

Historical Clippings

Three Lakes Museum

January 2024

The Empty Corner on Superior Street

After the railroad completed the rails through the newly formed village of Three Lakes and continued heading north, the sections along the tracks that had been thoughtfully plotted were sold. The first two blocks east of the depot went mostly to entrepreneurs catering initially to the logging industry and early settlers and tourists.

In 1882 many of these small businesses were a combination mercantile and eating, drinking and sleeping quarters primarily for lumber men, with barns for horses and oxen located in the back. As the logging industry grew, Main Street was growing to accommodate the needs of the community.

Established around 1890 by Stub Fesenden and Ace Miske, the American Hotel was dedicated to comfortable lodging and good food. It was built on the southeast corner of Main Street and a cross street whose name was not documented but today is known as West School Street.

At the time of the publication of the 1901 Sanborn Fire Insurance map, Main Street was now recognized as Superior Street. The American Hotel can be seen on Superior and Michigan.

The American Hotel later became the Hotel Three Lakes and then Loewy's Restaurant and Hotel. In the late 1960's the original building was torn down and was replaced by the Best Western Alpine Motor Inn that then became The Oneida Village Inn.

wisconsinhistory.org houses a collection of 325 Sanborn Fire Insurance maps of Wisconsin cities going back to after the Civil War. The purpose was to determine fire insurance assessments listing the type of construction and the composition of building materials. Yellow indicates wood frame and pink, brick.





The American Hotel
or from the sign in the image, American House



1906
The American House, originally named The Forest House. Miss Messner, proprietress. Over the years it was operated by D. Houle, J. E. Loy, Mr. Anderson, Joe Ritz, James E. Nelson, and Jos Lowey. According to Joe Ritzer's ledger, over a ten year period the hotel had 7,426 guests. It was heated by a wood burning stove. It was torn down and a Best Western Motel erected in 1970.



when the Nelson's ran
Hotel Three Lakes



Loewy's Restaurant referred to by some as Loewy's corner



In the late 1960's, the looks of the iconic corner changed as the original building was torn down and replaced by the Best Western Alpine Motor Inn.



In 1978 Merle Patenode and Jackie Walker purchased the iconic corner and it became the Oneida Village Inn.

Then in March of 2019 the unthinkable happened - fire destroyed the OV. But all of Three Lakes is looking forward to the new history to be made on Superior Street.