NPS Form 10-900
(Expires 5/31/2012)
Wisconsin Word Processing Format (Approved 1/92)

OMB No. 10024-0018

United States Department of Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Downtown Baraboo Historic District

other names/site number

2. Location

street & number	Generally bounded by 5th Avenue, 5th Street, Ash Street, 1st Street, Oak Street, 2nd Avenue, and Birch Street						N/A	**not for publication**	
city or town	Baraboo						N/A	**vicinity**	
state	Wisconsin	**code**	WI	**county**	Sauk	**code**	111	**zip code**	53913

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this X nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property X meets _ does not meet the National Register criteria. I recommend that this property be considered significant _ nationally _ statewide X locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title Date

Deputy State Historic Preservation Officer – Wisconsin

State or Federal agency and bureau

In my opinion, the property _ meets _ does not meet the National Register criteria.
(_ See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

___ entered in the National Register.
____ See continuation sheet.
___ determined eligible for the National Register.
____ See continuation sheet.
___ determined not eligible for the National Register.
____ See continuation sheet.
___ removed from the National Register.
___ other, (explain:)

Signature of the Keeper | Date of Action

5. Classification

Ownership of Property
(check as many boxes as as apply)

X	private
X	public-local
	public-State
	public-Federal

Category of Property
(Check only one box)

	building(s)
X	district
	structure
	site
	object

Number of Resources within Property
(Do not include previously listed resources in the count)

contributing	noncontributing	
75	11	buildings
0	0	sites
0	0	structures
2	1	objects
77	12	total

Name of related multiple property listing:
(Enter "N/A" if property not part of a multiple property listing.)

N/A

Number of contributing resources previously listed in the National Register

3

6. Function or Use

Historic Functions (Enter categories from instructions)	**Current Functions** (Enter categories from instructions)
COMMERCE/business, financial institution, dept. store	COMMERCE/business, financial institution, specialty store
GOVERNMENT/government building, post office	GOVERNMENT/government building, city hall
RELIGION/religious facility	RELIGION/religious facility

7. Description

Architectural Classification (Enter categories from instructions)	**Materials** (Enter categories from instructions)
Italianate	Foundation – Stone
Commercial Style	Walls – Brick
Romanesque	Roof – Asphalt
Classical Revival	Other - Iron
International	

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

X A Property is associated with events that have made a significant contribution to the broad patterns of our history.

_ B Property is associated with the lives of persons significant in our past.

X C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.

_ D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations
(Mark "x" in all the boxes that apply.)

Property is:

_ A owned by a religious institution or used for religious purposes.

_ B removed from its original location.

_ C a birthplace or grave.

_ D a cemetery.

_ E a reconstructed building, object, or structure.

_ F a commemorative property.

_ G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance
(Enter categories from instructions)

Architecture
Commerce
Entertainment
Government

Period of Significance

1872 to 1966

Significant Dates

N/A

Significant Person
(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Claude, Louis & Starck, Edward
Clas, Alfred & Ferry, George
Rapp & Rapp

Narrative Statement of Significance
(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous Documentation on File (National Park Service):
- _ preliminary determination of individual listing (36 CFR 67) has been requested
- _ previously listed in the National Register
- _ previously determined eligible by the National Register
- _ designated a National Historic landmark
- _ recorded by Historic American Buildings Survey #
- _ recorded by Historic American Engineering Record #

Primary location of additional data:
- X State Historic Preservation Office
- _ Other State Agency
- _ Federal Agency
- X Local government
- _ University
- X Other

Name of repository:
Sauk County Historical Society
Wisconsin Historical Society
The City of Baraboo

10. Geographical Data

Acreage of Property 22 acres

UTM References (Place additional UTM references on a continuation sheet.)

	Zone	Easting	Northing
1	16N	277976.3	4816830.1
2	16N	278329.0	4816818.4
3	16N	278306.2	4816445.6
4	16N	278090.2	4816451.6

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title	Jennifer L. Lehrke & Rowan Davidson, Historic Preservation Consultants				
organization	Legacy Architecture, Inc.			**date**	May 2, 2014
street & number	529 Ontario Avenue, Suite FN1			**telephone**	(920) 783-6303
city or town	Sheboygan	**state**	WI	**zip code**	53081

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps A USGS map (7.5 or 15 minute series) indicating the property's location.
A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs Representative black and white photographs of the property.

Additional Items (Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name/title	Various separate listing		
organization			**date**
street & number			**telephone**
city or town		**state**	**zip code**

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

Narrative Description

The City of Baraboo is located in Sauk County in southwestern Wisconsin. Downtown Baraboo is situated on the north side of the Baraboo River, which divides the small city in two with the majority of the residences and businesses located on the north side. The downtown area is identifiable by the prevalence of late nineteenth and early twentieth century commercial buildings arranged in clusters around the central Sauk County Courthouse Square and near the more industrial area adjacent to the river, railway station, and former circus headquarters. The Downtown Baraboo Historic District is focused on the cluster of buildings around the courthouse square and consists of 89 buildings and 3 objects. Of those buildings, 78 contribute to the district (a number which includes three buildings previously listed in the National Register), and 11 are non-contributing. The district consists of commercial buildings and a several civic and religious buildings set in an aligned grid of city blocks and alleys with narrow lots oriented north-south so that most buildings face either north or south. The exception being blocks dedicated to civic functions such as the public courthouse square and the site of the old Baraboo High School. The district's development began in the 1840s and continued for over a century. Representative of prevailing commercial architectural styles of the period, Italianate, Commercial Vernacular, Romanesque Revival, Art Deco, and Contemporary, are common and often demonstrate high levels of integrity and quality. The majority of construction within the district took place during historic periods of rapid economic development in Baraboo, Wisconsin; the 1870s and 1880s saw the development of solid blocks of two story masonry storefront buildings, the early twentieth century was a period of civic growth and improvement, and the post-World War II period demonstrated a renewed interest in building, often replacing existing nineteenth century structures and finalizing the district.[1] In all of these periods the district served as an active commercial and civic core for the City of Baraboo. The result is Baraboo's most architecturally intact historic commercial and governmental area.

The downtown district of Baraboo sits above the Baraboo River to the south. This part of Baraboo was referred to as "up the hill" in the 1840s and 1850s, to identify it as separate from the commercial and industrial area on the banks of the river. This distinction played a role in the history of the district and Baraboo, with each commercial area taking on a distinct character; the lower area was initially identified with mills and industry, and later with the railroad, circus, and a more transient population. The upper area near the courthouse square was closer to most of Baraboo's housing and affluent areas and thus took on a strictly commercial nature of consumer storefronts, professional offices, meeting

[1] Cole, Harry Ellsworth. *A Standard History of Sauk County, Wisconsin, Vols. I & II*. Chicago: Lewis Publishing Company, 1918, pages 56-110; Miller, Marla. *Baraboo Intensive Survey, Baraboo, Wisconsin, 1989*. State Historical Society of Wisconsin & Community Development Authority of the City of Baraboo, 1989; Sanborn Fire Insurance Maps, 1885, 1892, 1898, 1904, 1913, and 1927.

halls, and government buildings.[2] The district is situated on ten city blocks, nine of them surrounding the courthouse square. The east-west numbered streets are wide and provide angled parking along with most of the addresses. The street names change at Oak Street, those to the west are named avenues and those to the east are named streets. Sidewalks face every street with streetlamps and occasional bollards, civic decorations, and memorials.

The Downtown Baraboo Historic District's resources consist primarily of two-story commercial storefronts, a county courthouse, city hall, theater, school, post office, and church. The district's 75 contributing, 3 previously NR listed, and 11 non-contributing buildings were constructed between 1872 and 1966. The non-contributing resources have been excluded primarily due to a lack of integrity or because they were constructed outside of the period of significance. Three properties in the district, the Gust Brother's Store, the Sauk County Courthouse, and the Al Ringling Theatre, are already listed in the National Register of Historic Places. The properties already listed in the National Register of Historic Places are not extensively addressed in this nomination.

The contributing buildings are well constructed and reflect aspects of public commercial and civic life during the period. The variety of styles, closely aligned with periods of construction, reflect the architectural trends of the era in which they were constructed. The commercial architecture displays variety within a clear set of constraints. The imposing array of uninterrupted blocks vary largely in their facades, decoration, and double or single-block alternatives. The buildings are narrow and deep, typically 22 to 30 feet wide and 125 to 140 feet deep, with the first floor invariably commercial in use, with storage below and upper levels originally serving as communal meeting spaces, individual offices, or apartments. These buildings, the most prevalent type in the district by far, are utilitarian in their efficient use of space and simplicity, but often possess elaborate flat fronts making use of plate glass, cast iron, cloth awnings, signage, and masonry motifs to distinguish one building from another.[3] Business indexes from as early as 1875 list over 300 businesses with addresses in the district around the central courthouse square including, shops, manufacturers, hotels, and businesses of all kinds.[4] The civic buildings in the district are more distinct and typically stand on their own, set apart clearly from the commercial blocks.[5]

A series of more than dozen major fires from 1877 to 1924 destroyed many of the original structures in the district, only for them to be replaced with new buildings, reflecting the subsequent historic period

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[2] Butterfield, C.W. *The History of Sauk County, Wisconsin*. Chicago: Western Historical Company, 1880, pages 315-116.
[3] Dewel, Bob. *Sauk County and Baraboo: An anecdotal and chronological history – 1839-2008, vols. I, II, III, & IV*. Baraboo, WI: Sauk County Historical Society, 2009, multiple articles and entries.
[4] French, Bella. *The American Sketch Book: A Collection of Historical Incidents with Descriptions of Corresponding Localities – Baraboo & Devil's Lake*. La Crosse, WI: Sketch Book Co., 1876, pages 76-81.
[5] Dewel, Bob. *Sauk County and Baraboo: An anecdotal and chronological history*, multiple articles and entries.

of construction.[6] This explains the prevalence of masonry construction, neoclassical and contemporary civic buildings, and the lack of wood frame structures from the 1840s and 1850s. Exterior alterations to the original buildings have been minimal and have generally been limited to window replacements in their original openings, additions, and occasional siding replacement or covering. The buildings within the Downtown Baraboo Historic District are well preserved and have much of the same appearance today as they would have when they were originally constructed.

Building Descriptions

The following are brief descriptions of selected representative examples of the district's resources, in approximate chronological order by style.

Italianate

Gust Brother's Store **101 4th Street** **1877**

A distinctly small, two story gray limestone commercial building, the Gust Brother's Store, is distinct in its combination of the Italianate style with a stone façade. The front façade of the building has round arched openings with single pillars between them. Stained glass is inserted in the arches of the two front windows. The building is short and narrow, with a side entry leading up to apartments on the second floor, which is capped with a pressed metal cornice. Located at the northeast corner of 4th Street and Oak Street, the rusticated and even courses of stone on the storefront are largely unchanged from when it was constructed.[7]

The building was constructed by local businessmen and butchers, August and William Gust. However, the two only owned the property for a year and it is possible that the building was developed speculatively as many of the others in the Downtown Baraboo District were during the 1870s and 1880s. The building was sold to another butcher, S.S. Grubb, in 1878. The Baraboo Savings Bank moved in during 1889 and lasted less than a decade, closing in 1897. The Farmer's and Merchant's Bank opened in 1917 at this address, and closed in 1930. The building was occupied by various professional offices through most of its history. Apartments on the second floor were added in 1936. The Gust Brother's Store is listed in the National Register of Historic Places for architectural significance.[8]

[6] *Baraboo News; Baraboo Republic; Baraboo News-Republic; Sauk County Democrat.* Various articles and dates.
[7] Eiseley, Jane. *Gust Brother's Store*. National Register of Historic Places Nomination Form, 2002.
[8] Eiseley, Jane. *Gust Brother's Store*.

Gattiker Block **512-516 Oak Street** **1879**

A large fire in 1878 destroyed much of the Oak Street block facing the courthouse square. A new brick double-block was constructed in 1879 by George Holah for J.J. Gattiker. The woodwork was done Thomas Thompson and the building cost approximately $6,000. A triangular pediment marks the center of the seven by two story design and highlighted with a central stone block that reads: "Gattiker 1879." Brick provides the sole ornamentation. Window hoods are segmented arches, and bricks are used to create dentils at the first story, roof, and columns between the windows. Plate glass windows, iron columns, sidelights and transom are all largely unaltered on the southern storefront located at 512 Oak Street. The northern storefront, however, was altered extensively during the historic period, but still maintains a recessed entry.[9]

James Jacob Gattiker was born in Zurich, Switzerland in 1826 and taught French, Italian and Mathematics as a professor until 1855, when his entire family immigrated to the United States. In 1858, J.J. Gattiker, and his brother Alfred, settled in Baraboo and opened a hardware store. The Gattiker brothers were responsible for the development and construction of many of the buildings around the courthouse square during the 1870s and 1880s, providing materials and financing. J.J. Gattiker, in particular, was leader of the local community, convincing many German speaking immigrants to settle in the Baraboo area and providing social and financial assistance. He retired from business in 1886.[10]

In 1880, August Fisher moved his drug store to the 516 Oak Street address and named the store the Fisher's Brother's Drug Store. The Fisher Brother's installed a plate glass storefront in 1889. The store was known for its innovation, utilizing a road medicine wagon in the 1890s and installing a two-story soda fountain in 1891. The store was sold to employees in 1913 and continued as a drug store. In the 1920s the store constructed a new exterior storefront (which is what we see today) and extensive interior work including a 1925 Frigidaire soda fountain. The drug store was bought out by the rival Thompson Drug Store in the 1970s and closed.[11]

The southern storefront, located at 512 Oak Street, was occupied by the Pfannstiehl Dry Goods and Grocery upon completion. Emil Pfannstiehl was married to one of J.J. Gattiker's daughters. In 1892, the storefront was occupied by Mould and Buckley Book Store and Cigars. The store became the Buckley and Taylor Book Store in 1906. The structure has continually been treated as two stores, as have many of the other double blocks in downtown Baraboo. In 1879, the *Baraboo Republic*

[9] Wolter, Paul. Notes.
[10] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV.
[11] Wolter, Paul. 'Downtown Pharmacies.' presentation notes.

newspaper moved their quarters into the second floor of the new Gattiker Block. Several organizations used the upper hall in the building, including the Grand Army of the Republic, the Ladies Art Society, and the Baraboo Choral Union.[12]

