

The History of 1007 4th Street

By Barbara Mask

Fred Fell erected this building in 1881. It was twenty-two feet wide and thirty-four feet deep. He operated a shoe store.

This is a building in downtown Fulton that has sparked more memories than any site recently researched. The former Brez-Way, Johnson's Confectionery and Considines all played a role in community life here in Fulton.

Frank Dana, local boy and successful entrepreneur, established a news stand business in 1884 that would thrive throughout the years. A July 8, 1884 advertisement stated, "Frank Dana can furnish you newspapers, periodicals, stationery, confectionery, fruit and cigars." In 1887, he was selling school supplies, a new line of tablets and 'The Daily News' newspaper that was available by 10:00 a.m. each morning. It became, and for over a hundred years, the 'place to go' for local news, state, national and world events; and a cup of coffee and conversation with other townspeople.

Wayne Bastian, local historian, wrote about a group of golfing fellows who sat in front of 1007 4th Street, when it was Johnson's Confectionery, and discussed world problems. The setting was referred to as the 'Ninth Hole.' Many other people patronizing downtown Fulton would avail themselves of the convenient spot to sit and visit. It doesn't appear to be a comfortable seat as it was a wide plank board resting atop wooden soda pop cases.

JOHNSON'S CONFECTIONERY

Dana, after twenty-one years in business, sold his company's stock of books, stationery, notions, cigars etc. to John B. Hanson. In the Fulton Journal on July 14, 1905, the sale was announced, "it came as a surprise to many of our citizens when Hanson bought the stock and good will for the sum of \$2,200. Dana started out with a small stock but it increased until he carried a varied and large stock and accumulated a substantial amount of wealth. Frank Dana was the founder of the Patent Novelty Company and served as its President for many years. The busi-



"The Ninth Hole" referred to folging buddies who sat in front of 1007.



1007 Fourth Street - Johnson's Confectionery

ness featured novelty items and he held the patent on several items manufactured in the new company. Dana, along with Louis Lemke, was instrumental in making the new company a productive and successful enterprise.

Hanson operated the newsstand business from 1905-1910. He paid \$2,200 for the business, but Dana remained the property owner. Hanson is a familiar name to those of us who collect photos of early Fulton scenes. His name, as the supplier, is on many of the post-cards as that was the time when they were frequently used (and could be mailed for

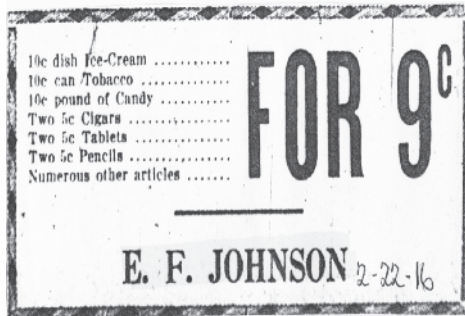
a penny). A Fulton Journal article on June 12, 1908 describes improvements, "Hanson has one of the neatest news and confectionery stores that there is in Whiteside County. The new plate glass front with the large ornamental soda fountain and neat show cases give the room a real aristocratic air. Mr. Hanson has built up a fine business and by his affable address and careful attention to business and the wishes of his many patrons he ought to soon have a healthy bank account." He operated the confectionery store for five years.

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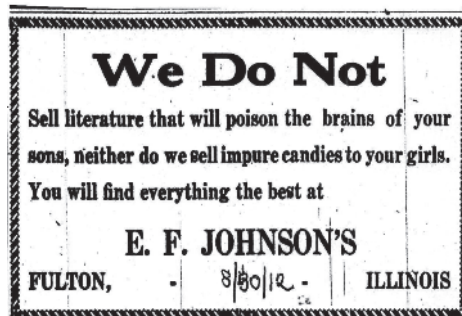
E. F. JOHNSONS

On March 11, 1910, noted in the *Fulton Journal*, "Edward F. Johnson Wednesday took possession of the news room and confectionery store which he recently purchased of John B. Hanson. Mr. Johnson was born and raised in Fulton and has many friends. He first left this city about twenty years ago, going west where he engaged in railroading as a brakeman. About ten years ago he returned to Fulton and for a time followed the same occupation on the Burlington. Four years ago he went south; where he held a position as express messenger on one of the southern railroads out of Dallas, Texas. In the June 14th issue of the *Journal*, it was announced that the Johnsons were moving into their new residence at 718 10th Avenue (currently known as the Bly House). "John Lorenzen has sold his residence property on Cherry Street (Tenth Avenue), which for many years had been known as the Mrs. Myra Wythe place, to Miss Hazel Graham." (Hazel was Ed Johnson's step-daughter who married Alfred Thomsen). "The dwelling is practically as good as new, having been re-built about two years ago." (One could make this statement today as the Bly House was remodeled about two years ago by Monica Bly and Margie Bly Strom). "It is located on the corner with a frontage of sixty feet. The consideration was about \$2,600. Mr. and Mrs. E. F. Johnson will occupy the comfortable and attractive cottage."

