

Register of Old Buildings  
Macon County Historical Coordinating Council

Address: Bachrach's  
100 North Merchant (100-104 N. Merchant, Assessor's Office)  
Legal description:  
Resvy of Lots 1, 2, 3, 4 and 8 blk 2 lot 17 & 18  
Original Town of Decatur

Date of original construction: 1910

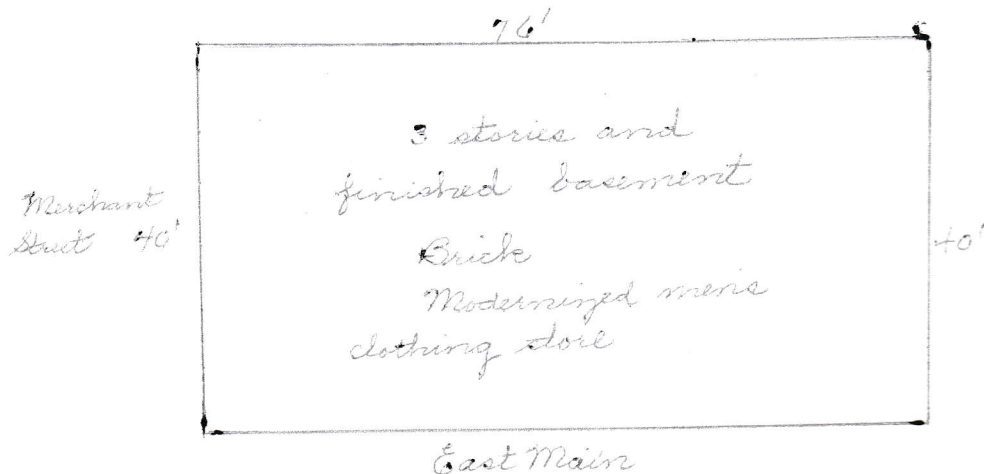
Name of original owner: Henry Bachrach

History:

See copies of articles from local newspapers:

(a)	Lincoln Square 75 years ago	Nov. 7, 1938	
(b)	Open plaza for Merchant Street? (Decatur Diary)	Sun. H. & R.	
		Oct. 2, 1966	
(c)	Morehouse and Wells fire	Aug. 22, 1909	<u>Review</u>
(d)	More fire - Bachrach's loss	Aug. 23, 1909	<u>Review</u>
(e)	Follow-up of fire	Aug. 23, 1909	<u>Herald</u>
(f)	New Bachrach store ordered	Aug. 24, 1909	<u>Herald</u>
(g)	New Bachrach store planned	Aug. 27, 1909	
(h)	Costly fire (Decatur Diary)	May 9, 1965	<u>Sun H&amp;R</u>
(i)	Henry Bachrach dies	July 23, 1917	<u>Rev.</u>
(j)	Feature on Henry Bachrach	Sept. 28, 1930	
(k)	Bachrach remodeling	April 4, 1937	
(l)	Edgar Bachrach dies	Oct. 30, 1951	<u>Herald</u>
(m)	Albert Bachrach dies	June 2, 1968	<u>Sun. H&amp;R</u>
(n)	New firm offices	June 14, 1973	<u>Herald</u>
(o)	Bachrach new store in Springfield	July 29, 1973	<u>Sun. H.&amp;R.</u>
(p)	Additional expansion by Bachrach's	Aug. 25, 1974	<u>Sun. H.&amp;R.</u>

Sketch:



Present owner: Bachrach Clothing, Inc. (Henry Bachrach et al)



# 'Cheap Charley' Was Reputable

By James M. Dedman  
Of the Herald and Review

Henry Bachrach, "Cheap Charley" to Central Illinoisans, was born in Baltimore, Md., May 27, 1848. He started to hustle for himself at the age of 12.

He first went to Washington, D.C., where he worked for awhile, then went to Wheeling, W. Va. After a few years there, he went to Chicago, and finally wound up in Paris, Ill.

Things were tough for Henry at that time, according to his grandson. He often acted as an auctioneer, selling buggies on week ends.

He decided to visit Keokuk, Iowa, and had to change trains at Decatur. Having more than two hours to kill, he looked the town over and decided to stay.

With a partner, I. Kaufman, he opened a men's clothing store on the corner of Main and Water streets — now occupied by Millikin National Bank — with the firm name of Kaufman & Bachrach, in February 1877. The firm was better known as "Cheap Charley," "the poor man's friend" and "the cheapest store under the sun."

At one time there were as many as 32 "Cheap Charley" stores in Wisconsin, Iowa, Indiana and Illinois.

## Predecessor

According to the present Henry Bachrach, these stores were all privately owned, but had a central purchasing office in Chicago. They flourished as a forerunner to today's concept of a chain store.

Meanwhile, Kaufman decided to corner the wheat market and put all his money into the project. It didn't quite come off, and he lost everything. He sold his interests in the firm to Bachrach.

In 1880, "Cheap Charley" moved to the present location at Merchant and Main streets. In

1885, Bachrach bought the building.

Instead of bargaining, Bachrach had one price and stuck to it. He was one of the first to do this in Decatur.

Always civic minded, he helped raise money for the first Transfer House on Lincoln Square.

Bachrach was a great promoter. On a Sunday, he would take his family out in the country in the buggy and call on farmers, telling them that when they needed clothes, to see him. He did this in a radius of 25 to 30 miles.

Once a year he had a store picnic where he invited not only employes, but also his farmer friends. They would usually be taken to some nearby town or farm for an all-day event.

He discontinued the practice after the automobile took away the novelty of travel.

Three sons were taken into the business: Albert, Sidney and Edgar.

In 1909, the Bachrach building, along with many others, was destroyed in one of Decatur's greatest fires.

The firm occupied quarters on South Main Street until the store could be rebuilt.

In July 1917, Henry Bachrach died in Charlevoix, Mich. From 1917 to 1928, the store was called Henry Bachrach & Sons Co. In 1928, Edgar H. Bachrach bought out his brothers. Edgar had been secretary of the company since its incorporation in 1918.

## Monkeyshines

The present Henry Bachrach, grandson of the founder, bought a monkey for a store attraction in 1952. The monkey was about one-third the size Henry had expected, so it nimbly went through the bars of the cage like they weren't there.

They put chicken wire in the cage, but still the police would call and report that the monkey was galloping around through the display windows and the

store. With all this monkey business going on, a monkey-damage sale was bound to follow.

The kids loved to see the monkey, so in 1955, Henry decided to offer him as a prize in a drawing, or the winner could pick out a suit.

The child who won telephoned frantically that he'd be in to pick up the monk. But his mother had other ideas, so he was forced to take the alternate prize.

Bachrach finally gave the monkey to a woman who had other monkeys.

## Underwear Gag

Once, someone at Bachrach's got the idea of putting black lace on a pair of jockey shorts. Someone else added a red bow at the fly. They put the pair in the window as a joke and were swamped with people wanting to buy a pair.

A Herald and Review reporter wrote about it and gave it to Associated Press. Bachrach got one inquiry about it from Australia!

Bachrach's has opened several other stores. By coincidence, they have all opened in February, same as the original store.

Bachrach's Brettwood, 3097 N. Water St. was opened in February 1965; Bachrach's Bloomington, February 1967; Bachrach's Terre Haute, February 1970.

The present Henry Bachrach and his wife, Betty, have been on many big-game safaris around the world. They have been to Africa several times, South America and Vietnam.

The mounted heads around the store attest to their successful hunts.

*Decatur Sunday Herald and Review*

*May 3, 1970*



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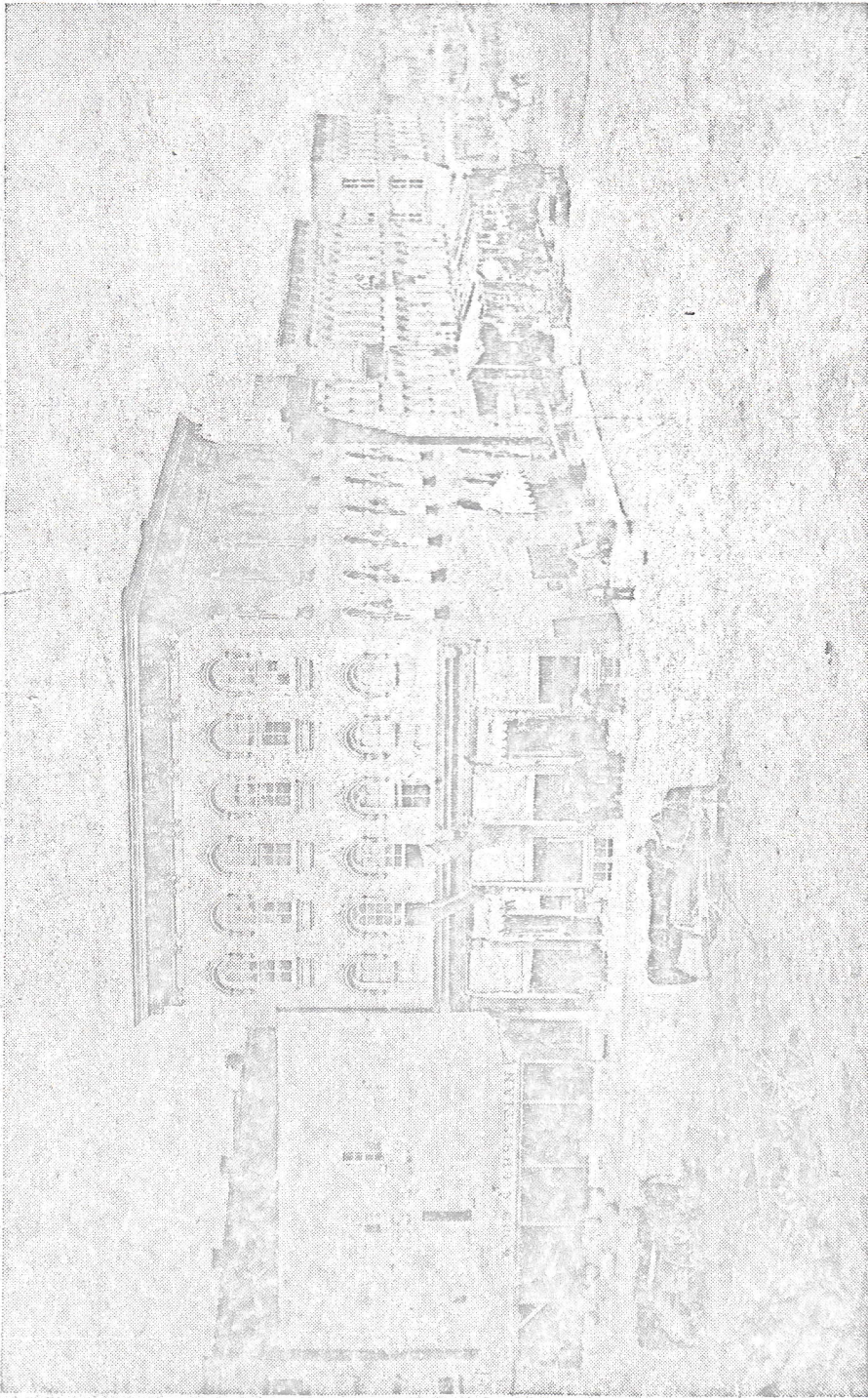
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7 Nov. 1938 LINCOLN SQUARE CORNER AND EAST MAIN 75 YEARS AGO



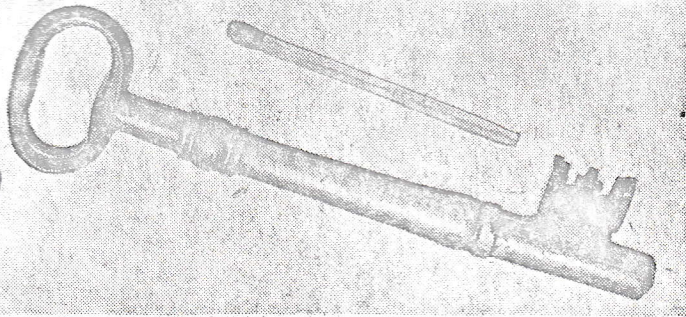
Since granddad as a boy first to J. R. Holt, manager of the Linn firm on the site, moved in wiggled his toes in the thick dust & Scruggs store, by a descendant of Lincoln square there have been of the Stamper family, who built many changes in the appearance of the original building on the corner. It was used in the 1850's by the northeast corner of this famed spot where the city of Decatur Stamper & Condell, merchants.

The key is believed to be the original one used to unlock the front door of the store. It is made of heavy brass and is slightly worn and bent.

