

“Battle on Broadway” Walking Tour

North Side Lineup

with pictures and commentary

**Provided by the
Plainview Area History Center**

E. L. SYLVESTER

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We have just rec'd another lot of Chinese and Japanese Matting in plain and figured styles.

Battle on Broadway Walking Tour

North Side Lineup

1906 brought about a return engagement of the businessmen on Broadway, battling it out on the baseball field.

Smith's field was the site of the second game of the season. (The South side won the first game 26 to 7!!) Despite threatening weather, the crowd got their money's worth as the north side players poured on the wood and cinched the game with a whopping 8 run lead in the first inning, winning 33 to 2!!

"Too much praise cannot be given to the North side individuals for they all played a snappy game," proclaimed the newspaper.

"Let's bask in the victory of their win as we take a stroll down the north side of Broadway to meet the 1906 victors. So grab your caps and gloves and let's get going. To get started, find the only brick house on Broadway, and you're ready to begin!

1. J.R. Watkins/ A.C. Woodcock Home
(432 West Broadway)



Watkin's Home

Although this wasn't a business participating in the game, we can't resist starting at the site where the famous "Watkins" patent medicine began in 1868. Old J.R. mixed up the first batch of liniment in his kitchen that once stood here. He continued to improve his line of medicines until 1885 when he moved to Winona, forming his empire that made him a millionaire! And it all started here? Can't you almost taste a dose of that famous medicine?

In 1911, the Watkin's house was moved to make way for this brick American Foursquare style home built by A.C. Woodcock, Plainview businessman. The roof is dominated by three windowed dormers and a single central oval window on the second floor. The double half

columned open porch was a common style of that period. The photo below shows the White Star Boarding House next door to the Woodcock home. Notice the length of the boarding house and all the chimneys. The boarders must have kept warm! That building was replaced with Schultz Implement in 1948. Today the tractors have given way to actors, who are transforming the former "agricultural" home into a unique setting.



Mr. & Mrs. Woodcock out in their auto with friends.

2. Wadleigh-Gregg Furniture/ White Star Restaurant- Vanished



This corner was held down for over 100 years by a wooden store complete with bracketed false front and awning built for a furniture store. By 1900 it switched occupations and served as several different cafe ventures, the most famous of which was "The White Star". It was torn down in 1978.

3. Wilcox General Store/ Landon & Burchard Drugstore

(vacant)

As we cross 4th street, we must be reminded that its original name was Jefferson Street. All the streets were renamed in 1959 to simplify door to door mail delivery.

A large wooden store was built here in 1862 by city



founder Ozias Wilcox when he outgrew his first store (further down the block!) By the picture you can see he spared no expense in the details (although the bay window was added later). The upstairs hall, known as "Wilcox Hall", was used for many community events. It even served as a school room! At one time the Dwelle Telephone Exchange was located upstairs.

After Wilcox's death in 1876, it became a drugstore and was home to the famous "weather signal flags" of 1888 that were hoisted up a pole to inform the populous of the coming weather. It later became a grocery store and was torn down in 1959 to make way for the present building.

4. F.J. Cornwell & Co. General Store/ Gambles (Quirim Dental Building)



Built in 1898 as an addition to his dry goods store, F.J. Cornwell spared no expense in this massive four windowed front. It more than doubled his business, declaring the prosperity found in the community at the turn of the century when many of the wooden buildings made way for brick. While the majority of the building is made of brick manufactured locally in the Plainview Brick Yard, Cornwell faced his new building with a harder red brick.

Rugs and carpets were sold upstairs with dishes and crockery found in the basement. Cloth, ladies ware, lace, threads, and window shades filled the first floor. It was a department store that spared no expense to bring the latest styles to the growing community.

In the 1930's, it became a Gambles Hardware store and later became a professional building. Take a moment

to examine the decorative brick work and lintels above the windows.