Mr. Johnson operated 'Johnson's Confectionery' for seventeen years. While he was renting the space, Frank Dana made some significant improvements to the building. The March 16, 1915 *Journal* details the changes. "A steel ceiling is to replace the plaster and entire re-wiring for up-to-date electric lighting will be added. It may discommode (the *Journal* reporter's word) Mr. Johnson some while the work is going on, but he is for progress and improvements." And later in the month, another item in the *Journal* gave more detail about the ceiling. "In addition to some decorative work on the walls, the metal ceiling is a great improvement over the old-time plaster for stores and offices, as they require less attention and expense to keep them cleaned and in repair." Now, Mike Knott, current



Eighteen store owners offered sale items with a '9' in the price.



One hundred years ago - "It takes a community to raise a child."

owner, recently re-painted that metal ceiling ninety-seven years later.

WILLIAM J. CONSIDINE OWNERSHIP

William J. Considine purchased the business from E. F. Johnson on February 18, 1927. He would operate it until 1946. For a brief period of time, February 3 to August 4, 1939, it is owned by Mrs. E. B. Hunt. Her son, Russell, was the manager and another son, William, (Class of FHS '39) also worked there and replaced Mrs. Tina Martin; a long-time employee.

The business transaction between Johnson and Considine in 1927 came as a surprise to many of the friends of both parties, according to the *Fulton Journal*. "The deal was transacted quietly and the public was unaware that Mr. Johnson had any idea of retiring from business." Statements like this are frequently made when a news item surfaces. The editors prided themselves in knowing what was going on in the community. Considine was working in DeKalb for the railroad for six years when he purchased the stock and took possession on March 1, 1927. Johnson had been the owner for seventeen years and many people were saddened to learn that he had sold the business. "Considine was a Fulton boy," however, and he was welcomed back into Fulton

History of Businesses in the 1007 4th Street Building

- 1881-1884** Fred Fell built the one-story building and operated a shoe store.
- 1884-1905** Frank Dana "Dana's News Depot" ran a confectionery and news stand.
- 1905-1910** John B. Hanson operated a news stand, confectionery and soft-drink parlor.
- 1910-1927** Ed. F. Johnson continued the news stand, confectionery and soft-drink and ice cream parlor.
- 1927-1946** William J. Considine continued the business and added additional services.
- 1939** Mrs. E. B. Hunt and son operated the business for six months.
- 1946-1952** S. Burton Wilson offered the same stock and services as Considine's.
- 1952-1980** Annabelle Hoogheem Leonard operated a café.
- 1980-1981** Cecil & Judy Locey operated a café.
- 1981-1885** Robert Wiebenga operated a café.
- 1985-1987** Linda J. Smith operated a café.
- 1987-1988** Larry & Karen Groh operated a café.
- 1988-1989** Sue Ammon operated a café.
- 2002-2005** 'Fulton Fiber Mill' owned by Marc and Catherine Gravert.
- 2005-2007** Tom and Jo Shepherd ran a 'Country Store' business.
- 2010** Mike Knott is operating a pool sales, service, and supply business.

Building Ownership History 1007

- 1881-1884** Fred Fell built a single-story building 22 feet wide by 34 wide at 1007 4th Street.
- 1884-1952** Frank Dana and family
- 1952-1980** Annabelle Hoogheem Leonard "Brez-Way"
- 1980-1981** Cecil & Judy Locey
- 1981-1985** Robert Wiebenga
- 1985-1987** Linda Smith
- 1987-2002** Henry & Doris Kramer
- 2002-2010** Marc and Catherine Gravert
- 2010-** Mike Knott "BPI—Bogott Plumbing & Pool Suplly, Inc."

and the confectionery store. "His friends will unite in wishing him success in his new undertaking," stated in the *Journal* on February 18, 1927.

Additional items were sold, such as more school books, bubble gum and malted milk shakes.

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And more services were offered: laundry and dry cleaning handling; selling bus tickets; accepting flower orders and subscription orders for newspapers. 'Considines' became a popular meeting place and refreshment spot for young and old alike in Fulton for many years.

There is no clear explanation regarding Mr. Considine selling the business to Mrs. Hunt in 1939 and then regained ownership six months later. Mrs. Hunt moved to Elgin, IL to live with her daughter and husband at the time. When asked by the Journal for a statement, Mr. Considine said, "Just say I have taken the store over again and am 'back home' ready to greet old and new friends." It was called the 'Considines.' Other names were used, such as the confectionery store, ice cream store or news room during previous ownerships, but when Mr. Considine owned it for almost twenty years (1927-1946), it was called 'Considines.'

