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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 Gust Brothers' Store
other names/site number Baraboo Savings Bank; Farmers' and Merchants' Bank

2. Location

street & number 101 Fourth Street N/A not for publication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 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 meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Alicia L. Gove June 24, 2002
Signature of certifying official/Title Date

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

Gust Brothers' Store

Sauk County

Wisconsin

Name of Property

County and State

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:)

Edson H. Beall

8/5/02

For

Signature of the Keeper

Date of Action

5. Classification

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

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

Category of Property
(Check only one box)

- building(s)
- district
- structure
- site
- object

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

contributing	noncontributing
1	buildings
	sites
	structures
	objects
1	0 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 is previously listed in the National Register

0

6. Function or Use

Historic Functions

(Enter categories from instructions)

COMMERCE/TRADE business

Current Functions

(Enter categories from instructions)

COMMERCE/TRADE business

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Italianate

Materials

(Enter categories from instructions)

Foundation Stone

walls Limestone

roof Rubber

other Tin

Narrative Description

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

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Continuation Sheet**

Section 7 Page 1

Gust Brothers' Store
Baraboo, Sauk County

The Gust Brothers' Store is a small, two-story commercial building at the northeast corner of the Sauk County courthouse square in Baraboo, Wisconsin. The building is constructed of a grayish limestone in a style that, while not unlike the Italianate commercial blocks nearby, also has arcade-like round-arched openings which spring from single pillars between them, a corner entrance once framed by two of these openings, a rusticated stone finish, and stained glass inserts in the arches of the two front-facing windows. The roofline is marked by a prominent pressed metal cornice. At the rear of the exposed side wall of the building is an entrance leading to a second floor apartment. The second floor windows are capped by arched stone hoods with large keystones. Built in 1877-78¹ for a meat market, the building has housed two banks, and various professional offices. It is now an art gallery.

Cultural Resource Management in Wisconsin² relates that the Italianate style was popular in Wisconsin between 1850 and 1880, with commercial variations appearing until the 1920s. With its bracketed cornice and hooded windows, the Gust building is like the many examples of Italianate style around and near the courthouse square in Baraboo, but differs from them in its fine proportions, and its use of rusticated stone, arcade-like first floor openings, stained glass in the first floor arches, and its (former) corner entrance.

Unlike most commercial buildings of its era, the Gust Brothers' Store retains its first floor integrity. It is locally significant for its fine detailing and as an important element in a largely intact late Victorian streetscape.

SETTING

The Gust Brothers Store faces south across Fourth Street at the northeast corner of the square that contains the Sauk County courthouse. The west side of the building looks out on Oak Street, which in the next block forms the eastern side of the square. Thus the building adjoins but is not directly on the square. Nonetheless it is part of the streetscape of the square and is one of a number of interesting 19th century buildings seen on or near that corner. Unfortunately the Warren Hotel, which faced

¹ The date of the building has been the subject of disagreement in prior histories and surveys. The conclusive evidence is contained in newspaper items from the Baraboo Republic, Sept. 5, 1877: "M. Hire, who is building the Sumner Block and Gust Bros. store has contracted..." and Dec. 5, 1877: "The capstone was put in Gust Bros. new building last Saturday. The frosts of winter tried hard to stay the completion but without avail. The carpenters and plasterers will make a short job of their part of the work."

² Volume 3, "Architecture" 2-6, Italianate.

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directly on the square from the corner of Oak and Fourth streets, has been lost to fire. It was built in the same year as the Gust Brothers' Store and of the same stone. No other extant building in downtown Baraboo exhibits the same grayish stone, although local historian and naturalist Ken Lange³ states that several quarries close to Baraboo yielded this stone.