5. F.J. Cornwell & Co General Store/ Dave Leonard Grocery
(Post Office)

Built in 1876, it was the second brick store in Plainview and was Cornwell's original store. After the 1898 expansion, it became the grocery and men's shoe department. Cornwell would travel to Chicago several times a year on buying trips to stock his shelves. After his death in 1912, his nephew, Thomas Askew, took over the business. In 1935 it became a Fairway Food Grocery store. It has been Plainview's post office since 1970.

In 1906 this business had one of Plainview's largest work force, many of them, no doubt, participating in the ball game!

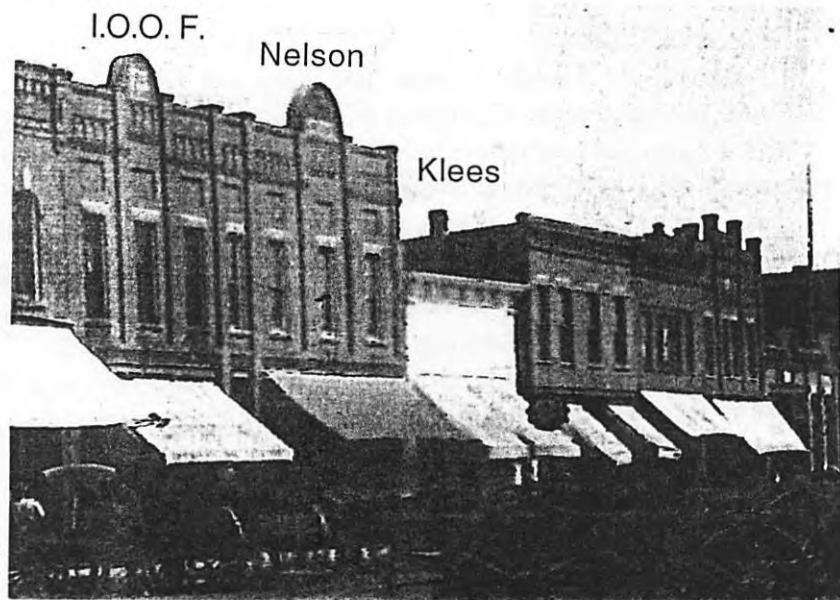
6. I.O.O.F Lodge/ Dickman Clothing
(Rebekah's)

In 1901, the growing membership of the I.O.O. F. lodge decided they needed a place for their meetings. They built this building, with meeting rooms on the second floor to "suit" their need, renting the lower level to Geo. Dickman as a men's clothing store. It would remain in that line of business until 1977!

In 1923, this place was the site of a famous "hoist" when a Chicago gang made off with over 500 men's suits valued at \$20,000 . They were later apprehended in St. Paul and jailed. It was "curtains" for Dago Louie, Dapper Dan, Goldie, and the rest of the gang, but it made for some lively times in Plainview!

Take a moment to soak in the brickwork. Laboring

in temperatures of over a hundred degrees, the workers took time to sculpt the interesting details in the store front. This building and the adjoining one were built at the same time.



7. Nelson Furniture Store/ H.K. Oliverson Grocery

(Plainview Learning Center)

When Nelson decided to improve his furniture store, he jumped at the chance to join the lodge next door and build his new store in a matching style. The brick for both buildings was manufactured in the local Plainview Brick yard. The square designs worked into the front were a contrast to the earlier style brick storefronts, signaling a turn of tastes ushered in by the new century.

The prism glass above the main display windows was designed to catch the light and "throw" it to the back of

the store, providing better illumination for the displays. It would remain popular for several decades until improved lighting made them unnecessary.

Crane you next to the second floor and listen closely. At one time there was a bowling alley up there! Imagine the delightful crashing sound of pins flying as patrons shopped below! Later, it was used as a lodge hall for many years. (The bowling alley moved to lower ground in another location!)

In 1910 this store became a grocery store and remained in that enterprise in one form or another until the 1980's.