Mills Block **104-108 3rd Street** **1881**

B.F. Mills constructed a double-block brick building in 1881. The somewhat unusual design was produced by the architect Charles De F. Stickney, the son-in-law of Mills, cost $5,000 to build and prompted the *Baraboo Republic* to describe it as: "novel structure not of the ordinary pattern."[13] The original storefront façade consisted of eight square cast iron columns, two of which are presently still in place, and large plate glass windows. Rounded windows have brick surrounds and keystones. The second floor façade is made up of elaborate brick work and three bay sections capped with a triangular pediment that echoes the first floor cornice. The original recessed entries and glass block have been removed. The Mills Block consists of two 24 by 50 foot stores.[14]

The western half the Mills Block, located at 104 3rd Street, was initially occupied by Tobler's Saloon for a few years before the saloon relocated to 138 3rd Street. The storefront was then occupied by Aton's Sewing Machine business.[15] In 1928, W.T. Marriott and H. Halstead purchased the Mills Block. The building was remodeled and occupied through the 1930s by Prine's Variety Store, which likely operated at both the 104 and 108 store addresses. In 1942, Beck's Home Town Bakery operated at 104 3rd Street.[16] In 1972, 104 3rd Street became part of the Corner Drug Store, which occupied the adjacent store.[17]

In 1881, H.P. Jones Clothing Store occupied the storefront at 108 3rd Street and in 1888 the business went bankrupt, disposing of nearly $22,000 worth of clothing. The store was purchased and operated by Alec Erickson as a tailor until 1895. In 1896, Armbruster and Allen opened their Model Clothing House. John S. Griggs, who operated an adjacent clothing store at 110 3rd Street, leased the property in 1916 to expand his store. In 1930, Prine's Variety Store operated at both 104 and 108 3rd Street in the Mills Block.[18]

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[12] Wolter, Paul; Ward, Joseph Wayne. *Baraboo, 1850-2010;* City of Baraboo Directory records.
[13] *Baraboo Republic*. October 10, 1881.
[14] Wolter, Paul. Notes.
[15] City of Baraboo Directory records.
[16] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume III*;* Sanborn Fire Insurance Maps.
[17] Wolter, Paul. 'Downtown Pharmacies.'
[18] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume IV; Sanborn Fire Insurance Maps.

Wright Block **530-532 Oak Street** **1881**

Constructed in 1881, the Wright Block cost $5,500 and was financed by Elizabeth Wright of Prairie du Sac.[19] The building originally housed four storefronts on the first floor and office space above. Three of the stores fronted on Oak Street and the fourth faced 4th Street. The 66 by 90 foot building was constructed using over 17,000 cream bricks from Jefferson, Wisconsin by mason George Hire along with builder Thomas Thompson. Two two-bay storefronts flank a three-bay storefront on the Oak Street façade with an intact wooden cornice at the first story. The second floor windows are accented with stone lintels formed with a gentle curve at the top and are uniquely ornamented with incised carving. The roofline is accented by corbelling in a miniature arcade beneath dentils, with brick piers and finials. There is also a name plate with 'Wright' at the center. The first floor storefronts exhibit many modern materials, although most adhere to either an 1899 or 1923 remodel. The interior of the stores retain integrity to the 1920s remodeling with wooden shelving, egg and dart trim, and recessed entries.[20]

During the first few years the Wright Block housed the Baraboo Post Office at the northwest corner store fronting Oak Street with the Jackson Grocery and Hoppe Clothing store to the south along Oak Street. The smaller storefront facing 4th Street housed a small millinery. In 1899, August Reinking purchased the entire Wright Block and opened a Dry Goods Store in the two stores located at the north end of the building. Autie Reinking, August's son, took ownership in 1901 when his father passed away. The upper floor of the building had been retrofitted to house the Ringling Brother's Circus wardrobe department headed by Lou Ringling. The southern two storefronts, located at 530 Oak Street, had a number of tenants during the early twentieth century including a jeweler, fruit store, shoe store, a tailor, and a music store.[21]

An extensive fire destroyed much of the interior in 1923 and the present interior of the Reinking Store in the Wright Block reflects the subsequent remodeling. Autie Reinking continued to operate and manage the store until his death in 1968 at the age of 89. The Reinking store was the oldest family run business in Baraboo when it closed in the late twentieth century.[22]

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[19] *Baraboo News*, December 7, 1881; *Baraboo Republic*, April 27, 1881.
[20] Wolter, Paul. Notes.
[21] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume II & volume IV; Sanborn Fire Insurance Maps; City of Baraboo Directory records.
[22] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume III; City of Baraboo Directory records.

Tousley Block **115-117-119 3rd Street** **1886**

The building at 115, 117 and 119 3rd Street was built for Alfred Tousley by local mason D.W. Worth in 1886. The structure consists of two two-bay stores flanking a three-bay store in the center and is notable for its pressed metal cornice with the '1886' date inscribed in it. The eastern store, 119 3rd Street, has often been excluded from discussions of the building, or treated separately, because it is separated by an interior masonry wall though it was constructed at the same time and shares a continuous façade.[23] A brick string course links segmented arched windows and a number of the windows have been replaced with rectangular forms. Patterned brickwork on the façade separates the windows from a bracketed pressed metal cornice and a triangular pediment caps the building between the western and central storefronts. The cornice on the eastern storefront has a more geometric pattern.

Early tenants include the Gollmar Brother's Furniture store in 1887, Wallace, Porter and Gerks, Undertakers and Furniture until 1893, and the Yagy Brother's Crockery store until 1895. For the next few decades a large number of stores occupied addresses at the Tousley Block. The second floor served as the home to a number of offices and a large meeting hall where, from 1916 on, the Elk's Lodge was located. F.W. Woolworth, a growing national department store, opened a store at the site in 1921 and remained until 1936. In 1929, a serious fire damaged the building, leading to an interior remodel of the Woolworth store and the Elk's Lodge. Another remodel of the building took place when Roy Lindgren purchased the property in 1936. The Schultz Brothers Variety Store opened in the central and eastern stores in the same year and combined them, removing the brick dividing wall. The storefronts were altered with the addition of black Carrara marble with the name of the new store engraved (no longer extant). The Schultz Brothers store remained until 1979.[24]

The *Baraboo Republic* Building (First) **110 4th Avenue** **1886**

Built in 1886 as the home of *The Baraboo Republic* newspaper, which had previously been located in the Gattiker Block at 512-516 Oak Street, the *Baraboo Republic* Building at 110 4th Avenue only served the newspaper for nine years before it relocated. The 22 by 70 foot two-story building was constructed by local builders George Capener and George Holah.[25] The three-bay structure possess a pressed metal cornice on both the upper and lower stories, and heavy brackets on the upper cornice separate three pressed metal panels containing garland designs. The rectangular windows are tall, narrow, and separated from the cornice above corbelling with rectangular hoods. Most of the ornament corresponds exactly with the contemporary building at 112 4th Avenue, adjacent to the west.

[23] Wolter, Paul. Notes.
[24] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume III; City of Baraboo Directory records.
[25] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV.

The Baraboo Republic, established in 1855, is the longest running paper in Baraboo and the oldest in Sauk County. John H. Powers, who worked on the paper, purchased the business in 1879 and expanded it in 1892, renaming it *The Daily Republic*. John Powers settled in Baraboo after the Civil War and married Sarah Capener, daughter of the builder George Capener, in 1868. Sarah also worked at the *Republic* and was the president of the Women's Club. George and Sidney Hood joined in the proprietorship in 1895 as the paper moved again to a new location at 146 4th Avenue. Sidney Hood eventually became the sole owner of the paper and combined with *The Baraboo News* to form *The Baraboo News-Republic* in 1929.[26]

By 1903, 110 4th Avenue, was listed as the site of the George Dash Bowling Alley and Pool Hall. In 1920, Charles and Roland Curtis purchased the property, remodeled it, and opened the Curtis Brothers' Pool Hall and Lunch Room. Frank Karll took ownership the same year and renamed the business the Park Restaurant. Karl operated the restaurant for nine years and then sold it. A number of subsequent restaurants, including Hattle's Café, occupied the space for much of the twentieth century.[27]

Clavadatscher Block 125-129 3rd Avenue 1888

Tobias Clavadatscher constructed a new building to house 'The Fair' dry goods business at 125-129 3rd Avenue in 1888. The firm of Clavadatscher and Witwen broke apart and sold their store at 127 3rd Street to the Marriott Brothers' Hardware Store.[28] The new 52 by 134 foot building has a metal cornice, terminated with small finials, which stretch across the roofline, interrupted at the center by two brackets flanking a triangular recession. Two piers flank the central, rounded window which separates it from two large, tripartite commercial window openings on either side. The first floor has been substantially altered. Photographs and fire insurance maps indicated that the building likely had an ironwork arcade and columns across the front.[29]

In 1902, the Livingstone Brothers purchased the Fair store from Clavadatscher and continued to use the name. In 1906, the Livingstone's went out of business and the storefront was rented out in parcels. Initially, 'The Fair' occupied both sides of the two front block, but in 1906 the store was divided. The Baraboo Business College opened on the second floor of the building in 1908 and taught bookkeeping, arithmetic, penmanship, stenography, typewriting, banking, and commercial law. A number of groceries, theaters, and general merchandise stores occupied the building for a decade. Then Clavadatscher returned and occupied the eastern half and Erswell and Plummer's furniture renting the

[26] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV; Sanborn Fire Insurance Maps
[27] Wolter, Paul. Notes; City of Baraboo Directory records.
[28] *Baraboo Republic*, September 8, 1886.
[29] Sanborn Fire Insurance Maps.

other half. They were replaced by Schultz and Dyrud, then Scheible Furniture, who in turn were replaced by Ploetz Furniture in 1949. In 1961, Ploetz reunited both sides of the building as one store. A large sign with fluorescent lights and modern script, dating from the early 1960s, now features prominently outside of the building.[30]

The *Baraboo Republic* Building (Second) 146 4th Avenue 1895

Constructed to replace the old home of the *Baraboo Republic* at 110 4th Avenue, the new *Baraboo Republic* building was constructed in 1895 at 146 4th Avenue. The two-story corner building is simply detailed and accented only with brick corbelling at the cornice, segmented arched window hoods, and belt coursing. A second entrance on the Broadway Street side has been bricked over and a number of windows have been replaced with glass block.

John Powers purchased the new building, developed and constructed by W.H. Jacobs, in 1895 for use as the headquarters of the newly formed *Daily Baraboo Republic*. Along with Sidney Hood, Powers operated the newspaper from this location until 1910. By 1928, Hood was the sole owner of the newspaper. In 1929 the newspaper business moved again. Subsequent businesses to occupy the building include the adjacent Gem City Hotel, the Checker Cab Company, the Isenberg Music Store from 1938, and the Main Restaurant, established in 1945, and other restaurants since.[31]

Romanesque

Ashley-Dickie Block 120-124 4th Avenue 1886

Jedediah Ashley and James Dickie collaborated to construct the Ashley-Dickie Block at 120 4th Avenue and 124 4th Avenue in 1886. The double business block housed Ashley's Gem Steam Laundry in the eastern half the building and Dickie's Harness Shop occupied the western half of the building. The double business block, designed by Madison architect Owen J. Williams and constructed by George Holah, combines two three-bay structures with a two-bay center portion of the façade where two interior stairwells ascend to the second floor. The *Baraboo Republic* described the building: "The fronts of the Ashley and Dickie buildings on the north side of Fourth Street are now about completed and present a handsome appearance. The design of the brick work is very pretty and the execution of the same reflects much credit on the contractor…"[32] The elaborate brick building's second floor consists of a repetitive arcade with arched windows capped with projecting, corbelled arch hoods.

[30] Wolter, Paul. Notes; Sanborn Fire Insurance Maps.
[31] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV.
[32] *Baraboo Republic*, November 17, 1886.

Enlarged brick pilasters between the windows rise in increasing corbels to projecting pediments above. The central rectangular pediment is the largest, flanked by two smaller pediments with gabled tops and the names "Dickie" and "Ashley" inscribed on them.[33]

The Gem Steam Laundry, operated by Jedediah Ashley and located at 120 4th Avenue, featured the most modern laundry machinery driven by a ten horsepower steam engine and a fifteen horsepower boiler. Ashley extended the rear of the building with a 62 foot addition in 1893. Ashley also served as the Sheriff of Sauk County and was the Mayor of Baraboo, elected in 1895. The Gem Steam Laundry was replaced in 1916 by Peirce's Laundry, which in turn was replaced by the Baraboo Laundry and Cleaners business in 1946, which remained until 1982. Dickie's Harness shop remained in operation until 1920. In 1928, the store was lowered to street level and the interior renovated for use as a grocery. By the 1930s Kroger's Grocery occupied the site at 124 4th Avenue. In 1947, the Square Tavern moved into the building from an earlier location at 101 4th Street and is presently still in operation.[34]

German Methodist Episcopalian Church/ American Legion Post #26 **113 2nd Street** **1896**

The German Methodist Church was established in Baraboo in 1865, and in 1896 a brick Romanesque church at 113 2nd Street and a wood frame parsonage at 117 2nd Street were constructed. A barn (non-extant) was also constructed behind the church along the alley. The former brick church, arranged in a shortened cross plan, sits on a heavy stone foundation and has a corner tower. As a church it featured stained glass windows presented by Mrs. Salome Ringling, Mrs. Mary Gollmer, and Mrs. Katherine Moeller, all members of the major Baraboo families at the turn of the century.[35] The building once had a bell tower over the entrance, since removed. Characteristic Romanesque arches are located over windows and entrances.

In 1933, the German Methodist Episcopalian Church, along with other churches of the German Methodist denomination, became a part of the Methodist Episcopal Church and the congregation joined with the First Methodist Episcopal Church at Broadway Street and 4th Avenue. The church and parsonage at 113 and 117 2nd Street ceased operation and sold the property to the American Legion for use as a meeting hall. The American Legion organized in Baraboo in 1919 and has been an active organization in the city since.[36]

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[33] Wolter, Paul. Notes.
[34] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV; City of Baraboo Directory records.
[35] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume III.
[36] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume III.

