16 | 101 East Kaufman  
( west side of parking lot)  
Rumored to be the site of one of Rockwall’s several saloons, the lot at the northeast corner of Goliad and Kaufman shifted to respectable enterprise fairly quickly. By 1905, the Woodmen of the World had their lodge at this location in a two story white-frame building. And, in the mid-twenties, the Presbyterian Church bought the lot and constructed a red brick church building that served the congregation until April of 1980.

Continue west across Goliad. Cross Kaufman to reach the southwest corner of this intersection.

When examining photos, maps, and written accounts of the downtown square, it’s obvious that through the years, many businesses, for one reason or another, moved from one location on the square to another. For example, the fire station was located on the Kaufman side of the square in the early 1900s. By 1923, it was at 109 North Goliad. G. H. Vaught & Sons Manufacturing, an internationally recognized harness and saddle company, was also located in this area. It was one of two downtown locations for the Vaught business (the other was on East Rusk). Businesses along this block have included a garage for repair to Model T automobiles (a building located at 107 North Goliad that was later purchased by the Chamber of Commerce and used as a community building), A & P Grocery and D.R. Florence Electrical Contracting.

17 | 105 North Goliad  
In 1900, a photography studio occupied this building, but by 1905 the Oriental Hotel was up and running. Although the Oriental survived a fire in September of 1906, it was not a lasting venture, and by 1911 a photographer had once again taken up residence in this building.

18 | 101-103 North Goliad  
One of the oldest buildings in town, this structure was built prior to 1900. Actually two buildings under one roof, the structure was first occupied by Lowe & Allen Dry Goods. The brick to build the building was obtained from the Lowe brickyard located just west of town. In 1911 a millinery operated out of the building, and from about 1913-1930, Guaranty State Bank was the primary occupant. Other businesses that were located in one of the sides through the years include the Texas Power and Light Company, a ladies clothing store called Hermiones, Martin Brothers Funeral Home, Cameron Insurance and Stephenson-Davis Insurance.

Cross Rusk and continue walking down South Goliad.

19 | 102 South Goliad  
Still maintaining its original character, the building on the southwest corner of Goliad and Rusk was built circa 1890 and was home to the First National Bank. By 1900, Townsend Dry Goods was in operation on this corner followed by Rimassa Dry Goods and then Bender Dry Goods. From the turn of the century until the mid-1960s, the Masonic Lodge occupied the upper story.

Back view of 102 S. Goliad

20 | 104 South Goliad  
The property on this lot is extremely significant in downtown’s history as it housed the A.L. Atkins Dry Goods store for almost forty years. Atkins had clerked in dry goods stores for J. H. Townsend, but around 1908, he opened his own store in this location and operated it until the late forties. Soon, the Masonic Lodge bought the building which they still own today.