It was June 1, 1914, that Walter S. Jones, an enterprising young druggist from Milwaukee, opened a drug store in the village of Waterford. The west half of the building now used by the Topp-Bryant general store was the home of the new venture, which proved satisfactory and showed possibilities of growth from the beginning.

This being true, it was not long before Mr. Jones began looking around for a permanent location, a place large enough to accommodate his growing bug show. Not finding what he wanted he decided to erect a building such as he needed. Accordingly he purchased a lot of William Shenko-

berg in the fall of 1916 and made plans for building.

The lot selected, between the village postoffice and the State Bank of Waterford, had been bought at sheriff's sale about 1912. It was part of some property purchased by Mr. Shenko-berg's father, the late Jacob Shenko-berg. In 1859 of Bemis and Witna, of Janesville, who had bought it at the "Land Sale," in 1859 in Mil-waukee, when the lands of Racine county, which at that time embraced what is now Walworth, Rock and Ken-oshia counties, came into market. A store and hotel, including a good sized dining room and dance hall, was built on the property near where the drug store stands. This building was destroyed in the fire of 1898. It was never rebuilt.

The large and attractive two story building with the accompanying picture was erected by Mr. Jones in the spring of 1917 on the lot purchased of Mr. Shenko-berg. His stock was moved from the west side location and the store opened for business on the first day of July. The quarters were large and commodious afford-
ing twice as much floor space as the rented building had. New stock was added and new and modern fixtures were put in hand, the store became attractive and a credit to the growing village of Waterford. The large, modern apartment on the second floor is the home of Mr. and Mrs. Jones and family.

The Jones drug store is the only drug store in the village and has been the only one for the last three years when Mr. Jones purchased the stock of the Noll drug store. The latter traced its history back to the dawn of the village's life. "Old Dr. Newell," as Dr. George F. Newell was familiarly called to distinguish him from Dr. George and Dr. Boyd, opened a small drug store in Waterford.

Dr. Newell came to Waterford in 1842, before Wisconsin was a state. Besides being the community doctor, he served as a member of the terri-

torial legislature, supervisor of schools, under the old town system, and the village druggist. The supply of drugs, which constituted the drug store, occupied space in the small grocery store. Under the old town system, the village druggist was required all of his time and that more space was needed for the shop, sold his supply of drugs to Mr. Jones, after which he enlarged the shop by utiliz-

The present site of the Ten club park. After the fire of 1898 when the store was completely destroyed by fire with all of the contents, a new drug de-

partment, large and better than had, was opened in the new Noll building which was erected immediately after the fire on Second street. The rock of the Burger drug store, which had been opened in the old Chapman building about twenty years ago was bought by Mr. Noll within a short time after it was located here and was moved to the Noll store.

Three years ago Mr. Noll, having become interested in the banking business and finding that the Noll Bank of which he was president, with its rapidly increasing business was located in part of what is now the Glueck meat market, owned by J. W. Jordan, a young man who had come from the south just after the war, now living at Mason city, Iowa, in those days a drug store did not have to be register-

ed and in the early 70's Mr. Jordan purchased the drug store of Dr. Newell. The village postoffice out-
grew its home in the "Hive Hive" and was moved to a corner of the Jordan store, and Mr. Jordan added to his duties as grocer and druggist that of village postmaster.

About forty years ago the drug depart-

ment was sold to Loess L. Noll, who had studied under Dr. Kochler, now to our older residents as "the old German doctor," successfully passed the state pharmacy examina-

tions. The Noll drug store then be-

came an important department of Noll's general store, located on the east bank of Fox river on First street.
John A. Dadd was in charge of the prescription department. Later he was with the Wright Drug Co., the oldest drug store in Milwaukee, for about four years. With several years of practical experience to his credit he decided to go in business for himself, accordingly he opened a drug store, as stated, on June 1, 1914.

On August 31, 1918, Mr. Jones volunteered for service in the United States army, serving in the 12th Training Battery F. A. C. O. T., Camp Zachary Taylor, in Kentucky. He was commissioned first lieutenant, November 28, 1918. Mr. Jones returned to his home and business on December 12, a few days after he had received his commission. During her husband's absence, Mrs. Jones, with the help of capable clerks conducted the business. Patrons find the Jones drug store a reliable and pleasant place to trade, prompt and efficient service is given and the prescription department is one that can be relied upon. Beyond a doubt it will continue to enjoy the favor of the public and will continue to increase in efficiency.