8. Klees Saloon/Oliverson Dress Shop (Montgomery Reality)

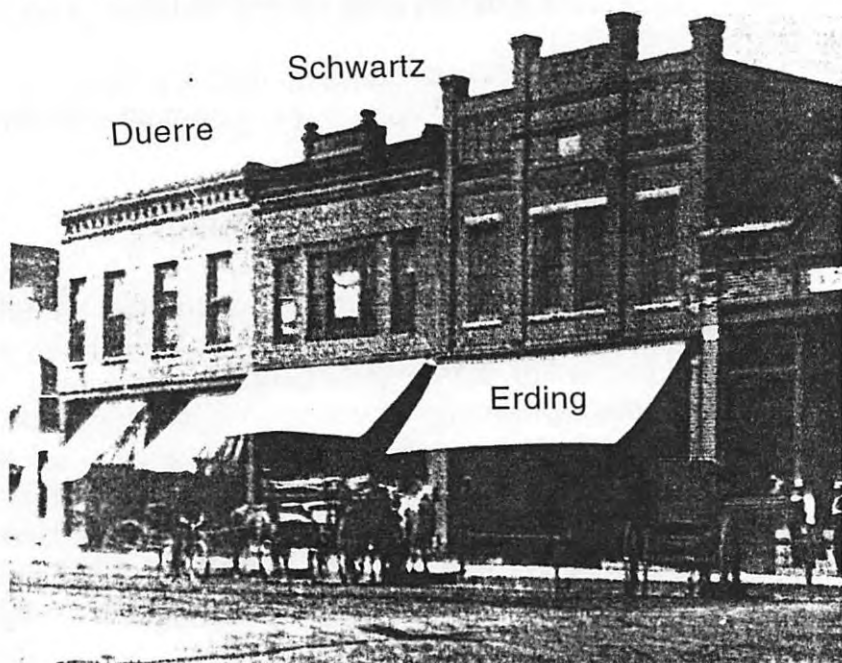
In 1906, this site was the only wooden building left along the block! The small one story wooden saloon building, painted white, was a stark contrast to the rest of the massive brick storefronts! It wasn't until 1927 that H.K. Oliverson torn it down and built this small, one story brick store for his daughter Grace. She operated it as a dress shop carrying ladies ready to wear and cloth. Later it was a Federated Store. For a time it was part of the adjoining grocery story. It's had many uses and was the "short kid on the block" for most of its history.

9. Stafford Hardware/Duerre Hardware (Broadway Video & Fitness)

This storefront started out as a simple one story brick store front built in 1895 by A.P. Stafford who sold out four years later to Mr.Duerre. Duerre quickly decided to expand his new hardware business and added the second story as well as a rear addition. It must have been

a good decision, for it remained a hardware store for 50 years!

Although not as detailed in its brickwork, it is a solid building and helped shape the direction of the newer storefronts on the block. Dental offices were upstairs in this location for many years. Can't you almost hear a lingering toothache as you walk by?



10. Schwartz Saloon/ Municipal Liquor Store-Vanished

(Drive through)

Built at the turn of the century by the Wedge brothers, this brick building served as one of Plainview's saloons. At that time, each saloon keeper paid a \$1,000 license fee for the privilege of operating their

establishment. When prohibition began, it became a restaurant and ice cream parlor serving the best malts in town! In 1934 it reverted to a municipal liquor store until 1965 when it became part of Christgau & Douglass Drugstore expansion. Torn down in 1977, it made way for Peoples State Bank drive through.

11. Erding Saloon/ Christgau & Douglass Drugstore

(vacant building- former Peoples State Bank)

Built in the early 1900's, all the detailing remains behind a wall of brick added during a modernizing effort. Once one of Plainview prosperous saloons, in 1906, it was the most modern and up to date of the five saloons in the city. It also had the reputation as the most "orderly". By 1928, it switched occupations and became a drugstore. Complete with soda fountain, it provided root beer floats and sundaes throughout the depression years and beyond until the 1970's when it became part of the expansion of Peoples State Bank. There was even a dance hall upstairs!

