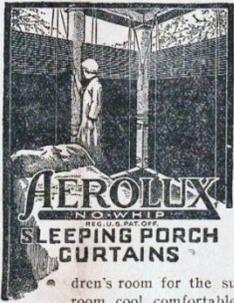




Richland County History Room photo.

Fred Pratt House, 388 South Park Street- Circa 1890.



Add Another Room to Your Home—

By equipping your porch with AEROLUX Porch Shades you may convert it into a delightful living, dining, sleeping or children's room for the summer months—an outdoor room, cool, comfortable and shaded where you may rest or receive friends and enjoy all the seclusion of an inner room. We also have porch sets, chairs, swings, rugs and

EVERYTHING TO FURNISH THE HOME COMPLETE

Pratt Bros.

Home Furnishers Funeral Directors

This well-maintained house is an excellent example of the Gabled Ell style. The Gabled Ell has a distinctive “L” shape which creates a front gable and a side gable. The Gabled Ell was a common house style from about 1880 to 1910. They could be quite simple or very decorative which created houses with various stylistic elements such as bracketing, fish scale shingling, gingerbread and Queen Anne style windows with stained glass. The city of Richland Center has many fine examples of this type of house.

Fred Pratt was born on a farm near Loyd in northern Richland County. At 18 years of age, he came to Richland Center and worked at the Lewis McCollum store and with A.H. Krouskop. His joined his brothers, Wallace and Homer, who were in business with A.E. Dove selling paint, oils, wallpaper and furniture. When A.E. Dove retired, another brother, Frank, joined and the business became Pratt Brothers. The brothers later added undertaking to their business and this arrangement lasted

well into the 20th century, located in the location most would recognize as the Meadows Furniture building.

In 1915 Fred Pratt took over the funeral business and purchased a building on North Central Avenue next to the City Auditorium. The building was remodeled and the undertaking business moved from its original location on Court Street. On March 20, 1953, the funeral home moved once again to its present

location on the corner of Park and Court Street. The new building was one of the first funeral homes built in Wisconsin that was built specifically for conducting the funeral business.

Fred Pratt was elected the first president of the Wisconsin Funeral Directors Association and served for



Fred Pratt House 314 North Central Avenue, 1920 - Percy Bentley - architect.

many years on the board of examiners of embalmers for the state board of health. He also was elected president of the Farmers & Merchants Bank in 1913; serving in that position until 1923.

Fred Pratt and Lorna Snow were married in 1891 and lived in the house located at 388 South Park Street. They had two children, Willard and Gertrude. Gertrude became a licensed mortician and worked with her father and brother in the funeral business.

Fred Pratt died on December 20, 1930; the business was then taken over by Willard Pratt and his sister,

Miss Gertrude Pratt. She was one of the first woman funeral directors in Wisconsin. Willard continued on in the business and in 1953 built the Pratt Memorial Chapel as a memorial to his father Fred.

In the years 1919 and 1920, Fred and Lona Pratt built a new home located at 314 North Central Avenue. The house was designed by well-known Prairie Style architect Percy Dwight Bentley, then of LaCrosse. It is one of three buildings designed by Bentley in Richland Center and is considered to be one of the very best examples of Prairie Style architecture in the city. Both Pratt houses are excellent examples of the design styles they represent and are meticulously maintained.

(Keep in mind the homes listed are private residences which are not open to the public. Please respect the occupants' privacy when viewing their homes from the sidewalk).