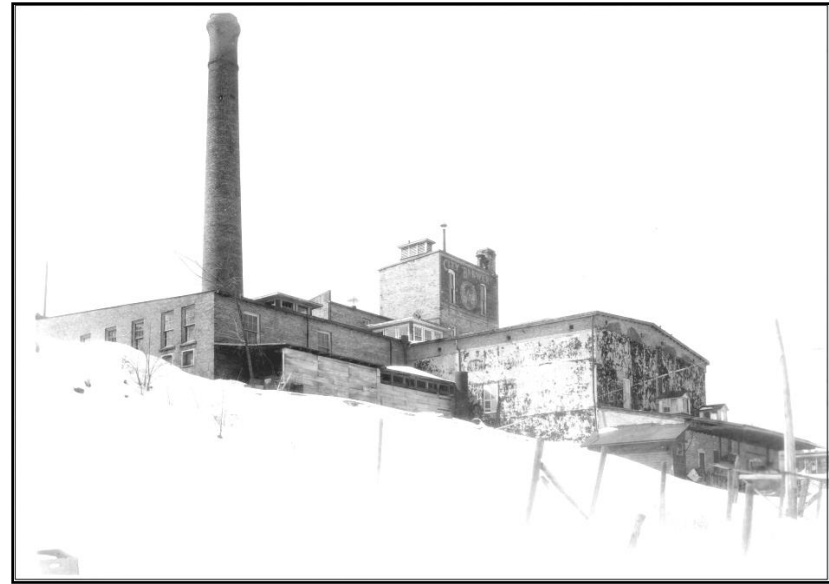
Leaving home at the age of 18 years, our subject went to Milhausen, Alsace, where he worked in a brewery for a time. Later he was employed in a brewery in Eschingen, Baden, on the headwaters of the river Danube.

The following is an excerpt from a class-paper on Ferdinand Effinger written by Jan Effinger, his great granddaughter while attending the University of Wisconsin at Eau Claire.

“Eager to learn as much as he [Effinger] could about different area breweries, Ferdinand (upon completion of his malting apprenticeship) went from city to city, holding short-term brewing jobs. He stayed only six weeks in Freiburg, and then moved on to Switzerland. From there he went to Breiskau, Strassburg, Herzburg, and then back to Milhausen where he continued working until 1869.

The military draft compelled him to return home and he was accepted into the army. He served for three years in the First Cavalry Regiment of King Carl in the fourth squadron. While he was serving in the military, the Franco-Prussian war broke out where he participated in nine battles without an injury. Grover Cleveland was president of the United States at this time. In 1872, Ferdinand received, understandingly enough, honorable release from the Army from his lengthy and loyal defense of his country.

Immediately on his entrance back into civilian life, Ferdinand returned to his love – the brewing business. This time he went to the



Effinger Brewery as viewed from the river circa 1933

Furstenburgirhen Brewery in Badirchen Schwarz Wald. His final place of employment before bidding his native land goodbye was another brewery in Donau Eschingen, Baden.”

Bidding goodbye to his native land, Effinger went to London, England in 1873, and there employed himself in a brewery for about a year. In April of 1874 he sailed for the U. S. and landed in New York City. As a cooper he worked in a sugarhouse at Hastings-on-the-Hudson, Westchester County, making molasses barrels. His employment terminated after one year and nine months when on January 1, 1876 the factory burned to the ground. He then returned to New York City, and found employment as a brewer and cooper until October 1879.

In 1879 he came to Wisconsin, locating at Baraboo on November 11, the date that would later become Armistice Day. His first employment here was in the capacity of superintendent or brew

331-409 Lynn Street



Ferdinand Effinger Sr.

master of the Bender Brewery. A year and six months later, George Bender, the owner of the brewery, died.

A few months thereafter, in company with **Adolph Bender**, he rented the establishment from George's widow, **Mrs. Anna Bender**, and embarked in business on his own account. This relationship continued for one year, and then he purchased the interest of his partner and carried on the business alone with marked success.

In 1881 Effinger was united in marriage with **Miss Bertha Milke**, a native of Pommerin, Germany, and to them were born five children: **Bertha, Martha, Lilly, Frederick Carl and Ferdinand Joseph**. The family attended the Lutheran church, where Effinger held a membership in the Ancient Order of United Workmen. He was not identified with any political party, and served at least two terms as a supervisor from the third ward of Baraboo. He was also an alderman for six years and a member of the water commission for nine years. He was a prominent and active member of the Baraboo Manner choir, was one of the prime movers in its organization, and was very instrumental in making it one of the leading Manner choirs in this part of the state.