PHYSICAL DESCRIPTION

The principal building material of the store, one which adds to its character and architectural interest, is a gray limestone, cut into blocks approximately 8" high and 12" to 15" long, laid in even courses and given a rock-faced finish. This makes the building stand out among the brick commercial blocks that line the square and adjacent streets. Its scale is also slightly different from the rest of the streetscape, its two stories rising only about 30 feet; about 5 feet less than some of the nearby parapets. The grace and dignity of its design enable the building to more than hold its own, however, and it appears as a solid and quite elegant element in the streetscape. The original part of the building is 51 feet three inches long (north to south) and 22 feet 2 inches wide (east to west).⁴ It is crowned with a pressed metal cornice, running along the Fourth and Oak Street sides, supported by pressed metal double brackets and dentils and displaying prominent ornaments at the corners. The cornice has been painted a light cream, with the detailing picked out in red.

The most distinctive element of the facade is the arcaded storefront consisting of three round arched openings that spring from columns facing Fourth Street, with a fourth opening, facing Oak Street. The arches are formed by smoothly finished voussoirs, which meet at a common capstone above each pillar. The arches and window surrounds project about two inches from the adjacent rock-faced wall and their smooth finish provides a contrast with the texture of the limestone blocks which form the walls. On the second floor, the three windows facing Fourth Street are also round arched, with stone hoods, formed by single cut stone on each side, joined by an ornamented keystone. The arches are glazed, with a single vertical muntin; the windows below are one-over-one. The sills of the windows and doors and the water table at street level are long blocks of limestone with a hammered finish. The glazing in two of the arched openings facing Fourth Street extends within 12" of ground level. A wooden kick-plate, framed in heavy moldings, is below the glazing. In the arches above these two windows are elegant stained glass insets in a geometric pattern. The two openings that formed the

³ Interview, July 8, 2001.

⁴ See the boundary description for a discussion of two small projections from the east wall.

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Gust Brothers' Store
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corner entrance have been remodeled; the arches are boarded in. In the corner arch facing Fourth Street is a glass door appropriately framed with heavy molding; facing Oak Street the opening has been framed and glazed to match the two windows facing Fourth Street.

The facade facing Oak Street (west) has five evenly spaced windows on the second floor, which match the front second floor windows. Below, on the first floor, in addition to the opening at the corner, described above, is a row of four unevenly spaced openings near the rear (north) of the building. These are topped by round arches formed by smooth stone voussoirs. A door at the north end of the facade gives access to stairs leading to the second floor apartment, and also to the second floor of the adjoining building to the north. The arch above the door has been bricked in. A small cast concrete stoop with a metal railing leads to this door. (It is possible that this opening was added after the original construction. Its voussoirs do not quite match the others in the building; the arch is a slightly different size and it is awkwardly placed relative to the other openings in this wall.) Immediately next to it is a window about the same size as the second floor windows. Adjacent to it is a larger opening, which appears to have been a door. A careful job of filling in the area below the window sill with rock-faced cement blocks, provision of a matching sill, and retention of the framing and muntin in the arch do a good job of disguising the change. These three openings are so closely spaced that the arches appear to spring from rock faced piers between them and the voussoirs that frame their arches touch at their base. However, each arch is a slightly different size, increasing from the one over the door near the rear corner. Some five feet to the south (nearer to Fourth Street) the fourth opening is another window, also about the same size as those on the second floor. A limestone sill, or water table, runs along this wall at the ground level of Fourth Street and is continuous with the sill on the front of the building. As the ground slopes to the rear of the building, this sill is about two feet off the ground at the back (north) end of the Oak Street facade. Below the sill are three basement windows, which are boarded up. From inside the basement, it can be seen that there was also a basement window in the wall facing Fourth Street, indicating that the street level has been raised.

The building has been sandblasted and given a coat of sealer. A former owner, Mr. Dewel, reports that it was black with grime. It is now a light gray color.

There is a brick chimney visible over the parapet from Oak Street. The building has a rubber roof.

The interior of the building has been extensively remodeled at several points in its history. The second floor was converted into a modern apartment in the 1930s. There is access to this apartment both from a door opening to a stair at the rear of the building on Oak Street and from a stairway inside the adjacent building on Fourth Street. The facade of this latter building, built in 1886, has a contrasting,

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Gust Brothers' Store
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ornamental brick pilaster marking the location of the stairwell. A photo of the Gust Brothers Store, taken before construction of the 1886 building, does not show any openings in the west wall, nor any outside stair, however, so the access must have been cut through when the later building was built. The photo does confirm that the west wall of the building is stone, as it is shown on the 1885 Sanborn map.⁵ The wall appears to be rough, uncoursed rubble, as is the rear wall. All of the walls are shown as 20" thick on the map, although later Sanborn maps show them to be 18". Recent measurement shows that they are actually 30" thick.

