



Richland County History Room photos unless noted otherwise.

Mainwaring/King Brothers Building-117 W. Court Street -1906-1916.



F.C. Pennel Millinery 1896. Left to right: Mrs. Fredrica (Speidel) Pennel, Winnie (Crumbecker) German, Anna (Higgins) Welsh, Jesse Eldred, Kate (Speidel) Eastland.

Laura Eva Mainwaring was born on November 1, 1873, the youngest of nine children born to John and Eliza Mainwaring. John Mainwaring had come to Wisconsin from Wales, with his father and brother Daniel in 1849, and entered a land claim in the township of Orion. He remained for two years before returning to his native Wales, where he married Eliza Rees in 1854, and stayed until immigrating with his wife and family to his western home in 1861. Laura Mainwaring spent a period of time working for one of the leading dressmaking establishments in Madison, before moving to Richland Center, in 1903, and entering the

employ of the F.C. Pennel Company, to complete her knowledge of millinery. Mrs. Fredrica C. (Speidel) Pennel, daughter of Sebastian Speidel, the first jeweler in Richland Center, had begun her millinery business in the late 1860s. In 1873 Charles Speidel, who had taken over his father's jewelry business, along with his sister Fredrica, moved into a building owned by their mother on Central Ave. (space south of the present day Empire Grill), with one side of the store being Charles' jewelry store and the other



In 1920 Forrest and Aubrey King purchased what became known as the King Building. They continued "The King" Men's Wear Store until 1949, when they sold the building to R.G. and Richard Burnham.

Fredrica's millinery. In 1887 the store was destroyed in a fire, along with a grocery, cobbler shop, and a dressmaking shop. Fredrica moved her millinery into a spot located just around the corner on West Court Street, and remained in business with her sister Kate (Speidel) Eastland until she retired in 1900. Fredrica sold the business to her sister Kate, with whom she had worked for over 30 years. It was Kate that Laura Mainwaring went to work for in 1903, and in 1905 due to health issues that required Kate to retire, it was Laura Mainwaring that Kate sold the business to. Miss Mainwaring was to become one of the most successful

business women of the times in Richland Center. After buying the millinery business from Mrs. Eastland and not satisfied with the old building, she undertook the building of a new two-story modern business block. Miss Mainwaring operated her business until 1920, when she sold the building to the King Brothers. After selling her store Miss Mainwaring spent several winters in the south, where she conducted millinery shops, returning to her home in Richland Center in summer, where she was an active member of the Methodist Church as a Sunday school teacher, worker in the Dorcas society, and member of the ladies aid. In the early days she was also active in the Women's club of Richland Center. Miss Mainwaring died on March 16, 1939, at the age of 65. The King Brothers came to Richland Center with their parents William and Orinda (Bailey) King, from Clairsville, Ohio, in 1890. Mrs. Orinda King was the daughter of Elihu Bailey a prominent early settler in Richland County. Forrest B. "Phil" King was born in 1881. Forrest graduated from Richland Center High School, where he starred in athletics, particularly football, and was coined with the nickname "Phil", from Phil King the University of Wisconsin football coach at the time. In 1917 Forrest married Maud Klingler and they had one daughter Elizabeth. Aubrey C. King was born in 1884. He graduated from Richland Center High School and in 1920 he married Mary A. Pinkerton. Forrest worked for ten years with the local telephone company and then in 1911 he partnered with his brother Aubrey and together they began a clothing business named "The King". In 1920 the King Brothers purchased Laura Mainwaring's building and moved their business into it. "The King" as the building became known, was a popular store and gathering place, as the King Brothers were very well liked in the community. The Kings were quite active outside of their business as charter members of the Kiwanis Club, the Chamber, Richland Masonic Lodge No. 66, Order of the Eastern Star, Chapter and Commander, and the Trinity Methodist Church. The King Brothers operated their business until they retired in September of 1948. The King Brother's stock was purchased by William McCorkle of the Krouskoup firm, and the building was purchased by Richard Burnham who moved the jewelry store that he had purchased in 1945 (Tom's Jewelry Store, located one block east) into the building, later selling the



business to his brother Robert G. Burnham. Forrest King died in May of 1955 and Aubrey King died in December of 1956. The Burnham Jewelry Store originally occupied the left side of the building, with Pries Women's Apparel shop on the right side. The Burnham Jewelry store operated into the 1990s, although ownership changed hands. Longtime employee Phyllis Keller, who had managed the store after Robert Burnham's death in 1966, bought it in 1972, and then Dennis Genthe bought it in the '80s, expanding the store into the entire space. Mr. Genthe moved his business to the Richland Square around 1995 and retired the Burnham name. Since the end of Burnham Jewelers, the building has been home for a time to the Biederman Jewelry Store of Viroqua, Teachers Stuff an educational supply store, and is presently home to the Red Dragon Martial Arts

Academy. The top floor of the building was home to several dentists such as Dr. James Clausius, over the years as well.



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Clockwise from the top: Iona Tormey, Miss Stelzman, Orpha McMillin, Edna Annear, Miss Hazelhurst, Miss Armstrong, and Miss Mainwaring in the center.