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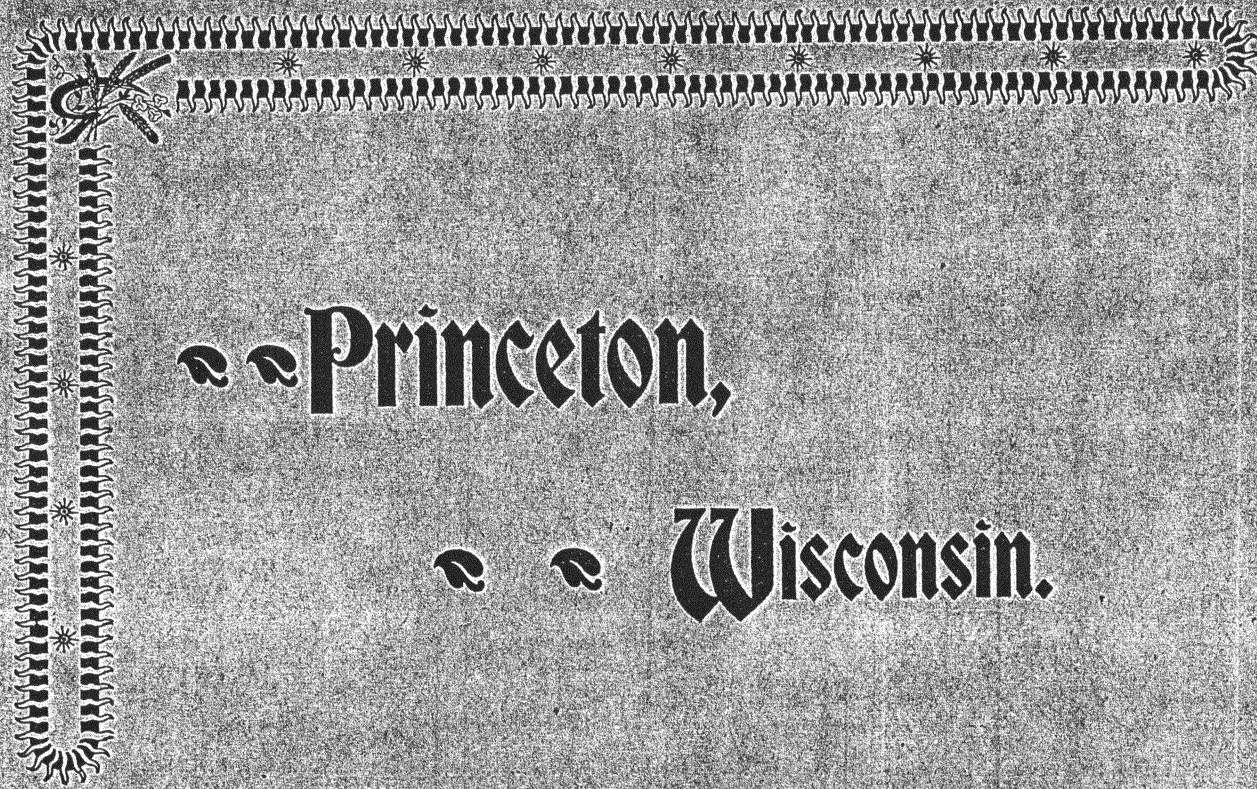
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Princeton,

Wisconsin.

