

Volume VII... "Baraboo Wisconsin 1850 to 2018"...Section V Continued

Includes in the following order

- Third Street (Beginning at 125-127 Third Street)
- Vine Street
- Walnut Street
- Warren Street
- Water Street
- West Baraboo AKA **Lyons**
 - Chestnut Street
 - Connie Road
 - Fox Hill Road (See Connie Road)
 - Highway 136 extending west
 - Highway 136 Extending South of Bridge
 - Hill Street West
 - Linn Street
 - Shaw Street
 - West Maple Street
 - West Mulberry Street
 - West Pine Street... (AKA County BD from Linn Street North... AKA State Highway 136 from Linn Street South)
 - Willow Street

Third Street (Beginning Address 125-127)

147 Third Street

Circus City Printers and Stationers, Inc. came into being September 22, 1969, when **Vilas F. Flatow** bought the holdings of **John P. Osborne**. The officers in 1973 were Vilas F. Flatow President, **Charlotte B. Flatow** Executive Vice President, **Norman Solum**, Vice President Sales and **Mary Carol Solum**, Secretary.

Walnut Street

125 Walnut Street

John I. Hahn Co., located at this address was purchased by **Holiday Wholesale** of Wisconsin Dells (owned by "**Bud**" **Gussel**) in 1960. All business and inventory was transferred to Wisconsin Dells.

217 Walnut Street

Honora Bloomfield operated the **Corner Grocery** located at the SE corner of Lake and Walnut Streets at 217 Walnut Street between 1945 and 1953, possibly earlier and/or later,

Wilcox Corner Grocery operated here from 1956 to possibly 1962, maybe earlier and/or later.

821 Walnut Street

On Tuesday's (11.15.2016) the City Council's agenda will receive an update from developer **Dave Mitchell** on his proposal to redevelop the former **Blue and White Motel** property at the intersection of Mulberry and Walnut streets.

Mitchell has bought the 3.4-acre site, and hopes to subdivide it into five lots. He submitted a preliminary plan for the entire property in September, but his immediate desire is to build single-family homes on two lots and remodel and expand all existing cottage into a single-family home.

Mitchell plans to maintain an existing home on the corner. He will wait to develop a fifth lot, most likely as multi-family rental units.

Zoning allows for duplexes and single-family homes in this neighborhood. If Mitchell pursues developing an apartment complex on the fifth lot, he'll need to have the property rezoned or craft a work-around plan that appeases the commission.

Clearing the property will require demolition of existing motel units, foundations and a swimming pool. Plans are to name the development **Bluff Vista**.

The **Blue and White Cabins** were renting at this site as early as 1952. By 1960 the operation was known as the **Blue and White Motel** with **William L. Tegtmeir** conducting business there

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as early as 1964 to 1966. **Anthony Caparelli** taking care of business here from 1972 to 1976. **Leo J. Cucio** is in charge in 1968. All dates are approximate..

Address to be Determined

Sunbeam Outdoor Proucts announced in July of 1992 it would close the Baraboo plant. The move leaves the plant's 256 employees without jobs. The plant produced outdoor furniture. Sales had fallen by \$13 million in the prior year. The plant had been in Baraboo for the prior 19 years.

Warren Street

1023 Warren Street

The Warren Park Grocery was conducted here from 1947-1973 by **Sylvester M.** and **Cora Biwerski**.

Water Street

120-128 Water Street

In Volume V, much is written regarding Patrick S. Bassett who was in the flour milling business and barrel production on Water Street. After Business misfortune overtook him financially, he was never able to recover. In February of 1885 Mr. Bassett died at the age of 79 leaving his wife and a daughter, Mrs. Bevie A. Clarke and a son, William Powell Bassett.

Erhart Mueller wrote extensively about the Bassett's as they lived in Sumpter Township. Some excerpts of his writings follow.

The Bassett's

In 1852, Patrick Bassett and his son William Powell Bassett, who was born at Lynchburg, Virginia came by team to Wisconsin and to Baraboo where they lived on a farm southwest of the city.

