Barnard's Bar

Barnard's Hotel and Bar, well known to the people of this area over a long period of time was originally operated under this name by Mr. and Mrs. George A. Barnard. They purchased the business, The Columbia House, from August Goldbeck in 1911 and engaged the late Charles Hintz, Sr. to construct the present building after tearing the old building down. The old structure housed two taverns, one where the present bar room is and another three steps down, which is the living room of the present Barnards.

George A. Barnard operated a meat market and livery stable in addition to the tavern and hotel. Salesmen stayed overnight and rented horses from Mr. Barnard thus enabling them to travel through the neighboring countryside conducting their business. Meals were served to the guests. It was a headquarters for telephone crews and public service men.

The Barnards had three sons, Oliver, William, George E. and one daughter, Priscilla, married to Atty. Howard J. Leppla and resides in Brillion.

Unknown to the Barnards, eight racketeers stayed at their hotel in 1932. They were running a still in the neighboring area and were arrested the day that F. D. Roosevelt was campaigning in Green Bay.

When Reedsville was hit with a severe sleet storm in 1922, the hotel housed about 25 to 30 people, many of them telephone men who were in this vicinity doing line repair work. In 1923, when a tremendous snow storm stalled the trains at the Grimms cut, 48 people spent the night.

1936 was still another snow storm this area will long remember, 26 individuals being stranded at the hotel, two of them being Mr. Milton Detjen and Seymour Althen. The former is well known for his musical talent, especially as an organist; the latter was a newspaper man that still is proficient in that field. Also included among the snowbound travelers were two orchestras. The American Legion hall was specially heated for the night; the orchestra members and many residents of Reedsville trudged through almost unsurmountable banks to attend the unscheduled dance that lasted until the wee hours of the morning.

“Grandpa” Barnard died November, 1949. His son, George E. ran the hotel and bar until he and his wife, the former Theresa Brick of Askeaton, purchased the business in 1952. “Grandma” Barnard died on May 26, 1952, so “Tess” and “Dolly” and their two children, twins Donna and Donald, were the remaining Barnards to occupy the living quarters attached to the business establishment.

The Reedsville Lions Club was chartered at the hotel in 1938; “Dolly” is a charter member of that organization. The Lions continued to meet there, being served a noon dinner until 1951. The building also housed a beauty shop in 1937 and 1938; the salon being operated by Miss Mildred Denk.

The Barnards do not rent out rooms any longer at the hotel. The bar is presently doing business as usual.

Barnard Oil Co.

The Barnard Oil Company was started in 1927 by George A. and Charles R. Barnard. Charles who lived in Brillion and George, who also owned the hotel at that time, were brothers. They were among the first Texaco distributors in Wisconsin.

An underground pipeline was laid from the bulk plant to the railroad track to unload tankcars in which their products were received. Trucks were used to carry the fuel to consumers where their storage tanks were filled with five gallon buckets. This was a slow and tedious process compared to today’s method. Because oil was not yet a popular
heating fuel in those years, winter business was slow. Then in the late 30’s and early 40’s, fuel oil came to the front as a heating fuel and necessitated the use of pumping equipment on one of the delivery trucks.

In 1941, Charles retired from the business to enter politics. His share of the business was then purchased by William Barnard, a son of George A. Barnard. William “Bill” and George, Jr. (Dolly) had been truck drivers since it had started. “Bill” and his father continued their partnership until the latter’s death in 1949, at which time William became sole owner and operator.

In 1956, Bill was appointed postmaster of the Reedsdale office and although he retained ownership, he turned over the duties of managing to his son Dale (Bud) who had been working at the station since 1947.

In 1962, Bud and his wife Pearl purchased the business they operate today. Donald Barnard, cousin of Dale, has been with the company since 1954. He takes care of fuel oil deliveries.

The area serviced by Barnard Oil Company is bounded approximately by St. Nazianz on the south, Morrison on the north, Brillion and Whitelaw to the east and west.

**Bergmann Barber Shop**

Another well-known business establishment in this community is the F. J. Bergmann Barber Shop. “Tip” as he has been tagged since a boy of seven years of age, has spent most of his lifetime in Reedsdale.

After graduating from Brillion High School and from the Oshkosh Normal School, he taught for three years at Hustiford High School, which was a two-year school. He then entered the military service and was in the army in World War I. Being discharged in July of 1919, he found that teaching positions were filled and so made the decision to start his own barbering business.

This was not a new trade for “Tip” as he was an apprentice barber with Rawley Maertz when he was a freshman in high school in 1909.

In 1919, he began his business career in the old Maertz building located north of Kabats Country Gardens. This building is now living quarters for Jerome Maertz family.

In those years, the barbering trade demanded long hours, six days a week. Just prior to the opening of the Bergmann Barber Shop, the shops used to be open on Sundays until noon. When “Tip” first started, shaves were ten cents, hair cuts were 25 cents, massages were 25 cents and hair singes were 20 cents. The hair singe, a thing of the past, was very popular at that time. The barber would run the lit wax paper, which resembled the old fashioned women’s hat pin, only about ¼ inch in diameter through the hair of the customer thus singeing the ends. It was thought that this remedied the problem of split ends. This treatment was used only by the men customers of the shop. Waxing moustaches and grooming beards were all part of a day’s work.

Saturdays, his shop was always open after midnight. That evening was usually devoted to shaves, apparently the men wanted to be clean shaven for Sunday. Each customer had his personal shaving mug and they were marked by name and an emblem or design symbolic of their occupation. “Tip” doesn’t have any of the mugs in his possession at present, for they were picked up by “collectors” a long time ago.

Victor Kabat was the helper in the first shop. In 1924, Bergmann build the new, red brick building on Manitowoc Street. It was an impressive addition to the community with its large windows, ceramic tile floor and modern fixtures.

In 1925, “Tip” married Edna Hein. She worked as a dental assistant to the late Dr. Morrissey and later on was telephone operator at the local exchange. She died in January 1946.