First Methodist Episcopal Church 615 Broadway Street 1898

The First Methodist Church congregation constructed this church in 1898, at the corner of Broadway Street and 4th Avenue. (The Methodist church was established in Baraboo in 1842.) Constructed by Bowen & Lake for $17,000, the red brick Romanesque church has a stone foundation, arched fenestration, stained glass windows including a large oculus facing Broadway Street, a bell tower at the corner entry, and steeply pitched roofs. A parsonage was constructed the following year in an adjacent lot along 4th Avenue, non-extant.[37] A new bell, weighing over 800 pounds and over 40 inches in diameter, was presented to the church by a member of the congregation in 1908.[38]

In 1912, the South Side Methodist Church, established in 1885, merged with the north side congregation and formed the First Methodist Episcopal Church. In 1933, the German Methodist Episcopalian Church also merged, joining the church at 615 Broadway Street. The congregation is now called the First United Methodist Church and still occupies the building. In 1972, the parsonage was demolished and a new parsonage, located at 405 14th Avenue, was constructed.[39]

Neoclassical

Sauk County Bank 101 3rd Avenue 1905, 1958, 1980

In 1857, John Taylor constructed four Greek revival wood frame buildings on the south side of 3rd Avenue, one of these was the site of the Sauk County Bank, established by partners Terrell Thomas and Simeon Mills. In 1867 a fire destroyed most of the buildings on the block and Thomas and Mills purchased the southwest corner lot at 3rd Avenue and Oak Street. Milwaukee architect, Edward Townsend Mix, designed a new Italianate bank building for the corner lot and it was completed in 1867. The cream brick building, the first of its kind in Baraboo, had six bays on the Oak Street frontage and three bays on the 3rd Avenue frontage and featured a stone veneer, pilasters, arched windows, and heavy brackets supporting an elaborate, curving pediment.[40]

The Sauk County Bank expanded south along Oak Street in 1872 with an addition built on lots that the bank already owned. A new cornice was added and the addition contributing two more bays along Oak Street in keeping with the existing brick and stone façade. In 1873 the newly formed First National Bank of Baraboo purchased the Sauk County Bank and renamed it, adding the new name to

[37] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume V; City of Baraboo Directory records.
[38] *Baraboo Weekly News*, November 11, 1908.
[39] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume V.
[40] *A Century of Banking, 1857-1957*. Baraboo, WI: The Baraboo National Bank, pamphlet, 1957; *Baraboo National Bank Sesquicentennial, 1857-2007*. Baraboo, WI: The Baraboo National Bank, pamphlet, 2007.

the cornice, and in 1880 the bank changed its name again to the Bank of Baraboo. In 1905, the bank underwent extensive renovations and expansion. The new interior and expansion to the south and west were designed by Alfred Clas of the Milwaukee architecture firm of Ferry and Clas, who was already known locally in Baraboo for the designs of the Jacob Van Orden House and Charles Ringling House. The expansion also served to integrate the façade of the bank with a consistent rusticated stone veneer, shallow pilasters, the use of Bedford limestone, and a neoclassical appearance that persists to the present. The 1905 date of construction is used for this building because its present appearance and form originate from that point. Jacob Van Orden, an influential employee of the bank who worked closely with the Ringling Brothers Circus and oversaw the 1905 remodeling, became president of the Bank of Baraboo in 1915.[41]

In 1923, the Baraboo National Bank underwent an expansion in 1923 and integrated the building at 423 Oak Street to the south, the former Orvis and Lang Drug Store, adding three bays to the south for a total of sixteen bays along Oak Street. In 1958, the bank expanded to the west along 3rd Avenue and again in 1980 for a total of thirteen bays, each time demolishing an existing store front building and constructing an addition incorporated into the bank building and closely imitating the existing stone façade. In 1980 the interior lobby was also remodeled and the business continued to expand, constructing branch offices across the surrounding region.[42]

Baraboo Post Office **101 2nd Avenue** **1905**

In 1904 the United States federal government purchased the lot at the southwest corner of Oak Street and 2nd Avenue for the construction of a post office. Opened in 1905, the new post office fronted at 101 2nd Avenue and 321 Oak Street and was constructed by the Milwaukee contractor M.H. Mould for $45,000. The post office was constructed of Menomonee brick, Bedford stone, granite and terra cotta. The private offices of the postmaster and internal revenue collector as well as the lobby were finished in quarter-sawn oak, the floor being of terrazzo, with marble border and base. The other parts of the building were finished in Georgia pine and the walls throughout were of adamant. There were a number of vaults for storing records and valuables and the appearance of the interior was beautiful and well worth a visit of inspection. The building had a revolving entrance and exit door installed on the north side in 1910, the first of its kind in Baraboo. Design of the building is credited to the architect John Knox Taylor, the Supervisory Architect for the United States Department of the Treasury, and the building measured 54 feet by 56 feet.[43]

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[41] *A Century of Banking, 1857-1957*; *Baraboo National Bank Sesquicentennial, 1857-2007*.
[42] *A Century of Banking, 1857-1957*; *Baraboo National Bank Sesquicentennial, 1857-2007*; Wolter, Paul. 'Downtown Pharmacies.'
[43] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume V.

By 1960 a new post office, located at the northwest corner of Broadway Street and 1st Avenue, had been constructed and the old post office building closed. The Baraboo Board of Education's business office moved into the old building in 1964 and the east entrance, facing Oak Street, was removed. By 1968, it was used as the Baraboo Elementary Schools Administration Building.[44]

Sauk County Courthouse 515 Oak Street 1906, 1963

The Sauk County Courthouse maintains its original Neoclassical style, the design of which emphasizes a row of two-story high ionic pilasters flanking a central double door entry. Tall rectangular window bays each have a pair of double-hung windows on the first floor with another pair of windows stacked above. A low wall of cut limestone surrounds an open terrace on the main (east) façade. A plain entablature, projecting cornice, and a low parapet top the two story wall. A four sided clock tower replaced an original open cupola at the center of the roof in 1915. The interior central stairwell and corridors remain untouched though offices and rooms have been changed significantly. A large modern addition, constructed in 1963, was added to the western side of the courthouse with a two story bridge annex. The addition does not diminish the building's integrity as it is constructed behind the building and is set apart from it, joined by the hyphen connector. The Sauk County Courthouse serves as the focal point of the City of Baraboo and the courthouse sits in the center of the large courthouse square in the middle of the Downtown Baraboo District surrounded by a broad lawn, tall trees, and monuments.[45]

The first Sauk County Courthouse was constructed on the site of the present Courthouse in 1848, the year that Baraboo became the county seat. This non-extant courthouse was replaced with a brick building in 1855. The old non-extant brick courthouse was destroyed in a fire in 1904 and the present Sauk County Courthouse was completed in 1906 for an approximate cost of $83,000 and designed by the Milwaukee architecture firm of George B. Ferry and Alfred C. Clas. The courthouse is Baraboo's largest and most prominent public building and it is listed in the National Register of Historic Places for architectural significance.[46]

[44] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume V.
[45] Filipowicz, Diane and M. Rose. *Sauk County Courthouse*. National Register of Historic Places Nomination Form, 1981.
[46] Filipowicz, Diane and M. Rose. *Sauk County Courthouse*.

Beaux-Arts

Al Ringling Theatre **134-136 4th Avenue** **1915**

The Al Ringling Theatre has a two-story asymmetrical façade with plentiful ornate neo-classical details revealing its Beaux-Arts style origins. On the western end of the building is a two-story triumphal arch motif entrance; a large electric light marquee was added later. On the eastern end is a long series of bays, delineated with ionic piers and pilasters rising two floors. The second floor bays are divided into three parts by repeating columns and lined with iron railings. The roof is marked with a heavy entablature facing 4th Avenue. The plan of the entry lobby is elliptical with colorfully painted ceiling and walls. Behind the white street façade is the large brick auditorium. The auditorium, with its truncated elliptical plan, is modelled on the opera house at the Palace of Versailles.[47]

The theatre was conceived and designed to be a consciously luxurious environment set in a small community. The theatre was built by Al Ringling, the leader of the Ringling Brothers Circus commercial empire, and designed by the renowned theater architects C.W. and George L. Rapp. Ringling was a local leader in the city of Baraboo at the turn of the century and spent $100,000 in the construction of the theater that as intended for public ownership. The Al Ringling Theatre is listed in the National Register of Historic Places for architectural significance.[48]

Period Revival

Lucknow Block **412 Oak Street** **1904**

Constructed in 1904 by Edward Lucknow, the proprietor and manager of the *Sauk County Democrat*, the Lucknow Block, located at 412 Oak Street, is marked by patterned brickwork beneath a stringcourse that separates the first and second floors. The façade of the three-bay, two story building is detailed in a rusticated manner with bricks used in place of coursed stone. The windows are set in simple rectangles with hoods and a metal cornice, which wraps around to the alley elevation and caps the building. Rusticated pilasters flank the doorway beneath a simple stone cornice, frieze and architrave.[49]

Lucknow, and the *Sauk County Democrat*, moved into the second floor space in 1905. The Burt and Curry Clothing Store opened on the first floor in the same year. From 1914 to 1934 the McGuan-

[47] Cleary, Richard L. *Al Ringling Theatre*. National Register of Historic Places Nomination Form, 1976.
[48] Cleary, Richard L. *Al Ringling Theatre*.
[49] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume II.

Fogle Clothing Store occupied the same space. A violent storm in 1924 caused flooding and an opening in the floor of the basement of the Lucknow Block. The opening was a boarded-over fifty foot well belonging to the William Andres Plow Factory, which stood on the site previously. By 1935 the Spot Tavern was located at 412 Oak Street with Ervin M. Block listed in city directories as the proprietor, and offices on the second floor.[50]

J.B. Donovan & Company Pharmacy 413 Oak Street 1922

In 1923, the Baraboo National Bank expanded and demolished the former site of the Orvis and Lang Drug Store fronting on Oak Street and 3rd Avenue. J.B. Donovan, who operated the drug store, constructed a new site for the store beginning in 1921 and finishing work in 1922. The building is easily recognized by its curvilinear pediment, which caps the two story brick structure, with stone trim accenting the convex-concave configuration. A bay window on the second floor, with five Tudor style windows, and point arch entryways give a medieval or arts and crafts impression to the façade.[51]

Donovan retired in 1925, leaving the business to his partner Edward Deno. The E.C. Deno Pharmacy continued until it was purchased by H.C. Emery in 1932. From 1937 the store was known as the Mash Pharmacy and was purchased by Harold Thompson in 1940 and converted into a Walgreen Agency. 413 Oak Street remained a pharmacy up until the 1980s.[52]

Prairie

Baraboo High School/ 124 2nd Street 1928
Baraboo Civic Center

In 1929, a new Baraboo High School, located at 124 2nd Street, was opened to replace the inadequate and small existing high school building and condemned junior high school building. Upon the new school's completion, the old high school building, occupying the western half of the same city block, was converted into the junior high school. The two buildings, whose official address was 311 Ash Street, faced back to back and shared the same central heating system and occupied the entirety of the block.[53]

The Baraboo High School, completed in 1928 for the sum of $225,000 and designed by Madison

[50] Wolter, Paul. Notes; City of Baraboo Directory records.
[51] Wolter, Paul. 'Downtown Pharmacies;' Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume III.
[52] Wolter, Paul. 'Downtown Pharmacies.'
[53] Board of Education, Baraboo. *Annual Report and Course of Study of the Public Schools of Baraboo, Wisconsin*. Baraboo, WI: J.S. Briscoe, 1901.

architects Claude and Starck, is primarily buff brick and stone and features a dramatic row of pilasters and terra cotta entrance decorations and naturalistic motifs. The overall style is difficult to categorize, but generally aligns with turn of the century progressive architecture with additional classical symmetry. The interior of the four story high school building has a spacious gymnasium, dressing rooms, an auditorium and stage, classrooms, extensive laboratories, and a roof playground. In 1938, a subway was constructed linking the two school buildings on the shared block. The extant covered passageway was intended to shield students from inclimate weather.[54]

In 1960, the Baraboo City Council held a referendum on a new high school site on the edge of the City and the school moved. The older junior high school building was demolished and in 1979 the old high school building was converted into the Baraboo Civic Center. A war memorial, sponsored by the VFW, lists a roll call of Baraboo service men and women who participated in a number of wars during the twentieth century. This memorial is located outside of the Civic Center at 124 2nd Street and is non-contributing to the district.[55]

20th Century Commercial

Risley Brothers General Mercantile 129 3rd Street 1910

The Risley Brothers, T. Frederich Risley and C. Edward Risley, operated a store at 522 and 526 Oak Street that had become too small for their rapidly growing business and in 1910 they purchased the property at 129 3rd Street and demolished it to make room for a new department store. The building sits on a concrete foundation and has a brick exterior with terra cotta trim, an arched roof, and cast iron surrounds three tiers of display windows, presently covered with a metal screen on all the floors. Cartouches and cornice are of vitrified matte-glazed terra cotta evocative of Sullivanesque design. The large, enframed window wall facing 3rd Street opened three tiers of cast iron and glass surrounded by a large terra cotta arch. The arch is merely ornamental, with terra cotta at the slightly arched roofline in a frieze band around the entire window.[56]

The striking exterior was matched by an elaborate interior arranged on a 40 by 100 foot rectangular plan featuring four floors of sales rooms. The three upper floors of the building are entirely suspended by rods hanging from steel trusses just below the roof so that the main sales areas are uninterrupted by columns. The building also employed the use of a large skylight, mezzanines, and prismatic light to

[54] Wolter, Paul. Notes; Aerial Photographs, Sauk County Historical Society Website. <www.saukcountyhistory.org>, accessed March 27, 2014.
[55] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume V.
[56] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume II.

help illuminate the large store. Display windows were lined with hardwood and painted in cream-colored enamel and most of the interior, including wood beams and the ceiling, was finished in birch and mahogany along with steel hardware and structural supports. The overall effect was of the most advance commercial architecture of the period.[57]

In 1928, T.F. Risley and C.E. Risley formed a new corporation called the Risley Brothers Company. The store operated as the home of many department stores in downtown Baraboo through the twentieth century. The Risley Brother's Company ceased operating in 1933 and sold the property to the Schweke Dry Goods Store, which transferred ownership in 1945 to the Burr Stores chain. Herbergers Department Store purchased the site in 1954 and covered the front windows with a metal screen. In 1958 the site was transferred to the J.C. Penney Company.[58]

International Style/Modern

Baraboo City Hall **135 4th Street** **1966**

In 1892, the Baraboo City Council decided to construct a new city hall building. The non-extant wood frame city hall, located at 135 4th Avenue, was moved and a new non-extant stone building, designed by Madison architects Conover and Porter, was constructed. The building was constructed by contractor J.N. Vanderveer for $12,000 in 1892. The Wisconsin Telephone Company constructed a two-story art deco building at 131 4th Avenue in 1918 to replace an existing office structure. The new Wisconsin Telephone Company brick building has an unusual pointed arch entry and a steeped parapet with the 'bell' logo still evident on the façade. The telephone company vacated the office building and moved across the street in 1962.[59]

A new municipal building would be located on the same site as the old stone city hall and contracts and plans were made in 1964. Constructed by the Finger Brothers and designed by Samuel Balen, a Madison Architect active in the 1960s and 1970s and later the executive director of the National Council of Architectural Registration Boards, the Baraboo City Hall is an asymmetrical two-story brick building with continuous grouped windows on both floors.[60] A metal panel system features prominently on the main façade facing 4th Street and detailing throughout also matches a clearly modernist style. The interior is finished with metal details, travertine floors, wood casework, and painted drywall. The construction of the Baraboo City Hall in 1966, along with a major addition to the

[57] Wolter, Paul. Notes; Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume IV.
[58] *Baraboo News Republic*, December 6, 1995; *Baraboo News Republic*, April 18, 1997; City of Baraboo Directory records.
[59] Wolter, Paul. Notes; Sanborn Fire Insurance Maps.
[60] Ward, Joseph Wayne. *Baraboo, 1850-2010*, volume III.