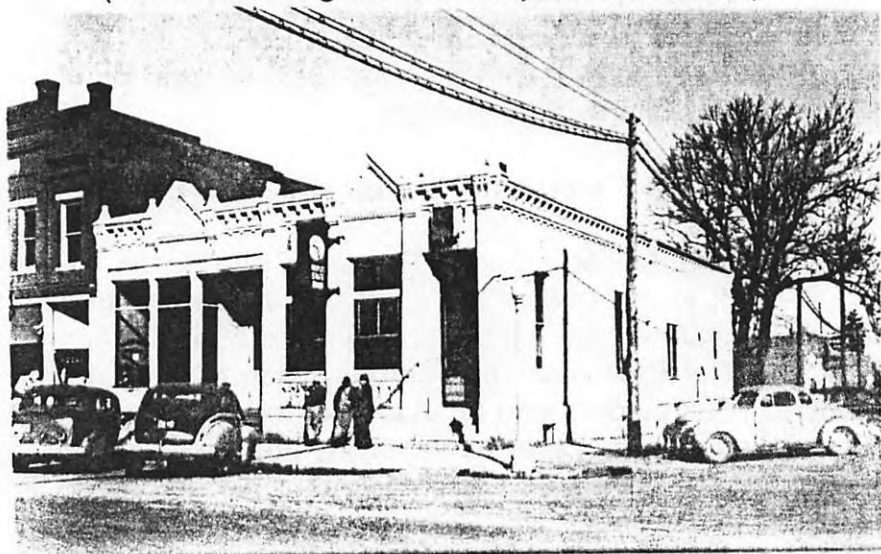
12. Leinger Jewelry/Post Office

(Vacant building- former Peoples State Bank)

In 1886, B.F. Leinger joined with banker Davis next door to build his one story brick store. The red brick structure was crowned with an iron cornice. Mr. Leinger was forced to move into his store before the glass windows were installed. The delay was caused by a run on glass because of an earthquake out west. The building served as the Plainview Post office for many years.

13. Ozias Wilcox Store/ Davis Bank/ Sylvester Brothers Bank

(Vacant building- former Peoples State Bank)



This site has the honors of having the first store in the town built on it! Founder Ozias Wilcox built his general store in June 1856 and operated it until he constructed his new store in 1862. (You've already seen that building on the tour!) It later became a bank. The brick structure, built in 1886 with jeweler Leinger, was a 22 X 40 foot building finished off in attractive butternut with desks and counters made of solid oak. In 1925 a famous scandal took place here when the president of the bank unexpectedly departed in the middle of the night leading the institution insolvent. An FBI search captured the fugitive.

From 1940 until 1998, everyone looked to this building for the time as a clock, of one form or another, dominated the brick of this place. It probably got more

glances than any other building on the block!

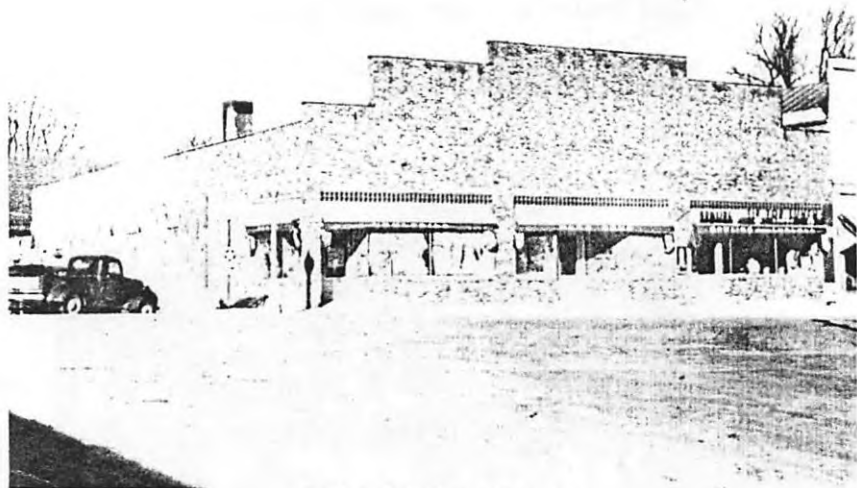
14. Koenig Store/ Recreation Center
(High Plainview True Value Store)



As we cross Washing Street (today called 3rd street) we say goodbye to the original brick and wooden stores found along our tour. Nothing on this block has survived from the 1906 baseball days. But the history of those buildings is still a great story.

