



Old Style
DAN LINN'S
OPEN

bryant
HEATING-COOLING
A & T ENTERPRISES

A & T ENTERPRISES
HEATING & AIR SERVICE

PEPSI

ICE CREAM

WE MAKE OUR OWN

Mom's
LOBBY BAR

Budweiser
Lite
BUD LIGHT



Main Street Commercial Historic District
Watertown, Jefferson Co., WI
200 Block of West Main Street (North side)

Photograph # 1/63



Mullon's
DAIRY BAR

Plate-Farms
PRINTING Co.

Quasar
Color TV

Plate-Farms
PRINTING Co.

PIZZA
JUNCTION

SUBS

JUNCTION

251-5455

FREE
DELIVERY

200

CLOSED

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

200 Block of West Main St. (North Side)

#2 of 63



WORTH TOWN SIDING CO.
HOME IMPROVEMENT CENTER
Screen Room Awnings Shutters

ENTERPRISES PUBLISHERS
OFFSET PRINTING • TYPESETTING
CHECKERED FLAG
Reading Room

D&J PET SUPPLY

North Dairy



Main Street Commercial Hist. District
Watertown, Jefferson Co.
100 Block of West Main St. (Both Sides)

3 of 63



Main Street Commercial Historic District
Watertown, Jefferson County, NY
000 Block F East Main Street (North Side)

#4 of 63



ONE WAY
→

FOUNTAIN'S
DRUG STORE

Sacks

Navy

main street Commercial Hist. Dist.
Watertown, Jefferson Co. Wt.
100 Block F EAST Main Street (North Side)

#5 of 63



Stylized logo for Fashion Apparel

FASHION APPAREL

BUSSE
PHARMACY

SICKROOM
SUPPLIES

RAY'S SHOES

Main Street Commercial, Hist. District,
Watertown, Jefferson County
200 Block of West Main Street (North side)

Photograph # 6/63



CENTRAL BLOCK

SHERWIN WILLIAMS

SHERWIN-WILLIAMS

JOCK SHOP

TOWN

OPEN SUNDAYS

SUPER BATH SALES

HIMBIE
GIFTS

Gifts

Gifts



Main Street Commercial, Hist. Dist.
Watertown, Jefferson Co, WI

300 Block of East Main St. (North Side)

7 of 63



Century 21

PROPERTY MART

NOGE
ROGERS TV-APPLIANCE

SYLVANIA
ROGERS TV-APPLIANCE

ZUP

Main Street Commercial Hist, Dist,
Watertown, Jefferson Co, WI

400 Block of East Main St. (North Side)

8 of 63



WASHINGTON
INN
APARTMENTS-ROOMS
FOOD Cocktails

CHINESE FOOD

2 3

Main Street Commercial Hist. Dist.

Watertown, Jefferson Co, WI

500 Block of EAST Main St. (North Side)

9 of 63



JCT
109

Dräger's

AUTO TRUCKS
PARKING →

FLORAL GIFT

Main Street Commercial Hist, Dist,
Watertown, Jefferson Co, WI

600 Blocks of EAST MAIN ST. (North Side)
#10 of 63



Martin

REAL ESTATE 203 2223

Martin

REAL ESTATE 203 2223

Jeep

AMC

American Motors

RENAULT

RENAULT

Scales and Service

Main Street Commercial Hist. District.
Watertown, Jefferson Co, WI.

600 Block of East Main St. (South side)

11 of 63



WRONG WAY

DO NOT ENTER

ONE WAY

ONE WAY

KARA

Select Used Cars

Karen's Kirt & Kurt
Phone 701-6889

REGULAR UNLEADED

S

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

500 Block of East Main St. (South side)
12 of 63.



2.5 HOURS
OF QUALITY
REPAIRS

PHIL BLOCK
BOOKS & TAX

9

Phyl's
Clancy's
403
TAP

Red Apple
ANTIQUES
& FURNITURE

Furni

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co., WI

400 Block of East Main St. (Southside)

13 of 63



AMERICAN FAMILY
INSURANCE
DONN
MATHISON
CHARLES
WESEMANN

AMERICAN FAMILY
INSURANCE
WESEMANN AGENCY
MATHISON AGENCY

MY STORE
Clothing for the Western States

U.S. ARMY
RECRUITING

COAST TO COAST
STORES

KLINE'S

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

300 Block of East Main St. (South side)

14 of 63



BEN FRANKLIN

COAST TO COAST STORES

COAST TO COAST

MY STORE

U.S. ARMY RECRUITING

OPEN SUNDAYS

OPEN SUNDAYS

ONLY

DO NOT STOP

300 Block of East Main St (South side)
#15 of 63

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI



K
L
I
N
E
S

19

KLINE'S

KLINE'S
208 MAIN STREET

KLINE'S
208 MAIN STREET

KLINE'S

OPEN
BUNDLES

Main Street Commercial Historic District
Watertown, Jefferson Co, WI

200 Block of East Main St. (South side)
16 of 63



WUI

Paint
Floor
Covering

Elaine's

CRAFT CASTLE

BRIER'S

BRIER'S

SHOE FOR MEN

WUI

WYOMING
PROPERTY

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

100 Block of East Main St. (South side)
#17 of 63



Main Street Commercial Bldg. Dist.
Watertown, Jefferson Co., WI

000 Block of East Main St (South
side)

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25

Main Street Commercial Historic District
Water town, Jefferson Co, WI
Cole Memorial Bridge