INDUSTRIAL, REVIEW

—OF—

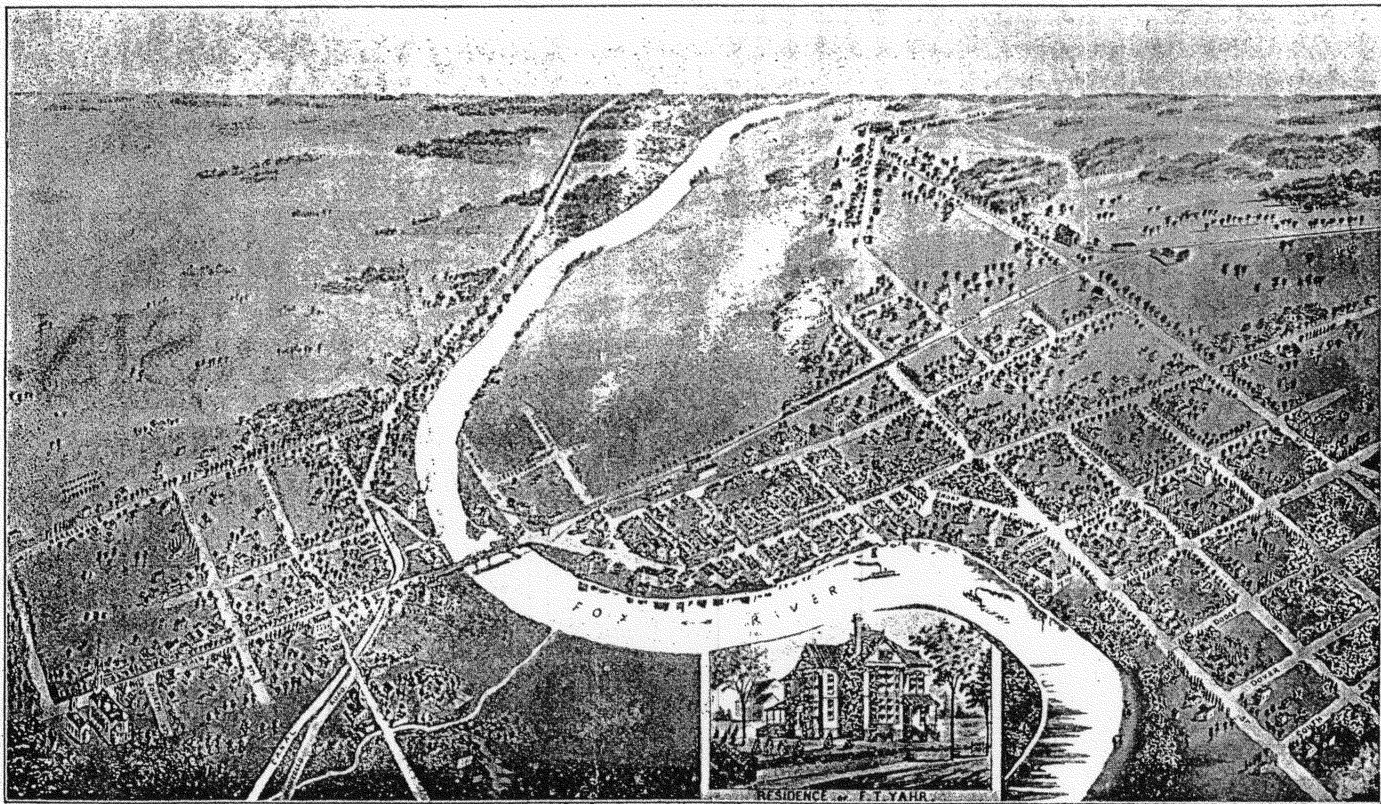
PRINCETON, WISCONSIN.

PUBLISHED BY A. I. LORD,

114 MICHIGAN STREET,

MILWAUKEE, WISCONSIN.

DECEMBER 1897.



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Princeton, Wisconsin.

The late Dr. Adam Smith's world renowned work on the Wealth of Nations undoubtedly covers the theme of statistical knowledge in such directions so ably as to render the book a classic of type. Yet none the less attractive a subject of similar character and one that brings nearer home the market advancement of our own people is the detailed review of the prosperity of individual cities, their merchants and manufacturers, narrowing, as it does, the uncertain scope of calculations based upon aggregate results and defining in indelible characters the vim, energy and industry of those directly identified with the rearing, growth and sustenance of our commercial centers. Aptly indeed it has been said that "knowledge is power," and perhaps in no country is the thirst for information more marked than in our own, nor indeed anywhere has that information, when acquired, been utilized to more definite purpose, as is amply evidenced by the commercial ventures and financial interests, which are the world over synonymous with the term—American Enterprise. We take it, in fact,

that none, even though he be possessed of but the slightest modicum of patriotism, can do otherwise than regard with a species of self congratulation the creditable reflex of his fellow citizens' endeavors in trade and commerce and in a perusal thereof acquire such food for reflection as must in some degree inspire an incentive to his own efforts, however humble, to emulate the example of those who, perhaps better favored by fortune or circumstances, have climbed to a higher rung in the ladder of commercial fame. Under such impressions, apart from the purely practical medium this work conveys as a *vode mecum* to all that are interested and desirous of obtaining information about Princeton we launch this work on the public.

The growth of the village we find traced back to 1849, at which time the settlement was started, and which dates the beginning of its commercial history. With the resources at command; it possessed every advantage for rapid progression, but its growth, while not as rapid as some neighboring towns, not more favor-

ed by nature, has developed on a conservative and substantial basis and now presents a solid foundation upon which can be built a place only measured by the enterprise of the residents. Many circumstances combine to prevent the rapid growth of a locality, but it is not our purpose to locate the faults and elaborate upon them. To a large extent the development depends upon the residents thereof. If they are of a progressive nature, the town will usually appear likewise and assume the progressive character of its inhabitants. Our readers only want to cast their eyes about them to be convinced of this fact. A community has got to make its advantages known to the general public and it has come nowadays to be as necessary for a town to advertise her advantages by means of the printing press as it is for the merchant to follow a similar course for the sale of his wares.

