



Amery Area Historical Society

Historical Sites



The Feit Building
1928

Feit Building



Just a few structures north of the Winchester Clock on Keller Avenue in Amery sits the colorful "Feit" building. The building's identity is maintained because the name of the founders, Isaac and Albina Feit, who built and operated the facility, sits colorfully above the entry.

Isaac and Albina Feit came to Amery in 1892, and Isaac opened a retail clothing store located in what was known at the "Danielson Block." They were married in 1880, in Germany, and they emigrated to the U.S. in 1884. After living several years in Philadelphia, they came to St. Paul and subsequently to Amery.

In 1911, the Feits purchased Lot 6, Block 5, of the "Original Plat of the City of Amery," from the Farmers and Merchants State Bank immediately to the north. The parcel was titled to A. Feit. The deed included rights to share the "common wall" which still exists between this building and the old bank building to the north.

Construction of a new building on the lot they had purchased was completed in 1928,

and A. Feit & Son moved into the new structure. The Amery Free Press described it as "the beautiful and modern building now occupied by his clothing business."

The first recorded entry for the real estate at the Register of Deeds occurred in 1857. This land, along with other lots, was owned by the Sault Ste. Marie Land and Improvement Company, whose owners included William Washburn and John Pillsbury. Washburn managed General Mills while Pillsbury organized Pillsbury Mills.

Mr. Feit was reputed to believe that sales for any given day would be poor if he did not complete a transaction early in the day. Therefore he would stand in the street encouraging that first sale, often at a drastically reduced price.

The Feit family was Jewish, and because of the Jewish Sabbath being from sundown Friday through Saturday, Isaac hired an assistant to run the store so the family could attend Synagogue in the Twin Cities. Mr. Feit and his clerk, Peter Wike, continued operating the clothing store until Isaac Feit's death in 1947 at the age of 93. Albina Feit had passed away at 75 in 1936.

Following Mr. Feit's death, the business and the building were sold to Millard and Gladys Evensen. They operated under the name Evensen's Clothing until 1955, when they sold the



Thursday, January 23, 1930

AMERY FREE PRESS



Isaac & Albina Feit on their 50th Wedding Anniversary

The World Moves
and we are leading the procession.

In this season we are pleased to announce that we have the exclusive sale of

SCHLOSS BROS. FOREMOST CLOTHING

known and worn by thousands of pleased customers in this vicinity. Regardless of what you may read in other advertisements, no other can compare with it. These clothes mark most high in the world of fashion, and we deem ourselves particularly fortunate in that we are able to present to you clothing

as thoroughly dependable in style, fit and good workmanship as is available in clothing nowadays, and this fact, combined with the painstaking care given to all the details, gives our clothing the high standard it has attained. We know that when you once get the habit you will wear no other than

SCHLOSS BROS. FOREMOST CLOTHING

Call in and examine my line, it will be worth your while to do so before buying

A. FEIT.
THE CLOTHIER,
DANIELSON BLOCK
AMERY, WIS.

October 18, 1906



FEIT SQUARE

GRAND OPENING
Saturday, Nov. 18, 9 a.m. - 6 p.m.
121 North Keller, Amery, WI

Phil Spanner Cigar and Book Store Cigarettes, Stationery	John Jagusch & Stargel Cigar and Book Store Cigarettes, Stationery
Whispered Words Bookstore New and Used Books Puzzles, Stationery, etc.	Whispered Words Bookstore New and Used Books Puzzles, Stationery, etc.
Tranquil Body Massage By Linda L. Lee	Benjamin's Accounts of Feit's Building

BB's Cafe LLC
121 North Keller, Amery, WI

operation. Purchasers were Leonard "Bud" Harris, who had been working at the store since 1948, and Dr. A. R. "Buck" Buchanan.

The sale took place on February 15, 1955, and the first advertisement for B & B Clothing appeared in the Amery Free Press on February 24. The B & B stood for Buck and Bud. Mr. Harris was manager of the store. Mr. Buchanan, a professor at the University of Colorado with a summer home on Lake Wapogasset, was the silent partner.

Peter Wike, who had served Isaac Feit for many years, continued to work at the clothing store through the Evensen and B & B eras. Mr. Wike was a welcoming face who seemed able to make anything "fit."

The Feit building was expanded to the rear twice over the years, first in 1959 and again in 1965. In 1966, Buchanan and Harris purchased the newly-vacated bank building to the north and established a shoe store to complement the clothing business.

The B & B Clothing store continued operations until 1984, when Bud Harris retired.

In 1984, the Feit building was purchased by Les and Patricia Wise and became a Sears Catalog Store. Ken and Kay Amundsen became owners of the building and the Catalog Store in 1986. The Sears store was also operated by Harley and Nora Schaefer, from 1989 to 1993.

After the Sears store closed, Dale and Shirley "Suzi" Bazille purchased the building from the Amundsens in 1994. Suzi operated an antique store called Squash-A-Penny. While remodeling the building, Dale uncovered the stained glass above the entry bearing the Feit name.