The corner store was occupied by Linn & Scruggs for about 10 years. After they vacated the site in about 1880, Bachrach's, present

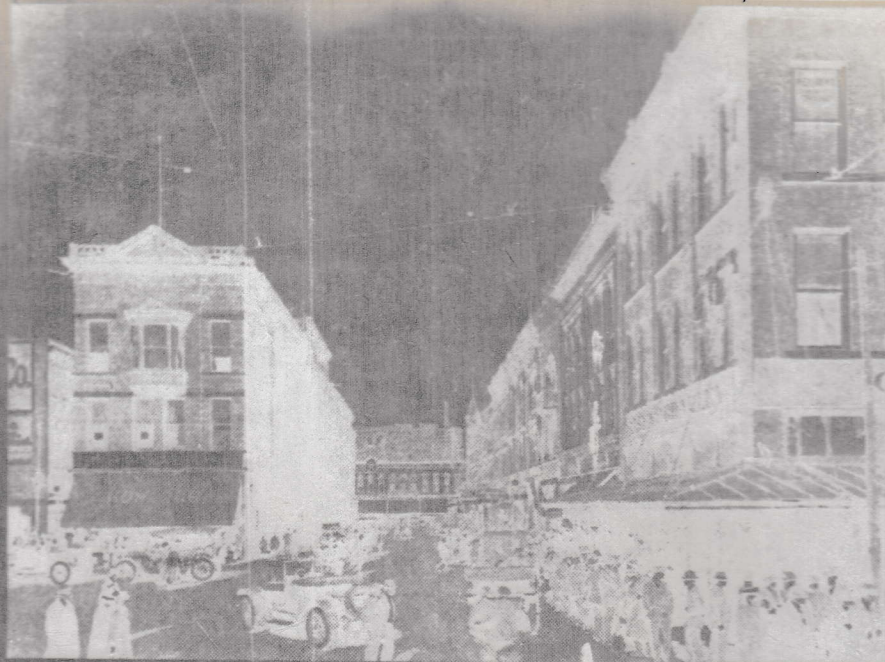
groceries, firm on the site, moved in. Stores which occupied the 100 block on East Main street in about 1860, at the time the picture was taken, were identified in order, left to right, by elderly Decatur men today as Morehouse & Wells Co., Abbott's jewelry, Millikin bank, Peters Hat store, Bushers Shoe store, Lillison Jewelers, and Hubback & Swerenger drug store, on the far corner. The first building south of the Stamper & Condell store was occupied by Wood & Christian, dealers in dry goods and

groceries.



Docu





This photo shows how Merchant Street looked about 1910. Overhead wiring was used by trolleys.

**Decatur Diary**

**Open Plaza Wanted Early as 1857,**

By Richard S. Edinger  
Of the Herald and Review

Merchant Street and Central Block — that narrow row of buildings on the street's west side — has been a subject of controversy long before it was built up as well as in recent years.

There have been several moves to tear down the three Central Block buildings and make the space into an open plaza. But this same idea was held by many city leaders before any buildings stood on the block.

To Franklin Priest, an early mayor of Decatur and the man who set up Merchant Street, the use of Central Block for business buildings was second choice.

Before Priest platted the area and dedicated Merchant Street in 1857, he offered what became the Central Block to the city for use as an open market place. The city wouldn't take it.

The age of Merchant Street is not known. It is old, possibly about as old as the city of Decatur. But officially it came into being with the Franklin Priest Resurvey filed June 15, 1857.

**Not On Original Plat**

Archives point out that a street of some kind existed there for many years before 1857, but the plat of the original town, as of July 7, 1829, does not show such a street.

Priest proposed opening Merchant Street with business houses on the east and a city-owned market space on the narrow strip between Merchant and North Main streets.

The city started to accept the offer, but pressure from other businessmen caused reversal of the decision.

In 1857, Merchant Street had been in existence for some time with the east side of the street built up with business buildings.

But the Central Block strip was not built up. It had been used mostly for tent shows.

During the 1860s some buildings were put on the strip, replaced by two of the three present buildings around 1900.

**First Building**

Priest apparently put up the first building on the narrow block — at its south end facing Lincoln Square. The building was later bought by Silas Packard and housed the post office among other things.

In 1868, B. Stine, a clothier, moved into the two-story brick building. About five years later he bought it. He operated his store there until 1896 when he moved out while he built a new building.

The Stine building stood until 1963 when it was razed for a new two-story brick structure owned and occupied by the Haring Realty Co. A Dec. 19, 1962 fire, causing \$38,000 in structural damage, put the building out of commission and prompted the decision for its demolition.

A. W. Conklin, one of the city's leading manufacturers,

bought the north end of Central Block in 1888. A one-story wooden structure stood on the site for several years before the present building was put up by Conklin about 1906.

**Last Building Constructed**

The Denz building, the center section of the block, was the last to be constructed. E. A. Denz, well-known Decatur tailor, bought the center section and in 1907 replaced a two-story building housing small shops with the present three-story building.

The existence of the Central Block business buildings has been seriously challenged on two different occasions.

The first came in 1932 when it was suggested that Stine, Denz and Conklin buildings be purchased by property owners on the east side of Merchant Street.

The plan called for the three buildings to be torn down and the property divided between the merchants and the city. It would then be possible for the city to widen North Main Street and the retailers could extend their store fronts extensively.

**Property Owners**

Property owners on the east side of Merchant Street who were involved at the time were the Post family, the Bachrachs,

Will and Oscar Danzeisen, J. P. Johnson, the Steinbach estate and Malleos brothers.

A few days after this plan was revealed, other suggestions were submitted. One proposed that the narrow strip of land would be better put to use if it were made into an open plaza.

The plan for razing the block was dropped a few months later when owners of the buildings involved decided to hold on to their investments.

In 1943, Barclay S. Brooks, Decatur architect, proposed an extension of the Lincoln Circle transfer facilities into a cleared Columbia Block area. In place of the Columbia buildings, Brooks proposed that another transfer building be erected which would contain a waiting room and toilet facilities.

The rest of the narrow strip of land would be devoted to formal gardens, fountain, a monument, he said.

The idea came up again in 1950 when the Downtown Decatur Council heard a call for an enclosed mall including the Columbia Block and much of the adjacent block to the east.

Further proposals came up again in 1963 and 1964.



# \$800,000 FIRE—WHOLE BLOCK IS BURNED

*Ans. Review*  
 Aug. 22, 1909

Fire Started in Morehouse & Wells Store, Eats Gradually to West, East and North Until Most of Block Is Cleared.

Springfield Firemen Here—Morehouse and Wells Will Rebuild.

Fire starting in the Morehouse & Wells store about 1 o'clock Sunday morning did \$800,000 damage, perhaps more.

Dozen business houses in that neighborhood were damaged and most of them were wiped out.

At this hour, 4:40 a. m., the fire was not under control, and was spreading slowly to the north on Merchant street, and to the east on East Main and north on Water street.

Business men as far north as Prairie street were moving out. There was a certainty that all of the block would go out. There was a probability that the whole block would be destroyed.

### EFFORTS OF FIREMEN.

The firemen were working hard, but apparently with small effect so far as putting it out was concerned. The Morehouse & Wells fire was beyond reach when they got there, and from there the fire spread gradually to the east, west, and north, in spite of their best efforts.

They did good work in retarding the spread of the fire and enabled many to save their goods.

On the east they held the fire in check for hours at the Cole shoe store.

Relief was asked of Springfield and Bloomington and at 3:30 it was stated that Springfield was loading a special train to send an engine and crew to Deatur.

Electric wires were given as the origin of the fire.

At 4 a. m. one of the leading insurance men of the city estimated the total loss at \$800,000.

Insurance might be estimated around 60 per cent or \$500,000.

### UNDER CONTROL.

At 5:10 the fire was under control everywhere except in the Curtis store.

The business houses and buildings damaged were as follows:



Morehouse & Wells Building.

... The fire ate into the heart of the half of the block east of the alley, and on the west side the buildings were fired at the top. The Cheap Charley building will be saved unless it is blown down by the blast of the fire.

The fierceness of the fire was apparent in the spirit of the crowd. There was no crowding of that fire even in its earliest stages. They watched it fearfully from a distance. At the transfer house was one crowd, at East Main and Water streets another, at the alley on East Prairie was another. They looked about the front steps of one St. Nicholas hotel. Along Water street in the one burned block were hundreds of people who could see the blaze over the tops of the lower buildings.

### PANEL.

When the front half of the building collapsed at ten minutes after 2 the crowd in Lincoln square rushed upon strikes down North Main street. It was really a dramatic spectacle. It crashed down story by story, the front finally swinging out and falling out and across East Main street almost to the door of the Greider restaurant. It was thought at 2:40 o'clock that the corner of Water and Main street

Chief Devore came out of the alley by the Morehouse & Wells place and said there was absolutely nothing to be saved. He then turned the attention of the throng to saving other buildings.

### BUILDINGS ENDANGERED.

Following are the buildings east from Morehouse & Wells around to Water street and the westward:

- TO EAST.**  
 Rodgers & Clark—Mrs. Frank M. Wood.  
 Cole's shoe store—E. H. Myers of Peoria.  
 Shale & Laker shoe store—W. F. Fisher store.  
 Curtis jewelry store—Frank Curtis and Millie store.  
 Armstrong drug store—E. H. Meentemeyer.  
 Young's clothing store—Joseph Wood.  
 Tom's Ark—J. H. Shaw.
- TO WEST.**  
 Cheap Charley clothing store—Henry Beckwith.  
 Apert's Cigar store and Sam's confectionery—John Clark.  
 Pauline soft drink parlor—Leisy company of Peoria.  
 Danahans meat market—Danahans company.  
 The Book store—Leisy Company of



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### UNDER CONTROL.

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The business houses and buildings damaged were as follows:

- Morehouse & Wells building—A mass of ruins, walls barely standing.
- Rodgers & Clark—Total loss and mass of ruins.
- Cole shoe store—Gutted and in ruins.
- Shade's shoe store—Same as the other two shoe stores.
- Curtis jewelry store—Not damaged except by water.
- Armstrong drug store—Not damaged except by water.
- Hupp cigar store—Ruined by both fire and water.
- Augustine's jewelry store—Walls down and gutted.
- Race Manufacturing Co. and Elwood and Handlin store—Gutted and wall falling in.
- Hutchin shoe store—Damaged by fire, smoke and water.
- Chodat's book store—Upper story damaged some by water.
- From there to Prairie, along Prairie to bank, and from bank south to meat market of Decatur Packing & Provision company was not reached by fire.
- Post jewelry store—Damaged by water.
- Harris hat store—By water only.
- Decatur Packing and Provision Co.—Damaged by water but not fire.
- Theatorium—Gutted.
- Empty building and White House pool room—Gutted.
- Union Pacific Tea company—Ruined by fire and water.
- Danzeisen meat market—Entirely burned out.
- Dick's place—Gutted.
- City Book store—Total loss.
- Peerless soft drink parlor—Gutted.
- Sam and Spott's place—Gutted and in ruins.
- Bachrach building and store—Total loss. Looks as had as the Morehouse & Wells ruins.

### DISCOVERY.

The fire was discovered about 1 o'clock. At that time it was shooting skyward from the superstructure of the big freight elevator at the rear of the splendid Morehouse & Wells building. It was at once apparent that the fire department or half a dozen such fire departments could not save that building. The streams from a dozen leads of hose were unable to check it at any point.

Within a short time the building was blazing from cellar to roof and afforded the most fire spectacle the citizens of Decatur had ever seen. The to-

tal collapse of the building came within an hour.

The Rodgers & Clark shoe store was crushed by the falling walls and the Cole store was also partly wrecked. The third floor of the Cheap Charley store across the alley was crushed at the rear.

### DOZEN FIRES AT ONCE.

The collapse of the Morehouse & Wells building was a relief, as it gave the firemen some chance at the surrounding buildings. The difficulty with which the firemen contended was that there were a dozen fires to fight at

once. The fire ate into the heart of the half of the block east of the alley, and on the west side the buildings were fired at the top. The Cheap Charley building will be saved unless it is fired again from buildings adjoining on the north.

The fierceness of the fire was apparent in the spirit of the crowd. There was no crowding of that fire even in its earliest stages. They watched it fearfully from a distance. At the transfer house was one crowd, at East Main and Water streets another, at the alley on East Prairie was another. They banked about the front steps of the St. Nicholas hotel. Along Water street in the one hundred block were hundreds of people who could see the blaze over the tops of the lower buildings.

### PANIC.

When the front half of the building collapsed at ten minutes after 2 the crowd in Lincoln square rushed panic stricken down South Main street. It was really a fearsome spectacle. It crashed down story by story, the front finally swinging out and falling out and across East Main street almost into the door of the Greider restaurant.

It was thought at 3:40 o'clock that the corner of Water and Main street and the front of the buildings along Water street would be saved. The backs of the latter buildings as far north as the Chodat book store were burning.

At 4 o'clock the fire in the Cheap Charley building was out—there was nothing left to burn.

### HEAT INTENSE.

The heat from the building was worse than a terrible furnace. The draft was so fierce as to blow missiles out of the window. The window panes were breaking out and falling into the street, making it dangerous for all who were near. It was almost impossible to pass the place on the street. At 1:45 the third floor was falling in and the second was commencing to fall. A few minutes later it was all caved in.

### SAVE OTHERS.

Mr. Hurst asked the firemen to give their attention to saving other buildings as it was utterly impossible to save anything in the hardware store. The building being of what is known as mill construction, Mr. Hurst said he believed it would help to save the other buildings. The walls were built so as to fall to the center instead of outward. In this, Mr. Hurst said, they would form a chimney and confine the blaze and heat instead of allowing it to spread.

### FORCED FROM ROOF.

At 2:05 the firemen were forced to leave the roof of the Rodgers & Clark store on account of the heat. Mr. Clark of the shoe store came out into the street and asked for two men to rescue a can of gasoline which was in the rear of the shoe store.

