

**18 Hjerpe Bros. Building**  
Originally built in 1926 as a bakery and grocery store, this brick and tile structure is best remembered as Oscar Fryklund's photography studio. When he closed shop in 1958, the building lapsed into storage use until its conversion to residence, workshop and retail space in 1973.

**19 Blomquist & Oland Building**  
This 1928 concrete block building has been a service garage, boat factory, fishermen's storage facility and since the 1980s, a succession of retail stores. On the lower level was a heating, plumbing and appliance business, along with equipment for the Delco Electric System in use before rural electrification.

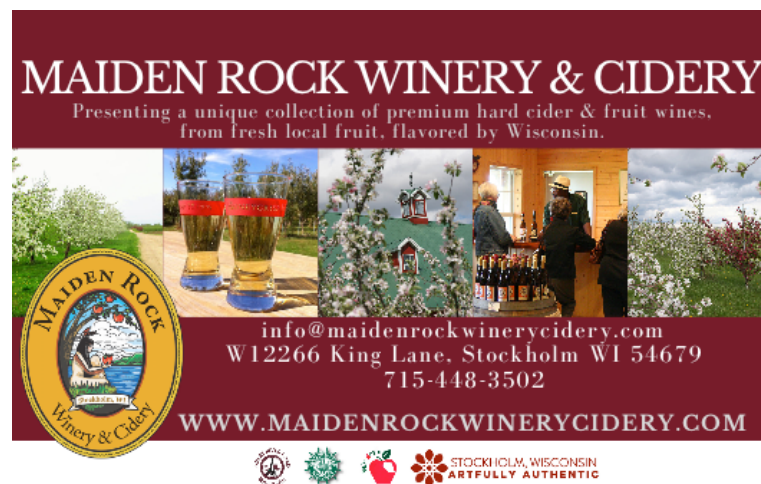
**20 Savvy/Stockholm Post Office**  
Built on the heels of the bank next door, this building functioned for many years as a feed store and office for Martin Larson's sons, with a fanning mill for grain cleaning in the warehouse area. In 1939 the Post Office moved into the office side, and the warehouse morphed into a summer residence before returning to commercial use in 1985.

**21 Stockholm Mutual Insurance Company**  
The first fireproof building to rise from the ashes of the old commercial row, the Stockholm State Bank went up in 1916 on the site of Brownlee's Hotel, a longtime Stockholm landmark. The bank closed its doors during the Great Depression under a cloud of embezzlement charges. Stockholm Insurance Company, originally located up Spring Street, took possession in 1943.

**22 The Purple Turtle & Stockholm Pottery & Mercantile**  
In 1914, Ernestine Bruchman built this house at the end of Bruchman's meadow across Mill Street from the current park. When she moved to Sheboygan to join her husband, Joe Bickel, in the early 1920s, they moved the Stockholm house to drier ground by the railroad tracks. During its absentee ownership, it acquired the reputation of being a house of ill repute. Her brother, Ray Bruckman, opened a restaurant in it sometime after purchasing it in 1933. Its conversion to strictly commercial use occurred in 1990.

**23 Stockholm Village Park**  
Village activity once extended to the lake with a grain warehouse, brickyard, lumber yard, tannery, shoe company, jail, and several residences. Periodic flooding led to the departure of the last of these buildings in the 1940s. Now a village park, the expanse of land between the tracks and the lake today offer camping, picnicking, a boat launch, and restrooms. A 750-foot pier originally built to harbor steamboats has become a favorite place to stroll or fish. The park is also an important venue for art fairs and other events that draw people from far-flung cities and towns in the Upper Midwest.

*Also look for beautiful buildings at the outskirts of town: The Carriage House Inn & Little Green Farmhouse. Several other out-of-town businesses offer unique experiences: Maiden Rock Winery and Cidery and YMCA Camp Pepin. For more information, go to the kiosk on Spring Street near Highway 35.*



## Walking tour of the *Stockholm* Historic Village Business District



*Welcome to the beautiful and historic village of Stockholm, Wisconsin, on the shores of Lake Pepin. Stroll around our charming village center and discover an enchanting blend of history, shops, restaurants and natural beauty. With this booklet as your guide, you will learn a little about the rich history of the village buildings along the way. Enjoy your tour!*



**1 Humble Moon Folkstead**  
Just to the North of The Gunnerson's stands "the little pink house," owned for years by the Westerberg family. The artistic building on the back of the property was added around 2005 and converted to retail space in 2016.