Strange that a locality of such propitious circumstances, pre-eminent in geographical and latitudinal location, rich in nature's resources, should have consented so long to have had her light so effectually hid under a bushel. And yet such is the case, as we find there has been no literature whatever published from local sources speaking of the city's advantages.

Manufacturing thus far seems to have been confined to goods for local consumption, yet it seems certain lines of manufactures could be conducted with success. The village is tributary to the many resources of the state and is on an equal footing with other lo-

calities in the state in the chance to appropriate these measures to her use. The village is inhabited by a foreign population, principally a class of people who make the best labor in all lines of manufacturing. It is a class which has caused the location of many factories in Wisconsin and which would be a great inducement to cause their location here.

The agricultural resources of the village are superior. She lies in the western part of Green Lake county surrounded on all sides by most fertile lands which grow everything known to the climate. Princeton is the second largest market in Union for navy beans and one of the heavy operators in potatoes and live stock. These could all be applied to local manufacture as they each enter into the composition of several lines of staple goods.

The village also has a good water power, of between two or three hundred horse, which can be utilized to an advantage.

Princeton has a population of about one thousand five hundred and is a thriving commercial village, and one of the brightest and most industrious of the smaller localities of the state, as well as one of the most beautiful and charming. It is one of the old settled towns of the state, whose changes have been slow until recent years. With this transformation has come a change in the character of the business community, a certain inertness—sometimes called "conservatism"—that a few years past seemed to prevail, has now al-

most entirely disappeared. Ancient social habits and business methods have been discarded for vigor and modern breadth in the management of affairs. Building is going on. In fact it is enjoying a healthy growth in population, in trade and in productive energy. This in brief is Princeton.

The birds-eye view in this work will give a general idea of the appearance of the place, so I will not go into detail in this particular. The business confines itself to one street which parallels the river. The village is intersected by the Fox river which is a navigable steam. In the makeup of the village there seems to have been no especial part selected as sites for fine residences. We have found beautiful residences in all parts of the city. The business places are fully in keeping with those of a place of this size and some of them are of late construction. As a whole Princeton presents a very attractive appearance which is being improved by modern residences and business blocks. She can well be called a place of homes. The ratio of house owners to the population is very high. Property is reasonable, so inducements are offered to the thrifty to acquire homes and become identified with the village and interested in its welfare. Working people here as a rule own their own homes and are interested in the preservation of order and property rights. People so situated are seldom led away by theories which deny the right of ownership, and are not prone to precipitate unnecessary strikes and disturbances.

The population is of a mixed nationality, possessing all those qualities of good fellowship which make life pleasant for themselves, neighbors and strangers. The village furnishes every opportunity for entertainment. During the summer months the drives in and around the neighborhood offer attractions for those who enjoy this class of entertainment. The river is a never failing source of pleasure to our citizens in the fine boating and fishing it affords. This is also one of the famous hunting points of the state.

The village is also fully in accord with towns of this size in the number of its social gatherings.

Benevolent and social organizations are represented by all the leading orders, and almost every church has attached to it an eleemosynary association of some description. The moral and religious tone of the community is excellent.

We might go on indefinitely with an array of facts commenting on Princeton, but readers of today enjoy brevity, so we will give a brief directory of the privileges, comforts and conveniences enjoyed; broad, shady streets, residences built and furnished in good taste, good amusement hall, beautiful avenues and drives, good schools, one weekly newspaper, and many other advantages that count for a good deal in the current comfort and satisfaction of living.

The school system of any city is a fair index of the real progress that has been made. Generally speaking the schools of Wisconsin furnish every advantage

to be gotten in a public school, yet the effectiveness of the purpose they intend to fulfill is due largely to the local boards and the ability of the teachers properly to educate the pupils in their charge. The record of the schools here shows that Princeton has been liberal in doing all in its power to further the interests of education. Every effort has been made to meet the demands of public education. The system embraces one building which was erected in 1894 at a cost of \$12000 and is a modern school building. The course of instruction covers eight years. The schools aim to give to each pupil thorough training in the elementary branches and to supplement this with such a knowledge as can be taught to pupils at this age. Particular stress is laid upon the requirement of a perfect command of the English language. Plenty of time is given for each stage of advancement and a thoroughness of drill is made the test of school-room work. While the school is prepared to equip pupils for almost any course in college or university, yet such equipment is a secondary object. It is fully realized that very few of the many who attend the public school enter higher institutions, and it has been therefore considered of the first importance to so average the course as to give to the many to whom it marks the limit of school education, the best possible preparation for their future work. It therefore deals with the studies in a thorough manner. It aims not to load the pupils with masses of

knowledge, but to produce intelligent, reasoning, well-informed men and women. Assisting in the work of education are two Parochial schools, Catholic and Lutheran.

