
Rataichek’s

In February 1937, Mr. and Mrs. Theodore Rataichek moved from Casco to Reedsville. Their plans were to open the first Gamble store in Reedsville. They wanted to start business March 1, 1937. They had their choice of three locations, Valders, Wayside, and Reedsville. Ted and Margaret decided on Reedsville.

They rented the former Fredrick and Charles Maertz building which was located on Highway 32. The highway was later relocated and is now the corner of Sixth and Menasha Street.

Ted took a two-week training course at the Gamble Store in Manitowoc and due to the delay in shipment of the counters and table, the business wasn’t open until May 15, 1937. The business consisted of auto supplies and hardware.

They remained in this building for four years and then were forced to move because the building was condemned. It was razed later. The concrete steps that led into the building still remain on the empty lot on the corner of Menasha and Sixth Street.

In April 1941, Mr. and Mrs. Theodore Rataichek rented the Stelling Building located on the corner of Manitowoc and Fifth Street. At that time it was owned by the Manitowoc Savings Bank. This building was rented for several years by the Rataicheks and later purchased.

After a lot of cleaning and remodeling, Ted and Margaret moved their stock and household furniture to this building in May 1941. This building was owned by F. F. Stelling. It was first located on the lot on which the home of Mrs. John Treichek is now situated.

One winter, this store building was moved by way of the present ball diamond and through the former Boettcher fields to the spot it is now located on Manitowoc and Fifth Streets. Dave Zimmerman operated the store for some time. Then Chris Maresh and the late Mrs. Maresh operated a grocery and dry goods business for quite a few years. After
their move, Mr. Stelling had the place again for a short time.
Then the Manitowoc Savings Bank bought the building followed by Mr. and Mrs. Harry Swerloff in the grocery and dry goods business.
Next the Rataicheks rented it and added notions, dry goods, school supplies, ready-to-wear and toys to their present auto supplies and hardware stock.
They were associated with the Gamble Company for 28 years. In May of 1966, they joined the Our Own Hardware Company of Minneapolis and have been affiliated with it ever since.
Dr. Clarence Bergmann had his dental offices in Rataichek's building for a time. There also was a beauty shop there.
Mr. and Mrs. Theodore Rataichek operated this business in Reedsville for 38 years until January 1, 1975 when they retired.
The business is now operated by their son Cletus and his wife Emily.

Reeds ville Brillion Insurance Agency, Inc.
The Reeds ville Brillion Insurance Agency, Inc. really had its birth about 23 years ago. It was organized by the late Robert Rolland and was then known as Bob Rolland Insurance. Prior to entry into the insurance business Bob was employed at Brillion Iron Works, as an assistant foreman and group leader.
Bob was born and raised in Menchalville and was the son of Mrs. Bessie Rolland and the late William Rolland. He married the former Jane Pollack on September 6, 1947, and they resided in the Pollack homestead.
From 1953 until 1958, Bob worked on a part-time basis selling life insurance only for Modern Woodmen of America. In July of 1958, Bob left the Brillion Iron Works and purchased a portion of the James P. Daley insurance business which required his full-time assistance and that of his wife, Jane, who did all the secretarial work. He later purchased the Otto Schley Agency of Forest Junction, The Brillion Insurance Agency, John Pinger Agency, Art Ottelien Agency, Paul D. Mangin Agency and a portion of the Harry Haese Agency.
Due to a lack of office space, the Rollands purchased the Fred Wells residence in August of 1960. Business progressed to such an extent that Bob needed to hire another agent. In May 1965, Ronald Schultz, son of Mr. and Mrs. Milton Schultz, joined Bob as a part-time representative. Rolland then purchased a portion of the Gilbert Wolffmeyer Agency of Brillion. Since Ron decided to make his home in Brillion, the business was changed to the Reeds ville Brillion Insurance Agency, with its main office located at 430 Manitowoc Street in Reeds ville.
In June of 1966, Ron Schultz left his job as production controller at Tecumseh, New Holstein, to go into the insurance field on a full-time basis, having his office in Brillion. Shortly thereafter, the men purchased the balance of the Gilbert Wolffmeyer agency. At that time the agency represented nineteen companies from town mutuals to stock companies carrying a complete line of insurance.
The business continued under these conditions until January 1973, when due to ill health and by order of his doctors, Bob was forced to retire. Bob's son, Mark Rolland, then a senior at the University of Wisconsin-Oshkosh, was hired to take over his father's share of the work.
Unfortunately, on January 6, 1973, Bob passed away, leaving his wife Jane, three sons, Michael, Mark and Rodger and one daughter Roxanne. Shortly thereafter, Mark purchased his father's portion of the agency and began working out of his mother's house in Reeds ville.
On April 22, 1976, the agency purchased a portion of the Ronald Dhein Agency at Chilton. Now the agency is an independent agency representing twenty-two companies and carries a complete line of insurance.
Another agent, William Miller has joined the firm to handle the Chilton area.