Sauk County Courthouse in the same year, mark the end of the period of significance for buildings in the Downtown Baraboo Historic District considering that few notable buildings have been constructed since and the downtown area was largely complete. The Wisconsin Telephone Company building at 131 4th Avenue was purchased by the City of Baraboo in 1977, incorporated into the new offices at 135 4th Avenue, and designated the City Hall Annex.[61]

Building Inventory

The following inventory lists every building and object in the district and includes the address of the property; the historic name; the date or circa date of construction or significant remodel; the resource's contributing (C), non-contributing (NC), or previously listed in the National Register of Historic Places (NRHP) class; and architectural style of the building.

Address	Historic Name	Date	Class	Style
101 2nd Avenue	City of Baraboo Post Office	1905	C	Neoclassical
108 2nd Avenue	Masonic Temple	1959	C	20th C. Commercial
111 2nd Street	Baraboo Steam Laundry	1901	C	Comm. Vernacular
113 2nd Street	German Methodist Episcopalian Church	1896	C	Romanesque
117 2nd Street	German Methodist Episcopalian Parsonage	1896	C	Queen Anne
123 2nd Street	Janesville Clothing Company	1917	C	20th C. Commercial
124 2nd Street	Baraboo High School	1928	C	Prairie
124 2nd Street	VFW 'Honor Roll' War Memorial	c1990	NC	Object
101 3rd Avenue	Sauk County Bank	1905	C	Neoclassical
113 3rd Avenue	Draper Brother's Meat Market	1872	C	Italianate
115-119 3rd Avenue	Gattiker Brother's Building	1872	C	Italianate
123 3rd Avenue	Stanley and Hoag Company	1875	C	Italianate
125-129 3rd Avenue	Clavadatscher Block	1888	C	Comm. Vernacular
133 3rd Avenue	Frank Miller Saloon	1888	C	Italianate
135 3rd Avenue	Schwartz Farm Equipment	1937	NC	20th C. Commercial
137 3rd Avenue	Headquarters Store	1848	NC	Greek Revival
141 3rd Avenue	P.H. Keyser Grocery	1972	NC	Contemporary
201 3rd Avenue	McGann Furniture	1958	C	Contemporary
215-221 3rd Avenue	Moeller Wagon Shop/Prothero & McGinnis Garage	1880	C	Italianate
100 3rd Street	Corner Drug Store	1880	C	Italianate
104-108 3rd Street	Mills Block	1881	C	Italianate
110-114 3rd Street	G.A.R. Hall	1880	C	Italianate
113 3rd Street	Twist Block	1888	C	Italianate
115-117-119 3rd Street	Tousley Block	1886	C	Italianate
116 3rd Street	'Red Front' Building	1877	C	Italianate
120 3rd Street	Wild Block	1873	C	Italianate

[61] Wolter, Paul. Notes.

Address	Historic Name	Date	Class	Style
124 3rd Street	Wild Block Extension	1899	C	Italianate
126-130 3rd Street	Miles & Reuhland Building	1881	C	Italianate
127 3rd Street	'The Fair' Building	1886	NC	Italianate
129 3rd Street	Risley Brothers General Mercantile	1910	C	20th C. Commercial
132-136 3rd Street	Hermann & Reinking Building	1880	C	Italianate
135 3rd Street	Locke Bakery	1881	NC	Comm. Vernacular
137 3rd Street	Kasiska Tailor Shop	1881	NC	Comm. Vernacular
138 3rd Street	Tobler Saloon	1878	C	Italianate
139 3rd Street	The Chicago Store	1881	C	Comm. Vernacular
142 3rd Street	Odd Fellows Hall	1878	C	Italianate
143 3rd Street	Sprecher Grocery Store	1881	C	Italianate
144-148 3rd Street	Noyes Block	1875	C	Italianate
145-147 3rd Street	Bacon Block	1882	C	Italianate
150 3rd Street	Baraboo Post Office	1872	C	Italianate
102 4th Avenue	Spurgeon's Department Store	1972	NC	Contemporary
106 4th Avenue	First National Bank of Baraboo	1886	C	Italianate
110 4th Avenue	Baraboo Republic Building	1886	C	Italianate
112 4th Avenue	Ruhland Saloon	1886	C	Italianate
116 4th Avenue	Wisconsin Power & Light Building	1919	C	Period Revival
120-124 4th Avenue	Ashley-Dickie Block	1886	C	Romanesque
128 4th Avenue	Trimpey Building Renovation	1962	C	Period Revival
132 4th Avenue	Pointon's Appliance Store	1946	NC	Contemporary
134-136 4th Avenue	Al Ringling Theatre	1915	NRHP	Beaux-Arts
142-144 4th Avenue	The Wellington Hotel	1900	C	Romanesque
146 4th Avenue	The Baraboo Republic Building	1895	C	Italianate
101 4th Street	Gust Brothers Store	1877	NRHP	Italianate
105-107 4th Street	Ewing Block	1886	C	Italianate
111 4th Street	Sperling Block	1873	C	Italianate
113 4th Street	Moeller Wagon Shop	1873	C	Italianate
114 4th Street	Alvin Young Grocery Store	1910	C	Comm. Vernacular
115 4th Street	Munroe & Teel Warehouse	1896	NC	Comm. Vernacular
116 4th Street	Harry Apostle Lunch Room	1929	C	20th C. Commercial
117-119 4th Street	Ewing Livery	1885	C	Comm. Vernacular
121 4th Street	Bender Carriage Shop	1885	C	Italianate
123-125 4th Street	Ott Hardware Building	1878	C	Italianate
124-126 4th Street	Elkington Block	1890	C	Comm. Vernacular
127-129 4th Street	Killian Block	1899	C	Italianate
130 4th Street	Wisconsin Telephone Co.	1957	C	20th C. Commercial
131 4th Street	Wisconsin Telephone Co.	1918	C	Period Revival
135 4th Street	Baraboo City Hall	1966	C	International/Modern
415 Ash Street	Koppke Grocery	1902	NC	Comm. Vernacular
515 Broadway Street	Prothero & McGinnis Buick Garage	1915	C	20th C. Commercial
615 Broadway Street	First Methodist Episcopal Church	1898	C	Romanesque
400 Oak Street	R.G. Burglass Bakery	1894	C	Italianate

Address	Historic Name	Date	Class	Style
401 Oak Street	Wisconsin Power & Light	1959	C	20th C. Commercial
402-404 Oak Street	Ruhland Block	1894	C	Italianate
407 Oak Street	Weirich Brother's Meat Market	1886	NC	Italianate
408 Oak Street	Baraboo News Publishing Co.	1901	C	Comm. Vernacular
410 Oak Street	William Power Tailor Shop	1885	C	Comm. Vernacular
411 Oak Street	Log Cabin Tavern	1922	C	Comm. Vernacular
412 Oak Street	Lucknow Block	1904	C	Period Revival
413 Oak Street	J.B. Donovan & Co. Pharmacy	1922	C	Period Revival
416 Oak Street	Train Block	1878	C	Italianate
420 Oak Street	Bower Billiards Hall	1877	C	Italianate
424 Oak Street	Raschein Milliners	1886	C	Italianate
500-502 Oak Street	First National Bank	1926	C	Neoclassical
512-516 Oak Street	Gattiker Block	1879	C	Italianate
515 Oak Street	Sauk County Courthouse	1906	NRHP	Neoclassical
515 Oak Street	World War I Memorial	1932	C	Object
515 Oak Street	Civil War Memorial	1896	C	Object
518 Oak Street	Warren Opera House & Billiard Hall	1884	C	Italianate
520 Oak Street	Pfannstiehl Bakery	1879	C	Italianate
522 Oak Street	Keyser Building	1886	C	Italianate
530-532 Oak Street	Wright Block	1881	C	Italianate
606-608 Oak Street	Meyer Meat Market	1889	C	Italianate
610-612 Oak Street	Crouch Livery	1878	C	Comm. Vernacular

Narrative Statement of Significance

The Downtown Baraboo Historic District was first identified as potentially eligible for nomination to the National Register of Historic Places in the *Baraboo Intensive Survey*, conducted by Marla Miller on behalf of the State Historical Society of Wisconsin and the Community Development Authority of the City of Baraboo in 1989. The parameters of the district have been altered since the Intensive Survey was completed, though not to a great extent.[62] The current district was identified for its concentration of commercial, religious, and civic buildings constructed between 1872 and 1966. The Downtown Baraboo Historic District is locally significant under National Register Criterion C as an architecturally and historically important collection of commercial, religious, and civic buildings that together constitute a well-defined and visually distinct geographic and historic entity. The district is also historically significant for its local contributions to local commerce, entertainment, and government.

The proposed Downtown Baraboo Historic District has boundaries roughly delineated along 5th Street and 5th Avenue from Birch Street to Ash Street, Ash Street from 5th Street to 1st Street, 1st Street from Ash Street to Oak Street, Oak Street from 1st Street to 2nd Street, 2nd Avenue from Oak Street to Birch Street, and Birch Street from 2nd Avenue to 5th Avenue. The district is located at the center of the City of Baraboo and is comprised of 77 contributing resources, 3 resources already listed in the National Register and 12 non-contributing resources. Individually, the contributing resources include very fine representative examples of several of the most popular styles applied to commercial, religious, and civic architecture in Wisconsin during the period of significance.

The period of significance reflects nearly a century of commercial, religious, and civic architecture and begins in 1872 with the construction of the district's oldest contributing commercial structure, the brick Italianate Gattiker Brother's Building at 115-119 3rd Avenue. Since the mid-nineteenth century, commercial businesses constructed in the downtown district conformed aesthetically to Commercial Vernacular, Italianate, and Romanesque, styles. Religious and civic architecture through the period of significance represent the Romanesque, Neoclassical, and Contemporary styles.[63] The period of significance ends in 1966 with the construction of the 'new' Baraboo City Hall at 135 4th Street, the last major resource to be built in the district. Additionally, 11 buildings and 1 object within the district are considered non-contributing as they have suffered sufficient loss of integrity through insensitive

[62] Miller, Marla. *Baraboo Intensive Survey*.
[63] Miller, Marla. *A Guide to Historic Baraboo – Historic Districts*. State Historical Society of Wisconsin & Community Development Authority of the City of Baraboo, 1989; *a Walking Historic Tour Guide of Baraboo, Wisconsin*. Baraboo Chamber of Commerce, pamphlet, date unknown; *A Walking Historic Tour Guide of Baraboo, Wisconsin – Circus City of the Nation*. Baraboo Chamber of Commerce, pamphlet, date unknown; *Downtown Baraboo: A Shopping & Entertainment Guide*. City of Baraboo, pamphlet, date unknown.

additions, or otherwise lack architectural integrity or were built after the period of significance.

The commercial and civic buildings within the Downtown Baraboo Historic District are well preserved and have much of the same appearance today as they would have years ago. Exterior alterations to the original buildings have been minimal and have generally been limited to window replacements in their original openings, and storefront alterations and replacements; avoiding widespread elimination of the historic brick facades, cast iron storefronts, and decorative cornice lines. The buildings, and their functions, within the Downtown Baraboo Historic District are well preserved and have much of the same appearance and use today as they would have when they were constructed. The result is Baraboo's most intact commercial and governmental area.

Historic Context

The source of the name 'Baraboo' is unclear, but is possibly derived from the surname of a French trapper who operated in the region in the early nineteenth century named Baribeau or Baribault. An alternative explanation is that the name comes from the Ho-Chunk name for Catfish, which were plentiful in the river that takes the name. The river was named Baraboo before the first settlement and mill were established near the site in 1839.[64]

In 1840, Sauk County was chartered by the territorial legislature, and in 1844 the county operated as a separate unit of government. The courthouse and Sauk County seat was moved to what is now Baraboo in 1846 due to its central location in the county, and in 1848 the settlement of Baraboo was officially founded and platted on the south side of the Baraboo River. The settlement of Adams was founded and platted on the north side of the river around what would become the courthouse square. The first wood-frame courthouse was completed in 1848 and a number of wood-frame commercial buildings surrounding the central square within a few years. In 1849, the two plats were combined and the name Adams was dropped in 1852, upon recommendations from the U.S. Post Office.[65]

The first courthouse was replaced with a non-extant brick Greek revival courthouse in 1856. By this time the population of Baraboo had reached 2,000 people and was growing rapidly as the settlement became the center of agriculture and industry in Sauk County. More than two dozen businesses and a number of industries were operating in Baraboo, split between the courthouse square district and the riverfront.[66]

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[64] Canfield, William H. *Outline Sketches of Sauk County, including its History, from the first marks of Man's hand to 1861, and its topography, both written and illustrated, Vols. I & II*. Baraboo, WI: A.N. Kellogg, printer, Republic Office, 1861, pages 45-72.
[65] Miller, Marla. *Baraboo Intensive Survey*.
[66] Reul, Matilda. *Early Baraboo*. Baraboo, WI: Sauk County Historical Society, 1982, page 65.