### ELEVEN LEADS.

The heavy stock was on the fourth floor. When these last floors fell to the first floor, the flames leaped into the air worse than ever. The firemen had eleven leads of hose on the building. There were five on one side, four on another and two on another. Five times the hose burst and caused a great deal of trouble for the firemen. The crowds in several cases were drenched when they burst.

### WHOLE BUILDING AFIRE.

Just when, at 2:35 o'clock the fire was supposed to be under control, the first floor windows broke out and the entire building was wrapped in flames.

### IN BUILDINGS ADJOINING.

At 1:40 the Rodgers & Clark shoe store next door east of Morehouse & Wells caught fire and it was thought Cheap Charley's clothing store would start next.

People came down out of their lodging rooms carrying the clothing and bed clothes.

Chief because came out of the fire by the Morehouse & Wells place said there was absolutely nothing to be saved. He then turned the attention of the firemen to saving other buildings.

### BUILDINGS ENDANGERED.

Following are the buildings from Morehouse & Wells around Water street and the owners:

- TO EAST.
- Rodgers & Clark—Mrs. Wood.
- Cole's shoe store—R. R. Myer, Peoria.
- Shade & Lokey shoe store—W. Busher estate.
- Curtis jewelry store—Frank Curtis and Millikin estate.
- Armstrong drug store—R. R. Montgomery.
- Young's clothing store—Joseph Michel.
- Noah's Ark—J. R. Race.
- TO WEST.
- Cheap Charley clothing store—H. Bachrach.
- Spott's Cigar store and Sam'sfectionery—John Ulrich.
- Peerless soft drink parlor—L. company of Peoria.
- Danzeisen's meat market—Danzeisen company.
- City Book store—Leisy Company Peoria.

### Out of Roof.

At 1:20 the flames started shooting out of the top of the Morehouse & Wells building. Before this it just been coming out of the window. It is not thought the Rodgers & Clark store can burn, however, as there is big 24-inch wall between the buildings. The heat only caused woodwork in the window to catch.

There was a constant fusillade of explosions. There was a small stock cartridge in the southeast corner the first floor for retail trade, there was not enough to cause such fusillade.

### Others Cracked.

The south and east walls of the Rodgers & Clark and the stores were all caved in by the falling walls. No one was hurt when front wall of the Morehouse & Wells building fell in.

The street is a literal mass of debris. At 1:10 the roof of the Cheap Charley building had caved in and it commenced to look as if the whole block street block was doomed. The wind caught the small flames, were thought at first to be under control.

The hardware building was the more shell.

The walls in the rear of the Rodgers & Clark store leaned in to the area in the rear leaving a smoking mass of ruins.

There was not a bare crag of west wall of Morehouse and Wells standing, the rear wall having fallen in.

### ON MERCHANT STREET.

At 1:30 the flames were as far as on Merchant street as the city book store conducted by Parr & Parr. The firemen were carrying the hose and to this building where the blaze was shooting out the windows.

At 1:40 everything in the rear of Morehouse & Wells store and east Water street, and the back of all buildings on Water street, from Kling corner to the Chodat book store was on fire. The buildings and owners are as follows: Armstrong drug store, R. R. Montgomery, Hupp drug store, R. R. Montgomery, Hupp cigar store, The Peerless soft drink store, Noah's Ark and Handlin clothing store, R. R. Race, Tea-Cent store, Walter Hutchin store, James Carter, L. Chodat & Co. book store, Eagle estate.

On Merchant street at the same time Cheap Charley's store was in flames.







# Y REVIEW

WEDNESDAY EVENING, AUGUST 23, 1909.

Let a Want Ad. hunt for it—while you go on about your other business affairs.

No. 235.

## AT \$921,000

### Story of Loss in Figures

Following is as authoritative a statement of the losses as can be obtained now. The estimates were made by owners or agents of the buildings and stocks in practically every case:

#### GRAND TOTAL LOSS.

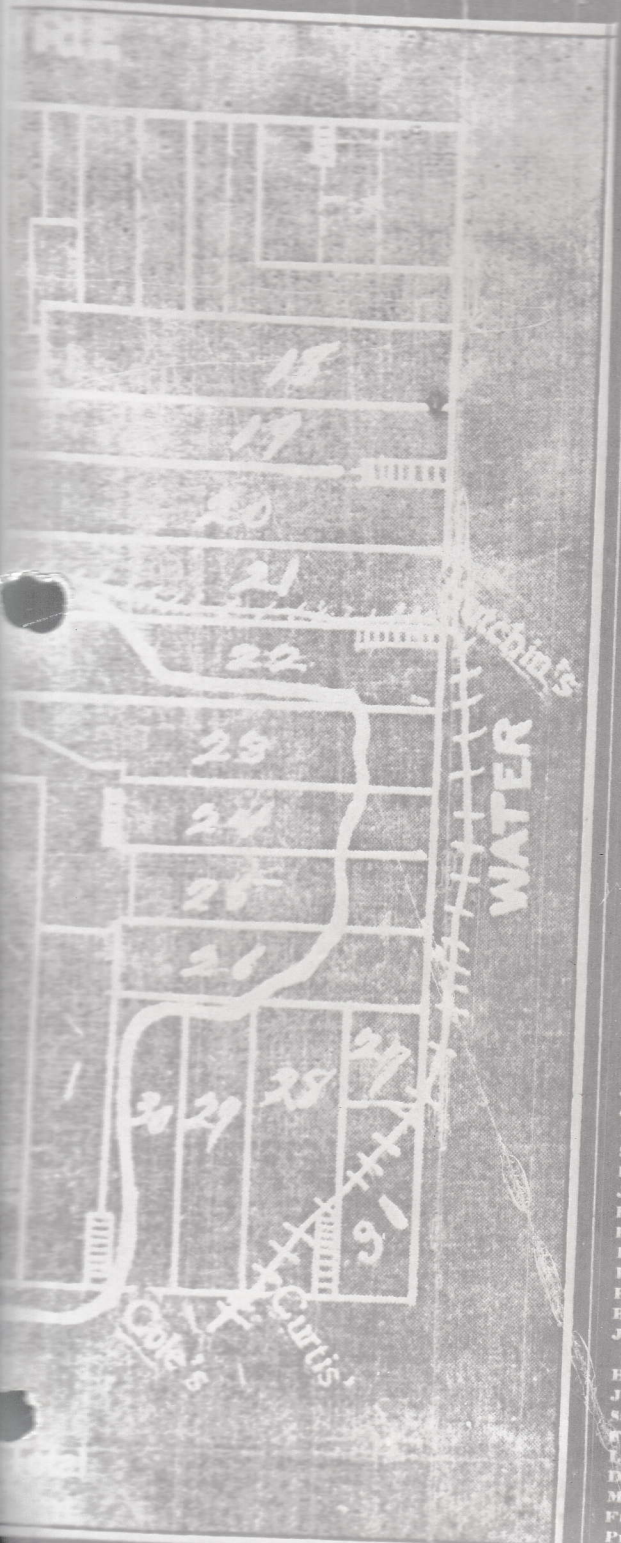
	Loss.	Insurance.
East Main street .....	\$383,250	\$266,200
Merchant street .....	84,300	52,800
Water street .....	111,750	60,000
<b>Total on stocks .....</b>	<b>\$579,300</b>	<b>\$379,000</b>
<b>Buildings .....</b>	<b>340,800</b>	<b>175,800</b>
<b>Window glass .....</b>	<b>1,000</b>	<b>900</b>
<b>Total on stocks and buildings .....</b>	<b>\$921,100</b>	<b>\$557,700</b>

#### BUILDING LOSS IN DETAIL.

Owner.	Loss.	Insurance.
H. Bachrach .....	\$ 40,000	\$ 13,000
Morehouse & Wells .....	65,000	40,000
John Ullrich .....	30,000	17,000
G. J. Danzelsen (City Book store) .....	14,000	2,500
G. J. Danzelsen (meat market) .....	8,000	1,300
W. F. Busher estate .....	15,000	7,500
H. Post (Union Pacific Tea Co.) .....	15,000	1,500
R. R. Myers (Peoria) .....	12,000	4,000
B. B. Tuttle & James Millikin estates .....	15,000	7,500
Frank Wood .....	15,000	5,000
Lelay Brewing Co. .....	14,000	7,000
The Misses Anderson .....	1,500	1,200
Joseph Michl .....	5,000	2,000
Race estate .....	28,000	17,000
J. R. Race .....	12,000	1,000
W. Steinhach .....	15,000	4,000
Harry estate .....	12,000	4,000
A. B. Barbeau .....	3,000	
Carter building .....	4,000	4,000
Henry Lyon estate .....	1,500	1,300
R. R. Montgomery .....	5,000	2,000
<b>..... \$340,800</b>	<b>\$175,800</b>	

#### STOCK LOSS IN DETAIL.

	Loss.	Insurance.
East Main Street.		
Payne Barber shop .....	\$ 2,000	
Mrs. Ada P. Inman, lodging house over Cheap Charley's .....	2,000	500
Morehouse & Wells, hardware .....	210,000	107,000
Rodgers & Clark, shoes .....	20,000	22,000
Jack & Deck, lawyers .....	2,000	
J. M. Pickle & Co., real estate .....	200	
J. H. McCoy, Justice of the peace .....	200	
John T. Lloyd, constable .....	200	
F. H. Cole Shoe Co. .....	20,000	10,000
Shade-Lokey Co., shoes .....	20,000	10,000
Patterson & Bradshaw, real estate and insurance .....	20,000	10,000
John L. Waddell, Justice of the peace .....	20,000	10,000
Edgar B. Scott, photographer .....	20,000	10,000
Frank Curtis Co., jewelry .....	20,000	10,000
Dr. James D. Moore, dentist .....	20,000	10,000
Dr. Lynn M. Barnes, physician .....	20,000	10,000
Frank B. Dunham, photographer .....	20,000	10,000
Ellis W. Armstrong, drugs .....	20,000	10,000
Joe Dansby, rooms .....	20,000	10,000
Merchant Street.		
H. Bachrach, Co., clothing .....		
John Spotts, tobacco .....		
Sam J. Mallico, confectionery .....		
Frank Godwin, real estate and loans .....		
Laughlin & Cloud, real estate .....		
D. B. Campbell, lawyer and collector .....		
Mr. and Mrs. W. T. Ferguson .....		
Farris & Cannon .....		
Prudential Insurance Co. .....		
Lelay Brewing Co. .....		
H. P. Hawthorn, household goods .....		
W. H. Snyder & Co. .....		
Ivan C. Brown, real estate .....		
Parr & Parr, City Book store .....		
Samuel E. Ranson, billiards and pool .....		
Andrew Sells, tailor .....		



Med District.  
 The line with cross marks shows the distance of fifty per cent.  
 by Ransy & Young of Rice Mount.  
 H—Wood Handle Co.



# NEWS OF THE BIG FIRE

*The Decatur Daily Herald - Mon., Aug. 23, 1909*

## "I WILL REBUILD AT ONCE," DECLARES HENRY BACHRACH

"I will begin the work of the construction of a new building on the site of the one that was burned as soon as the insurance adjusters finish their accounts and plans and specifications can be made. I will occupy the place with another stock of clothes," said Henry Bachrach to a Herald reporter last night when asked as to his plans of rebuilding.

"Many others, as well as myself, have suffered severe losses in this terrible conflagration, but the spirit is for a more beautiful Decatur. My loss is great, but the result of the fire is that within a short time there will begin to arise from out of the ashes of the heart of our city's business section a block of more substantial buildings than has occupied that part of the city in the past.

"The general spirit is an optimistic one, in spite of the shock which it gives a man to see years of work go up in smoke. Decatur citizens will begin with a steadfast determination the work of reconstruction and we will have the burned district rebuilt with surprising rapidity."

Mr. Bachrach, who professes such an optimistic spirit in the face of Sunday morning's calamity, is one of the best known business men in this section of the state.

He came here in 1877 and opened up in a building which stood on the present site of the Millikin bank a little clothing store.

The place was called "Cheap Charley's" and has so remained since. One year later the business place was re-



HENRY BACHRACH.

moved next door and in 1884 to the corner of Main and Merchant streets in the building which was entirely consumed by the flames Sunday morning.

More than \$70,000 worth of stock was in "Cheap Charley's" place of business at the time of the fire. The total value of the stock had been en-

hanced within the past two weeks by the arrival of thousands of dollars' worth of new fall merchandise, on which insurance had not been taken out. Mr. Bachrach estimated the value of the building which he owned and occupied with his clothing store at \$40,000. The insurance will cover about 80 per cent of the loss, which will make a loss of \$22,000 to him, according to his estimates.

### CHIEF TAKES INJURED FIRE FIGHTER HOME.

John Bastob, truck driver from No. 2 Engine house, who sustained a couple of fractured ribs and a slight burned head, while fighting the flames on the Henry Bachrach building, was sent to his home, 876 North Church street, yesterday afternoon by Chief Devore. While Bastob's injuries were slight, it was thought that if he remained on the scene, he would aggravate the injury and become ill. He will be able to resume work in a few days.