In July of 1884 his brewery was destroyed by fire. The two houses on the east, owned by L. Halsted, were also destroyed. Mr. Effinger, the lessee of the brewery, occupied the first house east. Mrs. Premo, Mrs. Butterfield and Mrs. R. Barrett occupied the second house; this may have been the **Premo Boarding House**. A third house, owned by William Hoxie, and occupied by Mr. Watson who was employed by the railroad, was partially destroyed.

Ferd Effinger's loss in the brewery was about \$3000 with \$1500 insurance. It was announced in December 1884 that Effinger would construct a new brewery in the spring of 1885 on lots purchased from L. F. Halsted east of the old Bender Brewery. The business would be known as the **Baraboo City Brewery**, later to be named the **F. Effinger Brewing Co.**

The most costly building erected on the south side during 1885 was the Effinger Brewery. The building was of brick, 107 X 56 ft., containing 146 cords of stone and 207,000 bricks covered with an iron roof. Its cost was \$10,000.

On the first floor, in the main part, were the saloon, 20 X 50 ft., and a barley room, 29 X 46 feet; on the second story the residence of Mr. Effinger and the malt room, 29 X 40 ft. and 14 ft. high. Beneath was the malt cellar. In the rear part of the building was the ice house, 22 X 42 ft., which was razed in 1947, two cellars, each 20 X 40 ft., an eight-horse power engine with boiler and fixtures, grinding mill, malt mill, two beer kettles, 30 bbl. and 7 bbl. capacity, malt kiln and fixtures, 375 kegs, 6 ferment tops, and five casks, each 10 X 12 ft. The fixtures throughout were new.

In 1886, Effinger was advertising his famous bottle and keg beer and was handling Blatz Milwaukee beer in kegs and barrels. In December of 1886, Effinger was busy constructing a large icehouse.

By the end of June 1895, the frame building just east of Effinger's Brewery had undergone some changes. From a tenement house it had been turned into a house of business, that of bottling beer. All of the required machinery was there operating and several men, under the supervision of Henry Wackler, were busy filling, labeling and packing in cases "Effinger's Celebrated Beverage." The claim was that this was family beer and contained very little alcohol.

331-409 Lynn Street

In October of 1890, F. Effinger leased the brewery of **Mrs. Lenz** in Sauk City. Lenz's son, who had been conducting the business was in ill health and was making plans to move to Milwaukee. **John Ziemke** would conduct that brewery.

In May of 1903, many improvements had been made at the brewery and the family had moved to the Effinger Hotel located at 203 Lynn Street. The former living space was then utilized for brewery purposes.

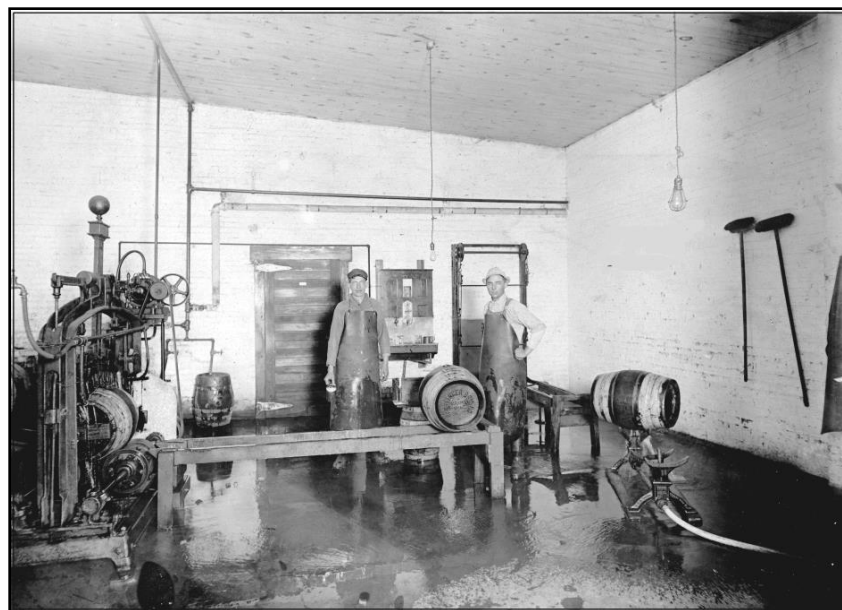
In October of 1913 ground was broken for a major addition to the brewery. The planned structure would be 50 X 64 feet and would be located on the east side of the existing building, encompassing 409 Lynn Street. The new equipment purchased for the addition was a new steam boiler and engine and an ice machine. Part of the old building was to be turned into a cooling room. Costs were expected to run about \$10,000. After completion of the aforementioned, the old cooling cellar would be reconstructed with concrete and steel.