S. BURTON WILSON OWNERSHIP

"A change in the ownership of one of Fulton's most popular business establishments was announced this week, William J. Considine, who has been "Bill" to everyone around here for years, announced the sale of his confectionery and news stand to S. Burton Wilson of Indianapolis, Indiana," was found on page one of the Fulton Journal on October 24, 1946.

Mr. Wilson was a former Fulton resident. He was married to Josephine Peck, also of Fulton, on September 14, 1935. She was a graduate in 1932 and he in 1925 of Fulton High School. The couple, along with their two children, lived at 828 Tenth Avenue when they returned to Fulton to operate the confectionery store. The announcement went on to say that Considine has no definite plans, "except to spend about 30 days duck hunting."

THE BREZ-WAY

Annabelle Hoogheem purchased the business from Wilson in 1952 and, in 1956, she bought the building from Frank Dana's wife, Nellie, and daughter, Charlotte. The building had been in the Dana family for seventy-two years. This writer has always been curious about the name, 'Brez-Way.' How did it get the name, who selected it, and most of all, why was the word misspelled? Research on this topic revealed that on June 2, 1952, a contest form was published in the Journal for anyone want-

ing to enter a name for the new business. Prizes offered to the winner were \$10 from Annabelle and a Picnic Ham from Bud's Market. Several hundred names were submitted and a panel of judges selected the name, 'Breeze-Way,' suggested by Mrs. Clara Balk who resided at 702 ½ Eleventh Avenue. The next week a quarter-page ad in the paper announced the grand opening, "Drop in at the New Brez-Way for your newspapers, magazines, sandwiches, fountain drinks, ice cream, cigarettes and cigars." The 'Brez-Way' name was used in several congratulatory ads so it appears the spelling of the name was deliberately set during the week. On July 31, 1952, an article stated that, "the building has been completely remodeled, re-arranged and redecorated to provide more light, more room, and more comfort and convenience for patrons." John Wierema worked in the Brez-Way for thirteen years and he can recall moving the mirrored/mahogany backboard from Birt & Kane's Tavern to the Brez-Way. There are vivid memories of the owner, Annabelle, and her husband, Daniel Leonard of when they operated the business for eighteen years.

OTHER OWNERSHIP

Following Annabelle's presence on Main Street, there was a rapid succession of business operators and owners (See related histories in this article). Judy Locey, Robert Wiebenga, Linda Smith, Larry and Karen Groh, Sue Ammon and Gina Heldt all were operating a restaurant business, although, with some variations.

In 2002, Marc Gravert bought the building and created the 'Fulton Fiber Mill,' store. It was the first time that, according to recent research, that 1007 4th Street was in a business other than food-

Jelly Beans From Fulton to the White House

April 2012
By Noreen Pronger



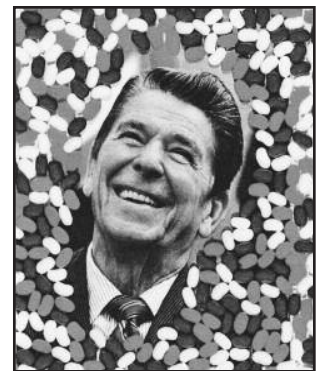
President Reagan's fondness for jelly beans very likely had its beginning when he came to visit relatives in Fulton as a little boy.

My Mother, Rosa Butler Marx, (1898-1987) had memories of the Reagan family from her early years as they were Irish families who attended the Immaculate Conception Catholic Church and their homes were about a block apart when Jack and Nellie Reagan lived with Catherine Reagan on 12th Avenue in 1905.

Mom graduated from Fulton High School in 1916. During her high school years and before she studied to be a teacher, she worked in Johnson's

Confectionery Store at 1007 4th Street, Fulton. After leaving Fulton, the Reagan family frequently returned to visit relatives who, she said, lived in an upstairs apartment across from the store. The confectionery store was a great attraction to little "Ron" who was four to five years old at the time and his parents often took him there to buy candy.

During his Presidency we heard that President Reagan was giving jars of jelly beans with the Presidential Seal on them, as gifts, and had bowls of jelly beans in the Oval Office. Mom, being in her 80's, chuckled and said, "Well, what do you know!" and she recalled selling lots of jelly beans to Ronald Reagan when he was a little boy when she was working at Johnson's Confectionery.



service type of establishment. Tom and Jo Shepherd ran a 'Country Store' retail business here, also.

BPI POOL SUPPLY

Mike Knott, owner of Bogott Plumbing & Pool Supply, Inc., purchased the building on February 11, 2010. It is 128 years old. BPI's services include the sale of pools, pool supplies and accessories, as well as pool service. Mike literally 'dove in' to the building at 1007 which has recently been re-built with the installation of a new concrete floor and an impressive retro-look store front. The golfing fellows from yesteryear could not have imagined such a business would exist today. One of the most interesting aspects of researching Fulton history is that our city on the Mississippi is an ever changing and growing community. Aren't we fortunate, all of us who live here in Fulton today, that Mike Knott chose 1007 4th Street to grow his new business?