### IT WAS HOTTEST PLACE IN TOWN

What was probably the hottest point at the fire was found by "Pap" McKinley, veteran driver of the steamer at No. 1 engine house, when he led the way with a lead of hose through the Danzeisen meat market on Merchant street to the alley to fight the fire which was starting in the former Ellwood & Handlin clothing store. With McKinley was Fireman Biddy

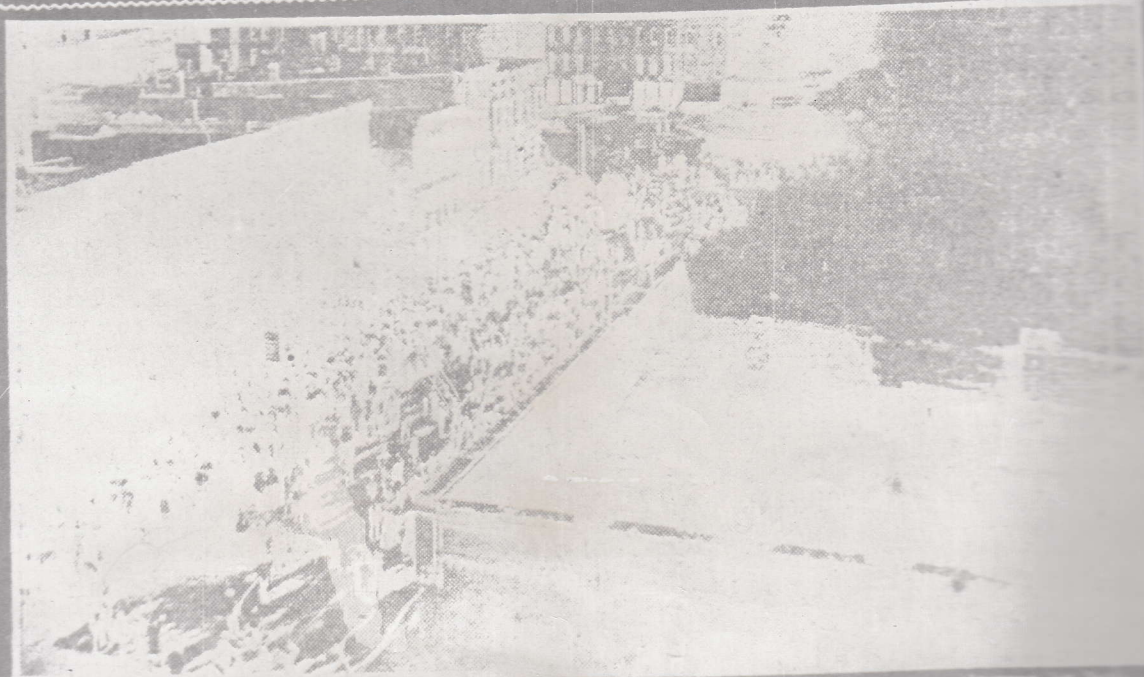
Folk mention Governor Joseph...  
scurk in his address...  
taughta yesterday...  
overlook the great...  
had befallen Decatur...  
alluded to it in the...  
morous way:  
Two years ago when...  
Decatur you suffered...  
Today you have a big...  
think, calls for some...  
I am going to give it...  
in the shape of a big...

Wall and Dell Smith...  
are young in the serv...  
through the Danzeisen...  
was nearly overcome...  
when they reached...  
thought they would...  
the fresh air. The...  
hottest place of all. He...  
forced to lay flat on...  
the hose, for the flames...  
the Marchessault Wall...  
putting back a white...  
remained in that place...  
heat could be endur...  
finally left the spot...  
much was heard to...  
"Wall, if that is any...  
wee be with the rest...

### FIREMAN SPECIALLY INJURED

Arthur C. Brown, known...  
"Cuddy" Brown, pump...  
pany from No. 1 engine...  
a badly injured man...  
today morning at...  
fighting the flames...  
the third building...  
The accident happened...  
was well at the...  
building...  
Don't know and...  
avenue. He was...  
Don't know...  
jury, the...  
the roof with...  
ing and...  
Tuesday afternoon...  
was walking...  
was walking...  
was walking...

### HEAVY FIRE SITE



Picture Taken from top of Lian & Scruggs' store, showing crowd on East Main street looking over...



The picture shows the ruins and their extent exceptionally well, and gives a fairly good idea of the loss that the city has suffered.

# Bachrach Orders Plans For New Five Story Building

*Decatur Herald - Aug. 24, 1909*

## Veteran Clothing Merchant Has Architect McNabb Already at Work On Preliminary Sketches For Modern Structure to Replace One That Was Burned---It Will Be Sub- stantial Plain and Home Made.

Henry Bachrach is the first one of the losers in the big fire to prepare to do the Phoenix act.

Already he has instructed Architect W. O. McNabb to make plans for a five story building to occupy the site of the three story building, which formerly stood at the corner of Lincoln square and East Main street.

Mr. Bachrach said: "I do not know what the investment will be. I must wait until the architect shows me the preliminary sketches. Then we can begin to make some calculations. I know that it will be plain and substantial, hard-burned, Decatur brick. That's good enough for me."

"I don't want any ginger bread fancy work. I want something solid and convenient, more modern, of course than the old building. That is about as far as I know now."

"Of course this means some loss to us, but there is nothing to do, but make the best of it."

The Bachrach Clothing company is anxious to get into temporary quarters, but last evening had not made any provisions for temporary location.

### Much Uncertainty.

There was much uncertainty in the business world of Decatur, Monday. The members of the firms burned out in many instances had been busy Sunday trying to find a place for temporary business quarters, and late last night some of them were in despair, because they had not yet succeeded.

Frank Curtis was the first to get into a new location. He opened an establishment in the room south of the opera house entrance. There he will conduct his business until after the adjustment has been made with the insurance companies, and the room his company formerly occupied has been made habitable once more.

Joseph Lapham, manager of the Cole Shoe company, declared Monday that he did not know what he will do. In all probability he will come to no conclusion until after his safe has been



Henry Bachrach, "Cheap Charley" enjoying one of his annual picnics. It is unlikely that the picnic he gives every year in a grove near Harris-town will be given, now.

dug from the ruins of his old quarters. He said that the goods destroyed in his store probably amounted to \$32,000. He could not give the exact figures but he knew positively

that his insurance did not exceed \$22,000.

R. C. Augustine said: "I had a stock valued at \$2,700 and only \$1,900 insurance. That does not represent all my loss. I had a lease on that room, which I had a life of something more than four years. Less than ten days ago I was offered \$1,500 to surrender that lease, but now I haven't even a place for my own business."

W. H. Gera on Sept. 1. M. E. Labenzels of the Elmer company said:

"We expect to have a location for a temporary home. I am hopeful that we will be ready for business by Sept. 1. Perhaps, we may not be so conveniently located, but we feel that our patrons appreciate their opportunities,

and a slightly longer travel will amount

"Whatever you that the fire did moment to think. We are too well ever, much we m before we return tion, we shall su will not leave De

Ellis W. Armst

"If the insuranc my loss, and th condemn this bu here in short ord now of having, demned, and if th idea what I can

"I haven't be through the spee damage I have s

# John L. Waddell

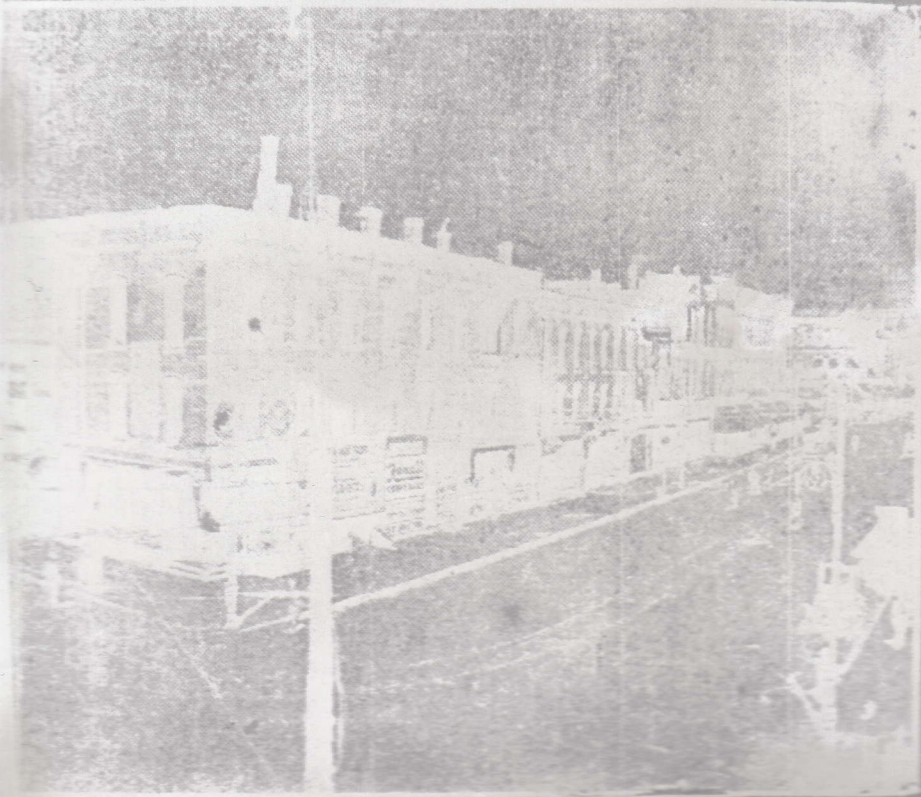
## "Justice Shop"

### St. Nicholas Hotel

D  
D  
---ESC



# g From Third Story Powers Building



—Picture by International Newsgraph Co.

and said that it was certainly a "necessity if the fire commissioners order the building torn down." Accordingly Mr. Race was ordered to have the wall destroyed. He said that would be all right if he was ordered to do so, but that he would not do it on his own accord. The wall was still standing last night, but probably will be torn down this morning.

### Mary Crashes.

With a crash the big wall which was all that was standing of the "Cheap Charley" building on the corner of East Main and Merchant street fell at 11:45 o'clock yesterday morning. This wall was the dividing line between the room occupied by the "Cheap Charley" clothing store and John Spott's cigar store and pool room.

Throughout the day the business section of the city would resound as some portion of the half standing remains of the burned structures would topple and crash to the earth to join those other sections of the buildings which fell prey to the devouring flames.

Transfer companies had men at work yesterday on contracts to extricate some of the safes which were buried in the debris. A number of these were secured. Among these was one which was in the office of John Waddell, justice of the peace, over the Cole Shoe company building, that of the J. H. Cole Shoe company, and one belonging to the Race Manufacturing company.

It was with difficulty that the iron boxes were opened as the result of the intense heat to which they had been subjected, but for the most part the valuables which they contained were found to be intact.

Persons who looked at the pile of debris which makes a sardonic monu-

ment to the work of the flames with the late Mrs. Murchison & Wells building were forced to smile at the optimistic sign which marks the pile of ruins.

### "We Were Forced to Move."

It is blazoned forth in startling red letters. Some near wag who had stopped and read the banner remarked: "Well, it's a good thing for them that they did. They would not have moved had they stayed."

## IT WAS NO SNAP SAYS HAMMAN

"Some of the persons, who saw how busy we were early Sunday morning during the fire, hauling goods from the threatened buildings, imagine that we had a harvest," said John Hamman of the firm of Hamman Bros.

The reverse is true. They do not stop to consider that we lost twenty-one regular customers, for whom we hauled freight. Some days there was something from all of them, and every day some of that number received freight. That business is gone. How long we are to be without it no one can tell, but we know that we are losing it every day.

The rush Sunday morning was not business of a satisfactory class. We hauled, perhaps, fifty wagon loads of various sizes from the burning district. It was rush work, and it was

## "NO SYMPATHY; JUST \$40,000," HENRY BACHRACH

"The best loser in the bunch," said Frank Shaffer, "is Henry Bachrach."

Several men were commenting upon the losses that had been sustained and the degree of philosophical calm with which the reverses had been met. When Cheap Charley came up the comment of Shaffer was repeated. The clothing merchant said:

"Why not? What is gained by whining. All you can do is to make the best of it. If a man gets into the same of business it is one of the chances that he must take. I could not have any patience with a fellow who traded horses and then wanted to trade back or to sue for damages. It would do him any good to have me on the jury. Say, a friend of mine in New York city telegraphed me yesterday expressing sympathy for me in my loss. I answered him: 'Send me your sympathy and see it. Send me your sympathy and see it. Send me your sympathy and see it.'"

From the manner in which he made his acquaintance one would think that Mr. Bachrach regards the big event as a joke. But he realizes the full import. He realizes, too, that certain steps to be taken before he can resume business require a certain lapse of time and while he is anxious to get the wheels in motion he does not want while he waits.

Yesterday Mr. Bachrach said that he had apparently gone the limit in seeking to get a location for his business while the new building was being constructed. He had tried every suggestion that appeared to promise anything, but without result. He has not given up, but admits that he has tried everything that had any appearance of being a lead likely to take him to a temporary location.

heavy work. I was never so weary and sore as I was as a result of the rush. We would have been in a better position of the day had been any other than Sunday. There we work with all of those wagons filled with goods. We did not know who the owners were.

"If it had been Monday morning, what would we have done for vehicles to handle our routine business. Fortunately we got rid of the greater portion of the stuff by Monday. We could do nothing, but wait until the owners came to claim it. In one of the big vans loaded to the limit there was a mixture that was claimed and divided by three different persons.

"There was one satisfaction about it, however. There were several complaints that every one was pleased to think they had secured something. Whatever they could get out of the wagons was that much ahead. When you remember what we have to lose to get a rush of that kind, you will see that is nothing to be so glad about. Even if it had been nothing, the rush and the hard work is worth more than we ever get out of the service."