During prohibition, which started in 1918, the **Effinger Ice Cream Company** produced ice cream at this location. This venture, which started in 1921, was so successful that 10 years later the Borden Company purchased the business.

Jan Effinger also relates:

"During the period of prohibition, Effinger manufactured 'near-beer' for Blatz, root beer and other soft drinks as well as liquid malt. Interesting to note is the fact that the malt was supposed to be used for baking purposes, however, people added yeast and fermented it to make their own personal brew. Effinger also took a chance when they manufactured a new unheard of product called 'potato chips.' Another risk was taken by Effinger when he produced 'Crispettes' which resembled a flattened out popcorn ball. All products proved successful. Prohibition ended in April of 1933."

In November of 1930, the Effinger Company incorporated with plans for making ice cream and dairy products. They were busy rebuilding one of their buildings adjacent to their present ice cream factory with plans to install modern machinery the following month of



Effinger Brewery cooperage Room circa 1914

December. Plans were for the company to be in their new location, 325 Lynn Street **by January 1, 1931.**

Brewery Chronology

George Bender	1870-1875
Anna Bender	1875-1880
Bender & Effinger	1880-1884
Effinger Baraboo City Brewery	1885-1911
F. Effinger Brewing Co.	1911-1920
The Effinger Co.	1933-1949
Effinger Brewing Co.	1949-1966

In April of 1933, E. C. Yellowley, district prohibition director, granted a brewery permit to the Effinger Company of Baraboo. The Thursday, April 20th edition of the Baraboo Daily News, reported that the machinery was all in place and work was to start promptly Monday

331-409 Lynn Street



L-R: Grandmother Junk Wackler, Ferdinand Effinger Sr., Anna Effinger (Ferdinand's second wife and Martha Effinger Melz (Ferdinand's only daughter)

morning. It was thought that the Effinger brand would be on the market in about a month.

The founder, Ferdinand Effinger Sr. died in 1944. In 1946, the officers of the company were Ferdinand Effinger Jr., President and brew master and his brother Frederick Carl Effinger, secretary-treasurer.

Also the founder's grandsons, third generation Fritz & Carl were active in the operation. Fritz assumed the position of assistant secretary-treasurer and Carl stepped up as Vice President. Two years later Carl became inactive in the business.

At that time, a barrel of beer sold for \$18.00. Of that amount \$8.00 was a federal tax and \$1.00 was state tax.

In 1947 a building permit was issued to Effinger Co. to construct a new tan brick building next to the brewery at 401 Lynn to house offices, a new automatic bottling line and a truck garage. The company at this time employed twenty men.

In 1950, Effinger came out with a "shorty." They called the new 7-ounce product "Effy". About ten years later, the firm employed Fritz's three sons, John, James and Phillip Effinger.

By 1963, Effinger was distributing Miller and Gettleman beers and Bireley's soda. The company ceased operations on March 26, 1965 of the production of the "Special Brew from Baraboo." In October of 1966, the trucks, machinery and equipment of the brewery were sold at auction. Fred Effinger stated that the buildings would be sold later. In August of 1966, the **Sauk County Farmer's Co-op Supply Company** was issued a building permit for a **service station, office and store** at this site.

In August of 1967 it was announced that the Effinger building used in the bottling operations and two houses to the east were purchased by the **Circus World Museum**. In November of 1967, Robert L. Parkinson was conducting the new library.

Prohibition

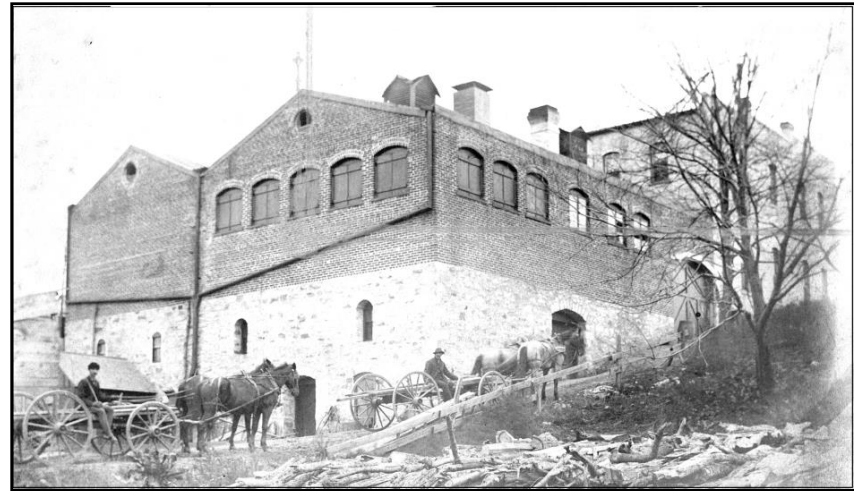
By the turn of the 20th century, temperance societies were prevalent in the United States. Concerned citizens had begun warning others about the effects of alcohol nearly 100 years earlier. In 1826 the American Temperance Society was founded to convince people to abstain from drinking. Not long after, the Women's Christian Temperance Union pledged not only to ban alcohol and drugs, but also to improve public morals. The anti-Saloon League was formed in 1893 and eventually became a powerful political force in passing a national ban on alcoholic beverages. Women were strongly behind the temperance movement, for alcohol was seen as the destroyer of families and marriages. Men would often spend their money on alcohol, leaving women with no money to provide for their children. Factory owners also supported temperance as well because of the new work habits that were required of industrial workers - early mornings and long nights. Progressive reformers also took to Prohibition for they saw it as a continuation of their efforts to improve society in general. Temperance societies and Progressives alike saw the need for more governmental control and involvement in citizens' lives. They were successful in passing several laws at the local level. Between 1905 and