Photo graph # 19 of 63



JEHERRO

FEED BAG
HOTELS

RICHARDS INSURANCE

BANK TIMES

Clap

19

Main Street Commercial Historic Dist
Watertown, Jefferson Co, WI

100 Block of West Main St. (south side)

#20 of 63



100 South Water St, Watertown Public Library

Photograph # 21/63

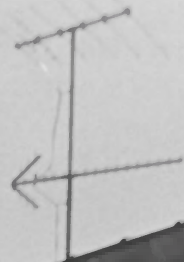
Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI



Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

100 South Water St. (Addition)

#22 of 63



16



Edward Jones & Co.

American Hardware



Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI
200 Block F West Main St. (South side)

#23 of 63



FIRE HOUSE LANES BAR & GRILL

Hamm's
BUTCH & TAP

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co. WI
100 Block of North Water St. (East Side)
#24 of 63



KOTTWITZ
ELECTRIC MOTOR SERVICE

SURGE
ELECTRIC MOTOR SERVICE
LARGEST EQUIPMENT

Main Street Commercial Historic District
Watertown, Jefferson Co, WI

200 Block of No. Water St. (West side)

25 of 63



Water St
O'Connell St

1914

NO
SMOKING

NO
PARKING

NO
STOP
HERE

Main Street Commercial Dist. Dist.
Watertown, Jefferson Co, WI

100 Block of No. Water St. (west side)

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LIFETIME MUFFERS
MEL'S GARAGE

FRESH MEAT GLENNS MARKET HOME MADE SAUSAGE
GLENNS MARKET FRESH MEAT & HOME MADE SAUSAGE

Old Style
DONS BAR

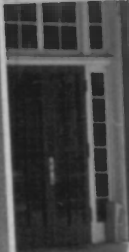
Old Style



Main Street Commercial Historic District
Watertown, Jefferson Co, WI

100 Block of No. Water St. (west side)

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BINGO

SEARS
CLOTHES - SHOES - HOME SUPPLIES



Main Street Commercial Historic District
Watertown, Jefferson Co, WI

100 Block of No. 1st St. (EAST side)

28 of 63



DO NOT
ENTER

Main Street Commercial Historic District
Watertown, Jefferson Co, WI.

100 Block of So. 1st St. (East side)
29 of 63



Main Street Commercial Hist. Dist.
Watertown, Jefferson Co; WI

100-200 Block of So 1st. St. (west side)

30 of 63

Phil's PIZZA
PALACE
STEAK & SPAGHETTI
House

We Serve
GYROS with PITA

STEAK
SPAGHETTI

PIZZA
DIA

AAL WATERTOWN INS.
SERVICES INC.
BUSINESS
& TAX SYSTEMS
LAITSCH
LAW OFFICE, SC.
E. C. ZIMMERMANN
INSURANCE

Congoleum



Main Street Commercial Dist. Dist.
Watertown, Jefferson Co., WI

100 Block of So. 2nd St (West side)

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KILBES

ONE WAY
→

Main Street Commercial Hist. District,
Watertown, Jefferson Co, WI

100 Block of So. 2nd St. (East side)
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FORD
MERCURY



GRINWALD

DO NOT
ENTER

Main Street Commercial Hist. Dist.
Watertown, Jefferson, WI

200 Block of So. 2nd St. (west side)

33 of 63



MID ASSOCIATION
for LUTHERANS

ASA ACCOUNTING
BUSINESS & TAX SYSTEMS

John Gordon

The Day & Night

The Day & Night

Old Style

SINGER
SALES & SERVICE

Main Street Commercial Historic Dist.
Watertown, Jefferson Co, WI

100 Block of So. 3rd St. (west side)
34 of 63



NEITZEL
REALTY AGENCY
1135
PH. 261-2915

NEITZEL
Realty Agency
FARM & HOUSES
OPEN

CORNER
THE
MARKET

Old Style
ROBERTS

Main Street Commercial Dist.
Walworth, Jefferson Co, WI

100 Block of So. 3rd Street (EAST side)
25 of 63



Kirby Co
NEW & USED CARS

KIRBY CO
SALES - SERVICE
SUPPLIES

Kirby Co
NEW & USED CARS

ONE
WAY

OPEN
9:00
10:00
5:00



Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

200 Block of So. 3rd St. (EAST side)
36 of 63



Puter
Mug
Cocktails

Norm's
SPORTS

318 Center

Main Street Commercial Hist Dist,
Watertown, Jefferson Co, WI

200 Block of So. 3rd St. (East Side)
37 of 63



Main Street Commercial, Hist. Dist.
Watertown, Jefferson Co, WI

300 Block of No. 4th St.

#38 of 63



COMO
PHOTO
Average
Photography

COMING SOON...
Kodak 1 HOUR
Film Processing Lab

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

200 Block of No. 4th St (East Side)
39 of 63



THE FLOWER
BOX

SCHEDULED
SPEED SHOP
EACHING CO

Garage sign

Main Street Commercial Historic District
Watertown, Jefferson Co, WI.

