

# 1300 BLOCK UNIVERSITY



Fig. 1. The 1300 block of University Avenue, 1997. Visible at the extreme right of the picture are BAVI and the old Rennebohms. [Del Brown Photo, AP-82]



Fig. 2. The back of the 1300 Block from the air, 1997. Clearly visible here is the triangular nature of the block. [Del Brown Photo, AP-83]

**A**t the turn of the twentieth century, the 1300 block of University Avenue was a residential neighborhood of single family homes, rental apartments and a grocery store. By 1920 several of the houses were gone and the beginning of a new use for the area had begun, the Schlimgen Monument building had been erected and Royston plumbing opened. In the decade that followed WW I several of the neighborhoods longest tenants opened their doors: Max Kaplan Clothing (1301), the Badger Cafe ( 1317), and Perlman's men's furnishings (1301). Later occupants were Kruetz's Restaurant (1307), the Amber Grid (1313), gift and sandwich shops, most of which depended on the nearby Wisconsin General Hospital for the bulk of their business.

The University bought the Schlimgen store in 1947, and gradually began renting space in other buildings nearby. By the mid 1970s only a few non-University functions remained on the block. Purchase of these buildings took place during the 1960s and 1970s. 1307 was purchased from Ralph Lawrence for \$52,2000 in April 1969, 1301 from Max Perlman for \$81,000 in April 1973, 1325 from University Book Stores for \$66,142 in July 1971, and 1313 from Richard Hubanks for \$281,0000 in December 1985. With the closing of Matthews book store in 1995, no non-University presence remained. This block (known to the University planners as "the triangle"-see Fig. 2) is the likely site of some substantial future University construction, possibly an arts building.<sup>1</sup>

1) City directories and register of deeds records; business records of the University regents.