The first floor was completely remodeled to create the present art gallery. At the back of the gallery a small office has been installed in what was a vault when the building was used as a bank. This office extends east into the adjacent building, which is reflected in the boundary description. At the rear of the gallery, leading to the office, is a small hallway that also gives access to a closet and two lavatories.

The basement of the building is reached by a staircase that descends along the rear wall of the building from near the center of the rear wall of the first floor gallery towards Oak Street. The walls of the basement are quartzite rubble, which appears to be laid up with little or no mortar. (There are quartzite quarries in the nearby Baraboo Hills.) The basement space is divided into a number of small rooms and closets. In the space that is entered from the stairs is an antique furnace and a brick chimney against the Oak Street wall. Next to it is a circular patch in the floor, about four feet in diameter, which may have been a well or cistern. Next to it, against the east wall, is a small room with quartzite rubble walls and the remains of a brick, vaulted ceiling. The 1885 Sanborn map shows this to be the location of a "kettle" which presumably was used for sausage making. An iron door, with the enameled message "Dr. L.W. Sayles" has been fitted to the entrance to this room. The 1885 map also shows a smokehouse, in the northeast corner of the building. The 1885 map reads "TIN CL" next to this area, with a small hook which may indicate a door, but it is not clear if the smokehouse was in the basement or on the first floor. East of the northeast corner of the basement, is a room, sunk about a foot below the basement floor level, and entirely encased in poured cement. Concrete block has been used to form three other small basement rooms towards the front of the building, including a small, cedar lined closet with a lowered ceiling. This closet has a pair of French-style iron doors. In the front

⁵ New York, Sanborn Map and Publishing Company, 1885. Maps for 1892, 1904, 1913 and 1927 were also consulted.

Wisconsin Word Processing Format (Approved 1/92)

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part of the basement the 2" x 12" joists have double cross bracing. The basement ceiling is about 12'.

CONCLUSION

The Gust Brothers Store is largely intact in its exterior and forms an important and attractive element in the streetscape of historic Baraboo, Wisconsin. The interior has been remodeled on the first and second floors. The basement gives evidence of its history as a meat market, a bank, and professional offices.

Gust Brothers' Store
Name of Property

Sauk County
County and State

Wisconsin

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.)

- 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.
- 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

Period of Significance

1877

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked)

N/A

Cultural Affiliation

N/A

Architect/Builder

Hire, Michael (Mason)

Narrative Statement of Significance

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

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

INTRODUCTION

The Gust Brothers Store, in Baraboo, Sauk County, Wisconsin, is a fine, well preserved, late 19th century commercial building with construction and decorative details that distinguish it from adjacent and nearby Italianate commercial "blocks." Two stories high, and only 22'2" by 51'3", it occupies the northwest corner of the central square of Baraboo, which has a population of about 12,000. Despite its relatively modest size, and the fact that it does not face directly on the square, the building is eye-catching and is locally significant for its graceful proportions, its unusual and intact street-level "arcade" and its rock-faced, grayish limestone walls which are visible on both its front (south) and side (west) elevations. Twice in its history the building has housed a bank. At other times it has been the offices of various medical practitioners, lawyers and dentists. It was constructed in 1877-78⁶ by August and William Gust to house their meat market. The building is nominated under criterion C as a locally fine example of the Italianate commercial style.