By the time Baraboo was incorporated as a Village in 1865, the initial milling and lumber economy tapered off and was replaced by a trading center for the successful agricultural region that surrounded it. Before and during the Civil War, Baraboo processed and distributed the major crops of the area including wheat, hops, and potatoes. Growth continued apace with business directories indicating that the number of businesses in the village tripled from 1860 to 1870. However, the settlement was difficult to get to given the rugged terrain surrounding Baraboo, and shipping became prohibitively expensive.[67]

All of that changed with the arrival of the Chicago and NorthWestern Railroad in 1871, which revived trade and renewed interest in Baraboo. The railway encouraged the first major building boom in Baraboo as old frame structures were removed and replaced with larger masonry ones. In 1871 the only substantial brick building was the Bank of Baraboo at 101 3rd Avenue, by the end of the decade dozens of brick buildings, serving all types of functions, were constructed around the courthouse square and the waterfront near the railway depot. The Chicago and NorthWestern Railroad made Baraboo the main distribution point for their Madison division. Given its midpoint along the railway, real estate development and speculation became important aspects of the Baraboo economy. In his 1880 history of Sauk County, C.W. Butterfield estimates that the railroad brought roughly $200,000 to the region by 1880, a significant sum in the 1870s and 1880s.[68] The population of Baraboo grew from 2,930 in 1870 to 4,594 in 1880 during this period of construction and growth.[69]

Dry goods, clothing, and general mercantile businesses made up the bulk of Baraboo's trade by 1875. In addition to growth encouraged by the coming of the railway, the 1870s and 1880s also saw numerous and destructive fires in Baraboo. The wood frame two-story commercial buildings that had initially been constructed around the courthouse square were frequently destroyed by fire and replaced with brick buildings. An agreement was made in 1879 amongst local business leaders to only build masonry structures from that point forward. In 1882, Baraboo incorporated as a city and was the largest settlement in Sauk County and the larger region.[70] Newspaper accounts from 1877 and 1883 mention the rapid growth of the city in terms of the large piles of stone, brick, and lumber found at frequent intervals across much of the central part of Baraboo, specifically near the commercial districts.[71]

Fraternal, social, and service organizations became increasingly popular and influential in Baraboo during this period. In 1880, only two organizations, the Masons and the Odd Fellows, were active, but

[67] Butterfield, C.W. *The History of Sauk County*, page 376. & Reul, Matilda. *Early Baraboo*, page 72.
[68] Butterfield, C.W. *The History of Sauk County*, page 286. & Miller, Marla. *Baraboo Intensive Survey*.
[69] Cole, Harry Ellsworth. *A Standard History of Sauk County*, page 134.
[70] Miller, Marla. *Baraboo Intensive Survey*.
[71] *Baraboo Republic*, September 11, 1877; *Baraboo Republic*, April 5, 1883.

by 1890 more than a dozen other organizations had obtained charters including clubs, labor groups, business groups, temperance, and women's organizations. Most of these had meeting halls, usually arranged on the second floors of downtown commercial buildings.[72]

The Ringling brothers began practicing routines in 1879 and had their first circus show in 1884 with nine wagons, a big top, and a side show. Within a few years they operated one of the largest and most successful circuses in the United States. Based in Baraboo with extensive grounds, shops, and storage facilities, the circus was travelling by rail by 1890. The Ringling Brothers success spread through Baraboo, supporting businesses and occupying already developed spaces in downtown Baraboo and especially along the riverfront. Business flourished for laborers, carpenters, banks, blacksmiths, seamstresses, and wagon makers. A number of notable buildings in Baraboo carry the imprint of the circus, though only one of them, the Al Ringling Theatre, is within the Downtown Baraboo Historic District. The Ringling Brothers ended their circus in 1918, and the population of Baraboo declined sharply matched by a slowdown in construction. The influence of the circus lasted much longer, as Baraboo featured wagon and carriage makers, automobile dealers, and hardware, clothing, and furniture stores through the twentieth century.[73]

Baraboo at the end of the nineteenth century was not just a circus town. The region had been a destination for travelers and tourists since the 1860s, when steamboats operated on nearby Devil's Lake. The commercial downtown district supported numerous taverns, restaurants, and hotels as the local center of a shipping industry, trade, government, and culture. The mercantile businesses around the courthouse square, rather than the industrial businesses on the waterfront, supported saloons, theaters, and pool halls, and Baraboo remained an entertainment and tourist attraction into the twentieth century.[74] The population of Baraboo reached 5,751 by 1900.

The twentieth century saw the slow decline of the influence of the circus and railroad on economic life in Baraboo. Especially after the end of World War II, a period that saw the closure of the Island Woolen Mill in Baraboo and the nearby Badger Ordinance Works in 1946, the boom and bust cycle of growth in Baraboo came to an end. Downtown Baraboo became strictly a commercial shopping destination, featuring a number of department stores including J.C. Penney, Herbergers, and Sears as well as furniture, hardware, music, and clothing stores.[75] A new wave of construction marked this last

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[72] Dewel, Bob. *Sauk County and Baraboo: An anecdotal and chronological history,* volumes I & II*;* Miller, Marla. *Baraboo Intensive Survey.*
[73] *"Ringlingville," Ringling Brothers Circus Headquarters, Baraboo, Wisconsin*. The National Park Service - the National Survey of Historic Sites and Buildings, 1969; Cole, Harry Ellsworth. *A Standard History of Sauk County*, pages 178-190.
[74] Derleth, August. *Sauk County: A Centennial History*. Baraboo, WI: Sauk County Centennial Committee, 1948, pages 138-142.
[75] Miller, Marla. *Baraboo Intensive Survey.*

phase of commercial development and civic expansion in the downtown.

The 1980s and 1990s saw changes in downtown Baraboo as the City, and specifically the downtown businesses, sought to compete and survive. A community design effort, for example, suggested expanding parking availability, adding green spaces, filling gaps in the storefront wall, demolishing existing structures such as the condemned junior high school building adjacent to the high school building, repurposing existing structures and widening sidewalks.[76] Many of these suggestions were adopted, though the district still retains much of its original scale and urban landscape. In 2010, downtown Baraboo maintained a 90% occupancy rate in its storefronts and most of these qualify as specialty shops as the department stores had faded away in the previous decades. The area remains a destination with a variety of attractions and economic success and is promoted through marketing and advertising in contrast with the fate of many small downtown districts across Wisconsin.[77] The City of Baraboo had a population of 12,048 in 2010 and is projected to continue to grow.

Architecture

The Downtown Baraboo Historic District is locally significant in the area of architecture because many of its buildings are good examples of popular commercial, religious, and civic architectural styles from the mid-nineteenth to mid-twentieth centuries. As a whole, it is an area that maintains a high level of integrity that reflects the development of the district during the period of significance. The following are brief descriptions of the architectural styles represented within the district, listed in the chronological order in which they were popular, as well as good examples of those styles.

Greek Revival

The Greek revival style developed from an interest in the symbolic connotations of classical buildings. It was one of the first recognized styles seen in Wisconsin, dating from 1840 to 1870. Because these buildings date so early in Wisconsin's history, they were often wood framed as it was the only readily available material of the time. Its main elements include a formal and symmetrical arrangement of columns, which may be of the Doric, Ionic, or Corinthian order, that support a triangular shaped, low sloped pediment roof. The arrangement of the fenestration is also regular and symmetrical. In some instances, Greek Revival style buildings have tall first floor windows topped by a pediment-shaped window head while the second floor windows are tied into an enlarged frieze. The front entry door may be topped with a transom and flanked by sidelights. In simpler designs, the columns are

[76] *Design for Downtown Baraboo*. Community Design Assistance Team, Richard A. Batchelder & Margueritte Heard – University of Wisconsin, Milwaukee School of Architecture, pamphlet, 1980.
[77] Jaeger, Richard W. 'Downtown Baraboo.' *Wisconsin State Journal*. May 27, 2010.

translated into fluted pilaster corner boards, and the gabled roofline has returned eaves.[78]

During the 1840s, 1850s, and 1860s, much of the Downtown Baraboo Historic District consisted of wood frame Greek revival storefronts facing the central courthouse square. Dozens of fires, combined with subsequent improvements, have taken all but one of these original buildings. The Headquarters Store, located at 137 3rd Avenue and constructed in 1848, was a major store on the courthouse square during the first phase of commercial growth in downtown Baraboo. While the building has undergone numerous changes, alterations, and additions, it maintains its basic front gabled Greek Revival form, though it is non-contributing to the district.

Italianate

The Italianate style was popular in Wisconsin from approximately 1850 to 1880, the period of time during which Sauk County experienced its fastest growth. Residential variations are square or rectangular in plan and, at two stories in height, are often cubic in mass. Its main elements include a low sloped hipped roof with wide soffits that is seemingly supported by a series of decorative oversized wooden brackets. The roof may be topped with a cupola. The fenestration arrangement is regular and balanced with tall thin windows that are topped with decorative window heads or hood moldings. The windows may also be arched. Italianate buildings are often adorned with a decorative full porch or a smaller central porch that is supported by thin wooden columns and decorative brackets. Commercial variations feature carefully composed front facades, flat roofs, and utilitarian facades away from the front, street facing façade.[79]

There are forty-five Italianate buildings in the Downtown Baraboo Historic District; all of them dating from the 1870s and 1880s. The style is by far the most represented in the district and many have high levels of integrity and serve as fine examples of the commercial iterations of the Italianate style. Fine examples of the Italianate style in brick can be found at Risley Brothers Buildings, a row of individual buildings located at 518 thru 522 Oak Street and constructed in 1879, 1883, and 1886 respectively; the Corner Drug Store, located at 100 3rd Street and constructed in 1880; and the Bacon Block Building, located at 147 3rd Street and constructed in 1883, and the site of the Lyceum Theater in the late nineteenth century. The Gust Brother's Store, located at 101 4th Street and constructed in 1877, is listed in the National Register of Historic Places, and is a fine example of the Italianate in commercial architecture. For more information on the Gust Brother's Store, refer to the Gust Brother's Store

[78] Blumenson, John J.G. *Identifying American Architecture: A Pictorial Guide to Styles and Terms, 1600-1945*. Second Ed. New York: W.W. Norton & Company, 1981.
[79] Blumenson, John J.G. *Identifying American Architecture*.

National Register Nomination Form.[80]

Queen Anne

The Queen Anne style was popular in Wisconsin from 1880 to 1910. This style is characterized by its asymmetrical plan and massing and lavish surface decoration. Architectural elements that lend to the varied massing include towers, turrets, tall chimneys, large wrap-around porches, bays, and other projecting elements. Steeply sloped roofs with multiple gables and hips are typical. Wall surfaces tend to be adorned with wood clapboards, scalloped fish scale shingles, stone, brick, as well as other ornamental details. The fenestration is often irregular and may include a border of colored glazing in the upper sash of a double hung window.[81]

There is only one Queen Anne style in the Downtown Baraboo Historic District. The German Methodist Episcopalian Parsonage, later used as offices for the American Legion, is located at 117 2nd Street and was constructed in 1896 adjacent to the church. The Parsonage closely resembles a typical Queen Anne style house of the period.

Romanesque

Romanesque Revival architecture was popular in Wisconsin from 1855 to 1885. These buildings tend to be monochromatic and constructed of brick or stone. They are very heavy and massive in their appearance. Openings are exaggerated and often have thick, elaborate round arched tops. Buildings of this style may have towers and buttresses. In the later years of this period, polychromatic finishes appear in a more Victorian Romanesque style that employed different colored and textured stone or brick to highlight decorative elements of the building.[82]

Within the Downtown Baraboo Historic District the distinction between Italianate and Romanesque Revival, dating from the same period, is blurred to some degree by the use of stone for Romanesque Revival designs, as opposed to the more common brick structures and facades that are deemed Italianate. There are four examples of the style within the district including the German Methodist Episcopalian Church at 113 2nd Street and the First Methodist Episcopal Church, located at 615 Broadway Street.

[80] Eiseley, Jane. *Gust Brother's Store*. National Register of Historic Places Nomination Form, 2002; *Baraboo News Republic*, September 5, 1877; City of Baraboo Assessor.
[81] Blumenson, John J.G. *Identifying American Architecture*.
[82] Blumenson, John J.G. *Identifying American Architecture*.

Commercial Vernacular

Commercial Vernacular is a general description for nineteenth century commercial buildings that do not quite fit into the high style categories described above. They may have elements of Italianate, Romanesque, or Queen Anne styles, but not enough to categorize them as that style. For instance, the first floor storefront may be reminiscent of a particular period, but there is no evidence of that period throughout the rest of the facade. Second story openings may have hood moldings or be arched, and the parapet of the building may be adorned with a decorative corbelled cornice. Early Commercial Vernacular buildings were constructed of wood, but were taken by fire over the years. The remaining buildings are made of brick or stone.[83]

There are fourteen Commercial Vernacular buildings in the Downtown Baraboo Historic District that do not cleanly fit any particular nineteenth century style, but rather borrow from a few or lack recognizable details. A few such buildings date from the early twentieth century and are primarily utilitarian in nature. A few fine examples of the Commercial Vernacular style can be found in the Elkington Building, located at 126 4th Street and constructed in 1890; the *Baraboo News* Building, located at 408 Oak Street and constructed in 1901; and the Kasiska Tailor Shop, located at 137 3rd Street and constructed in 1881.

Neoclassical

The Neoclassical style was a revival of Greek and Roman classical styles. It was popular in Wisconsin from 1895 to 1935 as a result of the World's Columbian Exposition in Chicago in 1893 which featured buildings of this style. The style features symmetrical, classical design with pediments, pilasters, and columns clearly defining the building's entry. Often constructed of stone, the buildings feature a defined base, middle, and top, large window openings, and simple detailing. The style became known as the architecture of monuments, public, and institutional buildings.[84]

Neoclassical architecture in the Downtown Baraboo Historic District can be seen in four authoritative institutions of government and banking, but is not found in the commercial architecture. The First National Bank, located at 502 Oak Street and constructed in 1926, is a fine example of the Neo-classical style. Another example of Neo-classical architecture can notably be found in the Sauk County Courthouse. The third courthouse constructed in Baraboo's central square, the building is located at 515 Oak Street and was constructed in 1906. The Sauk County Courthouse is listed in the

[83] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin: Vols. I, II, & III, A Manual for Historic Properties.* Madison, WI: Historic Preservation Division State Historical Society of Wisconsin, 1986. Architecture 3-10.
[84] Blumenson, John J.G. *Identifying American Architecture*.