Co-equal with the educational advantages in strengthening and solidifying the character of a city, are its moral influences. While it is true that the schools foster, encourage and successfully improve the moral status of society, yet, in the main, those guiding and controlling influences which establish and maintain in permanency, that code of ethics recognized in all ages as best calculated to purify and keep wholesome the morals of society, are regarded as being peculiarly within the province of the church and kindred charitable organizations. The following denominations are represented here: Congregational, Methodist, Lutheran, two Catholic, and German Methodist.

As our country advances in civilization the press is becoming more and more recognized as a source of intellectual food, its influence is far-reaching and its effect on the masses is very apparent. When a place supports a good newspaper it can be relied upon as being well up in the scale of civilization and intelligence. Papers, so to speak, are mirrors reflecting the habits and customs of the community wherein published. The Princeton Republic is of the very best standard and it is active in assisting in the last- ing welfare of Princeton. The columns of the paper

are well filled with good readable literature and the local columns are newsy and interesting. The publishers are Beebe & Clark. The former is a veteran newspaper man and the latter is a well known lawyer of the county.

Remarks: The following is a directory of the business community of the village. All of the leading and representative concerns and men are spoken of in detail in the editorials, but this directory is for the purpose of showing the extent of the commerce; 4 hotels, 3 wagon and blacksmith shops, 13 saloons; 2 restaurants, 3 jewelers, 2 lawyers, 4 exclusive grocery stores, 9 general stores, 3 photographers, 4 millinery stores, 2 shoemakers, 2 furniture dealers, 1 marble works, 2 meat markets, 1 baker, 2 doctors, 1 tub factory, 2 drug stores, 4 implement dealers, 3 insurance agents, 1 livery, 3 lumber dealers, 2 harness shops, 1 bank, 3 hardware stores, 1 dentist, 1 flour mill, 1 cigar factory.

Leimer & Co. As a manufacturing enterprise this industry has a beneficial influence on the general good of the village. It was founded over a year ago and is devoted to manufacturing general cooperage, butter tubs, cheese boxes etc. It now employes several persons and its product is sold principally in this place and vicinity. The plant is equipped with modern machinery for this kind of work and water power fur-

nishes the motor force. The firm is composed of Jos. E. Leimer, Wm. E. Schiefelbein and Emil H. Weckwerth. The former is the well-known banker and the latter are experts in this business and conduct the mechanical department.

J. M. Koeser. As an extensive dealer in furniture and an undertaker of more than ordinary ability, Mr. Koeser is not excelled in the county. He is one of the brightest young business men she has, and his fine position as a leading tradesmen has been made by his individual exertions. By trade he is a cabinetmaker and upholsterer, and rose from the bench to the ownership of a business of which he has every reason to feel proud. Mr. Koeser uses three floors, 22x90 ft. for the display of a superior line of furniture in which the wants of all classes have been well considered, and as an undertaker he is thoroughly skilled. Mr. Koeser is very progressive and enterprising and fully merits success and prosperity. He has been established nine years.

F. E. Clark. Mr. Clark is one of the editors of the *Princeton Republic*, also one of the leading and prominent attorneys of this part of the state. He has been engaged in the practice of law here since 1889 in which he has been very successful. Mr. Clark's position in life and the profession he follows has been reached through his individual efforts and energy as he belongs in the catalogue of men who are self-made.

He has been a member of the assembly and has held several county offices. He is widely respected, not only for his professional knowledge but also for his many good social traits.

G. A. Krueger. One of the most largely patronized business houses here is that of Mr. Krueger who is a dealer in fresh and salt meats, poultry etc. He started this business twenty years ago last spring and has managed it in a businesslike and efficient manner. He has advanced to his present prominent position through application and energy, and I am safe in saying that he is well worthy of the large trade he enjoys. His market is fitted up in a very attractive manner and is supplied with all the latest appliances for the dispatch of business; thus affording his patrons every advantage to be found in a first class meat market. Mr. Krueger is also a shipper and dealer in live stock. He is one of the leading men of the village in which he has held several offices such as president, trustee, constable etc.

