

Milltown Neighborhood Tour

July 26, 2018

Time Period (1900-1940)

Built as a self-contained neighborhood with industries, taverns and grocery stores

Loppnow's

Rommel Bros Bottling Works

Opened shortly after the turn of the century

Bottled soft drinks

- Grape nectar

- Strawberry Cream

- Lemon

- Root beer

North Side Bottling Works – 1926

Continued to bottle soft drinks

Know for Royal Palm Ginger Ale

Slogan, "To satisfy your Thirst try the North Side Bottling First."

Closed on December 31st 1969

Since then, it has been turned into a tavern

Trolley Quarter Flats

Electricity was available in Wausau for lighting as early as 1883

By 1900 businessmen were complaining that Wausau was the largest town in Wisconsin without a street railway.

The City of Wausau granted a franchise in 1906

That same year construction was completed

The first order of streetcars was destroyed in a train wreck while enroute from the factory.

Thankfully the used trolley market was active and the Wausau Street Railway Company was able to purchase 12 streetcars.

The track ran from downtown crossing the west bank of the Wisconsin River and the second from the north end of town to the south to the village of Schofield.

The fare was 5 cents

In 1912 the company built an extension from Schofield to the papermill in Rothschild

Taken to the Rothschild pavilion

Between 1911-1916 was a difficult time for the company as Wausau was starting to require portions of street to be paved, this was very costly for the company. By 1916 the street were the track were laid, were all paved.

By 1939, the streetcars started to be replaced by buses and the last street cars ran on January, 10, 1940.

Atrium Lofts

Aka Badger Bag and Paper, Marathon Shoe Company East side plant and Sav-O-Supply

Built in 1920

Originally Badger Bag and Paper, it was purchased by Marathon Shoe Company in 1923

Marathon Shoe Company was organized by Sigmund Pentler in 1914. Their first building was located at 325 1st Street and by 1922 they were planning to double the out of their factory.

Marathon Shoe has several lines of shoes including Pied Piper infant's, children's, misses and growing girl's shoes. Dr. Sommer's New Dawn shoes for men and women and the Marathon Guaranteed Non-rip shoes for children.

Shoe Production was the fifth largest in Wausau in 1922 and Marathon Shoe Company was the only shoe company in town.

Ceased operation in 1934 – A small group of former employees, with financial support from the City of Wausau joined together to refinance and reorganize the company – which continue operation as Pied Piper Shoe Company.

Start of Neighborhood

Many of the workers lived in the surrounding neighborhoods, many of whom were first generation immigrants.

Most of the homes were built between 1890 – 1910.

As you can see this neighborhood is currently under a state of change.

Unfortunately couldn't find much information on this home, but as you can see it has been renovated recently

Good example of a "Folk" Queen Anne style home

Asymmetrical façade

Wrap around porch

Built in 1900

1331 2nd Street

The newest house in the neighborhood – built in the 1930s

Home of the Colzer family

Ernest Colzer worked as a bookkeeper and lived here with his wife Edith and two daughters Carol and Leona

1401 2nd Street

Built in 1907

Home of the Quade family

Charles Quade worked as a stonecutter and later as a janitor at the First National Bank (corner of Scott & 3rd Street) he lived here with his wife Alvina and two sons Harl and Donald. Charles and Alvina lived in the home until Charles passing in 1975, Donald their son took ownership and lived there until 1990, so it's one of the longest single owner occupied homes on the block.

1402 3rd Street

Another Example of a Gablefront House – simple design usually but some have ornamentation such as brackets around the doorways or roof line. Many gablefront houses contain front porches

Popular from the 1800s – 1920

1328 3rd Street

Built in 1900 it was always a duplex – unique style home for Wausau with the double balconys

"vernacular" style – designed for local needs and by architects that weren't formally trained

1320 3rd Street

One of the oldest houses in the neighborhood, built in 1870

Again, another example of a Gablefront House

It originally had a wrap around porch. Extending from the front of the house and wrapping around to the left.

Polack Inn

The Polack Inn has always operated as a tavern, it dates back to 1910, but unfortunately not much is known about this building.

Black Purl

Grocery Store

Deano's Casino

This historic building doesn't have too much information either, but it owned and operated by Raymond and Barbara Heiser in the 70s called Deano's Casino. Known for their great comfort food.

The Glass Hat

It is the oldest, still operating bar in Wausau, as well as, one of the oldest consecutively running bar businesses in the state.

Opened in approx. 1880 as Anton Landsdorf Saloon, after it's original owner.

In the 1920s-30s the Gorski family owned and operated the bar. It was during this time the bar was named The Glass Hat. The Gorski's also operated the St. Paul Hotel, which was located on the north side of the second floor.

According to family members John Dillinger frequented the bar on his way up to the north woods and often rented a room. They also recall copper tubing below the floorboards, connecting to a moonshine still, where patrons would order "sasparilla" if they wanted moonshine.

In the 1970s the bar underwent some remodeling, when they uncovered a barrel under the floorboards. The barrel is currently on display in the bar.

1205 3rd Street

Built in 1890

Front Gabled House

Dekalb Street marked the city limits when Frederick Koschmann saw the vacant land. He thought it would be the perfect location for his store, but couldn't find the owner. His friend suggested to start building and the owner would show up. His idea worked! After laying the foundation for the store the land owner, Andrew Warren showed up and demanded to know what was going on.

"I'm putting up a store" – Koschmann told him

"Well, I own the lot" – Warren barked

"How much?" – Koschmann asked

"Oh, give me \$150 and you can have it" said Warren in a offhand way.

Apparently the land was only worth \$25, but Koschmann had already invested too much to abandon the project, so he paid Andrew Warren the full \$125.

Frederick Koschmann decided to build his general store here in 1889, however in 1900 a fire destroyed the structure, so Koschmann rebuilt a newer, larger building the same year.

What started out as a modest grocery store blossomed into a general store. At its height the store sold everything from oats for horses, to shoes, to toys, to sauerkraut, sweater and cookies. Benjamin Koschmann later took leadership of the business in 1914, in 1920 the right section was added and in 1954 the family decided to sell the building.