National Register of Historic Places and for more information, refer to the Sauk County Courthouse National Register Nomination Form.[85] The courthouse square also contains the contemporary courthouse addition, a Civil War Memorial featuring a stone statue and base dedicated in 1896, and an artillery piece, dedicated to the soldiers of the First World War in 1932 by the local VFW post.[86]

Period Revival

The term Period Revival is used to describe a variety of past styles that experienced renewed popularity in Wisconsin especially between 1900 and the 1940s. Architects of the period designed creative interpretations of the styles; however, wide availability of photographs through architectural journals allowed for a high degree of historical accuracy.[87] The Colonial Revival style became especially popular due to the restoration of Williamsburg, Virginia in the early twentieth century. The style is characterized by gable roofs, dormers, simple columns and pilasters, denticulated cornices, and shutters. Residences are typically two stories in height and faced with clapboards. Most commonly rectangular in plan, later examples may assume an L-shaped form to accommodate a breezeway and garage. The simple and regular style lent itself well to standardization, extending its popularity into the 1950s.[88]

There are five examples of period revival buildings in the Downtown Baraboo District. One example of Colonial Revival architecture in the Downtown Baraboo Historic District. The Trimpey Building, located at 128 4th Avenue, was originally designed and constructed in 1922 by Frank Lloyd Wright as the photography studio of E.B. Trimpey. The building was extensively remodeled in 1948, and again in 1962, with a Colonial Revival façade for the Baraboo Federal Savings and Loan.[89] More eclectic styles begins to blur a number of clear architectural styles and motifs in the early twentieth century that do not fit neatly in the defined nineteenth century styles nor the utilitarian nature of twentieth century contemporary commercial styles. Eclectic revival style buildings of note include the Wisconsin Power and Light Building, located at 116 4th Avenue and constructed in 1919, and the Log Cabin Tavern Building, located at 411 Oak Street and constructed in 1922.

[85] Filipowicz, Diane and M. Rose. *Sauk County Courthouse*. National Register of Historic Places Nomination Form, 1981.
[86] Wolter, Paul. *The Sauk County Courthouse: Symbol of Progress*. Baraboo, WI: Sauk County Board of Supervisors, 2006.
[87] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 2-28.
[88] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 2-29.
[89] Wolter, Paul. Notes; 'Unique Studio for Photographer.' *Building Age and National Builder*, Vol. 47, August, 1925; Miller, Marla. *Baraboo Intensive Survey.*

Beaux-Arts

A specialized subset of the Neoclassical Revival, Beaux-Arts refers to the monumental and classical designs systematically taught at the Ecole Des Beaux Arts in Paris during the nineteenth century. The style features symmetrical and processional plans featuring designs and motifs derived from classical inspiration, but not necessarily directly borrowed from ancient Roman and Greek precedents. Paired columns, blind parapets, balustrades, and decorative sculptural elements are featured prominently along with complex curving façade elements. The Beaux-Arts style, most common from 1880 to 1910, has primarily been used in large cultural architecture in the United States and is rarely found applied to domestic design.[90]

The Al Ringling Theatre, located at 132-136 4th Avenue and constructed in 1915, is listed in the National Register of Historic Places and is a fine example of Beaux-Arts cultural architecture. For more information on the Al Ringling Theater and the popularity of eclectic architecture in turn of the century theater design, refer to the Al Ringling Theatre National Register Nomination Form and David Naylor's *American Picture Palaces: The Architecture of Fantasy*.[91]

Prairie

The Prairie style is influenced by the architecture of Frank Lloyd Wright and other architects in the Chicago-based Prairie School. It was popular in Wisconsin from 1895 to 1925 and is still used today. It is primarily a residential style which features a certain horizontal quality. This is evident in the low sloped roofs with wide soffits, horizontal banding of casement windows, and horizontal trim of accent materials in the façade. These buildings may be clad in brick with stone trim or stucco with dark wood trim. They have a large, low chimney or hearth which seemingly anchors the building to the ground.[92]

The old Baraboo High School, located at 124 2nd Street, constructed in 1928, and designed by the architectural firm of Claude & Starck, is an example of the Prairie School tradition that draws on Art Nouveau, Arts & Crafts, and early Modernist influences. It is the only example of the Prairie Style, or related early modern styles, in Downtown Baraboo.

[90] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 2-19.
[91] Cleary, Richard L. *Al Ringling Theatre*. National Register of Historic Places Nomination Form, 1976; Naylor, David. *American Picture Palaces: The Architecture of Fantasy*. New York: Van Nostrand Reinhold, 1981.
[92] Blumenson, John J.G. *Identifying American Architecture*.

Twentieth Century Commercial

The term Twentieth Century Commercial is a generalist stylistic term for twentieth century commercial buildings that do not quite fit into the high style categories described above. These are simple, undecorated buildings with little architectural detailing. The only ornamentation that may appear in the building may come in the form of decorative brickwork at the parapet.[93]

Eight Twentieth Century Commercial buildings were constructed in the Downtown Baraboo Historic District during the mid-twentieth century in the form of car dealerships, small office buildings, and renovated storefronts. Many of these lack a clear style and utilize modern building techniques and materials. The shared building at 108 2nd Avenue and 401 Oak Street was constructed in 1959 for a Masonic Lodge and the Wisconsin Power and Light Company and is an example of Twentieth Century Commercial architecture, as is the Kruse Oldsmobile Dealership, located at 515 Broadway Street and constructed in 1928, and.the Risley Brother's General Merchantile located at 129 3rd Street and constructed in 1910.

International Style/Modern

The International Style was first defined by Henry-Russell Hitchcock and Phillip Johnson in their 1932 publication, *The International Style: Architecture Since 1922*. They noted three principles of the style. The first is an emphasis on volume or space enclosed by thin planes instead of a suggestion of mass and solidity. Second was regularity, an underlying orderliness seen clearly before the outside surfaces are applied. The third principle was the avoidance of applied, surface decoration, instead depending on the intrinsic qualities of the materials, technical perfection, and proportions for aesthetic richness. Thus, International Style buildings do not imitate or recall past styles. Windows tend to be grouped in vertical or horizontal bands. If present, detailing is often of an Art Moderne influence.[94]

A wider definition of the style under the heading of Modernism might be more appropriate when applied to some of the twentieth century architecture of Downtown Baraboo since it is not necessary for designs to draw directly from the International Style to be considered 'Modern.' The Baraboo City Hall, constructed in 1966 and located at 135 4th Street, and the addition to the Sauk County Courthouse, also constructed in 1966, and located in the central courthouse square at 515 Oak Street, are both fine examples of modern architecture. For more information on the Sauk County Courthouse and its modern addition, refer to the Sauk County Courthouse National Register Nomination Form.[95]

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[93] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 3-10.
[94] Blumenson, John J.G. *Identifying American Architecture*.
[95] Filipowicz, Diane and M. Rose. *Sauk County Courthouse*; City of Baraboo Assessor.

Contemporary

The term Contemporary is used to describe mid- and late twentieth century buildings that cannot be ascribed to styles detailed previously in this chapter. Architectural historians and architects have identified names for many contemporary theories of architecture; however, buildings of these genres are now first reaching sufficient age to be evaluated for significance per National Register criteria.[96]

The Contemporary style section of the Architecture Study Unit of the Wisconsin Historical Society's *Cultural Resource Management in Wisconsin* dates the occurrence and popularity of contemporary style architecture in Wisconsin from approximately 1950 to the present. That text defines contemporary style buildings as those constructed during or after the mid-twentieth century that cannot be described in the manner of other preceding stylistic movements. It also notes that while architectural historians and architects have generated terminology for some movements within contemporary or modern architecture, these genres are just now reaching sufficient age to be viewed as historic and their scholarly value and significance recognized and understood.[97]

Carole Rifkind describes modern architecture in her *A Field Guide to American Architecture* as the experimental and radical product of American Modernism and the European International Style taking on a mechanical appearance. Her text identifies modern architecture's common emphasis of simple geometrical volumes, expression of structure, sculptural character, self-containment, defiance of traditional identification of front or back and interior or exterior, rejection of ornament, and heavy emphasis on surface and texture. Organization of plan tends to be organized based on functional, and often extends laterally. Modern buildings tend to favor a low-profile, enhanced by its ground floor being directly at grade and attic-less, flat roof. Roof overhangs may blur the sense of indoor and out. Plain wall surfaces are often offset by linear elements. While often large, door and window openings do not violate the uninterrupted character of the walls. Windows are grouped in bands, either at full-room height or in the upper wall zones, are often a major feature. Technical advances with construction materials and engineering during the early twentieth century are heavily represented in the expression of contemporary architecture, which often employs reinforced concrete, insulating board, and glass as both window and wall.[98]

Similar to Twentieth Century Commercial style designs, four buildings were constructed in the Downtown Baraboo Historic District after mid-century. Those classified as Contemporary often exhibit more attention to architectural design and detail, and exhibit more decorative elements, than

[96] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 2-37.
[97] Wyatt, Barbara, Ed. *Cultural Resource Management in Wisconsin.* Architecture 2-37.
[98] Rifkind, Carole. *A Field Guide to American Architecture*. New York: New American Library, Inc., 1980, page 212.

those that fall under the stylistic category of Twentieth Century Commercial. McGann's Furniture, constructed in 1958 at 201 3rd Avenue exhibits the simplified design and materials of the contemporary style.[99]

Architects

Louis Claude & Edward Starck

Louis Claude was born near Devil's Lake, Wisconsin in 1868 and attended school in Baraboo. He graduated from the University of Wisconsin in 1891 with a degree in Civil Engineering and began working in a number of Chicago architectural offices including Burnham & Root and Alder & Sullivan. Edward Starck was born in Milwaukee in 1868 and attended school in Madison, Wisconsin. He likely attended the University of Wisconsin for a time, but did not graduate. Starck worked at a number of Wisconsin based architecture offices including those of David R. Jones and Edward Townsend Mix.

In 1896, Claude and Starck formed a partnership in Madison and continued to work together for the rest of their careers, designing over two hundred buildings. The firm produced a wide range of buildings, but specialized in educational and residential structures. In addition to some notable homes in Madison and more than thirty small public libraries across Wisconsin, Claude and Starck designed the Baraboo Public High School in 1924. The school demonstrates the stylistic inclination of the firm toward a progressive mix of Prairie Style, Arts and Crafts, Gothic and modern styles popular at the turn of the century.[100] The firm dissolved in 1928 when both partners retired. Edward Starck died in 1947, and Louis Claude died in 1951.

The design of the following building is attributed to Claude & Starck:

Baraboo High School	124 2nd Street	1924

George Ferry & Alfred Clas

Alfred Charles Clas was born in Sauk City, Wisconsin in 1859 and apprenticed with a Milwaukee architect in 1875. In 1879, Clas went to California to work as an architect and had his own practice by 1880. In 1882 he returned to Milwaukee and by 1890 had begun a partnership with George B. Ferry. The firm was responsible for notable designs such as the Milwaukee Public Library, the Milwaukee

[99] McGann Furniture Website. <mcgannfurniture.info/about/>, accessed March 27, 2014; City of Baraboo Assessor.
[100] Miller, Marla. *A Guide to Historic Baraboo*.

Tripoli Temple, the Wisconsin State Historical Library in Madison, and a number of residences including the Frederick Pabst House. The firm of George Ferry and Alfred Clas designed the interior and major addition to the Sauk County Bank in 1905 as well as the Van Orden and Charles Ringling mansions, also located in Baraboo.[101] The following year the new Sauk County Courthouse, also designed by Ferry and Clas and located on the central courthouse square, was completed.[102] The firm of Ferry and Clas was dissolved in 1912, when Alfred formed a partnership with his son, Angelo Robert Clas. Angelo moved to Chicago in 1921 and another son, Rubens Frederick Clas, joined in the partnership. Alfred Clas retired and moved to Florida in 1939 and died in 1942.

The design of the following buildings are attributed to Ferry & Clas:

Sauk County Bank Addition & Interior	101 3rd Avenue	1905
Sauk County Courthouse	515 Oak Street	1906

David R. Jones

David Jones was born in Wales in 1832 and immigrated to the United States, settling near the town of Cambria, Wisconsin in 1845. Jones worked on a farm near Cambria until 1852, when he went to study architecture in the Racine office of Lucas Bradley. By 1855 he had returned to Cambria and worked as an architect. In 1873 Jones moved his successful architectural office to Madison, Wisconsin where he designed numerous homes, churches, and commercial buildings in the region. One of the most prominent Wisconsin architects of the period, David Jones became the main architect for the State of Wisconsin. Some examples of his significant work include the Washington Observatory and Music Hall on the University of Wisconsin campus, both designed in 1879. The First National Bank Building, located in 106 4th Avenue in Baraboo, was one of his first commissions upon returning to Cambria.[103] However, in 1883, his career was seriously damaged when the south wing of an addition to the State Capitol in Madison that he had designed collapsed, killing several workers. Though never charged with negligence, Jones lost his position and much of his business. He returned to Cambria in 1886 and continued to practice architecture until his death in 1915.

The design of the following building is attributed to David Jones:

First National Bank	106 4th Avenue	1886

[101] *Baraboo National Bank Sesquicentennial, 1857-2007*.
[102] Wolter, Paul. *The Sauk County Courthouse*.
[103] Miller, Marla. *Baraboo Intensive Survey*.