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1917, states across the nation were imposing laws that prohibited the manufacture and sale of intoxicating beverages. They did not stop there, however. The temperance societies began to push to change American society and elevate morality through national legislation. In 1917, the House of Representatives wanted to make prohibition the 18th. Amendment to the Constitution. Congress sent the amendment to the states for ratification, where it needed three-fourths approval. The amendment stipulated a time limit of seven years for the states to pass this amendment. In just 13 months enough states said yes to the amendment that would prohibit the manufacture, sale and transportation of alcoholic liquors.

The amendment worked at first, liquor consumption dropped, arrests for drunkenness fell, and the price for illegal alcohol rose higher than the average worker could afford. Alcohol consumption dropped by 30 percent and the United States Brewers' Association admitted that the consumption of hard liquor was off 50 percent during Prohibition. These statistics however, do not reflect the growing toward the law and law enforcement. The intensity of the temperance movement advocates was matched only by the inventiveness of those who wanted to keep drinking. Enforcing prohibition proved to be extremely difficult. The illegal production and distribution of liquor, or bootlegging, became rampant, and the national government did not have the means or desire to enforce every border, lake, river and speakeasy in America. In fact, by 1925 in New York City alone there were anywhere from 30,000 to 100,000 speakeasy clubs. The demand for alcohol was outweighing (and out-winning) the demand for sobriety. People found clever ways to evade Prohibition agents. They carried hip flasks, hollowed canes, false books, and the like. While Prohibition assisted the poor factory workers who could not afford liquor, all in all, neither federal nor local authorities would commit the resources necessary to enforce the Volstead Act. For example, the state of Maryland refused to pass any enforcement issue. Prohibition made life in America more violent, with open rebellion against the law and organized crime.

In this lesson, students will be historians examining the documents listed above, trying to find out why "the great social and economic experiment, noble in motive and far reaching in purpose" as



Effinger Brewery Circa 1886

Herbert Hoover called it, did not work. Students should try to identify the changing values and cultural pressures at the beginning of the 20th century. How are these similar to and different from those we are experiencing at the advent of the 21st century? What can we learn from Prohibition? How can we compare it to our own war on drugs? What cultural movements are happening today that relate to this time in American history? Use these questions and others to guide your students through their research on this "experiment."

The Volstead Act

The **Volstead Act** is the popular name for the **National Prohibition Act** (1919). It enabled Federal enforcement of the Eighteenth Amendment to the U.S. Constitution, which had banned the "manufacture, sale, or transportation of intoxicating liquors" in the United States. The **Volstead Act** also provided enabling legislation for the amendment, treating such matters as the definition of "intoxicating liquors", medicinal use, and criminal penalties.

The law was popularly named after Andrew J. Volstead, Chairman of the Senate Judiciary Committee, which oversaw its passage. However, Volstead served as the legislation's sponsor and

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facilitator rather than its author. It was the Anti-Saloon League's Wayne Wheeler who conceived and drafted the bill.

The bill was vetoed by President Woodrow Wilson but overridden by Congress on the same day, October 28, 1919. The Volstead Act specified that "no person shall manufacture, sell, barter, transport, import, export, deliver, furnish or possess any intoxicating liquor except as authorized by this act". It did not specifically prohibit the purchase or use of intoxicating liquors. The act defined intoxicating liquor as any beverage over 0.5% alcohol and superseded all existing prohibition laws in effect in states with such legislation. The combination of the Eighteenth Amendment and the laws passed under its authority became known as simply "Prohibition" and enormously impacted United States society in the 1920's (popularly known as the Roaring Twenties).