Princeton Brewery. Mr. J. Ernst, the owner of the brewery, has been engaged in manufacturing beer here for the past twenty years. He learned the trade of brewer in the old country. His beer is noted for its purity, brilliancy of color and richness of flavor so is well liked by those who are judges of good beer. His plant which consists of a brew house, ice house, malt house, office, stables, etc, is located on the banks

of the Fox River. The product consists of about seven hundred barrels per year which is sold in this and near by places. Mr. Ernst is one of the successful men of the village and has a large circle of friends both in the village and county.

Brittingham & Hixon Lumber Co. This is one of the corporations of the state which has caused a stir in lumber circles by the magnitude of its operations. The main office is located in Madison from which point they operate a number of lumber yards in this state and Illinois. Their yard at this point was purchased of E. D. Morse about ten months ago and has been conducted in a manner which meets with the approval of a large trade. The company deals in lumber, lath, shingles, sash, doors, blinds etc., in fact handle everything known to the lumber trade. The manager of the yard, Mr. W. W. Miller represents the company in an able manner, and has thoroughly established his company and himself in the popular favor of both the village and country people.

Dr. N. G. McConnell. As a successful physician whose large practice echoes public confidence. I am pleased to speak of Dr. McConnell. He is a native of this county and his medical education was gotten in Rush Medical College which is one of the most famous institutions of the world devoted to medicine and surgery. Its graduates are all competent men and I have my first failure to find among the alumni of the

college. After graduating from Rush the doctor took a two years' course in the St. Joseph's hospital which gave him the most valuable experience a physician and surgeon can obtain. The doctor has been practicing here about four years and has become widely known for his skill in battling man's worst enemy, disease. The doctor is a most companionable gentleman and is much admired for his professional skill.

Welk & Lambrecht. This firm conducts a prominent farm machinery agency and have been thus engaged for about one year. Both gentlemen were born in this county and are known to all the residents. Being men of well known integrity and of industrious habits they have secured a large trade. The firm handles farm machinery, windmills, pumps, sewing machines, etc., all goods of known merit and from the largest concerns in the country. The large trade this firm enjoys has done much towards making Princeton the important market she is for farm machinery and kindred goods. They are both highly regarded gentlemen.

G. Schaal. Mr. Schaal's store would do credit to a place of much larger size than Princeton both in the building and stock. The building was erected for this business and is brick 40x86ft, two stories and basement high. It adds much to the architectural ornamentation of the village and is a living testimony of Mr. Schaal's public spirit and progressive

inclination. It is stocked with a large assortment of hardware. Mr. Schaal has been a resident of this village for the past thirty-five years, and has been in business since 1874. He is a good example of what is termed a self made man as he has carved out of life's uncertainties a certainty of man's hands by means of his muscle and brain. He is a gentleman of liberal sentiments who believes in keeping up with the age in which he lives and he reflects his prosperity in giving his trade a good stock to select from and a magnificent building in which to do their shopping. He is one of Princeton's most distinguished residents and her commercial biography cannot help but cite him as a model representative of that interest.

Pooch & Megow. These gentlemen possess an intimate knowledge of real estate values in this part of the state, so their judgment and information can be relied on as real estate agents and their integrity and reliability makes them desirable parties to deal with. They handle village and farm property and have on their lists choice farm lands located throughout the northwest and southern states. Both have been residents of this part of the state for many years where their relations with the public have been of the most satisfactory and honorable character. Mr. Megow is now Justice of the Peace and notary public and one of the county's best known and skilled photographers. The firm are recognized authorities on realty and

give the business careful attention which insures good results to all parties interested.

W. H. Edw. Buck. The style incorporated in the dress of the community reflects to a certain extent the taste of the tailor catering to it and those here who have been clothed by Mr. Buck are dressed becomingly and in style. Before engaging in business several months ago, he was employed by a large merchant tailor in Fond du Lac. He is a talented cutter and designer and his work includes goods for both sexes. He carries in stock a large assortment of suitings and his furnishing goods are the latest. He also deals in ladies' cloaks, jackets etc., and his operations give work to several people. Princeton should consider herself very fortunate in securing the services of a stylish tailor in which every advantage is given to be found in a large place and his prices are far below those whose offerings are of equal merit.

Western House. This hotel has been conducted by Mr. Albert Humphrey since June and he has given great satisfaction to his trade. He is a pleasant, agreeable gentleman who tries in every way to please his guests and provide them with an abundance of well cooked food. He also deals in fine wines, liquors, cigars etc. Mr. Humphrey has made many warm friends since removing to this village.