MUCH

That a com... made in a... erected on... belief of prop... tion, which w... fire Sunday m... day property... were figuring... building sites... There is a... ing there wh... the losers th... owners figure... on that street... of the building... of the owning... lots which p... erect a new b... building on t... to the owners... plication wh... causes some... the owners.

Henry Bach... the members o... are the only... larger than t... take owns th... every building... aged by the b... away of a 4... street; 20-foot prop... stopped by fir... The two pr... are a... by the Lot... for the b... which was of... might be... the... when Mr... things trav... agers and... fifty feet. Th... when and St... and the... rule would... location in th... For several... of the Dam... placed that... caged by the...

PUMP

... it had... repair... was up the... probably... long story... over. The... a year... of course... "I will... twenty how... that it... some of the... did not break... the time the... a dangerous... was. This... efficiency of... the mistake pl... I was much... a fire had... which... "The... gave... amount... the river, an... about was th... water to the... "Had we h... then complet...



supply you with babing wire, barbed wire or almost anything of that kind," said F. P. Wells, "but we can't do much in pocket knives or razors. A good deal of heavy goods can be shipped directly from the warehouse, and other shipments are coming in daily, to add to the stock.

#### WORK FOR ADJUSTERS.

Everybody connected with the concern is doubly busy. Besides trying to take care of the business of the house as far as possible, there are the estimates of the losses to be made up for the adjusters and the arrangement for rebuilding and for opening up the temporary store to be completed. They expect to move into the store room in the Arcade building just as soon as the Swinney stock is moved out. They will get possession of the room on Wednesday, but they hope to begin moving as soon as any portion of the store is vacated.

## Five Stories For Bachrach

A report was current on the streets that Henry Bachrach has been offered \$50,000 for the Cheap Charley corner on Lincoln square. A member of the company denied today that any such offer has been made. He said, however, that they had had a half-dozen propositions since the fire, to buy that corner. None of the offers made has been sufficient inducement to sell and Mr. Bachrach is going right ahead with plans for a new building. He proposes to make it a five-story building and W. O. McNabb is already at work on the plans.

#### OPENING BURNED SAFE.

Mr. Bachrach has established a temporary office in the buggy room of Tenney & Sisking's place. This morning one of the clerks was engaged in oiling up the bolts of the big safe which went through the fire. The interior of the safe looks to be unharmed, except that the veneer has been burned or soaked off the fronts of the drawers and the leather bindings on the books were damaged. The doors close as perfectly as ever and the lock and bolts move smoothly. But outside the safe shows plenty of evidence of having been where it was hot. The outside panels are badly warped and every vestige of enamel is gone.

#### WORKING ON DEAL.

A real estate man was working on the Ullrich-Bachrach deal trying to put it through and does not say whether he received encouragement or discouragement but it is thought the latter. It is understood Mr. Bachrach named a price on the corner for Mr. Ullrich, but it was considered high.

Mr. Ullrich, when asked as to the proposition said such a suggestion had been made but that it had not developed any.

"You know I am 76 years old," said Mr. Ullrich, "and I don't want to get into deep water now. It might get the best of me. Yes, Mr. Bachrach and I may get together and talk about the plan; we will have to get together anyway to talk about the wall between our buildings.

Mr. Armstrong had a force of men at work Friday morning cleaning out the debris and as soon as he can get a roof over the building so that there will be no further fear of damage by water he will start a fire sale. All the chemicals and everything in paper boxes was damaged. The chemicals are no good and were loaded into wagons and hauled away. The labels on bottled goods were damaged, but the contents of the bottles were uninjured. Leather goods suffered seriously. He won't be able to announce the sale till he knows when the roof will be on the building.

#### YOUNG GETS \$9,500.

The adjusters settled with David Young, the clothing man, for practically the face value of his policies, \$9,500. His loss was around \$18,000.

## \$200 Check For Firemen's Fund

Chief C. W. Devore of the fire department Thursday received a check for \$200 from F. W. Woolworth & Co. of Chicago, the owners of the Five and Ten-Cent store. The money is for the firemen's relief fund.

The following letter accompanied the check:

"C. W. Devore, Chief of Fire Department, Decatur, Ill.:

"Dear Sir—Enclosed please find a check for \$200, which you will kindly credit to your benevolent fund. The firm and our manager, Mr. D. A. McCullough, send you this check in appreciation of the fine work that you and your department did in extinguishing the large fire in Decatur of recent date. If it had not been for the hard and efficient work of your department, we no doubt would have been among the heavy losers. Again thanking you and the boys under your direction, and wishing you and them a long and successful career, I beg to remain,

"Yours truly,

"F. W. WOOLWORTH & CO.

"Per Treasurer."

This is the first money received by the fire department as a result of the recent fire.

## 2,000 FEET OF FIRE HOSE IS ORDERED

Six nozzles and 2000 feet of hose were ordered by the fire commissioners at a meeting held Thursday evening. The hose should arrive within a week, as a rush order was sent.

The fire commissioners are to meet in joint session with the public improvement committee of the city council this evening, to talk over plans for a new fire house.

## Safe Buried In The Earth

The safe in the Parr & Parr city book store was an ordinary small safe

(Continued on Page Twelve.)

The suggestion.

#### LETTER FROM ROOSEVELT

Sivia is a drug clerk, and the idea of the Lincoln penny originated with him when the Lincoln banquet plans were making. The letters from Roosevelt are in possession of the designer of the new penny, which is attracting attention throughout the United States.

## DELAY DOUGHERTY CASE INDEFINITELY

Peoria, Aug. 27.—Hearing of the petition for parole of N. C. Dougherty, former president of the board of education sent to the penitentiary for embezzlement of library and school funds, will be continued indefinitely when the matter comes before the state board of pardons Monday.

A request to this effect was yesterday forwarded to the board by Dougherty's attorney, Mr. Well, after a consultation on the telephone with State's Attorney Scholes. Mr. Scholes told Mr. Well he had no objections to the postponement, which it is believed was advised on account of the general public opposition to a parole at this time.

The merchants' association had circulated a protest against the liberation of Dougherty which was to have been presented to the board of pardons Monday if the petition for parole was presented.

## HEAR OF PURE FOOD PROGRESS

Denver, Col., Aug. 27.—With a hearing to manufacturers on the progress being made toward the output of purer food products, the convention of state and national food and dairy departments prepared for early adjournment today.

Among those who addressed the convention today was Miss Alice Lucy.

#### RENZOATE ENDORSED.

President Roosevelt's famous Remsen "referee board of consulting scientific experts" was indorsed by the convention of the Association of State and National Food and Dairy Departments yesterday. After a fight in which the term "medicated garbard" was used, the association, 57 to 42, approved the use of benzoate of soda as a food preservative.

## INCREASE WILL NET \$1,000,000

Washington, Aug. 27.—Experts of the postoffice department estimate a proposed increase in registry fee from 8 to 10 cents will result in an increase of \$1,000,000 a year in receipts of the department.

## MEN OF NOTE PASS AWAY

Feas, Novelist.

London, Aug. 27.—George Marville Penn, the novelist, died today.

Gilman, Veteran.

New York, Aug. 27.—General Jeremiah H. Gilman, retired, who is credited with having ordered the first rifle shot fired in the Civil war, is dead, aged 79 years.

Wheat, Financier.

Chicago, Aug. 27.—William E. Wheat, secretary of the Chicago Stock Exchange, died at his home in Highland Park today of heart disease.

Latham covered kilometers, in 2 1/2 hours in 2:18.05 world's record film of about 5 1/2 miles, compared with 5 1/2 miles by Lemus, and a first by Paulhan Wednesday one-lap speed record, Latham's record, Latham's record for distance 6

#### FOUGHT AGAIN

For an hour like a living thing its way against wind at an average mounting higher till, during the was up fully 300 f

Latham earlier flight of more than and after he had ternoon Count de kilometres (7.3 miles) fashion. The thr in a single day, 6 miles.

#### WIND

Between noon the wind made the champions was the wind would fa

#### ZEPPELIN

Nuremberg, Aug. 27.—The Zeppelin III, which was in a porting for Berlin, left here at 11:45 a. m. and ballast and fa

In the afternoon probably go to Nuremberg and for repairs.

## MOTOR RACES

New York, Aug. 27.—American cars at Brighton Beach today and tomorrow carnival, arranged association.

A one-hour motor race was first on the W. Goerke, who 55 1/2 miles.

Near the end of the hour, and he saw wheel.

## C. F. LIBBY HEAD

Detroit, Aug. 27.—C. F. Libby, president of the J. I. Case Co., died today.

## AMERICAN FOREIGN

Princeton, Aug. 27.—The Fairbanks at the bar of the United States in separate notice request in this matter.





Aftermath of Morehouse & Wells fire left almost a block of debris, resembling the London blitz.

TAX-FREE CASH PAID  
OTHER HEALTH INSURANCE  
YOURS TO SPEND AS  
If you're 65 or over you  
no physical exam . . . and  
AVAILABLE NOW

**S. B. STOTTRUP  
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Ph. 429-5495

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Please rush free fact  
low-cost plan that pre  
hospitalized for sick

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_

**Decatur Diary**

*Decatur Sun. H. + P., May 9, 1965*

**Block Burned in Costly Fire 55 Years Ago**

By Rex Spires  
Of the Herald and Review Staff

There was a hot time in the old town the night the Morehouse & Wells Co. building went up in flames more than 55 years ago.

For a while, it looked as though Mrs. Murphy's cow was on the loose again as the fire spread and engulfed almost an entire city block and showered other buildings with sparks.

Fire damage was estimated at more than \$800,000 covering seven buildings in an area bounded by East Main Street, Water Street, Prairie Avenue and Merchant Street.

Several other buildings were damaged less extensively, mostly by water.

The fire started in the Morehouse & Wells store, which occupied the site where the Illinois Power Co. office stands. It spread to the Rodgers & Clark building, the H. Bachrach building, Ullrich building, City Book Store, Steinbach building, the Peerless building and the Damsion & Sons building.

Major damage was to the Morehouse & Wells store, totaling \$275,000 to the building and its contents.

Several alarms were turned in after the fire was noticed at 1 a.m. on Aug. 22, 1909. When firemen arrived a few minutes later, any chance of saving the Morehouse & Wells building was already hopeless.

Starting near an elevator shaft in the basement, flames shot up the shaft and high above the roof of the six-story structure. The fire ate into buildings east of its origin and buildings on the west side were fired from the top.

**Down Fires at Once**

Firemen were hampered by having to fight a down flow at once. Hundreds of people gathered to watch the blaze were, for the most part, kept far back by the intense heat and showers of sparks and burning debris.

Morehouse & Wells building collapsed only an hour after the fire began, the crowd in Lincoln Square rushed panic-stricken down South Main Street.

"It was really a fearsome spectacle as the building crashed down story by story, the front swinging out and falling across East Main Street into the door of the Greider restaurant," a story in an extra edition of the Sunday Review reported.

The spirit of the people became so intense when it looked as though Decatur was going to have a parallel to the Great Chicago Fire that they were yelling, "Borchers, Borchers, where's Borchers?"

They wanted to call an indignant meeting after Chief Devore had refused to send for the Bloomington fire department, thinking Borchers would make the call, the paper said.

Additional drama enlivened the event when fire fighting apparatus arrived from Springfield on a special train which made the trip in 45 minutes.

The train arrived in Decatur late in the afternoon when the fire was almost under control, but the new men and equipment aided morale and helped extinguish the last blazes.

**Every Pump Used**

While firemen were pouring an estimated 500,000 gallons of water on the fire, five night-shift men at the water works put every pump they had into use to keep up the water supply.

Considering the low stage of the river, it was feared by some that the water supply would become exhausted, but it held up.

Five times the water hose burst, bringing additional difficulties on the firemen. In several cases, the crowd was

drenched by the spraying water from the burst hose.

One man Joseph Lapham, president of the Frank H. Cole Shoe Co., barely escaped with his life after he had entered his store to get some valuable papers from the safe and the collapsing walls pinned his leg.

No one knew he was in the building, but he managed to wrench himself free and escape without what he had gone after.

**Opened in 1859**

The Morehouse & Wells Co. store, opened in 1859 by S. P. Morehouse and W. T. Wells, was plagued by fire on other occasions.

The company was hit by fire in 1930 when its warehouse on Industry Court was damaged and again in 1948 when the warehouse on North Mor-

gan Street received \$12,000 damage.

Fire struck the company for



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This man can kill all your insect pests  
**NELSON'S**  
TERMITE AND PEST CONTROL CO.  
PHONE 428-5897

Man, oh man, they're wonderful!



# Impulse Caused Henry Bachrach To Settle Here

## But Before Long His Store Was a Favorite Through- out Central Illinois

285 p 30

It is improbable that Henry Bachrach, when he suddenly decided on a day 53 years ago, to abandon his plans to go to Iowa, and instead, start in business in Decatur, had any idea of the position that the store bearing his name would take in Decatur and Central Illinois.

It may be that he foresaw it, for he was of a keen and forward looking mind. At least he consistently followed a policy that would make a business grow into what his did. He opened his first establishment just north of the Millikin National Bank on Water street in 1877. His was a happy temperament that reached out to people, and it was but a little time until his store was a popular gathering place for men not only from Decatur, but for miles around. Emory Ward, now a member of the firm, can remember when the Wise boys of Boody, who had a stringed orchestra, would come to the little store and play.

