

W. Water Street 602 Businesses

1882 G. Schaal

1929 Hotmar Ace Hardware

Gonigam Hardware

The Emerald Lion Pub

2007 Twister

Schaal's Hardware was built in 1882 by the Schaal family and has been Princeton's main hardware store for over 100 years. From 1924 through 1980 it was run by John and Lil Hotmar and it enjoyed its greatest success. You could buy anything from hardware to appliances to toys here. Its display of Christmas toys was famous throughout the area.

HOTMAR HARDWARE

On September 17, 1924, it will be 40 years ago that John and Lillian Hotmar purchased the hardware business at 602 W. Water Street from the Scholl Brothers. The present building was built in 1882.

In February of 1951, Elmer Krueger was appointed manager.

The business was a Marshall Wells Store until January 1959, when it joined the Ace Hardware Corporation.

Mr. Hotmar died on July 9, 1968.

Write up from a pink carbon copy in file.

A Message of Thanks For My Friends, Employees and Customers.

“When John and I came to Princeton 56 years ago to buy a bankrupt hardware business with borrowed money, we did not know a single person. We wondered if our youthful optimism would allow us to succeed where another had failed. It didn’t take long, however, to gain the support of many new friends – those who came into the store and those we met everywhere around town.

Princeton has always been known as a friendly community, and it certainly welcomed us warmly. It quickly became home to us, the place where our children were born and raised, where our deepest friendships were formed and maintained, and where from the first our customers became our friends. Since our arrival in 1924, we have always considered Princeton our real home, and for more than half a century we have shared our joys and our sorrows with you.

Now I am turning over the hard work of the past 56 years to a man whose family I have known for a long time. Since he is familiar with the Princeton area, I am pleased that Glenn Gonigam is the new owner of Hotmar Ace Hardware. He comes to you with expertise, a willingness to serve you well, and a friendly spirit characteristic of Princeton people. I ask that you be as kind to him as you have been to us, and give him your support. And I congratulate him on inheriting such nice customers, whom it has been my pleasure to serve.

I want to extend special thanks to my devoted staff who have helped so much to build our store’s reputation for reliability and service. I am indebted to all of them, but I want especially to acknowledge my appreciation and thanks to my manager of many years, Elmer Krueger, and his wife Lorene. Without their help I could not have carried on the business after John’s death twelve years ago.

My family and I thank you all dear friends, faithful employees, and good customers for your loyalty to Hotmar Ace Hardware all these years. More than anything, I value your friendship, and hope to continue seeing you for many years in the future.”

Lillian Hotmar

The Emerald Lion Pub

“Unique CoffeeHouse Pub & Gourmet Food Store

Treat Yourself to Espresso, Old Fashioned Sodas, Desserts, Light Entrees, Specialty Drinks, Wines, Beer

Check out our Gift Baskets, Gift Items and Gourmet Food Selections

Browse the art gallery, Water Street Artwork, which features local artisans

Open 9:00 am – 9:00 pm Sunday – Thursday

9:00 am – Midnight Friday and Saturday.

Lunch Specials available for local delivery – Call 295-6753

Main Level – The Schaal Shoppes

Downtown Princeton at 602 W. Water Street

Prize Drawings Held December 15 and 16”

2007 Twister

Homeware, cookware, giftware, funware and caffeine. Outfit your life-style. Stop by for a drink at the Twister Espresso Café for that pre-or-post-shopping pick-me-up.