The effects of Prohibition were largely unanticipated. Production, importation and distribution of alcoholic beverages -- once the province of legitimate business -- were taken over by criminal gangs, which fought each other for market control in violent confrontations, often including mass murder. (See, e.g., Al Capone.) The top became rich and were admired by many, effectively making murderers into national celebrities. Enforcement was difficult: the gangs became so rich that they were often able to bribe underpaid and understaffed law-enforcement personnel. Many citizens were sympathetic to bootleggers and respectable citizens were lured to the romance of speakeasies (also called "blind pigs".) Those inclined to assist authorities were often intimidated, even murdered. In several major cities -- notably those which served as major point of liquor importation, such as Chicago and Detroit -- gangs wielded effective political power. (A state police raid on Detroit's Deutsches Haus once netted the mayor, the sheriff, and the local congressman.)

Prohibition also lost advocates as alcohol gained increasing social acceptance. The loosening of social mores during the 1920's included popularizing the cocktail and the cocktail party among higher socioeconomic groups.

By 1933, public opposition to prohibition had become overwhelming. In January, 1933, Congress sought to preempt

opposition with the Blair Act, which legalized "3.2 beer" (i.e., beer 3.2% alcohol by weight or 4% by volume), but it was insufficient. Congress proposed an amendment to repeal Prohibition in February and, on December 5, 1933, the nation ratified the Twenty-first Amendment, which repealed the Eighteenth Amendment and restored control of alcohol to the states.

A Journal of Undergraduate History

The Failure of Small Breweries after World War II: Wisconsin Case Studies

By David Gerasimow

During Prohibition, Effinger, like many other breweries in that era, turned to other ventures to survive, diversifying more than most. As was the norm, Effinger brewed "near-beer" and root beer. In addition, it produced potato chips and other snacks. The Effinger Ice Cream Company was founded in 1921 and was so successful that the Borden Company bought it ten years later.

The years following Prohibition were a time of great change for Effinger. The founder passed away in 1944, and two of his sons, Ferdinand J. and Frederick, took over the business. Seven years earlier, the founder's grandson and Frederick's son, Frederick J., had joined the company as general manager, a post he held until the company's closing in 1966.

In 1948, a new building was constructed adjacent to the old facility and featured more space and new equipment. By the end of the Second World War, the future, by all accounts, looked bright for Effinger. Indeed, the company managed to earn modest profits from its operations throughout the late 1940s and early 1950s. In 1952, however, the company's bottom line took a turn for the worse. That

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year, Effinger suffered a net loss of almost \$4,000. Every year from then until it closed, Effinger lost money

What accounted for the company's consistently poor performance during these years? Unfortunately, the annual shareholder reports and the minutes of directors' meetings offer little or no help in answering this question. Effinger was a closely held company, as there were less than five shareholders at anytime throughout its history. All were family and probably saw little need to formally record many of their discussions other than those required by law. But other sources provide some clues.

Financial records and letters written by management suggest Effinger pursued several avenues in countering the national breweries' pressure, including stepping up advertising and diversifying its business. Each tactic was an attempt to increase the profitability of the brewery, whether it was through maintaining old customer relationships, attracting new customers, or branching out into other businesses.

As was probably the case for many other small breweries during this period, Effinger's closing was due, in part, to the national breweries' encroachment on its established territory. In an interview with a reporter for the *Wisconsin State Journal* in 1966, Frederick J. Effinger said that the brewery closed down because it could not compete with the larger, national breweries. Similarly, in a letter to a Federal Trade Commission attorney dated 27 May 1967, he wrote that the brewery was unable to "keep up with the packaging parade offered to the consumer" by the national breweries.

In the years before it closed, Effinger nevertheless sought to counter the pressure exerted upon it by the national breweries. Throughout the late 1940s and early 1950s, Effinger increased its annual expenditures on advertising. Exact data to support this conclusion does not exist prior to 1948; however, auditor's reports written after that year indicate that current expenditures exceeded those in the past. This increase suggests that the company viewed marketing as an integral method through which to boost its profits, especially at a time when the national breweries were increasing their own advertising budgets. In 1948, for example, the company spent \$14,329 on

advertising. By 1952, the annual advertising expense was \$20,078, an increase of over 40 percent. Additionally, in 1950, the brewery hired an advertising agency for the first time, paying \$250 that year for its services. Three years later, Effinger's annual payment to the same agency was \$1,500, and the company presumably received a sizeable increase of services in return.