William Powell Bassett had sons **Patrick and Arthur K.** and a daughter **Beverly**. They were joined by two more sons and one more daughter. Arthur (known as A.K.) was five years old and his sister Beverly three when father William moved to their acreage

west of then Highway 12, (this highway was closed when the Badger Ordinance was constructed) on land that he purchased from George Weidenkoph. Weidenkoph's father John, had taken up that land in 1850 to raise hops. Bassett constructed a new home at the site of the present Thiessen home. (E11219-A ..SKI Hi Rd. in 2012).

Bassett became a pioneer in Apple marketing using many new and innovative methods to sell apples. In 1914 he had an enclosed "Apple Wagon" built, which had a large branch of Duchess Apples painted on the side panels. The wagon was used for delivering apples, and as a stand for selling apples at fairs, and in the market places, such as the courthouse square. The horses and wagons were soon replaced with a truck.

In 1916 the Bassett's had an apple roast at their farm in an effort to increase the use and sales of apples. **Alma Martin** and **Josephine Bassett** operated, what was always a Bassett project, which ended up selling more milk and ice cream than apples. It also steered tourists to the Bassett farm house which had a large dining room and two cottages for overnight guests.

Arthur Bassett, as late as his 80th. Birthday, wanted to buy land from Ross Miller and Russell Moely, where Ski-Hi Road joins Highway 12 to its west and make an attractive entrance setting of trees and shrubs for his beloved Ski-Hi.

Son Arthur Jr. continued the apple business and his wife **Olga Bassett**, took over a lot of the promotion with her apple pie and apple desert recipes etc.

Fourth generation, **Kay 'Bassett' Thiessen** wrote and produced a movie telling the story of Ski-Hi. Arthur Bassett died in January 5, 1961.

Note: Erhart Mueller has authored many fine books on Sumpter Township including: *A History Of Stones Pocket, Always In Sumpter, Only In Sumpter, Also In Sumpter, Return To Sumpter* and probably more. These are definitely a must for those interested in Wisconsin and Sauk County history.

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Volume I of *Baraboo Wisconsin 1850-2010* speaks of the coming of electricity and electric lights in Baraboo.

Ruth M. Southard wrote the following article for publication in February of 1928 about times prior to electricity.

"How well I remember when there were no street lamps in Baraboo. Looking backward it doesn't seem so very long ago when pedestrians carried lanterns to light themselves about—small fancy ones for women, sturdy, square or round, or three sided ones for men, lighted at first by tallow candles, later by kerosene oil. All along the road one could see these firefly lights carried by headless creatures, for the upper part of the body was in shadow. Like will o' the wisps, lantern light bobbed here and there wherever there was work to do after dark—it was rather weird and unreal. On winter nights when the road was the only thoroughfare, when the snow was drifted high over the fence tops, one trudged along behind the little beam of lantern light to church or to the neighbors. Sleigh bells, singly or in groups, or whole strings of them gave warning of approaching teams, allowing one to step aside 'till the road was clear again; whoever has heard sleigh bells on a still winter's night will probably never forget them."

By Ruth M. Southard, Baraboo, Wis.

147 Water Street

Harold Wickus died in August of 1990. Wickus entered the food distribution business on May 14, 1946. His first clients to receive frozen foods were grocery stores within a 50 to 75 mile distance. Later in the early 1960's his business area included most of south-central Wisconsin. In 1973 he merged his business with **Sysco Corporation** from Houston Texas.

232 Water Street

In August of 1916, work was proceeding rapidly on the **Ringling Hotel** at 232 Water Street. The foundation was nearly finished and several bricklayers were at work on the walls. The building was 40 Ft. wide by 80 Ft. long. It would be 3-stories high when finished.

Plans to transform a riverfront apartment building (The former **Ringling Hotel**) have been scrapped according to an article in a July issue of the Baraboo News Republic. Owners **Richard and Eric Fritz**, who also owns the **Baraboo Arts Banquet Hall** across the street, decided instead to turn the first floor of the building into two apartments which previously housed the **Panache Academy of Beauty**. The two new apartments would increase the total to ten.

300 Water Street

Deppe Building Company

March 20, 1970

On March 20, 1970, The Deppe Building Corp., Inc. purchase land from the C&NW Railroad Company on a spur line south of Potter Street. (Railway Map Ref. No. 11)

300-310 Water Street

Are the above titles posted??? posted

By Rebecca Hill for the BNR

Nearly a decade ago, **Renee and Brian Bemis** set out from their St. Charles, Illinois, home in search of a location for their dream of starting a craft distillery.