The Koenig store, one of Plainview's largest general stores, sat on this corner site from 1899 until 1940. Nicknamed the "Big Store", it lived up to its name. Mr. Koenig bought his goods by the car load to get better prices. The first floor housed a mens and ladies ready-to-wear, shoe department, cosmetics and dress goods, as well as a grocery store. Upstairs offices accommodated a lawyer, telephone exchange, dentist office, Millinery shop, photographer, and for a time, the public library. (The

telephone operator checked out the books!)



1940-47 Rec Center

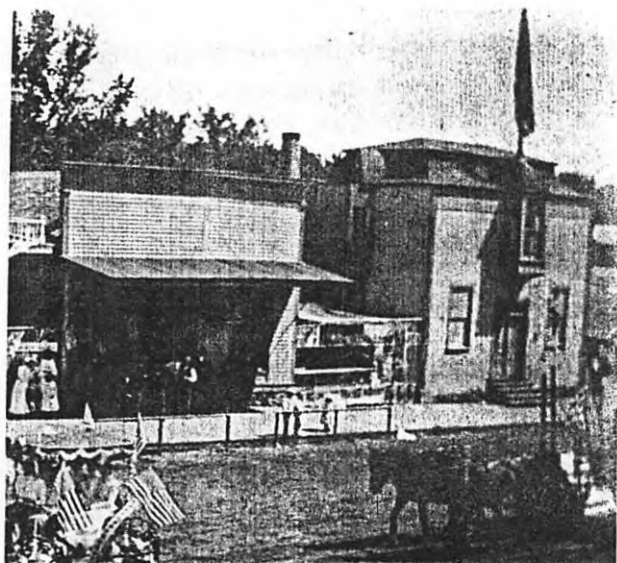
A fire in 1940 cause damage to the structure and it was remodeled into a one story Recreation Center with grocery store, men's clothing store, cafe and bowling alley sharing the space. This burned in 1947 and was replaced with a Peoples Cooperative store and gas station. Imagine how different Plainview would look today if the 1899 Koenig building was still standing!

15. Frickey Harness Shop

(A.B.A. Water Systems, Inc.)

When Mr. Frickey came to Plainview in 1860, everything he owned was in one wagon. He built his small store on this site which he operated until 1926. The store sold harness, halters, blankets, robes and all kinds of horse making materials.

In Plainview's early days, the spot in the middle of Broadway directly in front of his store was usually the first to dry up each spring. It was Plainview's "sign of spring" (more dependable than robins!). Jumping, wrestling, horseshoe and foot races occupied many men fighting off spring fever as Mr. Frickey enjoyed a front row seat to this ritual from his shop window. The site later became a car garage. By then Broadway was graveled and Plainview's unusual spring ritual came to an end!



Frickey Harness Shop & Opera House

16. Grand Army of the Republic Hall/ Opera House

(Municipal Liquor Store)

In 1890 the veterans of the Civil War built a large hall on land donated by Mr. Frickey. It was an unusual building built in the French style and with money raised

entirely by the "comrades" and donations. The building had a stage at one end with a second story lodge room for the old soldier's meetings. In 1908, when most of the soldiers had passed on, the hall was sold and the upstairs room turned into a balcony. Graduations, dances, home talent plays, vaudeville acts, roller skating, meetings and exhibits were just part of the numerous events held in the hall. Even indoor baseball, played with a 12 inch ball, was undertaken in the opera house!

By 1929, the building had seen better days and was converted into an auto garage. In 1965 it was demolished. As you walk by imagine the crowds of people coming up the walk to be entertained on this site. And it was all made possible by the generosity of the Civil War soldiers!

