

Who's Who In Wisconsin Rapids

The Who's Who column will be run each Saturday in the Wisconsin Rapids Daily Tribune. It will include a brief sketch of the life of citizens who have helped make history for Wisconsin Rapids.

Mrs. F. P. Daly



Mrs. Louise Jefferey Daly, daughter of Mr. and Mrs. Stephen Jefferey, was born on the farm of her parents in the town of Hansen, April 4, 1868.

Both the parents were among the early settlers of Wood county. Her mother emigrated to this country from Milltown, Mal Bay county, Ireland and her father came to the United States from Clayton, England many years previous to the civil war.

Hansen a Wilderness

At the time of her birth, the town of Hansen was in a primitive state being a vast wilderness and inhabited by the Sioux Indians. The farm was a veritable Indian village, covered with numerous tents of the Indians who made maple sugar from the vast numbers of maple trees which grew about the place. The Jefferey farm was then and still is one of the finest "sugar bushes" in Wood county.

Only White People

Chief Sikawa's wife was a white woman and she and the Jefferey family were the only pale face inhabitants in the vicinity. Mrs. Daly lived on the farm with her parents attending the county schools until eleven years old, then went to Wausau where she lived three years at the home of her sister, Mrs. William Gagen. She attended the Catholic parochial school of that city. Returning to this city, she finished her education in the Centralia High School in the summer of 1884.

Taught Aلدorf School

The following fall and winter Mrs. Daly taught the county school at Aلدorf and was reengaged as its teacher for the following year. At the close of her second year at Aلدorf she returned to her home in the town of Hansen where she taught the school known as the Natwick School. The next and last year of school work was at the Babcock school.

Married F. P. Daly

On October 7, 1889 she was united in marriage to Frank P. Daly, who established the Centralia Jewelry and Music company about 1886 at Centralia, now a part of Wisconsin Rapids, opening the store on Grand Ave. in the building now occupied by the Rene Hat Shop.

After the death of Mr. Daly in 1903 the burden of the business was left entirely on his widow who shortly afterward sold the stock of jew-

elry to William Scott now of Tacoma, Washington, who remained in the building and conducted the business.

Mrs. Daly retained the music business and continued to carry it on in spite of adverse circumstances, her four children being quite small. Undaunted, however, she brought up her four children and at the same time successfully handling the piano business.

Moved Music Stock

Upon selling the jewelry goods, Mrs. Daly moved the music stock to her home at 903 Eighth Avenue South where she conducted the business until the spring of 1918 when she moved into her present location on Grand Avenue.

Mrs. Daly was assisted by her daughter Agnes previous to her marriage to Dr. C. C. Rowley. For six years previous to the late world war, Mrs. Daly and her daughter averaged a sale of a carload of pianos every ninety days.

Upon finishing school, the other three children, Annina, Francis and Glen entered the store. The daughter managed and conducted a gift shop for two years which was added to the other stock. She left the store upon becoming the bride of Fred Roenius.

The eldest son Francis has charge of the talking machine department and the youngest son, Glen is in charge of the piano department.

Have Large Store

From a small and unpretentious establishment has been increased until it now ranks equal in equipment to any store of its kind outside Milwaukee and Madison.

The Daly Music Store in an establishment of which any city might well be proud. The progressive organization, the dignified and on-the-square manner in which the business is conducted by the popular proprietors and the long standing of the house, all combine to give it the high reputation which it has so long enjoyed, and assures a greater success.

All of this is due in a very large measure to the perseverance and executive ability of Mrs. Daly.