The couple settled along Baraboo's Water Street based on its serene location along the Baraboo River and the quality of the local water supply. Water often is called the "soul place" in distilling, and is the source of the name **Driftless Glen**, which opened to the public in 2015.

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"We love Baraboo, but there is more to it than that. It's the water that made us settle on this location," Renee Bemis said. "Bourbon and the spirits we custom craft are very affected by the water used; it is the soul. The Driftless area just has unbelievable water." Renee said the region's sandy soil filters the water and makes it perfect for crafting everything from bourbon and brandy to vodka and gin. The nearby rick houses rise from the banks of the Baraboo River and house the distillery's aging stock. "The early morning fog is the perfect humidity for our barrels," Renee Bemis said.

The Distillery also houses a restaurant. Chef **Dave Fronczek** said the unique qualities of the local water affect the distillery's creations and the food selections are intended to reflect that. The restaurant is attached directly to the distillery and restaurant manager **Scott Dobbs** said customers enjoy its unique menu.

The sliders also contain a caramelized creole remoulade that is tart and not as sweet as French aioli-mayonnaise based sauces.

"We think we offer quite a bit under one roof," Renee Bemis said. "You can tour the distillery or taste our fine vinegar and oil selection and spirits. You can have a hand-crafted drink at our bar, sit window-side and watch the river flowing, have an appetizer or just stop for a dessert and coffee."

In addition to the large dining room, the restaurant also has a glassed area at the end of the dining room for smaller group gatherings. A private room with red leather chairs for that can accommodate up to 12 people is available at no extra charge.

In April of 2016, the Baraboo Plan Commission approved the **Driftless Glen Distillery** request to build another "rick house" to store more barrels of spirits in, plus

space for offices and a bottling room. The commission complained to the Glen's general manager, **Scott Dobbs**, that there was never a follow through on beautifying the area around the present buildings that former owner **Mike Weckerly** had promised except for the planting of three trees. Dobbs did not have a reason that beautification had come to a stall.

305-323 Water Street

A casual conversation between **William Keefer Sr.** and **Wilbur Deppe** at the Deppe Lumber Co in the summer of 1949 was reported by the Baraboo News Republic to have had a great impact on the city of Baraboo. As they talked, an idea and a plan took shape and by the fall of that year the idea had developed into a reality.

Industrial Coils had begun operations in the 9,000 square foot building with plans for another 45,000 square feet on the drawing board.

The original concept called for the employment of approximately 40-60 people. By 1973, 275 people were employed which reached 300 at production peak.

The coils produced could be found in automatic clothes washers, dryers, dishwashers, water heaters, furnace controls, clocks, telephones, air conditioners and other similar equipment.

The business of Industrial Coils grew under the management of William Kieffer Sr., his three sons, **Jerry, Bill Jr. and Bob**; and his brother **Ray Kieffer**.

321 Water Street

An add was in the paper in August (2015 ?) regarding **Next Gear Spin & Fitness** located at 147 Water St. Also Yoga Classes were mentioned.

400-405 Water Street

The Circus World Museum made an agreement in 1990 with owner **Reva O'Brien** to purchase the former **W. C. Fullmer Transfer Company** office located at this address. The purchase

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would be made sometime within the following two years. This building was commonly known as the **Ringling Brother's Office**. Fullmer went into business in 1915 and purchased this building in 1943.

550 Water Street

In January of 2016, it was announced that the **Circus World Museum Foundation** had hired a consultant to solicit donations. **Jodi Sweeney**, who helped the Al. Ringling Theater Friends raise 3 million for its restoration campaign, would now work to generate charitable gifts for the museum.

Largest Big-Top Ever Planned for 2017

Summer Season at Circus World Museum

Circus World acts will be able to take their performances to new heights as the state historical site will raise the largest big top ever this season.

"We could put our old Big-Top inside of this one" said Circus World Ringmaster and Performance" Director Dave SaLoutos. "It's going to make a pretty big wow statement when you drive past on Water Street," said Executive Director Scott O'Donnell.

