CONFECTIONERY SHOP

A good clean, up-to-date shop where fresh, wholesome bakery goods, ice cream and confectionery may be obtained all hours is the one thing above all others that makes a country village a desirable place in which to live. No anxious moments for the housewives when old friends drop in at meal time, or when members of the family return unexpectedly from a motor trip, or when the good husband, without warning, brings home business friends. With access to good home bakery goods any woman would prefer life in a beautiful country village such as this is.

Waterford is fortunate. It can boast of as fine and modern a home bakery as can be found in places many times its size—even in large cities. The Wilkinson Confectionery Shop, a picture of which is shown on this page is a shop of which this village has a right to boast. The business is not new although the name and the management are. B. C. Wilkinson, the new owner, has associated with him in the business his wife and son, two valuable assistants.

The Wilkinson Confectionery Shop, formerly known as “The Oasis,” is the outgrowth of an ice cream parlor opened thirteen years ago by Floyd Plucker who operated it for a season then sold the business to Tony Heideman, of Milwaukee, who added home bakery features. Mr. Heideman soon sold to Chester Alby and Thomas Ensing. It was at this time that Frank Teufel began his work as baker in “The Oasis” as the Alby & Ensing shop was called. He remained with the business after Roy and John Alby bought it and later when it was owned by John Alby.

On June 1, 1919 Frank Teufel bought the business and immediately began baking for outside trade. Soon the wholesale part of the business required all of his time and he sold the retail store.

B. E. Wilkinson, of Burlington, was the purchaser. The transfer having been made July 1, 1923. Possession was taken within a few hours and Mr. Wilkinson’s son, Oscar, placed in immediate charge. The store and fixtures were re-arranged, new stock was added, the interior of the store re-decorated, changes which made the sales room much more attractive and inviting in appearance. An electric sign was erected in front of the shop, the name changed from “The Oasis” to “The Wilkinson Confectionery Shop,” and the business, under the care of some one who could give time and thought to it and its development, began to assume the important place it deserved in this community.

Mr. Wilkinson was a stranger when he came to Waterford in July. For three years he had been the ice cream maker for the Kellogg Ice Cream Co. at Burlington. Before coming to Burlington Mr. Wilkinson had a position with the Allen Ice Cream Company at Rockford, Ill.

The building in which the Wilkinson Confectionery Shop is located is one of the oldest on the east side and one of the few business blocks that survived the great fire of 1888 when practically all of the east side business section was destroyed. It was erected by Henry Bierman about sixty years ago and was first used as a saloon and residence for Mr. Bierman’s family. Bierman bought the lot on which he built his 9x40, two story building of Jacob Stenkenberg.

This corner property was sold by Mr. Bierman over fifty years ago to Ole Heg, son of one of the earliest of the Norwegian settlers in this vicinity and a brother of the late Col. Hans C. Heg, of civil war fame. Mr. Heg enlarged the building to its present size by adding twenty feet to the rear. He used the first floor for his general store, the second for living rooms for his family. The building has been in continuous use since that time. A general store under the ago raised the building and made a number of improvements in it. The front half of the basement was fitted up as a barber shop. Until 1922 it was occupied by Almir Krakoffsby. A year ago Floyd Strohman opened a barber shop in it. Mr. and Mrs. Wilkinson and family will occupy the apartment above the retail store as soon as the necessary alterations can be made. The Wilkinson Confectionery Shop will continue to carry a line of fresh bakery goods from the Tennell wholesale bakery. This will assure the new management a continued patronage, these goods being demanded by the local trade as they have been proven to be the very best that can be found—no imitation but real “home baking”—always fresh, attractive in appear-