CONFECTIONERY SHOP

A good clean, up-to-date shop where fresh, wholesome bakery goods, ice cream and confectionery may be obtained at 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.

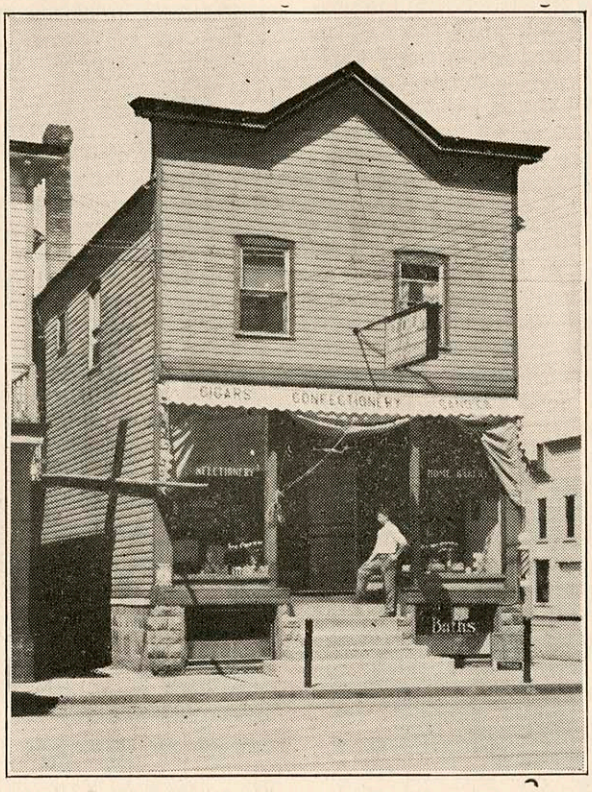
The Wilkinson Confectionery Shop, formerly known as "The Oasis," is the outgrowth of an ice cream parlor opened thirteen years ago by Floyd Plucker who operated it for a season then sold the business to Tony Heineman, of Milwaukee, who added home bakery features. Mr. Heineman soon after sold to Chester 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 Tenfel 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 held a similiar 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 1898 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 20x40, two story building of Jacob Shenkenberg.

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



proprietorship of the following individuals and firms have occupied it: Ole Heg; Heg and Jacobson; Hans J. Jacobson (Mr. Jacobson not only bought the business but the building); Jacobson and Malone (Dr. James Malone); Malone and Malone; and Edward Malone. The latter operated the mercantile business in connection with his publishing and job printing office which occupied the rear room of the second floor. This building was the first home of the Waterford Post which with the store and job office was moved by Mr. Malone to the opposite side of Main street in 1904.

The building which has been the property of William Plucker since the fall of 1921 was purchased by his father the late William Plucker, Sr., and brother, Henry, of Mr. Jacobson about twenty-eight years ago. In 1903 Henry Plucker bought his father's half interest and about thirteen years 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 Krakofsky. A year ago Floyd Strohm 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 Tenfil 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 appearance, made of the best materials, placed on the counters directly from the oven.

Not only fresh bakery goods are to be found at the Wilkinson Shop but a full line of good candies, soft drinks, ice cream and the other things usually found in shops of this kind.

The Wilkinson family will be stable residents of this community and are even now taking a real interest in public affairs and community improvements and welfare. It is men like Mr. Wilkinson with faith in the future of the village, with progressive business ideas, ready to put time and money in a business, that are needed here. The Wilkinson Confectionery Shop is making this a better and more progressive community—a good place in which to live.