

Aloysius "Louis" Baumann

Nominated by William Scheuer, Robert Sanders, and Diane Hart Deci

Civic Leader, Alderman, Philanthropist, and Entrepreneur!

Louis Baumann was born on August 22, 1863, in Hirschau, Bavaria. He came to Wisconsin when he was two years old with his parents, Joseph and Anna Beck Baumann, to settle on a farm near Branch in Manitowoc County. While helping with the farm work he went to school and learned the skill of carpentry.



Louis Baumann

In 1885, Louis moved to Hewitt, Wisconsin, where he worked as a carpenter, bought a farm, and married Anna Meidl, from Whitelaw, Wisconsin, in 1886. Nine children were born to this union between 1887 and 1908. He married Emelia Schmid Vogel on April 16, 1912 after the death of Anna on January 20, 1911. Louis purchased property on North Central Avenue in Marshfield in 1889 and built a saloon and hall in 1890. The building had two floors with the saloon on the first floor and a hall, Sanger Hall, on the second floor.

To hardworking German immigrants, *gemutlichkeit* (good fellowship) was an important part of life. In the old country, people socialized in the beer gardens, listening to music and enjoying good food and beer. The bar served good beer and food, and had a hall where social gatherings, political discussion and other community activities took place. The hall was also used by the German singing societies to practice and entertain the public.

Louis was a successful businessman who expanded his business interests in Marshfield to include rental property next to his saloon and additional farms, including a homestead in Eagle Butte, South Dakota, in 1912. He also was involved in the Marshfield Brewing Company, the First National Bank of Marshfield and a cheese factory in Rozellville.

In addition to his business interests, he was involved in local politics, serving as the Alderman for the 6th Ward for two terms. He participated in many societies and clubs including the Catholic Knights of Wisconsin, St Joseph's Society, Catholic Order of Foresters, G.U.G. Germania, Wisconsin Widow and Orphans Society of Mayville, German-American Alliance, American Society of Equity, Krieger-Verein, Eagles, and Owls.

The following obituary quotes paint a picture how Louis Baumann was involved in and respected by his community.

The Marshfield Herald, January 13, 1917

"The news of the sudden and unexpected death of Louis Baumann...came as a shock, not alone to his immediate relatives but to all who had the pleasure of knowing him as a businessman, neighbor and fellow citizen. He was a good man, big hearted, generous and kind, a loving husband and a considerate father. He was a self made man, honest in principle, frank in his business transactions and ever willing to do a kindness to the least of his fellowmen.

Louis Baumann in everyday life was a prince among men, ever striving to do unto others as he would have them do unto him. As such he lived and died and by so doing has left to his memory a tablet well written with good deeds.“

The Marshfield Times, January 10, 1917

“Louis Baumann, a pioneer resident of Marshfield, well known in business and fraternal circles and a stockholder in many commercial enterprises in the vicinity, passed away at St. Joseph’s hospital Saturday morning He was a stockholder in several business enterprises, including banks and cheese factories, and was vice-president of the Marshfield Brewing Company.”

The Marshfield News, January 11, 1917

“Louis, as he was familiarly known, was of a kind, charitable and sympathetic disposition. As a neighbor and friend none could ask for a better one. He attended strictly to his own affairs and though he had many business cares, he always found time to lend a helping hand or do a kindly act. He was true to all who dealt with him and never harbored any ill will because anyone opposed or differed with him in opinion. He was a firm believer in honesty and the golden rule, which principles guided him in all his dealings and rewarded him with success. In his home life he was devoted to his family and ever alert for opportunities to make the lives of those near and dear to him more comfortable and brighter. As a result of his passing, many hearts are heavy laden with sorrow.”

Louis Baumann had a big family. There are many descendants who still live in Marshfield, while more are scattered all over the state of Wisconsin and the world. The former Bauman Buick automobile dealership was started by his son Theodore “Ted” Bauman.

Louis Baumann’s impact on Marshfield was broad and deep and continues today through his descendants, include the following surnames: Kaiser, Hastreiter, Hoffmann, Stueber, Leick, Hart, Meske, Velcheck, Breu, Scheuer, Sanders, Schmitt, Berg, Schlagenhaft, Weinfurtnr and Reichelt and many others in the subsequent generations.