200 Block of No. 4th St. (west side)
40 of 63



DAVID'S
PAINT

MILLER
WHEEL
ALIGNMENT
SERVICE

DAVID'S
PAINTS AND
WALLPAPER

THE FLOWER
BOX



Main Street Commercial Hist. Dist.
Watertown, Jefferson Co., WI

300 Block of East Madison St. (North side)
41 of 63



THE BLOCKS
Wholesale Electrical & Co.
42 North Fourth Street

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co., WI
100 Block of No. 4th St (west side)

42 of 63



WRONG WAY

DO NOT ENTER

The hair designers

1112

WEPCO
PRINTING

MINAR
BUSINESS
MACHINES

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

100 Block of No 4th St. (EAST side)

#43 of 63



SPACE
for rent
414-348-9151
Call Bob

Main Street Commercial
Watertown, Jefferson Co,

Hist. District
WI

100 Block of South 4th St (east side)

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PIONEER

CORON
CLINIC

Main Street Commercial Hist. Dist.
Watertown, Jefferson Co., WI

100 Block of So. 4th St. (west side)
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Main Street Commercial Historic Dist,
Watertown, Jefferson Co, WI

100 Block of So 5th St (east side)

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HAR BLK
INCOME TAX

Paul's
Cleaners
403
U. TAD

Red Apple
ANTIQUES
FURNITURE

MORE

K
T
E
E
S

19
109

SILVANIA

7UP
Peculiarly
Soft Tastes Great

YOGUE
CLEANERS
SAVE WITH
QUALITY

NP 8052

Main Street Commercial Historic Dist,
Watertown, Jefferson Co, WI

EAST Main Street

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ENTERPRISES
OFFSET PRINTING & TYPESETTING

CHICAGO FLAG
Daily Press

CHICAGO FLAG
Daily Press

ENTERPRISES
OFFSET PRINTING & TYPESETTING

D&J PET SUPPLY

FROM 49.95 15% OFF

Main Street Commercial His. Dis.
Watertown, Jefferson, WI

JONES Block
#48 of 63



DELIVERY



Main Street Commercial Hist. Dist,
Watertown, Jefferson Co., WI
EDWARD JOHNSON Bldg.

49 of 63



GIFT SHOP

CORNHASTON
GIFT SHOPPER

NO
RIGHT
TURN

Main Street Commercial Historic District
Watertown, Jefferson Co, WI

BANK of Watertown

50 of 63



Main Street Commercial Hist Dis.
Watertown, Jefferson Co, WI

Wiggenhorn Jewelry Store

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Main Street Commercial Hist. Dist.
Watertown, Jefferson Co, WI

Jones and Evans Bldg.

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WARREN'S JEWELERS

JEWELRY

JEWELRY

Main Street Commercial Hist. Dist,
Watertown, Jefferson Co, WI

RACK Building
#53 of 63

ST
9

SINGER



BALICK
JEWELERS

Main Street Commercial Hist. Dist
Watertown, Jefferson Co, WI

Duffy Grocery Store

54 of 63



1874

P. Apple
ANTIQUES
FURNITURE

DO NOT
ENTER
WRONG
WAY

DON'T
WALK

PLEASE VISIT
OUR WEBSITE
WWW.PAPPLE.COM
401-231-1111

Main Street Commercial Hist Dist.
Watertown, Jefferson Co, WI

401 EAST Main Street, Schroeder Building

Photograph # 55763



GOEHL
UPHOLSTERY

404

JIMS
REFINISHING
261-0393

PICCA
SMOKE

Main Street Commercial His Dist.
Watertown, Jefferson Co, WI

Butcher Building
56 7 63



Main Street Commercial Historic Dist.

605 East Main St, Krebs

Greasy Store

Watertown, Jefferson Co, WI

Photograph #57 of 63



KOTTWITZ
ELECTRIC MOTOR SERVICE

SURGE
ELECTRIC MOTOR SERVICE

Main Street Commercial Historic District
202 North Water Street, Wisconsin
Watertown, Jefferson Co., WI

Photograph # 58 of 63



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THE EASTON APPLIANCE
FURNITURE, SOFAS, CHAIRS

Main Street Commercial Hist. Dist.
Watertown, Jefferson County, W

Archiz Brothers Monument Works

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CHEVROLET

main street commercial Historic District
Watertown, Jefferson Co, WI

KRueger Stable

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Main Street Commercial Historic District
Watertown, Jefferson Co, WI
Schumpt Block, Interior

#61 of 63



main street commercial Hist. Dist.
200 Block of West Main Street
Watertown, Jefferson Co, WI

Photo group # 62763



SOLIDAY & MEYER
DENTISTS.

A. FUERMAN'S
LAGER BEER

STAUER

HARRIS

main street commercial historic district
200 Block of West Main Street (north side)
Watertown, Jefferson Co, WI

Photographs # 63 of 63