### Big Fire of 1909

Business grew and Mr. Bachrach moved into a building that stood on the corner of Merchant and East Main streets where the present store stands. That building was destroyed by the big fire that wiped out the corner in 1909.

Here Mr. Bachrach's popularity grew. His place was not only a place of business, but it was a social center as well. Here the "free silver" question was settled endlessly during the famous campaign in which it figured. Here argument waxed warm, with Henry Bachrach enjoying it all. He loved people and delighted to have the men gather in his store. They came from Boody, Maroa, Niantic, Hartstown, Argenta, Bement, Cerro Gordo, and as far as men could conveniently travel by horseback and rig.

# Founder of Bachrach's



long as he lived, without knowing that it was not his name. Pleases that Mr. Bachrach gave in the country to his customers and friends are still called with pleasure by older men and young men who attended them as children. There probably was never a more popular merchant in Decatur than "Cheap Charley."

**HENRY BACHRACH**  
Founder of Bachrach's  
Though Charley was not his name at all, Mr. Bachrach adopted "Charley" as a trade name for its euphony when used with customers who grew to know him well in the 40 years in which he was in business in Decatur, called him Charley as

When the fire wiped out the corner, Mr. Bachrach took a business room south of the St. Nicholas hotel in South Main street. Here his friends followed and he did business in that location for more than a year while a new building rose out of the ashes of the old one. Back in the corner location in 1910, he continued the policies that were making his name famous throughout Central Illinois, honest merchandise, honestly handled at low prices.

The business then passed into the hands of three of his sons, Sidney, Albert and Edgar. They continued along the lines instituted by their father.

In June of 1928, Edgar Bachrach purchased the interests of his two brothers, retaining the name of Henry Bachrach & Sons, familiar to three generations of hundreds of families throughout Central Illinois. He has consistently followed the policies of his father and the business has grown, accounting for the remodeling that has taken place.

### Plans Expansion

Edgar Bachrach plans eventually to expand the business to take in all three floors of the building in which the store is located now, and the basement in addition. The first move in that program has been made in the outfitting of the basement to handle work clothes. When the program is completed in the future, the first floor will be for furnishings alone, with suits, overcoats and topcoats on the second floor and a children's department on the top floor.

In February of this year, Paxton C. Judge, born and raised in Decatur, bought an interest in the store and became co-partner and co-manager of the business with Mr. Bachrach. He is intensely interested in the clothing business and the possibility it offers. He has the enthusiasm of the young man, which coupled with Mr. Bachrach's long experience as a shrewd buyer and merchant will make possible the plan to take over the entire building to serve the store's huge clientele.

"Cheap Charley"  
He adopted the name of "Cheap Charley," and by that name was known to his intimates and friends. When he started in business in Decatur, people measured goods by their "cheapness," for money was scarce and a dollar went a long way. The word "cheap" had a different meaning then than now. Mr. Bachrach remained active in business until the time of his death in 1917.



Sunday, April 4, 1937.

# Bachrach Store Launches Week Of Celebration

## Remodeling Program Completed; Establish- ment Marks 60th Year

Completion of an \$8,500 remodeling program at the Bachrach clothing store, Main and Merchant streets, marked the beginning of the week of the celebration of the founding 60 years ago by Henry Bachrach, father of Edgar Bachrach, present owner of the enterprise.

Main item in the improvement work was the erection of a modernistic front made of suntan vitrolite glass trimmed in black. To make way for this it was necessary to remove the canopy that had overhung the sidewalk for a quarter of a century, affording protection to thousands who were waiting for street cars and buses.

### Interior Altered

Interior adjustments and alterations also were made. Fixtures were added and the counters re-aligned for the new entrance on Merchant and Main streets.

The double-door entrance on the corner was removed. Windows were brightened with a background of pressed fiber wood and departments were expanded.

It is said that the founder did not come to Decatur with the intention of starting in business, but while he was, suddenly, walking the streets, here to kill time between trains, he decided that what was then only a bustling country town would some day be a flourishing city.

### Moves Establishment

A short time later, Henry Bachrach, then a clothier in Paris, Ill., closed his store there and came back to Decatur, opening a business in the spring of 1877 in a store on the corner now occupied by the Millikin National bank. At that time the Main and Merchant street corner was the location of the Stamper & Condall drygoods firm.

A year later Mr. Bachrach moved his establishment one door north of his location on Water street and in 1883 transferred his merchandise to the Lincoln Square building, which for a time was used by Linn and Scuggs.

Under the name "Cheap Charley" with the legend "Good Luck to All Who Enter Here" above his entrance, Mr. Bachrach continued in business on that corner until his death in 1917.

### Remodels Store

In 1932 "Cheap Charley" had his store remodeled to appear as it does in an accompanying picture. This place of business and several near it were razed in a disastrous fire in 1909. It was then that Mr. Bachrach moved his business from the corner for a short time, going to a room south of the St. Nicholas hotel on South Main street.

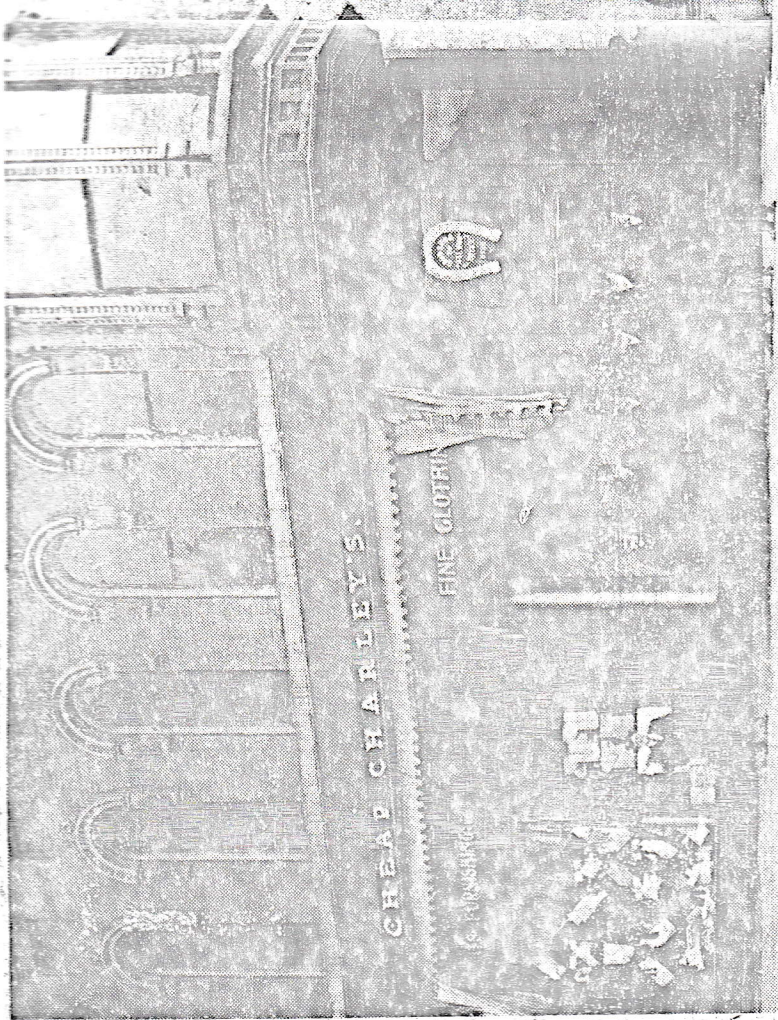
The term "Cheap Charley" should have some explanation in this age of "smart," "thrifty" and "inexpensiveness." In those days "cheap" did not mean "shoddy" but something that was a bargain.

### Remained In Trust

In accordance with Mr. Bachrach's will the clothing store bearing his name remained in trust for 10 years after his death in the hands of his sons, Sidney, Albert and Edgar.

In 1928 Edgar bought out his brothers' interests, who then retired, and has operated the store since. Edgar Bachrach manages the store employing Ross Parker, Ernest J. Loftus, Charles Berry, Kenneth Bailey, Charles Hill and Emory L. Ward, as clerks. Mr. Ward has been with the firm for more than 40 years.

Other employees are: Chris Kapala, tailor, Mrs. E. M. Rogers, bookkeeper, and James Tuck, janitor.



Bachrach's clothing store was known as "Cheap Charley's," the name Henry Bachrach, the founder, gave it, when this picture was taken in 1894. Mr. Bachrach is standing alone at the left.

Others, left to right, are: Joseph Tait, John Mathews, John V. Birks, John Howell, Nathan Carr, Jake Johnson, Mrs. Baer and Mr. Baer.



## Decatur Diary

# City Burst From Dark Into Light

By Rex Spires

Of the Herald and Review Staff

Decatur, like many other cities, received its introduction to an electric light through the appearance of the Barnum & Bailey circus when it paid a visit to the city about 1880.

In fact, it was said the novelty of the electric lights so entranced many of the townspeople it turned out to be one of the big hits of the circus.

Decatur, which is credited with being the first town to have electric street cars, was also among the first to have electric lights.

In the early 80's, the use of electricity was still largely in the experimental stage, but there were plenty of people willing to give it a try.

A newspaper article dated Jan. 14, 1883, said:

"At last the electric light has made its appearance in Decatur. Credit for its introduction belongs to Orendorff and Doyle and Sullivan of the Commercial block.

"For several days, an expert has been in the city setting up the generator and making the necessary connection with the lamp which was placed in the Sullivan saloon.

"Trial was made last night and everything worked splendidly. The light was very brilliant, making the gas jets appear as sickly as a tallow candle in comparison. Each lamp costs \$60. The generator costs \$600."

### Plant Installed

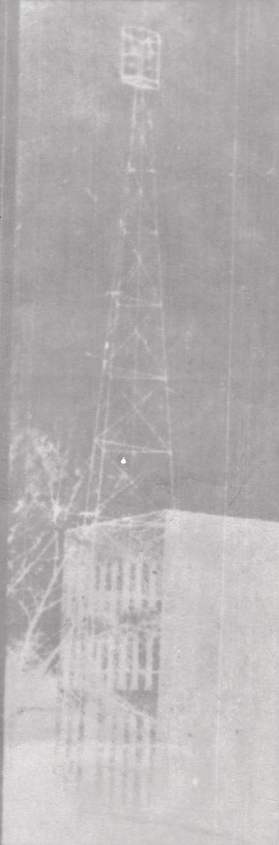
The Decatur Electric Light Co. got a franchise in 1883 and a plant was installed by the Fort Wayne Jenney Electric Co. in a one-story building on Wabash Avenue.

Only arc lights were used then. A few were installed in stores, but they were noisy, difficult to regulate and uncertain.

S. T. Trowbridge was president and J. R. Mosser secretary of the Decatur Electric Light Co. The office was at the Trowbridge home, 207 W. William St.

Soon after the company was established, downtown businessmen called for a demonstration of the new light in Cheap Charley's store, which is now Bachrach's, and several other establishments.

A report of the demonstration said, "The lamp at Fleu-



Electric Tower

... lighted entire city

ry's lit up the old square for a considerable distance. Inside, the two arc lights made the room bright as day."

### Imposing Name

J. M. Clokey took over the Wabash Avenue plant in 1884 and ran it for two years. The business was conducted under the imposing name of the Decatur Jenney Electric Light Co.

Clokey was kept busy answering protests from customers whose lights wouldn't function properly and probably breathed a sigh of relief when he sold out to the Decatur Gas Light and Coke Co., which afterwards became the Decatur Gas and Electric Co.

By 1885, electricity was being experimented with for street lighting and again, Decatur was ready to go to the front in installing it.

On Oct. 17, 1885, a contract was let to the Fort Wayne Jenney Electric Co. for the con-

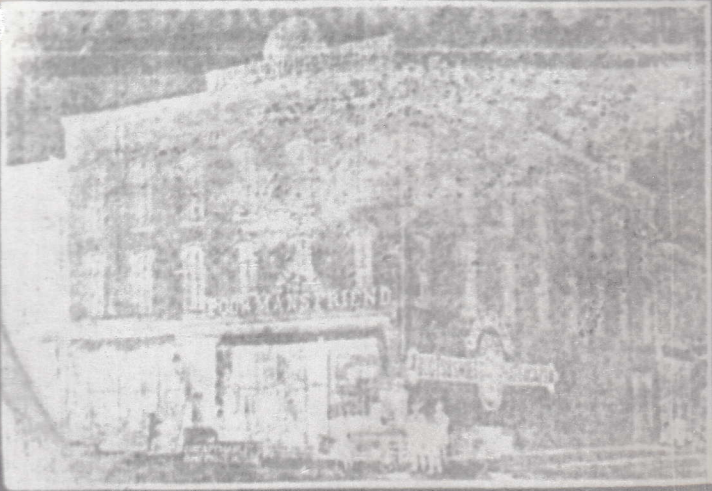
struction of eight towers. These were in addition to a few lights at street intersections.

The tower lights were turned on for the first time Feb. 21, 1886 and were said to have lighted up the entire city. For the installation of the towers and equipment, the city paid \$19,034.76.

As time went on, these became unsatisfactory for people living on outlying streets. The demand for arc lights on each street corner grew until the towers were finally removed in 1910 and arc lights were installed throughout the city.



HERE'S FAMOUS "CHEAP CHARLEY" STORE.