17. Blacksmith/ Wood shop

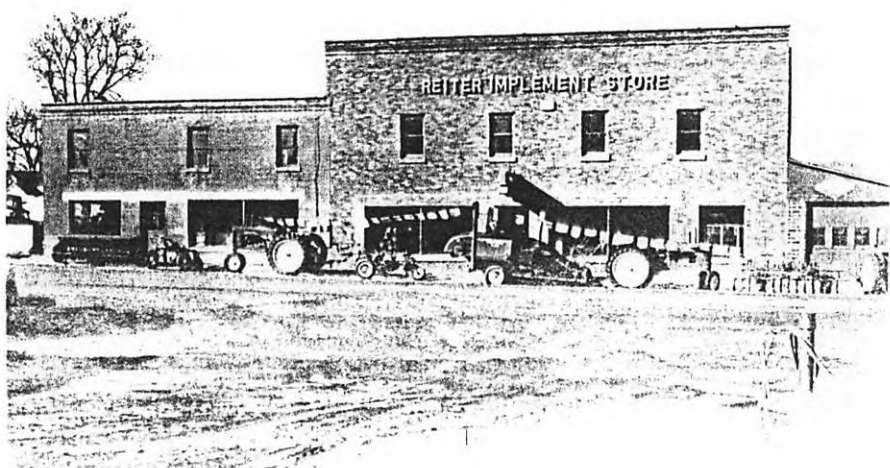
(Parking lot)

In 1906 there were two small wooden buildings on this corner. One operated as a blacksmith by the Hostettler brothers and the other as a small woodworking shop operated by Lewis Sunquist. The Hostettler's specialized in shoeing horses and during icy weather in the winter would have horses lined up for a block waiting for new shoes. Sunquist was busy in the summer repairing and resetting wagons wheels that had dried out, separated from the rim. By 1913 the corner went with the times and began catering to the new "auto" by the building of a new garage and later a gas station. It was the end of being the busiest place in town for horse and wagon!

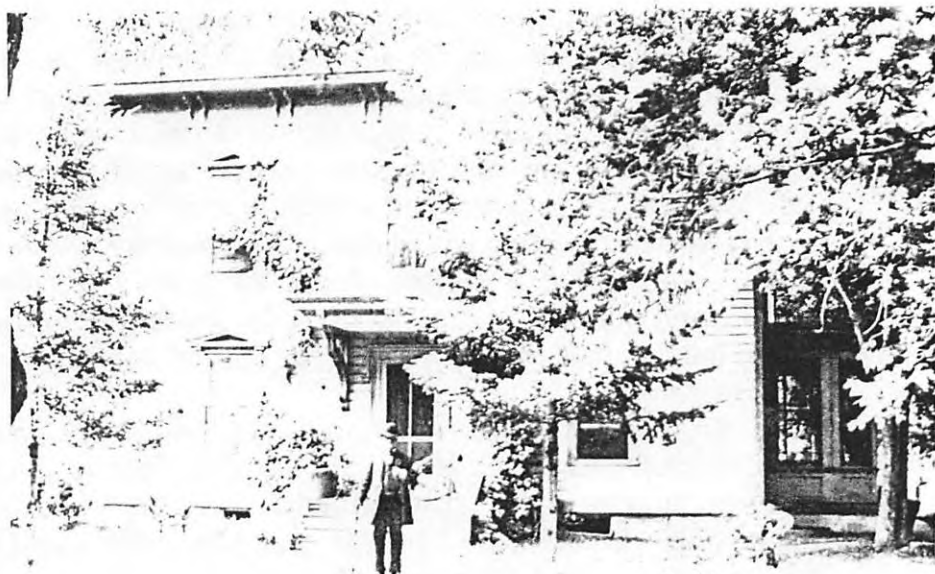
18. Allaire Mill/ Implement Shop (First National Bank)

It's time to cross another street, called Fremont by the city founders. On this corner in 1869 Plainview had its first mill, powered by steam, to grind the surrounding farmer's grains. In 1874 a gigantic wind mill tower was built, converting the mill to wind power, which proved unsuccessful. Take a moment to look up and imagine the huge tower and rotating wheel dominating the sky. After a repair job following a terrible storm, the local Plainview cornet band serenaded the city from the landing near the top of the windmill tower. They really played some "high" notes that night!