Cornelius Ward Rapp & George Leslie Rapp

Cornelius W. Rapp, born in 1861, and his brother George L. Rapp, born in 1878, were sons of a carpenter and designer from Carbondale, Illinois. C.W. assisted his father until opening a Chicago architecture practice in 1891. George graduated from the University of Illinois in 1899 and joined in a partnership with his older brother in 1906. Rapp and Rapp quickly became specialists in the design of theaters, and in particular early movie palaces, contributing significantly to the typology and typically designing with elaborate Beaux-Arts exteriors, prominent signage, and the use of the latest advances in building technologies. The Al Ringling Theatre, located at 136 4th Avenue in Baraboo and listed in the National Register of Historic Places, was designed and constructed by Rapp and Rapp in 1915. In the 1910s and 1920s Rapp and Rapp built over four hundred theaters including the Tivoli Theater, Oriental Theater, and Chicago Theater in Chicago, The Corn Palace in Mitchell, South Dakota, and the Paramount Theater in New York. C.W. Rapp died in 1927 and George Rapp died in 1942, though the firm continued in operation through the 1960s.[104]

The design of the following building is attributed to Rapp & Rapp:

Al Ringling Theatre	134-136 4th Avenue	1915

James Knox Taylor

James Knox Taylor was born in Knoxville, Illinois in 1857. After graduating from the Massachusetts Institute of Technology where he studied architecture, he worked in the New York office of Charles C. Haight. In 1882 he moved to St. Paul, Minnesota where he formed a partnership with Cass Gilbert and designed the Pioneer and Endicott buildings. In 1893 Taylor moved to Philadelphia and formed a partnership with Amos J. Boyden. In 1895 he began working with the Supervisory Architect for the United States Department of the Treasury, and in 1897 took on the position himself.

The Supervisory Architect with the Treasury Department, a position created in 1893, was responsible for the design of many federal buildings across the country and conducted public architectural competitions and commissions for major structures amongst private architects. Many of these projects, which list James Knox Taylor as the Supervising Architect, are notable buildings and are listed in the National Register of Historic Places including the Alexander Hamilton U.S. Custom House, James Farley Post Office, Cleveland Federal Building, U.S. Post Office and Courthouse in Baltimore, and the

[104] Cleary, Richard L. *Al Ringling Theatre*.

U.S. Custom House in San Francisco.[105] Among the dozens of post offices, custom houses, courthouses, and other government buildings that James Knox Taylor designed as the Supervising Architect at the Treasury Department is the Baraboo Post Office building, located at 101 2nd Avenue and constructed in 1905.[106] Taylor's name appears as the ex officio architect on hundreds of federal buildings. Local architects are often credited as well however, and his degree of involvement in the design and management of these projects is open to question.

While many of these commissions were met with local enthusiasm, the office of the Supervising Architect became marred by scandal as Taylor repeatedly picked friends and associates for major works. In 1913 the position was eliminated and the process changed within the Treasury Department. At this time, Taylor returned to MIT for two years to serve as the director of the Department of Architecture. He continued practicing and in 1928 retired to Tampa, Florida. James Taylor Knox died in 1929.[107]

The design of the following building is attributed to James Knox Taylor:

Baraboo Post Office	101 2nd Avenue	1905

Builders

Baraboo had numerous carpenters and builders operating at any one time since its founding. Of the builders known to have constructed buildings within the downtown district, none of them achieved national reputations, although many gained local favor within Sauk County and the City of Baraboo. The following builders are known to have been active in the Downtown Baraboo Historic District.

George Capener

Born in London, England in 1829, George Capener arrived in Milwaukee in 1848 and settled in Baraboo in 1850. Capener worked as a contractor and builder for over forty years in Baraboo, constructing dozens of brick structures, including residences and churches in addition to commercial buildings. Along with Alexander Carow and George Holah, he is credited with encouraging and taking part in the rapid growth of the Downtown Baraboo commercial district during the 1870s and 1880s. These three contractors often worked as masons, specializing in brick construction, and often

[105] Lee, Antoinette J. *Architects to the Nation: The Rise and Decline of the Supervising Architect's Office*. New York: Oxford University Press, 2000.
[106] Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume IV; Sanborn Fire Insurance Maps.
[107] Lee, Antoinette J. *Architects to the Nation.*

worked together on projects. Capener was also a businessman and invested in a number of the first few opera houses and theaters in downtown Baraboo.[108]

The construction of the following buildings are attributed to George Capener:

Baraboo Post Office	150 3rd Street	1872
Odd Fellows Hall	142 3rd Street	1878
G.A.R. Hall	110-114 3rd Street	1880
Hermann & Reinking Building	132-136 3rd Street	1880
Miles & Reuhland Building	126-130 3rd Street	1881
Bacon Block	145-147 3rd Street	1882
William Power Tailor Shop	410 Oak Street	1885
The Fair Building	127 3rd Street	1886
Clavadatscher Block	125-129 3rd Avenue	1888

Alexander Carow

A.J. Carow was born in Canada in 1843 and came to the United States in 1866, settling in Baraboo in 1872. Listed as a carpenter in Baraboo business directories during the 1870s, Carow operated an office located on the 600 block of Oak Street. By the 1880s Carow was described as an architect and builder. Often working with George Capener and George Holah, Carow is credited with the design and construction of a number of properties in the downtown Baraboo business district. He retired to Beloit in the early twentieth century.[109]

The construction of the following buildings are attributed to A.J. Carow:

Wild Block	120 3rd Street	1873
Pfannstiehl Bakery	520 Oak Street	1879
The Chicago Store	139 3rd Street	1881
Warren Opera House & Billiard Hall	518 Oak Street	1884
Keyser Building	522 Oak Street	1886

[108] Ward, Joseph Wayne. *Baraboo, 1850-2010,* volumes II & IV*;* Sanborn Fire Insurance Maps; City of Baraboo Business Directory records.
[109] Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume IV; City of Baraboo Business Directory records.

George Holah

George Holah was born in England in 1819 and immigrated to Cleveland, Ohio in 1849. In 1851 he moved to Milwaukee and then Baraboo, where he remained for the rest of his life. A mason by trade, Holah is also listed as a contractor, carpenter, and architect in Baraboo business directories. He constructed the non-extant 1852 brick Sauk County Courthouse and the non-extant 1870 brick Baraboo High School. A 1906 obituary states that Holah built all the first masonry business-houses in Baraboo, making him incredibly prolific.[110] He is credited with the construction of 34 commercial buildings by 1881; however, only the ones that could be confirmed are listed in this nomination. Holah also worked extensively with George Capener and Alexander Carow.[111]

The construction of the following buildings are attributed to George Holah:

Sauk County Bank	101 3rd Avenue	1867
Draper Brother's Meat Market	113 3rd Avenue	1872
Gattiker Brother's Building	115-119 3rd Avenue	1872
Sperling Block	111 4th Street	1873
Moeller Wagon Sop	113 4th Street	1873
Gattiker Block	512-516 Oak Street	1879

Thomas Thompson

Thomas Thompson was born in England in 1840 and immigrated to Philadelphia in 1855. The Thompson family moved to Sauk County in 1857 and settled near Devil's Lake in 1862. Thompson established an office and shop on Oak Street in Baraboo and is listed as a builder, carpenter, and architect in Baraboo business directories. Thompson designed and constructed many residences and commercial buildings during the 1870s and 1880s. Thompson was also the proprietor of the *Minnewaukan*, a small steamboat that carried tourists on Devil's Lake.[112]

The construction of the following buildings are attributed to Thomas Thompson:

Red Front Building	116 3rd Street	1877
Corner Drug Store	100 3rd Street	1880

[110] *Baraboo News-Republic*, November 6, 1906.
[111] Ward, Joseph Wayne. *Baraboo, 1850-2010,* volume IV; City of Baraboo Business Directory records; Wolter, Paul. Notes.
[112] Ward, Joseph Wayne. *Baraboo, 1850-2010,* volumes III & IV; City of Baraboo Business Directory records.

Wright Block 530-532 3rd Street 1881

Commerce

The Downtown Baraboo Historic District is locally significant in the area of Commerce because of the historic importance of the area around the central courthouse square in Baraboo to local commercial development in the city and in the broader Sauk County region. During the period of significance the Baraboo Historic District was the center of commercial activity for the area and was consistently at the forefront of wider historic commercial trends.

The plated blocks around the central square developed from the 1840s on with many wood frame one and two-story buildings constructed on long, narrow lots. Baraboo was settled along both the north and south sides of the river because of opportune placement for mills. The settlement grew quickly and focused on supporting the surrounding agricultural economy. Two business districts initially developed, one along the river featuring mills, factories, and inns, and the other up "on the hill" around the courthouse square featuring stores, hotels, theaters, government buildings, and churches. In the 1850s, Baraboo grew quickly as a shipping and processing center. Around the square most of the properties were developed with dozens of individual businesses listed in contemporary directories.[113]

The 1870s and 1880s saw a second period of rapid development in the wake of the arrival of the railroad. Baraboo became a major distribution point for the railway and many other businesses followed. Most of the wood frame structures in the downtown district of the previous decade were demolished and replaced with new brick buildings with storefronts, offices, and storage areas. A business directory of 1876 lists nearly ninety commercial establishments just within the few blocks surrounding the courthouse square. These businesses demonstrated a wide variety of functions, from general dry goods and solicitors to clothiers and taverns.[114]

A third wave of development took place after the turn of the twentieth century. This phase of commercial development did not rely on the railroad so much as Baraboo's central place of importance in the region. Various types of tourism and the base of the circus industry supported the growth. The last remaining undeveloped properties were filled in with modern businesses such as hardware stores, doctor's offices, groceries, laundries, newspapers, financial institutions, pool halls, and shops of every kind.[115] Baraboo had become a destination for shopping. A halt in activity brought on by the

[113] Ward, Joseph Wayne. *Baraboo, 1850-2010,* Vols. IV, & Wolter, Paul. Notes.
[114] Ward, Joseph Wayne. *Baraboo, 1850-2010,* Vols. IV, & Wolter, Paul. Notes.
[115] Miller, Marla. *Baraboo Intensive Survey, & Downtown Baraboo: A Shopping & Entertainment Guide*. Baraboo, WI: City of Baraboo, date unknown. Pamphlet.

depression and war years was ended with renewed growth in the post war period. Baraboo remained a commercial destination for a consumer economy.

The city of Baraboo stands out in Sauk County and the wider region as a commercial destination from the mid-nineteenth century to the present day, and the central business district located around the courthouse square has been the focal point of this activity.[116] As a whole, the district is an area that maintains a high level of integrity that reflects the development of the district during the period of significance.

Entertainment

The Downtown Baraboo Historic District is locally significant in the area of Entertainment because of the prevalence of theaters, taverns, and hotels that made Baraboo a destination for leisure activities and amusement . As a whole, the district is an area that maintains a high level of integrity that reflects the development of the district during the period of significance. During the period of significance the Baraboo Historic District was the entertainment center for the broader region.

In the 1850s, entertainment halls featuring bars, dancing, and various sorts of entertainment began to appear in the central business district of Baraboo. Soon after, inns and hotels, taverns and pool halls, and many clubs and fraternal orders, were listed in business directories of the 1860s. By the 1870s and 1880s, accompanying the rapid growth and development that came with the railway, entertainment became one of the major economic forces in Baraboo, as the settlement, and specifically the area around the courthouse square, was a place of leisure and recreation as well as business.[117]

Theaters became popular in the late nineteenth century, with more than half a dozen opening in the district during this period. They were accompanied by a grand hotel, three smaller hotels, and numerous taverns.[118] The twentieth century saw this growth continue, only the medium changed. Movie theaters were introduced, and bars and restaurants replaced the inns, dance halls, and saloons in the district. Some of this was directly related to the prevalence and success of the circus industry, which supported, through its employees and expertise, an entire local entertainment economy.[119]

Prohibition in the 1920s, the depression in the 1930s, and the war years of the 1940s, tempered some of the growth and entertainment as a focus in Baraboo, but in the post war years it came back to some

[116] Jaeger, Richard W. 'Downtown Baraboo.' *Wisconsin State Journal*. May 27, 2010.
[117] Ward, Joseph Wayne. *Baraboo, 1850-2010,* Vols. III, & Wolter, Paul. Notes.
[118] Cleary, Richard L. *Al Ringling Theatre*.
[119] *"Ringlingville," Ringling Brothers Circus Headquarters.*

degree, enhanced by the appeal of the surrounding area including Devil's Lake to tourists, and the continuing popularity of the taverns and theaters within the district.[120] The Downtown Baraboo Historic District stands out as a regional destination for entertainment, and an entertainment based economy had a significant role to play in the development of the city, centered on the courthouse square. As a whole, the District is an area that maintains a high level of integrity that reflects the development during the period of significance.

Government

The Downtown Baraboo Historic District is locally significant in the area of Government because of its central importance, both figuratively and literally, to the development and institution of government in the region. City, county, and federal government are all present within the district featuring a variety of uses spread from the mid-nineteenth century to the present day. During the period of significance the Baraboo Historic District was the governmental center for the broader region.

In 1846, the Sauk County seat was moved to the small settlement of Baraboo. At that time, Baraboo was little more than a few log homes on either side of the river and two plats; Adams on the north side of the river, and Baraboo on the south side, were combined as one in 1847. A wood frame county courthouse was constructed in 1848 at the open square at the center of the north side plat at the heart of the Baraboo Historic District.[121] A federal post office, serving the surrounding area, was established in Baraboo in 1848.

By 1856, the courthouse had been replaced with a larger brick structure as the seat of Sauk County Government and the square improved. The courthouse square became the principle focus of activity for the growing settlement.[122] The town grew so rapidly that it was incorporated as a village in 1865 and a small city hall was constructed for the local government. Rapid growth and prevalence and influence of businesses meant that many local businessman served in government at the local level, the mayor's office, the county clerk, and treasurer, beginning a tradition in Baraboo of close ties between the two.[123]

The turn of the twentieth century saw the expansion and consolidation of local, county, and federal governmental presence in the Downtown Baraboo District with the construction of a post office, large public high school, a new county courthouse, and a city hall. The city hall building has since been

[120] Miller, Marla. *Baraboo Intensive Survey.*
[121] Butterfield, C.W. *The History of Sauk County, Wisconsin*.
[122] Filipowicz, Diane and M. Rose. *Sauk County Courthouse*, & Wolter, Paul. *The Sauk County Courthouse: Symbol of Progress.*
[123] Miller, Marla. *Baraboo Intensive Survey.*

replaced with a more modern structure in its place and the courthouse has been expanded; however, the presence and importance of government within the district is still felt.[124] As a whole, the district is an area that maintains a high level of integrity that reflects the development of the district during the period of significance.