About the Year 1885.

This picture shows the "Cheap Charley" corner, just across from the Transfer House, in about the year 1885. The picture is the property of Mrs. Fern Monden, 435 South Main street, and has been in the possession of her family for many years.

HENRY BACHRACH DIES SUDDENLY

Veteran Decatur Merchant Expires in Michigan.

KEEN BUSINESS SENSE

His Picnics for Children Were Memorable Events.



HENRY BACHRACH.

Henry Bachrach (Cheap Charley), his hearty man and good citizen, longer in the retail clothing business than any other man in Decatur, and for many years one of the leading citizens of this city, died suddenly Sunday afternoon at Charlevoix, Mich., where he and Mrs. Bachrach had been visiting for just a week. Mr. Bachrach was sixty-nine years old last May. His death was caused by angina pectoris, a common form of heart trouble.

Several years ago Mr. Bachrach suffered some from heart trouble, but it seemed to have left him entirely, and for two years before his death he had seemingly been in perfect health. He seemed as well as ever when he and Mrs. Bachrach left for Charlevoix, expecting to spend a few weeks among the lakes, and the first intimation the members of his family here had of his illness was a telegram received Sunday afternoon by his son, Dr. Benjamin Bachrach, from a personal friend, Dr. Armstrong of Charlevoix, saying, "Come at once; your father has a bad attack of angina." Shortly afterward another message came announcing his death, and then came a message from Harry L. Oldham, formerly of Decatur, saying he had taken Mrs. Bachrach to his home, where she would remain until members of the family arrived from Decatur.

there and worked for several years, always saving with the idea of getting into business for himself. In 1869 he went to Chicago and started in the clothing business in a small way. He remained in business there until 1877, and then decided to find a location in some growing town, preferably in Iowa. On his way to Iowa he stopped off at Decatur. He gave this town the "once over" and it looked good to him. The result was that he and I. Kaufman entered into partnership and started a clothing store on Water street in the room just north of the Millikin bank. The firm name was Kaufman & Bachrach, and they continued in partnership until 1884, when Mr. Bachrach bought out his partner's interest and conducted the business alone. As his children grew up he took them into the store with him, but he first gave them the educational advantages that were denied him when he was a boy. All remained with him except his second son, Dr. Benjamin Bachrach, who chose a professional career.

KEEN BUSINESS SENSE.

Mr. Bachrach was always a man of keen business sense. Only once was he at a loss to know what to do in an emergency, and that was only for a short time, and he met that emergency bravely on his own. That

parade with banners giving the location of the "Fire Tent" and advertising a "fire sale" in front of it. The tent was being at Decatur, Ind. All the clerks wore fireman's uniforms. In a little while the "fire sale" on Lincoln Square had no patrons.

Everybody was at the "fire sale" on East Main street. There, in addition to selling goods as fast as they could be handed out, Mr. Bachrach had something going on all the time to interest the crowd and keep it there. In a few days the "fire sale" on Lincoln Square went out of business. The first day's sales at the "fire tent" amounted to over \$1,400. Goods were practically given away. Mr. Bachrach lost some money, but not as much as if the "fire sale" on Lincoln Square had continued all season. It was quickly over, and the fun he had helped to balance the books, for he had never had so much fun in his life.

MOVED IN 1884.

In 1884 Mr. Bachrach moved to his present location. He finally bought the property he occupied, and has since then been enjoying a big patronage. He knew Decatur real estate values as well as any one in the city, and he bought other business properties when bargain prices prevailed. He bought the row of buildings on the south side of Prairie avenue, extending from Water street west to the old Universalist church from the Powers estate in 1907 for \$65,000. In 1912 S. S. Kresge of Detroit took an option on the property at \$110,000, putting up \$5,000 to bind the bargain. Before the option expired Mr. Bachrach gave back the \$5,000 and declared the deal off. Several years ago Mr. Bachrach sold the building just north of the Brunswick hotel for about twice what he paid for it a few years before.

PICNICS FOR CHILDREN.

For twenty years or more Mr. Bachrach gave an annual picnic at the farm of A. C. Birks, two miles west of Harristown, where he entertained the children of his own neighborhood, their parents, and many of his old patrons, both from the city and the country. When the picnics were not held at the Birks farm they were held at Tom Sroggin's farm. Several hundred people attended each picnic.

Mr. Bachrach was an enthusiastic baseball fan. He was one of the men who could always be depended on to stand back of the home team with financial and moral support. He never missed a game if it could be avoided.

He and Charles Laux started the movement among the business men on Lincoln Square that resulted in the erection of the present Transfer house. The street railway company had a wooden building there, but it was small and unattractive. The street railway company did not feel inclined to go to the expense of putting up as handsome a building as Mr. Bachrach and Mr. Laux proposed, so they went among the other merchants and raised enough money to pay the difference. For many years afterward each merchant who contributed had a big sign painted on the inside walls of the Transfer house. These signs were works of art, in keeping with the building.

BROAD AND LIBERAL.

Mr. Bachrach was broad and liberal

his views. He gave much to charity. When he first went into business for himself he called his place "Cheap Charley's Store." Many years ago he tried to drop that name, but it always stuck, and even yet people often refer to his place of business under its old title. Mr. Bachrach was always proud of his family and encouraged his children in every way possible. He and Miss Tillie Stamburger were married in Baltimore, Md., Jan. 15, 1873. She and the following seven children survive: Jim (Art) Bachrach, Miss Marie Bachrach, Mrs. M. J. Stamburger, Sidney Bachrach, dear Bachrach, Mrs. Helen Child, daughter of the late Mr. and Mrs. K. L. Smith of Philadelphia. A son, Louis Bachrach, died in Philadelphia March 19, 1915. He has two grandsons, Henry and Walter, and Henry has a daughter, the wife of Mr. and Mrs. Edgar Bachrach.

News of Mr. Bachrach's death came as a shock to his friends and business acquaintances. He was one of the best known men in Central Ill.

KAUFMAN

Straw Hats At Half

Closing Out Sailors

- The \$2.00
- The \$2.50
- The \$3.00
- The \$4.00

\$5 Panamas and

-This gives you choice and Leghorn hats in stock clearing them all at...

-Choice of all \$4 L

BUILD WITH THE EVERLASTING

DECATUR B



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Expires in Michigan.

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### BRING BODY BACK.

Dr. Benjamin Bachrach and Edger Bachrach left on the next train for Charlevoix. They expect to return with their mother and the body of Henry Bachrach either Wednesday night or Thursday forenoon. No arrangements for the funeral will be made until word is received from them. The body will be taken to the Monson & Wilcox chapel on its arrival here.

### BORN IN 1848.

Henry Bachrach was born in Baltimore, Md., May 27, 1848. At the tender age of twelve years he had to get out in the world and hustle for himself. Naturally, he had little education to start with, but he learned in the big school of experience, which is the final course in which every successful man must qualify to be a success, and he qualified abundantly. He first went to Washington, D. C., where he had no difficulty in finding a job.

He saved his money, and seeing an opening at Wheeling, W. Va., he went

there and worked for several years, always saving with the idea of getting into business for himself. In 1869 he went to Chicago and started in the clothing business in a small way. He remained in business there until 1877, and then decided to find a location in some growing town, preferably in Iowa. On his way to Iowa he stopped off at Decatur. He gave the place the "once-over" and it looked good to him. The result was that he and I. Kaufman entered into partnership and started a clothing store on Water street in the room just north of the Millikin bank. The firm name was Kaufman & Bachrach, and they continued in partnership until 1884, when Mr. Bachrach bought out his partner's interest and conducted the business alone. As his children grew up he took them into the store with him, but he first gave them the educational advantages that were denied him when he was a boy. All remained with him except his second son, Dr. Benjamin Bachrach, who chose a professional career.

### KEEN BUSINESS SENSE.

Mr. Bachrach was always a man of keen business sense. Only once was he at a loss to know what to do in an emergency, and that was only for a short time, and he met that emergency broadside on and won. That was in 1882. A man came here from no one knew where and rented a room on the west side of Lincoln Square. He had a big stock of clothing advertised it as "slightly damaged from smoke and water and pro- ceeded to hold a fire sale, disposing of the goods at prices lower than local merchants could buy them. It seemed evident that he had secured the stock without paying for it, and intended turning it into cash as quickly as possible. He was doing a rushing business and the other clothing stores of the city were selling no goods at all.

Without saying a word to anyone, Henry Bachrach went to Chicago and bought a big tent and a big stock of cheap clothing, hats, etc., and had it shipped to Decatur. He hired men to set up the tent on a vacant lot opposite what is now the Guards armory on East Main street, and there the stock of goods was unloaded and placed on tables and racks. Mr. Bachrach hired the Good-man band, and there was a street

in 1881 Mr. Bachrach moved to his present location. He finally bought the property he occupied, and has been there ever since, always enjoying a big patronage. He knew Decatur real estate values as well as any one in the city, and he bought other business properties when bargain prices prevailed. He bought the row of buildings on the south side of Prairie avenue, extending from Water street west to the old Universalist church from the Powers estate in 1887 for \$42,000. In 1912 S. S. Kresge of Detroit took an option on the property at \$120,000, putting up \$1,000 to bind the bargain. Before the option expired Mr. Bachrach gave back the \$1,000 and declared the deal off. Several years ago Mr. Bachrach sold the building just north of the Brunswick hotel for about twice what he paid for it a few years before.

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# BUILD

THE EVERLASTING

## DECATUR BR

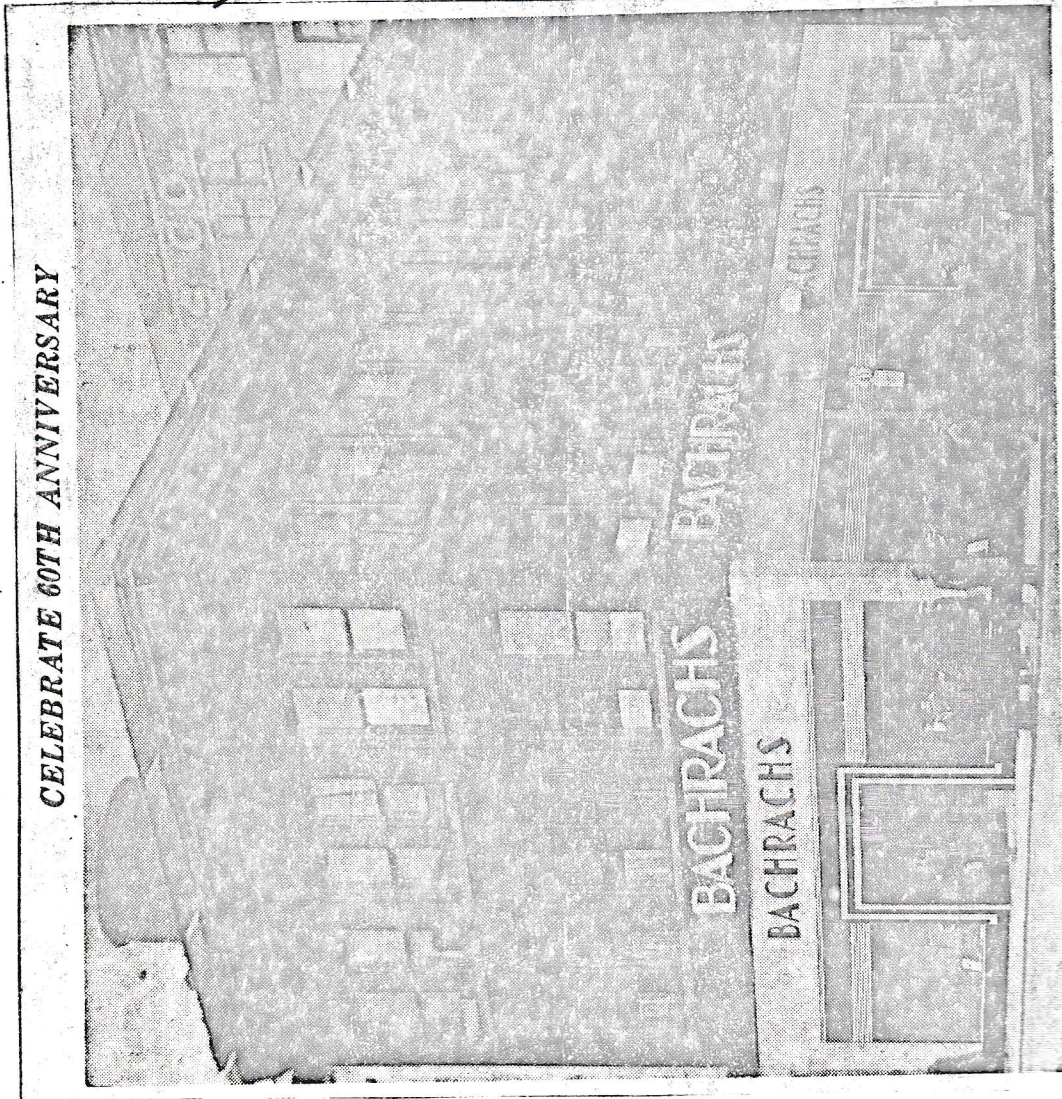




# Bachrach Clothing Store

Deering Public Library  
Decatur, Illinois

## CELEBRATE 60TH ANNIVERSARY



A new vitrolite glass front was placed on the front of Bachrach's clothing store, Main and Merchant streets, at a cost of approximately \$8,000 to celebrate the 60th anniversary of the founding of the business by Henry Bachrach, the father of the present owner, Edgar Bachrach. To make way for this front, the glass covered awning that sheltered pedestrians and street-car passengers for 27 years had to be removed.