BACKGROUND

Baraboo is the county seat of Sauk County, in south central Wisconsin. An intensive survey, carried out in 1989⁷ points out that the prosperity of the village began with the mills that were constructed beginning in 1839 at the rapids of the Baraboo River, which powered a woolen mill, four sawmills, a shingle and lath factory, a chair factory and other enterprises. Baraboo won the contest for county seat in 1846, but was not incorporated until 1864. The present stone courthouse was built in 1904. The town is most famous as the home and winter quarters of the Ringling Brothers Circus. The circus, started in the 1880s, was an important economic force in the village, providing a variety of skilled and unskilled jobs. Even before this economic windfall, however, Baraboo had become an exceptionally

⁶ Baraboo Republic Sept 5 and Dec 5, 1877. The names August and Edward Gust appear on the abstract, which is the only indication of which of the Gusts built the building, but while many of the Gusts were butchers in other locations, the building was owned by August and William for only one year. The appellation "Gust Brothers Store" therefore rests on the Baraboo Republic of September 5 and December 5, 1877, and the abstract. There were other Gust brothers listed as butchers in the 1880 census. An ad in the Baraboo Republic April 23, 1879 says that the Gust Brothers will buy "hides, sheep pelts, tallow, etc. at our meat market on Oak St. or South Side near the bridge. Chickens, Turkeys, and all kinds of poultry and game bought in their season, also beef and pork."

⁷ Marla Miller, Baraboo Intensive Survey, State Historical Society of Wisconsin, 1989.

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prosperous town because it was the major distribution point between Howard, Illinois and Winona, Minnesota for the Chicago and NorthWestern railroad. The creation of the railroad facility in 1871 precipitated a building boom. The survey quotes the historian Butterfield, writing in 1877: "...piles of building stone and lumber all over indicate unusual activity in building this spring."⁸ The character of the town contrasts with southern Sauk County, which was largely settled by German and Swiss farmers. The 1880 history quotes⁹ an 1863 account: "Baraboo...is more especially noted for its manufactures, to the development of which it has brought a genuine Yankee skill and perseverance."

The survey ascribes importance to the corner of Oak and Fourth streets: "...construction of the Western Hotel on the northeast corner of the square helped encourage settlement on top of the hill..." (The village began further south, in the valley of the Baraboo River and to this day there is a second business district there.) "(A) resident of Baraboo since the 1860s recalled that the corner of Oak and Fourth Streets, ...was the main business section on top of the hill, the stores then spreading from that block southward."¹⁰ The village grew rapidly, from 3000 in 1879, to 5000 in 1889 and 6000 in 1900. Progress was not entirely smooth, however, as there were major fires, including one in 1872 that destroyed the buildings at the corner of Fourth and Oak. A birds' eye view of the village in 1870 shows a one-story, possibly boomtown-style building on the lot later occupied by the Gust Brothers Store, with a two-story building standing next to it on Fourth Street. The 1880 history¹¹ states that the building was one of seven lost to a fire that started in a meat market. The building on the corner, owned by Levi Crouch, was valued at \$1000. Across from it, on Oak Street facing the square, was a three story hotel, with a cupola, which was lost to the fire. By 1877, the newspaper was reporting enthusiastically on the construction of the Sumner block, which still stands on that corner, across Fourth Street from the Gust Brothers' Store. On May 7, the paper reported, "Whether inspired by self interest or public spirit the owner of the lots on the corner east of the Western Hotel is entitled to thanks for razing one of the old rookeries that have so long been an eyesore to the community and surrounding the debris with a high board fence." This would have been the site of the Gust Brothers' Store. The paper mentions on September 5, "M. Hire, who is building the Sumner Block and Gust

⁸ p.24

⁹ p.503

¹⁰ p. 27

¹¹ Quoted in Miller, p.27

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

Brothers' Store has contracted...(for another building on the square.)" Michael Hire is identified in the Baraboo Intensive Survey as a stone mason who came to Baraboo from Iowa in 1873. On December 5, the paper reported that the capstone had been placed on the Gust Brothers' Store.