The brewery also fought back by diversifying its business, acting as a distributor of other companies' products. Each year, the percentage of the company's overall sales that resulted from these additional ventures increased. In 1958, for instance, Effinger's total sales were slightly over \$290,000, of which roughly \$21,000 came from the sale of soft drinks not made by the company. Later that year, the company began distributing beer produced by the Miller Brewing Company. It proved to be a wise move, and two years later, \$105,755 of the company's \$391,686 in annual sales came from this source. The addition of these revenues helped to slow the company's decrease in profits. The company lost \$7,115 in 1958 but only \$5,087 and \$6,613 in the next two years, respectively. Effinger's expansion of its business helped it to offset the strain imposed upon it by the national breweries, making it an effective strategy in its struggle to remain in operation.

But despite taking on these additional functions and increasing its advertising, Effinger went out of business in February 1966. While the national breweries played a role in the company's inability to continue operations, a more significant factor, unrelated to the national breweries, hastened its cessation. The opening of a local government-run ammunition plant in 1966, at the same time when Effinger's profits were being squeezed by the national breweries, was the final setback that caused the brewery to go out of business.

Less than ten miles south of Baraboo, the Badger Ordnance Works occupies over 14,000 acres. It is currently inactive, but the Works played a major role in the local economy when in operation. The federal government built the Works in 1942-43 in order to produce propellants and ammunition powders for the Second World War. After the victory, the government closed the plant to save money during peacetime but reopened it with the start of the Korean War in the early 1950s. The plant closed again when the war ended. Throughout the

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early 1960s, small sections of the plant were progressively reopened to help provide supplies for the growing conflict in Southeast Asia, but they were too small to have likely impacted the Effinger Brewing Company.

That all changed however when news broke that the Works would be fully reactivated in early 1966. As Michael J. Goc writes in a history of the Works, “On December 31, 1965, the day after official word of reactivation leaked, job seekers started lining up outside the plant gate at 7:30 AM. By the end of their shifts, [guards] had issued over 350 entrance passes to applicants.” In this sparsely populated area, 350 workers comprised a significant portion of the local labor force, and the effects of the reopening were felt quickly in the local economy. Ted Mandt, a local businessman, said that “[the reopening] was the worst thing that could happen to the city [of Baraboo] at this time because it might stop expansion of other industries.” His associate, John Lange, agreed, saying that “it was too bad. It might put a crimp in the industrial expansion. Local industries might lose workers because they can’t afford to meet the wages.” Their prediction turned out to be true because workers earned, on average, 20 percent more at the Works compared to their previous jobs. More importantly, inflation was rampant in the late 1960s, and since the government ran the Works, it could afford to keep raising its wages to counteract inflationary effects. The Works’ reopening dealt a fatal blow to Effinger. Little more than one month after the reopening, the brewery ceased operations. Indeed, when Frederick Effinger cited reasons for the brewery’s closure, he ranked the reopening first. It “created a critical labor shortage and increase in wages in our immediate community,” he explained. In short, even though the national breweries squeezed Effinger’s profits, it was the reopening of the Badger Ordnance Works that finally put the brewery out of business.

An examination of Effinger’s last years provides some answers to the questions posed at the beginning of this paper. Effinger actively tried to stave off the national breweries’ pressure in several ways, including increasing its marketing campaign and diversifying its business. These actions, however, failed to better Effinger’s dire

financial situation because a sizeable local employer reopened – causing a considerable hike in wages that Effinger simply could not withstand. At the same time Effinger decided to close its doors, another Wisconsin brewery was struggling to keep its head above water. The Potosi Brewing Company, located to the southwest, shared much in common with Effinger.

As early as 1853, a majority of Wisconsin citizens endorsed a referendum doing away with alcohol. That well-known entertainer and circus owner, P. T. Barnum, led them. Barnum preached prohibition on his tour throughout the state. He preached “Why don’t they place signs in their taverns like this... ‘Drunkards Made Here’ or ‘Poison, Misery and Death Sold Here!’” The state vote count to prohibit liquor was 27,519 for prohibition and 24,109 against prohibition. Milwaukee the vote was 10-1 against prohibition, where beer was a vital part of the German culture. The legislature did not wish to offend the German Voters. The bill failed!

More on Prohibition

The 18th. Amendment which created Prohibition went into effect in 1920. The ban on liquor was blamed for the birth of organized crime, the proliferation of speakeasies and the market for “bathtub gin.” By 1927 an estimated 50,000 deaths had resulted from bad booze since Prohibition, and there were countless cases of non fatal blindness and paralysis. Al Capone and his gang reaped an estimated \$60 million from illegal beer and liquor, and there were 10,000 speakeasies in Chicago alone.