A new vitrolite glass front was placed on the front of Bachrach's clothing store, Main and Merchant streets, at a cost of approximately \$8,000 to celebrate the 60th anniversary of the founding of the business by Henry Bachrach,



# Store Owner, Dies

## Men's Clothier, 64 Was Ill Six Months

Edgar H. Bachrach, 64, owner of Bachrach's clothing store, died at 8:15 p. m. yesterday in St. Mary's hospital. He lived at 1680 West Wood street.

He had been ill about six months.

Mr. Bachrach had been at the store all his life, either as employe or owner. He started as a helper as a small boy and became regularly employed there about 1910. He became secretary and manager in 1918, one year after his father's death.

Born Oct. 3, 1887 in Decatur, he was a son of Henry and Matilda Bachrach. He married Gertrude Millhauser March 10, 1915 in Baltimore, Md.

**HE WAS ONE** of the first students to register at Millikin university.

Mr. Bachrach was a member of Temple B'nai Abraham, the Stephen Decatur Masonic lodge, the Springfield consistory and the Ansar Shrine. He belonged to the Elks lodge and was a member of the Decatur Demons club.

Besides his wife he leaves a son, Henry of Decatur; a daughter, Mrs. Robert Goldman of Springfield; three brothers, Sidney of Decatur, Albert of Chicago, and Dr. Ben Bachrach of San Bernardino, Calif.; three sisters, Martha Bachrach of Los Angeles, Calif.; Mrs. Samuel L. Smith of New York City and Mrs. Helene Grier of Atlantic City, N. J., and four grandchildren.

**THE BODY** is in the Dawson & Wikoff funeral home where friends may call after 2 p. m. today. Services will be at 3 p. m. Wednesday in the funeral home and burial will be in Fairlawn cemetery.

The Bachrach store is on the corner of East Main and Merchant streets which has been known as the Bachrach corner since 1881. It is one of the oldest firms in Decatur.

Mr. Bachrach's entry into the business on a full time basis approximately marked the change-over from "Cheap Charley's" as it was known before then, to the modern establishment.

The actual name change came after the Cheap Charley structure was destroyed by fire in 1909.

**IN 1928** Mr. Bachrach bought out the interests of his brothers, Sidney and Albert, in the company. The store was enlarged and remodeled two years ago.

The elder Henry Bachrach came to Decatur in 1877. He died in Michigan in 1917.

Edgar Bachrach's son, Henry entered the store in 1938 after graduating from the University of Michigan.

The store will be closed today and tomorrow in memory of Mr. Bachrach.



Edgar H. Bachrach, 64, owner of Bachrach's clothing store, died last night in St. Mary's hospital after an illness of six months.

*October 30, 1951  
Decatur Herald*



Obituaries

# Albert Bachrach Dies

Albert Bachrach, 94, of 528 W. Macon St., died at 2:40 p.m. Saturday in St. Mary's Hospital after an illness of several months.

A retired clothier, Mr. Bachrach was a son of the late Henry Bachrach, who established Bachrach's clothing store here in 1877.

For a time after the death of the elder Mr. Bachrach in 1917 the store was operated by his three sons, Albert, Charles and Edward.

Both brothers predeceased Albert Bachrach, who retired in 1923, and he was the last of his immediate family.

Mr. Bachrach was born in Paris on Feb. 6, 1874, the son of Henry and Matilda Hamburger Bachrach, and came to Decatur with his parents in 1877.

In May 6, 1965, he was married in Chicago to Julia Barteau, who survives.

Also surviving are two nephews, Henry, of Decatur, who operates the two Bachrach stores here, and Henri B. Grier, Glencoe, and a niece, Mrs. Robert (Gloria) Goldmann, Springfield.

Graveside services will be held at 3:30 p.m. Tuesday in Fairlawn Cemetery, with the Monson Funeral Home in charge. There will be no visitation and the family requests no flowers.

## Clarence Kellogg

Funeral services for Clarence C. Kellogg, 72, of 1047 S. Franklin St., who died Friday morning, will be held at 1:30 p.m. Tuesday in the J. J. Moran & Sons Funeral home.

Burial will be in Graceland Cemetery. Friends may call at the funeral home from 4 to 9 p.m. Monday.

A lifelong resident of Decatur, Mr. Kellogg was retired from the M. Z. Kellogg Florist Co., formerly operated at 1034 S. Franklin St.

A veteran of World War I, he saw extensive combat action in France with the 18th Infantry, 2nd Battalion, First Division, and was awarded the Purple Heart for wounds received in the battle of St. Mihiel.

Mr. Kellogg, who was affiliated with the Trinity Lutheran Church, was born in Decatur on July 11, 1895, the son of M. Z. and Henrietta Denton Kellogg.

On Oct. 6, 1921, he was married here to Marie Duda, who survives.

Also surviving is a son, C.P.O. Robert Kellogg, Charleston, S.C., three

will be in North Fork Cemetery. Mr. Fulk, 83, of Route 6, died Friday in the Woodland Nursing Home, Mount Zion.

## Wyatt Infant

Graveside services for Terry Wyatt will be at 10 a.m. Monday at Graceland Cemetery. There will be no visitation. The J. J. Moran & Sons Funeral Home is in charge.

He leaves his parents; one sister, Patricia; grandparents, Mr. and Mrs. Melford Bess and Mr. and Mrs. Kenneth Wyatt; and great-grandparents, Mr. and Mrs. Claude Butler, Mrs. LeRoy Wyatt and William Ooton, all of Decatur.

Terry, a son of Mr. and Mrs. William Wyatt of 1412 N. Wilson Ave., died at 8:05 a.m. Saturday, shortly after birth in St. Mary's Hospital.

## James R. Dowd

James R. Dowd, 49, formerly of Decatur died May 25 in his home in Anaheim, Calif.

Mr. Dowd was born May 5, 1919 in Pana, a son of James Frederick and Ina Pearl Matthews Dowd. He married Edwina May Jan. 25, 1941. He lived most of his life in Decatur moving to Anaheim three years ago.

He leaves two sons, Richard

Dean, Andrews Air Force Base, Washington, D.C.; and Michael, Orange, Calif.; his father, James F. Dowd, Moweaqua; two sisters, Mrs. Sam (Verna) Robinson and Mrs. Sal (Dorothy) Gallina, both of Decatur; and a grandson.

Burial will be at 2 p.m. Monday in Anaheim Cemetery.

## Sullivan Houck

Sullivan M. Houck, 79, of 1609 W. Olive St., died at 2:50 p.m. Saturday in Decatur and Macon County Hospital where he had been a patient since May 21.

Mr. Houck was a retired cement finisher and a member of Foursquare Church.

He was born in Walker on Jan. 5, 1889, a son of George and Lena Myatt Houck. He lived most of his life in Decatur.

Mr. Houck was married to Cora Jane Crafton on April 11, 1910 in Springfield. She died Sept. 13, 1965.

He leaves two sons, Frank E. of Decatur and Jerome S. of Severn, Md.; one daughter, Mrs. Lena Geotz of Decatur; four grandchildren and two great-grandchildren.

The body is at Brintlinger's Funeral Home, where arrangements are incomplete.

## Jackson Infant

Shirley Kay Jackson, 2-day-old daughter of Mr. and Mrs. David M. Jackson, Route 2, Moweaqua, died at 6:20 a.m. Saturday in St. Mary's Hospital, where she was born Thursday.

Surviving are the parents,

David M. and Mary F. Donoho Jackson and the grandparents, Mr. and Mrs. Paul Jackson, Moweaqua, and Mr. and Mrs. Duard Donoho, Decatur.

Funeral services will be held at 1:30 p.m. Monday in the Ater Funeral Home in Macon, where friends may call after 8 p.m. Sunday. Burial will be in Macon Cemetery.

## Augsburger

Funeral services for Mrs. Robert L. (Dorothy Florence) Augspurger, 48, of 3752 MacArthur Rd. will be at 3 p.m. Monday in J. J. Moran & Sons Funeral Home, followed by cremation in Fairlawn Crematory. Friends may call after 4 p.m. today in the funeral home.

Mrs. Augspurger died suddenly at 6 p.m. Friday in Decatur and Macon County Hospital.

She was born Dec. 23, 1919, in

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# Bachrachs to Convert Building to Firm Offices

By David W. Petrina

Bachrach Clothing Inc., 100 N. Merchant St., has purchased a Decatur building to convert into a corporate headquarters.

Henry Bachrach, company president, said the purchase is only part of an expansion of the clothing chain.

The firm will open two stores this August, increasing the number of outlets to seven, and there are plans for several more, Bachrach said.

The new corporate headquarters will be at 2220 E. Wood St., now occupied by the Irvin Hardware Store. Irvin is closing out the store and Bachrach will take possession Sept. 1.

The building will be remodeled into a center for shipping and receiving; bookkeeping and general office; credit department; buyers section; boardroom; and space for the IBM System 3 unit control system, Bachrach said.

Dwayne Fleener, the corporate controller, has earned national acclaim for establishing the unit control IBM system in the Bachrach operation, Bachrach said.

Stanley Tuggle, corporation general manager, also has been vitally concerned with the expansion plans.

Much of the space occupied by headquarter offices in the Merchant Street store will be returned to selling area, Bachrach said, including an enlarged tailor shop.

The other Decatur Bachrach store is in Brettwood Village Shopping Center.

Other stores are in Bloomington, Ill., and Terre Haute and

Evansville, Ind.

Bachrach said new stores will open Aug. 1 in Springfield and Aug. 16 in Peoria.

He also plans to open seven or eight more clothing stores in regional covered mall shopping centers in Iowa, Wisconsin, Indiana and the Chicago area.

Bachrach anticipates such plans materializing in about two years.

Bachrachs first opened in Decatur in 1877. Henry Bachrach is the third generation of the founding family in the business.

*June 14, 1973  
Decatur Herald*



# Bachrach Clothing President Planning Additional Expansion

Sun. Decatur  
Herald  
and  
Review

8/25/77

By Bruce Paulsen

In 1877 a man named Henry Bachrach was on his way from his home in Paris, France, to Davenport, Iowa, when he had a train layover in Decatur.

During that layover, he walked through downtown Decatur, decided he liked the town, sent for his wife and two small children and opened a clothing store.

He located the business in the present Community College of Decatur Building.

Today the family store has grown into a chain of eight outlets with 8 to 10 more planned in the next two years.

Henry E. Bachrach, president of Bachrach Clothing, Inc., and grandson of the store's founder, said the eighth Bachrach clothing store opened last week in the Jamestown Mall in St. Louis, Mo.

A ninth store is expected to be open Monday in Lincoln Mall at Matteson, Ill., with a 10th store expected to be ready in February at the Frontenac Mall in St. Louis, Mo.

Bachrach has two stores in Decatur and one each in Bloomington, Springfield, Peoria, Terre Haute, Ind., and Evansville, Ind.

Bachrach said he would like to open 8 to 10 more stores in the next two years.

But future plans don't stop there. He added he has talked about having from 60 to 70 stores in 10 years.

Will the stores remain in the

Midwest? "Originally a year or so ago I thought of going from coast to coast, but now I'll stay in the region of the Midwest," Bachrach said. However, he added, he will ultimately expand to the east and west coasts.

The downtown Decatur store will be 100 years old in 1977.

Bachrach said his grandfather stayed at the 100 N. Water St. location until about 1882 when he moved to the present location at 100 N. Merchant St.

"We were farm-oriented until after the Depression when chain stores came in. We had a rough road for 10 to 15 years to sell overalls, but then we changed to quality dressup stores," he said.

Bachrach said there definitely has been a change in men's attitudes in buying clothes. "For 40 years or more, men always felt they had to buy replacement clothes, such as pants, coats and so forth, and wear them until they were threadbare. But now people buy clothes for fashion even though they may not wear them too often," he said.

The biggest influence on fashion trends is television and other means of communications, Bachrach said.

Specifically, the biggest influence is the Johnny Carson Show, he said.

"That show has a tremendous influence over the country," he said.

Bachrach's concept now is to serve men from ages 18 to 40 years old "because we feel we can sell older men young men's clothes but can't sell young men old men's clothes," Bachrach said.

Also, he said, he feels the trend of boutiques and pants store and emphasis on teenagers will diminish rapidly. "We've gone out of the teeny-bopper business and have gone into a more sophisticated business," he said.

Bachrach said he thought the present fashion trend would be toward the vested traditional and conventional suit. These type suits are selling but not at the proportion he thought.

He said sweaters have been selling well. "This is a casual era. We are not selling the ties we did two years ago. Now you rarely find a teacher with a tie, even doctors. This is a very decisive change and it will change in the next few years. People are dressing comfortably and casually," he said.

The Bachrach stores have installed a unique system which lets the main office know daily what the inventory is at all stores.

The computer system is called Singer-Freiden Terminal Registers, which is like a cash register but is a computer.

Bachrach said the price tag on each item is read by the terminal in a box under the register. The information then is sent by telephone to the main computer.

"We can sense the fashion trends almost instantly," Bachrach said. "This gives us flexibility which is the number one asset."