COMMERCIAL AND PROFESSIONAL USES OF THE GUST BROTHERS' STORE

The history of use of the Gust Brothers' Store has been quite thoroughly researched by Paul Wolter, of Baraboo, and by former owner Dr. Robert G. Dewel.¹²

According to Wolter's account, confirmed by Bob Dewel's summary of the abstract, the Gust Brothers occupied the building for only a year before selling it to S.S. Grubb, who leased the first floor as a meat market. An item in the Baraboo Republic, dated November 13, 1878, noted that the Warren House, across Oak Street from the building, was using the second floor for overflow guests. In 1882 the Sauk County Democrat reported that the building was to have "a new Jackson refrigerator" which would scientifically surround the meat with cold, dry air, and with a display cupboard for the steaks "usually exposed to the heat and flies. When completed Mr. Vallikett (the butcher who rented from the owner, S.S. Grubb) will have one of the finest meat markets in the country." The same article states that the second floor rooms are offered as a "delightful location for a small family."

A decade later, in 1888, the property was sold to Frank T. Brewster, who remodeled it and opened the Baraboo Savings Bank in April 1889. The Baraboo Republic, April 24, 1889, reported that the walls were "adorned with embossed paper and the furniture of antique oak. The bank's money till is safety itself being supplied with the latest improved safe with the most exact time lock. The vault is of heavy and substantial masonry, being built from the bottom of the basement with the greatest care." That property is occupied by a two-story Italianate commercial block dated on its cornice, 1886. Thus the extension of the vault appears to have been made into an existing building.

In 1897, probably because of the continuing depression following the panic of 1893, the Baraboo Savings Bank failed and the building became the offices of attorney R.D. Evans, whose wife took title. Baraboo Gas and Electric Light Company also had offices on the first floor, with its entrance on Oak

¹² Robert C. Dewel, Biography of a Building: 101 4th Street, Baraboo, self-published pamphlet, March 1990. Paul Wolter is President of the Sauk County Historical Society. Both histories are available at the Historical Society's museum in Baraboo.

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

Street, and the second floor was converted for use as offices. "He (Evans) will certainly have an office to be proud of and an excellent location," the Evening News reported on July 12, 1897. A Prof. E.H. Bahr conducted the Baraboo Magnetic Infirmary on the second floor "in Evans' office building" in 1899. "Huge signs," reports Wolter, "with the name of his business were once displayed on the roof of the building. Another attorney, Dan Ruggles, also had offices in the building at one time, and his name appears over the door and on the window in an undated postcard in the owner's possession.

Farmers' and Merchants' bank opened in the building in May, 1917 and remained until 1930. The new bank was opened with fanfare, as reported in the Baraboo Daily News, May 3, 1917: "Flowers for the ladies, cigars and pencils for the gentlemen and keepsakes for the children were generously distributed...many compliments were expressed at the neat interior of the building...located in the stone building at the corner of Fourth and Oak Streets, the former location of the Ruggles law office...Much of the credit for organizing the bank is due to B.E. Trimpey...he aided materially in getting the officers of the bank together." The bank occupied the building until 1930, when it consolidated with the First National Bank, which failed before the end of the year. The building then passed through several owners in quick succession. In late 1930 P.A. Youngbeck acquired it and opened a restaurant.

In 1936 Dr. John Moon bought it and installed the present upstairs apartment. The downstairs was used as medical offices until Dr. Robert Dewel bought it for his dental offices in 1966. The present owners bought it for their art gallery in 1993.

Dr. Dewel correctly disputes the construction date given in the Baraboo Intensive Survey. He speculates that the building may have been originally intended to house a bank. His history contains several historic photos of the building, and the logo of Downtown Baraboo, which includes a drawing of it. He was able to interview people who remembered the Youngbeck restaurant, and a Judge Robert Gollmar, who had had offices upstairs, who told him that it was once sealed by federal prohibition officers for production of liquor in the basement.

BARABOO CITIZENS ASSOCIATED WITH THE GUST BROTHERS' STORE

The 1880 census records three Gust households in the village of Baraboo: Julius, aged 30, a carpenter, William, 31, a butcher, and Adolph, 26, also a butcher. All were married with small children. But there must have been other Gusts, perhaps in the country, because the historical society files contain an obituary for August Gust, who died in September, 1910, who, it is said, was the father of the butchers Gust, and who was born in 1850, arriving "38 years ago." Paul Gust, who died in 1941, was a past president of the Baraboo Chamber of Commerce, a member of the Elks, the Knights of Pythias and

