

Oregon Village

This little suburban village of about 700 inhabitants, is situated in the town by the same name, in Dane county on the Madison branch of the Northwestern Railroad, about 12 miles from Madison and 38 from Beloit. Mr. I.M. Bennett now of Evansville, was one of the first settlers--having come here when scarcely 21 years of age, or about the year 1845, from New York state.

At this time but here and there a comfortable house existed on the long stretch of road between Madison and Janesville. Few farmers had anything but a log shanty to live in and a string of brush fence to mark the line where now cultivated farms exist and where neat frame houses mark the abode of the well-to-do farmer.

A small frame house had been erected a few years before which Mr. Bennett purchased and occupied it both as a hotel and store--keeping a few nick nacks such as the early settlers could not get along without.

In 1849 Mr. Bennett built and occupied the first store under the style of Winston, Bennett & Co., Wm. Dudley, Esq., now of Madison forming the financial partner.

In 1850, Mr. Bennett built the hotel what is now the Oregon exchange, and was, for some years, not only the popular landlord, but merchant. Together they consumed about as much diginity as a young man could well enjoy in those days.

Quite a number of years have stretched away and we find Oregon a thriving enterprising town with such men as Messrs. Tipple & Johnson, J. M. Scovill, C. M. Howe & Brother, doing a good business in the dry goods and general merchandise line, H. Schwartz, ready made clothing, Eli Booth, manufacturer and dealer in boots and shoes, C. Postle, confectioner, Cole and Gardiner are each in the tin and sheet iron business, C. Postle is proprietor of the "Exchange" and Nott & Vreland do the agreeable at the "Oregon" House, near the depot.

Perhaps no man has done more to make Oregon what it enjoys today, than Wm. S. Bedford. He has been identified with almost every interest that has had for its tendency the growth and prosperity of the place. He came here upon the departure of Mr. Bennett--a rival successor--and immediately engaged in an extensive mercantile business, his confidence being richly shared by the community as every improvement marked the line of his enterprise. He is now engaged in the lumber trade with sales of a million feet annually.

Mr. Howe, in connection with general merchandise, keeps a plentiful supply of drugs and medicines and dispenses them with true medical skill, while his most excellent wife does excellent service in the millinery business.

Evansville Citizen, September 18, 1867, p. 1, col. 6, Evansville, Rock Co. Wisconsin

New Wagon Shop: Mr. Wm. Bedford & Co., have rented the shop and premises of Mr. Hiram Spencer, and is now receiving stock for an extensive wagon and carriage manufactory. Mr. Bedford is from Oregon, Dane county, where for several years he has been extensively engaged in the business, and his work has always commanded a ready and extensive sale.

January 15, 1868, The Evansville Citizen, p. 4, col. 1, Evansville, Wisconsin



July 15, 1868, Evansville Citizen, p. 1, col. 3, Evansville, Wisconsin

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Business in Evansville.

There seems to be something of a lull in business just at this time, although our principle dealers have enough to do, because they have built up a trade that will stand the drouth. Good merchandise will sell at any time at fair prices. Obliging dealers and obsequious clerks will generally catch whatever business there is going. Mr. Geo. Shaw informs us that his boot and shoe trade has been, and still is much better than what he has reason to expect. His stock is large and his goods are sold at only a fair profit, and the public know it, and his work is readily purchased without customers running all over town to see if the same article cannot be bought cheaper elsewhere.

Mr. Pullen, in the Dry Goods line, is doing well—always has been, and will continue to do so, while he remains the "homeliest man in town". He sells goods at only a fair profit and an article that can always be relied on as to kind and quality recommended.

Evans & Smith, and G. Crist sell a good article of paint, oil and all of that class of merchandise found in well appointed Drug and Medicine establishments, of more extensive dimensions. Their stores are neat, their goods tastily displayed, and they share the confidence and esteem of the public.

Messrs. Pettigrew and Blakesly are taking the lead in the fancy and ladies' dress goods line. No store on the street can count so far upon upon the *elite* of the place, during "shopping hours" as this one. Their goods are new—just the articles that ladies want and, we are told, their prices are within modern range of fancy and toilet merchandise.

Messrs. Lucas & Palmer keep a good stock of Drugs, Medicines, and all kinds of family groceries. They are getting into a good business and we shall be glad to see them deservedly

CARRIAGE FACTORY.

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Having purchased Mr. Bedford's interest in the

CARRIAGE BUSINESS,

I am prepared to continue the same at the old stand, next West of the Spencer House, where by

Manufacturing Good Work

at fair prices, I hope to merit a liberal share of patronage.

Those intending to purchase will do well to call before purchasing elsewhere.

None but good materials used and the best of workmen employed.

Repairing done on short notice and in good and workman-like manner.

WM. SODEN.

Evansville, July 13, 1868.

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July 22, 1868, Evansville Citizen, p. 4, col. 3, Evansville, Wisconsin

Mr. Wm. Bedford and Mr. D. S. Waldo left via overland route for Dakota. They take along teams and implements for clearing up to establish homesteads.

June 3, 1874, Evansville Review, p. 1, col. 2, Evansville, Wisconsin