A. Ziebell & Co. This firm which is composed of A. & R. Ziebell have been manufacturing fine cigars

now for about one and one-half years and have gained a reputation for hustling young business men and as good cigar makers which is a great compliment to them. Their leading brands, "Club Room" and "Grand Western" are favorite cigars with the lovers of a good smoke and they find a ready sale in this and neighboring towns. Their factory is 22x50 ft, in which four persons are employed. This firm are among the best liked business men in the village and it is meeting with fine success.

August Swanke. None whom I will mention in this industrial review of Princeton are more prominent than Mr. Swanke. He has lived here for about forty-two years, forty of which have been actively applied to business as Princeton's leading manufacturer. He has also during this time taken an influential part in the village administration and has held about every office of trust and honor within the gift of her residents, such as president of the village, Justice of the Peace, trustee, treasurer etc. Mr. Swanke is an extensive manufacturer of wagons, buggies, sleighs and also conducts a saw and planing mill, foundry etc. His plant comprises several buildings each being devoted to some particular line of manufacture, and in operating it work is given at the present time to ten men. Mr. Swanke's goods have a well earned reputation all over this section, and his name on a wagon or buggy means that there are none better made anywhere. In other words his name is a syno-

nym of good workmanship and reliable product. As one of the leading men of this section Mr. Swanke is entitled to more consideration than our space permits. His influence has always been cast for the good of his fellow man and as a live manufacturer he has a wide spread reputation.

R. P. Rawson. Mr. Rawson is one of the widely and favorably known underwriters of the state, and has been identified with insurance since 1866. He possesses a wide range of practical experience and an intimate knowledge of the principal risks in the village and vicinity, so is considered an authority on insurance matters. He affords his patrons the safety embraced in such powerful companies as the Hartford, North America, Pennsylvania, Phoenix, St. Paul and Pennsylvania Underwriters. These companies are noted for the ample security they furnish policy holders as well as for the prompt manner in which they adjust and pay losses. Mr. Rawson is one of the pioneer residents of Wisconsin, having come to this state in 1844 and settled in Dane county where he held several offices. He removed to Princeton in 1850, when she consisted of six or seven families. During this time he has held many positions, such as president of the village, clerk, supervisor, coroner, etc. Mr. Rawson is one of the most beloved and respected men of the community in which he has always been a prominent figure.

F. S. Merrill & Son. This business incorporates much experience in the livery business, as its founder, Mr. F. S. Merrill, began it some twenty-four years ago. The present firm was formed about seven years ago by the admission of L. A. Merrill. The firm conducts a livery which is equal to the best in the state, and the stock and turn-outs in general show that the firm are wide awake and enterprising. Several buildings are used for the business which takes up a frontage of about two hundred feet. This stable is conducted in a business-like manner and has a large trade. Mr. F. S. Merrill has been sheriff of the county and always active in her affairs. The firm also conduct a veterinary department in which both take part. This is one of the best known firms of the city and its members are men of influence and popularity.

Frank Borsack. This gentleman is considered one of the most skilled mechanics in the country. He has worked at his trade of blacksmithing and horse-shoeing here for a number of years and has been in business for himself six years. He does general blacksmithing and makes a specialty of fine horse-shoeing in which he has but few equals in this section. He also does all kinds of wagon work. Mr. Borsack has his full share of trade, in fact he is one of the most busy men here. He is a gentleman of strict integrity and reliability.

Dr. H. L. Straight. The doctor has been engaged

Princeton State Bank. This bank was organized as a state institution in 1893, and its history shows that it has been managed in an able manner. Its functions cover everything known to banking and all help consistent with sound banking is given to the commerce of the village and vicinity. The capital is \$30,000. The bank building was erected for the purposes of the business in 1894, and is one of the most complete bank buildings in the state. It is built of St. Louis brick with stone finishings, and the interior is finished and furnished with the most modern devices and furniture. The president is L. D. Moses; vice-president, E. D. Morse and cashier, J. E. Leimer, all names which add to the solidity of the bank, and men whose resources emphasize the importance of the institution. Mr. Leimer, the cashier, is also engaged in the insurance business and is agent for nine of the largest and best fire and life companies in the world, and is also head of the manufacturing firm of Leimer & Co.

W. J. Mesick. The farming community ought to be complimented on having a man of Mr. Mesick's capabilities to supply them with farm machinery and such goods as the farmer needs now in about every department of the business. Mr. Mesick has been in this business some eleven years and at the present time conducts one of the largest supply houses in this part of the state. His ware houses are 40x65 and 24x40 feet and are very complete in every detail. He

is agent for some of the most desirable make of goods on the market and in selecting them he has always had an eye to the best interest of his customers. Mr. Mesick is well known and has a most honorable standing, and while not a politician in the least sense of the word he has nevertheless taken part in conducting the affairs of his town of which he was chairman for five terms.