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Trinity Episcopal Church. Prior to going into the fuel business he was a partner in a meat market with his brother, Edward. Edward was born in 1874, too late to have been a butcher in 1877. Edward's obituary, in 1940, however, states that he was "one of the oldest meat men..." who had had "various meat markets here." Emil Gust, who died at age 70 in 1951, was "for many years engaged in the meat business."¹³

When the Farmers and Merchants bank, which had occupied the building since 1897, merged with the First National Bank in October, 1929, one of the new officers was O.L. Gust, cashier. Bob Dewel records in Vol. III of his history, page 34, that in 1933 an "all star committee" to plan the 50th anniversary celebration of the Ringling Circus included "Paul Gust and his brother O.L. Gust, former treasurer of the Ringling show in earlier years." Paul was also on the committee that planned the celebration of new streetlights in 1913.¹⁴ A memorial to Baraboo's circus history, mounted on the wall surrounding the courthouse square, lists an Oscar Gust among its sponsors, but no Gusts are currently listed in the Baraboo directory.

J.J Vallikett, who operated the meat market after the building was bought by S.S. Grubb in 1879, and until the formation of the Baraboo Savings Bank in 1889, is listed in the 1880 history. He was born in Montreal in 1845 and arrived in Baraboo in 1855¹⁵

E. Burt Trimpey is credited with organizing the Farmers' and Merchants' bank, which occupied the building from 1897 to 1929. Trimpey came to Baraboo from Pennsylvania in 1910, to teach school, and married a well-to-do local girl, Alice Kent. He was a photographer, director of the Baraboo Commercial Club and a member of several organizations.¹⁶ The Trimpey story has been told by local historian Erhart Mueller.¹⁷ The Trimpeys were an extremely attractive and unconventional couple.

¹³ Obituaries on file at the Sauk County Historical Museum.

¹⁴ Baraboo News, December 9, 1913.

¹⁵ 1880 History, p.708.

¹⁶ Cole, p. 706.

¹⁷ Erhart Mueller , Always in Sumpter, Stevens Point, WI: Worzalla Publishing Co, 1983,c pp. 9-28.

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

They met while Alice was visiting relatives in Maine, and Trimpey moved to Baraboo to court her. The photography business was a success, and in later years they also had an antique store and a famous collection of dolls, now at the State Historical Society. After 1932 the photography and antique businesses were housed in a store on Fourth Street, near the Ringling Theater, which had a facade designed by the Frank Lloyd Wright studio.

SIGNIFICANCE: ARCHITECTURE

The 1877 Gust Brothers' Store is a locally significant example of the Italianate commercial style. Unlike the majority of the buildings constructed in this style, which rely on the post and lintel construction system to create the first floor openings, this example employs an arcaded structural system. It is this structural system, as well as the high quality stonework that distinguish this building from other commercial properties in the Baraboo commercial district.

The Italianate style was popular and widespread in Wisconsin for both residential and commercial buildings. While the style was at its peak between 1850 and 1880, examples of the commercial vernacular variant of this style are found into the early twentieth century. In commercial examples, expressions of the style are typically found in the bracketed cornice and at the windows with hoodmolds. Here, the decorative keystones at the second floor window arches are decorated with incised floral patterns. The use of a tin cornice allowed for depth and variation in the brackets and incised panels. In addition, the building corners are accented with raised antefixae. While the interior of the building has been altered with the change in business uses, the exterior of the building retains a high degree of architectural integrity relating to the period of significance. Because of its stone construction, the Gust Brothers' Store is one of the few commercial buildings in Baraboo with minimal alterations to its first floor.

CONCLUSION

The history of the Gust Brothers' Store reflects the ups and downs of the local and national economy, with original construction taking place during the building boom that followed establishment of the rail distribution point at Baraboo, the two banks being formed during periods of prosperity and taking their leave during national recessions. It also involves a number of persons notable in the economic

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

history of Baraboo. It is a tribute to the solidity and attractiveness of the original design that the many changes in use did little to change the exterior of the building. Only the column that supports the corner arcaded entrance, where the rock faced texture of the stone is indented to receive a plaque, subsequently removed, the mismatched entryway at the rear of the west facade, the conversion of the side entrance to a window, and a pilaster on the adjoining building give evidence of its varied history and the stairways and addition that it shares with adjoining buildings. Despite these alterations, the building remains a good, local example of the Italianate commercial style with the majority of its character defining features still extant.