By the 1880's the mill was history and McCormick/Deering made its appearance followed by Reiter's Implement, both dealing with agricultural equipment. In 1974 the site was razed to make way for the move of the First National Bank.



19. Dr. Tefft House
(20 West Broadway)



It's on to the last block on West Broadway and we must cross Prospect Street to get there. Pass the condominiums, signaling a newer time, and you'll see a treasure of a house. Built by Dr. Tefft in 1873, he simply moved his old home to the site and added the new part on the front! The popular bracketed Italian style is embellished with bay window and pediments crowning each window. Although the front porch is not original, it is in keeping with the original style.

An outspoken man, Dr. Tefft had a zoo on this site! One bear, two deer, an owl, two Shetland ponies, a little elephant, two moose, two eagles, a raccoon, three bats, squirrels, bobtail rabbits and a 2 by 3 inch dog were all a part of his 1880 menagerie. Visitors strolled his grounds

to see the fascinating collection.

Dr. Tefft also invented an automatic binder, promoted a nearby iron mine as well as being an accomplished orator for community events. Bask in the beauty of this restored home that once was the only building on the entire block!

If Dr. Tefft had been alive for the 1906 game, he would have been on the sidelines, his wooden leg propped up on a stool, yelling his head off. He might even have loaned out his leg for a bat! He was always ready for a good joke.

So that's it. The north side lineup! Can you see why they won the game 33 to 2? The pickings were plenty good along this side of Broadway. May we suggest walking back up Broadway on the opposite side of the street for a more panoramic view of the businesses you've just read about! You'll notice many things you missed on the first trip.

We hope you've enjoyed your walk down the "battle zone" along North Broadway. There are other walking tours available at the History Center. Check them out!

We welcome your visit to the Plainview Area History Center and ask you to consider becoming a member of the organization to support projects such as these.

Ask about other activities and places of interest in the area. We want to make your time in our community rewarding and interesting.

The Plainview Area History Center

Mission Statement

The Plainview Area History Center, an affiliate of the Rural America Arts Partnership, is committed to telling the stories and preserving the history of people and events of the Plainview area, believing an understanding of the past will enrich our present and future.

Membership

Individual- \$12/year

Family- \$24/year

TURNED THE TABLES

This Time South Side Suffers Defeat at the Hands of the North Siders.

The much talked of and long looked for baseball contest between the North Side and South Side teams was pulled off at Smith's park Wednesday before a large crowd of loyal fans, who had ventured out despite the threatening weather. Both sides contributed a large number of very able rooters who boosted energetically for the North Side. The crowd were given their money's worth, but the game proved to be too one-sided for the North Side clinched the game in the first inning with eight runs to their credit. On the other hand the South Siders failed to reach home plate until the sixth. The North Siders put up a gilt-edged game

and played all around their opponents. Conaway, who threw for the South was in possession of a "glass arm" and was easy. Perkins, who succeeded him, was little better. McGee had the South Side guessing a few and was ably supported by the men behind him. Inability to hit the ball at opportune times and a wretched fielding game lost the contest for the South, is the story in short. Taylor proved to be the shining mark for the South Side and too much praise cannot be given to the North Side individually for they all played snappy ball as the following score will show:

North Side.....	8	1	4	1	4	6	1	4	4	—33
South Side.....	0	0	0	0	0	1	1	0	0	—2

The umpiring of Frank Richardson was of high order and proved satisfactory to both players and fans.

The "1900" Washer

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THE "1900" WASHER is a thoroughly practical labor-saving machine for washing all kinds and grades of materials, from the finest lace to the coarsest fabrics. It is constructed on scientific principles. It revolves on ball-bearings which render the rotary movement as easy as the wheels of a high-grade bicycle. The "1900" Washer will wash any garment without boiling, without scrubbing or without wear or tear. There is absolutely no need of using any chemicals. Soap and water are the only necessary things to do perfect work.



The Washing is Done While the Operator Sits
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