The tent is more than twice the size of last year's and features more comfortable theater-style seating. The tent is currently housed in California and will be brought to Baraboo for Circus World's summer season, which begins on May 19, 2017 and, of course, elephants would return to Circus World as well.

West Baraboo (Early known as Lyons)

Chestnut Street

600 Chestnut Street

The **Baraboo Chamber of Commerce and Visitor Center** has been serving Baraboo since 1951. The organization is a partnership of Businesses and professional people working to build a healthy and vibrant community. In 2017, the Chamber had approximately 400 members.

615 State Highway 136 Extending West

Festival Foods on Tuesday announced plans to buy Pierce's Marketplace stores in West Baraboo and Portage.

Festival Foods, an Onalaska-based grocery chain, operates 26 other locations throughout the state. Company leaders expect to take over operations at Pierce's stores by June 20.

Pierce's Marketplace co-owner Angie Pierce declined to comment on the sale or plans for Pierce's third location in Muscoda, but stated in a press release issued by Festival Foods that the change is a transition from one family-operated business to another.

She added that her family treasures the community's support over the past 93 years.

"I'd also like to thank all employees, past and present," she said. "They have been more than our teammates – they are part of our family."

Festival Foods director of community involvement Brian Stenzel said Pierce's Marketplace employees will be hired and trained by Festival Foods.

"We'll bring them on as Festival associates and work with them to get on board with the way we do things, which seems to be very similar to the way Pierce's ran the stores," he said.

Stenzel said the selling price for the stores has not yet been disclosed, and added that Festival and Pierce's owners have been negotiating the deal for several months. He said Festival workers will observe Pierce's operations in the coming weeks to ensure changes go smoothly.

"The deal has been in the works for quite awhile with negotiations back and forth, but this transition is pretty normal," he said. "We want to go in and observe between now till the end of June to see how things are operating without disturbing anything to make the transition more seamless."

William and Anna Pierce, great-grandparents of sibling business partners Dave and Angie Pierce, opened the first Pierce's Marketplace in 1924 on Walnut Street in Baraboo.

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Festival Foods is a Wisconsin family and employee-owned grocer that was founded in 1946 by Paul and Jane Skogen as Skogen's IGA. The company began operating as Festival Foods in 1990 and today employs more than 6,700 full and part-time workers.

Festival Foods President and CEO Mark Skogen said in a press release that the company is eager to welcome Baraboo and Portage workers into the family.

"We are pleased that we were able to reach an agreement with the Pierce family that will result in a continuation of family-owned grocery stores in the area now and far into the future," he said. "We are honored to join these historic and still thriving Wisconsin communities."

West Mulberry Street

On June 10, 2017, the Baraboo News Republic announced that the West Baraboo salon, **Shear trendz** opened last month, run by veteran stylists who sought to create a business focused on client satisfaction.

Missy Hollis-Katcher is one of four stylists who spent a month transforming a former resale store on West Mulberry Street into a bright salon decorated with repurposed items. Jina Mueller labels the salon's aesthetic "shabby chic."

"Gotta love Pinterest," Cindy Langer said.

Upon leaving Haircut Express, the stylists spent several weeks renovating their new space. They installed walls and floors themselves, learning how to hang drywall and use nail guns. Shear Trendz opened May 15.

"It was crazy," Mueller said. "We were here 'til 1, 2 in the morning."

"A lot of laughs, a lot of tears," Langer added. "This didn't come easy."

They chose the location, which longtime locals will remember as the former home of Sears, because of its ample parking and accessibility. Plus, the 1,500 square-foot interior gives them room to operate.

"We're not on top of each other here," Hollis-Katcher said.

Clients followed the stylists to their new location and have raved about its homey, inviting ambiance. "We have had great feedback," Melissa McMullen said. "We've been busy since the day we opened."

Shear Trendz will host an open house from 4-8 p.m. June 16. The event will feature live music, giveaways, food and drinks.

The salon offers haircuts for men and women, as well as coloring, extensions, waxing and perms. And the stylists pledge to make sure every client leaves happy. After all, every day is customer appreciation day.

"We just needed a new venture," Langer said.

West Pine Street

Following is an excerpt from Ben Bromley's report in the May 6, 2017 Baraboo News Republic

Gander Mountain's Future in Doubt

The future of Baraboo's Gander Mountain outlet is unclear, as the company that scooped up the bankrupt chain's stores remains mum.