F. J. Yahr. Mr. Yahr has performed an important part in promoting the lumber trade here and it is largely through his enterprise that this has been made the good lumber market it is. He has now been in the trade for twenty-one years, which represents a long period of most honorable business intercourse with the people. He deals in all the goods to be found in a large and first class lumber yard, and also deals in grain and farm produce of which he is a heavy shipper. Mr. Yahr's trade efforts have been of much good to the village, and his success has come through reliable methods and good business energy. He is one of the prominent and influential men of the village and is never backward in doing his share to aid in her progress.

Wm. Whittemore. No classified business is so pleasing to the eye in its offerings as that of jewelry and relative lines. In this particular Mr. Whittemore has been very successful in satisfying the public not only in the goods he handles but in the repair depart-

ment as well. His stock consists of jewelry, watches, clocks, bicycles, hunting and sporting goods etc. Twenty-one years is the length of time he has been in this business, and the trade place he occupies is among the representative enterprises of the village. Mr. Whittemore is an agreeable gentleman whom it is a pleasure to meet either in a social or business way. He is also engaged in a new departure in the hunting and fishing lines namely that of agent for hunting and fishing parties. He is the owner of a boat which furnishes living accommodations for parties of several people and his new departure consists in furnishing all fishing and hunting accommodations in the way of guides, boats etc., for parties visiting this section.

Martin Manthey. I feel honored when I can review the career of a man like Mr. Manthey. He located here in 1854 being the first German settler. His life has been one of constant service to the public and his adopted home. He has been chairman of the village board; treasurer, supervisor, and is prominent in church affairs. Mr. Manthey is now engaged in the insurance business, representing several reliable and substantial companies in a most able and honorable manner. No one here has a warmer place in the hearts of the people than Mr. Manthey.

Wm. Ponto. Mr. Ponto is a native of the village; so is known to one and all. Here he grew to manhood and began his business career some years ago in

which he has been well recognized by the public. He deals in the various goods which form the stock of a complete harness shop, and as a manufacturer of these goods there is none better anywhere. The business usually gives employment to three persons. Mr. Ponto is one of the best business men here and is a genial companionable gentleman, who stands well with everybody.

C. H. Worm. In everything which makes a good custom shoemaker Mr. Worm is one of the most skilled I ever saw. He learned the trade in the old country and has followed it here for some thirty years now which is the length of time he has lived in Princeton. Mr. Worm is not only a fine workman but a gentleman of most pleasing manner who has a large circle of friends. He deals in all kinds of foot wear, also manufactures and does repair work in first class shape. Mr. Worm is the inventor of a process for putting on a cork sole which is a conception of much merit. He is ably assisted in his business by his son Carl, who is also a practical and expert workman.

Ed. Hennig. The village can well boast of the fine barber shop she now has which was recently fitted up by Mr. Hennig. It is finished in natural wood and the best barber furniture and fixtures are used. Two bath rooms which are fitted out with porcelain tubs provide comfortable means for residents to keep clean. Mr. Hennig is a young man fully en-

dowed with all the qualifications which constitute a fine tonsorial artist, and the neat and trim appearance of his customers fully prove our statement. Mr. Hennig is one of the popular and well liked gentlemen of the village and will always do his full share towards promoting her good.

G. Luedtke. The wagon works of Mr. Luedtke is a most important factor in the business success of Princeton, and for the past twenty-four years he has been supplying the trade with a grade of wagons, carriages, buggies, sleighs, etc., which cannot be excelled. His efforts have never been to make a large quantity of vehicles but to make fewer and make them first class. Mr. Luedtke is an expert mechanic and no job or any part of it leaves his factory unless carefully inspected by him. The factory is two stories 40x106 feet in size and is divided into departments devoted to each branch. Several workmen are employed, all under Mr. Luedtke's personal supervision. He is also an extensive dealer in farm machinery. As one of Princeton's leading and prominent men and manufacturers I am pleased to refer to him. He is deeply interested in the progress of his adopted home and in his time has held many positions showing the respect and honor in which he is held.