**2 Gunnerson Cottage Site**  
Occupancy of this site dates to the Gunnerson cottage built in 1880. After the flood of 1915 carried it away, a hardware store and gas station went up around 1920. Known as Sheldon's Corner, it remained in family hands until 1980, when it became the Short Stop bar and grille and gas station.

**3 Peterson Homestead**  
At the heart of the building is J. K. and Louise Petersons' stone cottage of 1881. It expanded upwards to house the Merchants Hotel in 1885, then outwards over the next 15 years to house Pete Anderson's family and harness shop. After many years of residential use, it was rehabilitated into a bed-and-breakfast and antique store in 1984. The building was returned to its historic mix of home, inn and retail shop in 2010.

**4 Stockholm Museum**  
Either a remodeling or a copy of Peterson's old harness shop that stood close by, this building went into service as the Post Office in 1901. After the Post Office moved to the highway in 1939, its former building saw little use until its resurrection as the Stockholm Museum in 1983.

**5 White House Inn and Stockholm Bistro**  
This building and courtyard stand where August Stille's massive stone and grout black smithy once dominated upper Spring Street for eight decades, until fire destroyed it in 1961. The lot remained vacant until 1990, when local architect, Thomas Blanck, saved an 1860's era house in Hastings by bringing it to Stockholm in pieces and rebuilding it on the site. The upper floors of the home served as a private summer residence until 2017, when it was converted into White House Inn vacation rental. The lower level is home to Stockholm Bistro.

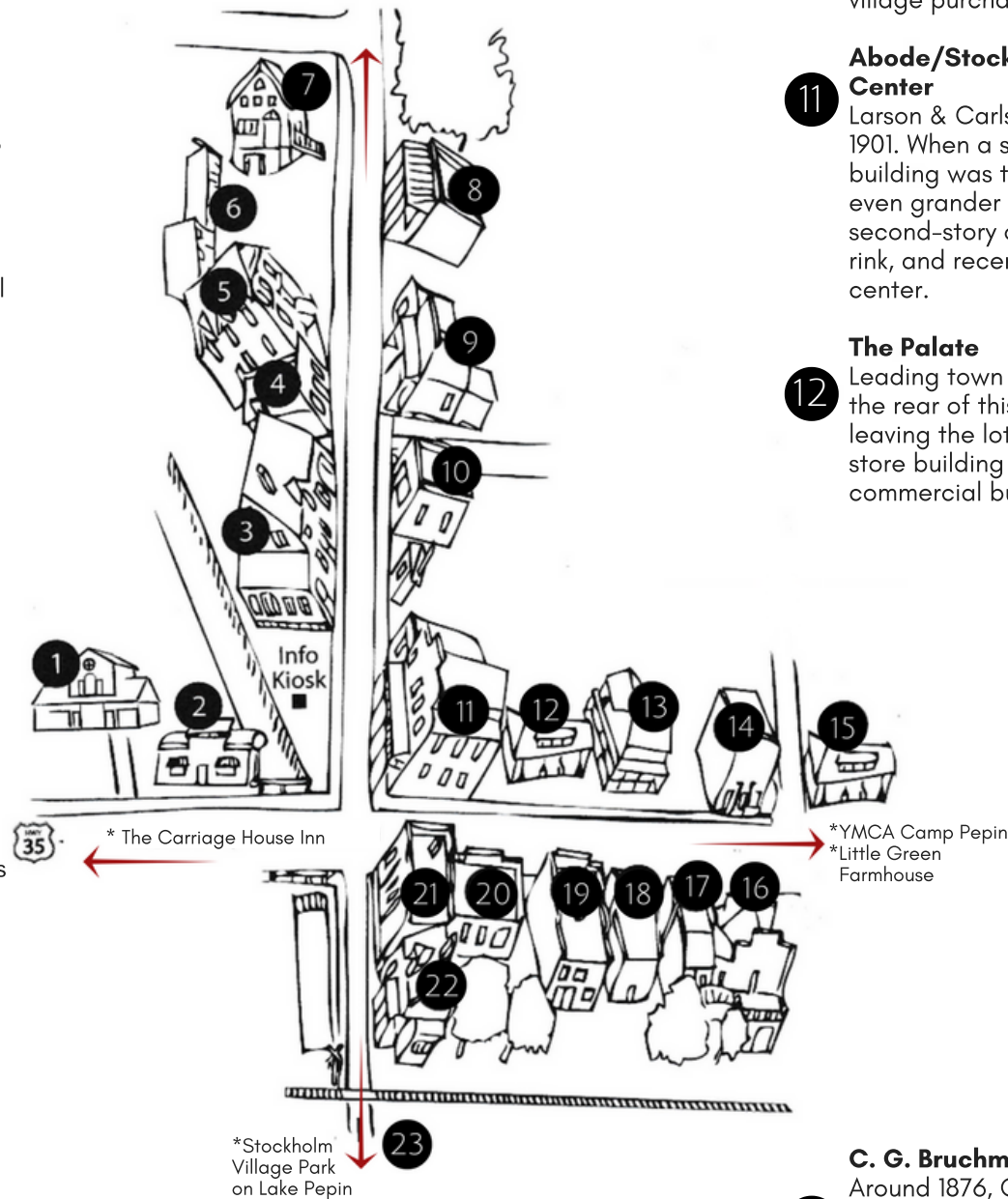
**6 Swedish Country Cottage**  
At the rear of the courtyard stands a simple frame building meant to recall a Swedish country cottage. Built in 1992 to house artists' studios, it soon became the original outlet for Pepin Toys until the store moved to Minnesota. This remains a retail space today.

