

History

1

140 Commerce Street

Burlington Standard Press

Founded in 1863 by abolitionist Lathrop E. Smith, the newspaper holds a long history of journalistic achievement. In 1984, the paper moved to the two-story brick structure, built in 1926 as a railway terminal. Loop tracks and a roofed boarding area once surrounded the building for passengers waiting for the rapid transit electric train that ran from Burlington to Milwaukee.

2

500 North Pine Street

May's Insurance Agency

This stately building, made of Bedford sandstone, was constructed in 1909 at a cost of \$80,000. Once the Bank of Burlington, it now houses the second oldest Aetna Casualty Agency in Wisconsin. The third floor was originally a gymnasium complete with billiard tables and a basketball court, while the basement contained the local operators and switchboards of the Wisconsin Telephone Company. In the past the building boasted an interior of Italian marble counters, wrought iron teller cages, cherry wood fixtures and a reinforced steel "burglar proof" vault.

3

189 East Chestnut Street

Chase Bank

The original structure, built by lawyer Caleb Barnes in 1848, is the oldest building in the state built as a bank and still used for that purpose.

#4 TEMPORARILY UNAVAILABLE

4

133 East Chestnut Street

Loop Building

The bend in Chestnut Street has long been the heart of downtown Burlington, even in 1914 when C.J. Foltz ran a clothing emporium here. Today, the Loop is home to a mix of retail shops and businesses.

5

113 East Chestnut Street

Burlington Area Chamber of Commerce

The building's second story Cream City brick façade and graceful arched windows recall its past as it was accurately restored to its historic beauty. One of the earliest owners was Matthias Klingely in 1909, also a clothier. It is listed as a Historic Building in the National Historic Registry.

6

112 East Chestnut Street

Oldenburg Insurance

The building, remembered by many as the Henney Drug Store, is the current location of the Burlington Area Chamber of Commerce. The Chamber has an extensive brochure rack with information about all of Wisconsin, as well as the greater Burlington area. Also in the same location, visit Burlington Area Arts Council Gallery & Gift Shop, which features the works of local artists.

7

Milwaukee Avenue

Burlington Square

This shopping center opened in 1978 with Reineman's True Value Hardware Store. Since then, the center houses a variety of retail and services businesses.

8

141 West Chestnut Street

A.G. Edwards & Sons

The investment firm, formerly located on North Pine Street, relocated to the former Elsie's (women's apparel) location in 1994, when Elsie's owner retired and closed the business.

9

400 Milwaukee Avenue

First Banking Center

The bank has been serving the community's financial needs since citizens who wanted more banking choice formed it in 1920. The current brick building was finished in 1960; before that, the bank did business on the corner of Chestnut and Milwaukee Avenue in what was originally William Bushman's saloon.

10

166 East Jefferson Street

Burlington Public Library

Traces of the former 1917 post office were left when this tan brick, neoclassical building became the library in 1964. The new addition of 1987 closely matches the original exterior.

11

300 North Pine Street

Burlington City Hall

Erected in 1925, this building once housed the library, police department and jail under its roof. In the basement one could find an American Legion clubroom.

12

217 East Jefferson Street

Originally built in 1948 as a residence, the building has been home to the law office for over 20 years. An addition to the office was completed in 1976.

13

116 South Pine Street

North Shore Bank

The Burlington office first opened in 1975 at the Pinecrest Shopping Center. A new building in 1983 provided an even greater array of financial services.

14

200 South Pine Street

M&I Bank

Jerome Increase Case was the first president of the bank, which was founded in 1972. The bank moved to its third and current location in 1970.

15

941 Milwaukee Avenue

Lynch Jeep

Formerly Humphrey Chevrolet Sales of Burlington, this dealership has expanded over the years in sales and service. The present building replaces one destroyed by fire in the early '80's.

Stop in at the Burlington Area Chamber of Commerce, 113 East Chestnut St. Suite B to pick up the Liars club's collection of lies in book form, "I Never Lie and Other Lies".

Follow the Trail to Tall Tales

Burlington Liars Club

It all started, of course, with a lie.

Tall Tales Trail

On a slow news week between Christmas and New Year's in 1929, reporters Otis Hulett, a noted prankster, and Manuel Hahn fabricated a news story about a lying contest between the Burlington police and fire departments.

It seems that the patrolmen and firemen were sitting around the station on a New Year's Day, and wanted to see who could fabricate the biggest lie. The winner, hands down, was the Chief of Police, who denied ever telling a lie in his life.

Picked up by the news services, the story gathered enough interest that the Associated Press contacted Hulett the following year for the name of the new champion liar. A winner was selected and the contest was rolling.

Each year lies poured into Burlington. Hulett formed first a national and then a worldwide club.

Membership was originally a lie and a thin dime. Today, inflation has pushed the price to a one-time fee of a dollar, and of course, the lie.

From the beginning, however, membership has been restricted to amateurs, thus, denying membership to politicians.

Hulett closed the club in 1979, but the Burlington Area Chamber of Commerce financed its reopening in 1980. The club, now a non-profit corporation, still sponsors its annual contest and the winning lie is announced each New Year's Eve.

Send your entry and \$1.00 to:
Burlington Liar's Club
P.O. Box 156
Burlington, WI 53105

A collection of tall tales gathered since the inception of the Burlington Liars Club over 70 years ago.

"A great town for lying around"



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