A group of liquidation companies bought the inventory inside Gander Mountain's 160 stores in a bankruptcy auction. At the local store off U.S. Highway 12 in West Baraboo, signs inside the store and out advertise a "store closing" and "going out of business" sale for the store's stock of outdoor recreational goods.

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Camping World Holdings Inc., which operates a network of stores catering to recreational vehicle owners, was the winning bidder on other Gander Mountain assets. Its \$38 million bid included Gander Mountain's Overton boat supply line. Owner Marcus Lemonis has pledged to keep dozens of stores open.

Various media outlets have listed Gander Mountain stores expected to remain open, as well as those expected to close. Lemonis himself listed on twitter that 50 stores will stay open. Baraboo's store appears on none of those lists.

"It is not a finalized list, so there will likely be more news to come," said Jess Myers, a spokesperson for Gander Mountain. The retailer encountered flagging sales in the face of competition from e-commerce sites and brick-and-mortar chains such as Cabela's and Bass Pro Shops. It filed for bankruptcy in March, reporting that the operation needs a more narrowly focused and lower-cost model to become profitable.

In a statement, Lemonis said "the liquidation of the existing Gander Mountain inventory will allow us to start with a clean slate of what we consider the appropriate mix and level of inventory, including the addition of Camping World and Overton offerings where appropriate, and our lease designation rights will allow us to select only those stores in appropriate locations with appropriate cost structures."

"Camping World's plan is to immediately right-size the inventory and operate only in retail locations with occupancy costs that we believe support profitable operations," Chief Operating Officer Brent Moody said in a statement, "with an extreme focus on corporate overhead and expenses, consistent with our other operating segments."

Based in St. Paul, Minnesota, Gander Mountain started in Kenosha County in 1960 as a catalog retailer. The firm went through bankruptcy in the 1980s and in 1996, and filed again in March, seeking protection from creditors while it reorganized its financial affairs.

Camping World is based on Lincolnshire, Illinois. It has 125 retail locations in 36 states, plus an e-commerce platform.

The gandermountain.com website now displays only a single page touting its liquidation sale. Fishing poles, camping gear, guns and apparel have been marked down 30 percent. "We at Gander Mountain believe that our best days are still ahead of us and we ask that you join us in welcoming and supporting this successful transition," a message to visitors reads. It asks visitors to check back in the fall. The new ownership too affect June 20, 2017.

Later it was reported that the stores in DeForest, Baraboo and seven other Wisconsin locations would close on Aug. 30, 2017, per a layoff notice sent to the state Department of Workforce Development last week and released Monday. Later it was reported that there was a chance that the DeForest store may remain open.

614 West Pine Street

It was reported in the Baraboo News Republic dated March 21, 2017 "Local Aldi Store part of \$1.6B upgrade."

The German discount retailer announced a plan to spend \$1.6 billion to remodel and expand more than 1,300 of its U.S. Stores by 2020. At this date Aldi operates more than 1,600 stores in 35 states and has plans to add 650 stores by the end of 2018. Check the preceeding out to see if in index???

1700 West Pine Street

Blum Excavating Inc....since 1991...**Dean Blum** President.

800 West Pine Street (???)

**800 US Highway 12...South of Bridge Hiway 12
Parcel No. 1152-60000**

Is this address the present address???

Updates, corrections, additions to Vol, V

Elgie Kinnamon purchased the land at this address from **Harold Braithwaite** and son Bruce B. of **Honey Boy Farm**. Bruce later moved out of the state.

During the time that Elgie owned the property, Braithwaite moved his south lot line 13 feet to the north and asked Elgie if it

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would be OK if he could move his North lot line (Elgie's South Lot line) 13 feet north to maintain the original lot size.

Elgie said OK and the fence was moved. Later during a survey, there was a discrepancy since Elgie had not moved his north fence 13 feet to the north to maintain his same lot width. The survey was made from the center of the intersection of W and 12...

Robert (Bob) Burgess owned the land to the north and agreed to correct the problem by moving his south lot line 13 feet to the north (on paper only), but would not move the fence. This caused a little problem later for surveyors. Probably Bob's children inherited the Burgess property when Bob died.