Prohibition was widely viewed as a fiasco. In the March 23rd. 1933 edition of the Baraboo Weekly News, it states that President Roosevelt signed the Cullen-Harrison bill on March 22, 1933 that would modify the Volstead Act and permit the sale of 3.2 beer and wine starting on Friday, April 7, 1933 at 12:01 AM. In December of that year the 21st. Amendment went into effect, and hard liquor was legalized.

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By the end of June 1895, the frame building just east of Effinger's Brewery had undergone some changes. From a tenement house it had been turned into a house of business, that of bottling beer. All of the required machinery was there operating and several men, under the supervision of Henry Wackler, were busy filling, labeling and packing in cases "Effinger's Celebrated Beverage." The claim was that this was family beer and contained very little alcohol.

In October of 1890, F. Effinger leased the brewery of **Mrs. Lenz** in Sauk City. Lenz's son, who had been conducting the business was in ill health and was making plans to move to Milwaukee. **John Ziemke** would conduct that brewery.

In May of 1903, many improvements had been made at the brewery and the family had moved to the Effinger Hotel located at 203 Lynn Street. The former living space was then utilized for brewery purposes.

In October of 1913 ground was broken for a major addition to the brewery. The planned structure would be 50 X 64 feet and would be located on the east side of the existing building, encompassing 409 Lynn Street. The new equipment purchased for the addition was a new steam boiler and engine and an ice machine. Part of the old building was to be turned into a cooling room. Costs were expected to run about \$10,000. After completion of the aforementioned, the old cooling cellar would be reconstructed with concrete and steel.

During prohibition, which started in 1918, the **Effinger Ice Cream Company** produced ice cream at this location. This venture, which started in 1921, was so successful that 10 years later the Borden Company purchased the business.

In November of 1930, the Effinger Company incorporated with plans for making ice cream and dairy products. They were busy rebuilding one of their buildings adjacent to their present ice cream factory with plans to install modern machinery the following month of December. Plans were for the company to be in their new location, 325 Lynn Street **by January 1, 1931.**

"Crispettes" and "Potato Chips"

Jan Effinger also relates:

"During the period of prohibition, Effinger manufactured "near-beer" for Blatz, root beer and other soft drinks as well as liquid malt. Interesting to note is the fact that the malt was supposed to be used for baking purposes, however, people added yeast and fermented it to make their own personal brew. Effinger also took a chance when they manufactured a new unheard of product called "potato chips." Another risk was taken by Effinger when he produced "Crispettes" which resembled a flattened out popcorn ball. All products proved successful. Prohibition ended in April of 1933."

331-409 Lynn Street Effinger Brewery & Saloon circa 1892



L-R Front Row..unknown, Ernest Klemm, Joe Wolford, Henry Steinhorst, unknown, unknown, Martha Melzl, Lillian Mead, Ferd Effinger Jr., Bertha Egerer, Fred Effinger, unknown, unknown. Front of saloon door..Ferdinand Effinger. Front of center door..William Wackler.

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Ferd Effinger's advertising tin

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334 Lynn Street

South side of Lynn Street opposite the F. Effinger Brewing Company.

Block 11, lot 1

Sanborn map location 134 Linn Street

In 1894, the former building of the **Johnson & Co, Grist Mill** that was located at this address, was closed and the mill was sitting vacant.

In July of 1894, the foundation for the **Johnson & Son Mill** was underway. By September they had received their first car of hard wheat for milling.

It was learned in May of 1895 that the large 3-story building on the south side, being constructed for C. Johnson & Son would be used for the manufacture of macaroni. This came as a complete surprise. The value of the macaroni making machinery was in the neighborhood of \$3,000 and was expected to produce about 800 pounds a day. A general flouring mill would also be placed in operation with machinery costs amounting to \$6000 capable of producing 50 barrels of flour a day. A 35 horsepower engine would power the machinery. In August they delivered 500 pounds of Macaroni and Egg Noodles to the Ringling Brothers and had orders to supply the circus until the end of the season.

In September, the mill received two carloads of milling machinery, which they planned on having up and running within three weeks. The machinery was purchased from the Ed. P. Allis Company of Milwaukee, the leading mill manufacture in the world. The flour, which they were producing by the middle of November of 1895, was named the "Purity" brand.

In March of 1896, it was learned that the Johnson & Son Mill learned of their assignment for the benefit of creditors. M. L. Patterson has been named as the assignee. The machinery of the mill, on which there rested a claim of about \$2,500 was not listed as among the assets.

Elmer [maybe Elmen] **E. Palmer** conducted the **Produce Exchange House** beginning in April of 1898 in much smaller quarters, moving to this location in October of the same year.