Conclusion

The Downtown Baraboo Historic District is nominated under National Register Criterion C in the area of Architecture as a fine local example demonstrating the range of commercial, religious, and civic architectural styles during its period of development between 1872 and 1966. The district conveys a sense of historical and architectural cohesiveness through its architectural designs of retail storefronts, taverns and restaurants, office buildings, banks, a theater, civic buildings, monuments, churches, and a school, all arranged around the central courthouse square and its periphery in the City of Baraboo.

Prevailing architectural styles including Italianate, Commercial Vernacular, Period Revival, Romanesque, Contemporary, and others are represented within the district. The business and community buildings within the Downtown Baraboo Historic District are well preserved, maintain architectural and historical integrity, and have much the same appearance today as they did when constructed. The Downtown Baraboo Historic District is also nominated under National Register Criterion A in the area of History significant for its association with events that have made a contribution to the broad patterns of our history. The district conveys a sense of cohesiveness and importance regarding its commercial, entertainment and governmental history. The result is now one of Baraboo's most architecturally intact historic commercial areas.

Statement of Archeological Potential

This area of the state, along the Baraboo and Wisconsin rivers, was likely home to considerable Native American activities. While it is almost certain that the construction of the extant resources would have greatly disturbed or completely obliterated remaining archeological artifacts directly within their footprint, it is possible that Native American resources may be extant directly outside of those footprints within the boundaries of the district in Baraboo. The archaeological potential for this area remains unassessed.

[124] Ward, Joseph Wayne. *Baraboo, 1850-2010,* Vols. IV, & Wolter, Paul. Notes.

Preservation Activities

The Downtown Baraboo Historic District has been fortunate in consistently attracting long-term business-owners who have taken pride in their historic properties and have maintained them. In addition, the City of Baraboo, and the Sauk County Historical Society Museum and History Center are proactive in promoting, protecting, and preserving Baraboo's historic resources. This nomination is a continuation of their efforts to carry out the recommendations contained in the Baraboo Intensive Survey of 1989 and subsequent local efforts to document, study, and maintain historic Baraboo. In listing this district, the City of Baraboo hopes to provide the opportunity for business owners to obtain tax credits and/or other incentives to maintain and restore their properties.

Acknowledgements

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Major Bibliographical References

There is a wealth of resources available on the history of the City of Baraboo, Sauk County, and the architectural history of downtown Baraboo surrounding the courthouse square. The information and research already produced on these subjects far exceeds the purpose of this nomination. The following bibliography contains works with considerably more breadth and information on individual historical subjects and buildings; in particular, the work of local historians whose research can be accessed through the Sauk County Historical Society.

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Verbal Boundary Description

The district consists of the legal parcels associated with the 78 contributing and 11 non-contributing buildings, and the 2 contributing and 1 non-contributing objects within the district and may be defined by the general description:

Beginning at the northwest corner of the lot associated with 615 Broadway Street, continue east along the south edge of the alley backing the lots associated with properties along 4th Avenue and 4th Street across Broadway Street and Oak Street, turn 90 degrees to the south at the west curb line of Ash Street at the lot associated with 135 4th Street, continue to the south, turn 90 degrees to the west and follow along the north curb line of 4th Street to a point perpendicular with the eastern property line of the lot associated with 130 4th Street, turn 90 degrees to the south and follow the eastern edge of said lot to the south edge of the alley, turn 90 degrees to the east and continue to the west curb line of Ash Street at the lot associated with 147 3rd Street along Ash Street, turn 90 degrees to the south and follow the curb line across 3rd Street to the southeast corner of the lot associated with 415 Ash Street, turn 90 degrees to the west and continue along the alley backing the lots associated with properties along 3rd Street to the southwest corner of the lot associated with 144 3rd Street, turn 90 degrees to the south and continue to the south side of curb of 2nd Street, turn 90 degrees to the east and continue along the curb line to Ash Street, turn 90 degrees to the south and continue along the west curb line to 1st Street, turn 90 degrees to the west and continue along the north curb line to a point perpendicular with the east lot line associated with 111 2nd Street one block to the north, turn 90 degrees to the north to a point on the north curb line of 2nd Street, turn 90 degrees to the west across Oak Street to a point perpendicular with the west curb line of Oak Street, turn 90 degrees to the south across 2nd Street and follow along said curb line to the north edge of the alley near the lot associated with 101 Oak Street, turn 90 degrees to the west and continue along the north edge of the alley to a point perpendicular with the west property line of the lot associated with 108 2nd Street, turn 90 degrees to the north and continue across 2nd Avenue to the north edge of the alley near the southwest corner of the lot associated with the property at 115 3rd Avenue, turn 90 degrees to the west and continue along the alley across Broadway Street to the southwest corner of the lot associated with the property at 221 3rd Avenue, turn 90 degrees to the north and continue to the south curb line of 3rd Avenue near the northwest corner of the lot associated with the property at 221 3rd Avenue, turn 90 degrees to the east and continue along the curb line to a point perpendicular to the west property line of the lot associated with the property at 505 Broadway Street, turn 90 degrees and continue north across 4th Avenue north to the beginning.

The boundaries of the proposed Downtown Baraboo Historic District are clearly delineated on the accompanying district map and enclose an area of 22 acres.

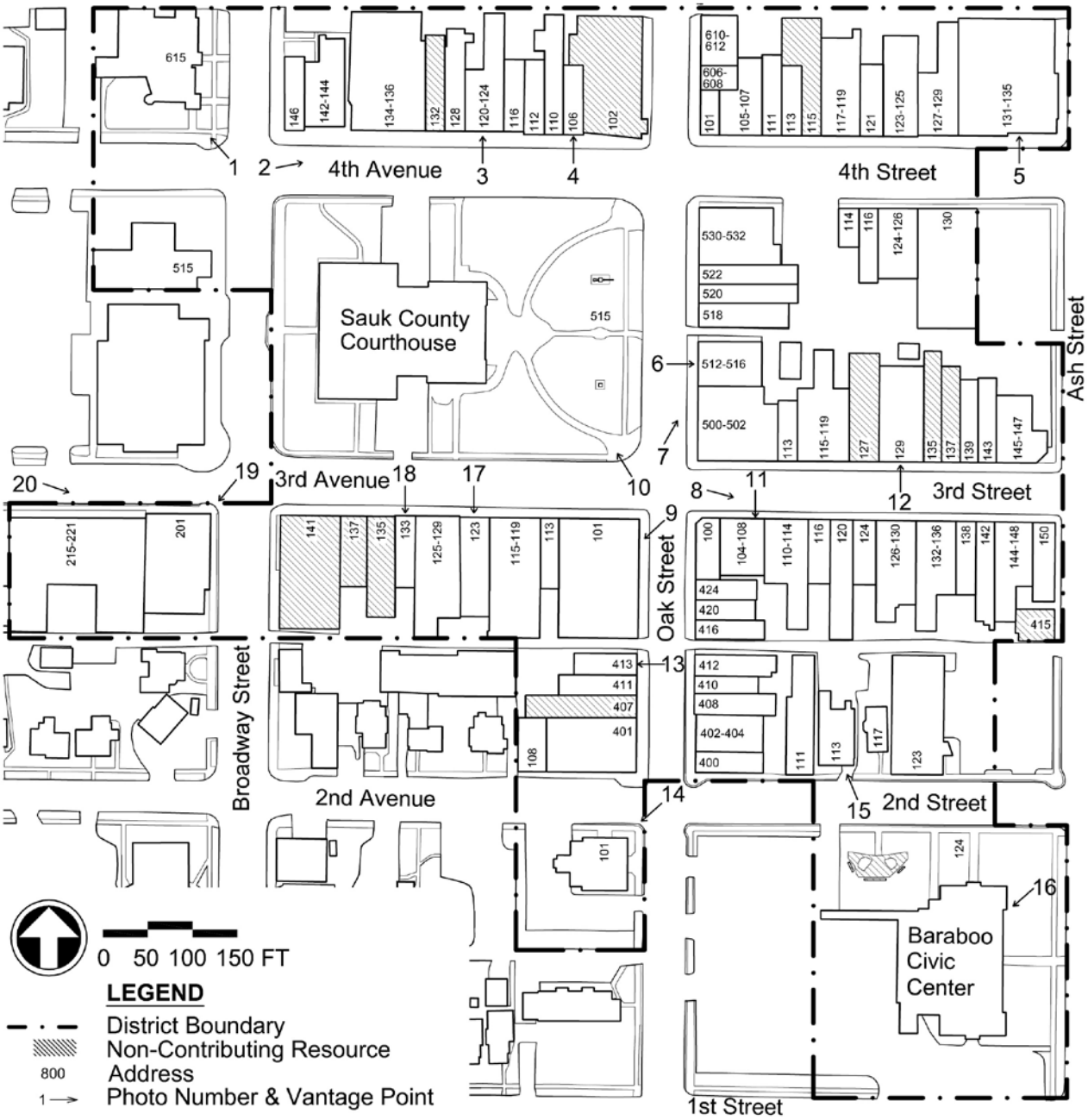
Boundary Justification

The boundaries of the proposed Downtown Baraboo Historic District enclose all the areas historically associated with the district's resources. To the north, the boundary was drawn to exclude fringe areas of the downtown, including vacant lots, parking lots, and modern structures along 5th Avenue. The east, west, and southwest the boundaries excludes residential neighborhoods that, while historically important, do not contribute to the commercial and civic nature of the district. While adjacent areas to the southeast along the Baraboo River are similar in nature to the district, these areas served a different clientele than the district around the Courthouse Square. The area to the southeast was primarily focused on the Ringling Brother's Circus Headquarters, the railway station, river traffic, and industry, it may also qualify as a historical district in its own right and was therefore not included within the district boundaries. The result is a cohesive district with as few non-contributing properties as possible.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section **Boundary Map/Photo Key** Page 1 Downtown Baraboo Historic District
Baraboo, Sauk County, WI



Name of Property:	Downtown Baraboo Historic District
City or Vicinity:	City of Baraboo
County:	Sauk County
State:	Wisconsin
Name of Photographer:	Rowan Davidson
Date of Photographs:	March 21, 2014
Location of Original Digital Files:	State Historic Preservation Office Wisconsin Historical Society 816 State Street Madison, WI 53706

Photo #1 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0001)
615 Broadway Street facade, camera facing northwest

Photo #2 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0002)
146, 142-144, 134-136, 132, 128, 120-124, 116, 112, 110, 106, and 102 Fourth Avenue perspective, camera facing northeast

Photo #3 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0003)
124 Fourth Avenue facade, camera facing north

Photo #4 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0004)
106 Fourth Avenue facade, camera facing north

Photo #5 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0005)
135 Fourth Street facade, camera facing north

Photo #6 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0006)
512-516 Oak Street facade, camera facing east

Photo #7 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0007)
500-502, 512-516, 518, 520, 522, and 530-532 Oak Street perspective, camera facing northeast

Photo #8 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0008)
100, 104-108, 110-114, 116, 120, 124, 126-130, 132-136, 138, 142, 144-148, 150 Third Street perspective, camera facing southeast

Photo #9 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0009)
101 Third Avenue facade, camera facing southwest

Photo #10 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0010)
515 Oak Street & Courthouse Square perspective, camera facing northwest

Photo #11 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0011)
104-108 Third Street facade, camera facing south

Photo #12 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0012)
129 Third Street facade, camera facing north

Photo #13 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0013)
413 Oak Street facade, camera facing west

Photo #14 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0014)
101 Second Avenue facade, camera facing southwest

Photo #15 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0015)
113 Second Street facade, camera facing north

Photo #16 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0016)
124 Second Street facade, camera facing west

Photo #17 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0017)
123 Third Avenue facade, camera facing south

Photo #18 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0018)
133 Third Avenue facade, camera facing south

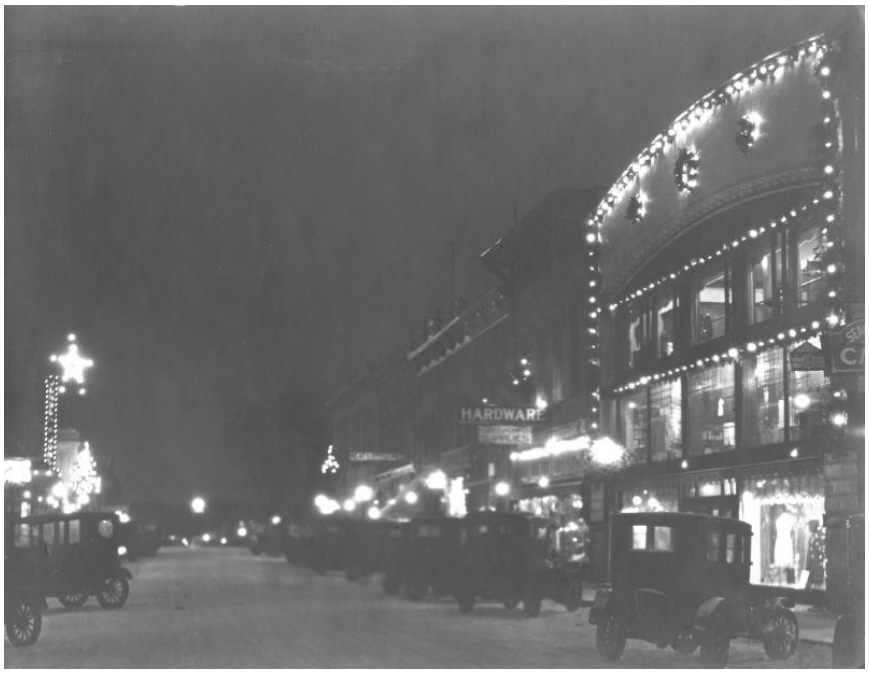
Photo #19 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0019)
201 Third Avenue facade, camera facing southwest

Photo #20 (WI_SaukCounty_DowntownBarabooHistoricDistrict_0020)
215-221 and 201 Third Avenue perspective, camera facing southeast

Sauk County Bank looking southwest, circa 1900.
Sauk County Historical Society Photography Collection.

Clavadatscher Block, e.g. 'The Fair' Store, looking south, circa 1886.
Sauk County Historical Society Photography Collection.

3rd Avenue and 3rd Street looking southeast, date unknown.
Sauk County Historical Society Photography Collection.



Risley Bros. Gen. Mercantile and 3rd St. at night, looking northwest, circa 1920.
Sauk County Historical Society Photography Collection.