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

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Gust Brothers' Store
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Gust Brothers' Stone
Baraboo, Sauk County, Wisconsin

BOUNDARY DESCRIPTION

Beginning at the southwest corner of the building, north 51' 3" to the northwest corner of the building, thence east 22' 2" to the northeast corner of the building, thence continuing east 11' 5" feet to include basement and first floor rooms that project east of the northeast corner of the original stone building, thence south 10' 10", thence approximately 6' west to the exterior of the wall enclosing a first floor closet and lavatory situated beneath the stair in the adjoining building, thence south approximately 6', thence west approximately 3', south again approximately 2' and west again approximately 2' 5" to the east wall of the original building, thence approximately 32' 5" south to the southeast corner of the building, thence west 22' 2" to the point of beginning.

The boundaries of the nominated property are the walls of the building itself, including two additions that project from its east wall into the adjoining building. Measurements were made outside the building, and the observed width of its walls was added to the interior dimensions of the vault addition in the basement and on the first floor. Interior measurements were used to approximate the dimensions of a small area under the stairs of the adjoining building which provides space for a closet and two lavatories that open into the nominated building on the first floor.

BOUNDARY JUSTIFICATION

The legal description of the property held by the present owner of the Gust Brothers' Store reads as follows:

Commencing at the Southwest corner of Lot Seven (7), Block Twenty-three, that part of the City of Baraboo, formerly known as Adams, thence North 51 feet, thence East 40 feet, thence North 27 feet, thence East 14 feet, thence North 54 Feet, then East to the Northeast corner of Lot seven (7), thence South to the Southeast corner of Lot (7) thence West 66 feet to the place of beginning; SUBJECT to rights conveyed to Angie M. Shults to stairway and North wall of building now erected as recorded in Volume M. of Miscellaneous, page 335; also EXCEPT part sold to Kerndt by deed recorded in Volume 144, page 629 and SUBJECT to agreement with Kerndt respecting stairway.

These dimensions indicate that the property extends into the right of way of Oak Street and Fourth Street, and takes in a portion of the building adjoining it on the east, as well as the alley that runs behind it.

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Section 10 Page 2

Gust Brothers' Stone
Baraboo, Sauk County, Wisconsin

Accordingly, the boundaries of the property being nominated are defined by the building itself, since there is no surrounding area other than the public sidewalks on Oak and Fourth Streets that is associated with the history of the building or provides its setting or is visually associated with it. A problem is the vault/office, which projects east from the side wall of the building into the adjoining structure, in the basement and on the first floor, and a small area south of the vault, on the first floor only, comprising a closet and two lavatories. The vault has been included by measuring its dimensions in the basement, plus the width of its walls on the north, east and south as imputed from the end of its south wall, seen in the basement. The closet and lavatories were measured inside and the exterior dimensions imputed.

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Gust Brothers' Store
Baraboo, Sauk County, Wisconsin

Photo 1 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
View looking Northeast

Photo 2 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
Detail of cornice

Photo 3 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
View looking Southeast

Photo 4 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
Detail of front (south) window

Photo 5 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
Detail of cornerpost

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Baraboo, Sauk County, Wisconsin

Photo 6 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
Detail of kick panel and water table

Photo 7 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
Interior

Photo 8 of 8
GUST BROTHERS' STORE
Baraboo, Sauk County, WI
Photo by Jane Eiseley, April 2001
Neg. at State Historical Society of WI
View from facade looking west (courthouse)

Gust Brothers' Store
Name of Property

Sauk
County and State

Wisconsin

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	Nancy Jo Dillman	date	8/31/01
organization	Cornerstone Gallery	telephone	608 356-7805
street&number	101 Fourth Street	zip code	53913
city or town	Baraboo	state	Wisconsin

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.