**7 Bogus Creek Bakery**  
This century-old building was moved from the highway corner in the late 1980's. The lower level is home to Bogus Creek Bakery, while the upper level is leased.

**8 Northern Oak Amish Furniture and Gifts**  
Blacksmith John Lindgren expanded his John Deere dealership to this building in 1916. Its floor still bears the marks of tractor wheels. After tractor and implement sales ended in the 1950s, the building continued to serve as a general repair shop through the 1960s. Remodeled for retail in 1990, it has housed the current business since 2009.

**9 Juno and Me, River Road Apparel**  
The base of a steep hill had to be removed for this building to go up around 1902. It has been used as an insurance agency, general store, barbershop, courtroom, residence, tractor parts shop, artists' studios, and since the mid-1990s, a retail store.

\*Maidenwood Lodge  
\*Maiden Rock Apples, Winery & Cidery



Stockholm is on the Great River Road,  
Wisconsin's only designated National Scenic Byway.



**10 Stockholm Village Hall**  
Stockholm's first concrete block building went up in 1912 as Martin Larson's grain and livestock brokerage once. Far and away the wealthiest man in town, Larson also owned Stockholm's first automobile and sold Reos and Fords at the rear of the lot. On his death in 1917, the village purchased the once building for its public meetings.

**11 Abode/Stockholm Pie & General Store/WideSpot Performing Arts Center**  
Larson & Carlson's impressive general store went up across the street in 1901. When a spring flood washed it off its foundation in 1915, the building was turned around and moved to its present location, where an even grander stone building had burned down a few years before. The second-story opera house eventually served as a basketball court, roller rink, and recently as a community gathering place and performing arts center.

**12 The Palate**  
Leading town merchant Abraham Josephson's house briefly occupied the rear of this spot from 1884 to 1890, when the house went away, leaving the lot vacant for more than a century. A modern bungalow store building originally took hold of the site in 2005. It is the newest commercial building in the village.

**13 Sandy's Clothing and Art**  
In 1854, Eric Peterson put up what may have been the first log cabin in the village at the rear of the lot. Long occupied by his sister, Caroline, it became a stable when she put up a frame house closer to the street in 1868. Seventy years later, Andy Nelson replaced both with a new house. After many years of mixed use, it became home to Sandy's in 2005.

**14 Ingebretsen's av Stockholm**  
The most intact remaining example of Stockholm's early stone and grout buildings, this retail shop was built for C. Youngquist and Co. in 1878. Originally devoted to general merchandise and farm machinery, it has also been a hardware and furniture store, hotel, lodge, farmers' cooperative, saloon, speak-easy, and confectionary-café-barber shop. Its sparkling restoration and conversion to retail below and residence above occurred in 2003.

**15 C. G. Bruchman House**  
Around 1876, C.G. Bruchman squeezed his family of nine (soon to be 11) into a frame cottage next to his brick operation. This cottage soon grew a grocery store and after his death in 1881, a restaurant and confectionary. Son Frederick expanded it further around 1900, with dreams of turning it into a hotel. This dream was realized only briefly, from 1914 to 1916.

**16 John and Hulda Grotthus House and DrugStore**  
When fire destroyed the old 1st Street commercial district in 1907, Russian immigrant John Grotthus put up the present building to house his family, medical practice, and a drug store run by his Swedish wife, Hulda. The building was renovated and converted to retail use in 2010.

**17 HuggaBugga**  
Stockholm founder, Eric Peterson, established the first local business on this site in 1856. After the fire of 1907, Peterson's son, Anton, replaced it with a building of structural tile in which he operated a furniture store and undertaking parlor. In recent years it has been used as both residence and storefront business.