In 2006, Margie Belock purchased the building and remodeled to include commercial kitchen facilities. In the fall of 2006 she opened Feit Square, including BB's Café and several other local service offerings.

Rog and Barb Anderson, along with Julia Apaloo, became owners of the building in 2011, and after improving the kitchen they opened Ida Mae's Café on April 1 of that year. Ms. Apaloo left the business after about two years.

Home of the best breakfast in town, Ida Mae's serves lunch as well as breakfast and provides meeting space for numerous community groups. Ida Mae's was voted "Business Renovation of the Year" by the Amery Community Club in 2012.

Ida Mae's was named "Best Ma and Pa Restaurant" by Our Wisconsin magazine in 2014. The café includes the original interior metal ceiling and original wood floors. The stained-glass namesake Feit window can be seen from inside the building.

B & B Clothing

FORMERLY

EVENSEN'S

LADIES' DRESSES

New Styles and Colors
\$7.95 to \$8.95

BIB OVERALLS

RAILCHIEF \$2.59
OSHKOSH \$3.49

MEN'S Fruit of the Loom

SHORTS 69¢
T-SHIRTS 69¢
BRIEFS 69¢

JUST ARRIVED LADIES' HATS

\$2.98

128-TYPE SHEETS

72 x 108 \$1.77
81 x 108 \$1.88

ATHLETIC SHIRTS 49¢

BOYS' BRIEFS 49¢

LADIES' CASUAL SHOES

New Spring Styles
\$2.98 to \$4.98

MEN'S 6-IN. WORK SHOES
\$3.98 Per Pair

WORK RUBBERS
\$2.89 Per Pair

Buy Your Easter Clothing on Our LAY-AWAY PLAN!



Research for brochure by Jerry Sondreal, Arlen Burke, Dick Olson & Doug Drake



Ida Mae's Cafe

Homestyle Breakfast & Lunch
CATERING & CONFERENCE ROOM

Breakfast served all day
Lunch specials from 11 a.m.

OPEN
Mon-Fri 6:30-2 121 Keller Ave., N.
Sat. 8:00-2 Burk Amery, WI 54001
Sun. 8:00-2 Anderson 715-768-4342

**Stop in to eat for
your energy to shop!**



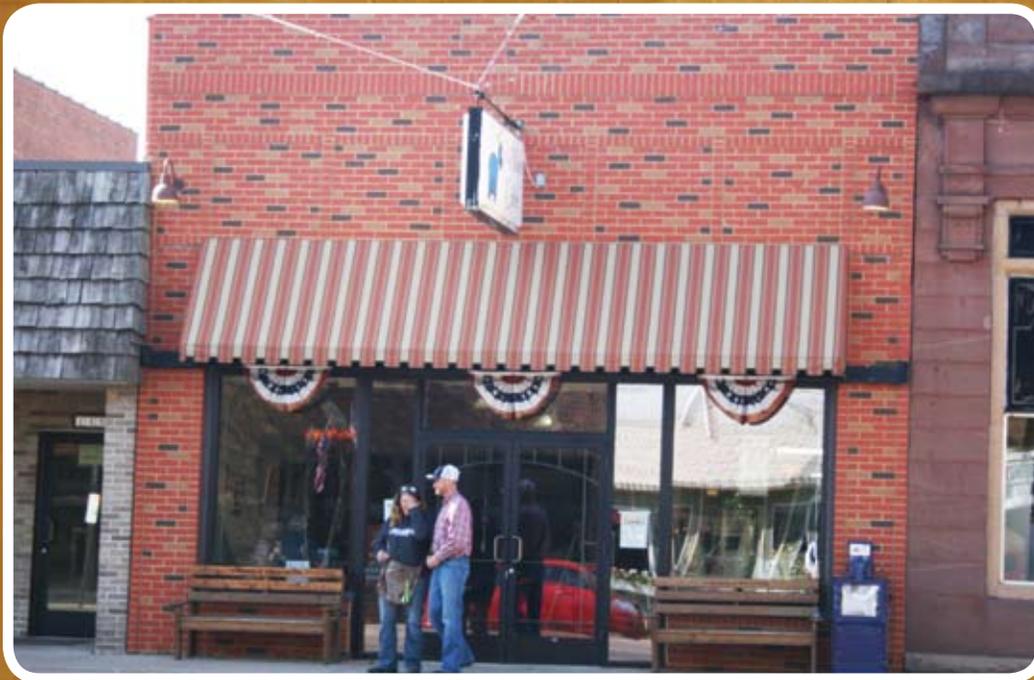
The Amery Area Historical Society (AAHS)
collects and preserves the heritage of the local area.



This historic site brochure is an activity of the
Cathy Haug Memorial Project of the AAHS.



The AAHS welcomes your participation
as donors and members.



Amery Area Historical Society
225 Scholl Court • Amery WI 54001

(lower level of the Amery Area Public Library)