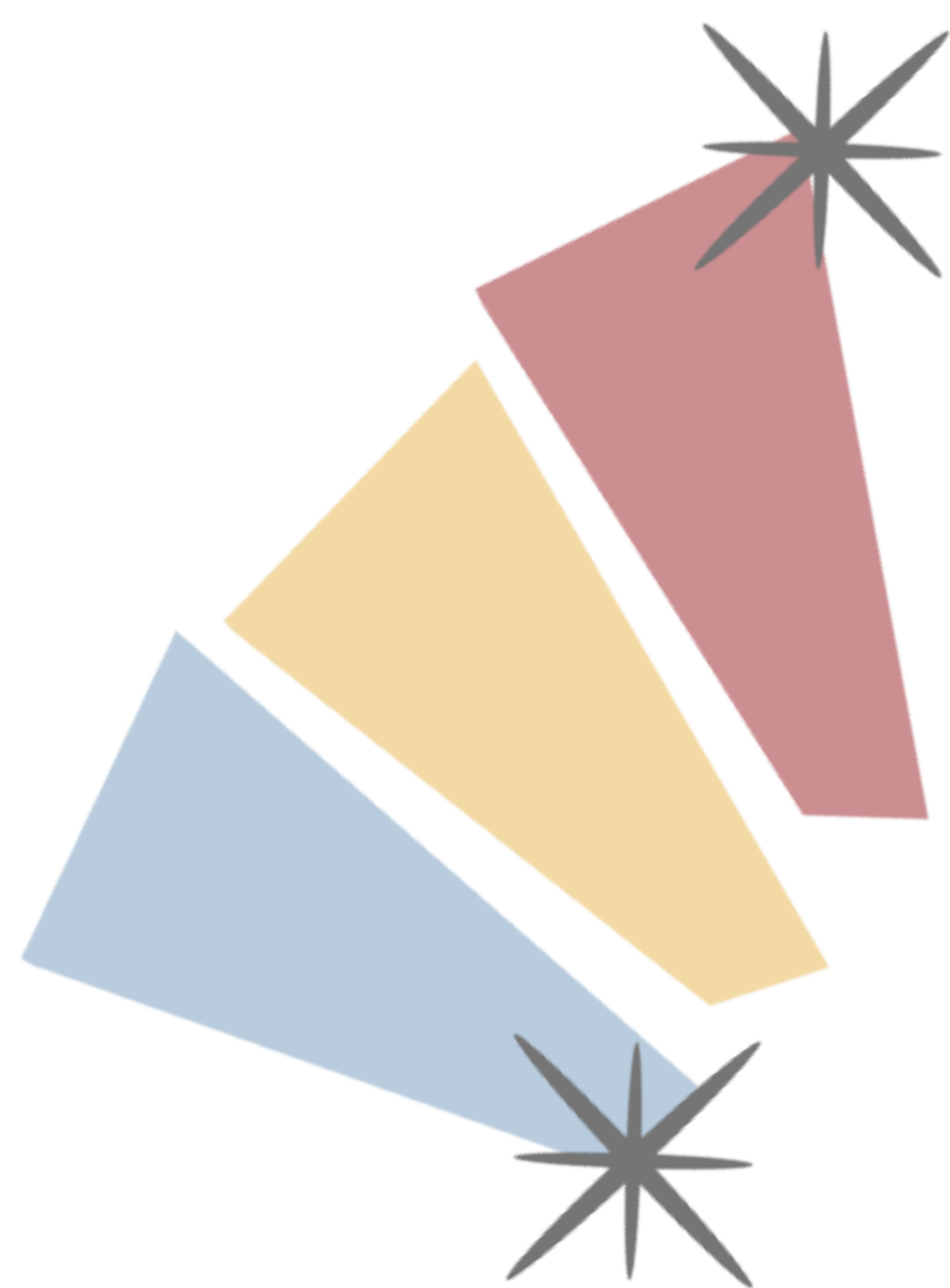


310

W. North Water St.

Construction 1955



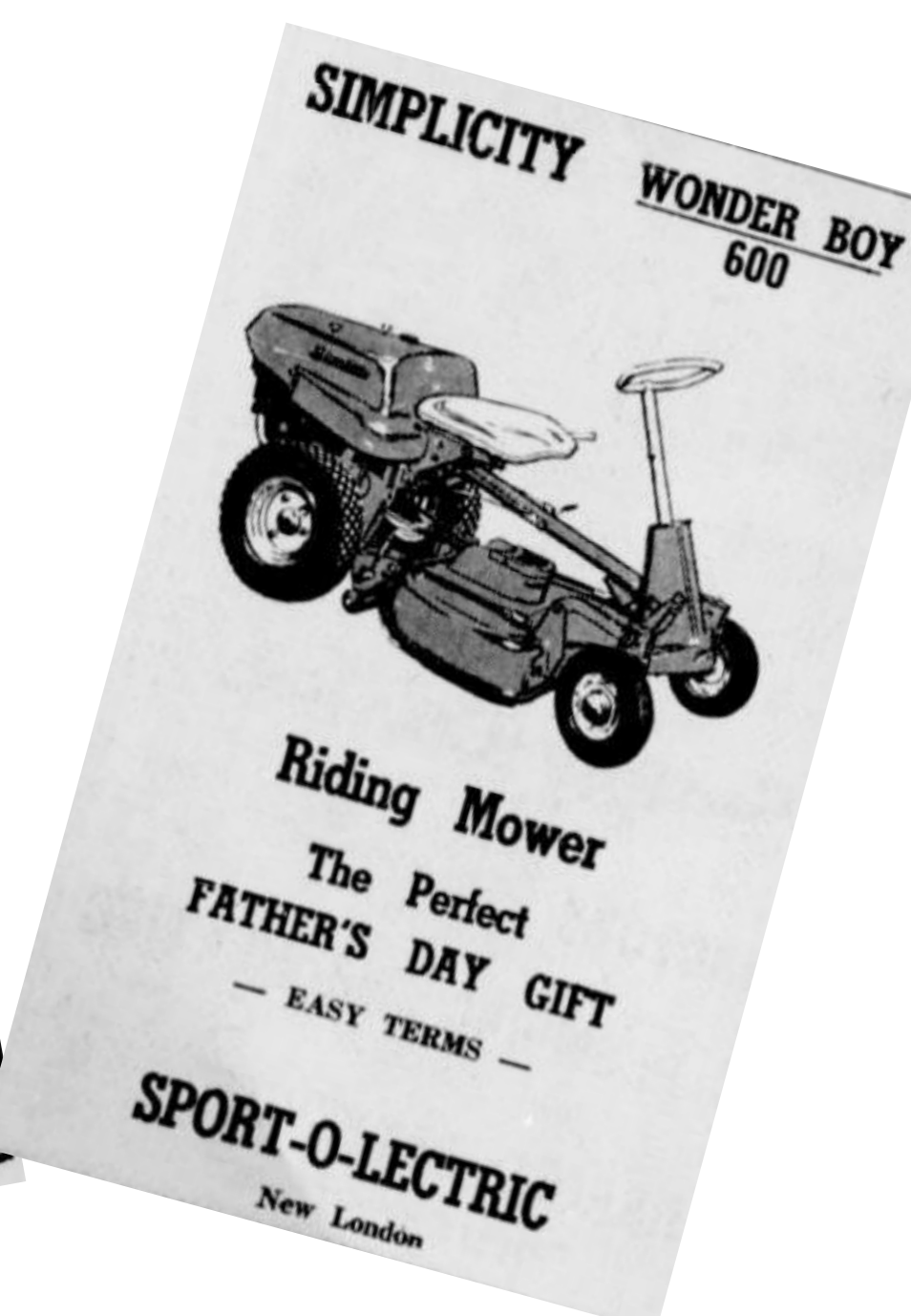
Marlin and Arlene Fuerst owned and operated Sport-o-Lectric from 1945 to 1987. In 1955, they relocated the business from 322 W. North Water Street to this newly constructed building. The modern two-story building featured display windows along the front and on the second floor. These windows often showcased a large display of bicycles. The store sold appliances, electronics, hunting and fishing gear, boats and motors, camping equipment, sporting goods, lawn mowers, bulk propane, and much more. They also ran a repair shop in the store for appliances, electronics, and small engines.

For many years Mr. Fuerst wrote a regular column in the New London Press called "Conservation By Lines" about hunting, fishing, and other outdoor activities in the area. He and Arlene were active members of the community. They belonged to the Lions and Lionettes, the New London Fish and Game Club, and others. Marlin served as chairman for the New London Parks and Rivers Committee for many years. Their business was a big supporter of local sports teams as well.

In 1977, Sport-o-Lectric lost its offsite warehouse space. They auctioned off a large amount of their inventory. Sport-o-Lectric closed its doors in 1985 but they would continue to sell a few used items and do light repair work. Not long after Mr. Fuerst's death in 1986, the business closed down completely.

In 1988, Waterbeds and Mattresses Too opened in the building, selling waterbeds, mattresses, bedding, furniture, and even pool tables. In 1998, New London Floor Center moved to this location selling carpeting and flooring. Then in 2005, Custom Carpets by Gordy Ltd opened and stayed here for more than a decade. MK Flooring occupied the building until moving to their new location in December 2023.

In September 2024, The Vault Dart + Pool Hall remodeled the interior and opened its doors.



The museum doesn't have many photos of this building.

Do you?

Please consider donating them to help us tell the story of New London!