In February of 1908, **McFarland & Pugh** were busy preparing the old Exchange House for a **Malt House**. Electricity would be

furnished for it from the Effinger Brewery across the street. This probably was at this location. By 1913, the **F. Effinger Grain Storage** building was located here.

The city went dry about 1916 and this building then sat empty until June of 1919 when the **American Co-operative Association** also known as the **Farmer's Cooperative Warehouse**, closed a deal whereby they came into ownership of the building. It was expected that a store would be constructed on the north side of the building and would be open for business within the next couple of months. The association paid \$5,000 for the building.

The Farmer's Co-operative packing plant did not fare well in Madison. They sold their plant to Oscar F. Mayer & Brothers of Chicago about the same time as they opened in Baraboo. The co-operative received \$300,000 for their Madison plant, which amounted to a loss of about \$0.52 cents per share. The stockholders were scattered around Dane, Sauk and other counties. Oscar G. Mayer, son of Oscar F. Mayer, would be the chief executive officer of their new plant in Madison. Oscar Mayer started production in Madison on November 24, 1919.

In November of 1921, **Wm. Groshaus**, proprietor of a gristmill in Loganville purchased the American Co-operative Association's property near the freight depot; the consideration being \$3,500, this property was in the hands of receivers and had been offered for sale. Then in January of 1923, the **Ott Hardware Company** purchased this building to be used as a warehouse for their stock and supplies.

In 1940, the **South Side Boy Scout Troop** No. 90, sponsored by the Kiwanis Club, started holding their meetings at this location. The formal opening of their new home was held in March.

In September of 1957, a 73 X 80 addition was being added to the east side of the Farmer's Union Cooperative warehouse. The new section would double the capacity for milling and grinding.

In October of 1957, in the locality of the Farmers Union Cooperative, in addition to the very attractive filling station and store building on the north side of the road, a sizeable addition was fast going up just east of the company's warehouse on the south side of the street. The addition would give space to double the capacity for

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grinding and milling. The 73 by 80 foot building of concrete blocks was expected to be completed by the end of October

334 Lynn Street Palmer Produce Exchange House c1898



334 Lynn Street, Illustration #0

428-442 Lynn Street

428 – 442 Lynn Street

Located on the south side of Lynn Street east of Walnut Street.

Block n/a

Sanborn map location n/a

In March of 1881, **J. S. Worthman** was prepared to buy produce at his new warehouse. The site of this warehouse is unclear but it was reportedly east of the freight depot that was located at 416 – 424 Lynn Street. Worthman had lots of ice on hand to maintain the cool temperature for the fresh keeping of garden items. By October of 1882 the business was conducted under the name of **Worthman & Munroe**. By November 1, **John Munroe** had acquired Worthman's interest in the warehouse. Sometime later, Munroe evidently had taken in **Z. H. Green** as a partner, then in May of 1884 leased back Green's share in the warehouse and was offering high quality lime to local builders and contractors.

In August of 1887, **Ward Munroe and Frank Teel** united their business enterprises. Munroe would tend to business in the warehouse on the south side while Teel would operate the flour and feed store on the hill.

In May of 1889 **Munroe and Teel** were engaged in the purchase of eggs and butter and in storing the same in their cold storage warehouse until the market warranted shipping. They occupied three floors amounting to 18,000 square feet and handled 30,000 dozen of eggs a year. The top floor of the building was filled with ice, holding 60 cords. They also had a store at 212 Oak Street, for the sale of flour and feed. They also dealt in coal, lime and building materials and were shippers of grain.

In October of 1891, Munroe & Teel announced that they had dissolved their partnership, which would take effect November 1, 1891. Teel purchased Munroe's interest in the refrigerator storehouse and retained the lime business. Munroe acquired Teel's interest in the flour and feed store. A new firm, to be known as Teel Brothers, would conduct flour and feed business at the stand lately occupied by A. P. Johnson, on Fourth Street.

On February 5, 1896, the cold storage warehouse was destroyed by fire. The fire department was unable to save the building but prevented others in close proximity from being destroyed. The cause of the fire was unknown but Teel stated that his loss would be in the area of \$4,500. There was \$2,000 insurance on the building and \$300 on the contents. By 1904, there was a **potato warehouse** here.

In September of 1916 the **Johnston Fuel & Warehouse Company** busied themselves making plans to build a new **Cold Storage and Grain Elevator** at this location. The company's warehouse and fuel depot were located next door east of this corner lot. **E. S. Johnston**, who recently sold his furniture store to Kingsford would conduct the new business. This would be the only business of its type in Baraboo.