

Now & Then in Ripon ... Looking back with the Ripon Historical Society

Schultz Variety Store once occupied Knuth's new home

Earlier this year, Knuth's Brewpub and Event Space opened in a new location at 230 Watson St. However, many people remember back to school shopping in this location when it was the Schultz Variety Store.

The Schultz Variety Store opened in Ripon in 1950 at what then was 232 Watson St.

In 1902, two brothers started The Schultz Brothers Co. with a store in Appleton. The company grew into a chain of 76 variety stores located in Indiana, Illinois, Iowa, Minnesota and Wisconsin. The majority of these stores were located in Wisconsin.

The Schultz Variety Store not only found a home in Ripon, it expanded. It eventually took over the other half of the building built in 1904 at the corner of Watson and Blossom Streets. In 1965, Schultz Brothers also expanded the building from 75-feet deep to 110-feet deep after working with the city by changing the alley behind the building.

The Schultz Variety Stores were known as "5 and 10" stores, sometimes called a "five and dime." They carried all kinds of general merchandise, including clothing, toys, household items, bedding, sporting goods and much more.

The Ripon Schultz Brothers location closed in approximately 1984. Schultz Brothers filed for Chapter 11 bankruptcy in 1988 ending the chain which at that time had 51 stores in four states.

The Ripon Historical Society



THIS CIRCA 1950 photograph shows Chipman's Federated Store on the south side of the building at the corner of Watson and Blossom Streets. Chipman's was in business from approximately 1938 until 1965. The Schultz Brothers Variety Store is seen in the northern side of the building with an address of 232 Watson St. Schultz Brothers eventually took over the entire building before it closed in the 1980s.

submitted photo

Things They'll Need for SCHOOL in Wearing Apparel

**SOCKS!** Galore! by Better Brother

For the Younger Misses

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**CHILDREN'S DRESSES**

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**TEENS' CASUALS**

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**BOYS' & GIRLS' SWEAT SOCKS**

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