Frank Mueller. The physical well being of a community affects indirectly its commercial interests, and as the health of the people depends to a great ex-

tent on the medicines and preventatives of diseases which we use, it is essential that the drug trade be conducted on conscientious principals. An establishment enjoying a high reputation for excellence in this branch of commerce is that of Mr. Mueller. The business was founded by Mueller Bros. in 1872 and has been under the present control four years. The store is 28x92 feet. The furniture is of cherry finish and all in all it is one of the most complete and best fitted up drug stores in the state. The stock bears ample evidence of Mr. Mueller's thorough knowledge of the drug trade and contains a complete assortment of drugs, chemicals and standard remedies as well as a large line of stationery, books etc. Prescriptions are compounded in the most careful manner. Mr. Mueller has lived here since a child and is a gentleman who has secured a position for business vigor and intellectual qualities which give his undertakings weight.

Krueger & Mueller. This firm possesses a degree of popularity which I consider the most flattering indication that could come to them. It has come by giving the public the best possible values and a treatment of the trade which insures their return. The old saying "once a customer always a customer" is true in their case. They are dealers in general merchandise and occupy a store 20x90 feet with an annex for clothing 20x45 feet. Here can be found a stock which in variety and assortment offers most

easy selection for purchasers. The firm conducts the business according to the most approved methods, and their position as leading and enterprising merchants has come from honest efforts. The business was founded in 1882 by a firm of which Mr. Krueger was a member and changed to the present firm in 1887.

O. J. Weiss & Co. The business conducted under the above firm name is devoted to the sale of jewelry, diamonds, watches, clocks, silverware, musical instruments, pianos, organs, sporting goods etc. It is one of the most solid business houses in the village and one of the favorable emporiums of trade. The repair department is one of the features of the business and is presided over by Mr. Gus. Weinkauff, an expert jeweler, who is also the junior partner. The store is 20x60 feet in size and is fitted up in an attractive manner. Mr. Weiss is agent for the American Express Co. and represents them in a most satisfactory manner. He is also a scientific optician and is prepared to fit glasses accurately and properly. A large line of optical goods is carried. The store also contains a department devoted to millinery which is ably conducted by Mrs. Weiss.

J. F. Warnke. The grocery business now conducted by Mr. Warnke had its origin in 1872. He is a man of exceptionally fine business training and is exceedingly popular. Since residing here he has been

elected village trustee and town clerk. As a dealer in fancy groceries he is able to suit all demands with a stock of staple and fancy goods which contains everything choice offered by the market. In fact the rarities of the seasons can be found in his store as soon as offered to the metropolitan trade. Mr. Warnke is one of the heavy shippers of produce; in fact he has done as much to promote this interest as any man in town. He is a representative man in every respect.

S. M. Eggleston & Co. A general store contains such an assortment of goods that it is impossible to mention them in detail. For instance the above store contains dry goods, groceries, clothing, shoes, notions etc. This house has become a desirable one to trade with for the reason that goods are sold at bottom prices and are always found to be just as they are represented. The firm consists of S. M. Eggleston, Fred Nicodem and Chas. Nicodem. The two latter being the active partners. This is one of the well patronized stores of the village and the managers show their trade every attention and courtesy. They are most worthy and respected merchants.

Mackowski Bros. This firm is made up of young men who have come to the front through their own industry. A few years ago they were both clerks and were among the most popular in the city, a fact which has greatly aided them in obtaining the large trade they now have. The firm deals in general merchan-

dise which means dry goods, clothing, shoes, notions, groceries etc., which are sold at the lowest possible prices. The firm has now been in business four years. They are young men who are full of life and energy and are considered among the shrewdest business men in the village.

Princeton House. This hotel is one of the most popular in the village which is due to the fact that its owner, J. S. Pahl, is a gentleman of great sociability. He has lived in this county for many years where he has been engaged in both farming and steamboating. His hotel contains some twenty rooms and the table provides all to satisfy the hunger of man. Capt. Pahl also owns and conducts a general store. He is widely known over this and neighboring counties.

G. Teske & Son. This firm is without a peer in the trade here and the class of goods composing the stock show the firm to be men well in advance of the

demand. It consists of dry goods, clothing, boots, shoes, groceries, etc., and while the assortment is of a general nature the finer goods predominate. A department has recently been added containing a choice line of china and cut glassware. The business takes up two floors, each 24x92 feet, all of which is used for the sale and display of goods. This firm seems to be keenly alive to the advance demand for a better quality of goods, a business process which is encouraged by the most able merchants. Mr. Tiske is one of Princeton's pioneers having been in business since 1866. During this time his many friends have selected him to represent them in many official capacities. He was county treasurer for eight years, also president of the village, trustee, supervisor etc. The present firm was formed in 1893, when Edward Teske, one of the village's representative young men, became a co-partner. Another son, Frank W. Teske, adds to the popularity of the store through his connection with it.